

Building a brand on Instagram

# What we'll learn

- Exploring + crafting your “voice”, building the foundations of your brand
- Using this voice to reach the right audience
- Creating meaningful, relevant content
- Practical tips to improve what you post (composition, filters, captions)
- Making the most of community - hashtags, stories and peak engagement times.

# The **importance** of social media

Think about how you use social media. At breakfast? Commuting? On a lunch break? Just before bed? Short intervals throughout the day.

We now prefer to consume online data in small chunks for a concentrated time and then move on to the next.

So even though blogs + websites are an important part of your online presence, there's something even greater to harness...



“I think people are suspicious of buying into your business when they can’t see you are **active** on social media and **sharing** parts of what you do. I think it can be a way of showing there is a **human** behind the business, rather than simply a store front.”

Teri Muncney (The Lovely Drawer)



# Instagram: an introduction

It's a visual marketing tool – we are visual people.

Small, bite size pieces interspersed in other visual things – people get to know you slowly over time

Brands can get in touch with you easily

It's free! Rare to get marketing for free

Demonstrate your work/ studio, muse, inspiration, process, shop, service

Micro-blogging

Instant gratification – bounce ideas around, feedback

Networking with others - designers, industry experts, bloggers, shops etc

## Step 1: Discover your brand values

Your brand = your brand values

What is important to your brand?

# Discovering your voice - identify your values

What do you want to communicate to your consumers/customers?

DESIGNER/MAKER	BAKERY	PHOTOGRAPHER	BOUTIQUE
"Fine Craft"	Personal service	Personal service	Personal service
Contemporary	Local community	Talented	On-trend/current
Hand-crafted	Delicious food	Supporting customers	Supporting local craft
Personal relationship	Somewhere to be <i>seen</i>	Contemporary	A space to enjoy
Public figure	A space to spend time	Niche	Contemporary
Longevity of design	Contemporary		Fair Trade

Build your brand based upon these values:  
Try to **communicate** them in everything that you post online.



## Step 2: Identify your audience

Who do you want to reach on Instagram?

## Who do you want to reach on Instagram?

Direct customers? Other creatives?

## What do you want them to do?

Buy your product  
Use your services

**Monetary reasons**

Inspire you  
Promote you  
Widen your network  
Collaborate

**Social reasons**

# What does your target market look like?

Think for a few moments about your ideal instagram follower. Who are they? What do they do?  
Are they going to buy something from you, use your service, promote you, visit your shop, gallery?

Where else do they shop? What is their job?

Do they have children? What else do they spend their money on?

What's their gender, how old are they? What do they read?

Where do they buy their clothes? Hobbies?

Where do they go on holiday?

You might find you have multiple “audiences” or “target markets”

# Know your audience/market

**Who** are the people you want to look at your instagram? **What** are you looking for **from them**?

## DESIGNER/MAKER

Direct customers  
Potential stockists  
Journalists  
Stylists  
Interior Designer

## PHOTOGRAPHER

Journalists  
Direct customers  
Stylists  
Bloggers

## BAKERY

Direct customers  
Events  
Influencers  
Photographers you could  
work with  
Bloggers

## BOUTIQUE

Direct customers  
Events  
Influencers  
Bloggers  
Journalists

**These could all be of a monetary or social benefit to you = they are your audience and target market**

Step 3:

Create content that is meaningful to your audience

Communicate **you + your values + your product**

And **why it is relevant to them?**

This could be because:

Your product will... **enhance their lifestyle**

Your product will... **be the finishing touch in the room they've just re-designed**

Your service will... **improve their business success**

Your service will... **help their local community**

Your product will... **be ideal for the party they're hosting**



@freckledfennell

My target market:

30+ professional women with a disposable income

Interior design led, with an interest in art/design/interiors/antiques

Homesteaders. placing value in craftsmanship, longevity of design.

Other creatives/designers/artists

Social media content:

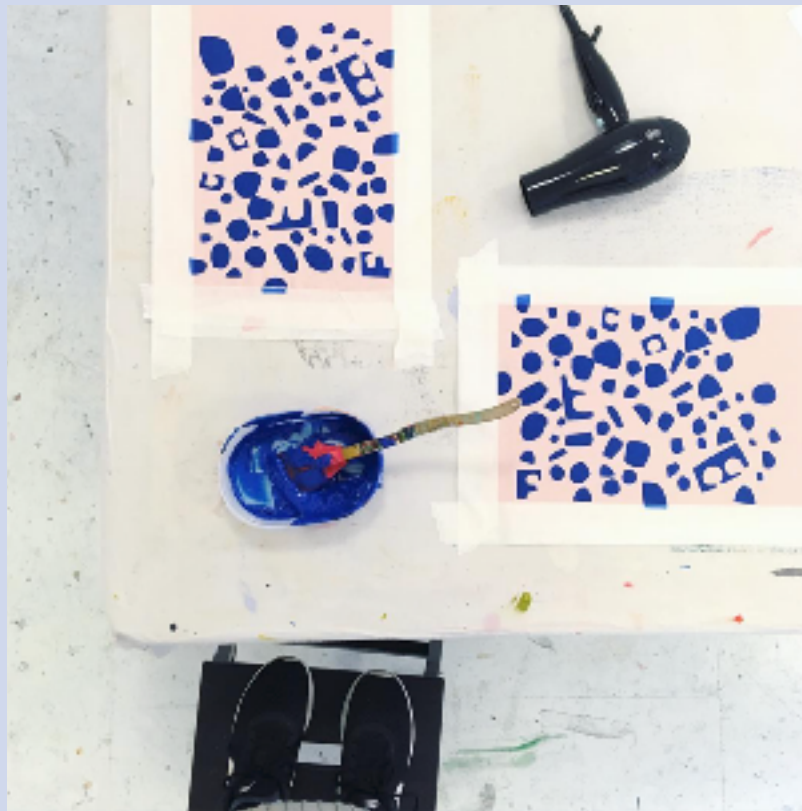
Interior shots - furniture/ objects - create the lifestyle scene

Product based - (buy me!)

