

INSTAGRAM MARKETING ESSENTIALS



Presented by:

Patty Ross



First E-Commerce position in 1998 in gourmet gift basket industry.

Brand management experience includes wine & spirits, motorcycle, aromatherapy, legal, NAACP, landscape design, religion, financial, Non-Profit, fitness, CBD/Cannabis, restaurant, tattoo, medical spa, medical devices

Teach Marketing/Branding Classes for: SCORE (Multiple in and out of state chapters, Chambers, Trade Associations, and private organizations.

ABOUT ME



SHARE!

Please share:

- 1. What does your business do?**
- 2. Who does your business help?**
- 3. Are you B2B or B2C? Both?**



So what is Marketing?

- ▶ Marketing is the process of getting potential clients or customers (prospects) interested in your products and / or services.
- ▶ The key word in this definition is "process" as marketing involves researching, promoting, selling, and distributing your products or services.
- ▶ Very simply put, marketing is telling people what you do – over and over and over again.



Listen to Ben Franklin...



**This is how
many companies
do marketing..do
you??**



Is this your marketing plan?!



**REASON #1:
MAXIMIZES YOUR
MARKETING BUDGET
AND ROI**

**5 REASONS YOU
NEED A
MARKETING
PLAN!**

**REASON #2:
CREATES
CONSISTENCY**

**REASON #3:
ENCOURAGES DEEPER
THOUGHT ABOUT
YOUR BUSINESS AND
MARKETING**

**REASON #4:
UNIFIES YOUR TEAM**

**REASON #5:
IMPROVES YOUR
CHANCES OF
ACCOMPLISHING
YOUR MARKETING
GOALS**

MEASURE/OPTIMIZE

Measure how marketing is performing against KPI's and benchmarks. Then, optimize to improve results and performance.

SET S.M.A.R.T. GOALS

Clearly articulate what you want to achieve, how and when. How much of a commitment it will take-time, money and people?

BUYER PERSONAS

Focus on who matters to you? Is it more than one type of buyer? Can you look at past customers to find buyer personas? Who are they? Where are they? What do they need? What do they want?

S.W.O.T. AND U.S.P.

Analyze your Strengths, Weaknesses, Opportunities and Threats to improve your business and better compete in your space. What is your Unique Selling Proposition?

YOUR STORY

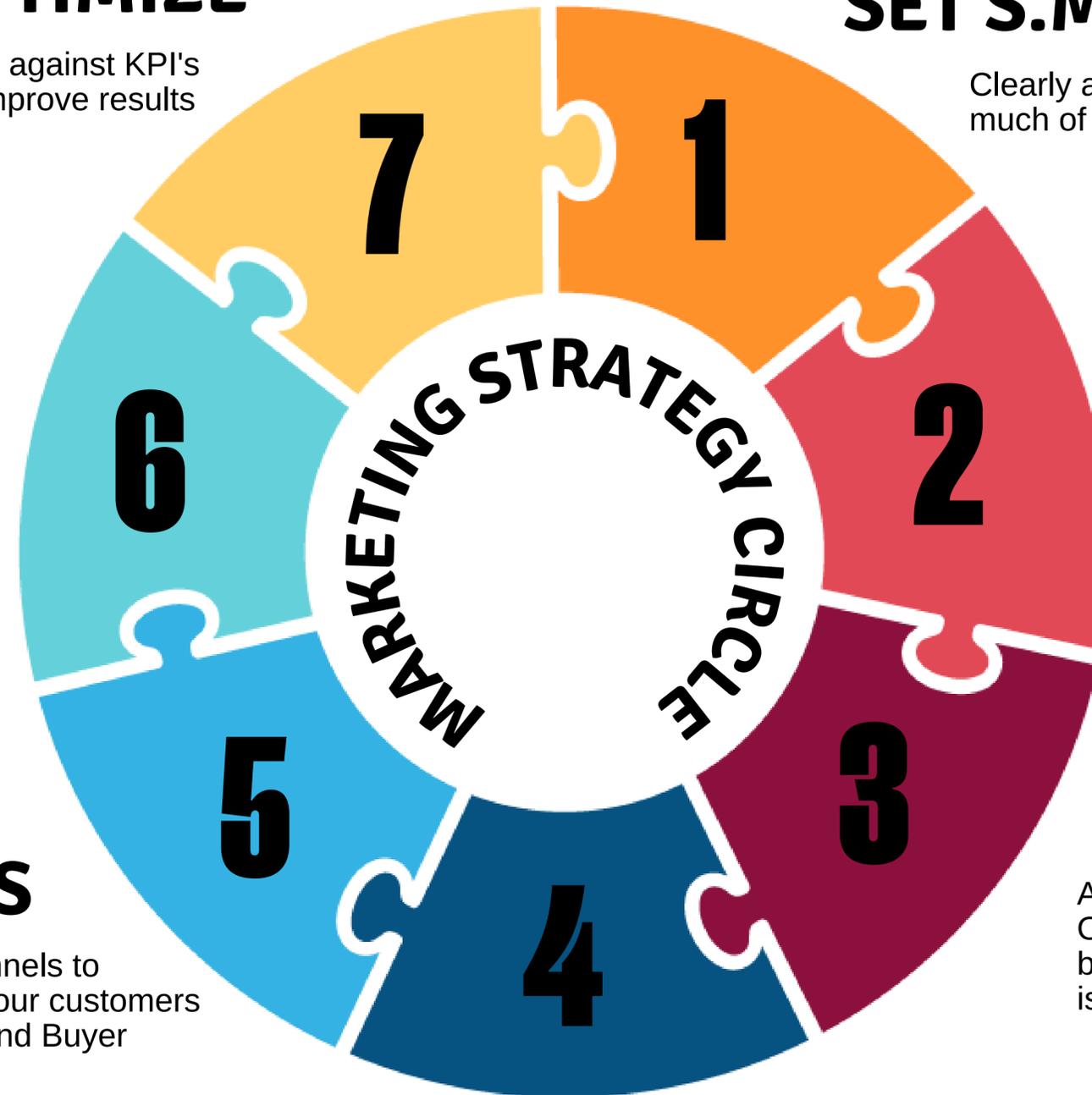
Your story is your messaging, visuals, people. What is your brand story saying about you to your ideal customers?

CHANNELS

Focus on the most effective channels to engage, educate and entertain your customers based on your SWOT, GOALS and Buyer Personas.

TACTICAL PLAN

Develop a tactical implementation plan to guide who does what, when and how, as well as tools processes, budgets and best practices.



Top 10 Social Media Marketing Mistakes

**1. No plan in place.
Where to focus first.**

2. Not being clear about the short term AND long term goals

3. Not getting the basics right first

4. Not measuring the right numbers

5. Expecting too much in a too short time

**6. Being disappointed/
giving up too early**

7. Not having quality content in place. Images, video, etc.

8. Thinking success will come naturally to the ones with the best product or content

9. Trying to do it yourself when you don't like social media

10. Thinking everybody can do Social Media

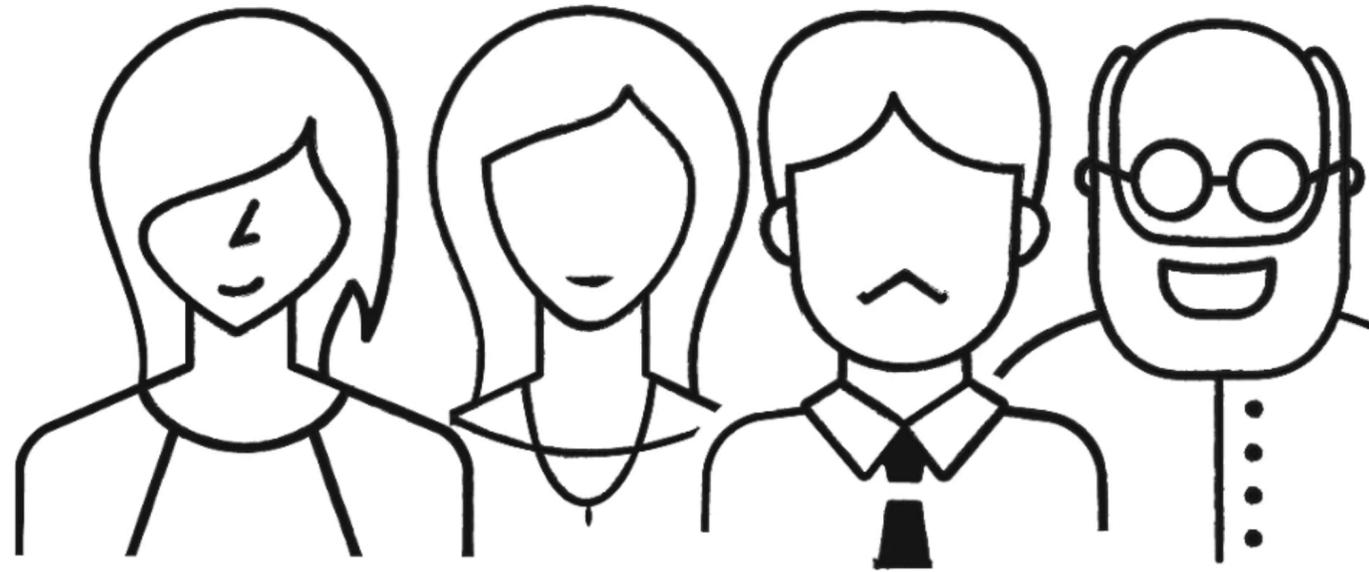


Let's Look At The Stats!



OBERLO

Social media users by generation



84%

aged 18-29

81%

30-49

73%

50-64

45%

65 and above

(Pew Research Center, 2021)

In 2022:

Gen Z=10-25

Gen Y= 26-41

Gen X= 42-57

Baby Boomer = 58-67

Silent = 68+



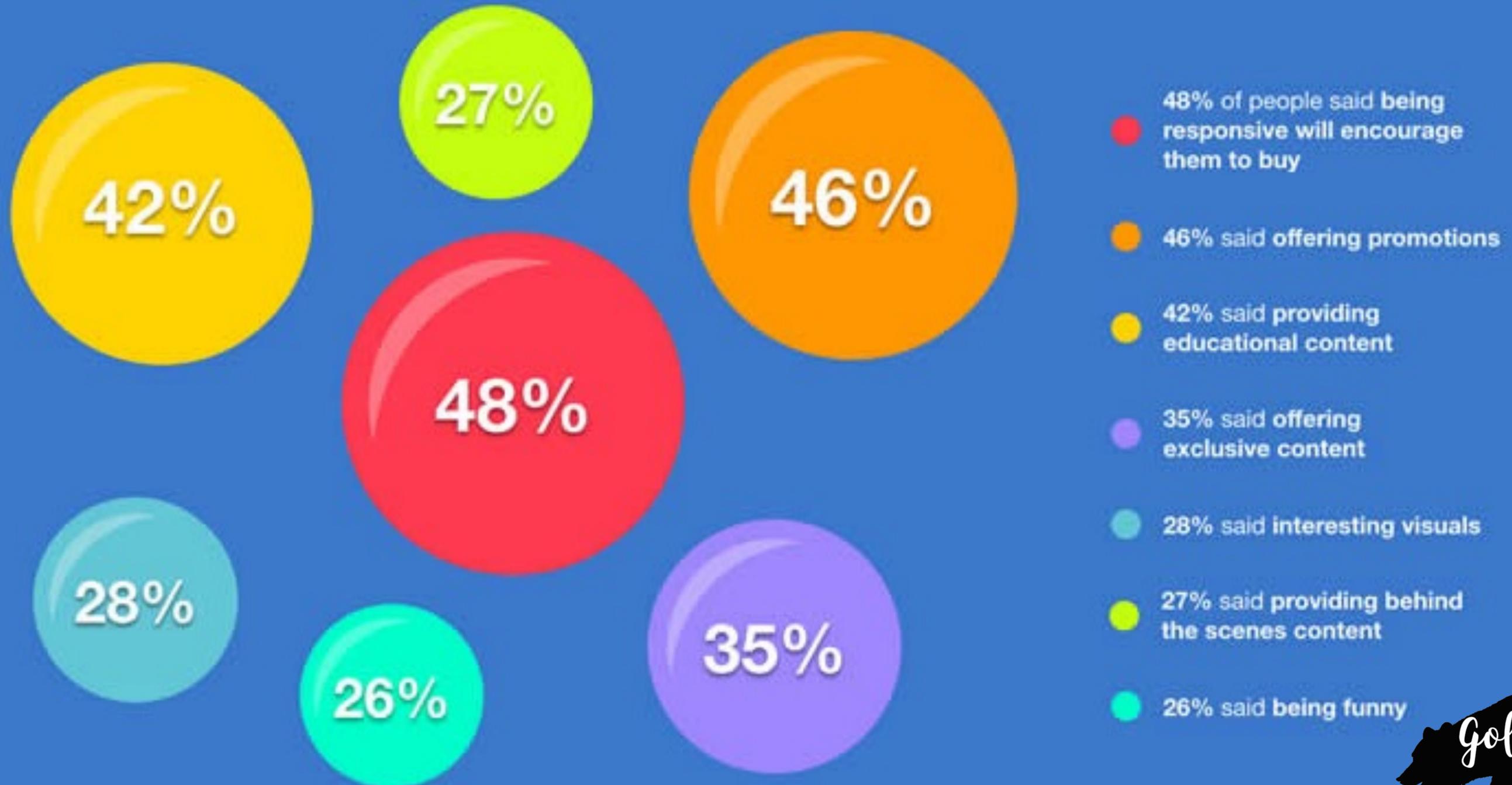
What Do People Want Brands to Be on Social Media?



Percent of People



What Can Brands Do on Social Media to Get People to Make a Purchase?





Facebook

On average, users spend **35 minutes** a day on Facebook

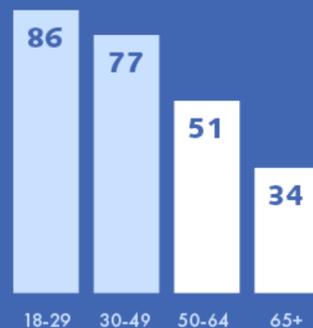
There are **2.5 billion** monthly active users

74% of users visit the site daily

Demographics



Age (%)



Instagram

On average, users spend **53 minutes** a day on Instagram

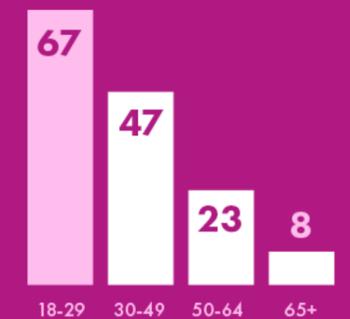
There are **1 billion** monthly active users

42% of users visit the site multiple times a day

Demographics



Age (%)





Instagram has

1.074 BILLION

users worldwide in 2021.

(eMarketer, 2020)

The Power of Instagram

Instagram is the

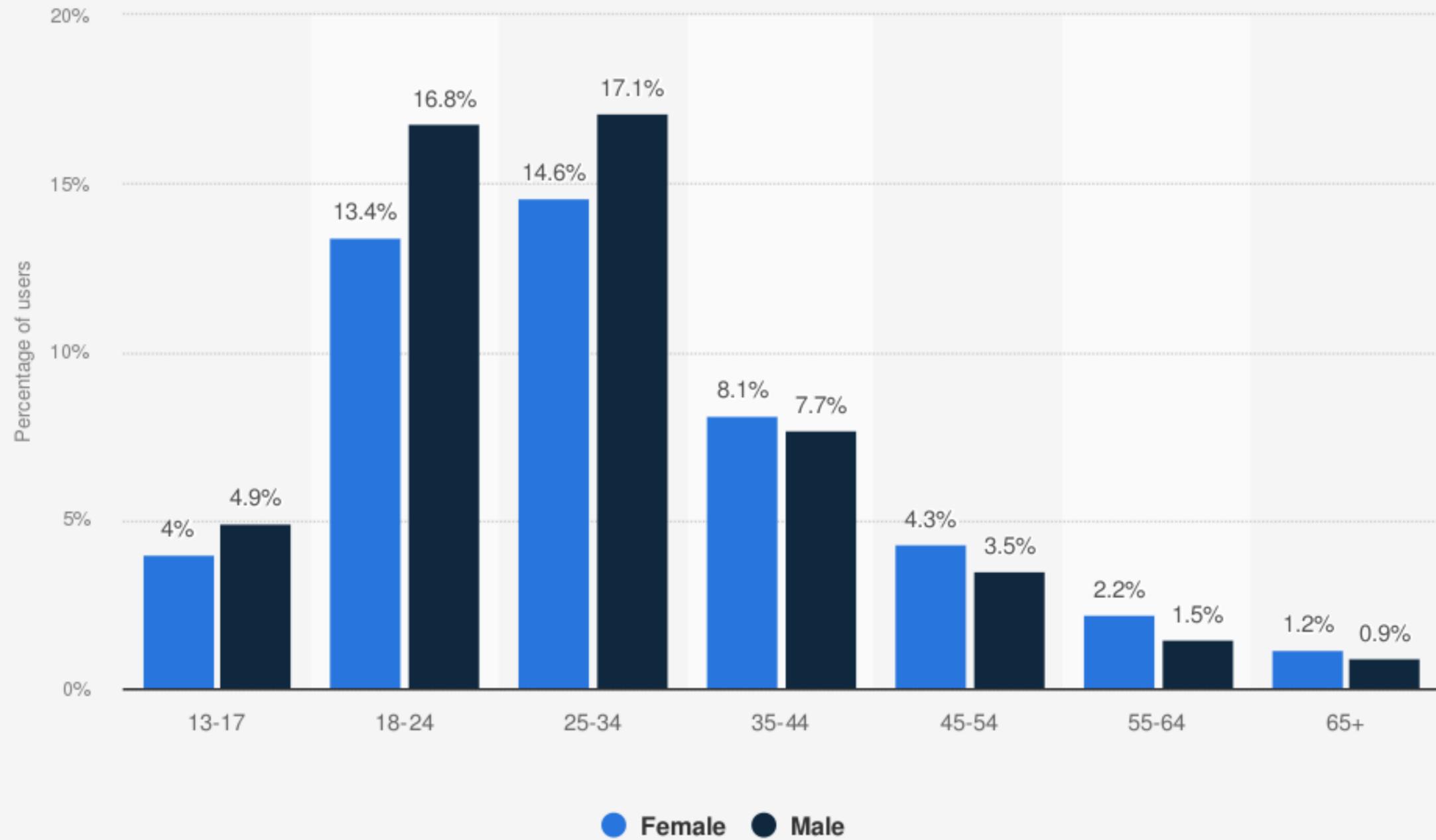


most engaged
network after
Facebook.

(Emarketer, 2018)



Distribution of Instagram users worldwide as of April 2022, by age and gender



Sources

We Are Social; Hootsuite; DataReportal; Instagram; Facebook
© Statista 2022

Additional Information:

Worldwide; DataReportal; Instagram; Facebook; April 2022; 13 years and older; based on addressable ad audience

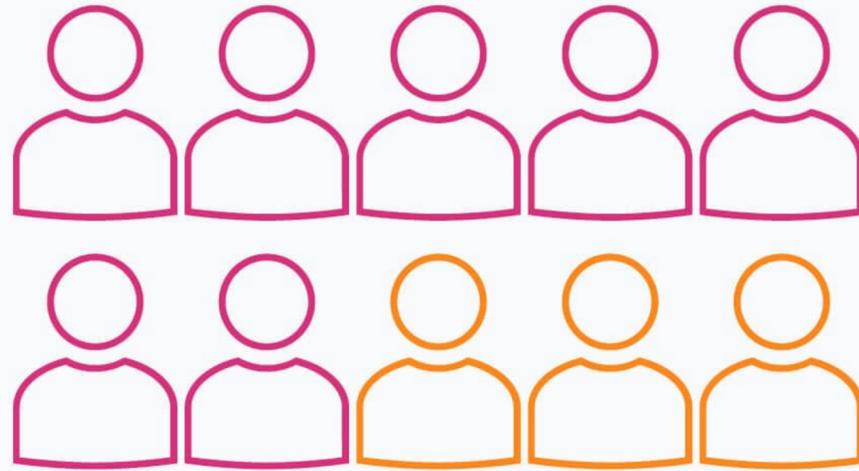
Young Adults Love Instagram

With a billion users
on the app,

71%

of which are
under age 35.

(Statista, 2019)



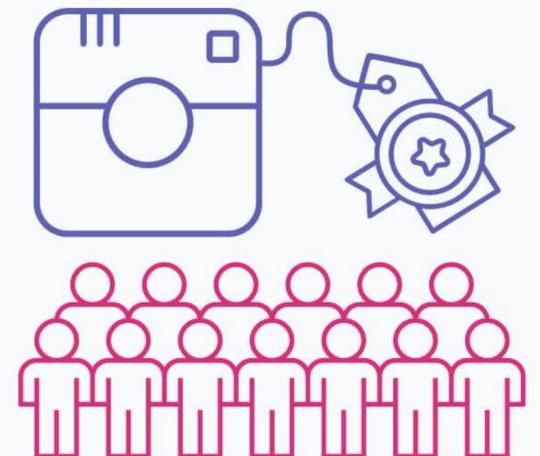
**56% Women
44% Men**

Instagrammers Follow Brands

50%

of IG users follow at
least one business.

(Mention, 2018)



The Impact of Instagram for Brands

83%

of Instagrammers
says **they discover
new products and
services on
Instagram.**

(Facebook, 2019)



Instagram Has a Strong Impact on People's Shopping Journeys

Instagram helps

80%

of Instagrammers **decide
whether to buy a product
or service.**

(Facebook, 2019)



Businesses are Using Instagram



An Estimated
71%
of US Businesses
use Instagram.
(Mention, 2018)

Instagram Engagement Matters



Instagram can
generate over
4x
more interactions on
Instagram compared
to Facebook.
(Socialbakers, 2018)



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Instagram Live To Live On



At the peak of the coronavirus pandemic, Instagram Live usage skyrocketed

70%

and will continue to be popular in 2021.

(Business Insider, 2020)

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Instagram's Explore Tab



Over

HALF

of all Instagram accounts use the Explore feature at least once a month.

(Instagram, 2019)

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In-App Shopping Trending on Instagram

70%

of shoppers use Instagram for product discovery and 130 million users tap on its shopping posts every month to learn more.

(Facebook, 2019)



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Instagram Stories: the Backbone of Influencer Marketing



Instagram Stories will continue to be a

KEY COMPONENT

of Instagram influencer marketing.

(Tribe Dynamics, 2020)

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Carousel Posts To Continue Trending on Instagram

Nearly

ONE IN FIVE

Instagram posts today are published as carousel posts.

(Marketing Charts, 2020)



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IGTV Takes Center Stage

Instagram now allows users to start

MAKING MONEY

from IGTV with the use of ads.

(Social Media Today, Instagram, 2020)



OBERLO

Usage of Reels on Instagram Expected To Rise

Instagram Reels, launched in August 2020, may start gaining traction soon and become TikTok's

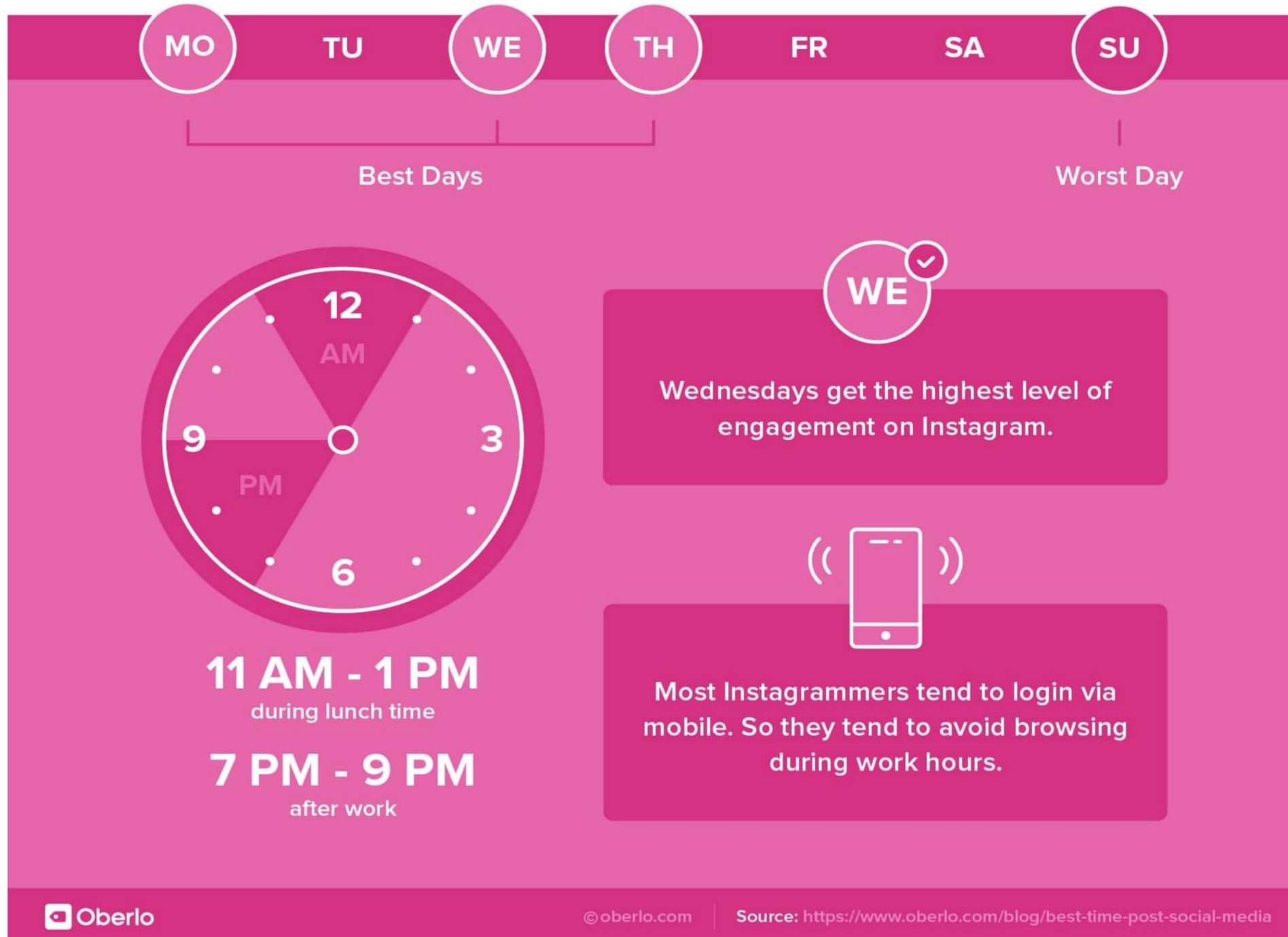
DIRECT COMPETITOR

IN 2021.

