



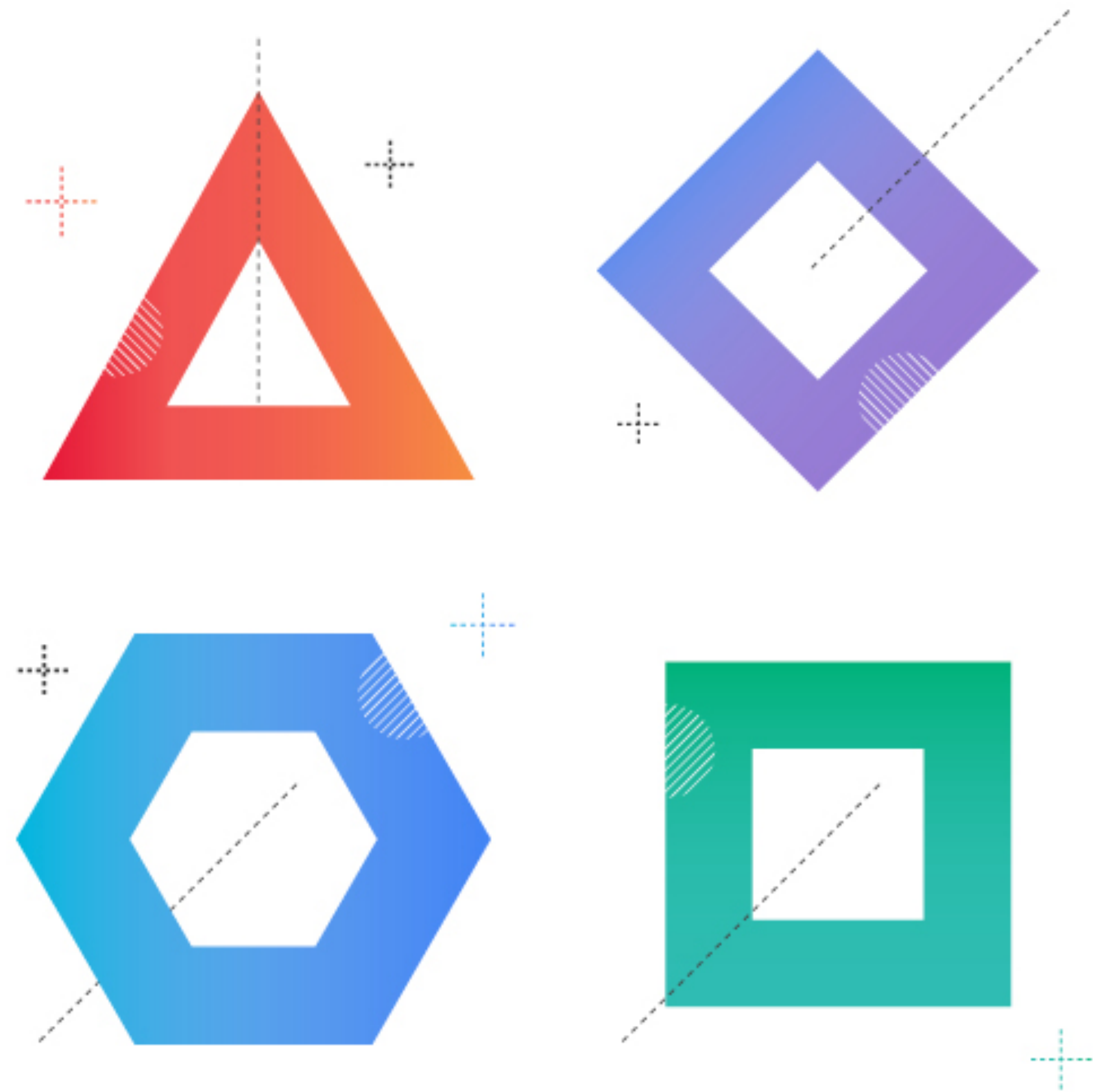
SOCIAL MEDIA

A introduction to current trends in social media
and practical solutions for how to successfully apply them

PRESENTED BY **UNSTUCK DESIGN**

ABOUT UNSTUCK

We are a design and marketing agency which span the disciplines of brand identity design, print, web and digital marketing. Established over 10 years we have seen the advent and growth of social media as it developed to become a cornerstone for many businesses marketing strategy



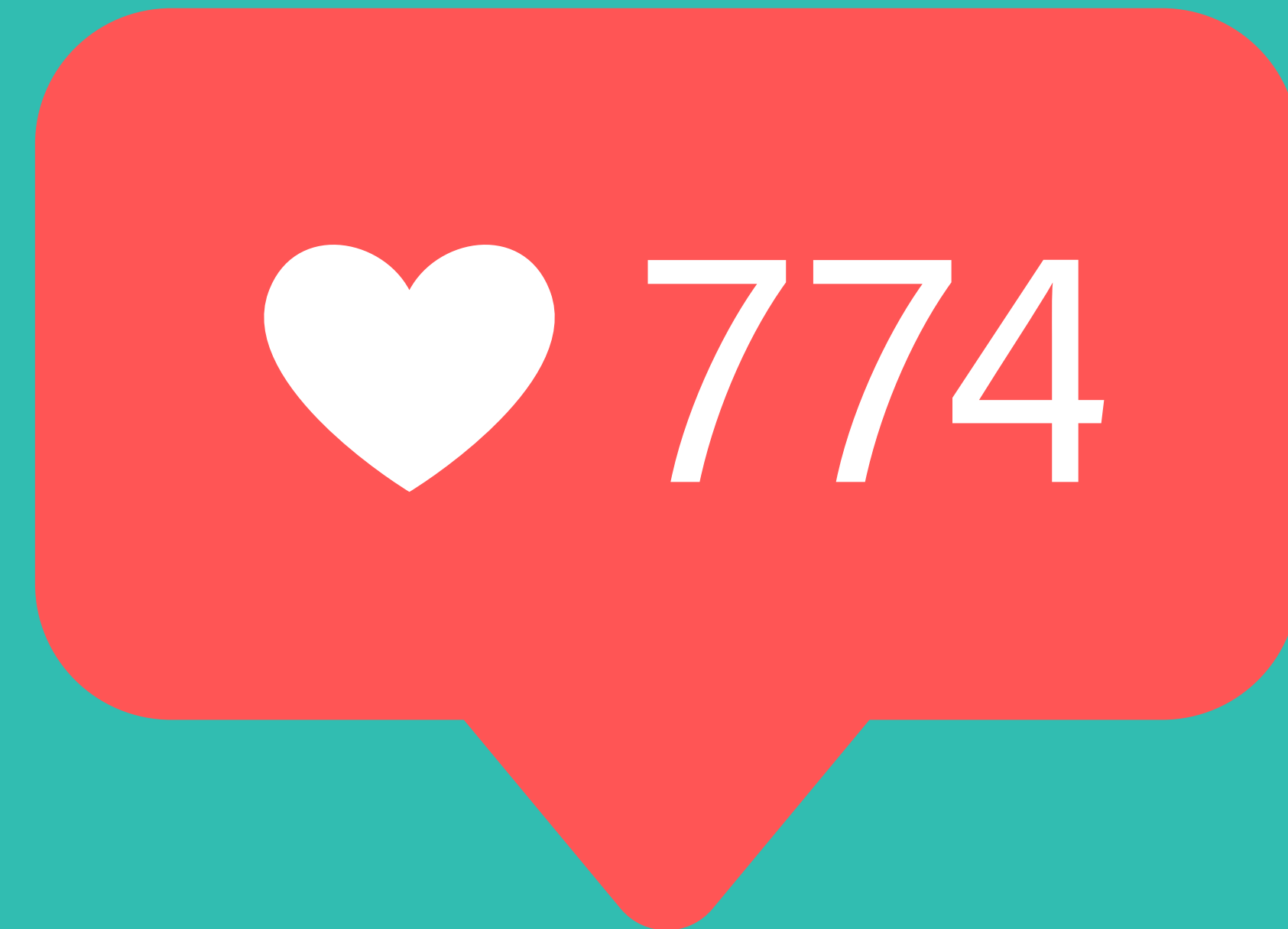
WHY INSTAGRAM

- + Diverse user base
 - + It's perfectly built for a mobile /smartphone driven world
 - + Brand reach is excellent
-



WHY INSTAGRAM

- + Its visual nature means content is quick and easy to consume
 - + It has the potential to offer true selling power
 - + High conversion rates
-



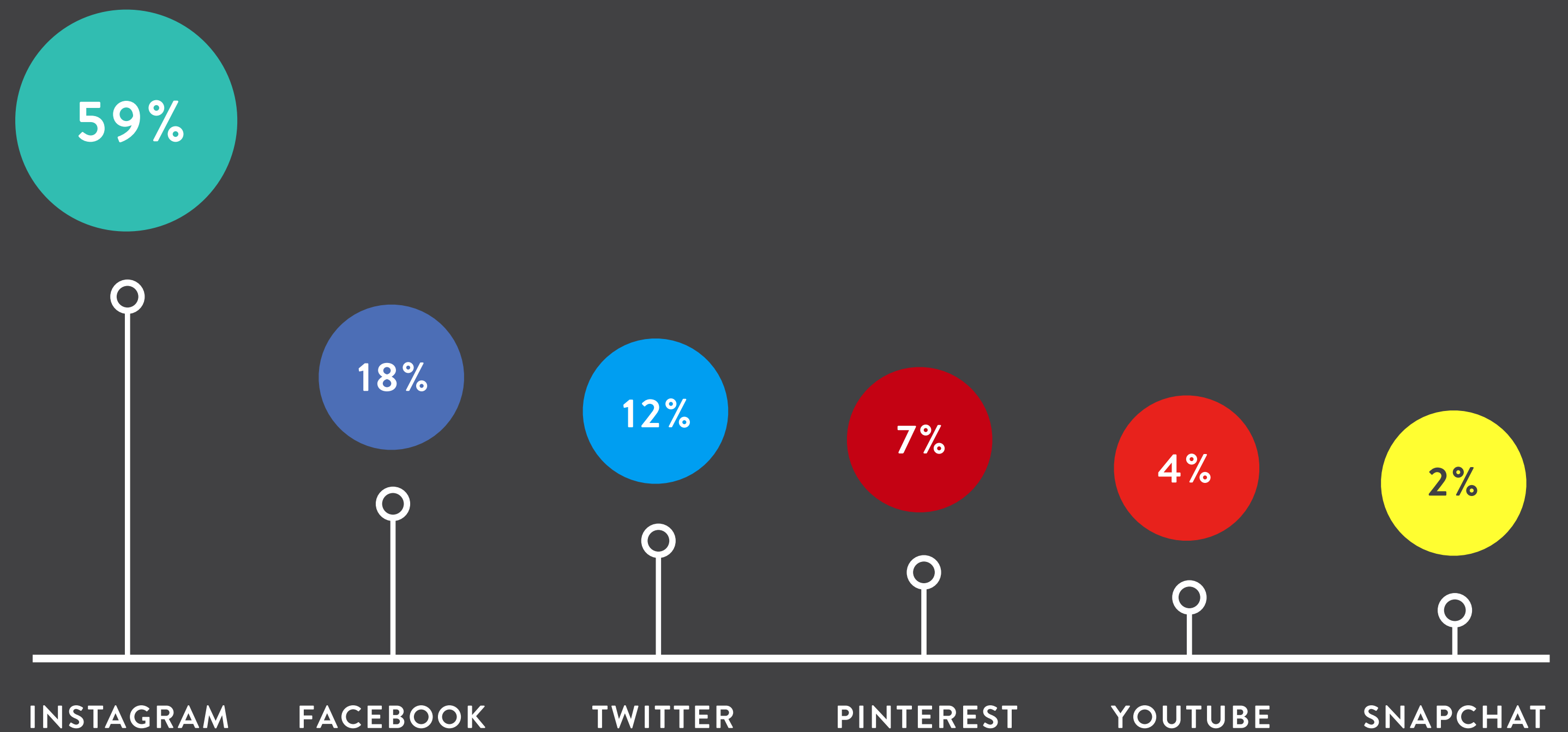
WHY INSTAGRAM

- + It is a positive environment for users to be entertained and informed
 - + It's still growing
 - + It is proven to be the most effective platform for growing engagement
-



CHOOSING A FOCUS

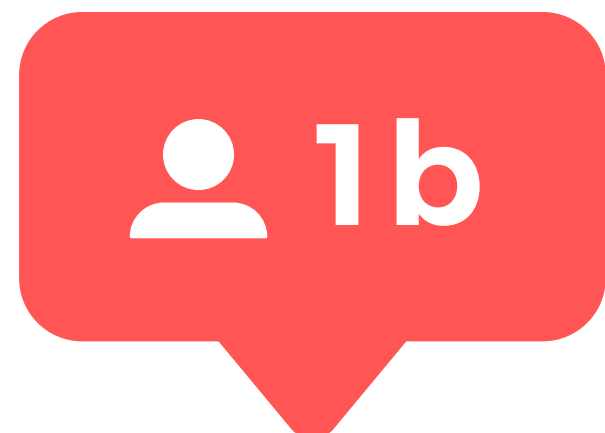
Results of a study into which social media platform is the most effective for growing engagement?



