



SOCIAL STRATEGY ON A DIME

with Your Social Team

@yoursocialteam



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Creative

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@KINGOFPOPS STRATEGY SHIFT

BEFORE



7K FOLLOWERS

- EVENT FLYERS
- MENUS
- POOR QUALITY PHOTOS
- REPETITIVE
- PHOTO GRIDS
- FILTERS

16 MONTHS LATER

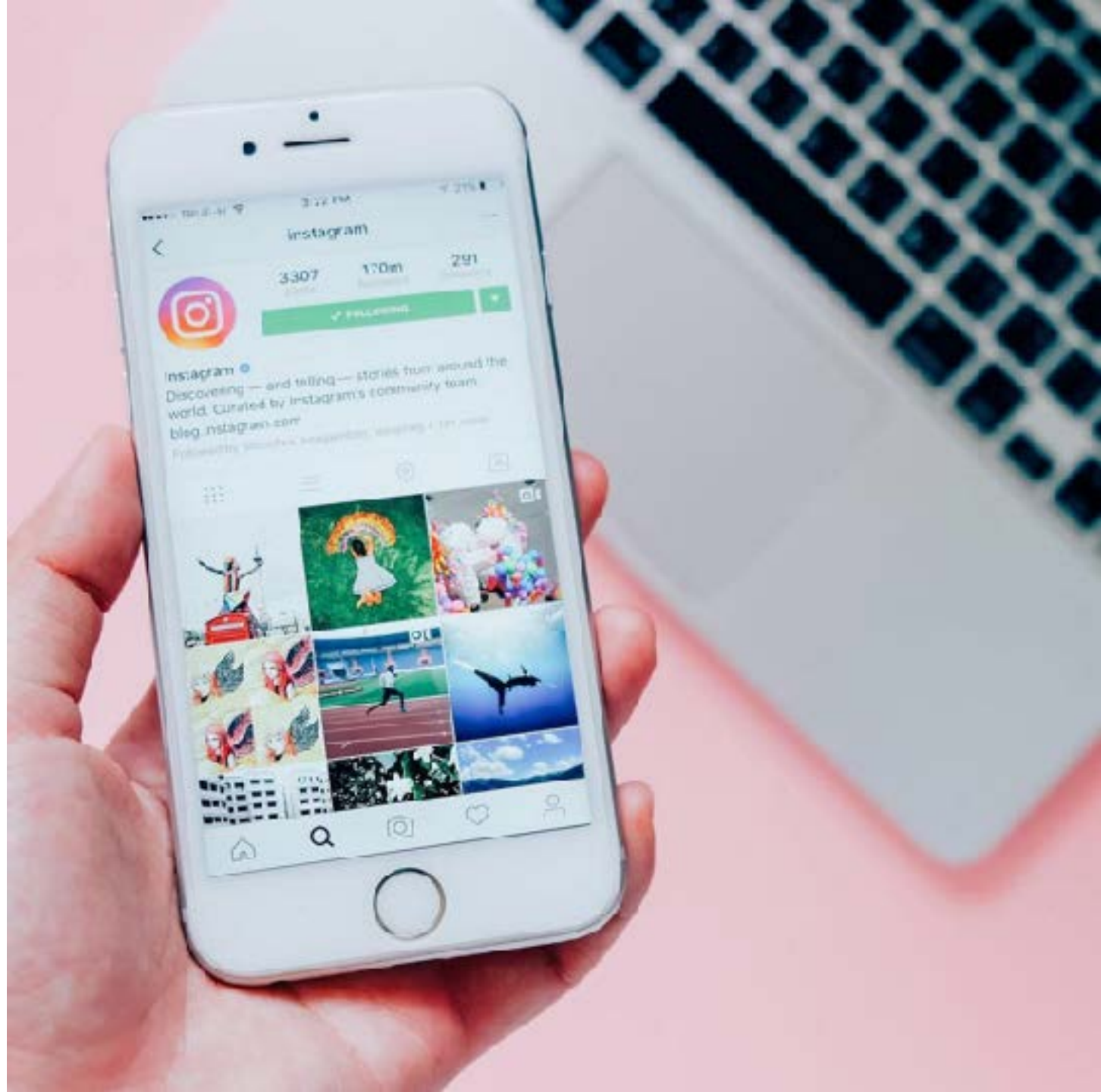


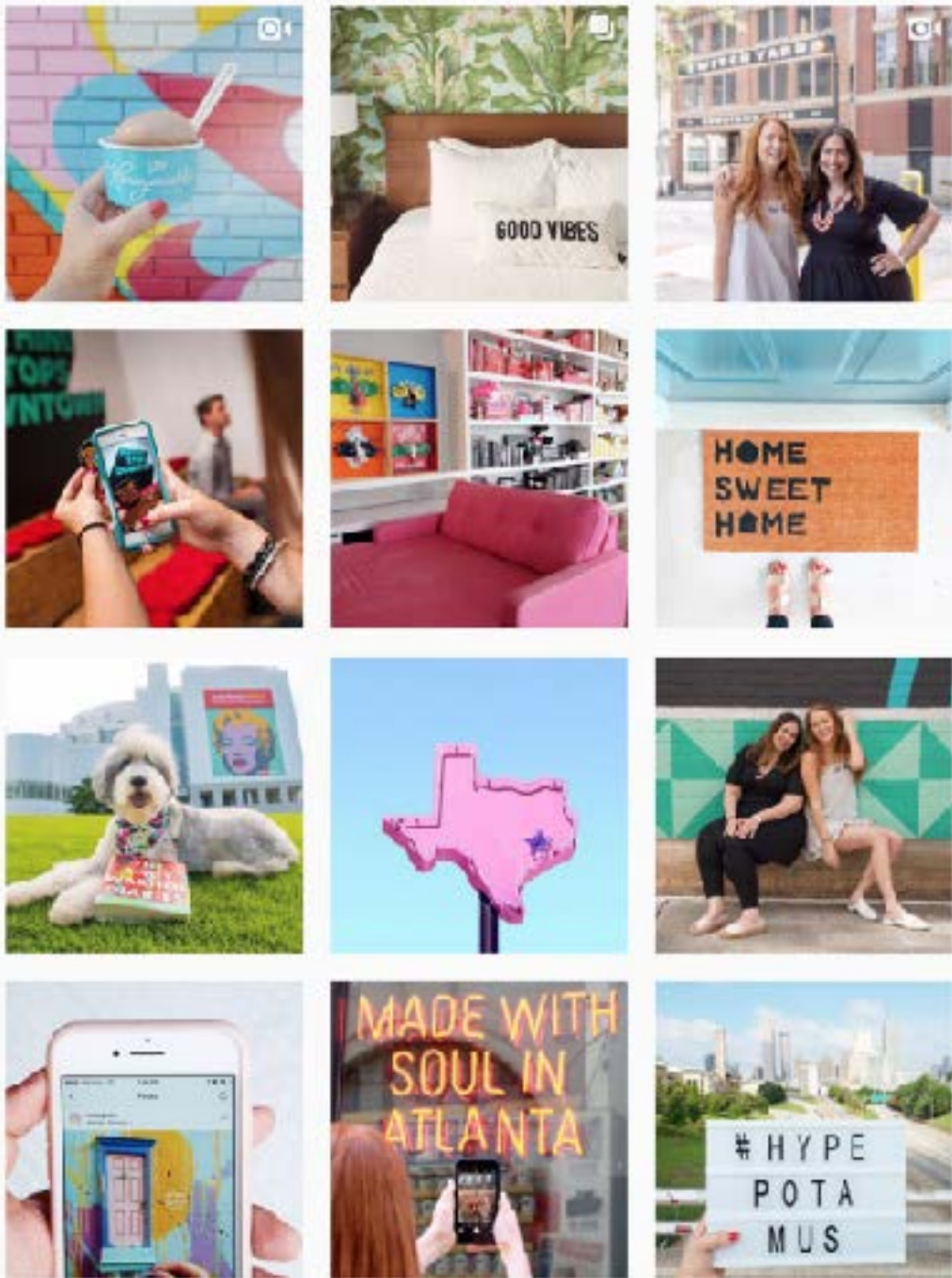
37K FOLLOWERS

- ONLY PHOTOS/VIDEO
- LESS DIRECT PROMOTION
- BETTER PHOTOS
- BRAND COLORS
- BALANCED FEED
- NO FILTERS

**BUT
WHY
INSTAGRAM?**

2 for 1





THE LAST 12





PROMOTE YOUR CITY

@the_icekitchen

@saralongsworth at
@victorysandwichbar





On-brand INSPIRATION

@holymatchaa



@honeysucklegelato

AND
YOUR
PRODUCT
(DUH)

@pokeburri





BUILD THAT BEAUTIFUL FEED

- Use inspiration (save feature)
- Coordinate
- Strategize
- Find what works for you!

