



February 2019

# Instagram For Builders

# Meet The Coaching Team



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Director of coaching at the Association of Professional Builders and personal mentor to some of the most successful building companies in Australia and New Zealand inside the APB Boardrooms.



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Lee guides new members through the process of executing improvements to their sales, marketing and operational challenges.

# Thank you for being a member of the Association of Professional Builders!

This month's Action Plan and coaching call is all about increasing awareness of your building company in your local area by using an Instagram strategy so you can:

- Create an engaged, high-profile Instagram account in your local area
- Follow a strategy that's been planned out in advance rather than posting randomly
- Use one of the fastest growing social media platforms to grow your building company
- Discover 3 tools that will save you time when using Instagram
- Learn why you should never promote posts inside the Instagram app.

If you're already enjoying one-on-one private mentoring with us then make sure you add ideas and questions to the notes section at the back of the book ready for your next mentoring session with Andy Skarda.

Best regards

**The APB Team**

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# What To Post On Instagram

A big massive welcome to everyone, and welcome to this exciting new Action Plan, Instagram for Builders. Basically seven steps to dominate your local area on Instagram.

We're going to go through some really in-depth, exciting, and different things. There are a tonne of screen shots through this, and of course if there's any questions you do have, there is a comment box below each one of these videos so that you can ask the question and get more help and information from the entire team.

Let's start at the very beginning, because this is the most common question we get asked when it comes to Instagram and running Instagram for your building company. It's really, "What should I post on my building company's Instagram profile?" I've got a tonne of examples, as well as dos and don'ts, so let's roll through that right now.

## Content Specifics



- 1080x1080
- High-Resolution
- Choose Your 'Theme'

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Now, if we just get into specifics very, very quickly, you want to get the size right. Now, the standard size if we go through square images is going to be 1080 by 1080 pixels . You can upload verticals. You can upload traditional normal landscape. You definitely can do that, however, Instagram is a very visual platform, so if you do that, you've got to look at how it's going to look in the grid, and I'll get into how it's going to look in the grid a little bit later on.

The most standard size that I'd recommend you upload specifically for

Instagram is going to be square at 1080 by 1080 pixels, and every single image or video that you do upload must be in high resolution. It cannot be pixelated. You cannot afford for it to be pixelated, so definitely take a look. If you've got an iPhone, if you have a decent phone that you're taking images on and pictures on, nothing should be pixelated, but just do a quick double check.

Then of course, when you're getting into choosing your content and you're actually going to start posting things, you want to choose your theme. When I show you a couple examples of different grids, you'll understand what I mean by theme.

## | Your 'Theme'



- Avatar
- Price Point
- Style

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Themes are about specifically, when you look at your Instagram profile, you should not be posting things willy-nilly.

When we're posting images on our Instagram profile, we've really got to think about, "Who is going to look at these images separately, and then altogether on a grid and scroll through and look at them collectively, and make a judgment about our building company?" You don't want to please anybody except your ideal client. They're the main reason you're going to be on Instagram.

So really look at your ideal client, your avatar, whatever you prefer to call them, and really think, "What do they want to see?" You really have to think, "Are these young families? Are these mature couples who are a little bit wealthier and they're building luxurious million dollar homes?" Really think about your avatar, because you're going to be depicting them and displaying them as well.

Also think about the price point. You need your theme. You're going to have a sense of how much things are going to be worth depending on the quality of what you're going to be posting is. It's going to depend on the lifestyle shots you use, the finish shots you're going to use. Pick the price point. Are you going to be depicting a lot of interior design that's based around family?

It's not necessarily bare, but it's not super luxurious. You want to make sure people can very much engage with your content, relate to it, and like it. That again comes down to the style as well. Don't try and copy builders that are completely different to what you do.

An example that comes to mind right now, but Queenslander, it's a type of home in Australia. Obviously they're raised, they're sort of on stilts, I suppose you'd call them, and they're raised like traditional looking homes. If you specialise in remodelling and renovating those homes, that's the style you're going for, because your avatar loves their current home. That style needs to be kept, and it's all modern on the inside, but very traditional, new looking on the outside, but quite a traditional design.

Much like if you're located in the cooler, or cold, I should say, parts of Canada, or North America for example. That style is going to be very different to say a beach style in California or like a beach home in Australia. You've got to pick the style as well, and be very, very conscious and purposeful in what you're posting and choosing to post. That's kind of like your theme.

## | Types Of Content



- Finished Homes
- Furnished Homes (Interior Design/Decoration)
- Exterior Shots (At Night, Dusk or Sunrise)
- Landscaping
- Pool/Entertainment Areas
- Lifestyle Images
- Stock Images
- Quote Cards

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Now, when people say, "What do I post?" There are so many different things that you can post on your Instagram. There are a tonne of different types of content that you can post. You can post finished homes, furnished homes, like the interior design, the interior decoration.

Just on that, very quickly. A lot of people think, "It's just seriously all my work. I've got a picture on this little nook and cranny of the home, or the staircase, because it took so much craftsmanship." Take a step back for a moment, because what do people buy a home for? It's basically for their lifestyle, their family, their own ... It's their own selves.

They're not trying to go directly looking at how well that staircase was made initially. They're going to care about the quality when they make the enquiry, but this is like a beautiful gallery. That's what you've got to think your Instagram is like. We'll get into this later, but when you look at some of the bigger home builders and the most successful ones, they even get down to detail on taking a picture that's top down looking at the place setting of the table.

Go into any display home, and you'll see in the kitchen it's all laid out as if it was ready for dinner. That's because you're trying to make people feel at home, and get them to buy into the idea that this is like the finished home that they're going to get. This is the experience they're going to have when they build with you. They're going to have a gorgeous entertaining area where they've got six guests for a dinner party, or whatever it may be, because you know your ideal client.

Don't worry about posting something super specific, like actual furniture, and decorating, and decorations. So furnished homes, finished homes, interior design, interior decoration. Exterior shots, perhaps at night, at dusk, or like sunrise, whatever it may be. Get pictures done of the landscaping and the outdoor furniture you've got there, perfect for entertaining. Perhaps the pool area, or the entertainment area.

The lifestyle images that you even use on your website, you can grab like six or seven there, which means six or seven new Instagram posts, okay? Lifestyle shots that actually reflect your ideal client. Stock images. If you're running dry on a little bit of content until you finish the new home, and of course quote cards with a little bit of text if you've published a new article that's super, super helpful.

I'll delve into a couple examples of each one of these.

## Finished Homes/Exteriors



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I grabbed these off Instagram, and if you follow our consumer account, which is called Find a Professional Builder, we re-post them. I'll show you that account later. It's got a tonne of inspiration. You'll be able to see what you should be posting, but we grab some of the best pictures that builders post on Instagram and just re-post them, so you can really see what you should be posting.

These are some gorgeous shots of finished homes and exteriors. You can see there are lights on, there are cool angles. I don't know what's happening with the sky in this photo, whether that's dusk or midday, who knows, but it's very well lit, and a gorgeous photo, and it's edited as well so the light is perfect. There's a lot of thought that has gone into these images.

## Furnished Homes/Interiors



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Ditto if you're doing furnished homes or actual interiors. The fire is on in this image on the left. You're really just setting it up for, "This is what you can expect. This is what life is going to be like when you build with Haven Builders," or Clear Construction on the right, that gorgeous feature right by the staircase, and it's furnished. You've got furniture in there.

These are all just interior shots. You can do this in every single room of the home; the kitchens, the bathrooms. Make sure all the lights are on, get it from the right angle, and just get those gorgeous shots.

## Lifestyle Images



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Lifestyle images. This of course comes back to choosing your theme. Who are you running your Instagram for? Is it going to be the mature couple on the left that have adult kids, so now they can entertain and have their friends over, and this is their dream home that they're loving their life? Or is it the family on the right that's a young family. This is their first home that they're building, and it's a whole gorgeous experience for this new young family that they've got?

You're not going to be posting both, you're going to be picking one, so really get clear on your theme, who your avatar's going to be, and when you're posting these lifestyle images, you're looking for that couple or that family that buy from you.



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Ditto with stock content, you're not always ... I mean, it's very rare, let's be honest guys, that we constantly have our own photo shoots. We're not influencers that take selfies all the time, so we need to be able to get some stock content, because it's just a post, and we'll get into it a bit later at the actual captions themselves.

You can see on the left, this is a great post that you can get. This is just off Shutterstock, and it's about designing. Obviously your caption can be something like a little tip to do with designing. On the right, you can see there are a bunch of architects working on some plans, so again, it's just a little conversation starter so that people can read your captions, and actually engage with your content, so you can grab if you needed an extra post, grab something online. Make sure they're great high-quality images, not pixelated, and you can post those images.

- Local Architects, Designers, Interior Designers, Landscapers
- All Finished Shots
- Must Fit In With Your Theme

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You can also borrow content. You don't always have to get your own content. Hopefully from what you have seen, you can go online and get stock photos of literally stock images and also lifestyles images, but you can also do borrowed content. See if you can align yourself with architects and designers in your area, and re-post their gorgeous shots. Of course, you've got to give credit and tag them, because that's just a recipe for disaster. Don't try and claim anyone's work, but re-post designers and architects in your local area, their designs, their work.

Another builder may have built it, but that's fine. Don't get so hung up in scarcity mindset. You've got to start aligning with these architects in a social environment, so give them credit, tag them. It's obviously got to fit in with your theme, so the style of home, or whatever work that you currently do, and build, and who your ideal clients are.

And of course, they're all going to be finished shots, or at least good looking for the grid. And they may do the same for you, that's the thing. It can even help solidify your entire relationship that you have with them, so it's just another way that you can be reaching out to designers and architects in your local area and aligning with them.

