

the talently.

Instagram Templates

Carousel 1

the talently.

3 ways to book clients on social media



STACK CLIENTELE AND YOUR BANK ACCOUNT



Spruce up your Profile

Your Instagram profile is your virtual business card. Make it shine by using a professional profile picture, writing a captivating bio, and providing a clear description of what you offer. Remember, first impressions matter!



the talently.

Showcase your Skills

Share your work, talents, and expertise through visually stunning posts and stories. Whether you're a photographer, designer, fitness coach, or any other creative professional, let your content speak for itself.



Utilize Relevant Hashtags

Hashtags are your secret weapon to reaching a broader audience. Research and use popular hashtags relevant to your niche. This way, when people search for specific topics, your posts have a higher chance of appearing.



Engage and Connect

Building relationships is key. Engage with your followers by responding to comments, direct messages, and by genuinely showing interest in their content. Engaging with others will help you build a community around your work and increase your chances of connecting with potential clients.





Found this helpful? Drop a like and save for later!



Carousel 2

Know

Your

Brand

Benefits of working with a social media agency

the talently.

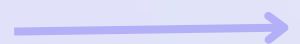
thetalently.com





An Agency can help you with:

- 1. Increased visibility**
- 2. Targeted Marketing**
- 3. Build trust and brand credibility**
- 4. Data Analysis**
- 5. Sharper message for your target audience**





What makes you stand out?

Digital marketing has become a vital tool for many professionals to promote their services, reach a wider audience, and ultimately help more people.

In today's digital age, it's important to have a strong online presence, and digital marketing can help professionals achieve just that.



Drop a like if you
found this helpful

thetalently.com



Carousel 3



Coaches need support too!

Level up your game
and max out clientele

A black and white photograph of a woman lying on her stomach on a bed, talking on a corded telephone. She is wearing a dark top and has her hand near her face. The background is a light-colored, textured surface, likely a bedspread or carpet.

5 Things Every Business Owner Should Have On Their Instagram Profile

Your Name

Take advantage of Instagram's SEO by including keywords in your title.

Keywords should be relevant to your niche.

Contact Info

Use the contact info to jot down your business email and phone number.

Master the art of brevity

Instagram's bio allows for 150 characters. Use this word limit to tell page viewers who you are, who you help and why they should care.

Call to Action

Once visitors have read your bio.

