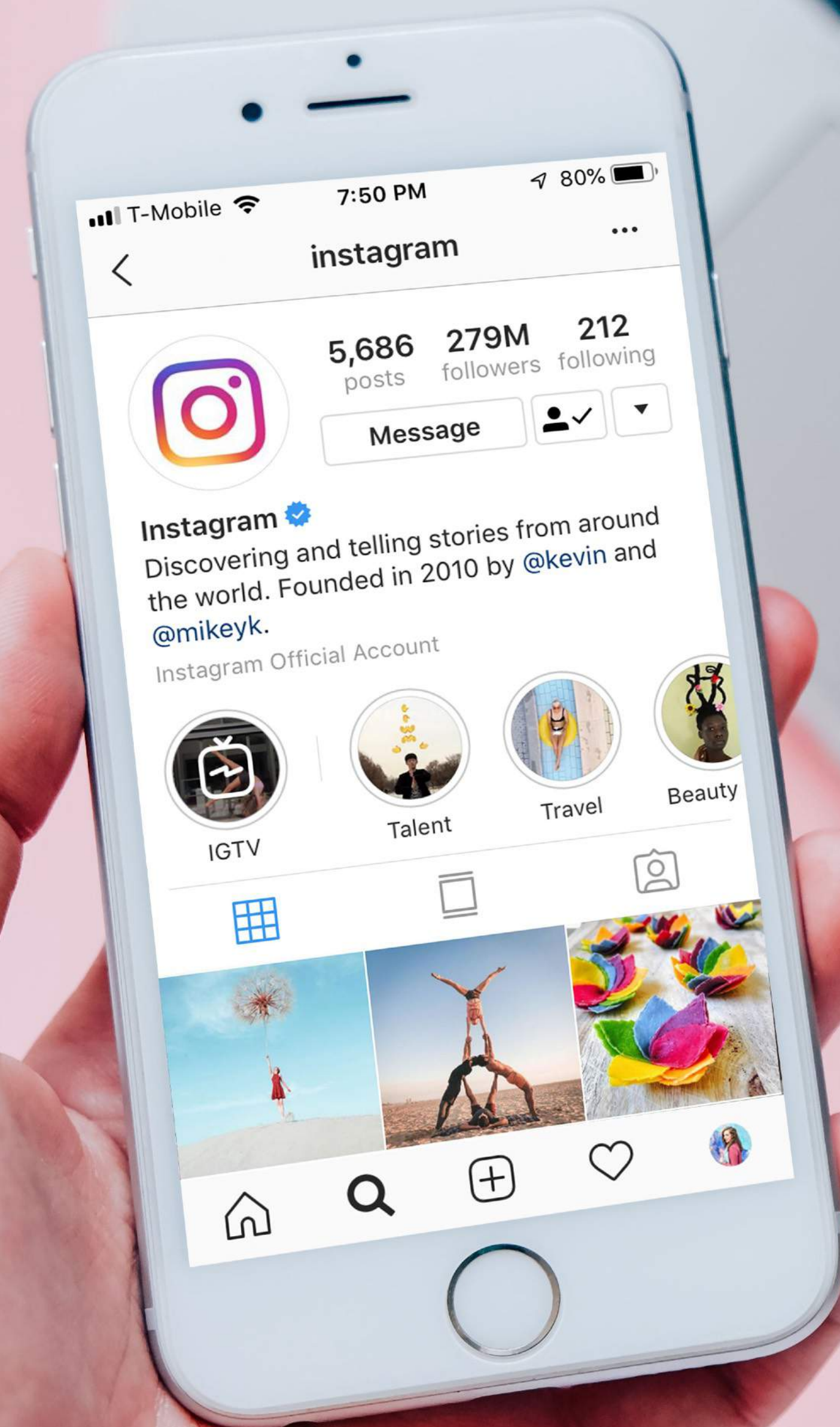


harness the power of

**INSTAGRAM**

**STORIES**



# OH, HEY!

## I'm Quinn Tempest.

- Digital Marketing Strategist
- Graphic Designer
- Speaker
- Urbanista in Phoenix

