



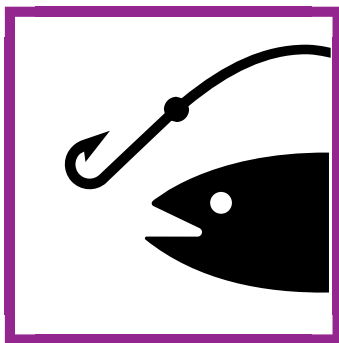
# Instagram Marketing and Content Generation E-book



**HustleCo Workspace**



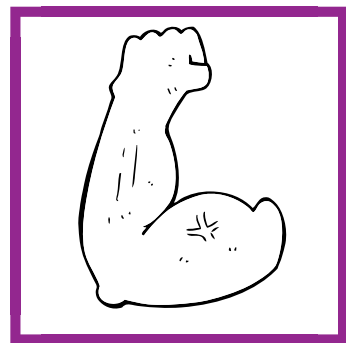
# WHY



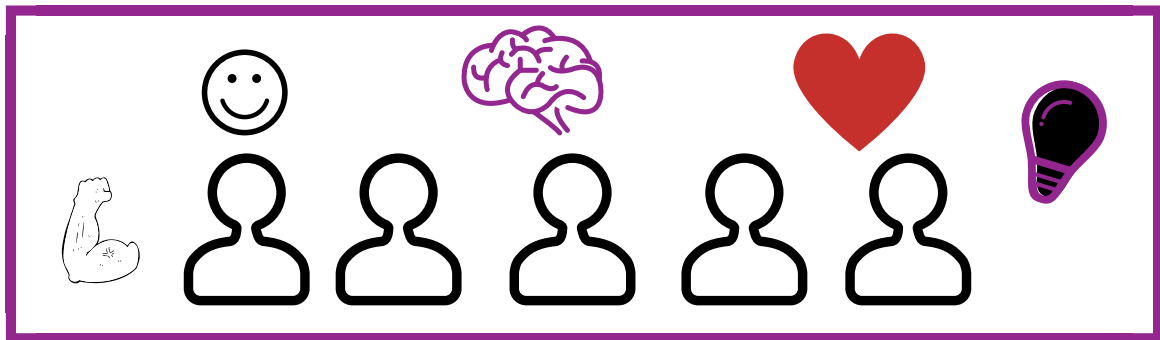
**TEACH YOU HOW TO  
FISH**



**INSPIRE PRODUCTION  
OF GOOD CONTENT**



**REDEFINE THE VALUE  
IN MARKETING  
EDUCATION**



**BUILD A HUSTLE  
COMMUNITY**

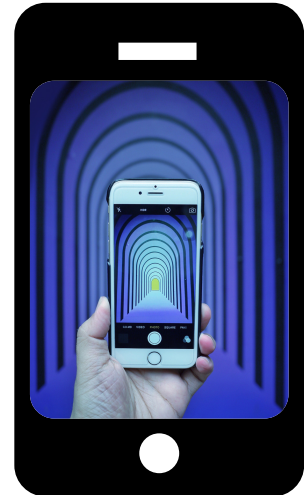


## WHY *Instagram?*

Instagram is a rapidly growing social media platform that has over 800 million active monthly users. Millennials prefer to use Instagram and Snapchat more so over Facebook. It is only a matter of time before Instagram becomes as ubiquitous as Facebook. The advertising opportunities are not as exploited as Facebook and innovations are happening frequently on this platform which allow for early entry and adoption. Instagram is very useful for reaching out to local influencers, individuals and businesses in a meaningful way because of how the platform is designed to reduce spam and because it's relatively underused for reaching out.

# Content Generation Fundamentals

## What Makes A Good Content Strategy?



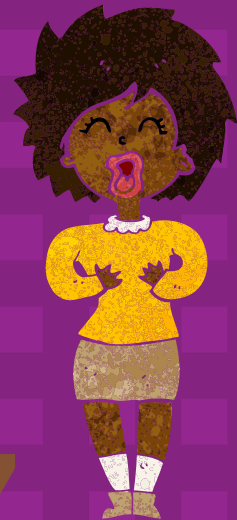
For entrepreneurs, freelancers and gig-economists, it is critical to have an effective content generation strategy to market their brands effectively in a sustainable way. HustleCo has summarized 6 fundamentals of a superior inbound marketing and content generation strategy for small businesses, entrepreneurs, consultants and freelancers.