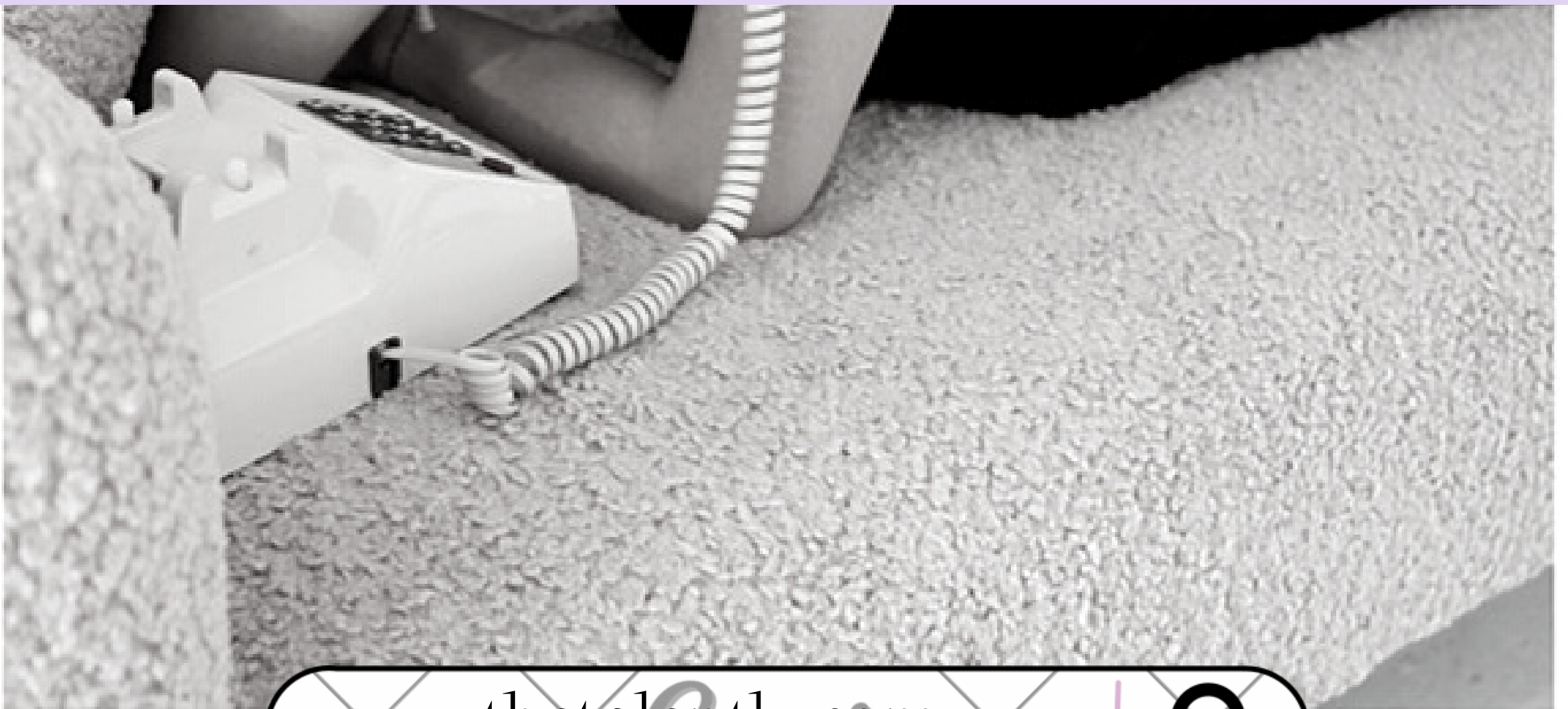
What next step do you want them to take? Make it clear and concise.

Highlights

Recycle stories into highlights. Add any extra info that instagrans 150 character limit wouldn't fit.



Double tap if you found this helpful!



Carousel 4



Why social media managers **NEED** to embrace AI tools like ChatGPT

Let's face it, AI tools like ChatGPT aren't going anywhere. Earlier this week we talked about how business owners can use these tools to expand their business. But should YOU be scared of them?



How AI is used in social media curation plays an important part of reach and engagement. In fact, these tools can:

1. Discover trending content
2. What you should post and how often

We know that AI isn't replacing humans in the social media marketing sphere, but that doesn't mean you shouldn't embrace it. Trends indicate that AI is going to explode in 2023. So, it's better to work with it instead of against it.

As these tools adapt and change over time - similar to changing algorithms on social media platforms, social media managers can offer this as an extension of their services. It will be up to them to ride the wave for their clients' accounts.



How AI is used in social media curation plays an important part of reach and engagement. In fact, these tools can:

1. Discover trending content
2. What you should post and how often

We know that AI isn't replacing humans in the social media marketing sphere, but that doesn't mean you shouldn't embrace it. Trends indicate that AI is going to explode in 2023. So, it's better to work with it instead of against it.

As these tools adapt and change over time - similar to changing algorithms on social media platforms, social media managers can offer this as an extension of their services. It will be up to them to ride the wave for their clients' accounts.



How AI is used in social media curation plays an important part of reach and engagement. In fact, these tools can:

1. Discover trending content
2. What you should post and how often

We know that AI isn't replacing humans in the social media marketing sphere, but that doesn't mean you shouldn't embrace it. Trends indicate that AI is going to explode in 2023. So, it's better to work with it instead of against it.

As these tools adapt and change over time - similar to changing algorithms on social media platforms, social media managers can offer this as an extension of their services. It will be up to them to ride the wave for their clients' accounts.



How AI is used in social media curation plays an important part of reach and engagement. In fact, these tools can:

1. Discover trending content
2. What you should post and how often

We know that AI isn't replacing humans in the social media marketing sphere, but that doesn't mean you shouldn't embrace it. Trends indicate that AI is going to explode in 2023. So, it's better to work with it instead of against it.

