

PLANNING INSTAGRAM STORIES

THE BUSINESS OF WEDDINGS



JANUARY 2020

Instagram stories are an incredibly effective way to help us connect with our audience and get them engaged, building the know, like, trust factor.

It is a free marketing tool so this month we are going to take a closer look at using the stories feature in more detail.

As wedding business owners, we should be strategic with the content we are creating so in this tutorial I am going to teach you ideas you can use within your stories posts.

Don't forget to recycle them too, repurpose old content as not everyone sees it.

Five story types you could use for your businesses.

Story Type One, Know, Like and Trust Stories

Story Type Two, Authority Building Stories

Story Type Three, Value Adding Stories

Story Type Four, Sales Stories

Story Type Five, Series Style Stories.



STORY TYPE ONE

Story Type One is the gaining the Know, Like and Trust Factor with your audience.

People buy from people that they know, like and trust, so as business owners, we need to make sure that the content we're sharing helps us to increase the know, like and trust factor.

A great way to get clear on how you're going to do this is to make a list of 20 things that you want people to know about you.

When you're going about anything in your business, whether it's having conversations with potential customers or showing up on Instagram Stories, you can then naturally slip these consistent messages in.

By sticking to these consistent messages, your followers will start to feel that they know you.

Write down 20 things you would like your followers to know about you and your business.



Write down 20 things you would like your followers
to know about you and your business.

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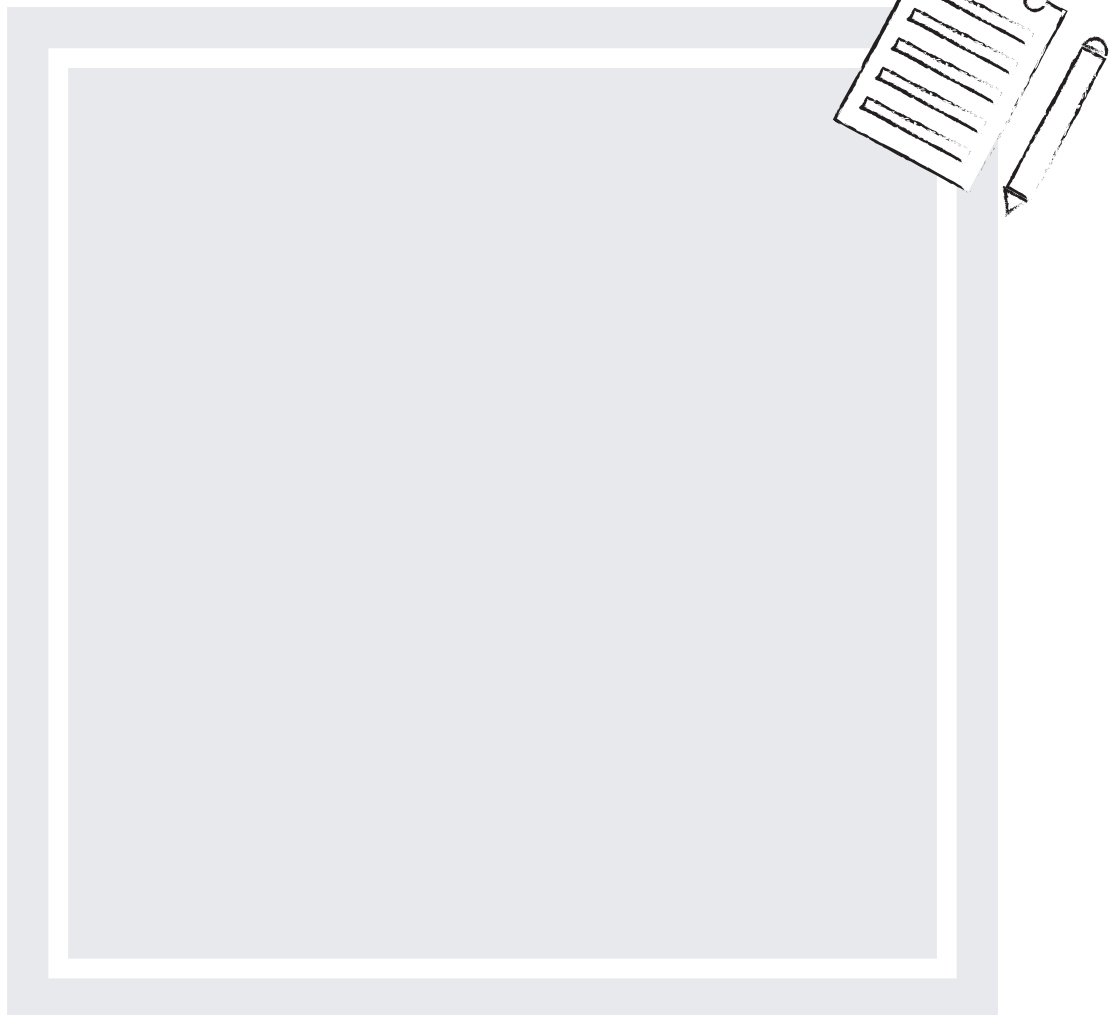
20.

