

INSTAGRAM STRATEGY PROPOSAL

BLVR

INSTAGRAM STRATEGY

MARCH 2023

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OUR CHALLENGE:

**HOW DO WE SHOWCASE BLVR
AS A THOUGHT LEADER ON
INSTAGRAM WHILE CREATING A
SEAMLESS, TEMPLATIZED
PROCESS THAT BOOSTS
EFFICIENCY?**

OUR SOLUTION:

**FOCUS ON SHOWCASING
CREATIVITY ON A CONSISTENT
BASIS USING PRE-EXISTING
CONTENT AND TEMPLATES**

01

AUDIT

BRANDING, VOICE, AESTHETIC

TYPES OF CONTENT

ENGAGEMENT LEVELS

CAPTIONS, HASHTAGS, KEYWORDS

BIO AND HIGHLIGHTS

FOLLOWERS, FOLLOWING

What's working?

- VARIETY OF CONTENT: platform for branding, community, insights, and engagement
- VOICE: fun, purposeful, interesting, evokes a positive, worldly sensation for people who are bold and wanting to do more with their careers and personal lives
- QUALITY: both visually and via copy; each caption has something to say, bringing the audience back for more
- CTA: guides the audience to the website or encourages them to follow/return

What's not working?

- VISUAL IDENTITY: Some aspects are anchored by black and white, communicating the brand identity strongly. Others are clouded by contradicting visuals of clients' brands, taking away from the feed's aesthetic. The lack of white space and busy visuals are crowding the feed and preventing a sleek look.
- LACK OF VIDEO: Adding sound to some of the reels/videos has proven to be effective
- INCONSISTENCY: The highlights are lack luster and give a sense of "business", differing from the rest of the feed. Consistency of posts were best at the end of 2022.
- HASHTAGS should be more deliberate, relevant, and/or consistent

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Where are we starting?

POSTS:

- Before 2021: feels random, not aligning with current brand voice
- April 2021: introduce b-corp
- Oct 2021: rebranding
- 2022: posts are more consistent, 1-3 per month
- Oct 2022: posts increase, 3-5x per month
- 2023: posts slow down again

2,923 FOLLOWERS

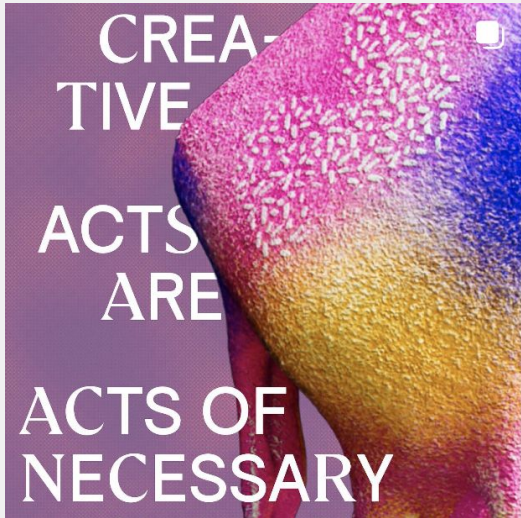
214 ACCOUNTS ENGAGED (-70.8%) last 90 days

THE

ENVIRONMENT

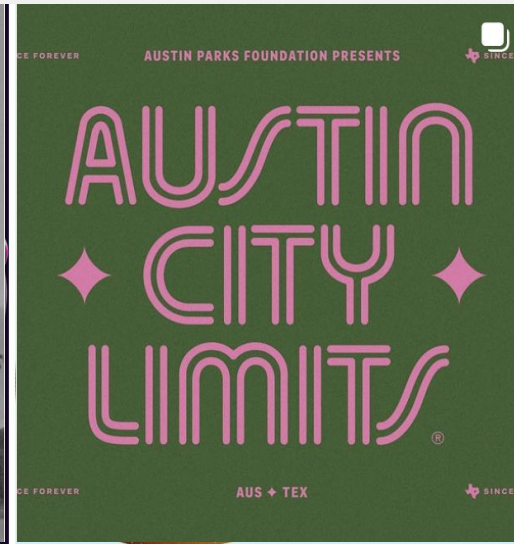
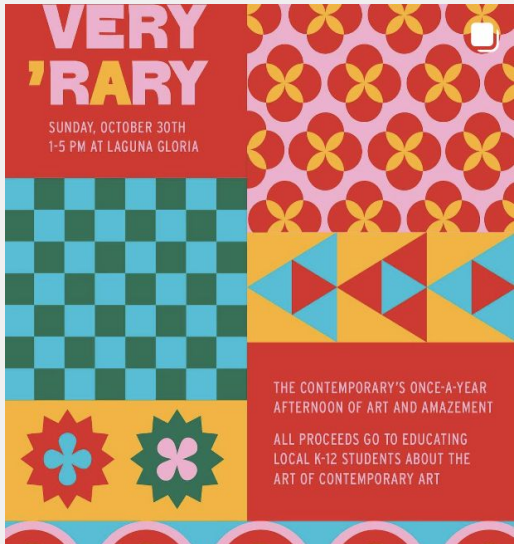
EXAMPLE: ZEUS JONES

