



No.15

INSTAGRAM MARKETING STRATEGY

@RARAPR

#PRBYYOU

INSATGRAM MARKETING STRATEGY

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THE INSTAGRAM MARKETING STRATEGY TEMPLATE EXPLAINED

The Instagram Marketing Strategy Template strategy is a manifestation of what you or your client's brand will look and sound like on Instagram.

It'll help you get clear on what you're saying, who to, why it matters but most important to Instagram is - what it looks like visually.

Visual cohesion is important on this platform.

This includes all branding assets, logo, font, colours, illustration, images, shot type and how they cohesively come together visually in context with one another.

Treat your content as though you are publishing your very own magazine but in a digital format.

The Instagram Marketing Strategy Template will not only help you get your IG in order by way of organic content but it'll diffuse overwhelm with regard to what to post when and what it should all look like.

The Instagram Marketing Strategy Template will become the custodian of your Instagram Style Guide. The keeper of your strategy to have and to hold.

If you're building a team or want to use this template to formulate a solid brief you can. Or you might just like to know that you're being thoughtful and strategic in your efforts to build brand and community via Instagram.

YOU ARE A MAGAZINE.
#PRBYYOU

EXPRESSION OF VALUE

AN EASY TO FOLLOW FORMAT.

**TEMPLATES TO ASSIST YOU WITH ESTABLISHING YOUR
OWN INSTAGRAM STRATEGY.**

**PR LESSONS AND RATIONALE BACKED BY INDUSTRY
EXPERIENCE.**

UP-LEVEL YOUR PR TOOLS.

SYSTEMISE YOUR INSTAGRAM STRATEGY.

**SUPPORT CREATING A COHESIVE AND THOUGHTFUL
INSTAGRAM STRATEGY TO SUPPORT YOUR BRAND.**

**CLARITY ON WHAT THE ASSETS AROUND YOUR BRAND
WILL LOOK LIKE.**

**A STRATEGY THAT HELPS TO INFORM YOUR ONLINE
AND SOCIAL MEDIA PRESENCE.**

**A STRATEGY DOCUMENT TO HELP YOU BRIEF
SUPPLIERS OR A GROWING TEAM.**

COVER PAGE

**INSTAGRAM
MARKETING
STRATEGY
[PROJECT NAME]**

CLIENT NAME GOES HERE

IN THIS INSTAGRAM MARKETING STRATEGY

05

PAGE TITLE

raraPR is a PR, branding and digital agency in Melbourne, Australia. We're dedicated to creating sustainable PR options for all businesses.

10

PAGE TITLE

raraPR is a PR, branding and digital agency in Melbourne, Australia. We're dedicated to creating sustainable PR options for all businesses.

12

PAGE TITLE

raraPR is a PR, branding and digital agency in Melbourne, Australia. We're dedicated to creating sustainable PR options for all businesses.

14

05

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12

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14

CONTENTS

Page title	02
<hr/>	
Page title	04
<hr/>	
Page title	06
<hr/>	
Page title	08
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Page title	10
<hr/>	

THE ABOUT STORY

APPROACH

[Place-holder] This is where you include copy about the brand. This is where you include the founder story, the point of difference and the bio about the brand.

Be sure to include the WHO, HOW, WHAT AND WHY. As this sets the tone for the content to follow.

Include details about the approach to content for the brand i.e. the tone of voice the positioning and anything else relevant to help set the tone.

This is your strategy template.

[Place-holder] This is where you include copy about the approach you will take with your Instagram content strategy and/or this template in general.

This is your strategy template.

**INSTAGRAM
MARKETING
STRATEGY
VISUAL
PLANNING**

ABOUT STORY TEMPLATE

ABOUT YOUR BUSINESS

Write about your business here. This is where you write about your business. Provide some context about what your business does, who for and why it matters.

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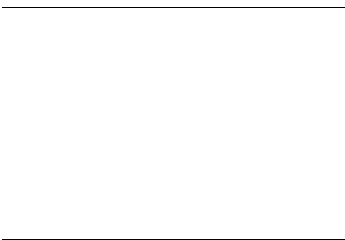
Write about your business here. This is where you write about your business. Provide some context about what your business does, who for and why it matters.

THE BRAND ASSETS

THE BRAND

MASTERBRAND LOGO

Place your hero brand identity here



USAGE

The masterbrand logo is the hero logo you use by default. However it is not your Avatar and for some design executions you might use your secondary logo.

SECONDARY LOGO

If you have a secondary logo, place it here. For example, a different layout of the same identity.



