November 17, 2016

CLASSPASS

Working Out Your Instagram Strategy

275 7th Ave, Floor 11,
New York, NY 10001

classpass.com
info@classpass.com

AGENDA

1. Did You Know...
2. Setting Your Strategy
3. Instagram Analytics
4. Encourage Engagement In Studio

Did You Know...

SOME FACTS:

Engagement with brands on Instagram is 10 times higher than Facebook, 54 times higher than Pinterest and 84 times higher than Twitter.

Posts that include...

Another Handle

56%

More Engagement

At Least One Hashtag

12.9%

More Engagement

A Tagged Location

79%

More Engagement

Setting Your Strategy

Content Creation

Community Engagement

Reporting & Analytics

Content Creation

- Plan ahead using a content calendar
- Strive to elicit a response (include a CTA where appropriate)
- Stay consistent to your brand
- Always think “would I share this?”

Community Engagement

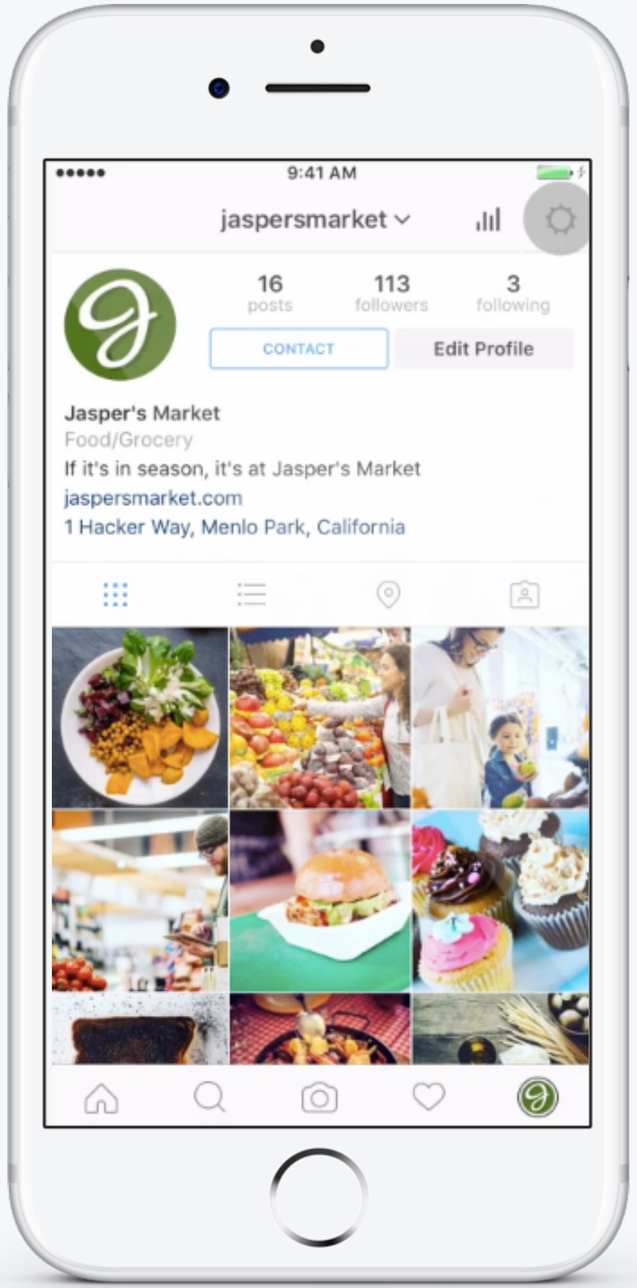
- Plan to be proactive and reactive
- Know the relevant hashtags to search (owned and not owned)
- Be consistent when it comes to brand and voice
- Outline your own Community Guidelines

Reporting & Analytics

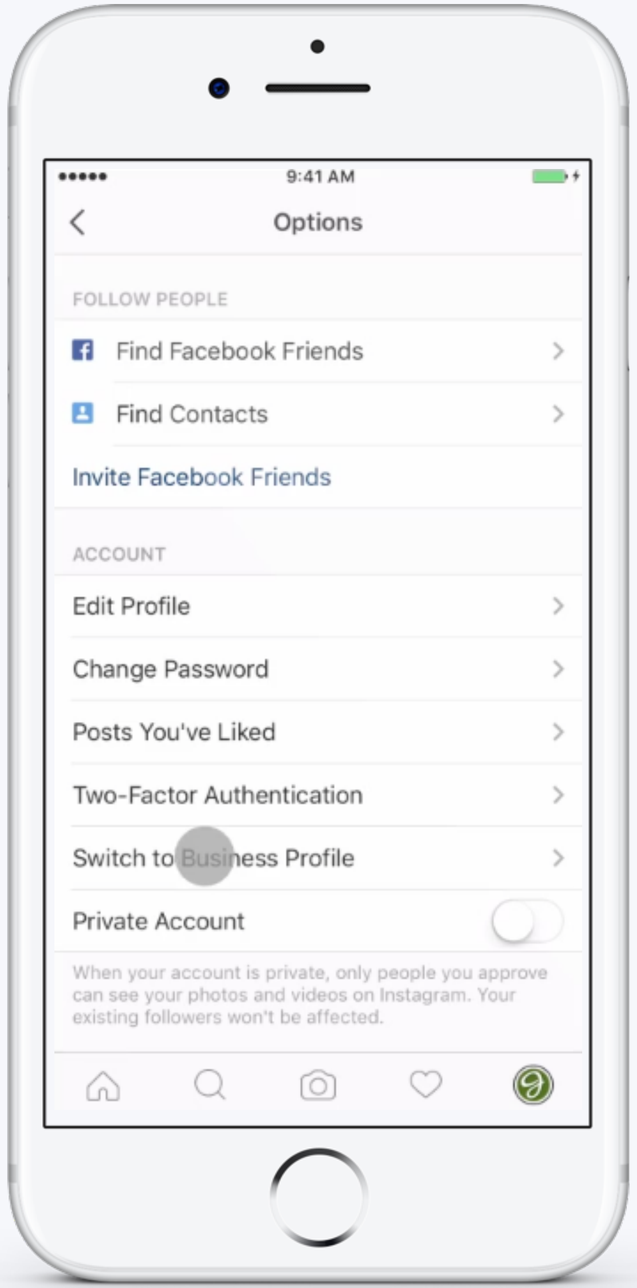
- Check metrics on a weekly and/or monthly basis
- Be adaptable and adjust strategy based on findings
- Leverage Insights to inform your content creation and community engagement.