Consistent, high quality content, a bright, customized, artistic feed that provides inspiration
3,761 followers, posts a few times per week



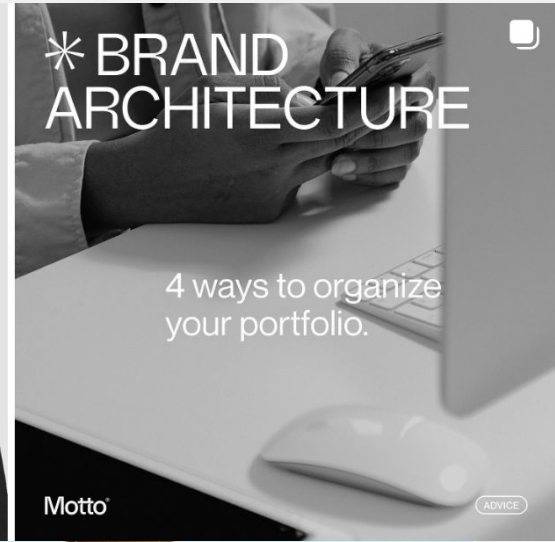
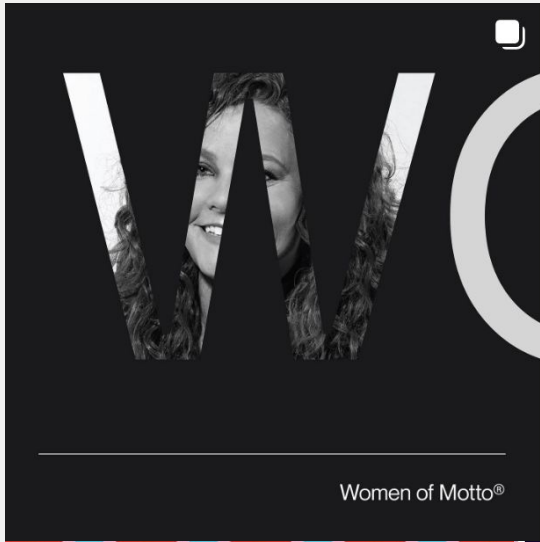
EXAMPLE: PREACHER

Variety of content that's original and opinionated
20.9k followers, ~1 post per week



