



Sp Adobe Spark

+

PLANOLY



Marketing Guide

FOR THE

Wellness & Beauty Industry





Plan, Create, & Post with Spark + PLANOLY



ABOUT PLANOLY

PLANOLY started as the first visual planner for Instagram and has grown into the industry-leading social marketing platform trusted by over 5 million users to visually plan, schedule, and measure performance across Instagram, Facebook, Twitter and Pinterest.

ABOUT SPARK

Spark let's you create graphics, collages, flyers, videos and animations that look professional in just a few taps. Choose from a vast library of professionally designed templates and assets to create social media graphics, stories, posters, logos, and more. Find on-trend and seasonal images, icons, and backgrounds to promote your business — and feel like you've got the help of a trusted designer in your corner.

AND TOGETHER...

We know that you're busy, don't always have much time, or a large team of designers behind you—that's why Spark and PLANOLY teamed up to bring you a seamless creation workflow from beginning to end. Posting content lets you share your story with the world. When created and planned with intention, it also gives your audience the gifts of inspiration, education, and connection.

Welcome!



In this Spark + PLANOLY Wellness & Beauty Marketing Guide you'll find:

Map it out	4
• Who are you trying to reach?	
• Map out your weekly content	8
Design	
• Spark your designs	12
Planning	
• Planning your feed	
• Writing captions	15
Scheduling	
• Scheduling your posts	17
Engagement	
• Engaging with your audience	
• Measuring success	19
Keep it up	
• Workflow worksheet	

GO FORTH & CREATE!

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?

**Where do your customers live?
Are they local, national, or global?**

Do you need to consider your customer's relationship status for your product or business?

54% of people use social media to research products.





Map Out Your Weekly Content!

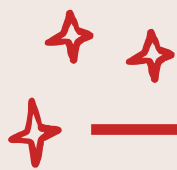
Coming up with weekly content buckets or “themes” can help simplify what you create for social. Weekly content buckets can include things like product flat lays, photos from happy customers, or memes.

We’ve put together an example of a mapped out week, with some examples of how you can organize your posts, oversee engagement, and some template examples. Simply duplicate this for for each week, update your content, and you’ve got a nice schedule going. Batch create 5-6 posts and share those templates with your team so they can keep on schedule too.

WHERE TO START

We’ve put together a few options for content buckets for you to choose from on the following pages. Choose a content bucket that best serves your business. Every week, go down the list and create the content.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Remix this template 	Remix this template 	take today to respond to comments	Remix this template 	Remix this template 	Remix this template 	<ul style="list-style-type: none"> • Update templates • Respond to comments • Hashtag research
#ProductHacks	#TutorialTuesday		#SuperSale	#Testimonial	#AtHomeRitual	



Beauty, Skincare, & Wellness Brands

Content Bucket Option 1

- Product photos or flat lays
- At-home regimen tutorials
- Customer photos & testimonials
- Videos or Reels sharing product pro-tips
- Closeups of your product in action



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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 (BTS) photos & videos
- Videos or Reels sharing product pro-tips



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Beauty Services (Haircare, Skincare, or Makeup)

Content Bucket Option 1

- Photos of your studio or workspace
- Before and after photos of your clients
- Videos of you working with clients
- Photos or videos of your final work
- Videos or photos about who you are



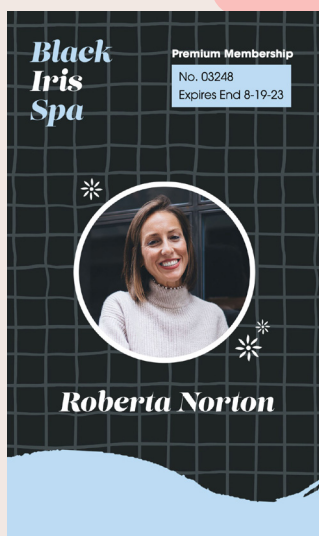
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Content Bucket Option 2

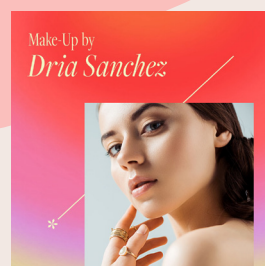
- Before and after photos of your clients
- Closeup photos of your client work
- Share behind-the-scenes (BTS) photos & videos
- Memes or Reels to showcase your personality
- Promotions, local events, or news



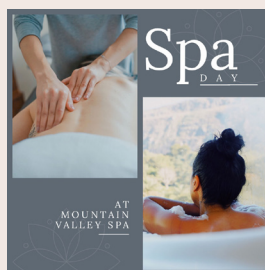
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Spark Your Designs



You've done the planning, now it's time to create!
But where to start and how to do it quickly?
Spark can help!