Instagram Analytics

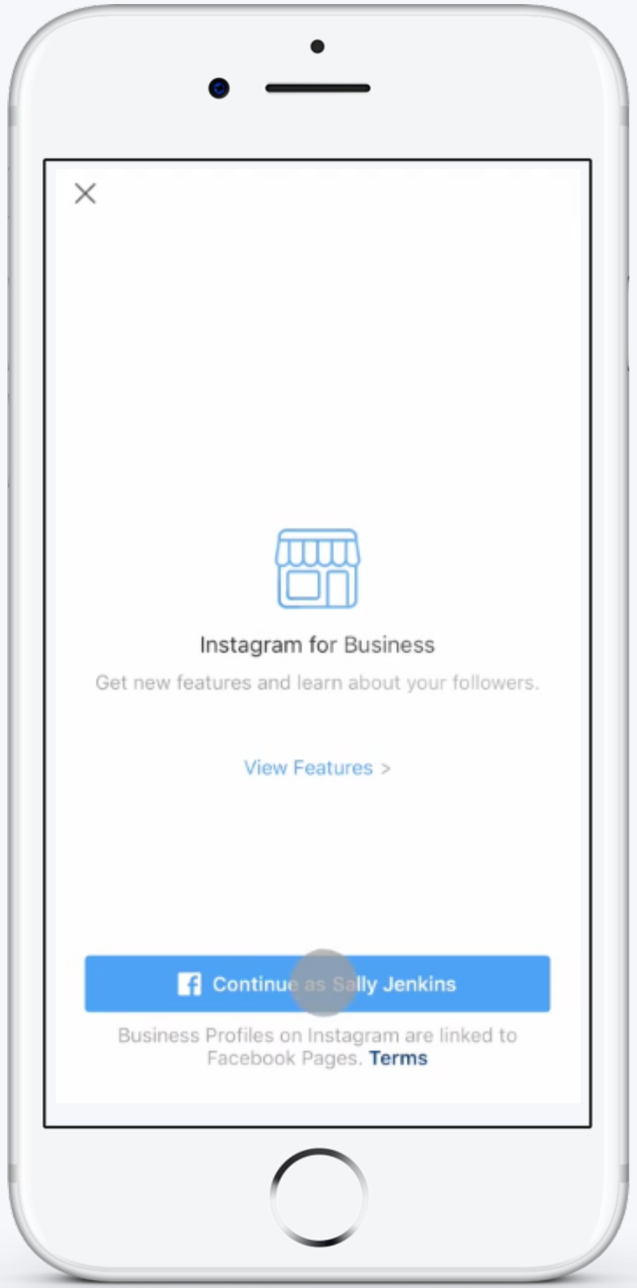
Setting Up A Business Profile


9:41 AM
jaspersmarket
16
posts
113
followers
3
following
CONTACT
Edit Profile
Jasper's Market
Food/Grocery
If it's in season, it's at Jasper's Market
jaspersmarket.com
1 Hacker Way, Menlo Park, California

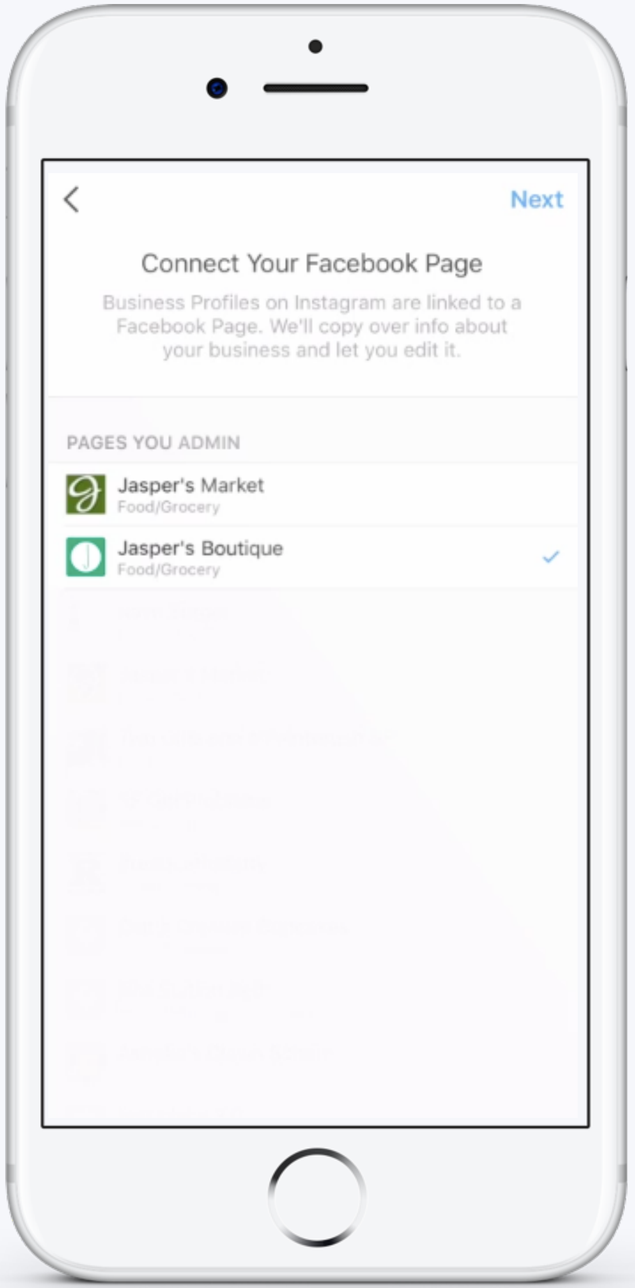
1


9:41 AM
Options
FOLLOW PEOPLE
Find Facebook Friends
Find Contacts
Invite Facebook Friends
ACCOUNT
Edit Profile
Change Password
Posts You've Liked
Two-Factor Authentication
Switch to Business Profile
Private Account
When your account is private, only people you approve can see your photos and videos on Instagram. Your existing followers won't be affected.

