

INSTAGRAM STRATEGY

W O R K B O O K





You probably know Instagram can be a powerful way to connect with your dream customers, but where do we start? BOS Media is here with some ideas for how to best engage this platform.

First, let's start by shifting our mindset from "How can I get" to "How can I give" – this perspective alone can change everything. Instead of thinking, "How can I get more followers?" Think: "How can I give my potential clients what they desperately need?"

People are so used to being asked for things that when someone is giving them value, they literally can't get enough. The more you understand the specific problem you are helping people solve, the more your content becomes about THEM instead of about YOU. Which is essential, because the truth is, people don't really care about your company (no offense :)... but if you are filling a need with a product or service they can't live without, you will definitely have their attention.

So, with that in mind, let's create the most helpful Online Instagram strategy to best serve your current and future customers. We've created this worksheet to help guide your thoughts and ideas and put them into action.

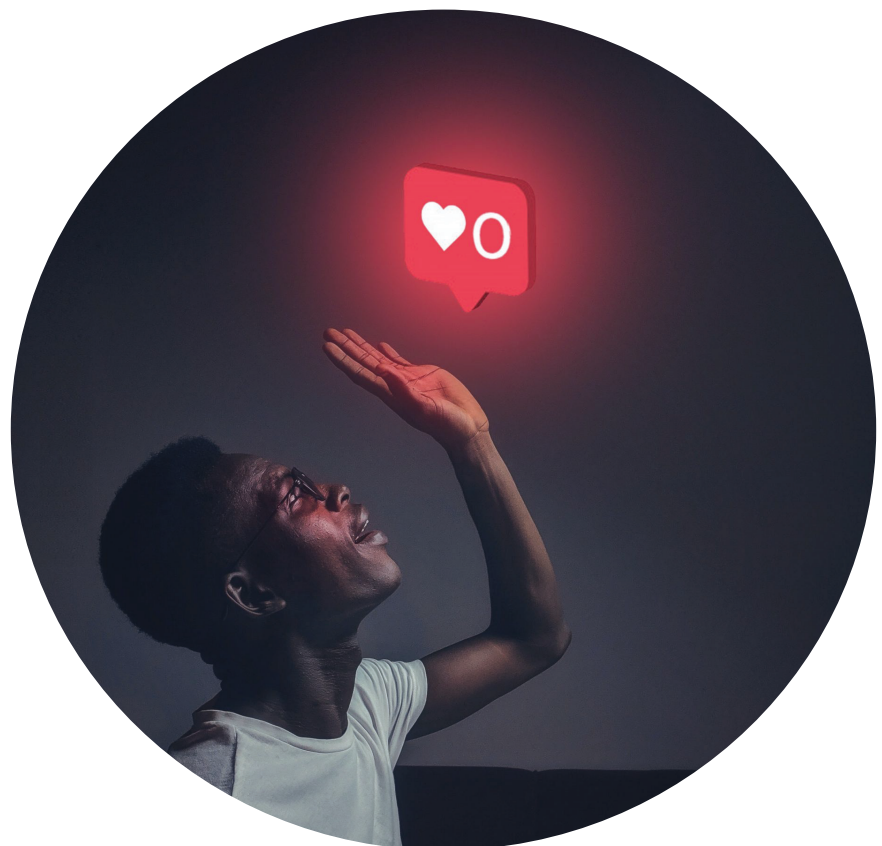
Let's go!

Sincerely,

A handwritten signature in black ink, appearing to read 'Hanju Lee'.

Hanju Lee

President, BOS Media Group



01

THE GIVING MINDSET: 1 OF 2

We start by shifting our mindset from "How can I get" to "How can I give" – this perspective alone can change everything. Instead of thinking, "How can I get more followers?" Think: "How can I give my potential clients what they desperately need?"

KEY QUESTION:

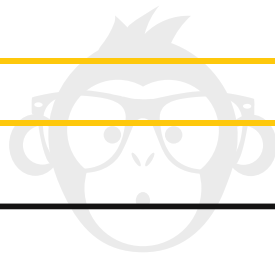
How can I give more value to my potential clients?

What is their problem?

What do they need?

What pain points do they have?

What are their wants and desires?



01 THE GIVING MINDSET: 2 OF 2

The more you understand the specific problem you are helping people solve, the more your content becomes about THEM instead of about YOU. Which is essential, because the truth is, people don't really care about your company... but if you are filling a need with a product or service they can't live without, you will definitely have their attention.

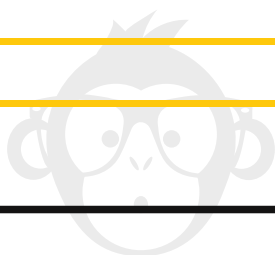
Educational Content: (Teach as an expert in your field, passing along the secrets of what you do).

Behind the scenes Content: (Pull back the curtain on how you do things – this humanizes your business while also giving new level of access that makes your audience feel special).

Practical Content: (Show them a step-by-step process to get them from point A to point B).