 @quinntempest

 @quinn.tempest



**THE POWER**

**OF STORIES**



**1**

**billion**

---

total number of users

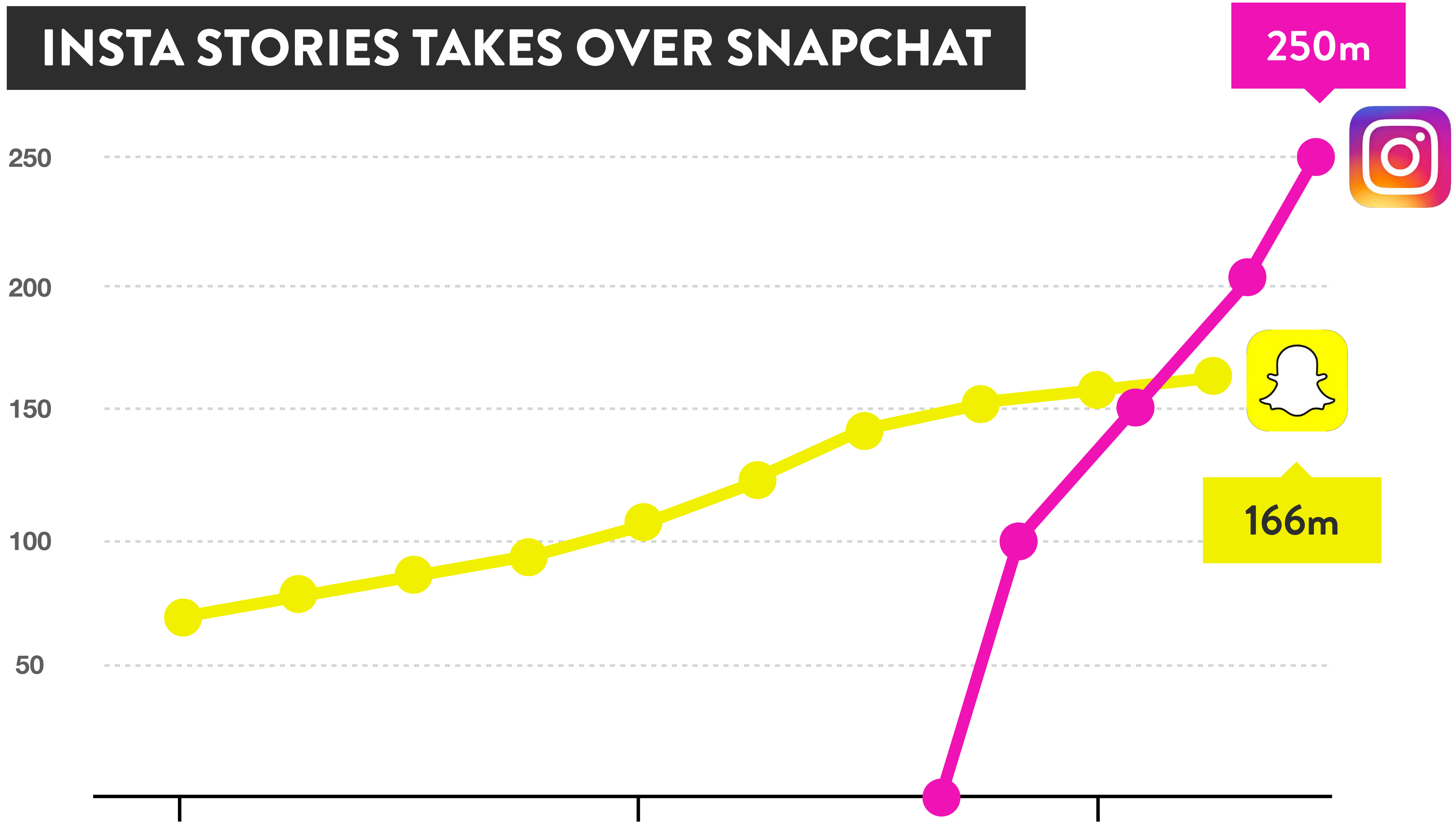
**500**

**million**

---

daily Story users

# INSTA STORIES TAKES OVER SNAPCHAT



250m



166m

2015

2016

2017



@quinn.tempest

1/3

of the most  
viewed Stories

come from  
biz accounts

20%

of Stories

get a direct  
message reply

***I'm curious...***

Do you spend more time  
viewing content on Stories or  
the regular Feed?



**MORE THAN**

**A PLATFORM**



# 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





# Vox

## Why are fancy bathrooms all over Instagram?

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

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

f SHARE



Bathrooms today are Instagram's favorite selfie location. — Serena Sarah Chhetri/EyeEm/Getty Images



CULTURE DESK

# THE MUSEUMS OF IN

By Sophie Haigney September 16, 2018



@quinn.tempest

video



lavatoryphx  
LavatoryPhx



**theegghouse** • Follow  
Shanghai, China

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

#theegghouse #egghousenyc #egghouseshanghai #egghousenewyork #egghouse #ellistheegg #instalationart #exhibition #popup #experienceart #experience #eggart #eggartist #loveegg #photooftheday #ins #instaegg #instagram #instagood #instalike #instamood #instaart #instalikes #instadaily

View all 12 comments

rainakat Please come to San Francisco! We're a big spot for these type of museums and I want to go so

Liked by erinsummer\_ and 1,093 others

DECEMBER 21, 2018

Add a comment...

near t #eyecandy #treasurelove rzas #adventuresforlife #tilldeath high

uribe Love it Prima 😍

a Yes, all the colors!

@jess9ouribe thanks cousin! 😂 lol

comment...

**FIRST**

**THINGS**

**FIRST**



# 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.

feed vs. stories...

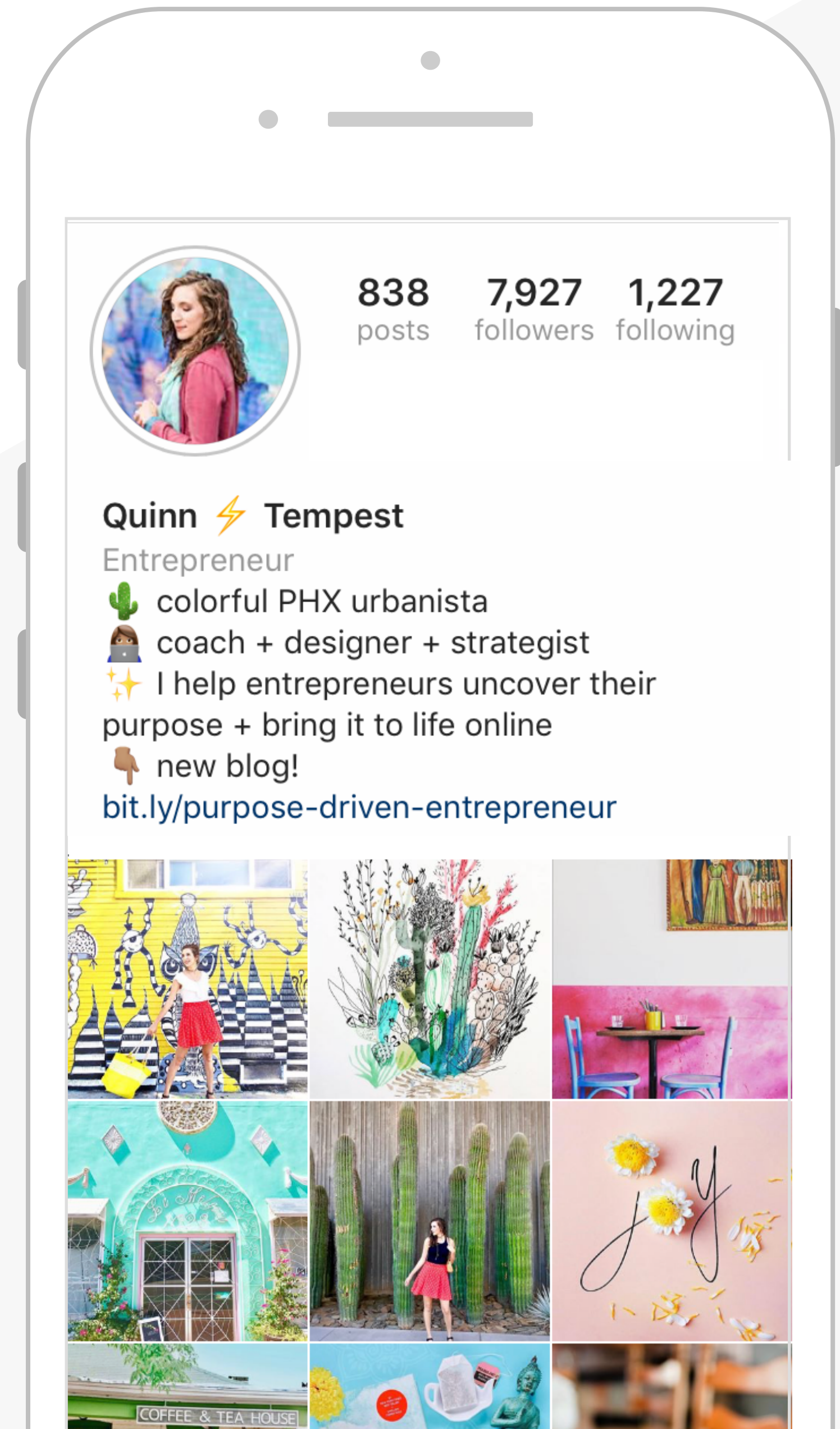
**WHAT'S THE**

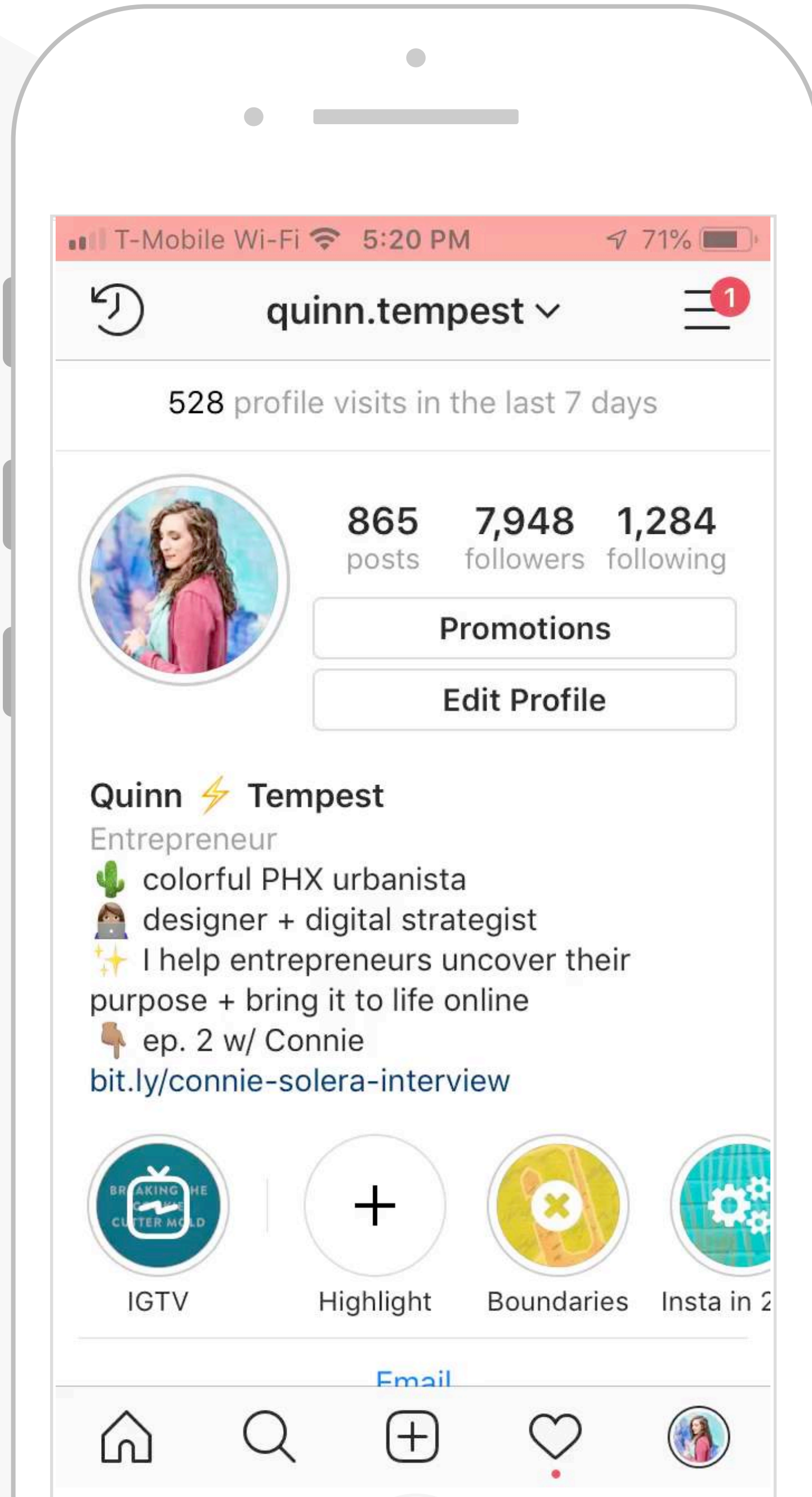
**DIFFERENCE?**



# FEED

Introduce people to  
or share updates on  
your brand in a  
curated manner





# STORIES

Engage your audience  
more deeply through  
real-time, authentic  
content

# STORIES

**"Easier to navigate through Stories vs. feeds."**

**"It feels more personal and I love seeing behind-the-scenes."**

**"Quick visual hits vs. long reading of captions."**

**"Seems more timely and **less algorithmy.**"**



**FEED**

**vs.**

**STORIES**

**Timeless**

**Evergreen**

**Curated for  
discovery**

**In-the-moment**

**Authentic**

**Highly engaging**

so, tell us...

