



Instagram #101

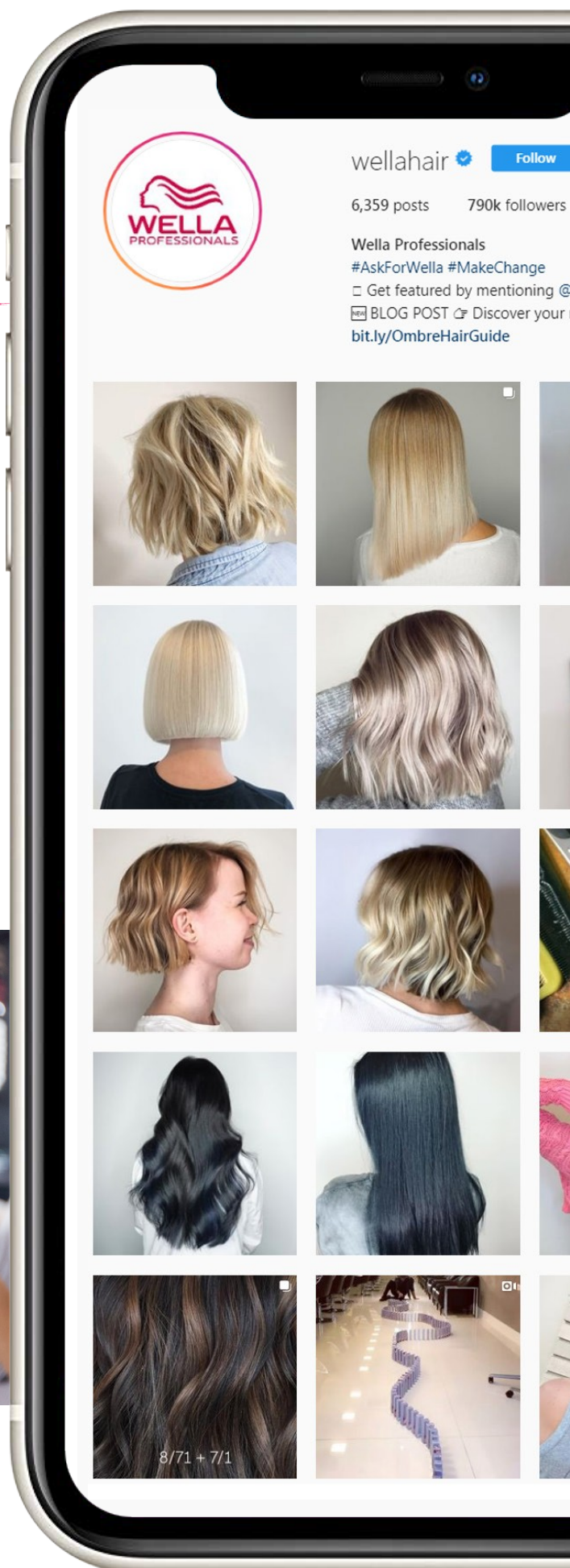
why instagram?

Instagram is a wonderful tool to learn techniques, to grow your clientele and to form relationships with peers in our industry. It can also be overwhelming without proper training.

IN THIS GUIDE, WE WILL COVER:

- › Developing an Instagram Strategy
- › Setting up an account
- › Creating the right Content
- › Measuring your Success

We hope you find this guide useful in starting your social media journey.





two types of profiles

Before getting to the fun stuff, first it's essential to determine goals for your account so you can develop the best strategies to get there. For the most part, stylists on Instagram are trying to achieve one of two things: to grow their clientele or to grow their career as an educator.

Below are some key characteristics for these two main types.



	EDUCATORS	CREATORS
OBJECTIVES	Expand their education platform	Build clientele and promote their business
GOAL	Build awareness of their seminars	Get new clients to make an appointment
TARGET AUDIENCE	Stylists, salon owners, and current clients	Current and potential clients

why Instagram for your business?

800 MILLION PEOPLE USE INSTAGRAM EVERY MONTH



60%

of people say they discover
new products on Instagram.¹

200 million+

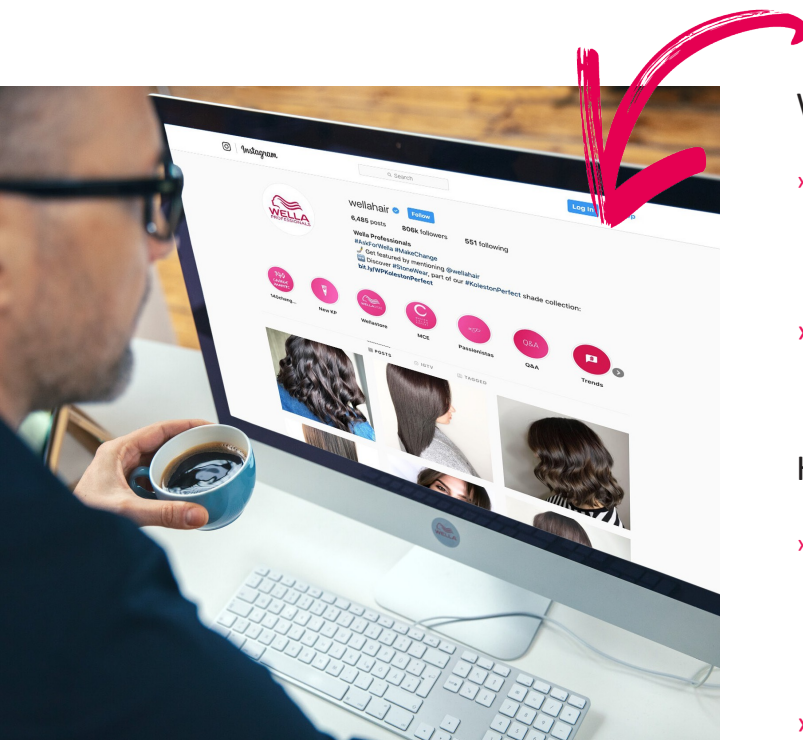
Instagrammers visit at least
one business profile daily.²

80% increase

in time spent watching
video on Instagram.³

1/3

of the most viewed stories
are from businesses.⁴



WHY SHOULD YOU BE ONLINE?

