



INSTAGRAM MARKETING FOR SMALL BUSINESSES

AGENDA



1. Should You Be On Instagram? 🤔
2. Two Essential Keys To Selling On Instagram 🔑
3. Getting Ready: Time, Tech, & Tools 🧰
4. Entertain, Encourage, or Educate
+ Marketing Experiments 🔬
5. Critical Engagement !!
6. Accountability Partners 🍏+🍎
7. Outsourcing & Delegating 🤝

Where are YOU at in your Instagram journey?

0

**No
account**

1

**0-20
posts**


2

**20-100
posts**

3

**100+
posts**



 find me on Instagram
@beseriouslyhappy

Hi! I'm Rebecca.

Business Coach

for Residential Interior Designers

0	1	2	3
No account	0-20 posts	20-100 posts	100+ posts

THE JOURNEY

- Today: **Seriously Happy Business Coach** 😊
- 2023: Closed the Seattle studio, **Moved to Paris** ✈️
- 2016: **Author**, Happy Starts At Home 📖
- 2007: **CEO & Interior Designer**, Seriously Happy Homes 🏠
- 2003: **Ballroom Dance Instructor**, Author Murray 🐎
- 2000: **Peace Corps Volunteer**, Nicaragua 🌱





**IF YOU ENJOY TODAY'S CLASS,
YOU MAY LIKE...**

NEWSLETTER WRITING WORKSHOP!

**TUESDAY FEB 10
7:00 AM PST/10 EST**

Just \$20 with code "SCOREINSTA"



Scan here 🖱️

<https://seriouslyhappyscheduling.as.me/emailmarketingworkshop>



YOUR SOCIAL
MEDIA
DREAM IS
POSSIBLE



THE FIRST QUESTION:



Other Marketing Platforms:

- *Email Newsletters (ROI ✨)*
- *Articles / Blog Posts (SEO ✨)*
- *Podcasts (Thought Leadership ✨)*
- *Warm-ish Emailing (Network Building ✨)*
- *Speaking / Teaching (Credibility ✨)*
- *Networking (Referrals ✨)*
- *Press & PR Features (Authority ✨)*

Why Instagram?

WHY ARE WE ON IG?

- To make money selling *our* product or services?
- Or become an *Influencer* and sell *other people's* products or services?

INFLUENCER:

Someone who holds enough aspirational power over consumers that brands spend money hoping their psychological sway = sales.

Follower Count:

- MEGA-influencer: 1 million+
- MACRO-Influencer: 100k - 1 million
- MICRO-influencer: 10,000 - 100,000

MEGA-INFLUENCER
@NASHGRIER:



🌟 13.5 million followers

🌟 *Paid up to \$41,000 per influencer post!*

REALITY CHECK:

"Nash says he can sometimes spend hours, or even days to make the perfect video."

* <https://www.thefactsite.com/nash-grier-facts/>



WHY ARE WE ON IG?

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MEGA-INFLUENCER
@NASHGRIER:

🌟 13.5 million
🌟 Pa: ...

This is a full time job.

...ncer post!

...mes
...to

...make

* <https://www.the...> ...acts/



“Followers don’t equal sales and I’ll scream it from the rooftops!”

Her client had 62K followers & was getting MILLIONS OF VIEWS, but *just 2k in sales each month!* 😬

That’s just \$24k a year... might as well go work at Walmart!

FACT:

Most small business owners won't crack 10k+ followers

WHICH MEANS:

The benefits of being on Instagram have to be meaningful even if only 200 people ever follow you!

**POTENTIAL
BENEFITS OF INSTAGRAM**

- **Social Proof** → Shows you're active, legit, and open for business.
- **Personality / Humanizing** → Lets clients like and trust you before they ever meet you.
- **Credibility** → Shows off your unique expertise & practical wisdom.
- **Priming** → Shapes client expectations, reduces sticker shock, and smooths the sales process.
- **Aspiration** → Gives clients a glimpse of the lifestyle they want, available by buying your service.

REAL WINS



MACRO-INFLUENCER
@SARAHRICHARDSONDESIGN:

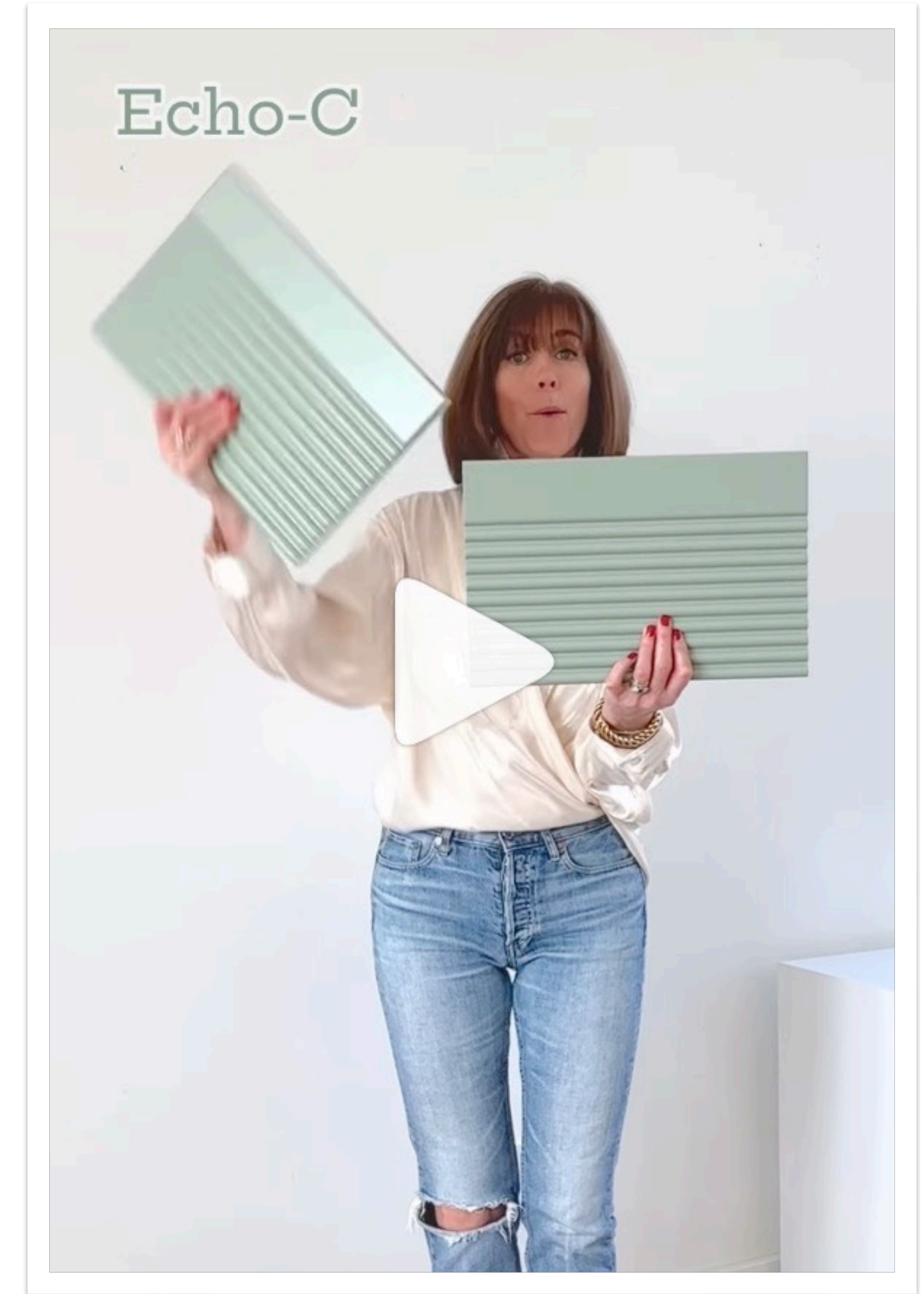
🌟 375k followers

Flown to Seattle for a workshop on Instagram for designers.

Someone asked, **"How have you monetized your feed?"**
She said: "I haven't!" 😬

Turns out she was playing the long game!

Soon after she launched a line of designer cabinet doors for IKEA, and **now she has a way to monetize all that work she put into building an audience!**



BEFORE YOU TRY TO MARKET (ON ANY PLATFORM), YOU'VE GOTTA GET CLEAR.

WHAT ARE YOU SELLING?

- What can I buy from you?
- What will I get?
- Why should I buy it from you?
- What should I expect during & after the purchase?

Unclear services & vague pricing are sales-killers.

WHAT DOES SUCCESS MEAN?

- What outcome are you looking for? What **ACTION** do you want me to take? (Follow, click&buy, like/comment, email sign-ups from link in bio...?)
- What do you want me to know about you or say about you after I am on your feed? What is your **IG focus message**? (We're the fastest, coolest, cheapest, best...?)

SO, HOW DO YOU WIN ON INSTA?

**THE SAME WAY
YOU WOULD IN
ANY MARKETING
STRATEGY**

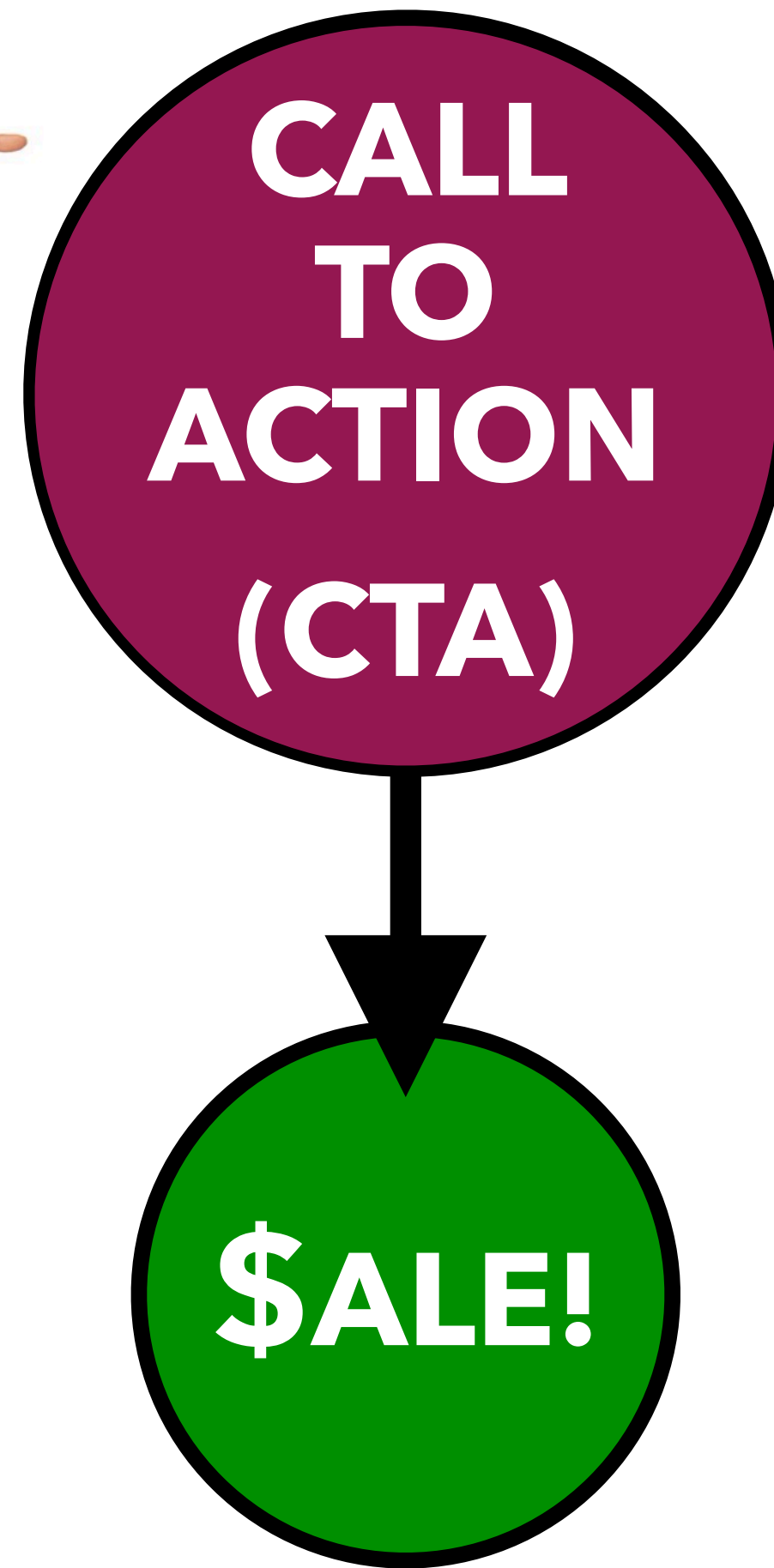
Two Essential Sales Keys

2



**Key #1: Decide
what you're selling.**

What do you *literally* want
people to buy from you?



Key #2: Invite someone to take an action that leads to a sale.



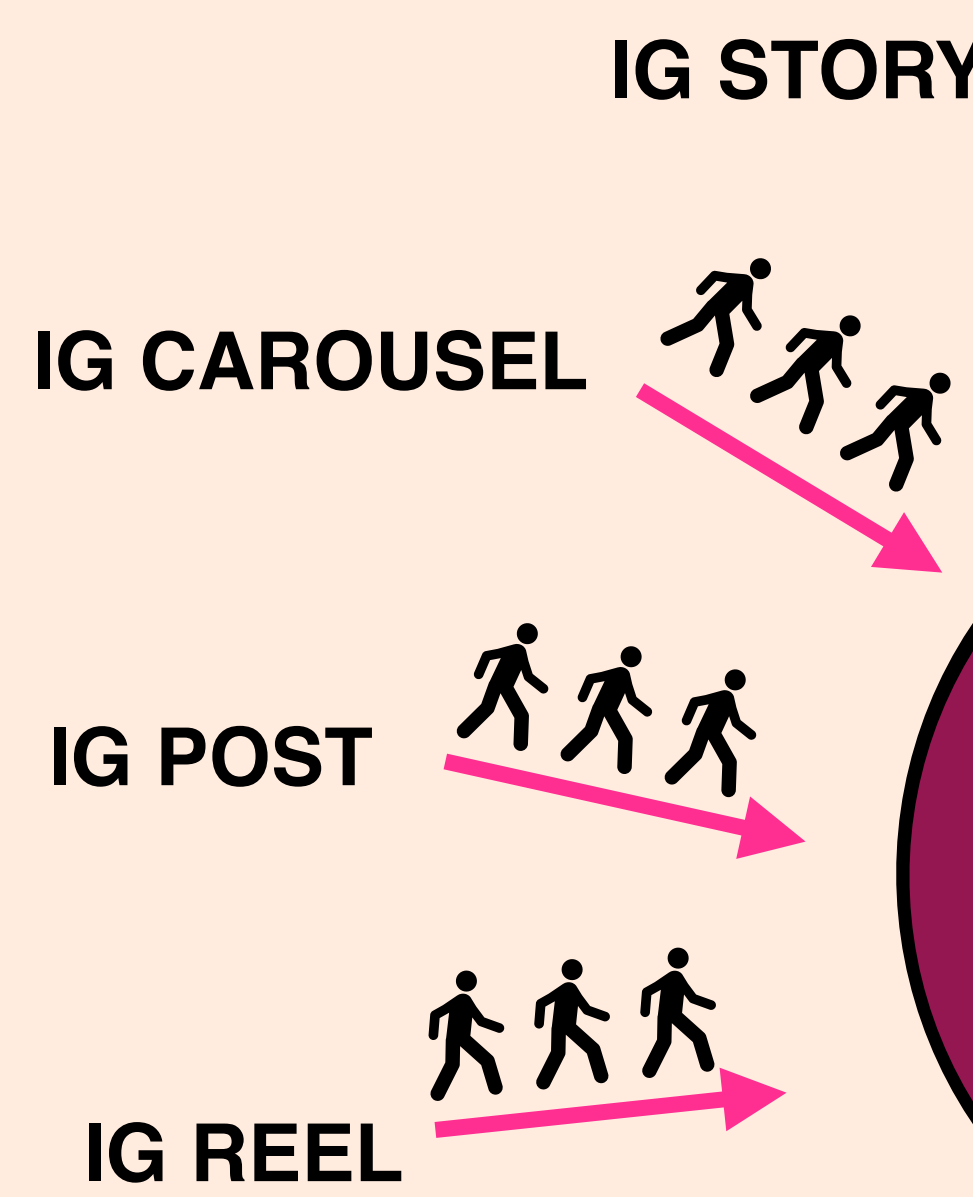
**CALL
TO
ACTION
(CTA)**

\$ALE!

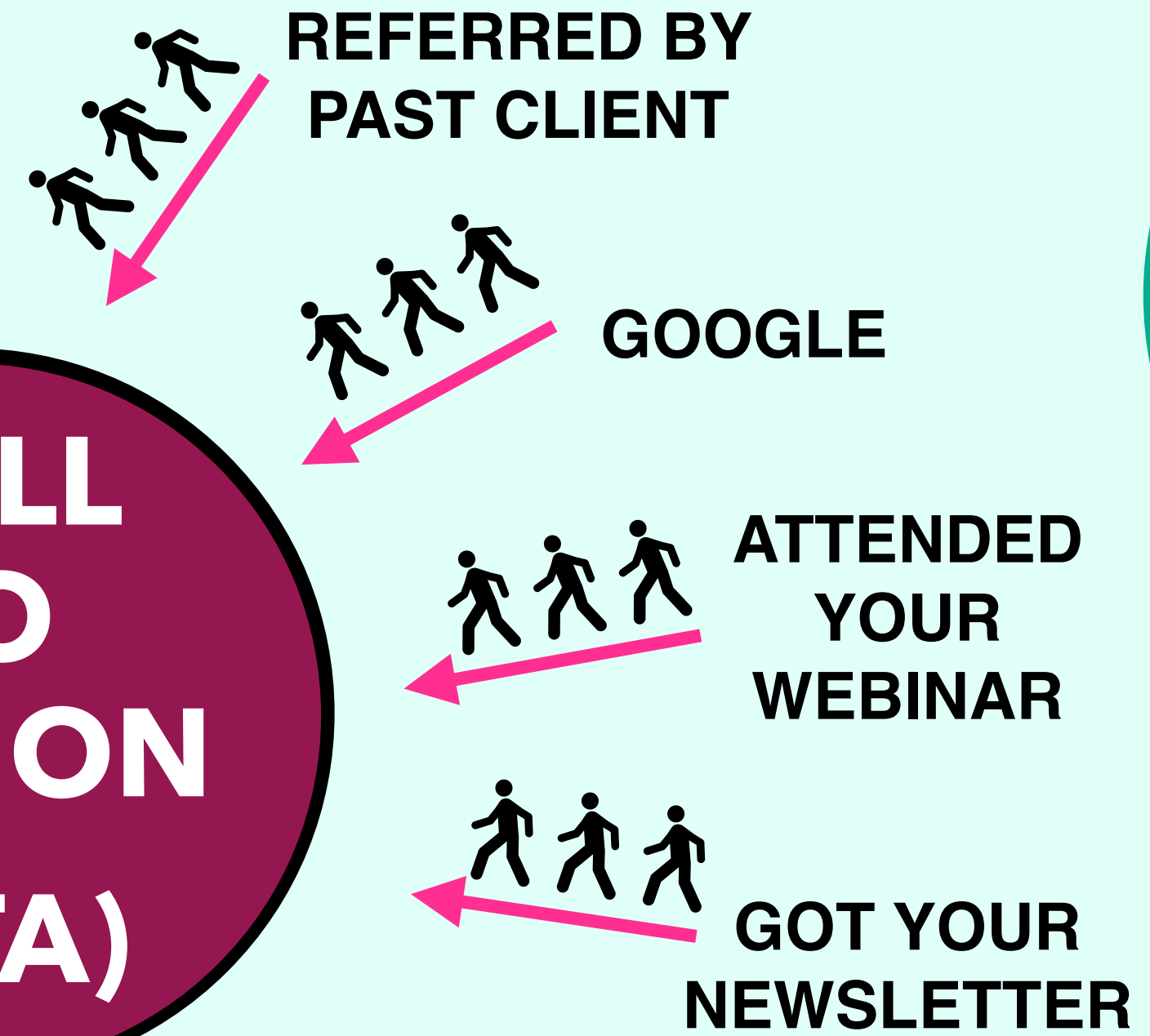
Key #2: Invite someone to take an action that leads to a sale.

WHAT KIND OF ACTION YOUR FUTURE CLIENT IS LIKELY TO TAKE DEPENDS ON HOW THEY FOUND YOU.

**LOW SALES
CONVERSION**



**CALL
TO
ACTION
(CTA)**



**HIGH SALES
CONVERSION**

**WERE THEY
DOOMSCROLLING?**

**LOW CHANCE OF
GETTING OFF PLATFORM.**

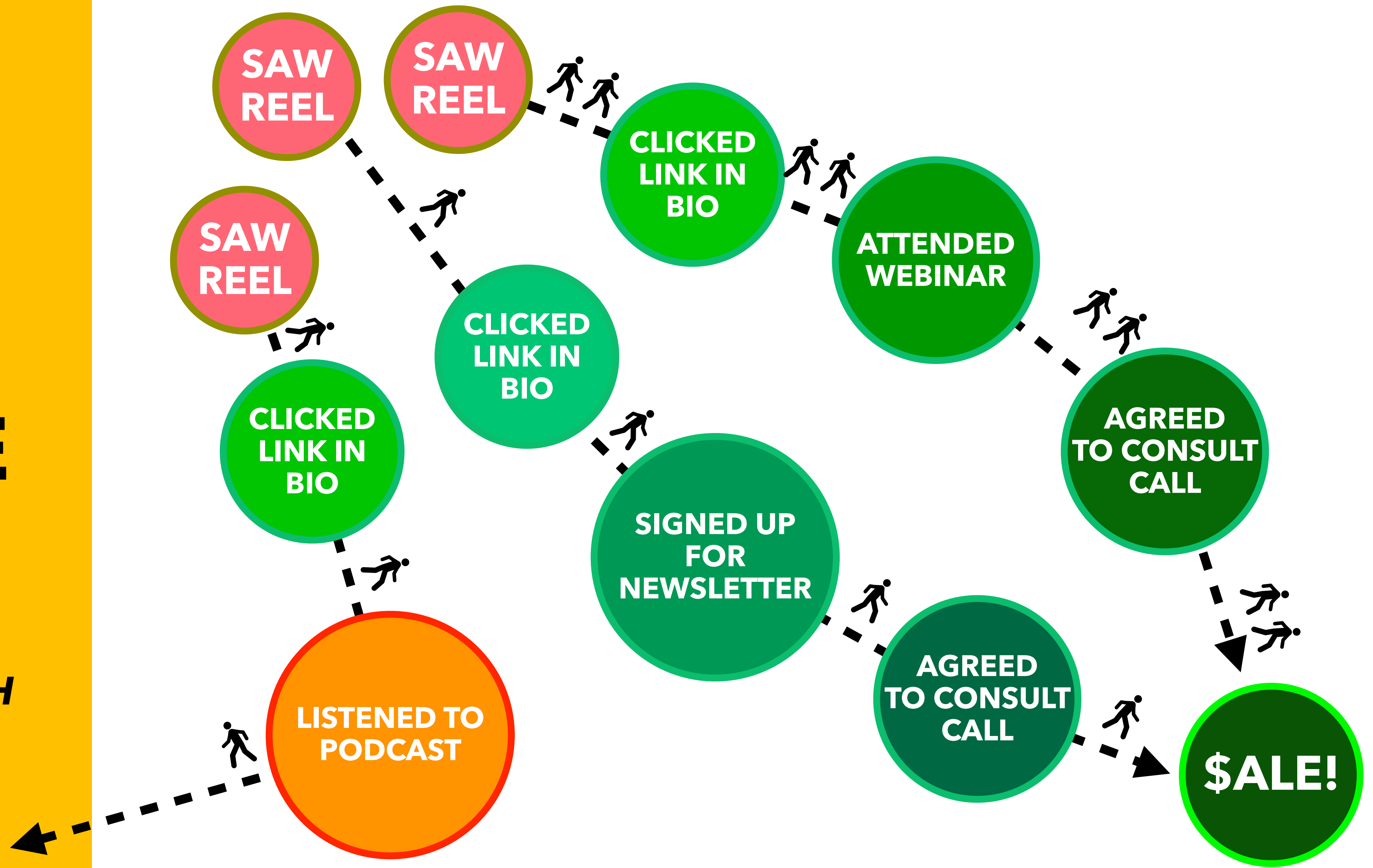
\$ALE!

**OR WERE THEY
LOOKING FOR YOU?**

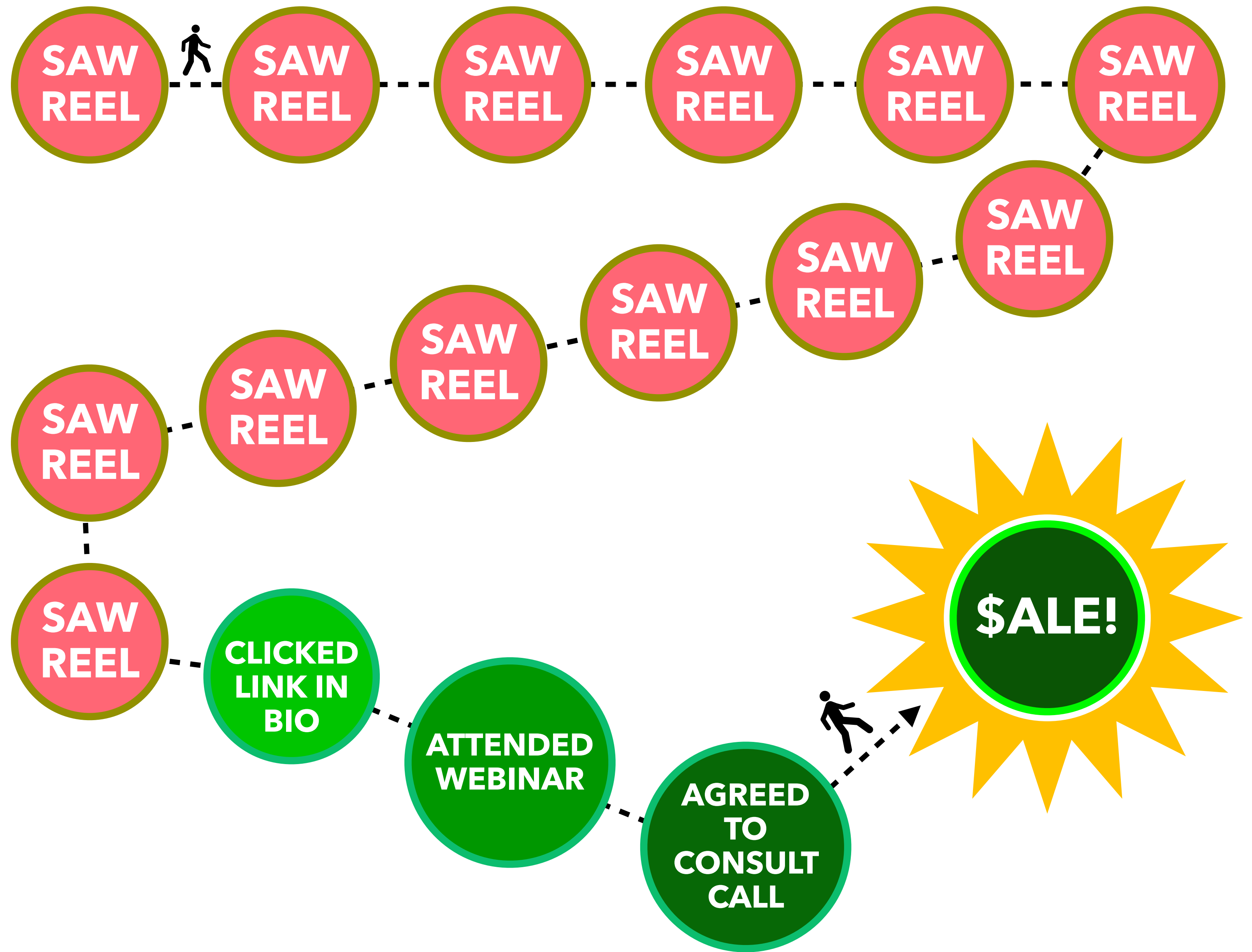
**HIGH CHANCE OF TAKING
THE NEXT STEP.**

WHERE ARE THEY ON THE PATH?

AND WHICH PATH ARE THEY ON?



**HOW
MANY
POSTS
DID THEY
SEE
BEFORE
THEY
TOOK
ACTION?**





- WHAT ACTION ARE YOU TRYING TO ENCOURAGE
- HOW WILL THIS POST HELP ACCOMPLISH THAT?

BEST PRACTICE: ASK THESE FOR EVERY POST

3

GATHER RESOURCES

GETTING READY:
TIME, TECH, &
CONTENT TOOLS



TIME CHECK

Your first big investment.



A bootstrapping entrepreneur might spend:

- 5-10 hours/week creating content (posts, blogs, newsletters).
- 2-5 hours/week engaging, networking, and following up.
- 1-2 hours/week tracking results, adjusting strategy.

How often should you post? 3-5 times a week. 💪

How often will you post? Weekly, if you're lucky. 😊

The most important thing?

Build a consistent habit and make each post count!

Your first big **decision.**

Do you want to be:



TECH: SETTING UP YOUR FEED

WHAT KIND OF FEED?

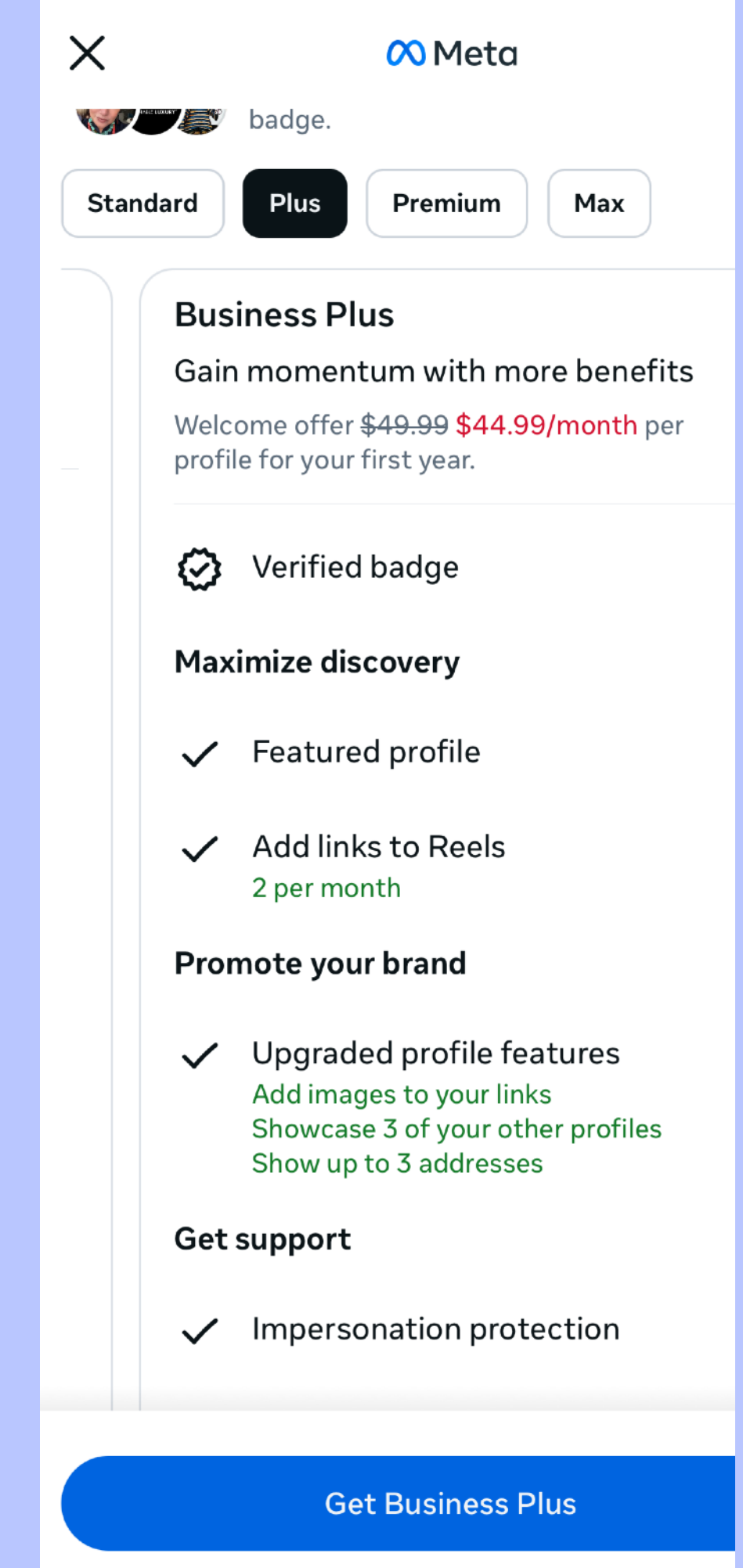
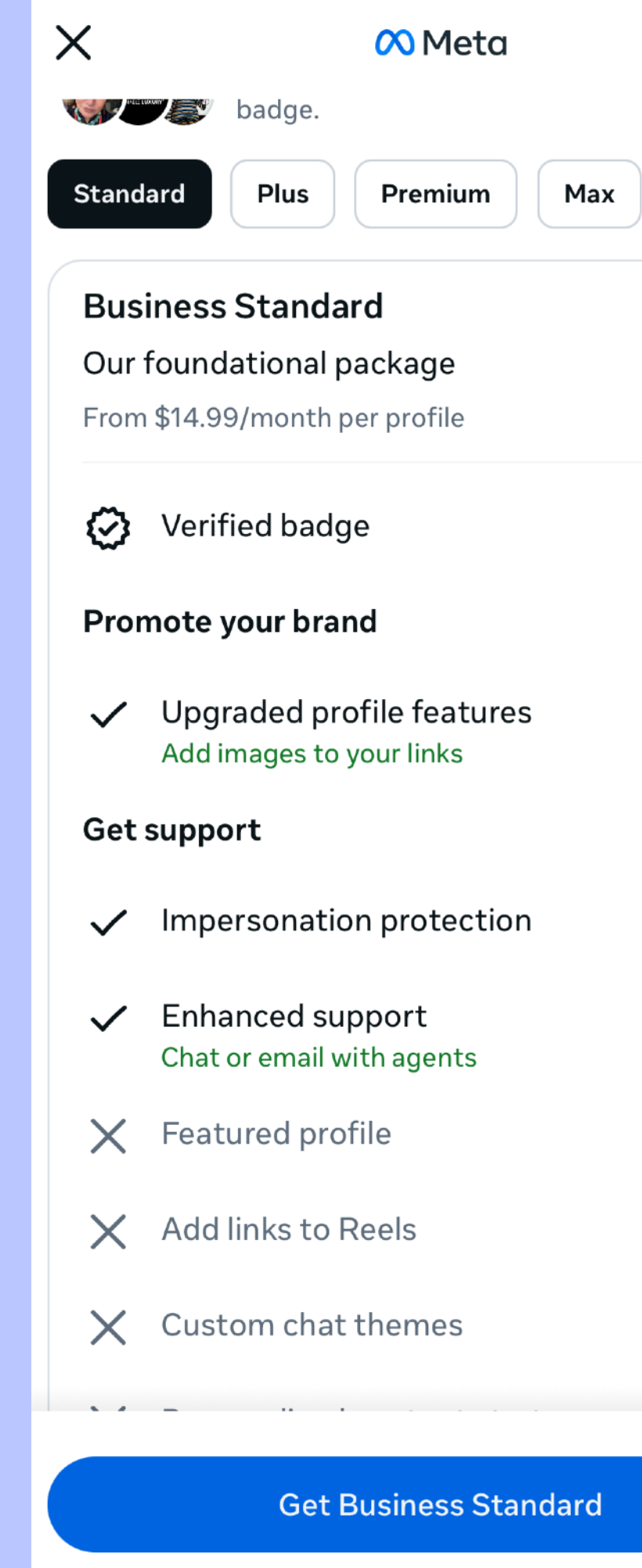
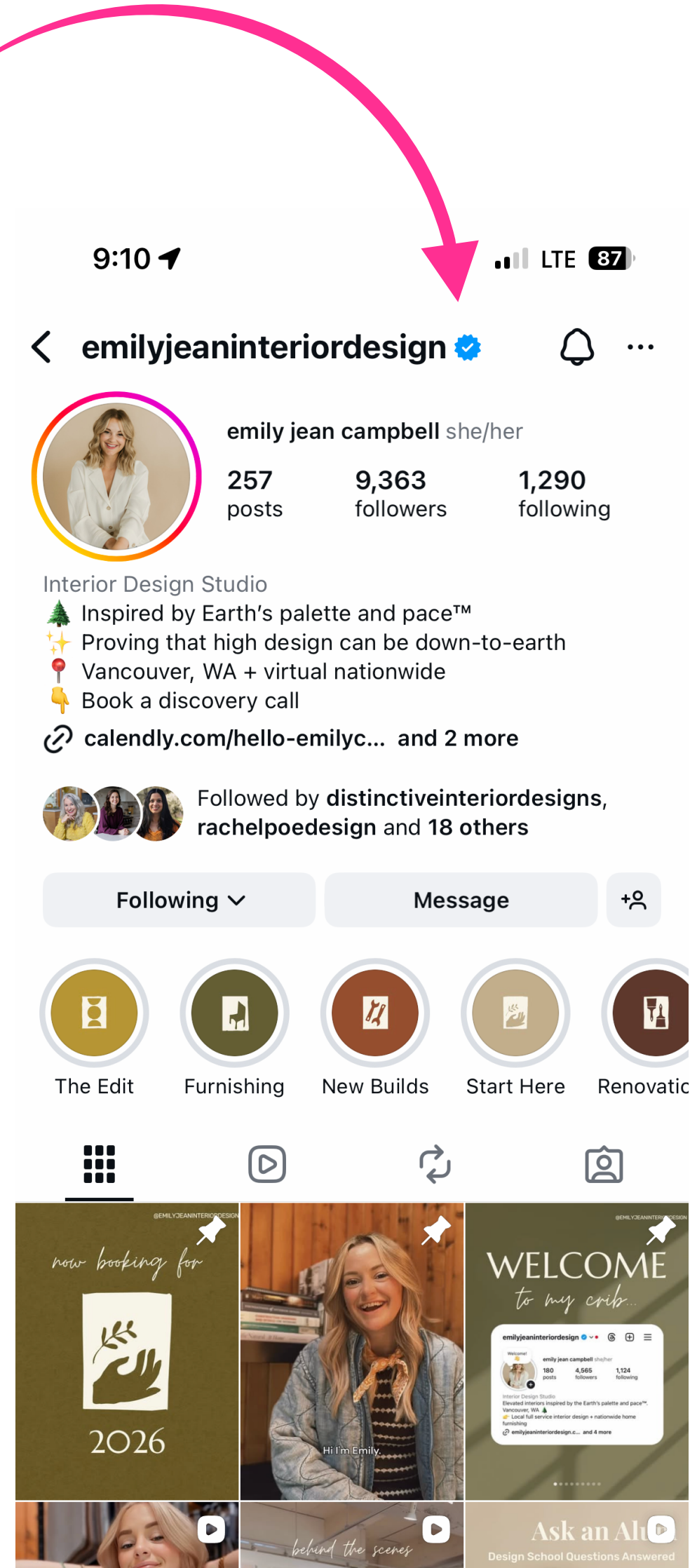
Feature	Personal	Creator	Business
Analytics	Very limited	Yes, follower + content insights	Yes, full analytics
Ads / Promotions	✗	✓	✓
Buy Buttons / Shops	✗	Limited	✓
Music Access	Limited	More flexible	Restricted
DM Sorting	✗	✓	✗
Contact Buttons	✗	Limited	✓
Privacy Options	High	Medium	Medium





WHAT'S "VERIFIED" MEAN?

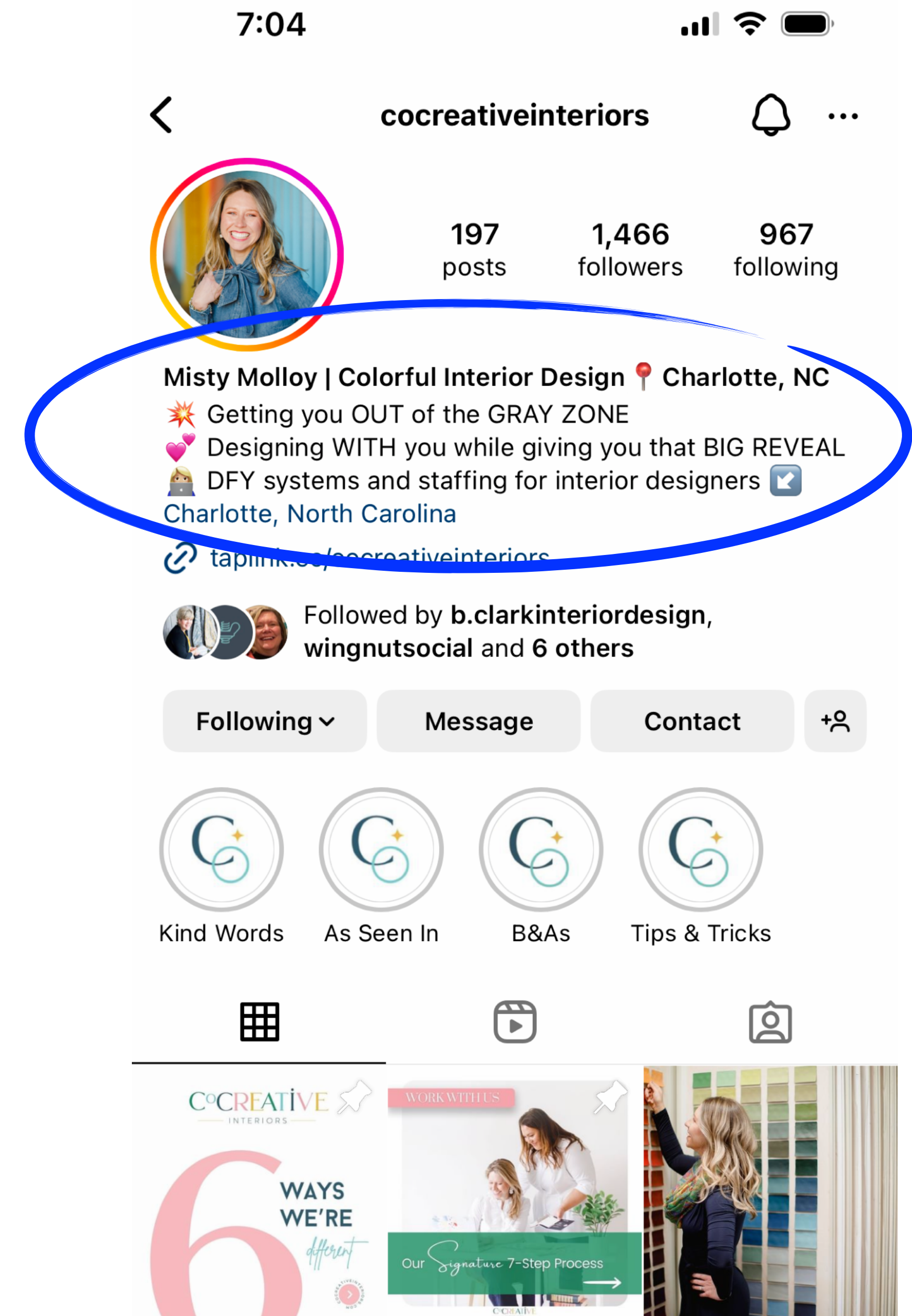
emilyjeaninteriordesign 



YOUR BIO

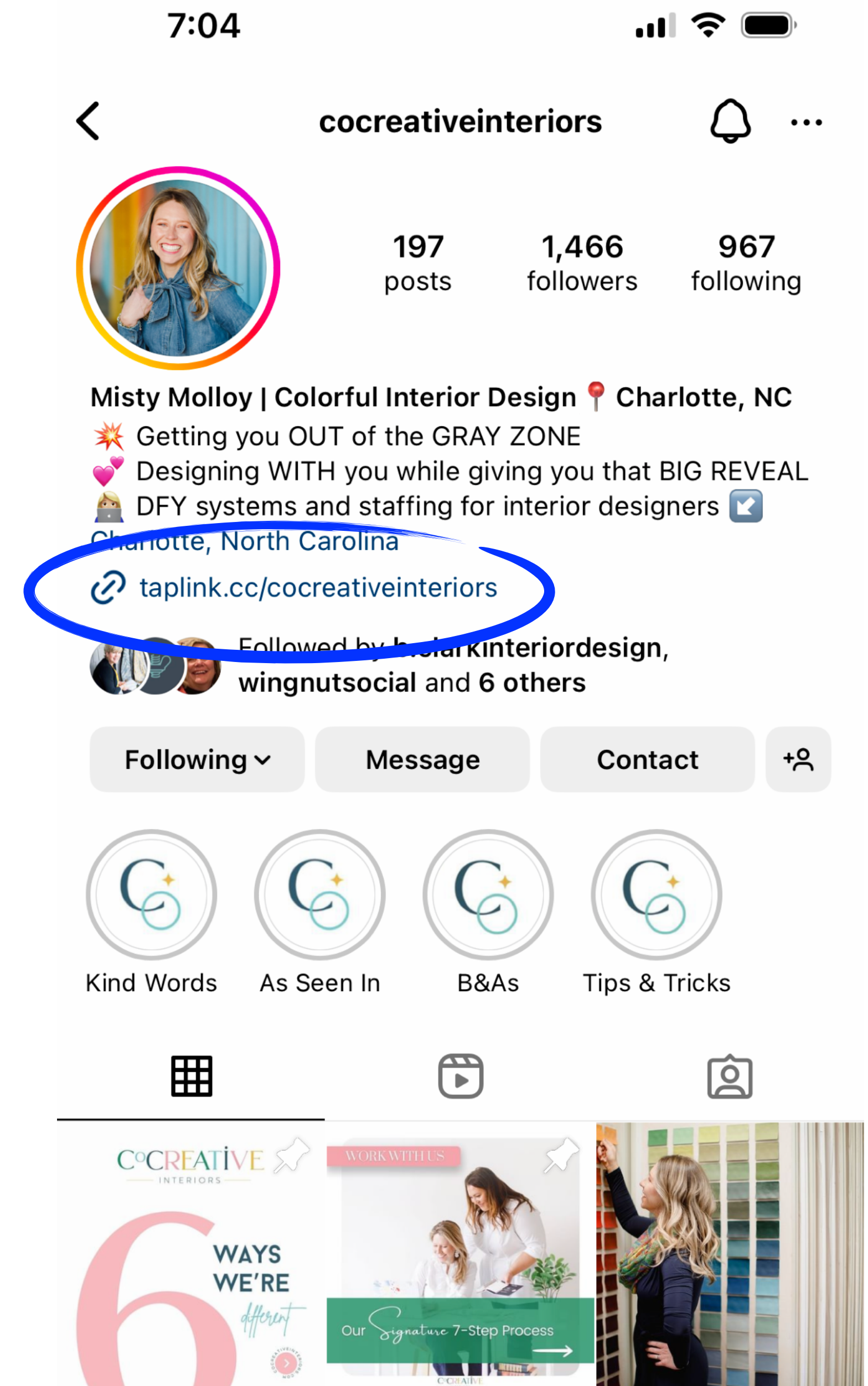
150 characters to encapsulate what you do, who you do it for, and what they'll get if they work with you.

- ▶ Your name (whatever people will search)
- ▶ What your business is / what you do
- ▶ Fun facts, or what makes you different
- ▶ Optional: CTA, like "FREE workshop links below 📌"
- ▶ Website link (your website, or a distribution link)
- ▶ Note: Use CAPS and emojis thoughtfully 🤔



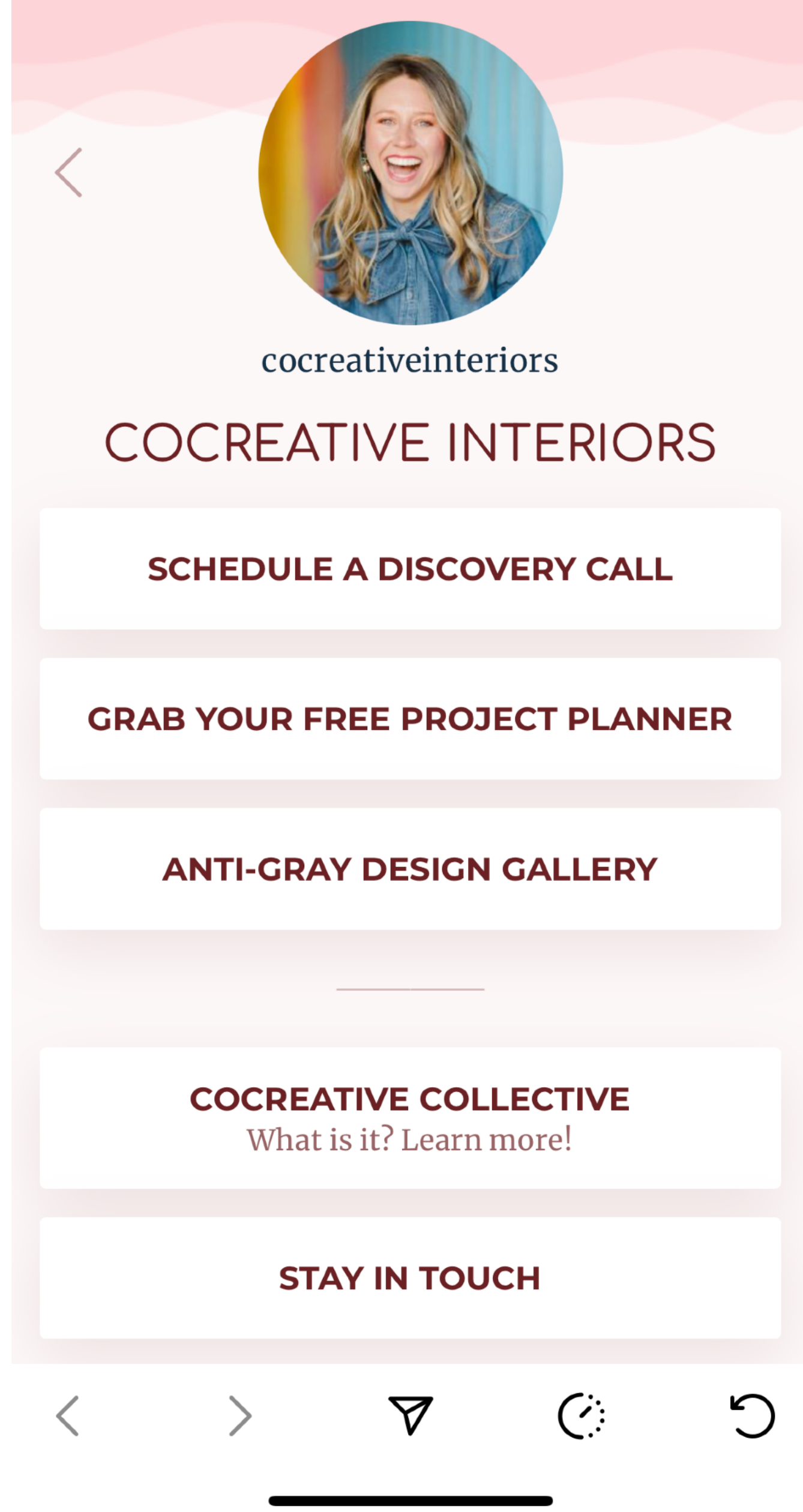
"LINK IN BIO"

LINKS: Where will you send them?

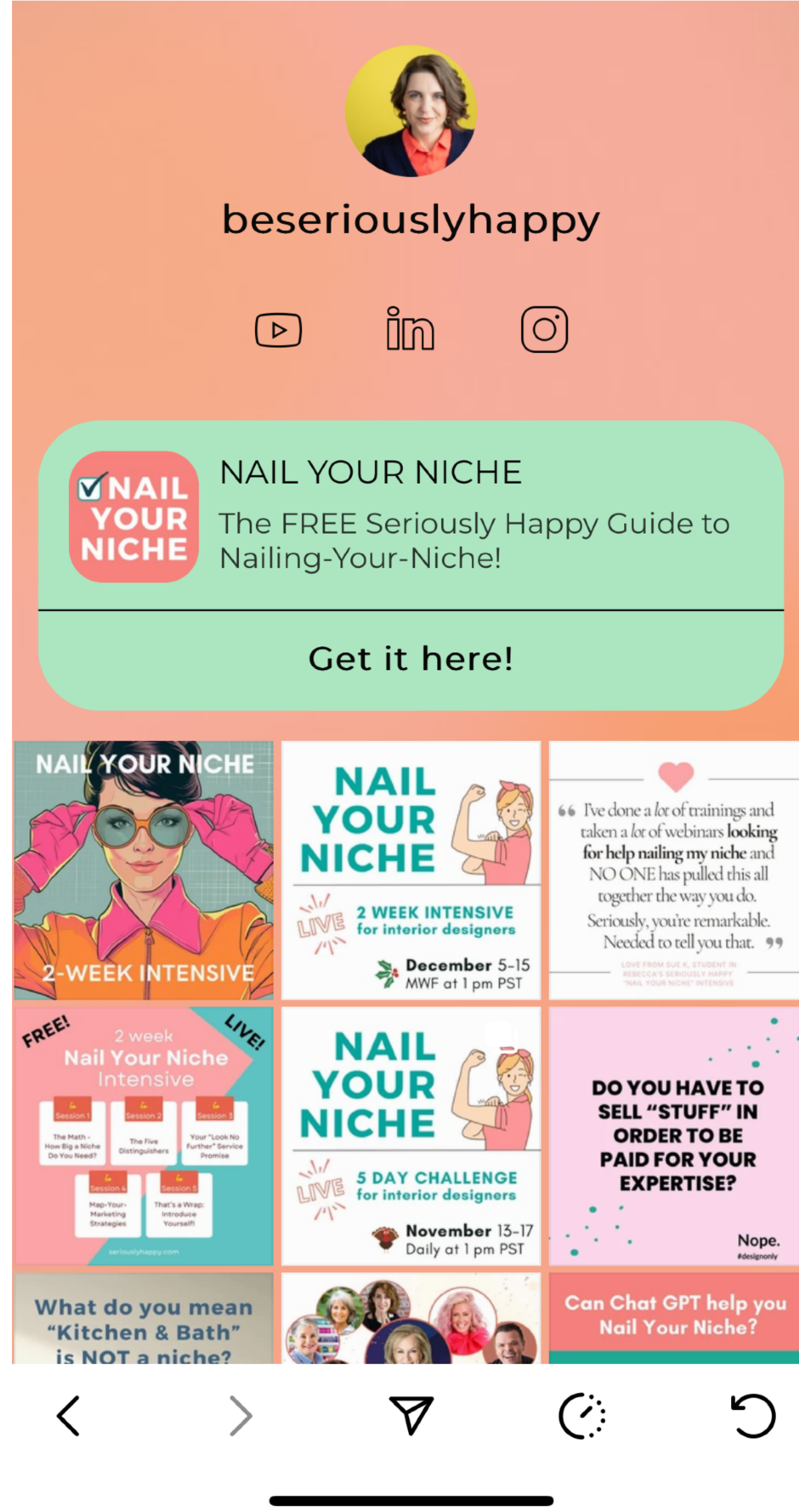


"LINK IN BIO"

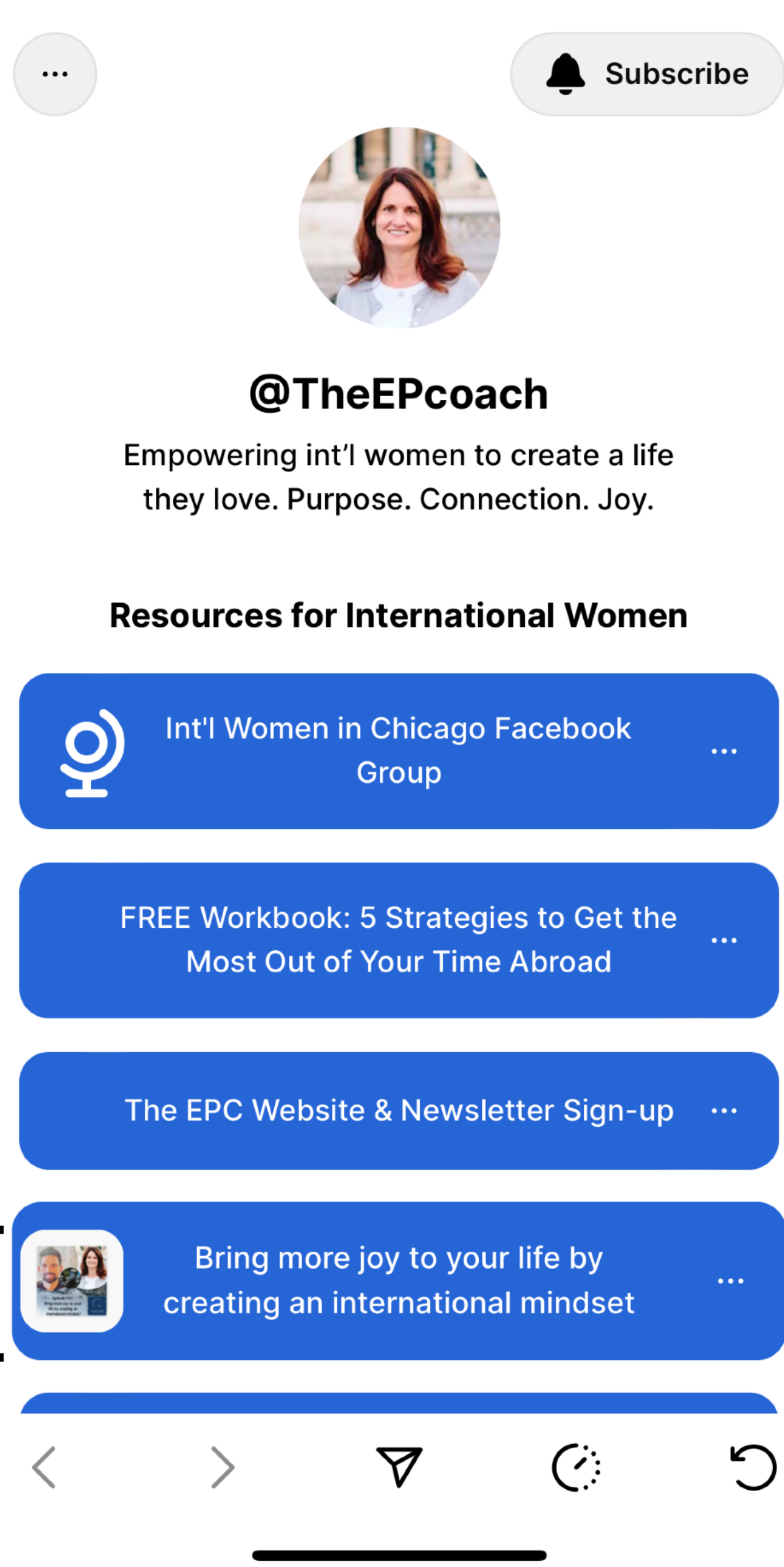
Misty at Co-Creative uses taplink.



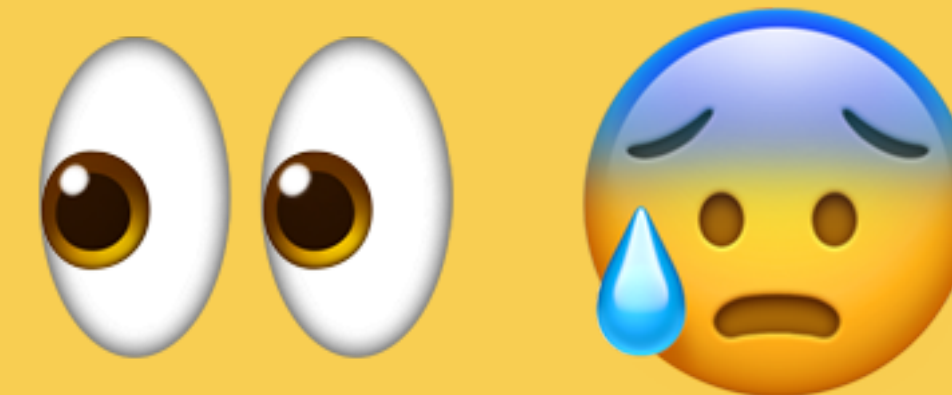
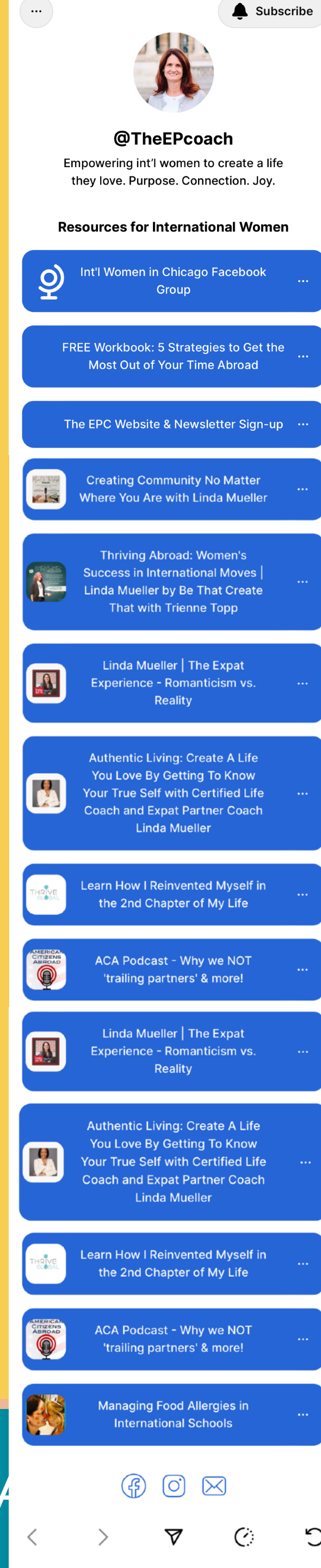
I use linkin.bio (via the Later app)



Expat-partner coach Linda uses Linktr.ee



CAUTION! JUST BECAUSE YOU CAN POST MORE DOESN'T MEAN YOU SHOULD.



Fewer choices leads to more people clicking through! 💪

One or Three IS BEST.

CONTENT TOOLS



- 5-10 hours/week creating content (posts, blogs, newsletters).
- 2-5 hours/week engaging, networking, and following up.
- 1-2 hours/week tracking results, adjusting strategy.

How often should you post? 3-5 times a week. 💪

How often will you post? Weekly, if you're lucky. 😊

The most important thing?

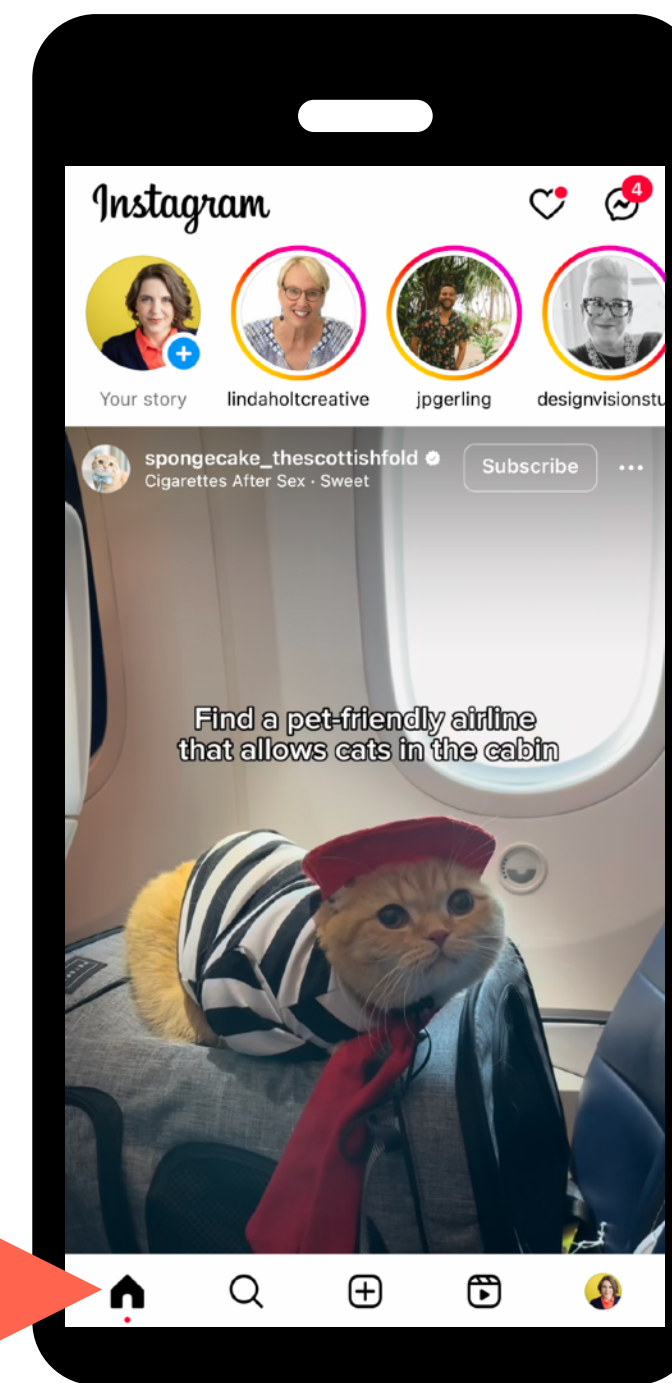
Build a consistent habit and make each post count!

STORY:

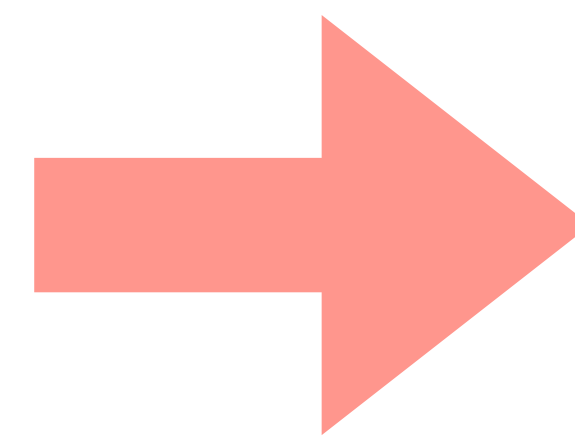
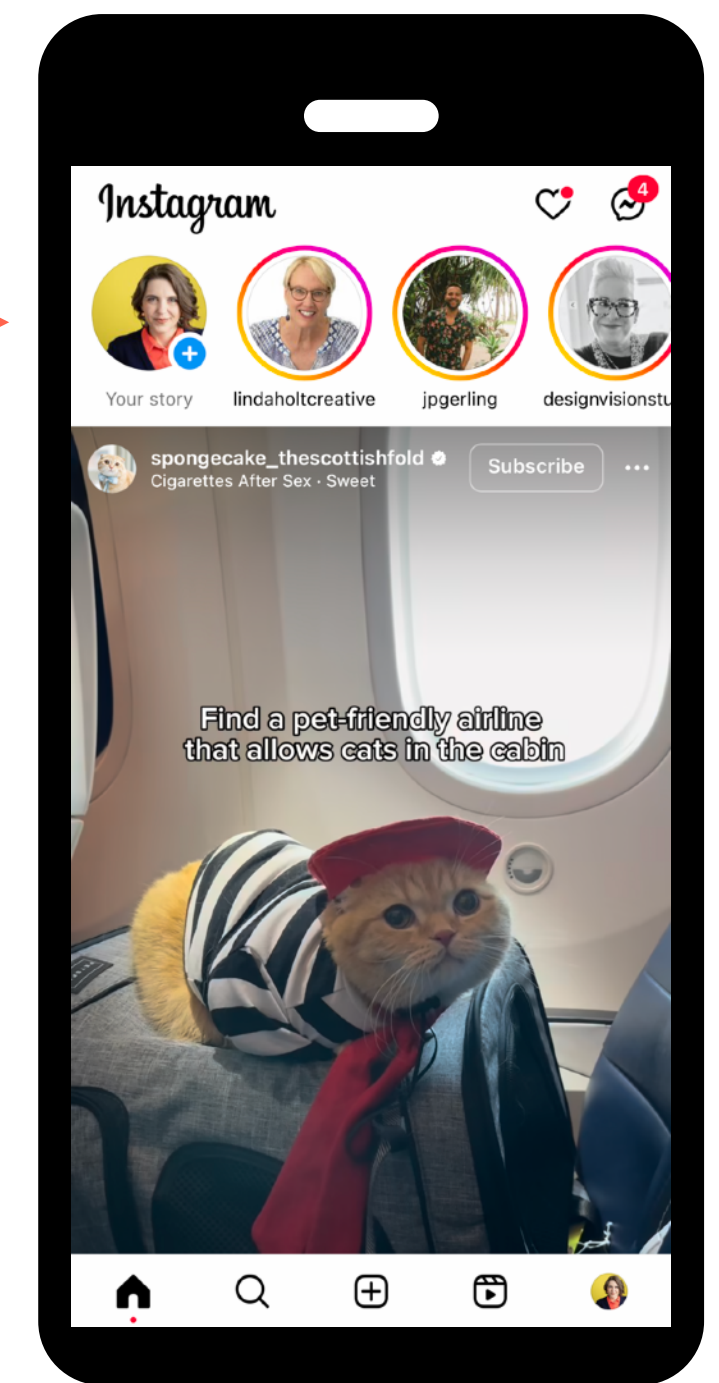
a photo or video that an Instagram user shares on the platform.

NOT the same as a post - fewer editing options, & ONLY LASTS 24 HOURS!

1. To **find stories**, click home icon

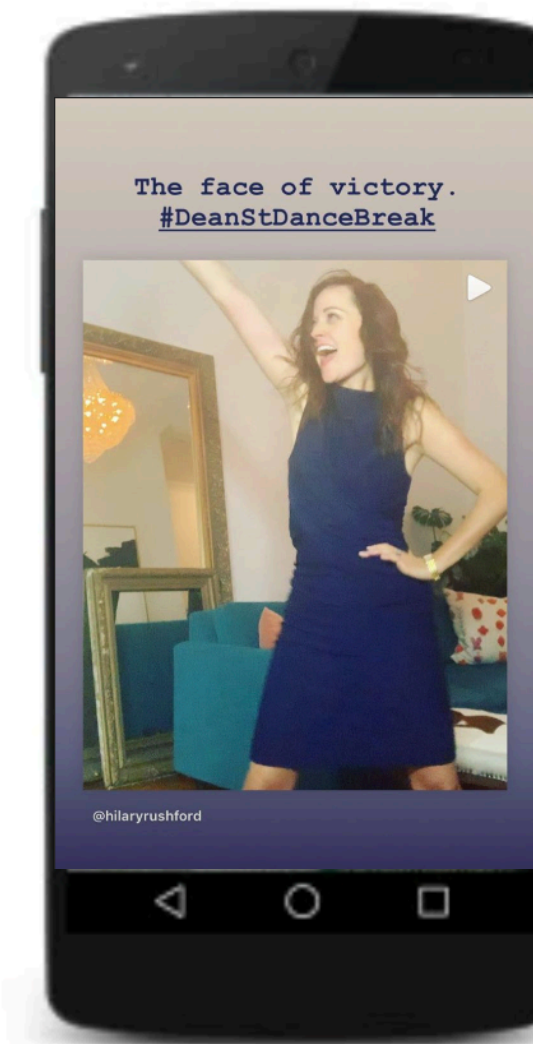


2. Then
→
look here



Story Examples

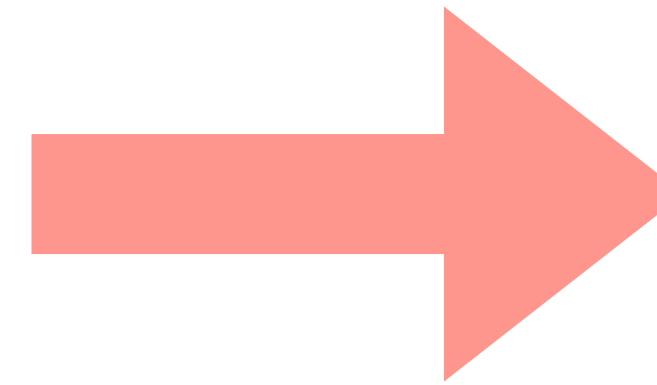
@hilaryrushford



HIGHLIGHT:

A place to save stories.

Curated collections that followers can tap into and watch any time they like.



Misty Molloy | Colorful Interior Design 📍 Charlotte, NC
🌟 Getting you OUT of the GRAY ZONE
💕 Designing WITH you while giving you that BIG REVEAL
👷 DFY systems and staffing for interior designers 📩
Charlotte, North Carolina
taplink.cc/cocreativeinteriors

Followed by b.clarkinteriordesign, wingnutsocial and 6 others

Following Message Contact +

Kind Words As Seen In B&As Tips & Tricks

6 WAYS WE'RE different
WORK WITH US
Our Signature 7-Step Process
my job
In Living Co.

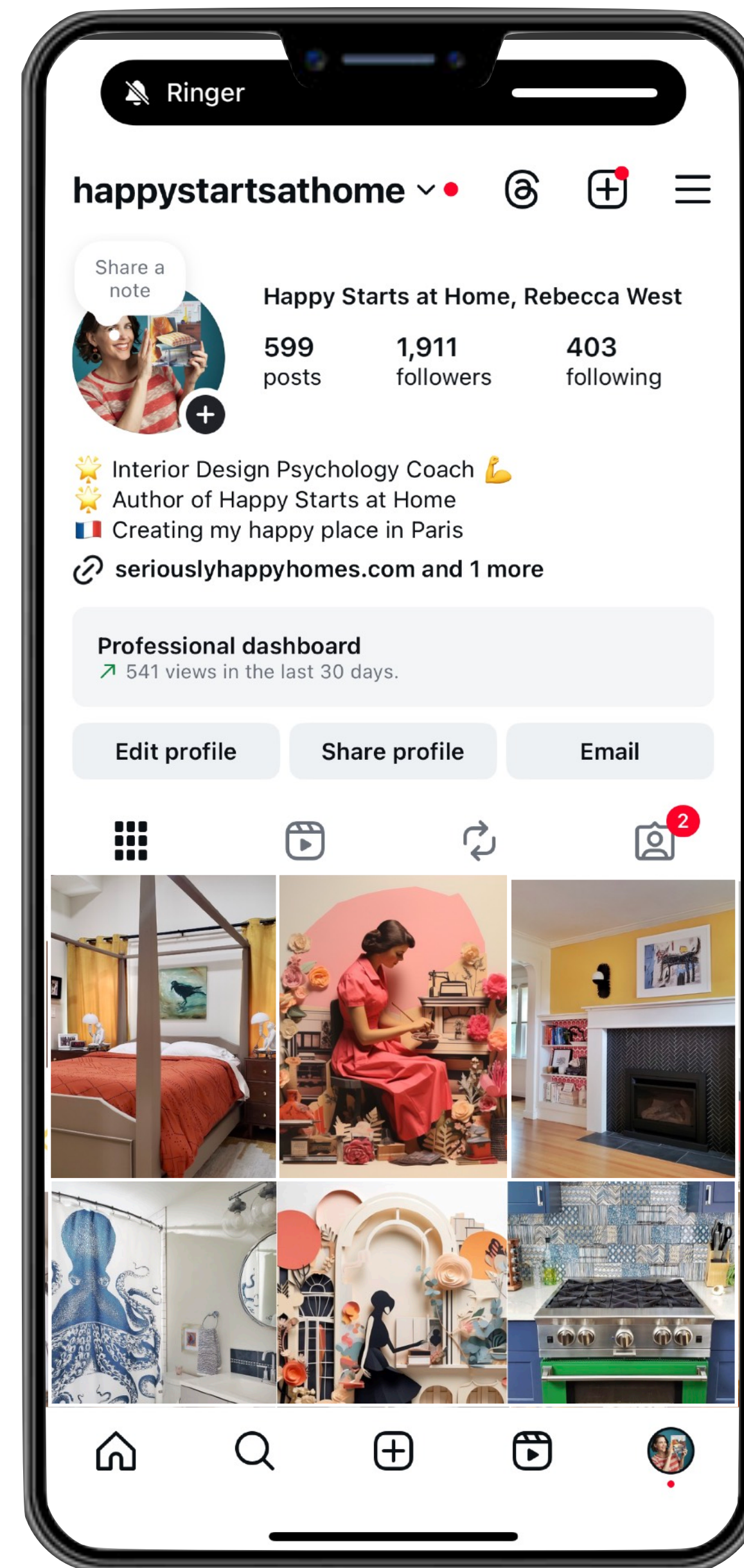
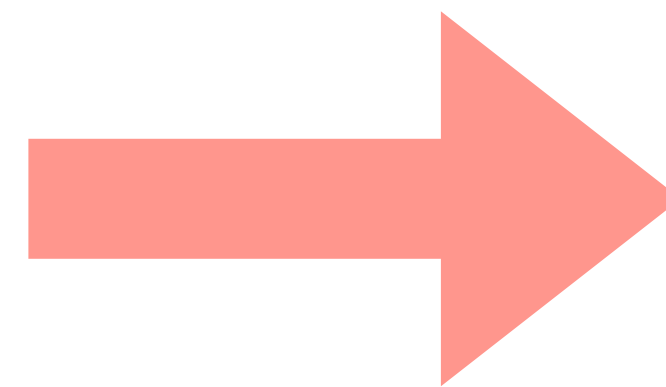
GREAT EXAMPLE: REDBULL'S HIGHLIGHTS

The image shows a screenshot of the Red Bull Instagram profile. At the top left is the Red Bull logo. To the right of the logo are buttons for 'Follow', 'Message', and a menu icon. Below these are statistics: '9,928 posts', '20.5M followers', and '1,976 following'. The bio reads 'Red Bull' with the handle '@redbull', a bio link 'watch the World Of Red Bull #givesyouwiings win.gs/redbullbio', and a list of users followed. At the bottom, there are seven highlight icons: Training (dumbbell), Airsports (parachute), Watersports (wave), Wintersports (snowflake), Skateboard, Dance (globe), and Motorsports (checkered flag). A large red arrow points from the left towards the 'Training' highlight.

POST:

Traditionally a *still* photo that an Instagram user shares on the platform.

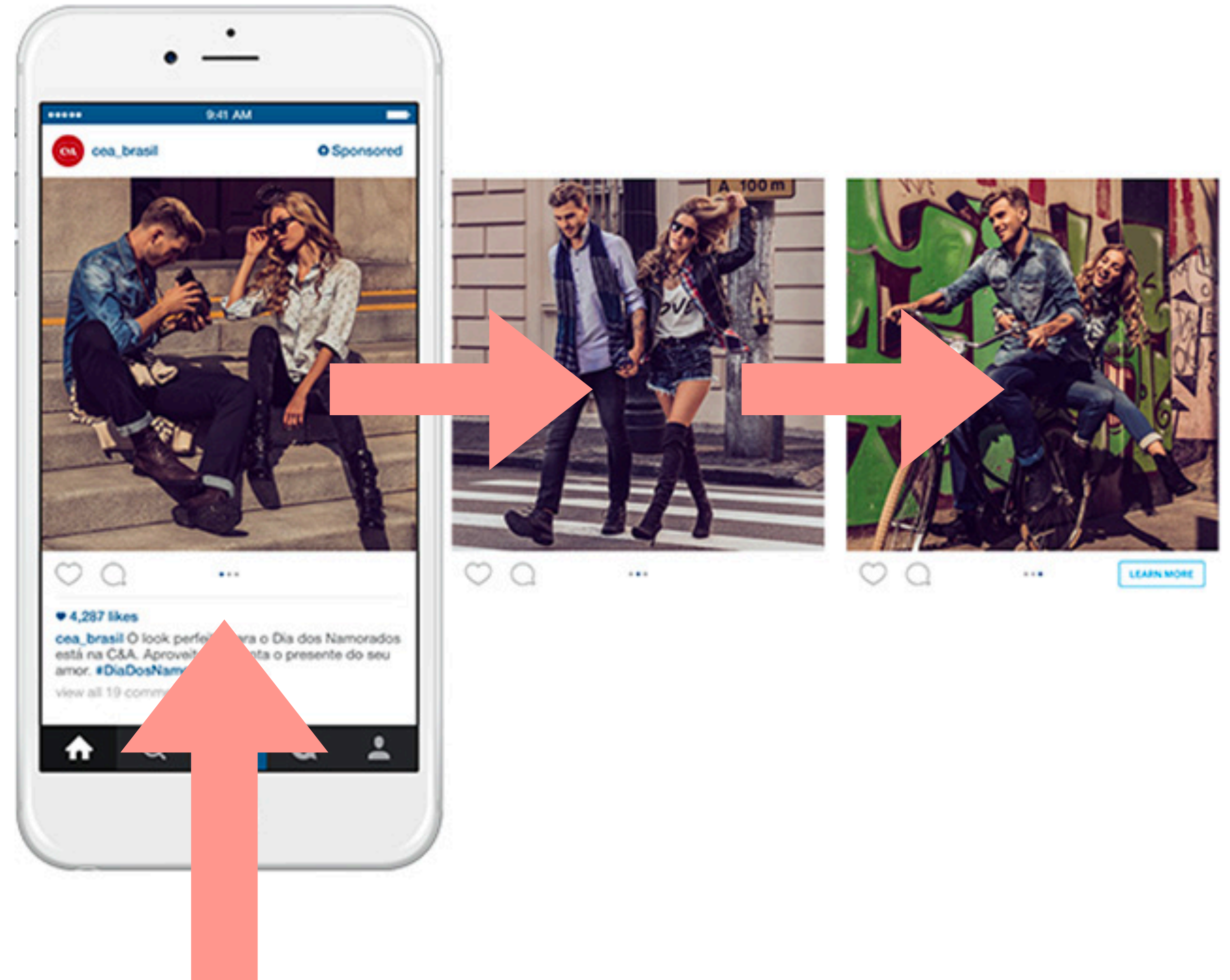
Now generic for any post that *isn't* a story.



CAROUSEL:

a post with multiple photos or videos, viewed by swiping or clicking left.

Up to 10 images or videos can be added as a single post on the feed.



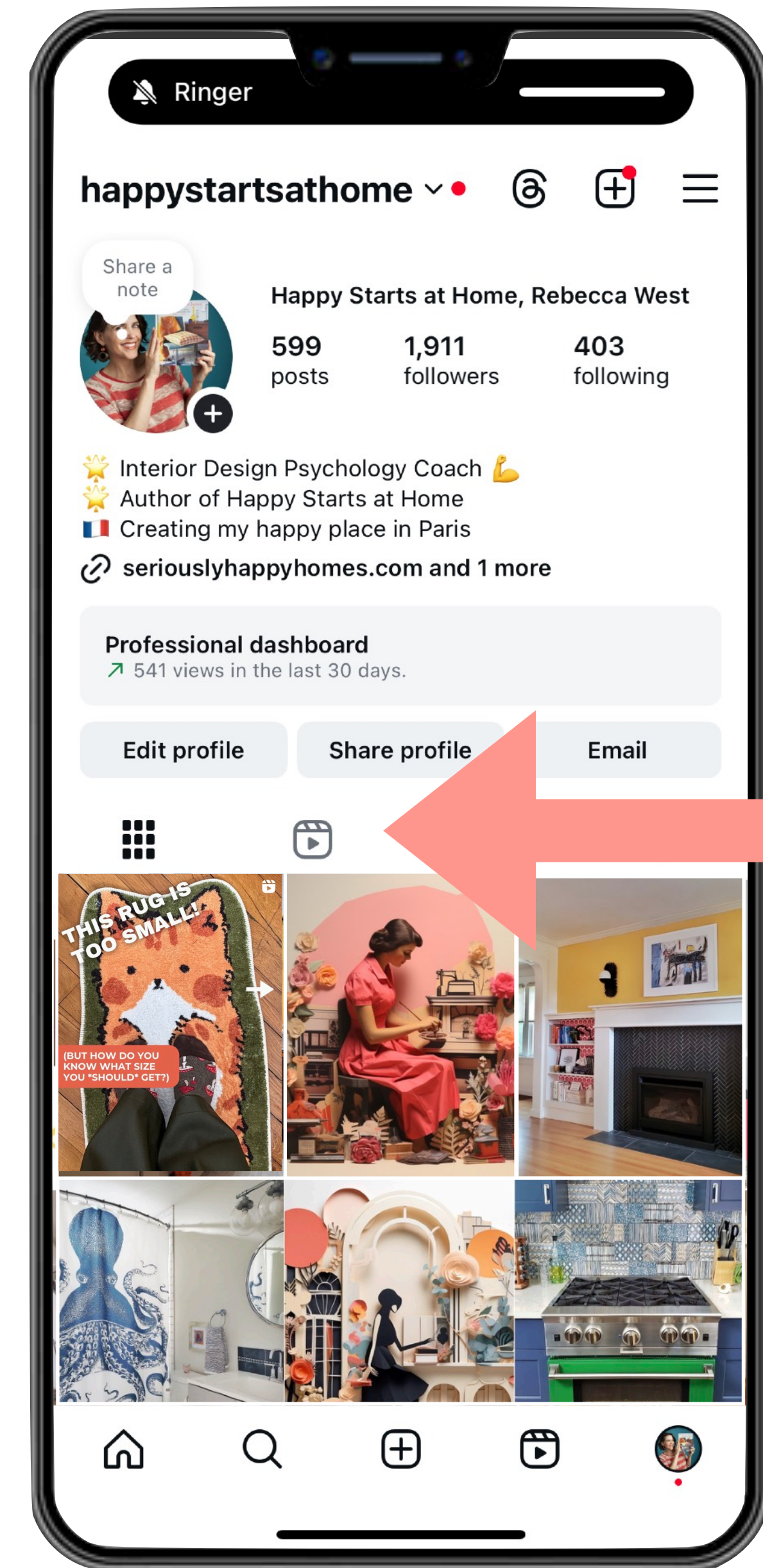
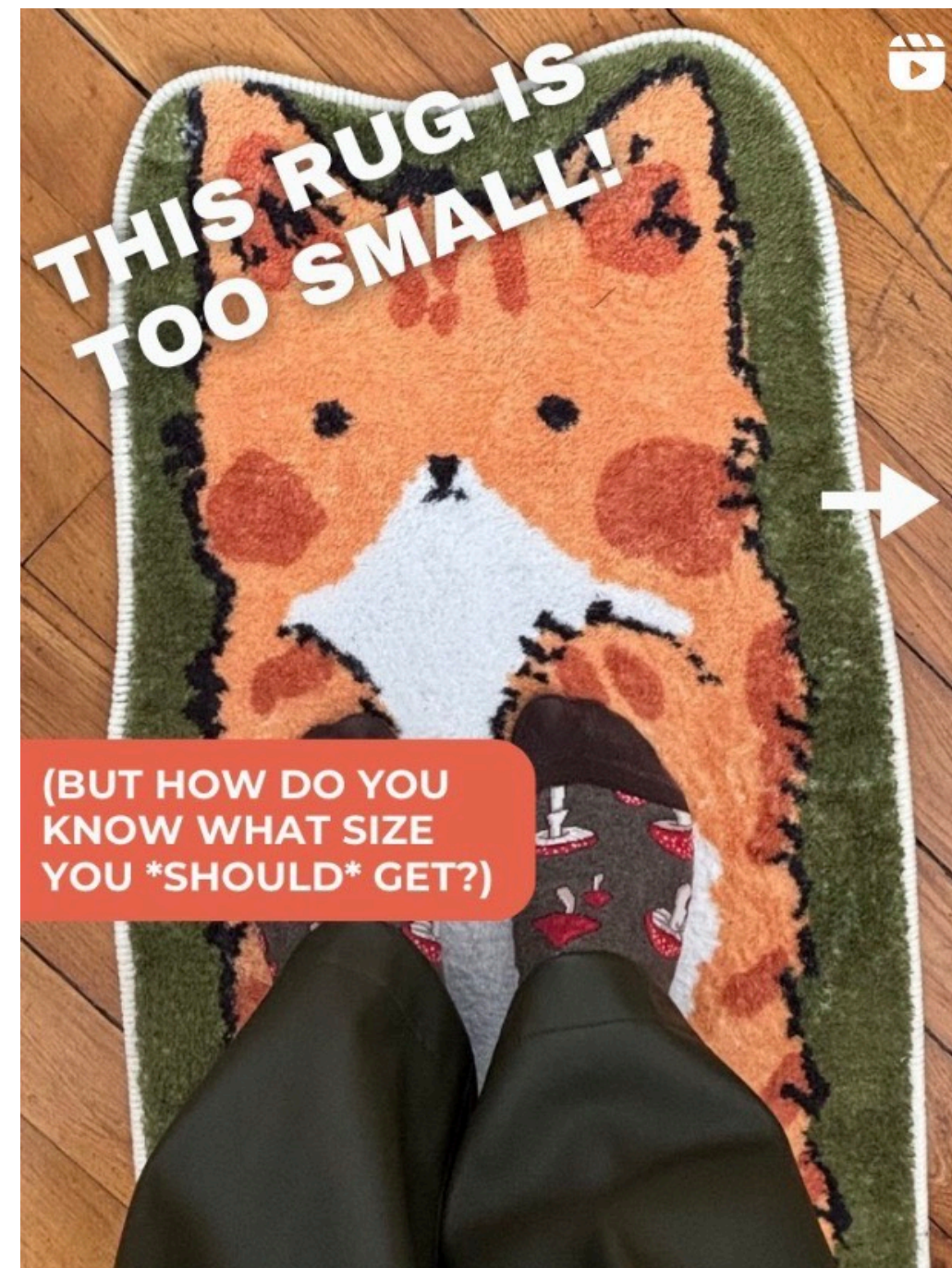
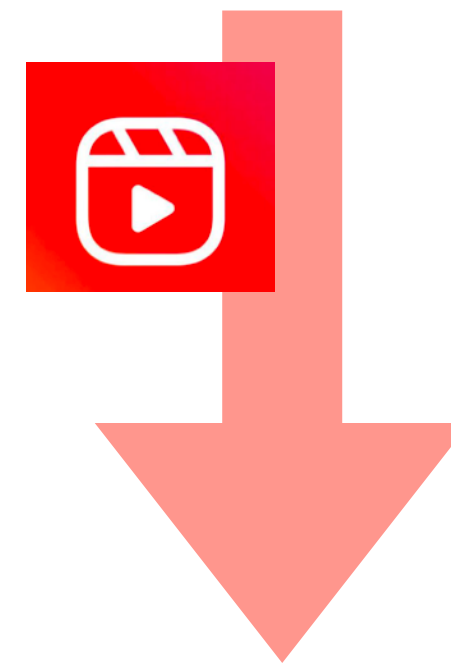
REEL:

a video a user shares on the platform.

(Up-to-3 min video clips)

Aim for 30-60 seconds!!!

IG LOVES & REWARDS THIS KIND OF CONTENT!



REEL OPTIONS

Talking Head

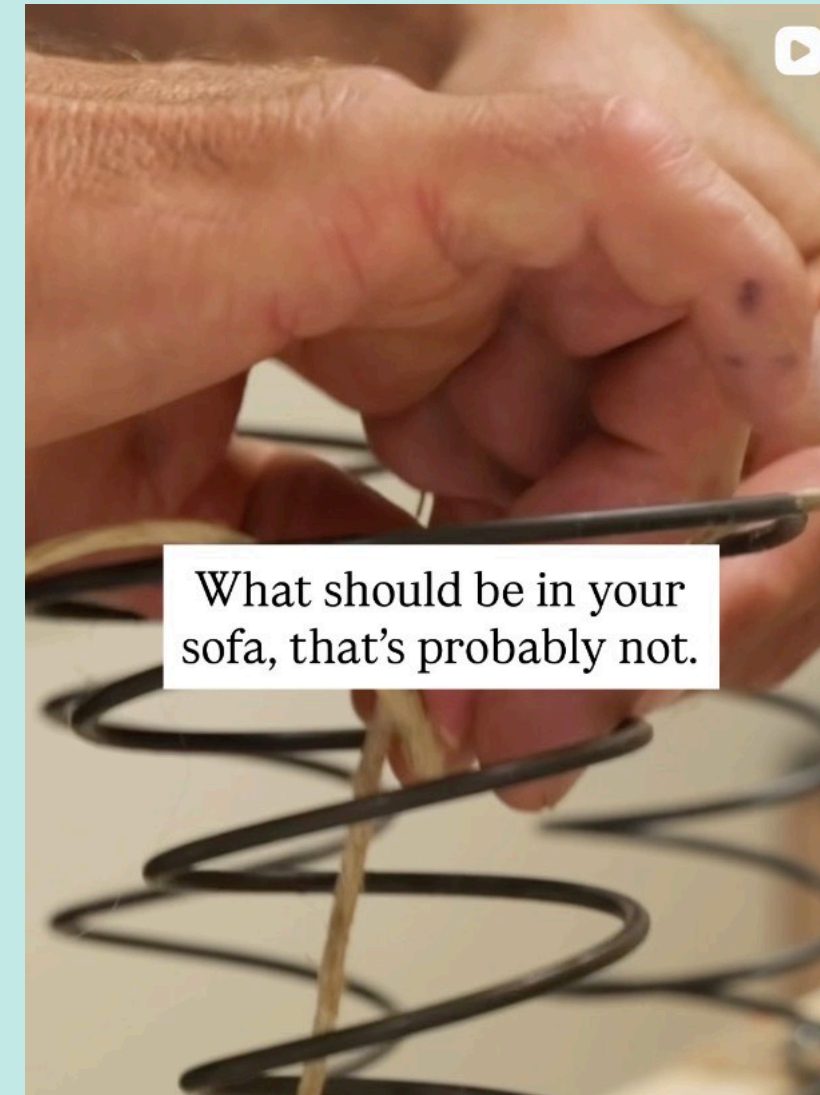


@rogerandchris
36k followers

Great for:

- Authority
- Trust
- Teaching
- Positioning
- Explaining

Voiceover



@schplendidsofas
39.6k followers

Great for:

- Storytelling
- Education
- Explaining process
- Emotional hooks

B-Roll + Text

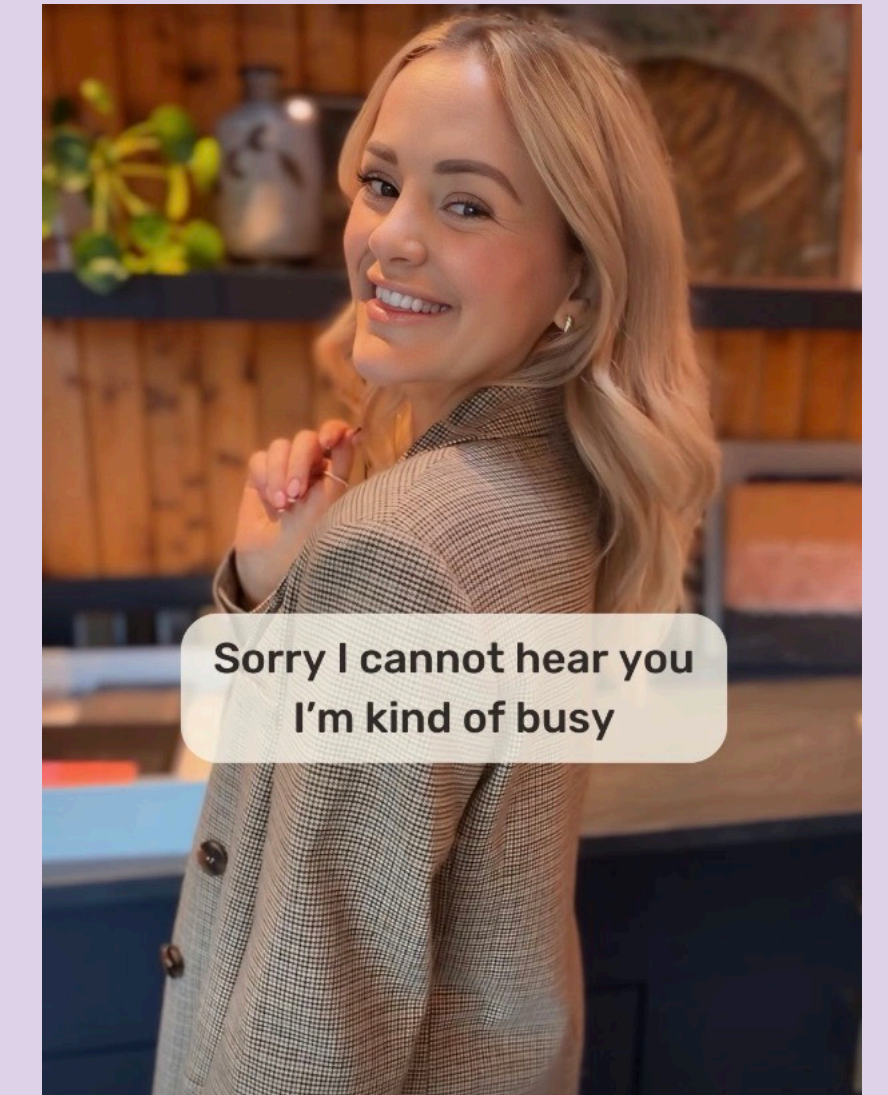


@sharkandship
5.2k followers

Great for:

- Showing your world
- Visual proof
- Atmosphere
- Aesthetic branding
- Subtle selling

Trend Reels



@emilyjeaninteriordesign
10.8k followers

Great for:

- Relatability
- Pattern interruption
- Humor
- Client behavior lols



HOOKS: WHAT THEY SEE, HEAR & READ

Motion 🌪️

Face 😊

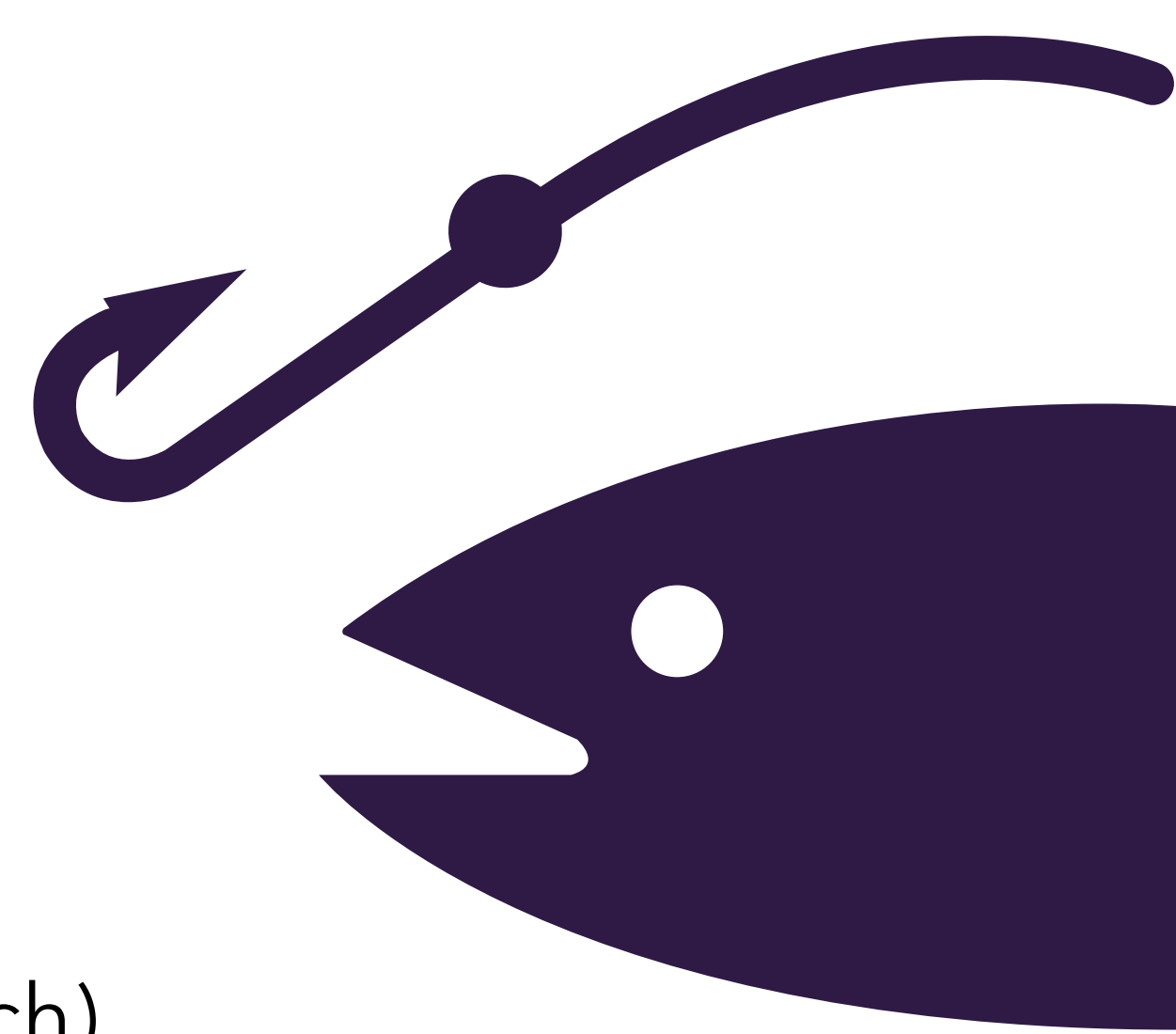
Hands 🙌

Voice 🗣️

Text 📝

GOAL: CATCH THEIR ATTENTION

- “If your clients second-guess everything...” (business coach)
- “3 mistakes people make when...” (any business)
- “Here’s what no one tells you about...” (any business)
- “I changed one sentence on my website and...” (copywriter)
- “Here’s how I know a design will age well.” (graphic or interior designer)
- “Your accountant isn’t responsible for your taxes...” (bookkeeper)
- “Everyone thinks... It’s the opposite.” (any business)
- “Yesterday a client asked me this...” (any business)
- “You don’t need to eat less to lose weight...” (fitness/wellness)



CAPTIONS:

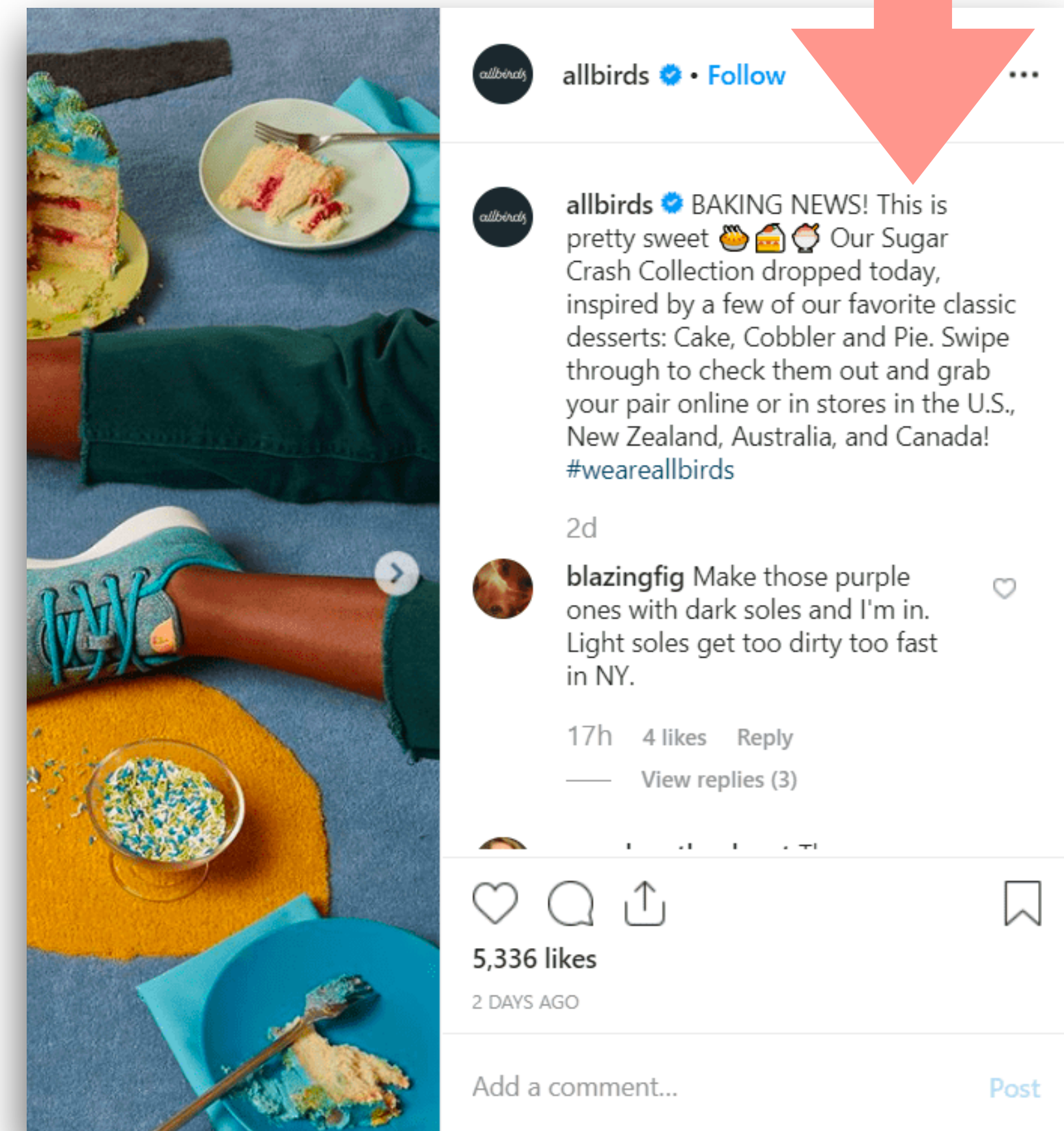
Writing that goes alongside the post, carousel, reel, or story, usually (but not always) related to the post.

Wondering what to say or how personal to get?

Go back to the first question - what action are you trying to encourage, and what are you trying to sell?

That guides everything.

*SEO is making captions more important again - write them with keywords and key questions in mind.



HASHTAGS:

All One Word phrases preceded by the # symbol

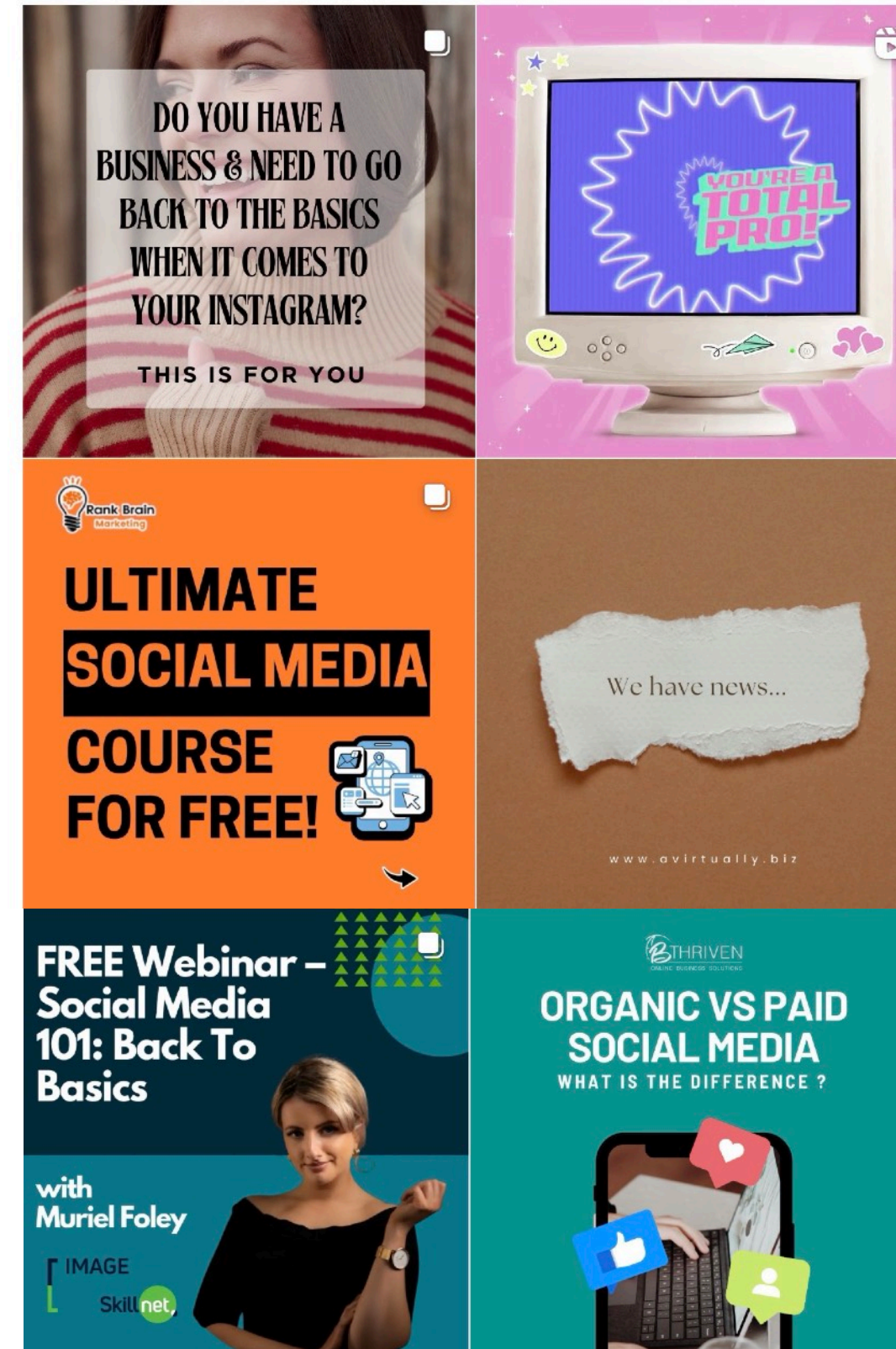
Used to categorize content and make it more discoverable. May include letters, numbers, and/or emoji. 🧐

Quick Tip: See what Instagram hashtags your industry leaders are using - *totally okay to copy!*

*SEO is changing how important hashtags are, but use them anyway

#freesocialmediacourse

For you Not personalized



#FREESOCIALMEDIACOURSE

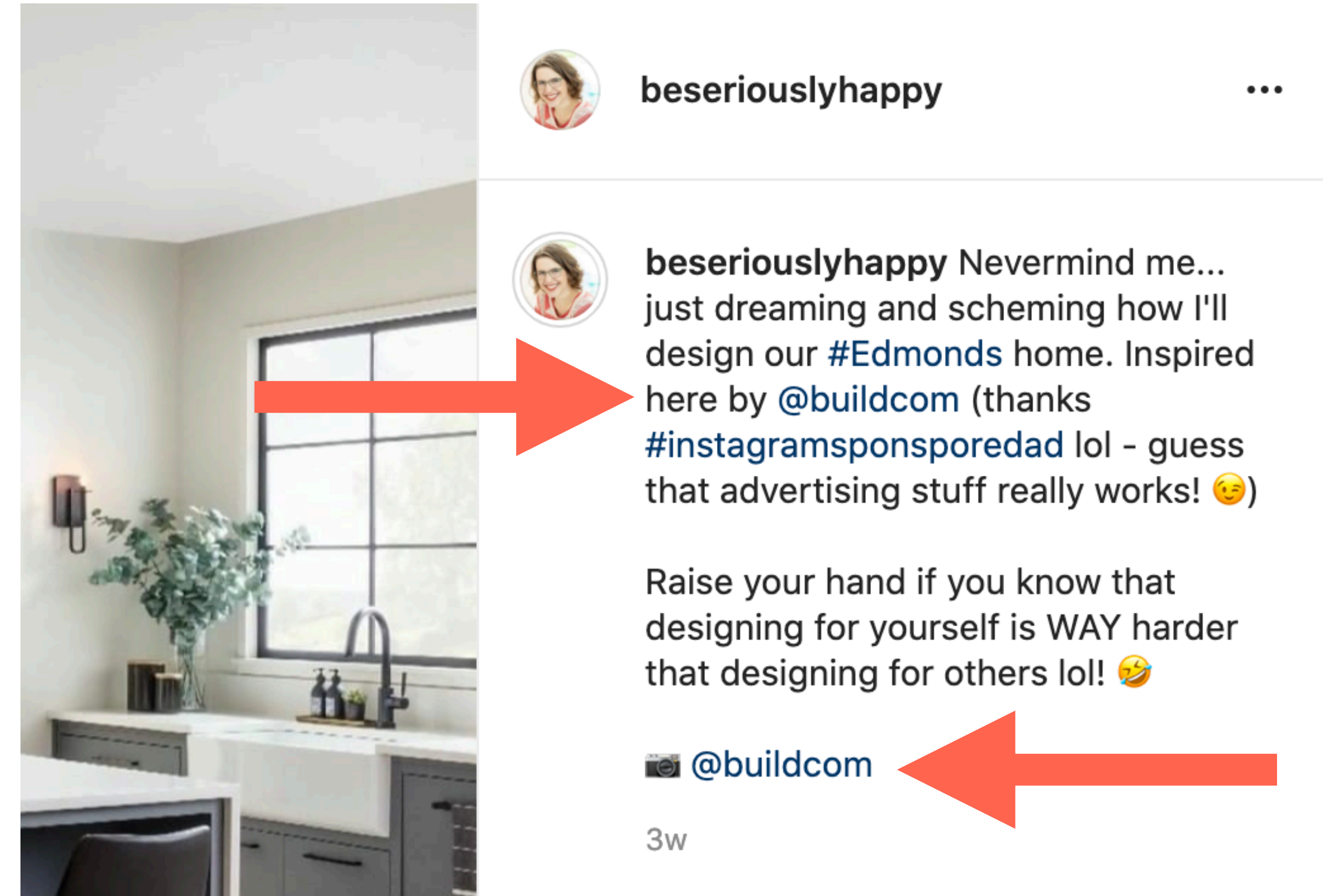
#FREESOCIALMEDIACOURSE



TAGGING:

Alert someone that you mentioned them (great for brand shout outs, collabs, and crediting others' work).

Be sure to use **@beseriouslyhappy**



BE SURE TO CREDIT CLEARLY!!
Tag in the caption using the "@" and their IG name

EXAMPLE: @beseriouslyhappy

4

CREATING CONTENT

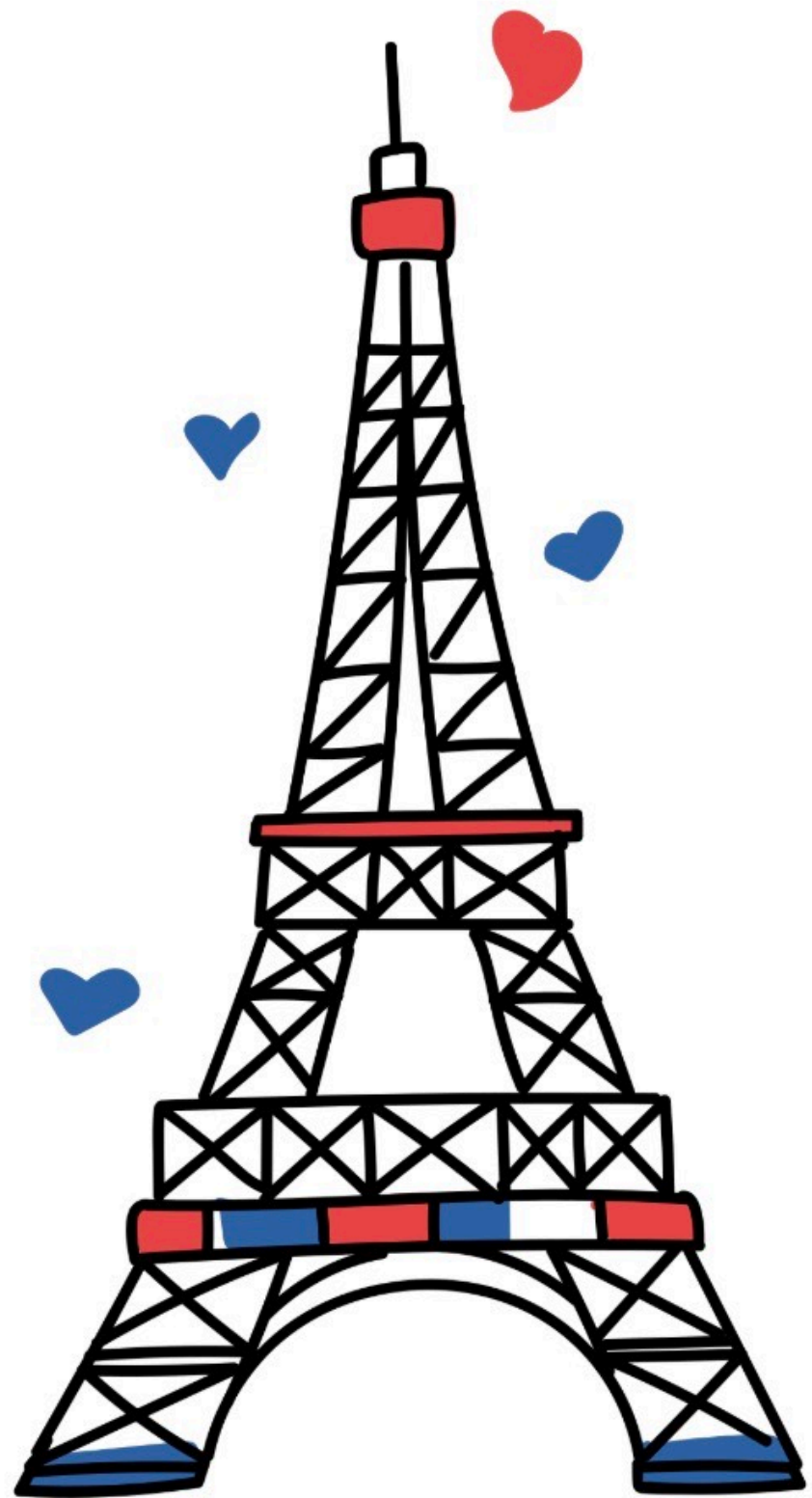


IS YOUR SHOW
GOING TO
ENTERTAIN,
ENCOURAGE,
OR EDUCATE?

And how will that lead to sales?

Case Study:

HOW DO CLIENTS USE OUR FEED?



I needed a co-working space in Paris.

Challenge: *don't know the area, or the language.*

Want: *to feel welcome, have access to great wifi, and not break the bank.*

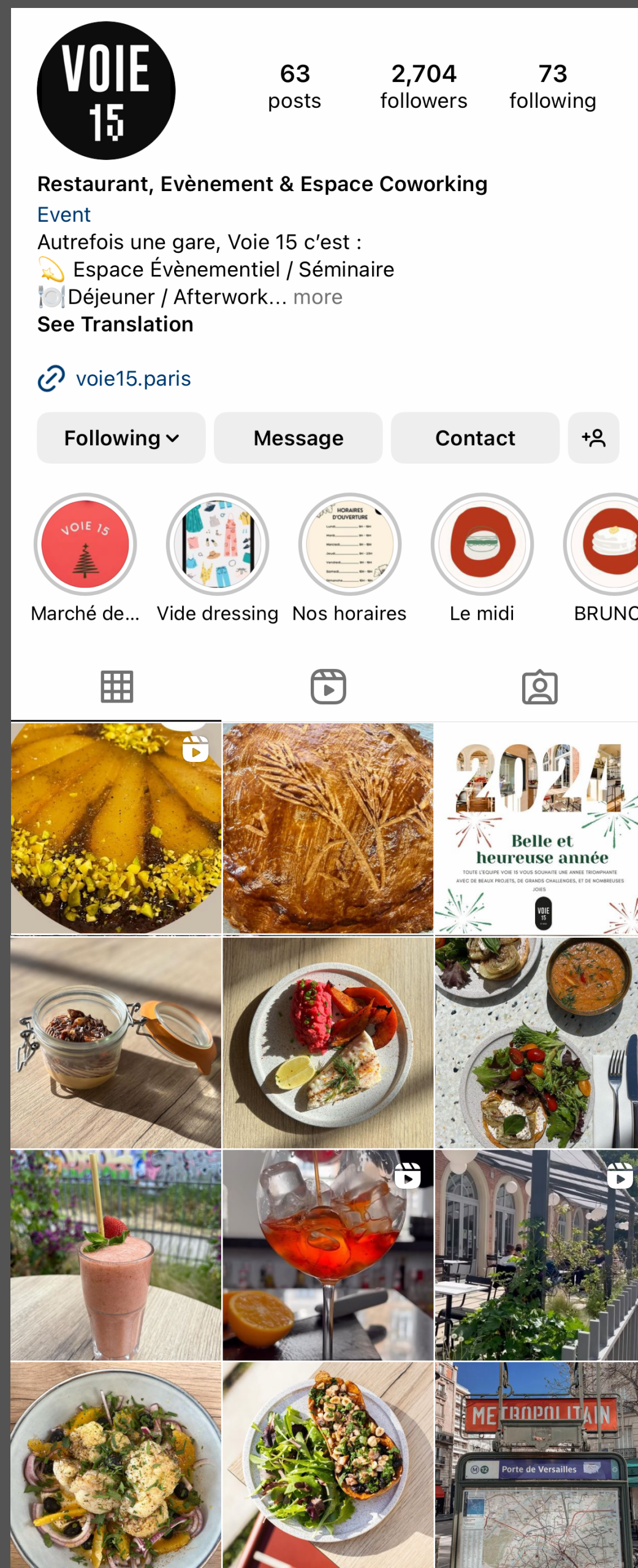
Voie 15 - *recommended by friends*

Le10h10 - *found via Google.*

Le 16 & Co - *found via Google.*

Next step - RECON. *What's it like? What should I expect? What should I wear? How long can I stay? What's it cost? Do people "like me" go there?*

VOIE 15



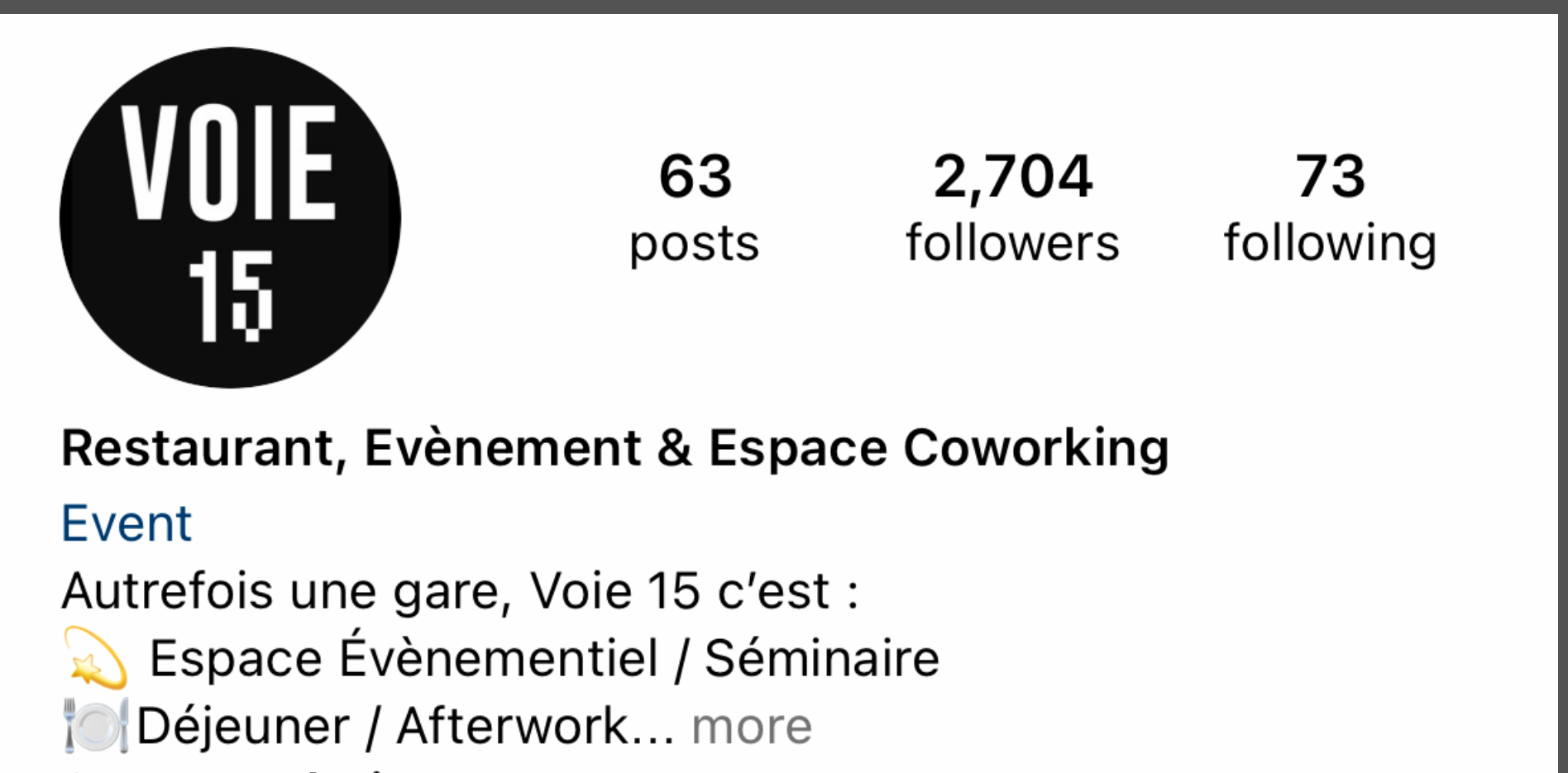
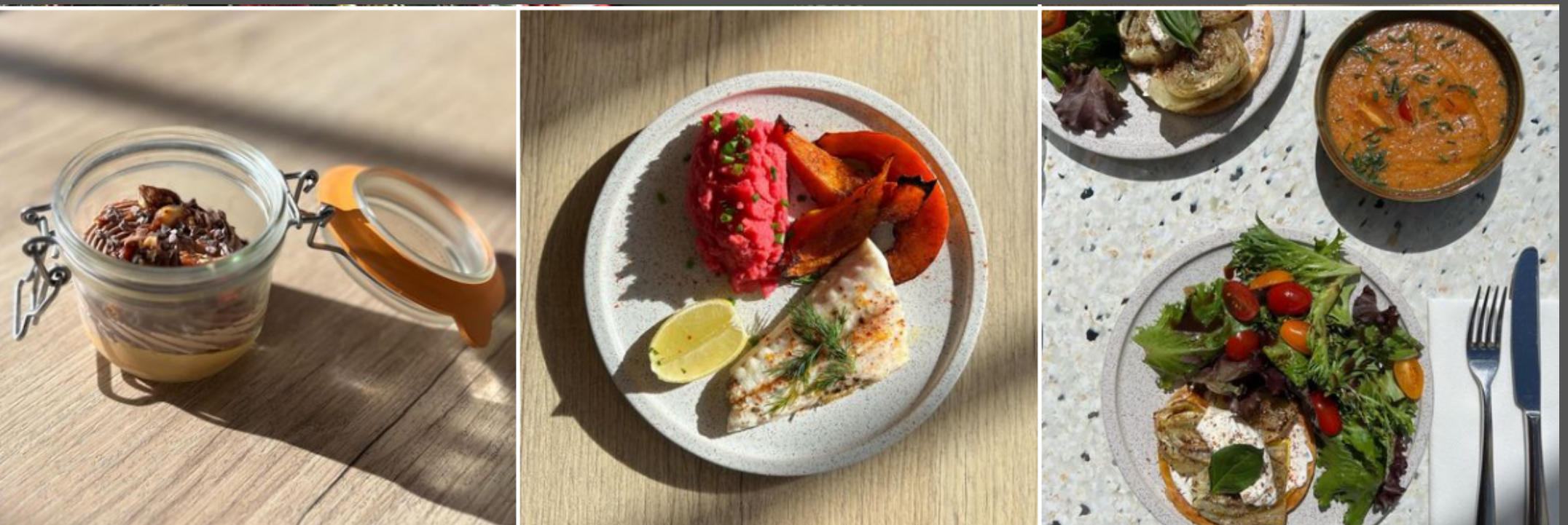
"vwah-kahnz"

BIO →

HIGHLIGHTS ↓



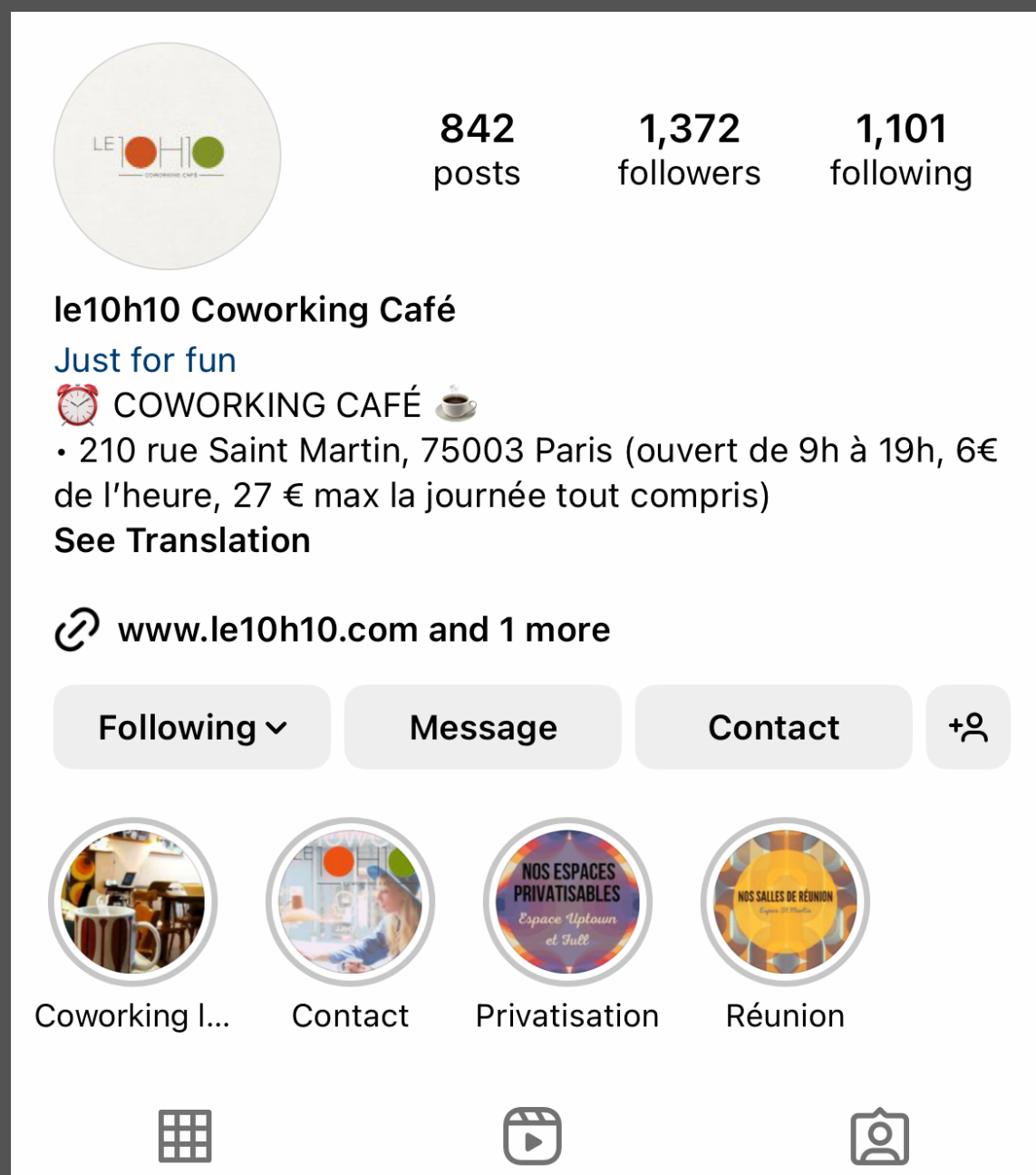
POSTS →



INSTAGRAM MARKETING FOR SMALL BUSINESS



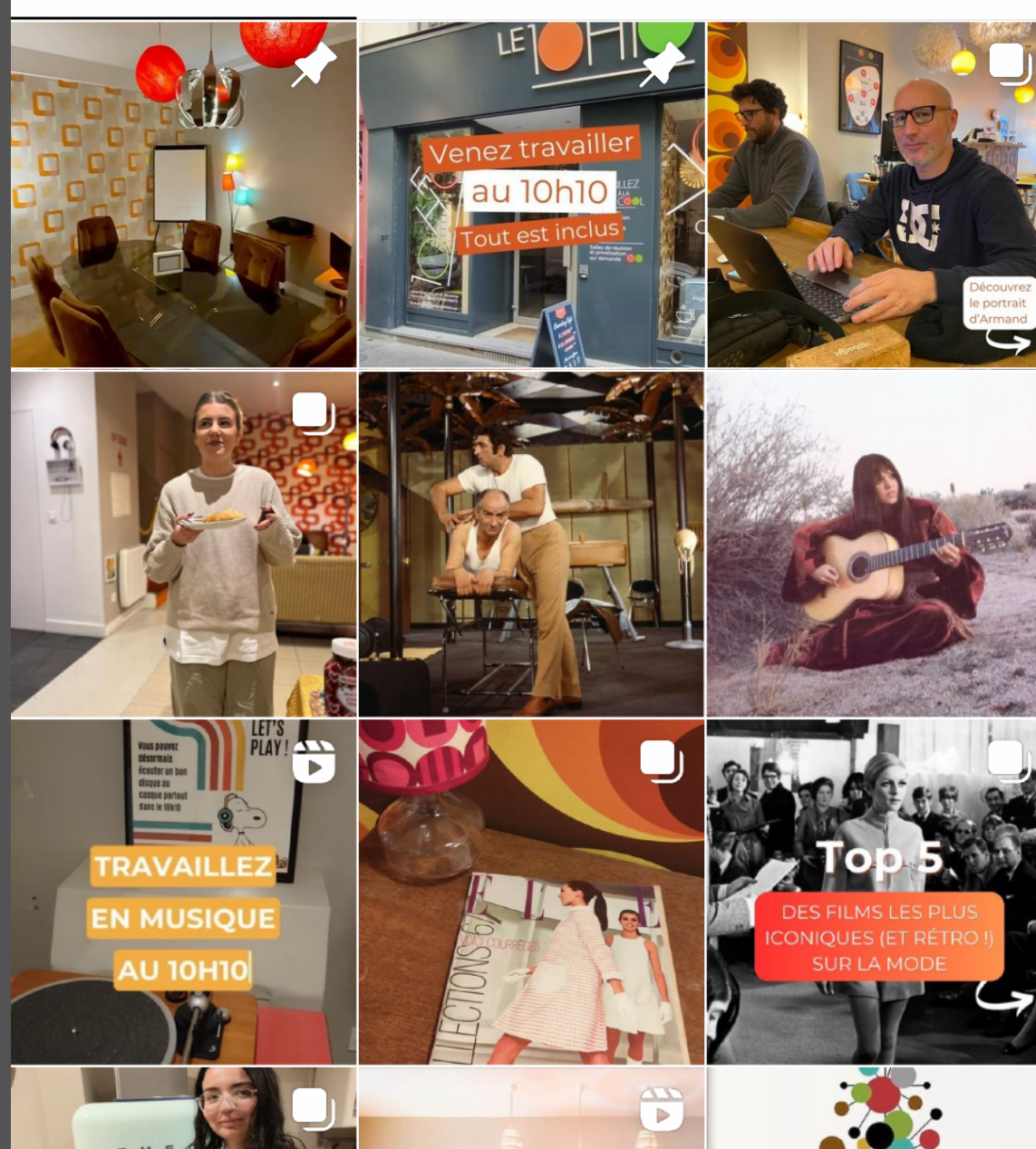
LE 10H10



le10h10 Coworking Café
Just for fun
🕒 COWORKING CAFÉ ☕
• 210 rue Saint Martin, 75003 Paris (ouvert de 9h à 19h, 6€ de l'heure, 27 € max la journée tout compris)
See Translation
🌐 www.le10h10.com and 1 more

Following ▾ Message Contact +

Coworking l... Contact Privatisation Réunion

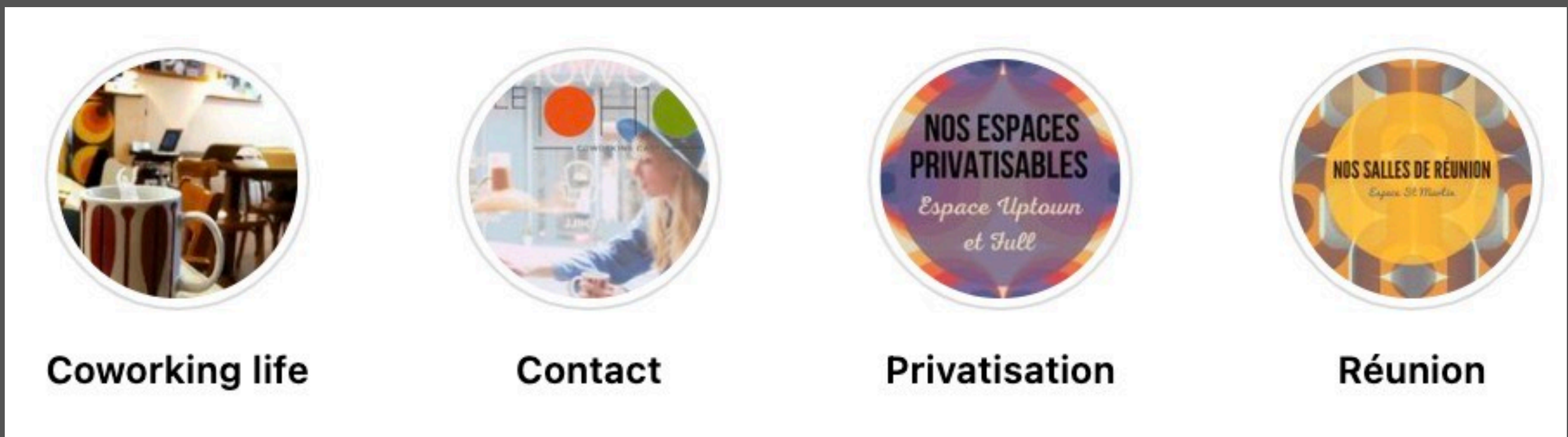


A grid of 12 pinned Instagram posts. The posts include: a meeting room with red and silver pendant lights; a storefront sign that says 'Venez travailler au 10h10 Tout est inclus'; a man working at a laptop; a woman holding a plate of food; a man playing a guitar; a woman in a white dress; a woman in a white dress; a woman in a white dress; a woman in a white dress; a woman in a white dress; a woman in a white dress; a woman in a white dress.

BIO →
HIGHLIGHTS ↓



le10h10 Coworking Café
Just for fun
🕒 COWORKING CAFÉ ☕
• 210 rue Saint Martin, 75003 Paris (ouvert de 9h à 19h, 6€ de l'heure, 27 € max la journée tout compris)



Coworking life Contact Privatisation Réunion

PINNED POSTS →



Two large images: a meeting room with red and silver pendant lights, and a storefront with a sign that says 'Venez travailler au 10h10 Tout est inclus'.

INSTAGRAM MARKETING FOR SMALL BUSINESS

16 & CO



The 16 & Co
136 likes · 144 followers

Message Like Search

Posts About Mentions Reviews Followers Pictures More

Intro

16 & Co is a coworking space offering nomadic office rentals. It is located in the lobby of the ibis Styles Paris 16 Boulogne hotel at 27 Avenue Edouard Vaillant in Boulogne-Billancourt.

- Page · Business service
- 27 Avenue Edouard Vaillant, Boulogne-Billancourt, France
- 01 41 10 40 50
- info@16andco.fr
- Always open
- Not yet rated (2 Reviews)

Featured

Le 16 & Co is feeling professional. September 9, 2020

Hello everyone !

We remind you of our prices for our co...

Pictures

See all photos



Posts

Filters

Le 16 & Co has a professional feeling. September 9, 2020

Hello everyone !

We remind you of our prices for our co-working space during this resumption of activity:
Coworking per day €12 / per month €170 per month / + domiciliation at €45 per month ... See more

See Translation



**ONE MENTION,
DATED 2021 ↓**

deskpad
Le 16 & Co

Follow

11 likes

deskpad Aujourd'hui @deskpad est chez Le 16 & Co à Boulogne-Billancourt. 😊

#Deskpad #coworking #coworkingspace #Paris #wayoflife #picoftheday #pictureoftheday #space #coworkers #coworkingoffice #coworkingparis #share #sharedoffice

April 26, 2021 · See translation

**← LAST POST
DATED SEP 2020**

INSTAGRAM MARKETING FOR SMALL BUSINESS



MY RECON LEFT QUESTIONS UNANSWERED!



- Le10h10 - definitely for coworking!
- Voie 15 - was it *REALLY* for coworking?
- Le 16 & Co - *did they still exist?*

WHAT DO YOUR VIEWERS WANT TO KNOW?

Bare Minimum!
Make sure your IG feed provides this info!!

“COLD” VIEWERS

- ▶ What do you sell?
- ▶ Why would I want it?
- ▶ How will it make my life better? Happier? Easier?
- ▶ What stress will it save me from?
- ▶ Why you instead of someone else?

“RECON” VIEWERS

- ▶ What's it like to go there / buy from you / own this product / experience this service?
- ▶ What should I expect? What should I wear? How long can I stay?
- ▶ Can I afford it? What does it cost?
- ▶ Do people “like me” go there / buy this?

ENTERTAIN,
ENCOURAGE,
OR EDUCATE

Beyond the
Bare Minimum

If you don't do at least one of those things, they're not going to stick around (unless it's your mom 🤗).



INSPIRE US!



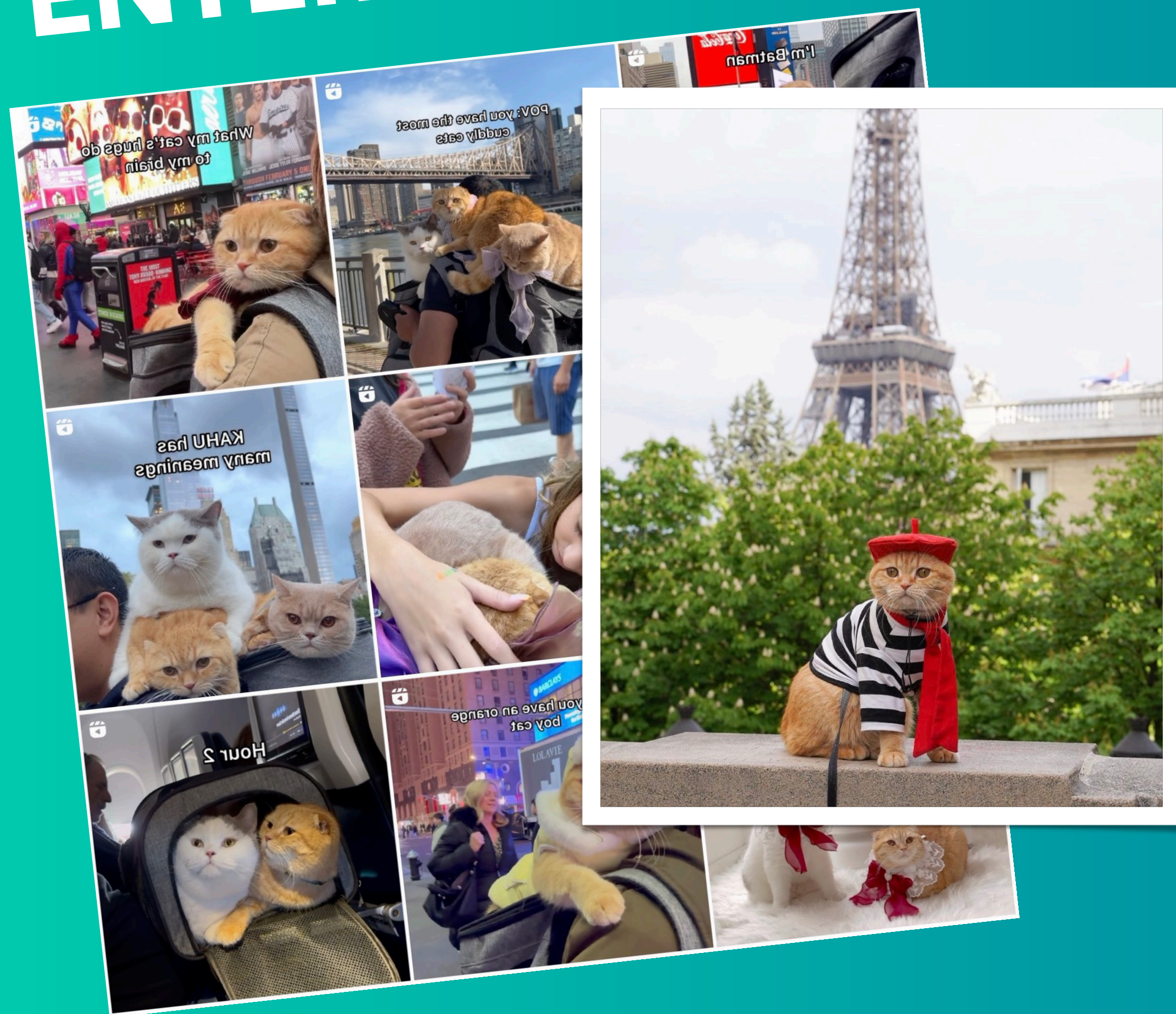
@redbull

IS REDBULL SELLING
ENERGY DRINKS IN
THESE POSTS?

NOPE.

THEY'RE SELLING
THE ENERGY TO DO
EXTREME SPORTS!

ENTERTAIN US!



ARE THEY SELLING CATS?

NOPE.

THEY'RE SELLING A TRAVEL-CAT LIFESTYLE!

(In fact, they don't even mention their book or amazon links in their bio - I think they should. 😏)

@spongecake_thescottishfold

INSTAGRAM MARKETING FOR SMALL BUSINESS

seriously
happy + SCORE

EDUCATE US!



**ARE THEY TEACHING US TO
CREATE SILK SCARVES?**

NOPE.

THEY'RE GIVING AN
APPRECIATION &
VALUE-BOOSTING
BEHIND-THE-SCENES REVEAL!

@thesoftasylum

Note - you may have to *experiment* for a while to find your Instagram voice.

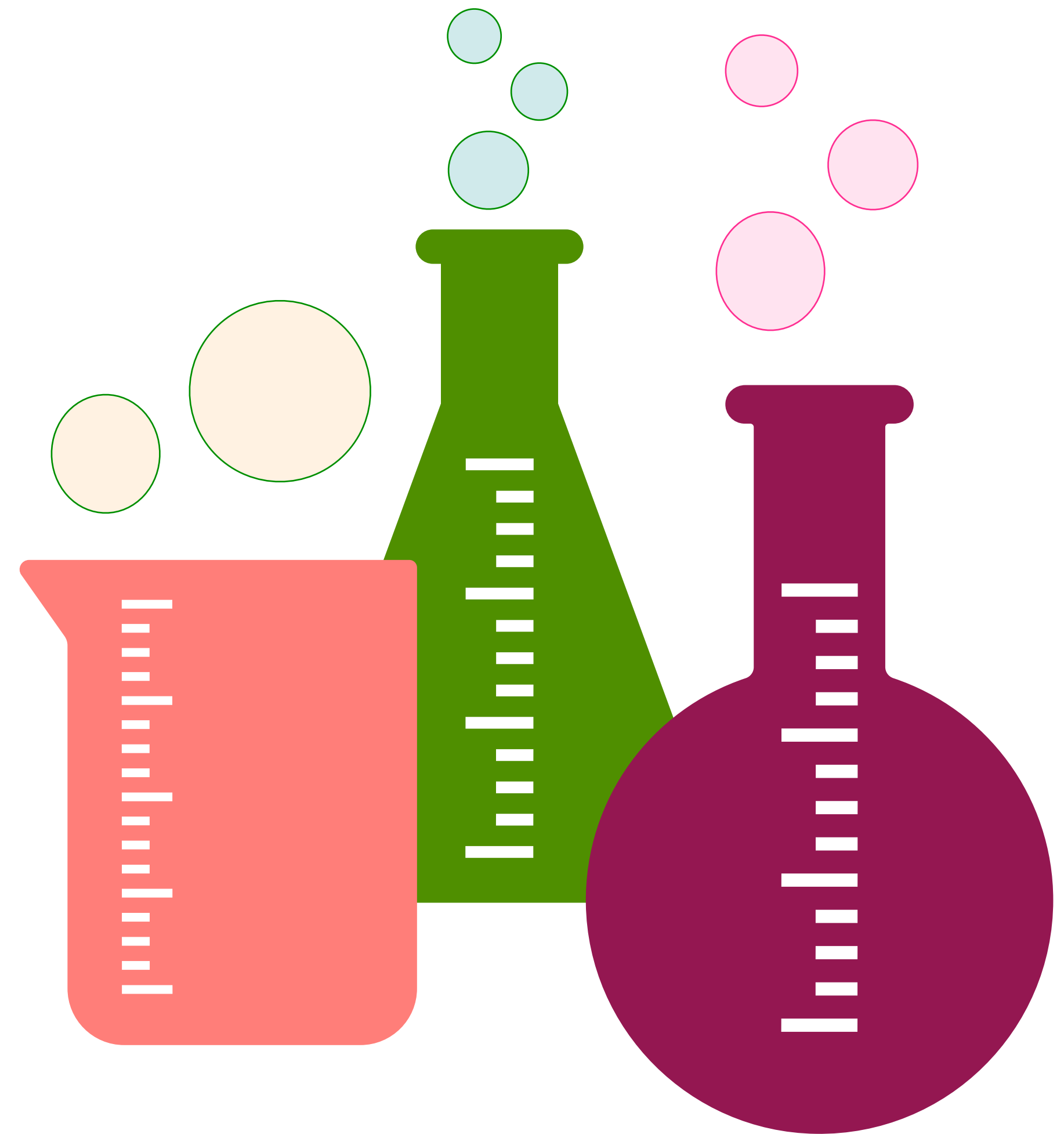
That's both *normal* and **NECESSARY.**

(Even if you delegate this work!)

Yes! It's going to feel like a lot of guessing. 😞

"I think **THIS** marketing idea will help us get known for **x**, develop a portfolio full of **y** projects, & make **\$z**."

But every great experiment starts with a hypothesis!



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ENGAGEMENT



DON'T NEGLECT
YOUR NEW
FRIENDS.

Check your
DMs & message
requests
weekly!

- 1) The art I didn't buy.
- 2) The trip I didn't take.

aka: the *saddest* way to lose a sale. 😭

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START STRONG



FIRST STEPS
& FIRST
FOLLOWERS

SIX SMALL *BUT MIGHTY* INSTAGRAM MARKETING HABITS 🦵

1. **The 100-post rule:** Don't say "Instagram doesn't work" until you've posted at least 100 times *about your actual work*. Until then, you're testing, not failing.
2. **Post imperfectly.** Your first 50–100 posts will make you cringe later. Experiment and learn NOW, while no one's watching too closely. 😊
3. **Post consistently.** Better to post 3 times a week regularly than 30 times in a month once a year.

SIX SMALL *BUT MIGHTY* INSTAGRAM MARKETING HABITS 🦾

4. **Comment on posts from colleagues, potential clients, or industry partners with more than "love this 💕."** Comment thoughtfully on 15 posts a day. (Pro tip: Set alarm!! 📱) People read comments, and comments can lead to clients and referrals, so *add something of value*.
5. **Check your DMs for message requests weekly & promptly answer potential clients!** But *freely* ignore spam. You owe no one your time.
6. **Track what works (lightly).** Don't obsess. Monthly or quarterly, note which posts got the most saves, shares, or DMs. Do more of that, less of the rest.



- BONUS HABIT - DON'T DO THIS ALONE!



ACCOUNTABILITY!



ENCOURAGEMENT!



MARKETING IDEAS!



THE SPEAKEASY

Marketing Practice for
Interior Designers

Monthly on

Mondays

9am PST

7

GETTING HELP



OUTSOURCING & DELEGATING

- ▶ Have a marketing mood board
- ▶ Consider writing your own captions like Nate Berkus.
- ▶ You get what you pay for:
The "college kid" vs a marketing strategy pro →

Delegation Tips & Truth Bombs 💣

1. **You get what you pay for.** 🧐 A technician executes. A strategist steers. Know which one you actually need and be prepared to pay accordingly.
2. **You're still the Captain.** 🚢 Delegation = steering the ship, not abandoning it. Leadership doesn't outsource.
3. **Systems before ads.** 🚫💰 Pouring money into ads before your sales process works is like blasting a firehose into a leaky bucket.
4. **Delegate outcomes, not tasks.** 🎯 Don't just say "make me a reel." Say, "I want a reel that shows my niche expertise and drives email signups."
5. **Remember, you can't rush a miracle.** ✨ Hiring help won't instantly 10x your business—it amplifies what's already working (or not). **Most marketing efforts pay off 3-6 months AFTER the output.**

Favorite Tools

- **CapCut** (for editing + trend templates)
- **Canva** (for creating carousel graphics)
- **Descript** (for recording & editing)
- **Touch Retouch** (for editing photos)
- **Later + Linkin.bio** (for scheduling + layout planning)

FREE "LATER" DEMO:

Comment on this IG post at @beseriouslyhappy with your favorite takeaway from today's webinar.

Be sure to watch your dm's!!!



BIG PICTURE

If you can help people,
shouldn't they know?

It's okay to tell folks you have
something they might want.



We're not trying to play some "secret" game,
and this isn't your family feed. It's a sales tool!

THE GOAL



GET THEM
OFF THE FEED
& START A
CONVERSATION.

WITHOUT THAT, YOU'RE JUST
FILLING THE BEZOS BANK 😐



NEWSLETTER WRITING WORKSHOP!

TUESDAY FEB 10
7:00 AM PST/10 EST

Just \$20 with code "SCOREINSTA"



Scan here 🖱️

<https://seriouslyhappyscheduling.as.me/emailmarketingworkshop>



Comment on this IG post
FOR THE FREE "LATER" DEMO

SHARE YOUR FAVORITE AH-HA MOMENT!
@beseriouslyhappy

Be sure to watch your dm's!!!