# VALUE

**Entertainment  
Tools  
Knowledge  
Inspiration**

...



This might seem basic, but the majority of the content your brand produces for marketing purposes should provide value to your market first. This means your Facebook posts, blogging efforts, Instagram action and other forms of media, provide value first before promotion. Instead of promoting your brand by telling people what you offer, promote your brand by attracting people to your valuable content which also encourages sharing (and virality).

Hard Examples of Valuable Content (including but not limited to)

Entertainment: Instagram account @fuckjerry curating, creating and posting funny memes. He first started with the memes, and now sells tons of merch through his Instagram account

Inspiration: Gary Vaynerchuk is a perfect example @garyvee. He provides free video content to inspire and educate people on the entrepreneurship journey. This promotes his own media agency as well as fuels his paid talks and merchandise sales.

# SCALABILITY

**Can I post  
multiple  
variations  
of the same  
content?**



If you can't scale your content generation strategy in the long term, it's not a sustainable strategy. The key is that you want to proceed forward without ever having the prospect of running out of content to produce for that particular stream or topic. For example, a roofing company could take before and after shots of every roof they did. As long as they are doing roofing, they won't run out of new roofs to photograph. However, what if they break down and write about all the components that make up a shingle. It seems cool and would provide value but it's not scalable because there is a finite amount of compounds in shingle and the strategy will die

# CONSISTENCY

**Don't leave  
them hangin'**



Going to the gym and eating well will get you results, we all know that, but the key to it is consistency. Just like a healthy lifestyle, it is important to be consistent in your content generation strategy. It's important to build up the momentum and attention of your followers as you continually produce content regularly. A pause in content production or breaks in consistency confuses your followers, leave them hanging, awaiting more content from you. Long breaks can kill the momentum. The goal is to continue to remain consistent with your marketing even as your company grows.

# EASE OF PRODUCTION

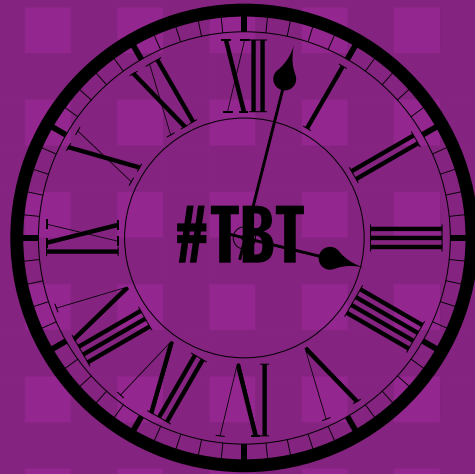
**Will it  
always take  
forever, to  
produce the  
content?**



This is important and varies between businesses because of their financial situation. Content can provide value and your followers can love it, but if it's not relatively easy to produce that creates 2 problems. 1) If it's too difficult to produce you'll end up allocating too many resources to it, costing you and your business 2) because it's so difficult you will be less motivated to stick to it, and end up sacrificing the consistency of your strategy.

# RELEVANCE

**Is it related  
to what is  
happening  
around your  
business?**

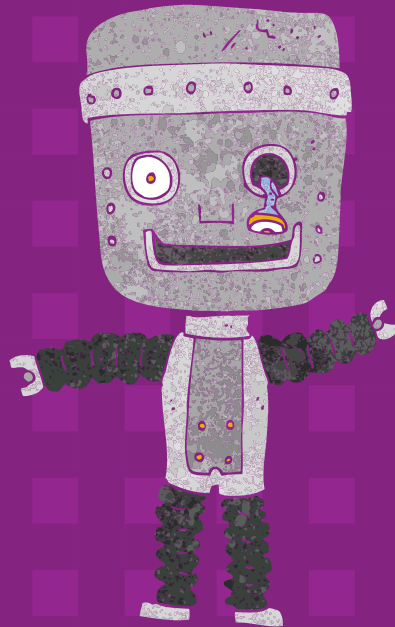


Whatever you choose your strategy to be it needs to be dynamic enough that it can be adjusted to refer to or be relevant to what is happening now. It must also be relevant to your demographic and geographic basis as well as other bases. Take advantage of the topics on their mind at the time and piggy back your content strategy off the thoughts that are in the forefront of their mind.