1. KNOW LIKE AND TRUST STORY PROMPTS

Introduce yourself, do remember you cannot do this enough, followers come and go and don't often see all your stories.

You should definitely be doing this as often as you can, at least once a month.

Write down some ideas.



USING STICKERS FOR YOUR GET TO KNOW ME POSTS

When creating your stories add stickers to engage your followers. For example you could write, how long have I been in business, what is my favourite thing to eat, what is my favourite flower for a summer wedding.

Write down below some ideas you could create for your stickers.

This will help your followers get to know you and engage with you.



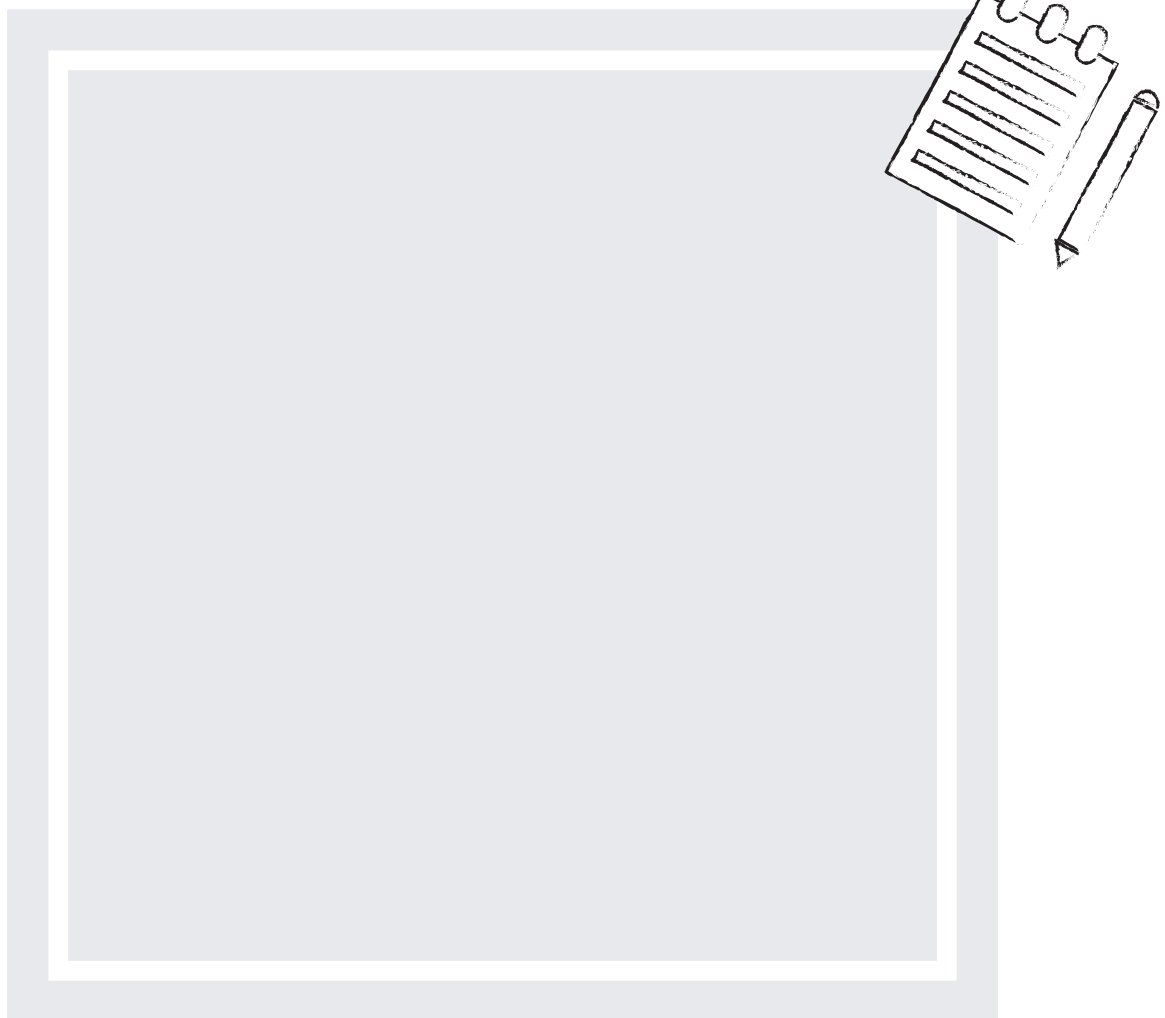
A large, empty rectangular box with a light gray background and a white border, intended for writing down ideas for stickers.

FUN FACTS TO SHARE WITH YOUR AUDIENCE

Don't forget people watch stories because they want to be entertained so share some fun facts too.

This could be fun facts about you, about weddings you have done, where you live and what destinations you work in.

Write down some ideas for fun facts you could create for your stories.



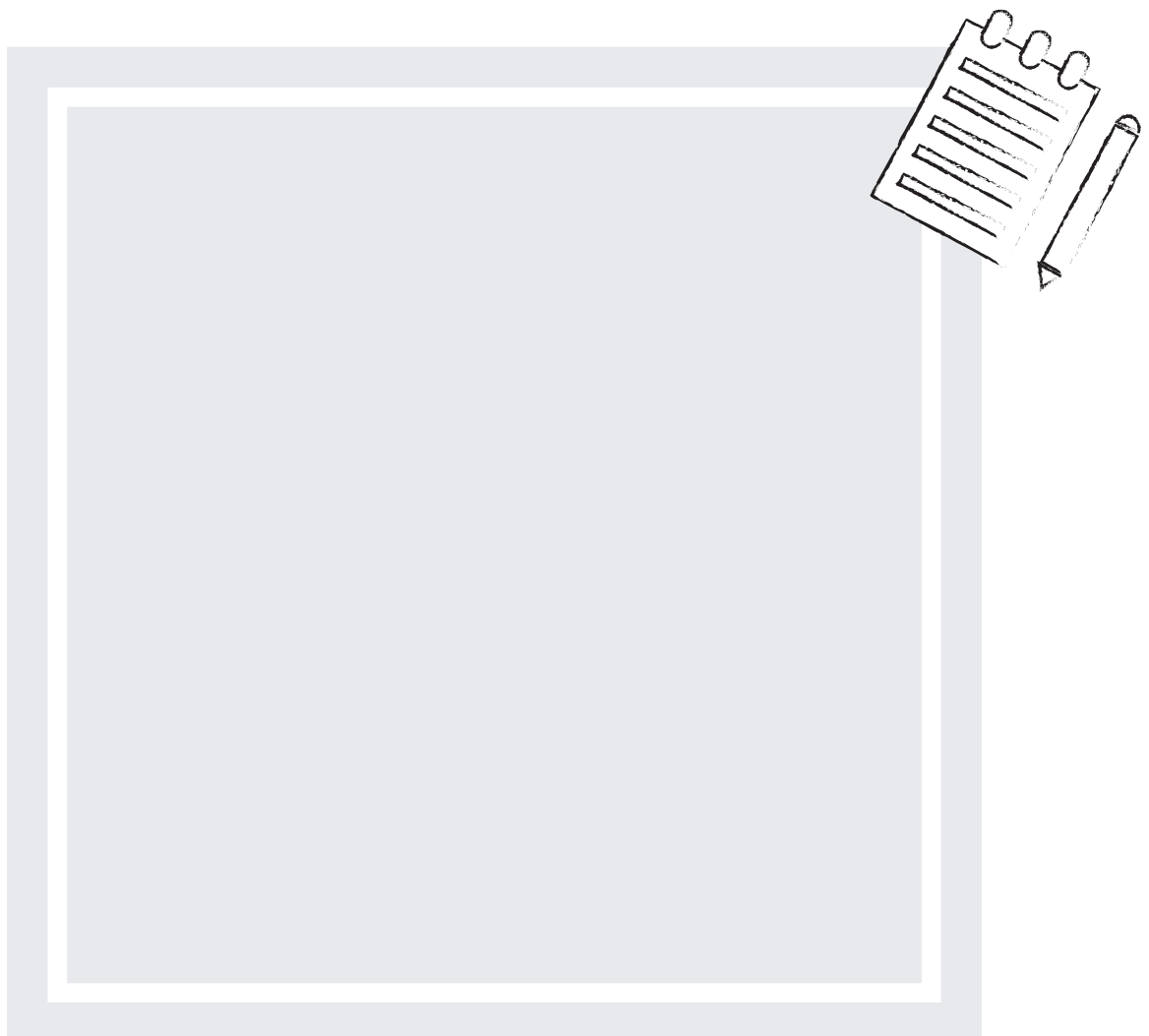
A large, empty rectangular box with a light gray border, intended for writing down ideas for fun facts. A small illustration of a notepad and pencil is positioned in the top right corner of the box.

2. AUTHORITY BUILDING STORIES

Whether you are a wedding planner, photographer, florist, etc your audience want to know you are an expert in what you do.

Think about stories you could create to show your qualifications, skills and achievements.

For example this could be a featured wedding, how many clients have you worked with, how well do you know a particular area or venue, have you won any awards or have qualifications, are you part of a membership or professional body you could shout out about? Write down some of your ideas to build authority and show your expertise within your business.



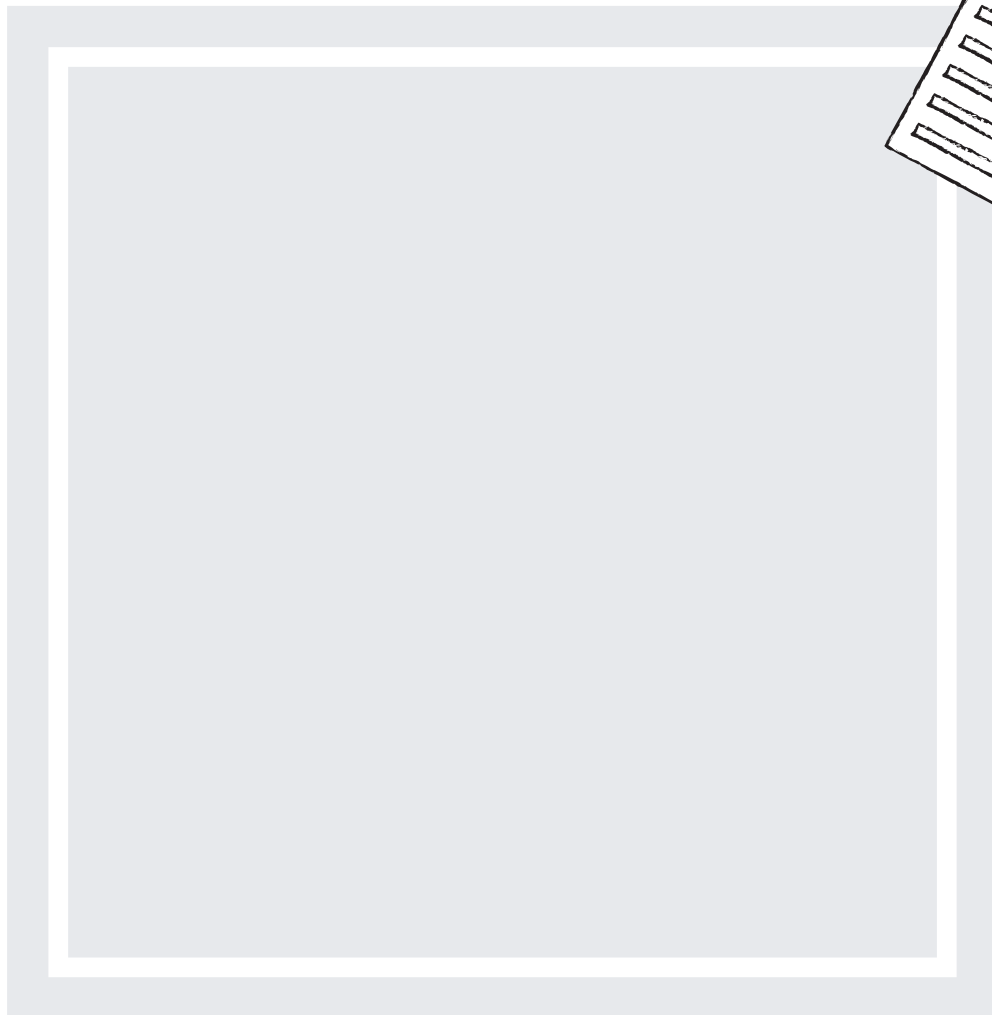
2. AUTHORITY BUILDING STORIES

Share your views on a current subject in the news or show your audience how you work.

Share testimonials from clients and suppliers.

The whole time people are getting to understand you better, get to know you and how you work, they will be more likely to book you when they need your services.

Write down some ideas below for these sorts of posts you could create.