INSTAGRAM

+ 1 billion global accounts active every month

+ 500 million daily users

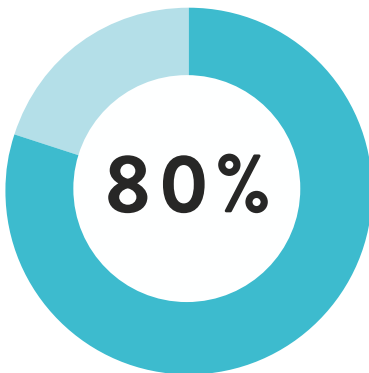




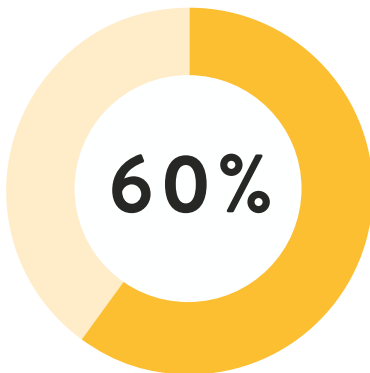
INSTAGRAM INSIGHTS



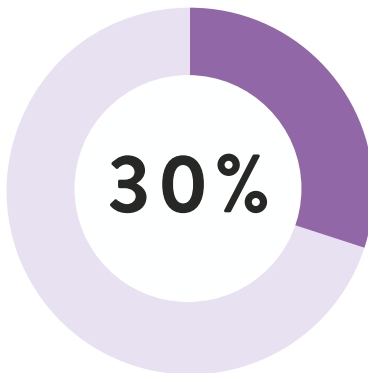
Instagram images get an average of **23% more engagement** than their Facebook counterparts



80% of Instagram users follow a **business account**

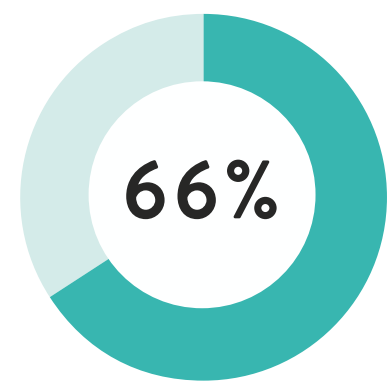


60% of users first heard about a **product** on Instagram

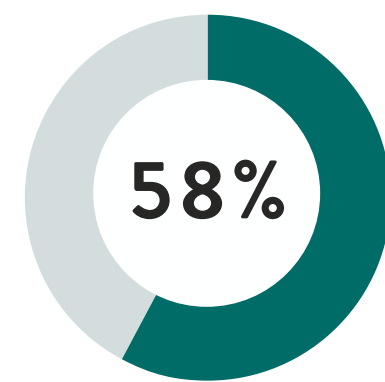


30% of users bought something they **discovered** on Instagram

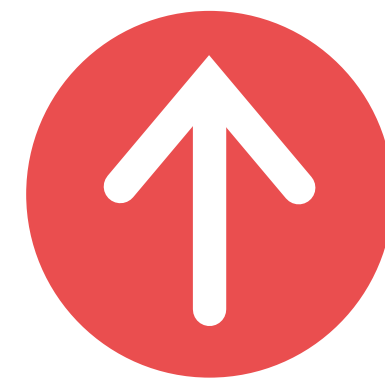
INSTAGRAM INSIGHTS



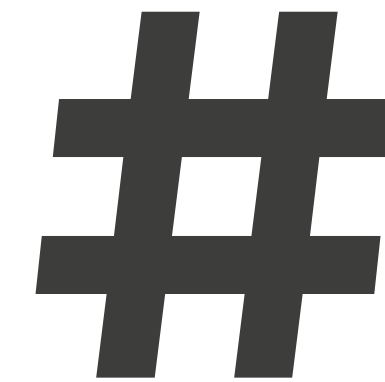
66% of visits to Instagram business profiles are from users who don't follow them



58% of Brands have created an **Instagram Story**



On average brand follower growth **increases 6%-8%** month over month



Having at least one hashtag will get you **12.6%** more engagement



GUIDE TO INSTAGRAM

Introduction
Daily Activity
Other Features
Strategies & Tips
Stories

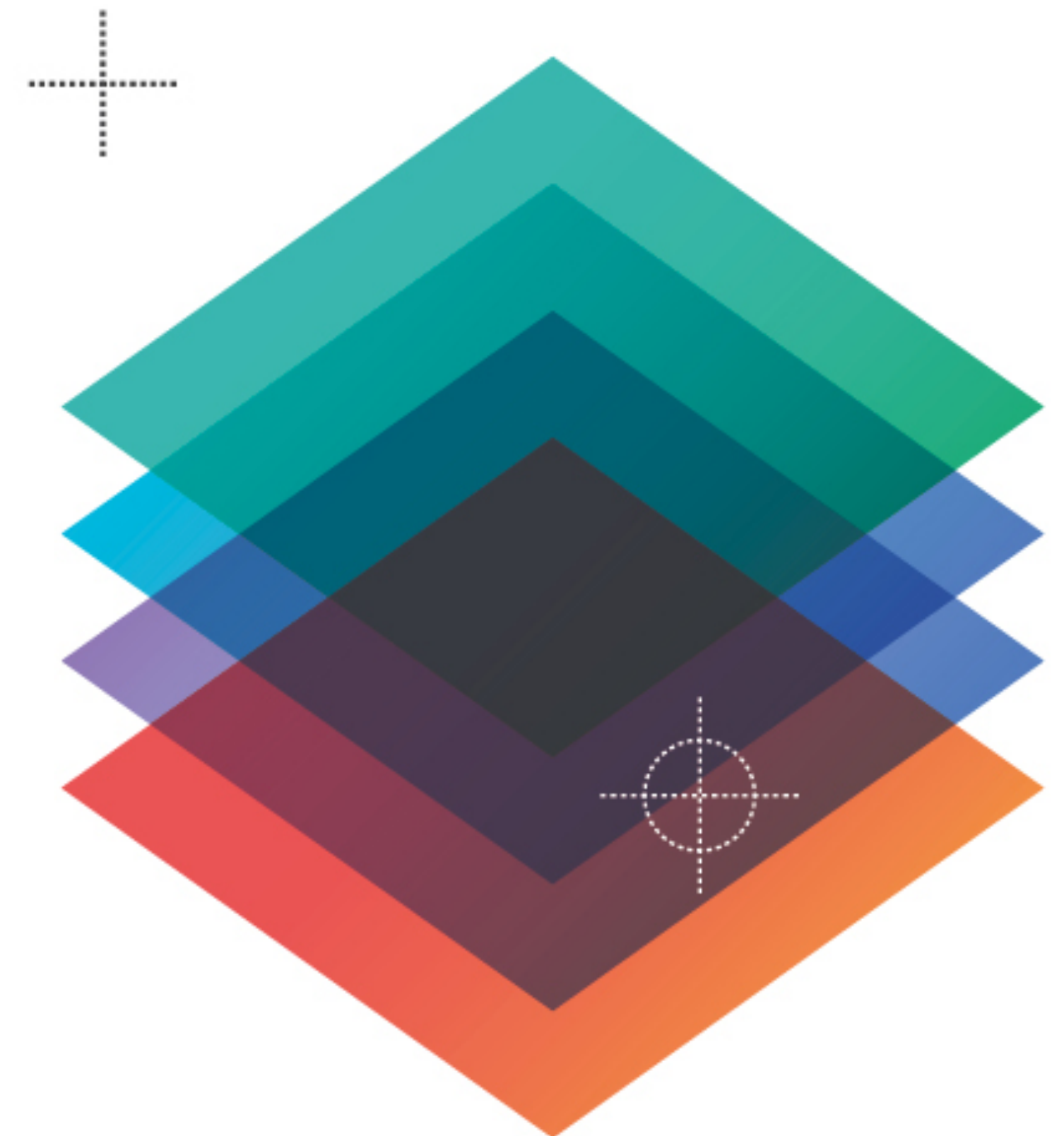
INTRODUCTION

Here's our guide to Instagram, including daily activity, features, strategy & tips and stories

So, if you are a seasoned pro or a newcomer we'll walk you through this essential marketing tool.

