LESSON 1
TARGET AUDIENCE

How do you start working on Instagram? From Figuring out your Target Audience (later - ta)? Who will read you? Who are you interested in? Who is interested in your services, products, etc.?

With a well-designed ta, subscriber intake will occur quickly enough, and to start selling via Instagram, there is no need to become a millionaire blogger. 100 subscribers of your ta is much more valuable than 10,000 subscribers from GW (giveaway), but about this later.

If your account is interesting to subscribers, they respond to all publications, comment on them, save them.

This way you get to the «recommended» faster, and Instagram itself promotes your posts, considering your content interesting.

The main problem is how to communicate the message and its value to a potential client in order to allocate it among a million similar pages. By correctly defining the ta which you will be able to set up a marketing strategy that will target a certain potential buyer of your services or product.

Even if you do not intend to sell anything, but just want to create a personal blog, that is also your concern. No one is interested in everyone, regardless of gender and age, so when building a personal brand it is necessary to know exactly for whom you write.

So, how do you define your ta? In order to work out this question, create a «avatar of ta». That is, you do not just formally describe those who might be potentially interested in your page, but describe a person that you have made up, but a specific person, giving them a name that is easier to do by answering the questions of the questionnaire.

1) Age. The variant «16 to 90» is not suitable at all. There is no such product (or personality) that is of interest to everyone. So think hard and tell me how old your avatar is, meaning that it will be the average age around which you build your blog. That is, if you write «20», readers will enter there about 18-23 years.

2) Gender. Decide for whom you’re more interesting, because the information for men and women is completely different. What gender is your avatar?

3) Where does he live? What kind of town is it? Big city or area? What country? What is the environment around it? What language does the avatar and his entourage speak?

4) Why does the avatar need your product/service/blog? What problems can you solve? And more importantly, under what circumstances would he need to come to you?

5) Regional referencing is very important. Decide which region your subscribers live in. For example, I teach my course online and I do not focus on my country of residence, and if I studied in groups face-to-face, I would only look at Cyprus. If you have a product, do you think it’s possible to send it? Because not everything can be sent by post, and if you can, sometimes it will cost more than the product.

6) What hours does your avatar spend on social media? In the morning, on his way to work, in the afternoon when the child is asleep, or in the evening, when all business is done? The following question follows logically.

7) The marital status of your avatar and the presence of children.

8) What does your avatar do and what kind of education does it have? Does it work at all? Are we talking about housewives or students?

9) What is the lifestyle of your avatar? What are the places where he goes on holiday? How often does he eat outside? And when he’s not eating at home, what are those feeding points? Fast food, a chain restaurant, or something about a gourmet kitchen? This is an important part of your work because it is directly related to the value of your product or the style of personal posts. Think his life through. Give him a precise definition of his financial position.

10) What is his social circle? With whom does he make friends often? How does he spend his leisure? What interests does he live for?

Before you start to develop your own target audience, look to your competitors. In this case, it is not bad to learn from others' mistakes. See what the themes respond to people and what’s not at all interesting. And why is it not interesting - the form of presentation or the product is outdated? The See which publications collect the most likes and comments, and draw conclusions about everything: from the gallery’s color decisions to the way the information is presented.

Is it possible to have multiple avatars of ta in one account?

Perhaps if your potential clients are divided into segments.

I’ll explain it to you by my own example. My Instagram profile can be divided into three parts, and it’s only Russian-speaking, unlike my other platforms.

I write about promotion and give life hacks how to write texts. Accordingly, I am read by those who are interested in this subject and who want to learn how to advance on Instagram. And it doesn’t matter if it’s for yourself or do it for the money for others. One of the main interests here is SMM.

Sometimes I write book reviews, and I write quite systematically, because that’s one of my ways to engage the audience. At the same time I have subscribers who always comment on book publications, not expert ones. Yet there is something that unites these two groups. The minimum - they are educated and literate. It’s weird to think about the work of a copywriter if you’re incapable of communicating your thoughts properly. And what makes you think properly? That’s right, the reading.

And the third category of my posts: I write about myself, about my adventures, my own opinion of events, and these posts are commented by both groups.