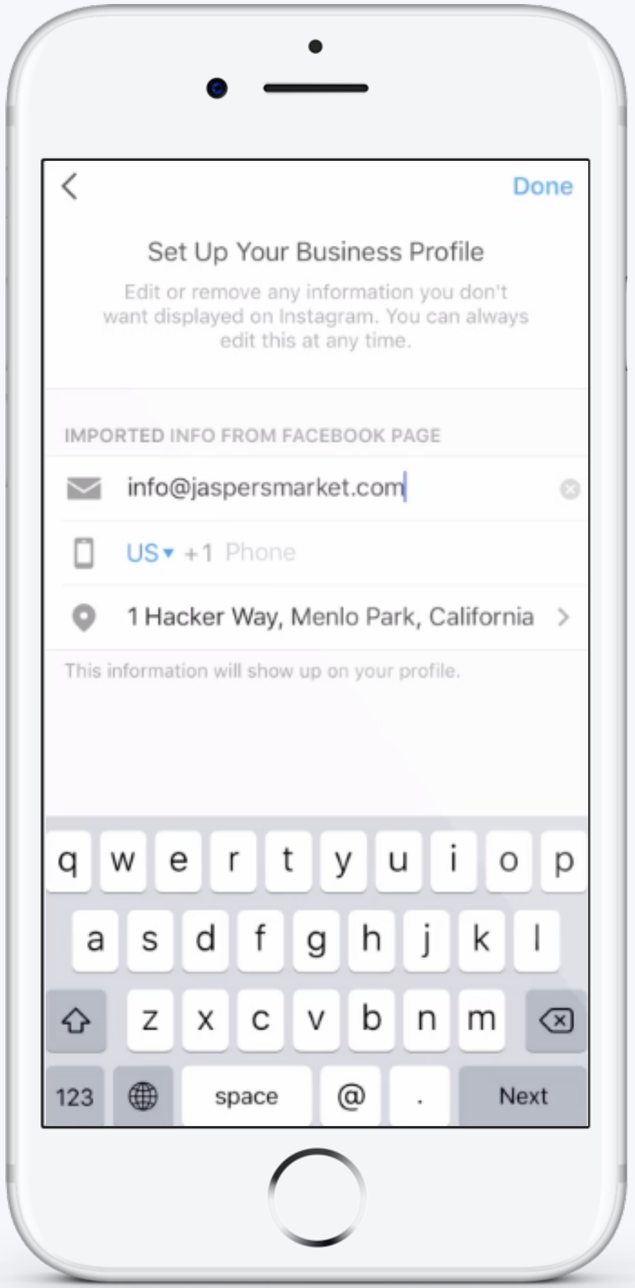
2


Instagram for Business
Get new features and learn about your followers.
View Features >
Continue as Sally Jenkins
Business Profiles on Instagram are linked to Facebook Pages. Terms

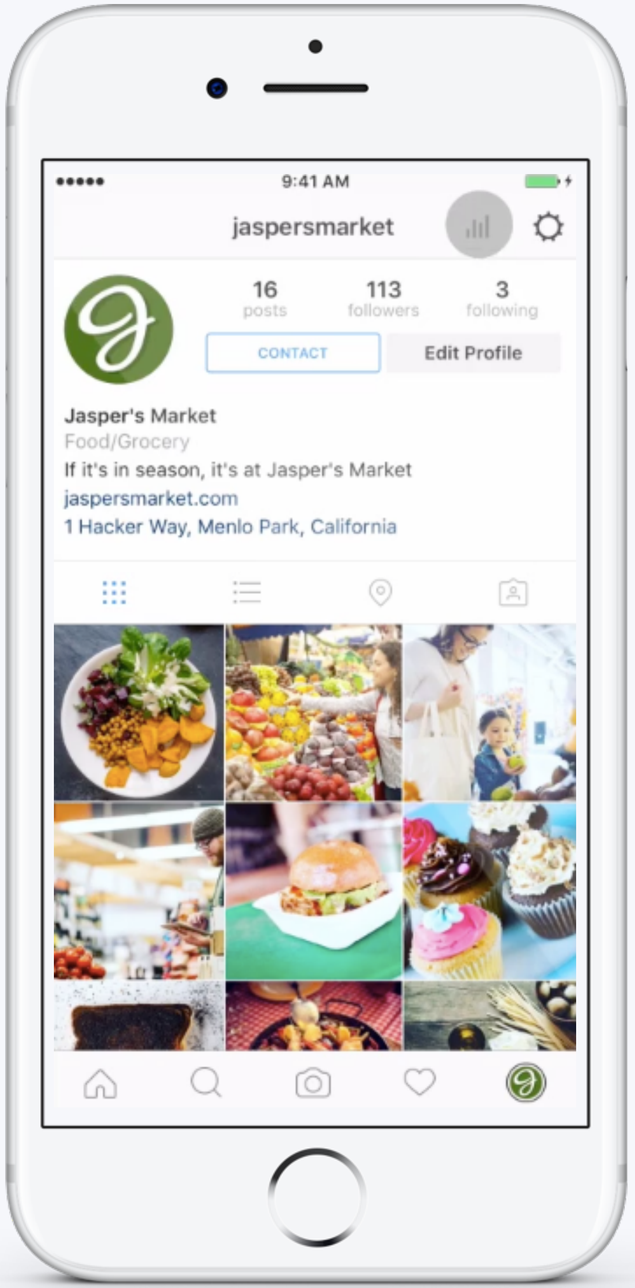
3


Next
Connect Your Facebook Page
Business Profiles on Instagram are linked to a Facebook Page. We'll copy over info about your business and let you edit it.
PAGES YOU ADMIN
Jasper's Market
Food/Grocery
Jasper's Boutique
Food/Grocery

4


Done
Set Up Your Business Profile
Edit or remove any information you don't want displayed on Instagram. You can always edit this at any time.
IMPORTED INFO FROM FACEBOOK PAGE
info@jaspersmarket.com
US +1 Phone
1 Hacker Way, Menlo Park, California
This information will show up on your profile.
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123
space
@
.
Next