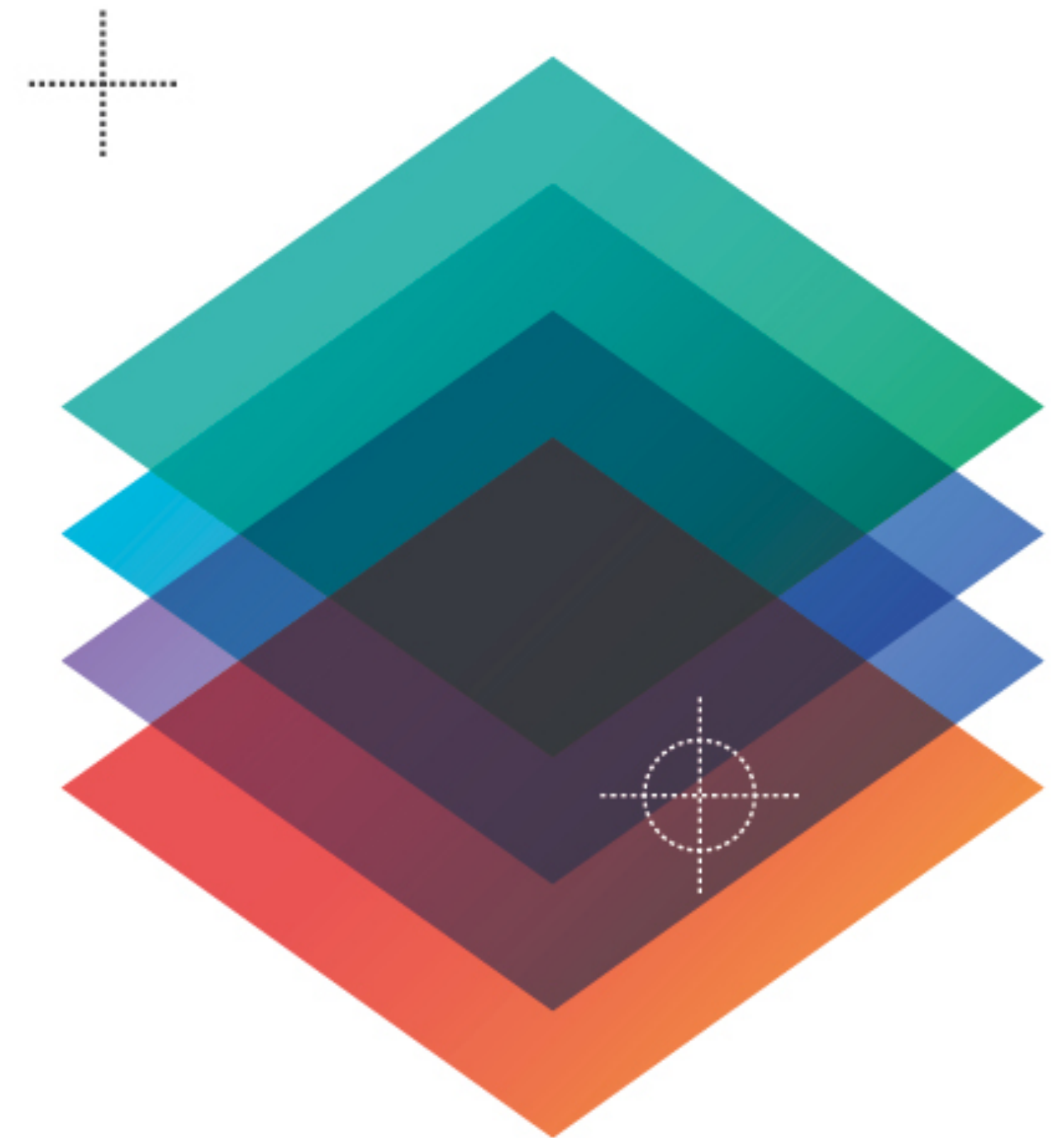
INTRODUCTION

+ Optimise your bio



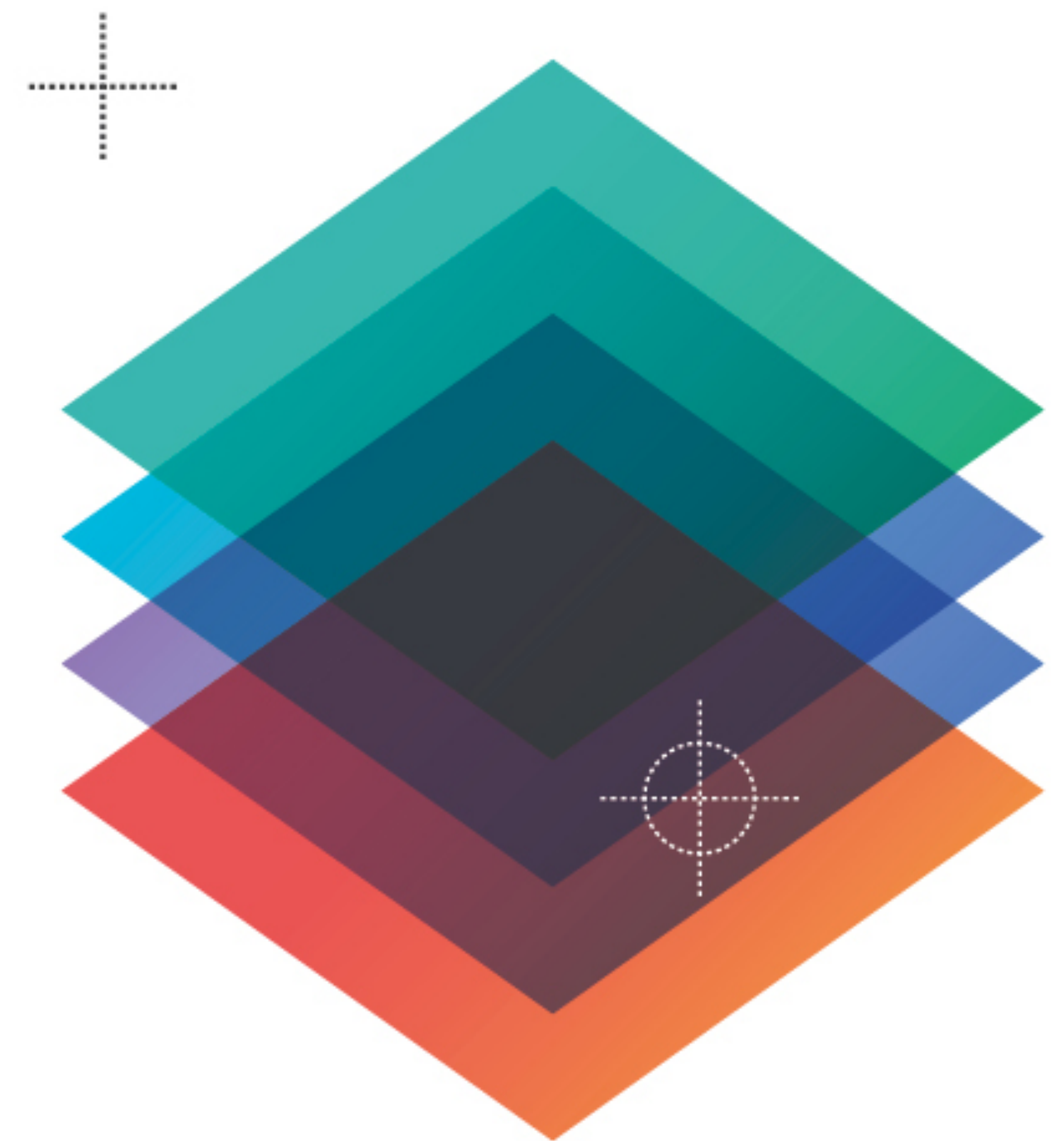
INTRODUCTION

- + Optimise your bio
 - + Choose an appropriate profile pic
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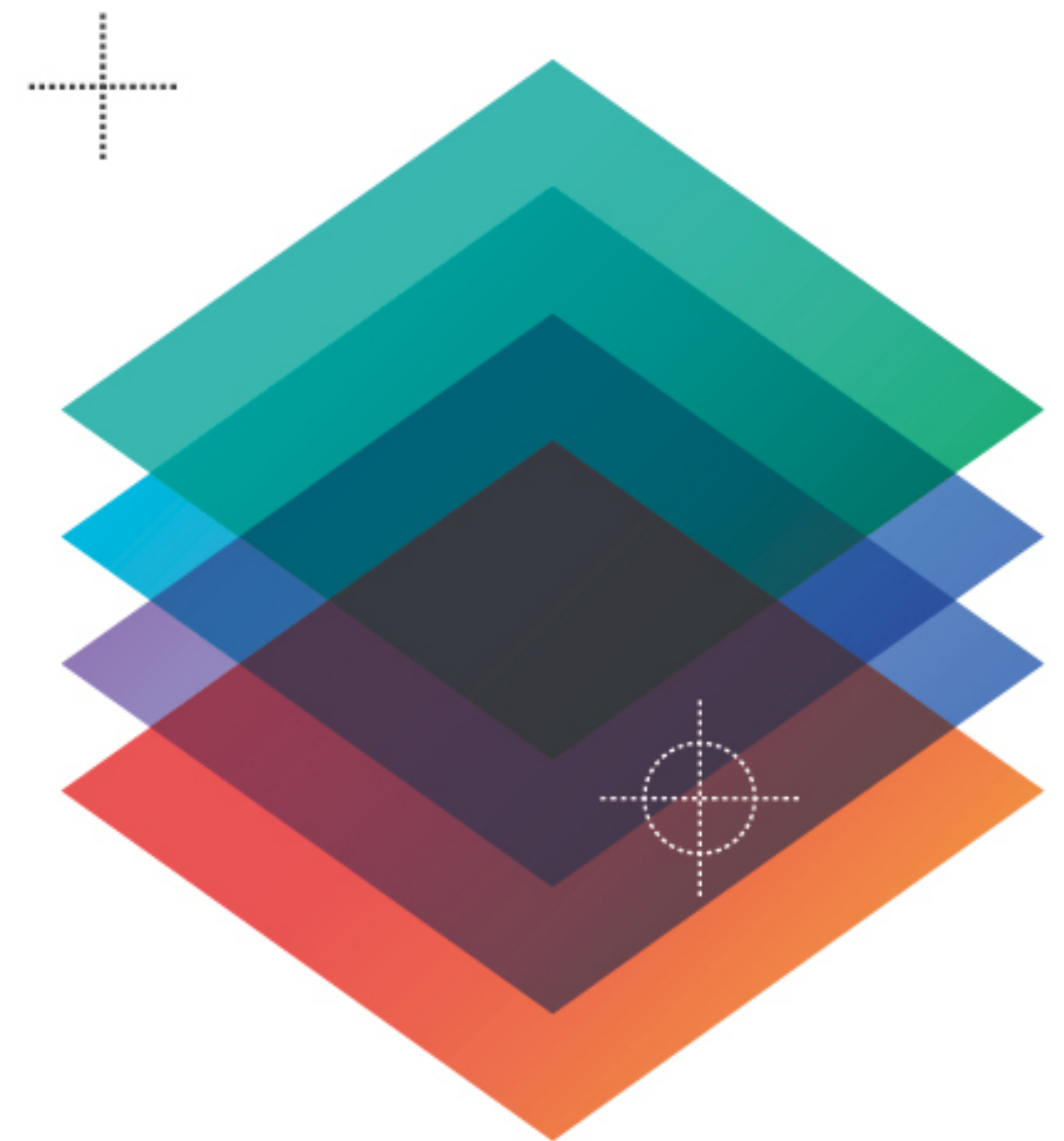
INTRODUCTION

- + Optimise your bio
- + Choose an appropriate profile pic
- + Establish a brand 'Look'



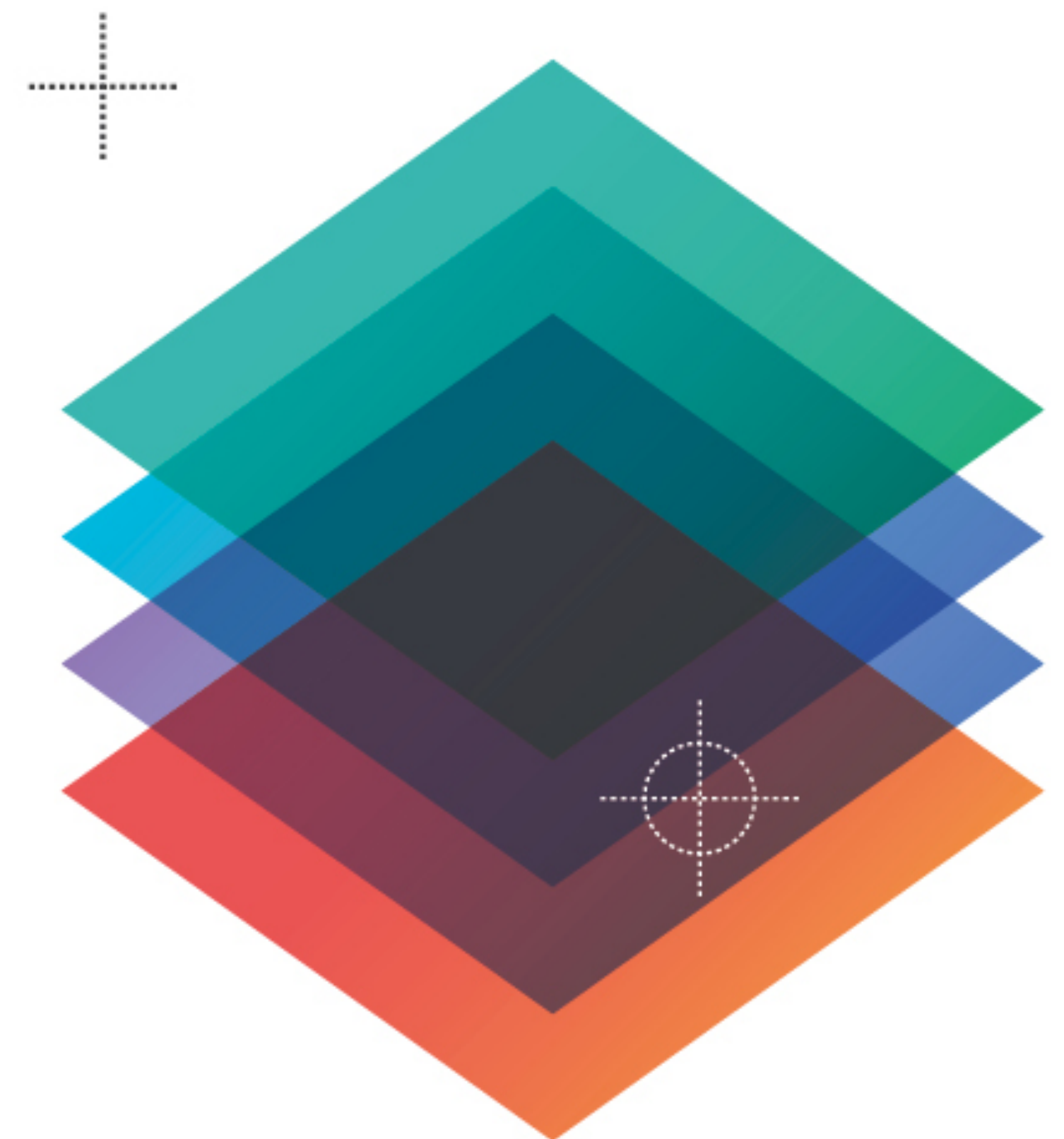
INTRODUCTION

- + Optimise your bio
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 - + Define some goals
-