**WHAT SHOULD**

**WE POST?**



**YOUR  
STORY  
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



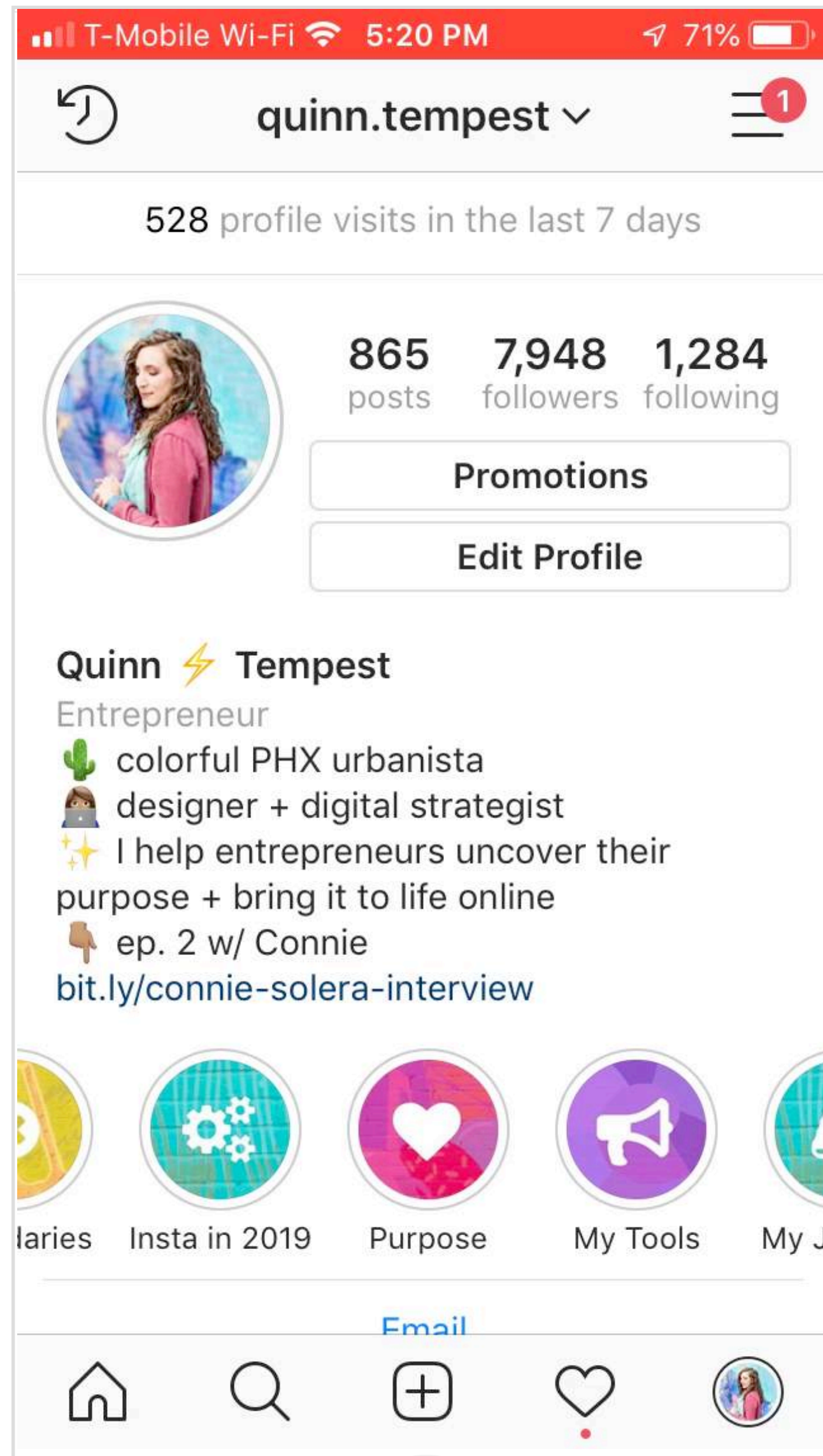
Hopper is made up of hundreds of smart, creative, and inspired humans working to fundamentally change how the world books travel.



# EDUCATE

# Quinn Tempest

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



# 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

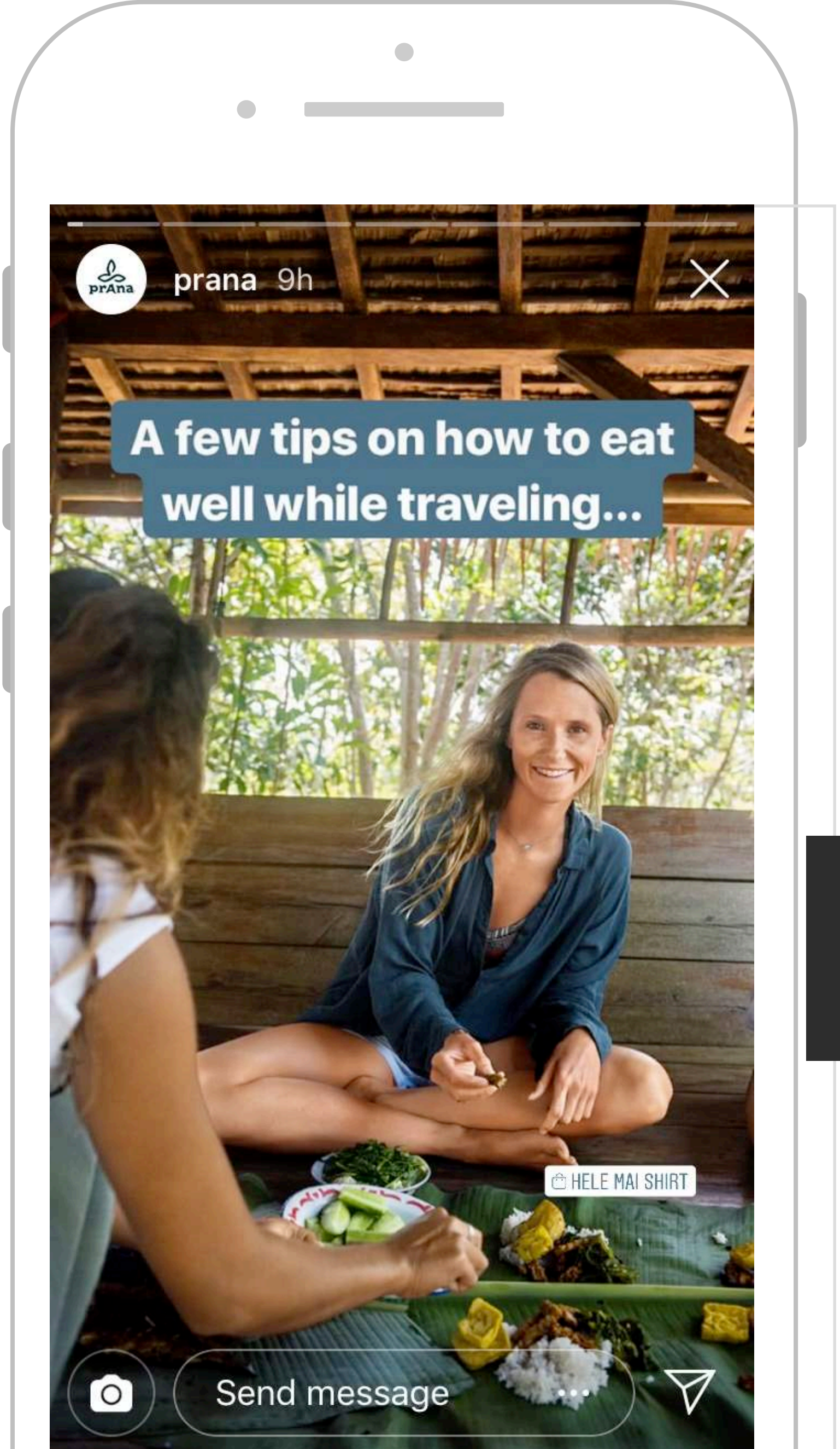
10

INSTASTORY

TACTICAL TIPS