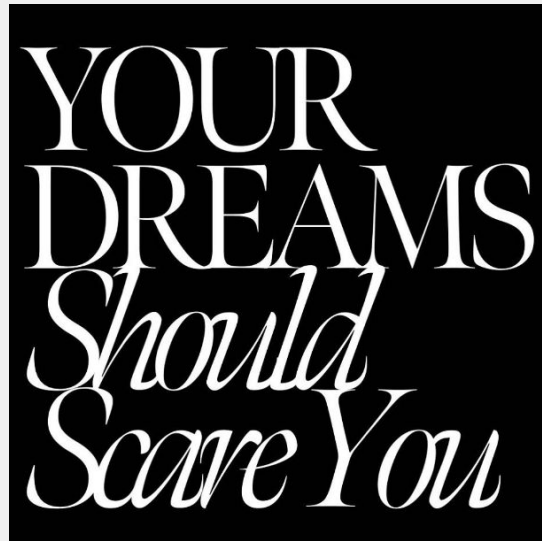
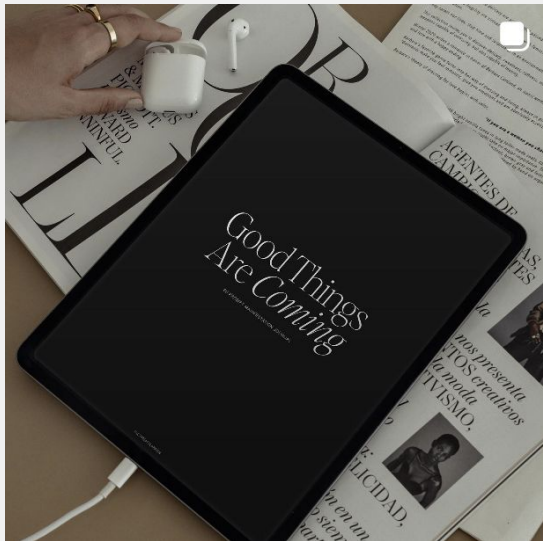
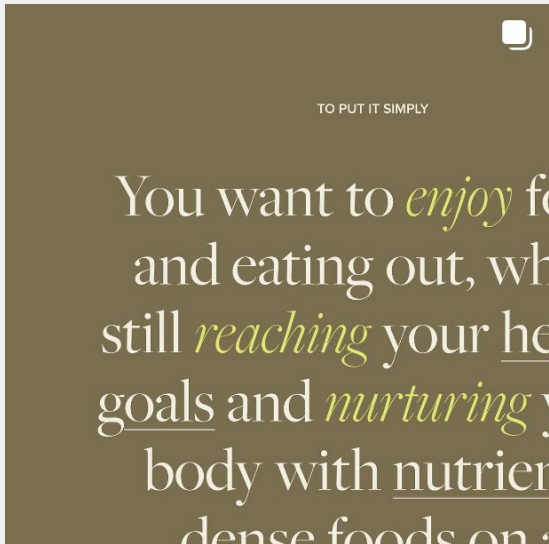
EXAMPLE: MOTTO

Great branded and thought provoking content
24.5k followers, posts almost every day



EXAMPLE: HIGH MOON

Consistent aesthetic, inspiring and creative
26.3k followers, 1-3 posts per week



THE

STRATEGY

02

STRATEGY

SET GOALS

TYPES OF CONTENT

UNDERSTAND THE AUDIENCE

TRACK AND MONITOR PERFORMANCE

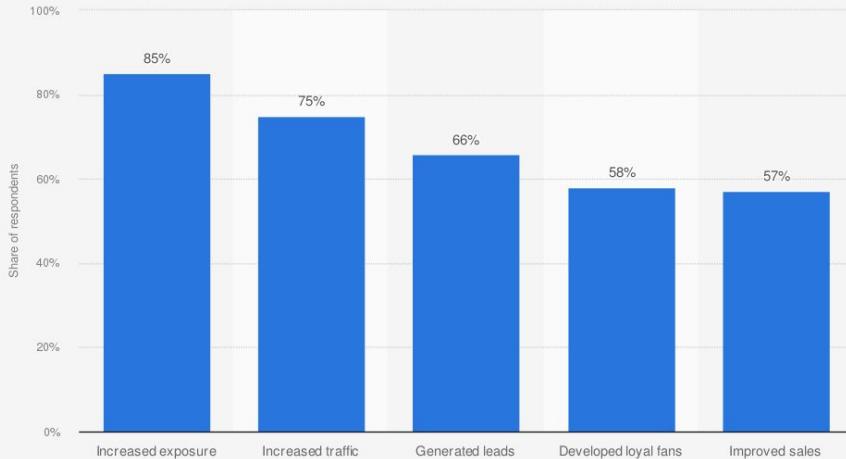
AUDIENCE

- Personal accounts, employees, studios, and industry creatives
- Current Followers:
 - 41.8% 25–34 years old
 - 30.4% 35–44 years old
- Looking for inspiration, stand out posts, ideas/discussion, trends, partnerships
- Intermediate to expert level knowledge
- Scrolling during work for research purposes or in their free time searching for ways to level up their craft

Opportunity: utilize Instagram to create brand awareness, exposure, and credibility, not necessarily to boost leads or drive sales

“Increased exposure is the most commonly cited advantage of using social media for marketing purposes among global industry professionals.” (Statista, Jan. 2022)

Leading benefits of using social media for marketing purposes worldwide as of January 2022

