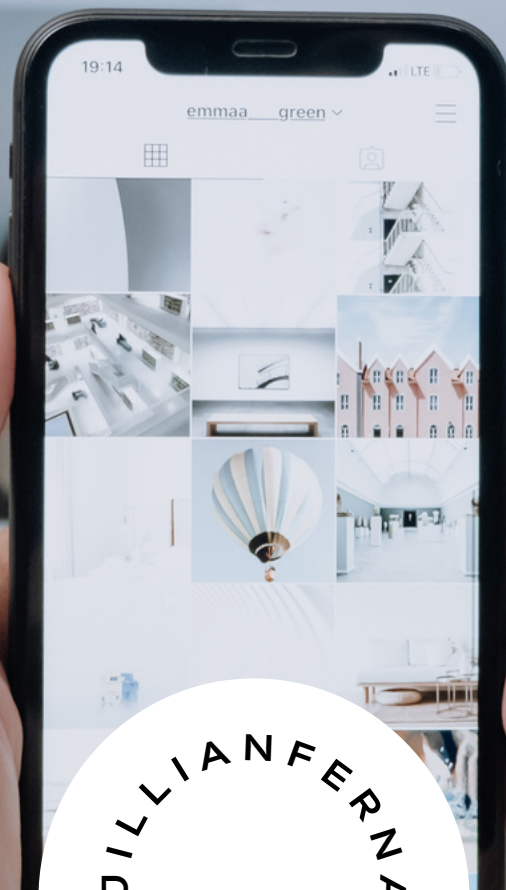


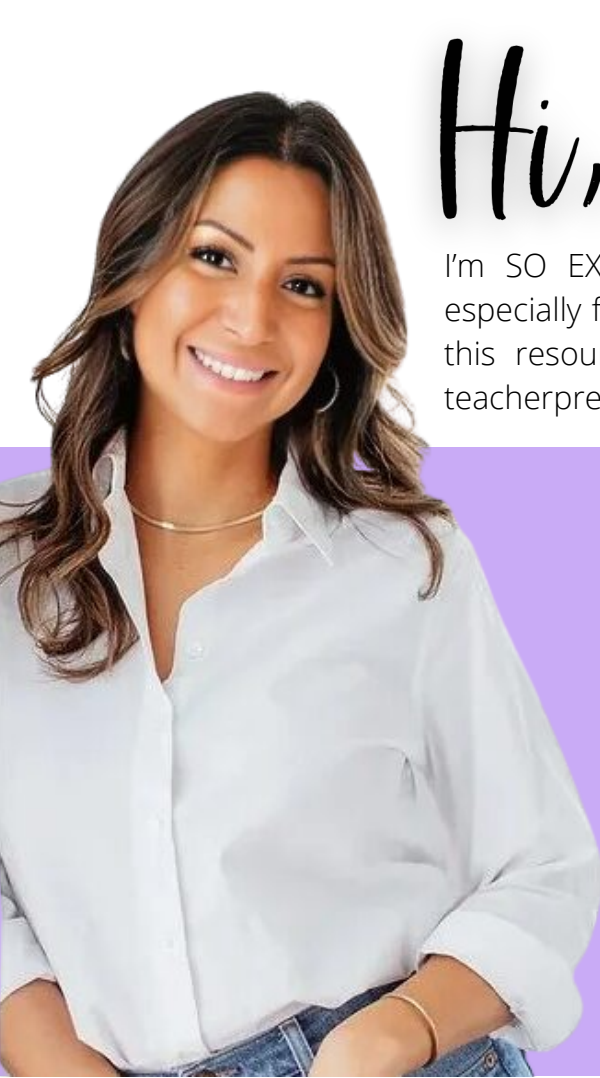


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INTRODUCTION TO INSTAGRAM MARKETING

for teacherpreneurs

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Hi, friend!

I'm SO EXCITED to share some of the best marketing secrets designed especially for you. I am THRILLED you chose to invest your time and energy in this resource, and I promise that it will provide a ton of value to your teacherpreneur journey on Instagram!

LET'S GET THIS PARTY STARTED...

Instagram has become essential tools for teachers and teacherpreneurs. As an educator, you are not only sharing knowledge, but also establishing a brand... **your personal brand.** This guide provides a comprehensive, step-by-step process to create and expand your personal brand on the Teachergram. It's divided into separate sections, each aimed at improving specific aspects of your Instagram marketing to drive those sales baybayyy!

HERE'S A GLIMPSE OF WHAT WE'LL COVER:

- **Why Instagram Is Effective:** In our teacherpreneur world, Instagram's visuals and interactions offer a dynamic space to share your teaching journey and connect with fellow educators.
- **What A Successful IG Strategy Actually Looks Like:** For teacherpreneurs, a winning Instagram strategy means sharing authentic classroom stories, valuable resources, and engaging with the education community for a supportive online presence.
- **Pinpointing Your Audience:** Identifying your audience involves understanding fellow educators, addressing their challenges, and tailoring content to provide solutions and inspiration.
- **Building a Cohesive and Recognizable Brand Identity:** Crafting a cohesive brand identity involves an educational aesthetic, friendly tone, and a touch of personality to stand out as a trusted source.
- **Creating Content Pillars to Market Effectively:** For teacherpreneurs, content pillars serve as educational cornerstones, offering a structured approach to share teaching tips, curriculum ideas, and personal insights on Instagram, creating an engaging platform for teachers to grow and learn together.