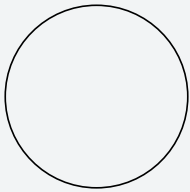
USAGE

The secondary logo comes into play in situations where you might need a landscape perspective of your logo or a profile perspective. Or a right hand or left hand margined version of your logo.

THE AVATAR

HERO AVATAR

Place your hero avatar here.

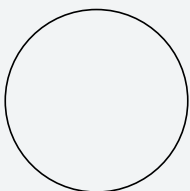


USAGE

An avatar is also known as a favicon; a short version of your logo. Avatars are used for web browser icons, as well as for social media profile icons. They add to your design suite and become a supplementary brand mark in your tool kit.

SECONDARY AVATAR

If you have a secondary avatar, place it here.



USAGE

A secondary avatar comes into play when you want to rotate colours. Or if you have a campaign related avatar that is used for a period of time.

FONTS

PRIMARY FONT

Montserrat Classic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

USAGE

Primary font to be used for subheadings.

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

USAGE

Primary font to be used for main body copy.

SECONDARY FONT

Montserrat Semi-Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

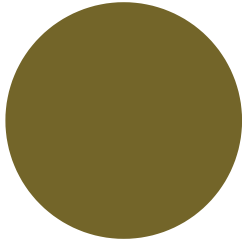
USAGE

Secondary font to be used for main page titles.

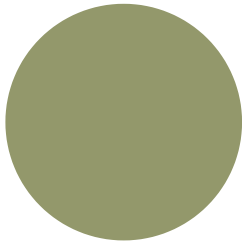
RECOMMENDATION

We usually pair a sans serif font and a serif font as a font family for a brand. For some brands however we double up on the font type to reinforce a certain positioning. This is the case of this example. These are both sans serif fonts.

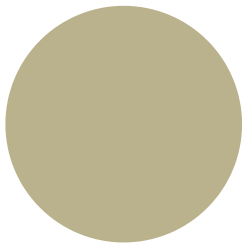
BRAND COLOURS



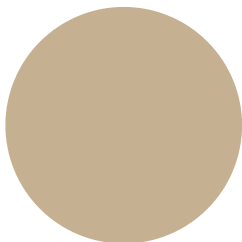
HEX #FFFFFF



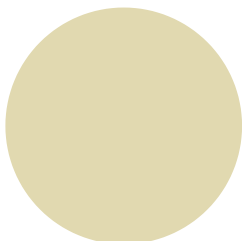
HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF

PRIMARY BRAND COLOURS

USAGE

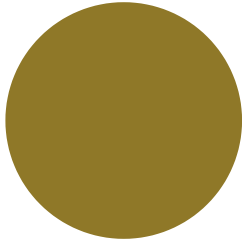
Primary brand colours are your hero colours. They are your anchor colours and the ones which have a primary and default presence in your design assets.

Commonly, primary colours are incorporated into the logo and are made up of one to three colours or more if desired.

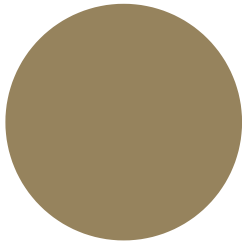
They don't need to be used all at once for every execution; rather they become a small grouping of colours you can rely on for variation and consistency.

Primary brand colours are the colours your business becomes known for and identified with.

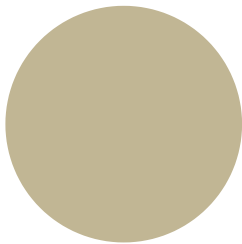
SECONDARY COLOURS



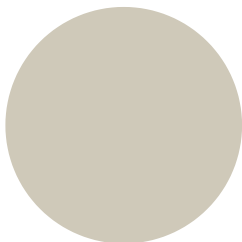
HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF

SHADES OF BROWN

USAGE

This series of secondary colours has been developed from the primary colour family hex code of #A56629

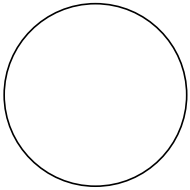
We wouldn't recommend more than 15 secondary colours. Although we have been known to develop brand bibles and style guides with more i.e. variations of white

**INSATGRAM
STORY
HIGHLIGHT
STRATEGY**

INSTAGRAM STORY HIGHLIGHT STRATEGY

HIGHLIGHT NAME

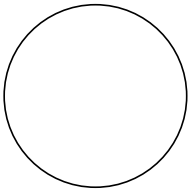
SUBTITLE FOR CONTEXT



Keep your story highlights refined and curated. A good strategy is to consider the navigation menu on your website and appropriate that. It's here where you can define what will go into this IGS content bucket.

