

Instagram Marketing Guidebook

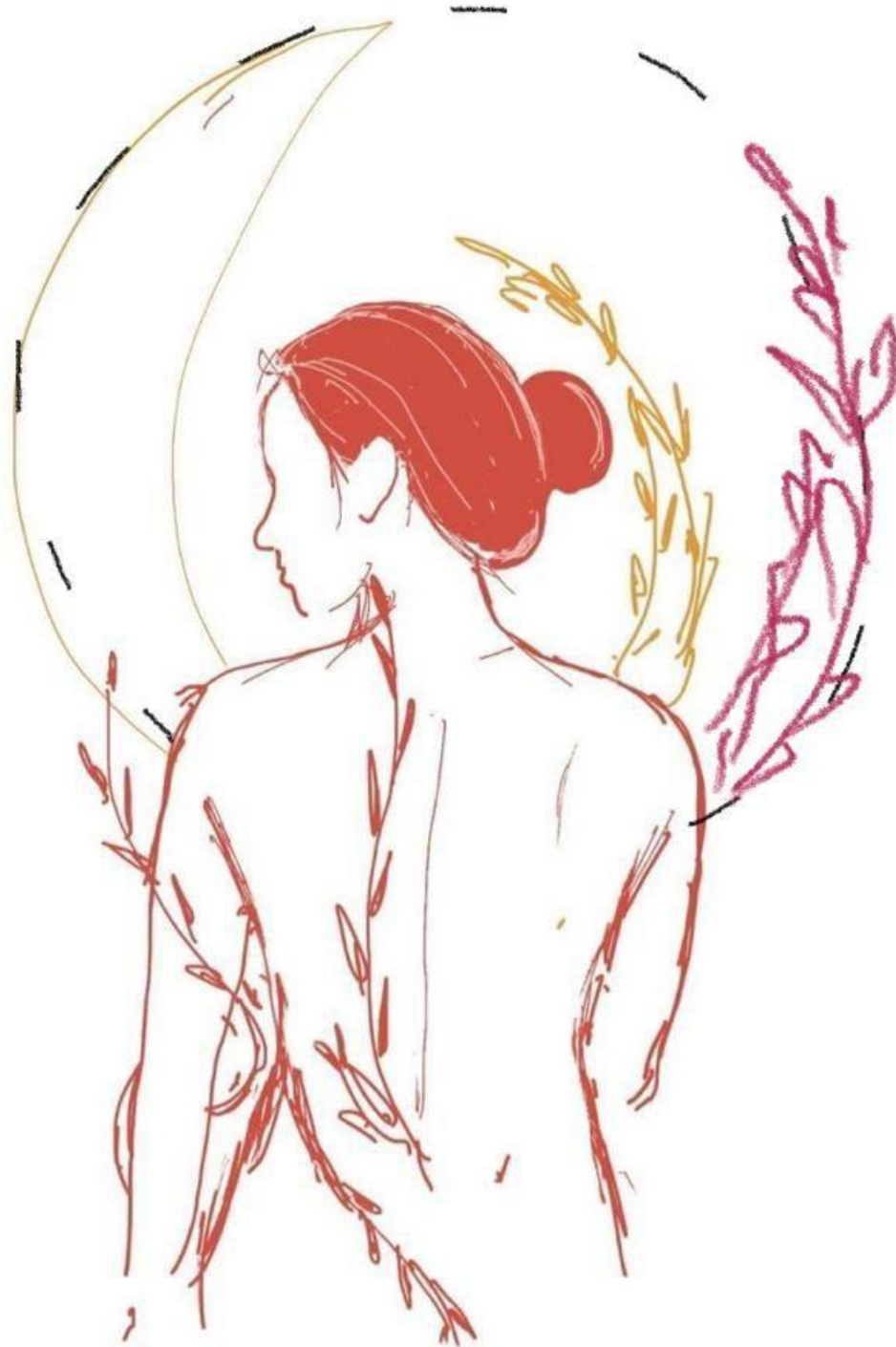


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How to Navigate Instagram

The image is a collage of Instagram app screenshots with red arrows and callouts explaining navigation steps. The steps are as follows:

- Create Post:** A screenshot of the Instagram home screen with a red circle around the '+' icon in the top right corner. An arrow points to the 'Post' option in the 'Create' menu.
- New Post Options:** A screenshot of the 'New post' screen with red circles around 'Tag people', 'Share', 'Add tag', and 'Invite collaborator'. Arrows point from these circles to the corresponding options in the 'Tag people' screen.
- Tag People:** A screenshot of the 'Tag people' screen with red circles around 'Add tag' and 'Invite collaborator'. Arrows point from these circles to the corresponding options in the 'New post' screen.
- Post the Picture:** A screenshot of the 'Post the Picture' screen with a red circle around the 'Share' button. An arrow points from this circle to the 'Share' button in the 'New post' screen.
- Post Insights:** A screenshot of the 'Post Insights' screen with a red circle around the 'View insights' button. An arrow points from this circle to the 'View insights' button in the post view.
- Post View:** A screenshot of a post view with a red circle around the 'View insights' button. An arrow points from this circle to the 'View insights' button in the 'Post Insights' screen.
- Save stories to profile:** A screenshot of the 'Create story' screen with a red circle around the 'Save to profile' button. An arrow points from this circle to the 'Save to profile' button in the 'Create story' screen.
- Story Options:** A screenshot of the 'Create story' screen with red circles around 'Tag Someone', 'Add Text', 'Add Stickers', and 'Pencil'. Arrows point from these circles to the corresponding options in the 'Create story' screen.
- Post the Story:** A screenshot of the 'Post the Story' screen with a red circle around the 'Post' button. An arrow points from this circle to the 'Post' button in the 'Post the Story' screen.

Instagram Template

Name Recommendations

- Holistic Healing
- Healing Holistically
- Help Heal
- Holistic Helps
- Mindful Methods
- *Wellness Whispers*
- Wellness Podcast
- Holistic Podcast
- How Holistic Helps
- Holistic Helping Wellness
- Wellness Healing
- Healing the Body
- Wellness for Women
- Healing for Women
- Holistic Healing for Women
- Mindful Women
- Women of Wellness

Aesthetic

- Keep color scheme and font consistent
 - Color scheme
 - Soft warm colors
 - Light pink
 - Light purple
 - Light blue
 - Light brown/tan
 - Purple and turquoise
 - Bold text
 - Simple pictures
- Example: See *Captions for Posts*

Podcast Introduction

- Name of podcast
- Date and time of first episode (about a month away)
- Brief description

Meet the Team

10:14

USERNAME

189 Posts 36.7K Followers 416 Following

Podcast Name
Podcast
Holistic Health
Hosts: @personal and @personal
Establish Credibility
Podcast link (lindre)

Follow Message Email

Our Story New Episode Guest Speakers Tutorials Q&A/Polls

Tutorial	New Episode Announcement	Fun Fact
Introduce Guest Speakers	New Episode Announcement	First Episode Posted
1 Day	2 Days	3 Days
5 Days	1 Week	2 Weeks
3 Weeks	Holsitic Health practice the host participates in	1 Month
What is Holistic Health?	Meet the Team	Podcast Introduction

- Name
- Occupation
- Background
- About themselves

Countdown

- Catchy lines
 - Examples: Feeling juicy? Tune in tomorrow to learn about effective juice cleansing.
- Shocking facts
 - Example: –% of women feel depressed after childbirth. Tune in tomorrow for a holistic solution.

Our Story

- Have a video of you talking about your story
 - Makes viewers feel more connected to you
- The reason behind starting the podcasts
- The goal of the podcast
- The personal connection to this topic

Tutorials

- Demonstrate different holistic health practices
 - Recipes
 - Medication
 - Yoga
 - Exercises
- See *Instagram reels* for more detail

New Episode Announcement

- Two options:
 - Short video of the episode
 - Use Wavve - combines audio with images or animations
 - The clip should leave the viewer wanting more
 - Add subtitles
 - Picture
 - Catchy slogan regarding the topic name
 - Use color scheme
 - Use Canva to design post
 - Use Meta: to design ads
- Introduce new episode
 - Leave the viewer wanting to gain more information so they will listen to the episode
- Use the carousel option
 - Add up to 10 photos or videos

- Feature eye-catching content on the first slide
- Mix photos and videos for a compelling narrative
- Post on your story as well
 - See *How to Navigate Instagram*
- For caption ideas, look at *Caption for Post*