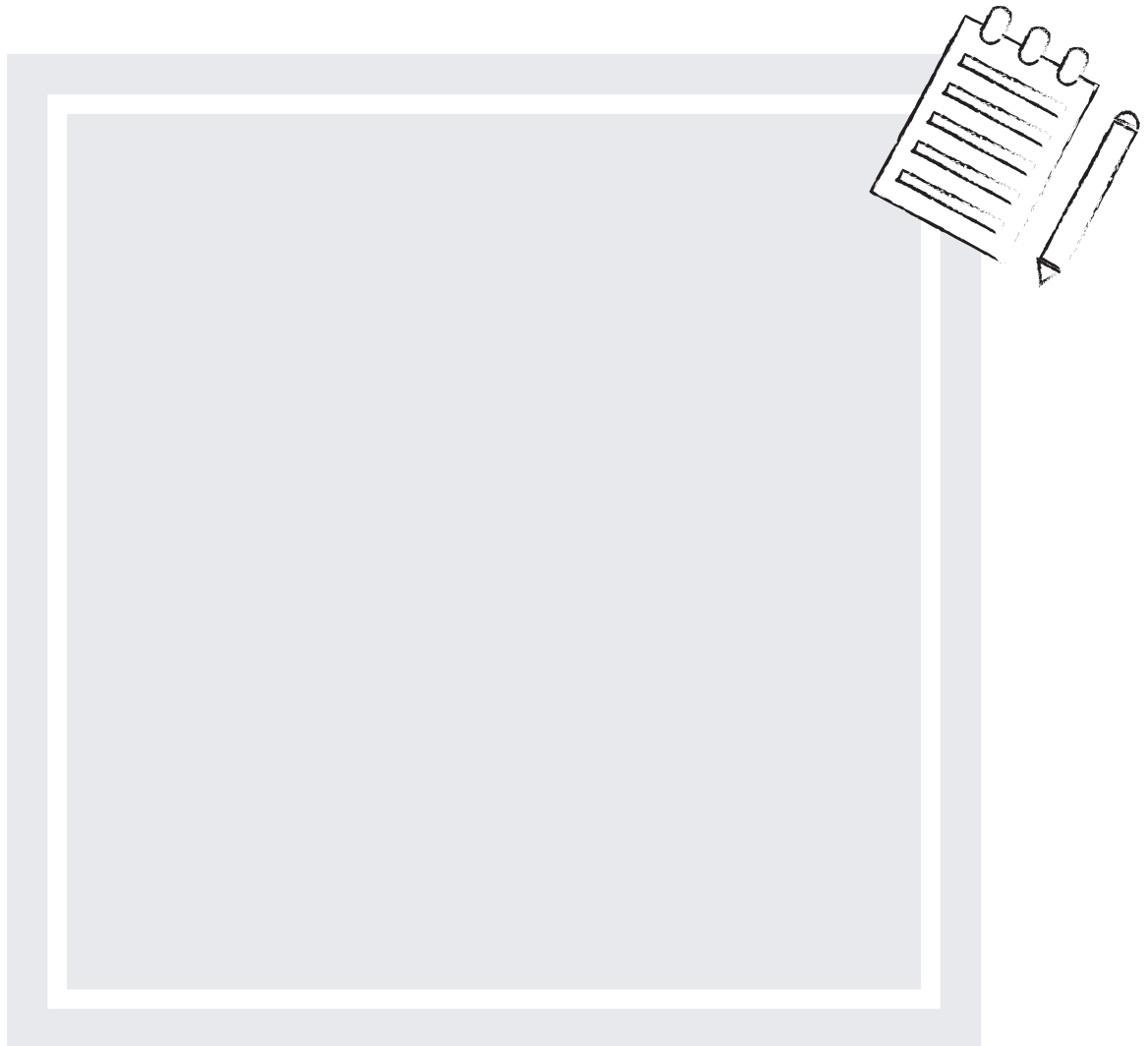
3. VALUE ADDING STORIES

As your audience get to know you they will be watching out for your stories.

Don't forget the most popular stories they watch move to the beginning of their story feed and they will see them each time they go onto Instagram, ideally you want your story feed to show up on their Instagram at the front.

Post value stories, these are educational, inspiring, motivational or entertaining.

What would you audience find entertaining or interesting apart from you and your business? Share common interests or just fun facts from your day to day life, this could be a book you are reading, a drink you like, an app you love to use.



4. YOUR SALES STORY

Don't forget to add in your sales story, people are waiting to buy from you so show them how. Never forget the CTA, Call to Action.

If you aren't able to sell on Instagram then you are really wasting your time using the platform.

Tell people what they can buy from you and how to, this could be a DM me, a link in your bio, don't forget to use something like Linktree if you wish to take your audience to a few places including your sales or services pages.



5. YOUR SERIES STORIES

People love consistency.

You may consider running a Day in the Life of Story every week or month, document your day on stories.

Use the question stickers one day a week for your followers to ask you questions.

Have a day using the poll stickers or use it a few times a week, this is also a great way to understand what your audience would love to see more of on your Instagram stories.

Brainstorm a few ideas below.