5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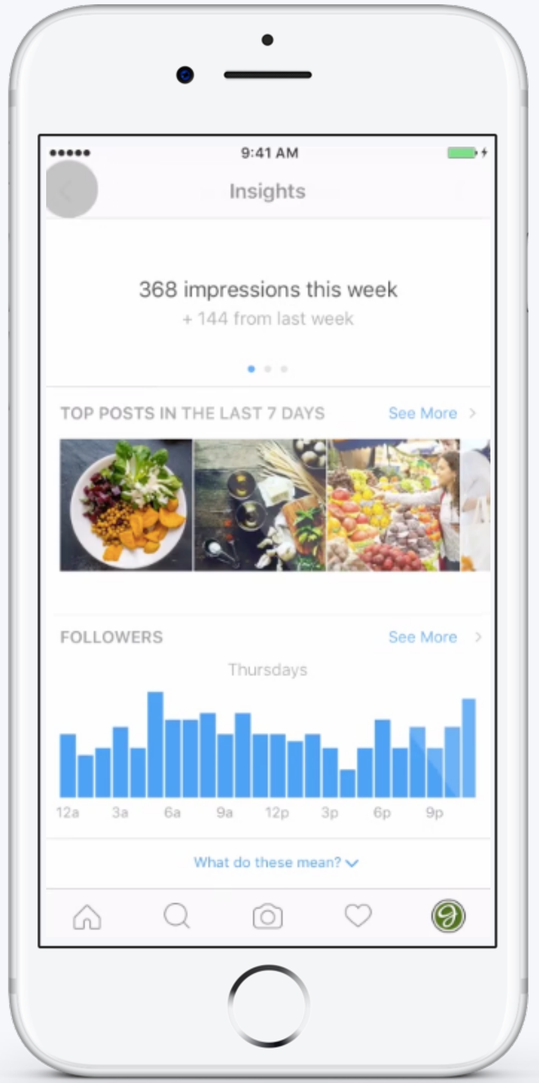
Leveraging Analytics

Impressions is the number of times your post has been seen on Instagram in the last week.

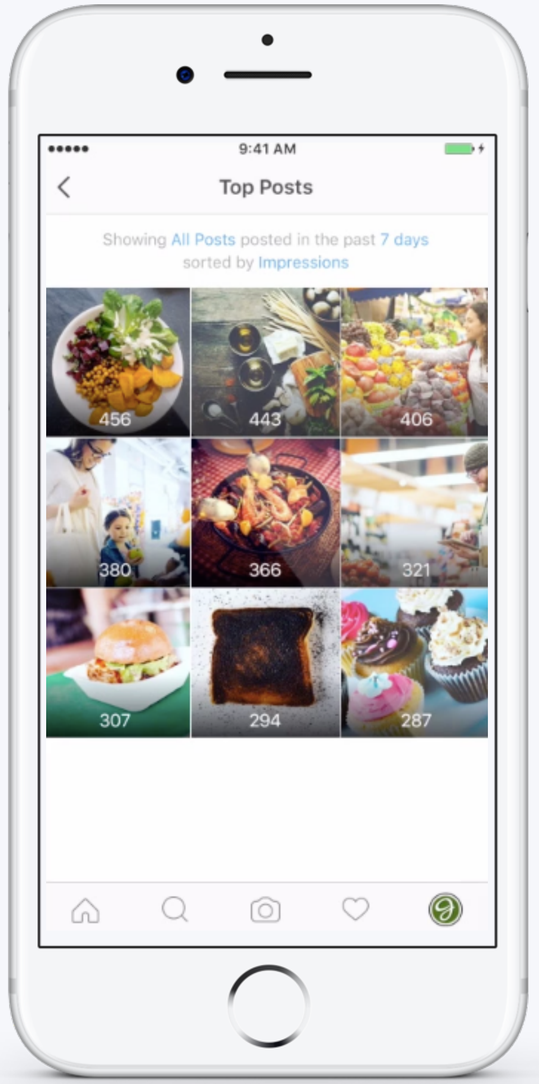
Reach is the number of people who have seen your posts this week.



Top Posts are the most popular posts from your profile in the past week.

If you click “See more” you can filter your posts by:

- Type: photos or videos
- Metrics: impressions, reach, engagement, likes, comments or video views
- Date: 7 days, 30 days, 3 months, 6 months, 1 year, 2 years



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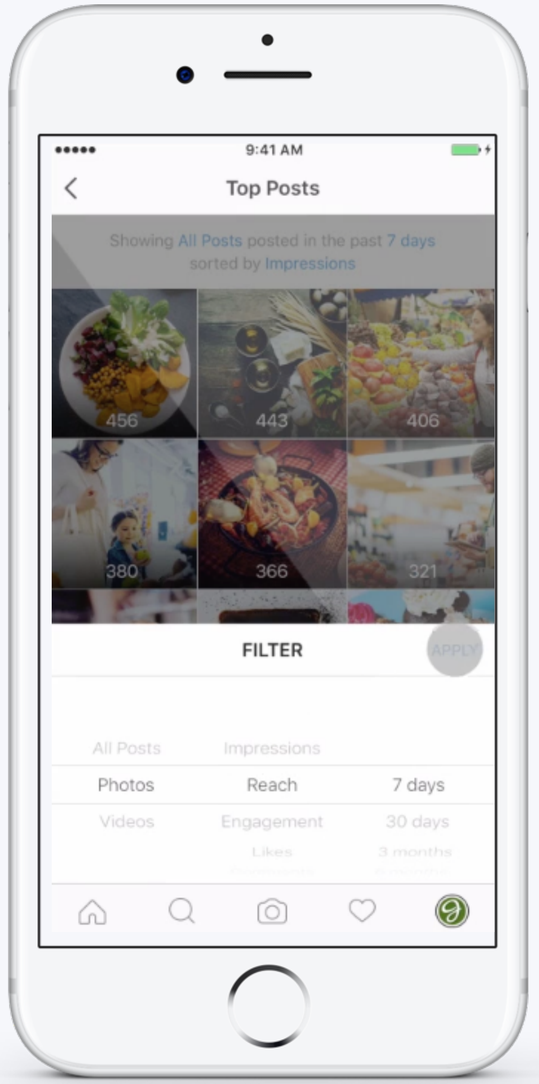
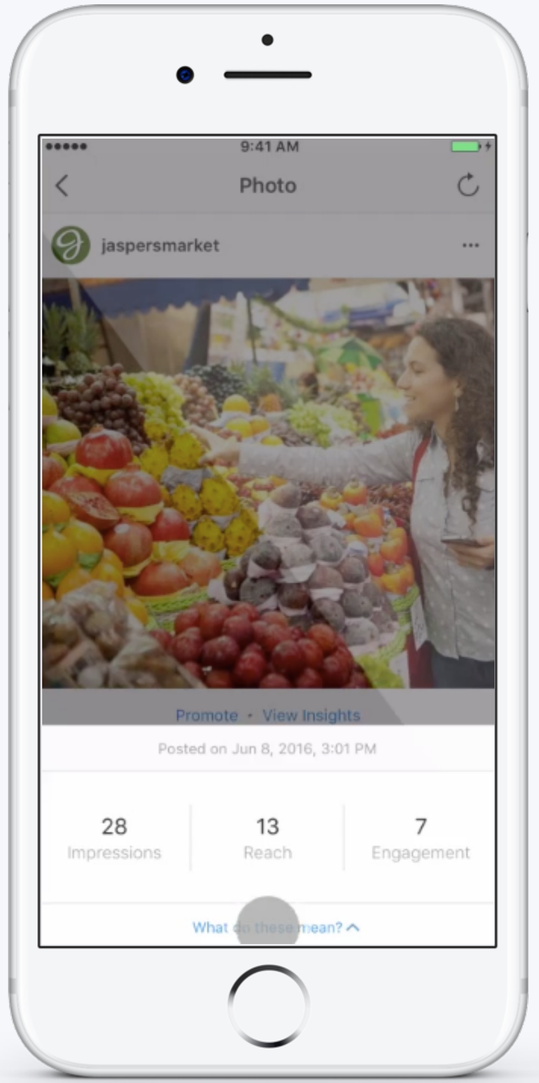


