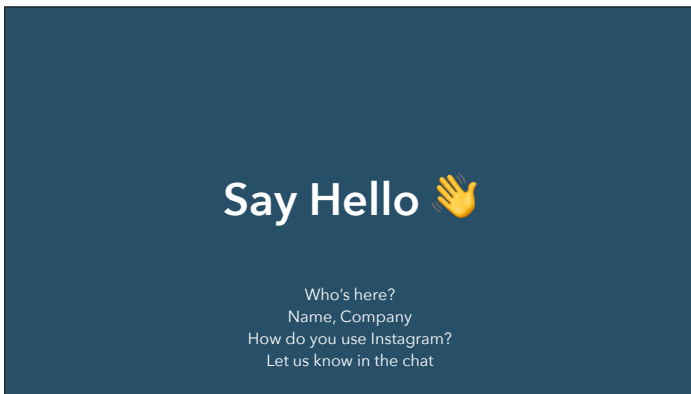




1



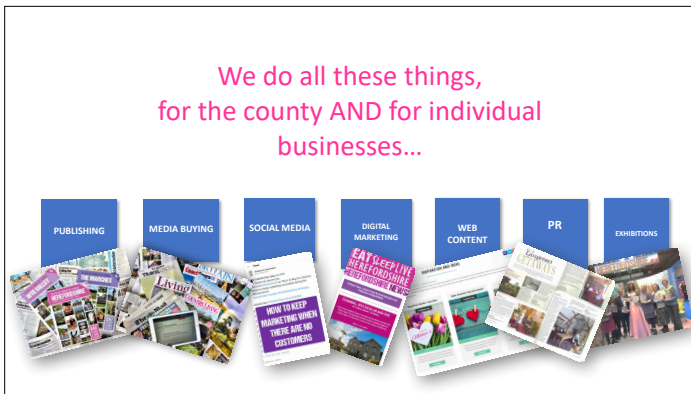
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3



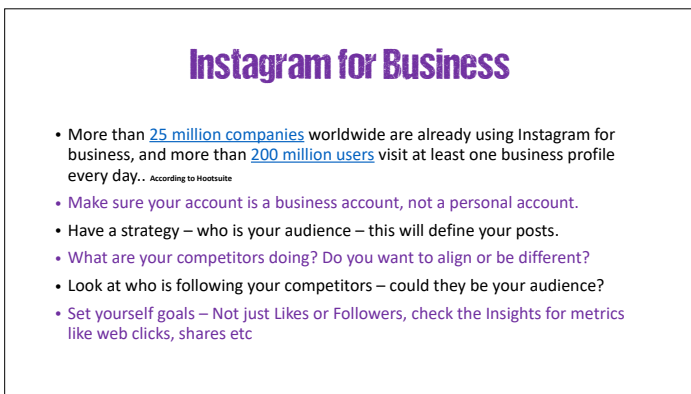
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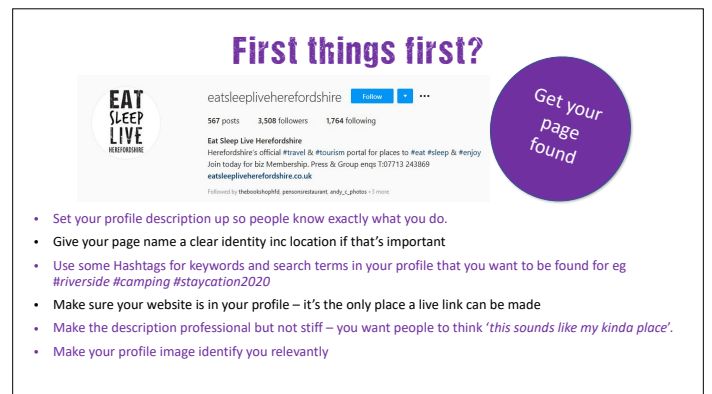
5



6

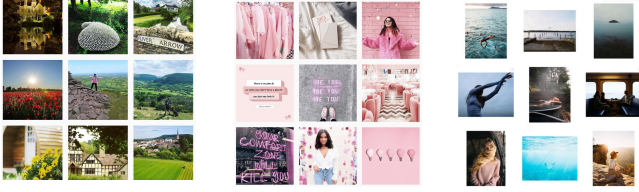


7



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## How do you want your feed to look?



Styling it will take time but could be worth it  
MOOD, COLOUR PALETTE, FILTER, TYPE OF IMAGE, BRAND VIBE  
But it's not essential

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## What to post

What does your audience want to see?  
And what represents your business and brand  
What do you want to be known for?

E.g.  
**Accommodation:** stunning/engaging property shots – crop in, take detail, views, location, different times of day, set the scene.

