

*Quinn Tempest*

**INSTAGRAM**

**STORIES**

**starter strategy template**



# OH, HEY!

Thanks for signing up for this template. I designed it with prompts throughout that will help you think strategically and put together a basic plan for your Instagram Stories. If you have any questions, reach out to me with the contact info below!

**-Quinn**

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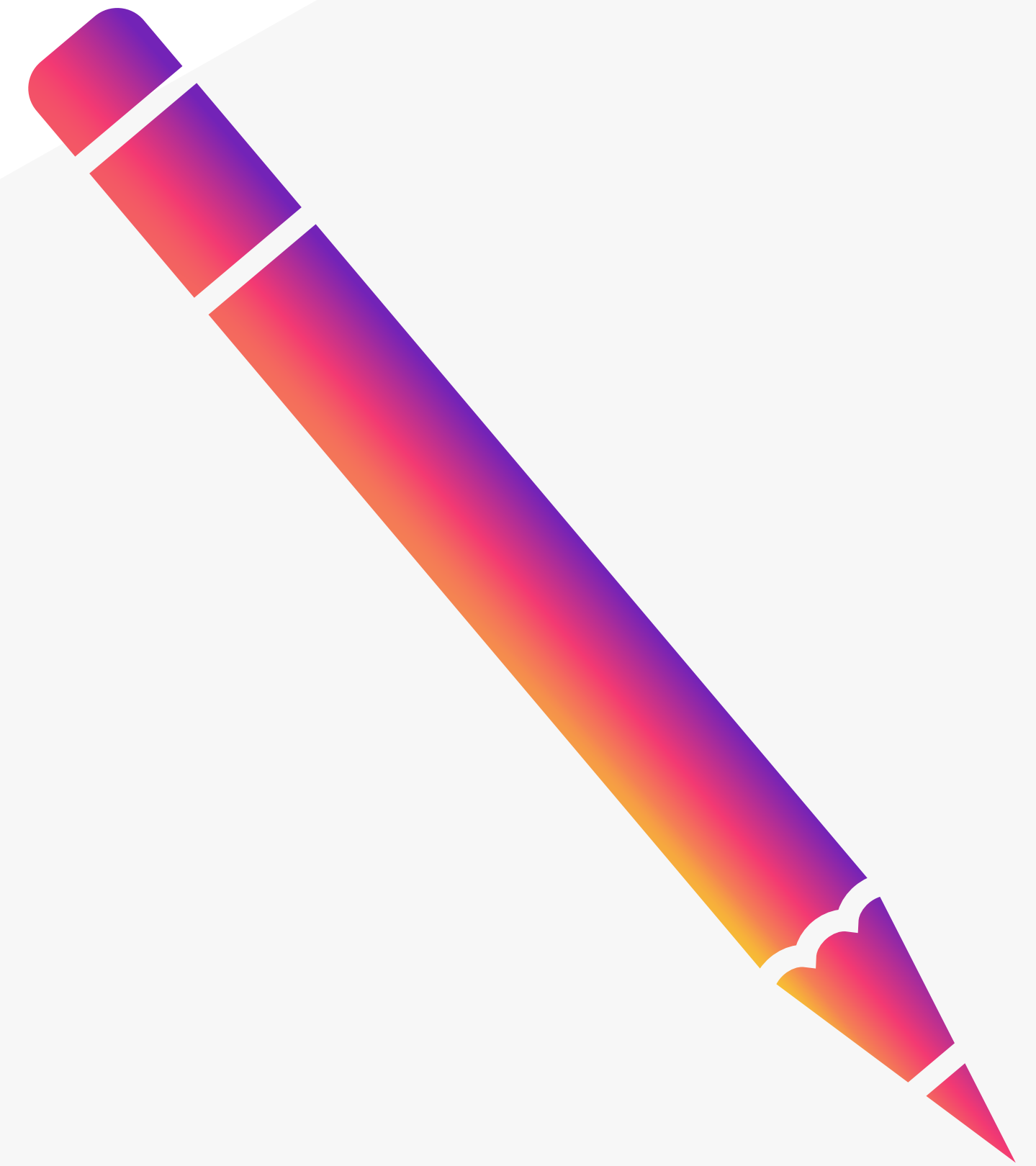
*Remember this definition as you complete this document...*

# INSTAGRAM MARKETING IS...

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

# 1. YOUR CONTENT

When creating a content strategy for Instagram, it's less important **WHAT** you post than **WHY** you post. After all, the what is informed by the why, not the other way around. Use the prompts on the following page to uncover your brand's content ethos. The heart of your content strategy lies at the intersection of your three answers.