Why? The reasons are different, but my followers are interested in me and my input. And often people from the third category go to the first, and they get the urge to either order from me texts or come to me for training.

In general, I built my blog on building a personal brand. Many people focus on expertise and success, which depends on what’s closest to you.

But you can’t write about cats and, say, eyelashes extension at the same time. Although there are some cat lovers who have eyelashes. If you want to write about both, create a personal brand, become interesting people, and they will gladly read all your posts about cats and eyelashes. But sales on a blog like that don’t happen fast.

It is important to remember that different people may want to buy the same service, so you have to break target audience down into segments.

This does not affect the creation of the avatar because it is a collective image, but knowing «pain» and the interests of all segments of your ta, you can:

• find a way to the target client;

• Understand which way to interact with a potential client is best, how to communicate with them and build confidence in themselves and their product;

• Know everything about your ta’s problems and suggest solutions;

• To lead the client to a purchase, turning the client from a reader to a customer;

• understand what will be the determining factor for the decision to buy your product/service.

I don’t write about personal blogs every time, because even if you don’t sell anything, you probably want to turn your personal blog into an ad site to pay for your ads. That is why the above applies to you;

• Understand who you will be offering direct offers to.

That’s what the avatar is for. It’s always easier to offer, even in your head, to a particular person than to think of some shadowy patch of people between the ages of 18 to 90.

I’ll take it up with a concrete example. Let’s say you have an online children’s clothing store. Then your buyer is divided into three segments:

1) Mothers

2) Shops (children’s clothing boutiques);

3) Wholesalers.

Accordingly, you must work all three avatars to understand your own target audience. You need to know exactly who and what you’re going to sell or who’s interested in reading.

How well you learn this lesson depends on your Instagram success.

HOMEWORK FOR LESSON ONE

1. Figure out who your ta is.

2. Describe your ta’s avatar in the form of a small essay, answering all questions from the questionnaire.

3. Divide your audience into segments, not by making an avatar for each segment, but by writing briefly who is in it.

LESSON 2

PROFILE HEADER

The profile header is your «clothes», by which you will be greeted. If it is concise, understandable and reflective of the content of your profile, then there is a good chance that a person will be interested and want to see what you are and who you are.

Before you start working on your profile header, make sure your profile is in business mode, otherwise you won’t be able to track statistics.

To do this, go to the settings and choose the top line settings.

Then you look for a line like this

Press this line and choose

Switch account type

You choose which is more suitable for your account, the most important thing is to set up a business mode for tracking statistics.

Then you can move on to the profile header.

The first thing to start with is the name you choose. Basically, the Instagram nick.

A lot of people write their first and last names there. That’s good, but only in some cases.

\*For example, if you are Britney Spears.

\*Or you already have more than 100k subscribers and the personal brand is at a good level of recognition

\*If you are just a well-known public figure or at least a former member of a TV show.

I was a public figure, but many, many years ago, so I chose the name katia\_the\_writer; of course, during Instagram life, it can always be changed.

Your username should be simple and unique, accurately reflecting the essence of your profile and easily memorable.

If you aim to build a personal brand, then you can certainly use your first name and surname in the long run, but until you get some fame, that’s not going to help you on Instagram.

Experiment, check what is taken and what is not (Instagram will tell you about it when you try to enter the name), but make sure that the nickname or the username, as it is called, meets the above criteria.

Nick can only write in Latin, so make sure he doesn’t look overloaded.

In addition to the nickname work, I advise you to do everything else in «notes» before, because Instagram allows only a few profile fixes at a time, and then take this function away from you for two weeks.

Then follows a line called Name, and many believe that it should be written again with a surname and a first name.

In fact, you have to write exactly what you do and what keywords you want to appear in search engines.

At the time of writing this lesson, I was like,

COPYWRITER PROMOTING CYPRUS

IMPORTANT! Write with capital letters and spaces. Let’s say your nutrition profile and you do marathons, then it might look like this:

PROPER NUTRITION WEIGHT LOSS MARATHON

Keep in mind that only one word is displayed in the search, so try to avoid words. Although if there is a keyword in the word, it is acceptable and looks beautiful. Let’s say, «CUSTOM TEXTS FOR YOU» would look better than my «COPYWRITER PROMOTION CYPRUS», but it was important to me that the search engine showed me on three keywords.

