

PLANOLY

INSTAGRAM STRATEGY

# Worksheet for the Fitness and Rehabilitation Industry

## CONSIDERATIONS

Before plunging deep into the trenches of social media marketing on Instagram, there are few questions you must first ask and answer:

**1. WHAT'S YOUR PURPOSE FOR MARKETING ON INSTAGRAM?**

**2. WHAT DO YOU HOPE TO ACHIEVE?**

**3. WHAT PROBLEM(S) WILL YOU SOLVE FOR YOUR CUSTOMERS?**

**4. WHICH PART OF YOUR CUSTOMER BASE ARE YOU TARGETING ON INSTAGRAM?**

**5. HOW DO YOU WANT TO EDUCATE YOUR CUSTOMERS ON WHY THEY NEED YOUR SERVICES?**

**6. WHAT CONTENT DOES YOUR AUDIENCE WANT/NEED TO SEE?**

**7. HOW WILL YOU ADD VALUE TO YOUR CUSTOMERS' LIVES THROUGH SOCIAL MEDIA?**

## CONTENT STRATEGY

Use the table below to narrow down the focus and resource needs to execute your strategy.

Your content themes are the main topics you want to focus on through Posts, captions, and Stories (e.g., posture, nutrition, motivation, etc.)

Determine the type of format you want to rely on to execute each key theme above. For example, your educational Posts may all be instructor videos, while your motivational Posts are all text-based graphics.

CONTENT THEMES	CONTENT TYPES
THEME 1:	
THEME 2:	
THEME 3:	
THEME 4:	
THEME 5:	

## INSTAGRAM INSIGHTS AND TRACKER

Use this tracker to monitor your new Instagram content strategy for three months. (You'll need to make sure your Instagram is a Business account to view your Post and Story Insights.)

Track the following insights and metrics below to measure the impact of your social media efforts. Use the notes column to take note of what worked, didn't, and what you want to change.

**Location and Profile Insight** - There's nothing more important than knowing who's walking in that door or hitting the "order" button online. The key to your success is knowing who is supporting you and why - knowing their location, age, and if more men are buying your products than women (or vice versa).

**Engagement Averages** - The Insights within the Instagram app provide all the pertinent information on your Posts and Stories based on engagement rate %, impressions, reach, likes, comments, saved, replies/Story, and taps/Story. Average engagement might be the best learning experience offered through the **PLANOLY** Analyze WEB feature. If you don't have a paid **PLANOLY** account, you can also manually calculate your engagement rate for your posts. Here's how:

*Let's say your total likes were 95 and comments came to 8*

*$95 + 8 = 114$ . Then you need to take this magical number and divide it by your total number of followers (let's say it's 2000). Multiply the total by 100 to get your engagement rate percentage.*

*$95 / 2000 \times 100 = 5.15\%$  is the engagement rate*

**Top Posts Based on Engagement** - Monthly, dig into the top 3 or 4 posts filtered by Top Engagement within Instagram's Insights. Click on the post to view whether it received more likes or comments, and note any of your followers saved it. Use this information to inform how you pivot your efforts a few months later on Instagram.

**INSTAGRAM INSIGHTS AND TRACKER**

<b>MONTH</b>	<b>LOCATION + PROFILE INSIGHT</b>	<b>ENGAGEMENT AVERAGES</b>	<b>TOP POSTS BASED ON ENGAGEMENT</b>	<b>FOLLOWER COUNT</b>

## NOTES