

# INSTAGRAM AND PINTEREST TACTICS THAT CAN HELP ANY BRAND COMPETE WITH STRONG VISUALS



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#PowerOfPR

# Who's Killing It?



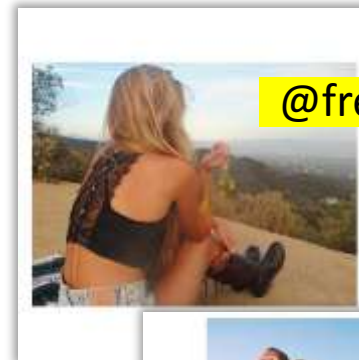
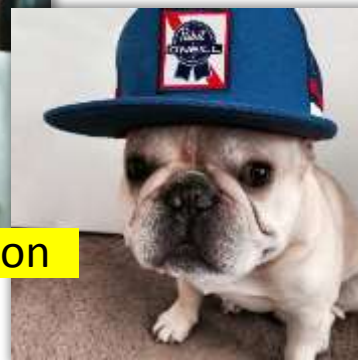
@warbyparker



@generalelectric



@pabstblueribbon

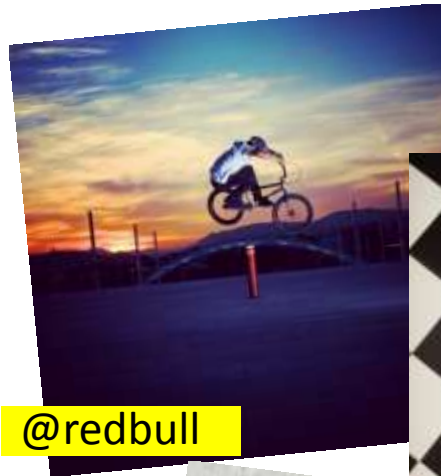


@freepeople



# Define Your Story

- ✓ What story are you trying to tell and how can you tell it in a way that's visually appealing?
- ✓ Always curate!  
Think quality over quantity.



# Go Behind the Scenes

GIVE FOLLOWERS

AN INSIDE LOOK



- What is it like to work for this brand?
- What is being worked on?
- How does your work get done?
- Share snaps from your offices, company events, promo shoots, press tours, etc.



# Organize a Takeover



I'm [@ginnygoodwin](#) and this is my #NGC Instagram takeover! How about I bring you some of my fave pix from behind the scenes of [@natgeochannels'](#) film [#KillingKennedy](#) and you tune in on Sunday, Nov 10 at 8pm EST/PST? Good deal?



# Spotlight Your Followers



**HOST A CONTEST OR  
PHOTO CHALLENGE  
AND FEATURE ON-  
BRAND ENTRIES**

- Allows followers to view your brand from a different perspective
- Fills in content gaps
- Rewards participants



# Think Outside the Photo



@natgeochannel



@sharpie



@natgeowild



@pabstblueribbon



@oreo

**Memes**  
**Quotes**  
*Illustration*  
**COLLAGE**  
User-Generated Content  
**STOP MOTION**  
**ANIMATION**



# Partner Up



*"In honor of Eat: The Story of Food, the deliciously talented [@spoonforkbacon](#) will take over our Instagram account tomorrow. Yum!"*



*"While in Botswana, we stayed at Duba Plains Camp... We were honored enough to spot the only leopard on the entire island while we were there during our stay. [#bigcatweek](#)" via [@msvincent](#)*



*"Remember Theo and Beau, the toddler and puppy that reached Internet fame last year? [@mommasgonecity](#) will be taking over our account today and sharing personal photos of the adorable duo."*



*"They called him Mohawk... [@natgeowild](#) [#bigcatweek](#)" via [@samhorine](#)*





# Partner Up



#GEInstaWalk

*The #GEInstaWalk is a real-time tour inside GE's most cutting-edge facilities, as seen through the eyes of Instagram's best photographers and avid fans of GE technology.*

#GEInstaWalk



# Stay Relevant



A rare sighting – a [#whiteandgold](#) zebra in the wild.



[#LeftShark](#) in its natural habitat. [#katyperry](#)



Did someone say Birdman? [#Oscars](#)  
[#NatGeOscars](#)



When all else fails...

# ...PUPPIES!



@pabstblueribbon



@oreo



@gopro



@warbyparker



@jcrew



@natgeowild



# Build a Team

- ✓ Encourage cross-company ideas and submissions
- ✓ Look for content from different perspectives – interns, other team members, etc.
- ✓ Tap partners on other teams to alert you to opportunities (product development, PR, executive assistants, creative, etc.).
- ✓ Seek out other social media mavens who can be on alert for breaking trends.
- ✓ Follow other active Instagrammers within the company.



It takes a village...



# Get Organized

- ✓ Plan ahead: Keep a weekly editorial calendar.
  - Put in placeholders for key dates such as company events, launches, holidays, etc.
  - Turn popular content into regular features.



- ✓ BUT stay nimble: Be ready to create additional content as opportunities arise or adjust your posts based on how content is being received.



# Track Metrics

- Who are your followers? Male or female? US- based or international?
- Which posts are eliciting the strongest response, both in likes and comments?
- Do certain types of photos get more comments, while others get more likes?
- What are your followers asking for more of?
- Poll your followers, including your co-workers, periodically. Are there features that people look forward to? Or find annoying?
- Are photos posted at certain times/days performing better than others?
- Who are your most highly engaged followers?



# Resources



Stay Informed



Get Creative



Track Metrics

[Instagram Blog](#)  
[Instagram for Business Blog](#)  
[Mashable](#)

**Editing** Afterlight, Over  
**Layouts** Diptic, Layout  
**Resizing** InstaSize, NoCrop  
**Reposting** Repost  
**Video** Hyperlapse

[Iconosquare](#)





# Remember...

Partner up.

Take advantage of trends.

It takes a village – build a rock star team.

Engage and feature your followers.

Curate – choose quality over quantity.

Let metrics guide you.



**THANK YOU**