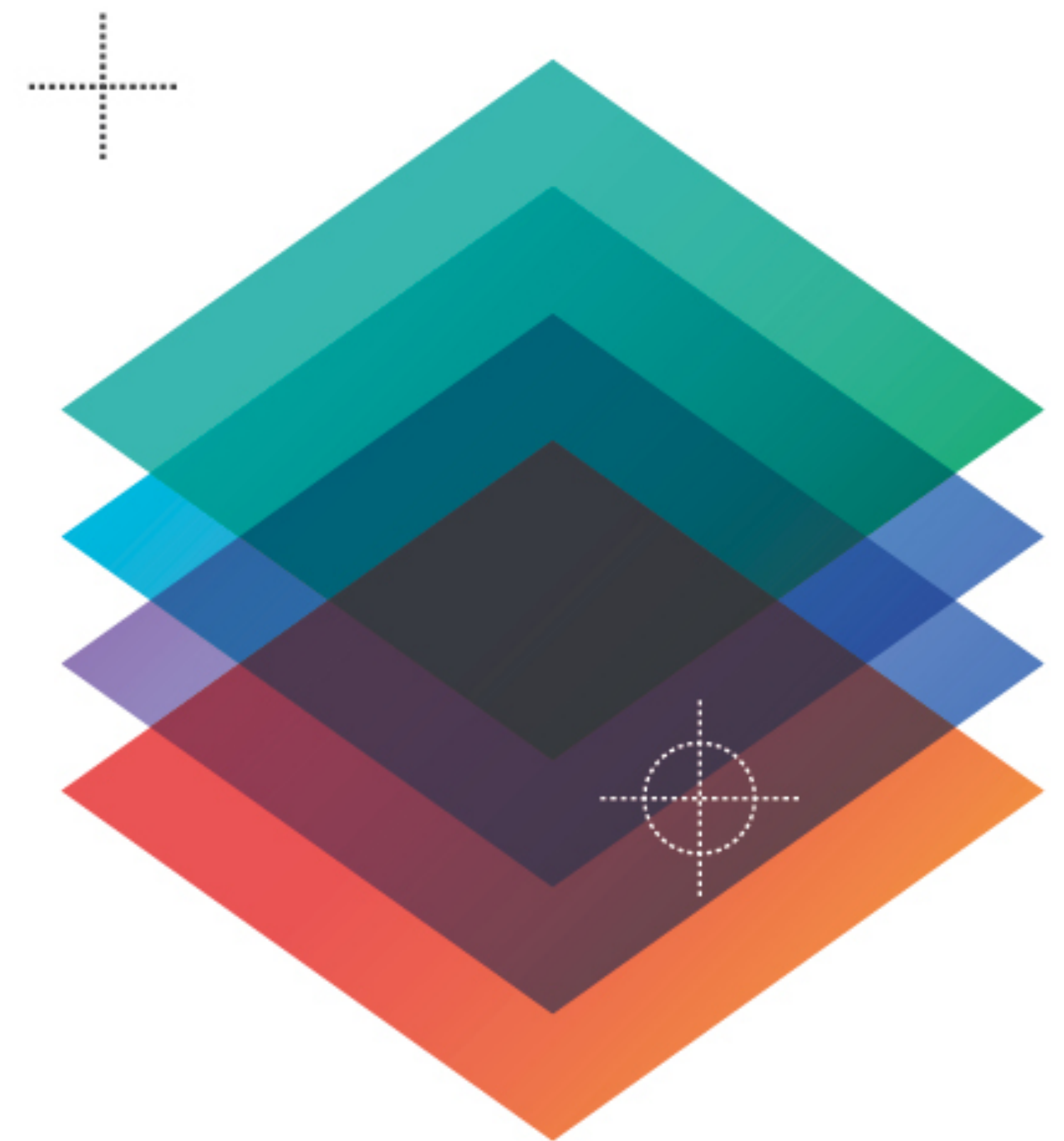
INTRODUCTION

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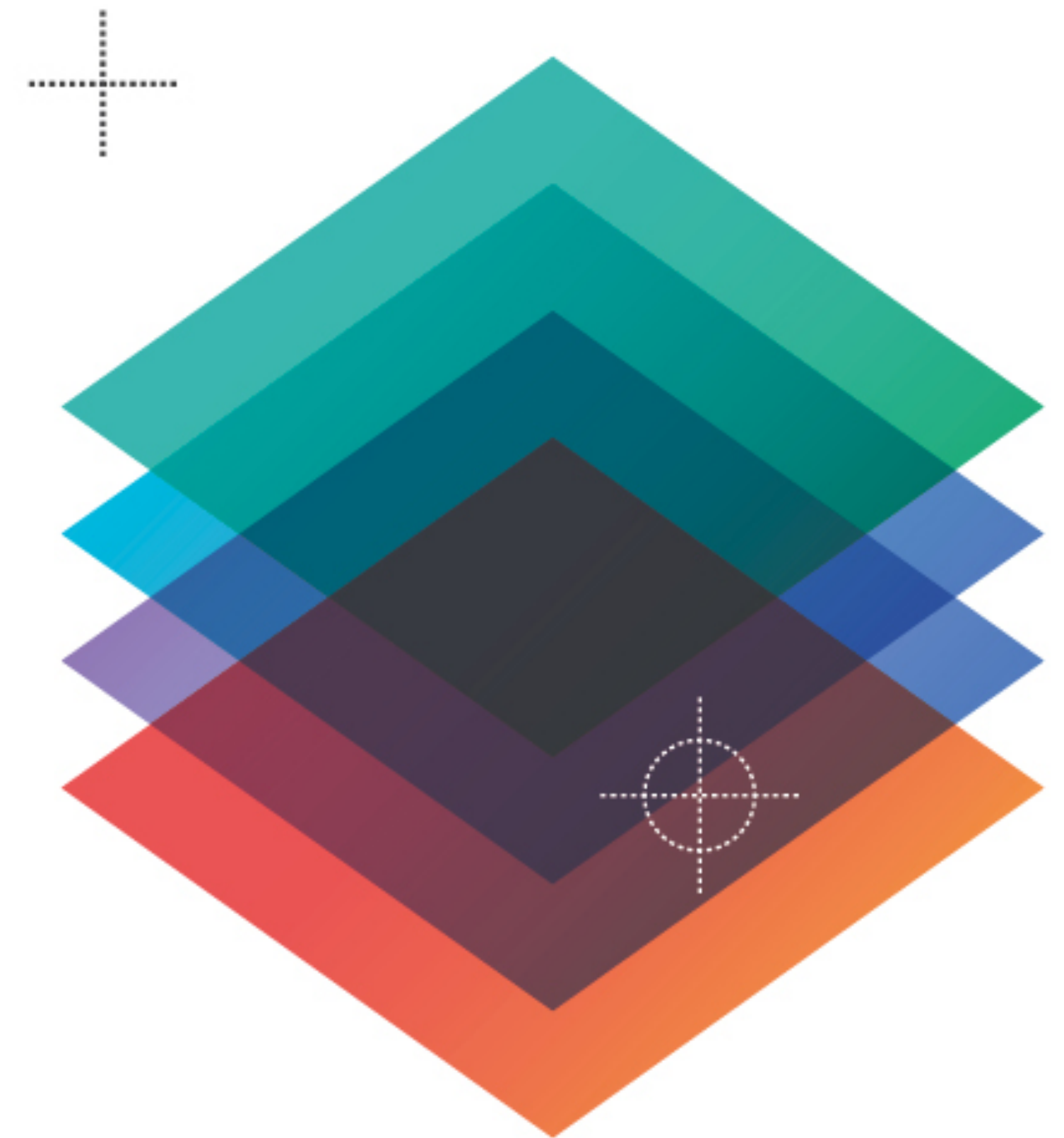
INTRODUCTION

- + Optimise your bio
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INTRODUCTION

- + Optimise your bio
 - + Choose an appropriate profile pic
 - + Establish a brand 'Look'
 - + Define some goals
 - + Make a social media plan
 - + Create content which is compelling
 - + Find your social 'Tone of Voice'
-



DAILY ACTIVITY

+ Connect the dots



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- + Connect the dots
 - + Include reviews or testimonials
-



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- + Create daily hashtags and use them to set the theme for the day
- + Use hashtags wisely



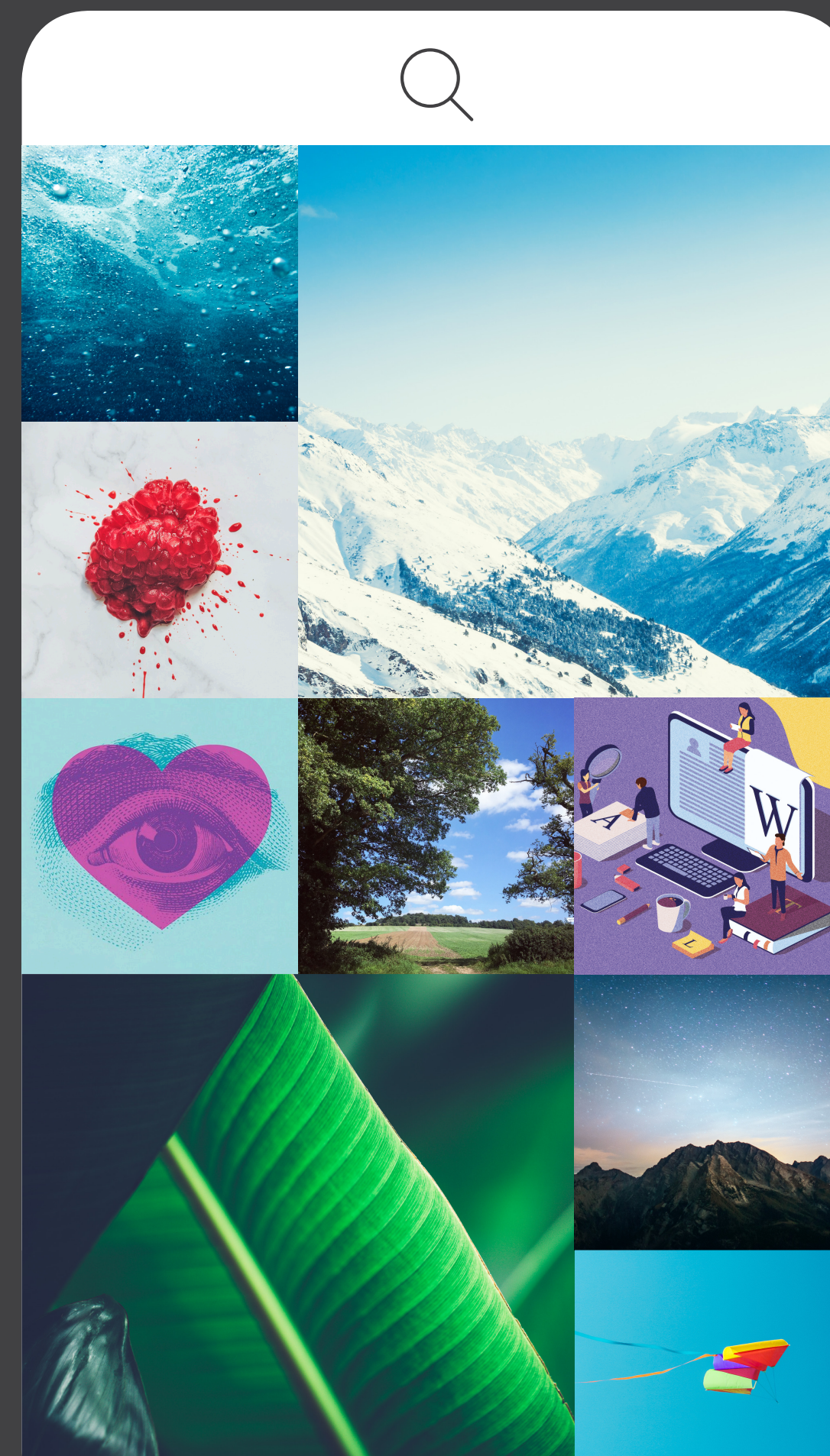
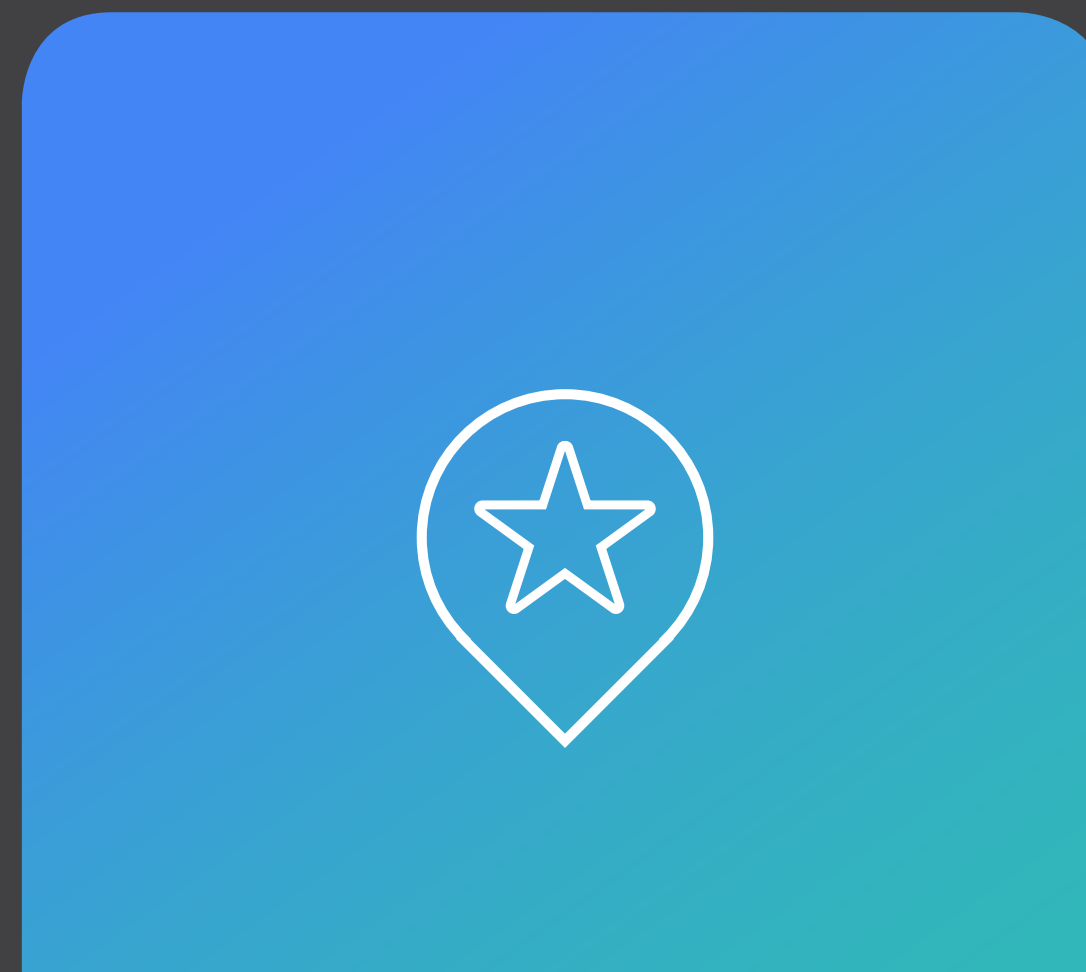
DAILY ACTIVITY