Next you will be invited to enter information about your website. There you can put a link to Watsap to make it easier and quicker for your clients to contact you; to pay if you sell something; and of course to a website, if you have one, or to a tapline service, which will allow you to combine several links into one click.

Next comes one of the most important lines of your profile header - «BIO».

What do we write in it? In a nutshell, it’s a message-hello to your reader. It’s a simple and understandable way to write your profile.

I had a student who, obsessed with the tree or subtly alluded to her own spirituality, wanted to see the metaphors and the point because she liked it that way. True, she lamented why no one subscribes to her.

All information can be accompanied by emoji. Before each sentence to highlight the importance of the written, try not to make the description one solid text, but to divide it into several maximally simple and concise sentences, each with a new line. In this box, the sign restriction: you get 150 characters for everything.

What does it say?

My name and first name. I recommend to write them exactly there and to be trusted. It is better to do so rather than to write, for example, «Maria Sorceress».

Further. «I write texts custom» is one of my activities.

«I teach on the author’s course of copywriters» is the second direction of my activity.

«Individual training for promotion». After this course will see the world, this line will change. But the person understands who I am and what my profile is about.

Try to get the message across so the reader doesn’t have to guess.

What’s important to know is the photo in the picture. BAD, if there’s a photo of a child, a kitten, a mouse, a flower, etc. Fine, if there’s your own photo with a smile, an open look in the camera and a light background. The image is small, so as much as you like it in a flying dress at the dunes, it doesn’t work because people want to see the face of the person they’re visiting.

Imagine that you have visitors, and instead of meeting them, you are shy, far away, on the doorstep of the kitchen.

Kittens and puppies are acceptable if you have a veterinarian profile or sell animal feed, but not in any other way.

Of course, all my tips are for those who want to sooner or later monetize their Instagram or themselves via Instagram.

The last thing I want to say is leave the profile open or close. Both options are possible. Some people think that a closed profile creates a sense of belonging to the chosen, but I don’t think it’s worth it. Our goal is to shorten the decision time as much as possible, whether a person wants to subscribe to you or not, whether they want to buy further or go further.

Now, an open profile is a shortcut from subscription to purchase.

Homework for second period:

Work in the notes of at least 3 variants of the profile header. If you find a nick that you think is a success, it can be one of all three options, the rest can be different.

Lesson 3

FREE WAYS TO PROMOTE

Part 1

HASHTAG

The first, and one of the most important, way to do this is to get the hashtags right. What is it? It’s basically cataloguing topics on Instagram.

An important rule to remember - hashtags are never put in the middle of the text. No «met with a #friend to drink #cappuccino». These tags do not carry any meaning and the audience will not lead to you. People who read from a mobile device, scrolling through the text, accidentally get hit by a hashtag with their finger, and everything - from your page they’ve already been taken away, and who knows what interesting things are waiting for them under the tag #friend. There are also completely meaningless #thinkabout tags. Given that hashtags are cataloguing, who would think to look for a topic like this?

It is best to put all hashtags in the first comment after the post; the exception is personal tags, by which you will then plan navigation topics.

In total, you can use 30 hashtags for each post, and it’s best to take all of them. It’s 30 chances to be noticed, don’t miss them.

We do not categorically take hashtag millionaires such as #London, #Newyork, etc. These are themes-graves from which bots can «run» by blocking your account, or you simply will not be seen. All hashtags are divided into «TOP» and «RECENT», so that in multi-million hashtags of the publication occur every few seconds, which contributes to the fact that your post in the «recent» quickly falls down, left unnoticed. It is almost impossible to get into «top», and this is our goal.

Do not use tags like #Following, #Likeforlike etc. Instagram often blocks such tags, and therefore all publications with them. Again, it won’t bring you any real followers willing to interact with you.

What is the frequency of hashtags on Instagram? This is the number of Instagram posts that have this tag. This number is variable: it varies with the number of posts published.

All hashtags are categorized.

