

CREATIVE WAYS TO PULL PEOPLE INTO YOUR IG GRAVITY

Bundle



DEVIN BRINKLEY, MBA

Founder & CEO, Creative Gravity Consulting, LLC

TABLE OF

Contents

CREATIVE WAYS TO PULL PEOPLE INTO YOUR IG GRAVITY



3

INTRODUCTION

4

TESTIMONIAL

5

IDEAL LISTENER WORKSHEET

7

DAILY HASHTAG PROMPTS

9

INSTAGRAM TEMPLATES FOR
PODCASTS

11

10 TIPS TO INCREASE
ENGAGEMENT

12

WHY YOU SHOULD ADD A
SOCIAL MEDIA MANAGER TO
YOUR PODCAST DREAM TEAM

14

NOTES

15

THANK YOU

INTRODUCTION

Welcome



Devin Brinkley, MBA is the founder and CEO of Creative Gravity Consulting, LLC, a consulting firm that specializes in growing small businesses through creative strategies. $\frac{1}{2}$ Corporate, $\frac{1}{2}$ Entrepreneur, Devin is well versed in various industries including healthcare, dining, retail and podcasts. Having started a food truck from the ground up, solely marketing on social media, Devin knows how incredibly challenging it is to grow a small business.

She uses her background in Business Administration and Communications, and years of experience as a social media manager, to build clear and effective marketing and business strategies for other small business owners. Devin is passionate about creating innovative content that is impactful and engaging and is driven by the desire to help other entrepreneurs reach their full potential.

LET'S CONNECT

 [CREATIVEGRAVITYLLC](https://www.facebook.com/CREATIVEGRAVITYLLC)

 [@CREATIVEGRAVITYLLC](https://www.instagram.com/@CREATIVEGRAVITYLLC)

WHAT CLIENTS Are Saying



“

I'd recommend Creative Gravity a thousand times over. I use Creative Gravity for full social media management of my podcast. Prior to working with Devin, I had an inconsistent posting schedule and a small number of followers with hardly any engagement. When she took over, not only are post designed, approved, and scheduled in advanced, but my followers have grown every week and more importantly, I now have consistent engagement with meaningful comments on almost every post and a growing, committed community. Our podcast listeners have increased almost every episode and I attribute most of our growth to Devin's management of our account. I love working with Devin and believe she is phenomenal at what she does!

Sayha W.

CO-HOST, SWIRL & SIP PODCAST

IDEAL LISTENER

Worksheet

Complete this worksheet to gain clarity on who your ideal listeners are. This will help you identify your target audience on Instagram, and attract the listeners you want!

AGE, GENDER, LOCATION	MARTIAL STATUS, # OF CHILDREN, PETS
HOBBIES & INTEREST	GOALS & VALUES
OTHER PODCASTS THEY MAY LISTEN TO	WHAT CHALLENGES DO THEY FACE?

BEST PRACTICES

Ideal Listener Worksheet



◆ HOW DOES THIS WORKSHEET WORK?

By getting specific and really focusing on your ideal listeners, you will have a better idea of what they are looking for on Social Media. You will know what interested they have, and what motivates them. Completing the worksheet will make it easier for you to find and engage with them. Having a better idea of who you're marketing to, and a strategy sounds a lot better than shooting in the dark, right?

◆ HOW CAN I USE THIS TO FIND MY LISTENERS ON IG?

Incorporate keywords from the ideal listener worksheet into your hashtag research. If your ideal listeners are parents, or chefs, you'll want to focus on hashtags that relate to those categories. #MomofTwo or #InstaChef for example. Follow pages that your ideal listeners would be interested in, and tap into their followers. Chances are, they may be interested in your content, too.

◆ WHAT NOW?

Engage, engage, engage! Like and comment on their posts. React to their stories. And create content that they'll be interested in! The ideal listener worksheet is your cheat sheet.

DAILY Hashtag Prompts

HASHTAG

PROMPT

Monday

- #MondayMotivation
- #MondayMuse
- #ManicMonday
- Start the week with some great motivation for your listeners!
- Share a quote or image from a woman that inspires you.
- Monday's are overwhelming for most. Share behind the scenes.

Tuesday

- #TuesdayTip
- #TriviaTuesday
- #TastyTuesday
- Share a tip for your listeners. Reference their challenges.
- Everyone likes trivia! Share some related to your niche.
- Food. Yum! Share a picture or your favorite recipe.

Wednesday

- #WineWednesday
- #WednesdayWisdom
- #WednesdayWin
- Make a wine recommendation. Share what you're drinking.
- Share some wisdom. Appeal to your listeners goals & values.
- Share your win for the week! What did you accomplish?

