

# INSTAGRAM

# MARKETING

*with Intention*

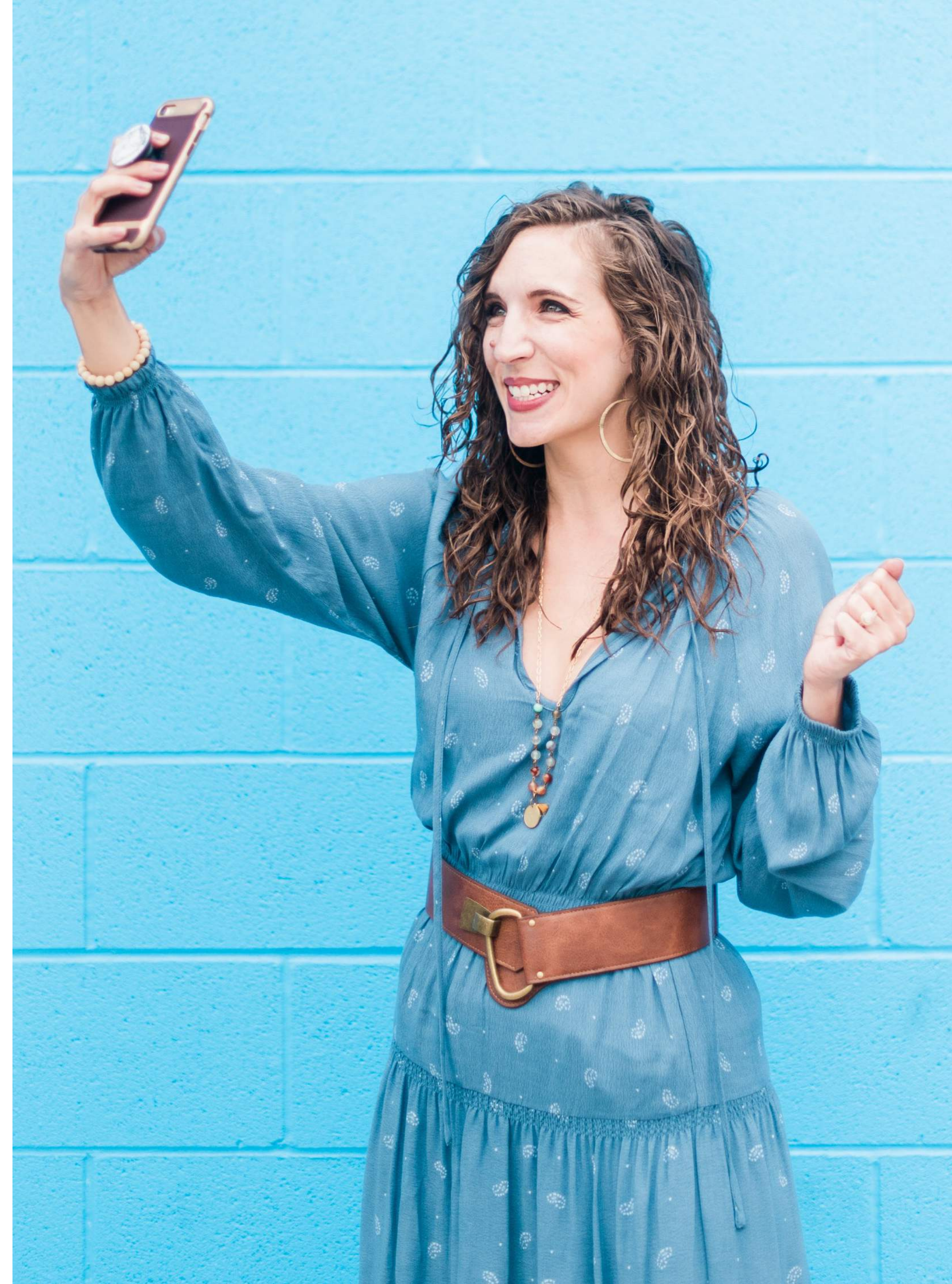


# OH, HEY!

## I'm Quinn Tempest.

- Digital Marketing Strategist
- Graphic Designer
- Speaker
- Color-loving urbanista in Phoenix