(Influencer Marketing Hub, 2020)

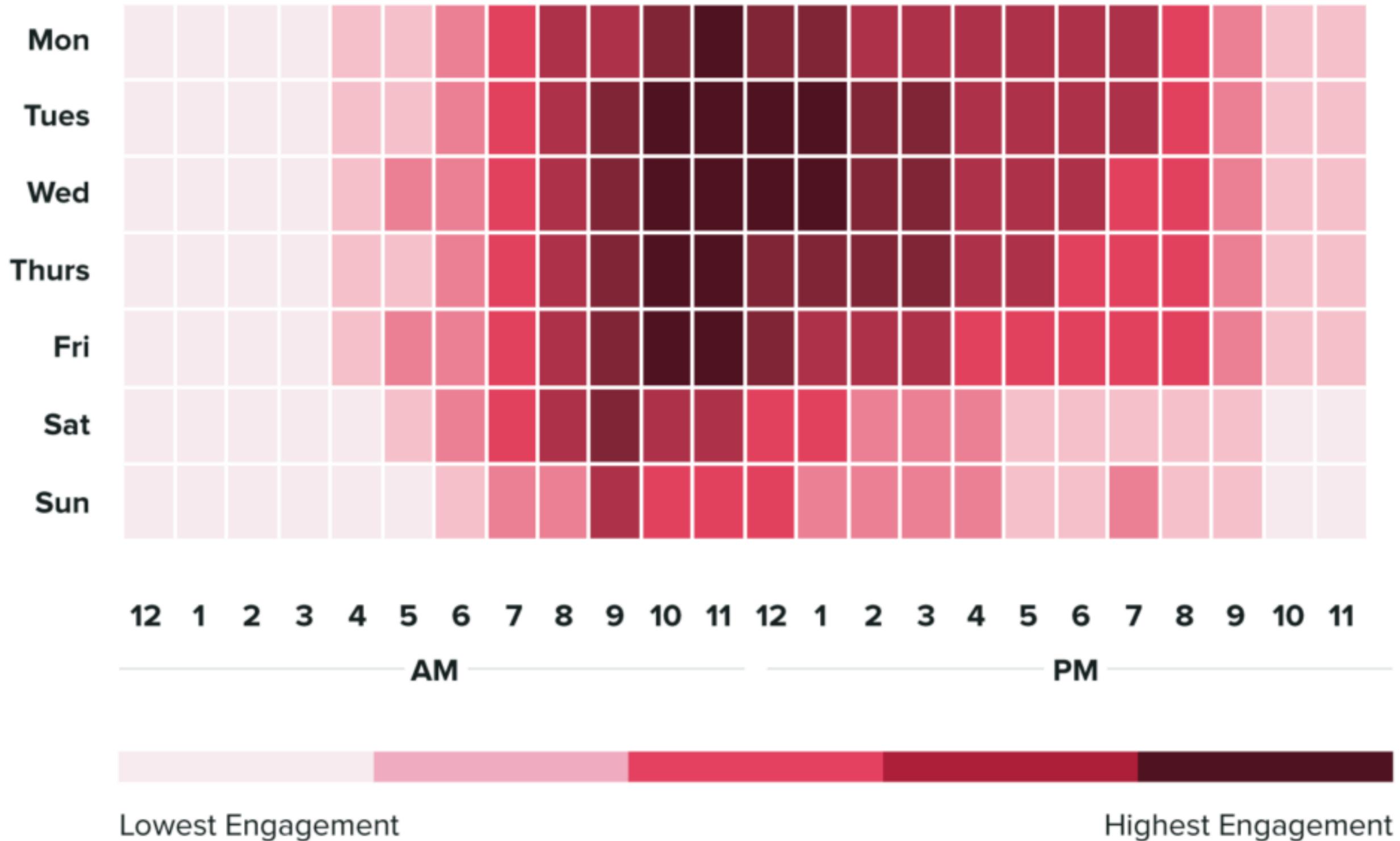


Best Time to Post on Instagram

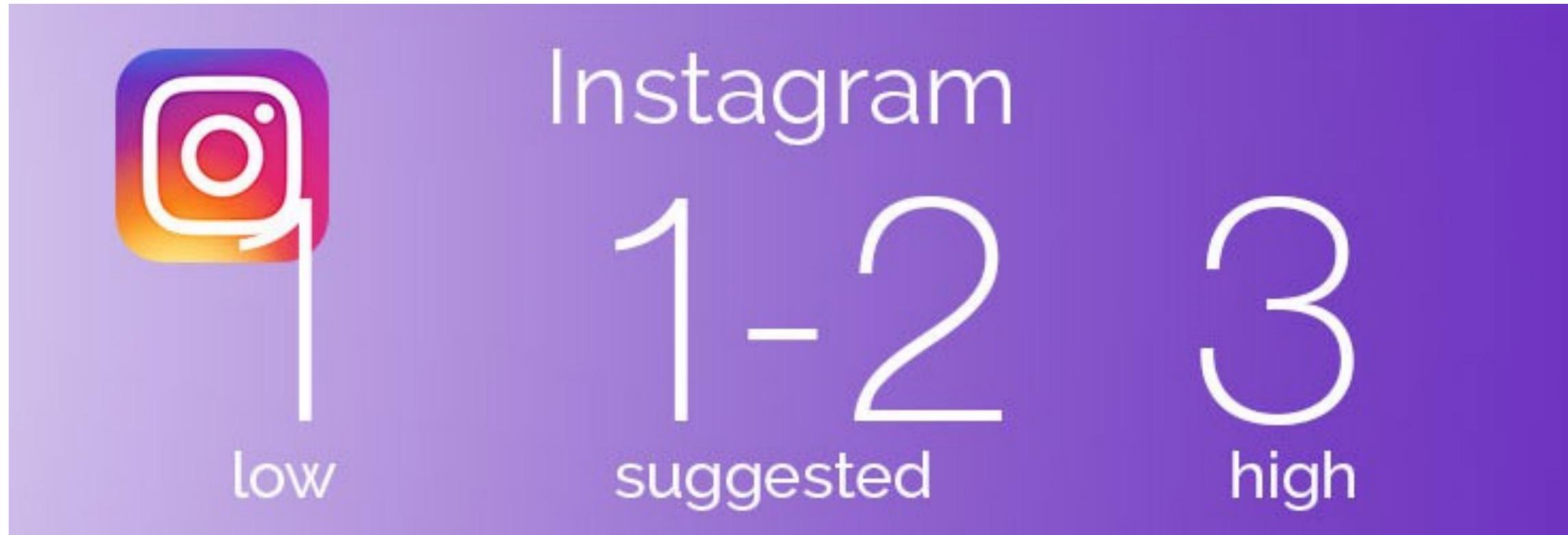


Instagram Global Engagement

sproutsocial



How often should I post per day?



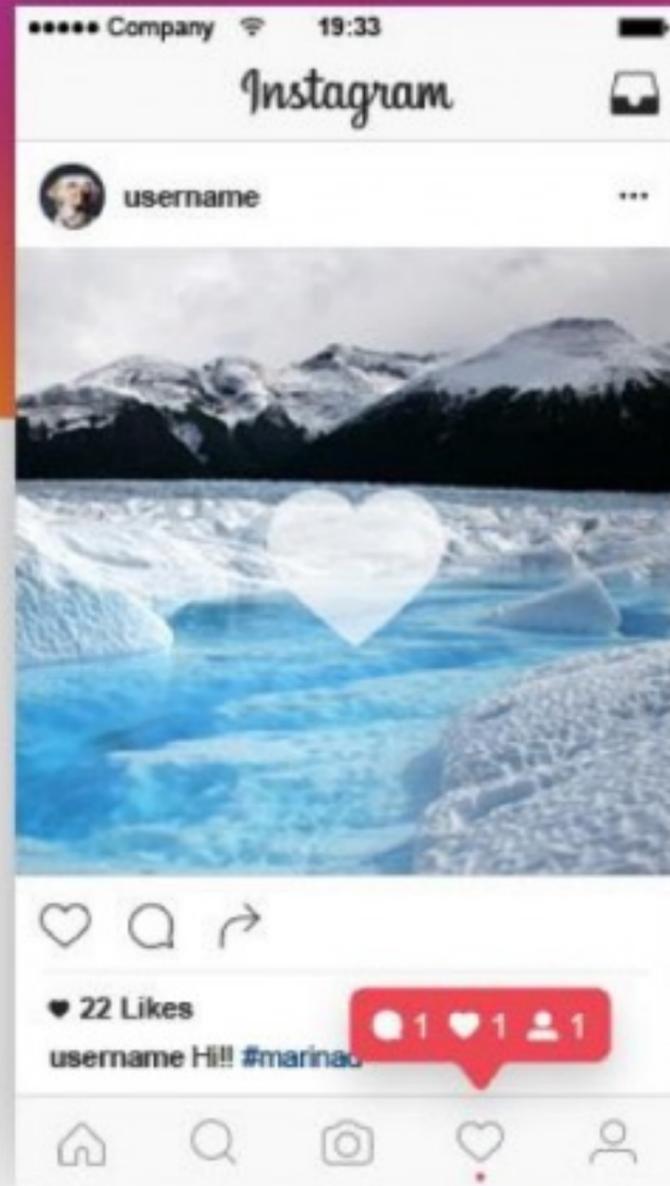
Bare minimum: 3 times a week. Optimal: once or twice a day.

Avoid: Sharing a bunch of posts in quick succession, or disappearing for weeks at a time.

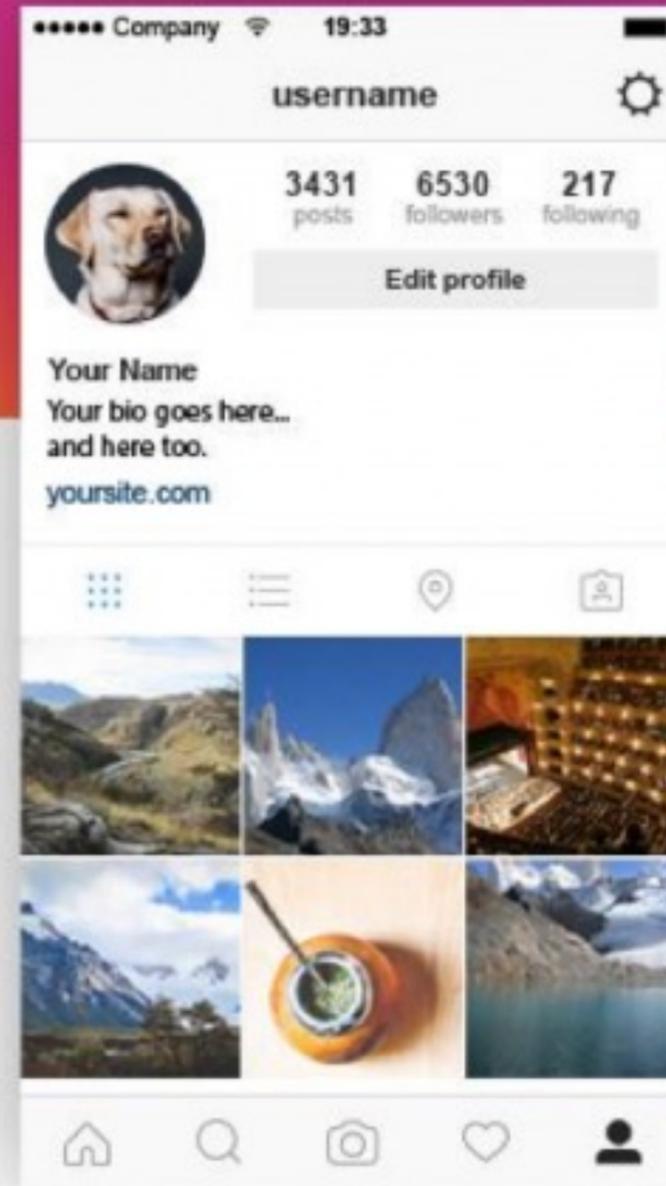
The average Instagram business account posts once a day



POSTS



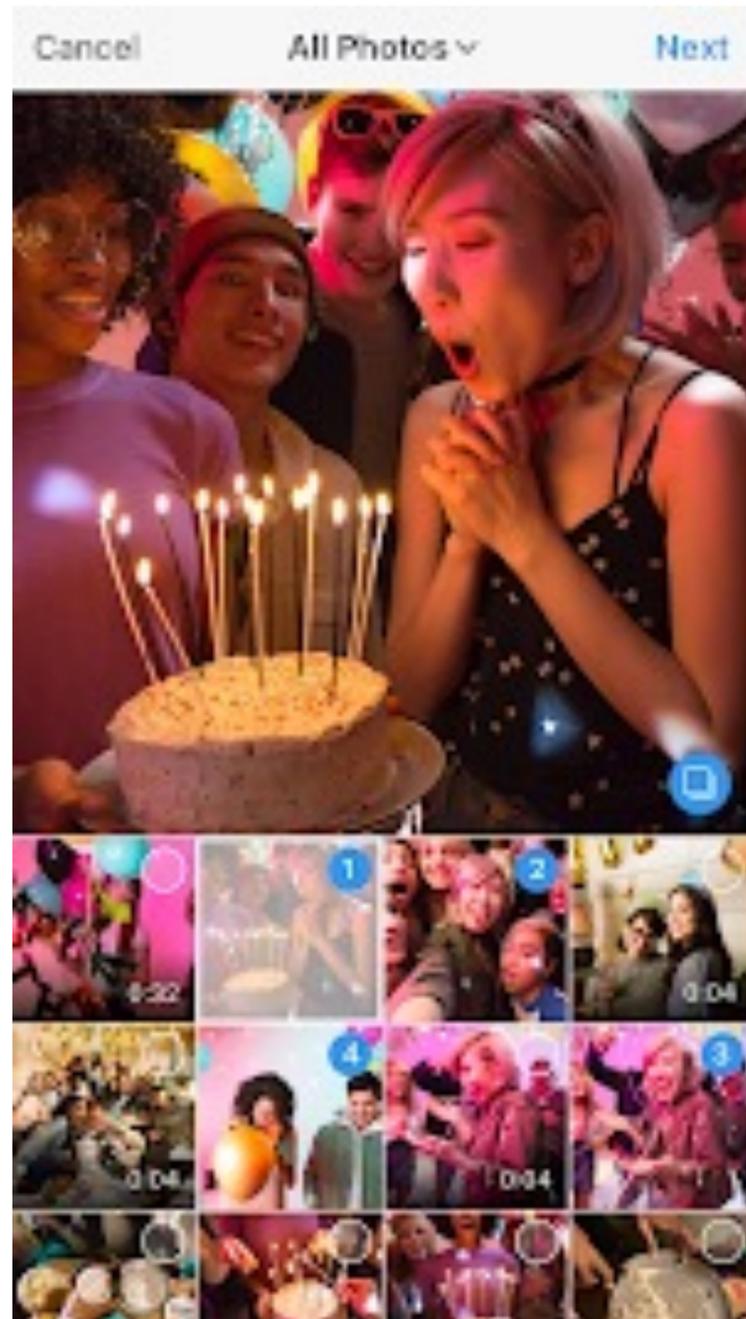
FEED SCREEN



PROFILE SCREEN

&

Carousel



Instagram Reels



Debuted August 2020

Don't recycle content from TikTok or other 3rd party apps. Instagram may now not show it!

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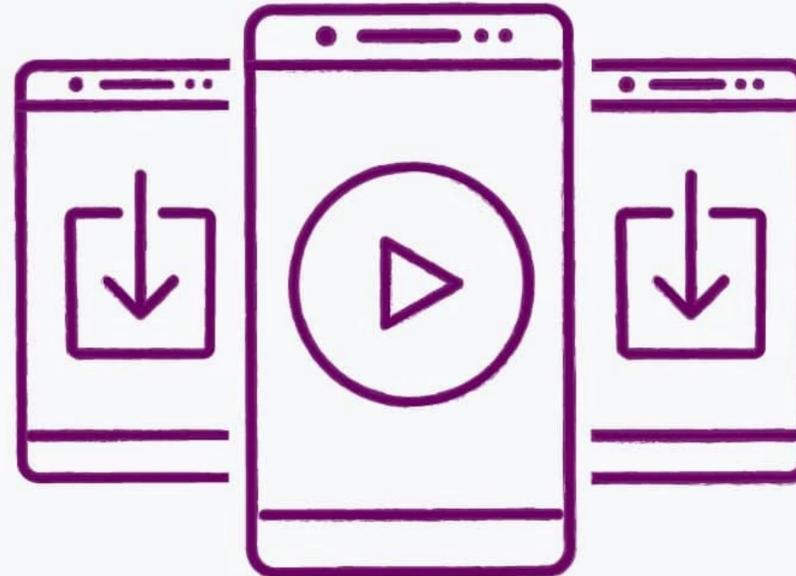
Video's Role in Internet Traffic

In 2022,

82%

of the global internet
traffic will come from
**video streaming and
downloads.**

(Citco, 2019)



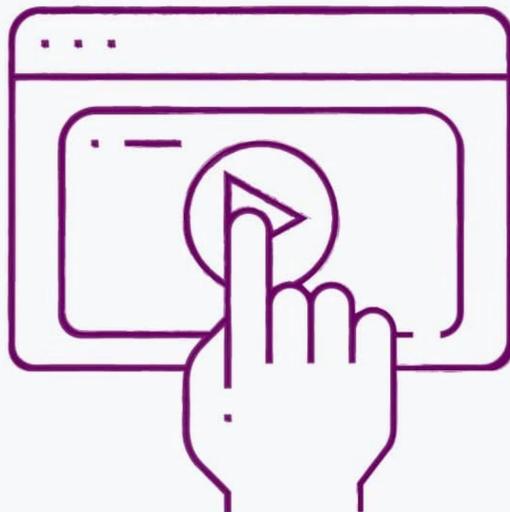
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Consumers love seeing videos on Social Media

Videos are a consumers' favorite type

of content to see from a brand on social media.

(Animoto, 2018)



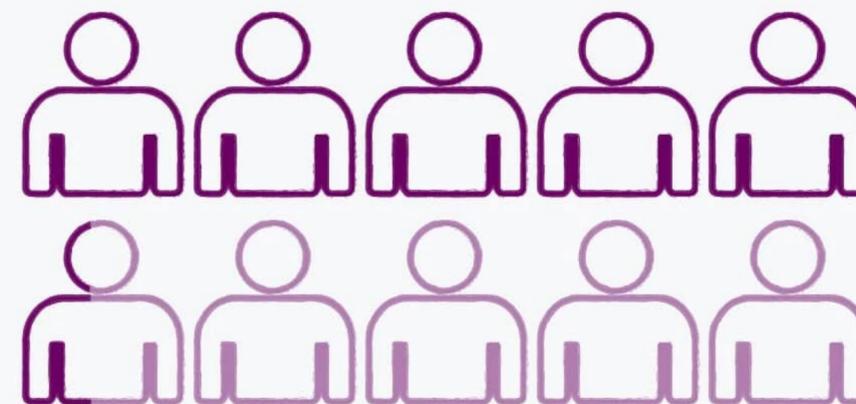
OBERLO

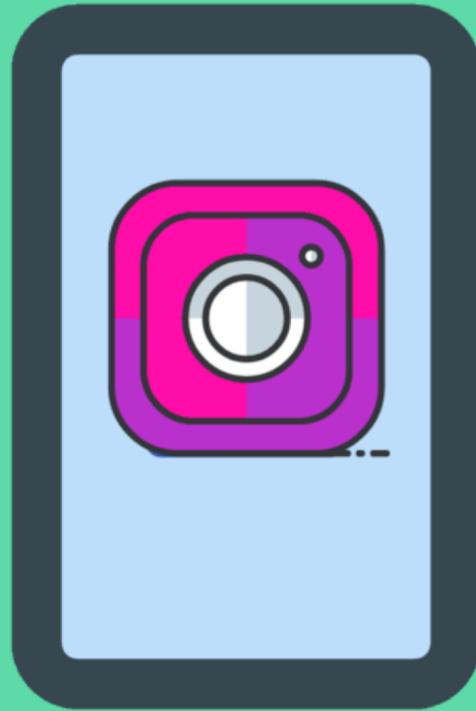
Demand for Video Content is Increasing

54%

of consumers want to see more video content from a brand or business they support.

(HubSpot, 2018)





Videos on Instagram get

2x

the engagement of videos on other social media platforms.

Videos are shared on social media

1200%

more than images and text combined.



Instagram Feed Post Format vs. Average Engagement Rate (2021 & 2022)

CAROUSEL

3.11%

IMAGE

2.76%

VIDEO

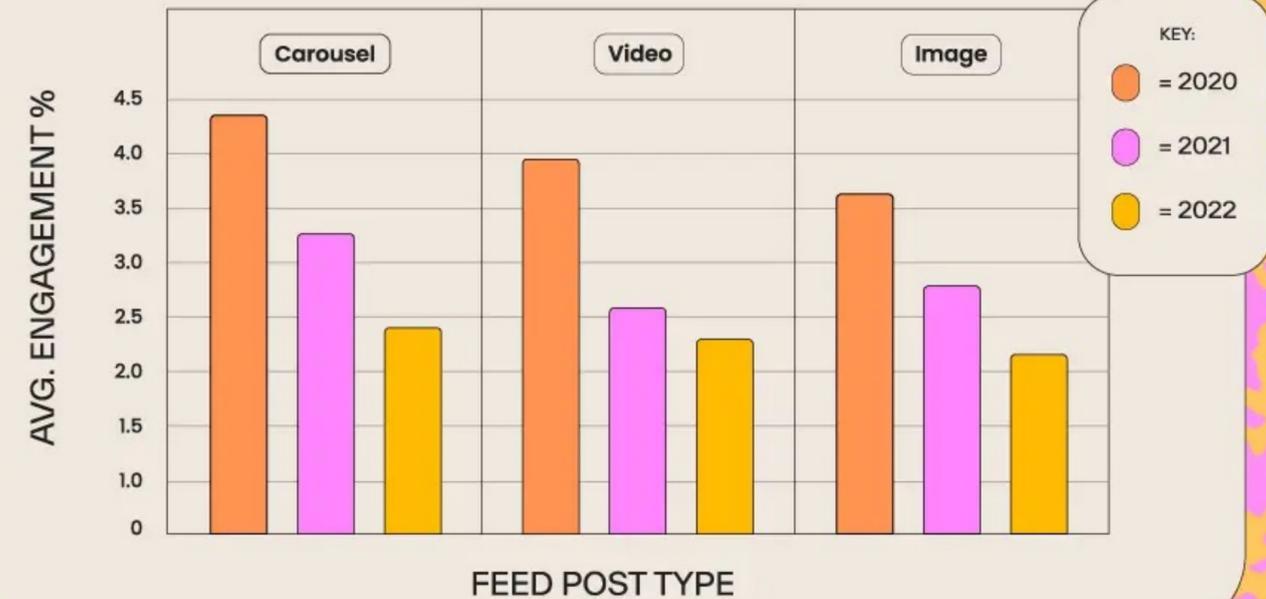
2.60%



- Data collected Jan 1, 2021 - Feb 28, 2022, 44M+ Instagram feed posts, excludes Reels.
- Engagement rate = likes + comments / follower count.



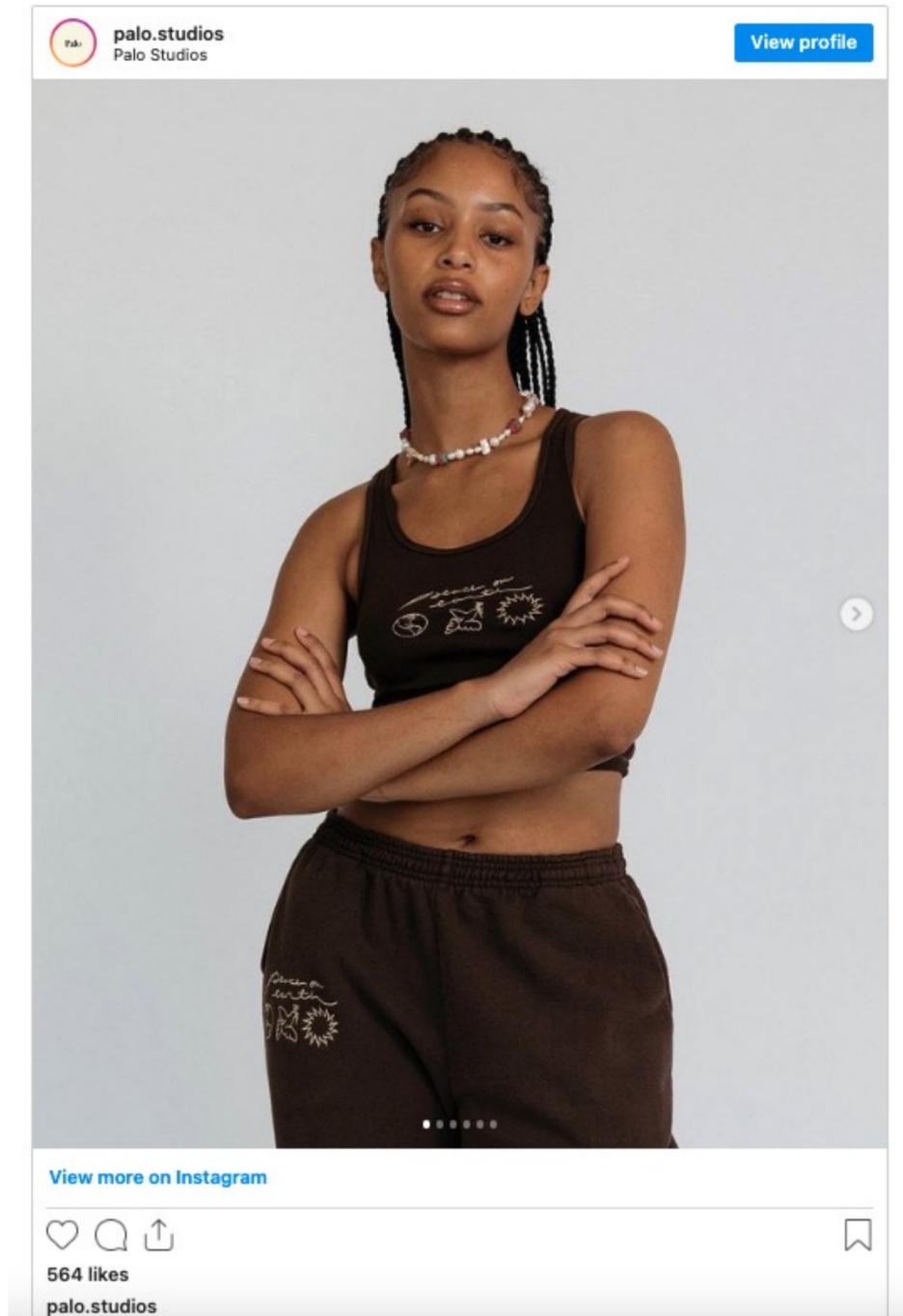
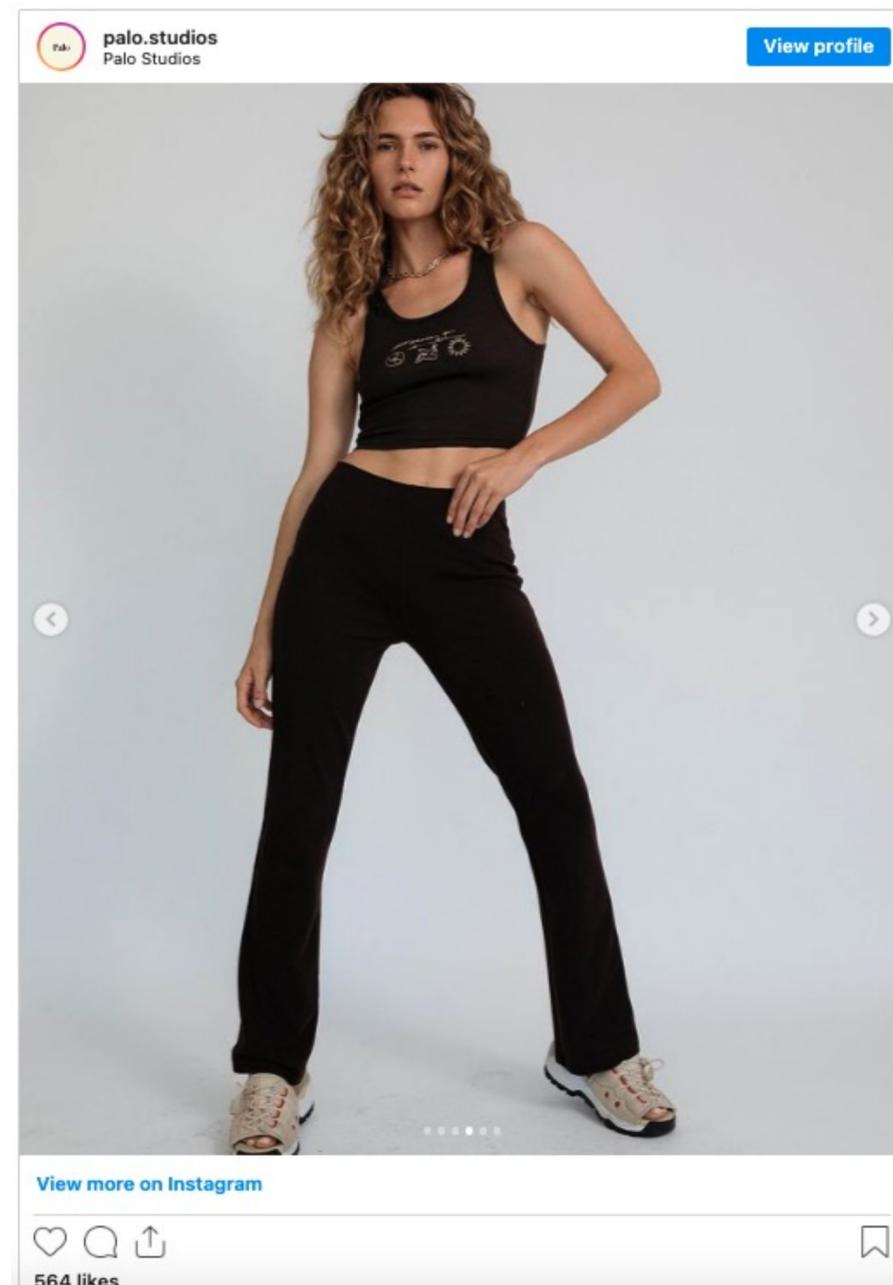
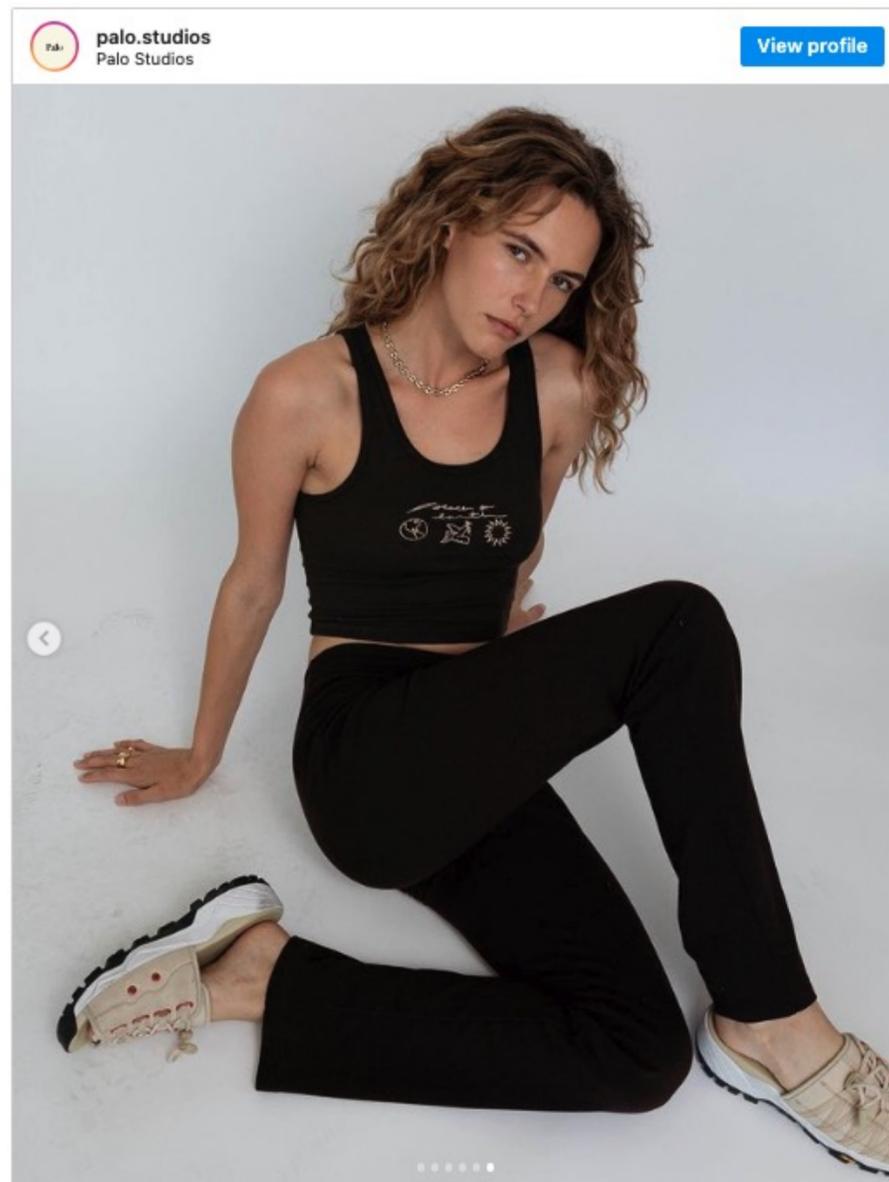
Instagram Feed Post Format vs. Average Engagement Rate (2020 - 2022)



