

Instagram Strategy and Content Planner

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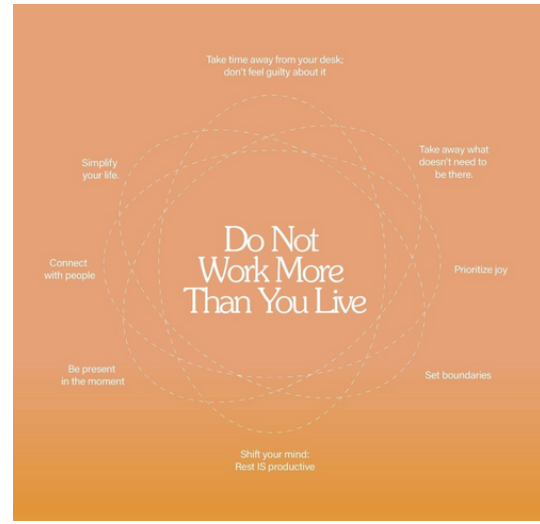
Brand Purpose & Audience

The Moving Ink Pot is a Bristol-based storytelling and branding studio. Through a thoughtful approach to branding, marketing and copywriting, we help thoughtful brands to stand out from the crowd, define their identities and share their stories.

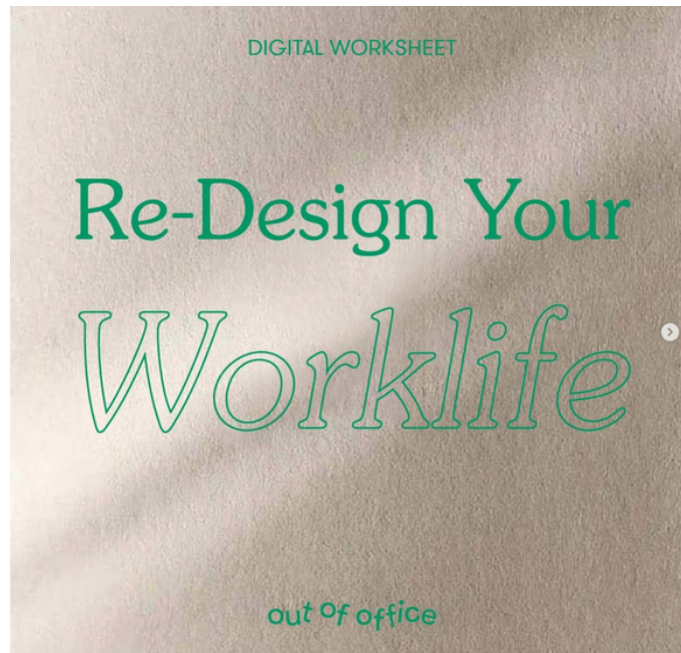
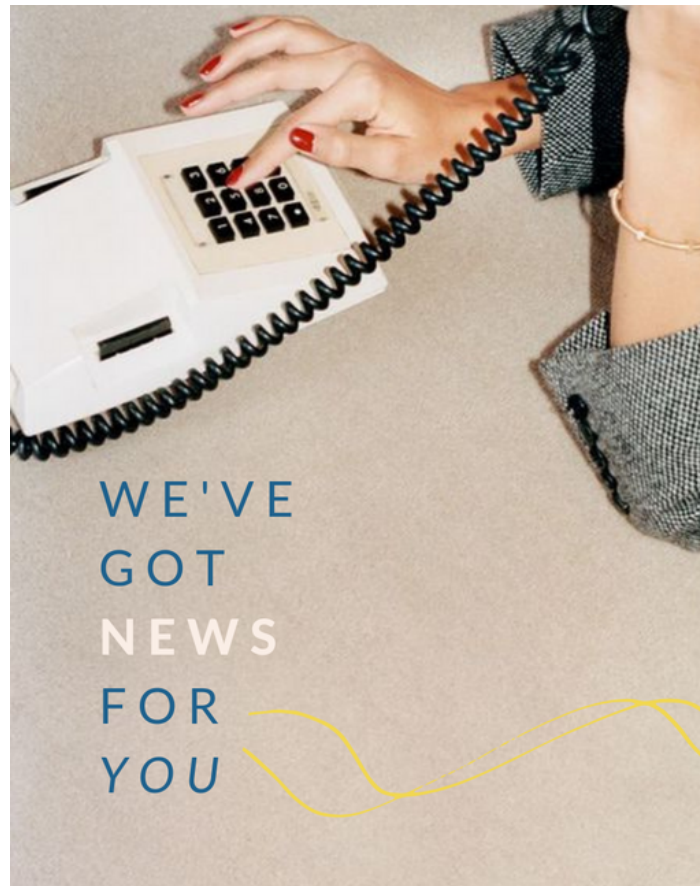
Target audience are:

- New brands looking to define their identity and share their brand.
- Established brands looking for direction and guidance.
- Brands looking for newsletters, blogs, social strategy, and brand voice development.