WHY INSTAGRAM IS EFFECTIVE

Yes, we're talking about Instagram, but buckle up because it's not your typical Instagram talk.

Think of Instagram as your secret weapon in the marketing game, tailor-made for awesome educators like you. So, what's the deal? Why is it such a game-changer?



THE BREAKDOWN:

Aesthetics: Instagram takes you on a visual journey, where your classroom comes to life. Share the vibrant snapshots that make your teaching world unique, from the buzz within your four walls to the behind-the-scenes tales of your teaching or teacher biz adventures.

Global Teacher Reach: Imagine Instagram as our global teacher's lounge! Let's tap into the power engaging posts to connect with educators worldwide. It's not just about numbers; it's about building a community of like-minded education enthusiasts.

Building Community: Connecting, sharing, and learning with fellow educators and parents from around the globe is right at your fingertips. This is where ideas flow freely, resources are exchanged, and support is always on tap.

Storytelling: Let's turn our daily teaching and teacherpreneurship (is that a word lol) tales into captivating stories. It's like inviting peeps into your classroom or home for a daily chat, sharing the real, unfiltered moments that make teaching and teacherpreneurship an adventure.

Organic and FREE reach: Showcase your journey without denting your wallet. BUTTTTTT if you're up for exploring ways to reach even further, you can also explore Instagram ads for a budget-friendly boost in your teaching adventures.

THE KEY TO A SUCCESSFUL INSTAGRAM STRATEGY

In this section, **we're digging deep.** The key to a successful Instagram strategy isn't a viral Reel or a ton of followers.

It's authenticity. It's YOU. Self-reflection is super important to craft a successful Instagram strategy. Look inward and understand our personal background, goals, and challenges.



THE BREAKDOWN:

Understanding Your Background: Identify your strengths and unique aspects - your education, teaching experience, areas of expertise. This exercise will help you carve a niche and distinguish yourself from other educators on Instagram.

Goal-Setting: Determine your objectives. What do you hope to achieve from your Instagram presence? Awareness for your teaching methods, networking with other educators, or promoting your services? Clear goals pave the way for a focused marketing strategy.

Recognizing Challenges: Building an Instagram following can be challenging. Identifying these hurdles- standing out from the crowd, creating engaging content, connecting with your target audience - will help devise strategies to overcome them.

Defining Your Audience: Who are you trying to reach? Parents, teachers, fellow teacherpreneurs? Understanding your target audience helps in tailoring content to their interests.

Crafting a Content Strategy: Your content strategy should reflect your personal background, goals, and audience. Think about the type of content (photos, videos, stories), posting frequency, and themes that align with your brand.

Keywords and Hashtags: SEO Keywords and hashtags boost your content visibility. Use relevant hashtags to reach a broader audience.

Audience Engagement: Engaging with your audience fosters a sense of community. Respond to comments, participate in relevant conversations, and be accessible.

SELF-REFLECTION

Your assignment is to brainstorm and note down answers to these points. This exercise will provide a solid foundation for your Instagram strategy. Let's dive in!

Identify your strengths and unique aspects:

What do you hope to achieve from your Instagram presence?

What are some challenges you want to overcome when it comes to the gram?

Who are you trying to reach?

What kind of content do you love creating or seeing on the gram?

List some important keywords you know will help teachers find your content:

How much time can you realistically dedicate to engaging with your audience?

PINPOINTING YOUR AUDIENCE

In this section, we're **refining our focus - pinpointing our target audience.**

THE BREAKDOWN:

Define Your Niche: What's your specialty? Your unique offering? Defining your niche will help in focusing your marketing efforts towards those who are genuinely interested.

Market Research: Dive deep into understanding your target audience. Look into demographics such as age, location, interests to identify who would resonate most with your content.

Create Buyer Personas: Use your market research to create buyer personas - fictional, yet detailed representations of your ideal audience. These personas will help you understand their needs and preferences, enabling you to create content that truly resonates.

Set SMART Goals: With a clear understanding of your audience, it's time to set SMART goals. These are Specific, Measurable, Achievable, Relevant, and Time-bound. The next page will help you with refining these goals and make a solid plan of action.

Craft a Plan: Now, devise a plan to reach your goals. This could involve creating a content calendar or even collaborating with other teachers or teacherpreneurs in your niche.

Monitor and Adjust: Keep an eye on your progress. Use analytics tools to understand what's working and where adjustments are needed.



ACTIONABLE STEP

identify specific, measurable, achievable, relevant, and time-bound (SMART) goals for your Instagram marketing strategy. Let's transform your journey into an inspiring story!