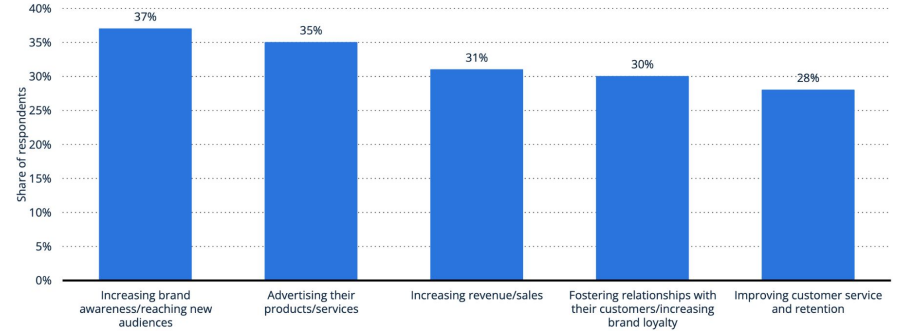


Sources
Social Media Examiner; Frankwatching
© Statista 2023

Additional Information:
Worldwide; Social Media Examiner; January 2022; 2,897 marketers; Online survey

Leading goals of Instagram marketers worldwide in 2022

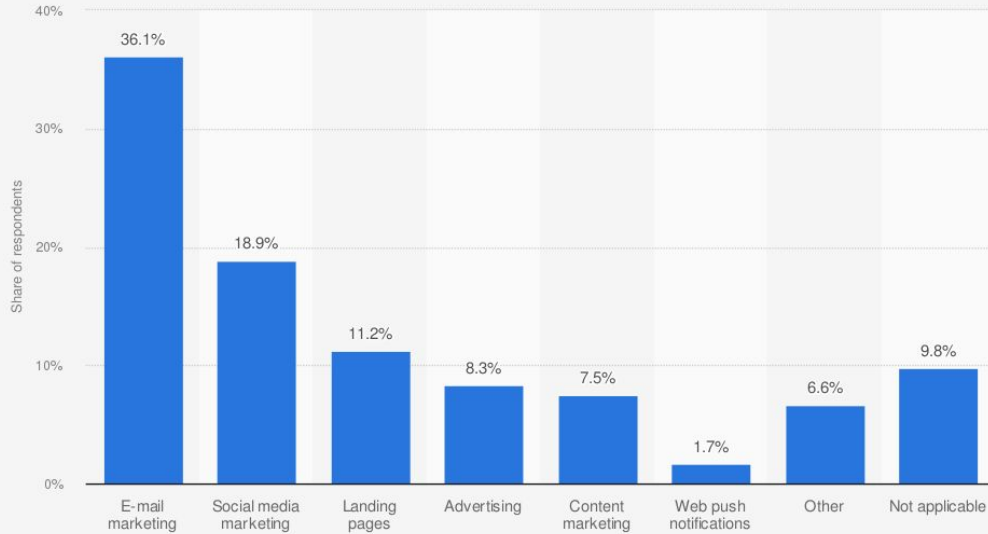
Top Instagram marketing goals worldwide 2022



14 Description: According to a survey conducted among Instagram marketers worldwide and released in April 2022, 37 percent of respondents said their leading Instagram marketing goal for 2022 was to increase brand awareness and reach new audiences. This was followed by 35 percent of respondents saying their main Instagram marketing goal was to advertise their products and services, while 31 percent cited the increase of their revenue and sales. [Read more](#)
Notes: Worldwide, as of April 19, 2022; 580 respondents
Source: Statista

statista

Digital marketing channels most effective in driving sales according to SMBs worldwide in 2021