- 60 Seconds Max
- Videos Of Finished Homes
- 60 Second Tips
- If There's Talking - Burn Your Captions Into The Video

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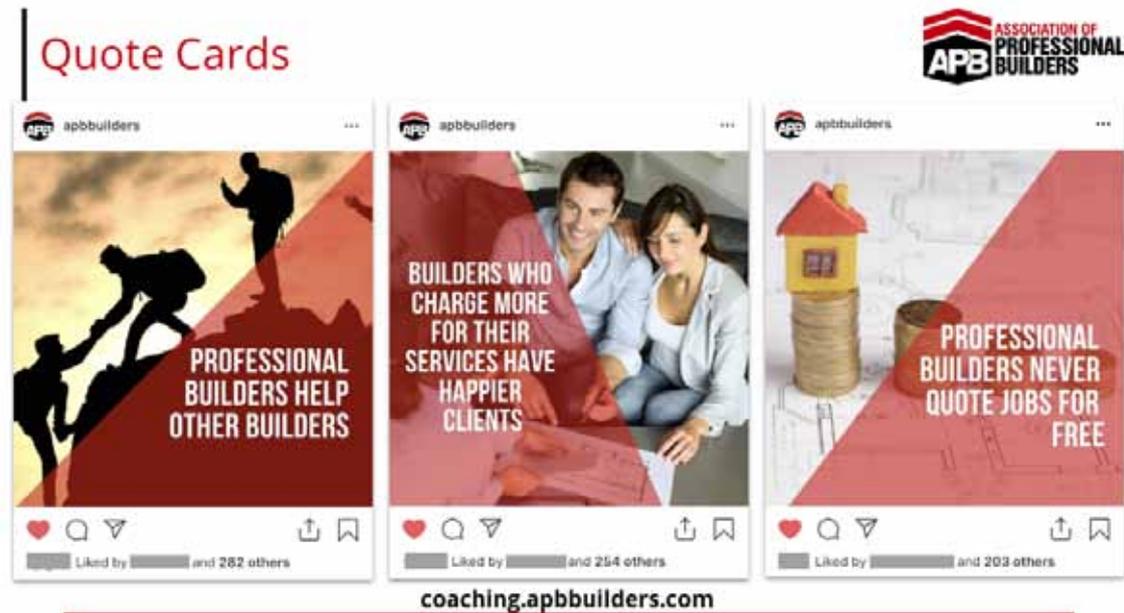
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Of course you can post videos on Instagram, so you've definitely got that option. Bear in mind that when you do post a video on Instagram, like as an actual post or upload, it's 60 seconds maximum at this point in time that I'm recording this Action Plan. A lot of the time, you can do 60 second tips, or you can do videos of finished homes.

If there's talking though, make sure you burn your captions into the video. It's not like Facebook. If you've done any of our training you know you can upload a video of yourself to Facebook and can then upload what's called an SRT file, which is basically the captions, the subtitles that can overlay on the video, and they will just pop up when the video's on mute.

However, if you do upload a video onto Instagram, burn the captions into the video, so when the video plays with sound or not, the captions are always visible. I'll show you some software on how to do that, but that's just the biggest tip I can give you, because captions are so important we know on Facebook, and you've got to do the same on Instagram.

But don't limit it to just doing 60 second tips with you talking to the camera, put together videos of your finished homes. If you're doing a big handover and you have a photographer in, maybe the photographer's a videographer, and you can get some nice B-roll, or at least videos of the home as well.



These are quote cards. This is surprisingly powerful. One of our strategies, one of the types of content that we post is quote cards, and this really does help build your community. We just use stock images in the background or actual photos that we've got, and then we put basically a quote of what professional builders do, because this is obviously just the APB Instagram page.

Obviously, there's a big long caption that is associated with each one of these posts, but you can see these are our top content. Every time we post a quote card, it just sort of builds the tribe. Every builder agrees with it. They're saying, "Awesome, thanks for posting this." That's who our market is on Instagram, so you can potentially start thinking who are your ideal clients on Instagram? What do they believe? What do they want to be told?

Is it that you should be able to design your home around your lifestyle? That's going to get people going, "Yeah, yeah, we should." Start thinking of how you can post quote cards and get people to buy into the beliefs that you can share with your clients, okay?

Incredibly powerful, and again, you can see our theme. It's the same fonts used, same colours, because we have a red overlay, and then it's just a different background image. That's all keeping on theme, it's just a different background image to make sure the images look different.

- Very Important
- Tell Stories
- Give Helpful Information
- Testimonials
- Use Emojis
- **No Sales Pitches**

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Captions, so the actual caption below the image is incredibly important. I have to say, even I totally underestimated these. I was just sort of like, "No one reads the caption. No one cares. It really doesn't matter," but the second you start putting in more effort into the captions you write on your photos or videos that you do upload, you will see the results. It's just incredible.

Let the images be pretty, and let the captions be there to educate and indoctrinate, okay? So these are incredibly important. Tell stories in your captions, give helpful information. Write out the testimonial. You can have a picture of them smiling and having that after state, that euphoric state because it's at handover.

Write the testimonial in the caption. Tell the story about handover day, and then what Steve and Lisa said when you handed over their home in the caption. It's incredibly powerful.

Use emojis as well. Don't overdo it, I mean, it's all about balance, but definitely throw in a couple of emojis there, just so you know it's a real person. You're still fun and light-hearted, but it also does help grab a little bit of attention, because it's a little bit more colour, and a little bit more interesting to look at than just full-on text.

With any of your captions, and this is just a helpful side note, if you're uploading posts manually from your phone, write your actual captions in Notes, because you can add new lines and just format it a little bit nicer than you can in Instagram itself at this point in time. They may have updated it by the time you actually get to this training, but if you

are uploading from your phone, just write it in Notes first, and add a few emojis, and make sure it looks nice, and then you can put it over on your photo on Instagram as you're uploading it.

The thing is, the most important thing, in your captions, and this is one of the biggest mistakes builders make on Instagram, is that they're constantly pitching. Not even just builders, I would say businesses on Instagram. One of the biggest mistakes you can make is just constantly pitching in your captions. That's not the point. That's not how you get followers. That's not how you indoctrinate, or engage, or educate anyone.

You've got to think back, if someone looks at this gorgeous photo of the home exterior, what's something helpful that you can tell them? Even if it's just a helpful tip on where to think about placing windows, or power sockets, or if you're an energy efficient builder, give them a little tip. A lot of the content for your captions, by the way, you can find elsewhere. You've probably got a tip in your lead magnet somewhere that you can reword or just pull out and extract that one sentence in there, or a few sentences for a caption.

Maybe you've got a blog post on something. You can rip out a little bit of content and re-purpose it, and put it in a caption. It could even just be a gorgeous image of the exterior of the home, and the caption could be all about how to choose the right architect for you, or the right builder for you.

Just be helpful. Do not pitch them, do not offer them even like a free guide. That's really going to get up people's noses. You can do it once in a whole stream of posts, but if you're just constantly doing it, that's just going to annoy people.

So captions, just to summarise, are incredibly important. Tell stories. Write the testimonials in the captions. Give helpful information, helpful tips. Include emojis. All of that adds up, and it's very, very, very important.

## Look 'Good On The Grid'



You would have heard me say, “Look good on the grid,” several times, and this is just really important with Instagram as a whole, because it’s not like Facebook where they’re scrolling down your timeline and it’s just one post after the other. Instagram is an incredibly visual platform.

When someone sees an ad, even of yours, because at the end of the day, that’s how we know we really generate leads. It’s through actual lead generation campaigns, like actual campaigns for the call-to-action that can get them as a lead, and we engage them in our sales process.

Instagram is more like for proof. You want to look good, and you want to build that authority. If someone were to click through to your profile, they see the grid. They can scroll down and look at it as a whole. I’ve got two examples over here, because you can see they’re very different themes. Hopefully you can see their difference in the theme between left and right.

On the left is our consumer page called Find a Professional Builder. Look at the handle at the very top, it’s just up here. If you’re looking for inspiration and you think, “I’ve run out of ideas. What should I post?” Just check out Find a Professional Builder, and you can see all the exteriors and interior shots in the world to get some inspiration on how you can photograph your next project.

Even just the simplest photographing of the light fitting that someone chose, it makes for great content and it’s a new post. But getting back to it, on the left, this is our consumer brand, so lots of shots just for inspiration. It’s basically proof on proof on proof. It’s like the gallery on

your website, right?

On the right hand side obviously is our APB page. Now, we're in a different market. We are B2B, we're business-to-business. We're helping building company owners and builders, so there's just a lot more content on there. There's helpful videos, 60 second videos. We post every time there's a new article. You've got those quote cards that you can see that people love and tend to agree with, and obviously there are actual images. It's a mixture of photos, and stock images, but obviously stories in the caption to make it interesting, and to make that interesting, helpful content.

If you can see, there are themes between the two, and both of these profiles have a good looking grid. It's a very interesting one. You can see there's actually a theme here because there's a pattern. Three, three, three. Three, three, three. Three, three, three. On the left, it's just visually appealing to look at. We have themes whether it's night time, then we go interior. As you scroll, the themes morph and change. Even the style of the homes that are getting posted.

Theme is very important, and you've got to look at it as a whole very holistically on the grid and ask, "Does it look good? If I were to scroll through this, is someone having a good experience?"

## What Not To Post



- Progress Photos (Concrete Pours, Scaffolding, Busy Construction Sites, Unfinished Kitchens & Bathrooms...)
- Memes
- Personal Family Posts
- Anything Un-Manicured...

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Very quickly, let's cover what not to post, because I could talk all day about what you should post, but unfortunately people still post, or builders are still posting images that they should not be posting. Number one, do not post progress photos. Absolutely no concrete pours, any shots of scaffolding, just busy construction sites in general,

unfinished kitchens and bathrooms.

Honestly, it may interest you as a builder, I get it, it's what you do, that's the process, that's what you love, that's what you love seeing. You can see everything. Clients don't, or prospects don't. They buy finished homes, they don't buy half-finished homes, right? So just do not post progress photos.

Do not post memes. I'm going to go out and say don't post them in general. Several reasons, but number one, you don't want to spend hours and hours scrolling to find the perfect meme just to re-post it. Memes are obviously just those little jokes that you can post that are sort of funny, but the problem I see, and this is the biggest problem, is that I've seen builders post memes that actually make fun of clients without knowing it.

They're posting it for people like them. It's kind of like if the couple have an argument on what tiles to pick and you're sitting there awkwardly. The clients aren't going to find that too funny. Get rid of the whole situation. You don't want to bring up arguments in a meme. There are no arguments on your page, it's all rainbows and smiles, okay?

Don't post memes, especially if it's going to offend, or it's basically not for that audience, it's for all of your builder friends, okay? Absolutely do not post personal family posts. This is business. This is your business page.

If your son just turned one, awesome, but post it privately. That's not for your business profile. You want to stick to the theme, stick to inspiration, and if there's anything un-manicured, unfinished, or just not looking good, do not post it either.

If you don't believe me, just think for a moment. Just take a moment, write it down, and write down who are the most successful building companies or builders in your area or your country right now? It's not necessarily who your competitors are, but think of the massive project or volume orders. I understand that you're custom home builders or custom remodellers. It's a very different market, but these guys are obviously super successful, so write them down. Who do you think they are?

Now, go to their Instagrams. What do you see? You see perfection, the after state, the happy clients, the smiles, the happy families as a whole. There's not a single concrete pour in sight, so why are you going to

post them?

You've got to take a step back, save all those progress photos on your phone if you want to look at them, but this profile is for your ideal clients. No concrete pours, no unfinished kitchens, or work in progress, no scaffolding, no personal family posts. Keep it relevant. So that's just very quickly on what not to post.

## Look for Inspiration



- Thoroughly Look Through Inspiration Pages & Other Builders With Large Followings
- Look at our consumer page @findaprofessionalbuilder

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On that note of when we're actually looking at the bigger builders, actually go out there and look for inspiration, okay? There are a tonne of inspiration pages. There are so many like Lux Homes, and Boss Homes that post the luxury homes. If that's your market, obviously go there.