HIGH-FREQUENCY hashtags are over 1 million, and as I wrote earlier, you don’t have to take them. But there are exceptions, usually geographical. For example, I live in Cyprus, so I take the tag #CYPRUS, which today has a frequency of about 8 million. I’ve been on the top of it quite a lot, and it’s because I get a lot of activity from people living in Cyprus. I myself am on the island and therefore the tag is relevant to my being, plus the population in Cyprus and those who want to use the Cyprus tag cannot be compared to the population in the major cities. With London, let’s say this doesn’t go away because of the much higher density of the population and the frequency of the references.

MIDFREQUENTIST tags are the most efficient, and they have the largest spread, about 20,000 to a million. Different SEO specialists give different numbers, giving a description of tags. In my experience, the workers are from 100k to 1m.

LOW-FREQUENCY tags - up to 20,000. They bring in very few people, except on a narrow topic. Let’s say you have a beauty salon in a small community. With a high probability of such places in this settlement one or two, therefore a low-frequency tag indicating the location of a given business is appropriate and will be a worker. Otherwise, low-frequency tags are useless.

What should be a tag ratio?

Of the 30 tags, it’s something like this:

From 500k to 1m - 10 tags.

From 200k to 450k - 15 tags.

From 100k to 190k - 5 tags.

The use of low frequency or, conversely, millionaires must be considered on a case-by-case basis.​

Как подбирать теги?

1. By geographical location of you or your business. The simplest way to select any tags is to go to the Instagram search engine and select the TAG section; there you start to print the tag, then the possible combinations will appear immediately and the frequency will be visible there.

Once you learn, over time you will easily change your tags - depending on how you can get to the top or how much more the coming. How do you know the coming? Ask new subscribers periodically how they know about you. Geographical tags have to be 4-5. I bet a minimum of 6-7 geographical: for me it is a way to declare itself on «own» territory. I remind you that, with a few exceptions, when you designate a relatively small community, such as #Cyprus, you can take millionaires; otherwise, look for tags that give you more details about your location. Not #Lindon, but #Oxfordstreet, or the area you are in or your business. If you have, say, a beauty parlor, the #nailsoxford tag will do; provided, of course, that you are there. That way you can point to geography and business. It’s possible to use 2,000-3,000 low-frequency tags if they can pinpoint your location and business. But don’t overuse them, 1-2 is enough.

1. Focus your tags on your activity. I have this #copywriter, #customtexts, etc. Try not to use long tags; take anything related to your case. Let’s say the copywriters are all about texts, posts, articles and other. When you first select tags, you can write down everything that comes to your mind in connection with your activities and then look at what tags are in those parameters.

It’s important! Don’t copy tags. I mean, writing notes and copying them is a bad idea. I don’t know why, but Instagram doesn’t like that. It is better to dial them manually and change them places every time, otherwise for constant use of the same tags it is possible to get into «bans on tags». After a ban like that, it’s gonna be hard to get into the top.​

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The logical question is: What does it mean to get into the top and why do you want to do that? Getting into the top means that your publication has moved from the «recent» to the «top»: these posts see first of all when entering on a hashtag. In this way more people may want to read your post and then subscribe if they find your content interesting. How do we get there?

1. You must have a high level of activity on your post, especially among your subscribers. Now, there are these like-chat places where people go around commenting on each other’s publications or programming bots. This Instagram activity counts a lot worse because it comes from people you don’t sign. If the comments leave bots, Instagram may even think that you are using the scrolling programs and send you to the «shadow ban», about which I will tell you later.

2. Your post is accompanied by a beautiful, bright visual. Instagram is primarily a visual platform. On a beautiful photo you will quickly dial «likes», and it will be a proof that the publication is interesting. Instagram works by algorithm, so subscriber reactions are the most important thing to consider.

3. To get everything out of 1 and 2, publish at the time when your account has the maximum traffic. It depends on the topic of the blog and who reads you. Traffic statistics you can see in your profile: there will be the hours of greatest activity, then publish. The general trend is that most Instagrams are read either on the way to work on the subway (it is about 8-9 am), or on lunch break around 1:00 pm, or in the evening on the way home, or at home around 8:00 pm. But this, let’s say, doesn’t apply to maternal blogs: parents who are at home with children have their own hours of activity.

Try to involve your reader in such a way that he wants to leave you a comment and thereby «promote» your post. I’ll tell you how to do that a little later.

BAN TYPES

SHADOW

You put a tag and do not see your publication in the «recent». For what can it be?

\* For the use of third-party services such as bots for mass-following and mass-liking.

\* For participation in like-chat. This is when by a certain tag, which is issued in such like-chat, you put up likes and get them in return. Instagram, this activity seems suspicious because you get a lot of likes from strangers. To avoid the ban, make sure that these likes do not exceed 50% of all your «hearts».

\* For use of any third-party services like «post planners».

\* For exceeding Instagram limits on likes, subscriptions, comments.

\* Unknown for what else.

How do you get out of a shadow ban?

• Turn off all third-party services and «untie» your Instagram from all programs attached to it.

• Leave your account and don’t log in for two or three days, don’t have any activity, forget about it.

• Sometimes it helps to delete the application and download it again.

• You have to be patient. Sometimes a ban can last up to 14 days, but it’s still over. So, do it point by point and wait; after three days try to publish and see if you can see in the tags.

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BAN BY TAG

This may occur in the following cases:

• you copy tags from a list of notes;

• you use the same tags all the time;

• you constantly use tags not relevant to the subject of your posts/

In this case, by a particular tag, you just see some nonsense. I had it with a #copywriter. The answer is simple: don’t take this tag. You will find that you were "released", checking it on old publications. Come and see - can keep in a ban for up to a month.​

Always follow the statistics of your publications and watch «the coming on hashtags». When they are selected correctly, they are a good coming.

In the photo, very well-chosen hashtags and their arrival.

Do not forget this promotion tool, applying it to each of your publications.​

HOMEWORK

Select 20 geographic hashtags for your profile.

Select 30 professional hashtags according to the nature of your activity, taking into account all that is said in this lesson.

LESSON 4

VISUAL

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Instagram is a visual setting, and that’s what it was designed and conceived. Therefore, if the profile does not have a good visual, it will never be successful. If you are uncomfortable showing your photos or videos, it is unlikely that you will «befriend» with this social network; no drainage photos will help because it is important for people to see who is behind the profile, especially if they buy something from you. But since you’re on a promotion course, you’re probably interested in further monetization. Accordingly, I am advising on this basis.

Your visual, starting with the photo on the avatar, is the same «clothes» by which you meet. When you open a new profile, you make a decision in three seconds whether you want to stay or not. So the first thing you can attract is exactly a beautiful picture, its own, made artistically or unusual. If an Instagram user encounters a vague visual, whatever brilliant texts follow, he will not know, because the first impression is tainted and interest is lost.

To put it mildly, your visualization has three parts to work out.

1. Photo avatar. I have already written in one of the lessons what it should be: clear, bright. (For more details, see the lesson on the design of the profile header).

2. Avatars of saved stories. They look much more attractive and professional when their covers are made in the same style. You can order them from a designer or make them yourself in one of the applications that I’m going to give you.

3. The tape itself.​

What’s important in the visual?

• The gallery should be designed in the same style. The first thing a person sees when opening your profile is the last nine posts. Therefore, the rule of changing the visual is not before 9 posts.

• Choose whether you want to see a visual in warm tones or in cold colors. Go from one to the other gradually. You don’t have to keep the whole picture in the same frame, you can go from one to the other, but you can’t do it too harshly.

• Photos can be labeled, framed, ordinary - it doesn’t matter. The only thing is, they have to look beautiful and harmonious. There are so-called visual stylists, but you can do it yourself. I’ll tell you about programs that will help you solve the problem of decorating the gallery.

• The Instagram virus color is red. All photos are PREFERABLY against a light background. For some reason they always have a larger scope and more often fall in the «recommended». But that does not mean that everyone should take a photo exclusively in red. Just keep that in mind.

• Photos should be QUALITY. Forget the selfie or the fuzzy party photos. Here everyone solves the problem in their own way. For example, I practice photo-walks with photographers: it’s cheaper than a photo shoot, and an hour’s walk can provide photographic content 2-3 weeks in advance. Some people just need a good camera on their phone.

