

A DIY GUIDE TO INSTAGRAM

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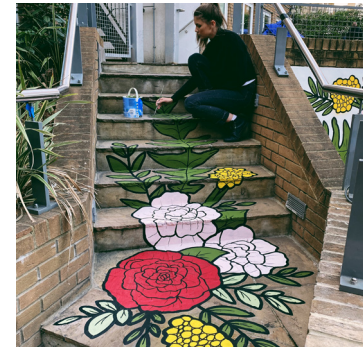
WOMENFOLK

danni SIMPSON
art

MY STORY



MURAL ARTIST



ILLUSTRATOR



MY JOURNEY



2006-2018

From the age of 14 I worked as a Makeup Artist into the roll as a Sales and Marketing Manager for leading cosmetic manufacturer in Australia.



My role mainly focussed on social media marketing which at the time was only starting to take over from traditional forms of marketing.



MY JOURNEY



2016

I started drawing up at Burleigh Hill in Australia as a way to deal with anxiety



2017

I painted my first mural at the Wildernis Bar in Palm Beach, QLD, Australia,



2018- Early

I worked on a number of projects for the 2018 Commonwealth Games



2018- mid

I quit my day job, sold my belongings and purchased a one way ticket to Europe. Completing murals in NI, England & The Netherlands.

MY JOURNEY

2019

I launched my business and started focussing on commercial murals and illustrations in NI.



2020

Hit with the pandemic, my murals were all cancelled. I shifted my focus to a passive income via art print sales on my online store.



2021

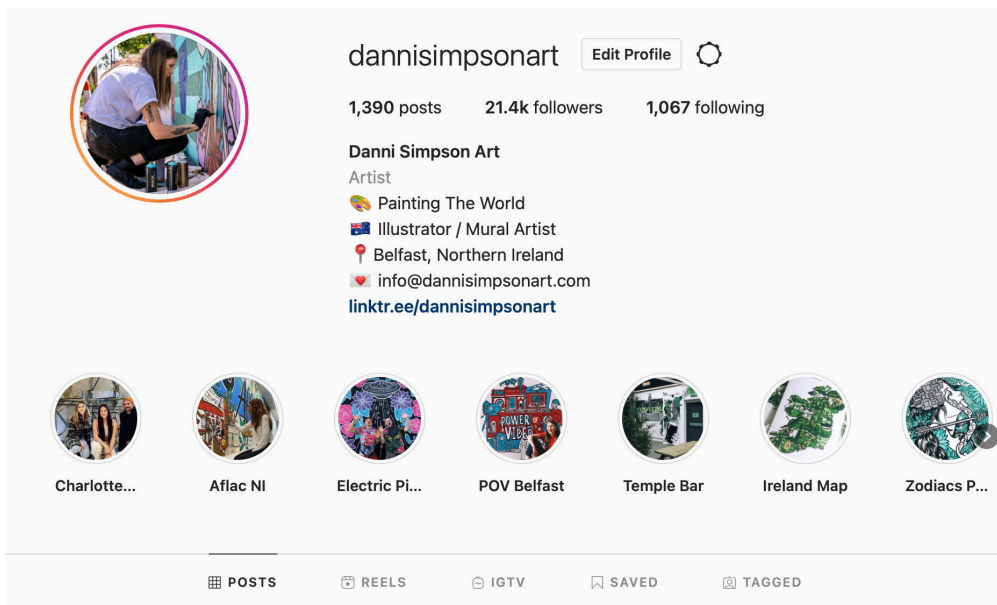
This year I am focussing on finding a balance between murals, commercial commissions and my art prints.

BUILDING A BRAND



GROWING A FOLLOWING

I started my Instagram as a Makeup account back before i started art. I grew this trialing so many tactics that people used back when Instagram was in its very early days. Like for a like, follow for a follow, hashtags you name it but what i found was that the followers number is not the key here, you want organic growth from engagement.



Stay on brand

Be Human

Make it Visual

Encourage Engagement

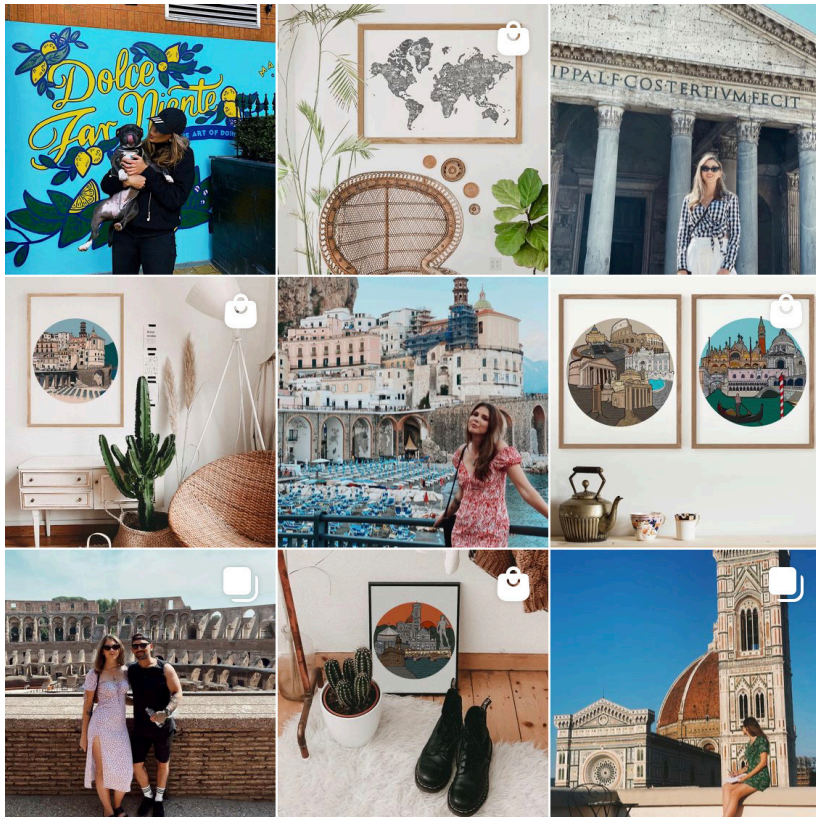
Time it right

CTA

Analyse your metrics

STAY ON BRAND

Represent your brand, not yourself. This line is blurred slightly when your business is based on your skill, talent or influence. Find a balance between revealing your personality while keeping it professional. It's important that you share and produce content that relates to your target audience.



Colours-

I stick to a general palette of colours when creating artwork and sharing it on social media.

Fonts-

Avoid overlaying photos with text, try apps like photoshop, procreate and canva for this.

Images-

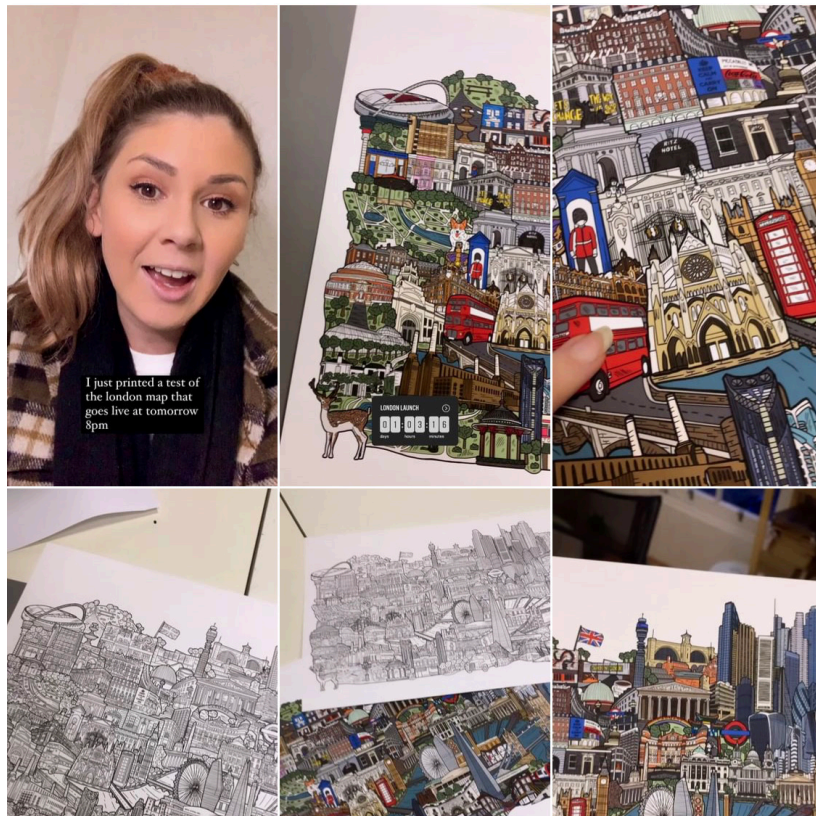
Use high quality photos, try a filter that you consistently use. I use VSCO for this so all my photos are edited in the same way.

Layout-

Think of each post as a small section of your overall portfolio. How does it look when it all comes together. I use UNUM to plan my posts.

BE HUMAN

Show the people behind the brand, no one like big corporations so show who the people are behind the camera. Give your audience someone to relate to.



Insta Stories-

Instagram stories are perfect for this. It allows your followers to see behind the scenes for 24 hours.

Go Live-

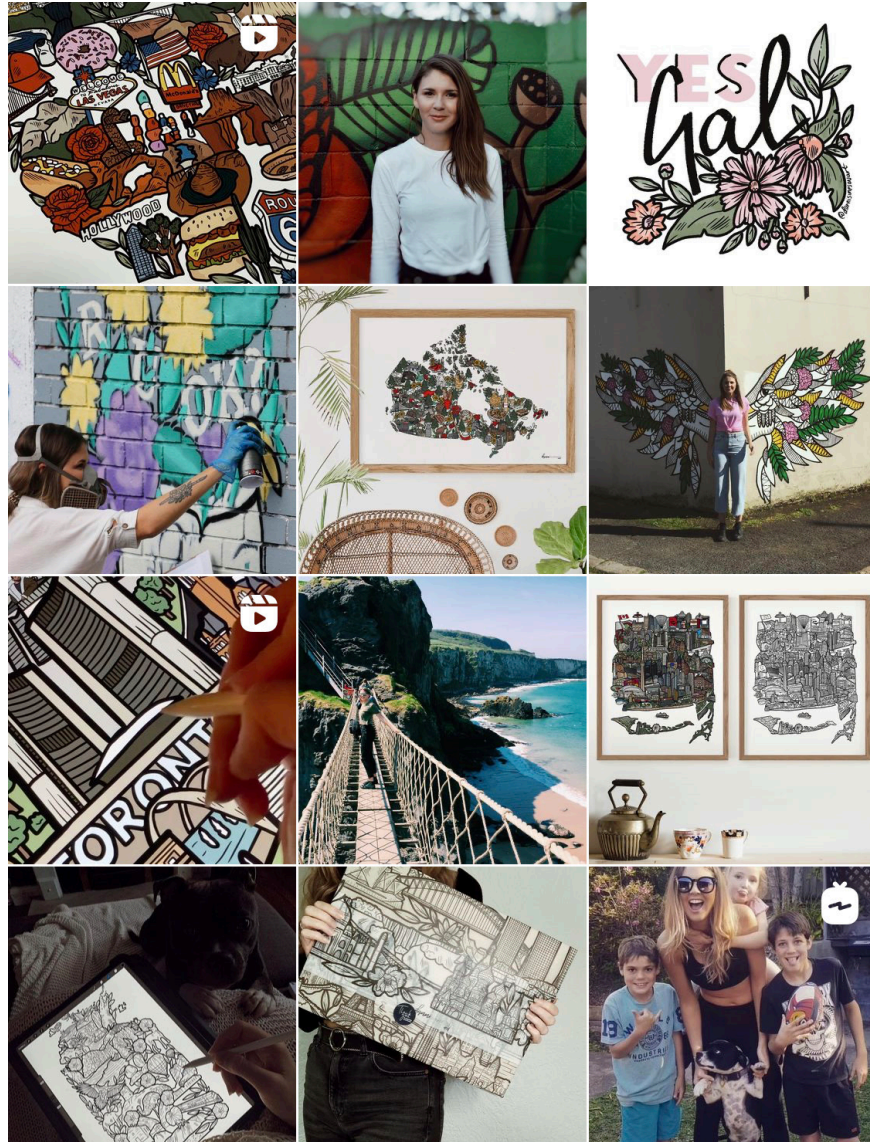
Jump onto the Instagram live feature and get chatting to your audience. Allow someone from your industry to join in on the live so people can see a real and live conversation.

IGTV-

If going live makes you a little nervous record a segment for IGTV so people can watch it in their own time.

Ideas- Behind the scenes, interview, Day in the life of, tutorial and guide.

MAKE IT VISUAL



What type of content are you producing?

Avoid too much self promotion.
Stick to the rule of 80% content and 20% promo.

Preplan your content

Make sure you know what you are going to post in advance. This means that no matter how busy your week is you know what you are going to post. I recommend choosing one day a week to plan out all your posts and captions.

This way you can create content based on launch days, national holidays etc.

CONTENT GUIDE

Milestones

1000 followers, a year since launch

Things that inspire you

Books, people, film, art

Interviews

With industry professionals etc.

Partnerships

Collaborate with other local businesses or people in your industry. This create community not competition.

Quotes

Not for personal preference but things that relate to your brand and audience. Keep it positive.

Infographics

Educate your audience

Games

Let them name a new product, guess how many orders you posted. Create engagement.

Quizzes

A great way to start a conversation with your audience

How to Guides

Let people feel like they are learning from you.

Blog posts

Give a segment of your blog post and let people link to your website to read more.

Polls

Great way to get a conversation started.

National Days

Relate to national days in an authentic way.

Giveaways

Build hype and engage tagging

Reflections

Look back on how far you have come as a brand.

Behind the scenes

Let people see what happens behind the camera.

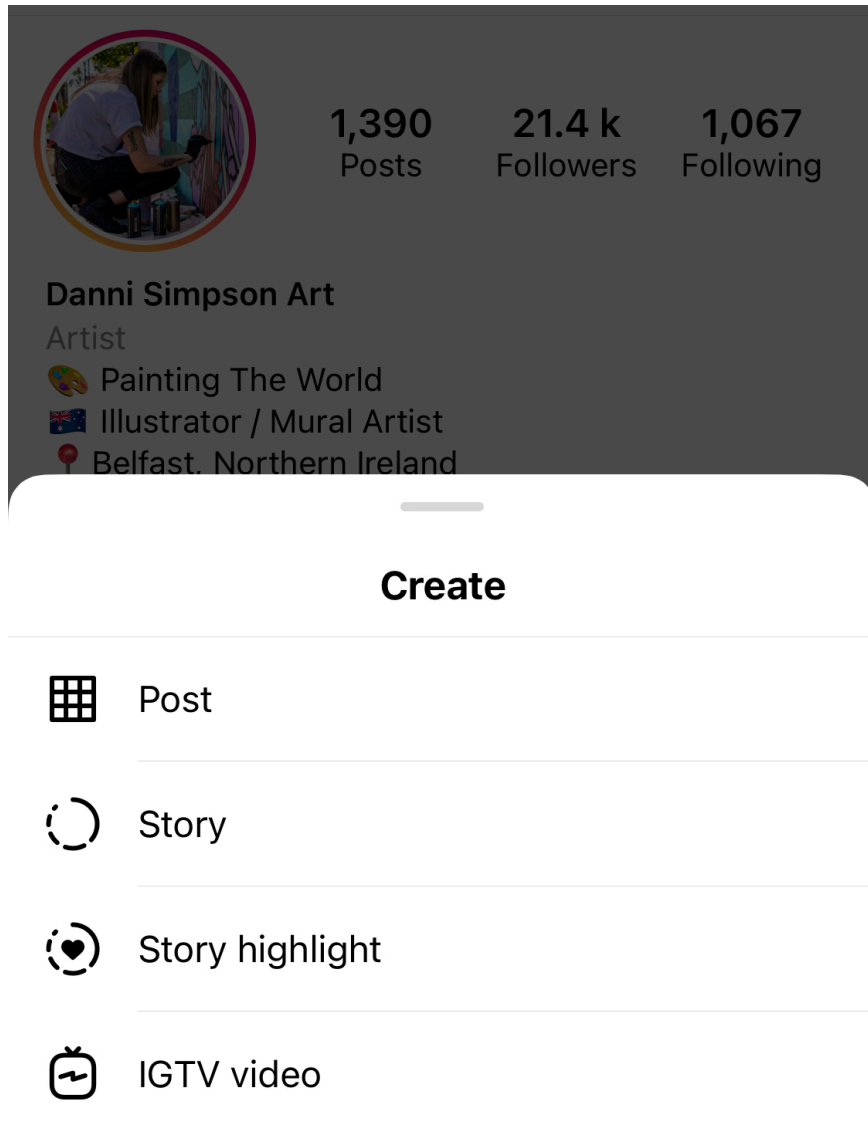
Timelapses

Great for creatives to see the work and time thats involved in projects.

Work in progress

This makes people feel like they are involved in the production of something.

TIME IT RIGHT



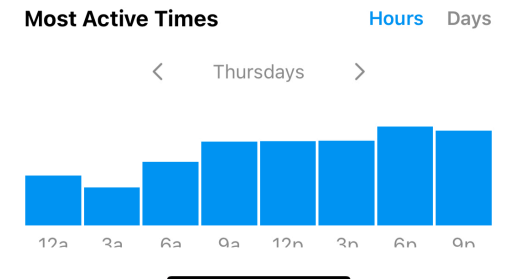
So you have the content but when do you post it?

Research when it is best to post based on your audience, location and industry.

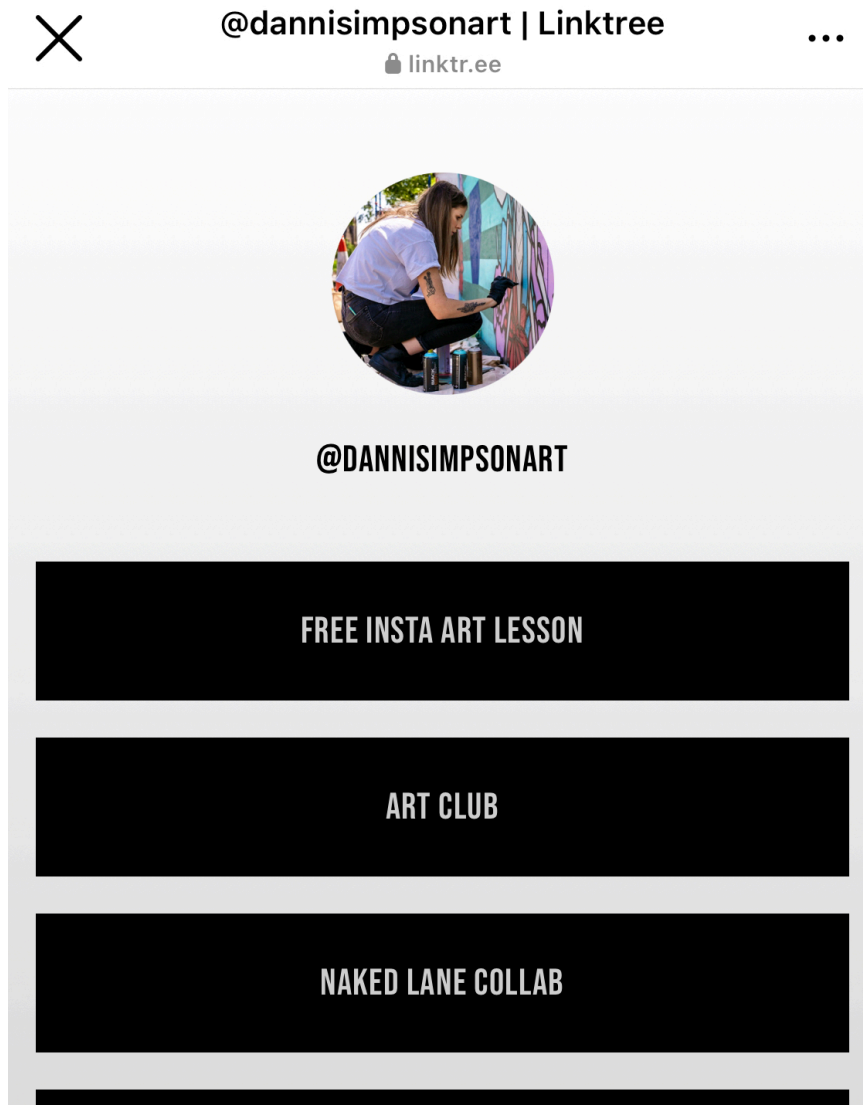
Use a scheduling tool such as 'Later' to pre-arrange content so you aren't just posting last minute for the sake of it. Make a goal to post once a week, once a day and stick to it.