If your market is say family homes, like maybe \$250,000 to \$350,000, your market's slightly different, so maybe you want to go to pages like Temple & Webster, for example, that do furnishings, so you'll probably want to look at their theme and look at how they post. Look for inspiration there.

And of course, look at other builders with large followings, not tiny little followings. Look at the builders that have massive followings. And look, you will notice there are no progress shots.

And of course, look at our consumer page, Find a Professional Builder. That's the handle. If you go to Instagram and just type in findaprofessionalbuilder, all one word. You'll see that consumer page pop up, and we re-post basically the best image of builders' accounts that we can find. Go there for inspiration, and look at the angles, look

at the lighting, and look how it can be quite simple, but if you have a look at the theme, you can just see how it can be done.

And of course, have another look at the download from the start of the course, and add any additional notes for yourself based on what we've covered in this video. We've got a nice little grid there, obviously, but you can post where it's for, whether it's going to be the grid, your story, or straight in the bin and not to be anywhere near your Instagram. Add a couple notes. Salt and pepper it if you wanted to add anymore help notes after going through this video.

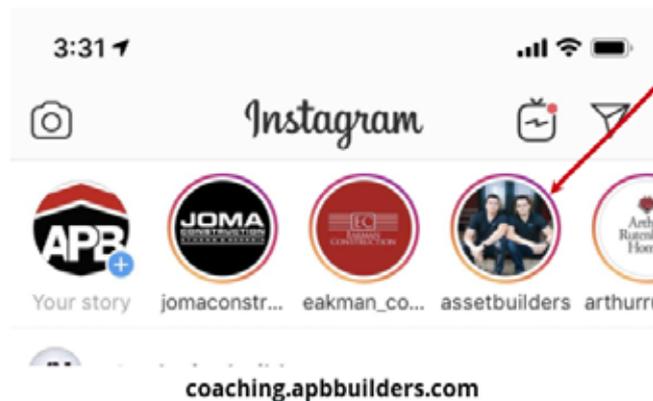
In next video, we're going to talk a little bit more about Instagram stories, just tell you a little bit about what they are, what you can post, and how you can save them. I'll see you in that video.

# Instagram Stories

## Instagram Stories



- Posts That Disappear In 24 Hours



Now, very quickly, if you're not sure what an Instagram story is, basically, Instagram was always basically jealous of Snapchat, and that Snapchat took off but didn't have any vanity metrics such as likes or comments. It got away with being an app that literally no one can see how many people viewed your story, and your video disappeared within 24 hours. Instagram were basically always jealous of Snapchat, so they actually ended up copying it, and they called it Instagram stories. Basically, you can post something and it lives there just for 24 hours until it disappears. When you're on the Instagram app and you go up to the very top of the page and go to home, it'll appear at the very top here. You can see you've got the logo here, this is where your DMs (direct messages) are, this is IGTV (Instagram TV) which is a whole different black hole that you can go into, and then you've got all of the stories along here. So I've just taken a quick screenshot of who I'm following on APB and who's got stories at the moment. So they appear all over here. And you can see when they have a story, because they have the Instagram colours around them. You click on them, and it takes over your whole phone so you can actually view what it says.

Now, these posts disappear within 24 hours, but I'm going to show you a way that you can keep them on your profile.

## What To Post On Your Story



- Testimonials
- Meet The Team
- Behind The Scenes
- Raw Photos/Videos From Handover Days
- Quick Tips/Helpful Information
- Anything 'Too Ugly' For The Grid



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Now Instagram stories, you can see an example on the left that I actually clicked one of, I think it was Eakman Construction that I clicked on. And you can see, this is such a perfect example of what to post on your story. Now this is how it obviously displays, it takes over your whole phone, and this is a video at the time of them doing a walk around. And there are so many different things that you can post on your story. You can post testimonials, like meet the team videos or photos, behind the scenes, raw photos and videos from handover days, you can see that on this example on the right, finishing touches in Ballard, I'm assuming that's the suburb or location of the home that they're finishing, and they're just doing a walk around of how it's looking at the moment. So it's raw, you can see it's unedited, it's a cloudy day. We probably wouldn't be posting all of that on our grid.

Maybe you'll post quick tips or helpful information, just you holding up your phone, just saying, "Look I just had a really interesting meeting with a client who's about to jump on board with starting their construction early next year," or whatever it may be, "But she asked a really good question, so I thought I'd answer it on here, because I think it'll really help anyone else who's looking to design their dream home for next year," or whatever. And then you can just get into it, and that story can get you so much engagement. And it's just so helpful, it's just genuine and helpful information. And it's unedited, un-manicured, it's raw.

And basically, it's just anything that's too ugly for the grid. Remember your grid is that wall of perfection, all of those gorgeous images that you can post. Your stories, you can afford to be a little bit more rough

around the edges with it. So anything too ugly, a little bit raw, a little bit off-the-cuff.

## Saving Stories As 'Highlights'



- Gives Your Profile Personality
- Allows Consumers To Feel Like They 'Know' You



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Now your stories, you can save as highlights. Can you see down here? Now, we haven't gone too far into stories at the moment, we've only got a couple of highlights. One of them just explains the different courses that you can get, and one actually explains what membership is, you're not doing any of that for your profile, obviously. What you'd be doing as a builder B2C (business to consumer) actually going out to consumers, you want to give your profile some personality. So when you're in your story, you click the button that says 'Highlight' and you can save it to what's called a 'highlight', these here are actually highlights. And when you save them, it allows consumers to watch them at any time, they're not disappearing. You can remove them at any point in time, but it will give your profile personality. It's not going to be as static anymore, and it allows consumers to feel like they actually know you, because they can click and meet the team or behind the scenes, and these are just videos that you're shooting off-the-cuff. You suddenly seem real.

So that's the benefit of stories. They're live, they're off-the-cuff, they obviously take a little bit more time than scheduling up some posts, but if you have the time and you're willing to make a strategy, posting stories will increase your engagement on Instagram because the algorithm will reward you. And in the next video, Engaging On Instagram, I'm going to get into a little bit more of the algorithm. I'm going to give you some engagement benchmarks to aim for, and really just explain how Instagram works and how you can be rewarded by it. So I'll see you in that video.

# Engaging On Instagram

Engaging on Instagram. This is an incredibly important topic. Like these all are, like all seven of these videos, these seven steps, they're all incredibly important. They engage you on Instagram, kind of like the secret ... It's not even a secret. It's just when you know, you know.

## Engagement Benchmarks



- Less Than 1% = Poor
- Between 1%-3% = Good
- Over 3% = Great

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Let's just talk about benchmarks for a quick second. Now, this is just at this point in time when this training has been recorded, but let's talk about benchmarks with actual engagement. Now, when your account is fully up and running and it's fully ticking over and ticking along, then use the benchmarks to aim for, very quickly at the start, when you first get onto Instagram, you'll probably average an incredibly high engagement rate. Maybe you only have 90 followers but you're getting like 40 likes on your content, okay, that's just artificially high.

Your account, it will level out, and you'll notice that with regular posting and attention, the algorithm is going to even out, level out and you're going to sit somewhere in the single digit percentages. So, if you have a look, based on how many followers you have, this is what the engagement ratio is that we're going for. You want to look at how many followers you have and then how many likes you're getting on your posts.

Now, I'm very aware we've always said followers and likes, they're very much vanity metrics, but let's be honest, this entire Action Plan is very much a vanity Action Plan, but it's a social proof Action Plan as well, so it

is very important nonetheless. You want very targeted lead generation ad campaigns, but this is icing on the cake. If you can get good at your Instagram, this is your social proof in your profile, basically.

So, let's go back to Instagram benchmarks very quickly. If you look at how many people are following you, you've got pretty poor engagement if you're getting less than 1% of those followers engaged with you, so if you have a thousand followers, and you're getting basically 10 people liking your photos, that's pretty poor engagement. I'm saying you've probably got fake followers, un-engaged followers, followers that don't really like you, maybe they're bots even.

Just as a side note, never ever buy followers or pay for them, or try and do any shady things on Instagram like purchase followers, even get bots to like all your photos so that they're not artificially high engagement rates, because at the end of the day Instagram will know, and they're going to punish you for it, and you know. Have you ever been to a page because they wanted to look like they were the best or the biggest, they bought like 10,000 Instagram followers, or even 5,000 right, or even 1,000. Then you have a scroll through their posts and they get barely any engagement.

No one likes their posts, no one comments, engaging with them, you can just tell it's fake, and straight up it's like, "I can't really trust you." You don't want people to think that about you, so never do the dodgy and buy followers, or buy likes, okay, it's just not worth it. Plus, also, like I mentioned earlier, Instagram know and they're going to penalise you for it, so what is the point?

If your engagement is less than 1%, that's pretty poor, you really need to look at, you know, creating better content, or just think about did you buy anything and making sure nothing was doing a 'dodgy'.

Now, on average between 1% and 3% is actually pretty good, it's pretty average. That's what a lot of the account reach is organically at the moment, between 1% and 3% engagement, and that is the highest of any platform, ironically enough. It's much less on Facebook, so yeah, it's actually incredibly high, so if you can nail that, that's pretty good. But, if you can get over 3%, if you're like 3.5%, 4%, 5% maybe 6%, that's great. Keep it up, keep going.

We want Instagram to give our posts reach so that we can get that engagement. Obviously you have two different things, reach is how many people on Instagram will actually let see your posts, how many

people it's going to push it out too, and engagement is a percentage of people that saw it and either liked it or commented on it. They've actually engaged with it.

Now we want Instagram to give our posts actual reach so that we can get good engagement, so to do that we've got to play by the rules, so let's just talk very quickly about engagement on Instagram.

## Engaging On Instagram



- It's **Social** Media... So Be Social!
- Follow Back
- Reply To Comments
- Follow Similar Accounts
- Like Posts By Accounts You Follow & Engage With Them
- Use Location Tags & Hashtags

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Instagram is social media, and the key is in that first word, social. We have to be social as well. We've got to start following people back, we've got to reply to comments, we've got to follow similar accounts and actually like the post when they post, engage with them, give them a comment. Actually engage with other accounts, because Instagram will see that you're not a dead account that's very self-absorbed, who only posts out and doesn't engage with anyone.

It's even as simple with your own accounts, guys. If someone comments, just saying, "Wow that's awesome!" Reply back saying, "Thanks." Don't try and pitch them after, thanks, "Are you looking at putting a ..." No, no, no. Like their comment and just reply back thanks. Reply back with an emoji, just reply to every single comment you get. So that's engaging on your own content.

When you're following other builders, designers, inspiration pages or just people, comment, "Oh looks awesome, fantastic," like their posts, go and follow other people, actually be social on social media. That's what Instagram wants to see. Of course, use location tags and hashtags, I'll go into them a little bit later, but if you want to actually get engagement on Instagram, hashtags and location tags are great

because a lot of you guys are building in a local area, like very locally based building companies, so every time you upload a post, do a location tag at the top because you can pin where you are, and just pin the suburb, the main suburb that you build in.

