



INSTAGRAM MASTERCLASS

for small businesses and solopreneurs

Follow and tag us on Instagram!

@CordovaMediaGroup

@LivingMiVidaLoca

Resources: Imvl.club

About the team

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What you'll learn in this class

Learn how to create a business, creator or personal account

Learn more about the Instagram algorithm

Discover a better mobile optimized tool (e.g., Linktree) for lead generation

Design and monitor Instagram ads for accelerate account growth

Tips for running an effective Instagram Live sessions that result in account growth & engagement

How to choose a search-friendly account name

Increase engagement in your posts with effective caption and CTA strategies

Best practices for Instagram stories

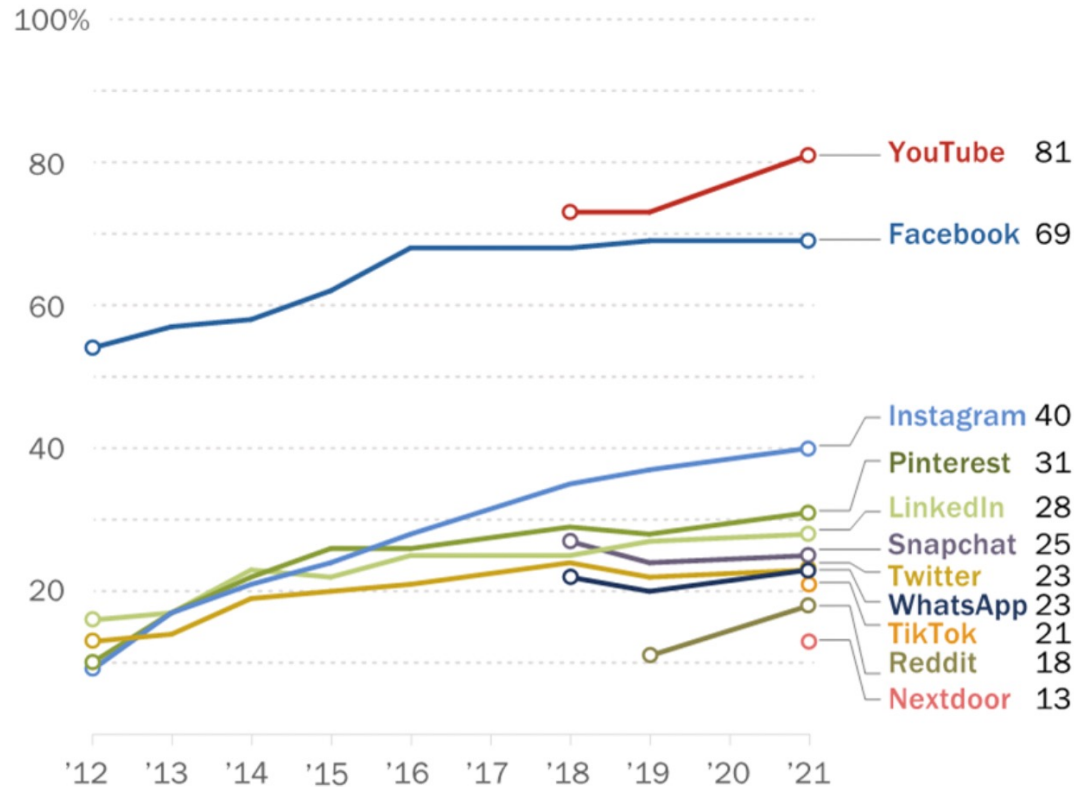
Design and run successful giveaways, including preferred language

New Instagram features

Four-in-ten U.S. adults report using Instagram

Four-in-ten U.S. adults report using Instagram

% of U.S. adults who say they ever use ...



Why Instagram

- About six-in-ten U.S. adults who use Instagram (59%) say they do so at least once a day. (Pew Research Center)