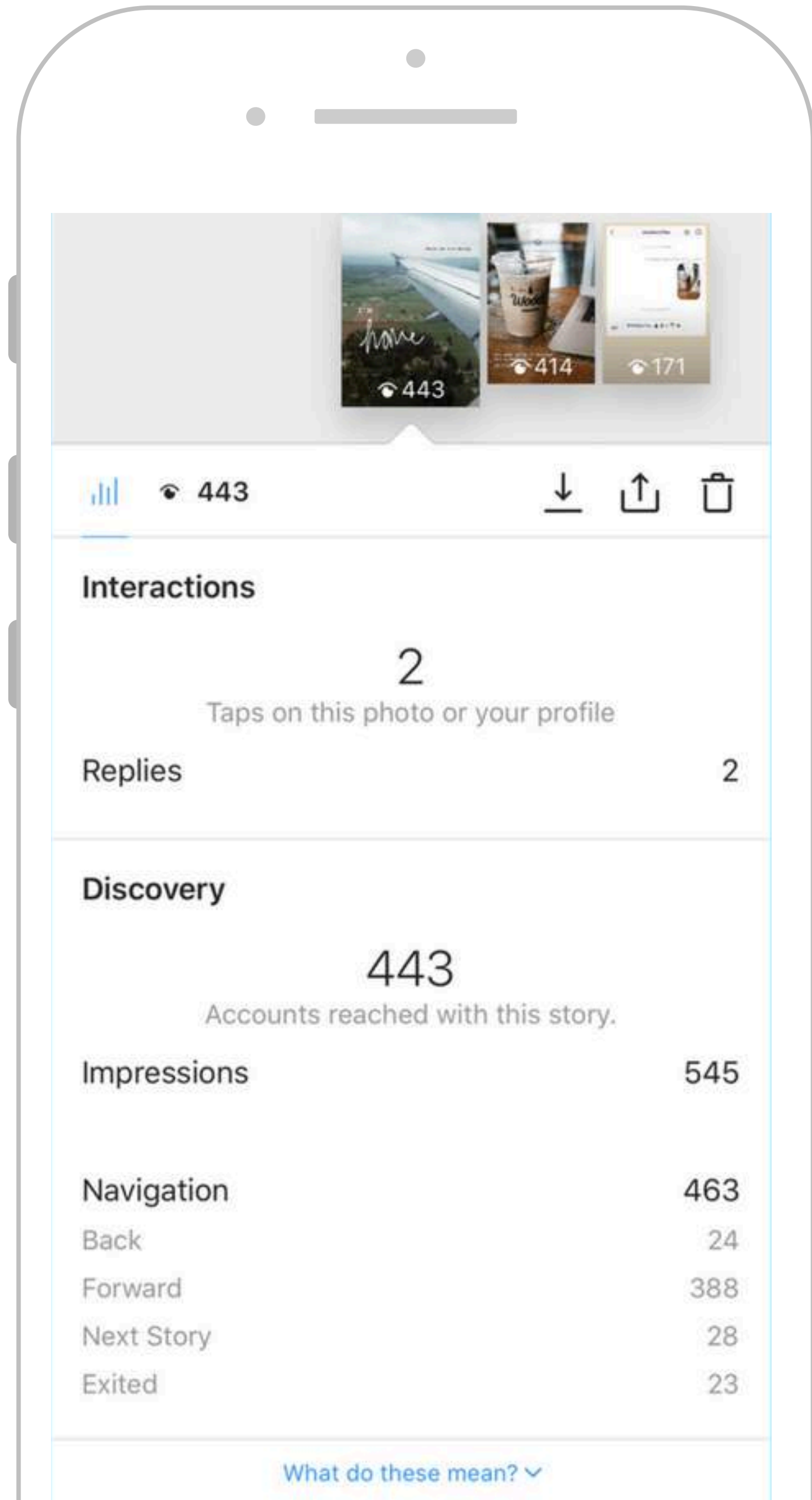




1

**MASTER THE ART OF**

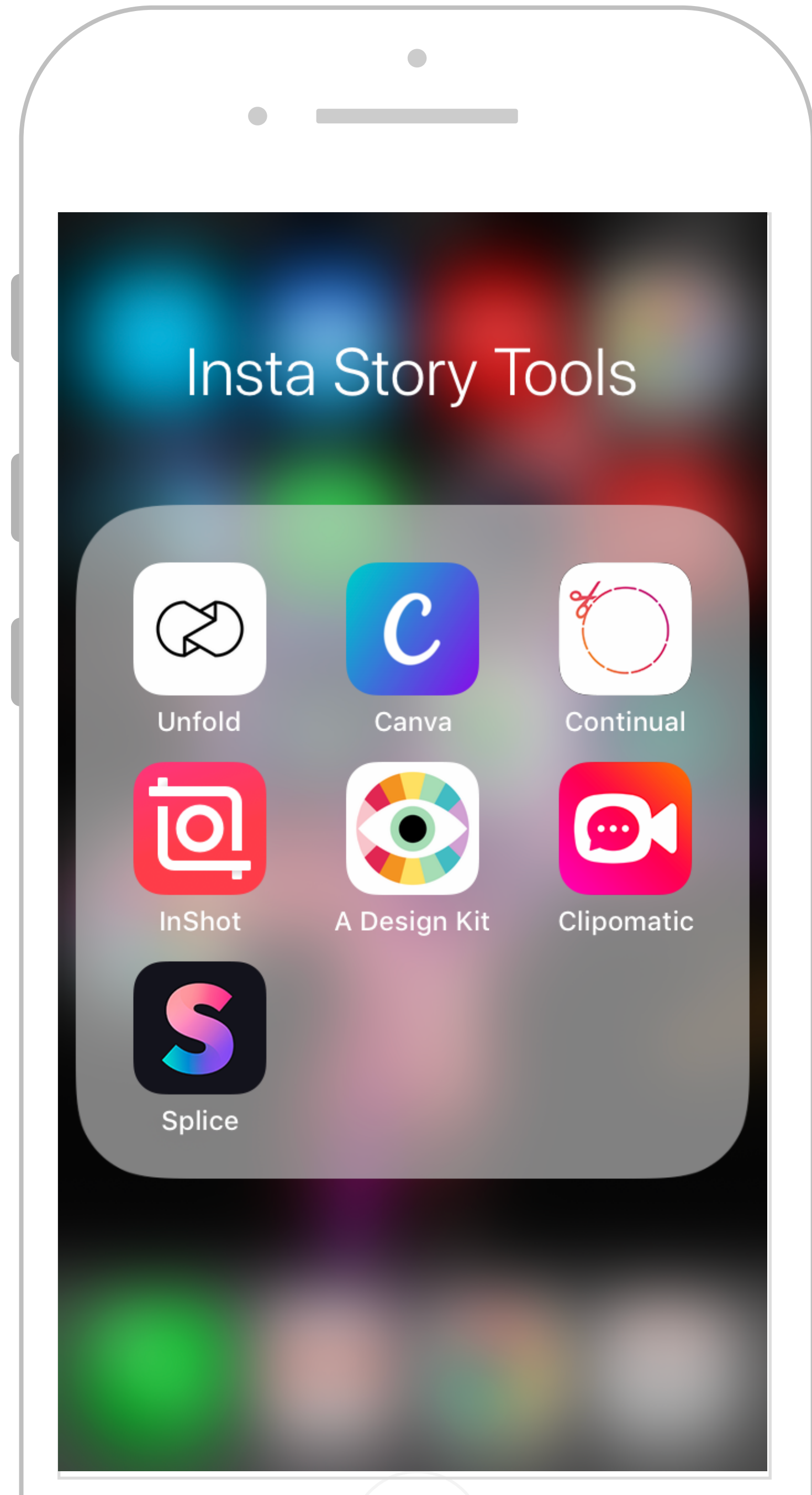
**VERTICAL STORYTELLING**



2

UNDERSTAND YOUR

ANALYTICS



3

**CREATE A**

**VISUAL STRATEGY**



4

**USE STICKERS TO**

**TO CREATE**

