



## 10 Step Guide to Maximize Your Instagram

### 1. Know your ideal customer

You own a farm. You have your ideal customer. Who are they? If you were to summarize it with one person, can you name them? Your customer loves everything you do. They are a raving fan of yours. They love to #shoplocal. Write down the name of this person. How old are they? Do they have kids? Are they married? If they could buy more from you, what would it be?

Every time you post an image and write a caption, keep your customer in mind. What will delight them? If you've been playing around with Instagram already, what have you already posted that gets a lot of likes and comments. Those are things you should do more of!

### 2. Your profile

You want to make sure you have a business profile. This will allow you to see stats and in the future, if you want to run an ad to promote a special event or sale, you will easily be able to do that. This is a super easy tweak to make. Just go to your Instagram account to the settings and it will walk you through it.

### 3. Maximize your profile

Once you have identified your ideal customer, now it's time to look at your profile. What does it say? Does it include your farm name? Is it super clear with the state and town? More than once I've tried to tag one of my farmers in @clemsoncafe and not easily been able to find them.

You can use hashtags in your profile like #localfood or #loveyourfamer. If you create a hashtag for your farm, include it!

### 4. The link

The last important piece in your profile is the link. Don't let this go to waste! Your ideal customers want to keep up with you. If you have a website with an email signup box. Then that should be what you link to.

If you have a website but not an easy way for them to join your email list, then please head over to MailChimp and go through the steps to add it. (Or get someone to do this for you. If you don't have someone to easily call on, DM me and I'll see what I can do.)

If you don't have a website, I'd recommend you use linktree to link to 2 different things. First to your Facebook profile page. The second to a signup form provided by MailChimp. These both are easy.

### 5. It's not about frequency

Now that your profile is spiffed up and ready to receive all your future customers, it's time to post. I have great news for you! Posting daily is not necessary. I would recommend posting 3 times a week with good captions. I would recommend you spend 10 minutes daily or every other day, searching out potential customers either by location, by hashtags, or by following other people that like similar farms as yours in your area.



## 6. Connect with stories

Learning how to share stories with your fans is a great technique. You can write about when you started the farm. Talk about some of the things you had to do to get things ready for what you have now. Some of these stories you can repeat every 90 days as you get new fans following you. Save the text for these posts so you can easily copy and paste them. I like to use Evernote on my phone for this.

## 7. Tie it into Facebook

You can easily connect your business Instagram account with your Facebook page. Follow the steps. You can also connect to Twitter if you use it.

## 8. Tap into Insta Stories

Instagram stories is not required, but a fun extra. These are just another way you can create more engagement. Stories are only good for 24 hours unless you favorite them in your highlights. If you see a good mention or praise about your farm, you can then share it to your Insta story.

Another fun way to use stories is by showing day in the life quick shots or short videos from your farm.

There is a lot you can do with stories.

## 9. IGTV

IGTV is basically live video. You can use your smart phone and record clips from your farm and post live on Instagram. This might take a little trial and error to get comfortable. It could be a great way to wish you fans a happy holiday or provide them with special content.

## 10. Don't forget your call to action (CTA)

One thing you don't want to forget is to in almost every post, mention to your followers to please stay up to date with what you have going on by clicking your bio link. Sometimes you might also ask them to tag a friend.

If you need more help or guidance with Instagram, please send me a DM and I'll get them answered. Be sure to sign up for my ongoing training by going to [eliantyson.com/vip](https://eliantyson.com/vip).