

DEFINE YOUR BRAND VIBE

- How would you describe the overall vibe of your brand?
- How would others describe the vibe of your brand?
- What three/four words describe your brand?
- What metaphors describe your brand?
- What are the values of your brand?

KNOW YOUR DREAM CUSTOMER

- What is important to your dream customer?
- What lights them up or frustrates them?
- Where do they spend their time?
- How can you reach them best?
- What sort of content do they love? Entertaining, inspiring, educational?

DESIGN YOUR LOOK

- Business name
- Logo
- Colour palette
- Brand voice (the personality in which you write and share)
- Visual language

KNOW WHAT MAKES YOU UNIQUE

- What is your brand story?
- What makes you different from your competitors?
- Do you have a brand 'slogan' or key statement?
- What are your strengths?
- Why should people invest in you?

BE CONSISTENT

- Is your brand consistent across all platforms and touchpoints?
- Are you consistently sharing your brand messages?
- Is it clear what you do and how you help from all of your marketing?
- Do you update your website so it is always up to date?

THE PERFECT BIO

- Is your profile picture a professional photo of yourself or your brand logo?
- Is your Instagram handle or username clear and include what you do?
- Does your bio describe EXACTLY who you are + what you offer?
- Do you have a call to action? A link to your website or a relevant page?

CURATE YOUR CONTENT

- Do you have a consistent colour theme?
- Is your brand vibe/personality immediately identifiable?
- Is it clear what your business does and how you help?
- Do you post high quality images?
- Do you have 5 key brand messages?

CURATE YOUR STORIES

- Do you share the face behind the brand?
- Do you share a 'behind-the-scenes' journey?
- Do you post 3-5 stories each day?
- Do you use stickers or engagement polls?
- Do you include calls to action in your stories?

HASHTAGS

- Do you use around 30 hashtags on each post?
- Do you include relevant hashtags?
- Do you use location hashtags?
- Do you search the hashtags of your ideal customers?
- Do you vary the hashtags between posts.

ENGAGEMENT

- Do you respond to comments + messages promptly?
- Do you comment + interact with other accounts?
- Do you follow relevant accounts? (accounts connected to your brand, target market, and/or inspirational)?
- Do you repost content from your community?

LISA BUSCOMB

Taking the *overwhelm* out of Instagram



I also write over at
[@words_by_wilde_road](https://www.instagram.com/words_by_wilde_road).
Come and follow me for
daily inspiration.

Hi there, *I'm Lisa*

I'm a writer, creator, dreamer, solo mama, mindset lover & Instagram mentor.

For over 15 years I have worked in marketing + branding in London, Dublin, Sydney, and Auckland, across many industries and facets of marketing. I love marketing, I love sharing a brand story and I love small business.

March 2020 I created [@shoplocal.nz](https://shoplocal.nz) as a way to showcase some of the amazing small businesses of New Zealand. Over 1,400 New Zealand businesses have been featured. From there I created my Marketing & Instagram Mentoring business and have supported hundreds of businesses with [1:1 mentoring sessions](#) and [Content Creation](#).

I am passionate about small business and am here to empower you in your business and take the overwhelm out of Instagram.

If you need some help to get on top of your social media, branding and marketing or just want to feel clear and confident in your business, then let's chat.

Lisa x

**"Instagram doesn't need to be hard.
It may not be easy but it can be simple."**