



LAUREN
TAYLOR

CREATES

LTCREATIVE

Tours



Quit my producing job to travel

2013



Left for South America

2015



Launched LTCreative Tours

2020



2021
Launched Just Paint!

2011

Opened an Etsy while working full time as a TV news producer



2014

Began offering prints and decided to go all in on LTC





2017

Moved to Northern Ireland








LAURENTAYLORCREATES
Posts

 laurentaylorcreates
Based in United Kingdom




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laurentaylorcreates Galapagos Sharks painting
April 5, 2012


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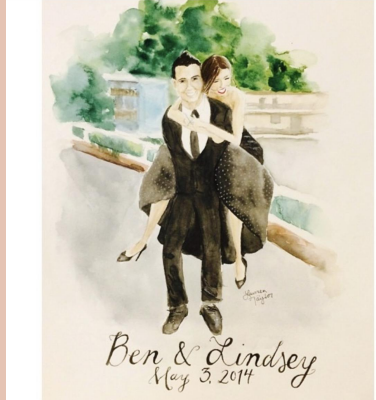
   

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laurentaylorcreates Here's a sneak peak at my newest painting for sale at laurentaylorcreates.com
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July 26, 2013


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Based in United Kingdom



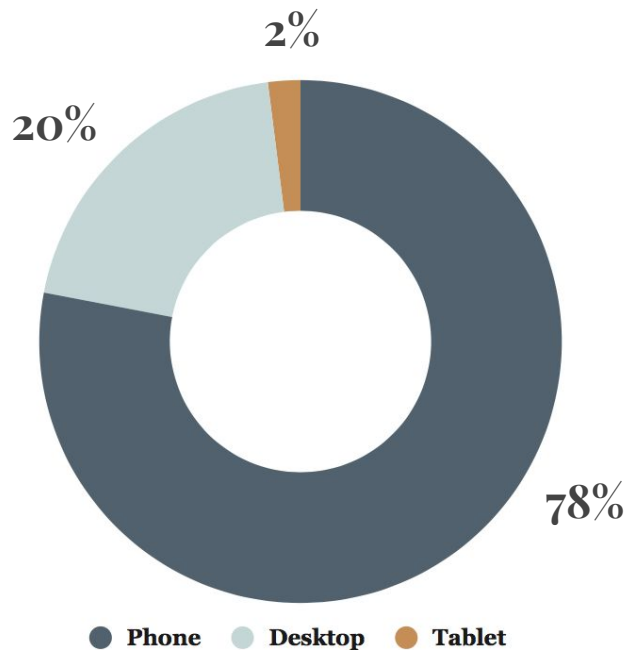
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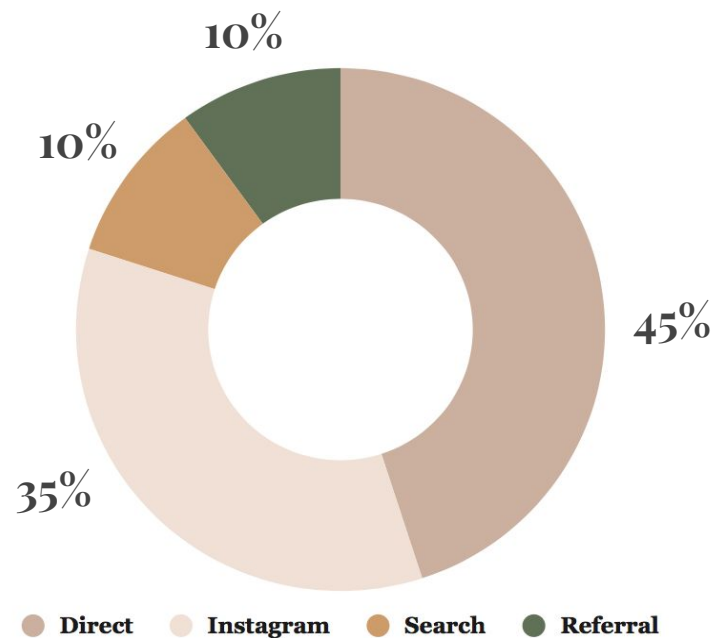
 Liked by juliaberolzheimer and 143 others

laurentaylorcreates A wedding gift I did for a client a while back but never posted! #watercolor #custompainting #engagementpainting #love #laurentaylorcreates
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July 10, 2014

2020



Device



Source



Art is an emotional purchase so your followers need to make a connection to you and your brand.