The Instagram algorithm

Multiple algorithms

- *Reels*
- *Stories*
- *Feed*
- *Explore*

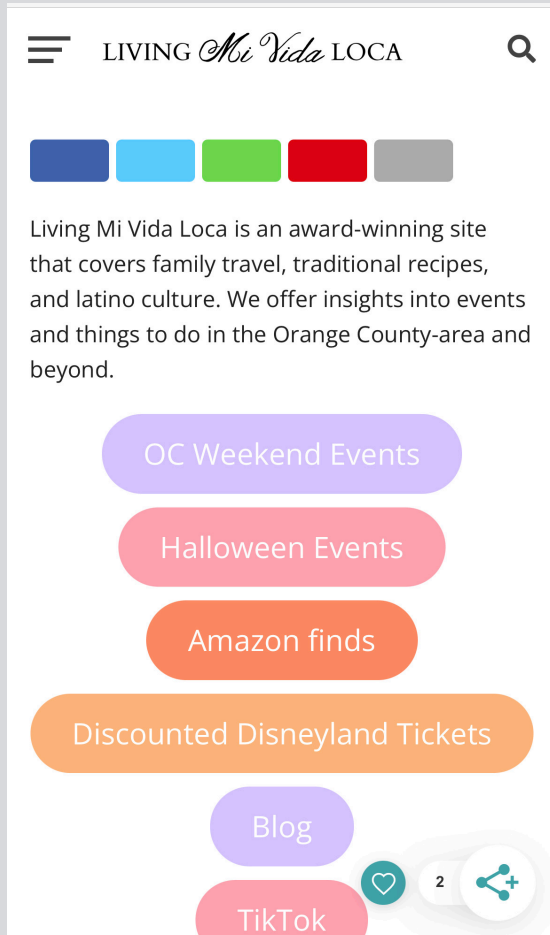
Influencing factors

- *Timeliness*
- *Relationships*
- *Interests*

Different types of Instagram accounts

- Personal – best for personal use
 - *No insights or analytics*
 - *Cannot monetize*
 - *No contact details*
 - *Limited features*
- Creator – best for influencers/content creators, public or notable figures
- Business – best for retailers, local businesses, brands, organizations and service providers

Setting up an engaging profile



First line is searchable – don't make it your name



Use emojis to list out what you're about – easy to read



Use hashtags and/or tag accounts associated with yours



CTA



Profile link

Finding your audience

Following friends and family

Hashtags

Location

Hashtags

One hashtag = post is likely to gain an average of 12.6% more engagement

Make a list of hashtags in your niche

Who do you want to reach?

Engage

7-9 hashtags on each post/reel/IGTV

Start with this combination:

1 popular hashtags (>300K posts)

2-3 moderate hashtags (80K-300K posts)

3-5 niche hashtags

Brand hashtag



#ocfamily

46,831 posts

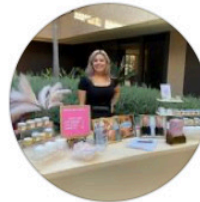
Following



#dtsantaana

30,104 posts

Following



#ocsmallbusiness

18,529 posts

Following



#orangecounty

8,250,295 posts

Following



#livingmividaloca

2,623 posts

Following



#thingstodoinoc

14,876 posts

Following



optimized hashtags

OC, CA

Optimized hashtags prepared fresh by Hashtaglists on Oct 15, 2021

TOP HASHTAGS

ENGAGEMENT OPTIMIZED

- #sandycohen
- #orangecountybusiness
- #lagunabeach
- #newportcoast
- #oclife
- #southorangecounty
- #sanjuancapistrano
- #socialbusiness
- #anaheimcalifornia
- #southerncalifornia

*Most engaged hashtags



FEED VISIBILITY OPTIMIZED

- #ocblogger
- #occalifornia
- #newportbeachca
- #ocmom
- #shopdolloc
- #ocfood
- #orangecountycalifornia
- #ocbusiness
- #southorangecounty
- #ocsmallbusiness

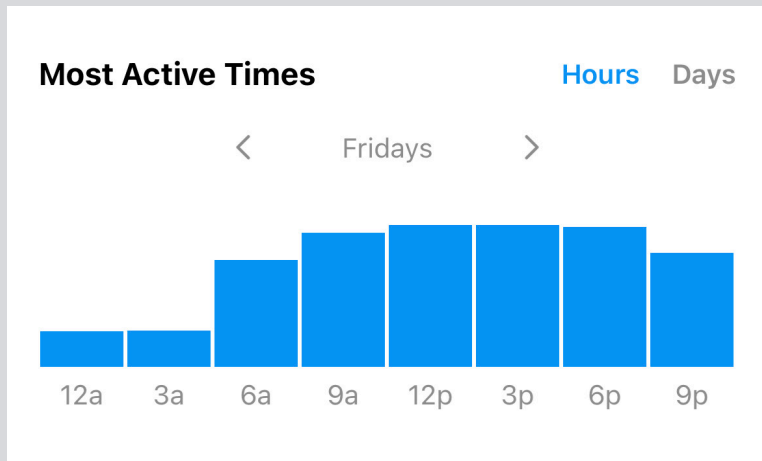
*Hashtags with best feed visibility



Hashtag Lists

- Over 1500 hashtag lists, with up to 100 list downloads per month for one low price of \$29/mo or \$249/year.
- Hashtag lists are delivered via downloadable PDF & email summary lists
- LMVL.club for link
- Alternative: KeywordsEverywhere Google Chrome Extension