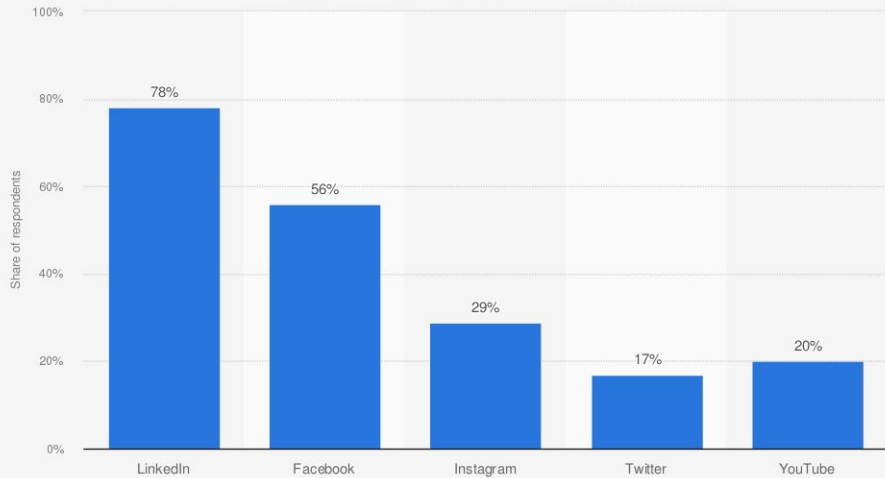
Source
AWeber
© Statista 2023

Additional Information:
Worldwide; 2021; 1,027 respondents; Online survey

**“A 2021 survey of global SMBs found that 36.1 percent of respondents believed that e-mail marketing was the most effective in driving sales for them.”
(Statista, Jan. 2023)**

B2B: LinkedIn is champion

Leading paid social media platforms used by B2B marketers to distribute content worldwide as of July 2022

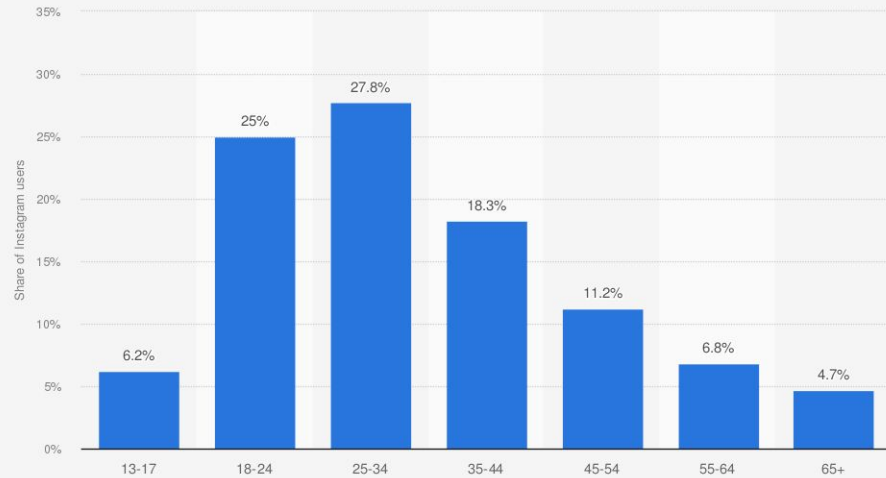


Sources
MarketingProfs; Content Marketing Institute
© Statista 2023

Additional Information:
Worldwide; Content Marketing Institute; MarketingProfs; July 2022; 925 respondents; among B2B marketers using social promotion

Instagram typically attracts younger audiences, not necessarily extremely established C-Suite executives.

Distribution of Instagram users in the United States as of December 2022, by age group



Source
NapoleonCat
© Statista 2023

Additional Information:
United States; NapoleonCat; December 2022; 13 years and older

02

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GOALS:

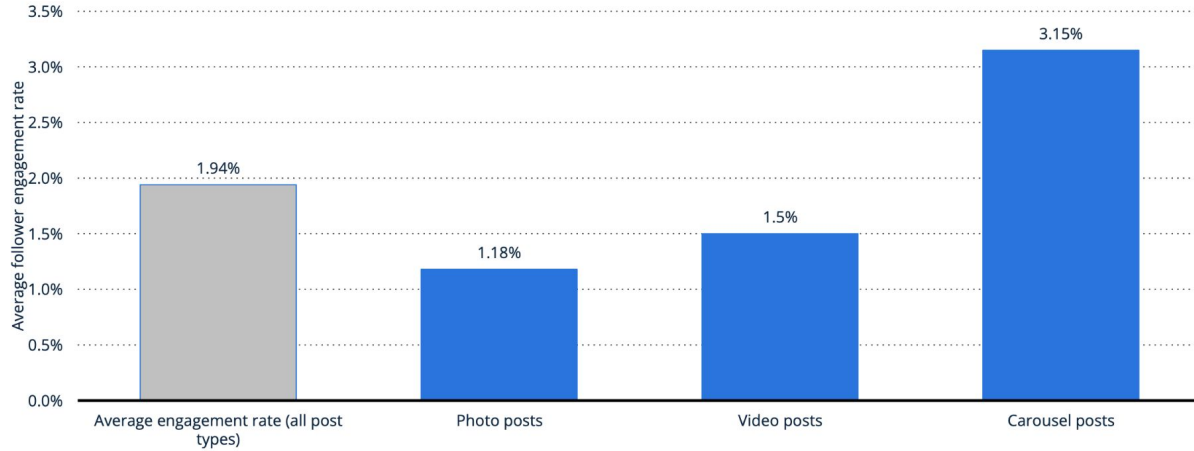
- Posts: 4-5 times/month, 1 reel/video
- Stories: post 1/week, add stickers/questions
- Respond/react to comments 1x/week a week
- Hashtags: 1-4 that are relevant and specific to the post (5,000-500k associate posts, [Adobe](#))
- Followers are active most between 9am-3pm consistently every day (avoid Mondays, [Hubspot](#))