Moodboard



- Refreshed
- Calm
- Inspired
- Encouraged



ENGAGING
CONTENT
IDEAS FOR
FEBRUARY

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swipe swipe!

😊

MY SOCIAL MEDIA IS

STRESSING ME OUT

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5 QUESTIONS YOUR
BUSINESS SHOULD
BE ABLE TO ANSWER

swipe swipe!

😊

WHY YOUR
BRAND NEEDS A
DEFINED TONE
OF VOICE

WHY YOUR BRAND
NEEDS A DEFINED
TONE OF VOICE

IT'S ALL IN THE MIND

Down-time.
Break-time.
Rest-time.

LOADING...

Goals

BRAND BUILDING

Consistently build a brand identity and voice for The Moving Ink Pot that connects with target audience across all platforms.

GROWTH

Organically increase following and engagement.

LEADS

Increase leads from organic social.

Key Messages

STRATEGY

Growing your brand through strategy-led content.

AUTHENTICITY

Building authentic connections with your brand's audience through thoughtful content creation.

LEADERSHIP

Encouraging brands to be BOLD online.

Content Strategy

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Content Pillars

TOP TIPS

Marketing, copywriting, social media and branding advice. Tips and guides - free advice for business owners and other marketers. Building authority.

- 5 ways to do X
- Why you should have a Y

FREELANCER LIFE

Sharing my personal story of being a freelancer/business owner. The behind-the-scenes that people don't see naturally. Build personality and trust.

- Why I love being a freelancer
- Where I'm working today

WORK I'M PROUD OF

Case studies and examples of client work. Showcasing specific projects.

- Check out my work for X
- I loved working on Y

MARKETING INSIGHT

Looking at an example of a campaign/brand/etc., and analysing why it's been successful! Showcases industry knowledge.

- Did you see the Y campaign?
- What makes this campaign so good?

Story Highlights



MEET BETH
- Founder's story



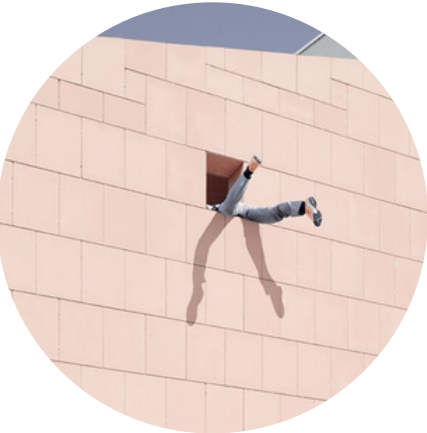
SERVICES
- Social Strategy
- Brand Voice
- Newsletters & Blogs



OUT & ABOUT
- Behind the scenes
- Bristol things



ABOUT
- What TMIP is about
- Website link



PACKAGES
- Package prices/what's included



FREEBIES
- Blog links
- Newsletter
- Free downloads

Recurring Feed Posts

5 TIPS

A super simple carouse of easy-to-digest tips.

Purpose: To build a reliable reputation as an industry expert.



1
A GUIDE TO YOUR
PRODUCT/SERVICE
IN ACTION

Format:
Carousel post
Interactive story
Countdown reel

A guide showcasing a few ways customers can use/style/experience your product or service!

Purpose: Sell and share! Share your personality (bonus: show your face!) and in turn sell your product by featuring the awesome benefits it poses.

