

INSTAGRAM PLAYBOOK

Level Up Your Game

The No-BS Guide To Instagram
Marketing for Businesses

www.thesonset.com



Let's Talk Instagram

(Just Facts)

You're busy. You don't have time for bullshit. You want results, more followers, more engagement, more clients.

The Sonset is a Toronto based creative agency that helps brands stand out online. These are real steps, smart strategies, and no-nonsense offerings that actually work.

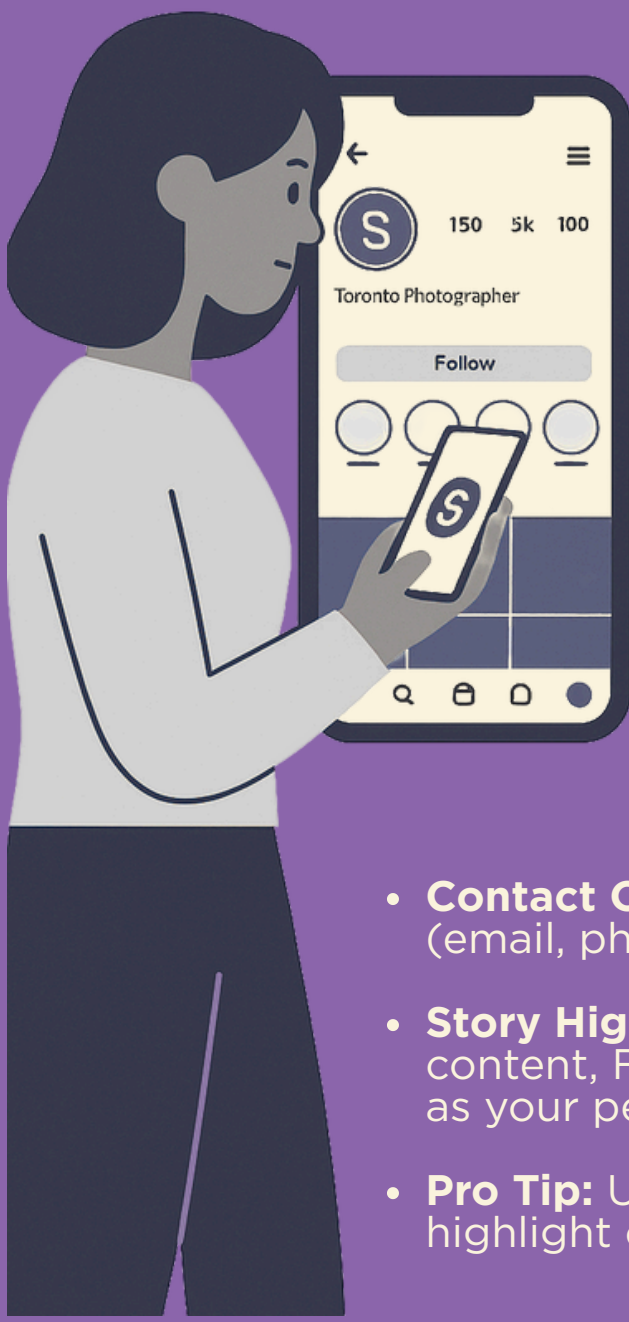


sonset

Make a Killer First Impression

(Optimizing Your Profile)

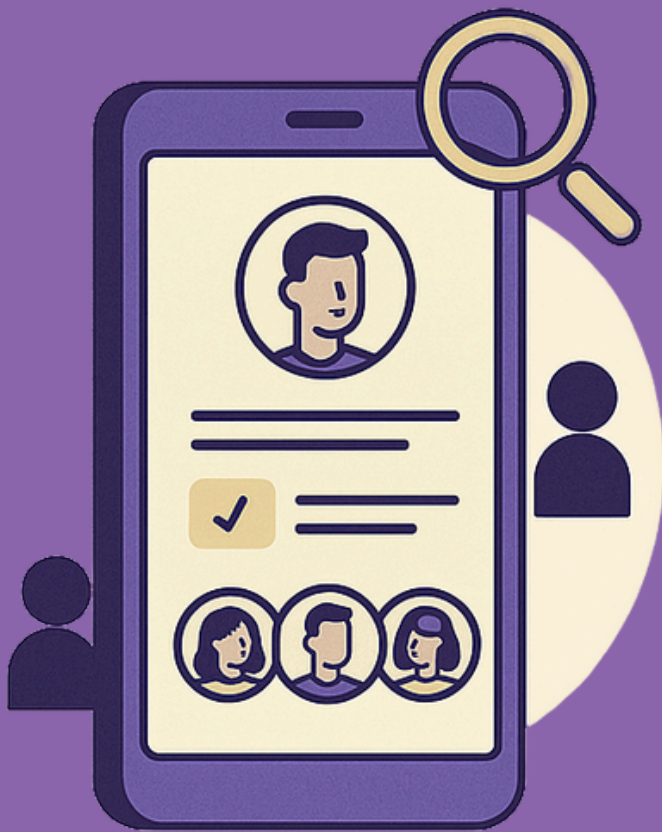
Your profile is your digital storefront. Make it count.