- + Connect the dots
 - + Include reviews or testimonials
 - + Create daily hashtags and use them to set the theme for the day
 - + Use hashtags wisely
 - + Captions should intrigue, inform and invite interaction
-



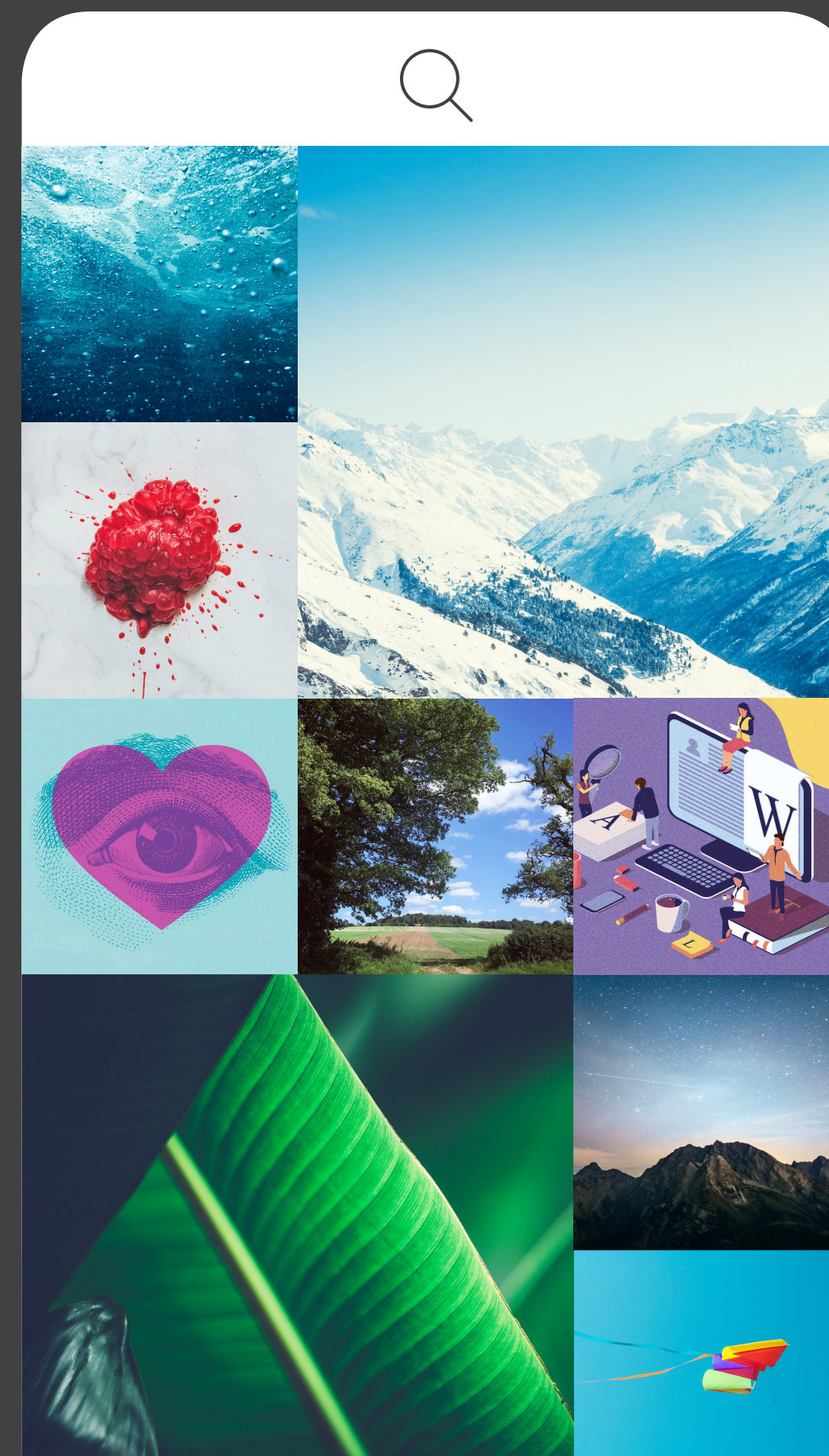
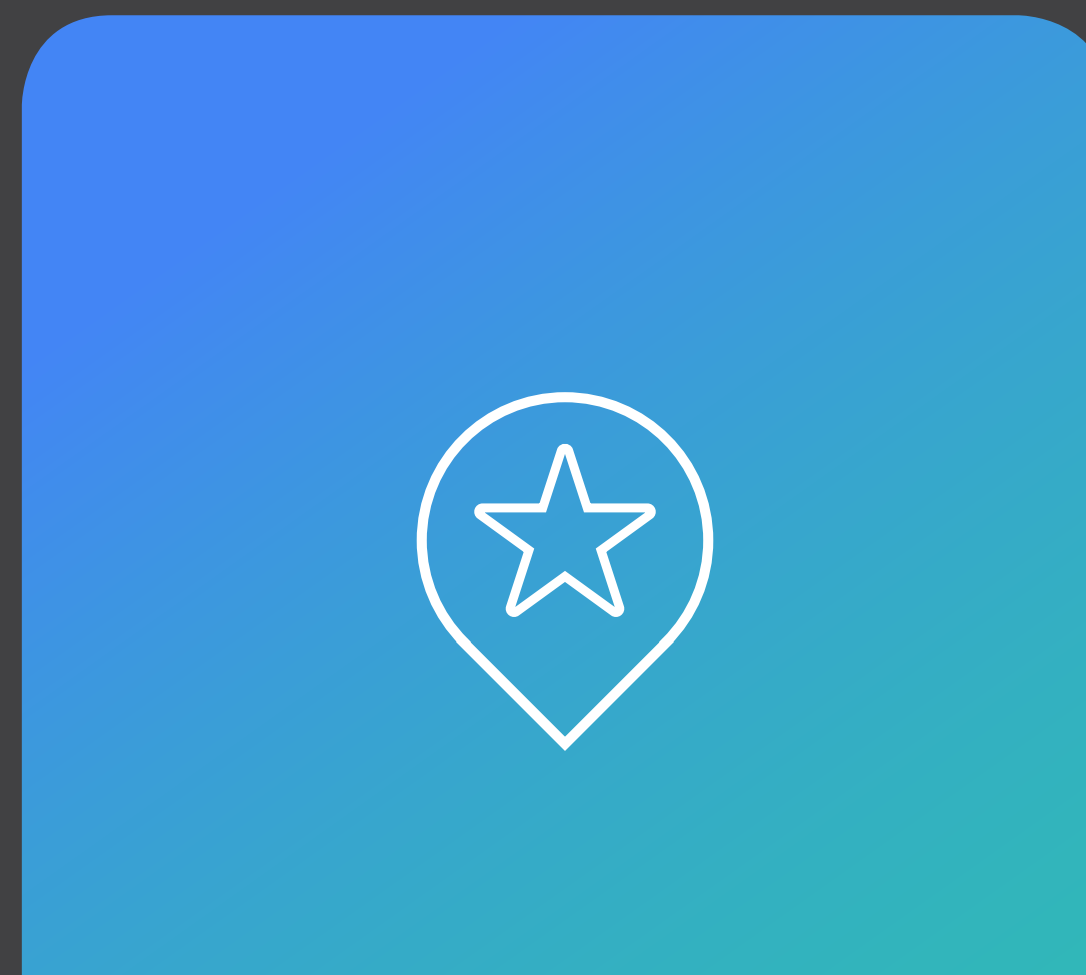
OTHER FEATURES