Top Posts are the most popular posts from your profile in the past week.

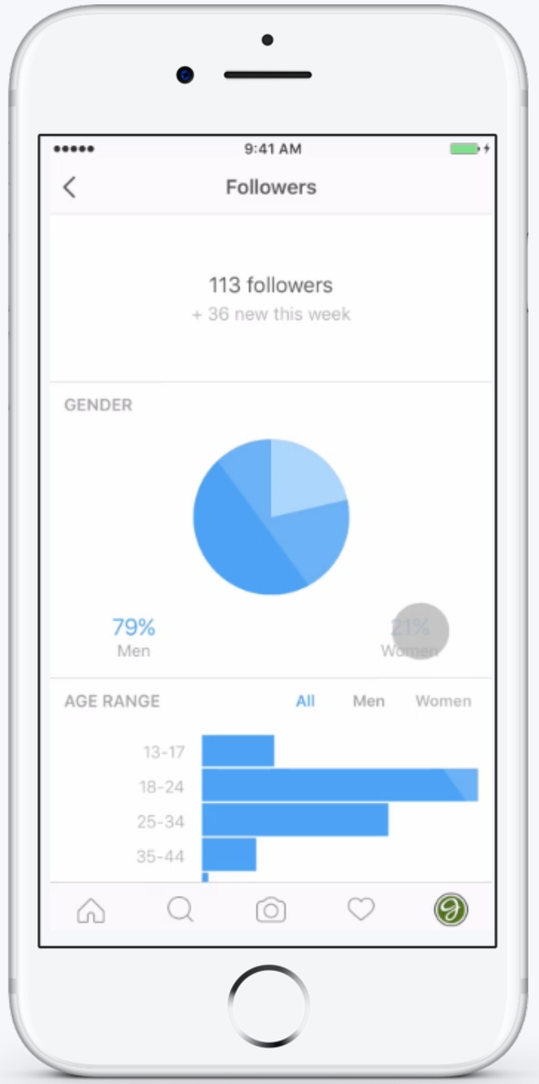
You can click into a post to see more details.

Engagement equals likes and comments combined.



Followers shows when your followers are most active.

If you click “See more” you can view total number of followers and demographics about your followers including gender, age and location.