- **Profile Picture:** Use your logo (for brands) or a clean headshot (for personal brands). Crisp, clear, recognizable.
- **Username:** Keep it short, on-brand, and consistent across platforms.
- **Name:** Your business name. Add a keyword if helpful (e.g., "Toronto Photographer").
- **Bio:** 150 characters. Who you are, what you do, why it matters. End with a CTA (Call to Action).
- **Website Link:** Use it. Drive traffic.
- **Category:** Pick the right one to help discovery.
- **Contact Options:** Make connecting easy (email, phone, etc.).
- **Story Highlights:** Showcase your best content, FAQs, and promos. Think of them as your permanent stories.
- **Pro Tip:** Use branded cover icons for highlight consistency.

Target the Right Audience

(Know Your Tribe)



- You can't market to everyone.

Focus = Power.

- Define your ideal customer: age, location, interests, struggles.
- Use Instagram Insights to analyze your current followers.
- Check out your competitors' followers.
- Create a full customer persona, not a list, a person.

- **Bonus Tip:** Speak their language. Solve their problems.

Advanced Move

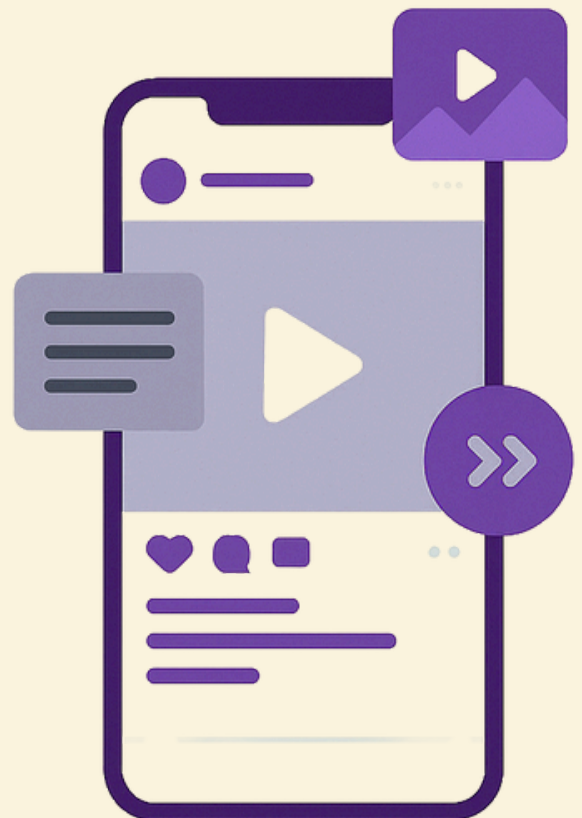
Segment your audience for tailored content and ad targeting.

Content is King

(But Only If It's Good)

No more random posts.
Here's how to post with purpose:

- **Content Pillars:** Choose 3-5 consistent themes (e.g., Tips, Recipes, Success Stories, BTS).
- **Content Calendar:** Plan ahead. Stay organized. Avoid last-minute panic.
- **Visuals:** Use high-quality, on-brand content. Use consistent colors, lighting, and composition.
- **Captions:** Add value. Share stories. Ask questions. End with a CTA.
- **Reels:** Short-form videos with high potential. Use trends creatively but stay on-brand.
- **Stories:** Be real and engaging. Use polls, quizzes, questions, sliders, and stickers.
- **Live Streams:** Build connection in real-time. Use for Q&As, announcements, behind-the-scenes.
- **Carousel Posts:** Teach, tell stories, or highlight multiple features/products.



sonset

Build Your Empire

(Organic Growth Strategies)

Real growth comes from real people.