+ Explore Explore



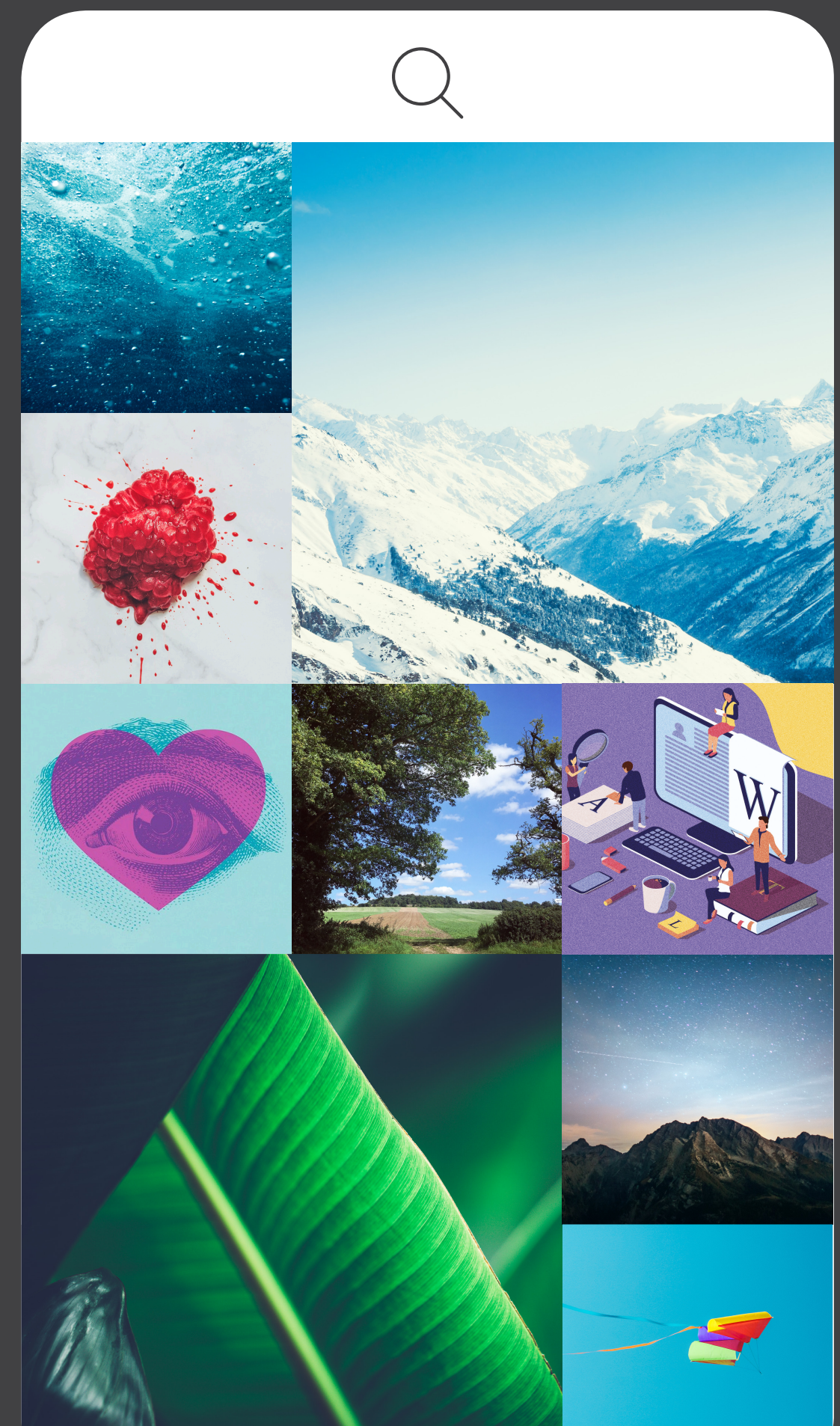
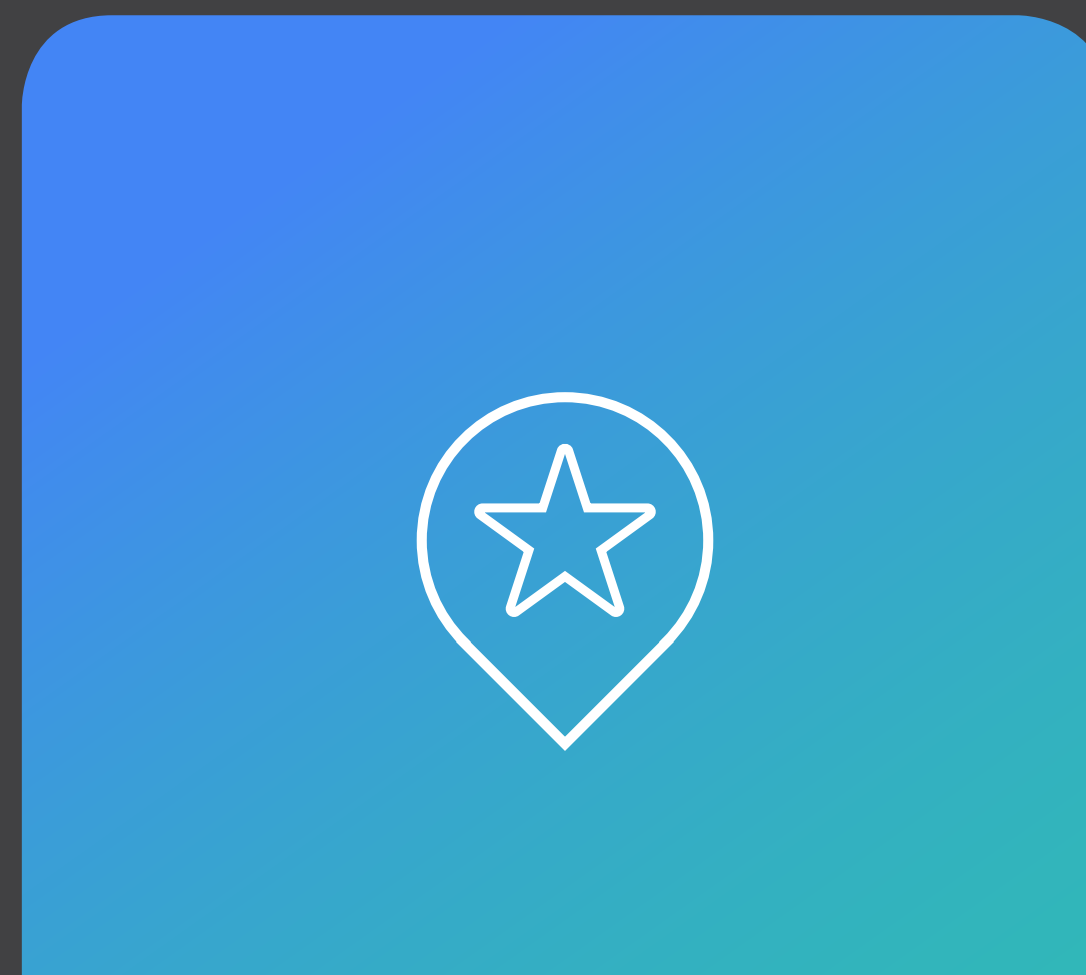
OTHER FEATURES

- + Explore Explore
 - + Use ads to target the right audiences
-



OTHER FEATURES

- + Explore Explore
 - + Use ads to target the right audiences
 - + Instagram Stories
-



STRATEGY & TIPS

+ Go Organic



STRATEGY & TIPS

- + Go Organic
 - + Track your activity with insights and Instagram analytics
-



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 - + Track your activity with insights and Instagram analytics
 - + Partnerships
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- + Go Organic
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 - + Impart your knowledge
 - + Be a digital storyteller
-



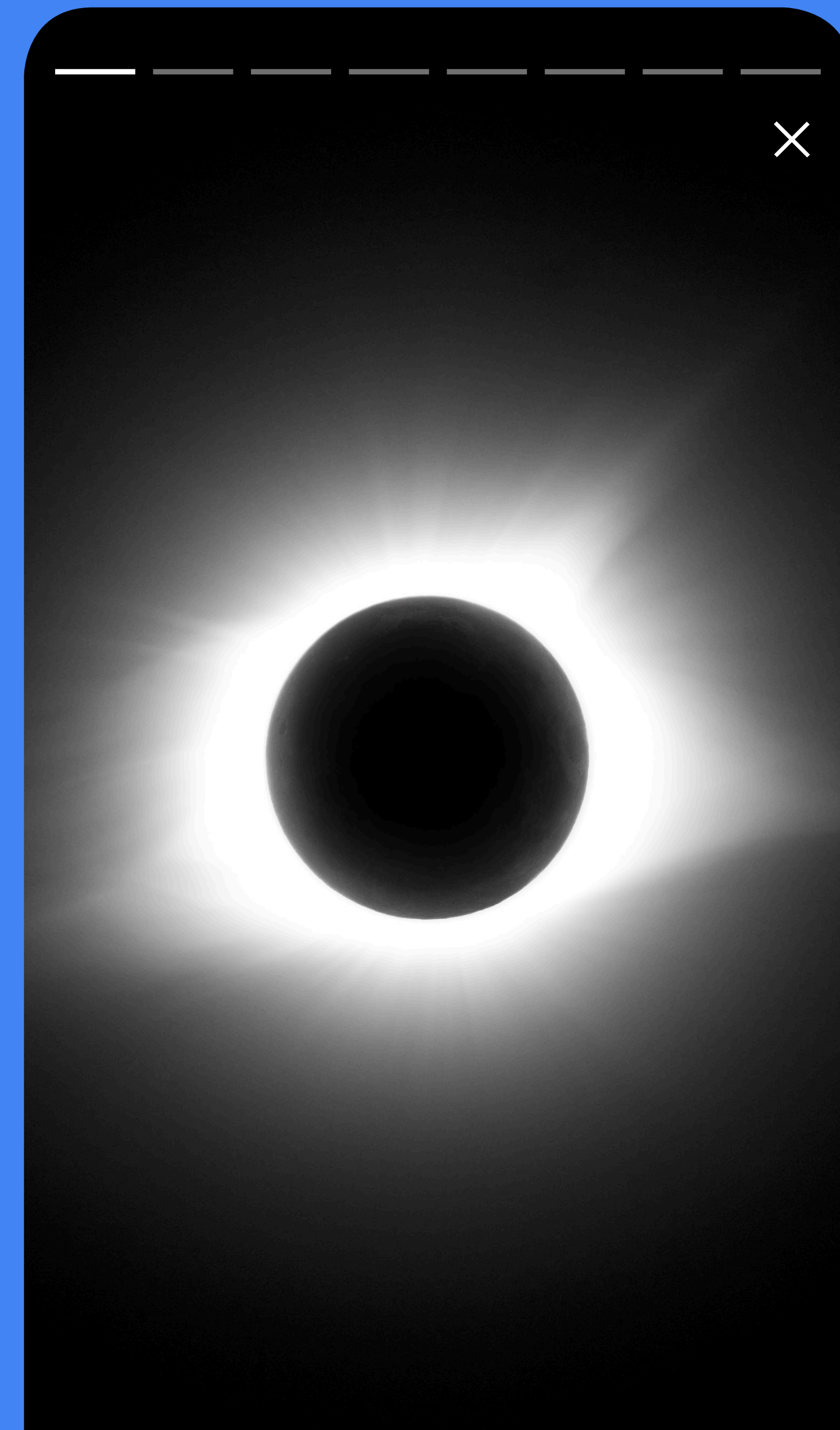
STRATEGY & TIPS

- + Go Organic
 - + Track your activity with insights and Instagram analytics
 - + Partnerships
 - + Ways to encourage interactions on Instagram
 - + Impart your knowledge
 - + Be a digital storyteller
 - + Instagram Take-overs
-