**1. WHAT DOES  
YOUR AUDIENCE  
CARE ABOUT?**

**1.**

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**2. WHAT DOES  
YOUR BRAND  
STAND FOR?**

**2.**

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**3. WHAT MAKES  
YOU  
UNIQUE?**

**3.**

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# YOUR STORY ETHOS

Take a stab at this... What is an overarching vision statement that sums up your Instagram Story strategy? Pull inspiration from the answers to the previous page's three questions and bring it all together in a statement you can share with your team or anyone who helps with your social strategy.

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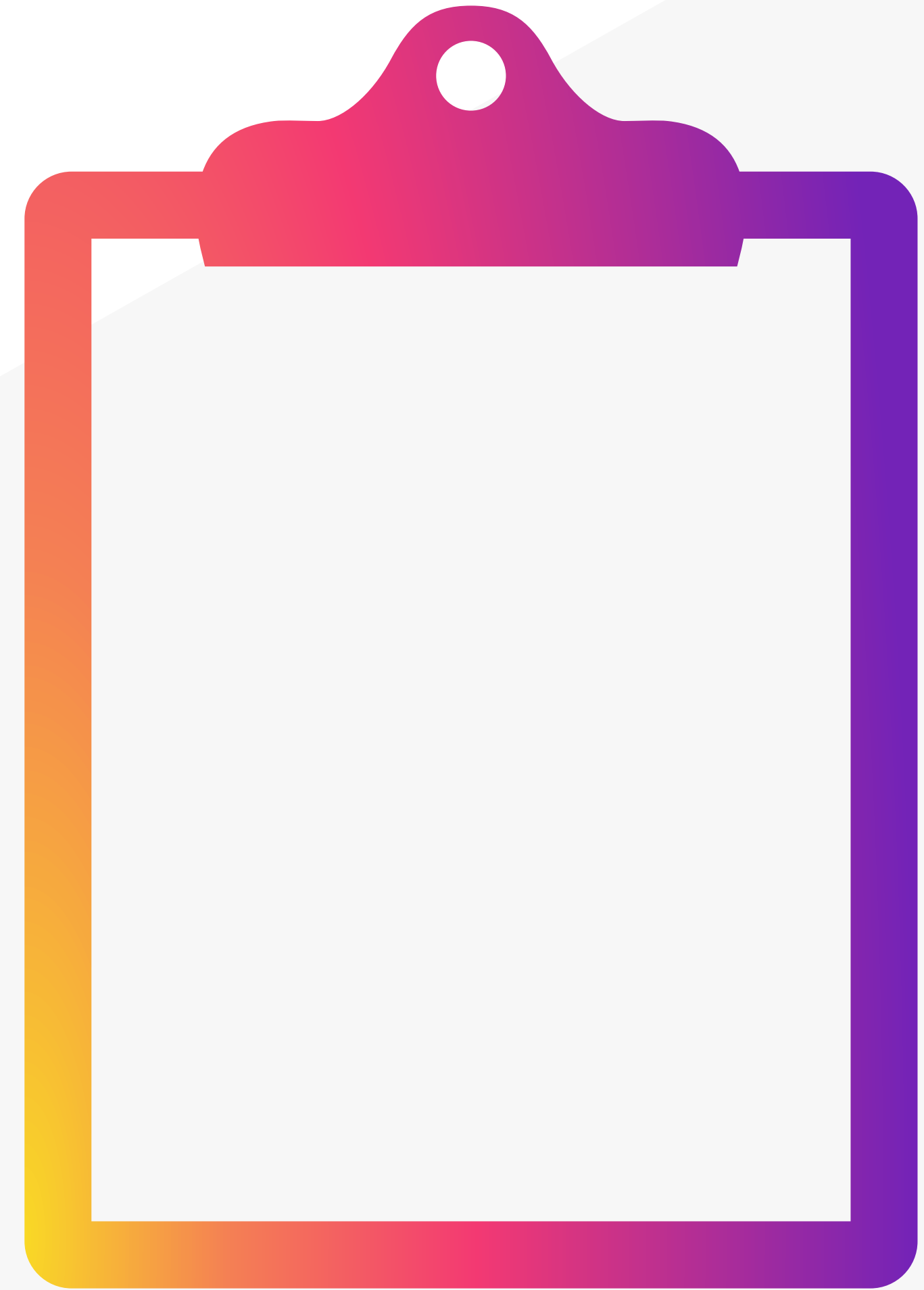
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# 2. TOPICS

The next step in understanding how to use content effectively on Stories is what topics and formats you can use to bring your Story Ethos to life. On the next page, you'll see a list of common Story topics. Circle the ones you feel you can create easily. As you go through, think about how each can specifically apply to your brand and what media format you may use.