- › Instagram can help drive your business and generate income for your salon, by **finding new customers**
- › Create a place for you to **take care of your clients** and to **build lasting relationships**

HOW TO START?

- › One key to success on Instagram is posting stunning visuals. But it's not only about that. There are more elements to consider and improve.
- › You need a strategy to help grow your Instagram followers.

¹Instagram user survey, November 2015. ²Based on daily active Instagrammers. Instagram internal data, November 2017.

³Year on year. Instagram internal data, June 2017. ⁴Instagram internal data, January 2017.

personal vs. business profile

PERSONAL



VS



BUSINESS

Fergal Doyle @fergalwella



Insights

Activity Content Audience

Interactions 529

Actions taken on your account from 5 October - 11 October

Day	Interactions
Fri	102
Sat	54
Sun	34
Mon	27
Tues	107
Wed	120
Thurs	85

Profile visits +76 vs. 28 September - 4 October 527

Get Directions +1 vs. 28 September - 4 October 1

Calls +1 vs. 28 September - 4 October 1

Discovery 3,284

Accounts reached from 5 October - 11 October

BENEFITS


- › Having a business profile allows you to have access to analytics and data on your account, your posts and followers.

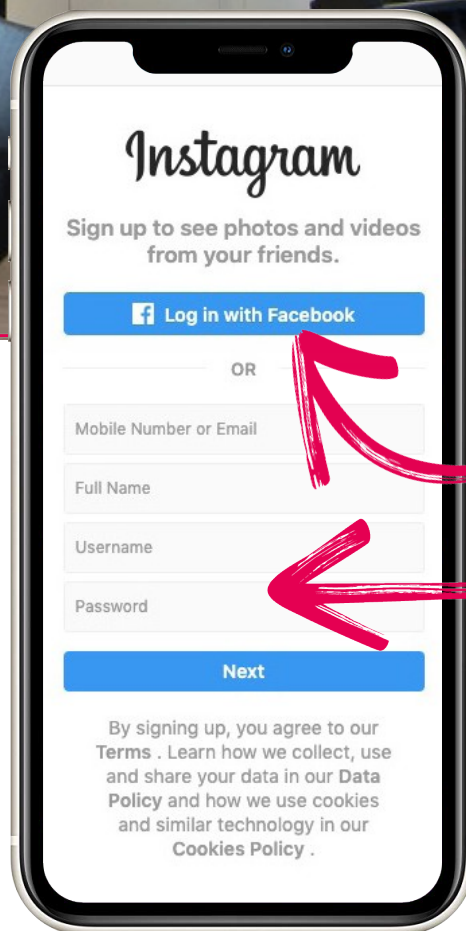
This gives you a better understanding of your audience and community.

your business account

STEP 1: CREATE A BUSINESS ACCOUNT

The first step to open an account is to download the app, from App Store or Google Play.

Once you have done it, click on  to open it.



Then you have 2 options:

1. Sign up with a Facebook account.
2. Create an Instagram account by inserting your phone number and email address.

STEP 2: UPLOAD A PROFILE PIC

Give your salon account a visual appeal with a profile photo that best represents your business.

Remember, your profile image will be circular. Instagram will automatically crop your photo to fit inside the circle, so leave room around the corners of your image.



DO

Choose wisely: use a recognizable profile picture, it is important to getting found and followed.

Good idea: use your salon logo.

DON'T

Don't use an icon or an unrecognizable photo as a profile picture.



STEP 3: OPTIMIZING YOUR BIO

You need to optimize your Instagram bio. Instagram bio's have a maximum of 150 character so you'll need to be direct and concise.

Tell your audience who you are and what you do using a hint of personality.



DO

Make it easy for clients to know your key services and benefits.



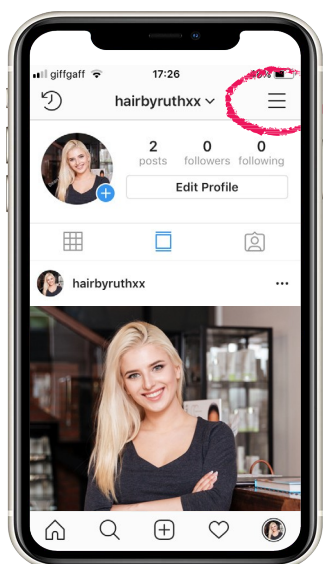
DON'T

Don't waste the opportunity to explain shortly who you are.