When to post



3-5 times a day when you're starting out

9am, 12pm, 5pm and 10pm

Look at your insights

- *Insights* – total followers – scroll down to “most active times”
- *Toggle between hours and days*

Batch creating with Canva

Free or paid
Canva
account

Find a
template you
like

Add your
handle to your
post if you can

Set aside 30
minutes a
week to create

Ideas: quotes,
sales, polls

Batch creating beyond Canva

Schedule time

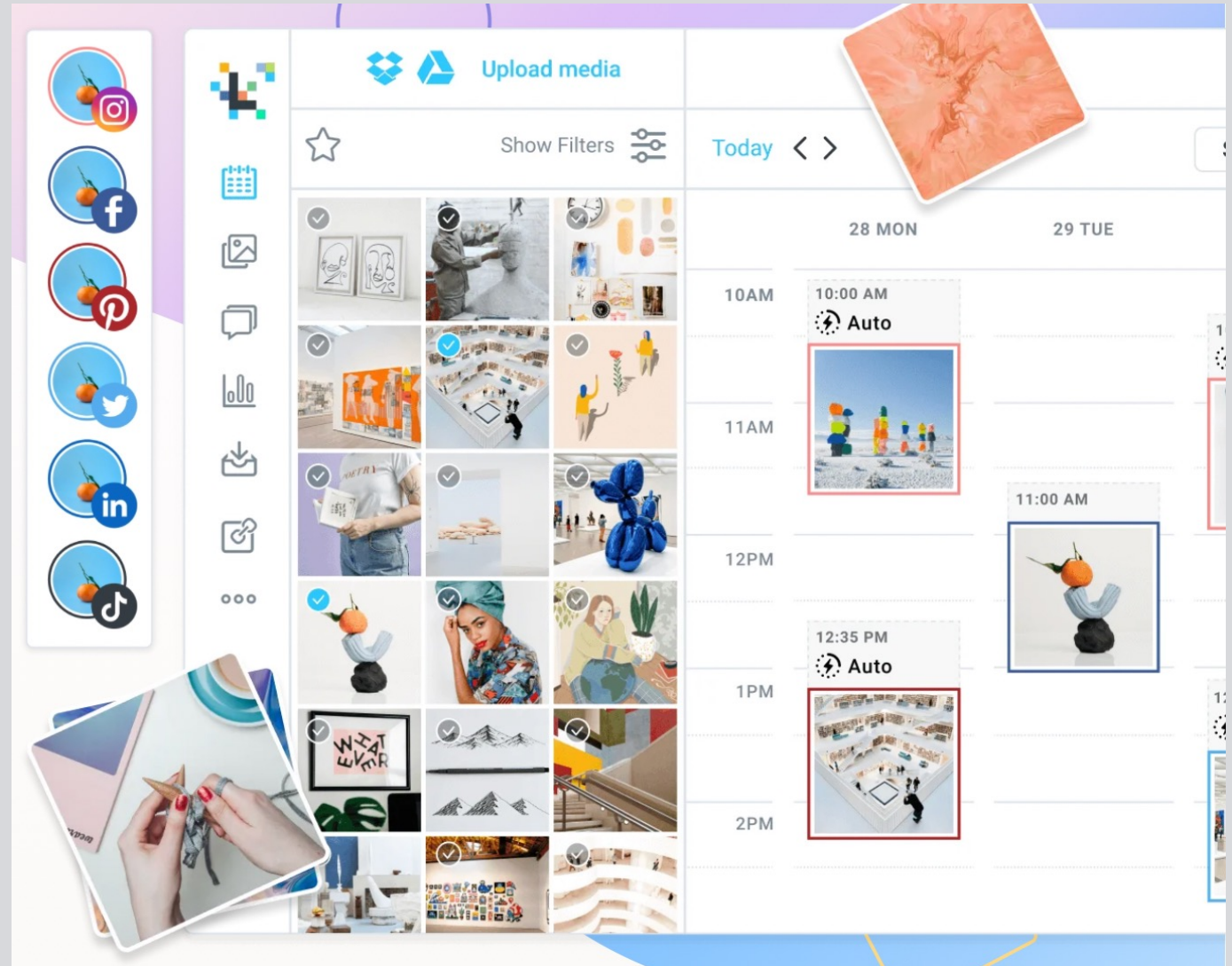
Document

Product/Follower
feature

Multiple posts
from one event

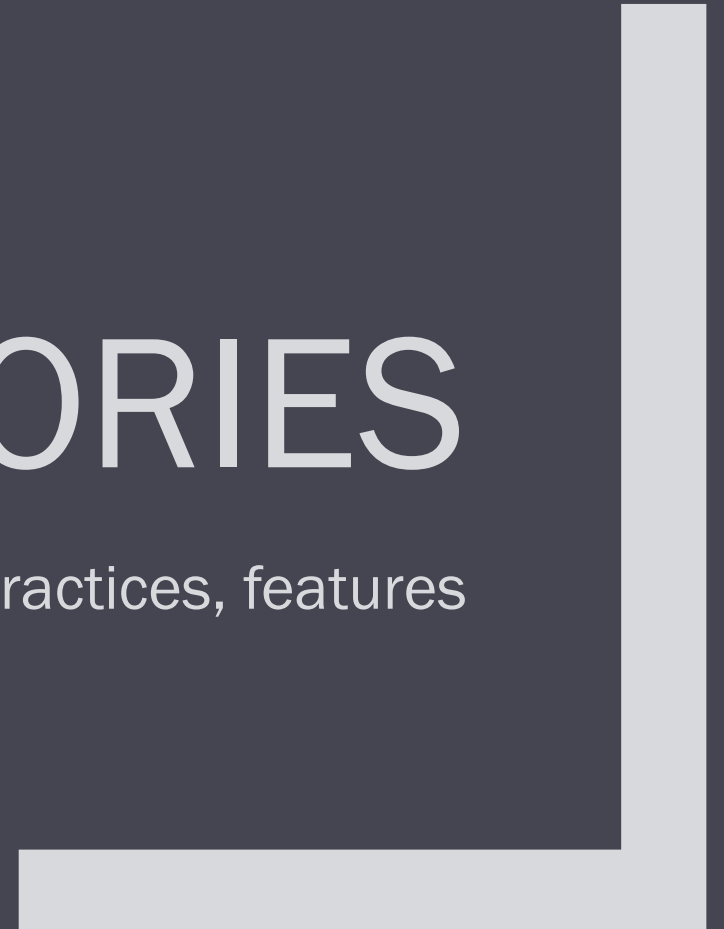
Free Scheduling tools

- Later.com (free version available)
- Creator Studio (located in your Facebook page)



INSTAGRAM STORIES

Algorithm, best practices, features



Instagram Stories

- Algorithm – timeliness is a huge factor. Relationships are important
- Posting schedule: Three times a day (morning, noon, and night)
- Create more engagement.
 - *Make them more interactive*
 - *Make them more conversational. More one-on-one*
 - *Use strategic BTS videos*
- Create warm leads from your stories
 - *Polls: “are you a vendor looking for a pop-up opportunity?”*
 - *Using link sticker to direct to your website*
 - *CTA: “check out my post for more info”*
 - *Direct messaging strategy*



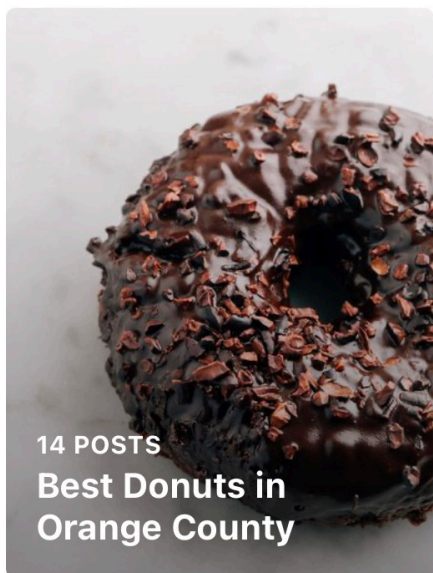
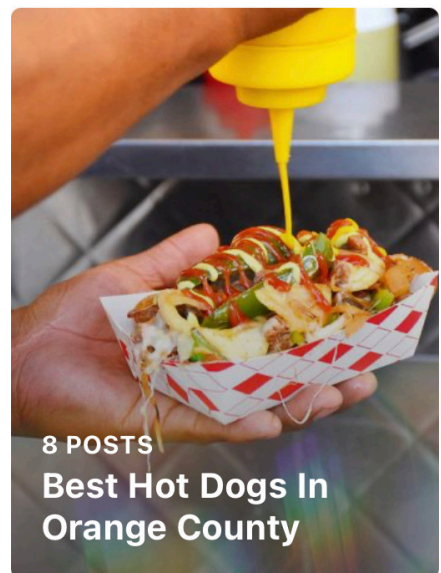
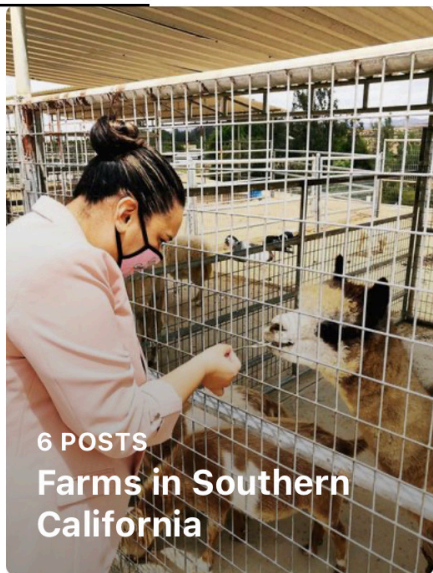
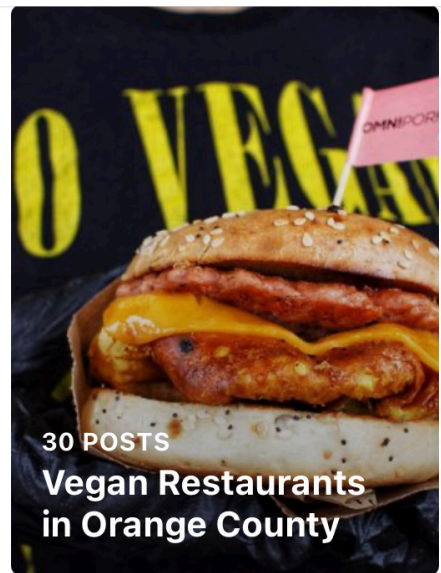
Instagram Stories (live demo)

Review of features
Hiding tags, stickers, music

INSTAGRAM GUIDES

best practices, features





Instagram Guides

- Types: Places, Products, Posts
- Build a community
- Unique link
- Ideas:
 - *gift guide*
 - *Menu*
 - *vendor features*
 - *city guide*

Instagram Guides (live demo)

- Review of features
- Shortcuts



Quick break!