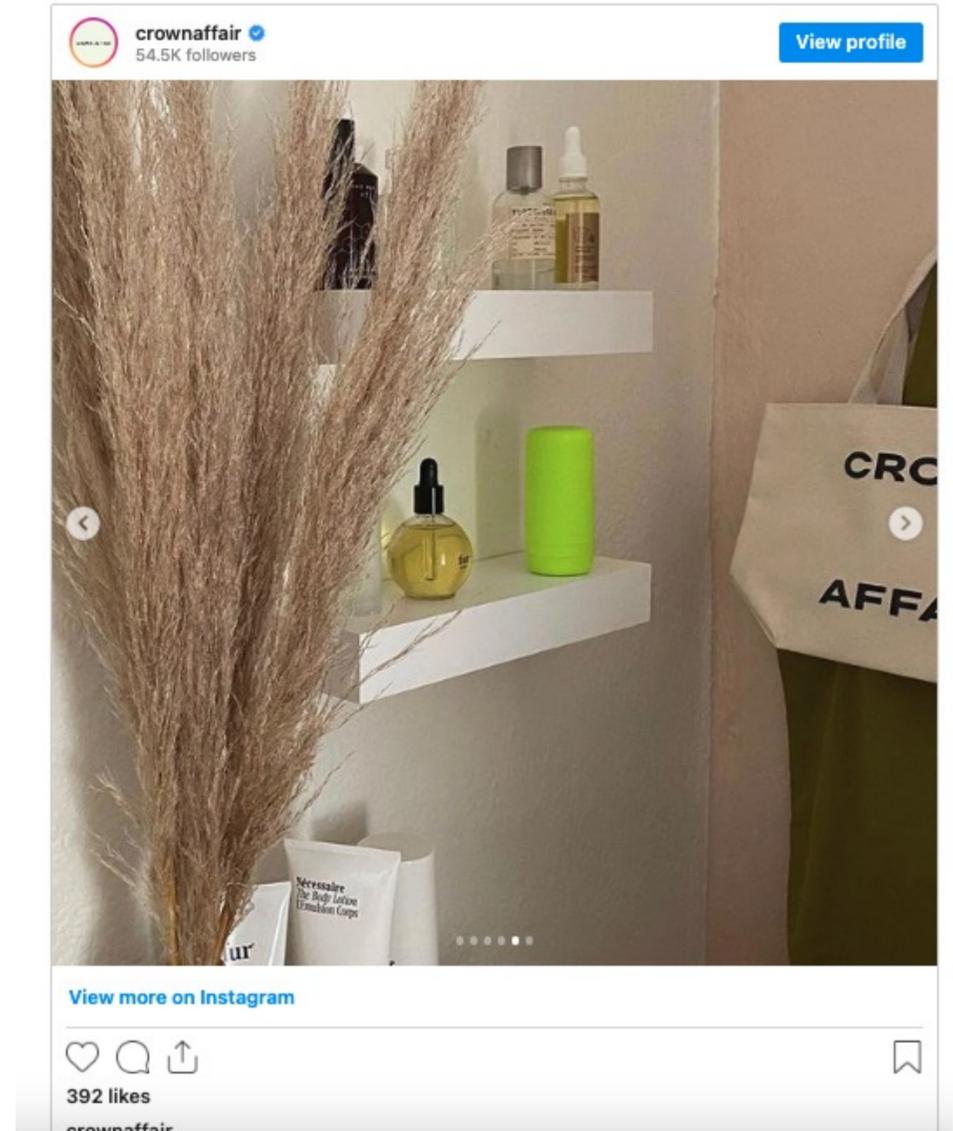
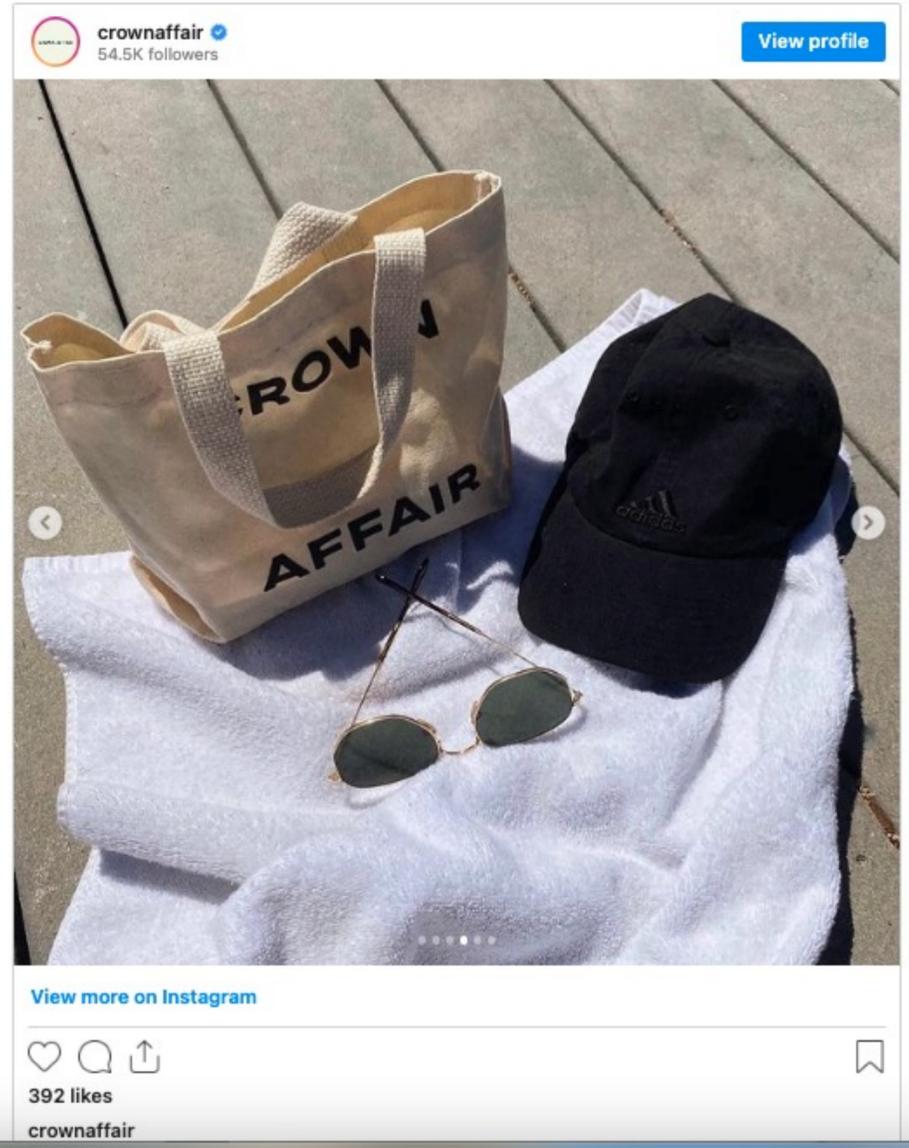
- Data collected Jan 1, 2020 - Feb 28, 2022, 81M+ Instagram feed posts, excludes Reels.
- Engagement rate = likes + comments / follower count.

8 Ways to Use Instagram Carousel Posts

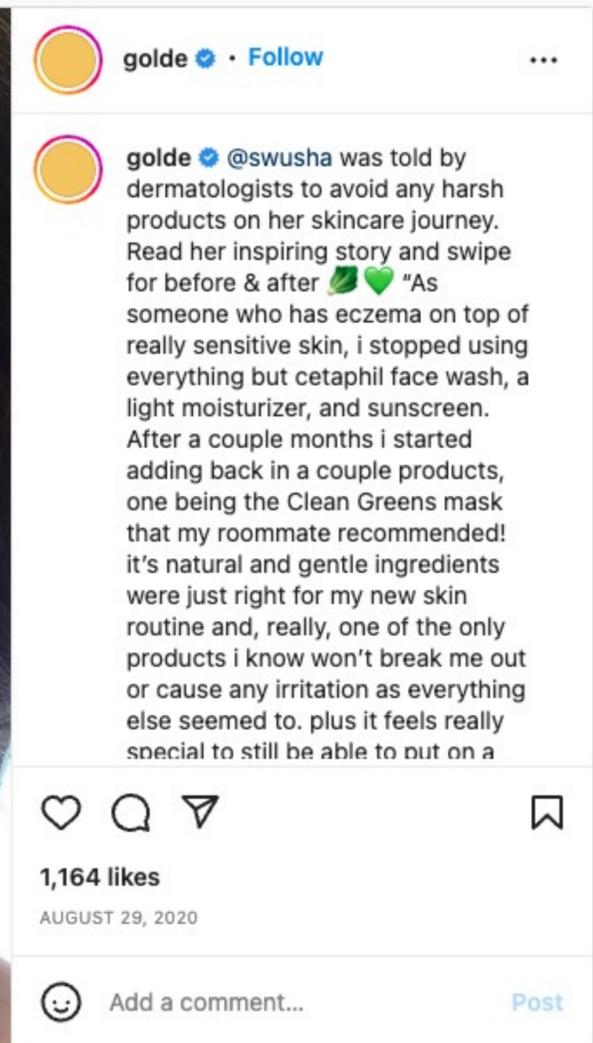
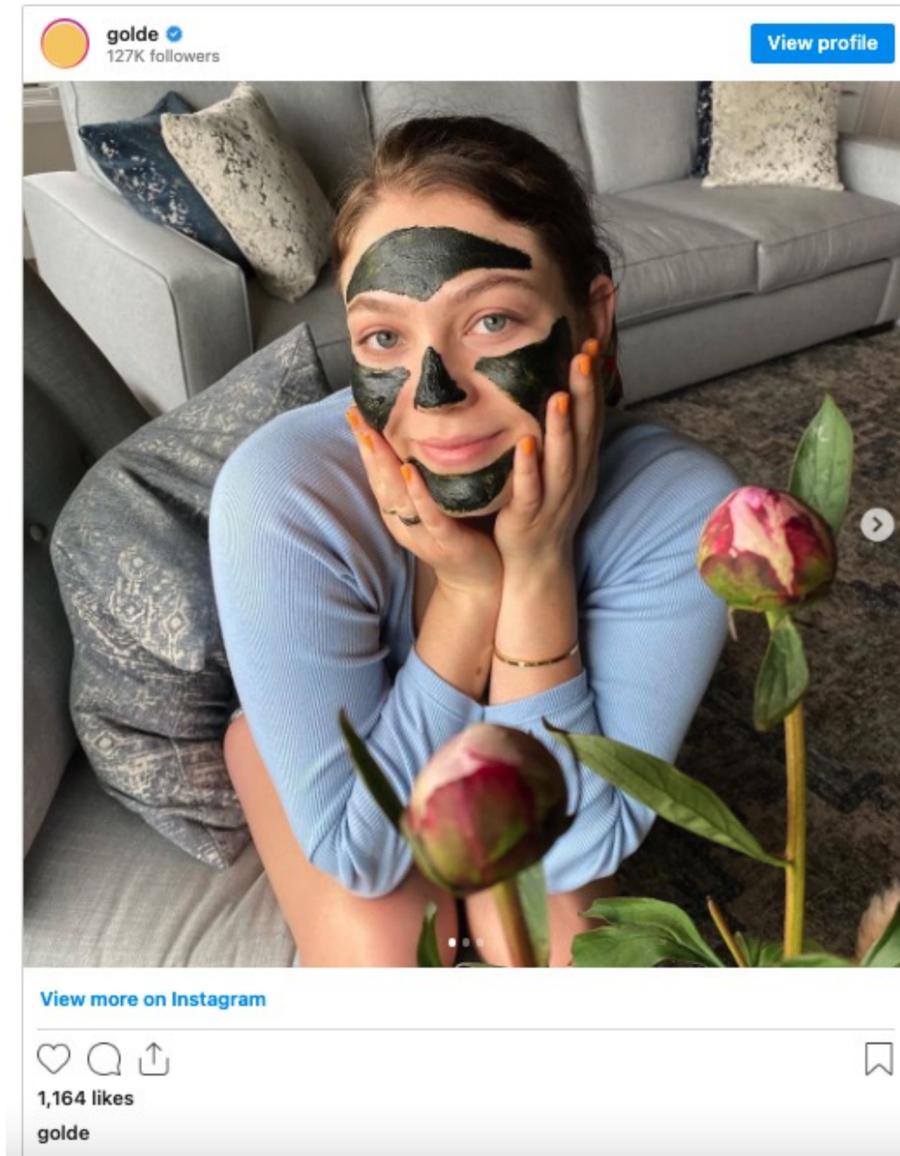
#1: Promote a Product



#2: Curate "In the Moment" Photo Dumps



#3: Unveil a Before and After Reveal



#4: Invest in Brand Storytelling



#5: Provide Custom Recommendations



glowrecipe 1M followers View profile

WHICH SERUM SHOULD I USE?

HOW IS YOUR SKIN FEELING?

DRY & DEHYDRATED

AM PM

Double serum AM + PM for instantly quenched skin

DULL

AM PM

Layer AM + PM to brighten and glow

AVOCADO CERAMIDE PLUM PLUMP HYALURONIC GUAVA VITAMIN C DARK WATERMELON NIACINAMIDE

glowrecipe 1M followers View profile

WHICH SERUM SHOULD I USE?

HOW IS YOUR SKIN FEELING?

OILY

AM PM

Apply AM + PM to balance oil production

BALANCED

AM PM

Vitamin C and hydration protect and balance skin

#6: Showcase Customer Reviews

nakedbeautybar
12.9K followers
View profile

naked

★★★★★
So moisturizing and smells so good!

"I'm obsessed with the smell of the body balm, I smell like the most delicious chocolate bar when I use the balm. Super moisturizing and really helping me out during these colder months where my skin has been getting really dry. Also the glow and sheen you get from using the balm is so beautiful, can't wait to use it in the summer where I can finally show off the glow."

- Vanessa L.

View more on Instagram

nakedbeautybar
12.9K followers
View profile

★★★★★
Soft skin

"This balm makes my skin so soft and supple. It makes your skin look hydrated and is the perfect product for summer when you're showing more skin."

- Kate M

View more on Instagram

nakedbeautybar
12.9K followers
View profile

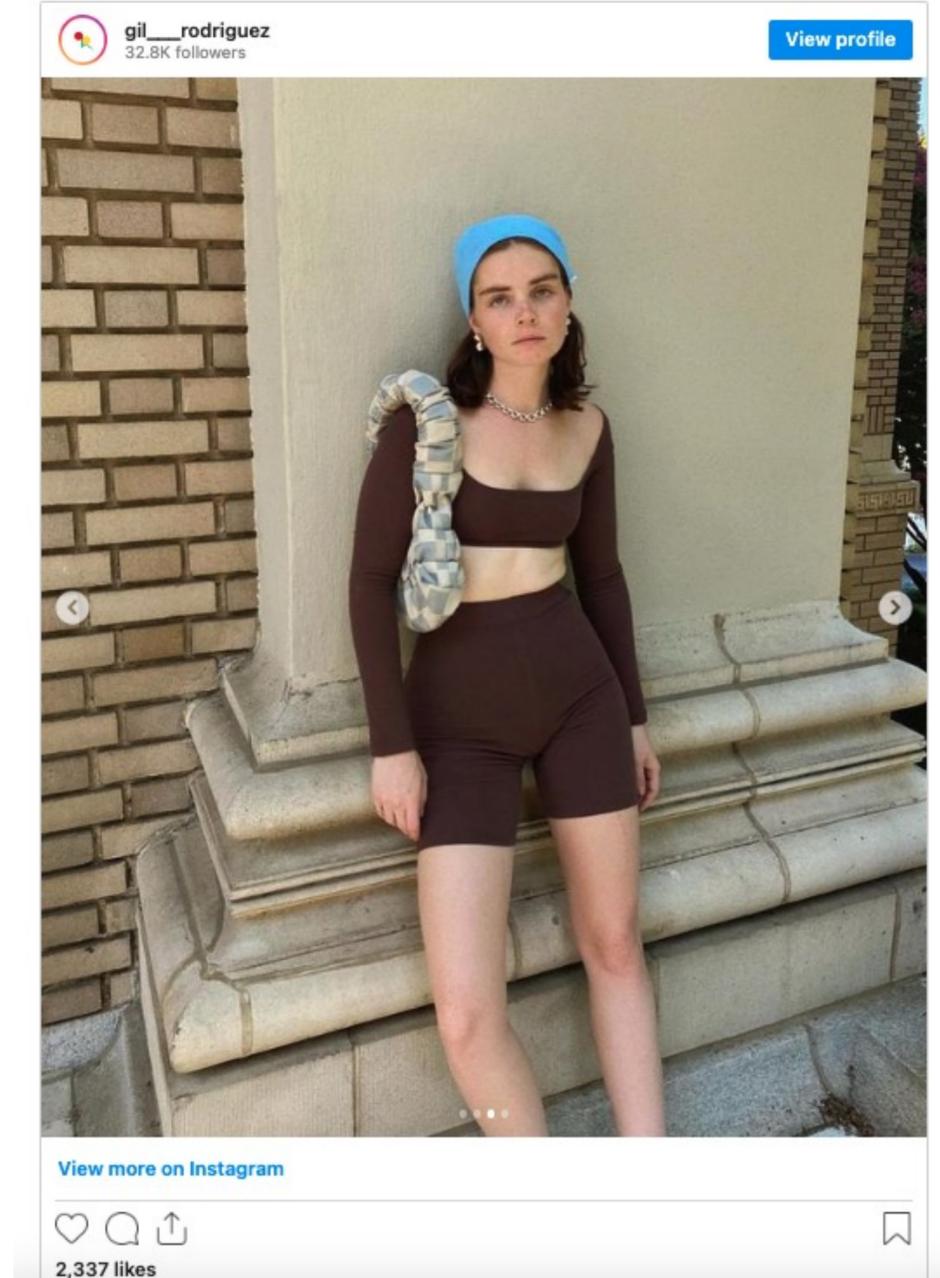
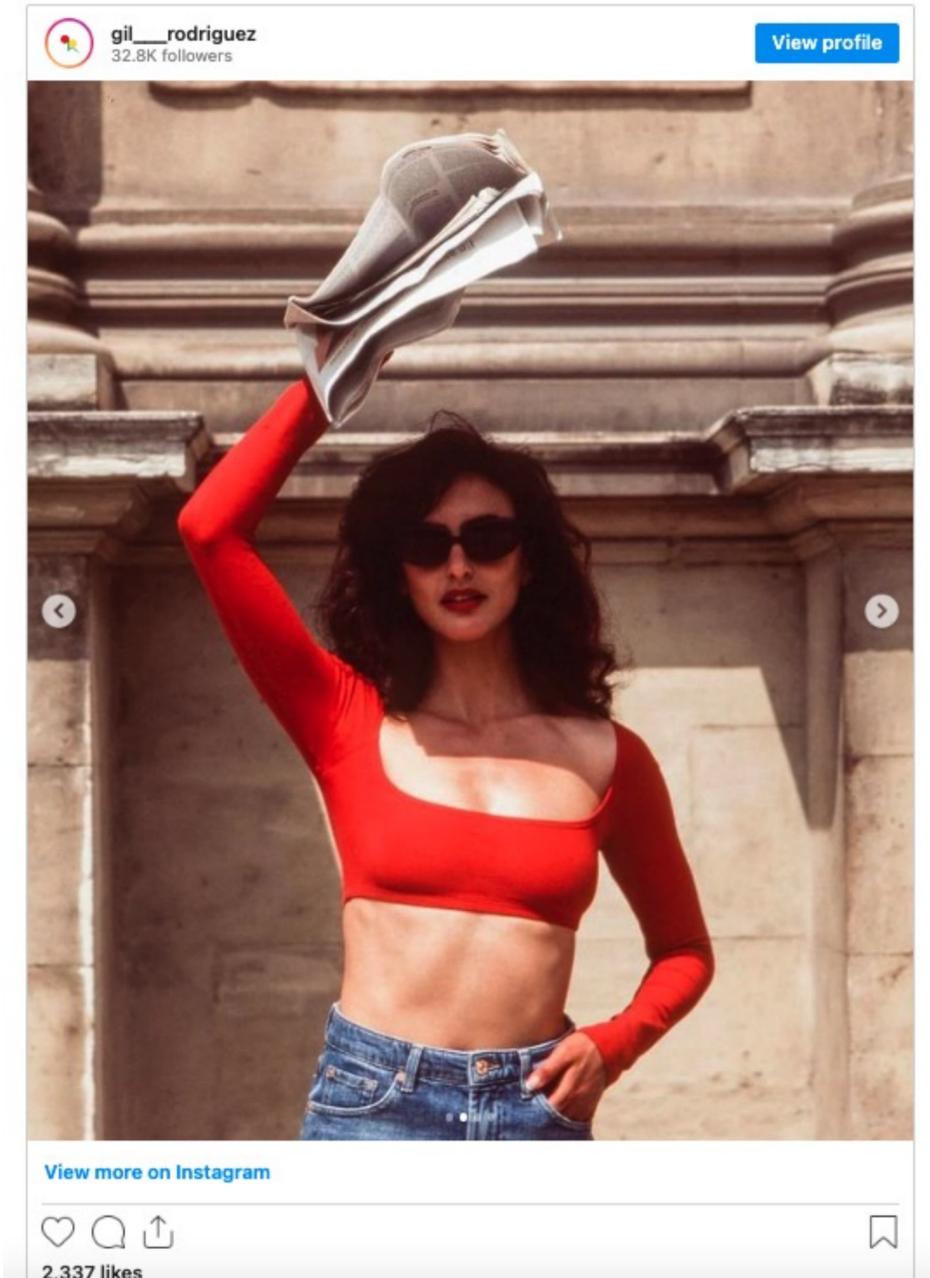
★★★★★
Melty Buttery Goodness

"The smell. The way it melts and goes on smooth. The way it absorbs into my skin and makes it soooo buttery soft. Gentle enough for my kids to use. I want to bathe it in every day. I love it"

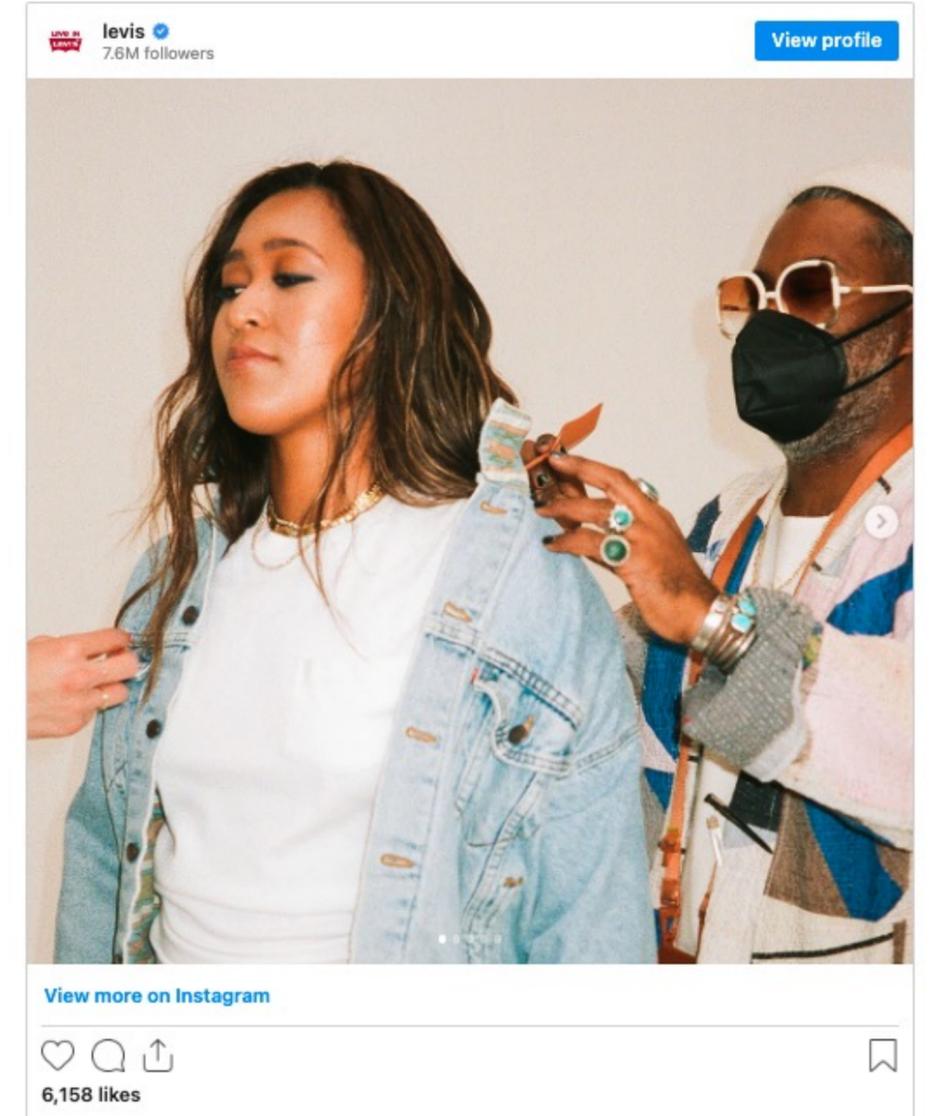
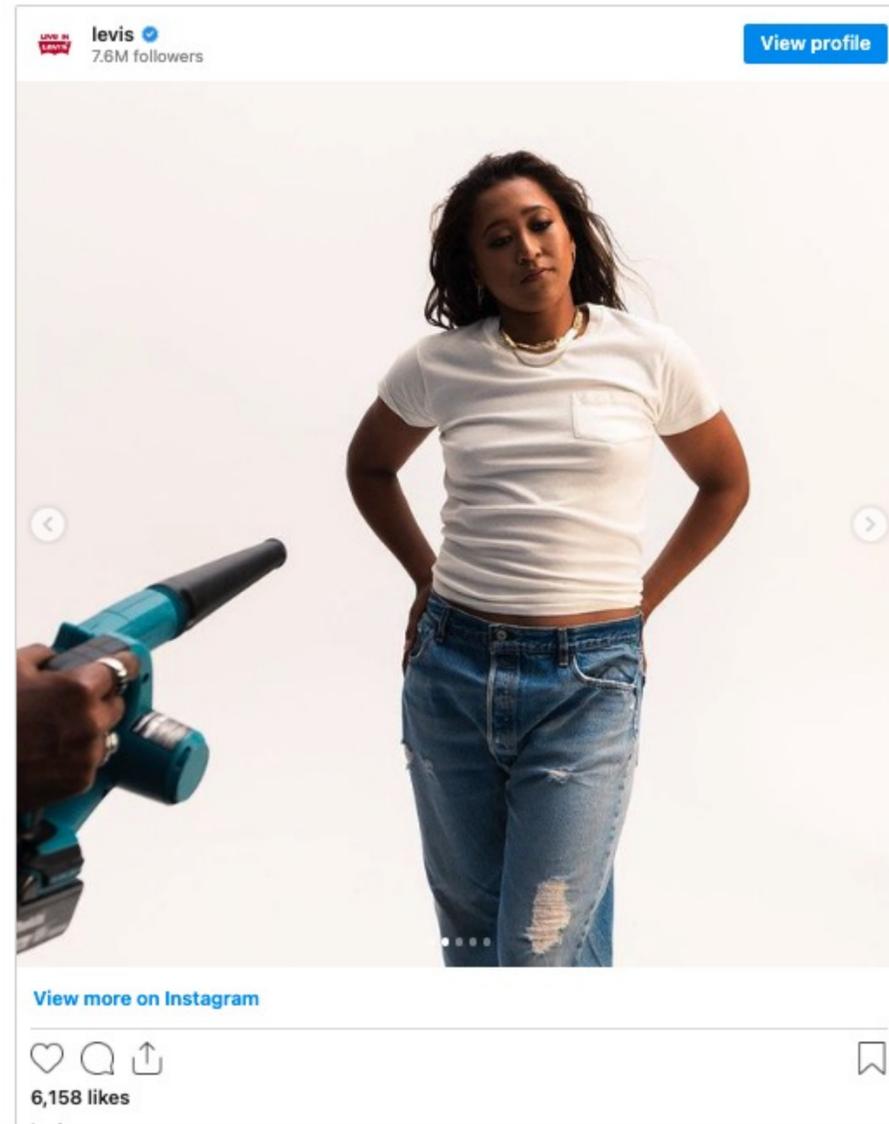
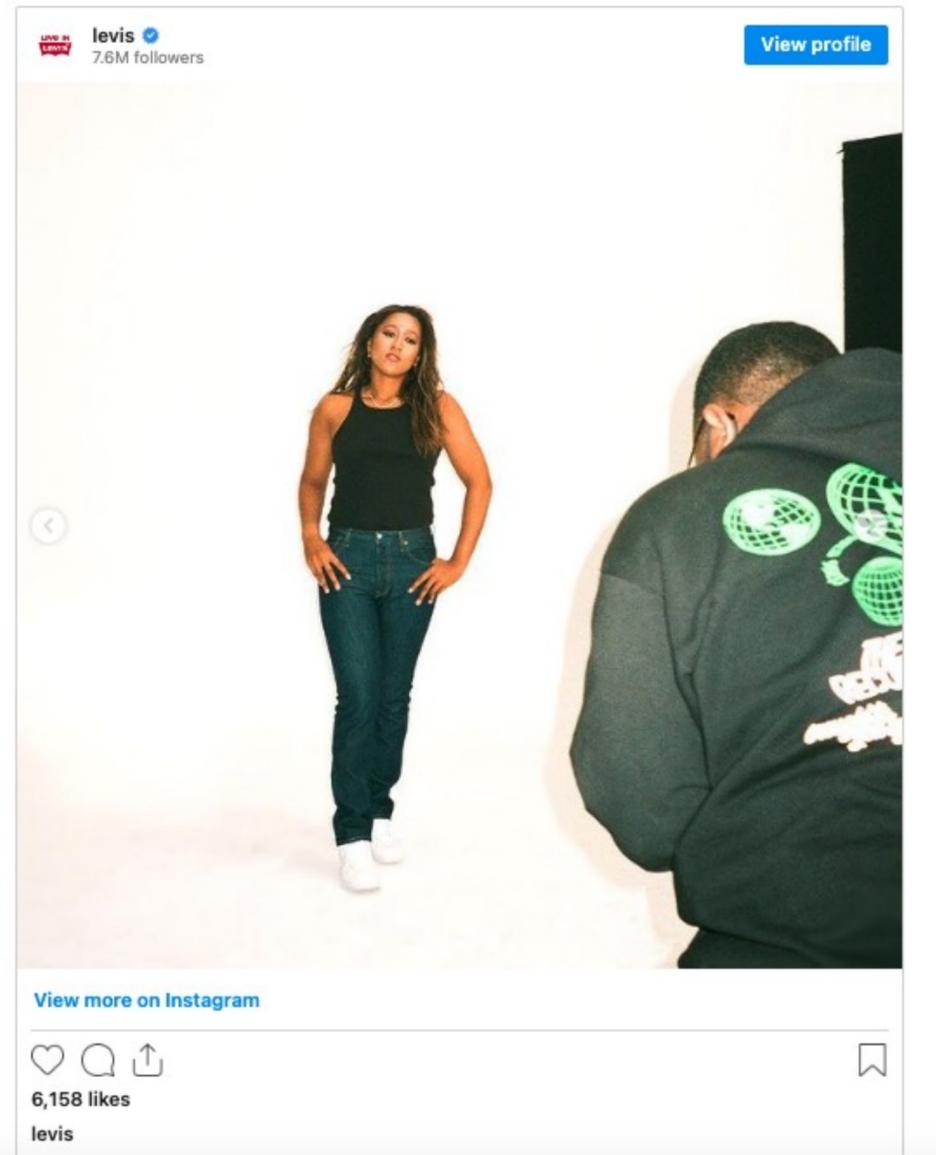
- Michele M