Opportunity: use pre-existing content from case studies, the website, PR, and clients and simply transfer it to Instagram

CAROUSEL POSTS HIGHEST ENGAGEMENT: MIX OF IMAGES AND VIDEOS

Average Instagram follower engagement with selected post types worldwide in January 2022, by post type

Global Instagram follower engagement rate 2022, by type of post



47

Description: As of January 2022, the average Instagram business profile follower engagement with posts on a page was 1.94 percent. Overall, carousel posts (posts with multiple images or videos) drew the highest level of engagement from page followers, having an interaction rate of 3.15 percent. In addition, the engagement rate for video posts on the social media platform was 1.5 percent. [Read more](#)
Notes: Worldwide, January 2022; Instagram business accounts; engagements refers to combined number of likes and comments on a post compared to the number of account followers at the time of post publication
Source(s): DataReportal; Hootsuite; Locowise; We Are Social

02

STRATEGY

SET GOALS

TYPES OF CONTENT

UNDERSTAND THE AUDIENCE

TRACK AND MONITOR PERFORMANCE

INFORMATIVE

Industry trends, tips, stats, definitions, FAQs, current events

- Engage followers through purposeful, relevant, insightful content

FEATURES

Case study/awards/PR/behind the brand(client)/behind the campaign/logo design

- Engage followers through “exclusive” content
- Provide credibility to the brand

BRAND

b-corp/impact/methodology/careers/values/impact report/behindBLVR/employee features/hiring/quotes

- Build relationships through emotion to increase engagement and loyalty

02

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OTHER SUGGESTIONS

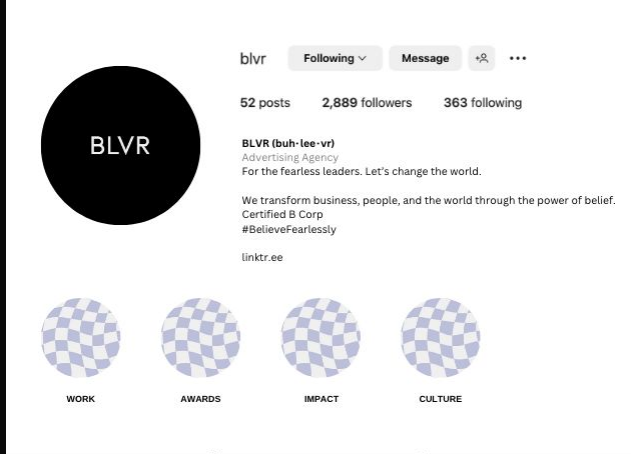
- Clean up the “tagged” content to better reflect the BLVR brand
- Ensure that Instagram is promoted across marketing collateral
- Keep the link tree intentional and up to date
- Tag partners/clients in posts

TRACK ANALYTICS

- Report monthly
- KPIs: total followers, accounts engaged, engagement rate, and reach
- Watch followers’ highest activity times/day