Work Faster with Templates

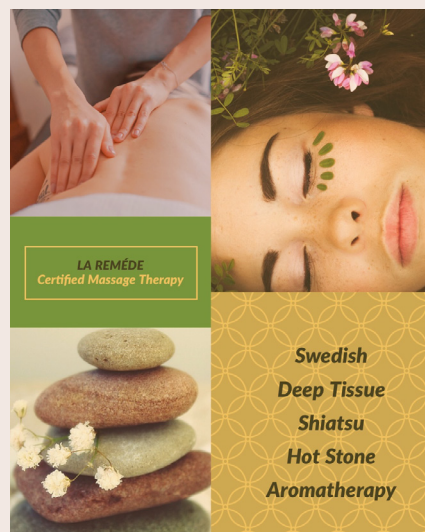
First off, did you know that Spark has thousands of templates to choose from? It's a great creative jumping off point. From there you can quickly add your logo, colors, images, change the text, and more. Check out the range of templates [here](#).



[Remix this template](#)



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TEMPLATE WHAT WORKS



You made something rad. So make it into a template! A simple visual theme (cohesive color is key!) can take you a long way. Swap out colors for seasonality, or change the text (your weekly testimonial from a customer, perhaps) but keep the bones of that awesome design and save tones of time by reusing it. Rinse and repeat around hashtags or topics that engage! #TipTuesday or a monthly calendar.



Resize and Run With It!

Now, you have something created but you have more than one space to post it to. With the click of a button you can resize your design to fit a Facebook or Instagram post, Instagram stories, a digital or printable flyer, Pinterest—you got it. Save. So. Much. Time!

PRO TIP:

Group all aspects of your design together when resizing! Makes for easy scaling.



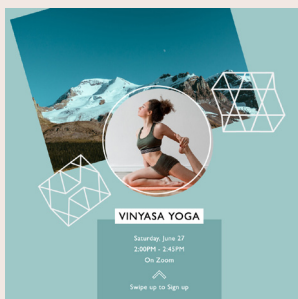
Facebook



IG stories



Pinterest



IG Post

BRANDIFY!



Once you set up your brand with its unique logos, colors, and fonts, Adobe Spark hooks you up with customizable templates and the ability to “brandify” any piece of content in a single tap. Just click the “brandify” button and viola your brand assets are applied to the design! No more hefty, hard-to-follow brand guideline documents that are separate from the content creation tool. Just set up your brand once to save time later.

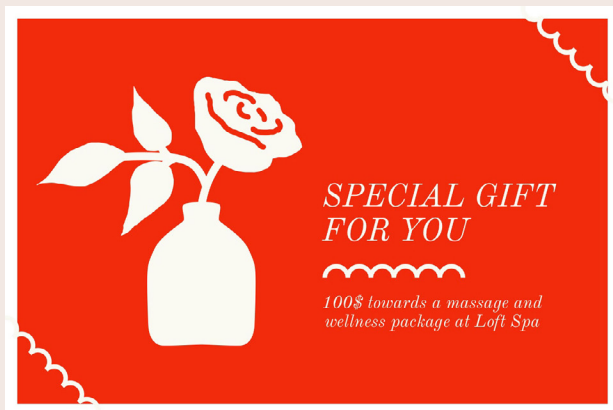
[Remix this template](#)



Team Consistency

Unlock the full creative power of your team by sharing your templates, ensuring consistency across the content everyone on your team creates. Standardizing your content creation process across your team has never been easier.