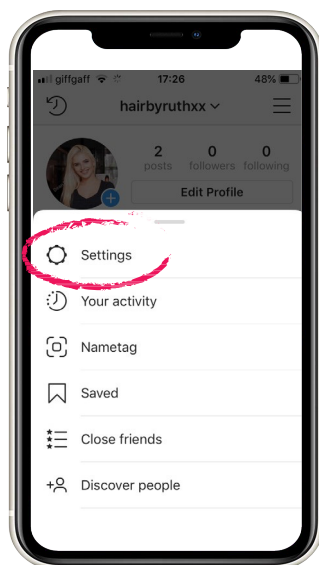


STEP 4: SWITCH TO BUSINESS

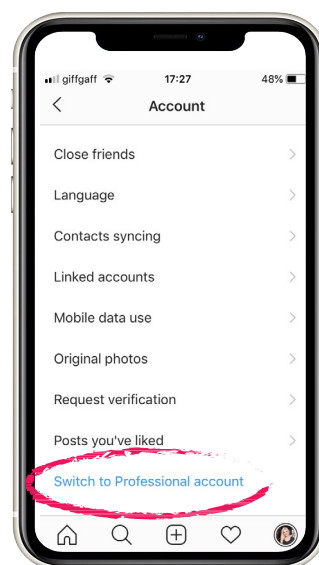
Switching a personal profile to a business profile allows your audience to contact you, provide more in-depth insights and make it easier to promote content.



Click on the menu icon in the upper right-hand corner to view your settings.



Tap on 'Settings'.

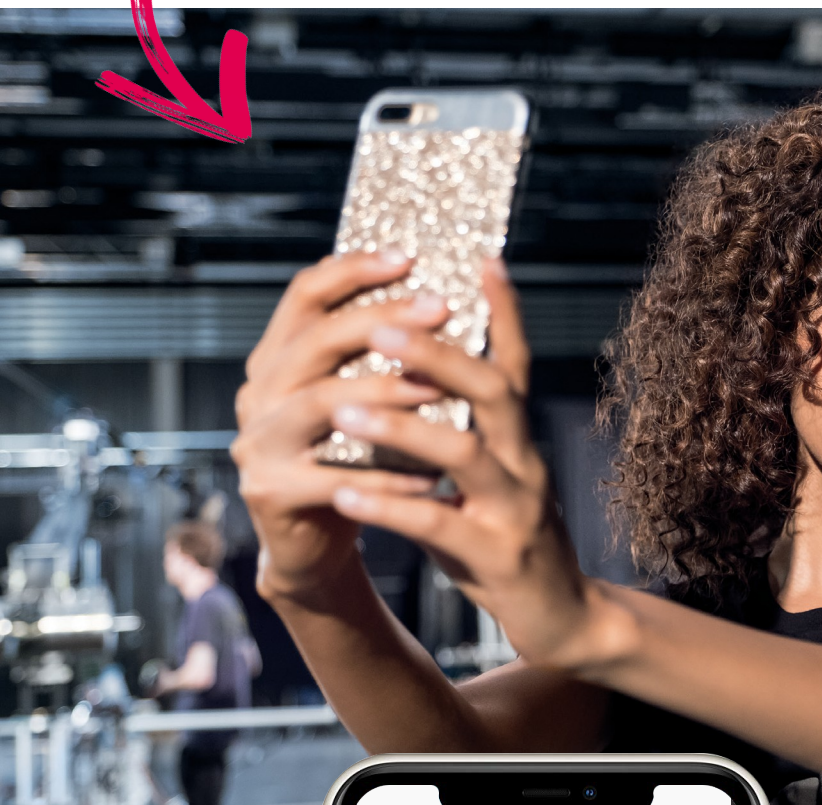


Scroll down and click on 'Switch to Professional account'.

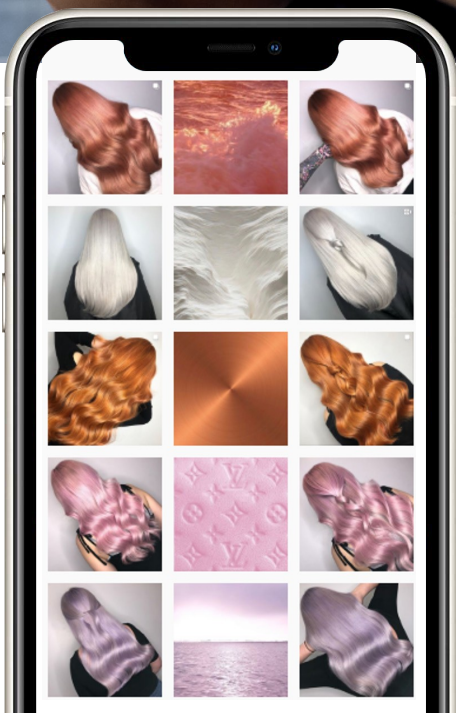
Remember: your business must have a Facebook Business page to switch to an Instagram business profile.

understand your audience

BEFORE YOU START TALKING,
YOU NEED TO KNOW WHO
YOU'RE TALKING TO



@glam.by.heather



After you've determined whether your account will have a stylist or education focus, you need to take time to understand who you will be talking to. We know educators and stylists have a different audience. Before getting into developing content, ask yourself the following:

- › What does my audience value?
- › What are they not getting elsewhere?
- › How can I fill that gap?

Take the time to look at your peers' accounts as well as some potential new followers to see what content they are engaging with.

IS THIS CONTENT RELEVANT
TO THE AUDIENCE I AM
CHASING





For example, if you are a stylist that wants to grow her list of color clients but has no interest in educating, you probably won't gain much value in showing a long, technical video about how you create your formulas.



Your audience would probably be more interested in a stunning before and after that will inspire them to trust you with a new style.