Motivational Content: (Inspire them through stories, quotes (not cheesy ones), and/or your own life lessons).

Entertaining Content: (Maybe it's as simple as just making them laugh. There are a lot of companies I follow just to see the fun and creative things they do).



02 TARGET AUDIENCE

“How can I give my potential clients what they desperately need?” To answer that question, you’ll need to have clarity on the audience you hope to reach. Take a minute to consider: Who is your target audience? Who is the demographic of people that is most likely to be interested in your product or service?

Here’s another way to think about it: What’s your niche?

A niche is a specific part of the market that you want to focus on. One of the most important things you can do as a business is GET SPECIFIC. Use categories to niche down and define a precise area that you want to hone in on – that’s where you’ll find your target audience waiting for you.

It may also help to imagine your target audience as one ideal follower. Paint a picture of a single person that you hope to engage:

KEY QUESTION:

Who is your one ideal follower?

Name:

Age:

Marital status:

Spends free time...

Instagram accounts they follow:

Family dynamic:

Personality type:

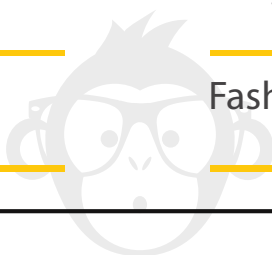
Passionate about:

Location:

Guilty pleasures:

They follow them because...

Fashion style:



03 EMOTIONS AND VISUALS

I'll never forget this surprising truth about communication that a high-level business leader once shared with me – he said, "People don't really listen to you. They listen to the conversation that's happening in their head while you're talking."

This feels especially true in today's world. People encounter millions of bits of information every day – how do you communicate in a way that stops them from mindlessly scrolling and causes them to actually pay attention? On Instagram, this requires two things: communicating with emotion and communicating with visuals.

KEY QUESTION:

What emotions do you want your audience to feel when they interact with your business?

List emotions that are associated with your business:

How can you communicate that visually?

What is your color scheme?

What type of lighting represents your brand?



One final note, especially for anyone who still hasn't gotten the level of engagement that you're hoping to see: don't give up. Maybe you don't have huge numbers, but each of those likes and comments are real individuals who are connecting with your content. It's more important to foster a few strong relationships at a time than to have thousands of uninterested followers.

If you have any questions about how to best use this workbook, please let me know – I'd love to help. In the meantime, hope to see you around Instagram! I'll like your stuff if you like mine.

FREE CONSULTATION

SOCIAL MEDIA SERVICES

We Provide Full Concept, Design and Execution of Your Social Media Campaign



We will help determine and clarify your message for growth



We will provide design concepts and all graphic elements to create the WOW factor



We will create the structural flow and strategy for engagement



We will develop and fully customize to your unique design & launch

WHAT THEY ARE SAYING ABOUT US...



BOS Media Group takes a seedling of an idea and transforms it like no other! Hanju is your inspiring visionary, creative talent, constructive listener, and biggest cheerleader! Together with his amazingly talented and knowledgeable team, your projects will become effective and buzz-worthy components of your business! From developing websites, branding, promotional materials, and invoicing and billing formats, BOS Media Group has provided professional, quality services and invested efforts into making my companies and projects proud accomplishments! Thank you!

Suzanne Greenwood
Pediatric Occupational Therapist
Passport to FUNction & Centerpointe for Children



Working with Hanju has been a positive life-giving experience. His energy and passion has been evident through his creative work. He is not only an added value in creative ways with digital marketing needs, but has been a champion for the success of my business.

Daniel Kam
President & COO
Bucket Technologies & Solid Coffee Roasters



Hanju and his team did an amazing job designing our logo, print material and redesigning our website from the ground up. Everyone was a pleasure to deal with and their work is top notch! They went above and beyond to help make our logo and website design perfect for us. I highly recommend BOS Media Group for your logo design and website design!

Eddie Surger, DDS, FAAPD
Fisher & Surger Pediatric Dentistry



It was really stressful starting up our practice and figuring out all the pieces we needed to get together and organize. Luckily the easiest part of it was getting our website together. From the first meeting with Hanju, we knew we were in good hands and that our website would be nothing short of amazing. He "got" our vision - listened to our long list of wants and needs - and executed it beautifully. Hanju is super talented - but, best of all, he's easy to work with and the process couldn't have been smoother. Thanks for everything!

Dr. Trang T. Nguyen, DDS, MS
Sons and Daughters Orthodontics



As you start a new professional venture BOS is the wing master to get your dream to fly. BOS Media Group has the ability to understand your vision and knows how to translate it from abstract to concrete state. Always in tune with the latest trend in communication, BOS Media Group knows the ways to get your business from dream stage to reality, delivering to the world a clear image of the colors your wished to shine. You can be confident that BOS Media Group will be your biggest fan, always providing you with the tools you need to fly your business to higher ground.

Line Lo
EmpowHer Fitness

FREE CONSULTATION

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