



How to Grow Your Business with
Instagram Guides



Did you ever wish all of the tips and tricks, best advice, and recommendations from your favorite Influencer or Industry Leader could be found in one place?

I know I've thought on more than one occasion that would be so much easier instead of scrolling through their feed trying to find *that post*...and your audience thinks that too!

*Which was why I was *ecstatic* to hear about the introduction of Instagram Guides.*

Instagram Guides are curated groups of posts, products, or places that you can offer your audience.

With this feature, you have the ability to consolidate content around specific topics to act as a resource, making it easier for your account (*and your content*) to get discovered.

Instagram Guides are exactly that: a *guide* of a specific flow of content chosen by the creator. Guides are essentially a creative long-form blog post or e-commerce promo, but most of the work is already done for you!

Anyone (*yes, friend, even you!*) can use Guides as a way to grow their business. The biggest hurdle to overcome is taking the first step, and I'm here to help!

Keep reading to learn how to use Instagram Guides to get your content in front of your dream customer's eyes.

I'll "Guide" the way,



THE 3 TYPES OF INSTAGRAM GUIDES

Marketing your business on social media can be *hard*, especially when it seems like there are new features being rolled out every few months...but it's easy to see WHY Instagram Guides deserve your time and attention in order to get your content in front of your ideal client or dream customer.

Guides provide many benefits, including the ability to get discovered by your ideal client with their shareability and searchability.

*Basically, they are **another** way to market your business on social media, meaning they are **another** way to get your content discovered by your ideal client or dream customer, providing **another** opportunity to produce valuable content and build trust with your audience.*

Now that you know WHY you should use Instagram Guides, let's chat about the HOW!

Currently, there are three types of Instagram Guides to use depending on the type of content that is shared: place, product, and post.

Although you can create all three types of Guides, depending on the structure of your business, a certain type could be more advantageous than others!

Place Guides

Recommend places in your city and beyond

A great option for physical-location businesses, Place Guides showcase where your business is. Thanks to the geo-tag capability, you can choose posts that are tagged to a certain location.

Another advantage for this type of Guide is that any post with your desired geo-tag can be added to the Guide, meaning that apart from using your own content, you can also aggregate content from customers, clients, or anyone who has tagged your location, letting their posts do the selling for you!

Use Place Guides if your business content can include a physical location, such as where your business is located or local recommendations for your ideal client.

Providing a Guide that highlights local businesses aside from yours not only drives potential clients to your neighborhood, but also shows your support for other businesses. This is a great way to build trust with your followers and provides opportunities for networking and collaboration in your community!

Product Guides

Recommend your favorite products

An obvious choice for product-based businesses, Product Guides allow the option to pull posts related to certain products available for sale. Once your products have been added to the Instagram Shop, you can create a Guide featuring them.

If your business sells physical items, Product Guides are a great place to showcase them by category to help your ideal customer choose what's best for him or her. This Guide is also a great option for affiliate marketing and influencers due to the ability to share any product as long as it's connected to the Instagram Shop.

Either way, Product Guides are a unique way to serve your audience and save them time by compiling Gift Guides around the holidays or sharing your favorite items by local businesses. **Did someone say **convenience**?**