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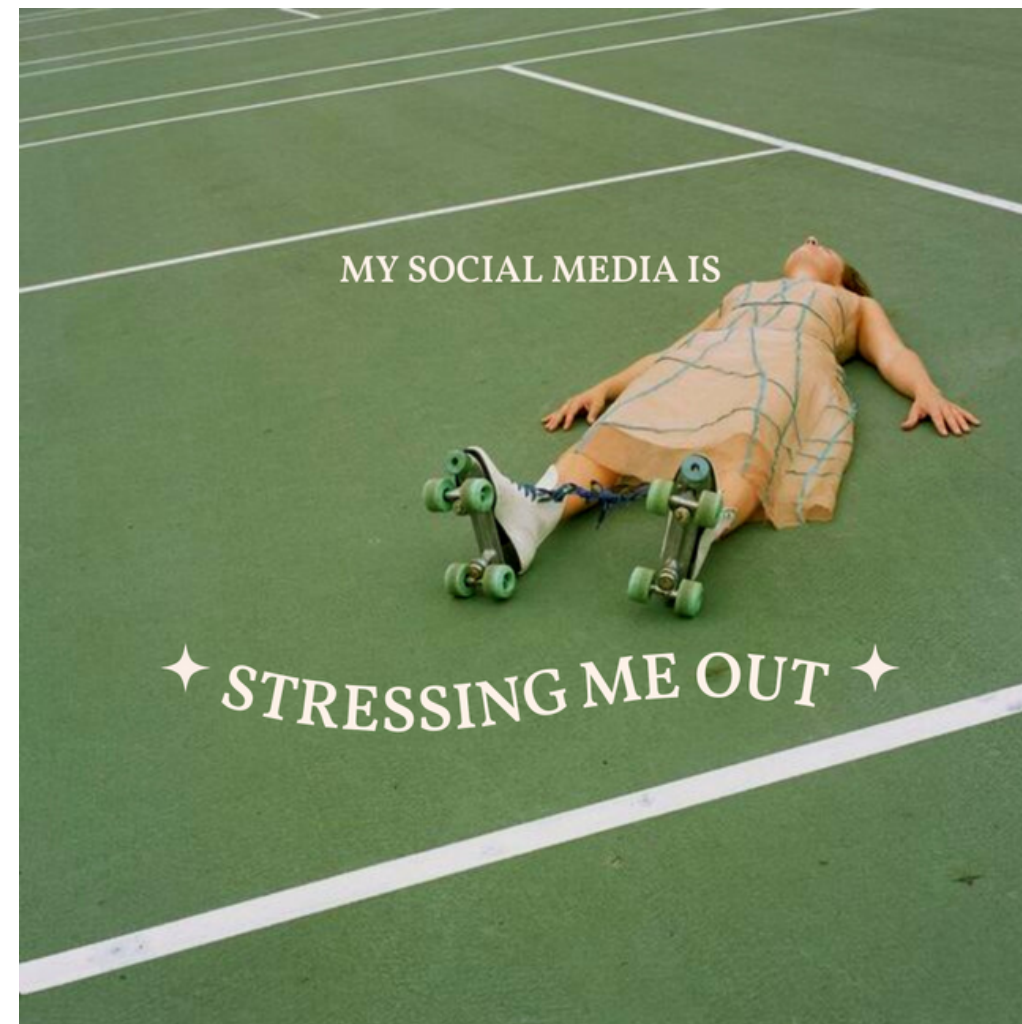
CTA: Encourage your followers to shop the product(s) via the link in bio.

Recurring Feed Posts

WORDS OF ADVICE

My words of advice from my years of learnings!

Purpose: Educate & inform to build brand authority.



I'VE BEEN *THERE*.



Running social media for your business can be the absolute bane of your daily existence. I've been there. Trust me.



I've felt the overwhelm of not knowing what to post. Of putting HOURS of work into posting and then watching only your mum and your auntie like your posts and vote on your story polls. I've known the crushing disappointment of watching followers drop off.



I'm here to give you 5 words of advice for when your social media is stressing you out.