Introduce Guest Speaker

- Provide a picture
 - Gives a voice to the face
- Establish their credibility
- Give catchy descriptions of what they will be talking about
- Tag the guest speaker in both the post and story post
 - Personal account
 - Business account
- Invite them to collaborate on the post
- Ask them to promote the podcast on their story

Q&A/Polls

- Allows for follower interaction/ feedback
- Q&A
 - Ask about feedback
 - What topics do they want to hear
 - Other questions
 - Makes your page a safe space for followers
 - Tailor to your audience
- Polls
 - Keeps followers engaged
 - Allows you to gain information about your followers gain ideas about topics to discuss on your podcasts tailored to your audience
 - See what topics your followers...
 - participate in
 - aren't aware of
 - want to hear more

Business Setting

- Category: Podcast
- Contact information: (blank)
- Purpose
 - Look at insight
 - To evaluate the account's reach and engagement
 - Buy ads to promote new episodes
 - Choose more messages goal when you boost a post

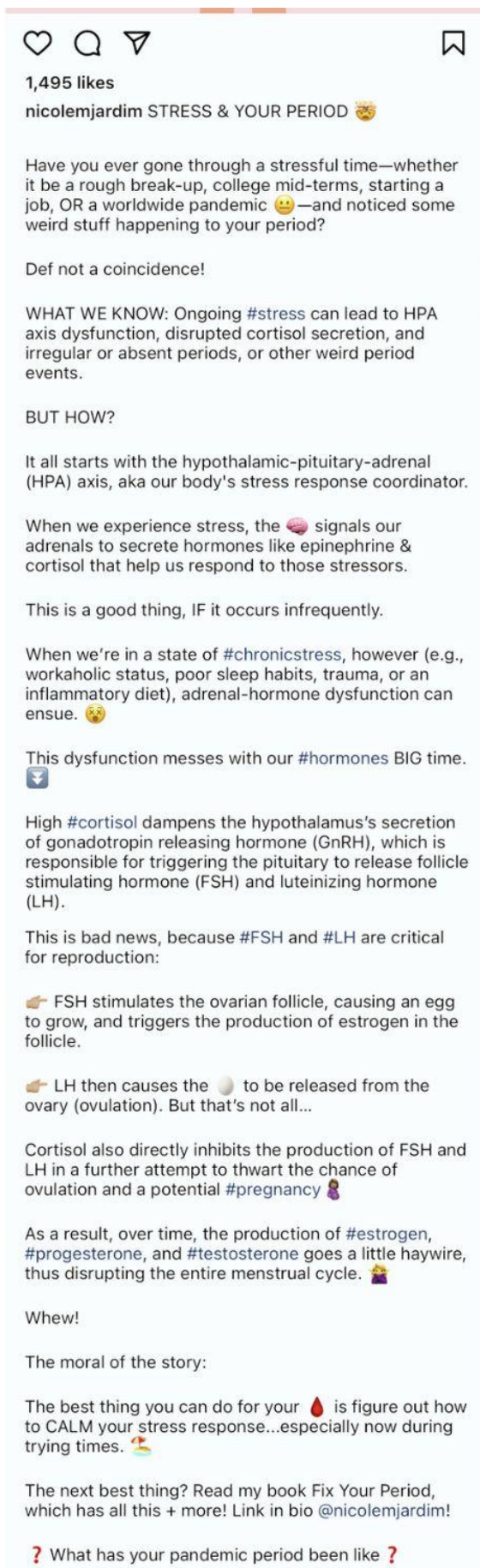
- Use the branded content tool
 - Partner with holistic brands
 - Promote their products
- When you set up the audience for your ads, select detailed targeting segments like “mothers,” “new moms,” “dads” and even “fit moms” or “moms of grade schooler kids,” to reach this engaged audience.

