

posting quality content

One common mistake that a lot of businesses make is asking their brand new followers to marry them - hypothetically of course! Ladies, you've got to wine and dine them first! They've just met you for the very first time and are prompted to go straight to your website and purchase your items. This may work with some customers however 86% of people prefer to purchase from a brand they know and trust.

Your relationship building strategies should be as much as, if not more of, a focus as your sales strategies. Build genuine relationships and trust with your brand new followers before expecting them to proceed straight to checkout!

Here are a few things we recommend doing to achieve exactly this:

Post eye-catching images.

A picture is worth a thousand words #sotheysayright ?! It's important to create attention grabbing & quality images to promote your brand on the good ol' gram!

A high-quality product photo will effectively communicate its features without having to do any 'salesy' talk and it will ensure your new followers aren't scrolling straight past you in their feed! #winwin

Use relevant on topic captions.

Coming up with good Instagram captions can be really, really hard!

Should your Instagram caption be funny? Serious? Inspirational? Should you use emojis and hashtags? How many hashtags should you use? And what about your call-to-action?!

I'm sure you've been there to, right? We all have. More often than not we find ourselves delaying the process of posting because we are unsure if we have 'perfected' our message in our caption!

The way you present yourself in your caption writing can be a very powerful tool in converting potential customers into the real deal, ideally we want this process to be smooth sailing!

Ideas for captions

- Provide interesting content text, add personality, and inspire your followers to want to take action.
- Always, if you can include a call-to-action or an engaging question, this could begin your caption or end the caption. For example; follow the link in our bio or check out our new stock in our latest Insta story! It doesn't really matter which way you go about it #whateverworksfor you.
- Use the Giveaway theme as inspiration for your captions. For example if you have just joined an Organic Giveaway share with your new followers the benefits of Organic products.
- Ask questions! Not only will they give your audience something to think about but they will also increase engagement! Questions = answers = comments = engagement.
- Utilise hashtags + use your branded hashtags, that will lead customers back to your page when searching that specific tag - we are given the option to use up to 30 # - We love to utilise this space for relevant + trending hashtags!
- Give them VALUABLE content through your captions. Using education can be a powerful tool to not only change the way people think but to also sell the benefits of your products extremely effectively. Giving people valuable content that is 'save-worthy' will keep them coming back for more! Example; our top 10 baby bag essentials, our favourite toddler activities to get some more #metime into your day!
- When in doubt, keep your content brief (the more information, the more likely your potential client will get lost in your content & will keep scrolling)

Show the face behind the brand!

Reintroduce yourself: Consider doing a post during the giveaway sharing the story behind your brand, why, how and when you began, what your biz is all about - basically sell yourself! Just remember to keep it authentic!

Don't be afraid to get behind the camera: Customers LOVE seeing the face behind the brand and seeing some of those real life behind the scenes moments. If you've joined a newborn Giveaway chances are your new followers are pregnant or have babies - so maybe share with them a story of your Baby Range? Or if you have babies yourself maybe even share a little bit about your own journey as a mama. Just remember to keep it professional!