HIGHLIGHT NAME

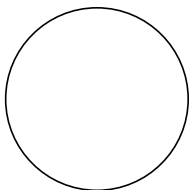
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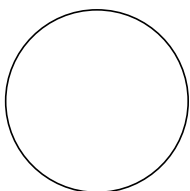
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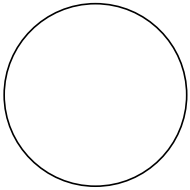


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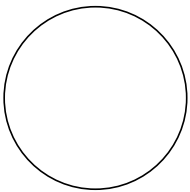
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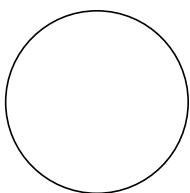
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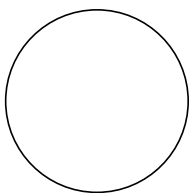
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MOODBOARD

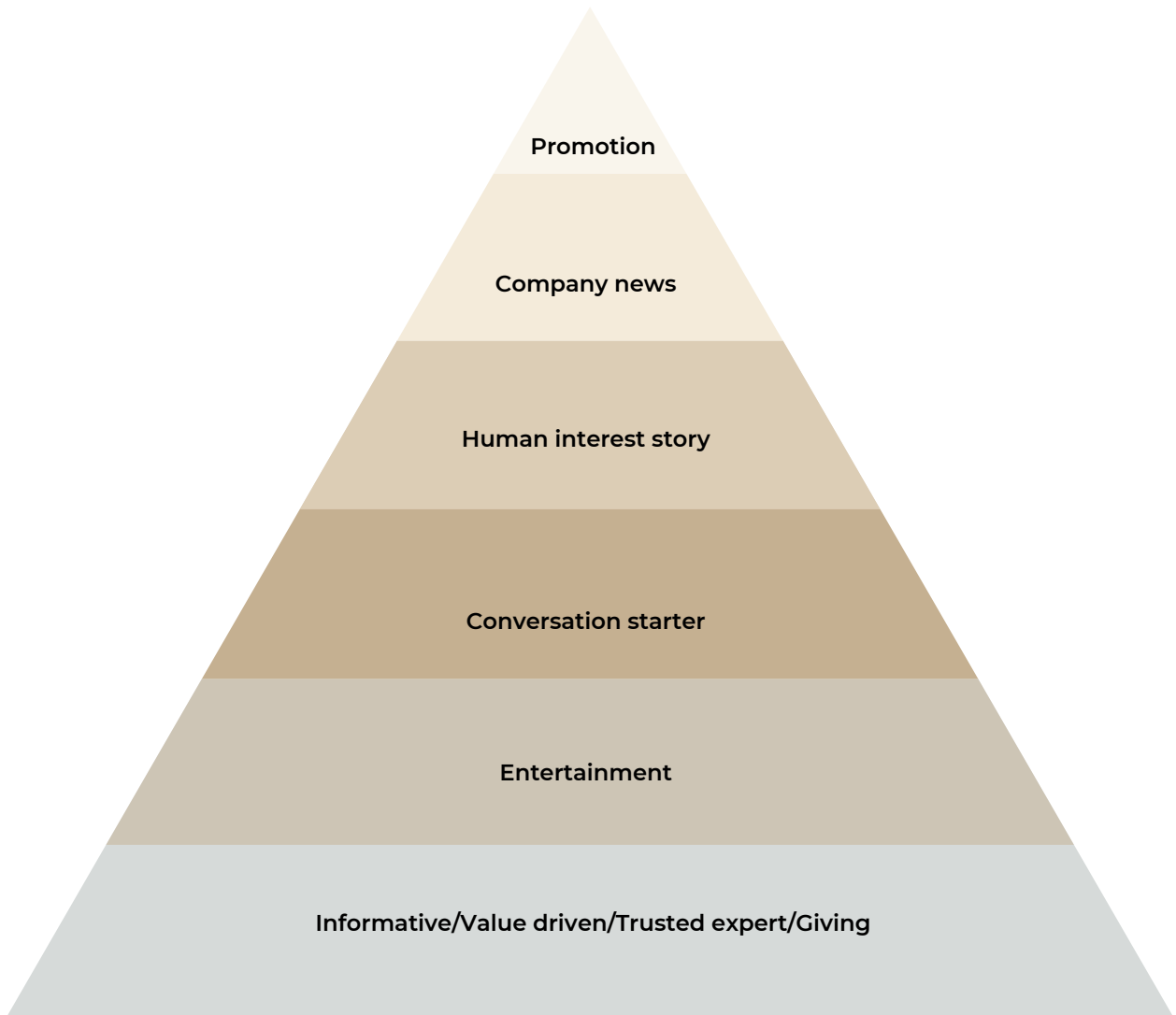
THE INSTAGRAM MARKETING STRATEGY MOOD BOARD EXPLAINED

The moodboard is a manifestation of what your brand will look like by way of imagery visually and as a grouping of images. You can plug and play your images in the following pages which help set the tone for briefing staff, creative suppliers for example photographers or graphic designers or and of course to inform your instagram marketing strategy.