SPECIFIC WHAT DO YOU WANT TO ACHIEVE? WHO NEEDS TO BE INVOLVED? WHEN DO YOU WANT TO ACCOMPLISH THIS? WHY IS THIS A GOAL?	
MEASURABLE HOW WILL YOU MEASURE YOUR PROGRESS? HOW WILL YOU KNOW WHEN YOUR GOALS ACCOMPLISHED?	
ACHIEVABLE HOW CAN THE GOAL BE ACCOMPLISHED? WHAT ARE THE STEPS YOU WILL TAKE?	
RELEVANT IS THIS A WORTHWHILE GOAL? DO YOU HAVE ENOUGH RESOURCES TO ACHIEVE THIS GOAL? IS THIS GOAL IN LINE WITH YOUR LONG-TERM OBJECTIVES?	
TIME-BOUND HOW LONG WILL IT TAKE TO ACHIEVE THIS GOAL? WHAT IS THE ESTIMATED DATE TO COMPLETE THIS GOAL? WHEN YOU ARE GOING TO WORK ON THIS?	

[CLICK HERE FOR YOUR INTERACTIVE
GOAL SETTING AND ACTION PLAN](#)

BUILDING A COHESIVE AND RECOGNIZABLE BRAND IDENTITY

Creating a cohesive and identifiable brand identity is an **essential aspect of successfully establishing your presence on Instagram**. In this enriched lesson, we'll dive deeper into the various elements involved in creating a compelling brand.



WHY DOES IT MATTER?

YOUR PICTURES AND VIDEOS ARE WHAT HOOKS YOUR AUDIENCE, BUT YOUR CONTENT IS WHAT KEEPS THEM. Amazing photos and videos are great - but unless you are Taylor Swift, you can't rely on just this to be your Instagram or Social Media strategy. A successful content marketing strategy needs a strong plan that includes consistency in the types of content that you provide your followers. In growing your business, consistency and quality are the things that will increase the number of new followers and maintain your loyal ones.

Knowing who your target audience is, what their needs are, & what they want to see from you will allow you to create content specific to them and drive them to move into the action of your choice.

It takes the focus off of the salesy side of business and on to the "how can we help you" aspect.

We have all seen or followed accounts where all they were asking for was a sale. "Buy this... Buy that" or too many of the same posts in a day that even could have led you to unfollow them. Yep, I've seen it way too many times! Nobody likes that... so rather than being a pushy salesman of your products and services to your potential customers, you are drawing them in with your unique perspective. By drawing your audience in through your captions and content, you are beginning to develop a relationship with them without being sneaky. People are smart - they can see through the BS. Don't be pushy, tricky, or manipulative. Be genuine, authentic, & deliver quality content and they will not only buy your products and services, but become returning customers.

CREATING CONTENT PILLARS TO MARKET EFFECTIVELY

Defining your content pillars can be tricky, but it is super important when it comes to marketing. You want to be able to share content that is going to resonate with your audience without always selling. Here are seven types of content pillars and examples to jumpstart your social media strategy. Each pillar corresponds to a goal you want to achieve with your content. Choose the three to five categories that are currently the most important to you and formulate a content pillar for each objective.

GOAL / STRATEGY	EXAMPLE CONTENT PILLARS
VISIBILITY & EXPOSURE	QUICK HACKS OR TIPS, EDUCATIONAL CAROUSELS, INSPIRATIONAL PHOTOGRAPHY
ENGAGEMENT	FUNNY MEMES, INTERACTIVE GAMES, WEEKLY QUESTION FORMATS, FAQ
BUILDING TRUST	BEHIND-THE-SCENES, PERSONAL STORIES, VIDEO CONTENT, STRUGGLES, BEING VULNERABLE
CONNECTION	FAILURE STORIES, HOW YOU STARTED, YOUR WHY, WHAT MAKES YOU UNIQUE
(SOCIAL) PROOF	USER-GENERATED CONTENT, CLIENT SUCCESS STORIES, TESTIMONIALS & REVIEWS
EDUCATION	FACTS OF THE WEEK, YOUR OFFERS/PRODUCTS EXPLAINED, INFOGRAPHICS, HOW TO'S
SALES & LEADS	FREEBIE PROMOTION, NEW IN THE SHOP, FLASH SALES, HOW TO USE YOUR RESOURCES

ACTIONABLE STEP

Now that your content pillars are in place, it's time to dive into action and craft Instagram content that captivates your audience while propelling your teacherpreneur journey forward.

Mix It Up: Shuffle your content pillars for variety. Swap between the different pillars to hit on different ways your audience will consume your content. What's your mix strategy? List 3-5 pillars you're planning to use in your content.

Tell Stories: Talk about ideas rooted in your pillars. Craft a compelling story that hits your audience's dreams. What story can you tell? What makes your story unique?

Visual Harmony: Think visually. Craft eye-catching content in sync with your pillars. How can you make your visuals pop? List a few teachergram accounts you LOVE that always stop your scroll so you can figure out your own scroll-stopping content.

Notes