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INSTAGRAM REELS

Algorithm, best practices, features



Reel Insights



Cinderella carriage at @homegoods

Geek Music · Bibbidi Bobbidi Boo (From "Cinder...
July 7 · Duration 10:07



338123



14266



122



4990



1487

Reach ⓘ

312,220

Accounts Reached

Instagram Reels

Short form does well – poll your community

Best practice: do not upload videos with a watermark



Reach

Last 90 Days ▾

Aug 14 - Nov 11

Content reach ⓘ

Reels		580K
Posts		140K
Stories		7,890
Videos		7,668
Live Videos		593

● Followers

● Non-Followers

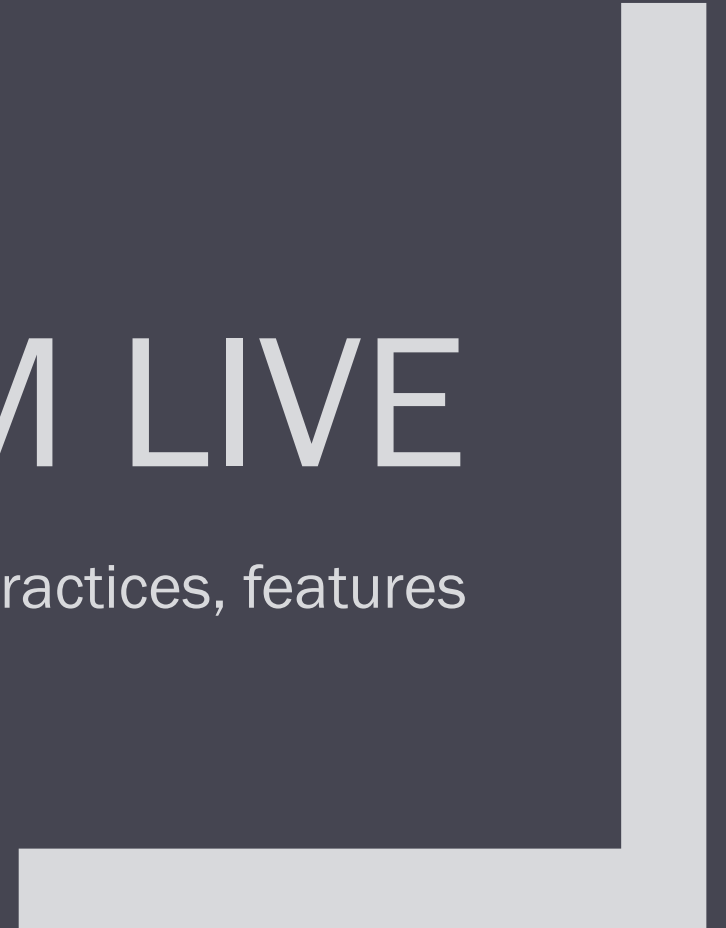
Instagram Reels (live demo)

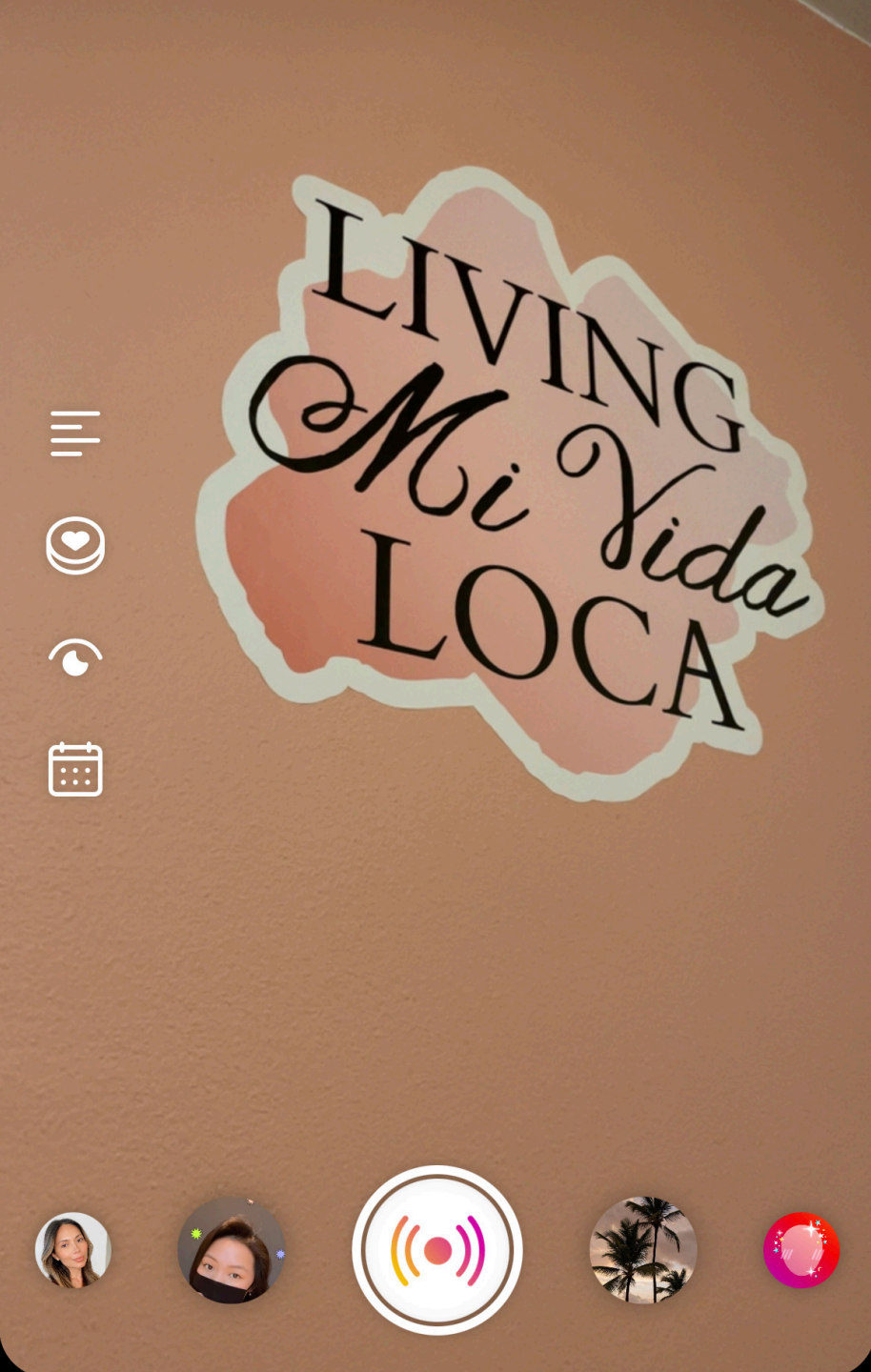
- How to find trending music
- Getting access to full music library
- Text-to-Speech now available
- Tools: InShot, YouTube Audio