So if you know Australia, obviously Brisbane is like the city, you may want to do Brisbane, maybe it's north side, you probably wouldn't do, like if it's a major city, it's too broad, right, so you want to go quite granular to an extent where it's quite locally based. Obviously, hashtags are great so relevant people can find you. At the end of the day, with everything that's on this page do you really think Instagram is going to reward your account with reach if you don't engage with anyone else? Probably not. I should say definitely not.

So at the end of the day, the main point from this slide is just to get social. Start engaging with other people, spread it around.

## Use Hashtags



- Use The Ones Your Ideal Clients Are Using!
- Locally Focused
- Don't Overdo It...

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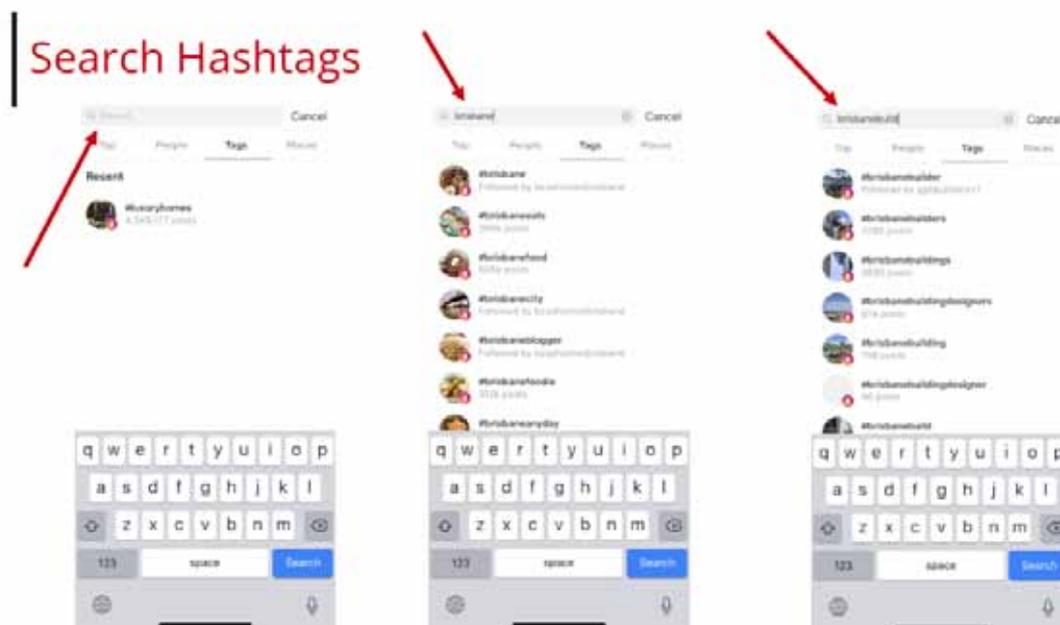
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Very quickly on hashtags, use the ones that your ideal clients are using, this is very, very important. Make them locally focused as well, okay, don't just tag yourself as a custom home builder because who does that help? I'll tell you who it does help actually, it helps us because I get to find all you guys and engage with you, but that's all it helps. It helps people like me who know what builders' hashtag themselves as.

You want to hashtag yourself so that your ideal clients can find you, so whether it's potentially like a Brisbane builder or the local suburb that you're in, your local community. Keep it locally focused, but of course like everything, don't overdo it. Don't overdo it. Instagram have a hashtag limit at this point in time, that's 30 hashtags per post. I wouldn't

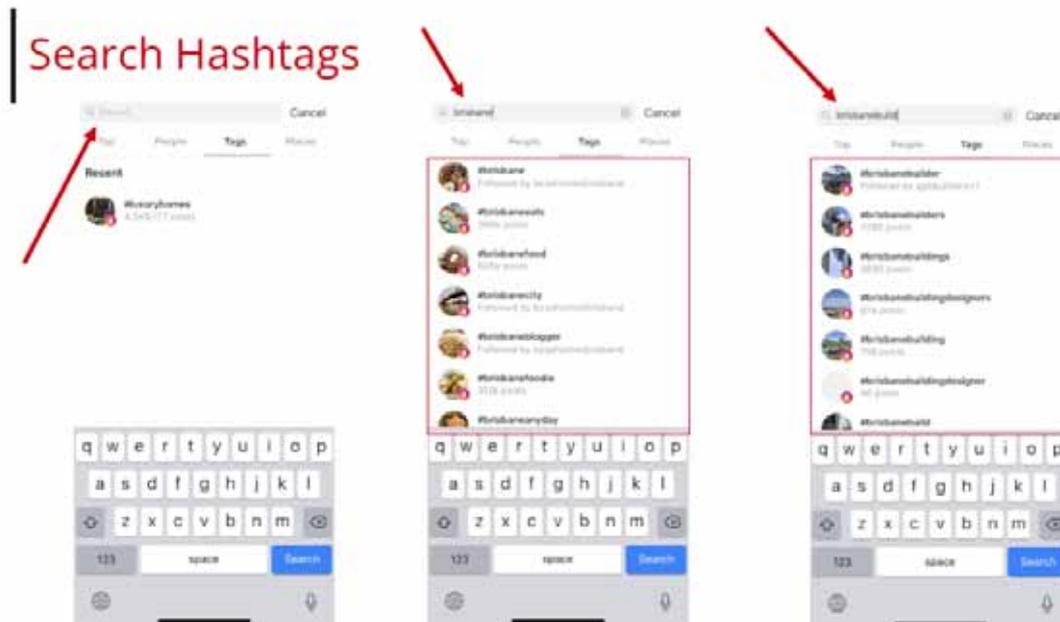
even go that extreme. Do like six to 12, otherwise it just looks insane, but keep all the hashtags relevant. Don't hashtag the hashtags that have a million plus or 20 million or whatever in that hashtag, because I know why you guys do it, you're doing it so that someone can find you, and those bots will simply like everyone with that hashtag, just so your likes can get artificially increased and you get some random followers.

It's not worth it in the long run, it's going to hurt your engagement because they look fake, so you just want real people following you. So, even if it's small, even if you just end up having a few hundred followers that are engaged, that's worth it, so don't overdo the hashtags.



If we look very quickly on the screen here, you can see I just went to the search, if you go to the Explore page of Instagram, I just went to search, I actually highlighted 'Tags' because I didn't want to look at everything I just wanted to look at the actual hashtags, and this is great actually, because I typed in Brisbane, and you can see in the middle it's pretty generic, right? I'm trying to go on this location, there's Brisbane food, Brisbane eats, Brisbane in general, Brisbane city, Brisbane blogger, Brisbane foodie. A lot of them are completely irrelevant, so I actually typed in Brisbane build to see what would come up.

We've got Brisbane builders, Brisbane builder, Brisbane buildings, Brisbane building designers, 874 posts. Do you reckon we could align with another architect in there if we look through that list? Probably. Brisbane building, Brisbane building designer, there are 86 posts, see who you can engage with locally, okay?



This is gold. You can potentially find new architects, new designers to align with, or your current ones that are actually on Instagram.

So obviously, of course we can then start reposting their content if we give them credit, and this is just another way for us to get a post up our sleeves without scrambling for content, so even go into places after that with locations to see who you can find. But even look at other Brisbane builders or builders in your own location, check out what they're posting. Even if you have friends, follow each other and just get each other's engagement up a little bit, engage with each other.

You know, there's plenty to go around, we're abundance mindset we're not scarcity mindset. So, that's engagement, at the end of the day the moral of the story here is to actually engage on Instagram, comment, follow back, like people's comments, engage with other accounts, re-engage people on your own account who comment, and actually get social and be social and try to aim for those benchmarks. At the end of the day when your account is new, it's all going to be very artificially high, but when it settles down you want to aim for about 3%, 3% and up potentially so you can get great engagement.

Now, in the next video I'm going to show you frequency of posting and how you can really take a hold of Instagram's algorithm, and really just talk about how frequently and how often you do need to post, so I'll see you in that video.

# How Often You Should Post

The frequency of posting, at the end of the day, how often should you post? Because this has been such a good debate, I've loved watching our members look and talk about this in our private Facebook group, because there's the argument of quality versus quantity. But then it's, "Look, just get something out there." You want to appear consistent. And at the end of the day, here's the deal.

## Frequency



- Upload Daily

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You want to be posting and uploading at least daily. And you know what? I would just say daily, don't try and over commit and post five times a day, it's setting yourself up for failure. But do post daily.

Obviously there are so many different reasons for that, but at the end of the day, Instagram is going to reward active accounts. It's really not going to reward people that post once in a blue moon, once every couple of months when they hand over one home. And I'll show you how to create a bank of content so you will know what to post, but you want to be posting daily.

- Anytime - Don't Let This Hold You Back

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And then the next question is, "When do I post?" And I wouldn't let that question hold you back. We can delve into analytics, I'm going to show you different tools and programs you can actually look at scheduling posts and you can look at the analytics to find your highest engaged times. But to get going, just post any time you can, be that lunchtime, in the afternoons, first thing in the morning. Just get posting, do not let this hold you back.

At the end of the day, you'll be able to analyse it after a couple of weeks, or a month or two, and actually say, "Look, when I post on Friday mornings, I get better engagement than when I post on Friday night." That's certainly something that we learnt. Or Saturday mornings is better than Saturday afternoons. You will find that out over time, but at the moment you've just got to get going, so post every single day. It doesn't matter what time, it's really whenever you can.

- Create a Plan Of The Types Of Post You'll Be Uploading
- Think Of At Least 4 Categories Of Post
- In A Folder, Have At Least 4 Posts Per Category
- You Now Have Over 2 Weeks Of Posts!
- Then Start Writing The Captions

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If you're thinking, "What do I post?" Here's the best thing you can do. You want to create a content plan. And in the last few videos we've gone through engaging on Instagram, what to post and what not to post, and Instagram stories as well. Let's just focus on the grid for a moment. The first thing you want to do is create a plan around the types of posts you'll be uploading. You would have seen there are so many different styles of posts, it's going to be an interior shot, an exterior shot, a decorative furniture shot, or maybe it's a quote card. Then another category could be a stock or lifestyle image depicting your ideal client. Then another one could be a render of a design, or something. That's six actually that I listed off just there.

Think of at least four. Four categories of posts that you know you can do. Now, in a folder, when you've got those four categories, have four different folders. Have at least four posts per category. Get them in the right size, 1080 by 1080 pixels. High resolution looks good. Put them all in a photo, and boom, you now have over two weeks of posts. We know we've got to post daily, so four posts in four categories, we've got 16 posts there. And it's easy in theory, yep, we now have 16 posts. Then you've got to start writing the captions. The captions will take you a little bit longer, because they should, you're trying to tell stories, you're trying to actually give them helpful information. You can lift a lot of it out of potentially your brochures or your website, your blog articles, or your lead magnet, like a consumer guide.

Captions, do not forget how important they are. But nail your categories of posts, I think that's the easiest thing to do. Rather than think of Instagram as a whole, it's going to be quite difficult. Segment it, what

are the four, five, or six different types of posts, or things that you're going to post about? And then just put four in each category. And that's where you start, and then you build from there. That's the easiest starting point, because the worst thing you can do is post and then stop for two weeks. If you can do this plan, then post one, and then again the next day, and then you're on a roll and you can't break it.

In the next video I'm going to show you a tool that actually allows you to get really leveraged and actually starts scheduling these posts automatically. Do this first, and then in the next video I'm going to show you the tool to use on how you can really get a little bit more 'ninja' with this whole strategy.

# Tools To Use

Tools To Use. This is one of the most exciting topics. One I can share software platforms, contractors, freelancers or some form of a tool that's going to help you implement this Action Plan fast. So very quickly, let's talk scheduling tools.

## Scheduling Tools



- Do Your Own Research
- We Use SkedSocial (Was Schedugram)

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Now, I'm just going to say it off the bat, there are a million. There are so many different scheduling tools. So do your own research on what you're most comfortable with, what you're happy to use and what works best for you. I'm going to show you what we use and the reasons why, but at the end of the day, it's completely your decision. Do your own research and choose what you're happy with.

So the one we use is Schedugram. It's recently rebranded and changed the name to SkedSocial. Now Schedugram originally just did Instagram and that's why we used it because it was full on, it was just good. It was just, well it was just good. Specifically with Instagram, it's got this visual planner. I'll show you that in the next slide but it's rebranded to SkedSocial because you can now schedule on Facebook as well with it. So it can be quite leveraged. You can do both at the same time which can be nice and cool.

## SkedSocial / Schedugram

- Plan Posts Visually On The Grid



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But Schedugram or SkedSocial it's kind of a little-bit pixelated so sorry about that. Basically, it's got on awesome feature of when you've cured all of your posts, it then shows you on a phone how it's visually going to look on the grid. So you can make sure everything is in the right order, or the theme is looking correct and on point or whatever it may be. And then you can see over here basically, if I were to click on this and drag it down you can change the order nice and visually and everything with a Q, it meant that it was queued basically.

So that is fantastic. It's such a good feature because we know at the end of the day Instagram is a very visual app.

## SkedSocial / Schedugram



- You Set The Schedule

**Edit apbuilders's Queue Settings**  
@apbuilders has 7 (slot(s) selected  
Enable queue for apbuilders:

ON Timezone: Australia: Australia/Brisbane

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
09:00 AM	02:02 PM	04:06 PM	10:17 AM	03:01 PM	07:19 AM	12:36 PM
Add	Add	Add	Add	Add	Add	Add

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The next really good thing is that, much like any good scheduling tool, you set the schedule. So I knew Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday that I was only going to post once a day, you can schedule a million but I only have a finite amount of content to post as well. So it was just once a day. So basically seven posts a week and I just set the times and this is the program actually that you can look at the analytics to see what the best times to post are based on the engagement, it can spit out that information for you then you can adjust what these times are going to be.

But the beauty is here is that when you set the schedule, you can upload 20 images in bulk and just select the option to go 'Add to Queue' and then you look visually at the Queue. You can design it all and then you go into 'Upcoming Post' and then you write the captions for the next two weeks. That's the exactly the process I use.

## Find A Scheduling Tool



- Takes Away A Lot Of Pressure
- Allows You To Plan Ahead & Engage Daily

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So find a scheduling tool, the number one reason is because it takes away a lot of pressure. The worst thing is, this is why to be honest, we delayed Instagram for so long, we knew exactly what to do, knew the do's and the don'ts, but I knew that we have to post daily and I just knew we wouldn't be able to commit.

It's not leveraged. It's not fun setting a reminder and just jumping on your phone and posting something and it was just such a pain in the neck. And the reason I never really looked into it is because I knew a few years ago, Instagram blocked all scheduling tools. They want you to post off-the-cuff and it's just not really what we're about.

We want to be very leveraged and scaled and then it definitely was over a year ago that they then allowed scheduling tools.

I just never really looked back into it and so we got our Instagram going and it was posting everyday and you miss a day and it's like, "Ah!" And you know you're going to get penalised with the reach and the engagement. You've got to keep it up because I finally looked into scheduling tools and realised Instagram didn't block them anymore, they allowed them and it takes off so much pressure. You can schedule out all of your posts, even just having all of the posts scheduled if you go away on holiday, right? You can really put your phone down. You can have someone else looking after the engagement, replying to comments, liking people's posts.

But you don't have to worry about posting everyday. You can schedule it. So it really does take away a lot of the pressure. They're dead cheap, for \$20, \$30, \$40 a month? Have everything scheduled, why not? It's worth it. Plus it also allows you to plan ahead. Plan your holidays but also plan the post. You can make it quite relevant for the time of year. For say, in the captions I would still keep the content on point and nice and stick with the theme but in the captions it can be quite relevant to the time of year or whatever it may be.

So when that is all scheduled in the background, you no longer have to worry about posting every day. You can just jump on, reply to comments and engage with the people that you follow. So that's scheduling.

## Tools For Creating Images



- Canva (Sizes, Quote Cards, Article Cards)
- Box Brownie (Image Editing)

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If we look at some other tools for creating images. There are two awesome tools I can give you right now. The first one is Canva. So it's

just Canva.com. This tool is great for if you have an image, just to get it into the right size. If you're doing a quote card for example, you can put text on the actual image itself, Article Cards you noticed in our Instagram every time we write a new article, we publish it. There's a new article on the blog for example.

So Canva is great for doing that. It gives you really good images. Very, very easily and the other one is Box Brownie and it's just, it is a company that does Image Editing basically and I'll show you that in just a moment but Canva, very quickly, this is it.



I've gone through Canva in many other Action Plans before, so I won't delve too deep into it. There's a free version of it. The free version is all we use, it's all you need. If you need much more, you probably need an actual photo editor or graphic designer.

And if you do need that, I would head to Box Brownie because Box Brownie is perfect for editing your photos.



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A lot of our builders have used these guys and you can do photo edits and photo enhancements. You can see this was on their homepage. If you hand over a home and it's raining or it's a bit overcast, you really can't do anything about that. So you've got to take the best photos you can but then move on over and get someone to edit them so they're even better, okay?

So transform them into a beautiful blue sky sunny day, okay? A nice little enhancement. Another thing that you can do with Box Brownie or that they do is something called Virtual Staging and basically that's where they can Photoshop in furniture into an empty home. So that is amazing when you can only get your best shots of empty rooms. Because maybe you don't like how the client furnished their home. Maybe it's a bit ugly or maybe don't even have the photos once they furnished and decorated their home.

So as a fail safe, always take photos of empty kitchens, empty bathrooms, bedrooms, the exterior as well because they can Photoshop the exterior and the interiors and do Virtual Staging for all of the furniture which is perfect when you think about it. If you've got a gorgeous kitchen, all the lights are on but there's a big empty hole where the fridge goes. They can Photoshop a fridge in there and a nice little toaster and a kettle in there and make it look so natural and boom, that's another gorgeous shot that you can upload on Instagram. So definitely check them out. A lot of our members have used them, they have decent pricing too and it just gives you a few more hero shots and your best images up your sleeve.



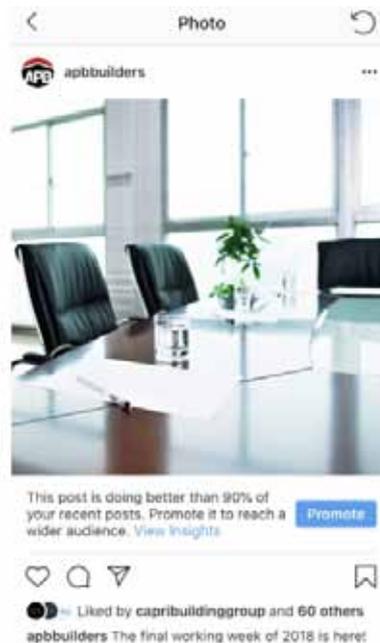
A program that you may want to use, if you're uploading content videos of yourself actually talking to the camera, not in a story but actually to the grid in your actual Instagram itself. In the last video I said burn the captions into the video. So those subtitles actually come up at all times. You can do that by using a program called Zubtitle. Just Google Zubtitle it's just online and they're cheap and literally you can actually see an example down here. So it just puts it in white, you can put it in black with white writing but it can pretty much just be the captions down here and you've got the video up here and it just burns it in at the bottom.

So that's a great tool to use if you need to do that as well. That's it for this video, if any other tools do come up, I might comment in the section below and if you guys have any tools that you recommend, definitely add a comment below this video as well to help out all of our other members. But that's it for this video. I'll see you in the next one where we're going to talk about promoting your posts.

# Promoting Your Posts

This is a super interesting topic and I love that we get to include this in our training. It's all about promoting your posts. Because it's all well and good doing this organically, but organically ... Let's look at actually the benchmarks again. Over 3% and you're doing great. However, that's tiny so I really recommend putting your post on promotion, do a split test on a weekly basis to 'up' the engagement, keep it going and just show it to your warmest audiences.

Do Not Promote  
From Within  
Instagram



Now very quickly, the biggest tip I could give you and this is proven, I've gone through it all, do not promote from within Instagram. You get a nice post. You get this lovely little message down here, "This post is doing better than 90% of your recent posts. Promote it to reach a wider audience." It's so tempting to hit that blue button that says promote, but resist.

Do Not Promote  
From Within  
Instagram



Do not do it. Do not do it within Instagram. Okay?

Use Facebook Ads Manager



- ✓ Better Targeting (Use Your Warm Facebook Audiences)
- ✓ Ability To Split Test
- ✓ Can Run Ongoing
- ✓ Can Specify Age Range & Location

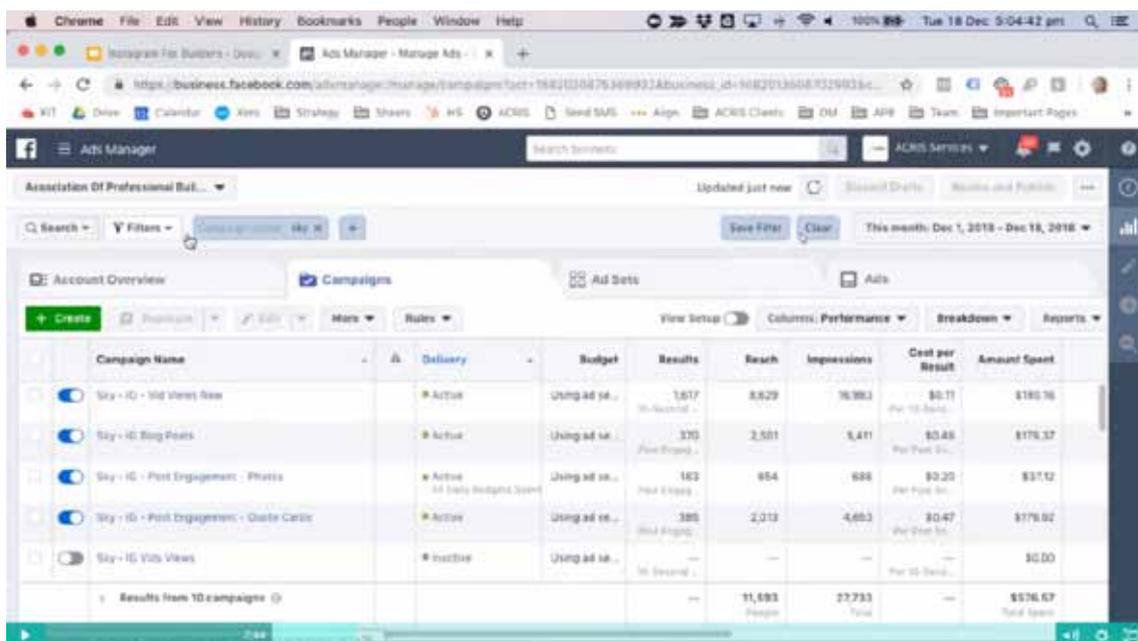
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Where you want to go is Facebook Ads Manager. We all know Facebook bought Instagram. You control everything. You control both of them from inside Ads Manager. Now, the reason you want to use Ads Manager, you get better targeting. You actually use your warm audiences that you use on Facebook for your Facebook Ads. Why not? When you promote on Facebook, it just says promote to people similar to people who follow you.