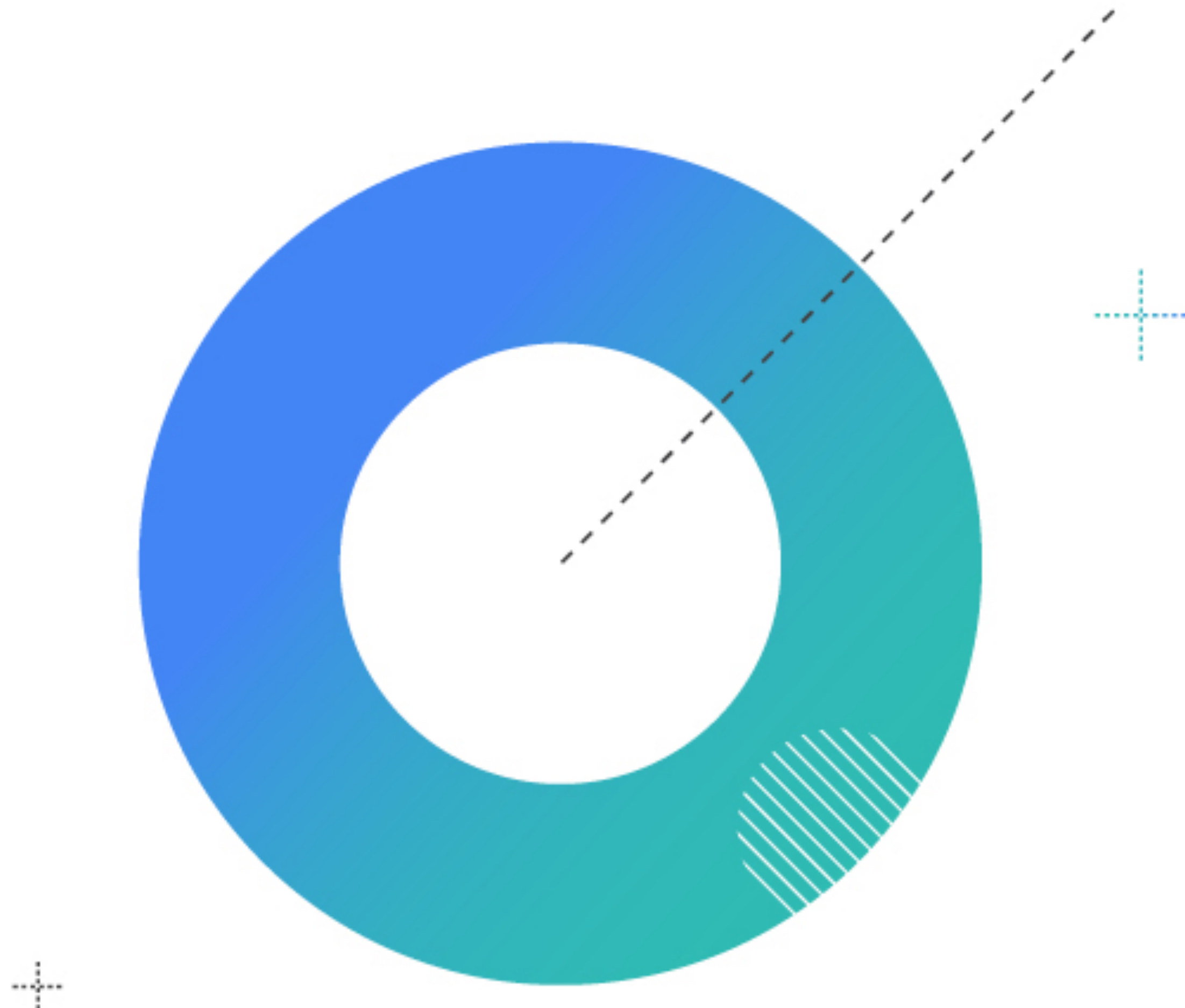
USING STORIES

- + Stories are currently growing 15 times faster than feed-based sharing
 - + 500 million people are using Instagram stories daily
-



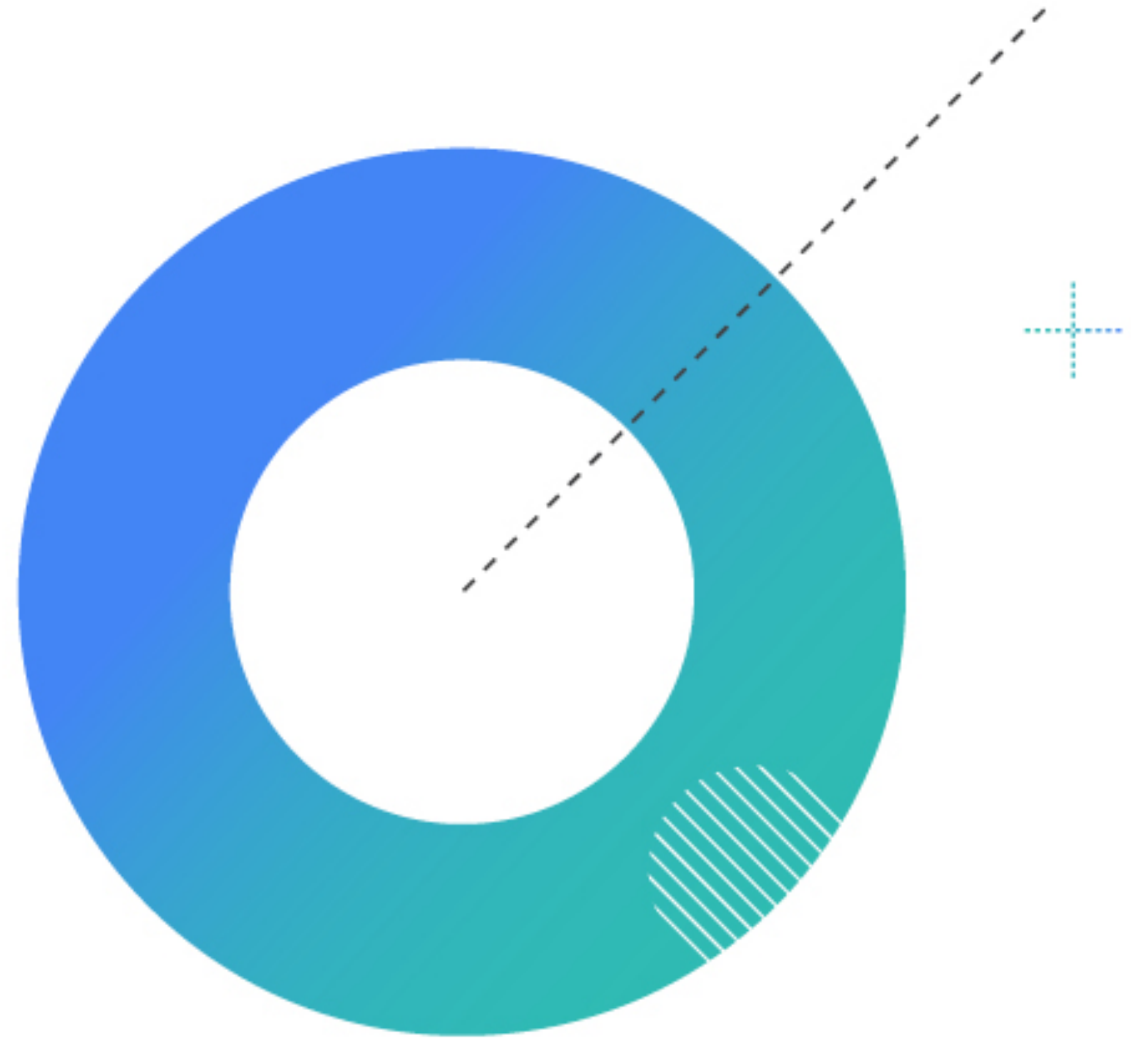
STORIES

+ Consistency is key



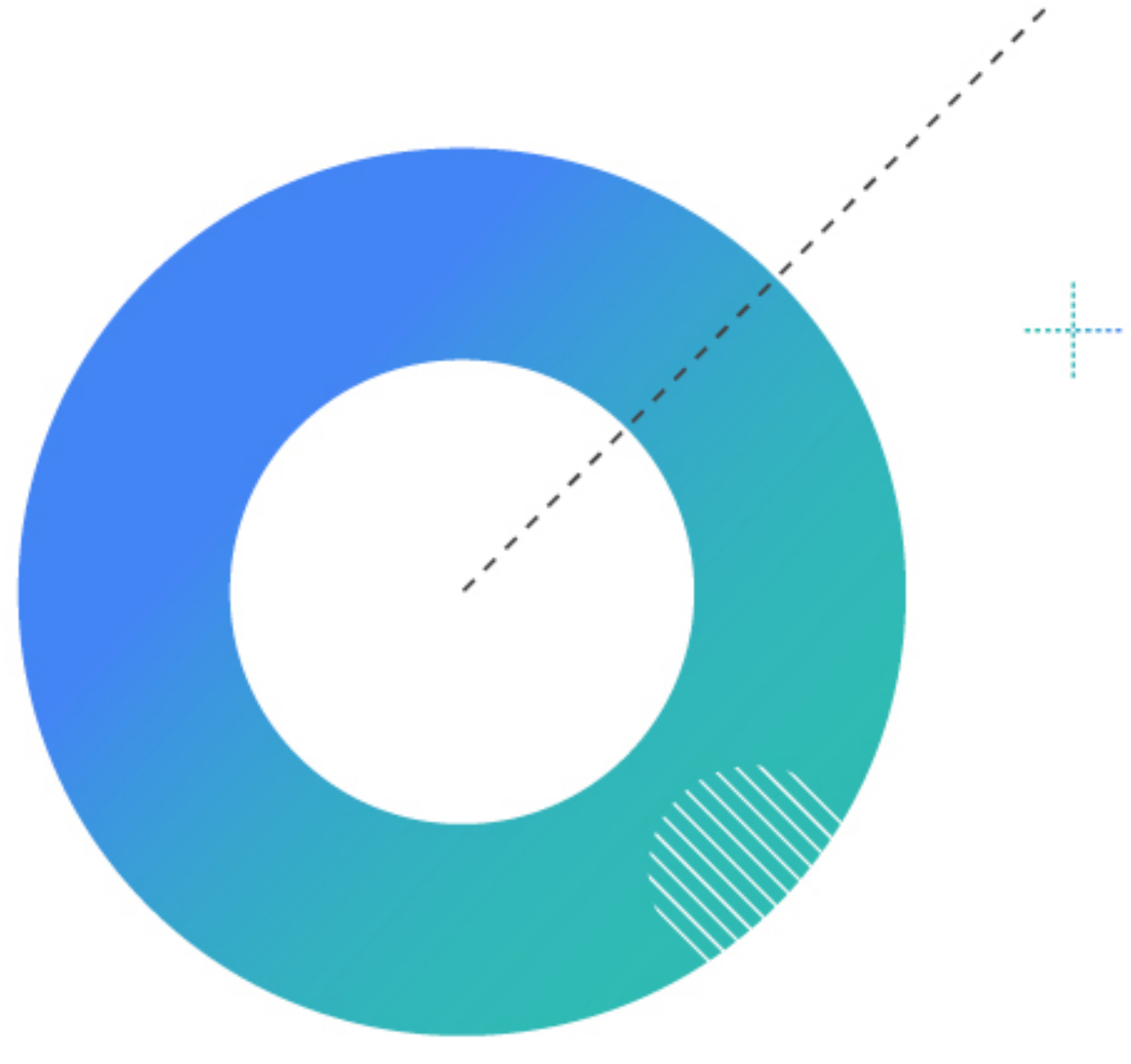
STORIES

- + Consistency is key
- + Tell the story of your brand



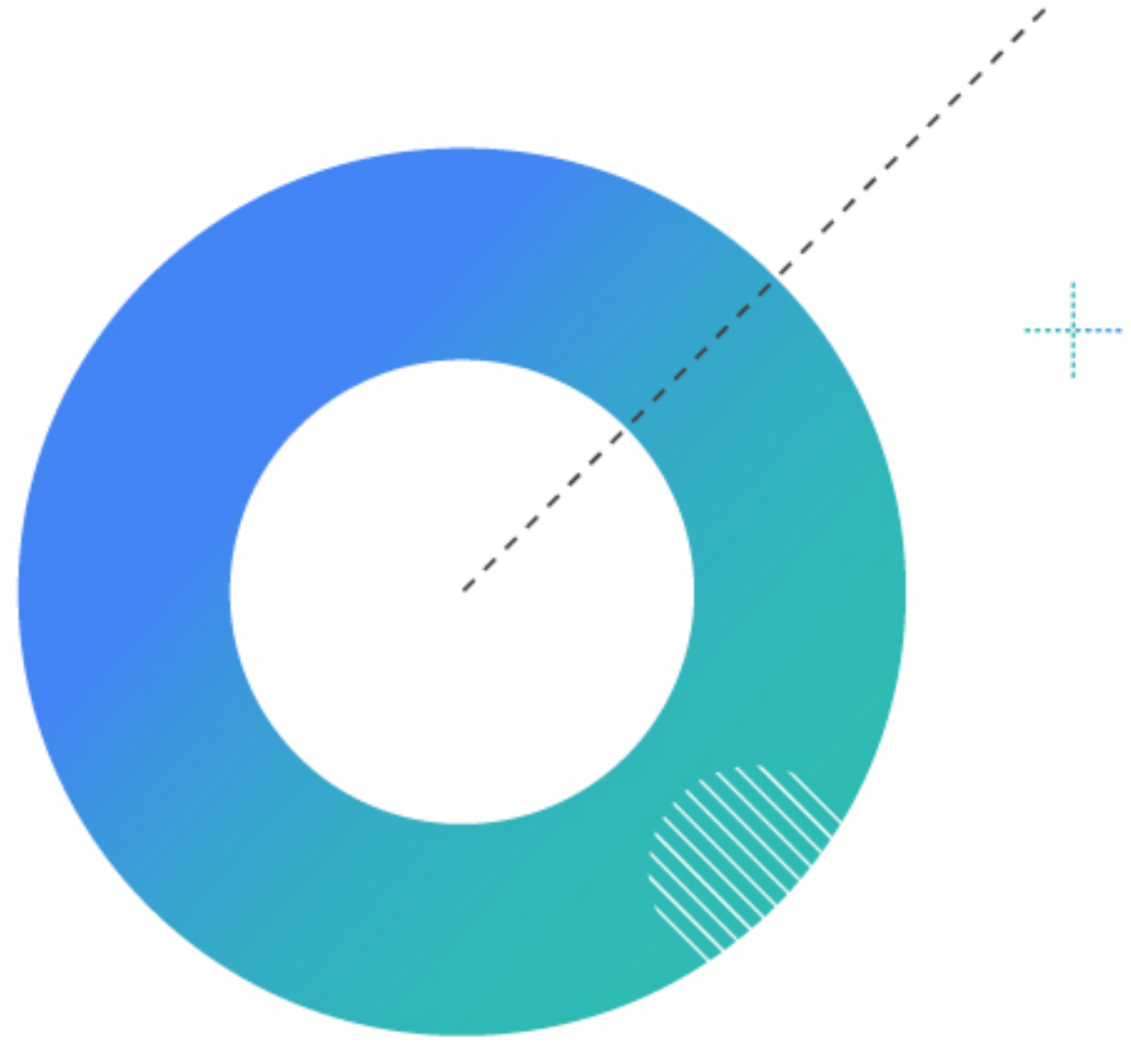
STORIES

- + Consistency is key
 - + Tell the story of your brand
 - + Make use of your story toolkit
-