# COMMON STORY TOPICS

**"Day in the life"**

**Event recaps / capture**

**Giveaways / contests**

**Team profiles**

**Blog repurposing**

**Company announcements**

**How to's + lessons**

**Product or  
service highlights**

**Customer feedback**

**Takeovers**

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# 3. VISUAL STRATEGY

We all know a consistent visual aesthetic is key to success on the standard feed, and the same holds true for Stories. Translate your existing branding to Stories and create a look and feel that is recognizable every time. The next pages give you some prompts to help you think about this strategically along with a list of some popular Story design apps. Use your discoveries here to work with a designer or create your own visual guidelines for your Stories.



## Describe your brand in 3 descriptive words.

Anything goes....get creative! Example: Inspiring, Colorful, Energetic or Modern, Minimal, Thoughtful.

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## Describe your business if it were a person.

How would it behave? How would it dress? What values would it live by? Get creative!

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# STORY DESIGN APPS

PHOTO

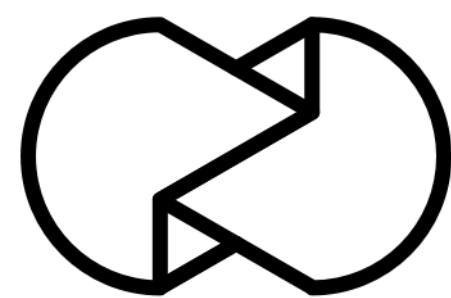
VIDEO



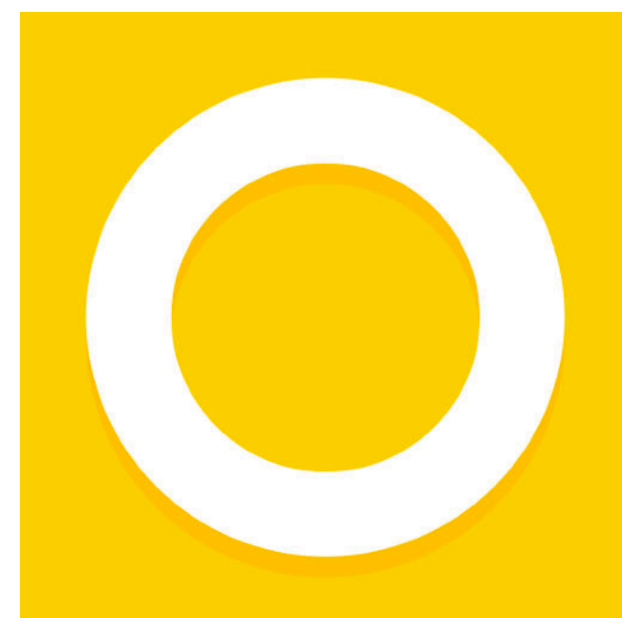
A Design Kit



Inshot



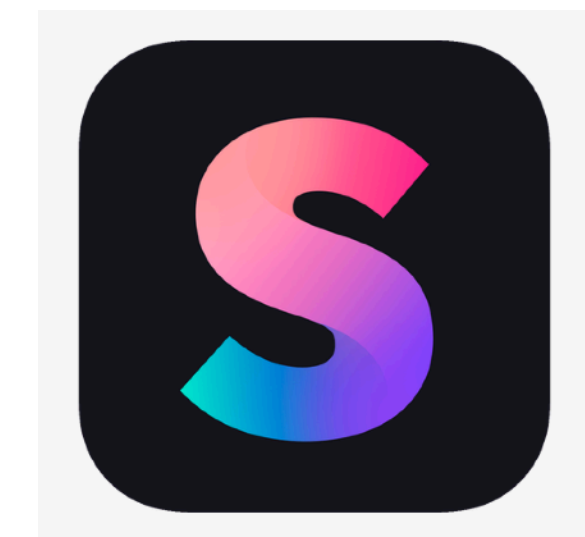
Unfold



Over



Clipomatic



Splice

# 4. STORYTELLING

Stories are called stories for a reason! Many of the most effective Insta-stories have a beginning, middle, and end. If that kind of arc doesn't work for a particular Story, you should still be clear on the Story's main intention. Use the worksheet on the following page to plan out your first sample Story structure. I encourage you to take all the insights you gathered from the previous pages and bring them to life with this exercise. You likely won't do this every time you create a Story, but the strategic thinking that goes into each should be the same.



**Story Topic:** Mini-lesson on hashtags

**EXAMPLE**

**Story Intention:** Educate people on how to use Instagram hashtags properly, including research + planning. CTA to read full blog.