INSTAGRAM LIVE

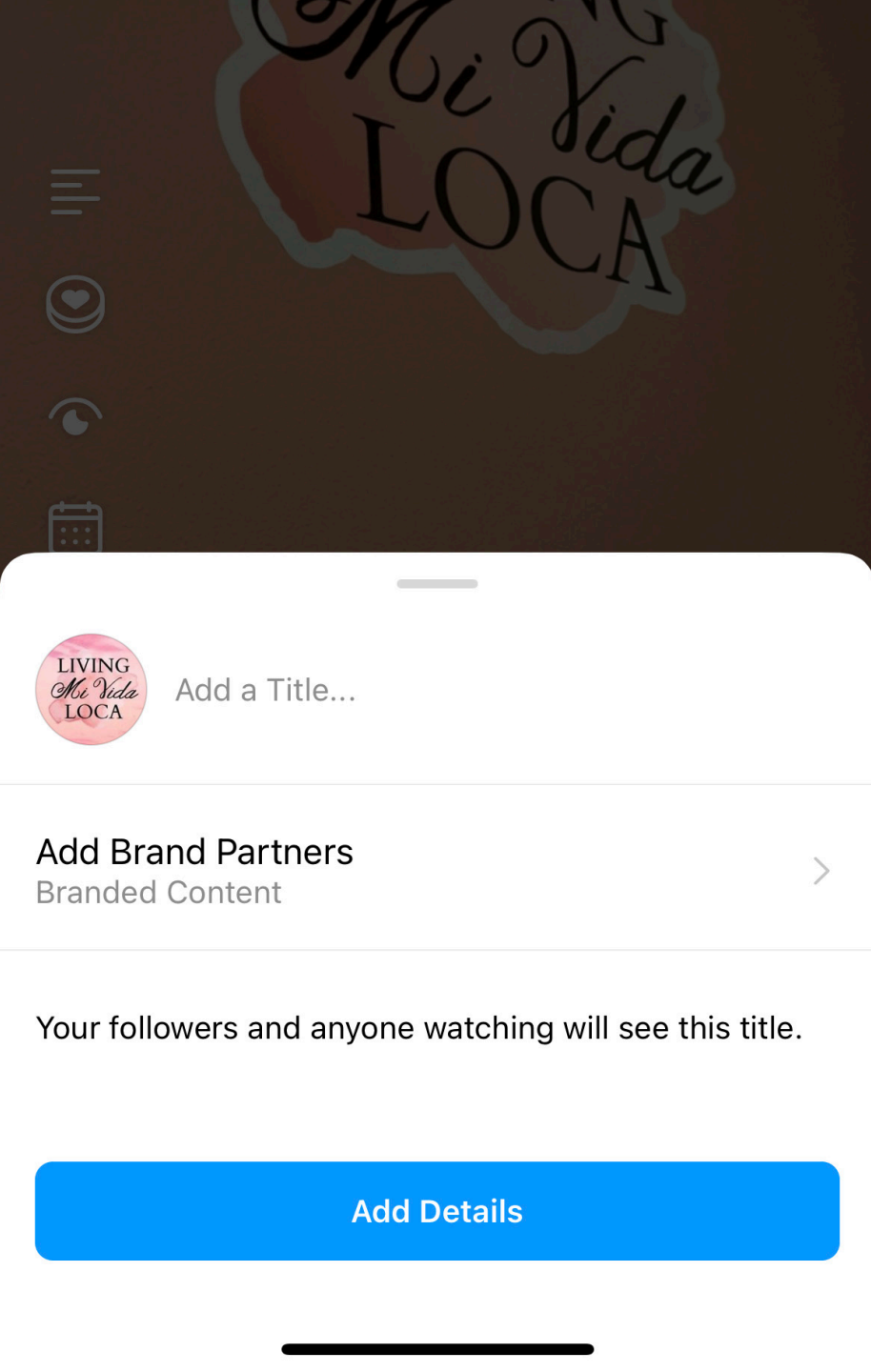
best practices, features





Instagram Live

- Up to four accounts can join
- Why: Community growth
- Smart URL to send traffic to