If you don't know who follows you, if you have really low engagement, why on earth would you promote it to people that are like them? No. No. No. No. We want to promote it to people who have landed on

our website, who have watched a video of ours on Facebook, engaged with our Facebook page. We want warm people to come on over to Instagram. That's your best bet. The first strategy is to target the warm people. Then, that will potentially run dry, then you can expand to lookalikes or people that are within your area. But first up, we want to target all the warm people. That will keep you going for a while. Another reason we want to use Facebook Ads Manager is that you can actually split test.

You can't do that on Instagram. You literally just hit the button 'Promote' and it spends your money. You can run it ongoing, which is major. You can just like set it and forget it. As long as it's going well, you can keep running. I would say consistently split test. But say you're away for a week, you can just keep going. That's brilliant. Of course, you can specify the age range of people you're promoting it to and their location, which ironically enough you just can't do from within Instagram. Please, do not promote within Instagram. Come on in to Ads Manager. I'm actually going to jump out of this and show you Ads Manager on the screen so you can actually see it.



Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
Sky - IG - 10k Views Goal	Active	Using ad se...	1,517	5,529	16,963	\$0.11	\$185.16
Sky - IG - Blog Posts	Active	Using ad se...	370	2,501	5,471	\$0.45	\$176.37
Sky - IG - Post Engagement - Photos	Active	Using ad se...	183	654	648	\$0.20	\$37.12
Sky - IG - Post Engagement - Quote Cards	Active	Using ad se...	385	2,013	4,653	\$0.47	\$176.02
Sky - IG - 10k Views	Inactive	Using ad se...	---	---	---	---	\$0.00
Results from 10 campaigns			---	11,693	27,733	---	\$576.67

There are a few things that you can see on the screen.

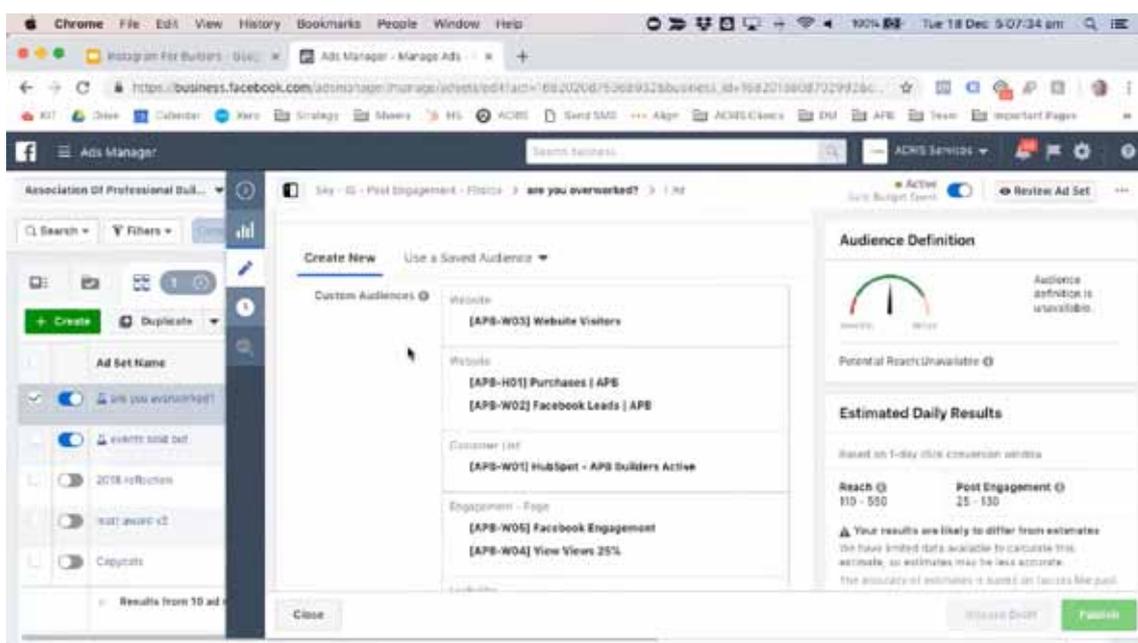
Basically I've just sectioned everything out that I'm doing for Instagram over here. As you can see, we did four categories of content. You may have four. You may have six. Work out how many you can do. Then I just do a separate campaign for each of them. Don't attempt this if you haven't done any Facebook Advertising Action Plans. Get comfortable using Ads Manager first. This training is not a training on how to use

Ads Manager. This is a training on how to set up split tests and actually promote the content.

I have four different campaigns and I've named them. One is for the videos. One is for the blog post. One is for the photos or pictures I've actually uploaded. The other is for quote cards. You'll notice that these three, the objective when you set up the campaign is always Post Engagement. On videos, the objective is Video Views, right? It's obviously 10 second video views. That's the option that it is at this point in time. Now, if we go into an example over here, I'm going to go into the photos campaign, you can see over here if I hover over it, this ad set is part of a split test. What I do is, I actually go into this twice a week. Mondays and Fridays are the days I look at it. The schedule may change based on who will then be looking after it, who is away that week, or whatever.

But basically twice a week I'll go in and actually redo the split test because I just want every post to get a little bit in the mix of the rotation. You can see that it's part of a split test. If the entire budget was \$10 a day for this type, like photos, I'm going to spend \$10 a day promoting photos on our Instagram, so basically I'm going to do \$5 a day split between both of them. Okay? Now, this is a slightly different one. It's been running longer, so it's a little bit different than normal. More has been spent on one than the other, by double, because one has been on a change. There's a few days difference there.

Now, very quickly, if we edit the audience, you can actually see where it splits it out.



What I'll do is I'll share everything. You can see, we've got all of the custom audiences because the first strategy you want to do is add all of your warm audiences. These are your website visitors, anyone who has actually enquired with you, like conversions, leads, or even anyone on your actual database, and all of your Facebook engagement and your video views. I actually never had the Instagram engagement because I do want to keep that separate to make sure I'm targeting good quality.

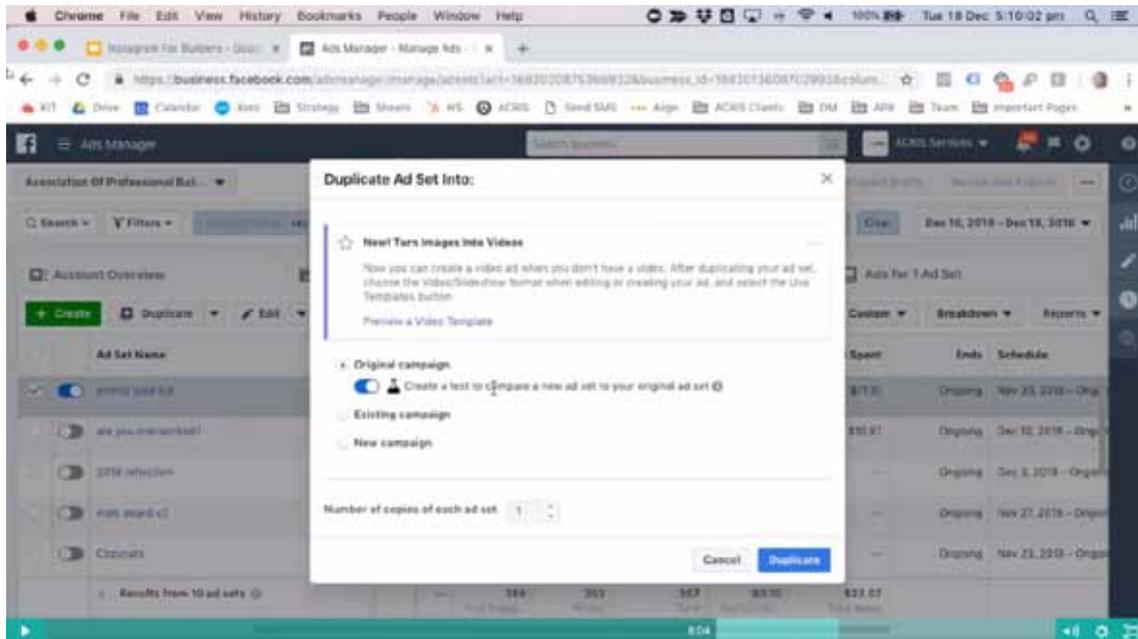
Just in case it is bad quality on Instagram, I'm excluding it. You always want to stick with warm. We've used a lot of our warm, so I started incorporating some lookalikes as well now. Then, of course, you're going to pick your locations down here. This is probably going to be a radius around your locations. As normal, you put that in here. Do the age range and of course, the gender. However, the main thing that you want to do is edit the placements. Don't do automatic placements because the purpose of this is purely for Instagram. Untick everything except for Instagram. We only want to promote on Instagram, existing content on Instagram. It's purely for the focus of growing our Instagram engagement.

They are all of the options that you want to tick over there. Now, what I'm actually going to do is I want to start at the end for you, but hopefully you'll be able to see how much they're going to create and add because I'm going to edit this split test in front of you. Say you've already created your campaign, your ad set and your actual advert in a split test and it's been five, six, seven days. You've come in here and you're trying to find the winner. Now, the first thing you want to do is look at the last thing that I've edited which was on like the 10th, so you actually want to edit date range so you're only looking at those dates. So that you're getting up-to-date information.

Then, what I do is I look at the cost per result, basically the cost per engagement. Ironically enough, it's very little because it's only been running for a few days because I think the campaign as a whole was turned off accidentally. So this is just an example for you guys. It's very low data, but logically speaking, this one is better. The picture that basically had a caption about, "our events being sold out" is only marginally better than this, "Are you overworked?" What I would do is turn off the, "Are you overworked?" And then end the test. The one I want to keep is "Events sold out", it's going to make it an entire \$10 budget. I can hit confirm over there. Just let it upload and publish.