[Remix this template](#)



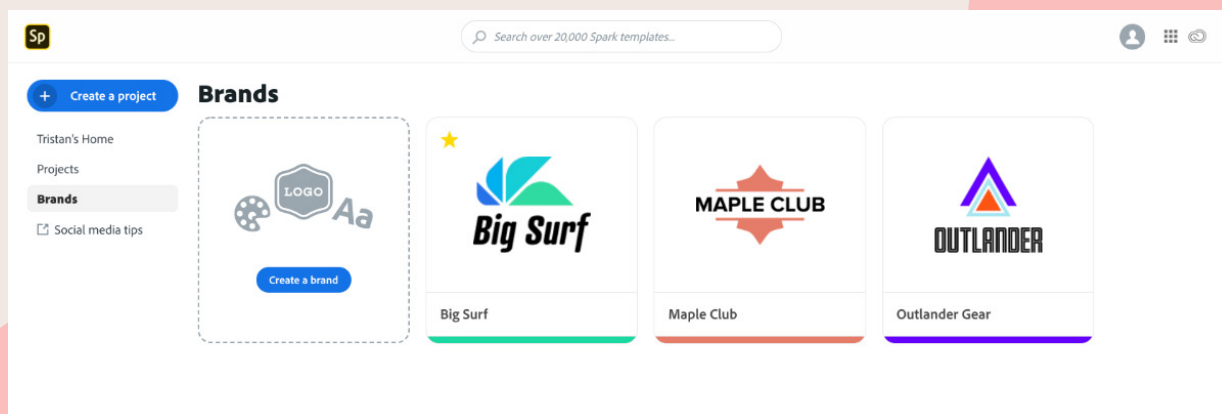
Create a template that is easy to remix and share!



Share the template with coworkers so they can easily swap out content.

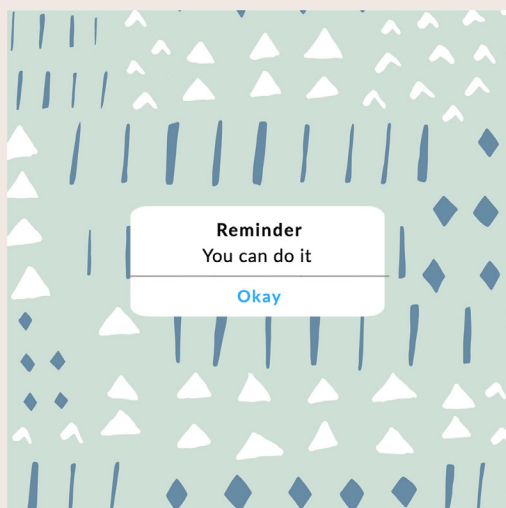
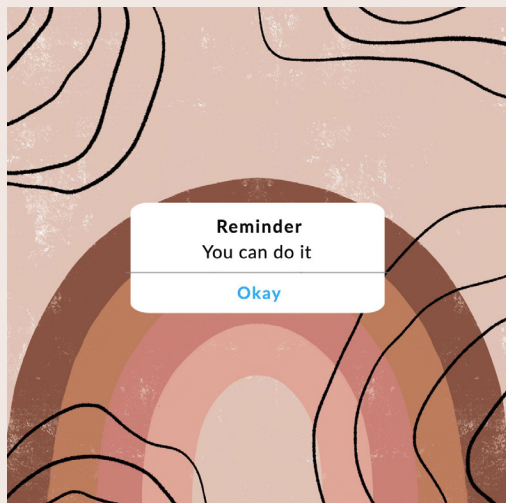
MULTIBRAND!

You've got more than one brand? Of course you do! You may have a product brand and a thought-leader brand, your personal brand and your yoga studio brand. Manage and create both seamlessly with Spark. Check out Multi Brands [here](#).



Inspire Community

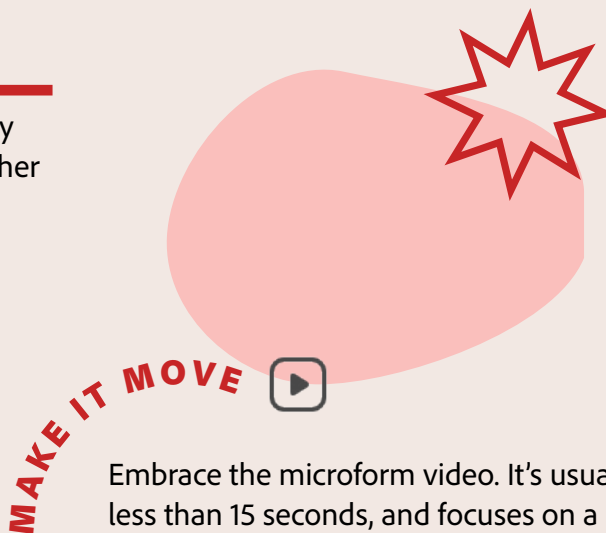
Connect with your following by creating publicly available templates for your followers or any other Spark user to create from.