Colour

Behind the scenes of studio life – printing/designing/process

Outside exhibitions/events

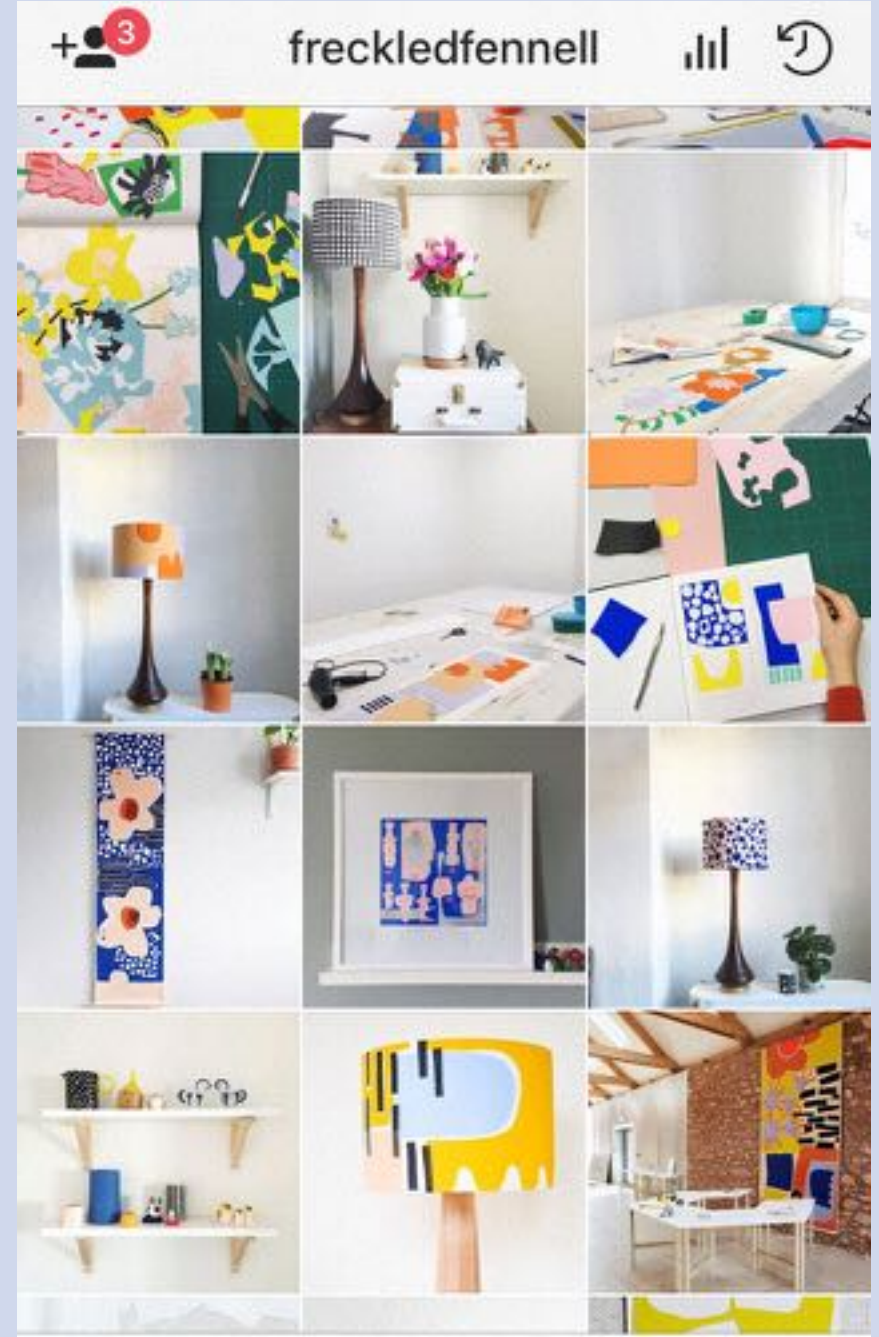
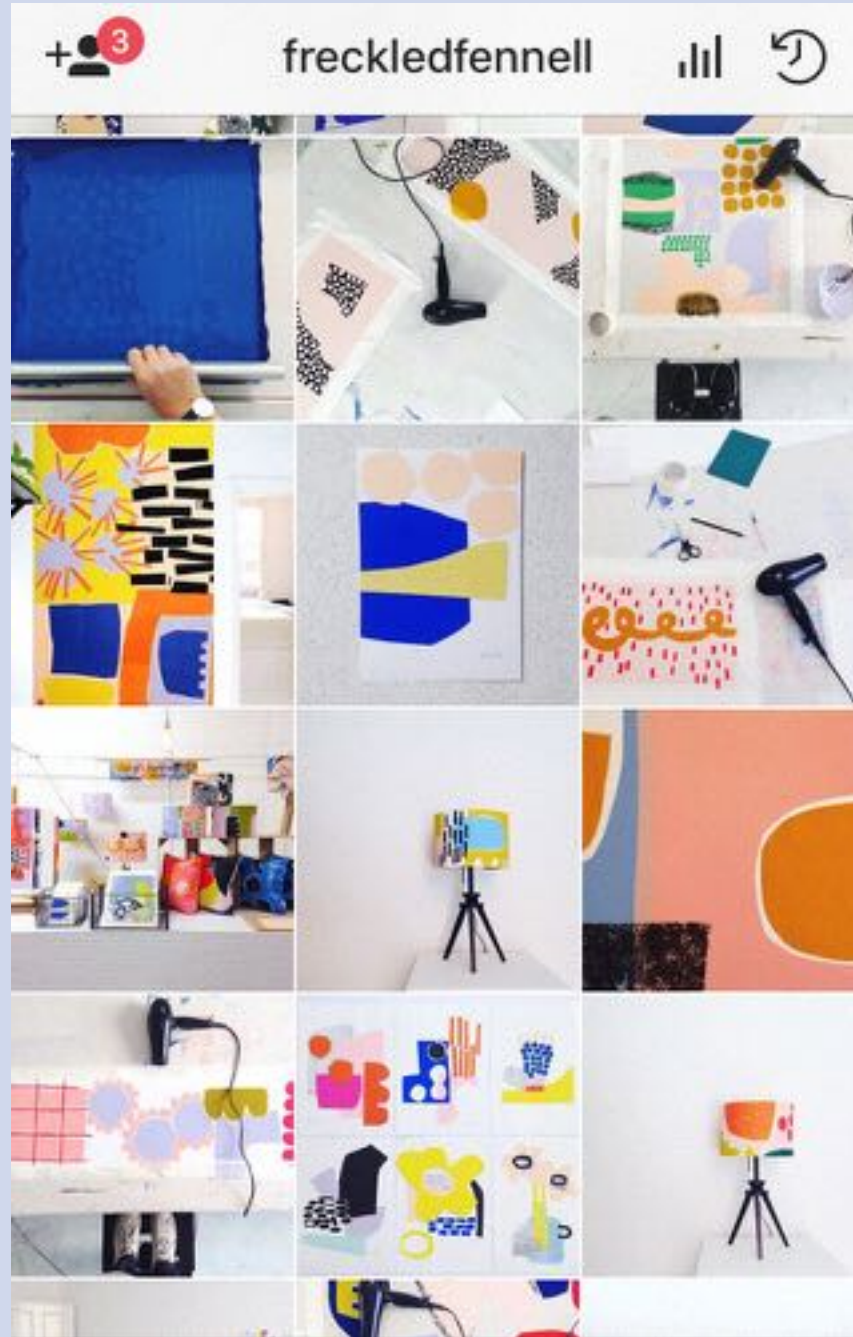


