



+30 FREE POST IDEAS

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'Well well well, If it isn't the next big Instagram selling superstar! If you've downloaded this guide - then I know you're here for one reason, and one reason alone - to learn how to sell with IG!

I'm so happy that you found us, because that is exactly what we're going to teach

you in this guide! So whether you're a small business owner, personal brand, online coach, content creator, or social - buckle up, because this e-book is for you!

So before we get into the learning, I'd love to take a quick mo to introduce myself, hi! My name is Abigail Frances, and I'm a Social Media and Digital Marketing Expert! I have been teaching this stuff in Universities for over 2+ years now - and know my stuff through the 6+ years experience in industry under my belt, Bachelor's and Master's Degrees, Professional Certificates from the Leading Marketing body CIM, and the many businesses I have raised from the bottom up as a serial entrepreneur!

To put it quite simply, I know social media like the back of my hand, and in this book - I'm going to trade with you all of my top IG story secrets!! Ready?? Okay... let's go!

CREATING POSTS

that boost sales

Instagram continues to host millions of photos each day and if you're a business owner looking to promote your products, you need to add this photo-sharing platform to your social media channels. With 300 million monthly active users and more than 75 million daily users, there's no doubt that Instagram is an effective marketing tool to use to attract potential customers.

3 types of posts (it's not all about selling!)

One really key thing that a lot of brands and businesses often fail to take on when starting up and trying to grow their presence on Instagram, is just because they are a business, doesn't mean everything should be about sales!

Now of course as a business we want to sell, of course we do. Otherwise our business model would be unprofitable and frankly quite rubbish, but the way to sell is not through selling, at least not directly. If you have learnt about sales before, you will be aware of the concepts of a 'hard sell', and a 'soft sell'. Selling on Instagram is far more about the 'soft sell' approach, creating a relationship with your followers first before getting them to consider more investment in your products or services. To do this we have to make sure our posts are only directly selling in a maximum of 1/3 posts. To make up the other two thirds, we will use a combination of 'engagement' and 'relationship building' posts. In this section we're going to talk about all three (and give examples)

1. Relationship Building

A 'relationship building' post is when you show the more human side of your brand - this will make customers feel more connected to your products and service, that personal connection over time creates a trust bond, making customers far more likely to make a purchase. Some examples of 'relationship building' posts can be; behind the scenes clips (good on stories), Q&A's, inspirational and motivational quotes, and sharing your brand's story, the personal journey behind your brand, or the reason that you decided to start your business.

It is important that a brand includes these types of posts in order to create that trust and bond with a potential customer. Although all brands should use relationship building posts, this is especially important in services where more trust is required before purchase, such as personal training, online courses, life or business coaching etc.

2. Engagement

As discussed earlier, driving 'engagement' is very important in the world of Instagram. If your audience engage with your posts regularly, then the algorithm will start to show your posts to them more! The more your customers see your posts, the more they are aware of your brand and start to trust your brand. More engagement also means more reach, allowing far more brand new customers to find your page! So how do you garner engagement? Well, you use 'engagement prompts'.

'Engagement prompts' are anything that encourage a user to take an action on your post, video or story. We will talk more about how to encourage engagement in stories in a bit, but for now let's stick to feed posts. Think about the last time you engaged with a post from a business page, what was it that made you 'like', 'comment', 'save', or 'send' to a friend? Here are a few things you can do:

caption prompts

Encouraging comments on your posts by using caption prompts. These can include; asking questions in your captions. These could be fun and lighthearted, such as 'we miss the beach - where is your next holiday going to be', to something more in-depth; 'We all have our own issues when it comes to staying fit - what is your biggest fitness holdback?'. Another way of getting comments is the classic 'tag a friend who...', for example, 'tag a friend who needs to see this', 'tag a friend you would love to go here with', 'tag the person this reminds you of'.

memes

Just because you're a business not a personal profile, doesn't mean you can't have fun - one very easy way to capture an audience's attention and make them want to engage with your posts, is by posting a relatable or funny 'meme'. Now before you say 'no, not me, this business can't possibly be seen posting memes, have a think about the company dead happy although dealing in the rather morbid industry of life insurance, they do it in a totally light hearted and quite hysterical way through memes, which has made them very popular.

3. Sales Posts

Now you've adequately built a relationship with your followers, and they have engaged with your posts enough for them to see you on their feed often - it is time to sell. I would encourage using mainly soft sales, with the occasional hard sale mixed in. A soft sell can come in the form of talking casually about your new product on your story, to adding in a sales pitch at the end of a post about something vaguely relevant, or a hard sell in the form of a 'swipe up' link on your story. The main importance in creating a sales post, is to include a clear and concise 'call to action' or CTA' this is an instruction for your customer, such as 'swipe up', 'tap to shop', 'sign up now to/via...' 'click on the link in our bio', 'head to our story' etc.

This will both encourage the customer to take the next step, and make it clear how to do that. Don't try to sell to new customers straight away, make sure you are placing importance on those relationship building and engagement posts first!

10 RELATIONSHIP

building Post Ideas

- Share the 'Behind the Scenes' of your business
- Share a 'get to know us' post
- Share some facts about you
- Talk about the face behind the brand (you!)
- Share one of your biggest struggles and relate it back to them
- Share your monthly goals
- Share how you started the business
- Talk about what you're working on
- Let your audience know a secret or something about you they don't know yet!
- Tell your audience the biggest lesson you've learnt this year - ask them what theirs was!

10 ENGAGEMENT

Post Ideas

- Ask your audience what their monthly goals are
- Ask your audience what their struggles or pain points are
- Share a funny or entertaining meme
- Share some information your audience would love to 'save for later'
- Ask your audience what is holding them back from making the next move in their business/career/journey/life (whichever is most relevant to you)
- Ask your audience what posts they'd like to see (give them options or examples)
- Ask your followers how they are feeling - have a candid chat (this also falls under relationship building!)
- Share a funny and relatable meme or reel
- Get your audience to tell you their top tip on a subject
- Teach your audience something, and ask them if you've missed anything

10 SALES

Post Ideas

- Tell a personal story, and end with a relevant sale
- Put your current offer at the end of a carosel (make sure it relates to the carousel topic)
- Teach your audience something, and then sell a relevant object
- Help your audience with a FREE guide, tool, course, blog or webinar, that includes a link to a purchasable product
- Ask your audience how you can help them - message them about the product or service that could help them the most
- Talk about a customer struggle or pain point, and end with a sale
- Talk about a customer win and end with a sale
- Share results and how you aciveved them
- Share a good review or feedback, and talk about the product they are about
- Talk about a common aim, and suggest a product or service that can help to achieve this!

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FREE Guide?**

IT'S ONLY JUST

THE BEGINING!!

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FULL Instagram Marketing
guide to sell

you will learn:

- Instagram Marketing tips you need to know to sell online
- how to take strangers to fully fledged fans
- how to build brand awareness and grow on Instagram
- Creating Posts that boost sales
- Everything you need to know about Instagram Funnels
- Writing the perfect Captions
- Boosting your brand image
- IG strategy tips
- Photo tips
- Busting Instagram Selling Myths

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