



INSTAGRAM FOR HANDMADE BUSINESS



Excellent tool for makers

- Allows you to showcase your work
 - Allows you to sell
- Allows you to share in multiple ways

What is your goal for Instagram?

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- What do you want from your Instagram account?
 - More sales? More engagement with your community? To share your story?
 - Are you achieving this aim currently?
 - How could you work smarter to achieve that aim?

A red line graph with a jagged, upward-trending line, symbolizing growth or progress, located in the top-left corner of the slide.

Make sure to set up a Business Account

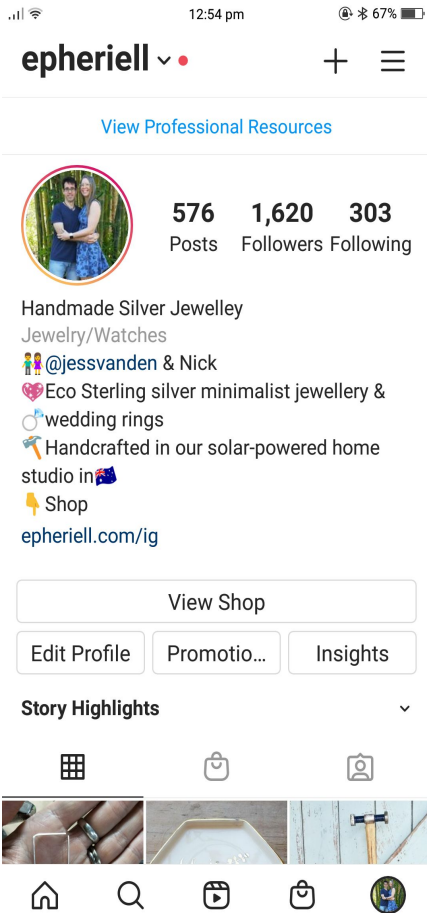
- Allows you to set up shopping.
- Allows you to use the Insights feature.
- Allows you to categorise your account.

Set up your profile...

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- Have a photo that is either of you, a product, or your brand.
 - Your name section is searchable! Make sure to put keywords in there that describe your biz.
 - Tell us about your product/biz in the bio - focus on points of difference.
 - If you have a personal account, you can link to it here if you like.
 - Consider using emojis to make your bio fun and engaging (your location flag, for example).
 - Have a call to action at the end of your bio - such as 'shop now'.

Set up an Instagram landing page

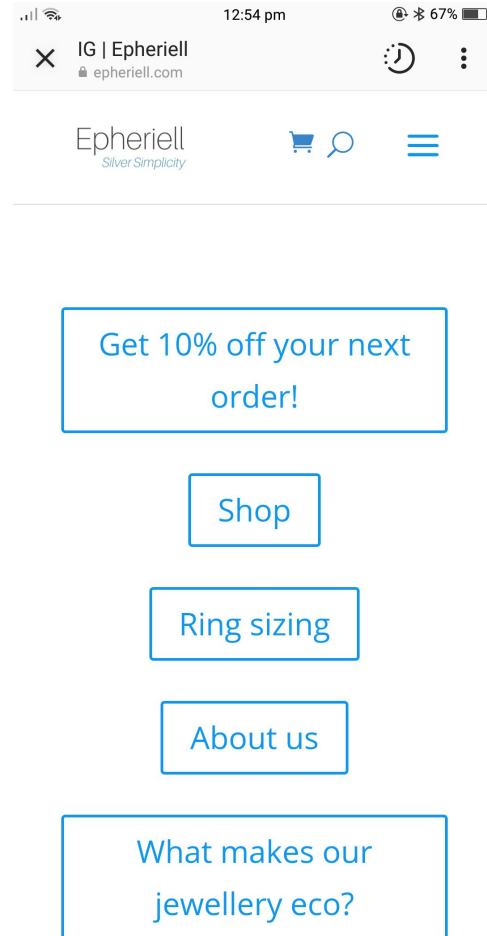
- You CAN just have your website as your Instagram link, but if you sell on multiple platforms/have other links you want to be able to direct people to, do this instead.
- If you have your own website, simply create a page that is hidden from your menus, and make it an Instagram landing page.
- Use buttons to link to things you want your customers to look at.
- You can also use a service like linktr.ee, or linkin.bio (from Later).
- Linkinbio actually allows you to turn every IG post into a clickable link!



Example...

This is what you can do with your own landing page.

This way, you can have more than just 1 link on your Instagram!



Types of posts on Instagram.

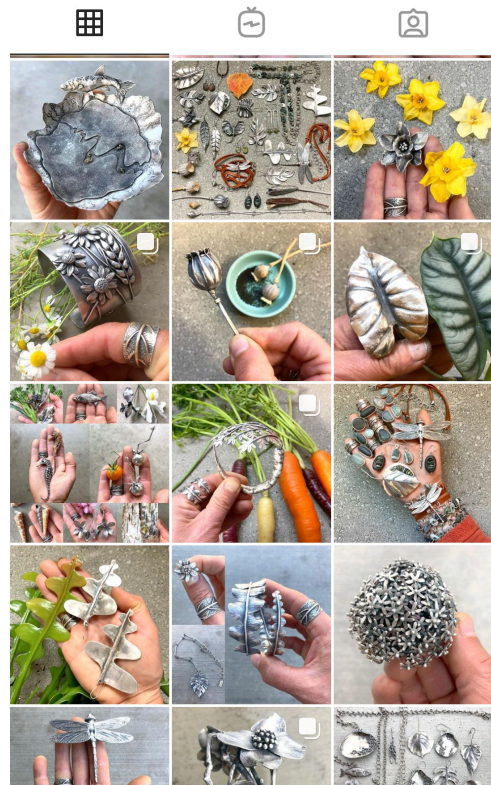
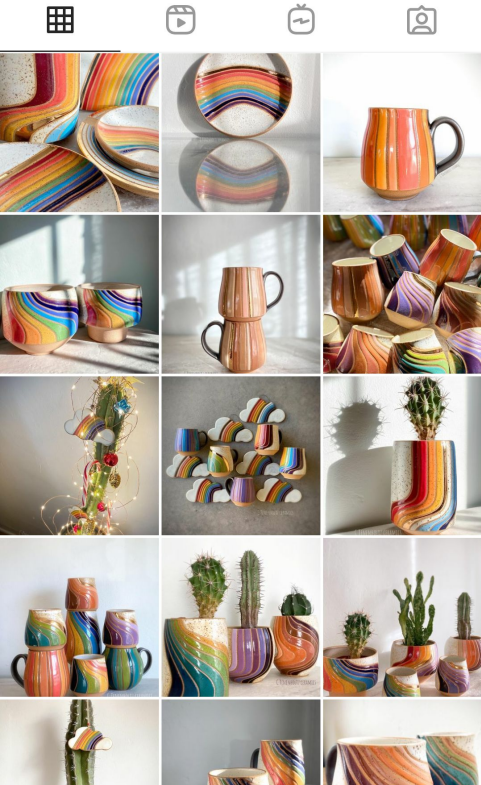
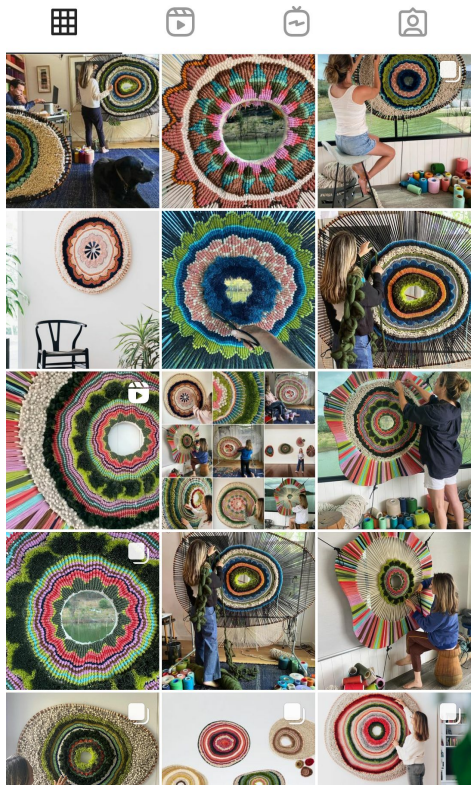
- At the time of creating this workshop, there are FIVE types of posts you can do on Instagram.
- Feed, Stories, Reels, IGTV, and Live.
- I'm going to be focussing on your Feed in this workshop, as it's the most basic and fundamental part of Instagram.
- There's a link to a workshop at the end that will help you with Stories.

Does your feed reflect your brand?

- Your feed should reflect your branding and brand identity/story.
- Are you clear on this?
- Does your feed reflect your brand, or is it a mess?
- Do you need to archive old posts/clean it up?
- Do you need to change the type/look of content going forward?
- **You need to have a consistent style.**

Work out your content niches.

- Come up with 3-5 types of content you will share regularly, and ensure the images have a consistent look.
- Either pick 1 IG filter to use (but don't go too heavy on it - you can adjust the intensity), or pre-edit them in an app like Snapseed or VSCO.
- In [this video](#) on my YouTube channel, I give you 20 ideas for content types.
- Choose a couple of different ones that you cycle through to make life easier, and to help your feed look consistent.
- E.g. product photos, your product being used, making photos...





5 Minute Activity

- **What would your main 3-5 post types be?**
- You can have less, you can have more, they just need to be consistent in style and branding!
- Are there posts on your feed that do NOT reflect your brand style? Spend a few minutes archiving them. This means you can always un-archive them later if you want to download/access the content, but they won't be visible on your feed.
- (I often archive sales/launch posts after the launch is over, so future visitors to my feed see it looking cleaner).

Build your community.

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- Follow relevant hashtags.
 - Follow educational profiles (like mine - @createandthrive).
 - Follow other makers, but not competitors (unless you can handle that).
 - Follow influencers who promote your sort of product.
 - Follow your customers if they are repeat customers/you want to maintain a relationship with them.
 - Follow your venues/shops that stock you/markets you want to be in.

Build hashtag banks.

- Do your research and put together a suite of hashtag banks that you can use for your posts.
- Brainstorm any hashtags that might be relevant to your products. You can then enter them into Instagram search to see how popular they are.
- Try to avoid the massively popular ones - aim for the tens to hundreds of thousands.
- Look for accounts that feature makers, and make a list of their feature hashtags, use them to attempt to gain a feature.



Engagement is key.

To really grow on Instagram, you have to be present and engaged with your followers AND the broader community.



Engage regularly and promptly.

- If you can, aim to be online in the first hour after your post goes live - keep checking back for comments.
- Make sure to reply to every comment someone leaves - this helps to build your community and also gives your post more of a boost on the algorithm.
- Get OFF your feed - spend a little time commenting on other people's posts - especially those with whom you'd like to build a relationship.
- Share their posts to your stories - this can start a DM conversation!



Work out a consistent posting schedule.

- How often do you want to post?
- I generally recommend a minimum of 2-3 times a week.
- Consider scheduling ahead if this tends to get away from you.
- I did [a video](#) showing you exactly how to do that.
- Look at your Insights to determine the days/times that the majority of your followers are online, and schedule posts at this time - this gives your posts the best chance of being seen!

Further Resources

Workshops & Podcasts

- YouTube: [20 ideas for Instagram posts](#)
- YouTube: [How to schedule Instagram, Facebook and Pinterest at the same time using Later.](#)
- Workshop: [Instagram Stories, a guide.](#)



6 SYSTEMS
YOU SHOULD
SET UP IN YOUR
HANDMADE
BUSINESS