Newsjacking is a perfect example of why time relevance is so important for content generation.

# AUTHENTICITY

**Be  
yourself  
baby!**

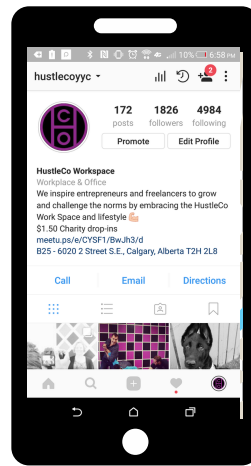


Whatever content you produce, make sure that it's authentic to you. If it's a representative of you and your brand, nobody else, not even Budweiser can copy you. No matter how much money they have, they cannot replicate you and your brand (you'd be tempted by a big payout though). That's how we leverage the power of authenticity to overcome a lack of resources to produce good, valuable content that converts.



# *Instagram* **FUNDAMENTALS**

# Profile



Basically your home page of Instagram where some important information is stored.

Followership: This shows you the number of profiles you follow (following) and the number of profiles that follow you (followers). When people refer to your ratio, they are referring to the ratio of how many followers you have compared to how many people you are following.

Link: In your profile you can also put 1 outbound link which takes the user to that link and outside of Instagram. This is good for driving people to event pages, websites etc. It should be changed frequently as you get only 1 custom outbound link.

Business Account: It's a good idea to make a business account if you are running a business. It must be linked to a Facebook business page to do this. Business accounts give you a "call, email, directions" calls to action as well which are tracked through Instagram Insights (basically the graph icon gives you analytics regarding traffic, impressions, follower locations and times etc.)



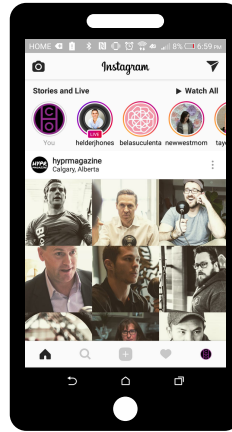
# Engagement



Define Engagement Rate: Engagement is a number that indicates how many times your content has been engaged with. Likes, shares and comments are considered an engagement. Engagement rate is the amount of engagement you have compared to how many followers you have. A higher engagement rate indicates a more engaging and targeted audience.

**Edge Rank?:** When content is posted, Instagram decides automatically which percentage and which followers are most likely to engage with your content. If you have a limited amount of engagements within a certain amount of time after launching your post, Instagram will start to de-prioritize your post, and show it to less of your followers. They basically rank the importance of your post based on the amount of likes and comments it gets in a specified amount of time

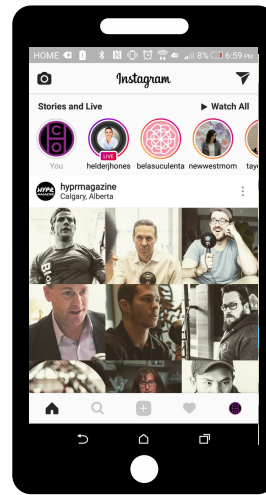
# DM'ing



Direct Messaging: It is possible on Instagram to direct message people, businesses and profiles, so long as they have not altered their default settings which allow messaging and read receipts.

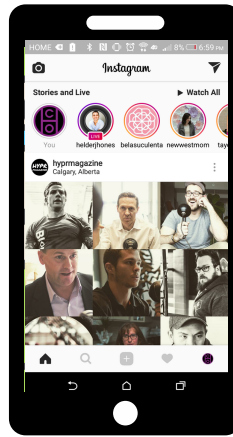
Direct messaging is effective for reaching potential new clients, influencers and hard to reach people. As a form of communication, it is highly undersaturated compared to how often Instagram is used. That's why it works so well. Unlike email and Facebook messenger, it is underutilized.