• If the picture is of a person, you or someone else, then the look should be directed to the camera. No matter how nice and mysterious you may seem to yourself looking aside or lowering your eyelids, it is the photo with the look in the camera that more often become high-scale and «cling» to the eyes. Wonderful photos in profile and with a modestly sweaty eye can be left for a personal page or a home collection.

• There must be alternation of large, general and medium plans in the tape. Even the most beautiful portraits, placed one after another, become boring. Always use gallery planners to see how each subsequent photo matches the previous one. I use PREVIEW, someone is comfortable with PLANOLY. There are quite a lot of similar programs in which you can plan your tape and do it absolutely. You write a content plan, and you pick up a photo for it, and sometimes you do the opposite - they pick up themes for the image. Whichever is more convenient, but it is imperative to take a photo and a content plan. I'll tell you about the content plan of posts in the next lesson.

What is it worth avoiding?

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\*Wasteful photo overuse. However, sometimes they are very helpful when you need a photo for a specific topic. The list of photo stocks will be in this tutorial.

\*Photos where you have approached yourself so as not to publish other people standing next to you. Such images lose their quality sharply.

\*Any dark photos.

\*Pictures with quotes of great people. If the soul demands such content, it is perfectly acceptable in the stories. However, simply a beautifully decorated post with an inscription is allowed (examples are given below).

\*Alien photos without the permission of the image owner. If a complaint is received, you can be blocked for copyright infringement.

\*If you post a video, make sure that the screen saver is either a good shot or just put a beautiful photo on the subject of the video. «Frozen» images will ruin the entire tape.

IMPORTANT! Do not use WhatsApp or other messengers when sending a photo. For this purpose TELEGRAM is best suited - there is a feature of sending a photo file where it does not lose quality.

SERVICES AND ASSISTANTS FOR CREATING A VISUAL​

There are many applications that are designed to process photos themselves. I am not a great expert in working with Photoshop etc. but even I have mastered these programs - a person far from being with a computer and graphic editors on «you». For those of you who decide to go further in visual matters, there are special courses that teach only that. I will teach you what I know.

For retouching, color correction and presets, I recommend applications:

-Lightroom;

-Lightroom presets;

-Retrica;

-Snapseed;

-AirBrush.

For frame design, inscriptions, moving animated details and beautiful designs for stories and covers for them:

-Canva;

-Instasize;

-Instories;

-Unfold;

-Mojo.

To work with video:

-Inshot;

-Magisto;

-Slideshow Video and Photo.

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I’ll admit it’s software from AppStore, but it’s also in Google Play, as well as a lot of other useful and interesting applications that are worth studying and testing. Some of them have only paid versions, some offer many options and free.

PHOTOSTOCKS

They help out when it is difficult to choose a photo for a certain theme or it is necessary to «dilute» the own photocontent. It is not worth to overuse the stock photos: Instagram recognizes them, and with constant use can hardly expect big coverage.

However, it is a great working tool, saving time and sometimes money: there are stocks that provide photos absolutely free. When posting posts, remember to specify the authors of the photos.

Try any of the following:​

1. Unsplash

2. Pixabay

3. Shutterstock (paid, but worth it, and quite inexpensive)

4. Pickupimage

5. Wikimedia Commons

This is my favorite five. Of course, there are many more on the Internet.​

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HOMEWORK

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In one of the gallery planners, plan three variants of the gallery for 9 posts.

1. Simple photo without inscriptions and frames, following the same color and tone mode (warm, cold, colorful, black-and-white, etc.).

2. Mixed gallery, photo + photo with design (frames, inscriptions), but to make it harmonious.

3. Gallery, where all photos with design in the same style.

You can use your own photos and sewage. This homework will help you decide which gallery you would like to see.

\*try to design the covers for saved stories.

LESSON №5

CONTENT PLAN

TYPES OF TEXT CONTENT IN THE PROFI

It’s the basis of the Instagram page. The content must be different, which is why there is a content plan - that the content of the profile be harmonious. Any profile, I would say. I anticipate questions like «if my profile about eyelash extension? There’s not much to write about».

See how it happens. Girls who have eyelashes do it, say, once a month (sorry, I just don’t know). That is, once a month she can theoretically go to the Instagram Master to see what kinds of extensions appeared before her session. She came in, chose, and she forgot this profile once and for all. Until next time.

