



# UNLOCKING INSTAGRAM: ELEVATE YOUR STORE'S SOCIAL PRESENCE

NOVEMBER 14, 2023



Carly Stroud  
Marketing Consultant

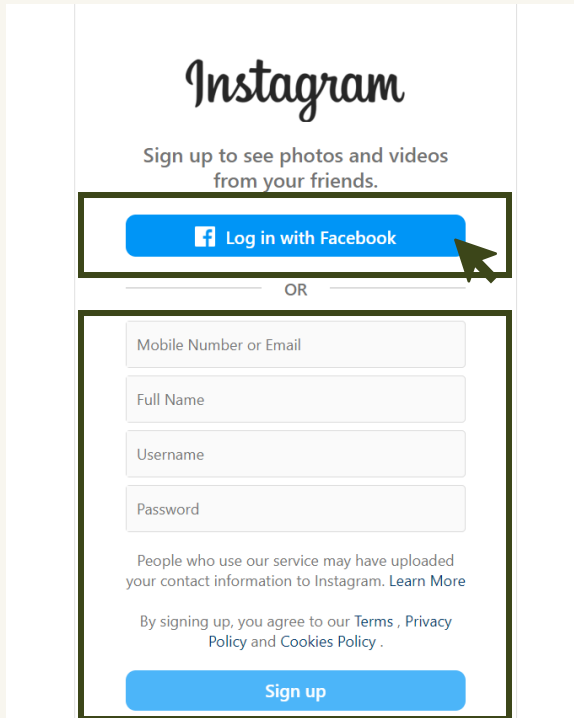
## UNLOCKING INSTAGRAM

- Signing Up Your Business – Creating an Account
- The Grid, Stories, & Reels
- What to Post
- Content Creation Resources

# Agenda

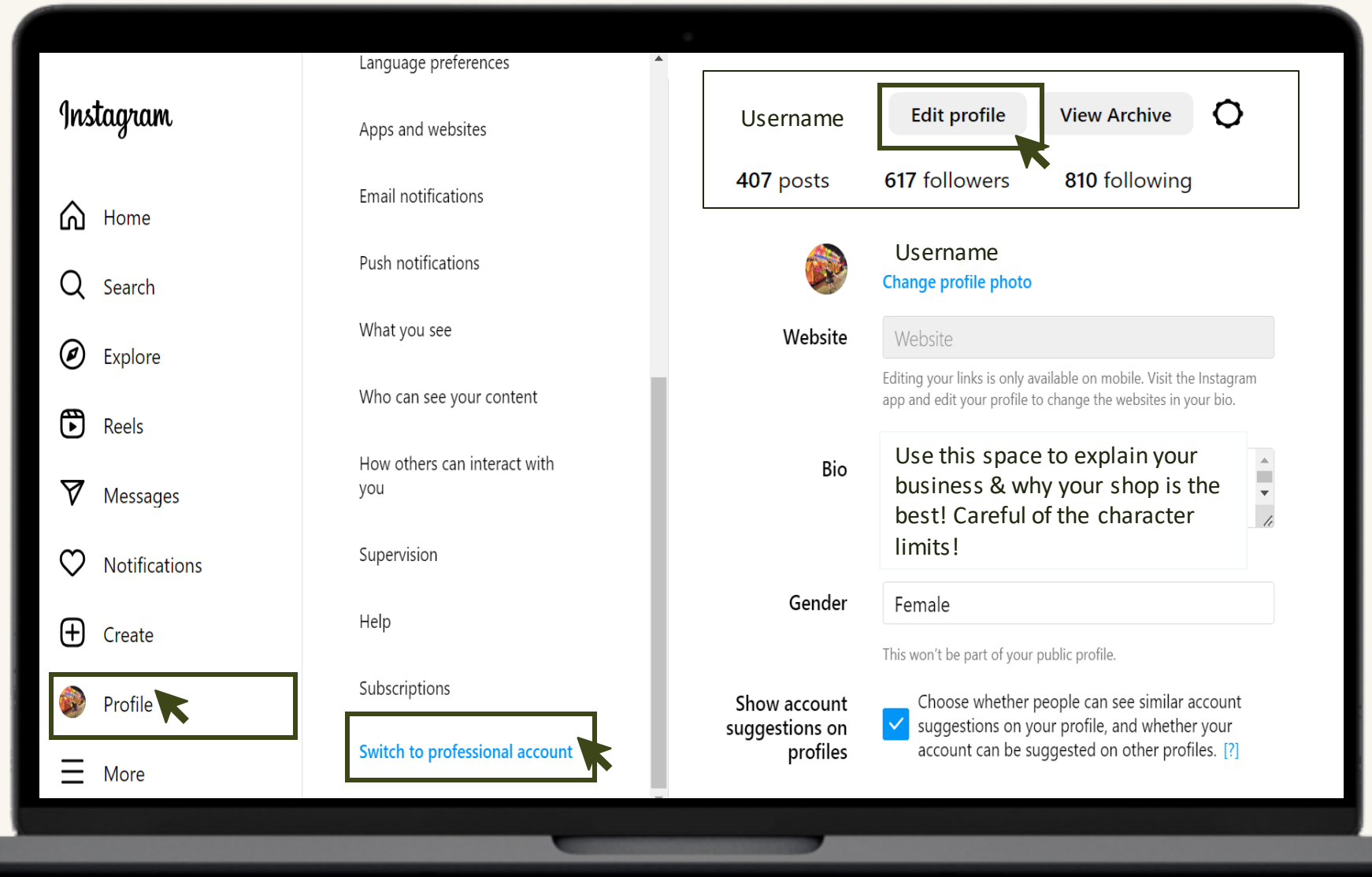
# INSTAGRAM ACCOUNT CREATION & PROFESSIONAL ACCOUNT SWITCH

Once you have a page, switch to a professional account to ensure you're recognized as a business!



The image shows the Instagram sign-up page. At the top is the Instagram logo. Below it, the text says "Sign up to see photos and videos from your friends." There are two main options: "Log in with Facebook" (highlighted with a green box and an arrow) and "Sign up" (at the bottom). The "Sign up" section includes input fields for "Mobile Number or Email", "Full Name", "Username", and "Password". Below these fields, there is a disclaimer: "People who use our service may have uploaded your contact information to Instagram. Learn More". At the bottom of the sign-up section, there is a link to "Terms", "Privacy Policy", and "Cookies Policy".

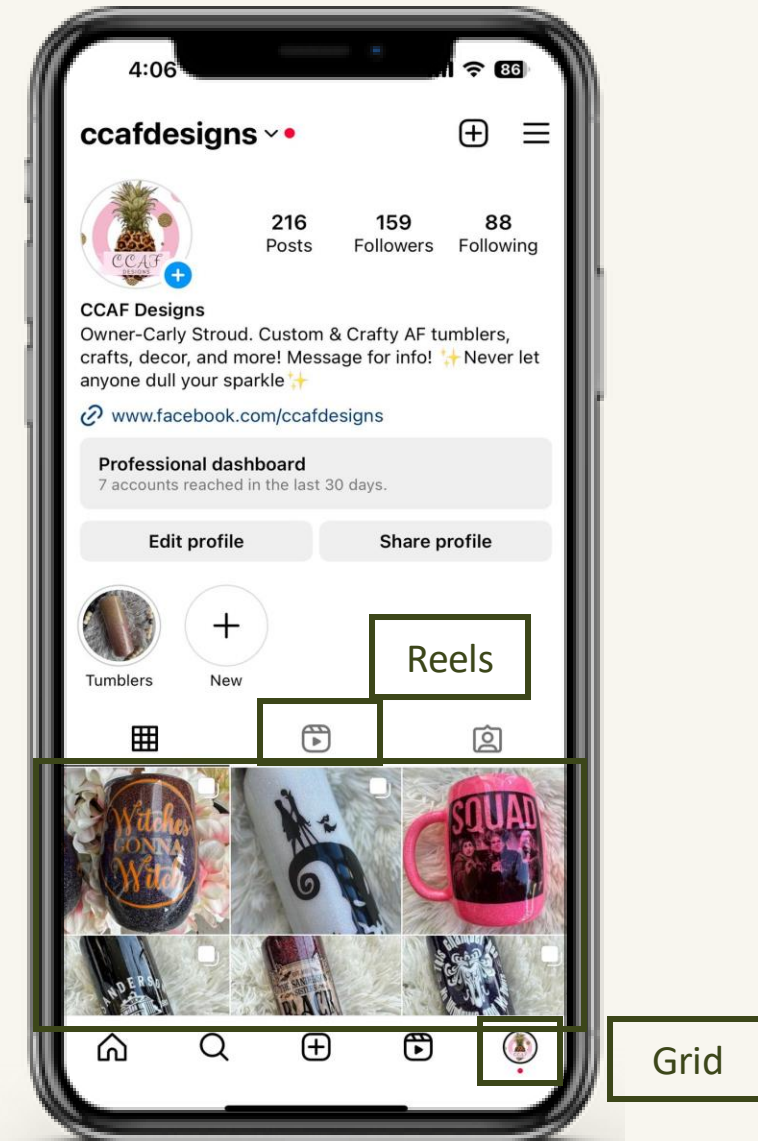
- If you have a Facebook Page, you can create an account by logging in with Facebook
- If you do NOT have a Facebook Page, you'll need to create an account manually.



The image shows the Instagram mobile app interface. On the left is a navigation menu with icons for Home, Search, Explore, Reels, Messages, Notifications, Create, and Profile (highlighted with a green box and an arrow). Below the navigation menu is a "More" option. The main content area is divided into two columns. The left column contains settings: Language preferences, Apps and websites, Email notifications, Push notifications, What you see, Who can see your content, How others can interact with you, Supervision, Help, and Subscriptions. The right column contains account information: Username (407 posts, 617 followers, 810 following), Edit profile (highlighted with a green box and an arrow), View Archive, Website, Bio (with a text area containing "Use this space to explain your business & why your shop is the best! Careful of the character limits!"), Gender (Female), and Show account suggestions on profiles (checked). At the bottom of the right column, there is a link to "Switch to professional account" (highlighted with a green box and an arrow).

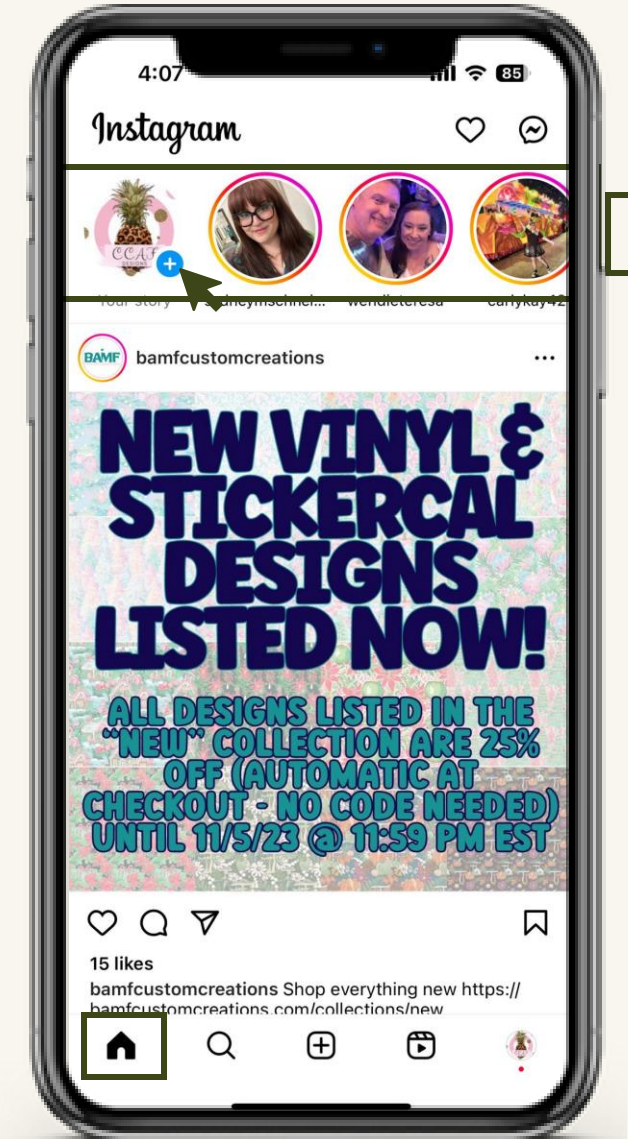
## The difference between "The Grid", Stories, & Reels

- **The Grid** – the visual arrangement of the photos and videos you have posted to your Instagram profile (each square on the grid represents a post)
- **Stories** – a feed of photos or videos that disappear from your profile after 24 hours, this content is separate from your traditional grid feed
- **Reels** – the visual arrangement of videos you have posted to your Instagram profile. Reels will show on the grid & on their own



## The difference between "The Grid", Stories, & Reels

- **The Grid** – the visual arrangement of the photos and videos you have posted to your Instagram profile (each square on the grid represents a post)
- **Stories** – a feed of photos or videos that disappear from your profile after 24 hours, this content is separate from your traditional grid feed
- **Reels** – the visual arrangement of videos you have posted to your Instagram profile. Reels will show on the grid & on their own





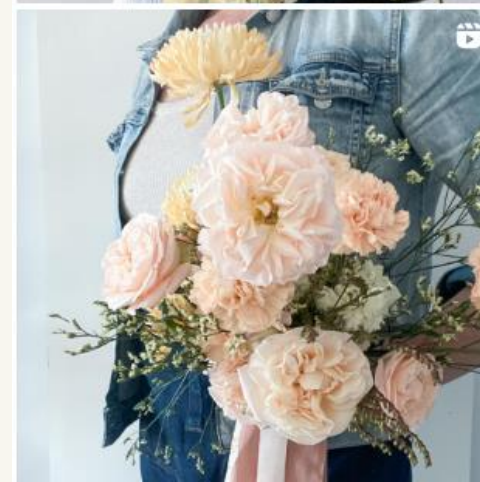
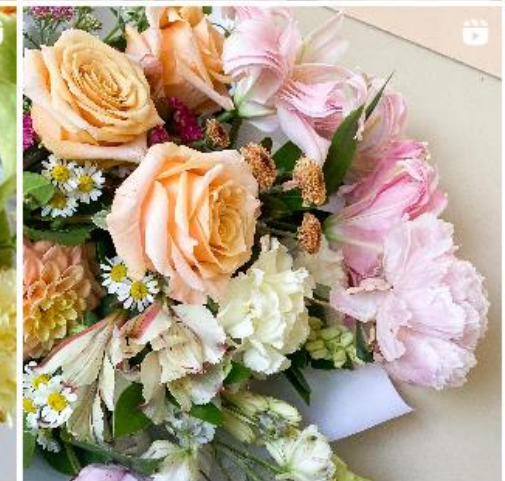
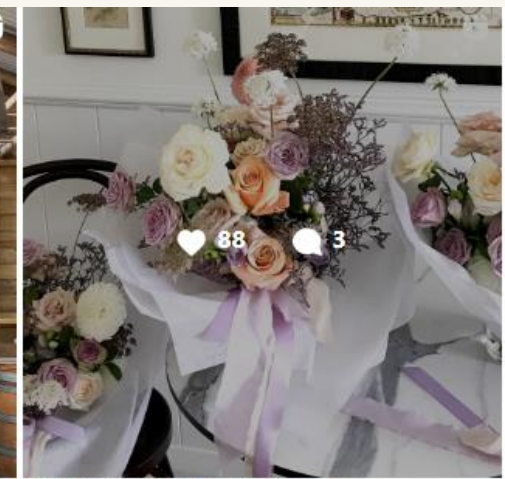
## What To Post: Quality Photos



- Hot Tip!  
Build a content library by making taking photos of your work part of your production schedule. Dedicate 30 minutes into your wrapping and packing schedule to photograph or take video!
- Have a space dedicated for shooting
  - Good natural light
    - Windows are a great source of natural light. Bringing the subject closer or farther from the window will control the amount of light cast.
    - Lighting tools, such as a ring light, reflector, or white foam board are great (cheap) substitutes if you don't have a window you can utilize.
  - Minimalistic background
    - Don't photograph with your messy back room as the background. Ensure the background compliments the subject and doesn't pull focus!

# Easy Instagram Posting Tips & Reminders

- Consistency is KEY
  - NEVER feel like every single post has to be new and original content
  - Reposting and reusing content creates consistency and takes the pressure off you to always be creating the next best thing
- Set up a Q & A format!
  - Think of the last 5 questions you were asked by a customer
  - Use those questions to post the answers as content
  - Post a video or photo with the question on the content and post the answer in the caption
- Talk about budgets & seasonality weekly
  - Build trust and let customers know they can rely on you for the hard questions
- Curate your page to attract the type of customers you want to work with
  - Want to add weddings to your schedule? Post wedding content







## What Should I Be Posting?

- Create Content Pillars
  - Define your mission
    - What Do I Want To Be Known For?
    - Who Do I Want To Be Known To?
  - Pillars
    - What Do I Need To Share To Be That Thing To That Person?

### *Example Mission*

I want to be known for having the best arrangements and gifts by men and women in my town and surrounding areas

### *Content that will prove my mission to my audience*

#### Arrangements & Flowers

- Different arrangement types
- Seasonal Flowers

#### Products

- Add-Ons to Arrangements
- Specials/Sales

#### Sales & Special Dates

- Seasonal
- Overstock
- Order Deadlines

#### Happy Customers

- Customer Pick Up
- Customer Drop off
- Reactions

# CONTENT CREATION RESOURCES: CHAT GPT

- Grid: Fall-themed floral arrangements.
- Stories: Share your shop's journey and what you're looking forward to in the fall.
- Reels: DIY flower arrangement for back-to-school season.

## October: Halloween & Seasonal Decor

- Grid: Showcase spooky and fall-themed flower arrangements.
- Stories: Show a time-lapse of creating a Halloween-themed centerpiece.
- Reels: A funny, behind-the-scenes look at your staff getting into the Halloween spirit.

## November: Thanksgiving & Gratitude

- Grid: Thanksgiving arrangements and gratitude posts.
- Stories: Share your shop's gratitude for customers and followers.
- Reels: A video tutorial on creating a Thanksgiving centerpiece.

## December: Holiday Season

- Grid: Highlight holiday-themed arrangements and gift ideas.
- Stories: Share holiday-themed customer testimonials.
- Reels: Showcase your shop's holiday decorations.

Remember to mix up your content by using different types of media, such as photos, videos, and reels, to keep your Instagram feed engaging and interactive. Interact with your audience through comments and DMs, and use relevant hashtags to increase your visibility. Adapt the calendar to suit your specific needs and be prepared to adjust it as new trends and events arise throughout the year.

Regenerate

Send a message

ChatGPT can make mistakes. Consider checking important information.

ChatGPT can make mistakes. Consider checking important information.

+ New Chat



Today

Floral Shop Instagram



August

Instagram Krewe Membership

Upgrade

CA

Carly Stroud

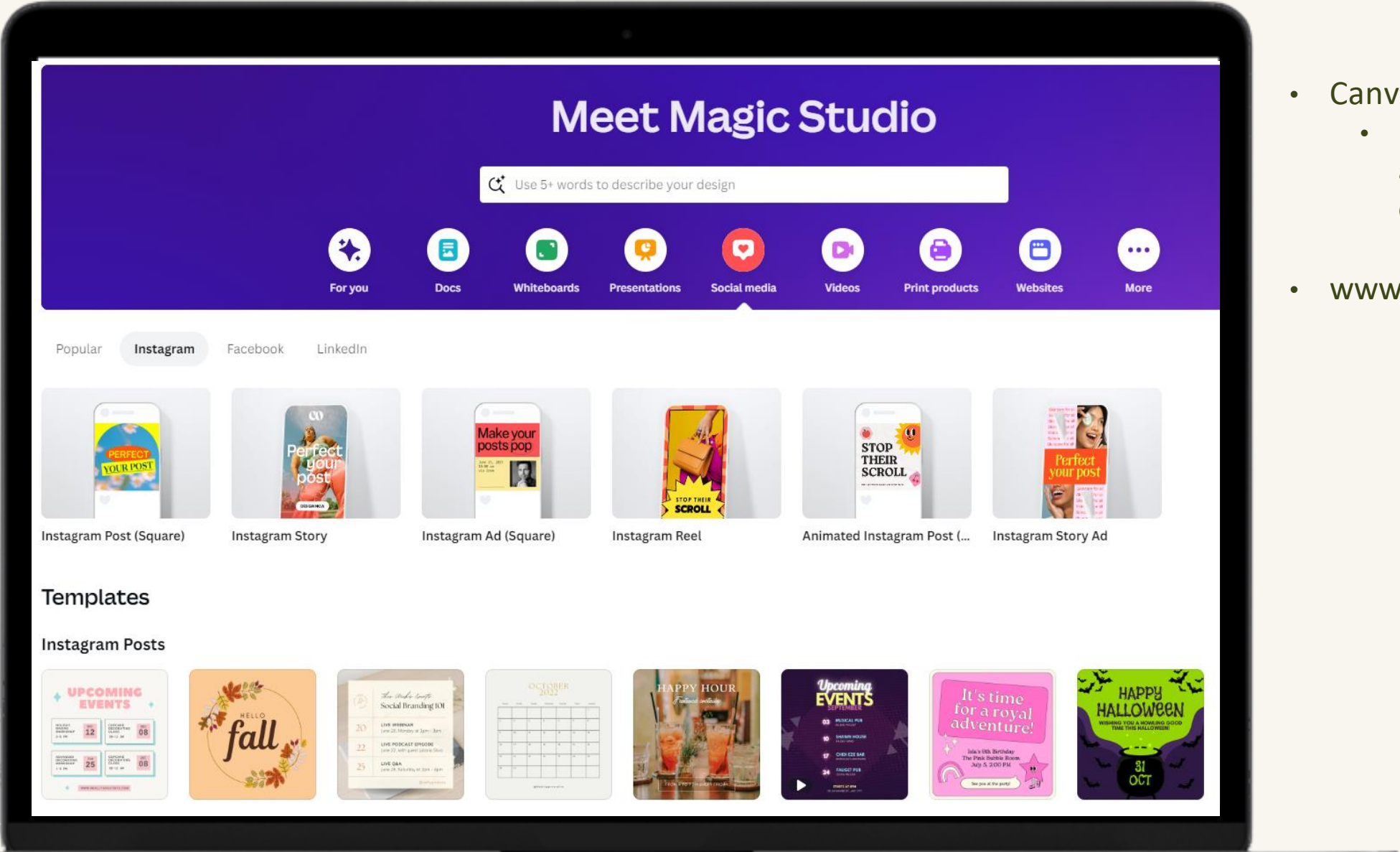


CA

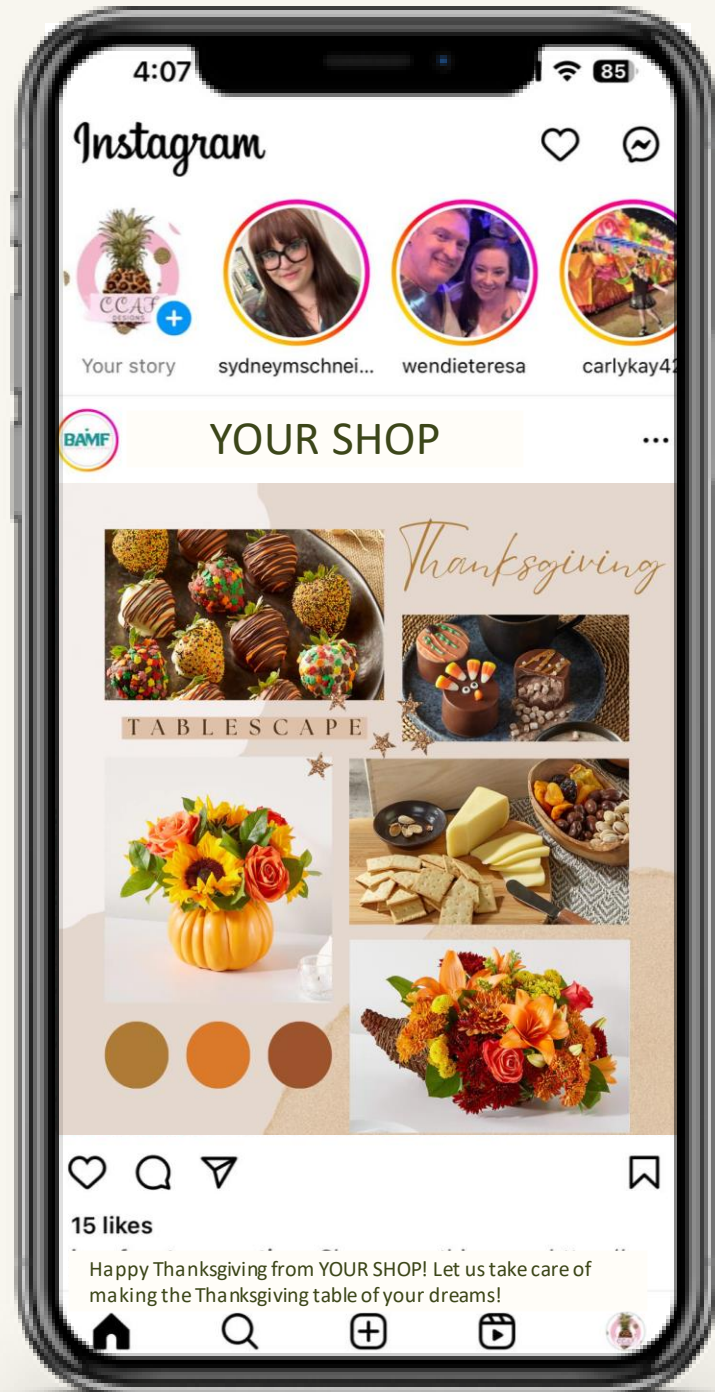
Carly Stroud



CONTENT CREATION RESOURCES: CANVA

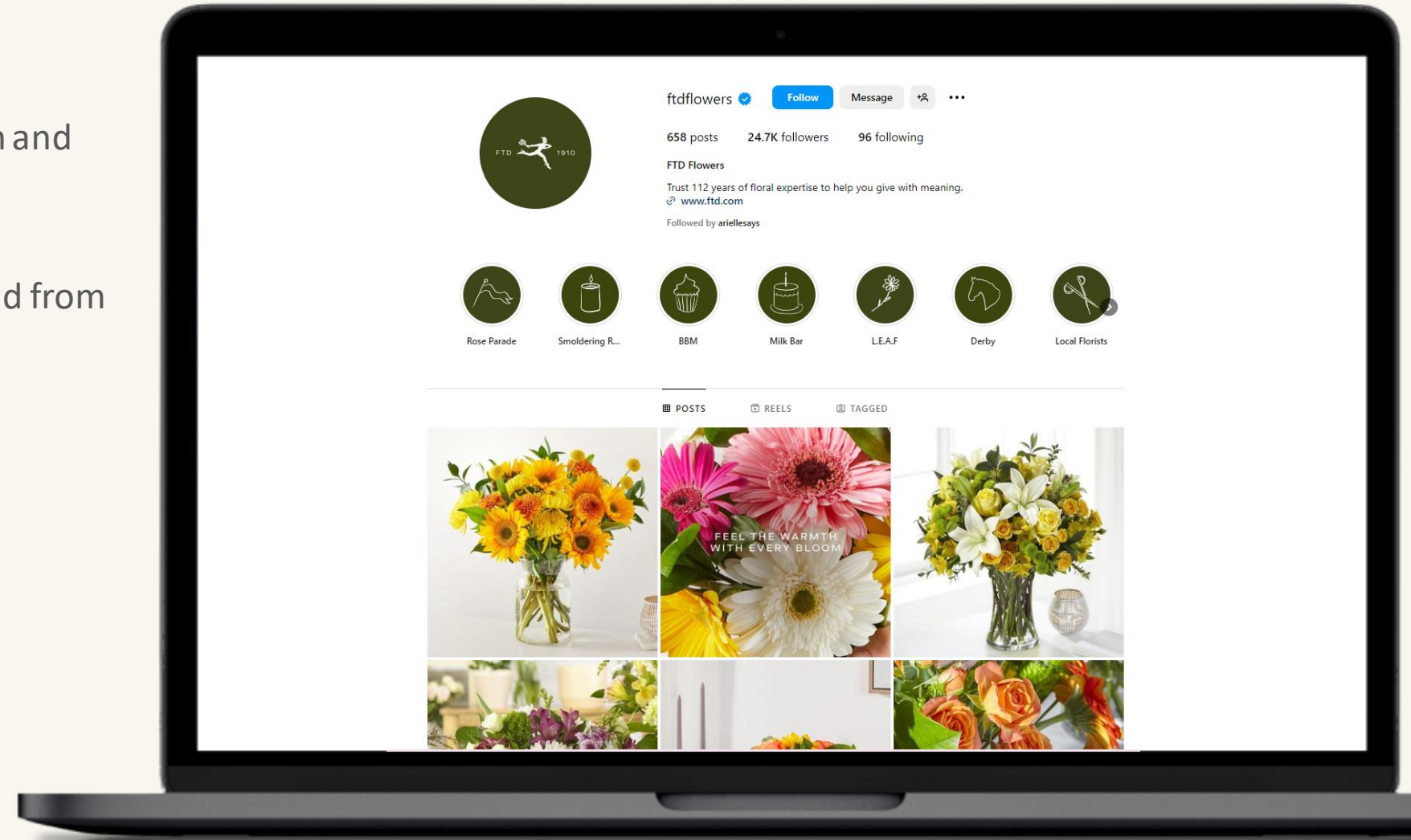


- Canva
  - Use pre-made templates and graphics to quickly create quality content
- [www.Canva.com](http://www.Canva.com)



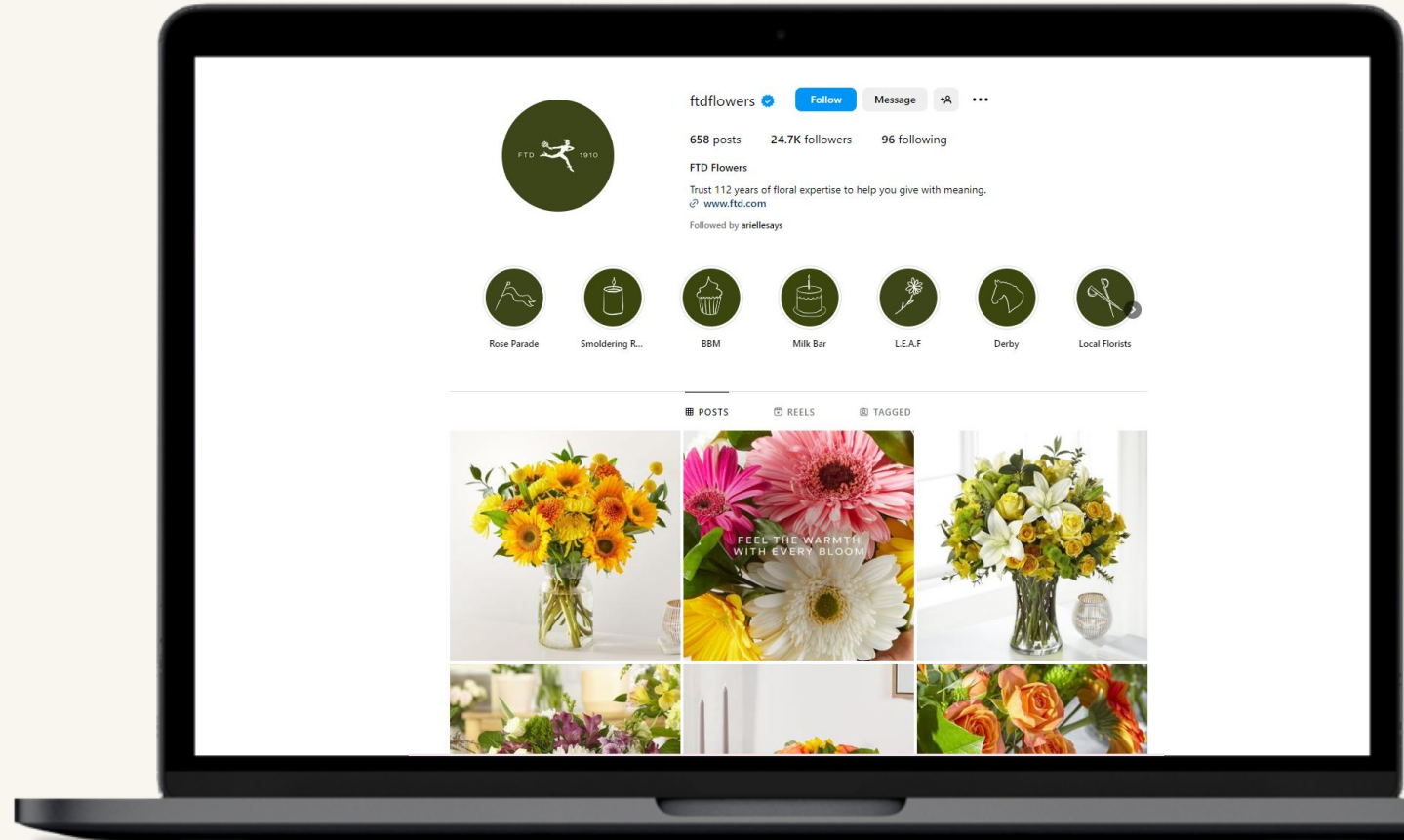
Want to get started right away, but don't have time to create a content library?

- FTD has a wealth of information and content at your fingertips!
- Consistency is key... take the lead from FTD's social accounts



## KEY TAKEAWAYS

- Switch to Business Profile
- Stories disappear, the grid & reels stay on your page and in your feed! Grid is static images and reels are videos
- Dedicate time and space to capturing quality photos and videos to build a content library
- Consistency is key & reusing content is a good thing!
- Free resources such as ChatGPT, Canva, and FTD take the heavy lifting off of you to create perfect content



FTD



1910