@shopbando



ADD VALUE

- Offer knowledge
- Entertainment
- Freebies
- Partner with others for takeovers and giveaways







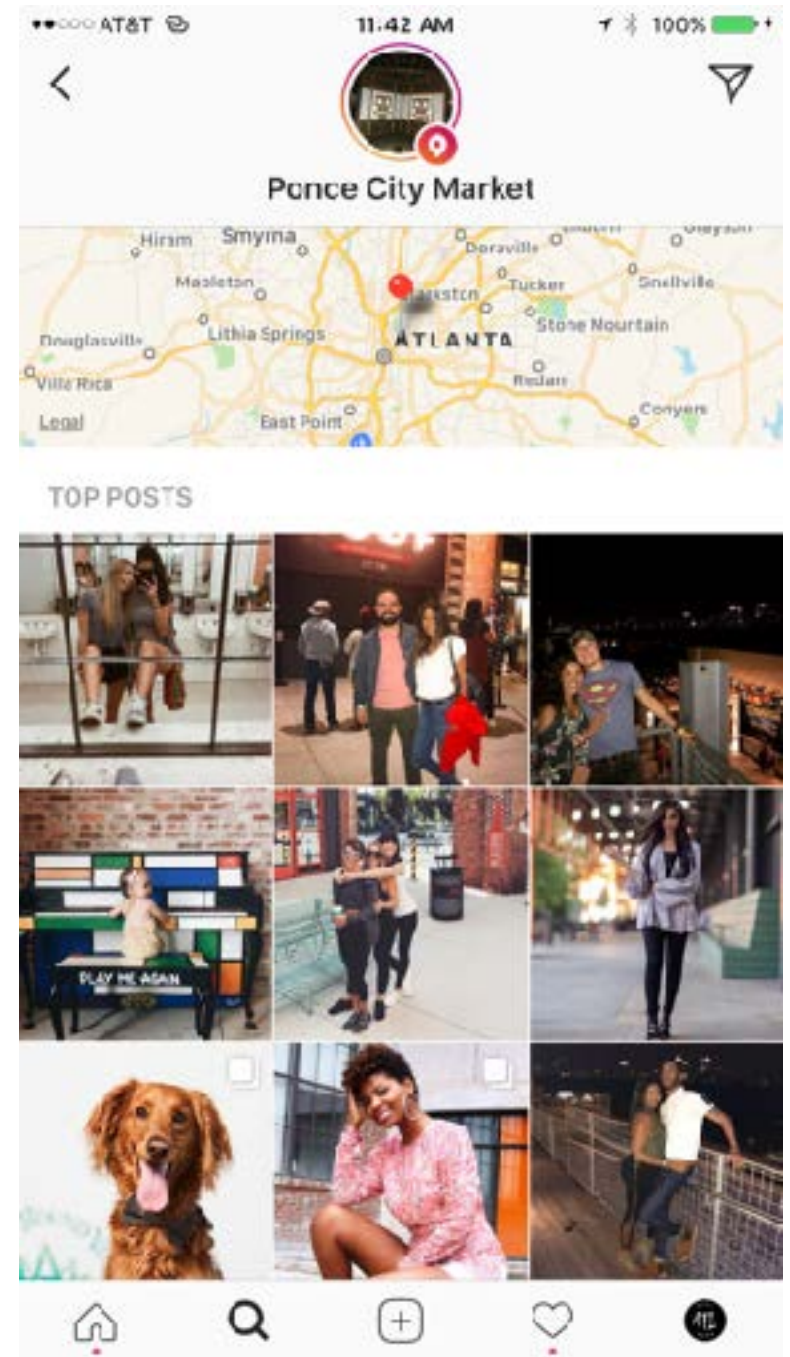
CREATE BALLIN' INSTA STORIES

- 250 million active daily users
- Views On Your Story > Engagements On Feed

@atgirlgang

COMMUNITY

- Where do your customers go?
 - Pick 5 accounts
 - Ponce City Market, King of Pops, Switchyards, Tiny Doors ATL, General Assembly
- Engage with recent posts
- **RESPOND** to questions and comments
- Create comment + story relationships
- Stand out with meaningful conversations



**PUT ALL YOUR
BUDGET ON
INFLUENCER
MARKETING**

(but be prepared)



THANK YOU

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Your Social Team



@yoursocial_team