Instagram Reels

- What are reels
 - 15 to 60-second videos
- Establish a connection quickly
 - Select a captivating video thumbnail image and title
- Content to post
 - Clips of podcast
 - Tutorials/tips on holistic medicine practices talked about in the podcast
 - How to use products that are recommended in the podcast
 - Behind the scenes of the recording process
- For video editing software
 - Use Wavve - combines audio with images or animations
 - Use any video editing app
- Design for sound off:
 - Videos auto-play without sound, so ensure your videos express your message visually.
 - Subtitles
 - Visuals
 - Add captions, logos, and products to better communicate your message.
- For caption ideas, look at *Caption for Posts*

Captions For Posts

- Format
 - Multi-sentence with space in between each idea
 - Add emojis to emphasize important information
 - Make it fun and engaging to read
 - State where to find the link to the new episode
 - Ex: Link in bio
 - Use a consistent and personal tone
- Start with a sentence that sparks interest or curiosity
 - Lead with the most important information.
 - Keep the copy short and to the point.
 - Encourage action with simple, direct text.
 - Related to new podcasts
 - Fun fact
 - Question
 - Make the reader think
- Content
 - Discuss topics talked about in posts or the new episode
 - Don't give the reader all of the information
 - Give them a cliffhanger to make them want to listen to the podcasts
 - List facts
 - Example: aromatherapy scents that reduce anxiety and why.
 - Insert steps for tutorial
 - Insert steps for the recipe
 - Add ingredients and directions
 - Encourage people to leave comments
 - Ask Questions
 - Example: What is your favorite time to do yoga?
 - Encourage people to share
 - Example: Tag a friend in the comments that you think would benefit from using this technique.
- Hashtags



- Two ways
 - Integrate hashtags into the caption by placing a # in front of the keywords
 - Ex: Practicing #meditation three days a week is shown to decrease #depression in #women.
 - Place a paragraph of 5 to 15 key hashtags at the end of the caption related to the post
 - Ex: #Podcasts #Holistichealth #Yoga #Women #Children #Mediation #Nutrition #Czechwomen #Millennials #GenX #aromatherapy #Periods #mestrualcycle #pregnancy

Instagram Stories

What to Put on Your Story

- Put all the posts on the main feed on your story
- Your story
- Tutorials
- Behind-the-scenes videos
- Interactive with your audience
 - Stickers
 - Polls
 - Quizzes (multiple choice about holistic health)
 - Emoji sliding sticker
 - Feedback stickers
 - Respond with videos to make responses more personal

Save Stories to Your Profile

- Last more than 24 hours
 - Highlight stories for only stories that you consider important
- They have to be posted to your main story before saving to your profile
 - See *How to Navigate Instagram* to see how to post a story
- Recommended categories
 - Your story
 - New episodes
 - Guest speakers
 - Tutorials
 - Q&A
 - Polls

When to Post

How Often to Post on Instagram

- Recommend posting 1 to 3 times a week

Best Days to Post

- Wednesday
- Tuesday
- Friday

Good Days to Post

- Thursday
- Monday

Worst Days to Post

- Saturday
- Sunday

Time of Day to Post

- 11:00
- 13:00
- 12:00
- 14:00
- 10:00

Marketing Tools to Use For Instagram

- Iconosquare
 - An analytics tool that provides insights into your account's performance
 - Helps you track your progress over time
 - Gives you recommendations on how to improve your content strategy.
- Later
 - A helpful tool for managing your Instagram posts and Stories.
 - Can schedule and publish your content, as well as track your performance with detailed analytics.
- Hootsuite
 - Tool for managing your social media accounts, including Instagram.
 - Can help save time by scheduling and publishing content in advance, as well as quickly responding to comments and messages.
- ShortStack
 - A useful tool for creating interactive quizzes, contests, and giveaways that can help increase engagement on your posts.
- Buffer
 - allows you to schedule and publish content in advance.
 - Has some unique features like "Suggested Posting Times" which can help you determine the best times to post on Instagram for maximum reach and engagement.

Collaboration

How to Collaborate With Other Creators

- Find other creators with familiar goals or audiences
 - Health holistic podcast creators
 - Health podcast creators
 - Women podcast creators
- DM accounts/email accounts to contact creators and ask if they are interested in collaboration
- Build trust and a balanced relationship
 - Tag collaborators in posts that are related to them
 - Invite them to collaborate so it gets posted on their profile as well

Accounts for Collaboration

- @Margit.cz (margit.podcast)
- @vyhonit.dabla
- @meditacedousi
- @Veronikajohankova (dve duse)
- @terihodanova (Aura)
- @Ceskyrozhlas
- @Funkcni_lekar (The Funk'tional Nutrition Podcast)
- @Thenaturalhealthpodcast (The Natural Health Podcast)
- @Modernmedicinemovement (Health and Wellness Podcast)
- @Janetlansbury (Unruffled)

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