

Should I join the instagram party?

Why do I want to be on Instagram?

	Reason	Does it align with my overall strategy? if so, how?
1		
2		
3		

Are my customers, clients and market 'playing' there?

If Yes	how	how often
If No	Why not?	Bonus question - Will they play here in the future? And if so Why?

Should I join the Instagram party?

What stories can I share visually that will resonate with my market?

Story type	How?

Content tip: think about what problem are you solving for them?