Thursday

- #ThrowbackThursday
- #ThursdayThoughts
- #ThursdayGrind
- Share an oldie but goodie. Show how far you've come.
- What are you thinking about? Be transparent.
- Show your listeners how hard you're working behind the scenes.

DAILY Hashtag Prompts

HASHTAG

Friday

- #FeatureFriday
- #FeelGoodFriday
- #FridayMood

Saturday

- #SaturdayVibes
- #ShoutoutSaturday
- #SaturdayStyle

Sunday

- #SundayFunday
- #SelfcareSunday
- #SundayInspiration

PROMPT

- Promote a guest, business or favorite products. Tag them!
- Spread good vibes. It's the end of the week!
- What are you doing to chill out this Friday? Ask your followers.

- It's the freakin' weekend! How are you spending the day?
- Shout out a loyal listener. Be sure to tag them.
- What are you doing to chill out this Friday? Ask your followers.

- Do something fun and share. Go live! Or create a Reel.
- Share your favorite ways to take care of you.
- Share something inspiring to start the week off right.

INSTAGRAM TEMPLATES FOR

Podcasts



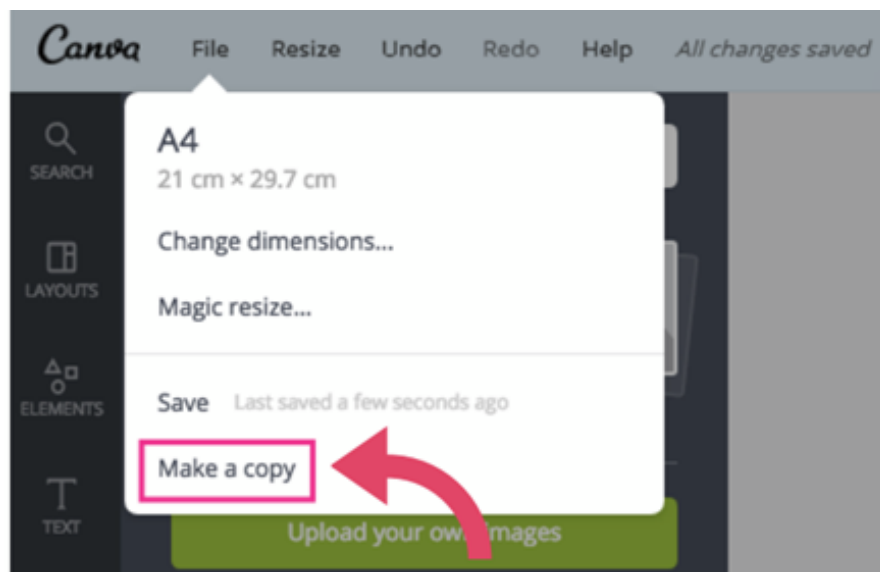
Please

READ THE INSTRUCTIONS FIRST



BEFORE EDITING THE DESIGN, PLEASE BE SURE TO MAKE A COPY. THEN EDIT THE COPY.
(JUST CLICK "USE TEMPLATE" AND THEN GO TO FILE > MAKE A COPY)

SEE THE SCREENSHOT BELOW:



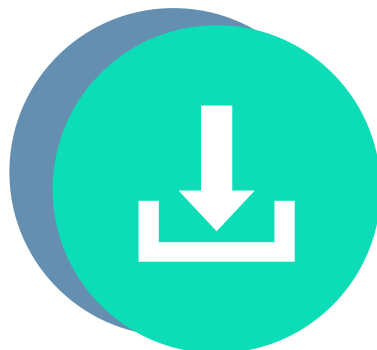
IF YOU ACCIDENTALLY ALTER THE TEMPLATE, PLEASE EMAIL ME AT
CREATIVEGRAVITYLLC@GMAIL.COM ASAP, SO THAT I CAN FIX IT. THANKS!

INSTAGRAM TEMPLATES FOR *Podcasts*



Fully customizable templates. You can change the colors, fonts, text, and images.

Download Here



10

DAILY TIPS TO INCREASE

Engagement

RAMP UP
YOUR
HASHTAG
STRATEGY
USE UP
TO 30

3

CREATE
MORE VIDEO
CONTENT

1

SOCIALIZE &
COMMENT ON
OTHER
ACCOUNTS

2

CREATE
SAVEABLE
CONTENT

4

CREATE
SHARABLE
CONTENT

5

REGULARLY
TEST NEW
CONTENT
TYPES

6

USE THE
QUESTION/POLL
STICKERS IN
YOUR STORIES

7

WRITE
LONGER
CAPTIONS

8

ASK YOUR
AUDIENCE
WHAT THEY
WANT

9

PAY ATTENTION TO YOUR
INSIGHTS. POST AT
THE BEST TIMES.

10

WHY YOU SHOULD ADD A SOCIAL MEDIA MANAGER TO YOUR *Podcast Dream Team*

01

GET MORE TIME ON YOUR HANDS

A social media manager (SMM) will take a huge responsibility off of your plate, giving you more time to dedicate to other tasks and initiatives.



02

STAY UP ON EVOLVING TRENDS

Social media is constantly evolving. There are constantly new do's and don'ts. A social media manager will educate themselves on the latest trends and implement them on your account.



03

PRO SOCIAL MEDIA STRATEGY

A social media manager will conduct research about your niche and industry, and develop a professional social media strategy tailored to your brand and audience.



04

BOOST ENGAGEMENT

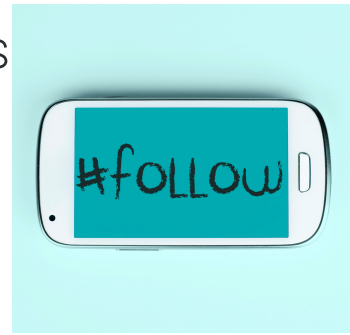
A social media manager will use best practices to increase engagement on your account. See page 11 for some commonly used strategies.



05

INCREASE FOLLOWERS/LISTENERS

A SMM will work to organically increase your followers and ultimately convert them to listeners of your podcast.



06

ACTIVE REPORTING

You will receive regular reports from your SMM about what is working and what is not. These reports will be used to strategize and plan upcoming content.



07

BUILD BRAND AWARENESS

Building brand awareness is important so that you can eventually monetize your podcast. With brand awareness, you can promote other products and have paid ads.



08

CONSISTENT CONTENT & VOICE

It is important to post content consistently, which many people don't have time for. A SMM will make sure that your content is posted consistently, and reflects your voice.



09

DEDICATED PERSON TO INTERACT

A SMM will be a point of contact for your social media accounts. They will answer direct messages, reply to comments and engage with followers.



This image shows a single sheet of white paper with horizontal blue lines, resembling notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

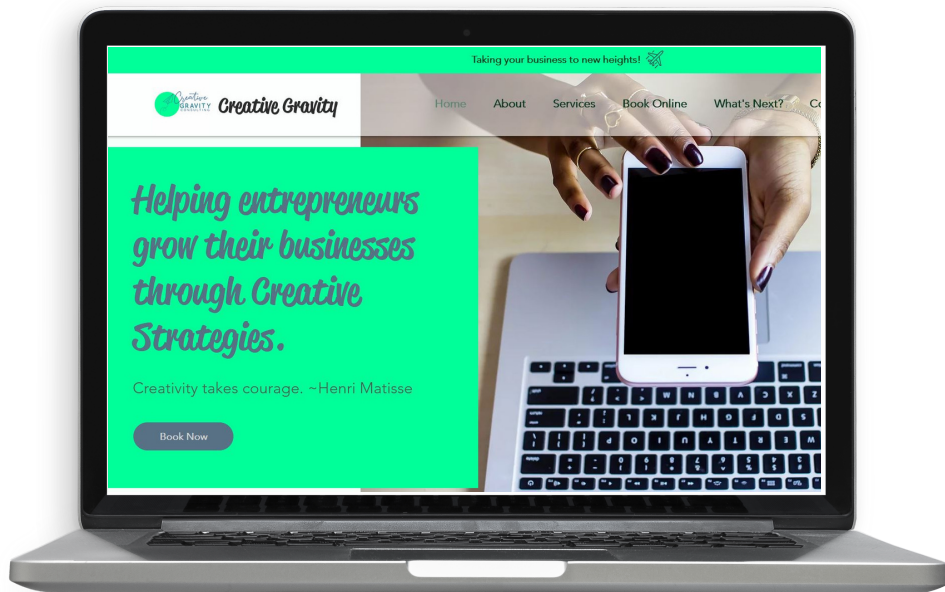
Thank You!



Thank you for downloading the *Creative Ways to Pull People into Your IG Gravity Bundle*.

ARE YOU READY TO TAKE YOUR SOCIAL MEDIA TO NEW HEIGHTS?

SCHEDULE A DISCOVERY CALL TODAY!



LET'S CONNECT