THE

VISION

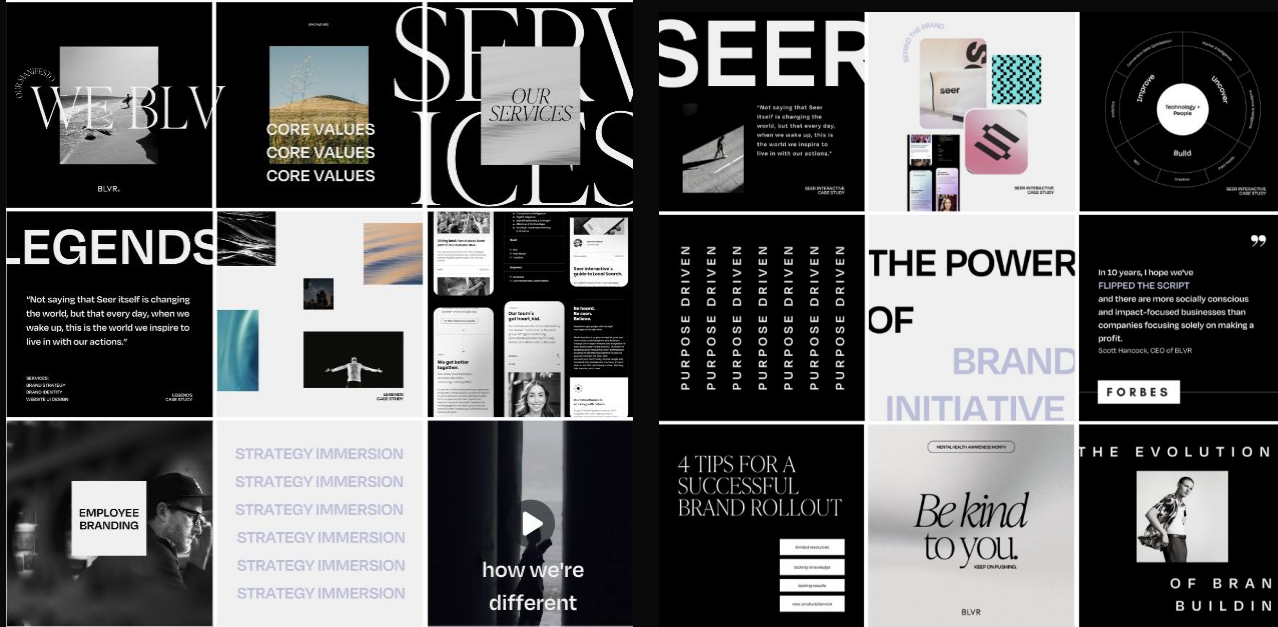


FEED PATTERN:

- Left and right: black/dark elements, b&w images
- Middle: cream, pops of brand colors, and/or colored photography
- Reflect landing page aesthetic

CASE STUDIES:

- 3 posts, complete story



PINNED:

- Manifesto
- Values
- Services

DARK AESTHETIC

THE

EXECUTION

03

EXECUTION

[CONTENT CALENDAR](#)

[CANVA TEMPLATES](#)

The screenshot shows a Google Sheets document titled "BLVR Content Calendar". The spreadsheet is organized into sections: "Pinned Posts" and "April". Each row represents a content piece with columns for Name, Type, Category, Date/Time, B/W Dominant, Captions, and Hashtags. The "Pinned Posts" section includes Manifesto, Values, and Services. The "April" section includes a Trend Alert, a 9-step guide to creating a belief-led brand, a feature on Fast Company, a post about community, Arbor Day, Ads of the World, an Employee Feature, Earth Day, and a Testimonial.

Name	Type	Category	Date/Time	B/W Dominant	Captions	Hashtags
Manifesto	Post	Brand		Black	We BLV.	#BelieveFearlessly
Values	Post	Brand		White	Create with soul.	#BelieveFearlessly
Services	Post	Brand		Black	We're a holistic partner that helps you	
April						
Name	Type	Category	Date/Time	B/W Dominant	Captions	Hashtags
Trend Alert	Post	Inform	Fri 04-07 2:00 AM	Black	Trend Alert	#BLVRinsights
9 steps to creating a belief-led brand	Post	Inform	Sat 04-15 9:00 AM	White	Brand Building 101	#BelieveFearlessly
Fast Company: why leaders should walk the talk of	Post	Feature	Fri 04-21 2:00 AM	Black		#BelieveFearlessly
Forbes: why community is the bcorps biggest strength	Post	Feature	Wed 04-26 12:00 PM	Black		#Bcorp
Arbor Day	Post	Inform	Fri 04-28 2:00 PM	White		
Ads of the World: Legends	Story	Feature	Wed 04-05 12:00 PM	TBD		
Employee Feature	Story	Brand	Wed 04-12 12:00 PM	TBD		
Earth Day	Story	Inform	Sat 04-22 12:00 PM	TBD		
Testimonial	Story	Brand	Wed 04-26 12:00 PM	TBD		

THANK YOU