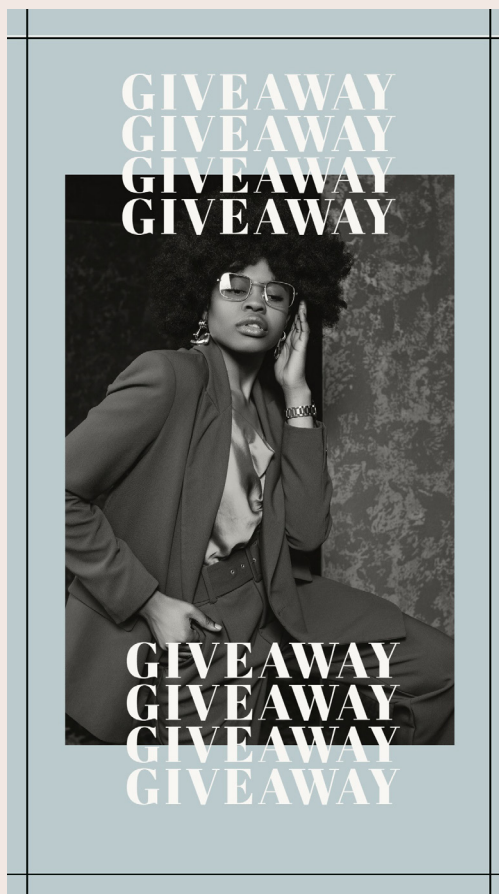
Create a template that is easy to remix and share!
[Remix this template](#)

PRO TIP:

Animation helps your post stand out and get noticed!
[Learn more.](#)



Embrace the microform video. It's usually less than 15 seconds, and focuses on a single thought, idea, or call to action. You don't need to make a short movie – just adding a little movement to text can stop the scroll in it's tracks, and add that suspense and build you're looking for!



Host a giveaway or a social media takeover to engage your audience!
[Remix this template](#)

Plan Your Feed

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

STEP 1

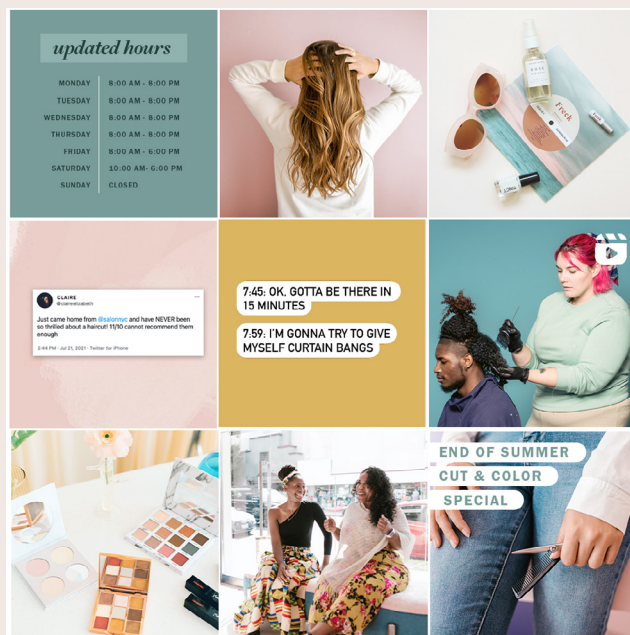
Use Placeholders

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.

STEP 2

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!



Write 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

New merch, who dis? Here's what we're carrying in our bags this winter [list out top products and their use cases]

Craving brighter, dewier skin before a holiday? Reach out to one of the experts on our team who are here to help you feel relaxed and restored

What exactly is [insert product name], and why do we keep running out? It's the first of its kind to help you [list out what problems it solves for your customers and make them feel exclusive for being able to order one!]

Travelling soon? Here's a list of our TSA-friendly products!

We're getting a lot of questions about our [product or service name] lately. Here's what you can expect: [list out answers to FAQs or give insight into what its like to visit you].

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SHOP THE
NEW ARRIVALS



Customer Photos & Testimonials

Here's a roundup of the most dramatic eye shadow this week!

Because of loyal customers like you, we're excited that [company name] is growing so fast. Thank you!

It makes our day when customers tag us in their Instagram posts and stories.



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You are the sweetest [username]! Thank you for your honest review of our [product name]!

Before & After and BTS



We're putting together our next product line! Which color do you prefer? 1, 2, or 3? Let us know in the comments!