View more on Instagram

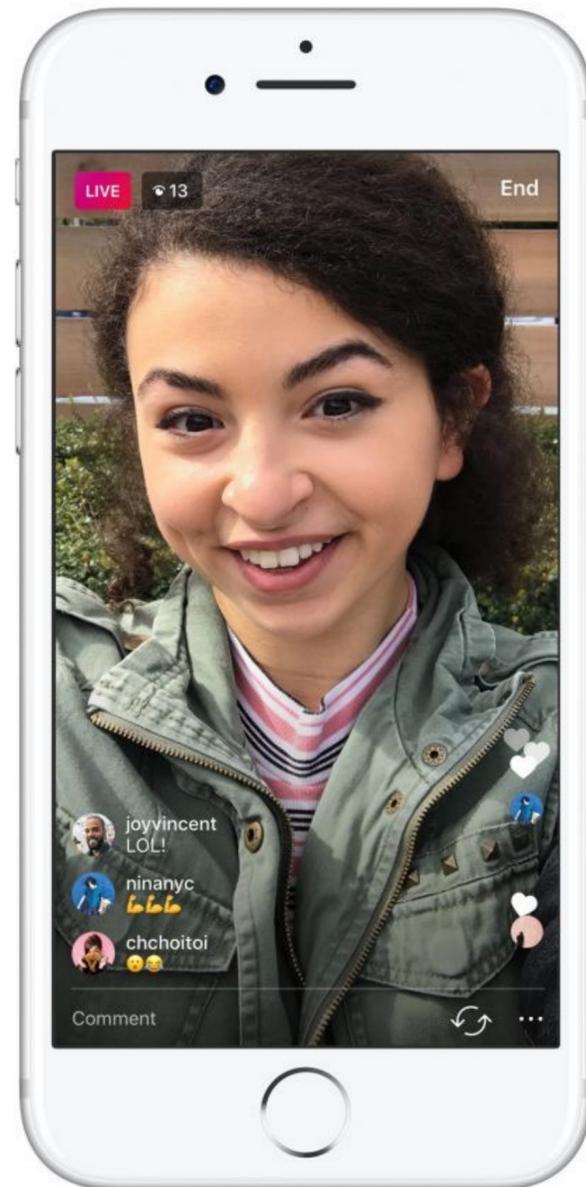
#7: Round-up User-generated Content (UGC)



#8: Take Your Community Behind-the-scenes



Why go “live” for your business?



- Host a Q&A session with your audience
- Explain how to use a product or service
- Take your audience behind the scenes of your event, workspace, trip, etc.
- Recommend your favorite tools or products
- Offer a “hack” (tip) on how to overcome a pain point for your target audience
- Give a summary of your latest project or piece of content
- Announce a product launch or collection launch
- Introduce a future event, giveaway, or contest
- Interview someone relevant to your niche using the “add a friend” feature
- Discuss company-related topics, metrics, and future goals
- Reveal why your company does something in a particular way
- Give a “day in the life” overview of what your typical day looks like
- Review a product/service that’s valuable to your audience
- React to a particular piece of news or industry announcement

But....do it right!

1. **Plan out the framework of your video**
2. **Promote it beforehand**
3. **Be engaging**
4. **High Quality Video**
5. **Save recordings to share later**



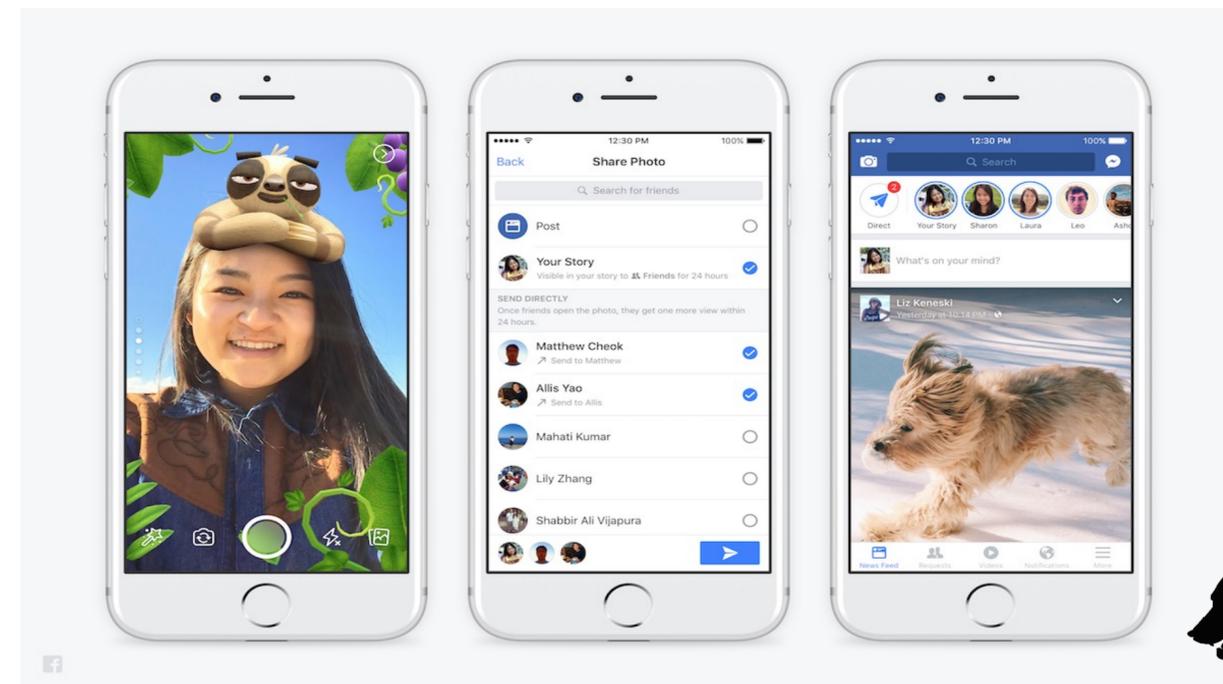
Tell Your Story With Instagram/Facebook Stories

Better organic reach than posts!

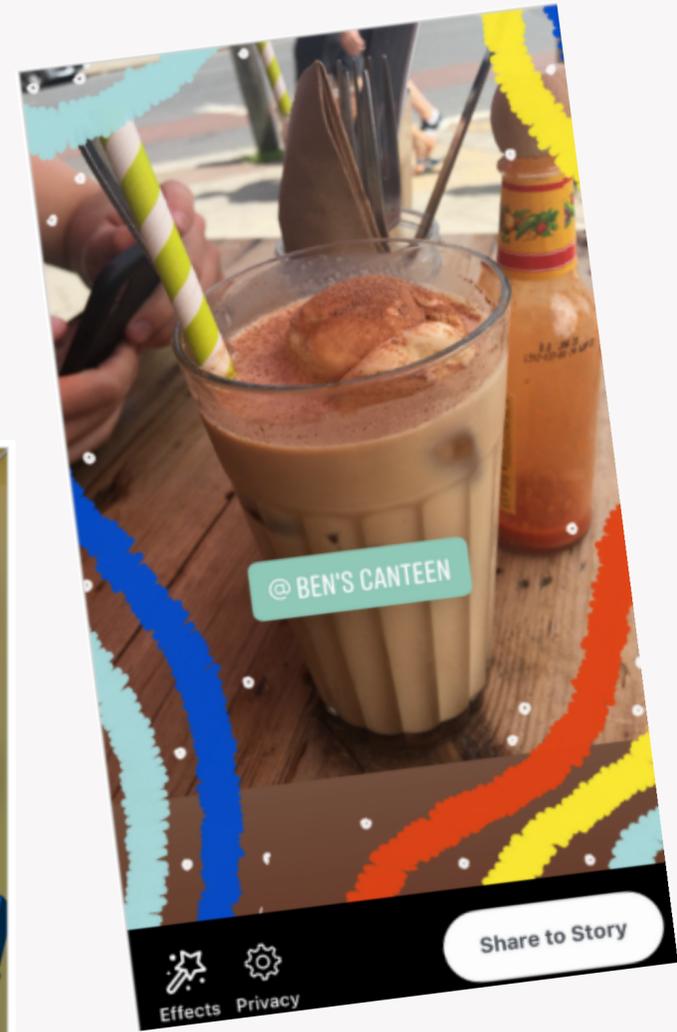
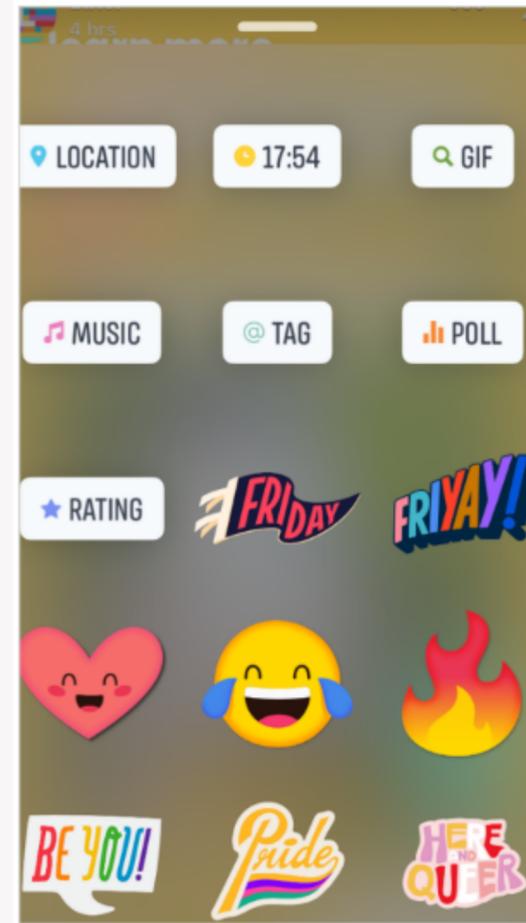
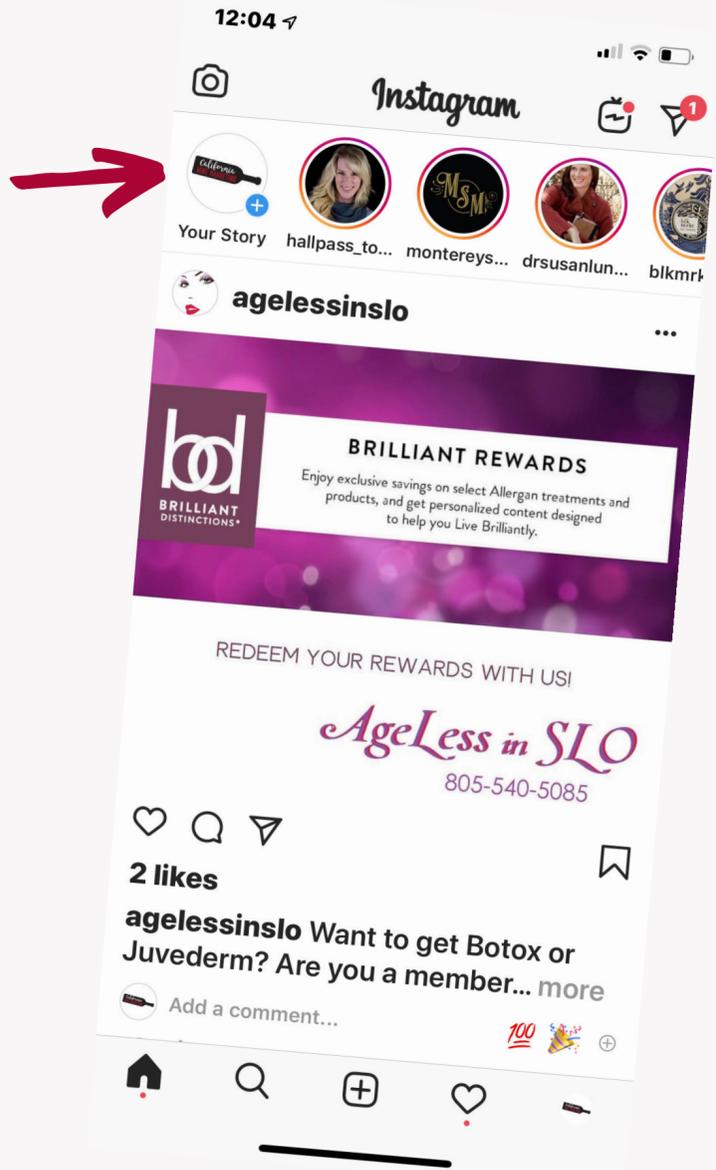
Brand Trust...authenticity

Better not always about selling product..tell your brand story!

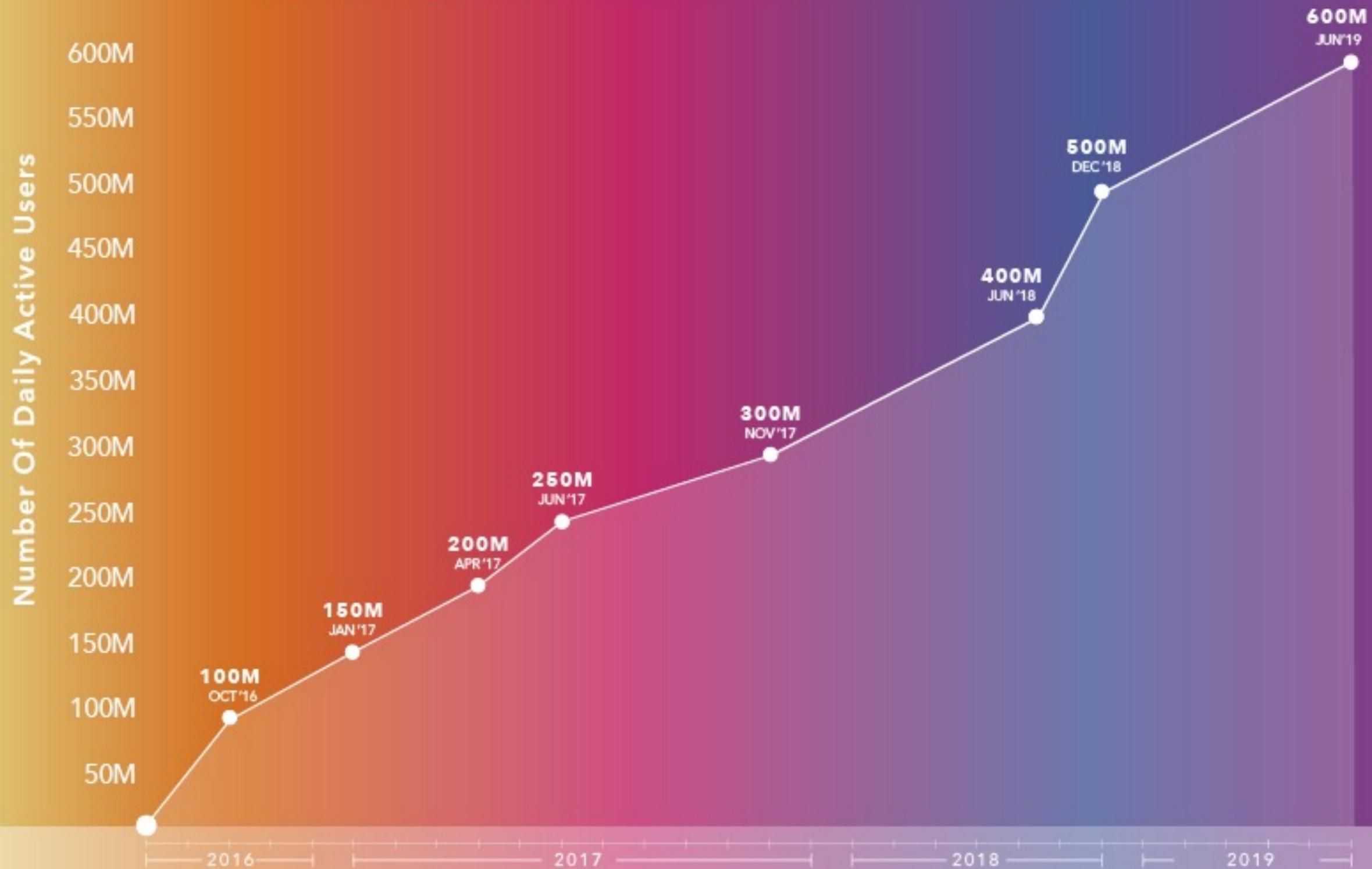
Facebook Stories



Instagram Stories

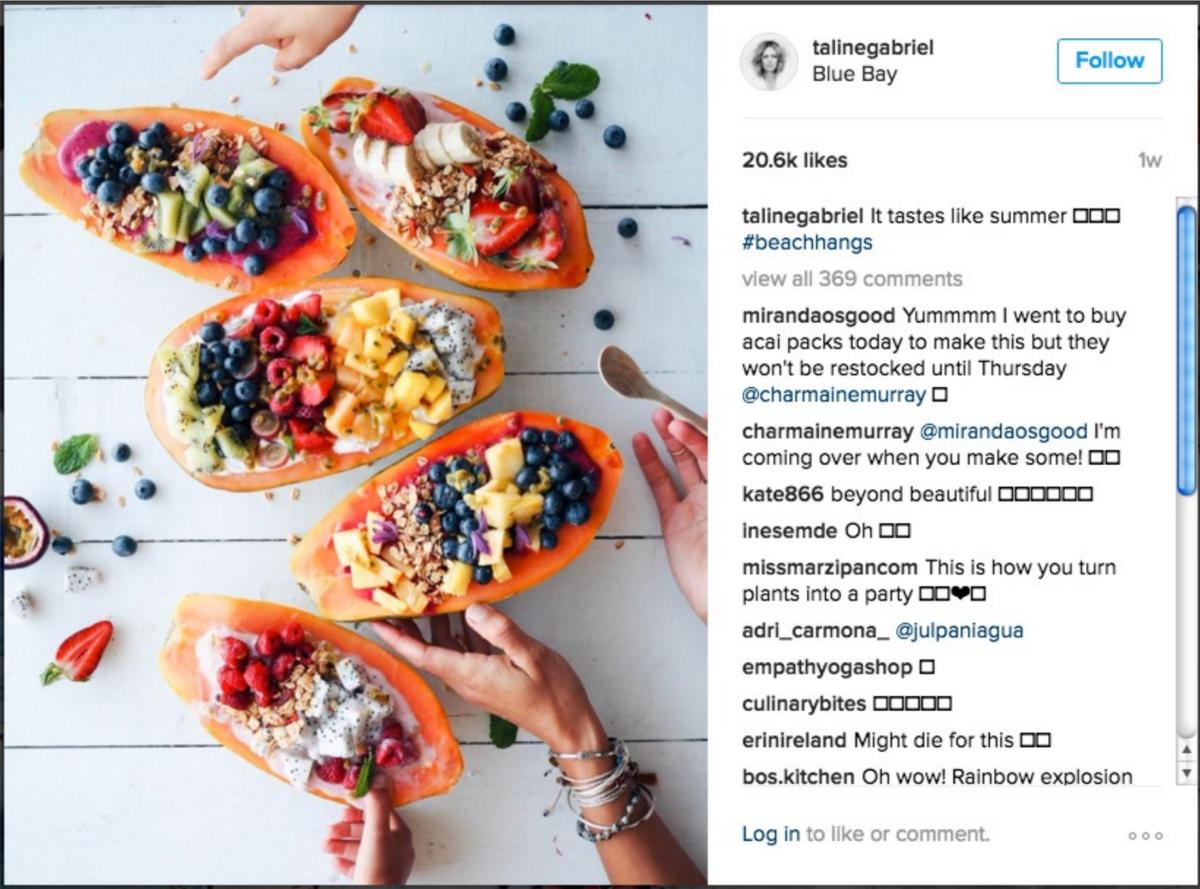
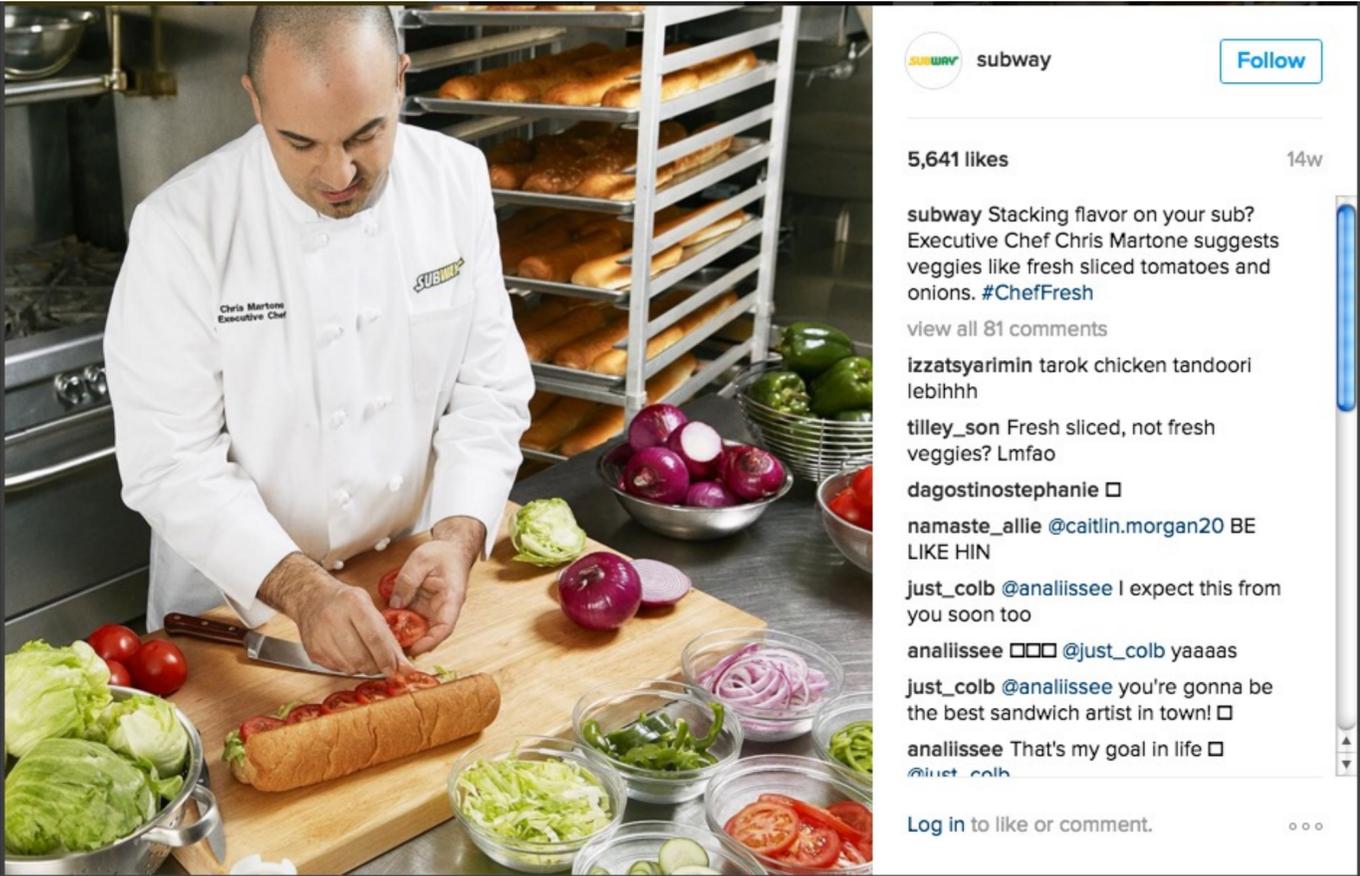


INSTAGRAM STORIES USER GROWTH



Source: Instagram

Popular Shared Content Types on Instagram



Human Faces

Photos showing faces get [38% more likes](#) than photos without faces



Food

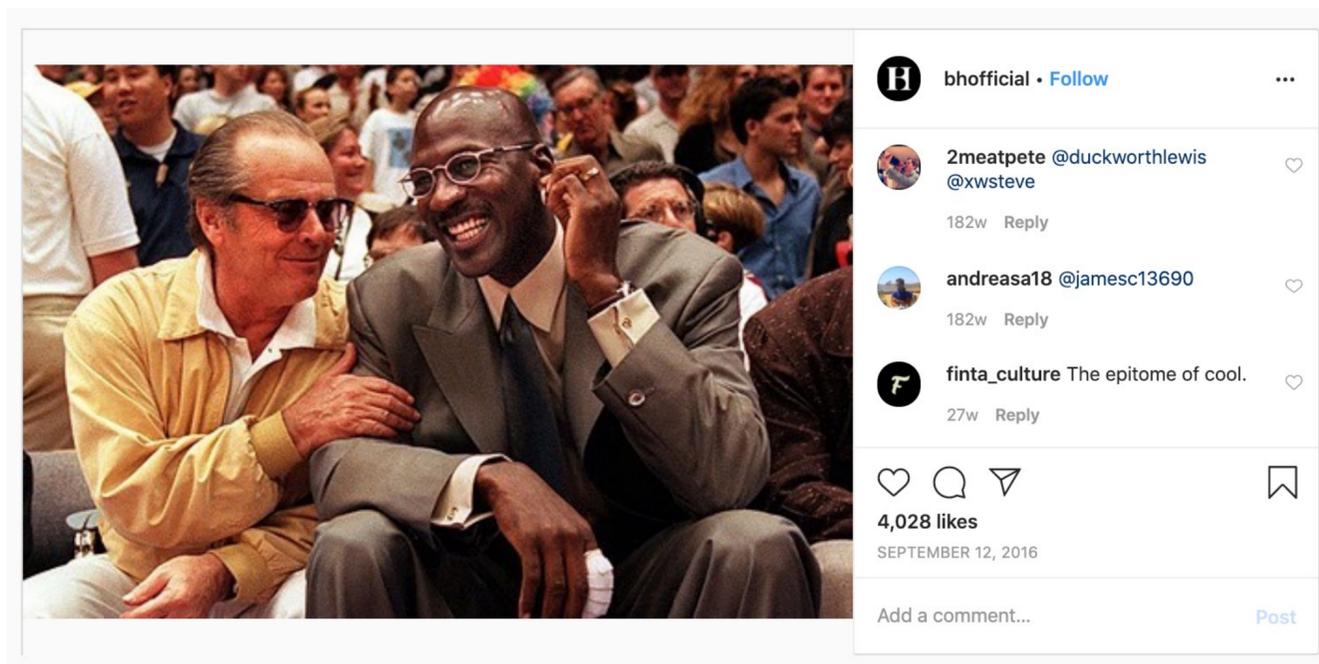
Animals



Inspirational Quotes



Video



Historical



boost_juice [Follow](#)

1,837 likes 1w

boost_juice Bring on some sun, Boost and footy! Who do you think will win the big game today? 📧 via @zoieollerenshaw_

millchill1000 What are the names today

parisburns What's the name thing how do u get your name in ?

keely.mbent Go Swans!!
📧📧📧📧📧📧📧

millchill1000 Go dogs📧📧📧📧

little_miss_michy Go Doggies!!!📧📧📧📧
📧

chloe.anson.smith swannies!!!

miiiiikiiii Bulldogs!!!

tessrogers @ellastankovich

lanibasketballer1 Sydney but I want the Bulldogs to win 📧📧

pure.health_ There's no names on the

[Log in to like or comment.](#) ...