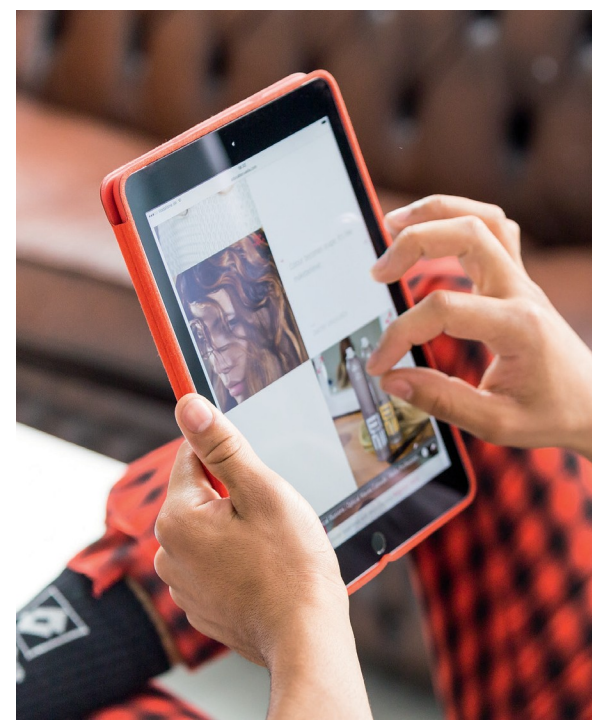


Your audience will also determine what types of content you're posting.

ARE THEY MORE LIKELY TO ENGAGE
WITH A STORY, PHOTO OR VIDEO



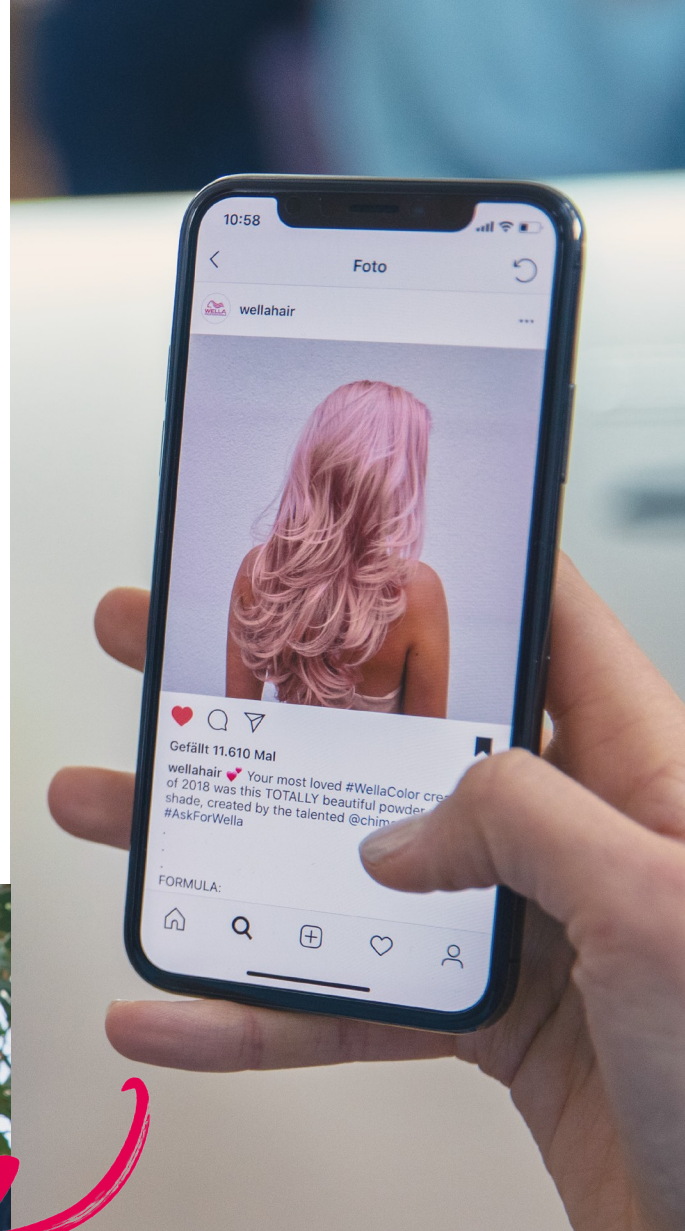
A more tech savvy audience may be more responsive to stories, where as an audience that spends less time on social media is more likely to browse their feed for photo and video posts.



about the 'b' word

AUTHENTICITY IS KEY TO BUILDING YOUR BRAND

A brand is something you have, not something you are - you are still you! A brand is something that can certainly change over time as your career shifts, but it should always align with the goals you have in that moment.



A well-defined personal brand will give you the competitive advantage that will ultimately help you achieve your goals. Think of your brand as your calling card after being exposed to your brand, people should know who you are, what you do, and where you plan to go.

When figuring out your brand, it's essential to be authentic. For both stylists and educators, authenticity is key to attract stylists and potential new clients. By being yourself and showcasing your true talent, potential students/clients will easily be able to envision themselves in your chair or class.

“ WHEN FIGURING OUT YOUR BRAND,
IT'S ESSENTIAL TO BE AUTHENTIC ”

A great way to show ongoing authenticity is to engage with your community as your ultimate goal is to interact with followers. When a follower takes the time to comment or support your posts, it's essential you like and respond. Think about it- this person has taken the time out of their day to give you a digital high five because they like what they see and want you to know it. Thank them! Odds are they'll notice and be more likely to continue to engage with future content.



VS

A GOOD BRAND

- › Is consistent and intentionally aligned with career goals
- › Is clear and confident
- › All touch points are authentic: stories, posts, engagements, etc.
- › By viewing their content, it's clear what they do, what they want, and how they're going to get there

A BAD BRAND

- › Feels forced and not genuine
- › Ignores its audience/doesn't engage
- › Fails to be confident OR seems unapproachable



tone

Tone is a big part of your brand. As a stylist, you may be a bit more conversational and your tone will depend on the clientele in your market. Think about how you would talk to your favorite client if she came in for a service - that should be your tone. As an educator, you'd likely want to be very confident and establish your expertise. Imagine how you'd speak in a class - that would be your tone as an educator.



