



INSTAGRAM MARKETING PLAN WORKSHEET

JM Internet Group - <http://www.jm-seo.org/> - info@jm-seo.org - Tel. 800-298-4065

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INTRODUCTION. What do they say? *Failing to plan is planning to fail.* This worksheet helps you begin to brainstorm a step-by-step Instagram marketing plan

INSTAGRAM ACCOUNT CONCEPT. Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your Instagram business page. What angle can you give it that will be in synch with the photo-centric focus of Instagram? If Instagram is a party, what type of party are you going to throw on Instagram?

FUN VS. NOT FUN & STRATEGY. A fun company in a fun industry (e.g., Airbnb) has an easier time of it on Instagram, vs. a non-fun company in a non-fun industry (e.g., All State Insurance). Which are you, and based on that fact, what’s your basic strategy?

We are a fun not fun company / product / service in a fun not fund industry. Accordingly, we will post the following types of photos / videos based on themes that are directly relating to our product or service or only indirectly relating to our product or service:

TARGET CUSTOMERS. Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on Instagram? Indicate if so, and explain what are they “doing” on Instagram -

Type 1: _____
Type 2: _____
Type 3: _____

- Yes, our customers are on Instagram. No, they are not.
- Kinda sorta (e.g., ONLY in rather non-related ways; after all, everyone is sort of on Instagram)

INSTAGRAM MARKETING VALUE. Summarize the marketing value, if any, you see in Instagram for your company:

We see marketing value in Instagram: a lot some neutral not much

The primary value(s) from Instagram to our company are:

- Interacting with existing customers Finding new customers
- Being discovered via Instagram Staying in contact with customers
- Social sharing, customers will likely share (rePost) our content
- eWOM Customer Continuum, nurturing customer evangelists
- Trust indicators: we need to be on Instagram to look substantial
- Using Instagram #hashtags to comment on, and catch the wave of timely topics
- Using Instagram #hashtags to nurture our own customer community

POST INTERACTIVITY. Why will potential customers “follow” you on Instagram? What will they “get” out of it? And for individual Posts, why will they like, comment, or even share your Posts?

They will follow us on Instagram because: _____

They will view / like / comment / share our Posts because _____

Post Concept #1 _____

They will like this type of Post, because: _____

Post Concept #2 _____

They will like this type of Post, because: _____

Post Concept #3 _____

They will like this type of Post, because: _____

VIDEO CONTENT. Videos can drive high interaction on Instagram; and you need videos to really deploy your Instagram story. What type of content do you see that you can post in video format, and what sort of “stories” can you post to your Instagram story?

Video Concept #1 _____

They will like this type of video, because: _____

Video Concept #2 _____

They will like this type of video, because: _____

Video Concept #3 _____

They will like this type of video, because: _____

Instagram Story Concept #1 _____

They will like this type of story, because: _____

Instagram Story Concept #2 _____

They will like this type of story, because: _____

Instagram Story Concept #3 _____

They will like this type of story, because: _____

You will use Boomerang for video Yes, we love it! No, it’s stupid or irrelevant.

INSTAGRAM RESPONSIBILITY. Who will be responsible for Instagram marketing at your company?

Instagram set up issues: _____

- Photo issues _____
- Video issues _____

We plan to Post via Instagram:
_____ times per day / week / month

USER GENERATED CONTENT. Why will users interact with your content? Even better, how can you motivate your customers to interact with your brand on Instagram, and even possibly upload brand-friendly content?

Users will interact with our Instagram content, liking, commenting, and sharing it, because: _____

Users will upload their own photos or videos that are friendly to our brand because:

- We will use a brand-friendly hashtag(s): _____
- We will set up an Instagram content, based on the following concept: _____

OTHER THOUGHTS AND IDEAS ABOUT INSTAGRAM. Having researched a) whether your potential customers are on Instagram, and b) what competitors are doing on Instagram (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, “big picture” ideas do you have about Instagram?

We see potential in Instagram for our business marketing plans because:

After we've set up our Instagram account, we believe we can do the following types of Posts and they will help us grow our Instagram community because:

Post Type:

Post Type:

Post Type:

Post Type:

We will measure our success on Instagram by the following metrics:

- Likes to our Business Account.
- Shares of our posts
- Comments on our posts
- Traffic FROM Instagram TO our website or eCommerce store
- Other metrics: