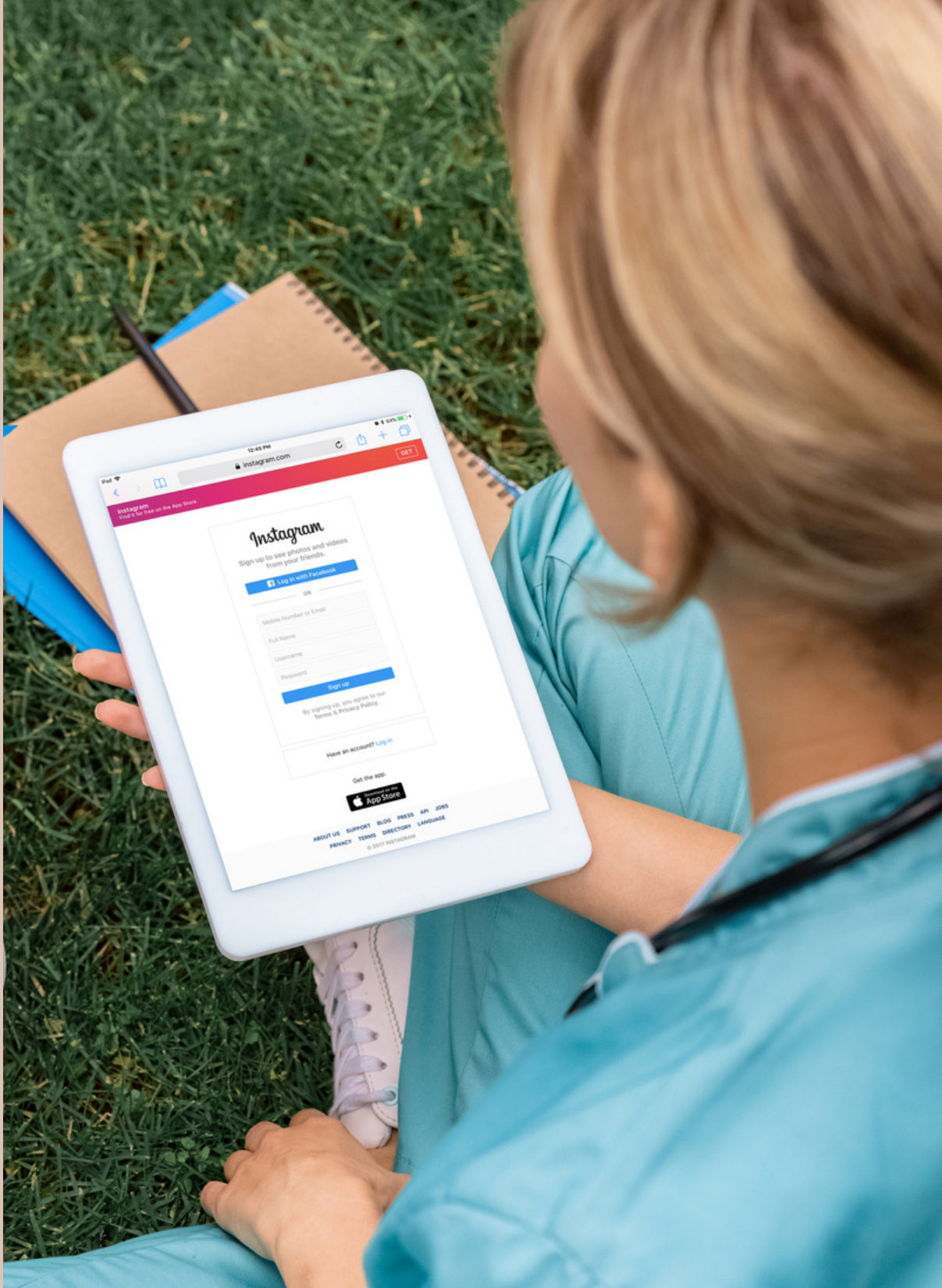


Instagram



Instagram Rock Star

5 MUST-HAVE TOOLS

ROBIN WILSON

Growing Your Instagram

It seems daunting, I know...trust me.

I get it! I hear your frustrations of finding time to post, figuring out what to post, when to post and then there is the whole "crack the code" aspect of the app. Instagram is constantly changing and evolving, adding new features and it definitely keeps us on our toes!

But sometimes constantly having to relearn is frustrating and just plain ole soul sucking!

We're fighting conflicting messages to be authentic, but not too much, be perfect, but not too perfect, post 3-5x a day with clever banter and amazing photos right?! It's enough to make us just flop on the couch and watch another rerun of Friends.

I know, I used to be one of those people...and this is what I DO!!

The reality is...Instagram is just an app on your phone you can use to sell.

I'm super excited to get this guide into your hands! Instagram is a place to inspire, connect and educate, not to pressure you into being something you are not.

Instagram is a place to share your voice, lives and business with the world. There is no code to crack, just a belief in what you do and your passion for it. Have fun and be your unique self...with the tips and tricks in this ebook.



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Etsy



Download the app or use the
desktop version

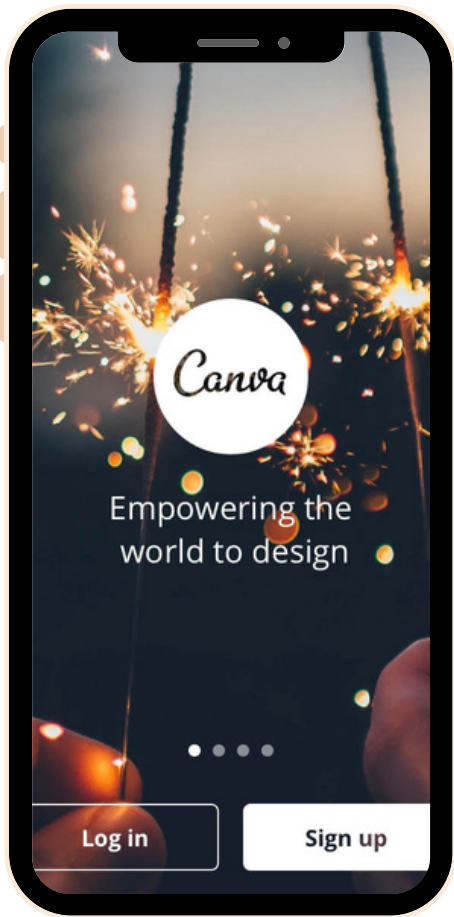
Most people do not realize what you can find on Etsy. It's not just for hand crafted goodies like sweaters, hats and mitts!

Etsy is filled with amazingly talented people who have created templates in everything imaginable! So...if you are looking for templates so you don't have to reinvent the wheel or spend hours and hours creating your own instagram templates and brand image...this is where you need to go!

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Canva



One of the main ways we use Canva is to create quote graphics, puzzles, and Instagram stories that match our brand.

If you are having trouble coming up with a "brand look", go back to TOOL #1.

Another way to use Canva, is to create templates you can use over and over with different images and quotes. This is your go-to time saver!!

Canva is my number one tool in my business. This is a free platform, with a paid pro option that you can opt into if you feel the need. For the most part, the free option will get the job done!

What I love about Canva, is that I don't have to know Photoshop and I can let my creativity fly without being bogged down with technical jargon!

We use Canva as a major part of our branding strategy in so many different ways!

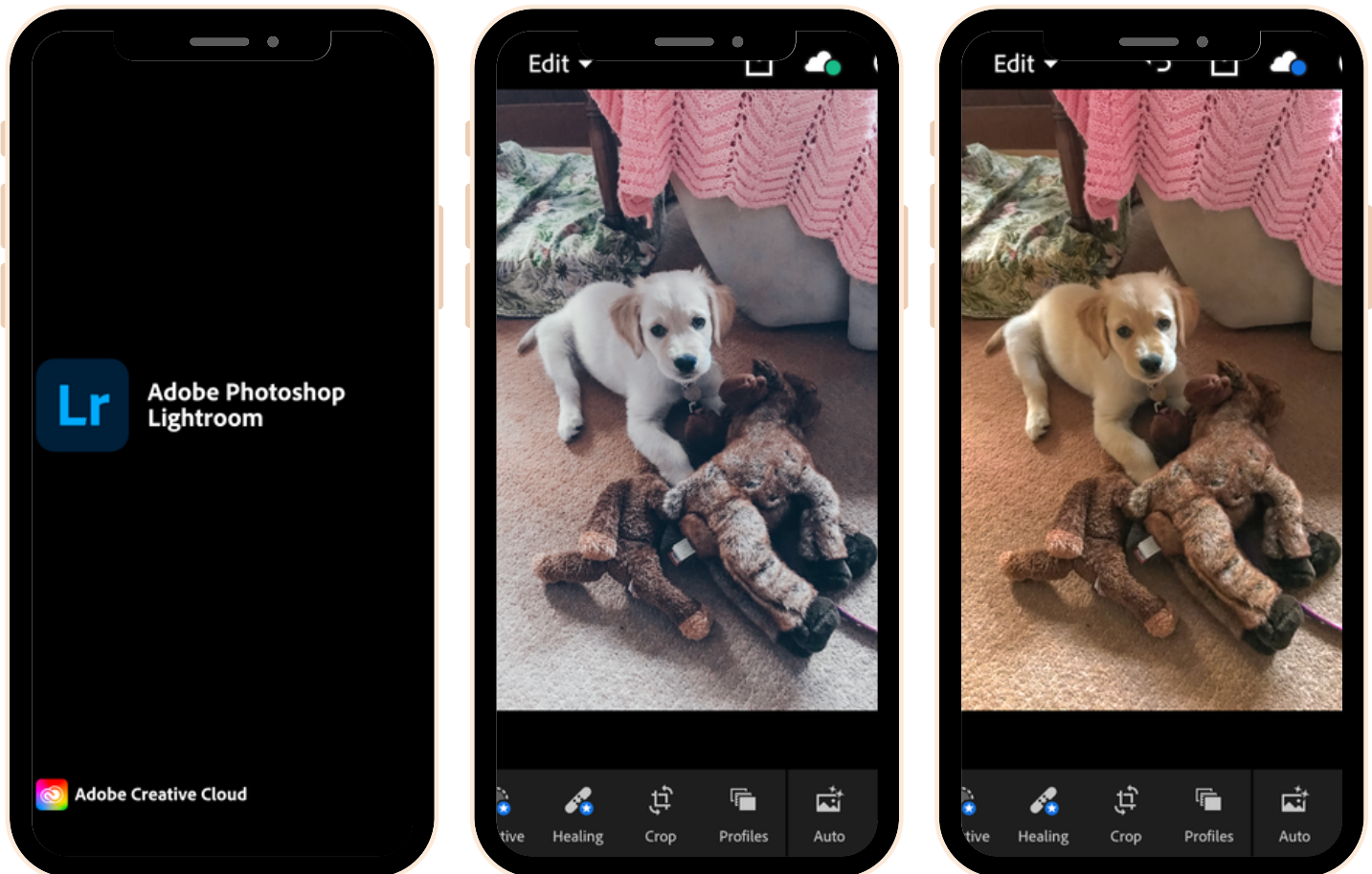


Lightroom Mobile

Another FREE app! We love free apps! Here is the thing, even tho this is an adobe premium product, you don't need to know photoshop or desktop lightroom to use it.

Lightroom mobile quickly became my favorite app for adjusting my photos. Here again...you can use lighting presets for all of your photos to get that uniform look across your entire feed and brand. For presets, go back to TOOL #1 and look for lightroom presets in Etsy.

This app makes it very easy to change the filter, spot small edits you want to make and you can do it all right on your phone!



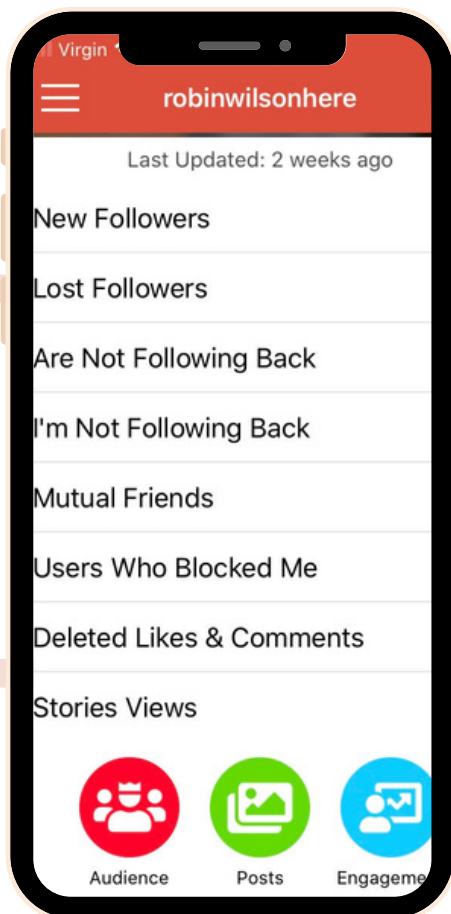
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Followers Plus

This app is essential for keeping tabs on your followers, unfollowers, and analytics on how your posts are doing.

It is a wealth of information when you can see which posts are getting the most engagement. This helps you formulate your future posts.

When something works, keep doing it until it doesn't. Then switch gears. This app helps you see exactly what works and what doesn't.



Look for it in the App store
under "Followers Plus"

LET'S DO THIS!

Are you ready to rock the 'gram?

All of these tools are the ones I use personally and highly recommend. They have helped me build my brand on Instagram and become recognizable. These resources I have given you will help take the stress and overwhelm away from posting.

Do not let stress paralyze you and keep you from posting

Especially when it comes to Instagram! When you take the time to learn the apps, posting becomes fun again. You will be able to get your message out, your story, your mission and your brand! Remember...everyone needs what you uniquely have.

When you focus on showing up for those that love you and your brand, you'll have 10k+ before you know it!

Don't overthink it!

At the end of the day, Instagram is a place where we are given an opportunity to connect with people we may not have ever had the chance to do before. Take this marketing tool and maximize it's impact for your brand or business!!

I hope this guide was helpful! I'd love to hear from you! My goal is to help with your business/brand struggles and hopefully simplify what feels like daunting tasks.

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