Here's a look at what goes into making our clients glow inside and out!

How does our [product name] go from our factory to your bathroom counter? We're giving you a peek!

Employee appreciation post: stop by and give _____ your love!

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The Latest Deals, Promos, or Events

Don't miss out! Take advantage of this luscious deal before it's too late

Are you a [month] baby? Come by for a free essential oil upgrade to any service.

Don't miss our upcoming event name with our friends at partnership this weekend! We're giving out goodies all day long.

Have you seen our latest beauty kit? This limited edition bundle makes the perfect gift for[elaborate]

Your favorite words: It's on sale.



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Schedule Your Weekly Content with PLANOLY



Now that you've created your content and written your captions, it's time to schedule your posts! Scheduling is key to consistently posting, engaging, and growing your social presence.

Upload Your Content

Once you have photos, graphics, or videos created, you can upload all your content at once onto PLANOLY to schedule your content or have them automatically post to your Instagram.



Identify Your Hashtags

Next, choose your hashtags. Hashtags put more eyes on your content. If you use a massive hashtag like #beauty, for example, your content will likely get lost in the shuffle. You're better off choosing highly-targeted or specific hashtags.

To find targeted hashtags in your niche, search your post topic on Instagram and flip to the "Tags" tab. Look at the related tags listed at the top, along with the tags relevant posts are using. The fewer posts the hashtag has, the less competition you'll be up against.

Use Quick Schedule & Auto-Post

Identify which days of the week and times you want to consistently post to Instagram. Once you find a schedule, we recommend sticking to it!

You can use the quick schedule feature on PLANOLY, which allows you to preset your own frequently used posting times. If you have a paid PLANOLY account, you can also use the best time to post feature, which presents you with the best time to schedule your post based on when your unique followers are most active! Both features are here to simplify your social media planning process.

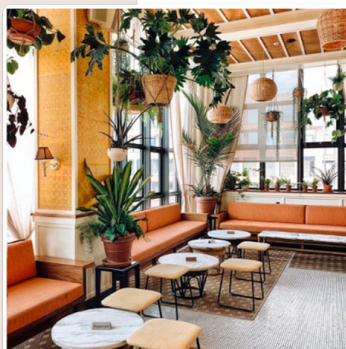
Managing an Instagram can quickly take up all your time if you don't set your posts to auto-post. We recommend scheduling the bulk of your content-weekly so you can get back to your other priorities.

PRO TIP:

New to PLANOLY?
[Here's a tutorial](#) on getting started with our IG Planner to simplify your planning and save you time every week.



MARCH 2020						
SUN	MON	TUE	WED	THU	FRI	SAT
1 10:24 AM	2 08:30 AM 02:30 PM	3 08:32 AM 02:31 PM	4 08:31 AM 02:30 PM	5 02:30 PM	6 08:30 AM 02:30 PM	7 10:30 AM
8 11:30 AM	9	10	11	12	13	14
		17			20	21
		24			27	28
		31			3	4
		7	8	9	10	11



♥ 526 💬 13
 Cute cafe , plants , notifications turned off . It's okay to let go... auto-post has your back! Happy Friday planners
 📍 @heydavina

SELECT DATE & TIME			
Sat Feb 29	2	14	
Sun Mar 1	3	15	AM
Today	4	16	PM
Tue Mar 3	5	17	
Wed Mar 4	6	18	



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 product or use polls to ask a series of more fun questions like, serums or moisturizers? The countdown sticker is also a great way to generate buzz around an upcoming launch or event.



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



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.



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.

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.

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

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.

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!



Workflow Checklist

PRINT ME!

You're now all set to plan, create and post using Spark and PLANOLY! 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 studio or business can be turned into content, capture candid moments using your phone and have fun.
- ☐ Use Spark's search feature to filter not just for templates found under "Beauty" or "wellness", but you can also search for a certain color (earth tones, brown, yellow) or even a genre (modern, hip, funky).
- ☐ 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!
- ☐ Spark has built in photo filters making it easy to stylize your imagery.
- ☐ If you find a template and you like the layout but the content isn't beauty and wellness related, swap it out! Any template can be remixed to work with your content.
- ☐ Remove backgrounds in one click in Spark. This is a great feature for product shots.
- ☐ Beauty and wellness is one of the most tagged industries on Instagram. When possible, engage with tags and 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.



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