BRAND NAME GOES HERE

**VISUAL
STRATEGY IN
CONTEXT OF
THE CONTENT
STRATEGY**

POST TYPE PYRAMID



TIP: Selling and promoting is the most infrequent type of post or piece of content you should publish. The best form of content whether it's in the form of a blog, newsletter or social media post should be centred on giving and not taking/asking.





POST TYPE CONTENT IDEAS

PRODUCT/ SERVICES POSTS	ENGAGEMENT POSTS	NEWS/ TRENDING POSTS	BLOG POSTS
BEHIND THE SCENES	LEAD BUSINESS INITIATIVE	PROMOTION POSTS	YOUR COMMUNITY
THE TRUSTED EXPERT	NEW BLOG/FAQ	KINDNESS & GIVING BACK	SCREENSHOTS
WHERE WE WORK	INFORGRAPHICS	PERSONAL POSTS	POLLS
QUOTES	USER GENERATED CONTENT	LIVESTREAMS	FREEBIES



REFINED POST MIX

WHO WE ARE

OUR PROCESS

OUR PRODUCTS/
SERVICES

BEHIND THE SCENES

LEAD BUSINESS
INITIATIVE

OUR COMMUNITY

THE TRUSTED
EXPERT

NEW BLOG/FAQ

KINDNESS &
GIVING BACK

WHERE WE WORK

OUR PRODUCTS/
SERVICES

NEW BLOG/FAQ



SHOT LIST/IMAGE TYPE

SHOT TYPE #1
i.e. Close up interior

SHOT TYPE #2
i.e. Exterior with foreground

SHOT TYPE #3
i.e. Our team in the studio
with lots of foreground

SHOT TYPE #4
i.e. A close up of our product

SHOT TYPE #5
i.e. Our local neighbourhood
close-up

SHOT TYPE #6
i.e. An infographic

SHOT TYPE #7
i.e. Our process at a
distance

SHOT TYPE #8
i.e. Our Process close-up

SHOT TYPE #9
i.e. Our team on site with
lots of foreground

SHOT TYPE #10
i.e. Close up interior

SHOT TYPE #11
i.e. Quote tile

SHOT TYPE #12
i.e. Our product or service

INSTAGRAM VISUAL STRATEGY



HEX



HEX



HEX



HEX



HEX



HEX



HEX



HEX



HEX

**INSTAGRAM
STRATEGY
PLANNERS**

MONTHLY CAMPAIGNS

JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC

Use this page to list your campaign goals for the month, define content topics, articulate calls to action and any offers or end goals.

GOALS FOR THE MONTH

CONTENT TOPICS

CALLS TO ACTION

OFFER/END GOAL

NOTES

MONTHLY CAMPAIGNS

JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC

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GOALS FOR THE MONTH

CONTENT TOPICS

CALLS TO ACTION

OFFER/END GOAL






NOTES

Berio te magnit ut aut volupta que magnam elestiurio
iusdan voluptat ad eat earciis simpos mil mos as dolum,
cumquam est, conserepel ipsam eos erat.

Veliquatur ad ma pratquiam sam fugit pore in
cullanditius esci repelitae nonem ad quiss maio et eos
evenisc idebit perumquam in ea endic to volorem sitio
voluptae natia.

PROPERTY MATE
BRAND NAME GOES HERE

INSTAGRAM MARKETING TEMPLATE CHECKLIST

-  REVIEW THE DOCUMENT
-  DROP IN YOUR BRAND ASSETS
-  DEVELOP YOUR IG STORY
HIGHLIGHT STRATEGY
-  CONSIDER THE CONTENT
STRATEGY
-  DELETE WHAT YOU DON'T
NEED, KEEP THE REST. REVIEW,
REFINE, REPEAT.

GET THE PR GOODS

For more PR goods be sure to visit our free resources page, sign-up to our newsletter and check out our shop for accessible PR options for you, your clients or your business at any stage of your PR journey.

[LEARN MORE](#)

raraPR is above all the sum of people who together help build brands and share stories. We are present in our determination to make a positive difference to the world by representing individuals and businesses doing good. We are an extension of the personal stories within us, those that we exist for and those within you that need to be heard.

WWW.RARAPR.COM