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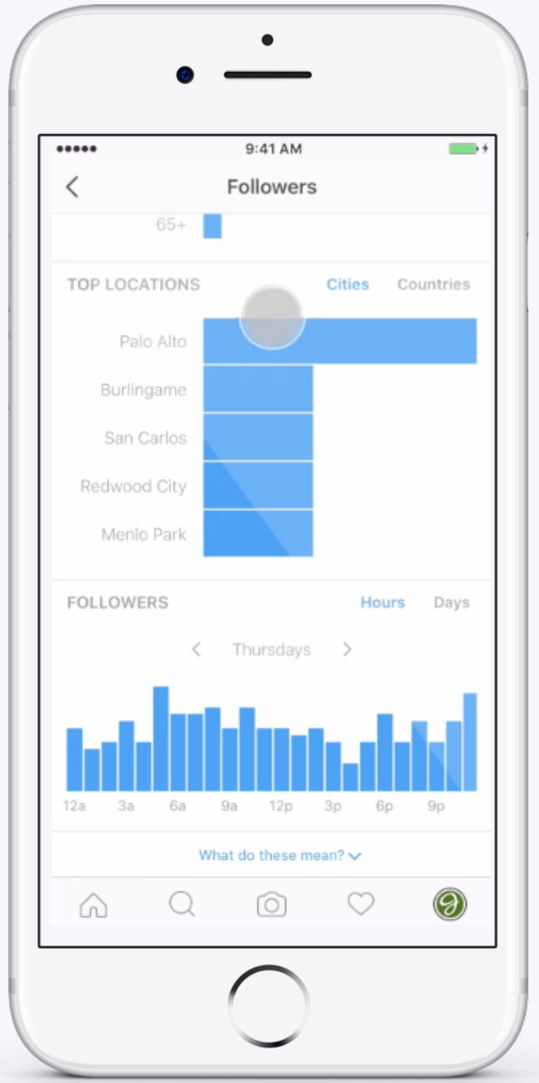
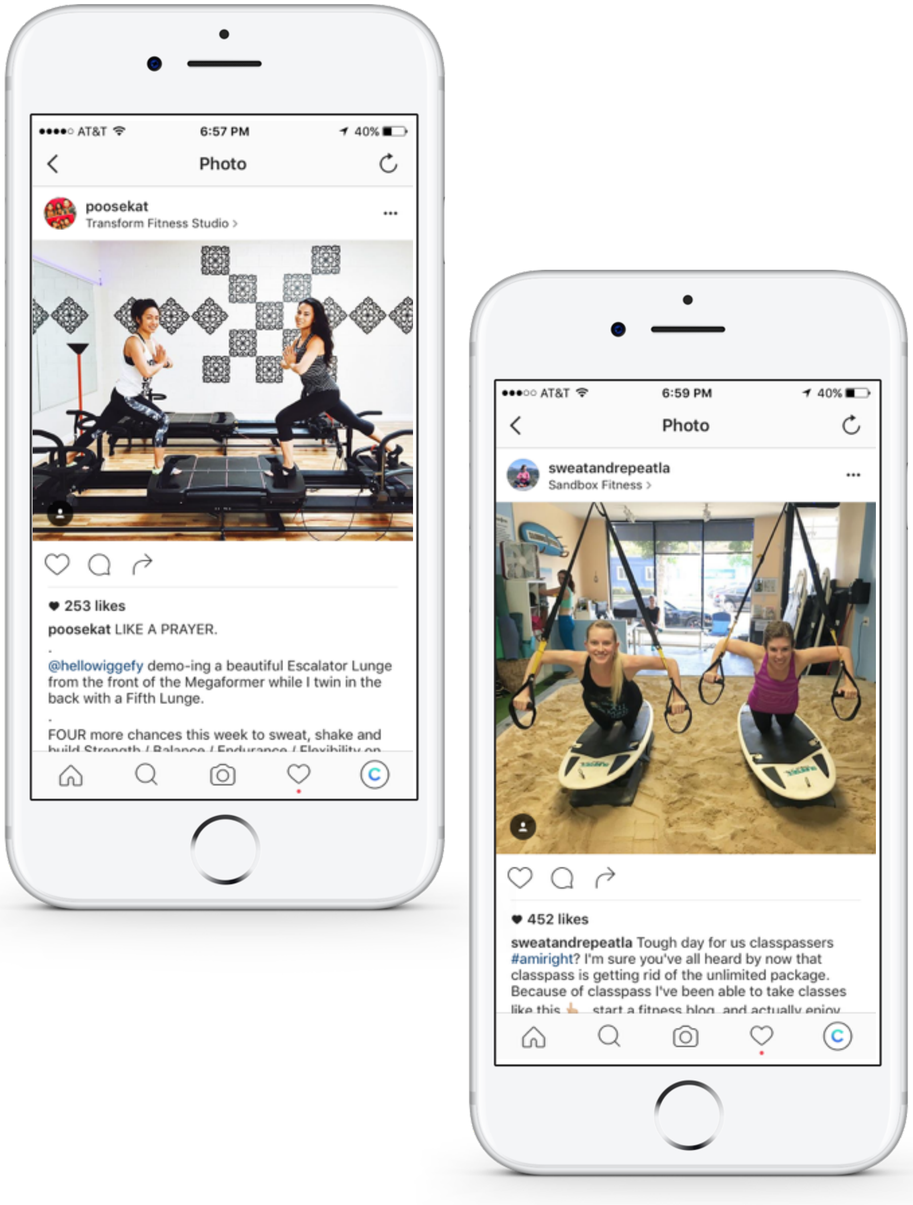


Encourage Engagement In Studio

Train your instructors.

Train your instructors.

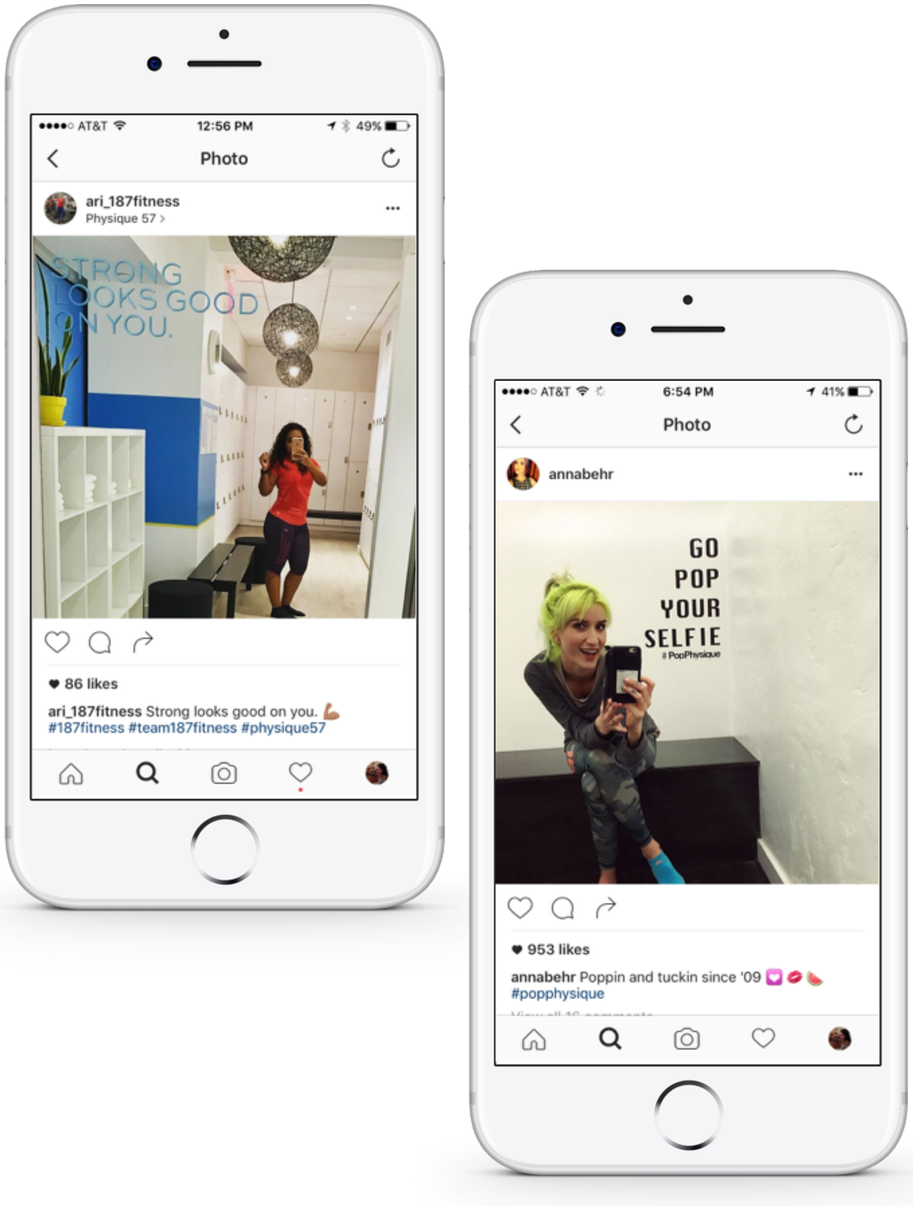
- Offer to take the picture
- Make it clear when the appropriate time for pictures would be
- Say yes to being in the picture



