



Instagram Strategies

Margaret Coleman

Director, Digital Platforms

Certified Angus Beef® brand



Since 1978



The Team



“I lead the *Certified Angus Beef*® brand’s digital team and oversee the brand’s presence on social media.”



“I oversee the *Certified Angus Beef*® brand’s digital presence.”



“I assist with social media and influencer activities.”

Audiences



A Lot to Share

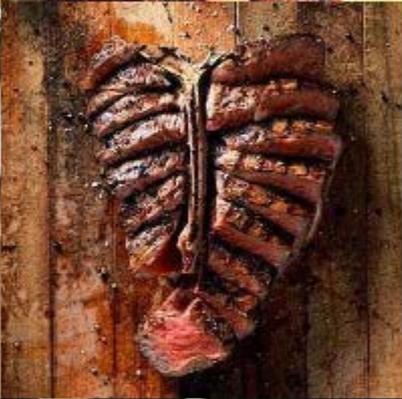


Making Sure Our Content Resonates



Making Sure Our Content Resonates





Instagram Takeover

- What are the goals:
 - Growing our following
 - Positioning with a particular account
 - Showcasing the depth of our brand





☆ *Chef Dylan Bencit* ☆

TAKEOVER



~ Taste of Texas Restaurant ~

❤️ 160

💬 1

TAKEOVER



TASTE OF TEXAS
RESTAURANT





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Following

239 likes

24w

certifiedangusbeef It's been a pleasure sharing a piece of my story at @cypressrest with you over the last few days! Continue to follow my journey by following @cdeihi.

#cheftakeover #cheflife #meat #instafood #carnivore

girlcarnivore Killer shot

wishesndishes Great pic!!

elblogdelbife DELICIOSO!



Add a comment...



Strategies Moving Forward

- Chef Takeovers
- Themes and campaigns to tie into
- Why – time it takes to manage
- Increase use of brand mentions on the pages of our accounts
- Support accounts





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Following

418 likes

33w

certifiedangusbeef Imagine walking into a steakhouse - order a hand-cut, 28-day dry-aged #CertifiedAngusBeef Prime steak. Sounds absolutely mouthwatering, right? Such an experience is immediately available at @RingsideSteak in #Portland. Make reservations now and celebrate #SteakhouseMonth with great taste!

. #gorare #yummy #beef #steaks #meat #butcher #eat #food #dining #Oregon #steaksofsummer

kassey_kniepma 🤤🤤🤤 Amazing #Page

laura_allstar 🍴🍴🍴🍴

kimchimom Gorgeous!

ishefdaniel Definitely awesome!!



Add a comment...