- The process
- Your finished work
- Ask a question
- About yourself

The sections of Instagram function differently and can serve different purposes

IGTV



Stories

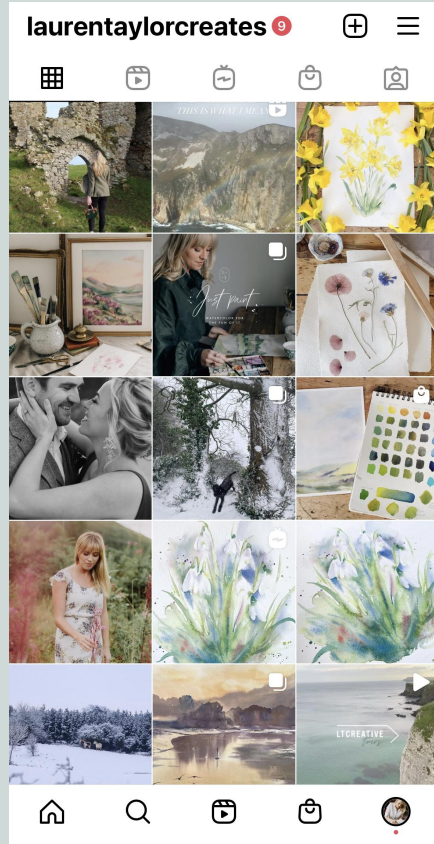


Posts



Reels

Posts

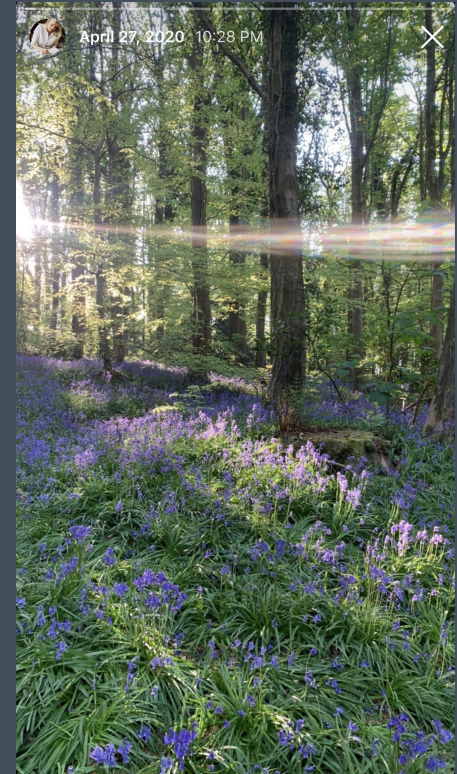


- Curated portfolio
- Plan out captions ahead of time
- Think about the flow and layout of the grid
- Think of ways you can elevate your photos



Stories

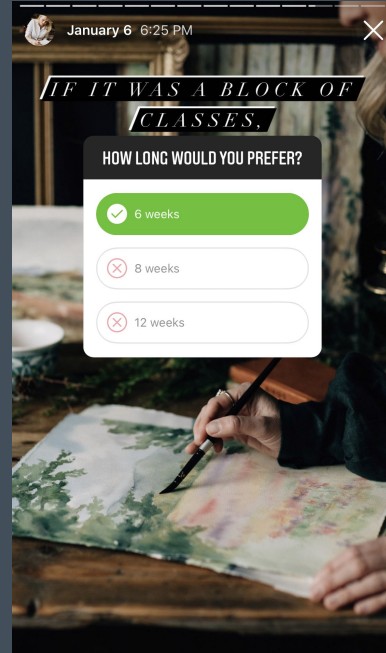
- Share day to day
- More candid and personal
- Less edited
- Connect with your followers



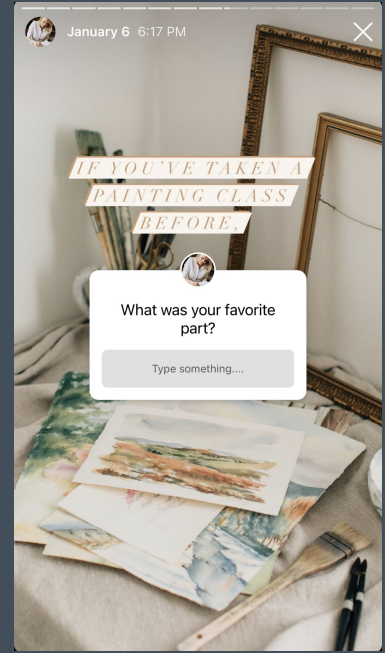
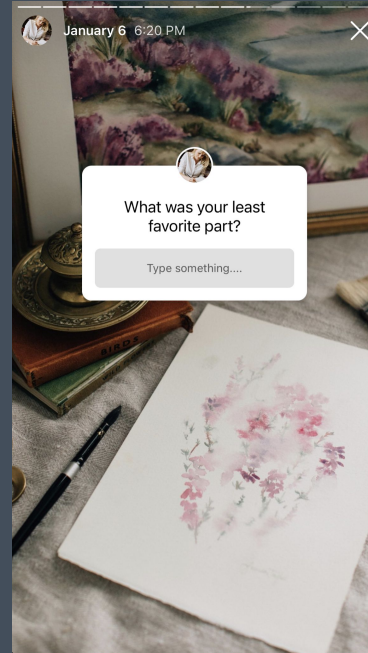
Stories