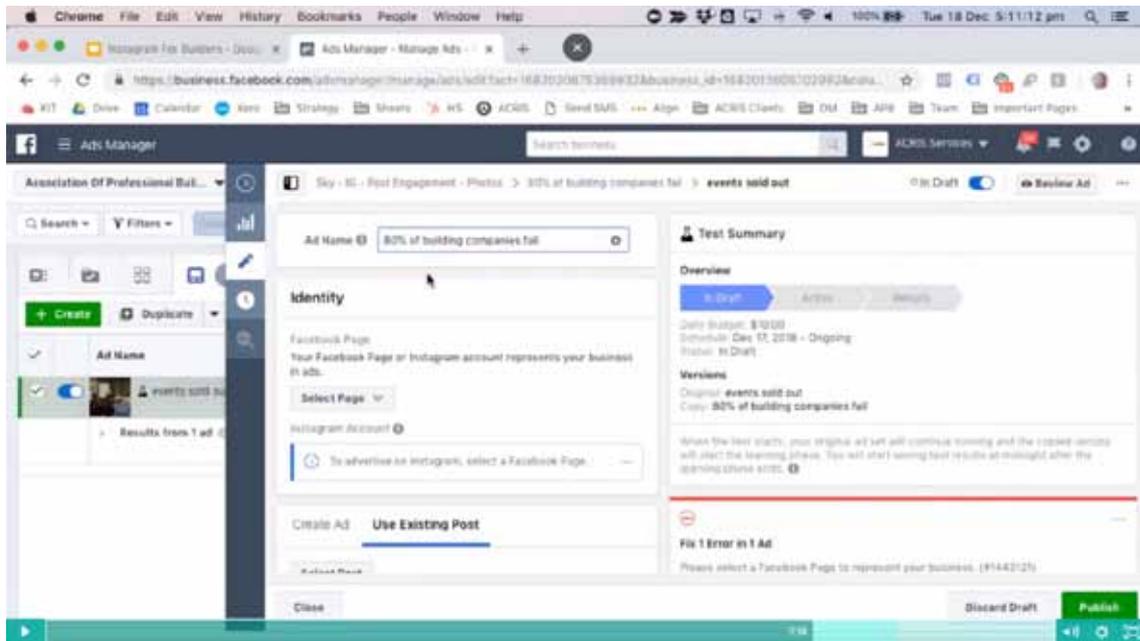
When it's done, I'm going to create a new split test with another bit

of information. I'm just going to get the name on my phone ready for what that next bit of content is going to be. "Are you overworked?" Is turned off and then "events sold out" is what we've got. What I want to do is hit 'Duplicate' over here because I want to make a new split test.

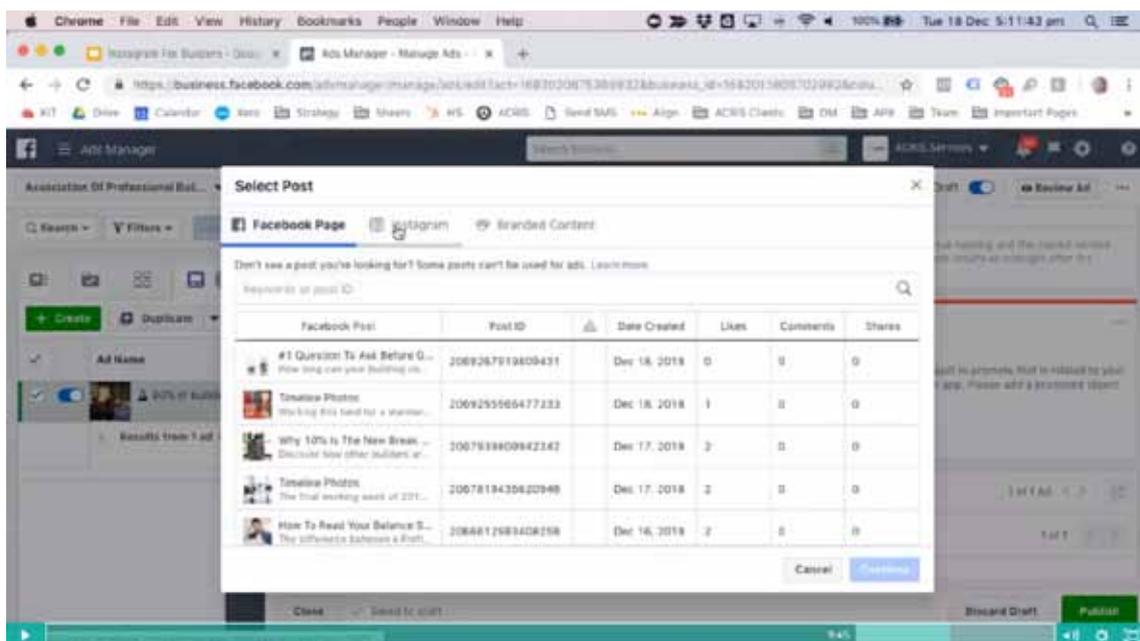


Original campaign. Create a test to compare the new ad set to your original ad set. That's what I wanted to do. We only want one because I'm only testing one thing at a time. I'm going to hit 'Duplicate'. Now, we just need to rename our actual ad set. Now, I have the post in front of me on my phone so I know what the next picture is going to be.

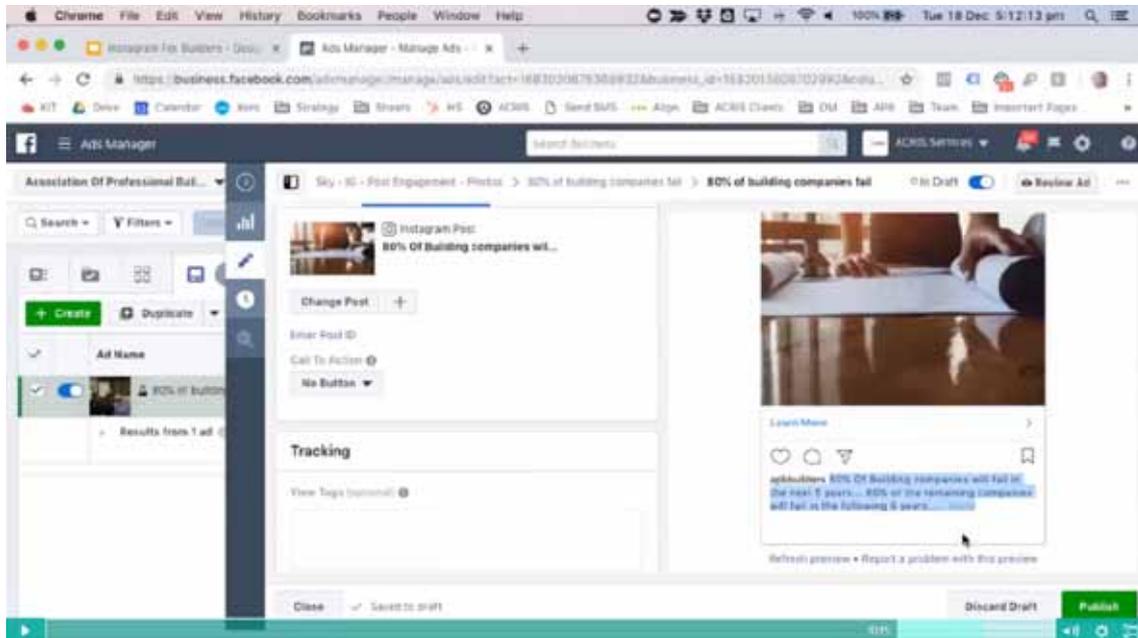
Basically the post's caption, because these are images and it's not like a quote card, what the quote card is going to be about or the video. I need to actually read the caption to get an idea and name it. This post is basically saying, "80% of building companies fail in the next five years," and basically the reason why. I'm just going to put, "80% of building companies fail." Roughly speaking, that's the name we're going to roll with. You don't have to change anything else because it's copying everything from the original campaign, right? I'm just going to minimise that. Just close it. You're not publishing it yet. We want to actually dive in over here.



We need to edit it, and of course, rename the actual advert so it's all similar. If you're with me so far, if you're not, just go back and watch that again because we duplicated it. This is our ad set, "80% of building companies fail." Then, we want to make sure our ad is named the same as well. It's nice, clean and under control. Facebook page. We need to quickly associate our Facebook page over here. Instagram account all selected. We want to use an existing post. We never want to create an ad. We're trying to promote our existing content. Jump on into existing post. Select the post. Go to Instagram, not Facebook up here. The post I am looking for is this one, "80% of building companies fail in the next five years."



“80% of the remaining companies will fail.” Hit ‘Continue’ and let it think about it because it technically has to upload. It’s just trying to find it. There we go. Beautiful. We have our image. Can you see? This is actually a really good example. This is obviously just a stock image. The content in here tells a story and basically gives a point at the end. That’s the point of this whole post.



This gets attention. That’s a nice pretty picture for the grid. This is our content. All in all, I’m done. I’ve renamed the advert. I have chosen the post that I’m going to be promoting. Now, I can just hit ‘Publish’. Let that publish all the way through and I’ve done a little bit of editing.

Now, when you actually set up your advert and campaign, you’re following those exact same steps. You set up a campaign with the objective of Post Engagement. With your ad set, you’re making sure you’ve chosen the right audiences, the right location and the right age in place. You, of course, edit your placements so that you’re only posting on Instagram. When you’re making the ad, you’re selecting your Facebook page and your Instagram page, but you’re using an existing post from your Instagram. Just come back and watch this video anytime you need to edit a split test. But now I’ve edited this one, I can go back to campaigns and repeat it for these other three.

But I won’t do that on here now. I’ll leave that for a little bit later to do myself, but that is promoting. It’s easy once you’re comfortable with using Ads Manager, and you will be if you’ve gone through our Facebook trainings. Never use a promotion button inside Instagram. Always use Ads Manager because it’s super, duper targeted. Really

it's going to boost up your engagement to probably over 3%, but it's showing helpful content to the right people on another platform. It can be incredibly powerful and it can help you grow your Instagram following and engagement as well.

That's it for this video. The final video is going to be a massive tip on just the presentation of your Instagram profile and specifically everything that's in your bio. I will see you in that video.

# Instagram Bio Dos & Don'ts

Last and absolutely not least, let's talk very quickly about the Instagram Bio. I really didn't want to put this at the beginning of the training, because even I would zone out, it's just so boring. But, if we've come this far, let's take it full circle, let's go all the way back to the beginning of the basics of Instagram. Let's look at how we've actually set out our profile, and make sure we have crossed our T's and dotted our I's, and basically pay attention to the do's and don'ts.

