



INSTAGRAM:

CREATING CONTENT WORTH LIKES, FOLLOWS & ENGAGEMENT

FEED. STORIES. IGTV.

SYDNEY UMERI

Millennial Marketing in a Digital Age

Table of Contents

1.

Instagram Feed



2.

Instagram
Stories

3.

Instagram
TV



1. Instagram Feed

Theme

Whether you're marketing for a brand or branding yourself the theme you choose is very important for seating the feel for your feed.

Theme Examples:

- Color, editing, landscaping, objects in the picture, picture sharpness and opacity, etc.



Captions

Authenticity... It's less about narrating what's going on in the image and more about giving people a peek into the behind-the-scenes of your life/brand.

Witty... everyone loves witty captions. It's safe to say that the caption alone can get you more likes and engagement than the image itself.

Calls to Action... What's the point of followers if they never engage with you? Leaving captions open-ended with questions is a great way to interact with your followers.





2. Instagram Stories

Video

The benefit of IG stories is that they only stick around for 24 hours, and they are up to one minute long. This gives you the opportunity to give your fans a look into what your brand is focusing on for the day, whether it be an event, collaborations, or just a typical day at the office. Since there aren't a lot of opportunities to edit video on this platform, it allows you to quickly push out authentic, short form, and minimally curated content.



Edited Content

While videos are a great way to utilize stories, so are static images, with well-edited text overlay. The power of the written word still carries weight even on a very visual platform. All in all, how you utilize the editing functions will determine how successful you are with "static" content. Play around with revealing a message slowly by bringing in layers of text at different times during your story. The drawing and font functions are a great way to spice up the text as well.



Linked Content

Unfortunately, the link "swipe up" function is only for verified accounts or accounts with over 10,000 followers. It is a great way to get followers to your content on other platforms and keep them engaged with you and your brand.





3. Instagram TV

Long Form Video

It's as if YouTube, Instagram, and Facebook Video merged. On IGTV you can get long-form video (up to an hour) in vertical form. Whether you're sharing speeches from a conference, your latest how-to, or just an extended behind the scenes, this is a great platform to use to engage your followers.



The Creator is the Channel

Here the influencer or the brand is the channel. This isn't a foreign concept if you are versed in Instagram stories, but it is nice to know that you don't have to have a big following to feel relevant on IGTV. Also, there are no ads... for now.



Not a Live Stream

Currently, IGTV is not for live streaming, it's all edited and curated content, but they're looking to include live content in the future.



If you found this ebook helpful and are interested in growing your presence on Instagram, better engaging your followers, or are looking for a strategic digital content plan specific to your company, sign up [here](#), or reach out to Sydney Umeri (sydumeri@gmail.com), a Digital Marketing Consultant.



www.sydneymumeri.com