GENERAL LOOK AND FEEL

The style of photos and videos curated in your feed communicates a lot about the overall personality of your brand. Revisit your brand and think about what sort of posts best define it. For example, as an educator, you'll likely be posting a lot of behind-the-chair, hair hacks and technique content. As a stylist, it may be more focused on color, cutting, styling and emotional/inspirational posts that clients can relate to.

And, it's great to mix in some personal content as well. Show your family, animals, or vacation. Use the "Secret Sauce" posting method - for every 5 beauty posts, post 1 personal. This will keep your feed mostly relevant to your work but will give your community a taste of who you are off the clock and make you more relatable.



POSTING SCHEDULE

It's important to be consistent with your posting. If you post every day but then go quiet for two weeks, it's likely that you'll lose a lot of followers and the Instagram algorithm will decrease your appearance in feeds. You want your audience to expect and treasure your content. For example, if you're posting great before and after's consistently, they will know your profile is a great place to come for inspiration and eventually a booking!

Also consider what time of day/week you post. You should think about your audience and determine what time will get the most views/engagement. You also want to make sure when you post you have a little time to respond to your active following.



optimize your account

DECIDING ON THE RIGHT HANDLE

The first step in establishing your brand on Instagram is choosing the right handle for your account. Your handle is the primary source of recognition that your audience has about your brand. Whether you are starting from scratch or updating your account, be sure to keep your username simple, memorable, and easy to find. Using your real name will enable others in your network to easily find you!

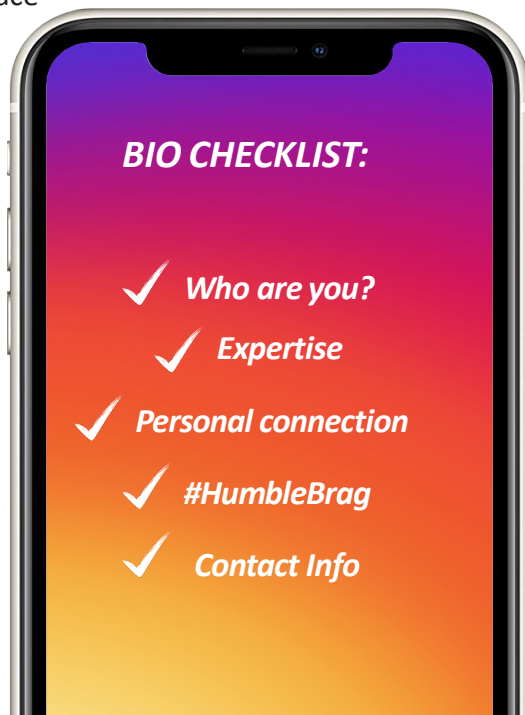


CRAFTING THE PERFECT BIO

Although it is often overlooked and under-utilised, your bio is the first thing visitors see when viewing your profile. The first impression they make about your brand will depend on how you use your bio to communicate who you are. Convert visitors into followers by leading with a strong call-to-action, a brief description about what you do and what you have to offer, followed by a humble brag. Take advantage of Instagram's link in bio feature by driving to your website, blog, or YouTube channel to give your audience a chance to better familiarize themselves with your work. This is the time to make yourself stand out, so don't be afraid to highlight the skills and values that make your brand unique.

With only 150 characters allowed in your bio, every word counts. Switching to a business account gives exclusive features to your bio, such as your business category and contact information. Not only will these business features free up space to include keywords and hashtags, but the sophisticated structure of your bio will make a stronger impression on potential new followers.

If your goal is to build your clientele, be sure to include your name, the salon's username, contact information, the link to the salon's website and a service you specialize in.

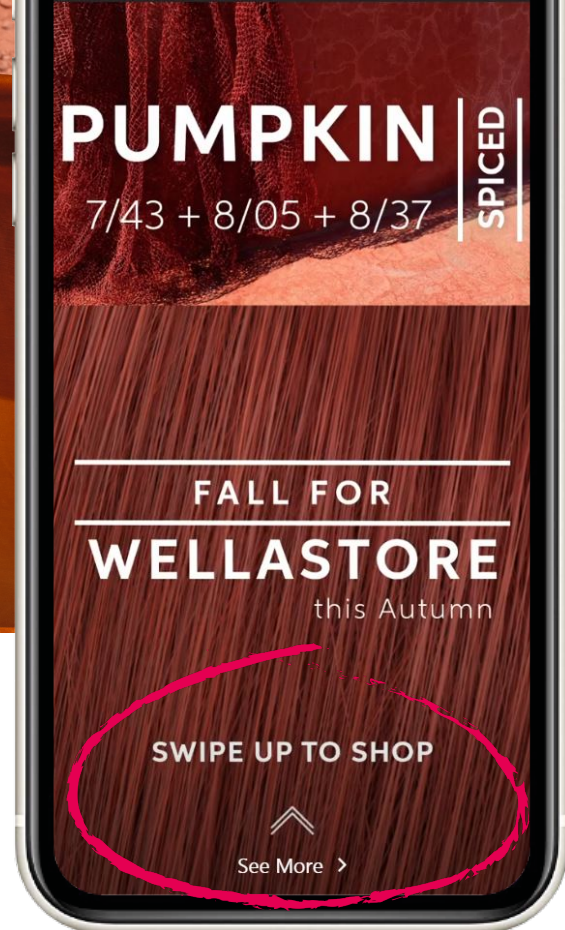


nail your caption with a call to action

Curate a strong caption that drives your audience to move forward with either making an appointment or enrolling in your class. We call this a CTA, or “call to action”.