@freckledfennell

Variation is key to  
keeping viewer interest

but repetition of similar  
shots and themes  
creates brand  
recognition

It's a fine balance  
between the two



# For example... A knitwear designer/maker

## BRAND + VALUES

- Made by hand
- Process-led
- Time intensive
- Trustworthy
- Sustainable/Ethical
- Longevity of design
- Value of Craftsmanship
- Quality over quantity
- Inspired by nature
- Comfort
- Luxury

## AUDIENCE

- Female
- Large disposable income
- 30 - 60
- Interest in heritage/provenance
- Hobbies include Walking/Outdoors
- National Trust member
- "Slow Living" movement
- Creative hobbies
- Not driven by trends - into classic pieces
- Meets up with friends to brunch

## SOCIAL MEDIA CONTENT/ VOICE

- Making process - physicality
- Inspiration - sketchbook pages
- Rustic tones
- Wood
- Where are the fibres from?
- Slow moments - pausing for reflection
- Natural elements
- Landscape

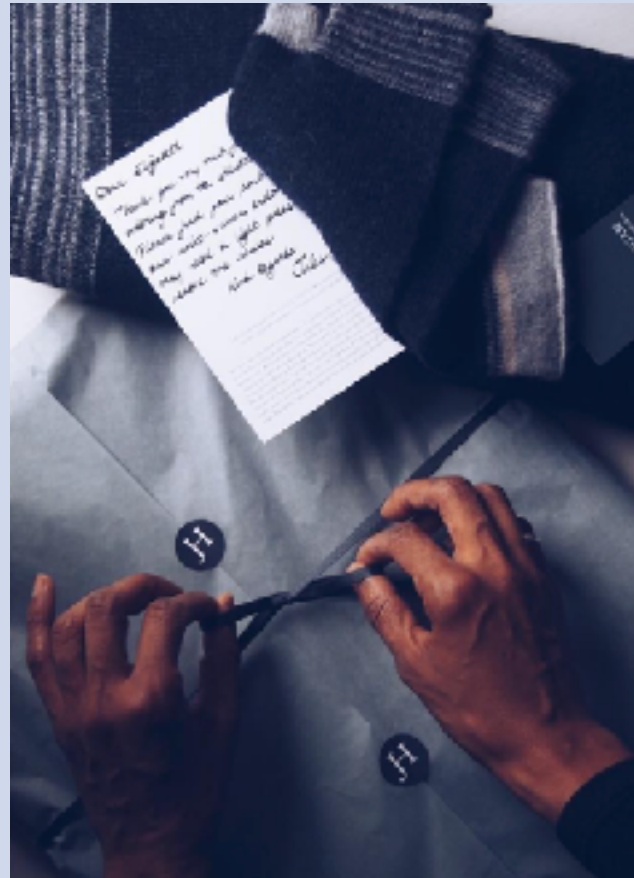


Hands = *Handcrafted, Craftsmanship*

Natural elements = *natural fibres, more luxurious than man-made fibres*

Dark/moody images = *cosy atmosphere - this knitwear will make you feel cosy + hygge*

Styled “slow” moments = *appreciation of time and “slowing down” knitwear is a slow process*




@juleshoganknitwear

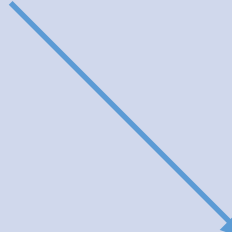
The key tools to building your brand online =  
Knowing **you, your audience** and the **lifestyle your audience have/aspire to have**

It's simply about repeating subjects/themes to **create a visual story**  
that re-enforces your brand's voice and adds value to your product

As creative businesses, we want to drive sales so we need to show consumers that our products/services are either **affordable** or **worth the price**



Accessible  
Commercial  
Customers  
Breadth/Range of products/services



Time-consuming to make/deliver  
Luxurious materials  
Rare/ Limited edition  
Aspirational