# Posting Times



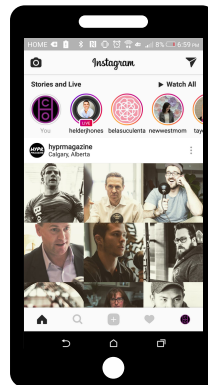
The time you decide to post an image or video will affect how “well” your post will do in terms of engagement. It is important to post when your followers are using the app, but there is less posting going on (less competition). Some of the most successful times we’ve had are late evening on weekdays but it does vary based on the demographics of your target market.

# Explore



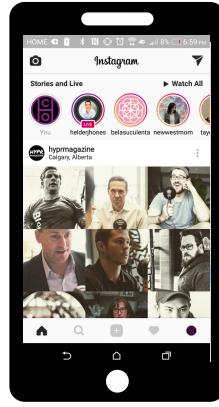
Instagram is a unique and fun platform because it's very easy to explore on the app, finding news businesses and people that are of interest to you. To find targeted content, it is easy to search posts that were given a specific hashtag. Basically a spaceless word preceded by a # (pound) sign. By engaging on public posts and commenting legitimately, you can gain new followers and learn more about what's going on in your community.

# Filters



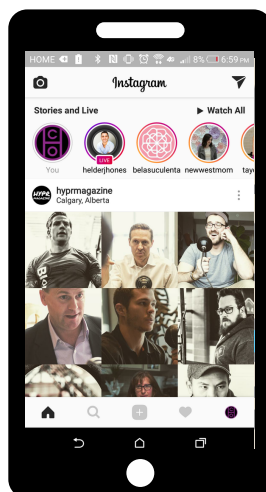
Instagram has various in app photo editing tools such as cropping, tripping, clipping etc. One of the most famous features is there filter options. You can automatically apply present photo filters to photos to enhance their appearance. There are also custom saturation and contrast options too. Filters aren't necessary but when they make the photo look better they should be used.

# People



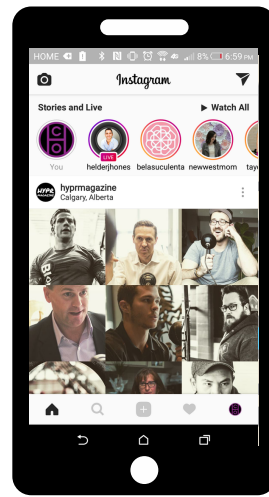
This is a social media platform where you interact with people. You should treat these interactions as if they are real life human interactions. Social media is a two way street. Comment meaningfully, remember to respond to legit comments and don't use automation programs. You wouldn't use them in face to face, why should you on social media? The importance is an engaging audience, not just numbers. When meeting people in person, it's very unassuming and simple to follow them directly on Instagram. It's an excellent form of the new way to "exchange business cards" or "contact info."

# Mentioning Others



There is a digital way to mention others on Instagram, and this is common courtesy and etiquette to do when someone, or a place of business has contributed to that piece of content. For example, if you take an instagram photo at a nice restaurant or one of their signature dishes, you should mention using their instagram handle (@\_\_\_\_\_). This gives people the option to click their handle in your caption so it takes them to their profile and also notifies them you posted about them. This can result in freebies from the business or reposting which will get you more followers. You can also tag them or people in the photo so that it shows up on their profile under tagged photos since they are somewhere or have something to do with the photo. Don't over tag people, or tag people/businesses who aren't in or had nothing to do with the photo, it is spammy.

# Hashtags



Hashtags are a great way to promote your content to people exploring posts and profiles for free. Unlike other social media where it is difficult or expensive to get outside your network, with Instagram it's relatively easy. It is more possible to meet and discover new people and profiles on Instagram and then become friends with them, versus the other way around (friends first, then exchange social media handles). You can use a maximum of 30 hashtags per post, the format for example is as follows: #calgary #yyc #yycfitham #yycdogs. That counts as 4 hashtags. It is important to use local and common hashtags. When typing a hashtag, Instagram will start auto populating the amount of posts associated with that hashtag so you can choose either broad or targeted hashtags, or a combination of both.

