

HOW TO GUIDE

LEVEL UP YOUR *Instagram Highlights*

FUTURE PROOF

So you want to add massive value to your Instagram highlights?

Read on to see our top tips to **entice your ideal customer, increase your sales and build brand awareness.**

Instagram Highlights are an incredible way to showcase your brand personality, key products or services, and valuable information to potential customers. A goldmine of content at your customer's disposal.

This checklist will guide you through creating effective and powerful highlights for your e-commerce, hospitality, or service-based business.

E-COMMERCE

HOSPITALITY

SERVICE BUSINESS



AIM: Make it as easy as possible for our ideal customer to purchase our items.

- Our post includes a direct link to a product.
- *TIP** *Create excitement with a countdown for a new product launch, building anticipation and encouraging pre-orders.*
- The link takes our customer to a product page, not a generic page (eg homepage).
- We have a FAQ highlight that answers all customers frequently asked questions, answered in succinct snippets to reduce mental load and DM overwhelm.
- FAQ's include up-to-date information on shipping times, shipping costs, free shipping thresholds, and return policies.
- FAQ's highlight which payment options are available to our customers (eg Afterpay, Klarna, Paypal, Zip).
- We give customers a glimpse into our creative process, product sourcing, or team with BTS content to build brand connection. *(Optional but recommended!)*
- We have positive customer reviews shared and saved to a highlight to show social proof of our brand.

AIM: Make it as easy as possible for our ideal customer to visit our venue.

- Our highlights include a direct link to our website, menu or booking system.
- The link takes our customer to the correct booking page, address in google maps, or menu, not a generic page (*eg homepage*).
- We have a FAQ highlight that answers all customers frequently asked questions, answered in succinct snippets to reduce mental load and DM overwhelm.
- Our FAQ's include up to date information on opening hours, parking, locations, delivery options and our current menu.
- Our highlights show our menu (*which is regularly refreshed with new images/videos*) and includes names and dietary information. (*Optional but recommended!*)

***TIP**

Build excitement for seasonal menu changes or limited-time experiences with a countdown.

AIM: Make it as easy as possible for our ideal customer to enquire about our services.

Our highlights includes a direct link to our website. The link takes our customer to the correct service page or contact page not a generic page (eg homepage).

We have a FAQ highlight that answers all customers frequently asked questions, answered in succinct snippets to reduce mental load and DM overwhelm.

Our FAQ's include up to date information on services, pricing, opening hours, parking, how to contact/book.

Our highlights show our services which include a CTA to book.

***TIP** *Announce upcoming live Q&A session with a countdown, allowing viewers to set reminders + participate.*

We include transformational before and after photos to highlight our offering (eg hair salon, PT). (Optional but recommended!)

***TIP** *Use the 'Tap to Reveal' feature to show the transformation*

We have positive customer reviews shared and saved to a highlight to show social proof of our brand.

Save time and money with done for you *social media management*.

We craft effective social media strategies and services that address two **Very Important Problems**.

PROBLEM ONE

Your audiences' desires, cravings and ways of interacting with your brand are ever-evolving.

People want brands that speak **to** them, rather than **at** them.

PROBLEM TWO

There are SO many people sharing online.

There is so much incredible, engaging and vibrant content being posted, BUT we need to remember that in large crowds we need to really make our voice stand out. How do you say it *differently*? How are **you** unique?

Need a comprehensive social media overhaul? Or perhaps just a little extra support?

Don't let social media overwhelm you. Let our team of experts take care of it for you.

CHAT WITH FUTURE PROOF