User Generated



theprintbar
The Print Bar Australia [Follow](#)

141 likes 21w

theprintbar Happy Monday ! Coffee... ✓
Ink... ✓ We're ready to get back on the press! #handscreenprinted #handscreenprinting #printmaking #speedball #discoverbrisbane #screenprinting #printlocal #theprintbar #brisbane #australia #smallbusiness #supportlocal #print #design #peopleofprint #australianmade #pantone

a.vagas It's all about that pull!

planewoodframe Looks fun !!

kesterblack Love it! 📧📧📧

pascoucmoi Where u guys located in australia?

theprintbar @pascoucmoi we're in Brisbane :)

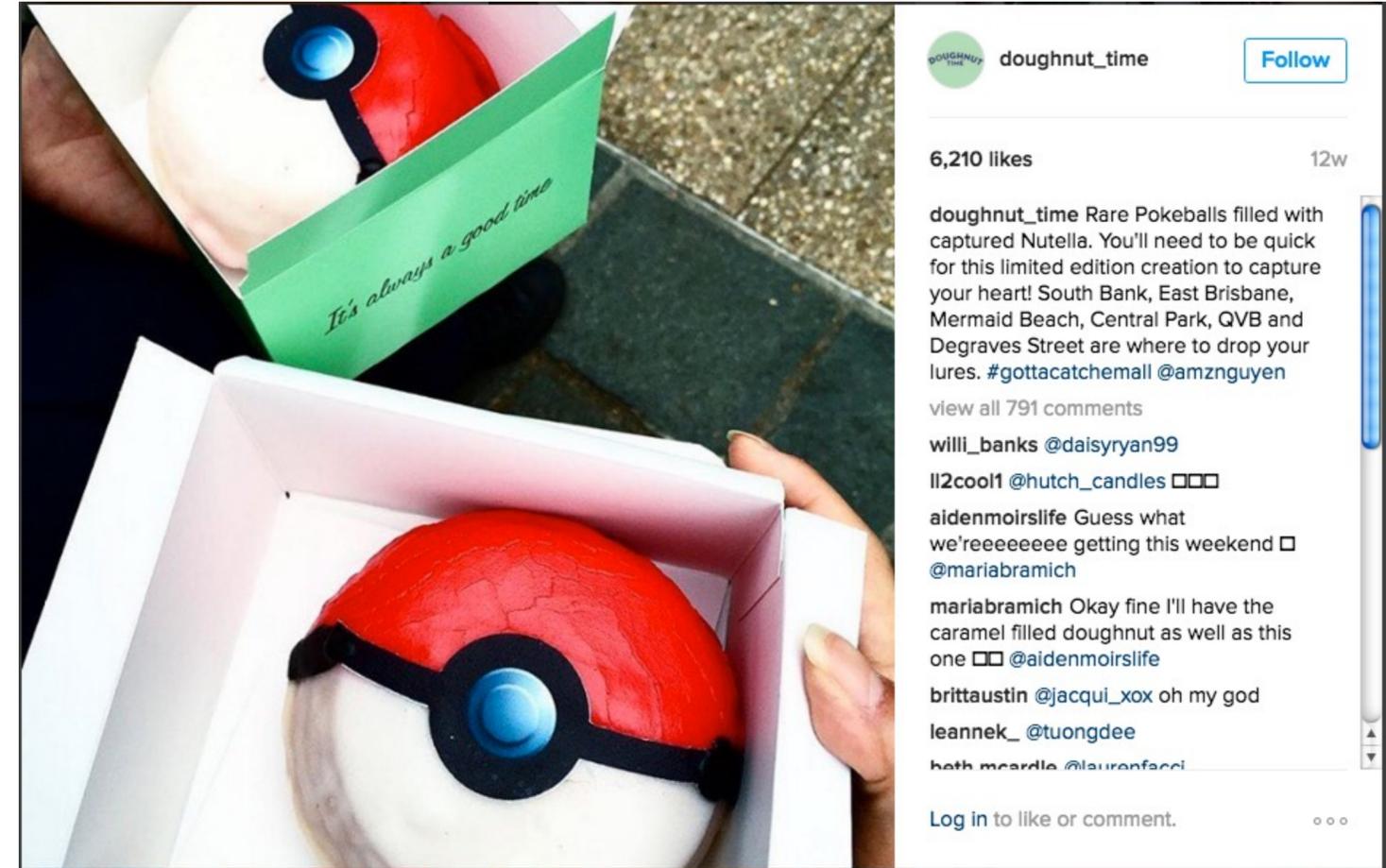
omnionline Inspiring!

[Log in to like or comment.](#) ...

Behind The Scenes



Landscapes and Scenery

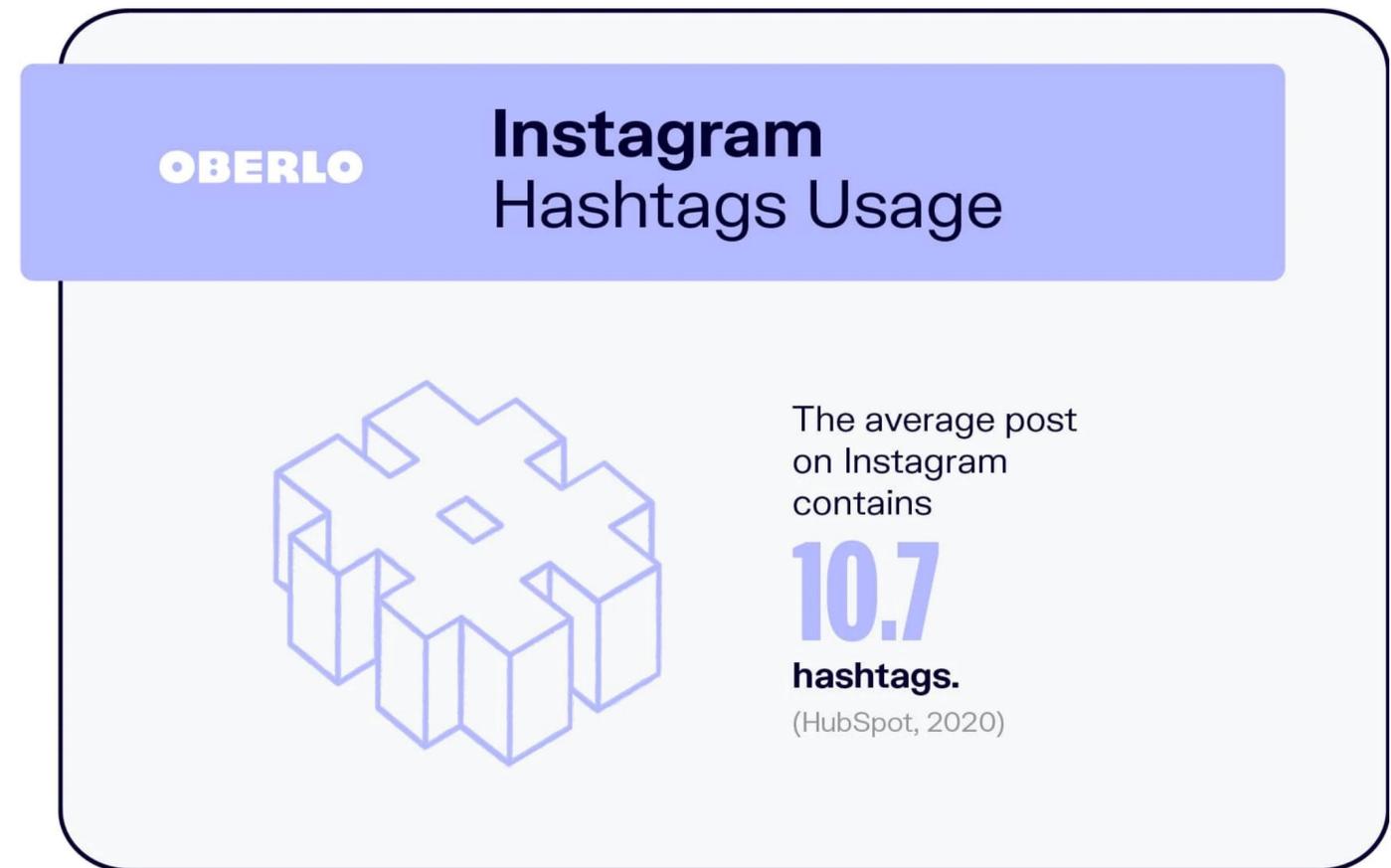


**Also:
The color blue gets
more engagement!**

Real Time Trends

How many Hashtags

- Up To 30 hashtags posts
- Up to 10 for stories: 1 sticker or 3 in text box
- Up To 30 for IGTV



Top Instagram Hashtags

#follow (675.8M posts)
#love (2.1B posts)
#instagood (1.5B posts)
#fashion (1B posts)
#photooftheday (972.4M posts)
#art (863.8M posts)
#photography (836.6M posts)
#instagram (785.2M posts)
#beautiful (779.7M posts)
#picoftheday (682.5M posts)
#nature (681.5M posts)
#happy (661.6M posts)
#cute (651.7M posts)
#travel (600.4M posts)
#style (595.3M posts)
#followme (587.5M posts)
#tbt (584.4M posts)
#instadaily (570.8M posts)
#repost (550.7M posts)
#like4like (536.3M posts)
#summer (521.1M posts)
#beauty (482.8M posts)
#fitness (476.7M posts)
#food (467.4M posts)
#selfie (460.7M posts)
#me (459.9M posts)
#instalike (454.5M posts)
#girl (441.6M posts)
#friends (429.7M posts)

#fun (427.5M posts)
#photo (427.4M posts)
#smile (421.7M posts)
#family (405.5M posts)
#life (402.2M posts)
#music (390.3M posts)
#ootd (388M posts)
#makeup (361.4M posts)
#likeforlike (358.1M posts)
#likeforlikes (335.4M posts)
#model (328.7M posts)
#dog (325.8M posts)
#design (302.1M posts)
#follow4follow (300.1M posts)
#amazing (299.1M posts)
#lifestyle (297.2M posts)
#motivation (297.1M posts)
#sunset (295.1M posts)
#igers (294.3M posts)
#explore (290.4M posts)
#handmade (290.2M posts)
#nofilter (285.7M posts)
#beach (279.2M posts)
#foodporn (275.4M posts)
#instamood (266.3M posts)
#sun (264.6M posts)
#artist (262.7M posts)

#dogsofinstagram (260.3M posts)
#일상 (255.8M posts)
#cat (253.6M posts)
#drawing (250M posts)
#sky (248.5M posts)
#followforfollow (245.3M posts)
#f4f (243.8M posts)
#l4l (241M posts)
#hair (233.4M posts)
#flowers (229.9M posts)
#followforfollowback (227.8M posts)
#funny (227.4M posts)
#gym (222.4M posts)
#moda (221.7M posts)
#photographer (219.4M posts)
#likeforfollow (218.4M posts)
#tagsforlikes (218.4M posts)
#wedding (218.2M posts)
#bestoftheday (215.2M posts)
#baby (214.1M posts)
#memes (213.8M posts)
#inspiration (213.4M posts)
#instafood (211.2M posts)
#vsco (205.9M posts)
#foodie (203.6M posts)
#vscocam (203M posts)
#instapic (200.3M posts)

#girls (200.2M posts)
#workout (194.2M posts)
#pretty (189.3M posts)
#yummy (184.3M posts)
#home (183.8M posts)
#fit (182.8M posts)
#party (180.5M posts)
#lol (180.1M posts)
#healthy (179.6M posts)
#naturephotography (179.6M posts)
#nails (178.9M posts)
#illustration (178.3M posts)
#landscape (175.7M posts)
#blackandwhite (175.1M posts)
#catsofinstagram (173.6M posts)
#cool (172.9M posts)
#puppy (172M posts)
#night (135.4M posts)
#catsofinstagram (133.2M posts)
#nails (132.9M posts)
#tattoo (132.4M posts)
#happiness (132.1M posts)
#instafashion (132.0M posts)
#work (130.6M posts)
#architecture (128.9M posts)
#japan (128.5M posts)
#weekend (127.5M posts)

The Different Types of Instagram Hashtags

#1: Community Hashtags

Community hashtags are hashtags that connect like-minded users around a specific subject. They're a great way to connect with others, improve the searchability of your posts, gain followers, and [grow your own community](#).

- Here are 9 different types of community hashtags you can use for your business:
- Hashtags indicating your product or service, like #sweater or #coffeeshop
- Hashtags indicating your niche in your industry, like #weddingphotographer or #travelphotographer
- Hashtags for Instagram communities in your industry, like #bakersofinstagram or #foodiesofinstagram
- Hashtags for special events or seasons, like #whiteday or #nationaldonutday
- Hashtags using locations, like #pastry NYC, #madeintoronto, or #sydneysweets
- Daily hashtags, like #mondaymotivation, #tuesdaytip, or #wellnesswednesday
- Hashtags with phrases relevant to what you do, like #becreative or #bakerylove
- Hashtags with acronyms, like #qotd (quote of the day) or #ootd (outfit of the day)



The Different Types of Instagram Hashtags

#2: Branded Hashtags

A branded hashtag is a hashtag that's unique to your company when using Instagram for business.

It can be as simple as your company name, tagline, or the name of one of your products or campaigns. Or it can be a hashtag that has nothing to do with your brand name but everything to do with your brand identity!



The Different Types of Instagram Hashtags

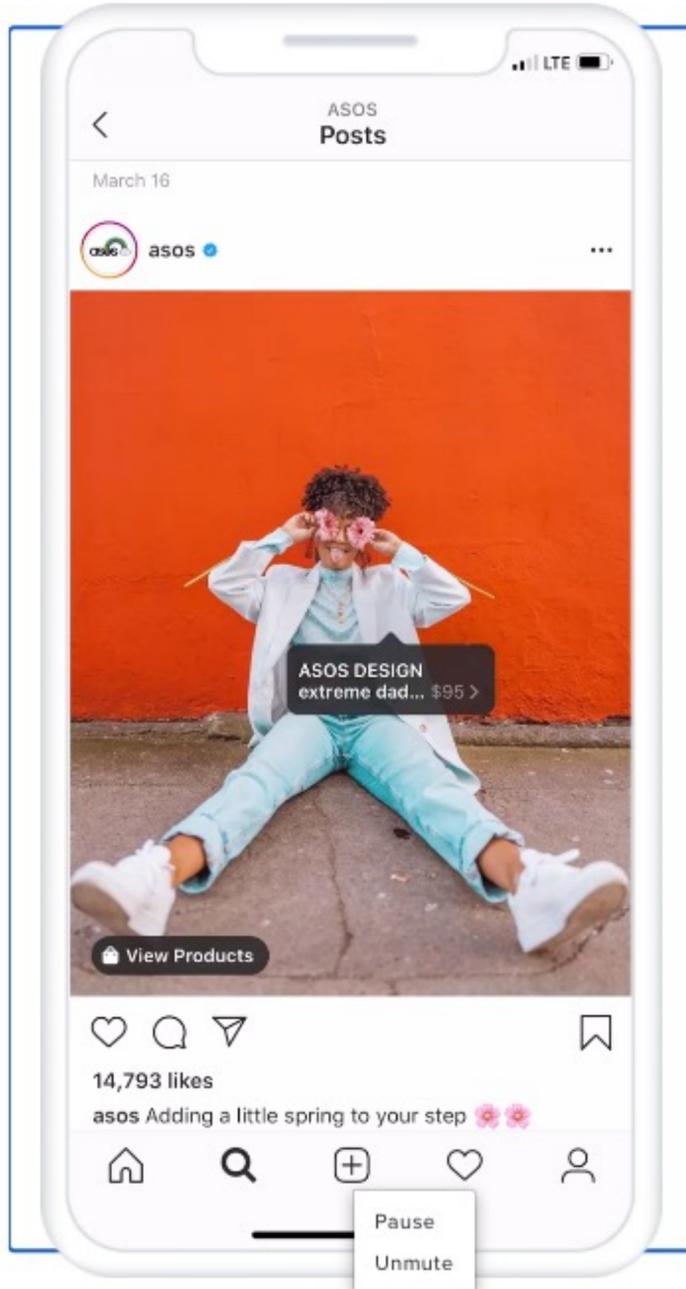
#3: Campaign Hashtags

While branded and community hashtags are meant to last, campaign hashtags are usually shorter-term and run for just a few days, a season, or a year.

The reason campaign hashtags are shorter-term is because they're usually tied to specific campaigns, like new product launches, special events, or partnerships. So they're great for building a lot of engagement in a short period of time!



SHOPPING

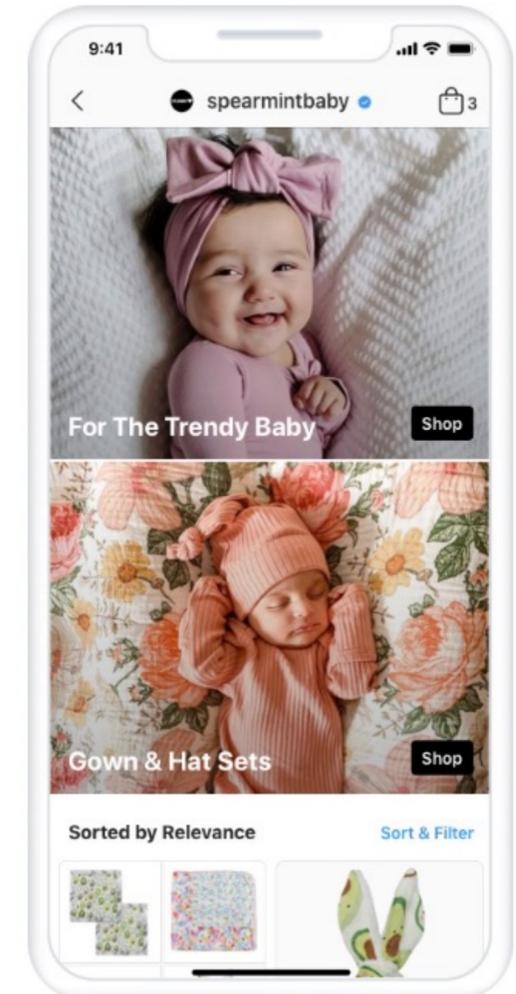


SHOPPING TAGS

Shopping Tags allow businesses to highlight products from their catalog in Stories and in-feed, so people can learn more. U.S. businesses using checkout on Instagram can also highlight products in post captions and in their bios with Product Mentions.

SHOPS

A customizable storefront allowing people to shop directly on business profile pages.



Check current requirements to be approved!

Influencer Marketing



BENEFITS OF INFLUENCER MARKETING





kimkardashian

FOLLOW

632k likes

19w

kimkardashian This Tuesday I'll be in Nashville to celebrate the launch of @hypeenergyusa! Come hang with me @ 3pm on Broadway! See you there! @hypeenergydrinks #HypeMeUp #iHYPEhere

view all 9,621 comments

alexlazoz15 What's your Kik

tatiruizp @danicano123 maquillashhhhh

dawson_dailey Put that can between ur boobs

shenay.xo 🤔🤔🤔

alivecars @pooriya_smi

__im_dead_wanna_hook_up__ Fuj
vyzeras ako plesata

belema Nice look with those rose 🌹 out.

adar_malka2 @adelbespalov

lyle.lucas @nicolefridman 🍑🍑🍑🍑





Influencer Marketing 101

What better way to attract new followers and customers than through an industry influencer?

What consumers are saying about influencers...

20%



of women will consider purchasing products supported by influencers.



68%

of consumers trust online opinions from other consumers.



30%

of consumers under 32 spend time on social media digesting peer written content.

47%

of US readers consult blogs to find new trends and ideas.



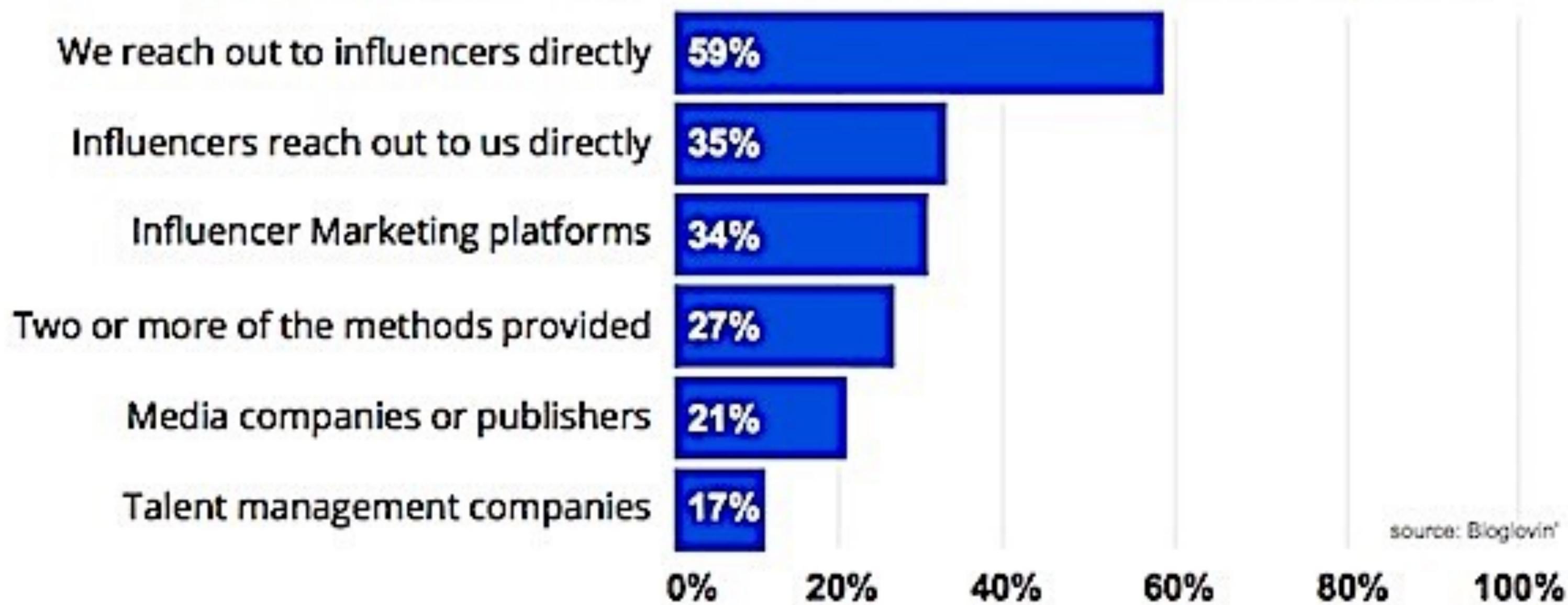
Conversions can increase
3-10x
when brands share content through influencers in their industry.



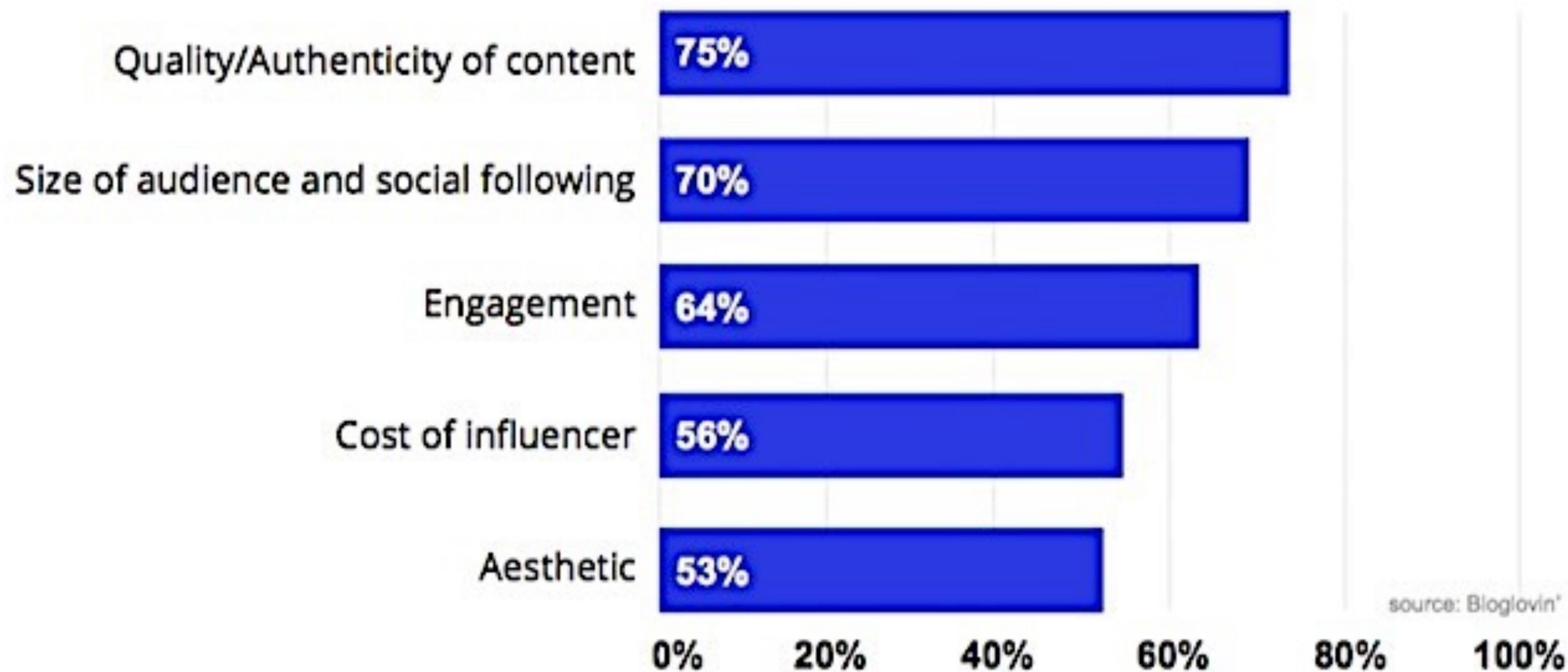
Levels of Influencers

- A) micro-influencers (1k-100k followers) these influencers are known to have a good mix of reach/engagement and are excellent content creators.
- B) macro-influencers (100k+) these influencers have more reach than micro-influencers, but often less engagement
- C) celebrity-influencers (1m+) this is a very popular option amongst brands (with deeper pockets), that want to aim for broad awareness.