**Food:** delicious dishes, menu details, restaurant shots, styled raw ingredients

**Drink:** Slow motion video pouring a drink, styled settings ... (make sure your glasses are clean!)

**Don't 'sell' ...CHAT**  
Have a conversation with your reader.  
Think 'lifestyle' not 'commercial'



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## Post example



Instagram post text: eatsleepliveherefordshire · Follow ...  
eatsleepliveherefordshire We almost expect to see Peter Rabbit and his crew leaping around the garden of this phenomenal Herefordshire farmhouse Bed and Breakfast...  
That wisteria is picture postcard perfect ...but that's just our normal beautiful life in Herefordshire.  
We can't wait to welcome visitors back to enjoy our open countryside and support our rural economy that is the county's backbone...  
In the meantime, let's stay sensible for a sustained recovery.  
This beautiful location is @herefordshire  
Liked by greensdogshill and 532 others

Post insights	
Discovery	7,523
Accounts reached	85% weren't following eatsleepliveherefordshire
Follows	4
Reach	7,523
Impressions	8,035
From hashtags	6,649
From home	1,221
From profile	136
From other	29

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## Get your posts seen

### Regularity

Instagram likes regular posters and will prioritise them.  
But don't saturate the market, followers will switch off.

Plan ahead, keep it up, stay in front of people  
You'll become better and you'll enjoy it, and your followers will grow.

Refine your timing  
Posting at certain times of the day and week will gain more views for certain sectors.  
Monitor your insights and they will guide you

### Good quality pictures

They don't have to be magazine ready, but make sure they're the best they can be.  
Use an app if you need to.

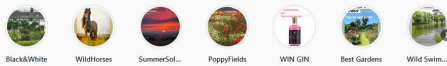


### It's all about the #Hashtag

Hashtags are signposts for topics, trends and interests. Keep them relevant to your subject but be creative for wider capture. Eg for Accommodation shots also think Interior Design tags, Architecture, History, Art

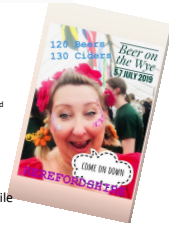
12

## INSTAGRAM STORIES & HIGHLIGHTS



**STORIES**  
Appear outside of your regular feed  
So different people tend to see them  
Only last for 24 hours  
Can show a different side of your business that doesn't sit with your feed  
Are discoverable  
Lots of graphics, and tagging methods, CTAs etc

**HIGHLIGHTS**  
A fixture of your story at the top of your profile  
People can click onto it and see it any time



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## Follow other business pages and engage with their posts and followers

It's not all about what you post – it's 'social media', so be sociable.

- Say something generous about their post (aren't you lovely for doing that)
- Their followers will see your business name and might follow you (because you are a nice company, you like the posts they like)
- DON'T comment with something salesy that looks like you're hijacking their post, like 'follow us too – if you like this page you'll love ours'!!!!
- Find relevant influencers in your sector and comment on their posts – they could become an advocate for YOU



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## FOLLOW OUR SOCIAL MEDIA

**FACEBOOK** @eatsleepliveherefordshire - ESL Herefordshire Tourism Group

**INSTAGRAM** @eatsleepliveherefordshire

**TWITTER** @EatSleepLiveHfd  
@MinxMediaUK

**Tourism Business Newsletter** info@eatsleepliveherefordshire.co.uk

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Still too much for you?

WE DO YOUR SOCIAL MEDIA  
minxmedia.co.uk

WE'LL WRITE YOUR BLOGS



Or have some training  
heidi@minxmedia.co.uk

**EAT SLEEP LIVE  
HEREFORDSHIRE**

Ask about Membership

There are SO many benefits  
theteam@eatsleepliveherefordshire.co.uk

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HELLO  
my name is  
**Ben Kinnaird**

Supported with over 500 businesses to do better in business  
Marketing strategy - Web design - SEO - Video - Data Analysis  
Host of Inventive Marketing Club Podcast  
Love working with people to help them be more effective

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1. Understand      2. Engage      3. Convert

18

**Delegate  
to the robots**

Tools to streamline content sharing

19

**Put yourself  
on autopilot**

Set a goal - What do you want to achieve? Who is it for?  
Focus on a core idea e.g. Behind the scenes,  
Plan what you can. Serendipity will handle the rest  
Post regularly. Be consistent. Use a spreadsheet  
Free

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**buffer**  
Schedule Posts

Fill up the buffer when you have the time  
Send updates when audience is most active  
Can attach video/images  
Facebook, LinkedIn, Twitter, Instagram, Pinterest (paid)

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22

**Revive Old Posts**

WordPress Plugin  
Great if you have a fab article backlog  
Automatically share Facebook, Twitter, LinkedIn  
Set frequency, age of post, exclude categories

23

**IFTTT**

**IF This, Then That**

Connects online applications together  
Use to automate daily social media tasks  
Super simple to use

24

Post new blog articles to Twitter  
 Collect Tweets with into a spreadsheet  
 Download workshop Instas  
 Re-share your Instagrams on Twitter

25

Also connects online applications together  
 A little complicated but super powerful  
 Lots of steps and filters  
 Connects to lots of services

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FREE - Newsletter / Podcast - Regular tips and advice on marketing  
 Pro - Training videos on SEO, Email, Social, Video, Web and more  
 Find out more at [ratherinventive.com/club](https://ratherinventive.com/club)

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Q/A  
 Questions from the chat

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Stay in touch. Connect on LinkedIn  
 Next webinar - Mailchimp and email strategy  
 1pm 28th October 2020

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