

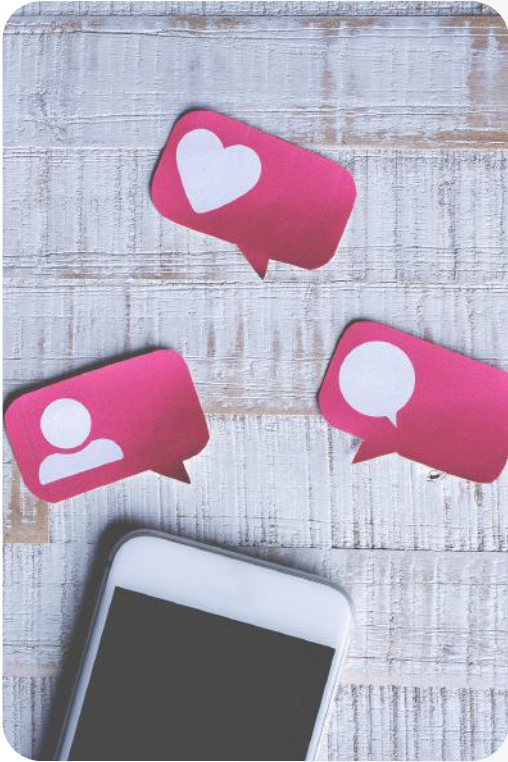
BOOKSY X CHRISTY CLIPS PRESENTS

# 7 Tips for Using Instagram to Market Your Brand

---

All you need to  
know about  
marketing your  
salon brand  
in 2021





# Ready to build your brand?

For most small business owners, successfully using Instagram to attract the right kind of online attention is more than just a good practice - it's an absolute necessity.

And that's especially true for stylists, barbers, nail techs, beauticians, and wellness experts.

To help the wonderful community of Health & Beauty professionals best showcase themselves and their work on Instagram, we took some time to speak with [Christy Clips](#).

With over 70,000 active Instagram followers, it's safe to say that she's mastered the art of using Instagram to feature her best work and market her brand.



# Say hello to the Instagram Guru

As a Booksy Ambassador, Wahl Select Team Member, online influencer, independent boutique owner, licenced cosmetologist, and men's hair consultant, Christy Clips is an absolute expert when it comes to using Instagram to help open doors and spread the word about her work.

---



Keeping reading through this free ebook, bought to you by Booksy, to gain insight and learn from Christy's 12 years of experience in the industry, explore the ins and outs of using Instagram, and how you can adapt them to work for your business and brand.

BOOKSY X CHRISTY CLIPS



BOOKSY X CHRISTY CLIPS

# 1

## Know Your Goals, Find Your Audience, and Post Targeted Content

The first major step towards mastering Instagram as a business owner is to **know your professional goals**. So take some time to think about what exactly you want to use Instagram to achieve. But remember, Instagram can open a lot of doors, so think big.

**Instagram will always work best for professionals who know their goals and audience.**

Do you want to become a **brand ambassador**, an **online influencer**, a **platform artist**, or an **educator**?

Or do you want to market your products & services to consumers & Instagram Repost Pages?

Ask yourself those questions before posting. Once you know the answers, it'll be easier to create a vision of what you want to showcase online.

Spend some time on Instagram to gather information about your audience. **Find out what your audience wants to see with regards to content to help you decide what you need to post to keep them engaged.**





BOOKSY X CHRISTY CLIPS

## 2 Make Sure Your Instagram Page Stands Out

Another really important tip is to make sure your Instagram account stands out. Online viewers have an endless amounts of other content they could be viewing. **So, make sure you stand out whenever possible. But do it in a way that allows your brand to stay true to itself.**

For example, Christy Clips spent a lot of time creating a brand that was both professional and business oriented. But as one of the few women in a male dominated industry, she wasn't afraid to show people her feminine side, as a way to **stand out while still staying true to her brand.**

Once she started creating content around that theme, it was easier to keep creating and posting

that felt truly **authentic, whilst remaining consistent.**

However, it's always best to **keep things professional** and avoid sharing overly personal details about dating, income, and uploading too many pictures of loved ones.





BOOKSY X CHRISTY CLIPS

# 3

## Incorporate Instagram into Your Networking Strategy

According to Christy, Instagram works best if it's part of your networking strategy as a whole. When she started using Instagram in 2014, she made sure to **promote her IG handle at trade shows, conferences, barber battles, and other industry events.**

Christy said that after just one event, she was able to gain over 10,000 followers. So, get in the habit of mentioning your IG handle in the same way that you might pass out a business card. But remember the potential that social media can offer.

