

B INSTA FABULOUS CHEAT SHEET



 **Awesome** |  **Brave** |  **Insta Fabulous** 

Who is B Directory?



It's understandable you might like to learn a little more about who we are... So here goes...

Elsa Mitchell

Owner and operator of a popular Perth hair salon for over 10 years, building it from the ground up into the thriving business it is today.

Elsa is also the marketing manager in a boutique building company created by her husband. Elsa has successfully implemented strategies to establish their family business as a unique, high-end brand with quality service, ensuring it is competitive within the market in which it operates.

Kristy Morton

Runs a web development consultancy, specialising in WordPress. She started the business three years ago and in that time, has created a thriving consultancy.

Prior to establishing her consultancy, Kristy worked for over 10 years as a Management Accountant in the private sector. Now she works with clients across diverse industries, but her previous experience means Kristy is focused on optimising results for clients based on their unique needs and budget.

Together, we are...

A duo passionate about small business success, and committed to finding that for their clients. We focus on a “whole business” approach – we don't “just” do SEO, or Social Media (but we can!), we look at the bigger picture. We want to understand who you are and what your goals are – and put together a plan of how to achieve them. Our difference is that we genuinely care about each and every one of our clients. We want the success just as much as they do. And together we make it happen.



“Coming together is a beginning; keeping together is progress; working together is success.” - Henry Ford



A TOUCH OF INSTAGRAM

How to get more followers

Isn't this the million dollar question? Thanks to the 'bots' and algorithm changes, gone are the days where we could rack up followers effortlessly.

But before you start stressing about your numbers, let us say this - "thousands of followers do not = a successful business."

Please focus your energy on attracting genuine fans that are potential customers and providing them with valuable information. Our own businesses do not have massive followings on social media, but they do have loyal and relevant followers and this = dollars in the bank.

Now we've got that out of the way.....

Tips to grow your following:

Follow:

Following = followers. Spend some time browsing Instagram for your audience. By seeking out your ideal customer and following them, its like giving them a little tap on the shoulder to introduce yourself and providing an opportunity for them to follow you back.

Hashtags:

Take the time to research the relevant hash tags to your business. What are your customers looking at and where are they? You want to keep them local. For example our favourites are: #perthsmallbusiness #smallbusinessperth

Engage:

Engagement = engagement. It's like anything, you get what you give. You need to be actively commenting and liking to receive it in turn.

Awesome content:

Providing valuable information is the best way to gain followers. What can you teach your audience, what makes you special? Provide a compelling reason for your customers to follow you. Don't just post for the sake of posting!



Scheduling:

Posting on the fly is a trap we all fall into. By scheduling and planing your content in advance you create consistency and usually more valuable content.

Unfollow:

To be clear we do not encourage follow / unfollow. However, you do want to keep your numbers tidy so if you are not being followed in return you should unfollow. You can keep track of this with the Followers app.

Keep your business seperate:

It's important to keep your personal profiles seperate from your business. Whilst you can incorporate details of your personal life into your biz profile, it is more professional to keep them seperate.

Getting the bio right!

Your bio is your first impression and the only place where links are active on Instagram. That means if you want people to click through to your website from Insta, it has to be done here.

You need something that clearly tells who you are, exactly what you do and what you share. This your opportunity to introduce yourself to your audience and entice them to follow you (and hopefully become customers).

Tips for a good bio:

- Keep it short and to the point .
- Link to your website.
- Include hashtags that you use regularly or that represent you. Ours is #connected.
- Make it fun by adding emojis. You can do this by editing the bio on your phone. (On Mac ctrl + cmd + space!)
- Include your email address.
- Space out your lines. You can do this on your desktop.



95 profile visits in the last 7 days



120 posts

669 followers

467 following

Promote

Edit Profile

🍌 Small business obsessed

Community

- 🍌 Blogger + Biz connections
- 🍌 Outside the box solutions for small biz
- 🍌 SEO
- 🍌 Social media
- 🍌 Email marketing
- 🍌 Website geeking

www.eventbrite.com.au/e/b-fabulous-on-facebook-with-a-hint-of-insta-tickets-45332420490

Perth, Western Australia

Story Highlights

Call

Email

Directions