Instagram Live (live demo)

- Adding a title
- Pin comment
- Q&A Growth Hack

INSTAGRAM CAROUSEL



Instagram Carousel

- 10 posts
- Algorithm favors it
- Use it to have others “turn on notification”
- More chances of being seen in the long run





INSTAGRAM CAROUSEL
(LIVE DEMO)





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Boost post button



Click “boost post”

Select a Goal

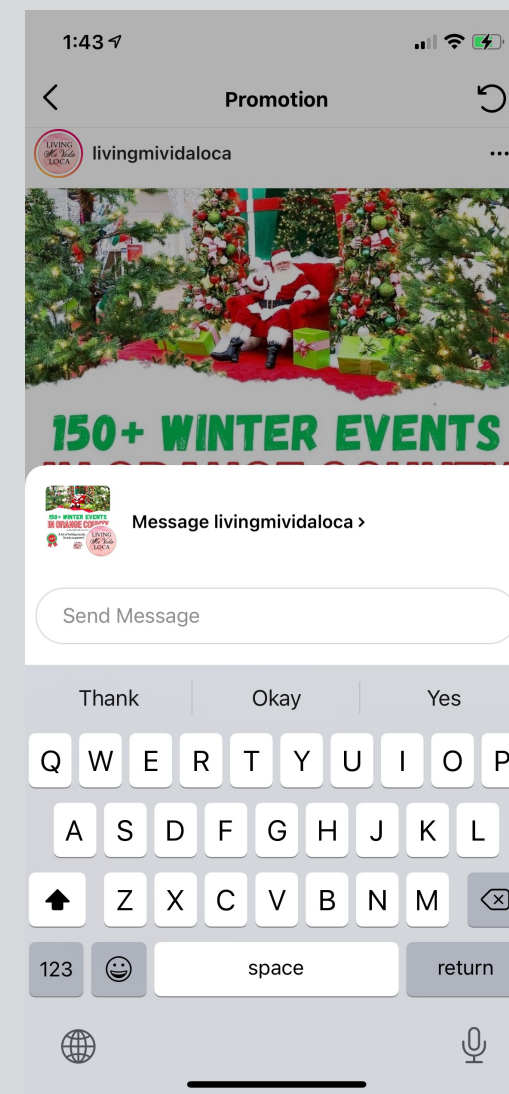
Define your audience

Decide on a budget

Launch

Boost post: Direct messaging

- Creates engagement
- Settings – creator – quick replies
- Add to FAQs
- Chat bot replies:
 - *Manual mode*
 - *Tool: Mobile Monkey*



Growing organically through engagement

- Instagram favors: Saves and Shares, Comments then Likes
- Like and comment on pictures
- Engage with their stories
- Respond to all comments
- Engage within the hashtag communities
- Hire an engagement strategist to facilitate

Crafting a caption

Use keywords in your caption

CTA like “Shop Now” or “Click the link in the bio”

Add space in between captions

Instagram allows the first 125 characters or fewer to show without the need to expand your caption

Ask for engagement





Use customer reviews as a caption



INSTAGRAM INSIGHTS



Instagram Giveaway verbiage

-  Enter now! You can W I N a [#PRIZE]. Instructions:
 -  COMMENT on this post explaining [QUESTION and/or HASHTAG].
 -  FOLLOW OUR profile @ID_user [ADD THE PROFILE @ID_USER].
 -  TAG [NUMBER FROM 1 TO 5] friends so that they can enter too.Pay attention because on the [DATE] we'll announce the winners!
The winner will be selected randomly using [METHOD]
- Add this: *“Per Instagram’s rules, this giveaway is not associated with Instagram, Inc. in any way and is not sponsored, endorsed, or administered by Instagram, Inc. By entering, you confirm that you are 13+ years of age, you agree with Instagram’s terms of use, and you release Instagram of any responsibility. ”*



Q&A

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