Instagram is a resource that can help you show the world your portfolio and your talent. But it can also help you connect with people from different parts of the world. And it can help you remain in touch

with so many potential contacts for future professional events.

Make sure to spend time on Instagram networking with others who have accounts similar to yours. Instagram has a very supportive online community.

It can inspire business and brand growth through professional connections, if you **spend a little bit of time supporting other accounts.**





BOOKSY X CHRISTY CLIPS

# 4

## Understand Instagram Analytics

**Taking advantage of Instagram Analytics** is one of the more important ways to succeed when it comes to mastering Instagram to better market your brand. The free analytics tool that's within the Instagram app is available for any business profile. And it can **provide valuable information about Instagram followers and their engagement.**

**Business owners can use this resource to review their audience's engagement** in response to specific posts, stories, and IGTV videos.

More specifically, you can see if more men or women are following your account, where they are geographically, and it's possible to see if more barbers or stylists in the industry are following you.



"You can find all that out, all of those analytics in Instagram.

So, after you do that research then you can say, okay so I need to **post more about this or more about that because of my analytics and what kind of audience I have,**" said Christy Clips.



BOOKSY X CHRISTY CLIPS

# 5

## Publish at the Right Times and Days

Once you become more familiar with Instagram Analytics, branch out to using other resources that can help you master the art of publishing at the right times and on the right dates.

After reviewing the data to know when you should post, **it's important to start scheduling content ahead of time.**

Plan out your Instagram posts days or weeks in advance to make you're always posting to **when you can get the most online traffic.**

Check out sites that can provide more information and help with scheduling content. Christy Clips recommends using scheduling apps like Later.com. "It's really good, it tells you all of your analytics.



Choose what you want to post, what day and time, and you're off!

Although planning out your social media content may sound like a full-time job, some of the leg work is as simple as dragging-and-dropping images and creating catchy captions but doing it ahead of time.





BOOKSY X CHRISTY CLIPS

# 6

## Get Help with Quality Pictures and Videos

Spend a little time learning how to create quality pictures & videos and **take advantage of online tutorials.**

Christy Clips recommends spending more time taking video content and remember it's okay to use a smartphone for taking a short video. Then publish that content, so that your online audience can watch you perform haircuts or styling services.

But if the stress of creating engaging content ever gets tough, **collaborate with other professionals.** Work with experts who are passionate about creating engaging photography and videography content.



It's not at all necessary to break the bank, Instead, collaborations are key.

In the past, Christy Clips has exchanged haircuts and grooming services for a professional photo or two from a less experienced yet talented freelancer who wanted to get their work circulated or try a new subject to shoot!



BOOKSY X CHRISTY CLIPS

## 7 Use Various Resources to Engage Followers

Lastly, it's important to remember to use a variety of different tools to keep followers engaged.

Consider using the **Instagram Reels tool or IGTV** for creating video content to make sure your account stands out and that followers take note of your work.

Another tool to get more followers interested and keep their attention is to **provide a Call to Action**. This term is used to describe an advertising tool. It **entices people to make an immediate response** or follow an immediate course of action. Common Call to Action phrases include "click here" or "add to your cart."

"It's kind of like a hook just for them to get engaged

and I do recommend using CTAs. **It helps my followers stay engaged. It lets them participate and feel like they're in a community and interacting with me and supporting what I'm putting out there,"** said Christy Clips.

Examples include: directing people to your YouTube, publishing a website link with info on an event you're planning, etc.





BOOKSY X CHRISTY CLIPS

## Recommended Apps & Software

To wrap up Christy's top tips for mastering your Instagram marketing, we've also listed some of our favourite apps to help make your life easier when it comes to getting strong content out there!

**Later.com** - a scheduling tool, both on desktop and as an app.

**Buffer** - another great scheduling tool that covers other Social media platforms too.

**Canva** - a free to use graphics creator, with some ready made templates, for your IG feed, stories, Facebook and more.

**Booksy Biz** - in case you haven't heard of us before, we're on a mission to make your life easier and that

extends to helping with your marketing! Use our **in-app social post creator** to help quickly create platform optimized images to show off your work, promote new services, **highlight flash sales or show off those 5 star reviews** - all whilst you **promote your Booksy profile link**. Now thats a Call-to-Action!



 booksy

**Start your free trial today!**