



LOTTIE D AINTON

LUXURY COPYWRITER

30 DAYS OF  
INSTAGRAM  
CONTENT

# 30 DAYS OF INSTAGRAM CONTENT

## BEHIND THE SCENES

TAKE FOLLOWERS  
BEHIND THE SCENES  
OF YOUR DAY AND  
OFFER A GLIMPSE OF  
YOUR WORKSPACE  
AND THE PROCESSES  
INVOLVED.

## CLIENT REVIEWS

FEATURE POSITIVE  
REVIEWS ( EITHER  
THROUGH TEXT,  
VIDEO OR ON-  
BRAND GRAPHICS)  
FOR ADDED  
CREDIBILITY.

## MEET THE TEAM

INTRODUCE THE  
FACES BEHIND YOUR  
BRAND, GIVING  
FOLLOWERS A PEEK  
INTO THE INDIVIDUALS  
WHO ARE A PART OF  
THE BUSINESS.

## TIPS & TRICKS

SHARE VALUABLE  
TIPS AND ADVICE  
RELATED TO YOUR  
NICHE WITHIN THE  
YOUR SPECIFIC  
INDUSTRY.

## FAQS

ADDRESS FREQUENTLY  
ASKED QUESTIONS  
ABOUT YOUR  
PRODUCTS OR  
SERVICES THROUGH  
ENGAGING INSTAGRAM  
POSTS, REELS OR  
STORIES.

## VIDEO TUTORIAL

CREATE SHORT  
VIDEO TUTORIALS  
DEMONSTRATING  
HOW TO USE OR  
INCORPORATE  
YOUR PRODUCTS  
OR SERVICES.

## TRENDS

HIGHLIGHT CURRENT  
TRENDS WITHIN YOUR  
INDUSTRY AND HOW  
YOUR PRODUCTS OR  
SERVICES ALIGN  
WITH THEM.

## DAY IN THE LIFE

TAKE FOLLOWERS  
THROUGH A TYPICAL  
DAY IN THE LIFE OF  
YOUR BUSINESS, FROM  
YOUR MORNING COFFEE  
TO SIGNING OFF AT THE  
END OF THE NIGHT.

## WORKSPACE

SHARE YOUR WORKSPACE  
AND WHY IT INSPIRES  
YOU. INCLUDE TIPS ON  
HOW YOU KEEP YOUR  
WORKSPACE ORGANISED  
AND EFFICIENT.



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## PRODUCT SHOWCASE

HIGHLIGHT SPECIFIC PRODUCTS YOU OFFER, PROVIDING DETAILED SHOTS. EXPLAIN WHY THE PRODUCT WILL BENEFIT THE LIVES OF YOUR AUDIENCE.

## SERVICE SHOWCASE

FOCUS ON SPECIFIC SERVICES YOU OFFER AND EXPLAIN WHY THE PRODUCT WILL BENEFIT THE LIVES OF YOUR AUDIENCE.

## ASK A QUESTION

ENCOURAGE ENGAGEMENT WITH YOUR AUDIENCE BY ASKING A QUESTION THAT RELATES TO YOUR NICHE. CAN BE OPINION-BASED OR EDUCATIONAL.

## MEET THE MAKER

INTRODUCE YOURSELF ON INSTAGRAM AND OFFER YOUR AUDIENCE A FEW FUN FACTS ABOUT WHO YOU ARE AND WHY YOU LAUNCHED YOUR BUSINESS.

## THROWBACK THURSDAY

BECAUSE EVERYONE LOVES A THROWBACK! SHOWCASE A PREVIOUS PRODUCT, A MILESTONE OR A FUN MEMORY ON YOUR GRID WITH THE HASHTAG #THROWBACKTHURSDAY

## SHARE THE LOVE

SUPPORT SUPPLIERS, COLLEAGUES OR INDUSTRY FRIENDS BY SHARING THEIR PRODUCTS OR SERVICES ON YOUR GRID.

## BEFORE & AFTER

SHOWCASE A PRODUCT TRANSFORMATION, OR HOW HIGHLIGHT HOW YOUR SERVICES HAVE TRANSFORMED THE BUSINESS OR LIFE OF A CLIENT.