Use for market research



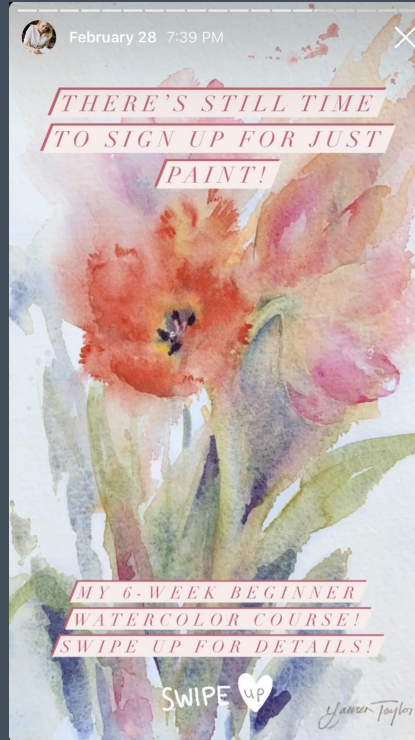
Ask your followers questions to gauge interest



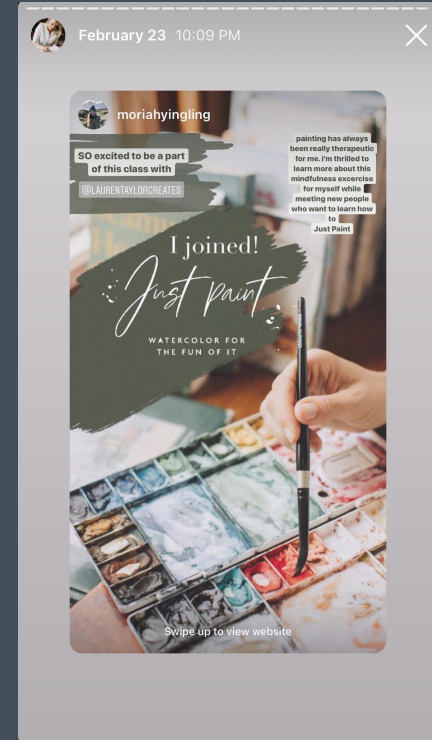
Stories



Share your latest offering

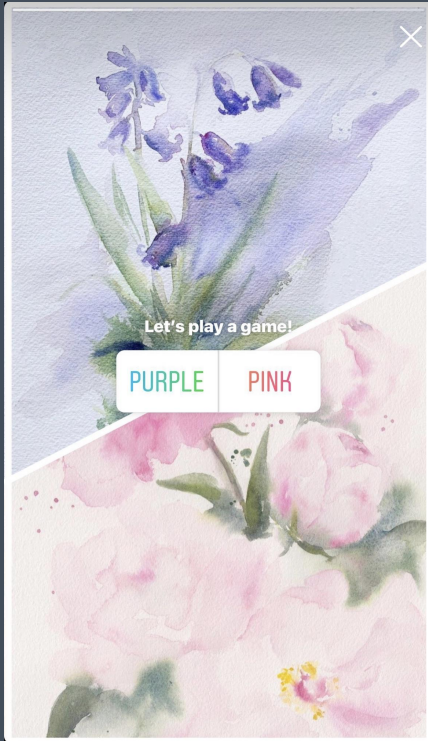


Create buzz and get your followers excited



Post frequently

Stories



Games



Create fun and engaging posts



Questions - Ask your audience a question or have them ask you one!

IGTV



Full length videos & tutorials

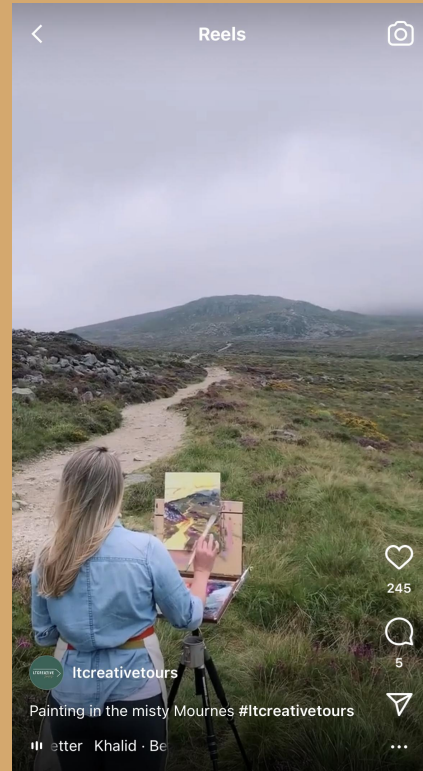


Behind the scenes and materials

Reels



Attract new followers



Make them relevant to what
you're offering

- A large following doesn't always equal more sales
- Analytics are important but not always a reflection of what's working
- You can't control the algorithm
- Drive your audience to your mailing list
- Be clear in what you want people to do!

- 
- It's ok to unfollow people you like/admire
 - Take a break when you need one
 - Focus on connections over numbers