

The Instagram Traffic Takeover Workshop

Day 3 Content Ideas

Photos related to your niche - For me that will be things like me working, pictures of me at marketing events, pictures of me doing things I LOVE because my brand is all about creating a freedom lifestyle through an online business... Basically anything I can use to get attention of those looking to start an online business.

Quotes - This one is pretty obvious, but use quotes related to your niche and use them as content. Quotes are a big part of my content strategy. Now these don't have to be famous people quotes. They can be BIG POINTS from your own content.

Videos - Videos are HUGE on IG and they can be used in many ways for many things. You can use them for showcasing your products, educating on specific topics, tutorials, interviews, video blogs/articles.

You can also use them in Reels, Stories, and IGTV.

Infographics - There's a specific kind of info graphic for Instagram, but go back to what I showed you during class and you'll see what I mean.

Questions - One of the biggest keys to getting more exposure on Instagram is to get interaction on your posts. Likes, comments, and saves all earn you points in the IG algorithm and question posts work great. Create a great eye catching graphic on it with a question related to your niche. Super easy post idea!