Post Guides

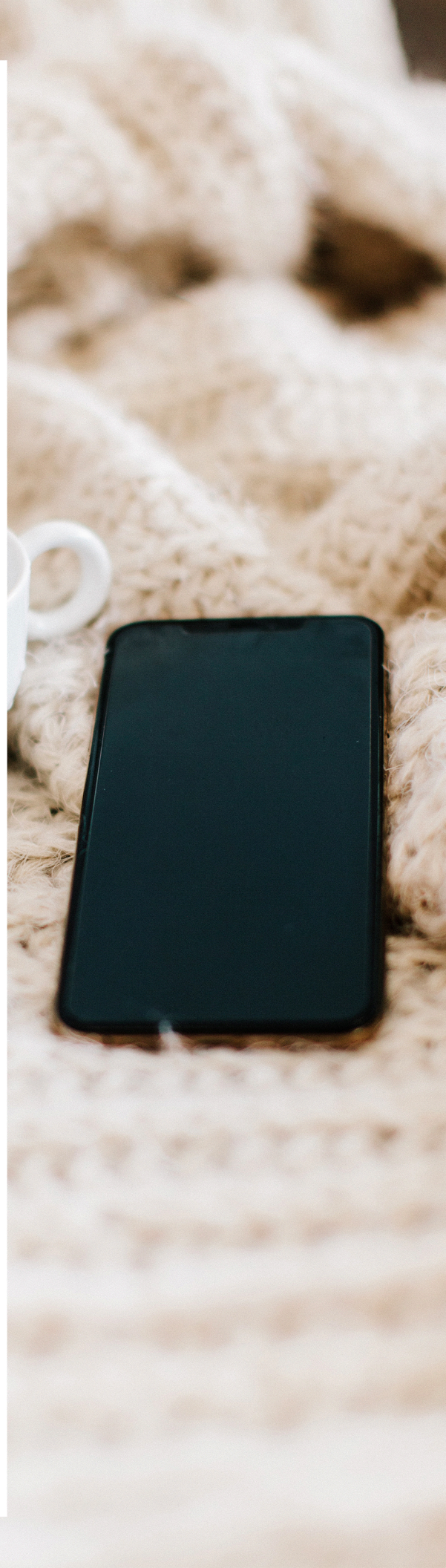
Recommend posts you created or saved

Giving access to consolidated, curated content, Post Guides are a great way for any type of business to aggregate posts that you've either created yourself or saved from other accounts. This type of Guide is a great option for service-based businesses.

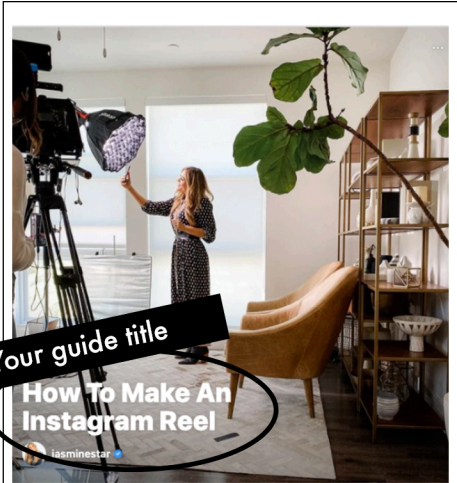
Similar to searching for specific hashtags within Instagram, Post Guides allow you to group content based on their topic. Since the posts have already been made, all you have to do is come up with headlines and commentary.

Although you can select up to 30 posts to share in one Guide, I recommend making each Guide as niched down as possible.

By creating a Guide that aggregates your helpful content by category, it makes it easier for your ideal client to gather information. It's also a great way to serve your followers in a new way and is a great opportunity to showcase how you help your ideal client!



YOUR FIRST GUIDE



Your guide title

How To Make An Instagram Reel

Watch our friends I've made a new Reel and their name is Instagram Reels.

*It's getting pretty serious.... I'm

Instagram Reels are 30-second clips that allow you to share your content with pieces of educational, entertaining, or empowering micro-content.

They are fun to watch, easy to create, and most importantly: they empower business owners to TALK about their business without SELLING their business.

Continue reading this Guide to learn more about using this feature to market who you serve or what you sell!

And for an even deeper dive, head to <https://www.jasminestar.com/posts> so you know exactly how to record, edit, and post your first Reel like you've been doing it from day one.

NO. 1 Behind the Scenes of Creating an IG Reel

Ready to dive in to creating your first Reel? Here are my top tips.

Curated Post #1

1. Attention, be sure to start your video with a 1-3 second hook so they stay.

2. Film short, informative tips.

The key to fostering engagement is giving your audience quick tips they can apply right away, such as "3 ways to lose your next 10 pounds" or "2 ways to save 20 minutes per day."

3. Use the timer to plan your segments.

Since Instagram Reels are only 30 seconds or less, filming requires a bit of planning. Plan out your tips using the timer to keep yourself on track!

4. After you're finished recording, add text.

Instagram allows you to add text to your video clips, which I'd recommend doing to make it more engaging and visually appealing for your audience.

Looking for a step-by-step video on how to create your first Instagram Reel? *Don't mind if I do!*

Check out the video below for a behind the scenes look at how I create catchy Instagram Reels.



Your guide description

I don't know about you, but I've always been a huge proponent of working *smarter, not harder.*

That's why I recommend making your first Guide a Post Guide, grouping similar posts you have **already created** together!

This will make it easier for your audience to see similar content grouped in one place, and you won't have to come up with new, original content for your first Guide.

I don't want to give you MORE work, I want you to take what you already have and capitalize on it!

For example, if you're a wedding photographer and you've created Instagram posts in the past about what to wear to an engagement shoot, your favorite engagement shoot locations, and 5 posing tips for couples, then aggregate these posts for your first Guide on How to Prepare for Your Engagement Shoot.

Curated Post #2

NO. 2 How to Batch Your Social Media Content

Ready to make your first Reel? Let me help you plan your shoot so you can work smarter, not harder.

Here are 3 tips for batching your social media video content and a look into my process as well!

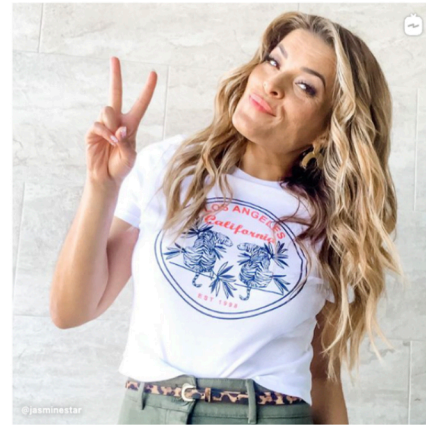


Curated Post #3

NO. 3 What Content to Create

If you're wondering how to create an Instagram Reel that fosters engagement with your audience, you're in the right place.

This chat is a deep dive about how to use Reels as a business owner and what content to publish!



To see this in action, take a look at MY first Guide, [How to Make an Instagram Reel](#), where I grouped together 4 past posts with text to join them together!

Curated Post #4

NO. 4 Reel Structure for Engagement

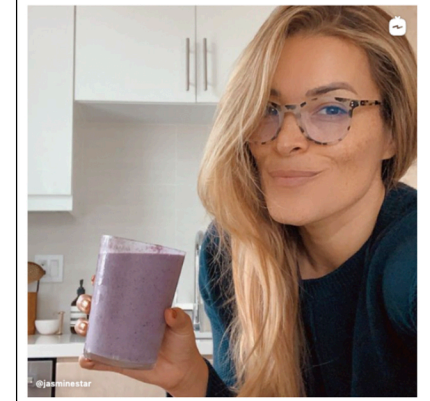
I like to follow a distinct structure when creating Instagram Reels:

-0-2 seconds: Studies show that people's attention spans are getting shorter and shorter. Within the first 2 seconds, show your expertise and the value of your Reel to encourage your audience to keep watching.

-2-25 seconds: The middle of your Instagram Reel is where you will deliver on the value you promised. From 2-25 seconds, give your audience tactical tips or a detailed tutorial that gives them exactly what they want!

-25-30 seconds: In the last 5 seconds of your Reel, include a clear call to action so your audience knows exactly how to thank you for the value you gave them. This could be to download a freebie, join your email list, comment with what they learned, and more.

Watch the video below for a full Instagram Reels Q+A!



Ready to create your first Guide? Fill out the worksheet to lay it out.
And for a "how-to" that will walk you through making your first Guide, check out [>>>this post!<<](#)

MY FIRST GUIDE

Type:

- Place
- Product
- Post

Guide Title: _____

Introduction: 3-5 sentences about this Guide.

No. 1: _____

About: 3-5 sentences introducing Number 1.

No. 2: _____

About: 3-5 sentences connecting Numbers 1 and 2.

No. 3: _____

About: 3-5 sentences connecting Numbers 1, 2, and 3.

Click [here](#) to watch more on Instagram Guides!

