

Instagram Marketing Guide



FOR THE FOOD AND
BEVERAGE INDUSTRY



let's dive in.

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1

WHO ARE YOU TRYING TO REACH?

Who are you trying to reach on Instagram for your business? Identifying your target audience is the first step toward Instagram marketing success.

You can start identifying your target audience by asking yourself the following questions about your future customers:

- What are their interests, and how do your products meet them there?
- What's the age range you want to reach?
- What socioeconomic factors like occupation, education, or income affect your audiences' spending power?
- Do you need to consider your customer's relationship status for your product or business?
- Where do your customers live? Are they local, national, or global?

Once you narrow down who you're trying to reach, you can start to put together the plan for your weekly content!



Pro Tip: If you already have an Instagram account set up, you can view your Audience Insights on the app for a deeper view into who currently follows with your business.

54%

OF PEOPLE USE
SOCIAL MEDIA TO
RESEARCH PRODUCTS



2

MAP OUT YOUR WEEKLY CONTENT



CHOOSE A CONTENT BUCKET: Consistently creating content is a challenge. Coming up with weekly content buckets or “themes” can help simplify what you create for your Instagram. Weekly content buckets can include things like product flat lays, photos from happy customers, or memes.

HOW TO IMPLEMENT YOUR CONTENT BUCKET: Not sure where to start? We’ve put together a few options for content buckets for you to choose from. Choose a content bucket that best serves your business. Every week, go down the list and create the content.

Consumer Packaged Goods

CONTENT BUCKET OPTION 1

- Product photos or flat lays
- Recipes or shopping list of the week
- Customer photos & testimonials
- Videos or Reels sharing product pro-tips
- Closeups of your product in action

CONTENT BUCKET OPTION 2

- Product photos or flat lays
- Closeups of your product in action
- Memes or Tweets related to your brand
- Share behind-the-scenes photos & videos
- Videos or Reels sharing product pro-tips

Restaurants, Coffee Shops, Bars & Food Retailers

CONTENT BUCKET OPTION 1

- Photos of your menu items
- Overviews of tableshots
- Menu changes or promotions
- Pictures of your storefront or restaurant
- Promotions, local events, or news

CONTENT BUCKET OPTION 2

- Flat lays of your products or menu items
- Closeup of your products
- Share behind-the-scenes photos & videos
- Memes or Reels to showcase your personality
- Photos of your storefront or restaurant

3

CREATE CONTENT ON THE GO

You don't need professional equipment to create good Instagram content. As long as you have a phone and some natural light, you're good to go! In fact, the scrappier you are, the more your customers will identify with your business. Here are some tips to help you easily create photos and videos that capture your audience.

FOR VIDEOS OR REELS, PLANNING IS KEY

If you're creating video content, mentally outline your video's beginning, middle, and endpoints. Include a hook to grab your viewer's attention.

If you're camera-shy, lean on others at the restaurant or business to be the face. Either way, your followers want to know who's behind the business.

FOR PHOTOS & FLAT LAYS, KEEP IT NATURAL

What do you want your audience to think or feel when they see your posts? With that goal in mind, use your phone to take pictures of your food, beverages, or products in natural settings with imperfections. Picture perfect isn't the goal – you want your content to feel relatable, not overly styled.

For food or plates, always try to find a window or natural lighting. If your location doesn't have a good natural light source, invest in a ring light or consistent photos.

To edit your photos or videos, use the editing features built into your phone to adjust exposure, highlights, contrast, brightness, black point, tint, etc.

FOR GRAPHICS & MEMES, KEEP IT SIMPLE

If you need digital graphics for one of your weekly posts, choose one or two styles that you use consistently. Not only does this make content creation easier, it also helps your followers recognize your brand. e.g. If you're using Canva, use one template in two to three different colors.

For memes, use the built-in text feature on Instagram Stories to add funny or witty text to photos or images. This will lead to more likes and comments, and also show your followers that there's a person managing the account.

INSTAGRAM PRO TIPS

Keep it short. When posting Instagram Stories, keep it between two to six "frames" before viewers lose their attention.

Even if you're just showing a video of plating food, add some audio. Adding music or trending audio to Stories or Reels is a great way to showcase your personality and keep the audience hooked.



4

PLAN YOUR FEED

<i>educational</i>	<i>promo</i>	<i>flat lay</i>
<i>ugc</i>	<i>meme</i>	<i>tutorial</i>
<i>flat lay</i>	<i>ugc</i>	<i>educational</i>

USE PLACEHOLDERS

Once you have your content created, you can use the **PLANOLY** grid planner to start uploading your content or use placeholders to plan your first 9 posts! Some types of content can be used multiple times to fill your feed, like photos and customer testimonials.

