

Get the Most from Your Brand's Message via Instagram:

Storyline/message: Make me care.

Social exchange: It's about the people. Spark conversation and create a community.

Converging: Make your message consistent across your social platforms.

Planning: Create content calendars so you're always a step ahead. Don't be afraid to make last minute changes to take advantage of new trends.

Observing: This should be a daily discipline/practice. Learn from your competitors' mistakes and victories. Observe consumer interaction. Social networks are essentially enormous focus groups where you can learn the consumer's opinions on your strengths and weaknesses.

Themed content: With brands utilizing so many platforms today, it's important to create a consistent theme for your content. Constant product placement is not a theme. Your themes may vary slightly in order to fit niche audiences or specific brand products.

Inspire: Use your visual story to inspire your audience. A great example is what Sharpie has done on their Instagram page. They inspire their followers by posting images fans have created using their Sharpie markers.

Observe: Millions of people are interacting publicly online, sharing their opinions and desires. Social media is one big, free focus group. Observe interactions, trends, and messages from other brands' pages. See how their audience reacts to certain content. Learn from their mistakes and victories.