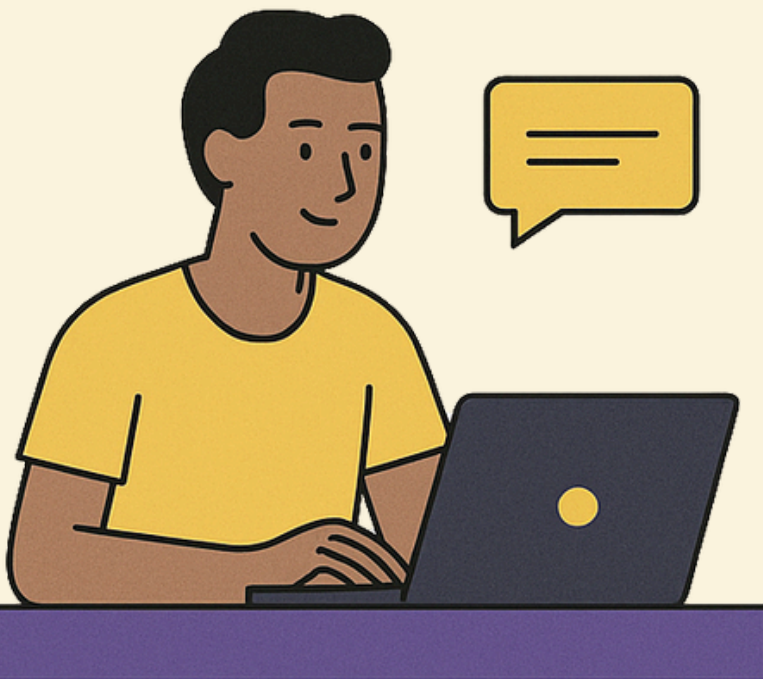
- **Engagement:** Like, comment, respond. Be human. Build a community.
- **Hashtags:** Use 20–30 targeted hashtags. Mix broad, niche, and branded.
- **Collaboration:** Cross-promote with creators, brands, or clients.
- **Contests & Giveaways:** Ask for follows, tags, and shares. Make it easy to enter.
- **Cross-Promotion:** Push your Instagram via email, websites, and other platforms.
- **Geo-tagging & Mentions:** Boost visibility locally and through associated brands.
- **Pin Top Performing Posts:** Guide visitors to your best content right away.
- **Comment on Niche Posts:** Be active in your space. Leave thoughtful comments. Get noticed.



sonset

Advanced Guide to Instagram Ads

Ads can work if you do it right. Here's how to run them without wasting a cent.



Types of Advertisements

Image Ads

Great for product visuals.

Video Ads

Capture attention with motion.

Carousel Ads

Swipe-throughs for features, testimonials, and product sets.

Story/Reels Ads

Vertical, full-screen, immersive.

Collection Ads

Perfect for eCommerce brands showcasing a catalog.

Step-by-Step Ad Setup

1. Business Manager Setup:

Go to business.facebook.com and link your Instagram.

2. Install Facebook Pixel:

Add to your website to track conversions.

3. Pin Top Performing Posts:

Guide visitors to your best content right away.

4. Create Lookalike Audiences:

Based on your best customers.

5. Pin Top Performing Posts:

Guide visitors to your best content right away.

6. Create Lookalike Audiences:

Based on your best customers.

7. Design Ad Creative:

Maintain branding. Use bold visuals and clear copy.

8. Write Strong Copy:

Hook → Value → CTA. Keep it punchy and relevant.

9. A/B Testing:

Test visuals, headlines, and CTAs.
Never assume, always test.

10. Set a Budget:

Start small.
Scale with what works.

11. Track & Optimize:

Monitor CPC, CTR, ROAS.
Adjust targeting and creative based on performance.

Pro Tools

Ad Library

Spy on your competitors' ads.

Creative Hub

Preview and mock up your creatives.

Event Manager

Track detailed behavior via Pixel + events.

sonset

Instagram Insights (Learn What Works)



Use data to grow smarter.

- **Reach vs. Impressions:** Reach = unique users. Impressions = total views.
- **Engagement Rate:** High = good content. Likes, comments, saves, shares.
- **Follower Growth:** Track spikes after content or collabs.
- **Story Insights:** Use replies, exits, taps forward/back to guide future content.
- **Post Saves:** Strong signal of value. Create more save-worthy content.
- **Time of Day:** Use Insights to post when your audience is most active.

Bonus Tip

Use third-party tools like Later, Metricool, or HypeAuditor for deeper analytics and scheduling

sonset

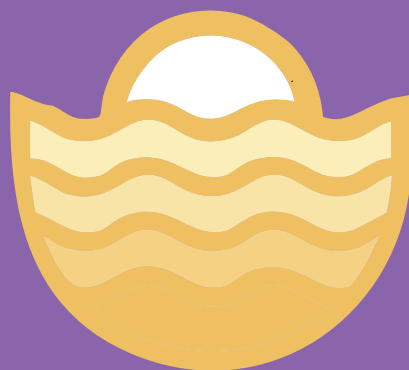
Now Go Get It!

(Don't F*ck It Up)

You've got the tools. Now it's time to execute.



- Be consistent.
- Be authentic.
- Be data-driven.
- Be strategic.



Growth is a marathon, not a sprint.

Need help running your Instagram like a pro?

Free Consultation
Call (647) 247-5672