

Instagram Post Template

(Photo/Video Content)

Attention Hook (why should I stop scrolling and read, should be addressing your potential client's or customer's pain points or problems)

The Solution (what my brand, business, product, or services does for the pained client or customer)

Call to Action (Now that I've told you I can fix your pain point what do I want you do in regard to my business, ie. Call now, sign up for a newsletter, sale date, or free assessment).(This period at the end of your post will allow you to hit enter in the text edit portion of the post)(5 inserted periods will allow you to separate your hashtags from your post for a more visually appealing post)

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Hashtags (your post can contain up to 30 hashtags, hashtags are used lump your post together with others posting similar content, and more importantly it will allow your post to be shown to more people viewing those hashtags. Tip for finding the right hashtags is to identify the top brands, businesses, or accounts in your vertical and use the same hashtags as them)

Additional Tips

- Use the notes or text section of your phone to create posts before you insert them to Instagram, it makes it easier to edit the copy and format the post
- Add the location whenever possible to a post
- Tag the accounts of people, products, brands, and other businesses in your post to be shown to their networks
- If someone comments on your post, interact with by liking their comment if appropriate and leaving a comment in return, Instagram loves that
- Cross platform your post by sharing it across other social platforms