## Instagram Bio



- Profile Picture
- Company Name (& Handle)
- Instagram Profile 'Category'
- Bio
- URL
- Contact Info

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So the Instagram Bio, there are a few things I'm going to cover, more than just the bio actually. I'm going to cover the profile picture, the company name and handle on Instagram, the Instagram profile category, the actual bio itself, the URL, and of course the contact information at the end.

Profile Picture



Fill The Gap



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So starting at the beginning with the profile picture. It sounds super obvious, but if I can give you guys such a big tip, you only get this tiny little circle right, you want to fill the gap, don't leave any white spaces. So rather than putting this logo in this big white circle, there's so much white space there. So actually look for the icon in your logo and crop that basically, so now you've got a square really, and then put that in here because that's your brand and that's what people can potentially recognise. So consider what the icon in your logo is. A lot of the time the icon is what gets used as the favicon for your website, and honestly I would say just fill the gap. Because it ends up being super small on Instagram, and if people can recognise who you are. Our entire logo would be teeny-tiny on that little circle, so just use the main part of your logo instead of the rest of the writing, even if it's just something like HW, or the BB part of your logo, put that in there because that hopefully should be quite recognisable for your brand.

## Company Name & Handle



- Keep As Close To Trading Name As Possible
- Avoid Changing Your Handle Frequently



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Next up is going to be the company name and handle. Now, this, it sounds super obvious, but you want to just keep it as close to the trading name as possible. Now, ironically enough, the building company named Unique Constructions, there are so many builders called Unique Constructions, there's a little bit of irony there. But, you may find that the handle is already taken, so you potentially have to get a little bit more creative with the handle. There is a character limit. So if you look, this is our handle up here, APB Builders, it's because Association of Professional Builders is way too long to have as a handle, we weren't allowed it, so we had to go with APB Builders. But even worse, the actual name over here, Association of Professional Builders, there weren't enough characters for that anyway, so we then had to put APB Builders Association and finally put our actual name in the bio itself, and that almost wasted it and took up a lot of characters. But I'll get into that in the next couple of slides.

You want to keep it as close to your trading name as possible. So match the handle and the name itself, which is what this is in bold, to the actual trading name of your building company so it's easily recognisable. And the last point I would just have to say is, avoid changing your handle frequently, which is this up here, the actual username. And the reason you want to avoid changing your handle frequently is, ironically enough, and this is from all the experience and feedback we've gotten back from Instagram and what's been released, it just penalises you. It's going to keep penalising you for random things. Ironically enough, if you upload a post, upload a post, and actually delete one of your existing posts, it penalises you with lowering your reach for the next few days. It's like a penalty for removing content off the platform.

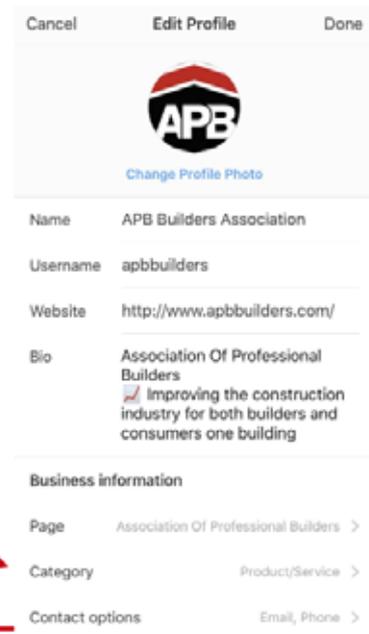
So you're going to be very intentional about what you post. Make sure you've proofed it and checked it, because if you delete it, you're going to get a small little penalty and it's just almost not worth it. So avoid changing your handle frequently, because again, it doesn't send too good a message to Instagram. So get it right the first time, set it and you know just to leave it as it is.

## Instagram Category

- 'Construction Company'



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Your Instagram category is going to be super important. You do that by going into 'Edit Profile', and you see the whole edit screen over here, and category is near the bottom. Obviously ours is different to yours. What you're going to want is Construction Company. Make sure you can find that category, if you can't, go through support and they can set it for you. Don't put it as something like Real Estate, don't put it as something like Contractor, or Local Business, put it as a Construction Company just to get it completely correct.

- 150 Characters **Max**
- Include Niche Statement
- Include CTA
- Include Emojis
- Add 'White Space'



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The bio, very, very quickly, is really hard actually because you only get 150 characters, not even 150 words. 150 characters maximum. So there are a few things I can tell you to do here. Include your niche statement, include a call-to-action (CTA), and definitely include emojis, those three combined and you'll be fine. And make sure you create it in something like notes, or do it on your actual desktop, because you want to have that white space. I actually edited our consumer one as if I was a Custom Home Builder in Brisbane, so you can see what I mean. So ignore the company name and the actual category over here, because I only changed the bio. And you can see there's an emoji, "Brisbane's Luxury Custom Home Specialists. We'll design and build your dream home to suit your lifestyle. Need inspiration? Check out our designs", and an emoji pointing down to the URL. Boom, what an awesome bio.

Basically it's hit all the marks. We've got a niche statement, we're in Brisbane and we're luxury custom home building specialists. Now, we have the CTA, "Need inspiration? Check out our designs." But what I also included was a little bit of information about what we do, and this company in the example that I'm giving, is a design and build company. And they design it and build it to suit someone's individual lifestyle. So that's super, super clear what that builder does. And the call-to-action of, "Check out our designs," and pointing down, is brilliant. That's exactly what you want.

The point about white space, just very quickly. If I didn't add everything to a new line, the wheel would probably go over here, the "Need inspiration?" Would be here. It would all look super clunky, but now

it's easier to read because a lot of things are on new lines. Again, unfortunately you can only do that if you build it within the notes app on your phone. So it's just worth looking out for.

Take a look back now, look at your bio and just make sure you've got a couple of emojis in there to get attention, you've got your niche statement so people can automatically and immediately know what location you're building in, and you want to make sure people actually know what you do. So you're a design and build specialist okay.

| URL



- Website URL Inline With Your CTA  
(Link To Gallery, Plan Range etc)

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The URL just very quickly. You want to make sure the URL is in line with your CTA. So whatever you ask them to do, like "Need inspiration? Look at our designs," then actually link to your gallery, or your plan range, whatever it may be. There's an example over here, I only just changed the bio, but I'd probably make it [findaprofessionalbuilder.com/gallery](https://findaprofessionalbuilder.com/gallery) or designs, or whatever that page is going to be. So just make sure that's up to date with whatever your call-to action is going to be.

- Add Email Address
- Add Phone Number (Landline)
- Add Address (If Possible)

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Contact info, very, very quickly. You've got a few options on Instagram. So when you're on the Edit Profile, you see that option for Edit Contact Information. Just make sure you're ticking all the boxes. Add an email address, add a phone number, if you can, make sure it's a landline. Make sure someone's actually going to answer it, it doesn't go to your mobile that you're going to answer and say you're too busy, or you'll call them back. Make sure it's going to someone who actually can take an enquiry. And add an address if possible. I understand not everyone has offices, if you do add an address, add a physical location. It's just another local location using Instagram like this. So add that relevant contact information. Add everything you possibly can, but certainly the top two, an email address and a phone number.

Now, that was a tonne of information, and there were so many little tips in there, but I hoped I could give it to you in a very simple roadmap. But, I thought, "Why just end it on those seven steps to dominating a local area? Why don't we really break it down on some easy steps that you can take right now?" So I thought if we just look at what can you do in the next 24 hours to really simplify it, break it down, and just put it into little chunks.

1. Refresh Your Instagram Bio
2. Decide On Your Content Categories
3. Create A Folder And Add At Least 4 Posts For Each Category
4. Post Within 24 Hours Of Completing This Action Plan

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The first thing to do is, start with the easiest thing to do. Have a quick win, take a look at your Instagram Bio in relation to the training in this video, and refresh it. Just change it up, whether you have to change your company name, whether it's your picture like your logo, your contact information, the call-to-action, and then just do a quick refresh now. It really won't take long at all. Quick win, all ticked off.

The next thing you want to do, is actually decide on your content categories. Are you going to be doing stock and lifestyle images, interiors, exteriors and perhaps tips, 60 second tips? Whatever those four categories may be, note them down and actually decide and commit on your content categories. Once you've got them, don't over think it. Move straight on to step three and create a folder and add at least four posts for each category. Get four interior shots, four exterior shots, get four stock images. A lot of this can potentially be quite easy because you've got a lot of the low hanging fruit to hand. Create a folder and add at least four posts for each category.

Now, the kicker here, and the most important thing, is for you to post within 24 hours of completing this Action Plan. That will get you your momentum. Upload to your Instagram profile, your business one, within 24 hours. The first post of those categories that you just set will kick you off.

1. Implement Software To Schedule Posts OR Commit To Posting Daily On Theme
2. Schedule In Weekly 'Social Media Work'  
(1-2 hrs/Week Should Do It)

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And then, within seven days you want to keep the momentum up. Implement a software, I really would recommend getting a software so that you're not constantly on your phone remembering to post. So within seven days implement a software to schedule posts or commit to posting daily on that theme. It's just easier to implement software.

Step number two, within seven days schedule in weekly social media work. One to two hours a week should do it. When you have a process and you have a software program, all you're doing is finding the posts and then writing the captions. It should only take one to two sprints if you're doing your work in sprint blocks, 15 sprints of deep concentrated work, that's all it should take. And it's just about becoming a discipline. And it sounds like a lot of work now, but if you can find one to two hours a week to schedule this and put in a little bit of effort, it will reward you. So if you're smashed on time at the moment, just dig deeper and do it on a Saturday morning, Saturday afternoon, stay back on a Monday night just to get this done, or have work late Wednesdays, whatever it needs to be. Dig deep, it's only one to two hours and start scheduling this on Instagram, and if you're consistent you can play by Instagram's rules, you can promote it to the right audiences.

Follow all of these steps and your following will grow, and I'm really excited to hear your success stories. So any questions that you've got post completing this training, by all means, add it into the private APB Members Facebook group. I'm happy to answer any and all of your questions, and I'm really excited to see your own Instagram accounts and see how they start growing. So thank you for completing this Action Plan, and I'll see you inside our private members only Facebook group.



# 'WHAT TO POST ON INSTAGRAM'

## CHEAT SHEET FOR BUILDERS

THE 'GRID'	IG STORIES	BIN
Finished Shots (Landscaped, Manicured, Well Lit, etc.)	Finished Home Walk Throughs	Progress Shots
Interiors, Decorated & Furnished	Meet The Team	Before Shots (By Themselves)
Quote Cards (Testimonials & Tips)	Frequently Asked Questions	
Professional Videos (Testimonials, Tips & Finished Homes)	Helpful Tips For Future Clients	
Stock Images (Lifestyle Images & Inspiration Shots)		
New Blog Articles		

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# February's Coaching Call

## **Australia / New Zealand Members**

14 February 2019

10am AEST / 11am AEDST / 1pm NZ

## **USA / Canada / UK Members**

13 February 2019

7pm EST / 4pm PST

Register your attendance by visiting:

<https://www.facebook.com/groups/apbuilders/events/>





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