While the maximum length of an Instagram caption is 2,200 characters, the length should depend on the message you are trying to communicate through your post. Be conscious of your target audience and where you are looking to drive them when writing your caption.

For example, detailed educational posts will require a longer caption that provides additional context and steps on how-to recreate a look. Before/After posts should include a short and concise description of the how the transformation was completed, along with a clear CTA.



Staying focused on the purpose of each post will help you clearly communicate your CTA to your audience.

If your goal is to educate, your CTA might be something like “sign up for a class before its too late” or “check out the link in bio to discover how you can recreate the look!”

If you are focused on building your clientele, your CTA might be “book an appointment today!” or “ready to go light for summer? Give us a call and let me help you get your perfect shade.”

“
SIGN UP TO A CLASS
BEFORE IT’S TOO LATE!”

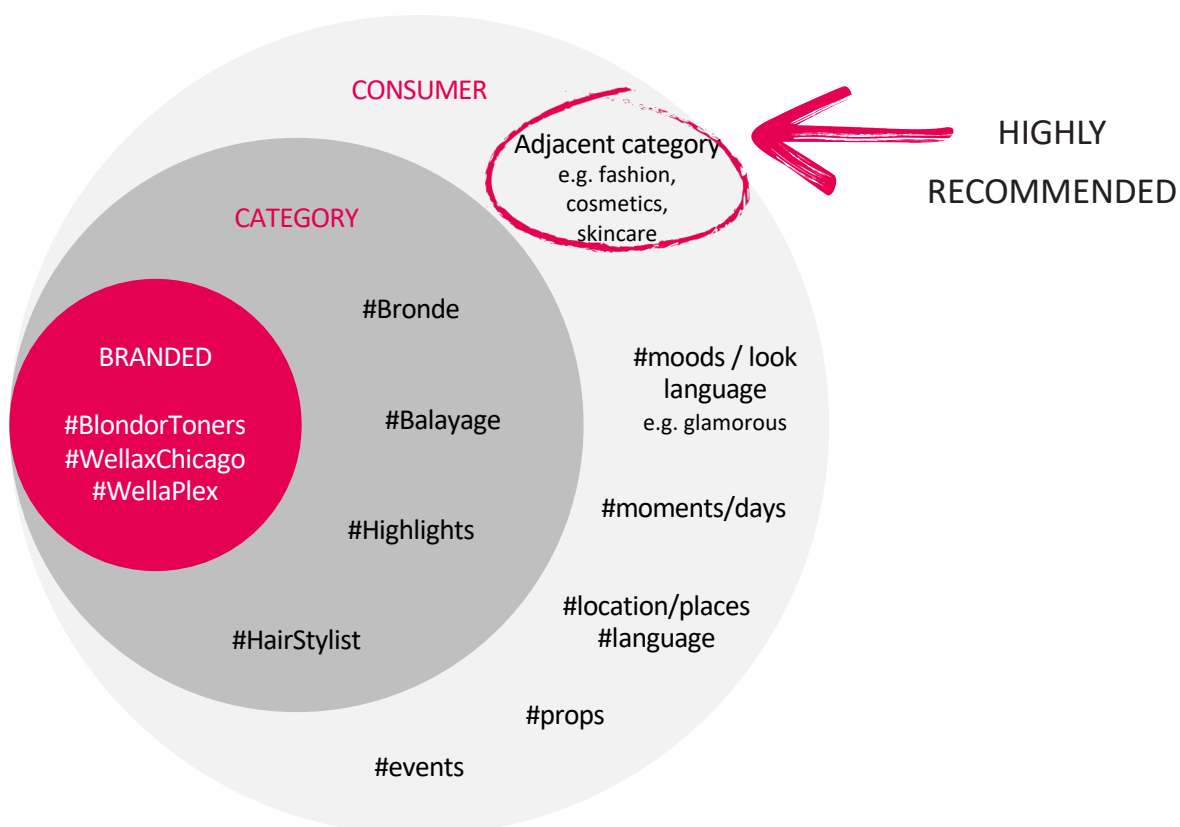


hashtags

Each caption allows a maximum of 30 hashtags. It's important to focus on the relevant hashtags, rather than the quantity to reach your target audience.

- › Include a mix of branded, category and consumer hashtags that are relevant to the intention of the post.
- › Branded Hashtags: Promote your brand to an audience seeking out your content and collect user generated content. These hashtags can be used to categorize your own content within your feed and are specific to you or a specific person/tool you use.
- › Category Hashtags: Grow your reach by including the tags relevant to the content your audience is looking for.
- › Consumer Hashtags: Grow your following and reach the audience looking to stay up to date on the latest trends by including the top used hair and beauty tags.

HOW THESE THREE CATEGORIES VARY:



managing your content mix

Content creation is now one of the best ways to provide your customers with value and to establish yourself as a thought leader in your industry. It is essential your profile remains interesting and provides new information to your audience. Diversifying what you post and how you post it will keep your viewers engaged.



SUBJECT

Part of having a strong content mix is ensuring that your posts vary in subject and purpose. Variety keeps your profile interesting and audience engaged. The most popular types of content used by hair professionals on Instagram include: before/after shots, behind the scenes, user generated content, motivation, educational, and DIY.

Reminder: Keep the Secret Sauce Rule in mind when planning your future posts and remember: 5:1 Business to Personal.