Now imagine that in this profile the Master tells funny cases, some historical facts (when and how they have grown), tells about novelties, even if not yet available for us, arranges raffles for customers, offers to try new products, and many more. Then such a page will become not just selling eyelash extensions, but in some sense «girl friend», where the girls come out of interest because they find for themselves a benefit. Actually, on Instagram, people go not to buy, they go to have fun, and if you make them laugh, and you make them laugh informatively, they will do you a pleasure by periodically buying something. This is the client’s involvement. You, as a good hostess, must take care of your client, you must have an interest and a good one. And in no case should it feel as if they’re constantly trying to sell something.

So let’s look at the types of content.​

1. INFORMATION

Don’t confuse it with the selling. In information, you tell about your product or service, build a relationship of trust with the reader/potential buyer, but sell nothing to him. Nevertheless, you show your expertise, and therefore prepare the reader for the next logical step - buying your product or service. You ATTRACT and benefit without in any way encouraging you to buy. You create the so-called SALES FUNNEL.

What can be included in information content?

- Presentation of the success of your company or personal achievements related to your activity;

- Company news, new product or service lines;

- reviews;

- some «behind-the-scenes» stories, e.g. the process of creating a product (service), a photo of these processes or a video, a photo and video reports of the use of goods, etc.

- General information about world trends in your field, even if not personal.​

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2. SELLING

After a series of informational publications, you have created a kind of trust in yourself and your activities, secured the loyalty of the audience and start selling. With the help of selling publications, you get customers and make sales. From where you will get clients - from your audience or from a «cold» target - is the second question, but selling posts should precisely «hit» on the needs of your target audience. Keep in mind that it should occupy a maximum of 25% of your entire blog.

What could be in your selling posts:

- actions, proposals - but specific, with a time limit;

- feedback from real buyers, with the creation of a sales funnel;

- a brief description of the uniqueness of the product or service offered;

- a description of personal profit when buying/ordering from you.

Writing selling texts is the subject of a separate lesson; it is at these posts that the greatest amount of money of the copywriter is kept.​

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3. ENTERTAINING AND ENGAGING CONTENT

It builds the loyalty of the audience. You keep the audience happy. She’s coming over to see what new stuff you’ve made, and that’s also a very big part of your reader’s involvement.

Types of entertainment content:

- posts of provocation aimed at maximal comments (even if half of them are negative, but still be careful about choosing topics: for example, religion and politics are best left untouched);

- Surveys, contests, guesses, quests and riddles;

- Marathons associated with your field of activity;

- «posts of good mood», where you either celebrate bloggers whose posts you are interested in, or tell about an event similar to a miracle, or something that sets the reader to good emotions and desire to share them with you and your other readers;

- reviews of books, films, serials, own ratings, etc. ;

- «harmful advice» (how not to do it);

- jokes, funny stories;

- Interesting or unusual facts;

- cats-dogs and stories about them.

4. Educational (TUTORIAL)

Another great way to show expertise in your field. You don’t have to start an online course, but if you tell and help to learn something, it will be greeted by the audience with gratitude and you will prove to be a professional.

What could be in such posts:

- A story of how to do what you do in a simplified way. (if you are a copywriter, for example, talk about formulas for selling posts) ;

- to tell how you saw the recipe in some open source, and to share how you improved it (if you blog about food), or how to make a hair mask at home if you write for a beauty salon. That is, any useful skill but related to your activities;

- Selection of useful resources and applications to facilitate the work (telegram bots, etc.);

- Master classes

- a review of literature with comments on your activities: what a book will help.

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Even if you have a serious expert blog, there must still be a constant alternation of content. From every post, people do some good, or they learn something, or they just get in a good mood.

Homework for second lesson

Write a content plan for the month with HEADINGS to posts and 2-3 sentences to each post. Remember to rotate content. Information - no more than 25-30%, selling - 25%, entertainment/engaging - 30%, educational - 10%.

Prepare a content plan for 9 days + photo plan for it in the software-planner.

IMPORTANT

At the end of any post, there should be an easy question involving the subject of the post. The number of comments under the post depends on the success of the post itself.