# **subtext**

noun

1.the underlying or implicit meaning

**let's look at some examples...**

*time to put on your cynical hats*

Rural, idyllic aesthetic = *you need this woven wrap to have the idyllic lifestyle you've always wanted* = worth the price

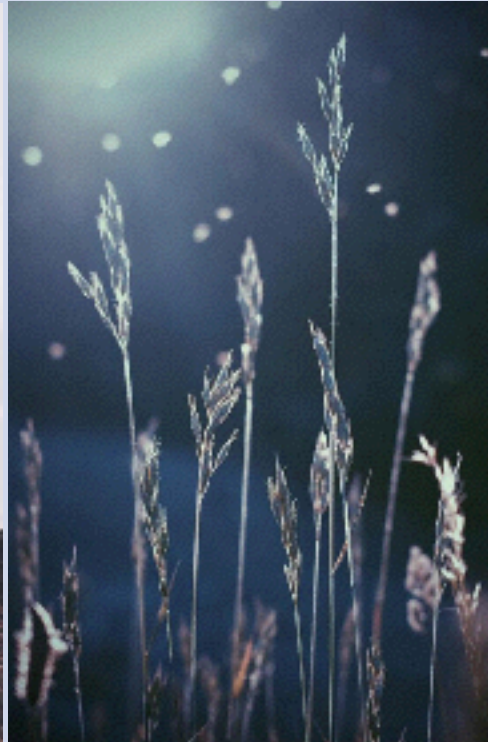
Dark/moody images = *cosy atmosphere* = you need this product to feel cosy + hygge

Moodier atmosphere is less commercial = *high end product* = worth the price

“Slow Living” moments = *middle class* have time to “take things slowly” = high end product, worth the price

“Slow Living” moments = *timeless* = heirloom pieces, worth the price

Emphasis on natural elements = *high quality fibres, luxurious* = worth the price



@alidover = overall aspirational account = makes the products seem worth the price

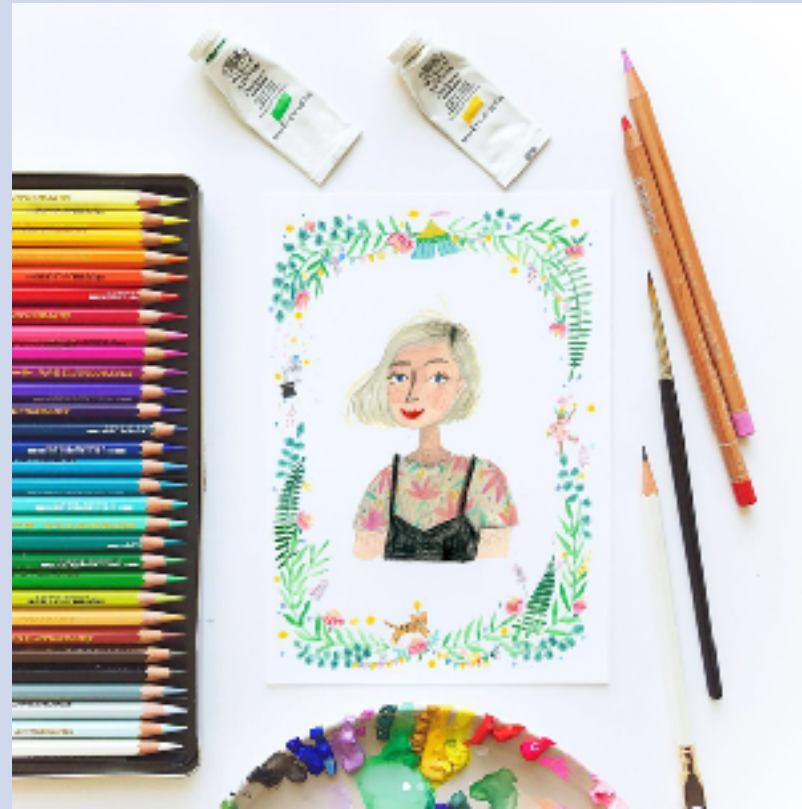
Hands = *these are all hand-drawn illustrations* = very affordable for the quality

Behind the scenes/process = *engages illustration/design students/insider tips + advice* = affordable for their price range

Full of colour = products are full of colour = communicates the *fun, youthful aesthetic* = affordable for the youth market

Accessible locations/scenes = *product is accessible, not aspirational* = affordable

Range of illustrations = high quantity usually means lower price = affordable



@andsmilestudio = overall commercial, fun + young account = products seem affordable



Walking, gathering, foraging = *all these slow, rural activities you can do while here* = selling you a lifestyle = worth the price

Craftsmanship “Wool, slate, wood: Crafted comfort” = *high quality furnishings/finishing touches* = worth the price

Interior design led = *on trend yet timeless* = worth the price

Gatherings/ food/ parties = *place to spend with your friends/family*

Human-less rooms = *space, quiet, calm, reflective*



@fforest: Aspirational: Selling you an idyllic rural lifestyle = worth the price

Practical tips for your photos



Use an SLR or point and shoot camera if you can. Play around with the aperture  
Take multiples of the same shot, change tiny things to work on composition