FORMATS

Instagram currently offers four types of posts: photos, videos, carousel posts, and shopping posts. Within each category are subcategories such as long-form videos, short looping videos, boomerangs, and hyperlapse for you to choose from. Consider the benefit of using each format when determining the best approach for sharing different types of content.

CHANNELS







Implementing a channel-mix entails utilizing different communication channels to reach your target audience for each post. Integrate every Instagram channel that is currently available to amplify your message and grow your audience. The various channels available to us on Instagram include: In-Feed Posts, IGTV, IG Live, IG Story, and Highlights. Utilize each channel for its unique features and ability to reach a different audience.





A great way to implement a channel-mix into your Instagram strategy is to have a plan about what type of content you want to share and where you intend to post. Here are a few examples of different content that work well on different Instagram channels:



GOAL	CHANNEL	CONTENT
TO EDUCATE	In-feed posts 	Behind the chair, educational, behind the scenes, DIY, Social Events, and Trending/Inspirational
	Live 	Speak to your followers in real-time by going Live and sharing content from a relevant event that you're at.
	Story / Highlights 	Repurpose your stories as highlights and categorize them by Colour, Style, Cuts, Awards/Recognition, Home, Hair Tips, DIY, Favourite Products, Inspiration, Before/After, Client Selfies.
TO BUILD YOUR CLIENTELE	In-feed posts 	Feature a range of content including behind the chair, Product, Education, Client Appreciation, Trending/Inspiration, Transformations, Salon Staff, Services, Sales, Contest/Giveaway, Social Events, Salon Announcement, Holiday + Salon Specials
	Live 	Feature a range of content including BTC, Product, Education, Client Appreciation, Trending/Inspiration, Transformations (Before/After), Salon Staff, Services, Sales, Contest/Giveaway, Social Events, Salon Announcement, Holiday + Salon Specials
	Story / Highlights 	Appeal to emotion and take a personal approach by posting stories. Repurpose your stories as highlights and categorize them by Team, Education, Events, Transformations, Products, Salon behind the scenes, and Services.

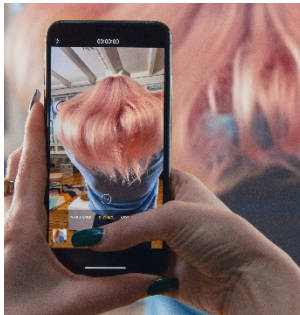
creative content

Now that you are well-versed in the range of subject, format, and channels to utilize in your content mix, focus on how you can use the 5C's to create quality, memorable content



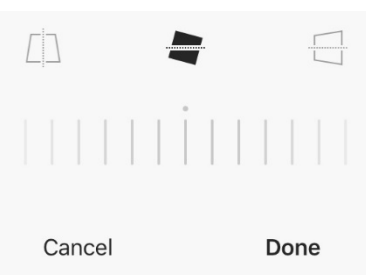
1. COLOUR

- › Use mood images to create a harmonious colour theme in your gallery.
- › Collect all images and post them sequentially to control your gallery.
- › Plan your content on themes/seasons and leverage colours that suit the theme/season.
- › Use consistent colours to establish brand presence.



2. CLARITY

- › Have a clear vision of what the post should communicate before posting.
- › Focus on the subject and ensure it is relevant to your audience.
- › The subject should showcase your brand /business capabilities.
- › Ensure distinct lighting and sufficient contrast and exposure levels to showcase product texture /shine.
- › Use high quality images with a clear focus.



3. COMPOSITION

- › Use grid lines to help centre the image.
- › Place the elements of interest on /within the intersection points of the grid
- › Avoid a busy background; keep it out of focus.
- › Use the “adjust” feature to straighten or skew images.
- › Pay attention to distinct patterns and textures.



4. CURATION

- › Use themed hashtags to tell a story through your images.
- › Make engaging narratives by using the Instagram story feature, posting. photos, videos and GIFS.
- › Use mood images to start a new theme.
- › Sequence the images to take the viewers through your brand journey.



5. COMMUNITY

- › Mention colleagues, clients and anyone else involved.
- › Ask them to share your post on their feed too.
- › Create brand mentions and hashtags, for example @WellaPro_ANZ + #AskForWella.
- › Encourage your followers to post with your hashtag to gain more exposure.



TIPS

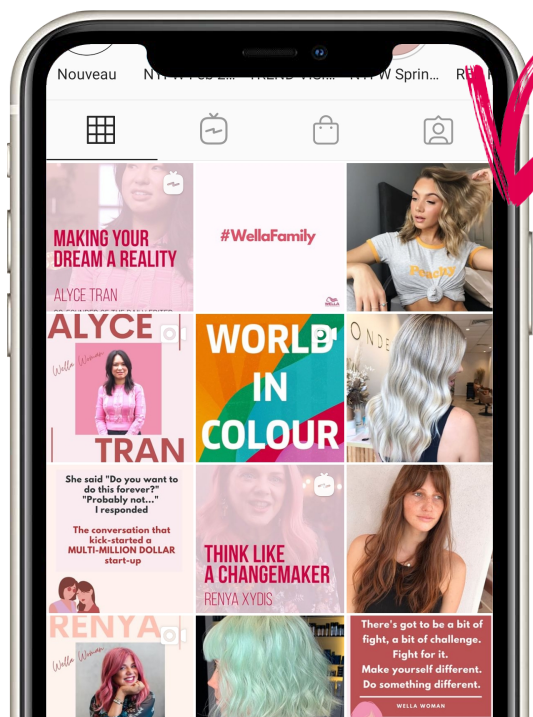
- › Don't overdo it with filters — if you do decide to use them, be consistent with your choices.
- › Frame and crop just right — use the grids that IG suggests & frame / and crop the same way each time.
- › Use caption space properly — what service this was to achieve this look, what class can they take to get this look, etc.

