



LIVE

# 10 Ways To Have An “Insta-Worthy” Amazon Business

**Cassandra Craven**

Helium 10 Software,  
Social Media & Content Manager



## ABOUT ME

---

- Currently the Social Media & Content Manager for Helium 10 Software.
- Specialist in organic social media, influencer relations, content creation, social strategy and analytics.
- Past includes producing and managing social media content for two Emmy-nominated television series and the 2018 top-grossing films *Aquaman* and Marvel's *Venom*.



## AGENDA

---

- **Content**
- **Consistency**
- **Hashtags & Geotags**
- **Trends**
- **Augmented Reality**
- **Influencer Marketing**
- **Insights & Analytics**

Establish Content Streams

00:10:01

10

LIVE

- **Select Social Mediums**

- Professional / Smartphone

**Photography**

- Organic/Produced Videos

- Graphics Cinemagraphs & Gifs

- Influencer & User-Generated  
**Content**





Consistency Is Key!

00:09:02

09

LIVE

- **Create A Social Calendar**
  - **Select Dates and Times That Receive The Highest Engagement**
    - On average, the best time to post on Instagram is between 2-3PM (CT).
  - **Buffer Time Between Creation and Publishing**
  - **Establish Recurring Content**



Get Tagging: Hashtags

00:08:03

08

LIVE



- **Hashtag Your Posts**

- **Use Specific or Niche Hashtags**
- **Use Trending and Popular Hashtags Relevant to Your Post**
- **Caption vs. Comment Section**
  - A post with at least one Instagram hashtag averages **12.6% more engagement** than posts without a hashtag.



Tag It: Geotags

00:07:04

07

LIVE

- **Tag Your Location**

- **Tag Your Locations**
- **Tag Locations Your Customers Are Based**
- **Tag Events and Conferences**
- **Stories Location Stickers**
  - People who aren't following you can discover your stories through the explore page.



Stay Up-To-Date with Trends

00:06:05

06

LIVE

- **Stay Relevant & Cool**
  - **Try New, Popular Mediums**
  - **Meme Culture**
  - **Keep Up With Hot Topics & News Stories**
  - **Know What's Happening In Entertainment and Fashion, With Holidays, and At Events**





Go LIVE!

00:05:08

05

LIVE

- **Stream LIVE With Instagram**

- **Plan Ahead**
- **Collaborate**
- **Promote In-Feed**
- **Engage With Your Audience**  
**Through Questions (Before & During)**



Tell A Story

00:04:07

04

LIVE

- **Story Time**

- **Take Your Audience Behind-The-Scenes**
- **Share A Tutorial or How-To**
- **Give Quick Tips**
- **Promotions**
- **Hack: Hide Your Hashtags**



Embrace AR Filters

00:03:08

03

LIVE



# ● **Augmented Reality**

- **Spark AR Studio**
- **Effect Gallery**
  - Discover Original Filters, Branded and Promo Filters Are Not Available Here
- **Stand Out From Competitors**
- **Reflect Your Brand's Tone**
- **Engage With Your Audience**



Connect with Influencers

00:02:09

02

LIVE

# ● Influencer Content

- Research Influencers
- Connect With Micro-Influencers and Thought-Leaders Relevant To Your Brand or Product
- Offer A Content Trade
- Grow With Your Influencers



Know Your Insights

00:01:10

01

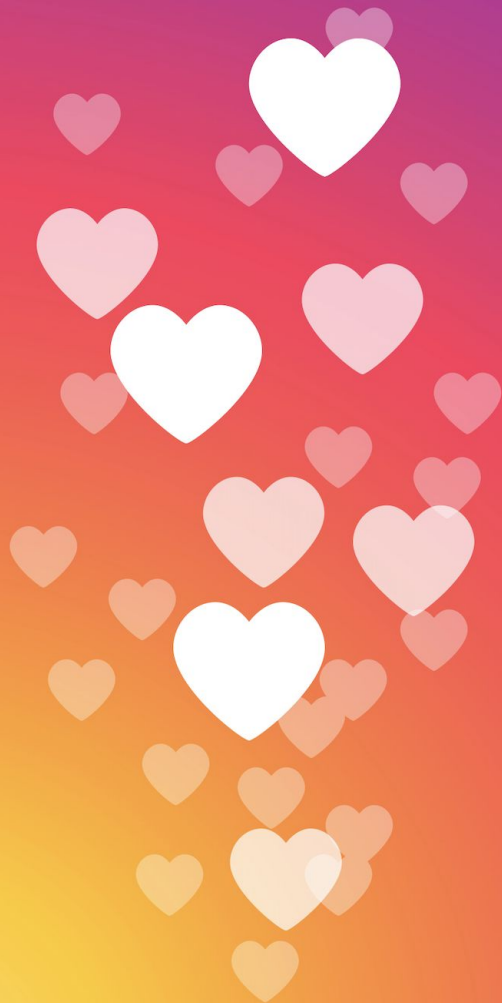
LIVE

- **Insights & Analytics**

- **Back It Up With Data**
- **Compare, Measure, and Track Performance**
- **A/B Testing Creative and Copy**
- **Sentiment Is Just As Important As Numbers and Stats**



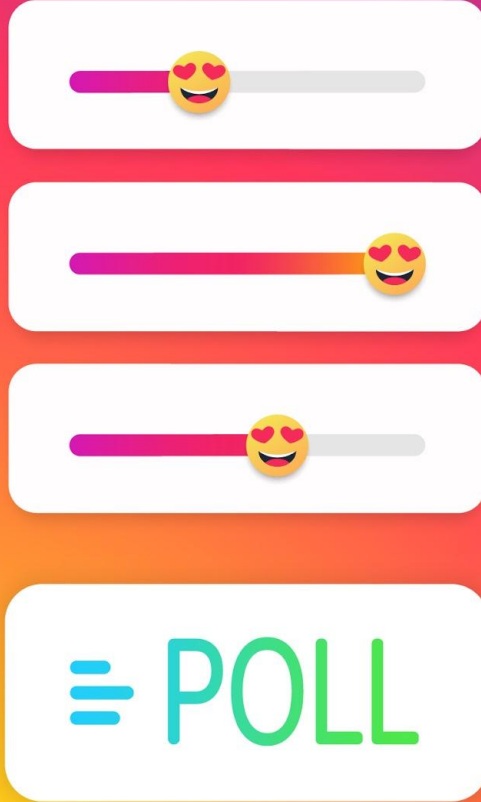




## KEY TAKEAWAYS

---

- **Plan & Be Consistent**
- **Tag Your Content**
- **Be Relevant**
- **Get Ahead Of The Game**  
**With AR**
- **Connect With Influencers**
- **Track Your Performance**  
**and Sentiment**



## CONNECT

---

### Helium 10 & Cassandra Craven

Facebook.com/Helium10Software

Instagram: @Helium10Software

Instagram: @Cassandra\_Craven

LinkedIn.com/Company/Helium10

Linkedin.com/in/Cassandra-Craven



Thank You