

Roxanna Instagram Strategy

A Strategy to Roxanna's Social Media Efforts



3 Benefits of Developing a Social Media Strategy

- 1. Increased brand visibility:** Significantly boost brand visibility by reaching a larger audience and increasing brand awareness through targeted content and advertising.
- 2. Improved customer engagement:** Enables businesses and creators to actively engage with their customers, fostering relationships, and gathering valuable feedback.
- 3. Enhanced market insights:** Gather valuable market insights by monitoring conversations, trends, and customer preferences to help you make informed decisions and stay ahead of the competition.



Social Media Strategy Steps

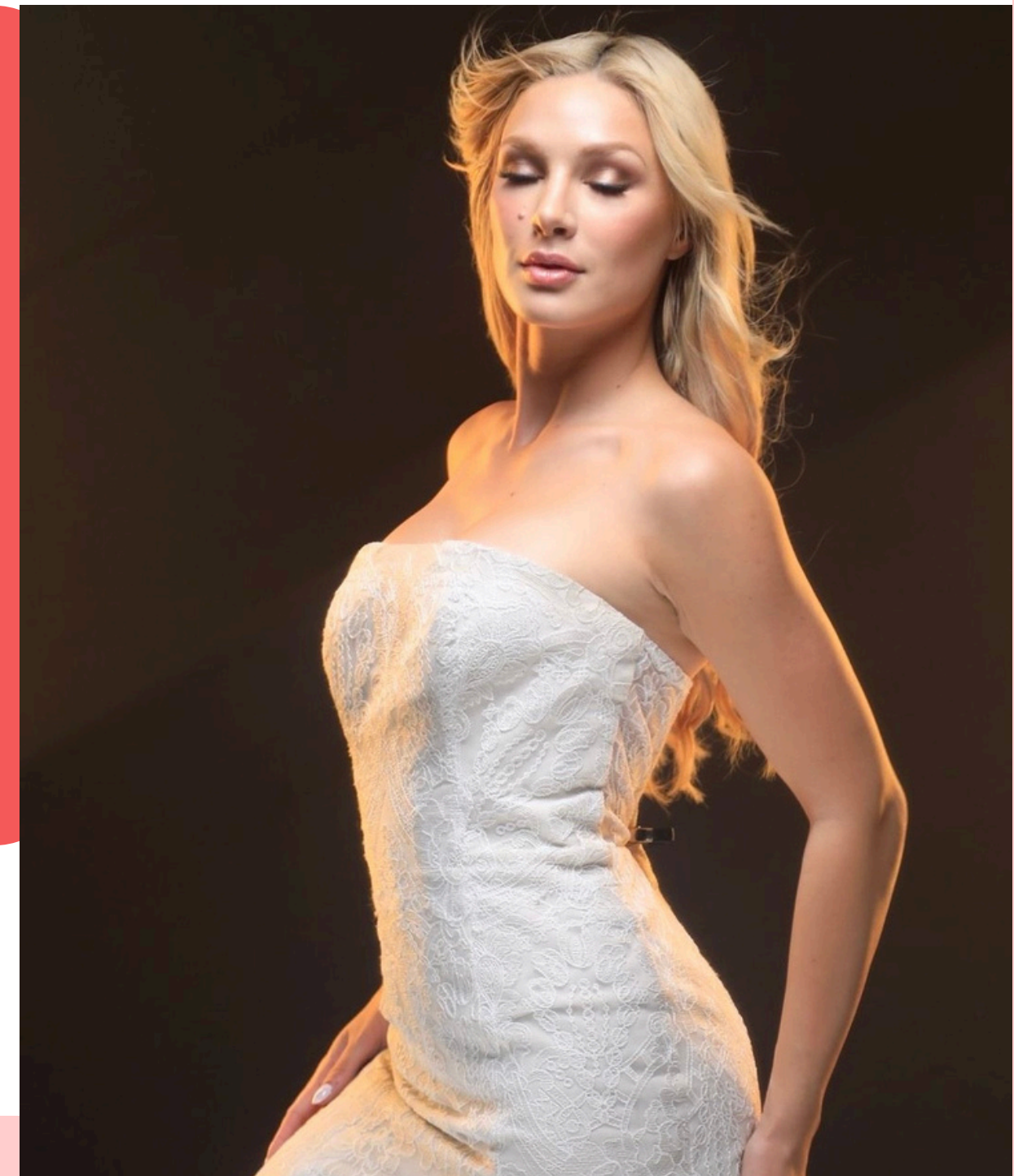
Step 1 - Internal Audit.

Step 2 - Identify Target Audience and their Needs.

Step 3 - Set Achievable Goals.

Step 4 - Be Active and Engaging Online.

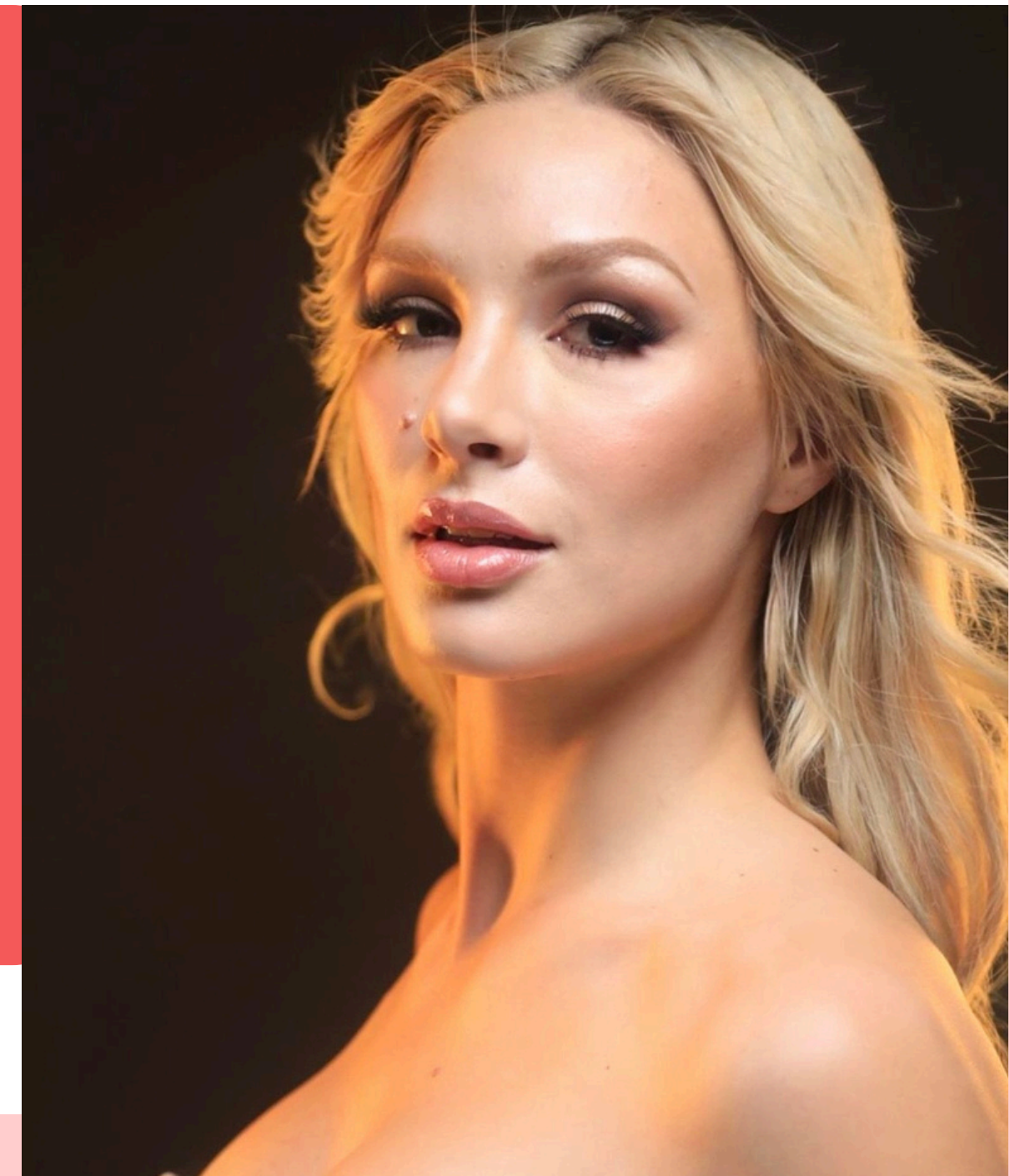
Step 5 - Track Your Results.



Internal Audit

What is working?

- **Consistent Posting** - There has been a high level of consistency; with an average of 8 posts each month, showing a strong level of commitment.
- **High Quality Content** - The content is of a high quality - both content taken professionally and content taken using a phone camera - using a similar editing/colour/tone style would make the page more uniform but overall, great quality.



Internal Audit

What needs to improve?

- **Poor Engagement** - For a page with over 15,000 followers, the engagement and reach rate is quite low. It shows there is a disconnection between the content and the followers. Perhaps the content is quite repetitive.
- **Lack of Clear Direction and Personality** - Linked to the point above. Although there is a good amount of content; there doesn't seem to be a clear plan and direction. People also like to see more personality and get to know you authentically and more personally than only photoshoots/catwalks.



Internal Audit

What is the new approach?

Position yourself as a relatable and aspirational fitness model and content creator who empowers others to pursue their dreams through dedication, healthy habits, and a positive mindset. Your content should focus on three core pillars:

- **Fitness & Wellness:** Sharing workout routines, nutrition tips, healthy recipes, and motivational content to inspire a healthy lifestyle.
- **Modeling:** Offering behind-the-scenes glimpses into the modeling world, including posing tips, "Get Ready With Me" videos, and insights into the industry.
- **Lifestyle & Inspiration:** Connecting with her audience on a personal level by sharing anecdotes, positive affirmations, and glimpses into her life beyond modeling.





Identify Target Audience and their Needs

➔ Who is our Ideal Customer?

If we want to build a relationship with our audience, we need to know who they are. In order to identify our ideal audience member, we need to create **Archetypes**. **Archetypes** describe patterns of behaviors, attitudes and motivations shared between people.

We can give our target Archetype a title and description to help us understand their needs.



The Aspiring Model

The Aspiring Model is a 24-year-old based in Los Angeles, balancing part-time work while pursuing a dream of breaking into the modeling industry. Ambitious and social media-savvy, they are drawn to visually appealing, valuable content and frequently engage with influencers and models online. They seek guidance on industry basics such as posing, building a portfolio, and landing brand deals. Additionally, they value practical fitness and wellness tips to maintain a camera-ready look and appreciate authentic, behind-the-scenes insights that showcase the realities of modeling. Relatable yet inspiring role models motivate them to elevate their journey while staying connected to their aspirations.

Identify Target Audience and their Needs

➔ What does the Aspiring Model NEED?



The Aspiring Model

- **Industry Guidance** - They need actionable advice on posing, building a standout portfolio, finding agencies, and landing brand deals, along with tips to boost confidence and prepare for auditions or shoots.
- **Fitness and Wellness Support** - Sustainable routines for fitness and nutrition that fit a busy lifestyle are essential, along with balanced advice to maintain a camera-ready appearance without burnout.
- **Authentic Behind-the-Scenes Insights** - Relatable content showcasing the realities of modeling, including prep routines, photoshoot challenges, and handling rejection, helps them feel connected and reassured.
- **Inspiration and Relatability** - They seek role models who share their journey authentically, balancing success with relatability to inspire and motivate their own growth.



Identify Target Audience and their Needs

 **When Might we Interact With our Ideal Customer? How do Principles Help us Communicate a Consistent Message?**

Interactions are any moment a brand engages with an audience member..
In order to build a strong relationship with our audience, all our interactions need to be **consistent** and **meaningful**.

In order to remain consistent and valuable through our use of social media and all our interactions, we need the right **principles** to **guide** our interactions, enabling us to make decisions that the target audience will find meaningful.



Identify Target Audience and their Needs

➔ Developing Clear Principles Based on Your Audience's Needs



The Aspiring Model

Because the Aspiring Model ...	The experiences must be...
Wants to experience Industry Guidance	insightful
Wants to experience Fitness and Wellness Support	Practical
Wants to experience Authentic Behind-the-Scenes Insights	Transparent
Wants to experience Inspiration and Relatability	Empowering



Identify Target Audience and their Needs

What Activities is the Aspiring Model likely to be involved in?

Activities capture the actions and goals of a customer across their end-to-end experience, from their point-of-view.

Understanding their potential activities will ensure Sonya has engaging content for her target customers.

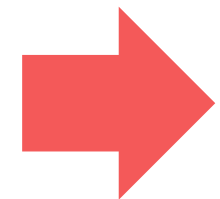


The Aspiring Model

	DREAMING	PLANNING	EXPERIENCING	SHARING
Activities	Get Inspired	Read Reviews/Comments	Engage with content/try workout routine	Review Experience



Identify Target Audience and their Needs



What Features should Roxanna Include across her Social Media Platforms?



The Aspiring Model

Stages
Activities
Interactions

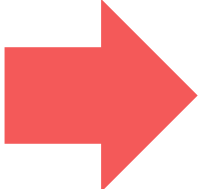
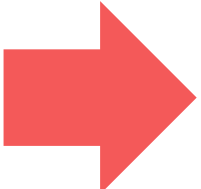
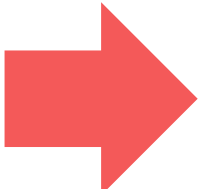
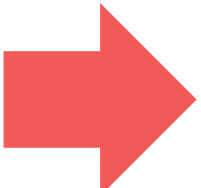
DREAMING	PLANNING	EXPERIENCING	SHARING
Get Inspired	Read Reviews/Comments	Engage with content/try workout routine	Review Experience
Consistent High quality picture and video content	Showcase authentic results of people you have helped and strong brand positioning	Reposting user-generated content to encourage posting	Review and Rating Options - Text or Media

Experience Principles: **Insightful, Practical, Transparent, Empowering**



Identify Target Audience and their Needs

Based on the needs of your target audience, the content should be:

-  **Insightful**
-  **Practical**
-  **Transparent**
-  **Empowering**





Set Achievable Objectives

STEP 3

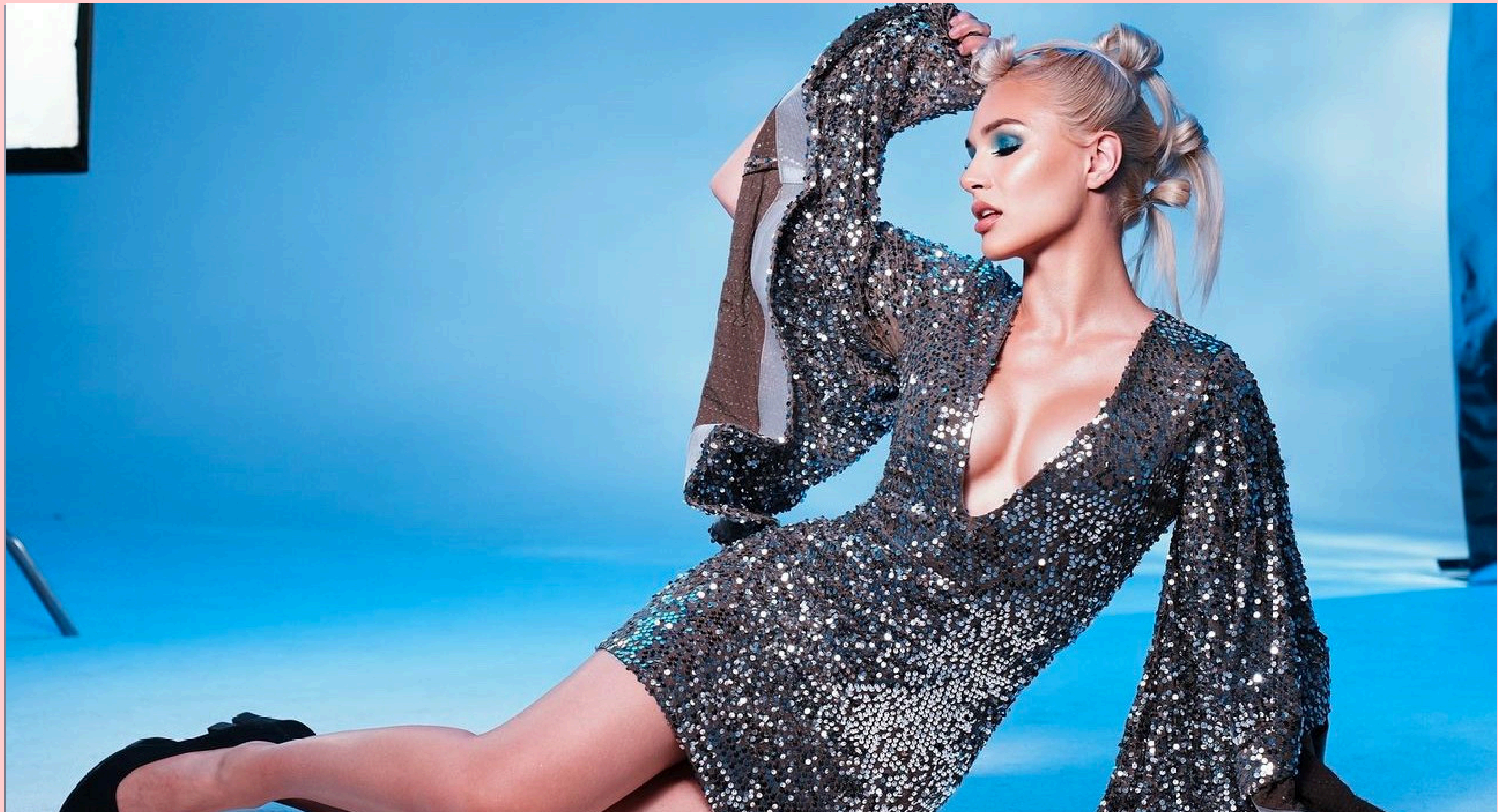


It is essential for all objectives to be **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound. SMART goals are essential for tracking meaningful Metrics/Key Performance Indicators.

Examples:

- **Increase Instagram Followers:** Grow to 20,000 followers by 31st March, 2024.
- **Increase Instagram Engagement:** Achieve an average of 1,200 likes on each post within 3 months.





Be Active and Engaging Online

STEP 4

- »»» Great Content is **Findable**.
- »»» Great Content is **Shareable**.
- »»» Great Content is **Usable**.
- »»» Great Content is **Memorable**.
- »»» Great Content is **Quotable**.
- »»» Great Content is **Actionable**.
- »»» Great Content is **Readable**.
- »»» Great Content is **Measurable**.



Be Active and Engaging Online

Instagram Content Strategy Pillars

Fitness & Wellness

- Share workout routines (gym and at-home), activewear try-ons, and fitness challenges.
- Post quick nutrition tips, meal prep ideas, and easy-to-follow recipes.
- Use motivational captions to inspire your audience to prioritize health.

Modeling

- Take followers behind the scenes at photoshoots—show them the real side of modeling.
- Post “Posing Tips for Beginners” or “How I Prepare for a Casting Call” videos.
- GRWM content before shoots can also bring variety and fun.
- Share insights into landing brand deals and balancing life as a model.



Be Active and Engaging Online

Instagram Content Strategy Pillars

Lifestyle & Inspiration

- Share snippets of your personal story (e.g., your journey from Quebec to LA).
- Include travel highlights, motivational quotes, and reflections that inspire your audience.
- Show glimpses of your everyday life while maintaining your desired boundaries.

Value-Added Content

- Offer tips for aspiring models (e.g., building a portfolio, working with brands).
- Post Reels like “5 Mistakes to Avoid as a New Model.”
- Use Q&A sessions to answer audience questions and foster engagement.



Be Active and Engaging Online

Instagram Content Formats

1. **Reels (Primary Focus):** Short, engaging videos are crucial for growth. Use trending audio, transitions, and text overlays.
2. **Photos:** High-quality photos (both professional and phone-taken) are still important. Focus on variety in poses, outfits, and locations.
3. **Carousels:** These allow for deeper dives into topics, offering a more comprehensive and engaging experience.
4. **Stories:** Use Stories for behind-the-scenes content, quick updates, polls, Q&As, and promoting Reels, posts, and carousels.
5. **Live Streams (Periodically):** Engage with followers in real-time, answer questions, and build community.



Be Active and Engaging Online

Content Pillars & Example Content Ideas

Fitness & Wellness:

- Reel: "My Go-To Glute Workout" (demonstrating exercises with proper form)
- Photo: Healthy meal prep ideas
- Reel: "Quick 15-Minute At-Home Ab Workout"
- Story: Poll asking followers about their favorite workout
- Carousel: "Complete Guide to Perfecting Your Squat" (Slide 1: Intro/Benefits, Slide 2: Proper Form, Slide 3: Common Mistakes, Slide 4: Variations, Slide 5: Warm-up/Cool-down)
- Carousel: "7 Days of Healthy Breakfast Ideas" (One breakfast idea per slide with recipe and nutritional information)



Be Active and Engaging Online

Content Pillars & Example Content Ideas

Modeling:

- Reel: "Posing Tips for Beginners" (demonstrating different poses)
- Reel: "Get Ready With Me for a Photoshoot" (showcasing makeup, hair, and outfit)
- Photo: Behind-the-scenes shot from a recent shoot
- Story: Q&A about breaking into the modeling industry
- Carousel: "Building Your Model Portfolio: A Step-by-Step Guide" (Slide 1: Intro/Importance, Slide 2: Headshots, Slide 3: Full-Body Shots, Slide 4: Tear Sheets, Slide 5: Digitals, Slide 6: Finding a Photographer)
- Carousel: "Different Types of Modeling and How to Get Started" (Each slide focuses on a different modeling niche: runway, commercial, fitness, etc.)



Content Pillars & Example Content Ideas

Lifestyle & Inspiration:

- Reel: "A Day in My Life as a Model" (vlog-style video)
- Photo: Motivational quote with a personal caption
- Story: Sharing a personal story about overcoming a challenge
- Carousel: "My Journey to Becoming a Model" (A multi-part story told through images and captions, sharing her experiences and challenges)
- Carousel: "5 Things That Keep Me Motivated" (Each slide features a different motivational tip or practice)



Be Active and Engaging Online

Content Pillars & Example Content Ideas

Value-Added Content:

- Reel: "3 Common Modeling Mistakes to Avoid"
- Reel Series: "5 Days of Modeling Advice"
- Story Q&A: Answering followers' questions about working with brands
- Carousel: "How to Approach Brands for Collaborations" (Slide 1: Researching Brands, Slide 2: Crafting Your Pitch, Slide 3: Creating a Media Kit, Slide 4: Following Up)
- Carousel: "Understanding Model Contracts: Key Things to Look For" (Each slide explains a different aspect of a model contract: usage rights, payment terms, exclusivity, etc.)



Engagement Strategy

1. Engage With Your Audience

- Reply to comments and DMs promptly. Use story polls, Q&A stickers, and quizzes to create interaction.

2. Collaborate With Creators

- Partner with other fitness or modeling influencers in your niche for cross-promotion.

3. Use Hashtags Wisely

- Stick to niche-specific hashtags like #FitnessModelTips, #ModelLife, and #LAIInfluencer for higher discoverability.

4. Highlight Brand Work

- Create a Story Highlight to showcase your collaborations, UGC content, and testimonials. This will attract more brands.





Key Performance Indicators (KPIs)

- **Follower Growth Rate:** Monitor the monthly increase in followers.
- **Engagement Rate:** Track likes, comments, and shares on posts.
- **Thought Leadership:** Measure the number of mentions and profile views.
- **Content Reach:** Analyze the reach of posts through impressions and shares.



Track Your Results

STEP 5

What should I continue doing? Best tracked after 3 months of consistent posting.

Instagram
What's working:
Why is it working:
Action items:



Track Your Results

STEP 5

What should I STOP doing?

Instagram
What is not working:
Why is it not working:
Action items:



Track Your Results

STEP 5

What should I START doing?

Instagram
What can I do:
Why will it work:
Action items:



