

INTRODUCTION. Your Instagram account is set up, you're ready to start Posting. Now, it's time to brainstorm a Posting strategy. (A "Posting strategy," doesn't that sound silly? No matter: we're marketers: nothing is silly to us).

POSTING GOALS. What do you want to accomplish, most, from your Posts? Rate the following vis-a-vis individual Posts. -5 = *not very important* | 0 = *neutral* | +5 = *very important*

eWOM	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >
Customer Continuum	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >
Trust Indicators	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >
One Touch to Many	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >
Promotion (Get shares)	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >
Direct / sell stuff	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >
Direct / capture leads	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >
Post to influencers	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >
Post on #hashtags	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >
Instagram conversations	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >

POST CONCEPTS. Remember that emotional content is the most likely to be interacted with, and shared. Utility content does well, too. Brainstorm ways that your content will provoke interaction. Note which is more likely to be a photo, vs. a video.

Post Type:	Post Concept:	Encourage Interactivity?
<i>Shocking news</i>	<i>Can you believe "x"?</i>	<i>Comment if you agree?</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

POST TYPES. Think of Instagram as a photo and video magazine service. What types of content do you plan to Post? Remember there are photos, videos, and your Instagram Story.

Post Type:

Post Concept:

Who will care? Why?

Post Type:

Post Concept:

Who will care? Why?

Post Type:

Post Concept:

Who will care? Why?

POST RESPONSIBILITY. Who will create, manage, and Post the relevant content? On what time basis? Who will take the photos or videos?

Post Creators: _____
Photos: _____
Videos: _____
Story: _____

USER GENERATED CONTENT. Getting users to interact with your content, and even better, getting them to share photos or videos about your brand is the “home run” of Instagram marketing. How will you encourage interactivity and even UGC (User Generated Content):

Users will interact with our posts, because: _____

Users will post brand-friendly content because: _____

POST RHYTHM. Remember it's *fun, fun, fun, fun, fun, buy my stuff*. What Posting rhythm seems to make the most sense for your company?

____ % fun / interesting / useful / emotional vs. % ____ buy our stuff / become a lead

We will Post fun items _____ times per week / day

We will Post buy our stuff items _____ times per week / day