## BUSINESS MILESTONE

HAVE YOU HIT 1,000 FOLLOWERS ON INSTAGRAM? PERHAPS YOU'VE SOLD OUT OF A PARTICULAR PRODUCT? IT'S TIME TO TELL THE WORLD!

## ASK ME ANYTHING

INVITE FOLLOWERS TO ASK YOU QUESTIONS ABOUT YOUR BUSINESS OR INDUSTRY, ANSWERING THEM THROUGH STORIES OR A LIVE SESSION.



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## WORK IN PROGRESS

SHARE SNEAK PEEKS OF ONGOING PROJECTS OR NEW PRODUCTS TO BUILD ANTICIPATION WITH YOUR AUDIENCE.

## GIVEAWAY

A GIVEAWAY IS A GREAT WAY OF INCREASING FOLLOWING AND REACH! SHARE A GIVEAWAY OFFERING ONE OF YOUR PRODUCTS OR SERVICES.

## QUOTE

SHARE A QUOTE THAT MEANS SOMETHING TO YOU AND EXPLAIN WHY (WHETHER IT'S PERSONAL OR BUSINESS RELATED). YOU COULD ALSO DO #MOTIVATIONALMONDAY.

## SOMETHING PERSONAL

OFFER YOUR AUDIENCE A GLIMPSE INSIDE YOUR WORLD. MAYBE SHARE YOUR BELOVED FAMILY PET ON THE GRID, OR TELL THE WORLD YOUR FAVOURITE COCKTAIL?

## BRANDING PHOTOS

ADD CREDIBILITY AND CONSISTENCY TO YOUR INSTAGRAM WITH PROFESSIONAL BRANDING IMAGERY (DO THIS REGULARLY).

## EDUCATE YOUR AUDIENCE

CREATE INFOGRAPHICS, CAROUSELS, OR SHORT VIDEOS TO EDUCATE YOUR AUDIENCE ABOUT TOPICS RELEVANT TO YOUR BUSINESS.

## PERSONAL WIN

WHAT'S WORKING WELL WITH YOUR BUSINESS? SHARE THE POSITIVITY WITH YOUR FOLLOWERS - PEOPLE WILL LOVE CONGRATULATING YOU!

## DAILY CHECKLIST

SHARE YOUR DAILY TO-DO-LIST WITH YOUR FOLLOWERS - PEOPLE ARE NOSY AND LOVE KNOWING WHAT'S GOING ON BEHIND THE SCENES!

## WEEKLY CHECKLIST

DO YOU HAVE A BUSY WEEK AHEAD? LET YOUR FOLLOWERS KNOW WHAT'S YOU'VE GOT PLANNED FROM MONDAY - FRIDAY AND KEEP THEM IN THE LOOP.



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## SOMETHING YOU LOVE

AUTUMN WALKS. WINE IN THE SUNSHINE. FRESH SHEETS. THE SMELL OF CANDLES. SHARE SOMETHING THAT MAKES YOU SMILE - IT WILL GET PEOPLE TALKING AND MAKES YOU RELATABLE.

## THE STORY BEHIND THE BRAND

EXPLAIN WHY YOU BEGAN YOUR BUSINESS AND THE VALUES BEHIND IT. YOUR AUDIENCE WILL RESONATE WITH YOUR STORY AND IT WILL ESTABLISH A CONNECTION.

## MONTHLY WRAP-UP

EXPLAIN TO YOUR AUDIENCE WHAT WENT WELL THIS MONTH, WHAT YOU TICKED OFF YOUR CHECKLIST AND WHAT EXCITED YOU ABOUT YOUR BUSINESS!

## QUICK TIPS FOR NAILING YOUR INSTAGRAM GAME



- Utilise your hashtags (it doesn't matter whether you post them in the caption or the comments). Consider using niche hashtags that relate to your brand.
- Without feeling the need to go OTT, take time to curate an Instagram grid that aligns with your brand aesthetic. Scheduling apps such as Planoly allow you to rearrange imagery to ensure it looks cohesive.
- Include a 'Call to Action' within each Instagram caption. For example, 'The link is waiting for you in my bio - don't forget to click and shop!'
- Use your in-house Instagram analytics to work out when to post (in terms of days and timings).
- Consider what your audience want to see, hear and feel from you. Incorporate this into your Instagram strategy.



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