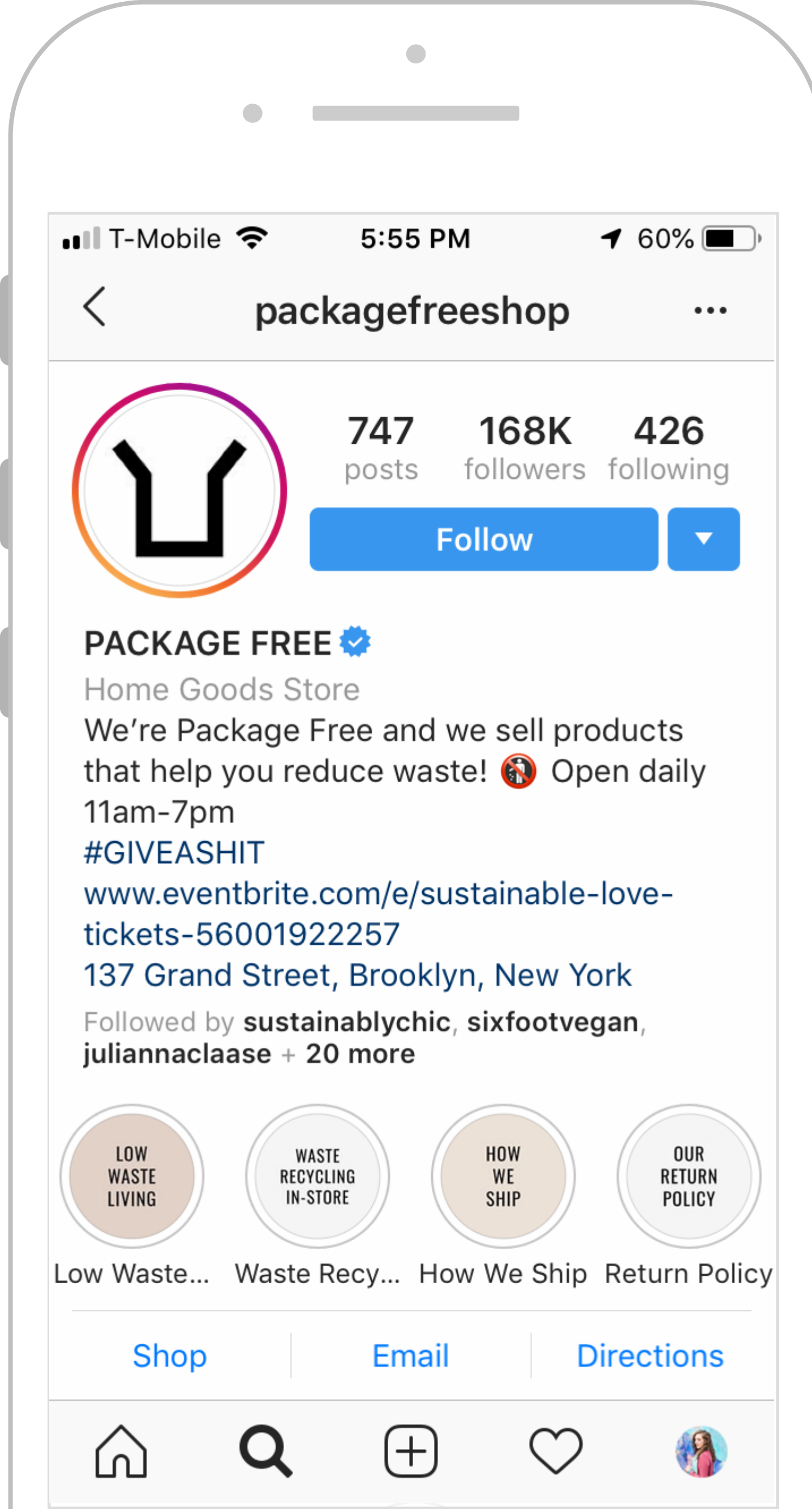
**ENGAGEMENT**



5

LET YOUR STORIES

BE DISCOVERED



6

CREATE A

HIGHLIGHT STRATEGY



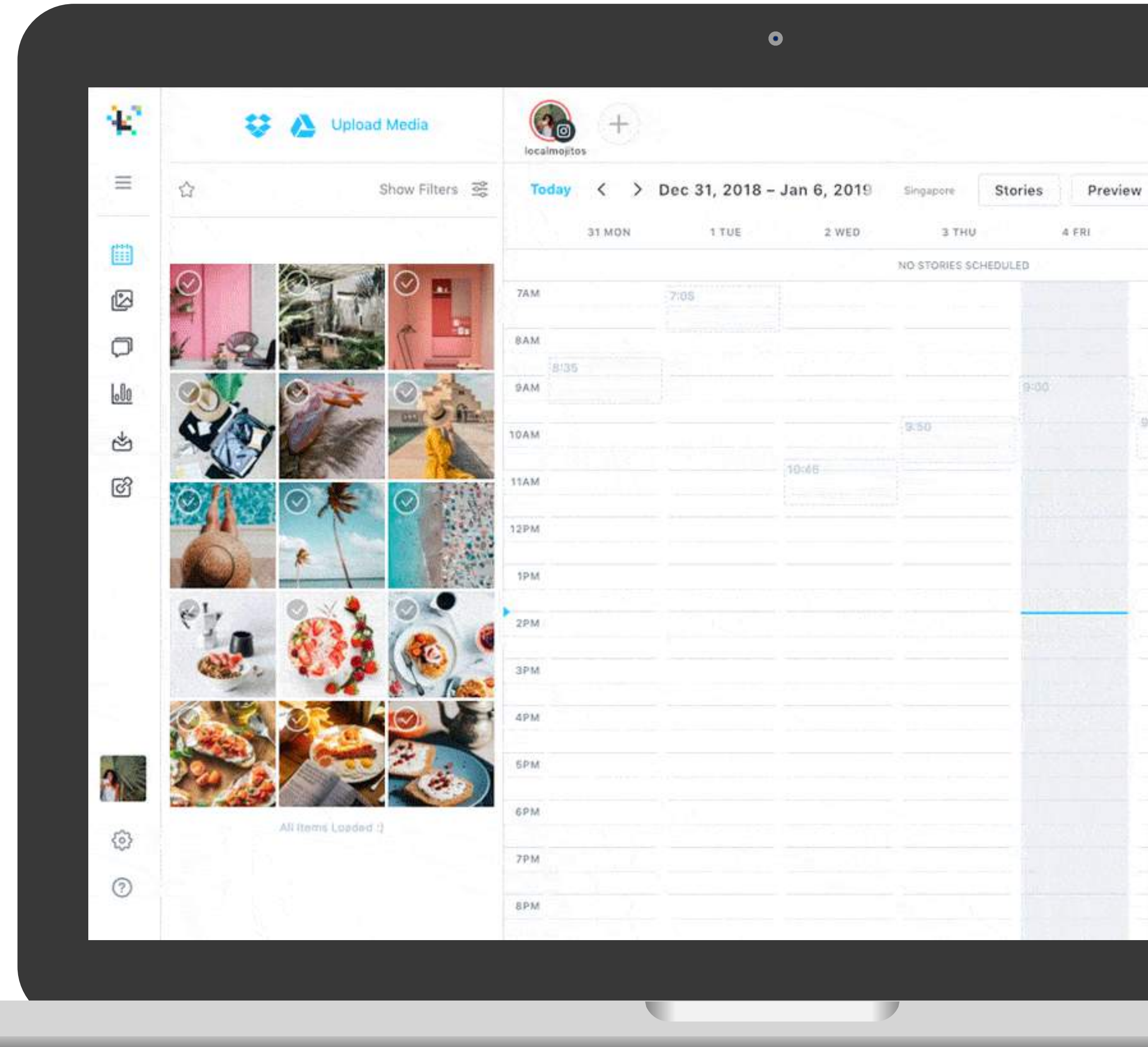
7

MIND THE GUIDES

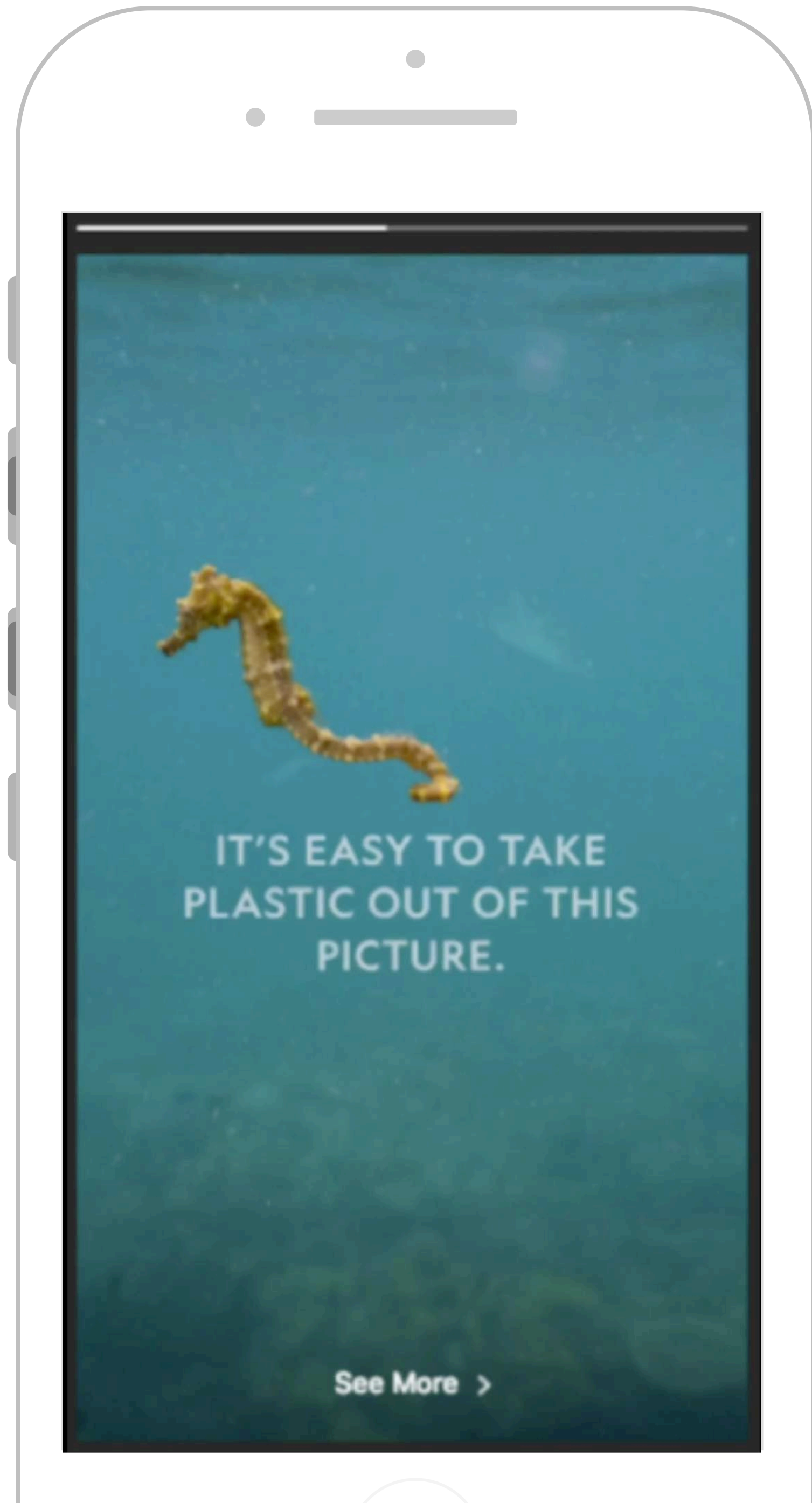
8

USE A DEDICATED

PLANNING TOOL







9

**BRIDGE YOUR**

**FOLLOWERS**

**OFF THE GRAM**

10

GO DEEPER



# YOUR STORY ETHOS

WHAT DOES  
YOUR AUDIENCE  
CARE ABOUT?

WHAT DOES  
YOUR BRAND  
STAND FOR?

WHAT MAKES  
YOU  
UNIQUE?