 @quinn.tempest



**1 THE IMPACT OF INSTAGRAM**

**2 INSTAGRAM WITH INTENTION**

**3 6-STEP STRATEGIC FRAMEWORK**

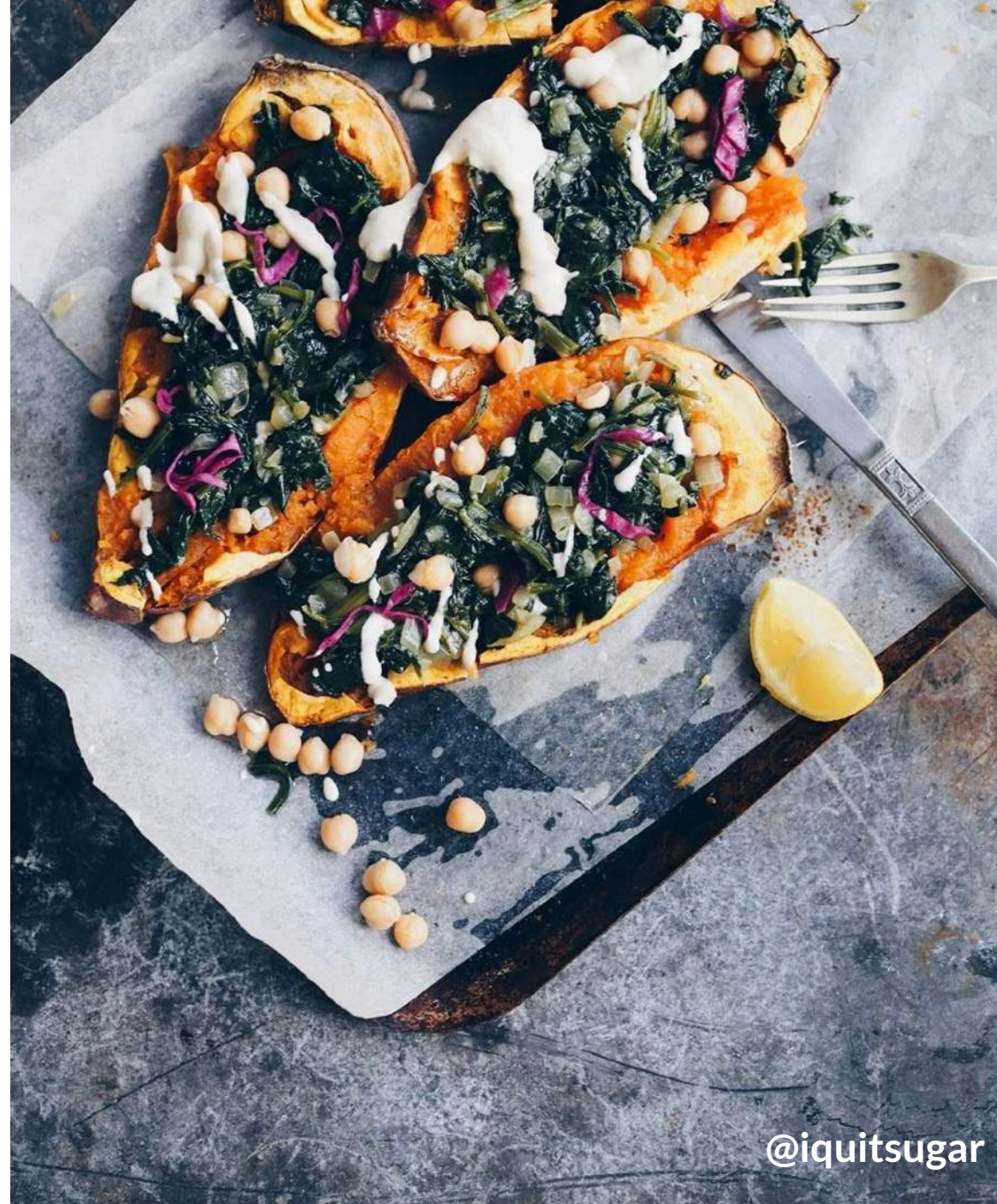
1

**THE IMPACT**

**OF INSTAGRAM**



@thebodycoach



@iquitsugar



@rawveganblonde



@thedelicious



@livegreenhealthy



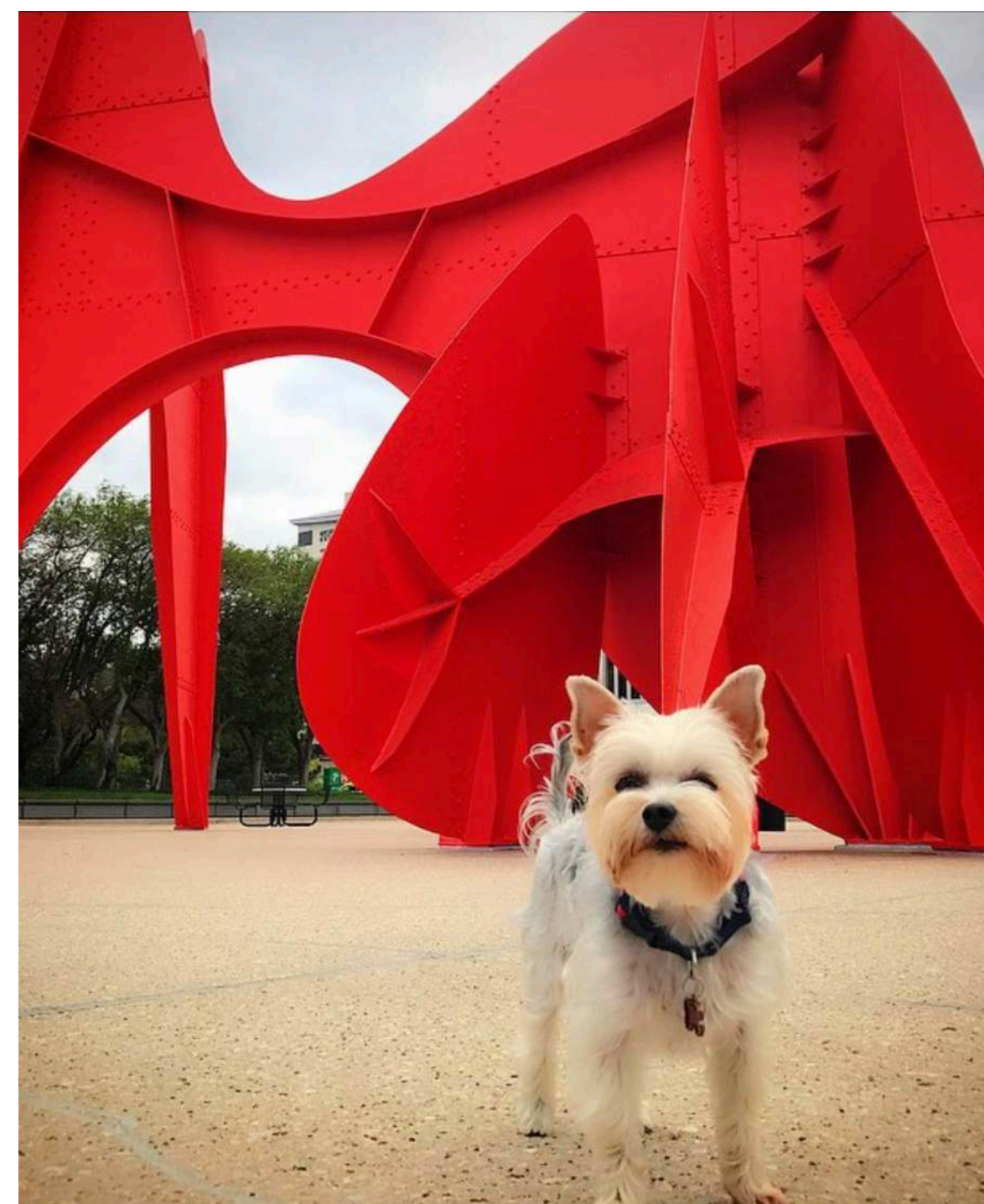
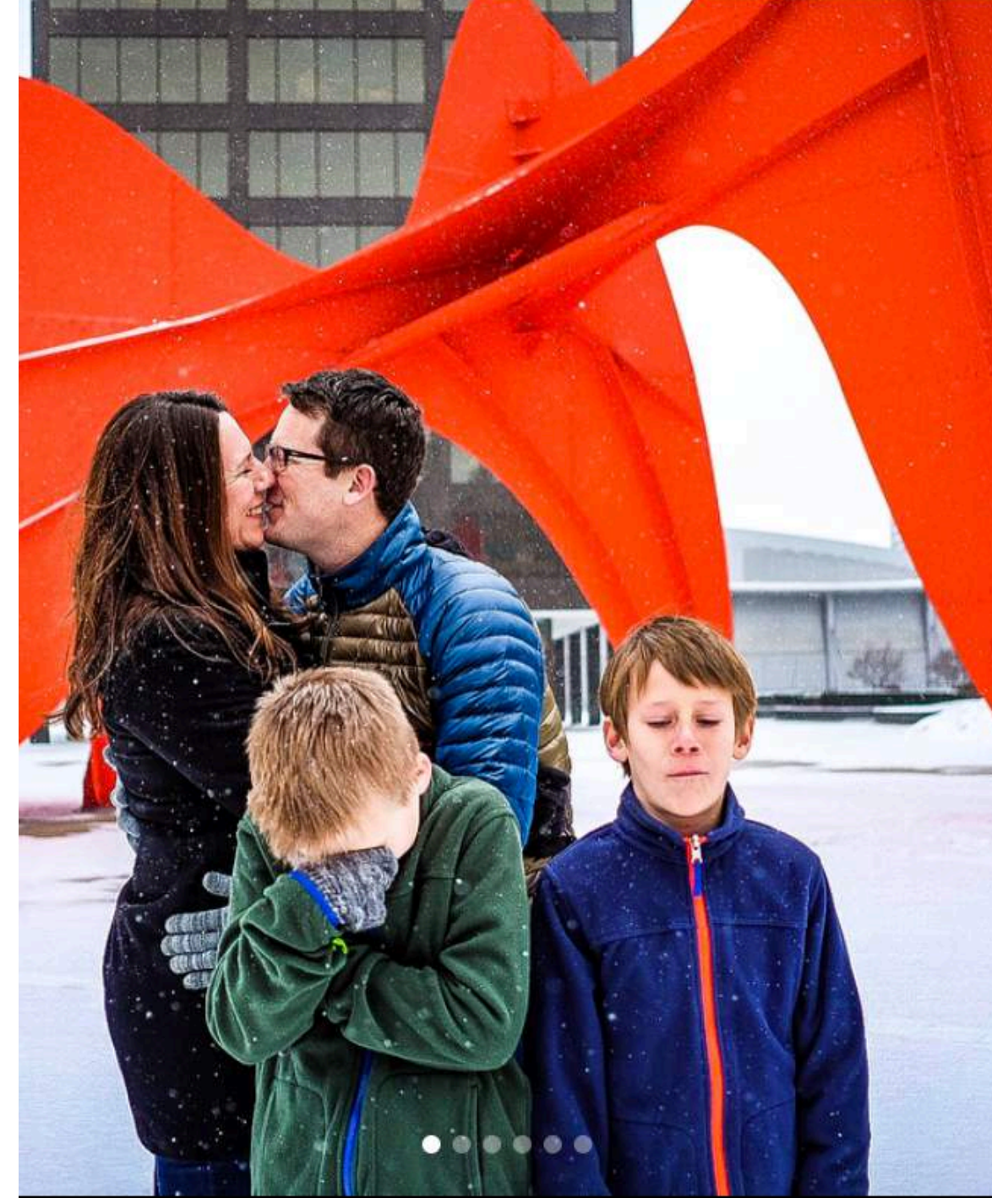
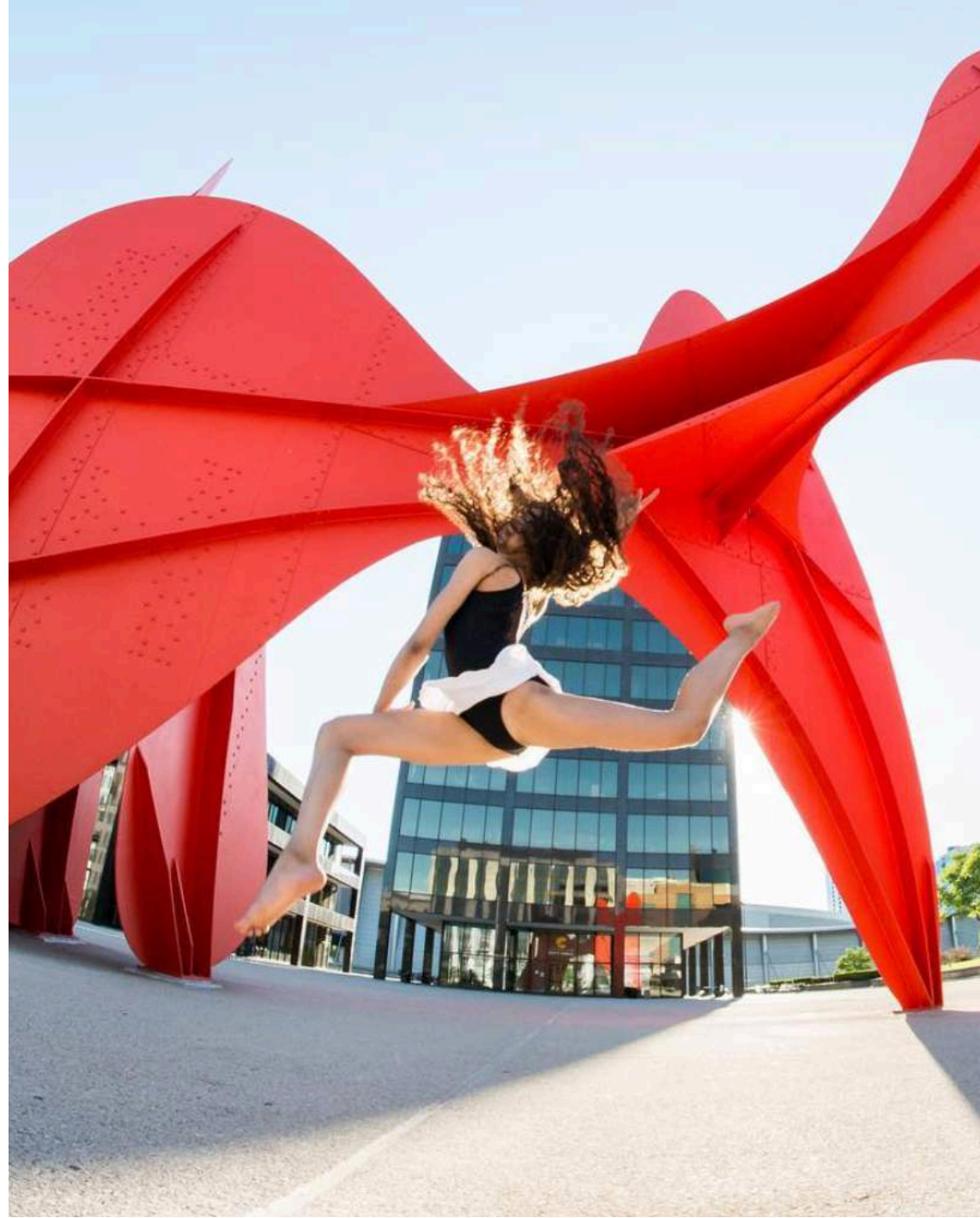
@ameliafreer



@thewholefooddiary



@mynewroots



# urban DICTIONARY

TOP DEFINITION

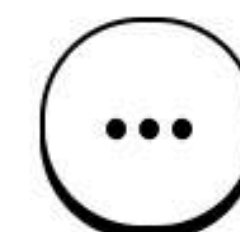


## do it for the gram

**Do it for the gram** means you do things in your life so you can take pictures and **show off** on instagram for example you buy **jordans** or other expensive things just to post on Instagram look for likes

*Man Im **finna** hit the mall and take pictures for **the gram yall** know I do it for the gram*

by **Seezy Dinero** April 09, 2016

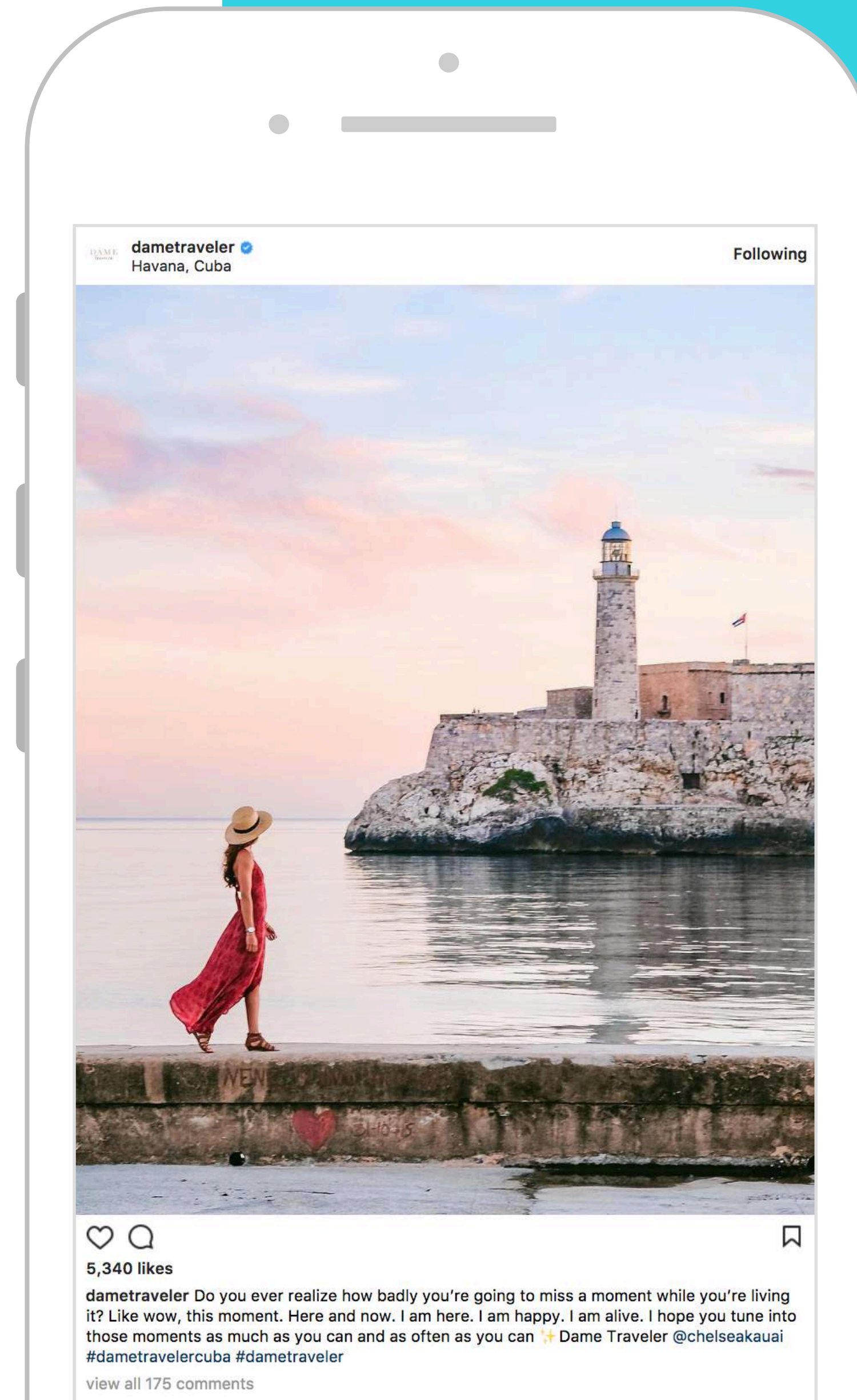


PEOPLE LIKE

INSTAGRAM

"It is so simple as to be almost serene."