**Story slides:**

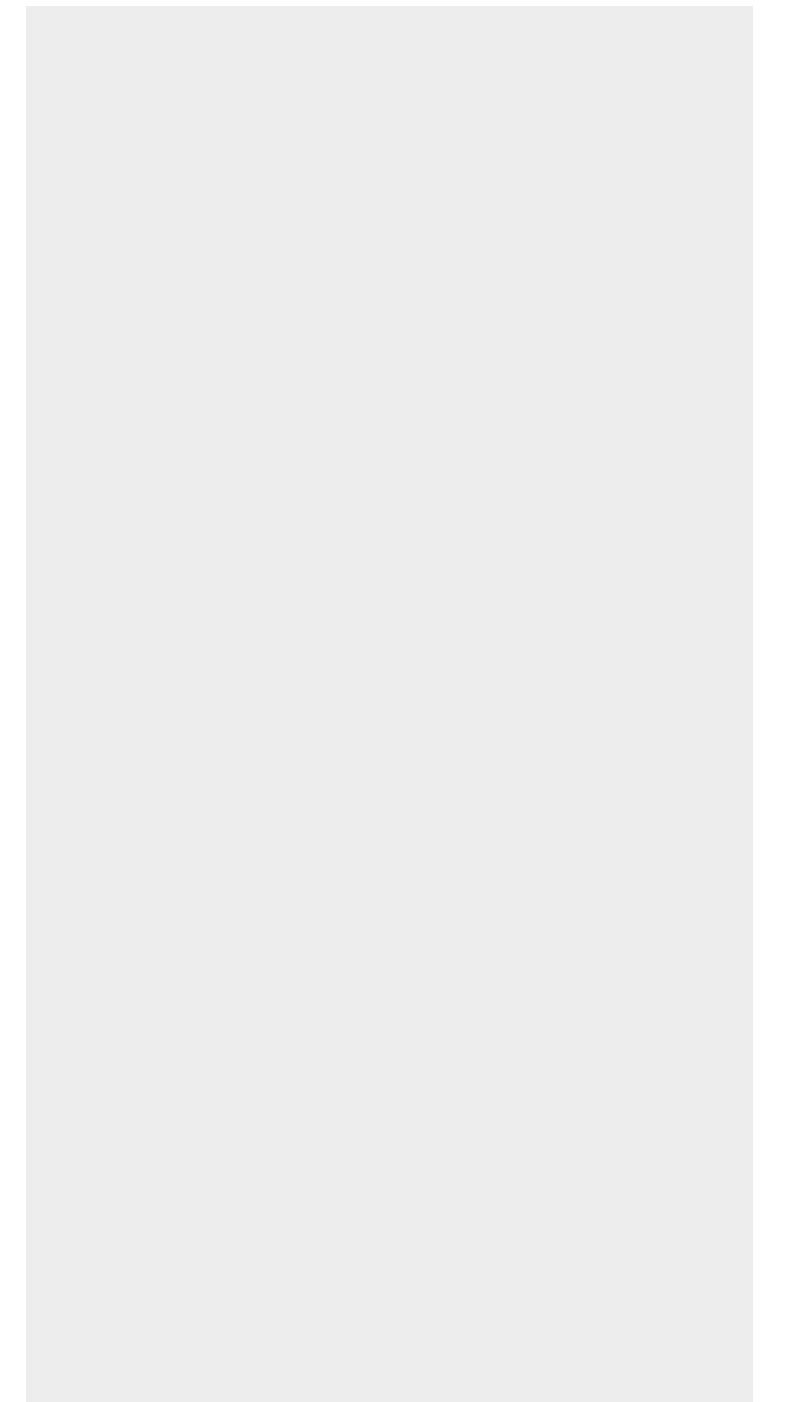
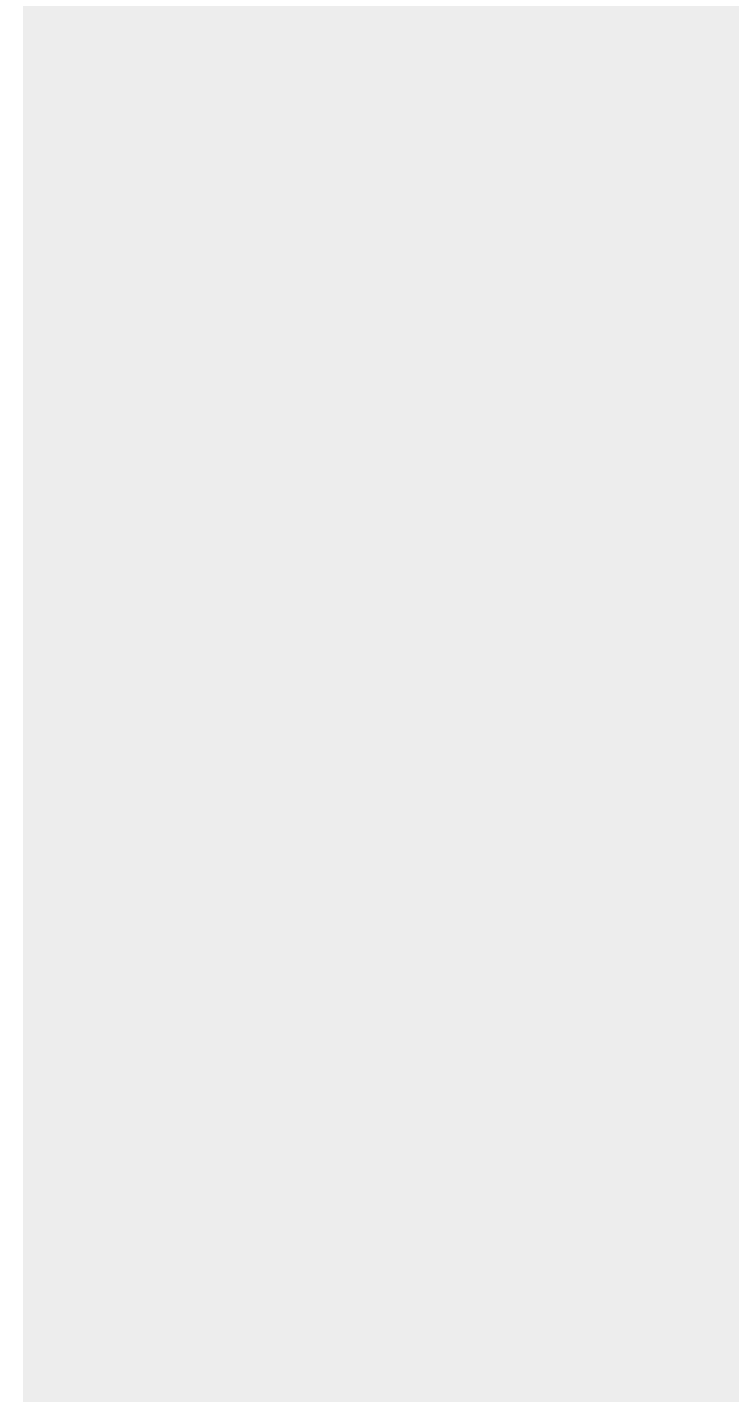
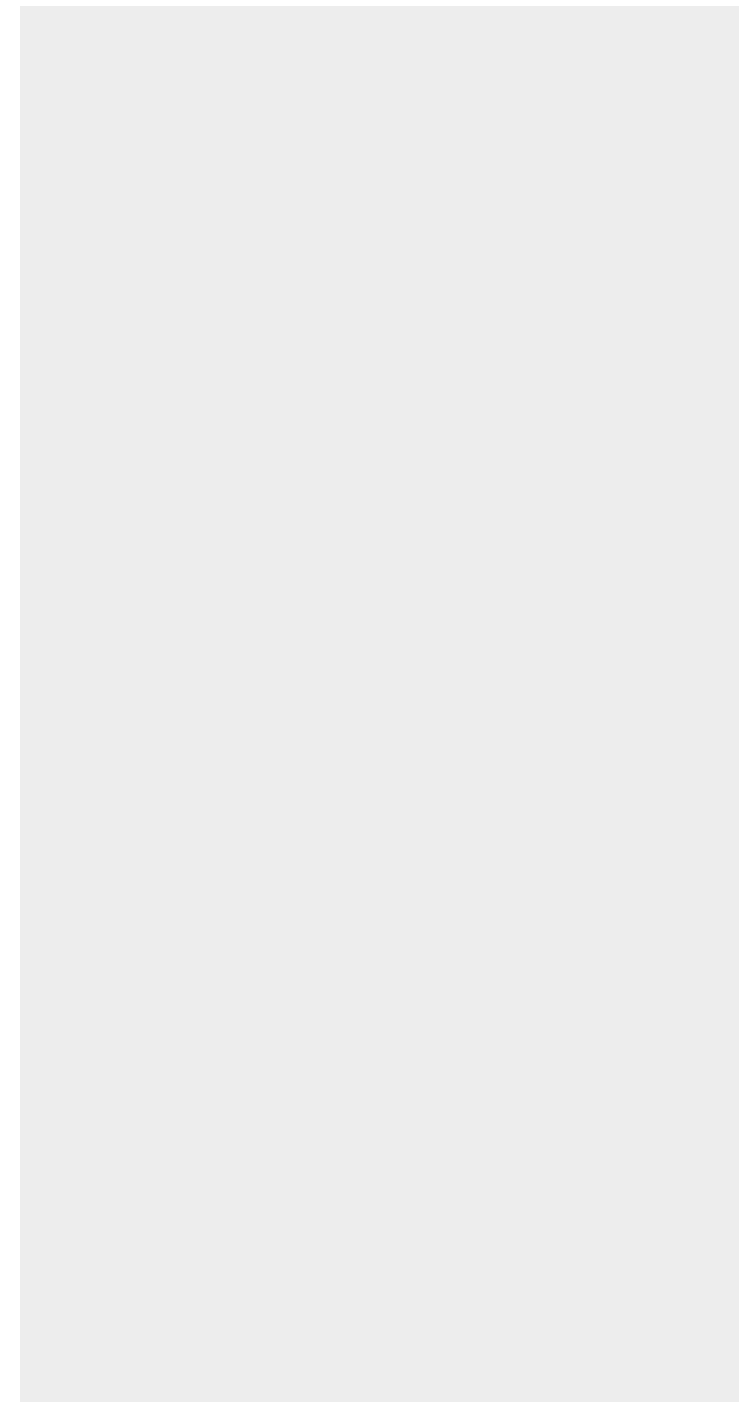
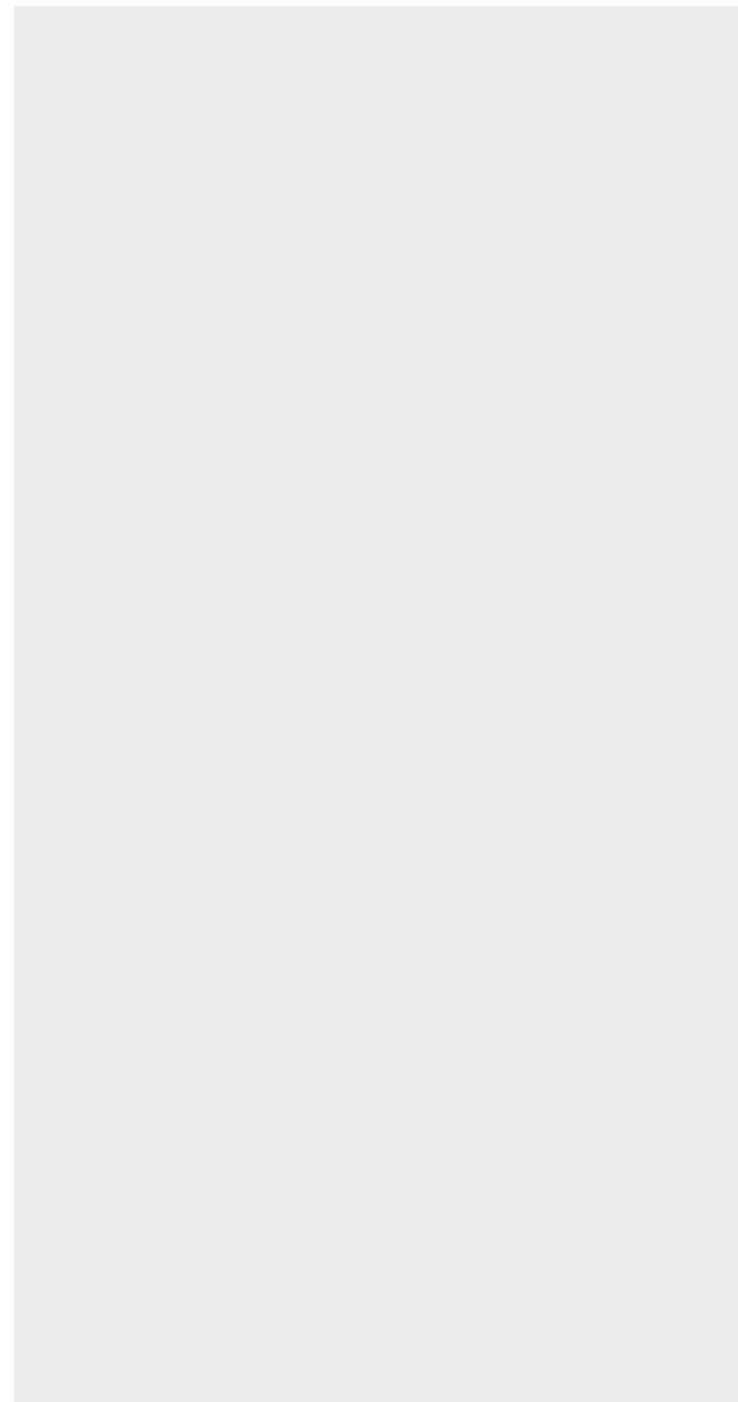
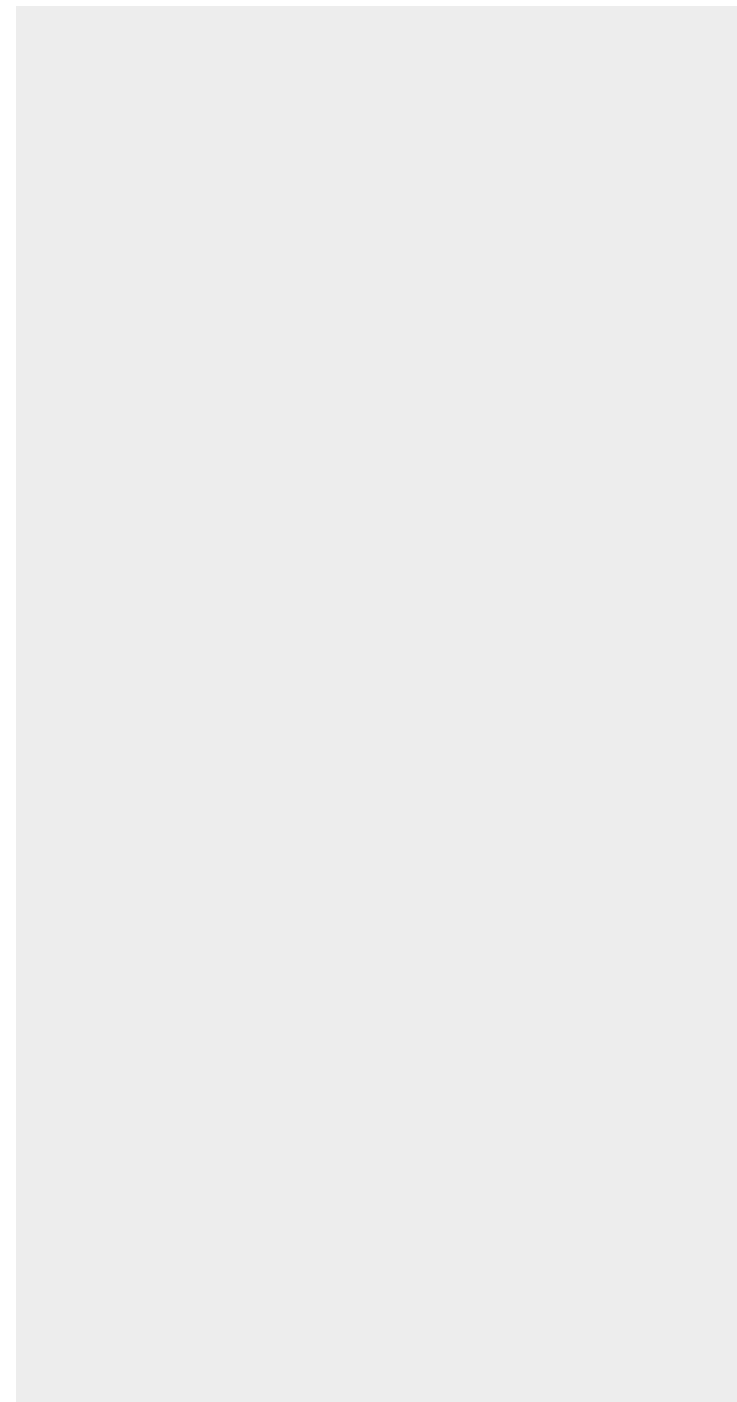