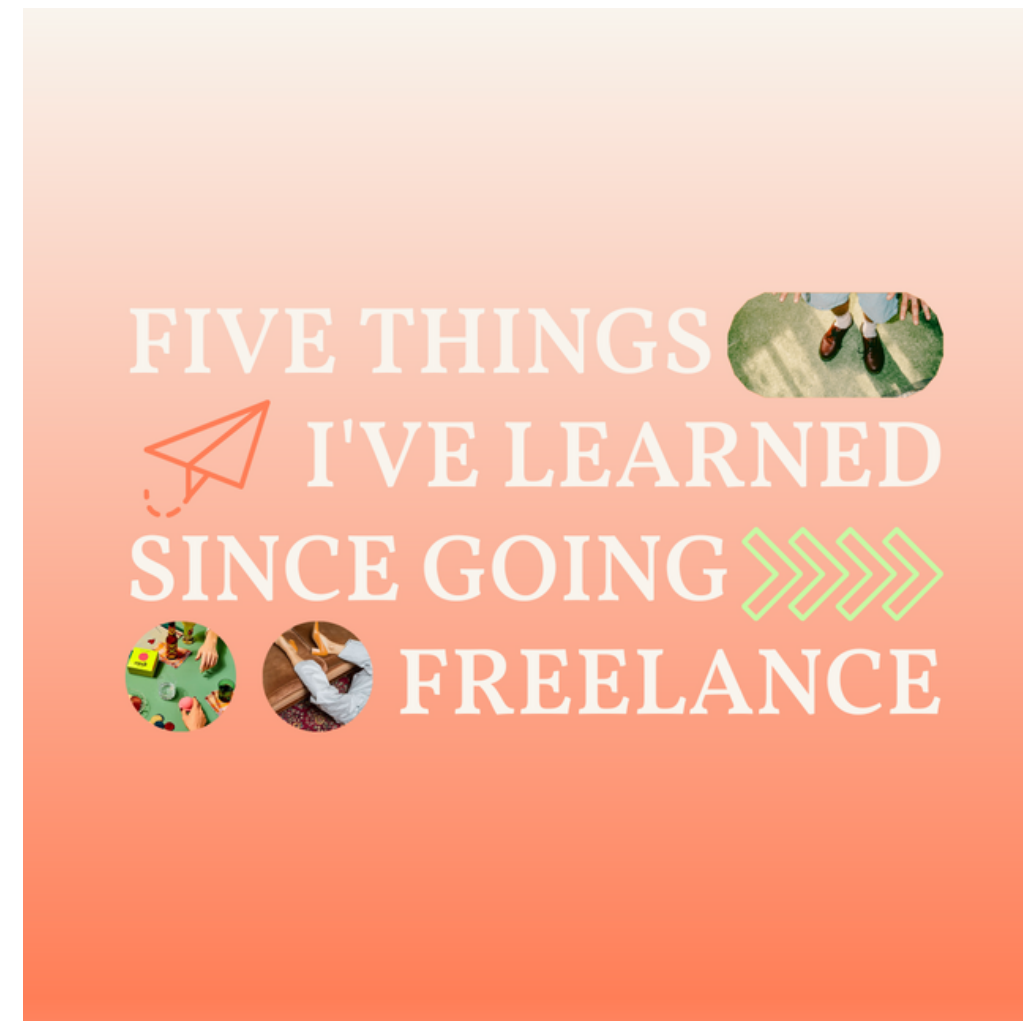
swipe swipe!

Recurring Feed Posts

FREELANCE LESSONS

Things I've learned as a freelancer.

Purpose: Connecting with other freelancers and building honest brand personality.



Recurring Stories



STORY NAME

Story explanation.

Purpose: Explain how to use your feed and why you use it.

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Engagement Strategy

Engaging with members of your audience is a key part of the strategy. This helps get new eyes on your content and builds rapport with your audience.

As well as engaging with the accounts on your following feed, the key accounts and hashtags identified act as a starting point when finding new audiences to engage with.

Engagement includes liking and commenting on feed posts, replying to stories and sharing content.

All interactions should feel genuine for your brand and fit your usual tone of voice.

BRANDS

Focus on the audiences of similar brands whose customers appreciate sustainability, positive feel-good looks and living for your everyday

INFLUENCERS

Engage with influencers and their audiences who align with your brand and fit your target audience.

HASHTAGS

By using hashtag categories, you can follow and engage with others using those hashtags, and be sure to use them strategically when posting.

Stats Report

Make notes of an overview of the account's performance. Did engagement go up or down? Are you noticing a pattern with why some posts are doing better than others? Are your audience more engaged with reels or feed posts or stories or something else? Are certain captions resonating with your followers?

From this, what three actions can you take to help improve next month's performance?

- 1. Action (i.e. creating more 10-sec reels with captions sharing mindfulness advice and resources)
- 2. Action
- 3. Action

Every month, use the stats report tab in the spreadsheet to keep track of your account's performance. On Instagram Business accounts, you can use Instagram's own Insights tool to see what's going on behind the scenes!