As these tools adapt and change over time - similar to changing algorithms on social media platforms, social media managers can offer this as an extension of their services. It will be up to them to ride the wave for their clients' accounts.



Drop a like if you
found this helpful

thetalently.com



Carousel 5

5 Copywriting Sins Killing Your Sales

Compelling and persuasive content should motivate readers to take a desired action. For business coaches, it's an invaluable tool in their arsenal. It's THE number one way of building that strong personal brand that makes people want to work with you and for you.



Lack of clarity

The WORST thing you can do when writing is leave your audience scratching their heads on what they just read. If readers don't understand how your coaching technique benefits them, they're not going to buy into your service.



Too many clichés

Overused expressions and buzzwords can KILL your copy before it even gets started. It comes off as insincere and generic, the complete opposite of what you're aiming for.



Selling too hard

When people think all you want is their money, you're getting curved. Yes, the POINT of copywriting is to persuade and sell. But without adding substance and value to your audience and niche, no one's going to take you seriously as an authority.



Too generic

If you talk to everyone, you're talking to no one. Copywriting should be tailored to your specific client (and audience!) in mind. What are they struggling with? What do they care about? How does your way of coaching help them?



Littered with grammatical errors and spelling mistakes

Sometimes things slip through the cracks, and that's okay. We're all guilty of it. Just don't make a habit of it. Before hitting that send or publish button, make sure your copy is free of errors.



Double tap if you
found this helpful!

Save for later!



Carousel 6

THE TALENTLY



Digital Marketing

TIP OF THE DAY!



thetalently.com



Keep it Personal



When creating content and promoting your business, have a tight understanding of your target audience.

save for later!



On-Page Optimization



This includes: Title Tags, Meta Descriptions, Headings and Content, and URL structure.

save for later!



Optimize Web Speed



Compress images, minify CSS and JavaScript and use caching.

save for later!



**Double tap if you
found this helpful!**



Carousel 7

3 Tips to increase traffic to your website

Effectively and
cost-efficient.



Optimize SEO

Do you regularly post blogs? If not, you're missing out on this FREE marketing strategy!

By posting blogs and optimizing your website for seo, you increase domain authority and can potentially rank in Google Search Engine page Results.



Have a social media game plan

Social media is a powerful tool when used strategically. Use strong CTA's combined with engaging content that will tempt your followers to investigate.

Ask yourself: Would I click this piece of content on my feed? If not, what can I change about it?



Content is King

Your content – from the writing to visual design should be appealing to your target audience. What problem are you solving for them? Why should they be moved to learn more?



**Drop a DM to get a FREE
audit of your Instagram!!**

7. Align with your brand's short-term and long-term goals.

8. Build trust with your audience.



**Make *your* idea happen.
Work *with* an agency.**

Double tap if you found this helpful.



Carousel 8

the talently.



The top 3 ways coaches can grow on Instagram



01. Optimize that profile

Everything = from your username, profile photo and bio communicate what you want people to know about your business. Don't mince words.

👉 Instagram has a 150 word character limit so say the most important bits about your business **FIRST**.

thetalently.com





02. Hook those eyeballs in

From breathtaking visuals to hook sentences, you only have one shot at making a captivating first impression. So don't waste it.

👉 When creating content ask yourself, "would I stop to visit this persons profile? Would I leave a like and comment?" If not, you're missing the mark.

thetalently.com




03. Consistency is key

Rule 101 of growing your socials. You gotta show up for your followers and audience. You don't have to post everyday. So if you post 2-3x a week, THEN post 2-3x a week.

👉 To stay on top of your content, use a scheduler (we use Loomly) to make sure posts go out regularly.

thetalently.com





**"The most common way
people give up their
power is by thinking
they don't have any." –
Alice Walker**



Carousel 9

Growing your social media following and engagement shouldn't be an afterthought



-> Building Brand Awareness

A consistent social media strategy builds brand awareness, increase engagement, and boost following.

The Talently

Benefits of working with an agency

Driving website traffic and sales:

Social media platforms serve as effective channels for driving traffic to a small business's website. By sharing compelling content, including links to products or services, small business owners can encourage users to visit their website and potentially convert into paying customers.