Think about the selfie.

Think about the selfie.

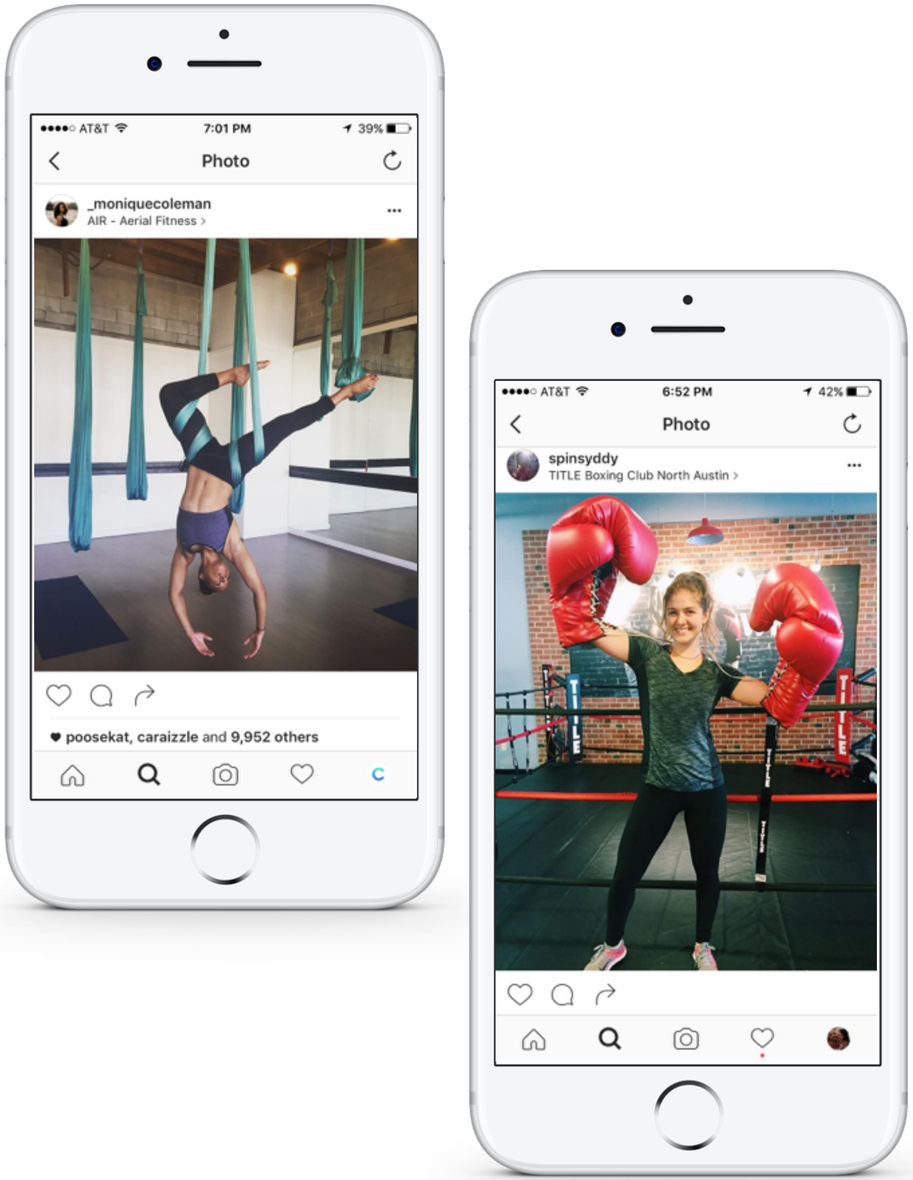
- Utilize the mirrors in your studio
- Change it up by using decals and markers
- Put it somewhere visible



Be the expert.

Be the expert.

- Know the best locations for photos
- Suggest poses or props you know will make the picture more exciting
- Make it fun



Add wall art.

