SOCIAL STRATEGY ON A DIME with Your Social Team

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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
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

@atlgirlgang
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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