Top performing posts



Likes: X
Comments: X
Saves: X



Likes: X
Comments: X
Saves: X



Likes: X
Comments: X
Saves: X

Least performing posts



Likes: X
Comments: X
Saves: X



Likes: X
Comments: X
Saves: X



Likes: X
Comments: X
Saves: X

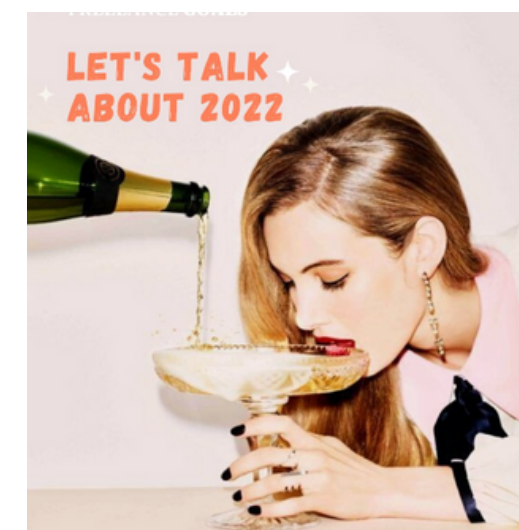
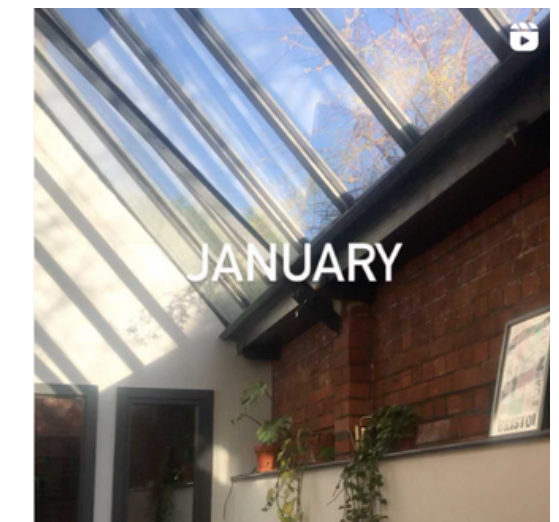
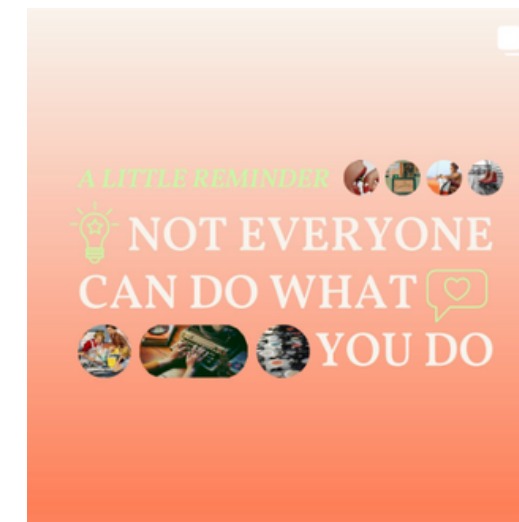
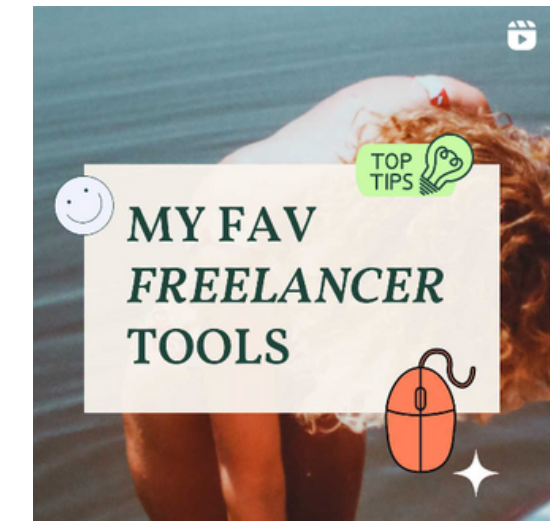
Content Calendar

@yourbusiness



January Grid

Key dates and events for the month.



POSITIVE ENERGY ✨
**THE GOOD
VIBES CLUB**



How I'm working
on my "energy".



Created by Beth Morrow