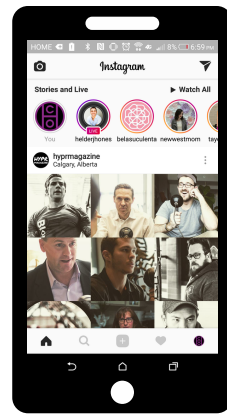
Since for some reason, people think hashtags "look ugly" it is important to hide them when you post. This can be done by filling in placeholder text in the form of "dots" or periods, as displayed below. After writing your caption just say in your head and type on your keyboard. "Enter, period, enter, period, enter, period, enter, write hashtags"

Example: Caption goes here where you talk about the post.

.#hashtagheaven #herewego #yes #amenforhiddenhashtags

You can also post, and then add the #hashtags you want by commenting on your post, but this “looks” spammy and the slight lag from posting to posting comments can create enough a delay that it reduces your edgerank.

## Following others

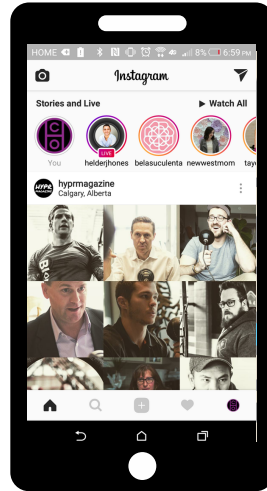


If you want to build followership, a good technique is to follow people you think that would be interested in following you. One of the easiest ways to find these people, is to look at, and follow your competitors followers. It is also important, that if someone mentions you in a post, that you follow them, and for those that like your posts or comment on your post it is polite to follow back. It is okay to avoid following people you believe are spam accounts, robots, or using Instagress. This way you avoid following junky, useless accounts. For example, if someone from San Diego or Santiago likes my post, it may not do much good to follow them. They likely won't be a client. But if a young entrepreneur likes a @hustlecoyyc post and they are located in Calgary, that's a great follow.

Note: You can follow roughly 7000 people on Instagram, make them count!



# BUSINESS DEVELOPMENT



Since it is not currently being used extensively for business development (compared to LinkedIn or Facebook), Instagram is a very useful tool to become the big fish in a small pond. Having access to people's profile lets you understand who you're reaching out to so you can tailor your introduction message accordingly. Most people don't even get 1/10th of the direct messages per day on Instagram that they do in their email account, yet they spend plenty of time daily on the Instagram application.

# INSTAGRAM STORIES

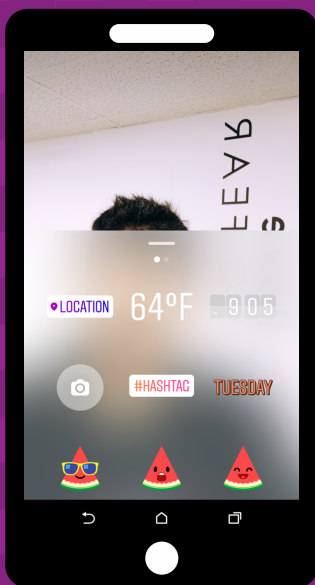


Instagram stories are a unique feature that was added to compete with Snapchat. It allows users to post 10 second snippets, either video or photos, that we're taken on their phone within the last 24 hours. The objective of stories is to show a "day in the life" or your profile. You can also use stories to display animated videos to your followers as a way to promote your brand. For users that have over 10,000 followers and are a business account, they are able to add links in their stories, so people can be directed away from the app to a specific call to action. For those that have less than 10,000 followers, viewers can only direct message you to respond to your story. Currently over 250 million Instagram users use stories daily.

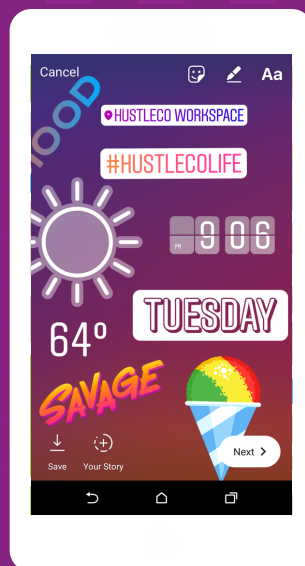
One unique fact about stories is that, if you tag the location the story was taken at, it will be added to a geographic story. For example, if you report the location as HustleCo Workspace on a story snippet in video or photo format, there is a good chance it will be selected to be placed in the Calgary story. When you are in the Calgary story, random people can view your story and your views can increase exponentially.