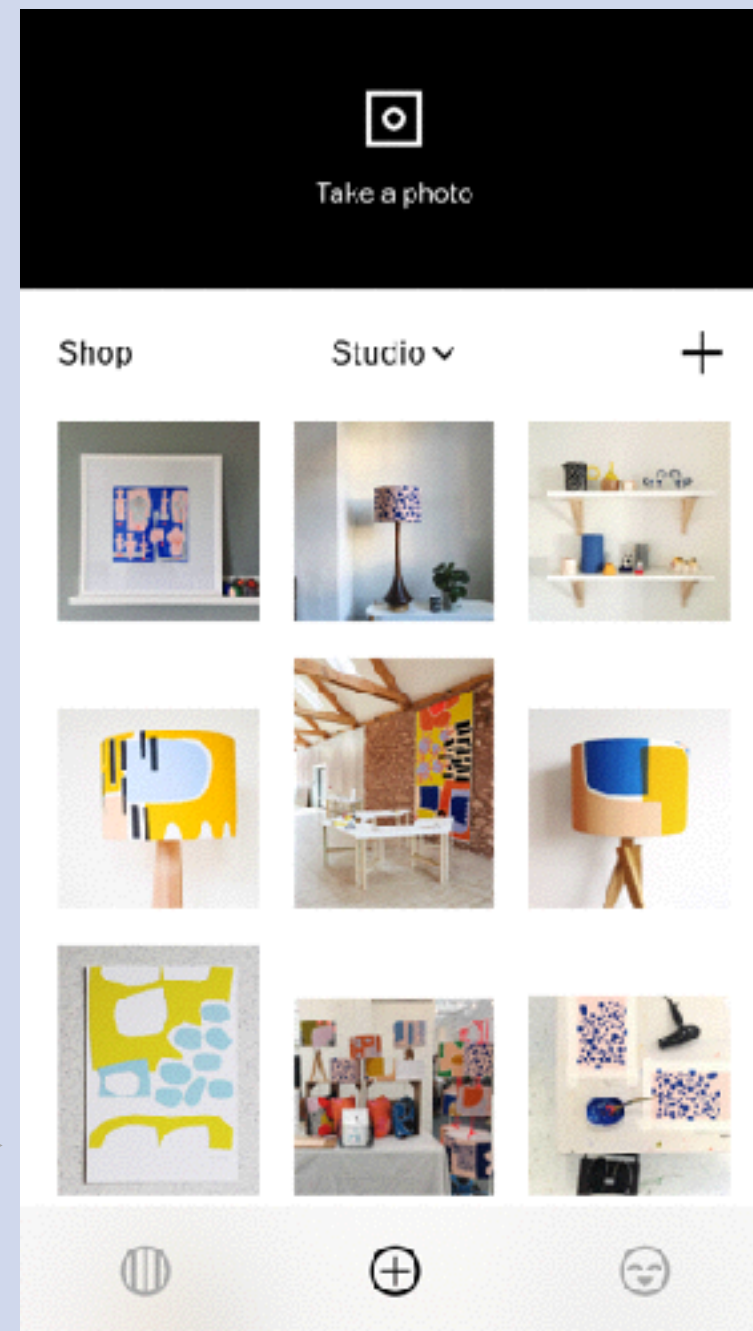


If you take a photo using a point + shoot camera, edit the “levels” on photoshop, halve the image size so it’s more compatible with instagram.

Download to dropbox on your phone. Transfer your image to your phone

Then re-edit on VSCO – subtle filters.

Use the gallery on there to see how potential post will fit with the rest of your photos - does it fit with the aesthetic of your brand?



# Composition

Leave space - overall affect on the “grid” is uncluttered



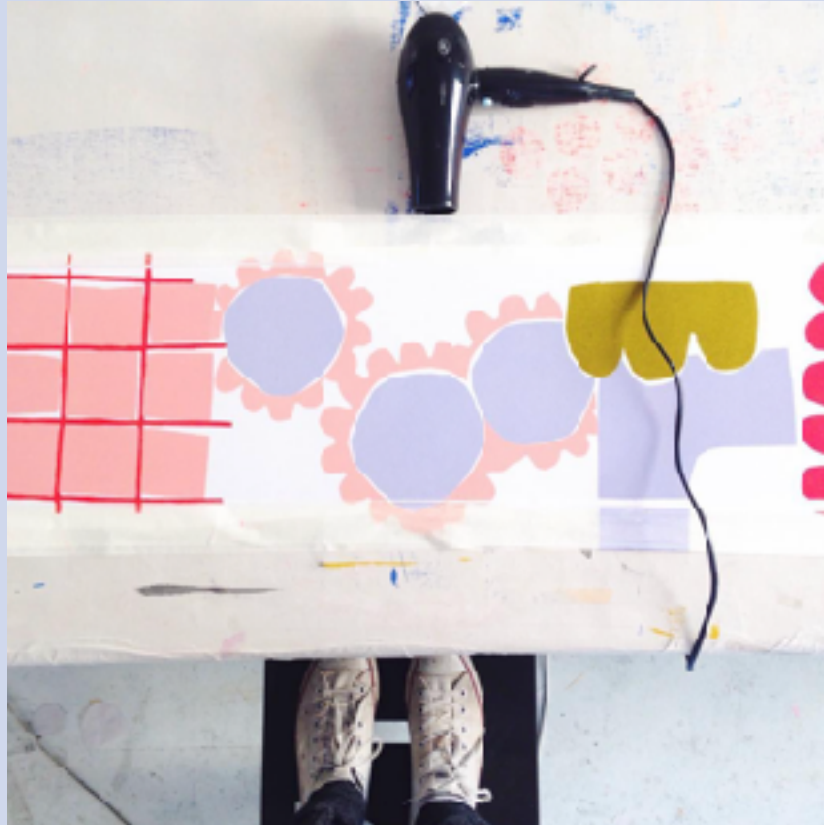


# Composition

“From above” or “flat lay”



@dhowelldesigns



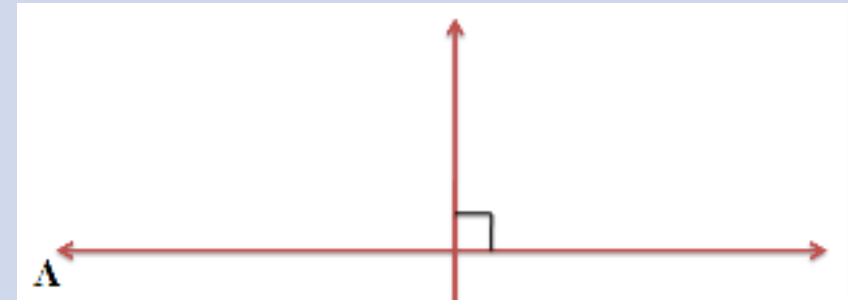
@freckledfennell



@catesthill

# Composition

Straight on, perpendicular lines - no jaunty angles



Interaction + engagement



# Hashtags

A word or phrase preceded by a #

They identify key words or phrases and facilitate searches for other images with that hashtag