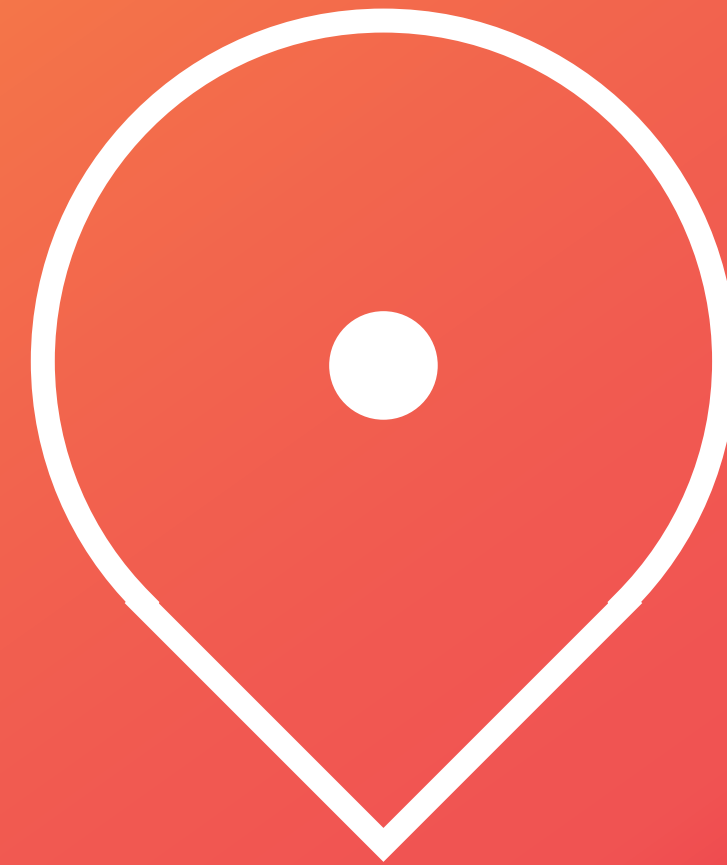
STORIES

- + Consistency is key
 - + Tell the story of your brand
 - + Make use of your story toolkit
 - + Story highlights add longevity to your best content
-



STRATEGIES FOR VISITOR ATTRACTIONS

+ Why is Instagram so
great for attractions?



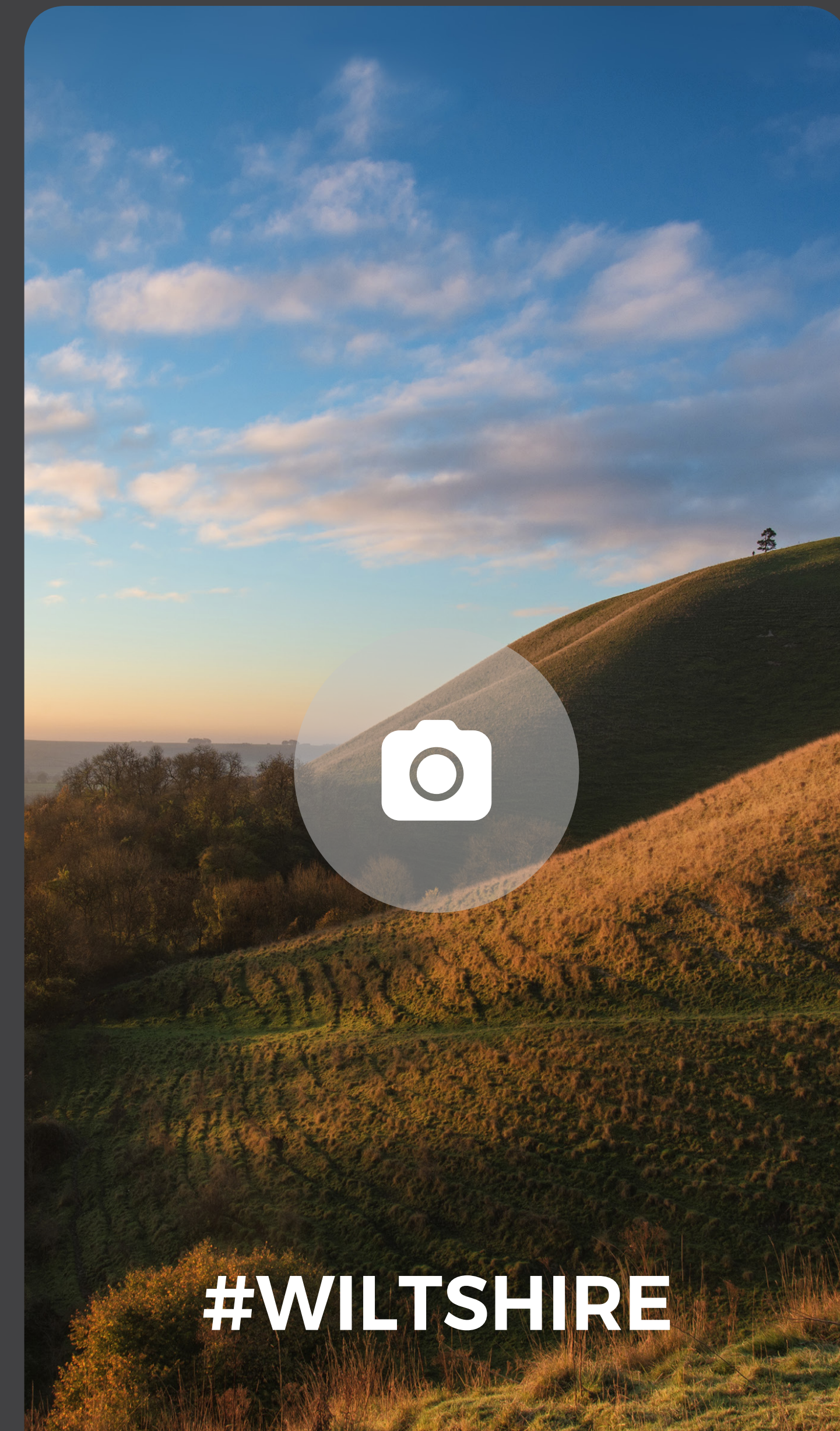
STRATEGIES FOR VISITOR ATTRACTIONS

- + Why is Instagram so great for attractions?
 - + Why is this good for business?
-



STRATEGIES FOR VISITOR ATTRACTIONS

- + Why is Instagram so great for attractions?
 - + Why is this good for business?
 - + User generated content
-



#WILTSHIRE

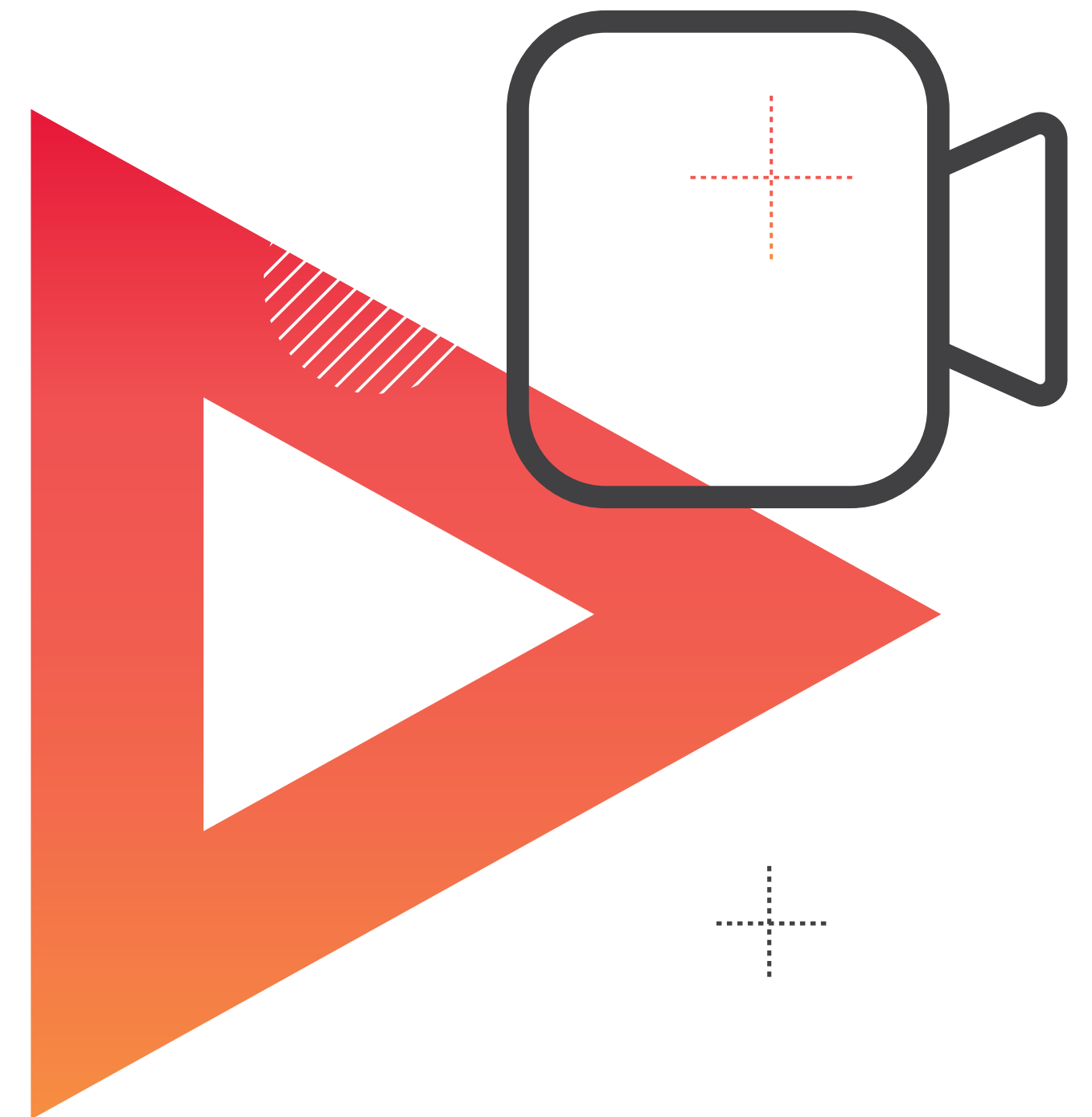


WHERE ARE WE HEADED?

Video will become the primary medium of content

INSIGHT

Video posts receive 38% more engagement than image posts



WHERE ARE WE HEADED?

Social media becomes a ‘credible’
source of News

INSIGHT

According to Forbes, 50% of internet users surveyed said that they hear about the latest news via social media before ever hearing about it on a news station



WHERE ARE WE HEADED?

Social media meets search engine

INSIGHT

Networks have the potential to offer direct connections between users and what they are searching for be it products, ideas or jobs





SUMMARY

Like with any aspect of your business, to really succeed it's important to keep an eye on both the bigger picture and the little details

THANK YOU