How Marketers Typically Find Influencers for Campaigns



What Marketers Look for in Influencers



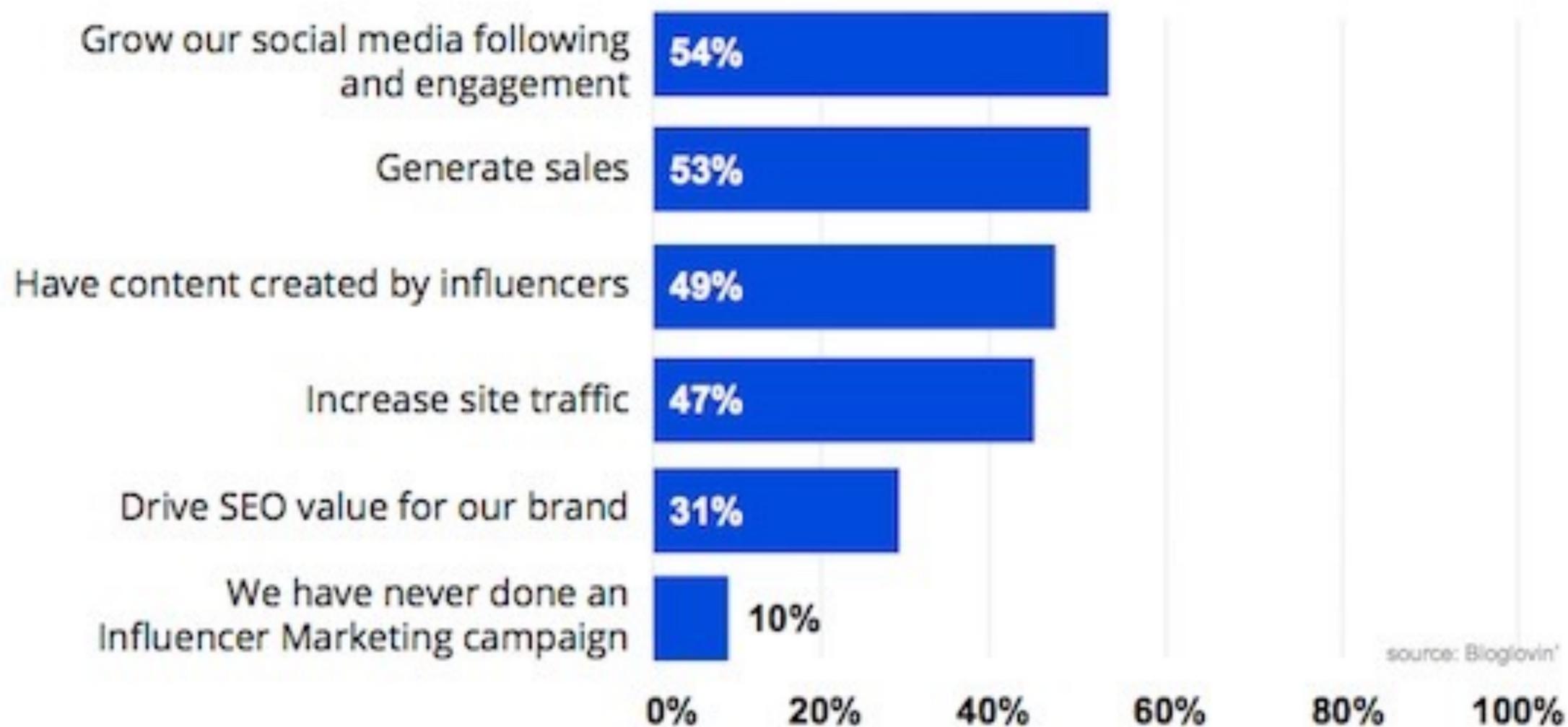
76%

Grow brand awareness

71%

Reach new audiences

Other Reasons Marketers Turn to Influencers Include:



So How Do I Grow My Following?



So How Do I Grow My Social Media Following?

- **Be Regular and Consistent**
- **Speak to Your Market**
- **Have a clear brand “voice” and brand identity**
- **Match the Message and Format to the Proper Network**
- **Include Social Media Follow Buttons Everywhere Possible (check links!)**
- **Follow Influencers and Share Their Content**
- **Remind Your Email Subscribers About Your Social Accounts**
- **Respond to Your Followers**
- **Use Hashtags Where Appropriate**
- **Make It Easy for Others to Share Your Content**
- **Use Your Stats to Identify Popular Posts and Topics**

Optimize Your Bio



Clear description

Call to action

Bio link

Action buttons



Instagram profile page for **buffer** (verified account).

Profile picture: Blue circle with white Buffer logo.

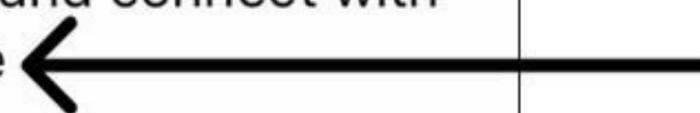
Stats: 1,126 Posts, 70.9 k Followers, 867 Following.

Biography: Buffer is a best-in-class social media management platform to help you build your brand and connect with your customers online. 🚀 #bufferlove
shopgr.id/buffer

Buttons: Following (dropdown), Message, Email, and a general dropdown menu.



**Branded
hashtag**



Add Location For More Engagement

- **You can get 79% more engagement on Instagram if you include a location in your posts.**
- **Posts with a location can greatly increase the reach and user engagement on Instagram.** Some studies indicated that geotagged posts with a location achieve up to 79% more engagement than posts without a location.
- Instagram locations can be either the location of an actual business or geographic location, depending on what type of Instagram account is being used. If it's a business profile, adding a precise geotagged location to an Instagram post can significantly improve user engagement and result in more traffic and increased sales.

Add Location For More Engagement

 @darrowsgrill
Instagram

Auto Publish on 2022/02/22 12:05 pm



"The Zeek Po'Boy is filled with perfectly coated catfish and shrimp over a bed of potato salad...eat this with Darrow's green sauce, and you will not be disappointed."

Edit Image

Change Media

Post Caption
Write a caption

Emojis Saved Captions Hashtag Suggestions

MORE OPTIONS

First Comment Available on Starter plan & up

Add Linkin.bio

Location

Darrow's New Orleans Grill

Darrow's New Orleans Grill
21720 Avalon Blvd, Ste 102B, Carson, CA, United States

New Orleans Grill
3700 Atlanta Hwy, Athens, GA, United States

Superior Grill New Orleans

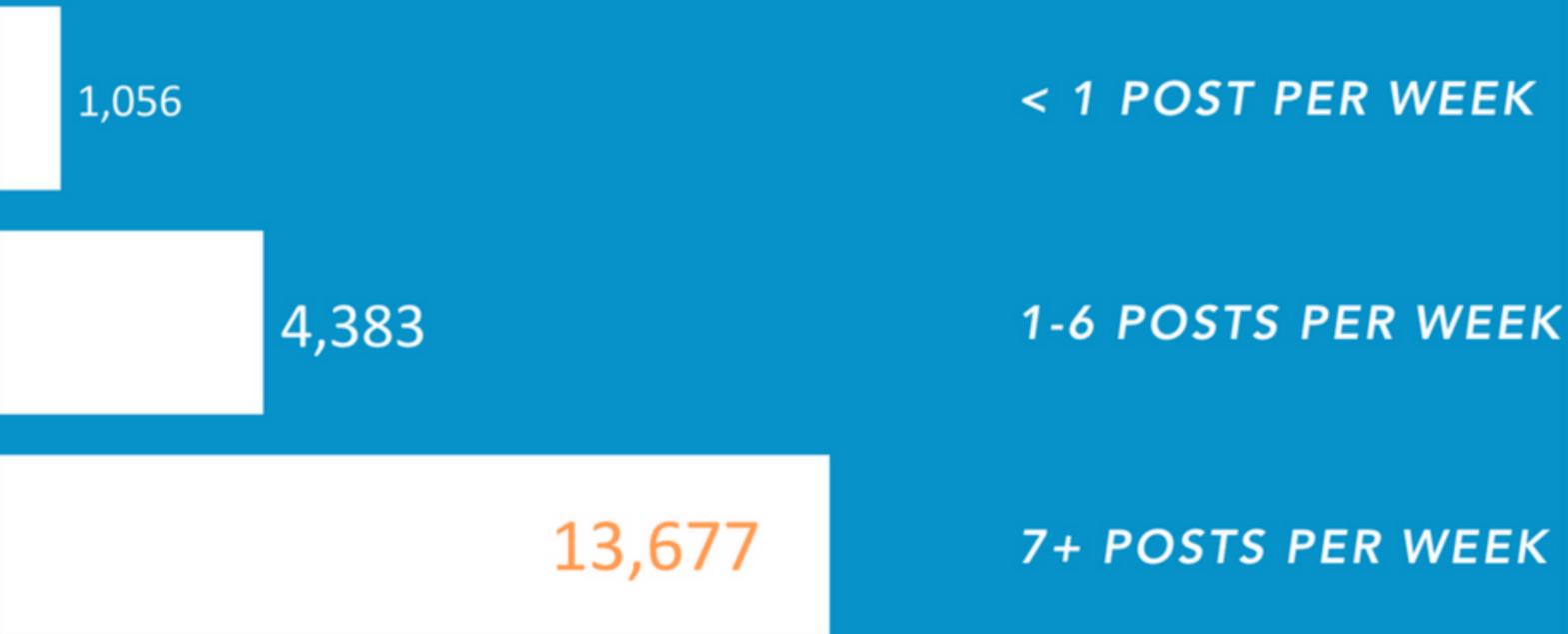
Tag People

This post will be automatically published

Discard Post Save

Post consistently

THE MORE YOU POST TO INSTAGRAM
THE MORE LIKES YOU GET

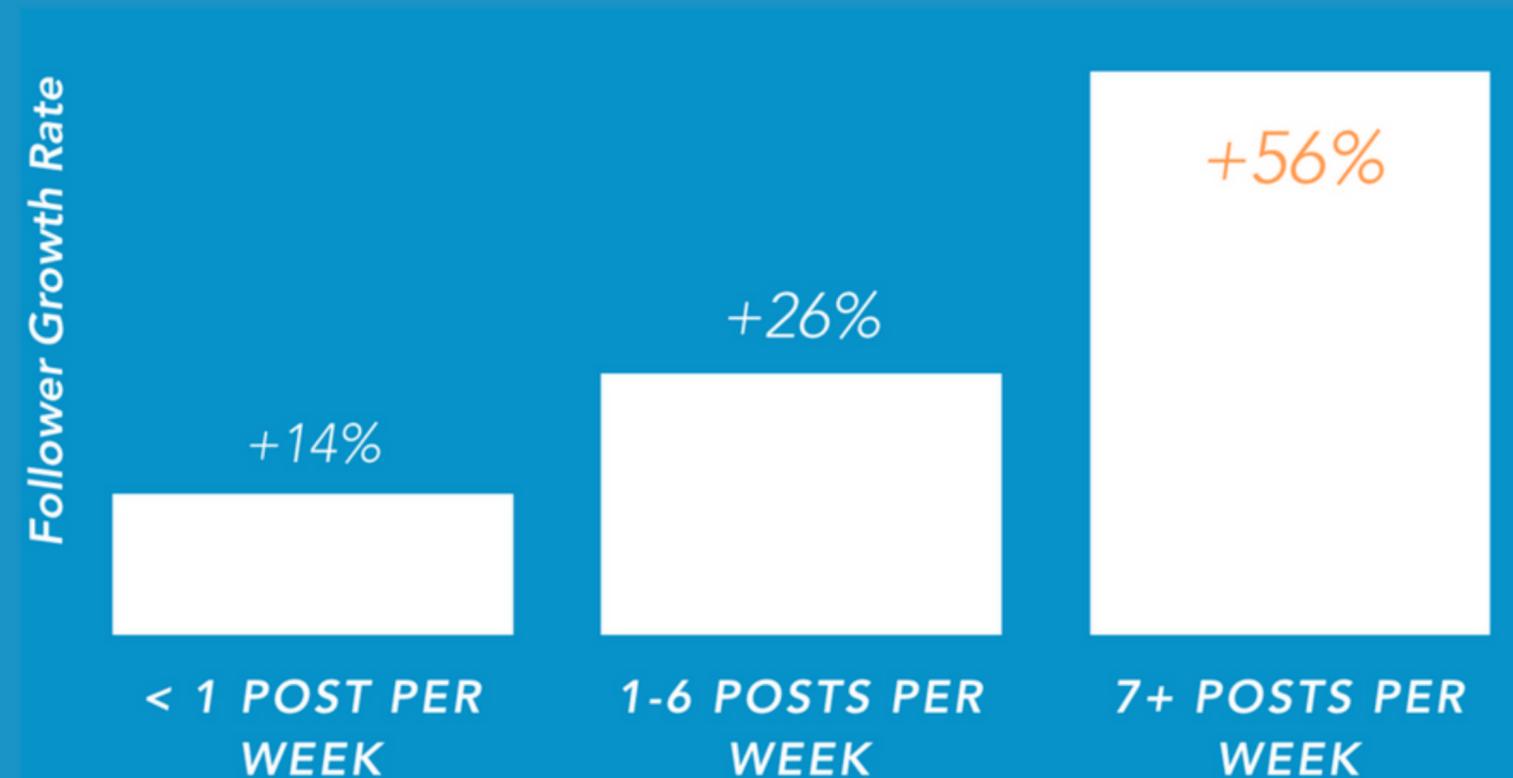


Average Total Post Likes in One Month

Source: bit.ly/ig-posting



THE MORE YOU POST TO INSTAGRAM
THE FASTER YOUR FOLLOWING GROWS



Source: bit.ly/ig-posting



Learn how the Instagram algorithm works

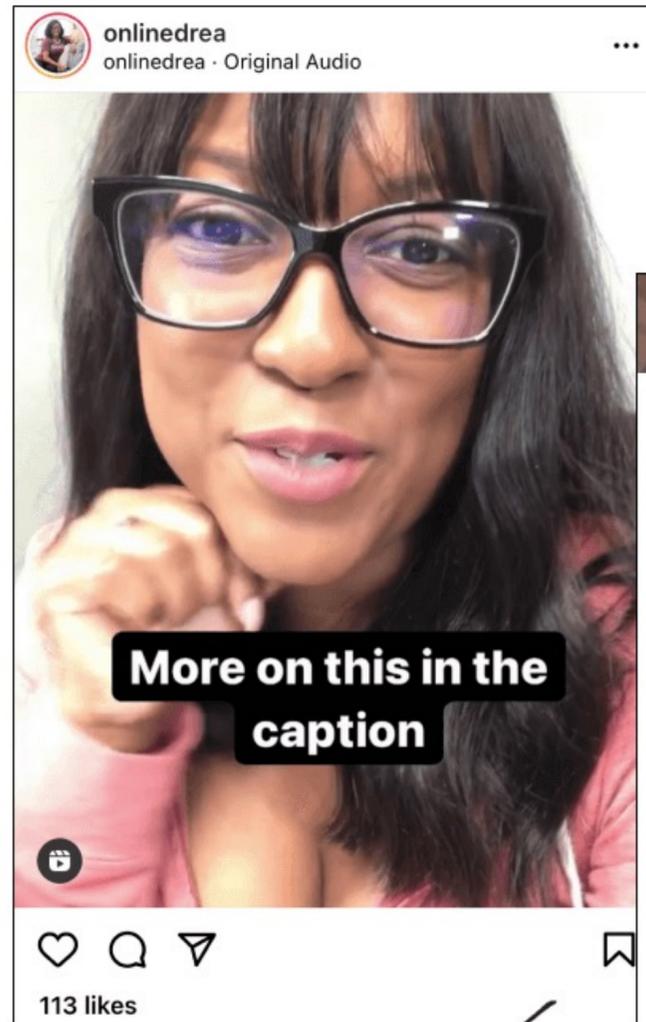
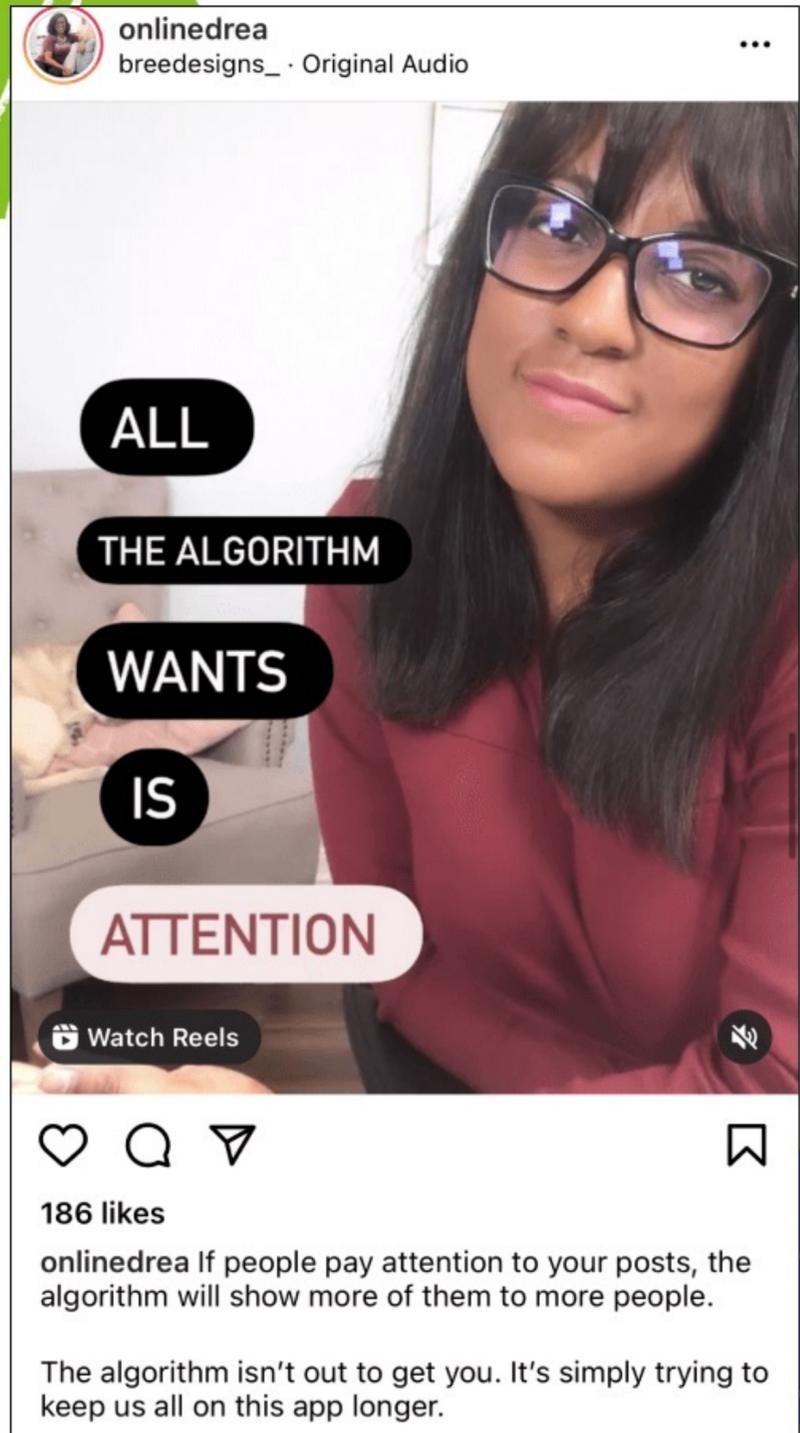
- 1. Interest:** How much Instagram thinks a person will like the post based on previous activity
- 2. Timeliness:** How recent the post is
- 3. Relationship:** Accounts a person engages with on a regular basis
- 4. Frequency:** How often a person uses the Instagram app
- 5. Following:** Posts from the accounts a person follows
- 6. Usage:** How much time a person spends on Instagram

Two New Chronological views- Following and Favorites

Experiment with different content types



Write Great Captions



CALENDAR

- Takes away the overwhelm of what to social post, email, blog
- Plan ahead! Q4 should be planned out by end of August. New year should be wrapped up by end of November.
- Use calendar for planning and archive purposes.
- Helps sync e-mail campaigns and social media posts!



#mondaymotivation	If you are going for a more upbeat approach, #MondayMotivation is a great hashtag to show photos of a fantastic meal, a great workout, a team photo at the
#mondaymood	Monday Mood is a popular hashtag to show off a funny photo of a pet, start conversations surrounding being groggy from the weekend, or post an industry
#mondaymorning	
#mondayblues	Feeling a little low after the weekend? People use this hashtag to share ways to counteract melancholy on Mondays. Popular content shared using the #Mo
#mondayfunday	
#mondaynight	
#MondayMemories	This hashtag is a great way to wax nostalgic at the beginning of the week. Post a memory from your business's past or celebrate an anniversary that falls on t
#MeowMonday	Any excuse to post a cute cat photo is a good one. Many use this hashtag to share adorable pics of their feline companions. If your business has an in-house c
#MancrushMonday, #MCM	This hashtag is a trend on social where people reveal a male crush, typically accompanied by a photo. A professional take on this hashtag is to feature men y
#MusicMonday	People use this hashtag to tweet about their favorite music or what they're listening to right now. They also use it to share inspirational stories about musi
#MarketingMonday	
#MeatlessMonday	
#MaxoutMonday	
#MondayRun	
#MondayOutfit	
#MindfulMonday	
#ManicureMonday	
#mondayquotes	
#mondayssuck	
#mondayoff	
#mondaymuse	
#ManicMonday	
Tuesday:	
#tuesdayvibes	
#tuesdaythoughts	
#tiptuesday	This hashtag is a way for people to give helpful tips on pretty much any topic. Use this hashtag if you've got some industry advice you'd like to share and it f
#tuesdaytreat	
#tuesdaytruth	
#tuesdaytrivia	
#transformationtuesday	A popular hashtag for fitness coaches and businesses to show off the physical transformations of their clients, whether that be weight loss or muscle gain. Y
#TastingTuesday	Manage a social media feed for a restaurant, winery, or chef? Use this tasty hashtag to share all the delicious meals and dishes you've cooked up for custom
#TechTuesday	This is a great hashtag to share all the latest gadgets your business uses or sells. You can give tech reviews, offer up cool tips and hacks, or you can just show
#TopicTuesday	#TopicTuesday is a good opportunity to focus your posts on just one topic for the day. This topic can be anything related to your business, industry, or trer
#TravelTuesday	#TravelTuesday is for the voyager in all of us. People typically share vacation pictures, ask for travel tips, or express their desire to travel somewhere. If you'r
#TastyTuesday	
#tuesdayvibes	
#tuesdaythoughts	
#tuesdaytip	
#tuesdaytreat	
#tuesdaytruth	
#tuesdaytrivia	
#tuesdayturnup	
#tuesdaylook	

Hashtag Days

	A	B	C	D	E	F	G	H	I	J	K	L
Idea	Details											
Announce a sale	Are you holding a special sale for a product or service you offer? Promote it in a quick video!											
Announcement	Share changes or updates you've made to one of your products, services, or pieces of content.											
Behind the scenes	Share video clips of you or your team working on a new product, service, or big project.											
Best sellers	Show off your top 3 best selling products.											
Big win	Talk about a big win you've recently experienced. It could be related to your business or something in your personal life.											
Business evolution	Share the evolution of your business.											
Challenges	Talk about the challenges you faced during your first year in business.											
Coming soon	Tease a new product, service, or piece of content and let your audience know it's coming soon.											
Common Myths	Share a myth about your industry or your business that you hear a lot and then share the truth.											
Content creation process	Walk through the steps you go through to create new content. It could be for blog posts, videos, podcasts, or your social posts.											
Cross promote	Talk about one of your other social channels and invite your audience to follow you there as well.											
Customer success	Share the success story from one of your customers.											
Customer transformation	Did you facilitate a client transformation? Show a clip of their "before" and then a clip of their "after."											
Day in the life	Compile short clips of what you did throughout the day.											
FAQs	Answer a question you get asked all the time.											
Favorites	Talk about one of your favorite things and why. It could be a product, book, podcast, brand, influencer, etc.											
First sale	Tell the story of your first customer or the first sale you made.											
Flash sale	Hold a flash sale ONLY for viewers of your video.											
Hold a giveaway	Talk about a giveaway you're hosting and list out the requirements to enter.											
How to use	Share ideas for how to use one of your products. This works great for fashion.											
How-to video	Demonstrate how to do something that solves a problem your customers have.											
Industry News	Talk about important industry news that may impact your audience.											
Introduce your pets or kids	Everyone loves cute pets and kids. Show off your pets and kids doing something cute.											
Introduce yourself	Share your name, where you're from, what you do and how you help your customers.											
Jump on trends	Keep an eye on trending hashtags and videos and create your own video around that trend.											
Launch	Announce the launch of a new product, service, or piece of content.											
Life hacks	Share a simple hack that makes something in life easier.											
Meet the team	Have each member of your team wave at the camera and overlay text with their name and title.											
Milestones	Celebrate a big milestone like the anniversary of starting your business. Play "Celebration" by Kool & the Gang in the background.											
Mistakes	Share a mistake you see your customers make and how to fix it.											
Organizing inventory	If you sell physical products record a video showing your inventory and share how you keep it organized.											
Packing orders	If you sell a physical product share a video of you or your team packaging up customer orders.											
Problem / solution	Talk about a common problem your customers experience and share a quick solution.											
Product before and after	Show a clip of the raw materials for one of your products and then show a clip of the finished product.											
Product demo	Show a quick demo of your product or service in action.											
Product highlight	Record a video for each individual product you offer and highlight its features.											
Product listing	Walk through the process you go through to list a new product on your website.											
Product sizes	If you have a product that comes in different sizes hold up each size in your video to show customers the difference.											
Promote a freebie	Talk about a freebie you offer and how viewers can get it.											
Reasons why	Share 3 reasons why your followers should know something related to your business niche.											

Video Content ideas

	A	B	C	D	E	F	G	H	I	J	K	L
1	1st											
2	Fools Day											
3	National One Cent Day											
4	National Sourdough Bread Day											
5	National Burrito Day – First Thursday in April											
6	2nd											
7	National Ferret Day											
8	National Peanut Butter and Jelly Day											
9	National Reconciliation Day											
10	World Autism Awareness Day											
11	3rd											
12	National Chocolate Mousse Day											
13	National Film Score Day											
14	National Find a Rainbow Day											
15	National Tweed Day											
16	World Party Day											
17	National Love Our Children Day – First Saturday In April											
18	National Handmade Day – First Saturday in April											
19	4th											
20	National Chicken Cordon Bleu Day											
21	National Hug a Newsperson Day											
22	Jeep 4x4 Day											
23	National School Librarian Day											
24	National Vitamin C Day											
25	National Walk Around Things Day											
26	Easter – Changes Annually 2020											
27	Geologists Day – First Sunday In April											
28	5th											
29	First Contact Day											
30	Gold Star Spouses Day											
31	National Caramel Day											
32	National Deep Dish Pizza Day											
33	National Flash Drive Day											
34	National Go For Broke Day											
35	National Nebraska Day											
36	National Raisin and Spice Bar Day											
37	National Read a Road Map Day											
38	6th											
39	National Caramel Popcorn Day											
40	New Beer's Eve											
41	National Sorry Charlie Day											
42	National Student-Athlete Day											
43	National Tartan Day											
44	National Teflon Day											
45	SAAM Day of Action – First Tuesday in											
46	National Library Workers Day – Tuesday of National Library Week											

National “Holidays”

	A	B	C	D	E	F	G
1							COLOR-CODING KEY:
2							Holiday
3							Email Campaign
4							Event
5							Blog Post
6							Social Posts
7							
8	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9		1	2	3	4	5	6
10		Wine Club Party	#tastingroomtuesday Thanksgiving Wine Special	#WInewednesday Merlot Tasting Video	National Donut Day #nationaldonutday	#foodiefriday Chardonnay/Pasta	Int'l Merlot Day
11			Thanksgiving Wine Special				Wine Tourism Day
12							#Int'lMerlotDay
13							#WineTourismDay
14							Merlot 3 Pack Special
15							
16	7	8	9	10	11	12	13
17	Merlot 3 Pack Special	Thanksgiving Wine Special	#tastingroomtuesday	#WInewednesday	Veterans Day	#foodiefriday	Ask A Question
18		Blog: Thksgiving wine pairings		Wine Humor	#veteransday	Zin and Pork	Favorite Tgiving Side Dish
19				Wine Club Party			
20							
21							
22							
23	14	15	16	17	18	19	20
24		Inspirational Quote	#tastingroomtuesday	#WInewednesday	#thirstythursday	#foodiefriday	Wine Club Party
25		Give Thanks Quote	Thanksgiving Wine Special			Cab and Stew	
26			Thanksgiving Wine Special			Wine Club Party	
27							
28							
29							
30	21	22	23	24	25	26	27
31		Ask A Question	#tastingroomtuesday	#WInewednesday	Thanksgiving Day	Black Friday	Small Business Saturday
32		What Will You Pair with Taivna dinner?		Tgiving and Wine Post	#thanksgiving	#BlackFriday	#SmallbizSaturday
33						Black Friday	Small Business Saturday
34							
35							
36							
37	28	29	30				
38	HANUKKAH Begins	Cyber Monday	Giving Tuesday				
39	#hannukah	#cybermonday	#givingtuesday				
40		Cyber Monday	Giving Tuesday				
41							
42							
43							

B2C Version

B2B Version

NOVEMBER							COLOR-CODING KEY:	
								Holiday
								Email Campaign
								Event
								Blog Post
								Social Posts
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
			1	2	3	4	5	
	#MarketingMonday Industry Article-Social Media	#TipTuesday How Many Hashtags Upcoming Webinars	National Stress Awareness Day Article on stress relief tips Social Media Webinar	Marketing Success Plan				
6	7	8	9	10	11	12		
	#MarketingMonday E-Mail Statistics	#TipTuesday E-Mail Webinar		Upcoming Webinars	Veterans Day #VeteransDay Marketing Plan Webinar			
13	14	15	16	17	18	19		
	#MarketingMonday Blog Article: Get Ready For Black Friday Blog Article: Get Ready For Black Friday	National Philanthropy Day How Do You Give Back? Instagram Webinar	Upcoming Webinars	LinkedIn Webinar				
20	21	22	23	24	25	26		
	#MarketingMonday #MarketingMonday Upcoming Webinars	#TipTuesday Marketing Plan Webinar		Thanksgiving Day #Thanksgiving	Black Friday #BlackFriday	Small Business Saturday #SmallBusinessSaturday Small Biz Support		
27	28	29	30					
	Hannukah Begins Cyber Monday #Hannukah #CyberMonday	Giving Tuesday #GivingTuesday Charity Link	Upcoming Webinars					

Coordinate Social Media and E-Mail Campaigns

SPREAD THE WORD AND SHARE THE LOVE:

Share Tweet Forward

SANGER FAMILY OF WINES



NATIONAL CABERNET SAUVIGNON DAY!