- Robinson Meyer, The Atlantic





**1**

**billion**

total number of  
users

**500**

**million**

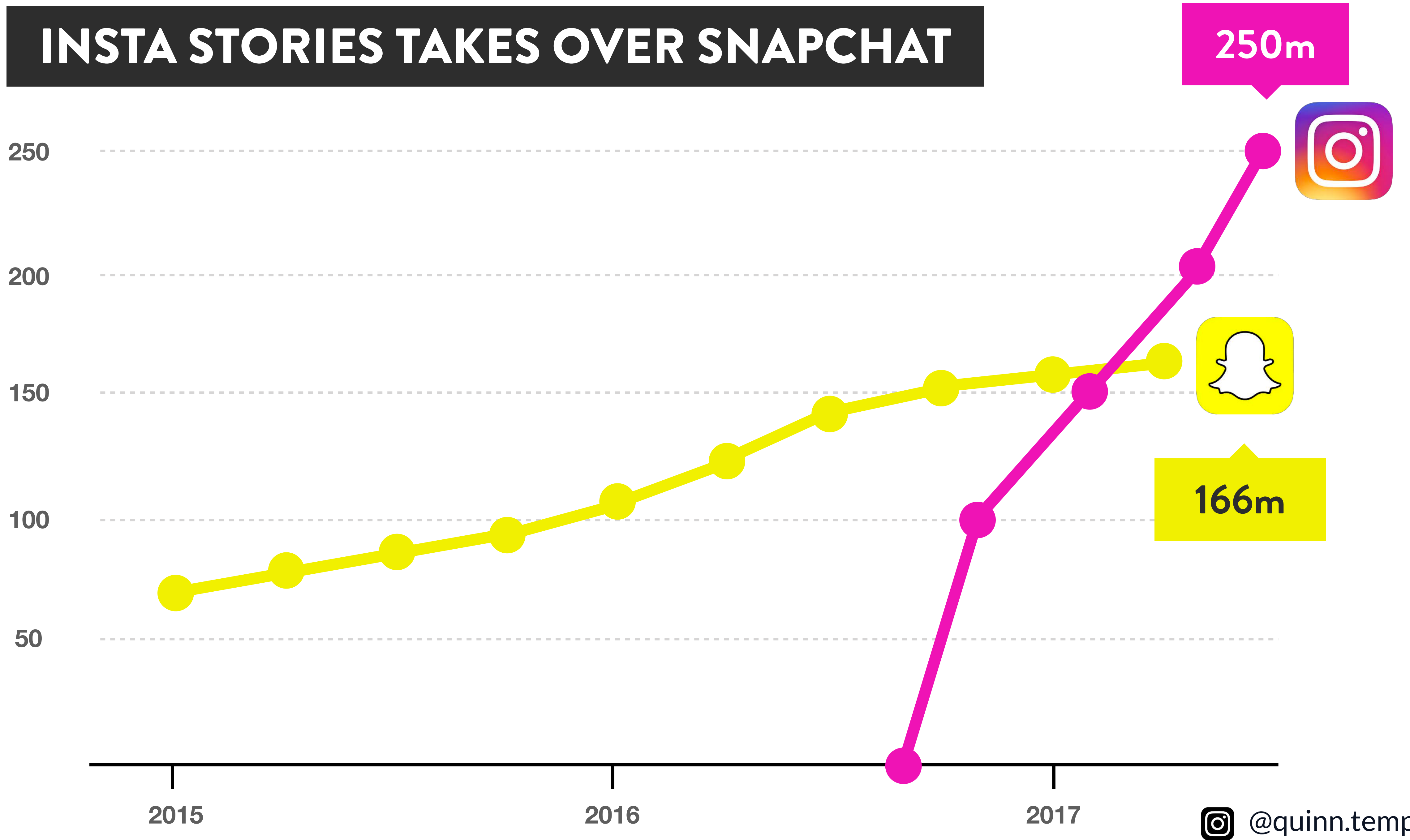
daily active  
users

**500**

**million**

daily Story  
users

# INSTA STORIES TAKES OVER SNAPCHAT



25

million



business  
accounts

80%

of users



follow a  
business  
account

200

million



actively visit  
brands'  
profiles daily

**MORE THAN**

**JUST**

**A PLATFORM**



# 1. TRAVEL



PHOTOGRAPH BY ALEX E. MANUEL, GETTY IMAGES, NATIONAL GEOGRAPHIC



PHOTOGRAPH BY THOMAS TRUTSCHEL, GETTY IMAGES, NATIONAL GEOGRAPHIC

# 1. TRAVEL



[unhashtag.vienna.info](https://unhashtag.vienna.info)

See Vienna. Not #Vienna

Enjoy the city behind your pics!

**VIENNA**  
NOW • FOREVER



[unhashtag.vienna.info](https://unhashtag.vienna.info)

See Vienna. Not #Vienna

Enjoy the city behind your pics!

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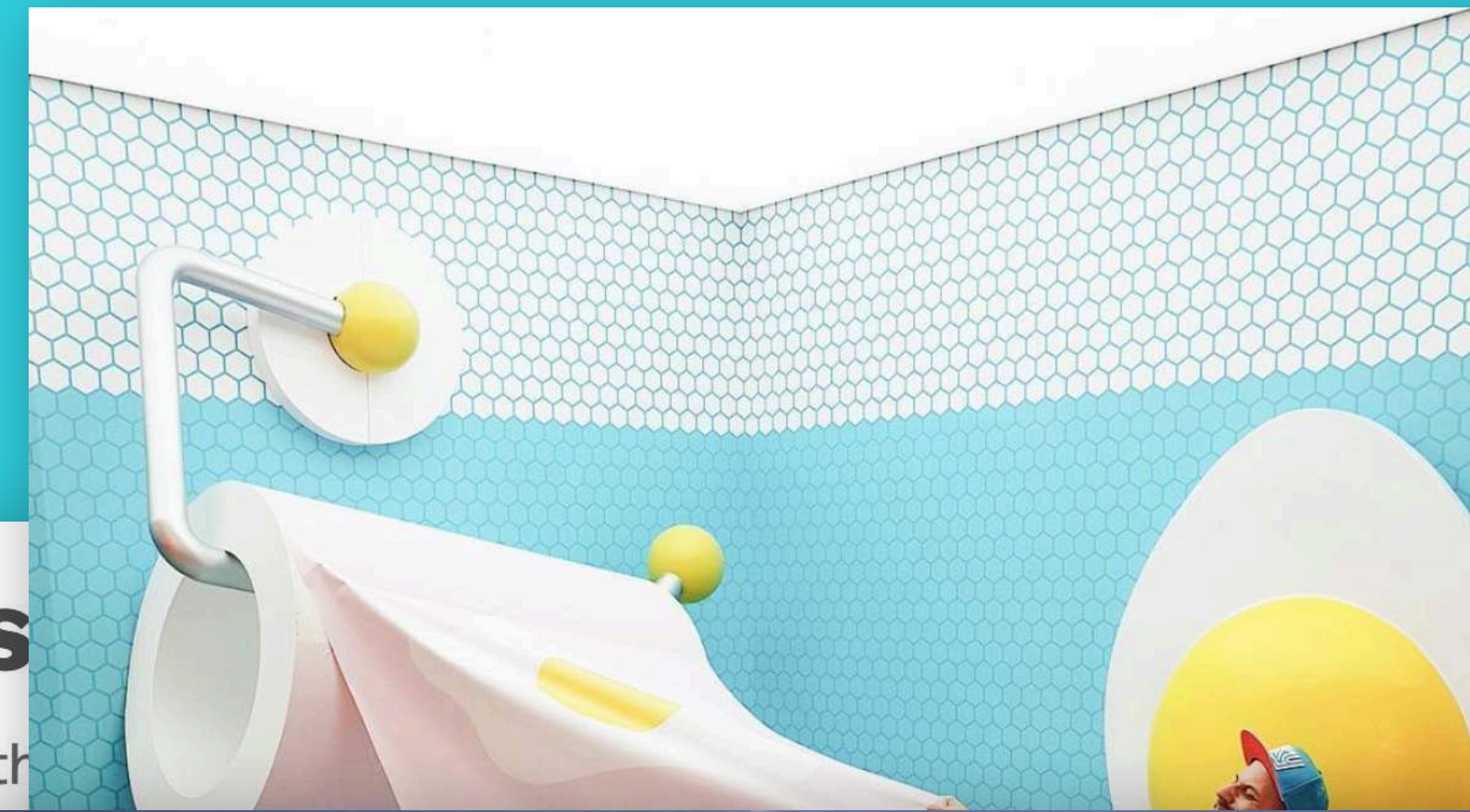
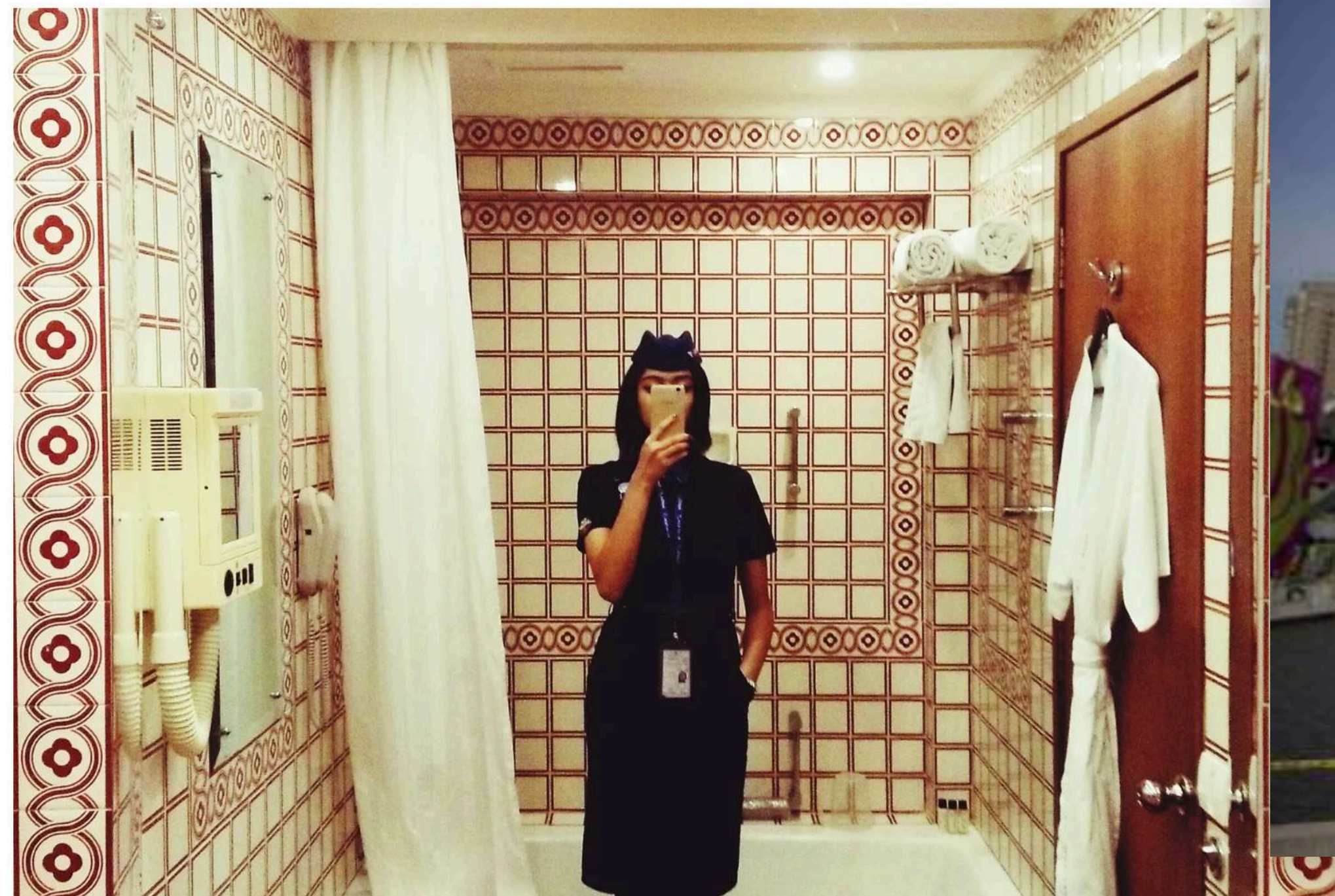
# 2. DESIGN

## Why are fancy bathrooms all over Ins

Hotels and restaurants are hoping you'll take a selfie in one of their novelty bath

By Chavie Lieber | @ChavieLieber | Chavie.Lieber@Vox.com | Jan 3, 2019, 8:00am EST

f t SHARE



EGG HOUSE theegghouse • Follow  
Shanghai, China

theegghouse Friday mood → Pulling through! PC: @jwh\_banieman

#theegghouse #eggousenyc  
#eggouseshanghai #eggousenewyork  
#egghouse #ellistheegg #instalationart  
#exhibition #popup #experienceart  
#experience #eggart #eggartist #loveegg  
#photooftheday #ins #instaegg  
#instagram #instagood #instalike



Bathrooms today are Instagram's favorite selfie location — Sanjana Sethi Chhetri/EyeEm/Getty Images

# 3. PURCHASING BEHAVIOR



discover new products  
or services



research products or  
services



decide whether to buy a  
product or service

7,118 likes  
lulus coat check ✓ @emilyrosehannon wearing the Walk in the Woods plaid coat, Ritchee black suede booties, and Amari clutch ❤️ #lovelulus #lulusambassador tap to shop!  
View all 13 comments

7,118 likes  
lulus coat check ✓ @emilyrosehannon wearing the Walk in the Woods plaid coat, Ritchee black suede booties, and Amari clutch ❤️ #lovelulus

Description

Also Featured in This Post

Click here for 10% Off!



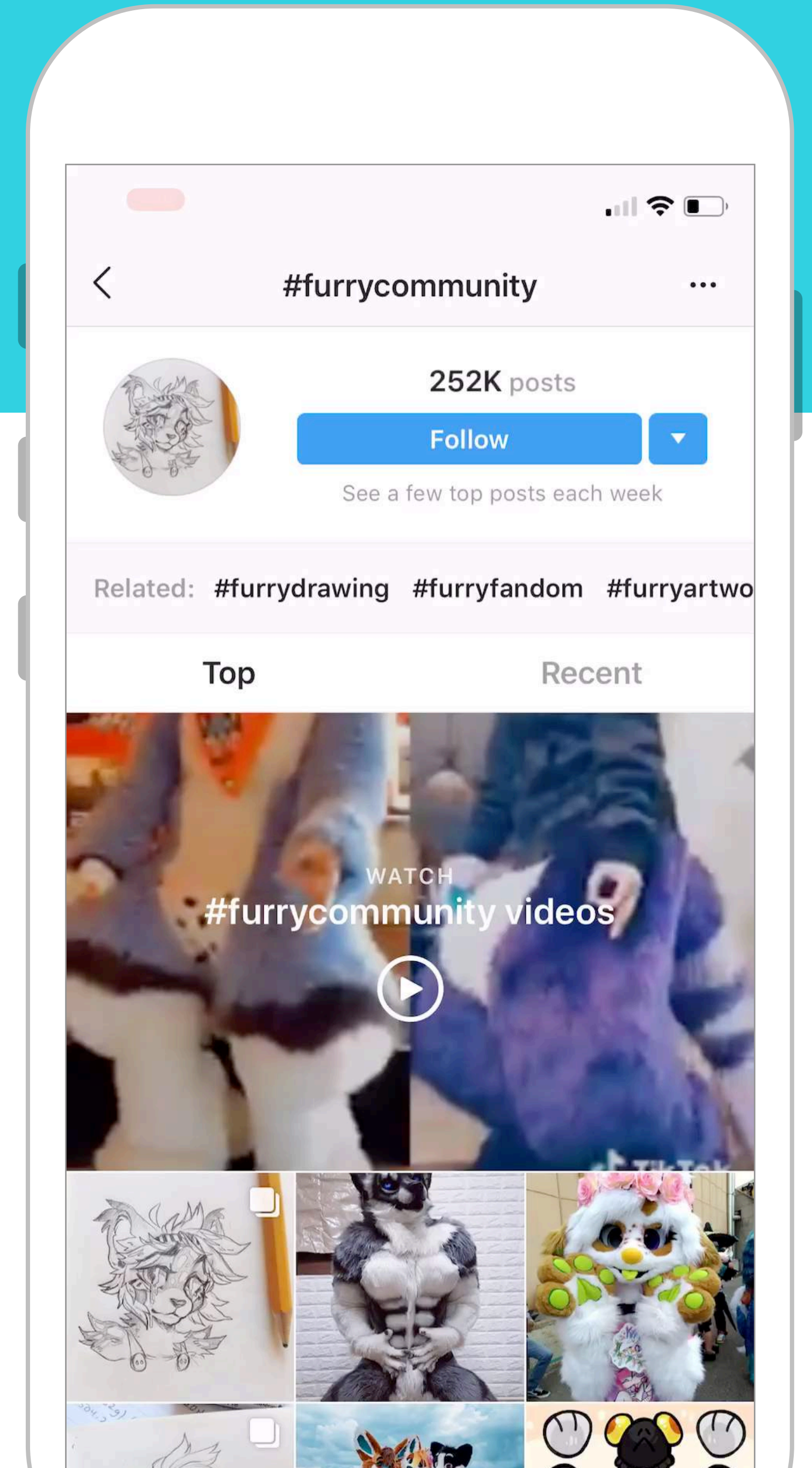
# 4. HOW WE CONNECT

"A group needs only two

For teens who feel isolated or ostracized, the furry community is a place where they can come out and be themselves.

communicate."

- Seth Godin





how instagram has changed 

how instagram has changed

how instagram has changed **the world**

how instagram has changed **marketing**

how instagram has changed **photography**

how instagram has changed **travel**

how instagram has changed **the way we eat**

how instagram has changed **fashion**

how instagram has changed **the food we eat**

how has instagram changed **over time**

how has instagram changed **the way we communicate**

Google Search

I'm Feeling 

*Report inappropriate predictions*

**THE DARK SIDE**

**OF INSTAGRAM**



# 1. MENTAL HEALTH



Instagram ranked worst for young people's mental health

**RSPH**  
ROYAL SOCIETY FOR PUBLIC HEALTH  
VISION, VOICE AND PRACTICE

## 2. ADDICTION



**"Attention is a resource; a person has only so much of it."**

Matthew Crawford,  
Institute for Advanced Studies in Culture

**INSTAGRAM**



**REALITY**

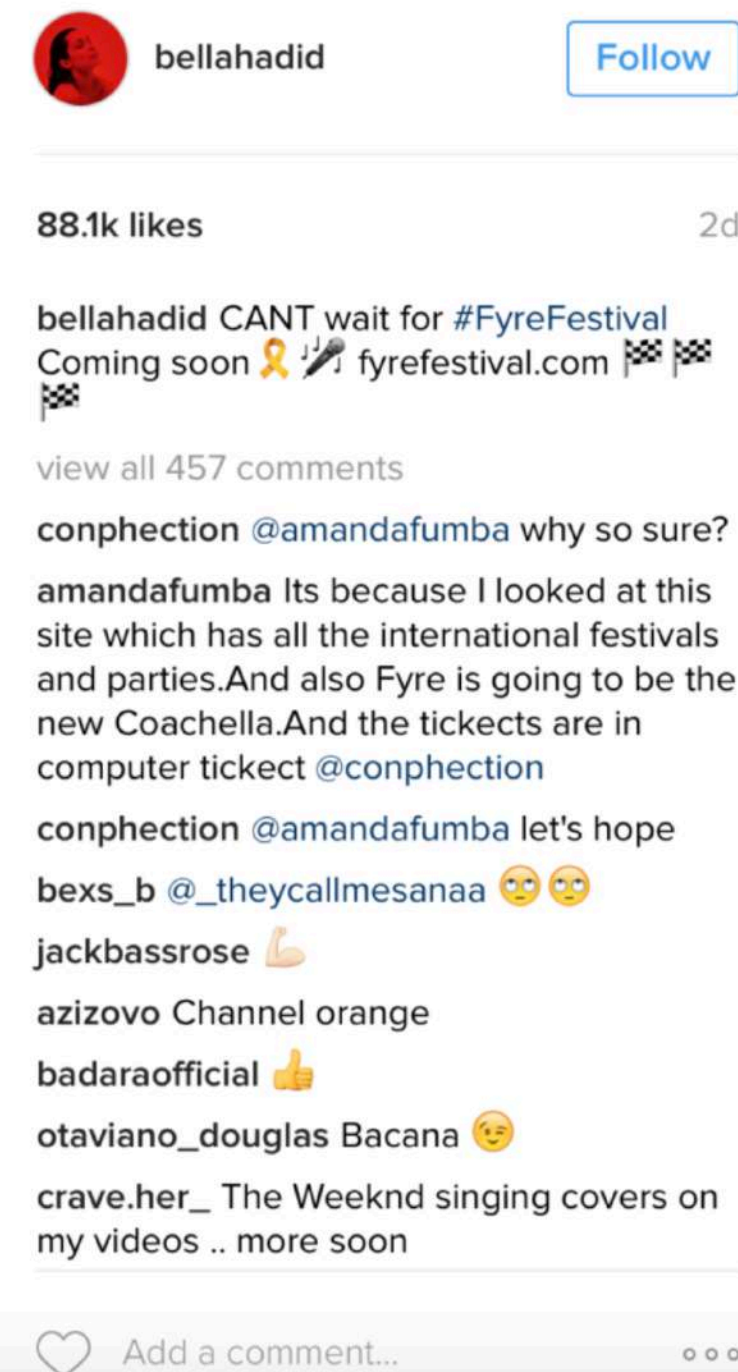


**3. UNREALITY**

# 4. LOSS OF TRUST

"Fyre Festival...perfectly captured the new rules and risks of a 21st-century attention economy, driven by a powerful mix of tech-utopianism & FOMO."

Richard Yao, Medium



**THE POSSIBILITIES**

**OF INSTAGRAM**





**THE CULTURAL**

**GATEKEEPERS**

**ARE GONE**



# WHAT PEOPLE WANT...

EXPERIENCES

COMMUNITY

AUTHENTICITY

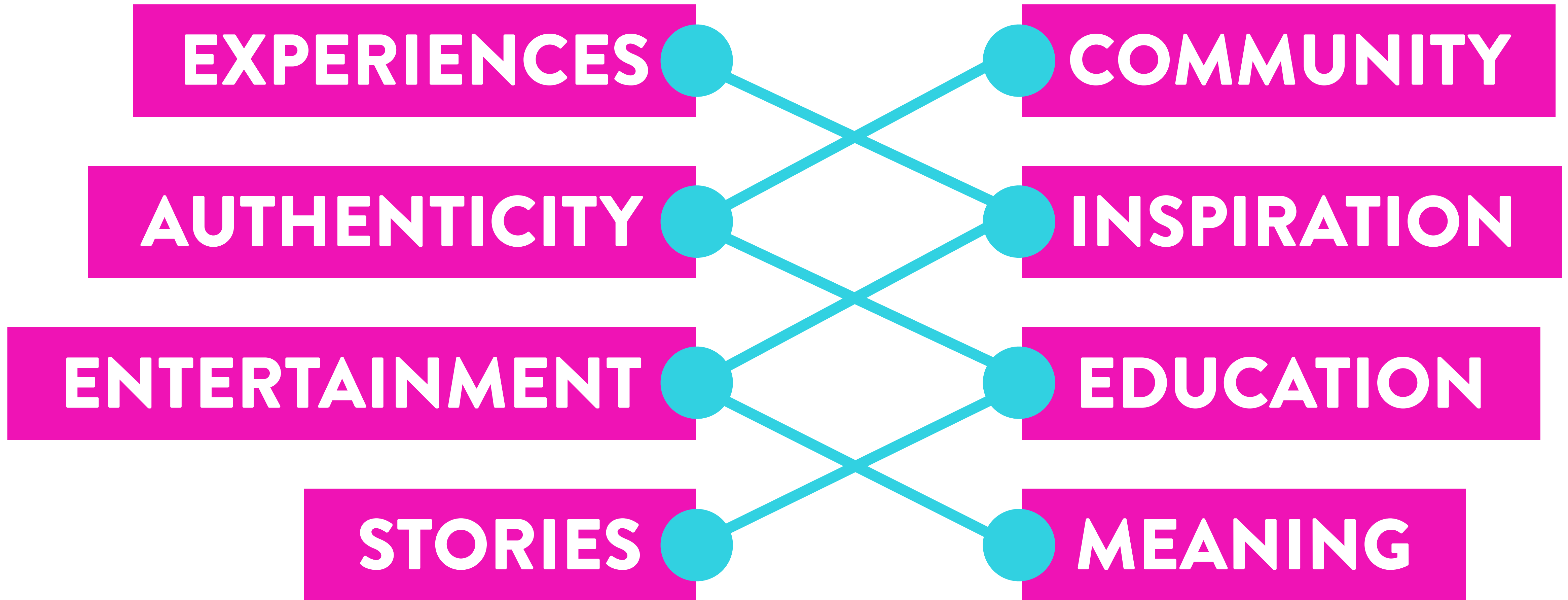
INSPIRATION

ENTERTAINMENT

EDUCATION

STORIES

MEANING



2

**INSTAGRAM**

*with Intention*

1

PEOPLE BUY

FROM BRANDS

THEY

LIKE

2

PEOPLE LIKE

BRANDS

THEY

TRUST

3

**RELATIONSHIPS**

**BUILD**

**TRUST**

4

**CONTENT BUILDS**

**RELATIONSHIPS**

# INSTAGRAM WITH INTENTION IS...

An **interactive experience** of your brand  
that is **creatively presented**  
and **strategically planned** in order to  
**build a relationship** with your audience.



3

**6-STEP STRATEGIC**

**FRAMEWORK**





# YOUR INSTA ETHOS

WHAT DOES  
YOUR AUDIENCE  
CARE ABOUT?

WHAT DOES  
YOUR BRAND  
STAND FOR?

WHAT MAKES  
YOU  
UNIQUE?



INSPIRE

MATTER

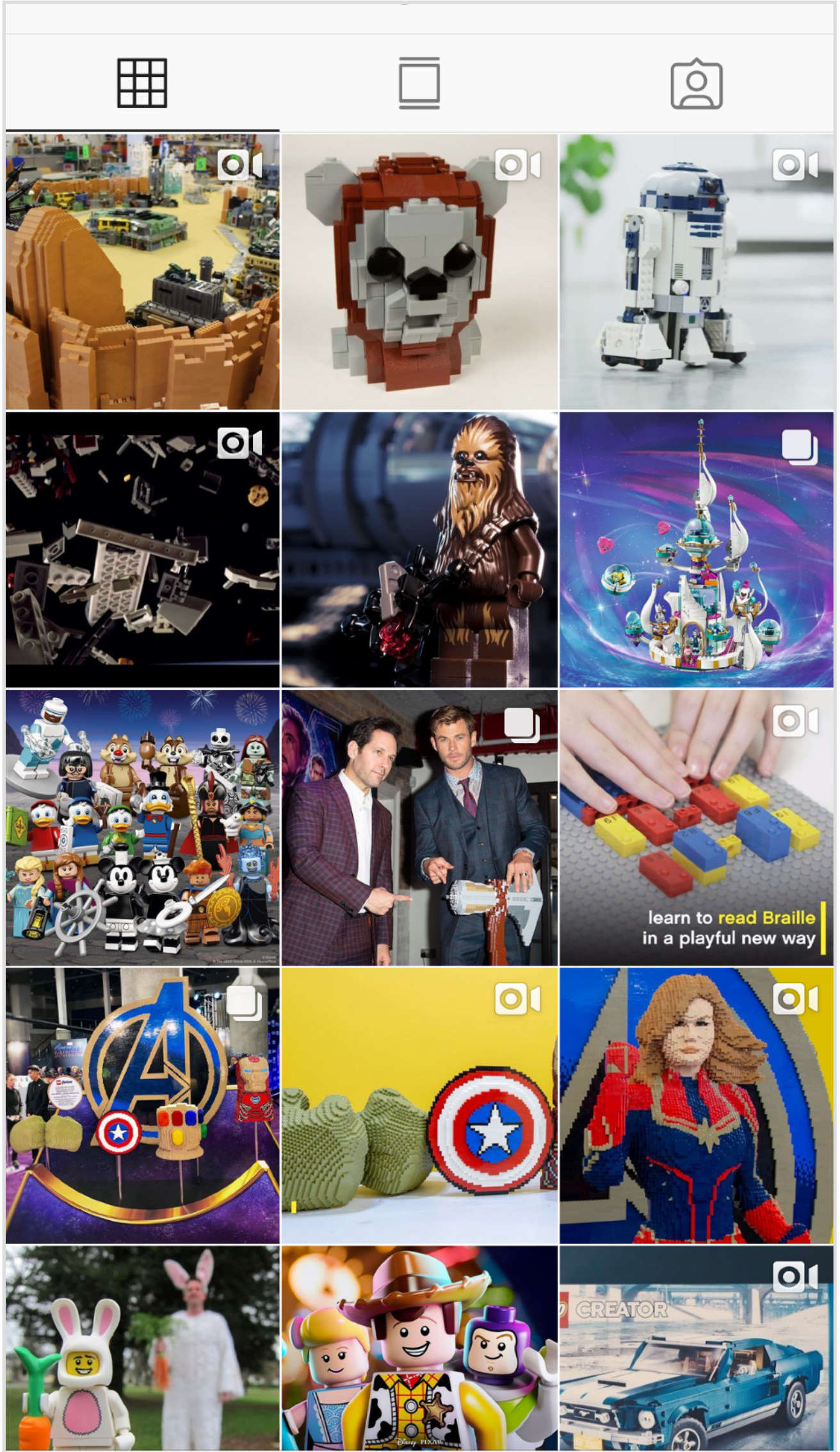
We reinterpret textile heritage into prints that tell stories of where and why they are made.



# ENTERTAIN



You made it to the official #LEGO Instagram - where everything is awesome!

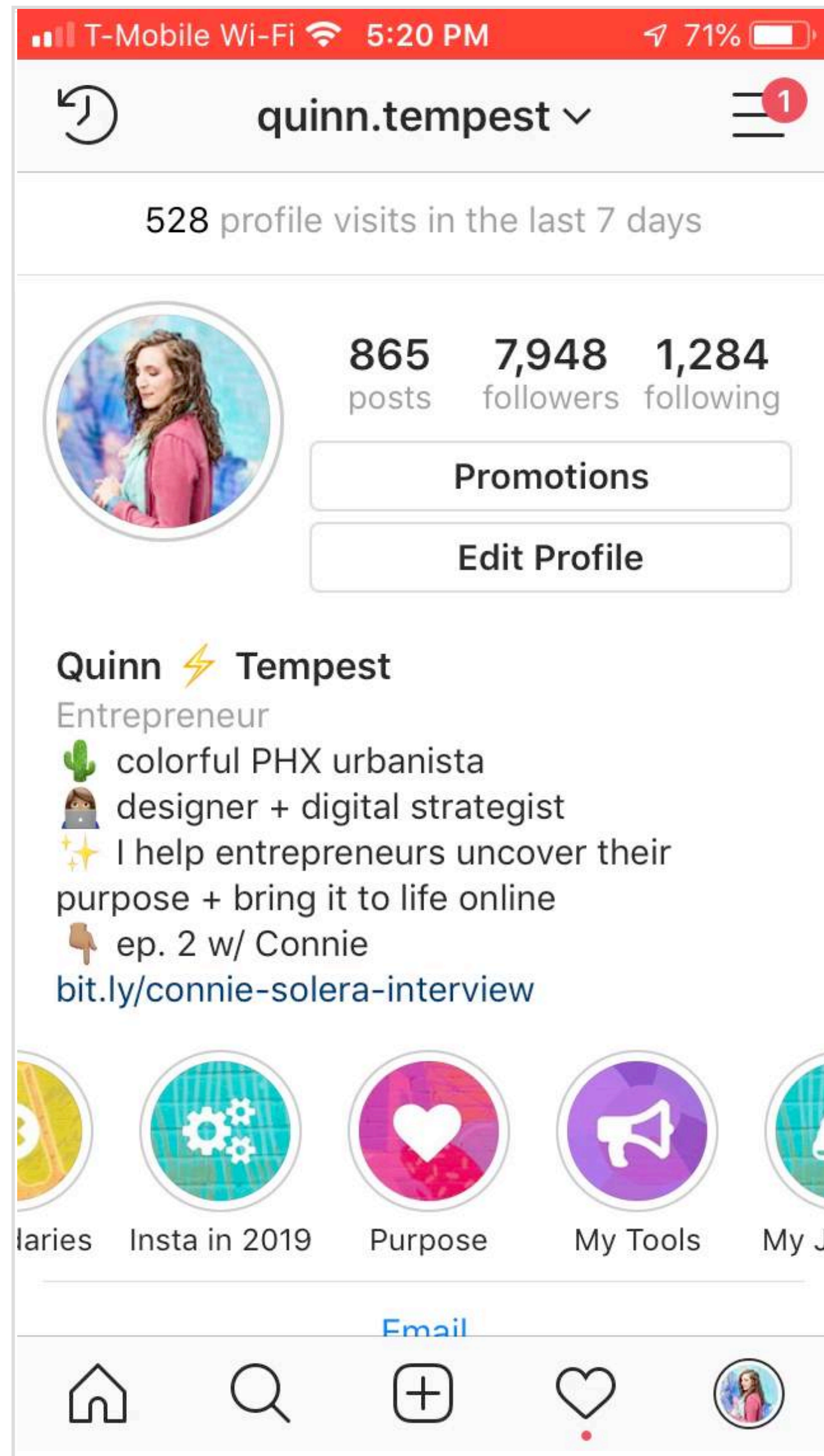


# EDUCATE

@quinn.tempest

# Quinn Tempest

I help small biz owners and entrepreneurs bring their unique purpose to life online.

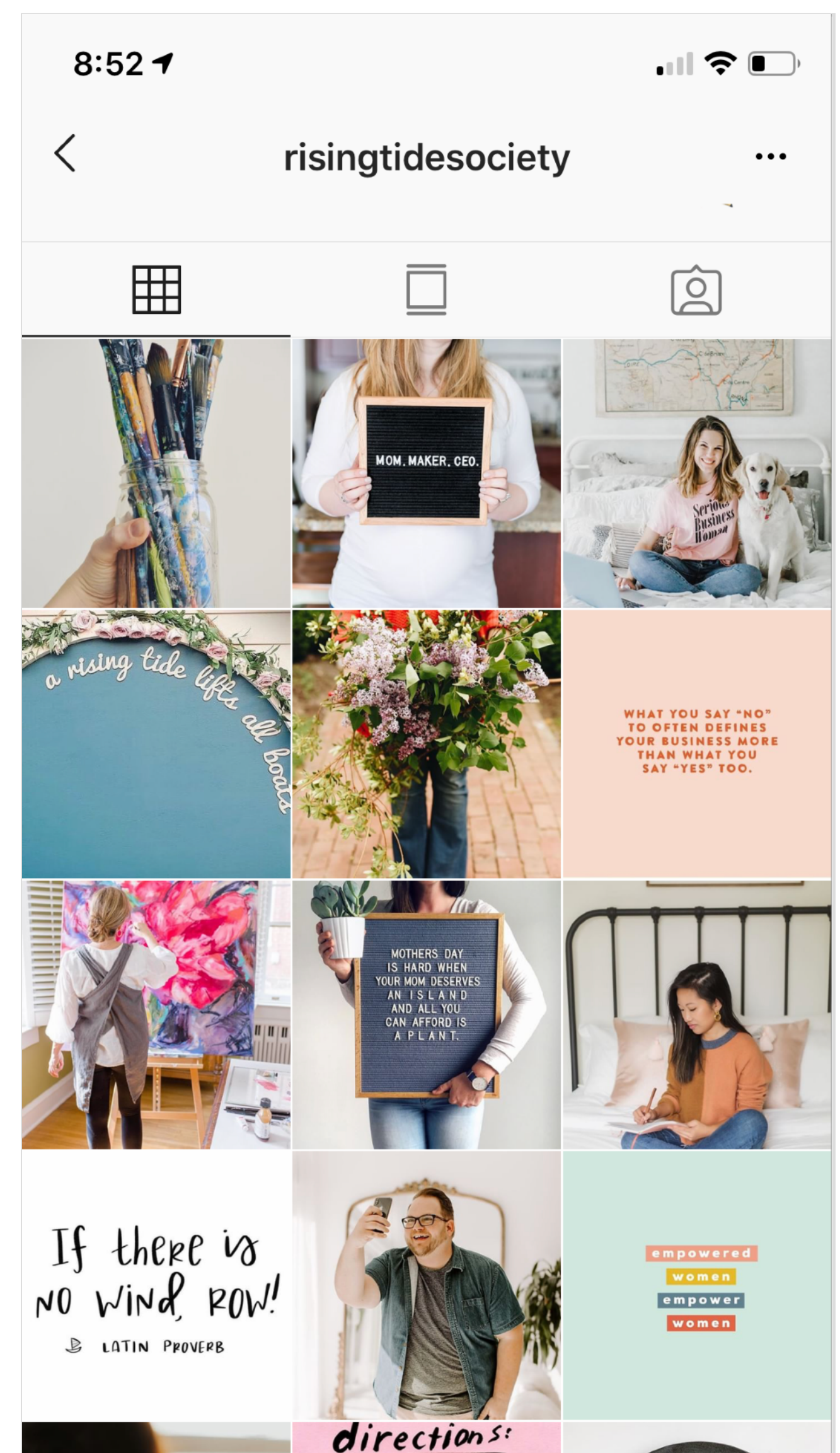


Source: Google



# CONNECT

The #communityovercompetition mvmt—a network of 75K creativepreneurs with 430+ global monthly meetups.





# WHAT IS YOUR PRIMARY GOAL?

**BRAND AWARENESS**

**PRODUCT SALES**

**THOUGHT LEADERSHIP**

**LEAD GENERATION**

**INFLUENCE**

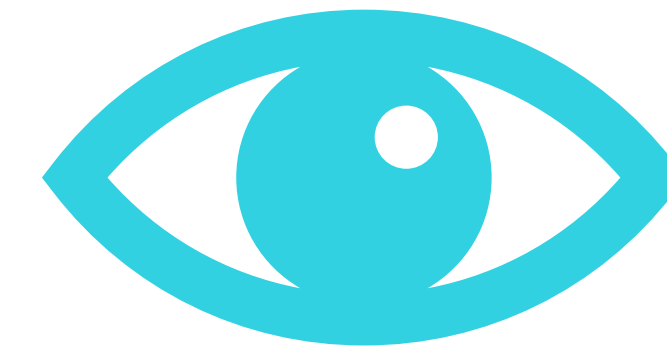
**RECRUITMENT**

**INCREASED LOYALTY**

**BUILD COMMUNITY**



# MAKE AN IMPRESSION



**Two-thirds of profile visits to businesses come from people who aren't following that business**

**67%**

# CREATE A VISUAL STRATEGY

- **Color palette**
- **Look / feel / vibe**
- **Editing style / filters**
- **Depth and white space**
- **Grid placement**



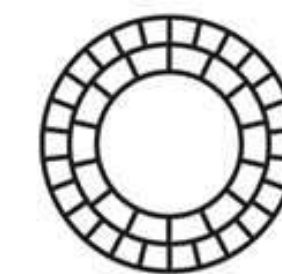
snapseed



A COLOR STORY



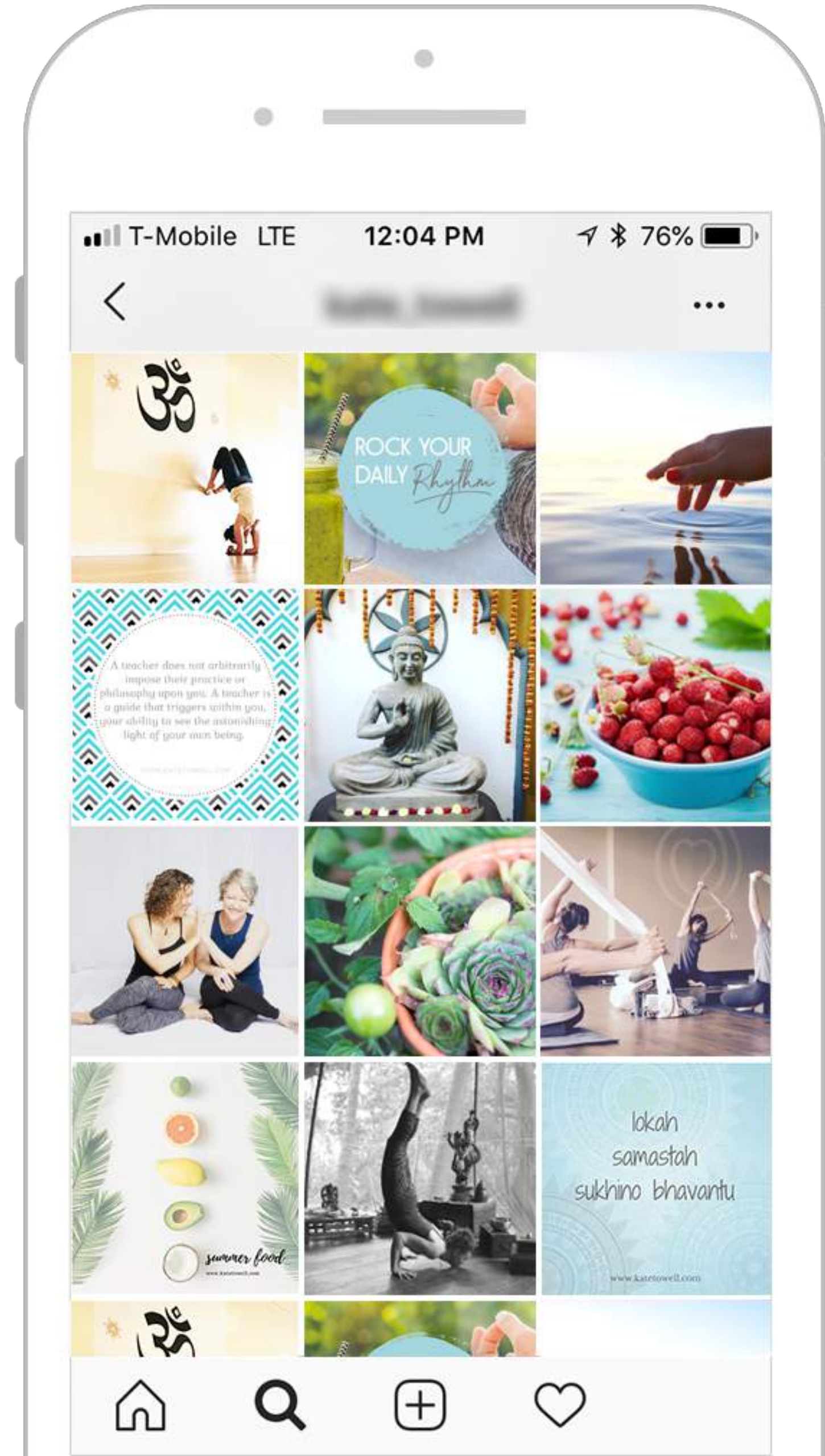
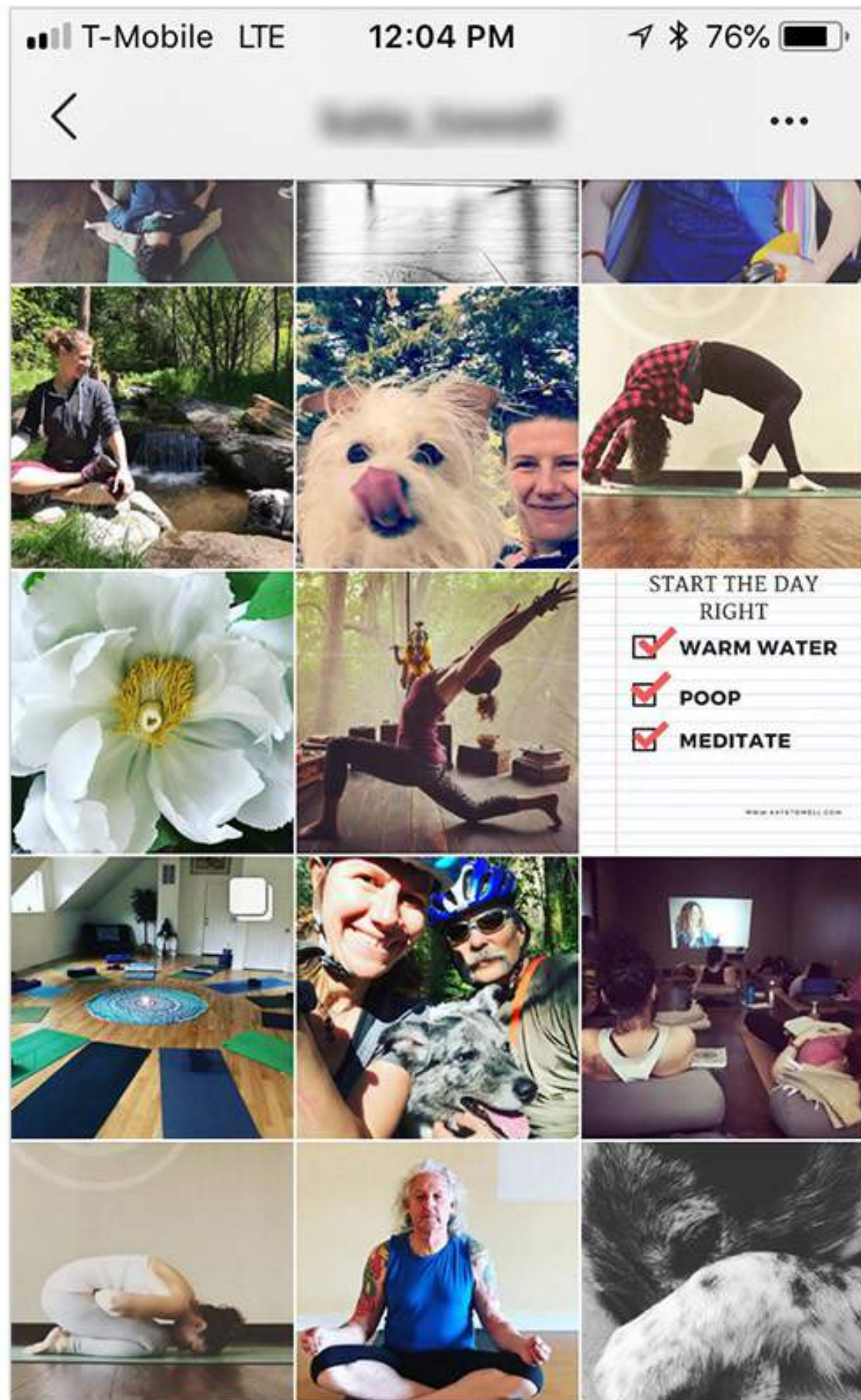
*Afterlight*



VSCO

# GRID MAKEOVER

@quinn.tempest



# COMMON CONTENT TOPICS

"Day in the life"

Behind-the-scenes

Giveaways / contests

Team profiles

Event recaps / capture

User-generated content

How to's + lessons

Blog repurposing

Company announcements

Lifestyle photos

Product or  
service highlights

Customer feedback

Takeovers



# DEDICATED TOOLS

- **Hashtag libraries**
- **Visual grid planner**
- **Media library**
- **Filters / labels to tag content**
- **Team collaboration**
- **Curation tools**
- **Analytics**

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PLANOLY



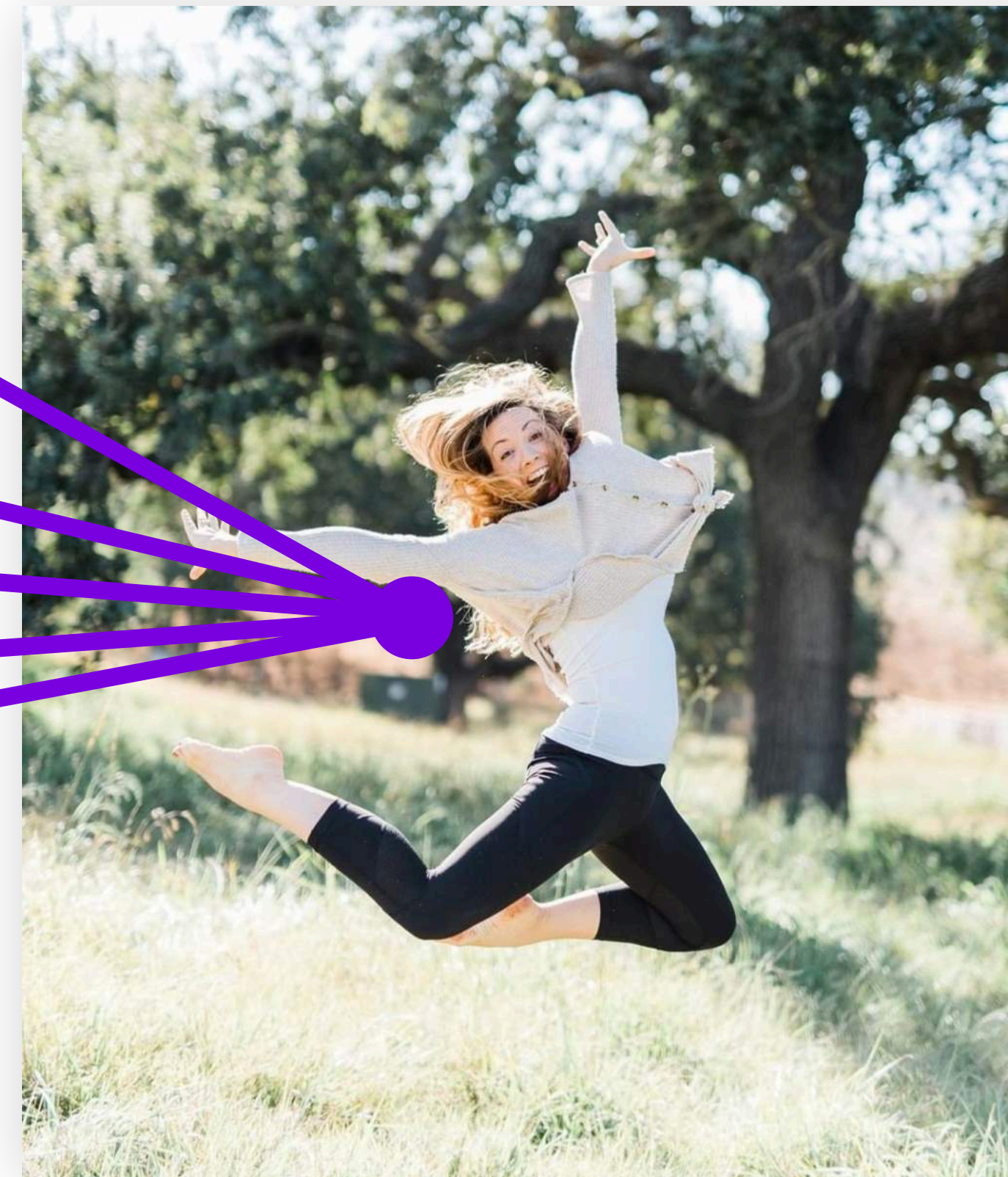




# CREATE HASHTAG SETS

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Wellness  
Movement  
Local Community  
Mindfulness  
Empowerment



valleywellnesscollect • Following ...

#centralcoastmama  
#santaynezvalley #pasorobles  
#sanluisobispo #visitsyv #syvalley  
#syvibes #805living #805fitness  
#805strong #805life #rawcalifornia  
#centralcoastliving  
#lospadresnationalforest #solvang  
#solvangcalifornia #iamwellandgood  
#wellnessblog #consciousculture  
#intentionalliving #boldbraveyou  
#wellnesswarriors #mindbodygram  
#happymindhappylife  
#wellnesslifestyle #mindfulliving  
#healthyeah

11w

+

♥ 🔍 ↗ 📌

Liked by annasugarmanyoga and 157 others

FEBRUARY 5

Add a comment... [Post](#)

# DON'T BE GENERIC

~~#entrepreneur~~

#womanpreneur

(NICHE)

#wearethecreativeeconomy

(COMMUNITY)

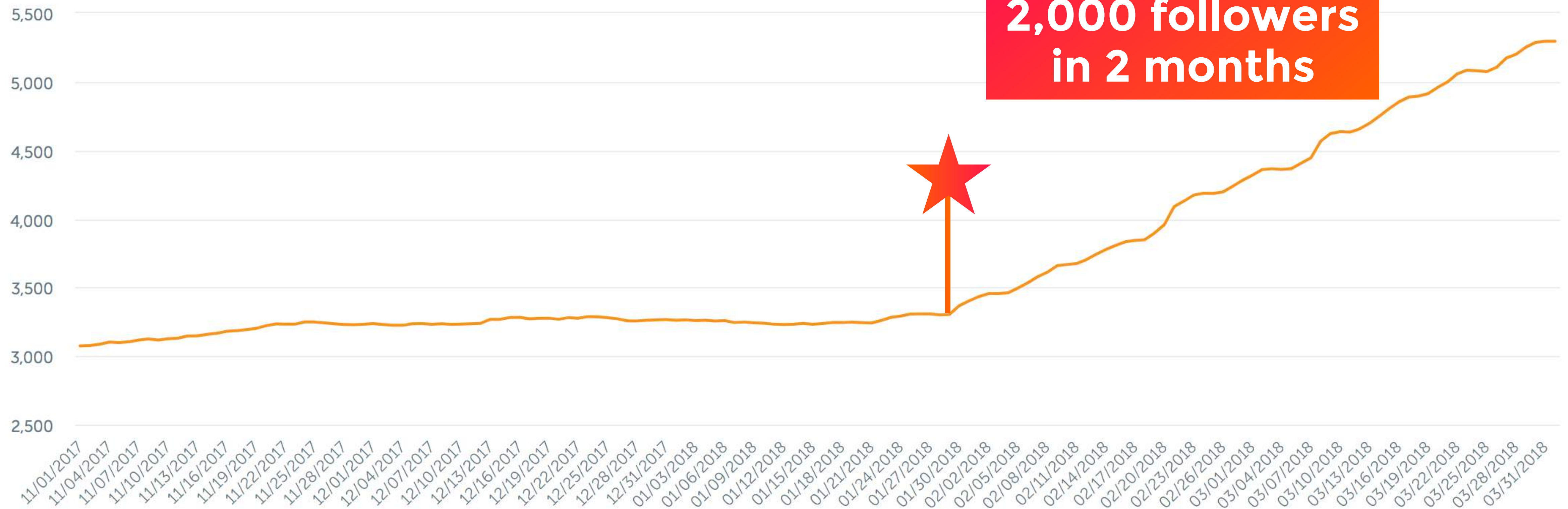
#bschool

(BRANDED)



# FOLLOWER GROWTH

Follower growth ⓘ



**2,000 followers  
in 2 months**

# ENGAGE, INTERACT!

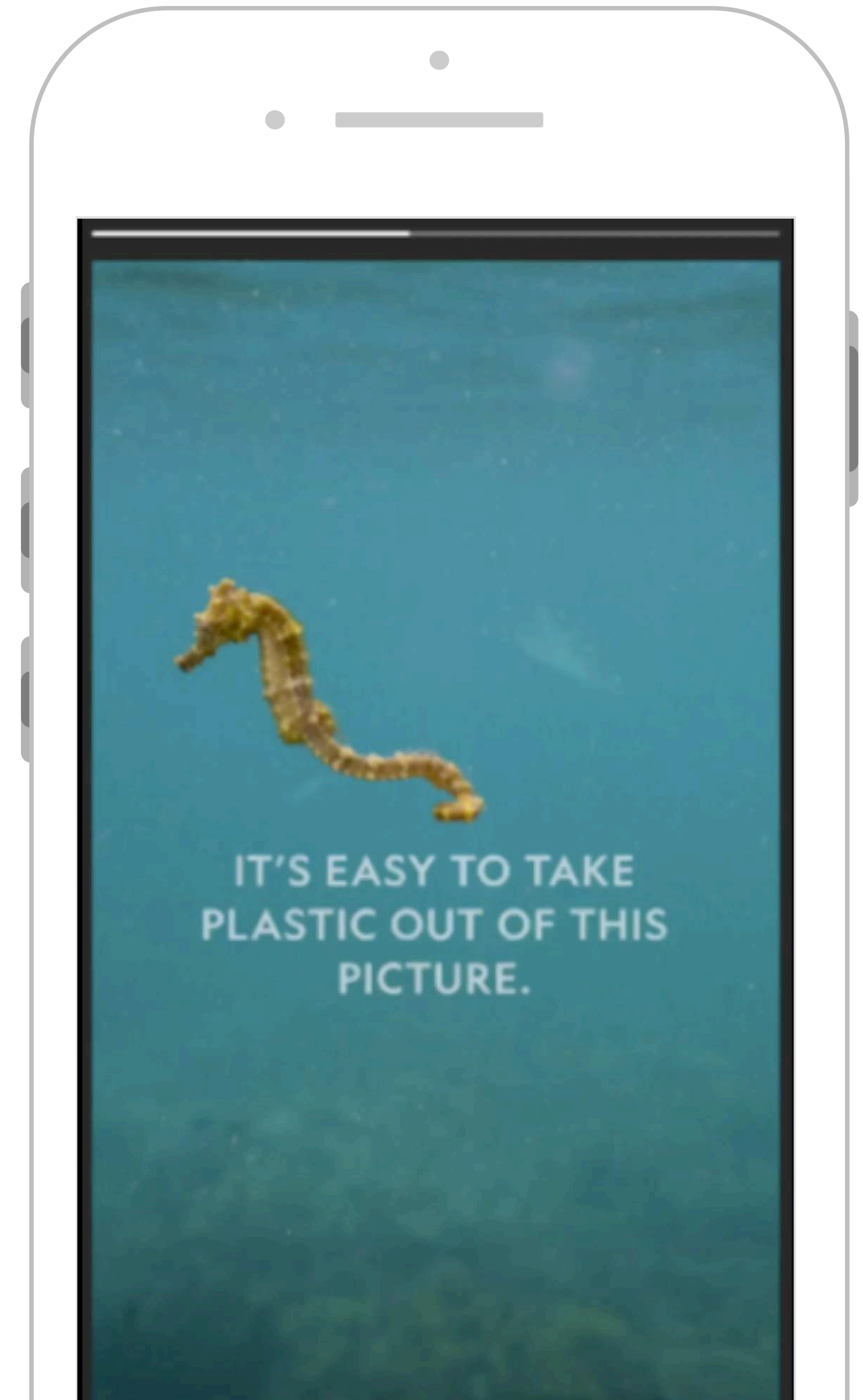
- **Within your content**
- **On your own account**
- **On other accounts**





# 5. INTEGRATE

**Implement strategies that help  
you nurture the relationships  
you've built OFF the platform**



# CONTENT BRIDGES...

WEBINARS

FREE TRAININGS

GIVEAWAYS

E-BOOKS + GUIDES

PREMIUM CONTENT

CHECKLISTS

CHECKLISTS + TOOLS

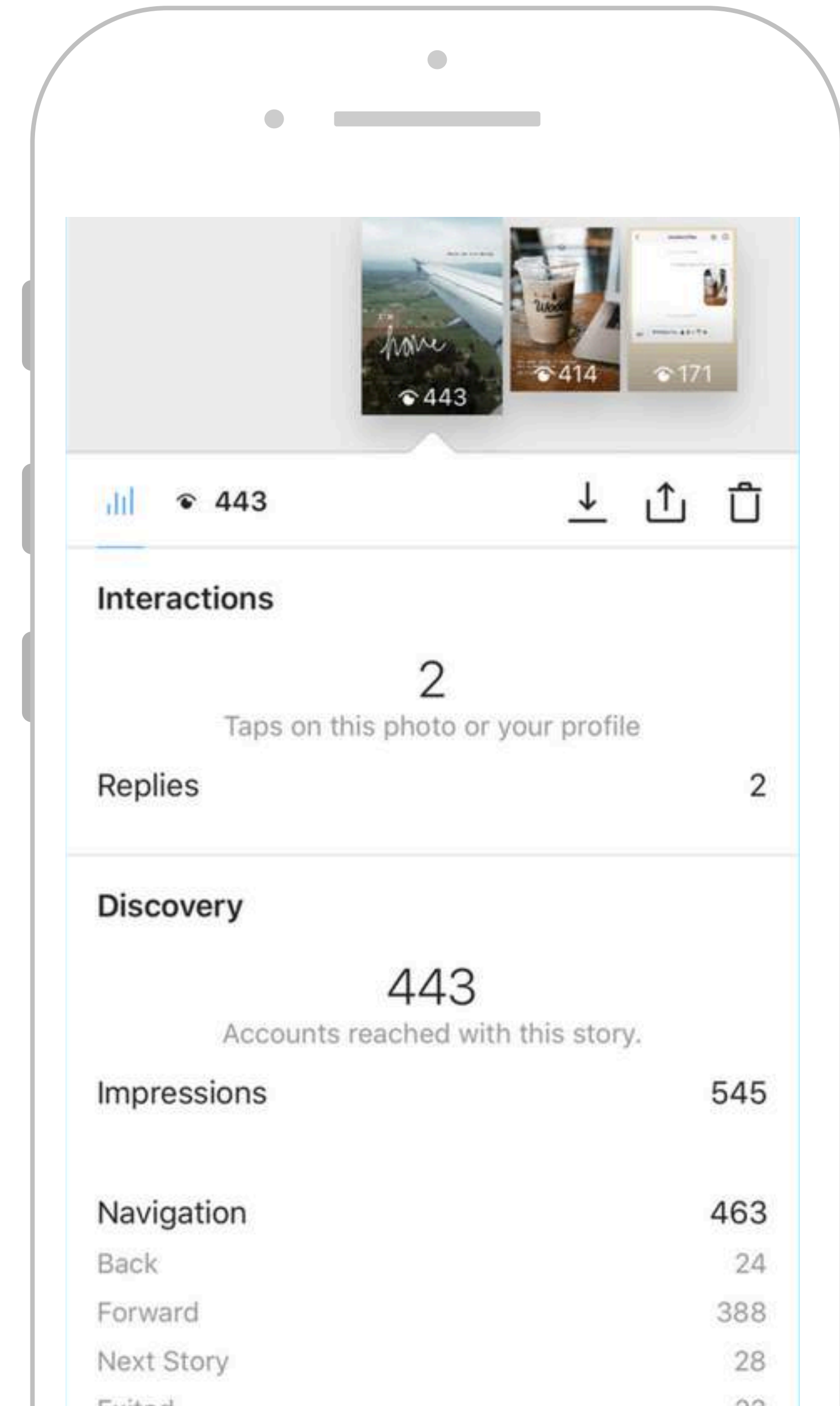
DISCOUNTS

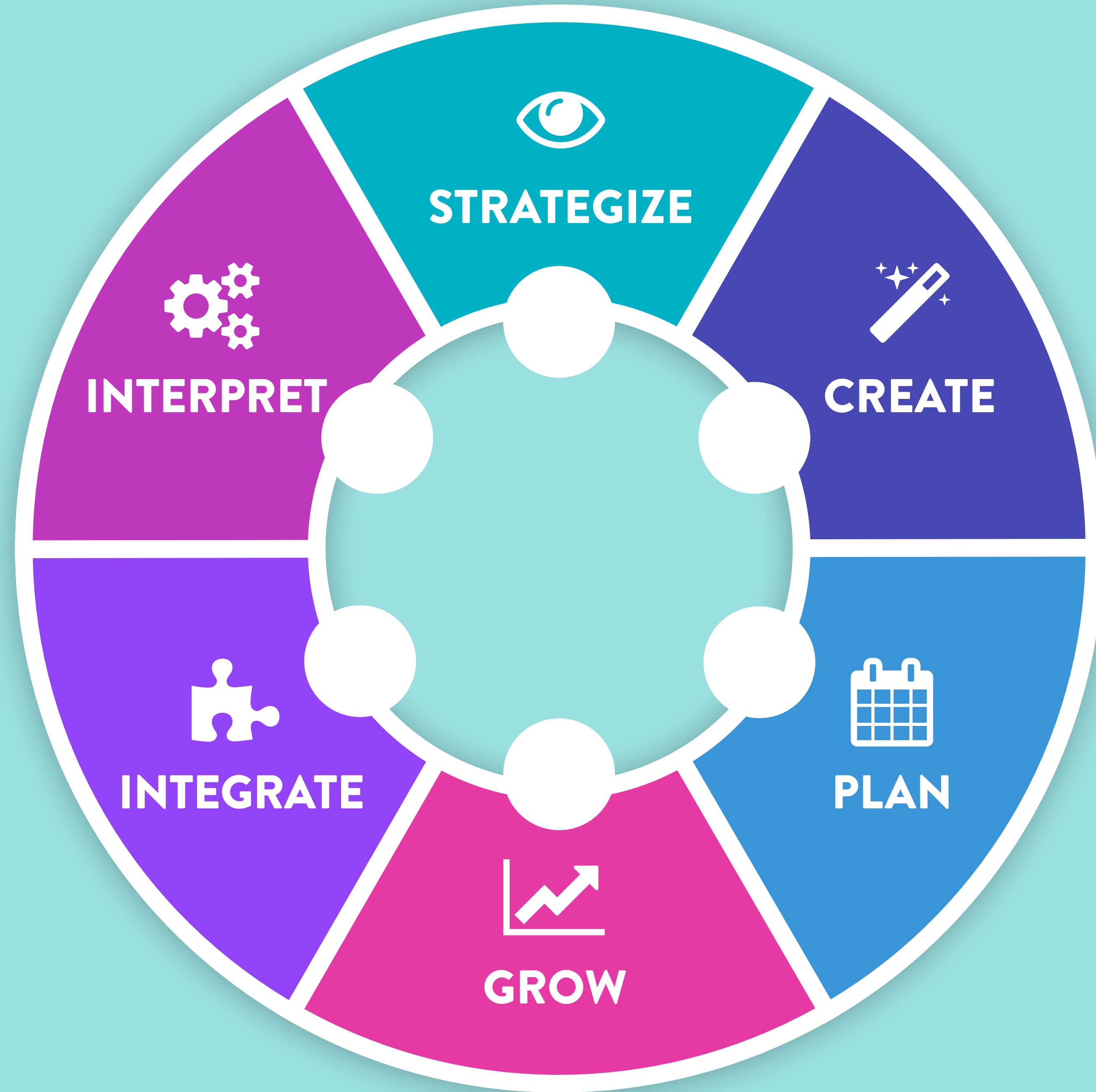




# 5. INTERPRET

**Dive into your analytics to show your ROI and tweak your strategy**





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**build a relationship** with your audience.

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WHAT DOES  
YOUR AUDIENCE  
CARE ABOUT?

WHAT DOES  
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WHAT MAKES  
YOU  
UNIQUE?



**INSTAGRAM**

*with Intention*

# DOWNLOAD THE SLIDES

[bit.ly/insta-kalamazoo](https://bit.ly/insta-kalamazoo)

 @quinn.tempest

 [hello@quinntempest.com](mailto:hello@quinntempest.com)