Quote of the day:
"The secret of getting ahead is getting started."
- Mark Twain

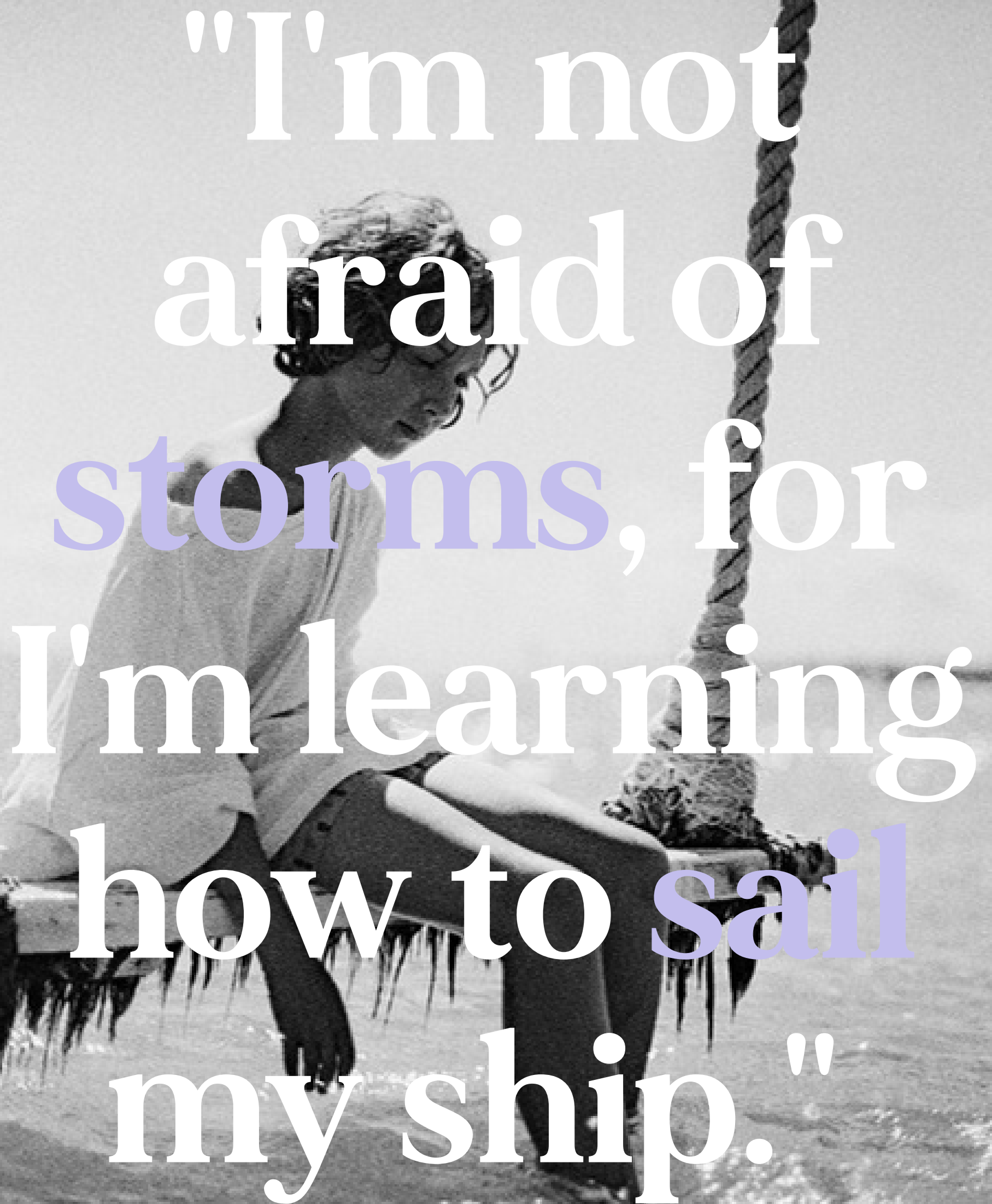


**Double tap if you
found this helpful
and follow for more**

thetalently.com



Quotes and Announcements



"I'm not
afraid of
storms, for
I'm learning
how to sail
my ship."

Louisa May Alcott

the talently.