30% off 2014 Consilience SBC Cabernet Sauvignon
Thursday, August 29th - Saturday August 31st
Tasting room or Online
*Cannot be combined with any other promotions or discounts

[Buy Online](#)



NATIONAL CABERNET SAUVIGNON DAY!

30% off 2014 Consilience SBC Cabernet Sauvignon
Thursday, August 29th - Saturday August 31st
Tasting room or Online
*Cannot be combined with any other promotions or discounts

sangerfamilyofwines • Follow
The Sanger Family of Wines

sangerfamilyofwines
We're celebrating #NationalCabernetDay for 3 days! Come visit us in the tasting room and pick up some delicious 2014 Consilience SBC Cabernet Sauvignon for 30% off, or click the link below to shop from home. Cheers 🍷

<https://www.sangerwines.com/product/2014-Cabernet-Sauvignon-Santa-Barbara-County>

#nationalcabernetday
#cabernetsauvignon #consilience
#sangerfamilyofwines #sangerwines
#marianello #treanelli
#santabarbarawines #solvangwines

24w

26 likes
AUGUST 29, 2019

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





Digital Tools I Use and Love!





PLANT A TREE
— SAVE A LIFE —

13:14 PARIS
21:05 ZURICH
15:15 TOKYO
19:50 CAIRO

NIGHT ONLY.

Canva

THE
EVENT

08.10.14

VE

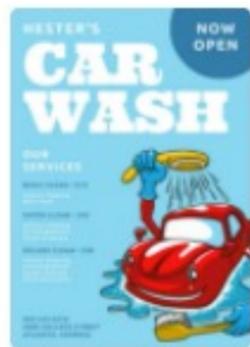
16 SHOWS

TICKETS
ON SALE
NOW

CHIPS, BEER &
BUNGLORA



Print with Canva



Poster



Business Card



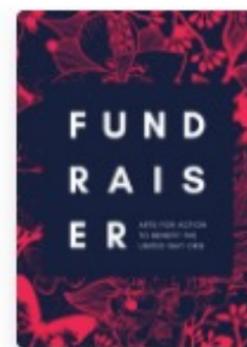
US Letter Document



Postcard



Invitation



Flyer

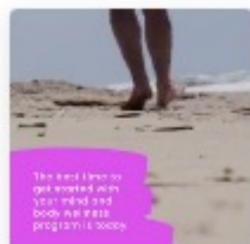


Invitation (portrait)

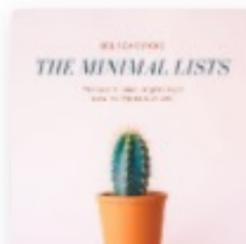
Social Media



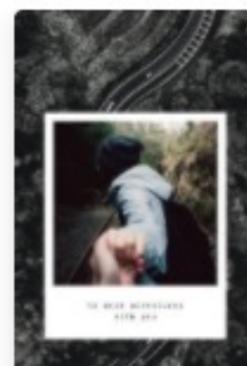
Animated Social Media



Facebook Video



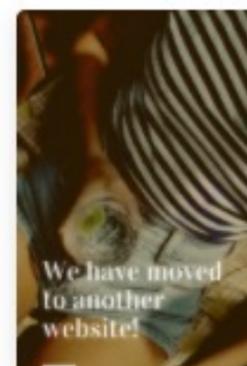
Instagram Post



Instagram Story



Facebook Post



Facebook Story



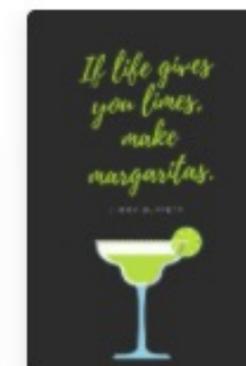
Facebook Cover



Facebook App Ad

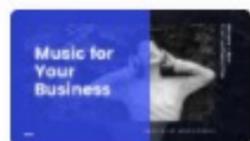


Social Media

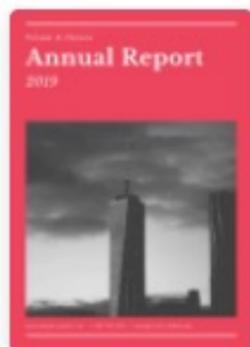


Your Story

Documents



Presentation



A4 Document



Letter



Letterhead



Resume



Presentation (4:3)



Report



Daily Report



Memo



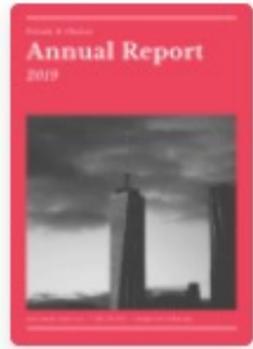
Invoice



Documents



Presentation



A4 Document



Letter



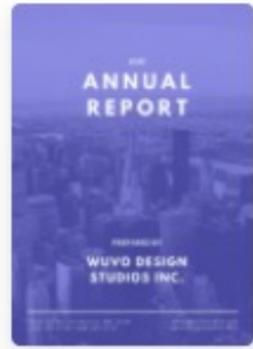
Letterhead



Resume



Presentation (4:3)



Report



Daily Report



Memo



Invoice



Personal



Card



Birthday Card



Recipe Card



Photo Collage



Photo Book



Calendar



Planner



Storyboard



Graphic Organizer



Scrapbook

Education



Yearbook



Class Schedule



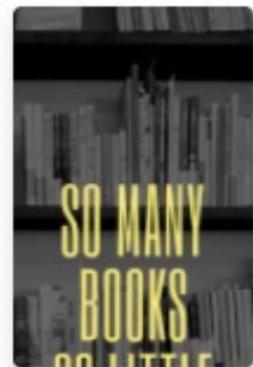
Worksheet



Lesson Plan



Report Card



Bookmark



Seating Chart



Table Of Contents



Mind Map



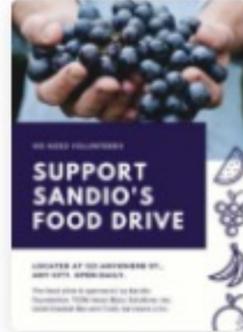
Marketing



Logo



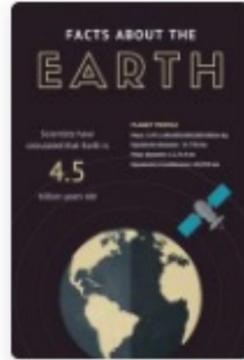
Poster



Flyer



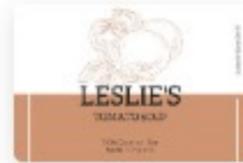
Business Card



Infographic



Brochure



Product Label



Gift Certificate



Gift Tag

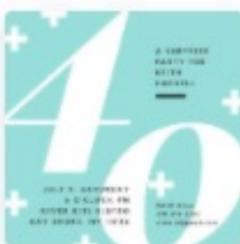


ID Card

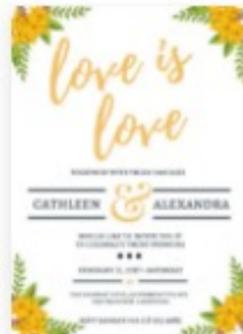
Events



Invitation



Birthday Invitation



Wedding Invitation (Portrait)



Announcement



Program



Event Program



Facebook Event Cover

Ads



Facebook Ad



Instagram Ad



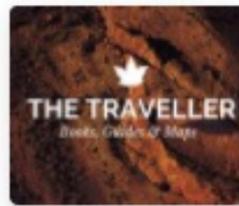
Large Rectangle Ad



Leaderboard Ad

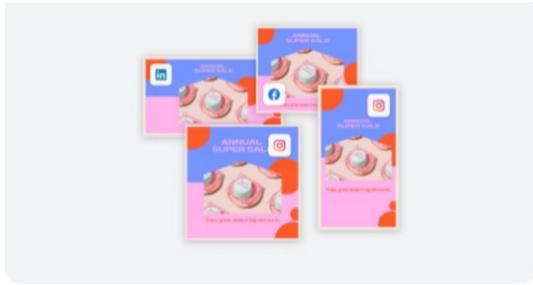


Wide Skyscraper Ad



Medium Rectangle Ad





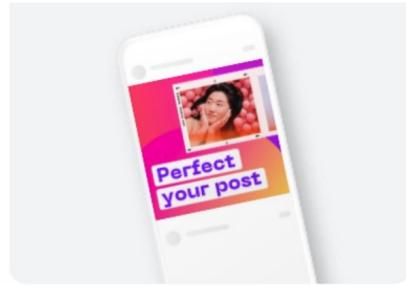
Quick Create

The quickest way to create a collection of designs for social media.

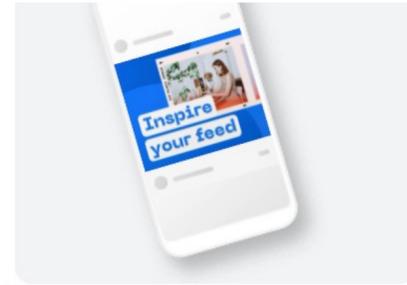


Edit Photo

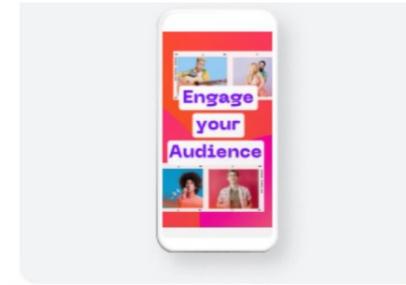
Change the look of your images with exclusive photo effects and features.



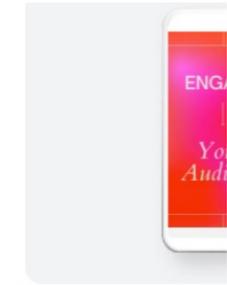
Instagram Post



Facebook Post



Instagram Story

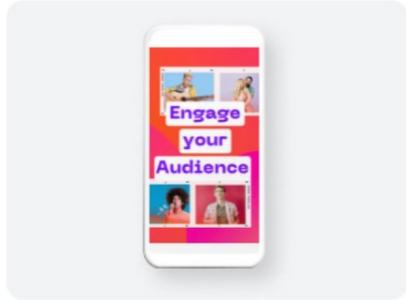


Your Story

Instagram



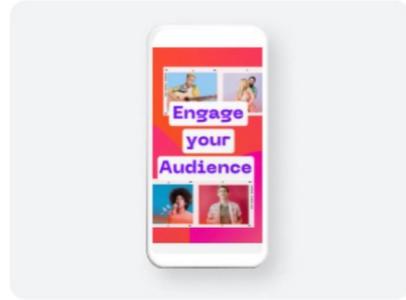
Instagram Post



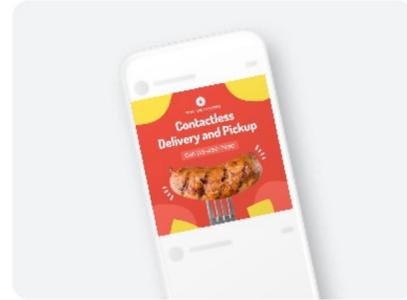
Instagram Story



Instagram Ad



Instagram Reels Video

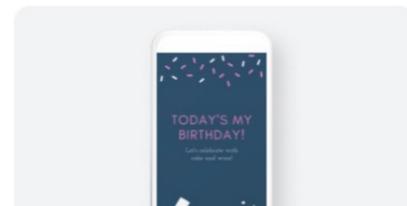
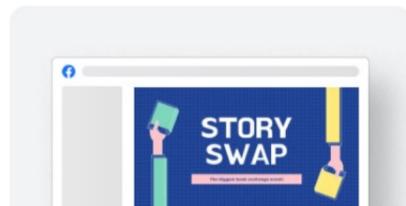
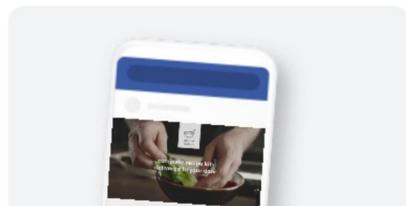


Animated Instagram Post



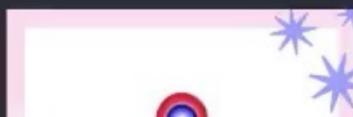
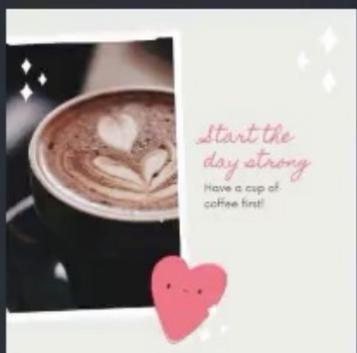
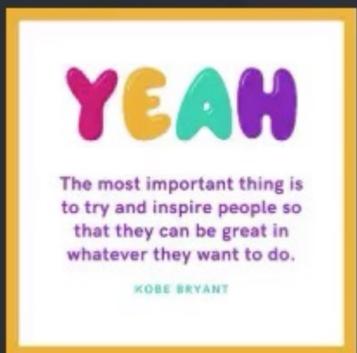
Instagram Story Ad

Facebook



Templa...

Search Templates Pro



+ Add a new page

71%



Help ?

Create a design

Home

All your designs

Templates

Photos

Brand Kit

Design School

Canva FB Communities

IC Inner Circle

CC Canva Certified Creatives

Folders

Shared with you

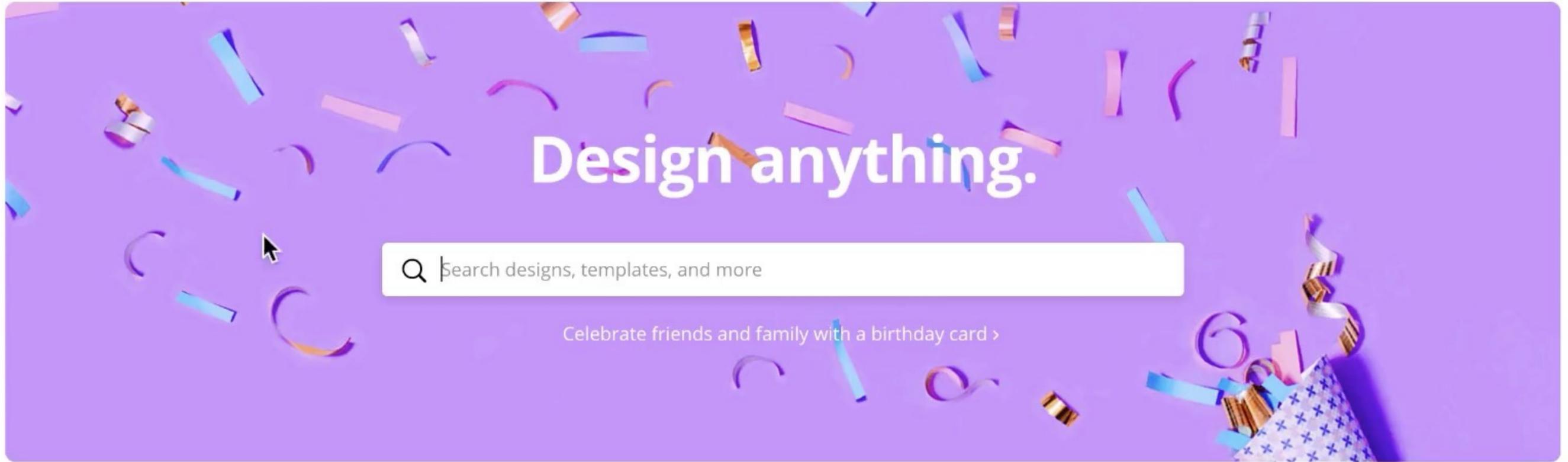
CANVA CERTIFIED CREATI...

Design Folder

INNER CIRCLE

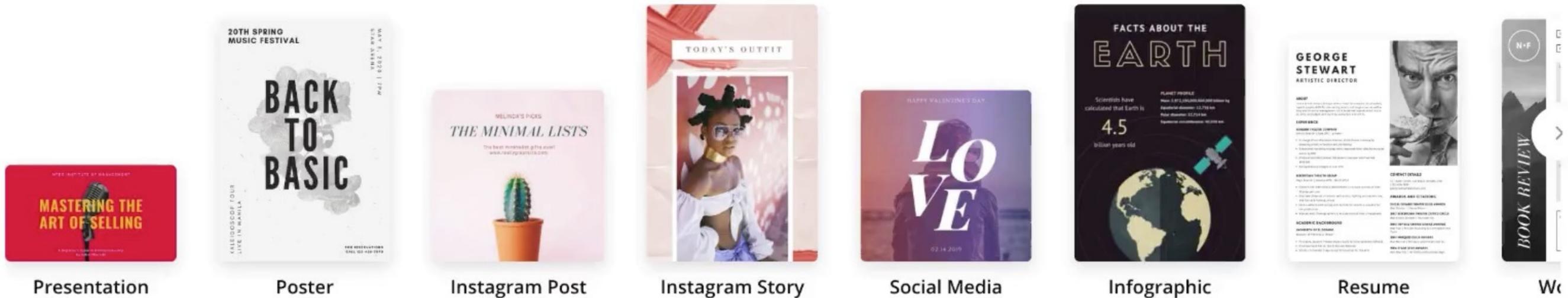
Images

M Main Folder



Create a design >

Custom dimensions



Your designs

See all

Help ?

Create a design

Home

All your designs

Templates

Photos

Brand Kit

Design School

Canva FB Communities

IC Inner Circle

CC Canva Certified Creatives

Folders

Shared with you

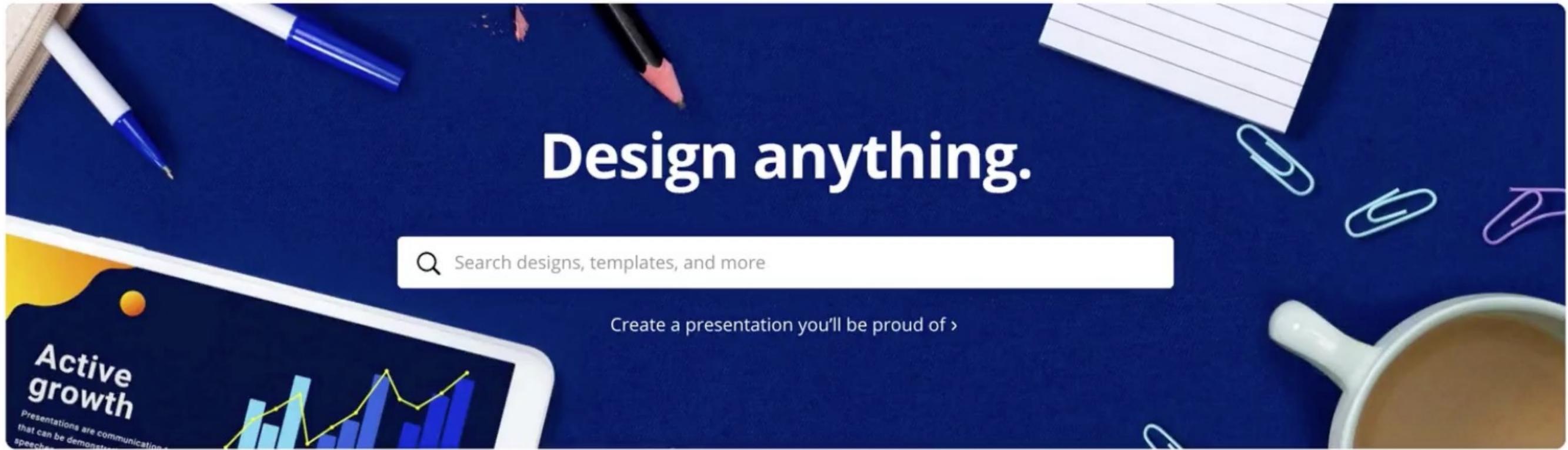
CANVA CERTIFIED CREATI...

Design Folder

INNER CIRCLE

Images

August Event



Design anything.

Search designs, templates, and more

Create a presentation you'll be proud of >

Create a design >

Custom dimensions



Presentation



Poster



Animated Social Media



Instagram Post



Infographic



Instagram Story

1080 x 1920 px

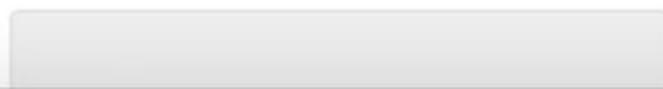


Social Media



Resume

Your designs >



See all

Help ?



Create a design

All your designs

- Home
- All your designs
- Templates
- Photos
- Apps
- Brand Kit
- Design School

Golden State Marketing's team

- Folders
- Shared with you
- Purchased
- Changala
- Presentation Slides
- Red Soles
- SLOWN
- Untitled folder
- VirtuallyForYou
- Sanger
- Proposals
- NAWBO
- Lazarre Wines



Copy of earthday2020TW



earthday2020TW



earthday2020IG



Happy Earth DayIG



treanelliGrena...



treanelliGrenacheEM



Copy of Happy Earth Day...



Happy Earth DayEM



THREE ESSENTIAL ELEMENTS



LeverageWines



SipIntoSpringSaleTW



SipIntoSpringSaleIG



Copy of Copy of Spring Case SaleEM



Copy of Spri...

Create with Canva



Instagram



Twitter



E-Mail



Facebook



Create with Canva



RED SOLES WINERY

ENTER TO WIN

Wine Tasting Experience For Four

Winner will be notified by e-mail



Flyer



Speaker Bio



Patty Ross

Helping businesses grow their brand online and beyond...



Patty's passion for marketing is contagious. So much to learn, but she made it fun and informative...
J.R. Keene, seminar attendee

www.californiawinemarketing.com
patty@californiawinemarketing.com
805-996-0527



Speaking Topics

- Skyrocket Your Brand With Digital Marketing & Beyond
- E-Mail Marketing 101- The Basics & Beyond
- E-Mail Marketing Advanced Techniques-Automations, Landing Pages and More
- E-Mail Marketing: MailChimp Essentials
- Social Media Road Map To Success-Let's Get Started
- Social Media Advanced-Social customer service, advertising, social selling, listening and beyond
- Google Analytics Introduction-What every marketer should know and why
- Digital Tools to Save You Money and Get You Noticed
- Additional marketing topics available

All topics can be customized to fit your audience knowledge level and time schedule. You can request 1-3 hour seminars, half day or full day classes. Contact me for customization and pricing on any digital marketing topic.

Bio

Patty has well over 20 years experience in marketing and has been in the online space since 1998 where she developed an e-commerce program for a gourmet gift company into a million dollar business. She has spent 14 years helping the wine industry gain traction online and has since branched out to help other industries grow their brands including financial, legal, health and beauty, motorsports, landscape design, political activism and non profits. California Wine Marketing, and her other business, Golden State Marketing, were founded in 2006.

Patty enjoys speaking on various marketing topics to help business owners understand the importance of marketing their brand online and offline.

Organizations I have spoken for:



Rack Card

RED SOLES WINERY & DISTILLERY



2018 EVENTS

3230 Oakdale Road Paso Robles 805.226.989
www.redsoleswinery.com

- January 27 Cambria Art & Wine Fest (Off Site)
- February 10 Mardi Gras Party
- February 9-11 BlendFest at the Coast (Off Site)
- February 17 Rancho Mirage Food & Wine Festival (Off Site)
- February 17 Paso Robles Rhone Rangers Experience (Off Site)
- March 15-17 Vintage Paso: Zinfandel Festival
- April 6 Off Site Firestone Walker's From the Barrel
- April 7-8 Wine 4 Paws Weekend
- April 14 Off Site Vin Diego Food & Wine Fest
- April 28 Red Soles Pick-Up Party, Noon – 2:00 pm.
- May 18-20 Paso Robles Wine Festival
- May 26 - 28 Memorial Day Weekend Fundraiser-A portion of wine sales will be donated to helping our veterans.
- June 2 Twilight on the Terrace (Off Site)
- July 16 Winemaker's Walkabout
- The Month of August Club Members bring a picnic to Red Soles and enjoy a \$1 bottle of wine
- October 19-21 Paso Robles Harvest Festival
- November 3 Red Soles Pick-Up Party, Noon – 2pm.
- December 8 Christmas Party

Membership Updates Just a reminder that any updates to your membership need to be sent to tiffani@redsoleswinery.com and must be received 30 days prior to the shipment.

Later



Manage All Your Accounts From One Place

Schedule to Instagram, Facebook, Twitter, & Pinterest, LinkedIn and TikTok

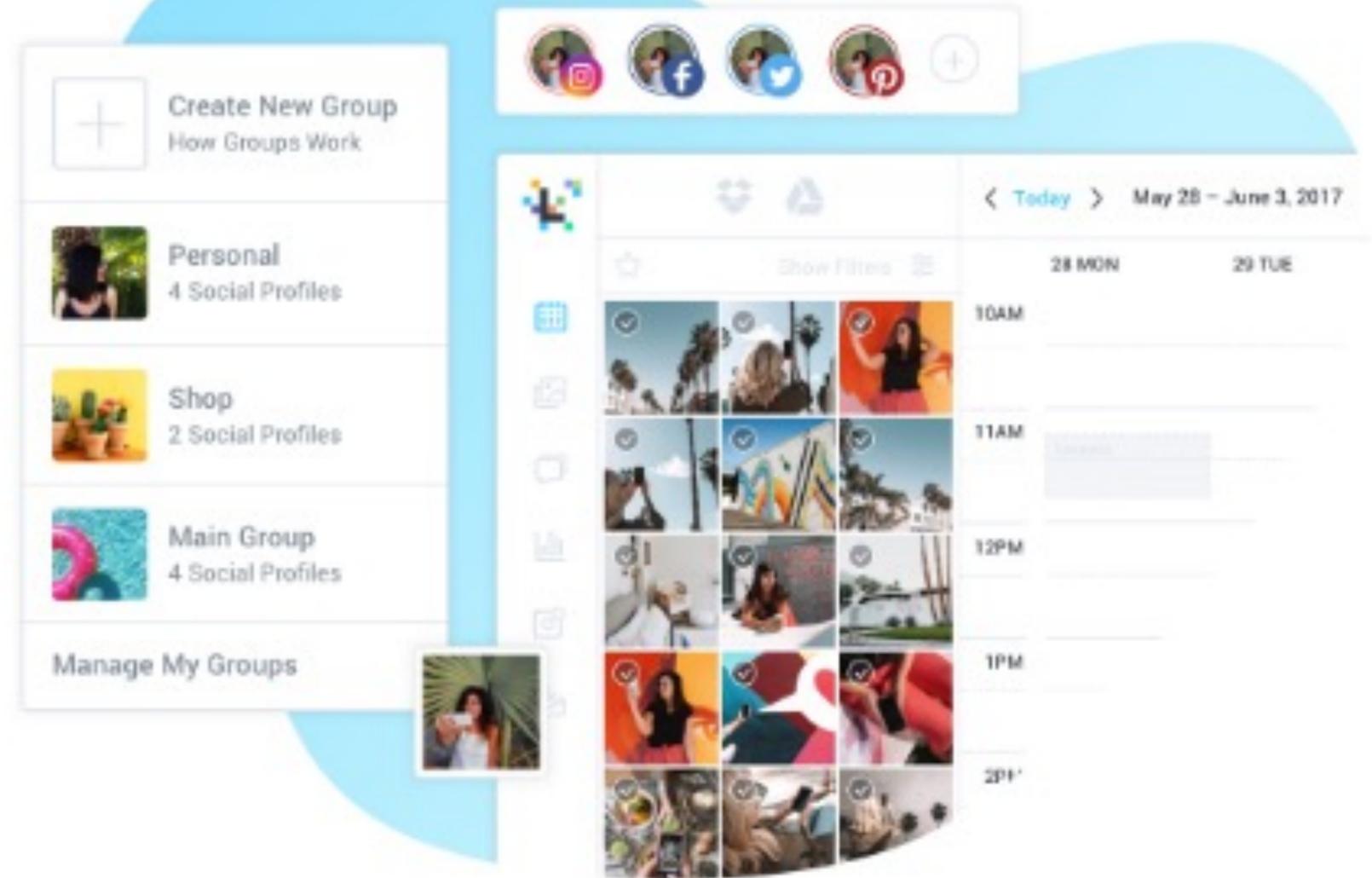
Plan your posts in advance and schedule photos and videos to one or multiple social networks. Choose the social profiles you'd like to schedule the same content to, tailor each caption, and quickly customize the crop for each network.