When do i post?

I post 3-4 weeks and as my followers are mostly from Australia and The UK I post around 7pm in the UK (5am in Australia as they wake)



CTA



Call to Action

Think of your website as a physical shop and social media as billboard or magazine advert. Instagram is generating leads, its catching peoples attention, its creating a community but the objective is to get your followers over to your website . This is where they can purchase your goods and services, they can contact you and subscribe to your newsletters.

Instagram is not your website!

Keep your CTA's clear in your posts, How can people find out more, do you have a link in your bio? Do you use a swipe up feature on stories?

I use Linktr.ee to allow my followers to navigate to the correct link in my bio.

ANALYSE

Analyse your metrics

Keep an eye on your analytics. You can view these through the analytics tab on your instagram account.

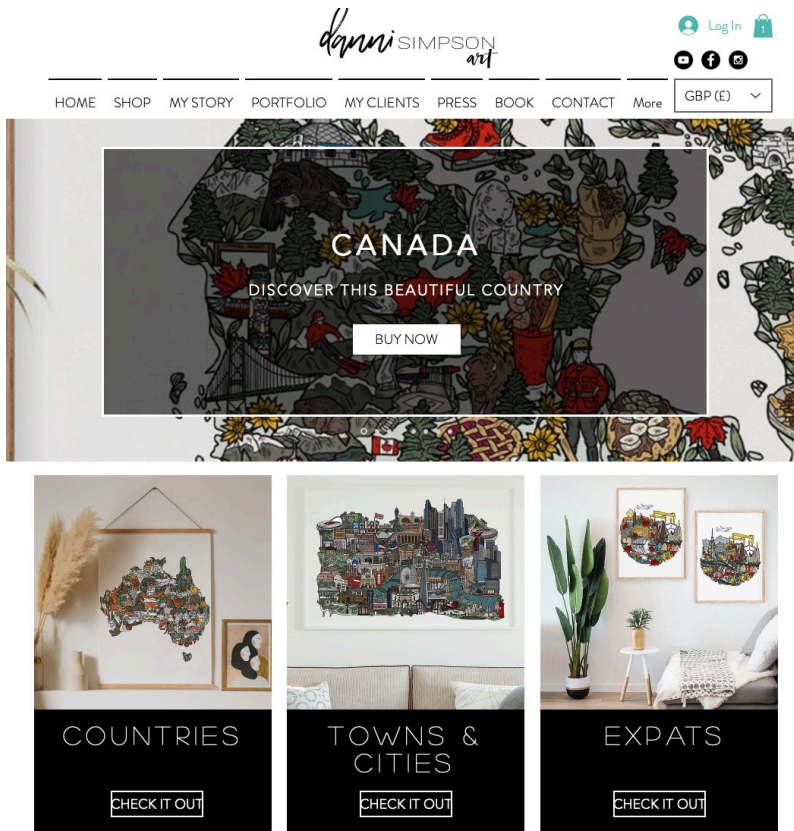


Make a target

Set realistic targets, record these each week or month to track engagement, followers and interactions.

If you notice a significant change in these, analyse what content or actions you took that may of created this change.

WEBSITE



Building a Website

Your website is your virtual shop, and since the Covid-19 it has become such a valuable asset to my business.

I'm design savvy but I don't understand 'code' so I opted with Wix when I first launched my website. It has simple themes that allow me to edit and create an eye-catching but also user-friendly website.

There are a few main reasons why people would visit my website

1. To purchase an art print
2. To view my portfolio
3. To contact me for a commission

I put these as the main areas of navigation.

FINDING A BALANCE



How many hats do you wear?

There is no denying that as a small business owner we often have to wear so many different hats. With only 24 hours in the day the reality of managing a business becomes more than a full time job.

I feel like i am forever trying to find a balance when it comes to getting everything done and done to a certain level of standard.

- accounting
- marketing
- production
- product creation
- website developer
- dispatcher
- designer
- admin

**MAKE A LIST
PRIORITISE
PLAN YOUR DAY
WORK SMART**

THANK YOU

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