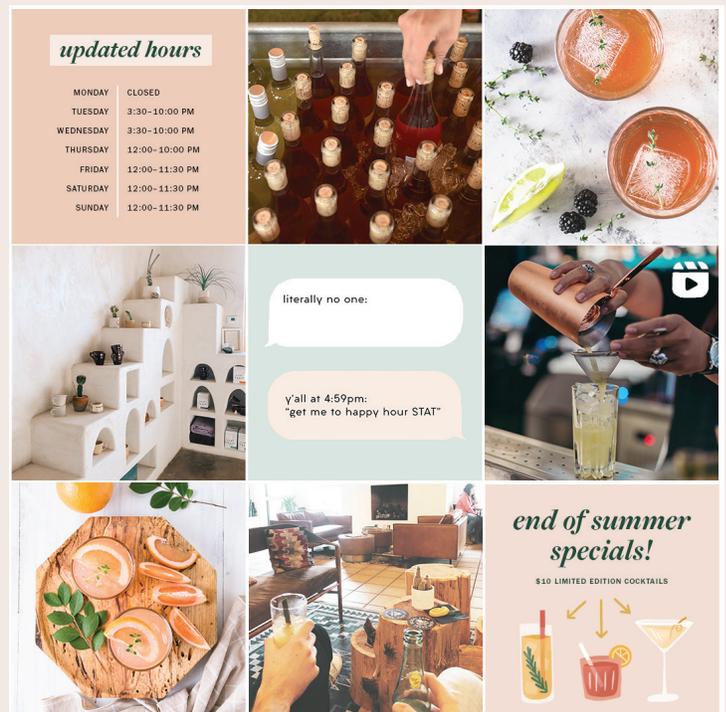


PRO TIP: [View tutorial](#) on how to use placeholders for planning on **PLANOLY**.



PLUG IN YOUR CONTENT

Visual planning pays off and takes away the guesswork to help you build a cohesive, recognizable feed for your customers! Trust us when we say, nothing beats the feeling of a fully planned grid for the upcoming week!



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WRITE YOUR CAPTIONS

So you've got your content planned and created, now it's time to start writing your captions. Captions should not be overlooked. This tiny bit of copy can be a driving force within your post – prompting your audience to click a link, feel a feeling, or learn more about you and your brand. Be direct in your captions to educate, inform, or entertain. Here are some sample captions to help you plan your weekly content.

PHOTOS, FLAT LAYS, VIDEOS & MEMES

- Move over breakfast, dinner with friends is the most important meal of the day. Stop by for good food and good company.
- Make this dish, and you'll be the star of the potluck 🍴 List out ingredients and instructions in the caption for accessibility.
- Our dishes aren't just food on a plate. They're a combination of the chef's creativity, the cook's hard work, the wait staff's patience, and our mission to make our guests smile.
- Have you tried the newest addition to our menu? It's filled with *[list of ingredients]*. Come try it today, and bring a friend! 🥂

RECIPES OR SHOPPING LIST OF THE WEEK

- Look no further, our _____ is the one thing you need to create a cozy meal at home this weekend 🧑🍳
- Heading to the movie theater? Here's a list of our most sneakable snacks!
- There's a reason this one sold out twice this year. Grab our _____ to gift yourself or a friend. We won't tell.
- Good weather ✓ Good company ✓ Good drinks ✓
- Our most crave-able road trip essentials ☁️

CUSTOMER PHOTOS & TESTIMONIALS

- Because of loyal customers like you, we're excited that company name is growing so fast. Thank you!
- "People who love to eat are always the best people." —Julia Child 🍷
- If you want to avoid heartache, fall in love with food. It'll never break your heart.

CUSTOMER PHOTOS & TESTIMONIALS CONT.

- It makes our day when customers tag us in their Instagram posts and stories.
- Here's a roundup of the furry friends who stopped by our store this week. 🐶

BEHIND THE SCENES MOMENTS

- Here's a look at what goes into making our most popular dish! 👁️
- This week, our off-menu entree is _____. It was inspired by *[elaborate]*.
- Employee appreciation post: stop by and give _____ your love!
- How does our _____ go from our factory to your kitchen? We're giving you a peek! 🏭
- Here's our head chef giving the team a pep talk before service 💖

THE LATEST DEALS, PROMOS, OR EVENTS

- Your favorite words: It's on sale.
- Don't miss out! Take advantage of this sweet deal before it's too late 🥰
- Have you heard of our loyalty program? Buy # of drinks, and you'll get one free!
- It's happy hour! Stop by to take advantage of our half-off apps and draft cocktails between X and X 🍷
- Are you a month baby? Come by for a birthday drink this month, on the house!
- Don't miss our upcoming event name with our friends at partnership this weekend! We're giving out goodies all day long.

7

ENGAGE WITH YOUR COMMUNITY

Whether your business is local, national, or global, engaging with your digital community through comments and direct messages each day you post will help your followers turn into customers.

Here are a few best practices to build a strong community engagement practice.



Engage with comments the first hour your post is up. This shows your followers that you are active, listening, and answering their questions.



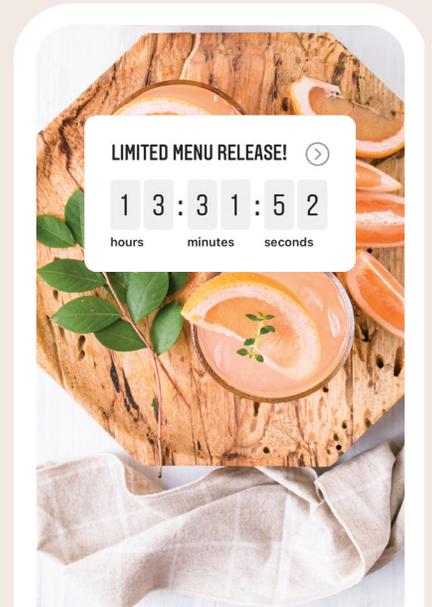
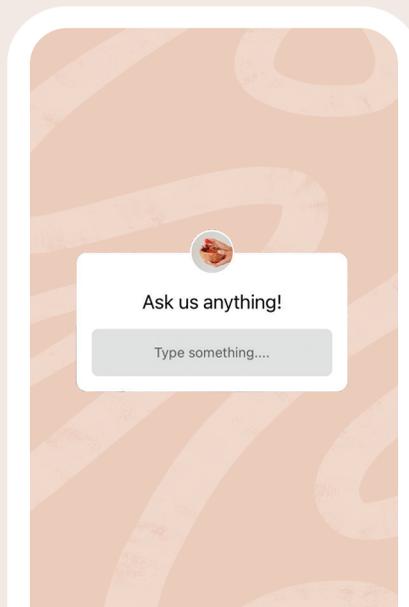
Use **Instagram Stories** once a week to proactively spark convos. Use the question sticker to ask for feedback on a new menu or use polls to ask more fun questions.



Use **geolocations** to establish a local presence. Tagging your location on posts and stories is a low-effort way to put your content on the radar of people in your community.



Be authentic. Authenticity is essential on Instagram. Your audience wants to relate to you and your products. Whatever you say or post, keep it real and candid.



8

MEASURE PERFORMANCE

Keeping track of your content's performance will help you identify what content is working and what isn't with your newfound followers and customers on Instagram. You can use Instagram Insights to help you understand your audience and what they're interested in from your business.

Here are the top 3 Instagram metrics you can track in your Instagram Insights each week to measure the success of your marketing strategy:

REACH - Not every follower will always see your content. This metric shows how many unique people saw your posts.

SAVES OR SHARES - More than 'Likes,' saves and shares of your posts indicate that your followers loved your content and shared it with others in their network.

ENGAGEMENT RATE - This is a percentage you can calculate for your top few posts each week to assess how your posts are performing. Engagement Rate % is calculated by totaling the number of likes, comments, and saves on a post then dividing that number by your follower count.

$$[(\text{LIKES} + \text{COMMENTS} + \text{SAVES}) / \text{FOLLOWERS}] \times 100$$

ALL	PHOTO	VIDEO	CAROUSEL
📊	engagement rate	6.93%	
👁️	impressions	644.50K	
🗣️	reach	577.57K	
❤️	likes	30.99K	
💬	comments	826	
🔖	saved	8.18K	

WISH THERE WAS AN EASIER WAY?

You can use **PLANOLY's** Analyze feature for detailed performance metrics. Analyze provides overall engagement rates, reshares, comments, top posts, and more for any date range!

9

SETTING UP FOR SUCCESS



You're now all set to kick off your new Instagram account and grow your business! Here's a weekly checklist for you for on-going success.

- Dedicate a day to create all your content at once. Create 5-9 posts based on the content bucket you choose
- Keep it scrappy! Every moment at your business or restaurant can be turned into content, capture candid moments using your phone and have fun.
- Use your captions to educate, inform, or entertain your followers.
- Consistently use the 2-3 hashtags identified in each caption.
- Upload content and schedule your content in weekly batches on **PLANOLY** so you can trust that your posting, even if you're busy running your business!
- When possible, engage with comments the first hour your post is up to build stronger relationships with your audience and get more engagement.
- Use Instagram Stories to spark conversations with your followers and get their feedback.
- Tag your locations in your content.
- Revisit your Instagram Insights or use **PLANOLY's** Analyze feature weekly or monthly to gauge how your content strategy is performing.

PLANOLY

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MEASURE YOUR INSTAGRAM & PINTEREST

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