Typically, when added to the Calgary story, our stories get an added 300 views on average. If posted late in the evening or early morning, we've been known to achieve over 1000 random, Calgary story views. Keep in mind, for you to be viewed on the story, or found using the explore function, you cannot do so with a private profile. You must be public.

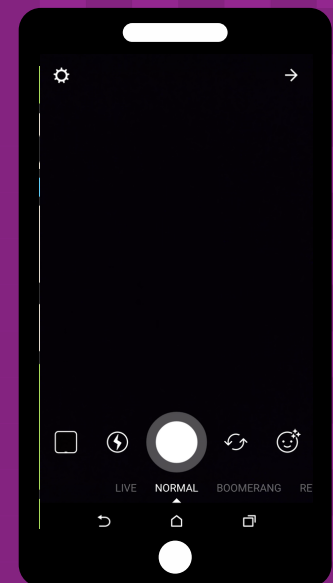
# What makes a good story?



Make it a story!  
Use Locations

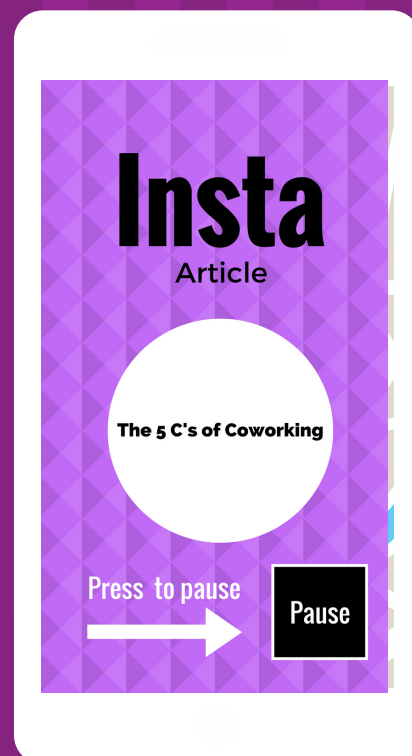
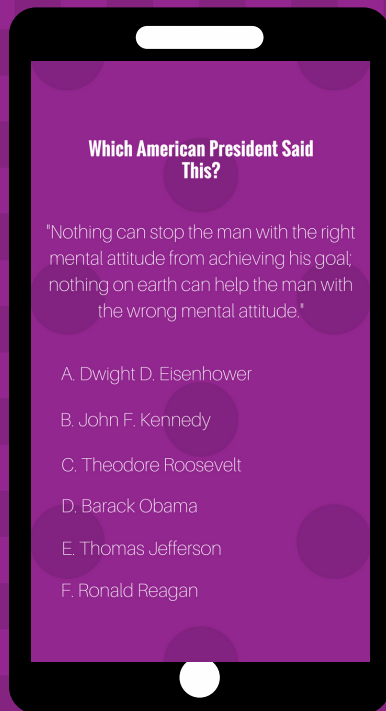


Experiment  
Mention others



Consistency  
Animations

# Examples



# ABOUT US



The HustleCo Workspace is a coworking and event space in Calgary with a superior motivational and engaging work environment optimized for entrepreneurs, freelancers and gig economists. The winning and athletic workspace coupled with access to beneficial resources and superior marketing guidance enables members and visitors to reach their full potential unlike any other coworking space on the market. HustleCo's mission is to inspire its members and followers to grow everyday and challenge the norms by embracing the HustleCo Workspace and lifestyle.

**Check us out**



@hustlecoyyc

We are on a mission to empower Calgary entrepreneurs. We exist to support entrepreneurs, freelancers, gig-economists and consultants. That's why we launched.

The founders, Husam and Steve, having entered entrepreneurship over 3 years ago, know the importance of a strong and supportive community to help grow your business and personal self. We love to help and see people succeed and we're here to help in anyway possible.

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