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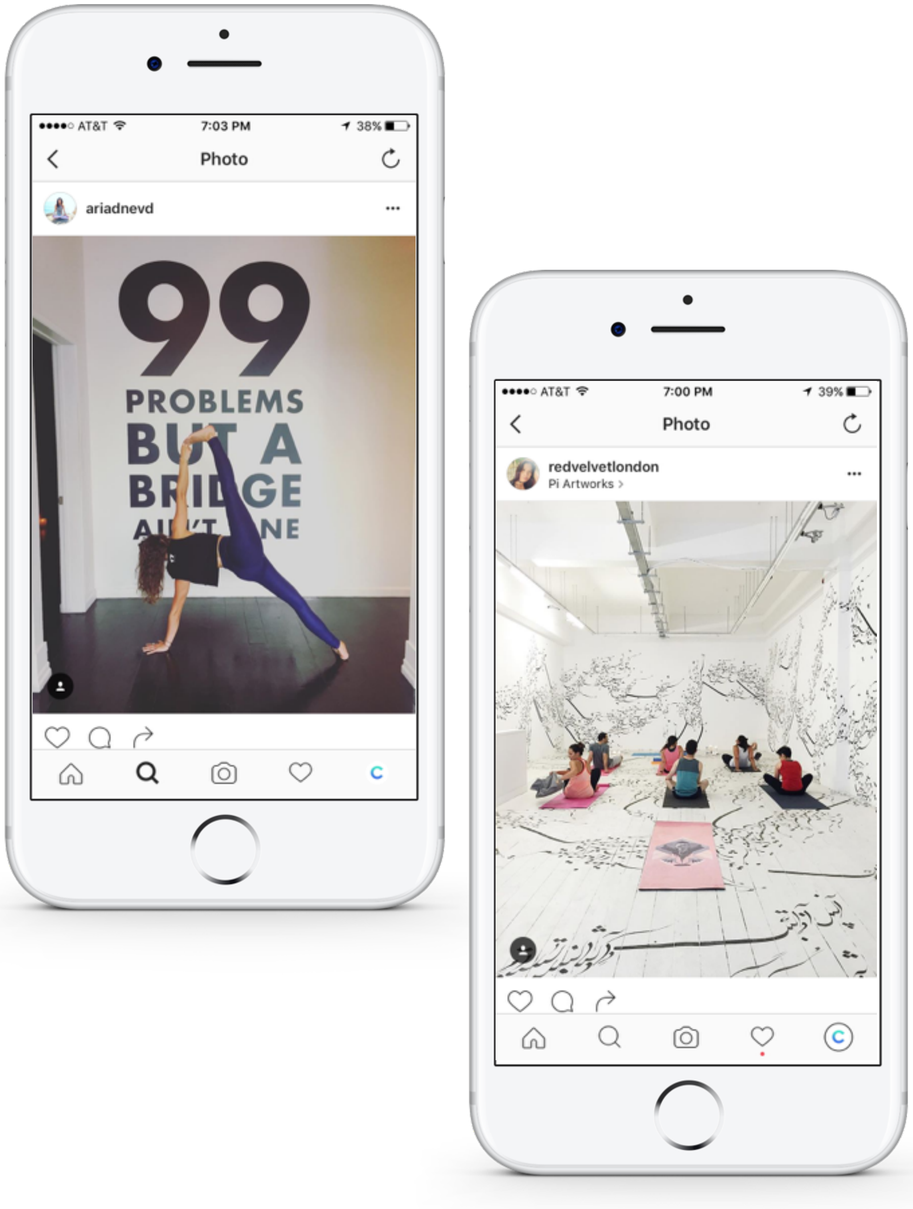
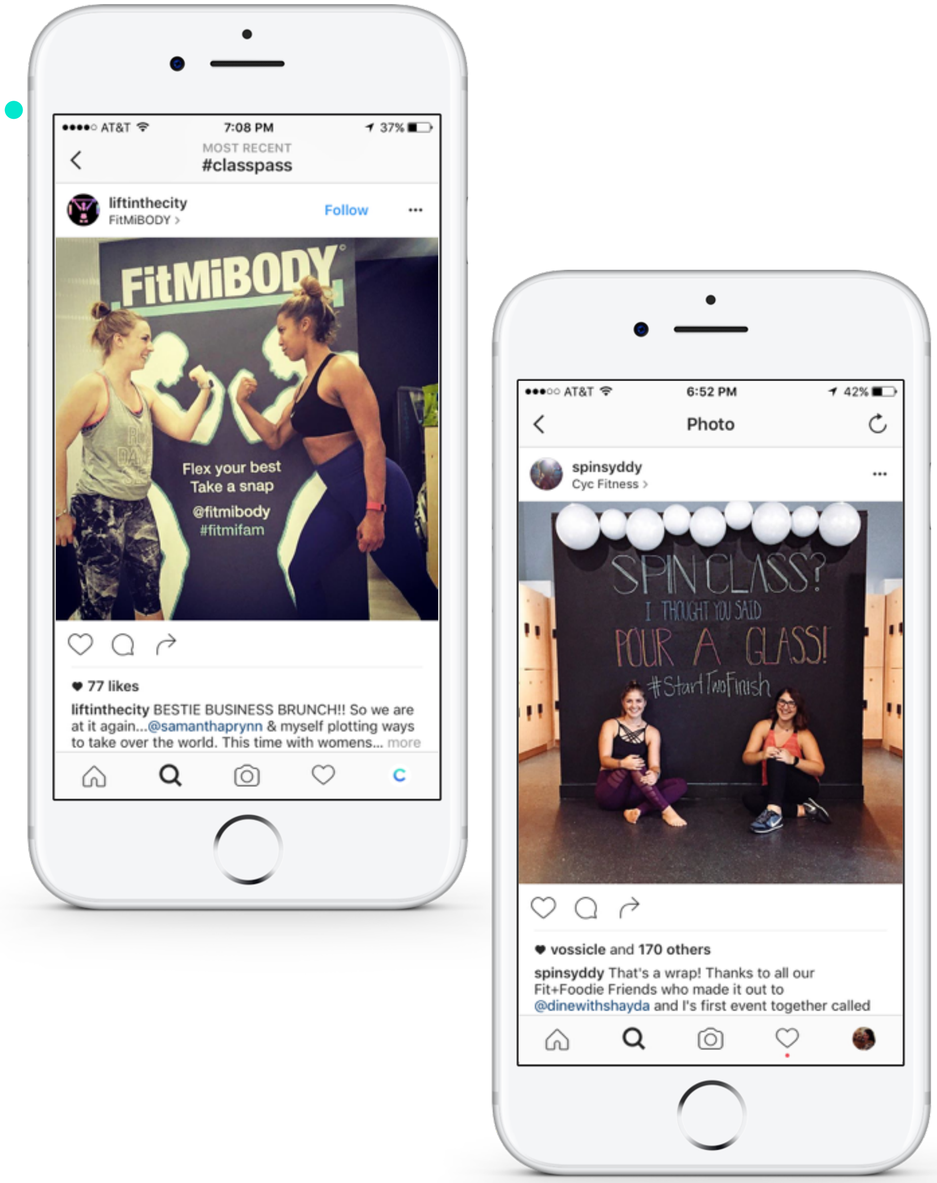
- Invest in a quote, sign or photo for the wall that makes your studio stand out from others
- Place it in a spot with room to take photos
- Don’t limit yourself to just the walls



Promote hashtags in studio.

Promote hashtags in studio.

- Make it clear where they should share the photo and who they should tag
- Keep it simple with one standard hashtag
- Utilize in-store signage and merchandise



Questions?

Thanks!