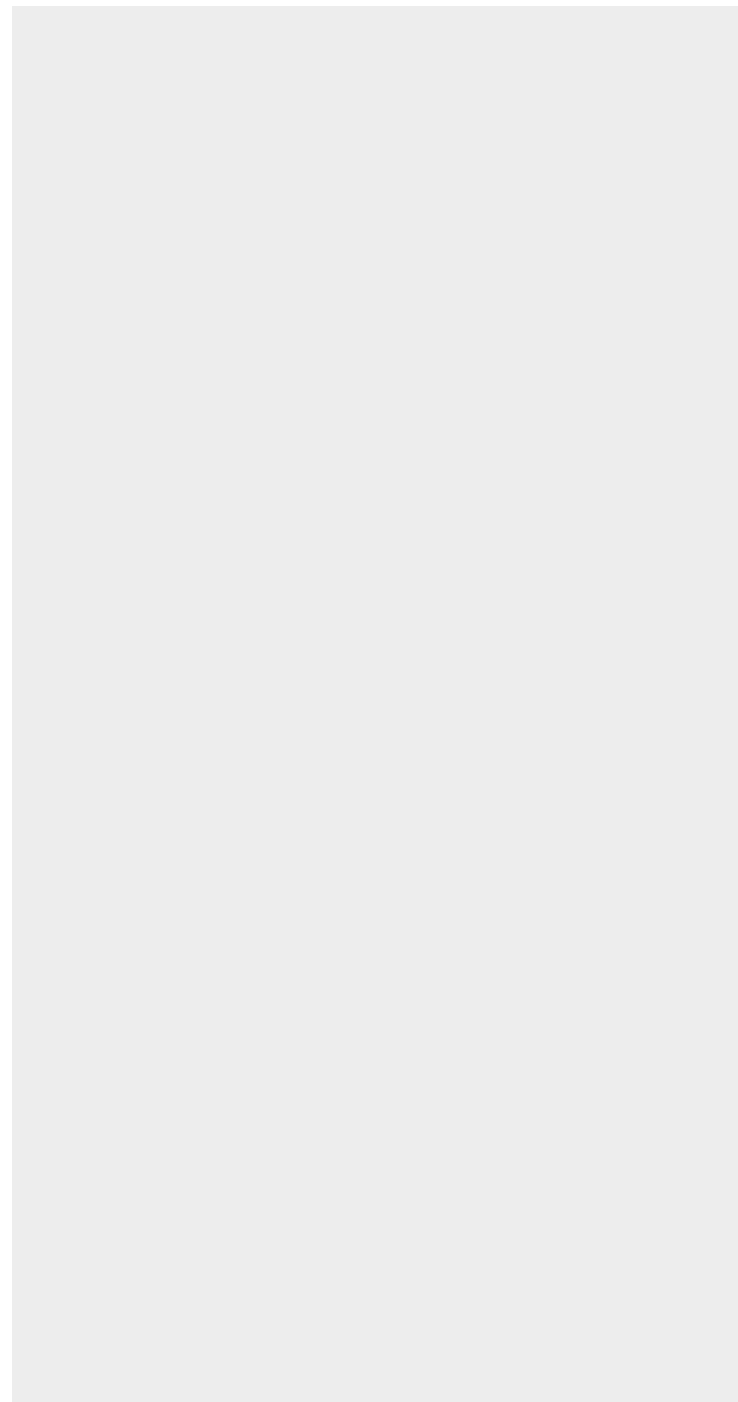
Opening intro explaining what will be in the lesson	Poll with question about how they have done hashtag research in the past	Show "in-action" research using Display Purposes tool	Explain the power of using a hashtag library to save time & stay strategy	Show "in-action" use of a hashtag library and how quick & easy it is	Ask for questions about hashtag research and planning + point to link in bio to read my full blog
<u>Talking head video</u>	<u>Text with question sticker</u>	<u>Screen recording</u>	<u>Talking head video</u>	<u>Screen recording</u>	<u>Boomerang + sticker</u>
<b>Format</b>	<b>Format</b>	<b>Format</b>	<b>Format</b>	<b>Format</b>	<b>Format</b>

Story Topic: \_\_\_\_\_

**YOUR TURN!**

Story Intention: \_\_\_\_\_

Story slides:



Format

Format

Format

Format

Format

Format

# 5. MORE RESOURCES

I hope you now feel more confident and clear about your Insta Story strategy! This document is just the beginning, and I encourage you to dig deeper, find accounts that can inspire your own, and test your content ideas out on your audience. On the following page, you'll find a list of a few resources - both mine and from others - that will help you continue your learning.



# ADDITIONAL RESOURCES

## Instagram Marketing 101

A definition with context.

<https://quinntempest.com/digital-marketing/instagram-marketing-101-definition/>

## Later vs. Planoly

Which tool should you use to plan your Instagram? Here's my analysis.

<https://quinntempest.com/digital-marketing/later-vs-planoly-instagram-planning/>

## Instagram for Small Businesses

15-minute video lecture by me on Instagram strategy.

<https://later.com/blog/instagram-for-small-business/>

## Instagram Story Training

Dive into more specifics with the Later team.

<https://later.com/training/instagram-stories/>



# CONTACT ME

Contact me with any questions! I'm here to help. If you're interested in working with me to bring your brand to life online through strategy or design, I'd love to hear from you.

-Quinn



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[@quinn.tempest](https://www.instagram.com/quinn.tempest)

