



## USING THE INSTAGRAM STICKERS FEATURES

In this tutorial we are going to look at Instagram stickers and how to use them effectively as often they are overlooked.

There are many stickers you can use for your Instagram stories so here we will take a look at a few of them that help you increase engagement.

### The Question Sticker

This is a brilliant way of getting your audience to engage with you and encourage them to ask you anything.

When you get replies you can tap on them and share the replies to your story.

Answer the questions in your stories by video or text.

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You can also use the Question sticker when you go Live on Instagram!

At the very bottom right hand corner of the live screen, you will see a questions icon that will give you the ability to bring up any of the questions that people have asked you throughout the day.

Viewers can also see which question you're answering in that moment.

## The Poll Sticker

This is another great way of getting to know your audience and encourage them to engage with you in a really fun way. Here are a few tips for creating polls that your viewers will actually answer:

Keep it simple! Most people make their polls too personal or difficult to answer. The best polls are the ones that ask your viewers a really simple question that anyone could answer!

Put your positive answer on the left hand side. Your viewers move through Stories by tapping on the right hand of the screen. By putting your negative answer on the left side of your poll, you reduce the chance that they might tap it by mistake.

Try only having positive answers: If it makes sense for the question you're asking, try just having 2 positive answers that will encourage your viewers to engage rather than make a choice (e.g. Yes // Tell me more!).

Use them in a way that will prompt conversations that you can then follow up with in the Direct Messages.

Use the polls to ask your followers about the struggles that you solve through your products and services then engage with the people who reply inside the DMs. This will help you start a sales conversation without you having to reach out to cold leads.

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## The Countdown Sticker

There are so many amazing ways that you can use this stickers feature!

Here are 2 ideas to get you started:

This is another great way of getting your audience to engage with you or answer your questions!

There are endless ways of using this sticker - you can quiz people on how well they know you, how well they know your product or in fun ways that your ideal client would love to engage with!

Use this sticker to countdown to major events in your business way in advance! For example if you are preparing for your first wedding, it builds excitement and they will be waiting for your stories at the wedding.

By starting this countdown 2 weeks, a month or even 6 months ahead of time (e.g. a new online product you are launching), you can start to plant the seed in your followers' minds and get people excited and build the anticipation.

Once you post your countdown sticker, make sure you add an arrow and tell people to tap it to get a reminder when the event goes live!

You can also use the countdown sticker to promote upcoming content.

If you have a big piece of content coming up that you know will do really well, use the countdown sticker to get people excited and to push people to engage with your content!



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## The Quiz Sticker

This is another great way of getting your audience to engage with you and answer your questions.

There are lots of ways to use this sticker, quiz people on how well they know you, how much they know about what you do, or just a fun way to engage your audience.

Do make sure you choose the correct answer on this feature so when people have engaged are notified if they chose the correct answer.

Write down some ideas here as to how you could use the stickers to engage your audience.

