BUILD YOUR OWN INSTAGRAM STRATEGY

Five questions. Answer them honestly, then let them guide every single post you make.
This builds out how you show up and what kind of content you create. We're starting with Instagram.

WHO Who do I want to attract?

Think demographics: age, gender, where they live, what they do for work, what they do on a random Saturday. Create a real picture of your ideal client.

WHAT What do I want to be known for?

What kind of work do you actually want to do? What's your style? What do you specialize in? Post that. Talk about that.

CONTENT What will I post?

Ideas for your portfolio posts (tattoos, art) and your engaging posts (education, story, studio). These go straight into your content calendar.

WHY Why should they choose me?

What makes you different than the next artist? Not the lowest price. This should be your service, your systems, what only you can offer. Make this clear to your audience.

ACTION What do I want them to do next?

This is your call to action. Do you want your clients to book a consult? Fill out a form? Email you? Make it one very clear, easy step right from your profile.

GO A LITTLE DEEPER

MY CLIENT AVATAR

Age

Job + income

Lives in

Shops at

Weekends

Family

MY KEYWORDS

The words people search to find you. Use them in your name field, bio, captions and website.

Style + specialty

City + nearby areas

What clients search

MY REALISTIC PLAN

Hours a week I can spend on marketing

Target portfolio posts per month (tattoos, art)

Target engaging posts per month (education, story, studio)

When will I actually get this done? (my admin days)

Tip: aim for a 50/50 split. Once a week, every week, beats five posts and then nothing.

QUICK WINS THIS WEEK

- [ ] Add a keyword to my IG name field (e.g. "Your Name | City Tattoo Artist")
- [ ] Make a How to Book story highlight
- [ ] Add a call-to-action button to my profile + website
- [ ] Use 5 hashtags max, with keywords in my caption
- [ ] Check my Most Active Times in Insights and schedule around them
- [ ] Ask "how did you hear about me?" on my booking form