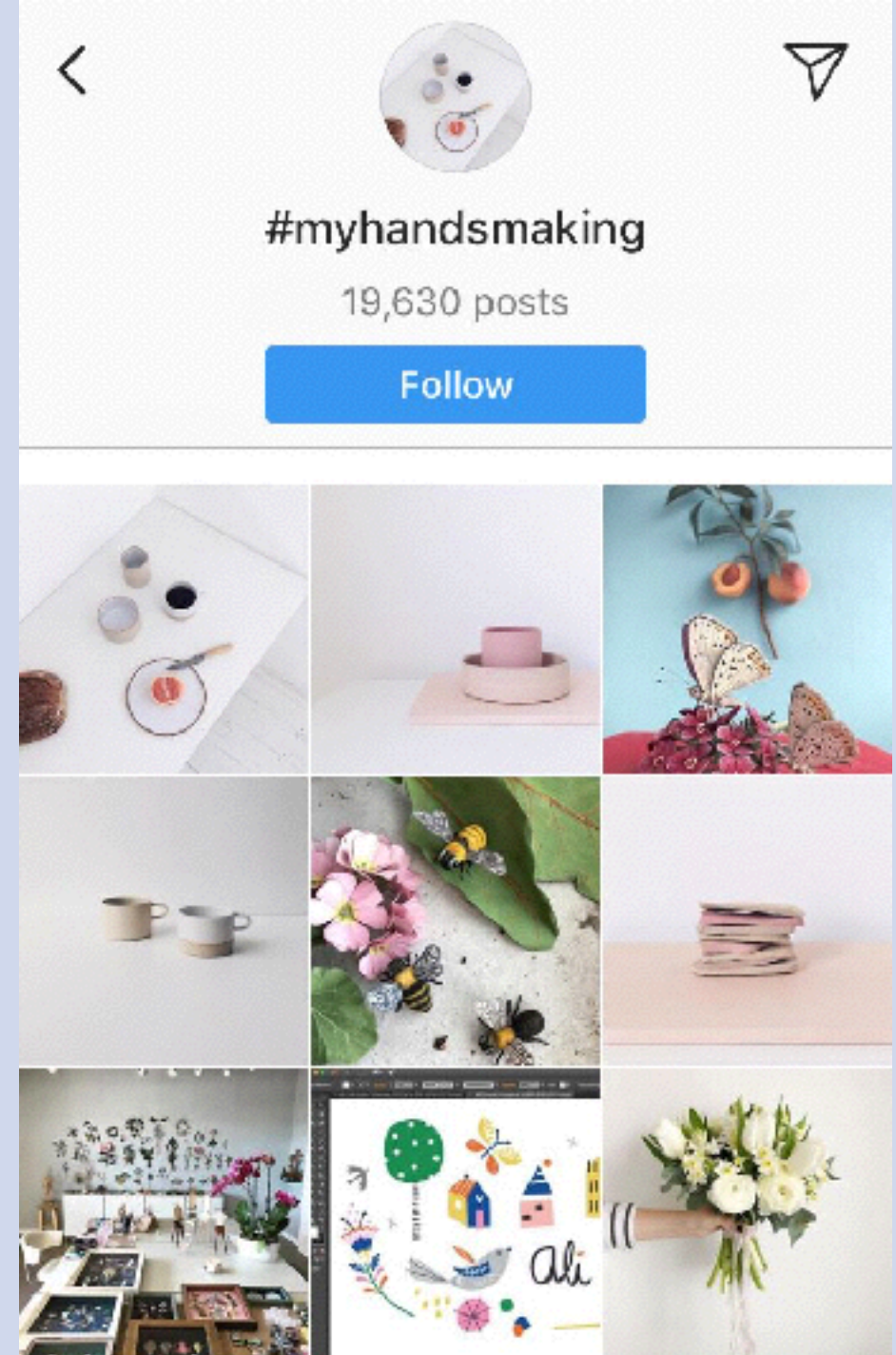
#myhandsmaking "hashtag any pictures you have that show the production and the physical act of your hands shaping, moulding, building, threading, stitching, cutting, drawing and anything else they could possibly do to be creative"

Embrace styling competitions or instagram challenges. It will link you up with other creatives. #freeupmyinsta #WIPandblooms #marchmeethemaker #100daysof....

You can now "follow" hashtags and they will show up in your feed

**Marketing idea:** create your own hashtag that people could join in with and drive followers and sales

Blogger and influencer @bettymagazine created #bettymademedoit to show her influencing capabilities



# Peak engagement

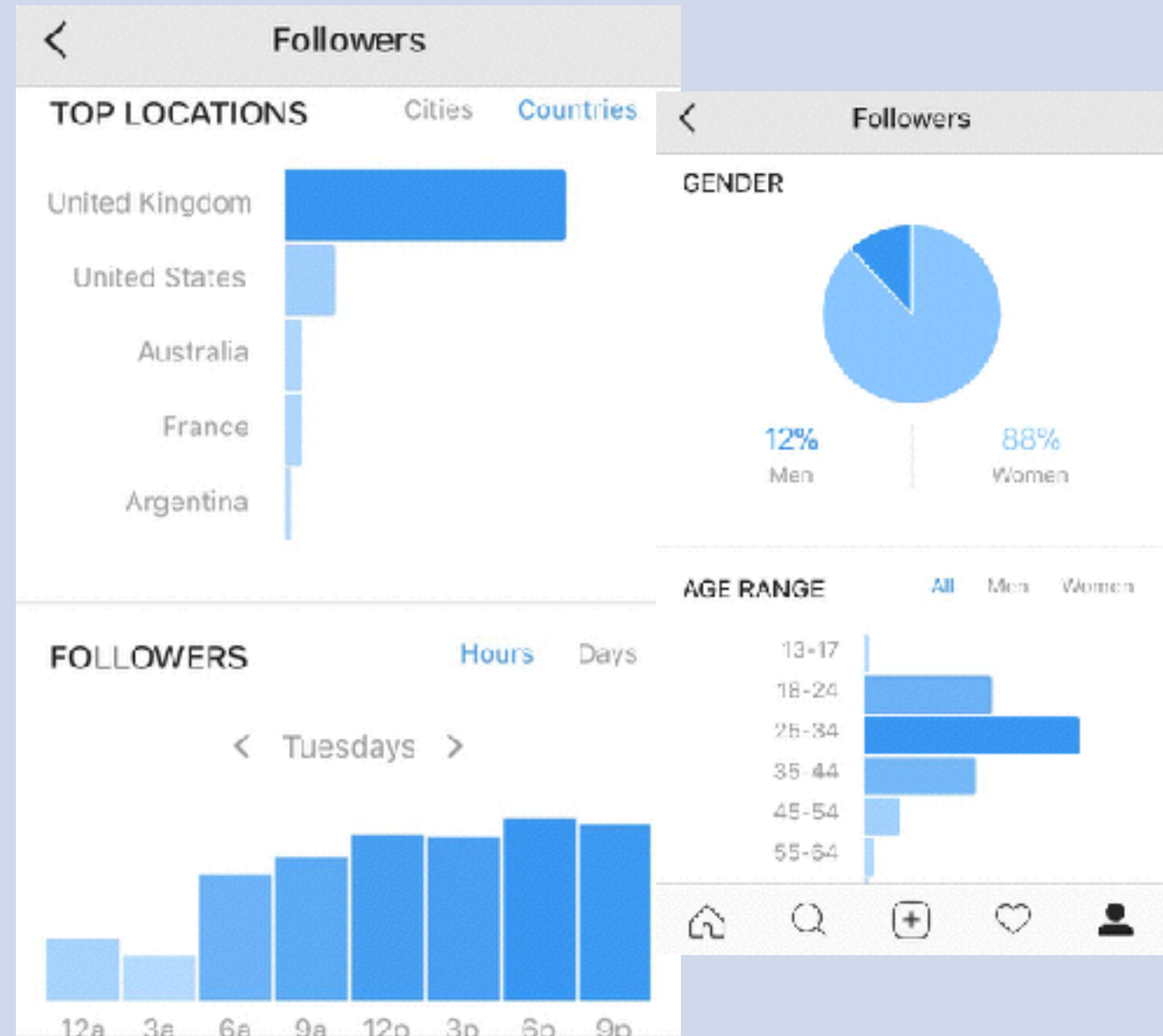
Post during peak times

**7:30-8:30am** – What's on the agenda this morning? Slow morning? Where are you going? Looking forward to meeting someone to discuss plans?

**19:00-9pm** – What have you done today? What was the best thing you saw. Sum up the day's events in a photo. Did you design something great? Develop a new interior design scheme? Create a new product? Plan an exciting event?

Engage – Talk to people. Set aside time to engage - half an hour.

**People are on social media for social interaction: it's not a broadcasting platform so make sure you respond to your comments and interact on others' grids.**



# Instagram Stories

A more informal way to show yourself to your followers in “real-time” - get yourself noticed

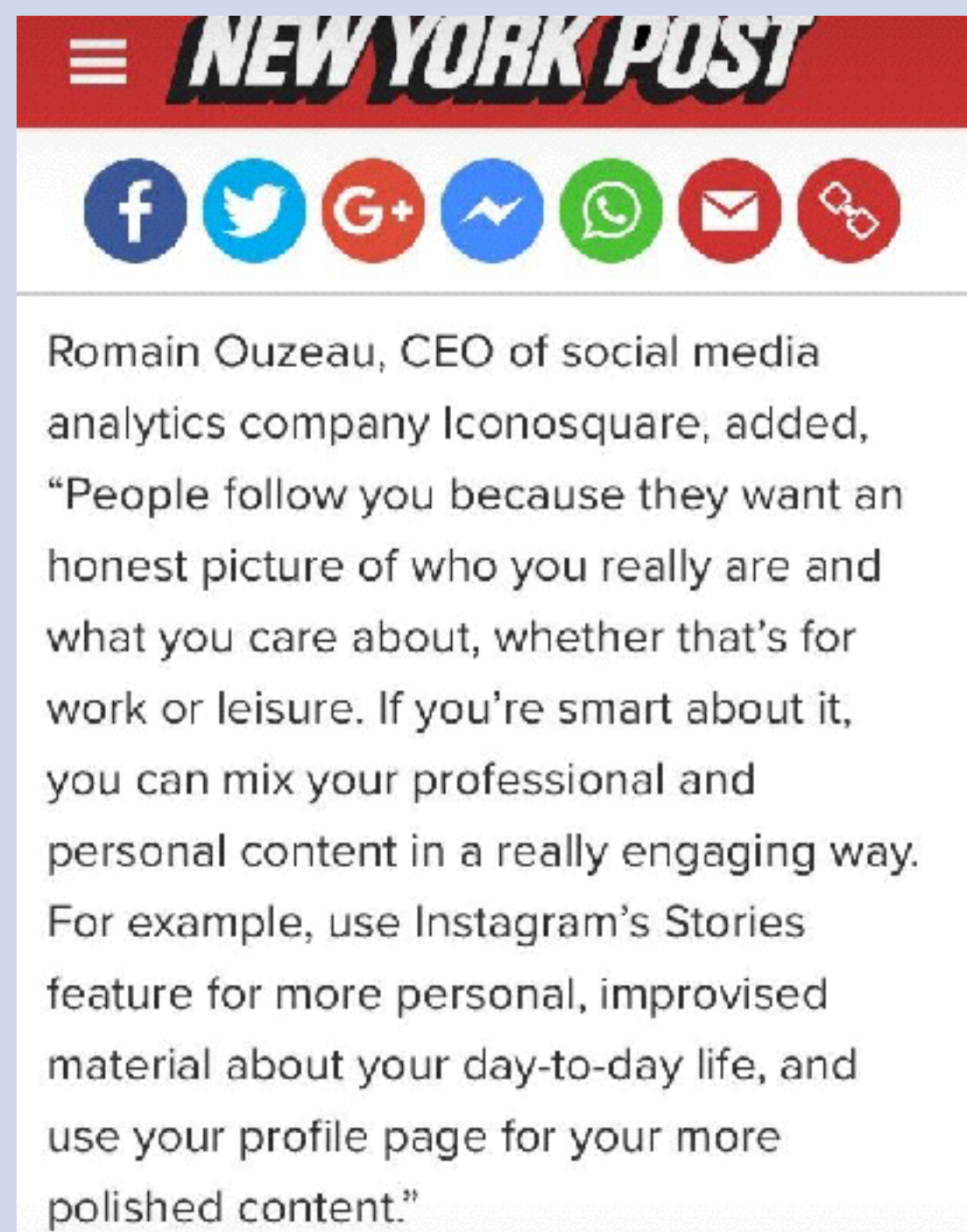
Consumers want to know who’s behind the brand.

@meandorla’s #TalkToTheCameraChallenge

Highlights of your day, behind the scenes

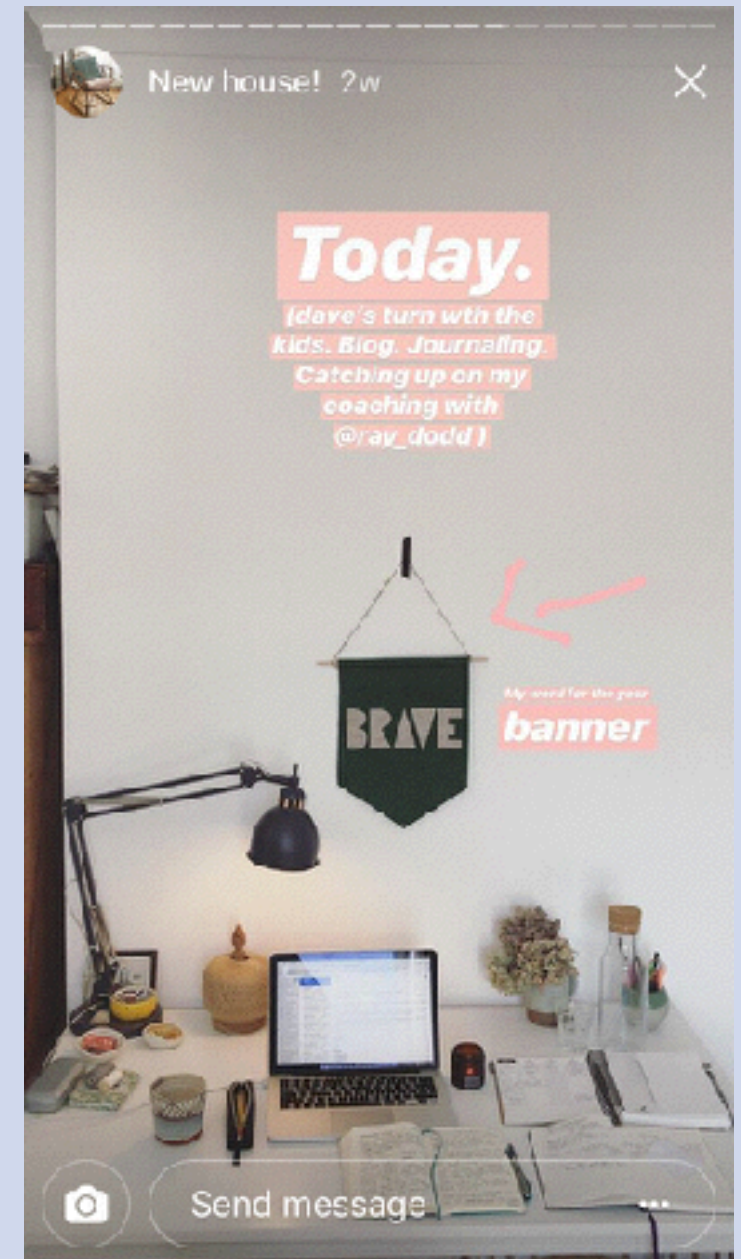
The less glossy/stylised version of grid content  
Be professional but approachable.

+10k followers “Swipe up” feature - drive sales





# Instagram stories of @hanbullivant, stylist



# Give your Instagram account a freshen up

Filters – **Subtle**. Use the app VSCO, aim for true white

Words – Meaningful captions. Ask questions to your followers - encourage engagement.

Find your “style” - your “thing” – flat lays? Repeat these and change things up - brand recognition will gradually occur

Post only your best - your own personal gallery. Resist the temptation to post something that’s poorer quality.

Curate - go back through your feed and delete images that don’t fit

Follow - your contemporaries - find your tribe - follow your favourite hashtags

# Supporting apps

Editing:

A Colour Story

VSCO

Snapseed

Analytics:

Iconosquare

Scheduling apps:

- create a marketing strategy and plan your posts pain-free ahead of time
- Hootsuite
- Buffer

# Content, Content, Content

“If your content isn’t good, It doesn’t matter what you do online, you’re not going to get the engagement and the audience that you’re seeking”

Nik Speller

“Understand your audience and what it is that they are there for.”

Sarah Tasker

Don’t panic if it all seems a bit overwhelming. It’s a gradual learning curve so just post what feels right and see what happens!

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Instagram: @freckledfennell

questions?

please say hello, I'd love to help in any way I can!