GET FEATURED ON @WELLAPRO_ANZ + @WELLAHAIRANZ

Share your perfect hair picture to get featured on the @WellaPro_ANZ or @WellaHairANZ page!

Including the following elements into your posts:

- › Mention @WellaPro_ANZ or @WellaHairANZ in your caption and also tag @WellaPro_ANZ or @WellaHairANZ in the photo/ video
- › Ensure that you are using the correct hashtags including #wellaproanz #wellahairanz
- › Share high-quality, educational posts that would be relevant to the Wella community in Australia & New Zealand

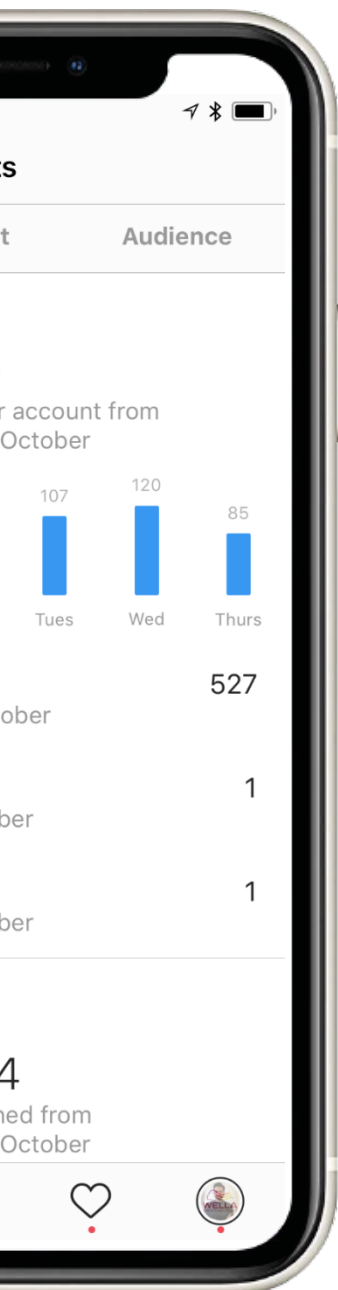


tracking success

Measuring your performance will indicate if your strategies are working or not. There are different categories of data you can review to determine your strengths and weaknesses. It's essential to understand what these numbers mean and how they translate to your goals.

MEASURE ENGAGEMENT

Engagement with your audience is a key performance indicator (KPI) when it comes to having a healthy Instagram profile. It is considered by many to be the most important data collected in analysis. High engagement rates mean you're building a strong audience that is eager to connect with you.



STAY UP-TO-DATE ON YOUR ANALYTICS

Optimize your analytics by knowing the right metrics to watch:

PROFILE	Engagement, Impressions, Interactions, Reach, Follower Growth, Profile Visits, Mentions
POST	Engagement, Impressions, Interactions, Saves, Comments
IG STORY	Impressions, Taps Forward, Taps Backward, Exits, Replies
AUDIENCE	Age, Gender, Location

Remember that the frequency of your analysis is dependent on the purpose of your measurement. There are two type of analysis that you should be familiar with:

- › Social Monitoring: Staying up to date on your competitors will help you identify new opportunities and stay ahead of trends.
- › Social Listening: Tracking your engagement on a regular basis will give you a chance to tweak your strategy as your progress.

Having a bird's-eye view of your social media activity helps put things into perspective by enabling you to look at your top-performing content and fine-tune your campaigns in real time. In the long term, you will observe patterns and learn to predict your audience's behaviour, helping you create optimal content.



Notes



Notes



Follow Us!
on Instagram



@WELLAPRO_ANZ



@WELLAHAIRANZ

BE SURE TO USE THESE SORTS OF HASHTAGS TO GET YOUR HAIR LOOKS IN FRONT OF MORE PEOPLE.



#WellaProANZ

#WellaHairANZ

#AskForWella

#WellaSalon

#WellaArtists

#WellaFamily

#WellaWoman

#YouCanTellAWellaWoman

#WellaColour

#WellaHair

#AustralianHair

#HairInspo

#HairGoals

#HairTransformation

#HairTrends

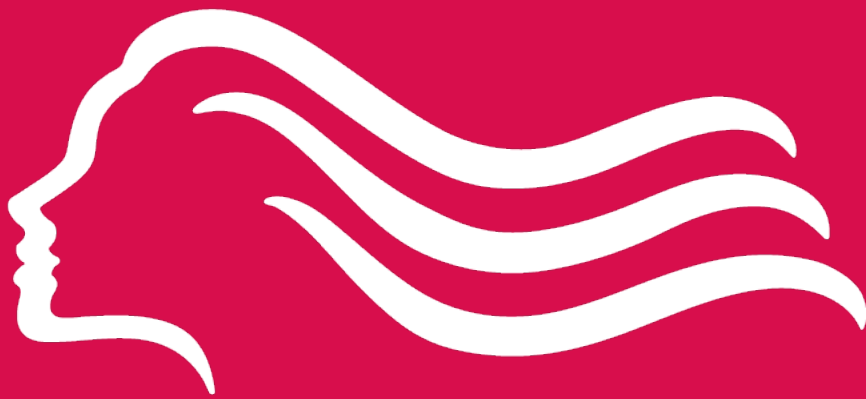
#HairStyling

#BehindTheChair

#HairSalon

#ColorCorrection

#BestHairColor



WELLA
PROFESSIONALS