Manage Multiple Accounts

Manage multiple Instagram, Facebook, Twitter and Pinterest profiles all from one Later account. [Upgrade now to manage more than 1 account.](#)

Groups

Keep your photos and videos separate from your different Instagram accounts. Easily switch between your groups from one Later account. [Upgrade now to use Groups.](#)



Intuitive Calendar Scheduling

Choose between a weekly or monthly calendar view to get a complete look at your Instagram strategy and scheduled content.

[Weekly Calendar View](#) | [Monthly Calendar View](#)

The screenshot displays a social media scheduling interface. On the left is a vertical sidebar with icons for home, calendar, messages, comments, drafts, and a plus sign. The main area shows a weekly calendar for May 2018. At the top, there are social media icons for Instagram, Facebook, Twitter, and Pinterest, along with a plus sign. Below these are navigation options: '< Today > May 2018' and buttons for 'Preview', 'Week', and 'Month'. The calendar grid has columns for '30 MON', '1 TUE', '2 WED', '3 THU', and '4 FRI'. Time slots are listed on the left: 11AM, 12AM, 1PM, 2PM, 3PM, and 4PM. Scheduled posts are shown as small image thumbnails with a red border and an 'Auto' icon. One post is scheduled for Wednesday at 12AM, another for Tuesday at 2PM, and a third for Thursday at 1PM. A grid of content thumbnails is visible on the left side of the interface.

Weekly Calendar View

View times your audience is most active and easily drag-and-drop your scheduled content into the time slots on the weekly calendar.

Monthly Calendar View

Get a bird's eye view of your scheduled content for the month. See your scheduled posts for all accounts at once, or view them individually.



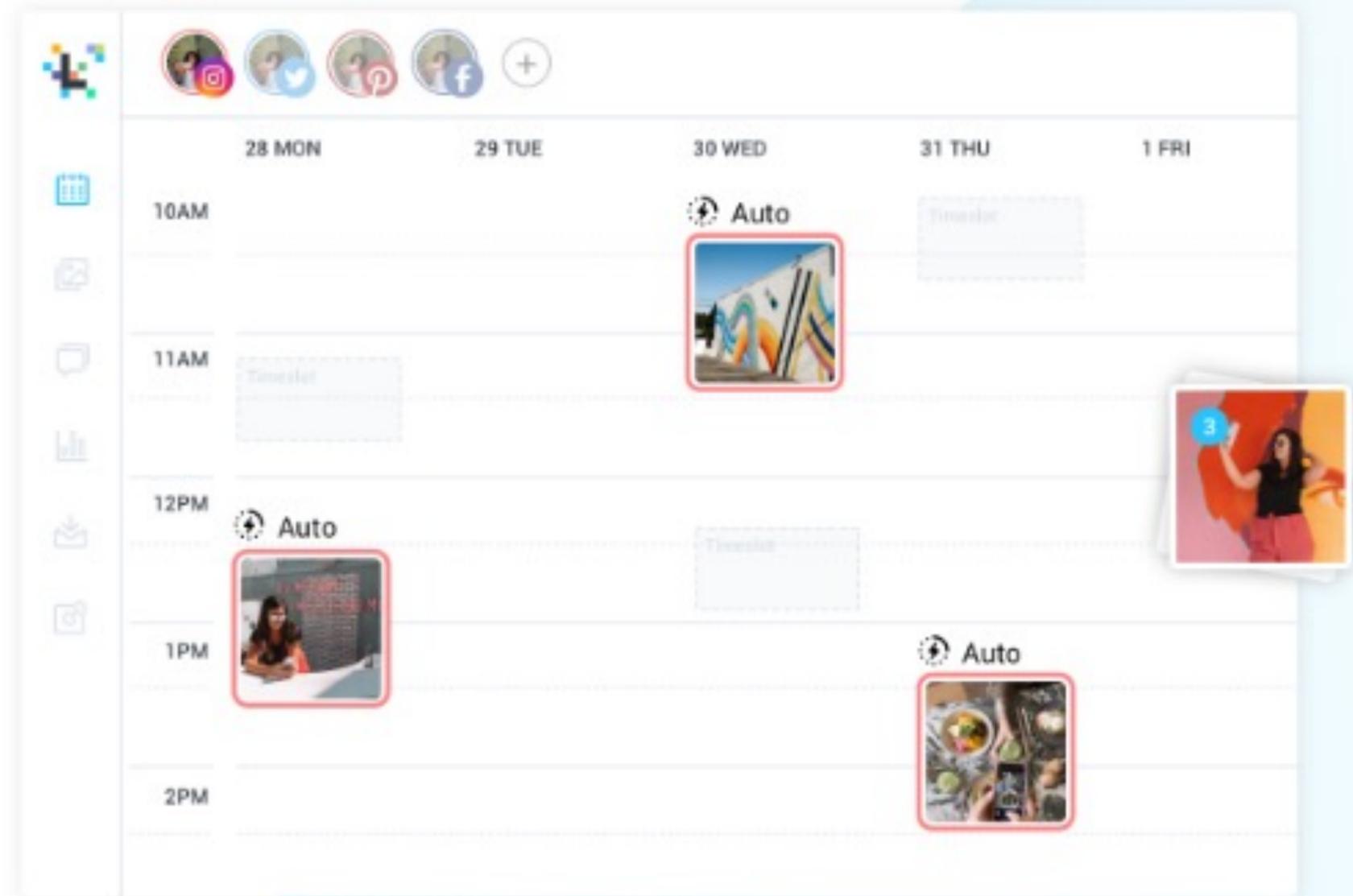
Schedule Instagram Posts

Auto Publish to Instagram

Schedule single photo posts to Instagram, no push notifications required! Auto Publish is currently available for Instagram business profiles (*not available for videos or carousel posts)

Quick Schedule

Easily bulk schedule Instagram posts! With Quick Schedule, you can create weekly time slots and then just drag + drop to schedule in seconds.



First Comment #hashtags

The screenshot displays the Instagram post creation interface for the account @birchwoodbakes. The main post content includes a photo of peach and almond cream tarts, a caption, and a first comment. The first comment contains the following hashtags: #cafe #peach #tarts #locallysourced #cafesofinstagram #farmersmarket #fruits #birchwoodbakes. The interface also shows options for adding a location, a linkin.bio page, and a 'Save' button at the bottom.

Post Caption
Welcome your weekend with our new peach and almond cream tarts. Made using only locally sourced seasonal peaches.

First Comment
#cafe #peach #tarts #locallysourced #cafesofinstagram #farmersmarket #fruits #birchwoodbakes

Save or Choose a Caption

Search for saved captions

Copy current text as saved caption

New Year orders EDIT
New year, same old goodness. Ring in the new year with our limited...

Thanksgiving specials EDIT
Birchwood bake's thanksgiving classic, the apple cinnamon puff...

Best Hashtags EDIT
#cafe #patisserie #locallysources #cafesofinstagram #farmersmarket #birchwoodbakes

Discard Post | 2020/02/13 06:00 am | Auto | Save | Done

Tools to find the right content

User-generated content

UGC is key to a well-rounded Instagram marketing strategy. That's why we help you find shareable content by @mention, tags, hashtag—even URL.

Stock photo library

[Collect Content >](#)

Add from URL

Enter a URL



Tagged Media

October 2020

Rainbow vibes

In love with this keyboard from @thecooloffice

#keyboard #colours #pastels

4 Likes · 1 Comments

[Add to Library](#)

Search Hashtag

Enter a #hashtag

[Search](#)



Save Time by Scheduling Your Stories

- Schedule Instagram Stories for your best times to post
- Post more consistently by planning 1 week of stories at once
- Keep all your stories content, copy, and links in one place



Instagram
@localmojitos



Post Caption
Don't let these simple looking ice pops fool you, they are made with our favourite white rum. 🍹🍹

#mojitos #icepop #dessert

🔖 Saved Captions | 🏷️ Hashtag Suggestions

Linkin.bio [MANAGE MULTIPLE LINKS](#)

Add a link for Linkin.bio page

Discard Post 🕒 2018/06/01 02:40pm Notification **Save**

Hashtag Suggestions ⓘ

mojitos **Suggest**

Hashtags	Relevance	
#cocktails 16,847,573 posts	90%	✓
#sprit 10,261,097	90%	⌵
#happyhour 8,681,294	83%	✓
#ginandtonic 8,281,742	79%	⌵

Insert 2 hashtags

Done

Get More Likes with Smarter Hashtags

Organize Your Instagram Hashtags

With Saved Captions, you can organize and save hashtags into categories for easy posting. When it's time to schedule, simply select one of your Saved Captions to add it to your post!

💡 Instagram Hashtag Suggestions

Hashtag Suggestions help you discover new hashtags related to your content. Just enter the hashtag you want to use, and Later will generate a list of 30 additional hashtag suggestions, that you can easily add to your post. [Upgrade now to use Hashtag Suggestions.](#)



Engage with Conversations

Later's Conversations feature makes it easy for you to reply and keep track of all your Instagram comments! [Upgrade now to use Conversations.](#)

The screenshot displays the Instagram 'Conversations' interface. At the top, it shows 'Interacting As @localmojitos Instagram'. Below this are three tabs: 'Inbox View', 'Post View' (which is selected), and 'User View'. A search bar for 'Search post captions' is present. On the left side, there is a list of posts with their dates and engagement counts:

- New: 10
- Older: 25
- 14 Jun: Cheers to the start of an amazing summer! (390 likes, 6 comments)
- 13 Jun: After a long road trip we're finally here! (321 likes, 4 comments)
- 12 Jun: Get them vitamins! Quick stop by the pool before we hit the road (302 likes, 10 comments)
- 10 Jun: We're leaving our lovely home for summer vacation and we can't be (229 likes, 3 comments)

The main area shows a detailed view of the post from June 12, 2018, with 390 likes and 6 comments. The post caption reads: 'Get them vitamins! Quick stop by the pool before we hit the road'. Below the post, there are two comments:

- 12 JUN: **simplyfruits** (12 Jun) - Love how you girls are keeping healthy on a vacation with lots of fruits! (3 likes)
- 12 JUN: **MezcalMelissa** (12 Jun) - Hot day, cold drinks, pool... you girls got the formula for the best summer day! (8 likes)

At the bottom, there is a reply box from **@MezcalMelissa** that says: 'The only thing we're missing is your fab cactus float!'. The reply box includes a character count ('300 characters left'), a hashtag count ('4 hashtags left'), and a blue 'Reply' button.





Upload Media

consilience...
 The Sanger...
 consilience...

50 Twitter Posts Left

Upgrade Plan



Show Filters

Today < > Dec 23 – 29, 2018

America/Los...

Week

Month



23 SUN

24 MON

25 TUE

26 WED

27 THU

28 FRI

29 SAT

7AM

8AM

9AM

10AM

11AM

12PM

1PM

2PM

3PM

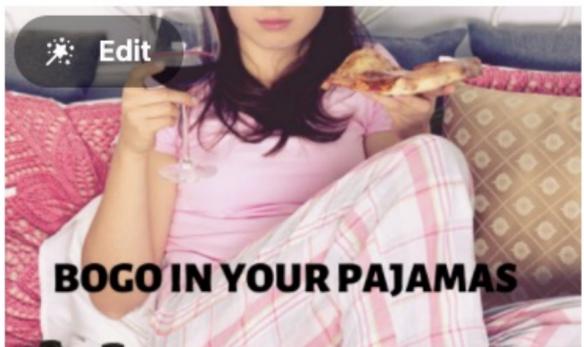
4PM



MG



@sangerfamilyofwines
Instagram



Post Caption

It's #ThirstyThursday and yet another day at home in pajamas! We made it easy to stock up while you are quaranchilling! Buy one case and get another for \$1! We can ship or you can arrange to pick up! Visit our link in bio to BOGO today!! Cheers!

#SangerFamilyofWines #Marianello #Consilience #treanelli #centralcoastwines #solvangwineries #santabarbarawines #winelovers #winesofinstagram #instawine #winestagram #sippingwineinpajamas

+ Tag People

Saved Captions | Hashtag Suggestions

First Comment

Add First Comment

Create my Linkin.bio Page

Learn More

Create

Add Location

This post will be automatically published

Discard Post

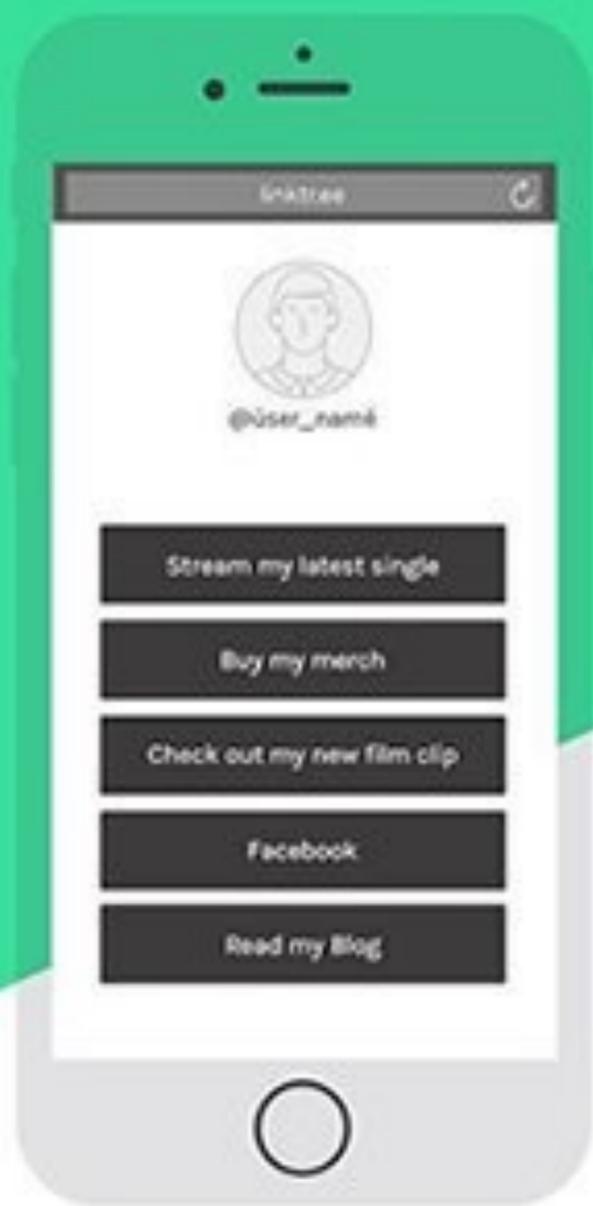


2020/04/16 10:15 am

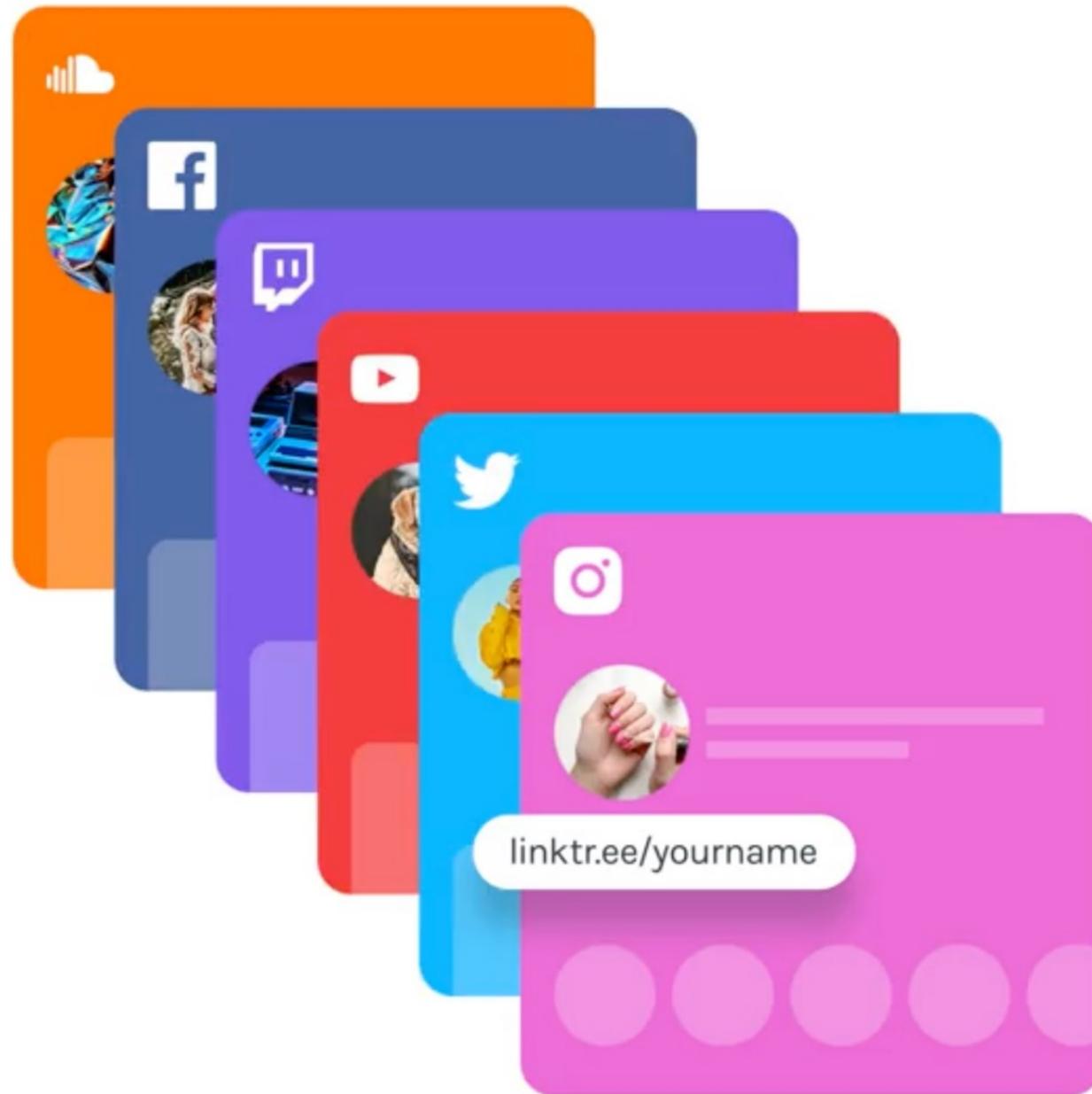
Auto

Save



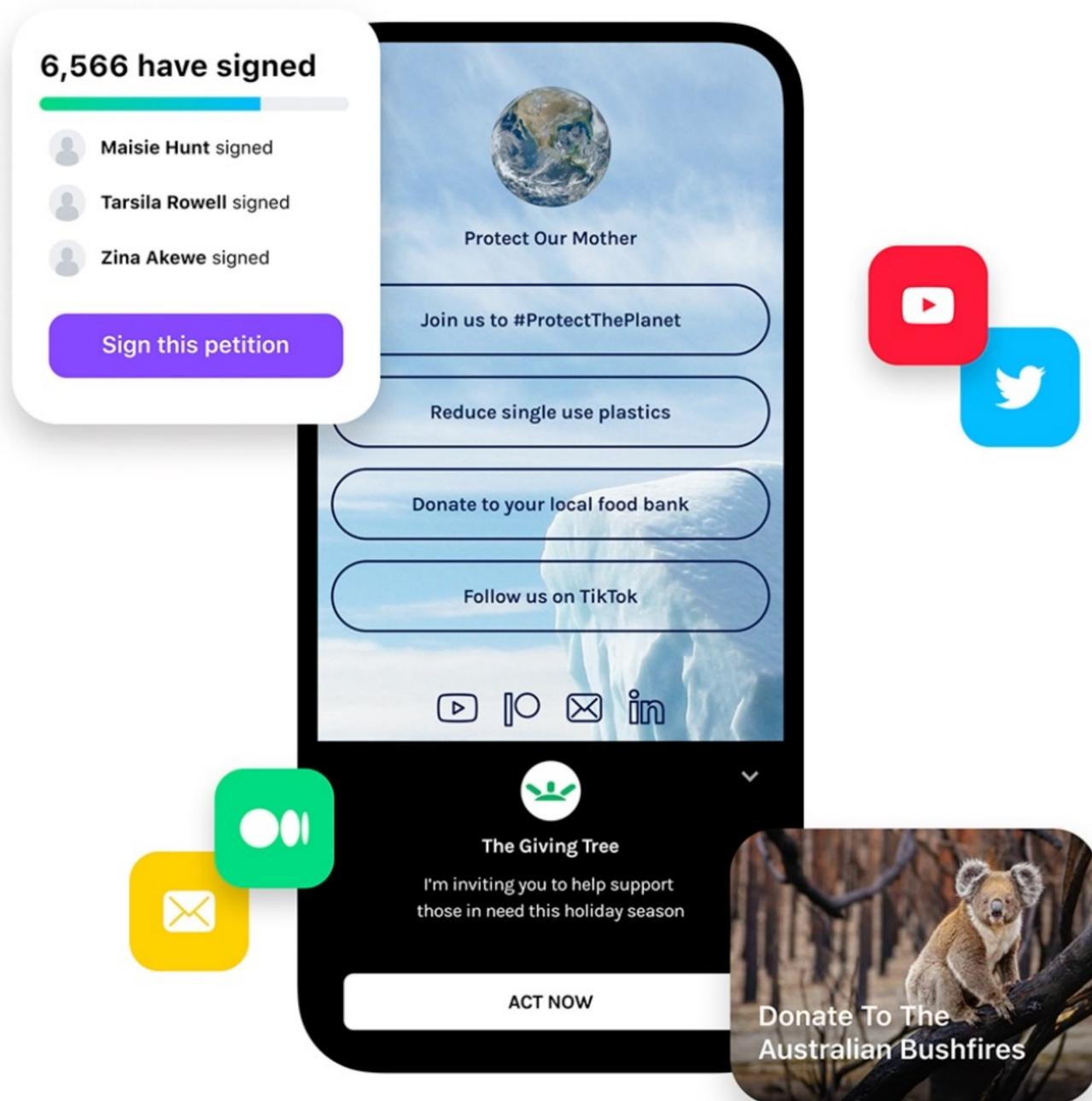


linktree



Use it anywhere

Take your Linktree wherever your audience is, to help them to discover all your important content.



Easily managed

Creating a Linktree takes seconds. Use our simple drag-and-drop editor to effortlessly manage your content.

Link to everywhere

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darrowsgri

732 posts 3,434 followers 1,959 following

Darrow's New Orleans Grill 🌿

🌿 Specializing in Nawlins Style food 🌿

Po Boys + Seafood + Rum Bar

Open M-F 11am - 10pm and Sat/Sun 10am-10pm

linktr.ee/darrowsgri



Take a bite out of our Po'Boys Today! Shrimp, Catfish, Chicken, Oysters, Sausage..you pick! Pick up or delivery!



darrowsgri • Following



darrowsgri \$5 Off Your Online Pick Up Order of \$25 or more using code NOLA5 at checkout!

We are open until 6pm today for pick up or delivery. Order online to schedule a pickup in advance, call us at 424-570-0531 for pickup. You can also use your favorite delivery app and stay at home to enjoy some fresh New Orleans cuisine! Visit our website: LINK IN BIO for online ordering or delivery app links!! Come get some!

#darrowsgri
#losangelesfood #losangelesfoodies
#losangelesfoodie
#lafoodie#carsonfoodies
#foodiesofcarson @yelpla

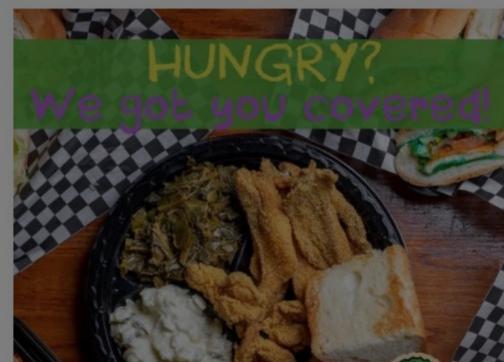


27 likes

2 DAYS AGO

Add a comment...

Post



Add New Link

Order Online For Pickup 



<https://www.darrowsneworleansgrill.com/order-online> 



Delivery Services 



<https://www.darrowsneworleansgrill.com/delivery> 



Gift Cards 



<https://giftup.app/place-order/aae02d03-1b8f-42ad-b97f-13a294a3c375?pl...> 



Our Menu 



<https://www.darrowsneworleansgrill.com/menu> 



Catering 



<https://www.darrowsneworleansgrill.com/catering> 



@darrowsgrill

Order Online For Pickup

Delivery Services

Gift Cards

Our Menu

Catering





@evolvedmastery

Mastery Coaching

Awakening Your Inner Master Book

Evolved Mastery Website

Power, Potential, and Purpose: Mastery Community

Evolved Mastery Podcast iTunes

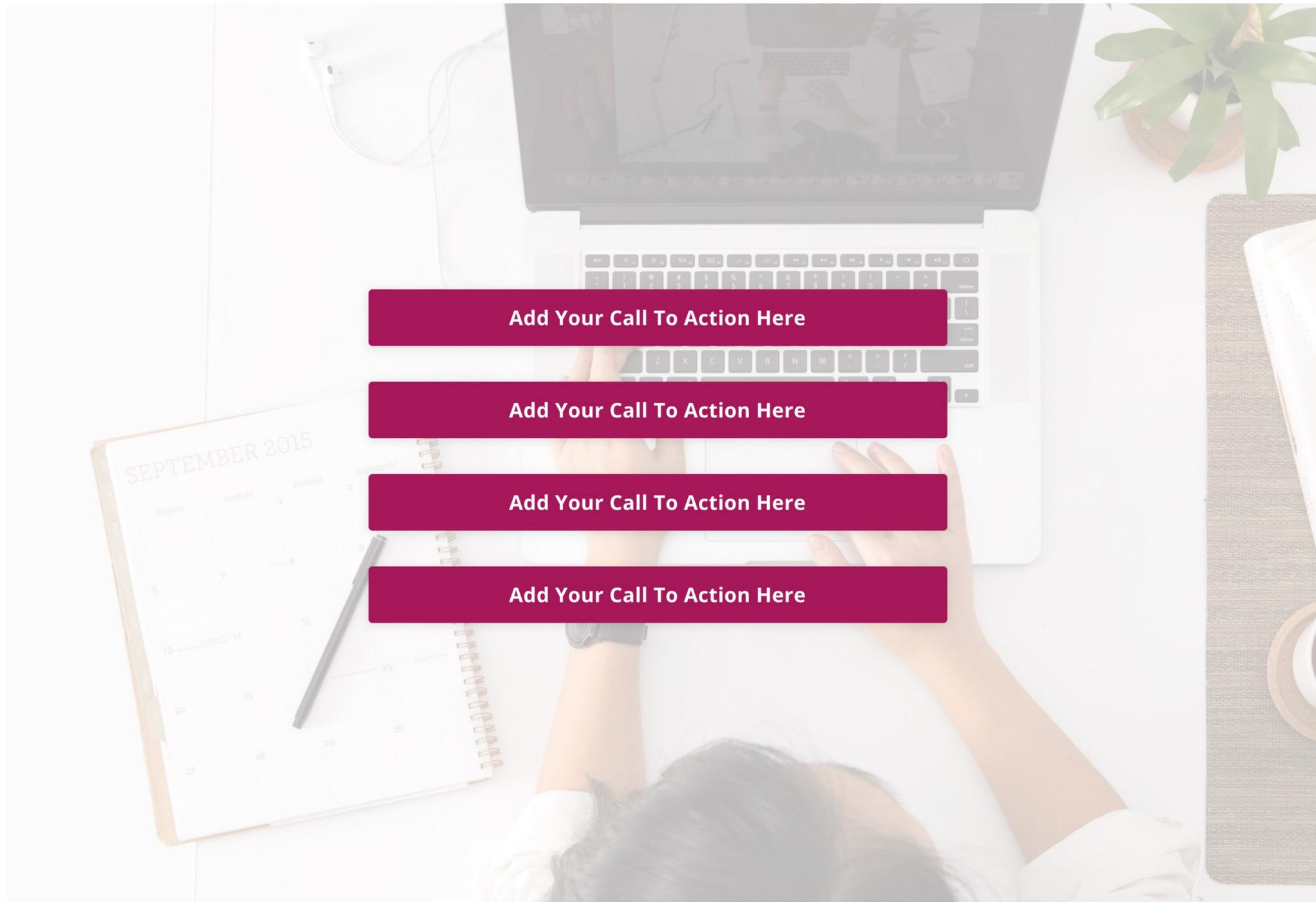
Evolved Mastery Podcast Spotify

Evolved Mastery Podcast Google Play

Evolved Mastery Podcast Castbox

SOUL

Landing page on your own site. ie. www.yoursite.com/instagramlinks



Benefits:

- You get the traffic direct to you!
- No additional costs

Next Steps For Your Business?

- What areas of your social media marketing need help?
- Are you budgeting for marketing or waiting to make money to have marketing budget?
- What support do you need to create and execute your marketing?

Ready To Grow Your Business?

Free 15 Minute Discovery Call!

Get on my calendar: callwithpatty.com

or scan here:

