

**Transcript of:**

022 Social Media: Instagram - what you should do with Chloe Bubert from Tailwind



**[00:00:01.600]**

You're listening to the Keep Optimising podcast to increase your traffic, improve your conversion rate and grow your profits.

**[00:00:10.360] - Chloe Thomas**

Hello and welcome. If you are looking to improve the performance and return on investment of your marketing, then you've come to the right place. I'm Chloe Thomas, the host of this marketing focused podcast and is very, very cool to have you tuning into what is now a 20 second episode. Yeah, we're getting quite old that in Podcast World. In today's episode. I'm talking to another Chloe, yes, you've got two of us today and we're going to be talking about Instagram growth because this month we're all about organic social media in the podcast.

**[00:00:39.410] - Chloe Thomas**

And in today's episode, we're going to be talking about your hashtag strategy. We're going to be talking about what sort of content you should be sharing on Instagram. How to get that content organized to make your life easier and to make your account more powerful. We're going to be talking about stories of how to use those and lots of other kind of really cool tips and tactics. I mean, Chloe know so much about this stuff, and she really does share a lot with you today.

**[00:01:05.150] - Chloe Thomas**

So if Instagram is on your list, this is a must listen to episode. We're going to meet Chloe in a second or two. But before we do, please do check out the sponsors.

**[00:01:15.790]**

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**[00:01:53.050] - Chloe Thomas**

Today, I'm chatting with organic social media expert Chloe Bubert. Chloe, an Influencer, an affiliate manager at Tailwind, which is an Instagram and Pinterest scheduling and analytics tool, and as well as helping lots of businesses make the most of their Instagram profiles. Chloes also a fashion Influencer and blogger in her own right.

**[00:02:12.280] - Chloe Thomas**

Hello, Chloe.

**[00:02:13.300] - Chloe Bubert**

Hi, Chloe. It's great to have another Chloe to chat with.

**[00:02:17.070] - Chloe Thomas**

You know, I've been podcasting for five years and this is the first time I've interviewed another Chloe.

**[00:02:22.600] - Chloe Bubert**

I'm honored.

**[00:02:23.660] - Chloe Thomas**

I feel like we should just aggressively use that word. Just every sentence should start and end with Chloe. Hello, Chloe. OK, great.

**[00:02:31.270] - Chloe Bubert**

Thank you, Chloe.

**[00:02:33.670] - Chloe Thomas**

Sorry, listeners. Guys. Thank you so much for joining us on the show, because I know what we're going to be talking about today is something which a lot of not just eCommerce businesses, but businesses all over the world are trying to get to grips with is how you get Instagram working for your business.

**[00:02:50.590] - Chloe Thomas**

But before we get into all of that, how did how did you get into social media?

**[00:02:55.720] - Chloe Bubert**

Such a great question. I was I had just moved to another state and my husband was in grad school. So I was very bored and I had a lot of spare time. And so I just kind of started actually as like a second hand clothing Instagram profile. So more of an eCommerce focus. And what I learned through that experience was that the more I showed myself and my life and other things other than just what I was selling, the more my profile grew to the point where I started actually finding more success as a blogger than as kind of an online eCommerce or second hand shop.

**[00:03:39.460] - Chloe Bubert**

And so that was a really great experience. About a year into that, I discovered Tailwind, actually, no, it was less than a year. I discovered Tailwind started using Tailwind and learning about it, really loving it. And then a couple of months later, I applied to work at Tailwind. So it's been a fun experience to see how blogging led me into the world of social media. And now I can use what I've learned to help our affiliates and influencers that we work with.

**[00:04:10.410] - Chloe Thomas**

That's pretty good to me. It really shows that you, you get the platform because you were trying to do an eCommerce store and you were doing such a good job of the social that you let the eCommerce store go and focused on the social. So it clearly, clearly that is a good sign that you know what you're talking about here.

**[00:04:32.020] - Chloe Bubert**

Maybe not about eCommerce as much, but that's where your listeners come in.

**[00:04:36.520] - Chloe Thomas**

Exactly. We don't need to talk about how to set up the store. We just talk about how to get people excited in it. And it's it's something which I find I'm talking about a lot at the moment. But it's that, that bit which you were saying about how the more you said about yourself and what you're doing, the more interaction you're getting. And I think it's a trend which we will see we've been seeing for a couple of years now of people online wanting that human connection.

**[00:05:01.330] - Chloe Thomas**

And I think the impact of the pandemic has where that trend is really accelerated and people are more, more than ever wanting that personal connection. And I think that's where social profiles, especially Instagram, can really help people out. So is that something you're seeing in your space? Is that the more humanity we're putting into it, the better the results?

**[00:05:21.730] - Chloe Bubert**

Yes, I think that when I look at an eCommerce Instagram page and it looks like a bunch of, you know, and this is a great place to start. So I don't want to put, put anyone down for this. But when it looks like stock photos and like captions that aren't very personal to the business, you know, you see lower engagement and then you can see a profile that maybe is a little more, quote unquote, messy or not as polished.

**[00:05:54.520] - Chloe Bubert**

But if it has its own character and personality, I find people are resonating more with that kind of just a little bit more real. And I've definitely seen that trend as people are sharing kind of their quarantine lifestyle or how their business is pivoting in this time. All of that is really, really big right now.

**[00:06:19.600] - Chloe Thomas**

Yeah, it's like you go on to and I'll be honest to our podcast, we we talk about the podcast, but we rarely share anything behind the scenes, which I really it's one of my objectives for next year is to do more behind the scenes stuff.

**[00:06:31.510] - Chloe Thomas**

But it's a bit like when you go into a retailer and you see product shop, product shop, product shop, you all come straight off the website. And then they had a massive delivery. So they took a picture in the warehouse of a massive pile of boxes. And that's the post which has got all the interaction because it's just so much more real.

**[00:06:49.850] - Chloe Bubert**

Absolutely.

**[00:06:51.070] - Chloe Thomas**

The crazy thing is it's almost the. Easier posts to do once you get in the habit of them.

**[00:06:55.830] - Chloe Bubert**

But it's hard to get over that hump of thinking that you need to be perfect, that you need to have everything planned out. And I think it's too overwhelming as a beginner to balance those two things, the the curated posts and the spontaneous posts.

**[00:07:12.690] - Chloe Bubert**

And so that's why I do think people need to start with the planned curated posts, get comfortable, and that's when you can really start. Playing around with things and having fun with it.

**[00:07:26.180] - Chloe Thomas**

So you set about planning there, so should, should are planning for Instagram along the lines of we have a diary alert that at two o'clock every afternoon goes, you must post something? Or is it more a case of sitting down like we would with any marketing plan and going right next week? We're talking about this the week after. We're talking about that what works on Instagram?

**[00:07:47.840] - Chloe Bubert**

I think what works on Instagram is a lot of the same things done in a little bit of a different way. And what I've seen working well recently is kind of having, and this is something that Tailwind offers as well that I love. It's like it's content plan. So you essentially have different topics. And I like thinking about it as nine topics and with the nine grid that we have. So if you on Instagram where someone comes to your feed, they see those top nine posts first and foremost.

**[00:08:24.980] - Chloe Bubert**

And if you have a different topic, nine different topics, making building your content plan like one topic being education, one topic being inspiring, one topic being promoting your, your own products, like each different topic, you're going to be sharing a lot of the same content over and over again, but you can twist it a little bit. And then the other thing to remember is if you're, if you're building your plan this way, you're able to plan out in advance so you can kind of customize it based on the season.

**[00:09:01.910] - Chloe Bubert**

Right. So maybe you're sharing a lot of the same types of images or the same types of content, but everything's specific to fall or getting into the holidays or a new launch you just had or you have coming up. There's a way to kind of build your plan, repurpose the same kinds of images and, and caption ideas, but give them a little something extra, then you're planning out in advance. And then another thing to realize is your audience isn't really seeing all of your posts.

**[00:09:42.110] - Chloe Thomas**

As much as we'd love them to. They are not going. Oh, it's another post from Chloe.

**[00:09:46.580] - Chloe Bubert**

Exactly!

**[00:09:46.580] - Chloe Thomas**

Oh, I must look at that. When where's the next one?

**[00:09:49.190] - Chloe Bubert**

I know.

**[00:09:50.210] - Chloe Thomas**

They're not reading it all, are they?

**[00:09:51.860] - Chloe Bubert**

No. And so if you can continue kind of in that pattern, in that planned pattern, you can actually capture different audience, your audience in a different way and kind of see which, which topics within your overarching content plan resonate most with people.

**[00:10:08.870] - Chloe Thomas**

So with that, I love that nine. I love it because we can if we just need nine ideas and we just redo them every nine days. I love it because if you're posting Monday to Friday, you're not going to be doing the same thing every Monday because nine doesn't fit into five in that way.

**[00:10:29.180] - Chloe Thomas**

And if you're doing every day again, nine, does it fit into seven that way? So we it's automatically bringing some ,some difference as we go through through all week and our posting. And it makes it really easy to make, you know whenever anyone logs on and it goes to our profile page, they're going to see nine different things, even if the tenth one that's just disappeared is the same as the first one. So I really, really like the idea of of nine subjects that we can cycle through.

**[00:11:00.960] - Chloe Thomas**

Would you literally use exactly the same post, same image, same copy, same hashtags again, nine days later, 10 days later?

**[00:11:09.180] - Chloe Bubert**

Not the same, but let's say you had a piece of jewelry, right? You're going to photograph that piece of jewelry probably, or you're going to end up with hopefully more than one photo that you like. Now, it's going to look a lot better to share that nine posts later, then the next day yet again. And so as you build up your portfolio, like, don't be afraid to share, I think if you shared a post last month, you could share it again. I wouldn't share the same post every single month.

**[00:11:40.650] - Chloe Bubert**

But then there's also a lot of there's a lot of different things you can do. You can put it in a template. You can edit it in a different, unique way. You can there's, there's a lot of different ways you can work with that content. Or maybe you have a photo of the piece of jewelry. And then next time you share a video of the piece of jewelry, like there's a lot you can do there to really make it look a little bit different and kind of draw in your audience in a new way.

**[00:12:09.720] - Chloe Bubert**

But they're already familiar with you. And that's the part that I think is important, too, is, I've noticed from my experience when I was growing more quickly, I was taking photos in four to five spots over and over again. And people recognized the background. They felt connected to it. They'd seen it before. But it's a little bit of a different image. So you don't need to be reinventing the wheel, but you also don't want to be sharing the same exact thing. It's finding kind of a balance there, a happy medium that allows you to not feel so overwhelmed, but still provides kind of that consistency for your audience.

**[00:12:52.650] - Chloe Thomas**

Yeah, that makes that makes a lot of sense. Is that consistency. But you're doing something something new each time. And one of the things which we've been been talking a lot about this month is user generated content and the user customer reviews. So if, if, like, the first item of all nine was up, we got a perennial bestseller necklace, we'll stick with a jewelry theme. Might it be the, the first time we come around? We just share a picture of it. The next time we come around, we share a picture of someone wearing it.

**[00:13:21.750] - Chloe Thomas**

And then the third time it comes around, we send we share, you know, maybe a customer review of that product. Would that fit?

**[00:13:27.690] - Chloe Bubert**

Oh, absolutely. I, I even think the customer could review. Could be one of the nine topics, maybe every nine posts you share a customer review, you edit it in the same template so it all looks consistent. Maybe you can switch out the colors within your brand palette. But I think people are really loving seeing text on Instagram lately. I know it's been controversial in the past, but I see that working really well, especially with some of the creative ways that you can edit it to make it look really unique and and very intentional.

**[00:14:03.150] - Chloe Thomas**

Now, you mentioned something a couple of minutes ago which will have picked up some ideas, which is growth on Instagram. So growth of followers and is a case, as it so often is with social media, that growth comes from great content first and foremost? Or are there some hacks?

**[00:14:19.200] - Chloe Bubert**

I think it's again, like everything, it's a balance. Great content is important. But what is great content? I mean, that can be so many different things to so many different people. If you think about like a meme account that can get five hundred thousand followers in a month or something, they had a couple of viral meme posts that people were constantly sharing and now they have this enormous presence. So that great content can also mean someone who's investing thousands of dollars in creating like the most high quality content.

**[00:14:55.980] - Chloe Bubert**

So, yes, but what is great content for you and your business and your brand? That's a question you really have to wrestle with. And I think it comes from experimenting with different things, using the tools that are going to actually be proven to help you with growth, like hashtags, like getting people to save and share your post, being more strategic, having a content plan like we've talked about, and then seeing how your unique audience is reacting and responding.

**[00:15:28.830] - Chloe Bubert**

And the other thing is, I think since we're in an eCommerce, we're all eCommerce people here, you know, you know by now that having a strong Instagram presence is not going to do anything to your bottom line. It's not guaranteed to at least. So finding the most effective ways that actually get people to your website, having that LinkedIn bio tool like our smart bio tool, that is going to actually help you get people where they can make a Purchase is more important here than just getting your follower count to whatever your dream follower account is.

**[00:16:07.990] - Chloe Thomas**

Yeah, and um, oh one things we've which we've, actually known talk links for a moment, because that is one of the big challenges for eCommerce in particular on Instagram. And justifying it is that you can't really link, can you? I mean, it's it's not like Twitter or Facebook

**[00:16:27.010] - Chloe Bubert**

Yeah.

**[00:16:27.010] - Chloe Thomas**

Where you chuck a LinkedIn, those that direct Tracking as well as the fact that someone can easily find you. So should we, You mentioned about the bio link, which is what everyone gets on Instagram, no matter how many followers they've got. So should we be just putting our home page in there or do we need to use the more clever, dynamic tool that you would just kind of touching on that?



**[00:16:49.960] - Chloe Bubert**

I think a dynamic tool is really important for eCommerce. I think if you have a website where, you know, traffic is your number one goal for because of ads or something, then maybe. But even then you can still be linking to specific pages and giving people. I like to think of it as like your table of contents. And Instagram is, in my opinion, more of a home page than the home page of your website, because if someone, you know, see if you're with a friend and they say, oh, my goodness, you have to see this candle that I got, like, it smells so good.

**[00:17:29.080] - Chloe Bubert**

They're not going to search you. Maybe they'll search on Google. They're not going to go to your website first. They're going to look for you on Instagram. And so if you have a LinkedIn bio tool that someone can click and then it has, you know, sale items, holiday items, whatever it is, they're probably, in my opinion, just thinking of the psychology of it, more likely to go, oh, well, I still need a present for my grandma.

**[00:17:56.500] - Chloe Bubert**

I'm going to click through and I'm going to end up on this page. And suddenly they've made a purchase versus just going to your website. I find that people in eCommerce have more success with the LinkedIn bio tool and our tool smart bio I love because it actually has the two options because mostly the bio tools just give you the options for the button links where you can just list the different links or you can have the mirroring grid from your Instagram profile with whatever Instagram posts you were trying to link are allows for but links at the top and then you also can link to each post.

**[00:18:35.140] - Chloe Bubert**

So that way in your actual post, you can be saying, like we were saying with the jewelry, you know, you have that piece of jewelry that if someone clicks on that post through your smart bio, it will take them to that product page. But you don't miss out on having kind of the sale in the home page and those important factors or button links at the top as well.

**[00:18:56.630] - Chloe Thomas**

Very nicely explained. Something else which we which we haven't talked about yet, but which is kind of like glaring in its, in its absence from our conversation is stories now. Should we do a story when we think about that, that nine content plan? So today is day one of our nine and we're posting about something in our posts. Should we be replicating that in our stories or do we do something different with our stories?

**[00:19:24.760] - Chloe Bubert**

Both, yes, neither. Whatever. There's so many things you can do with stories. And I really feel like there's no, there's a less clear formula for stories, because the important thing about stories I was just thinking about this yesterday because my story's views had been a little lower than they

normally were. And then I and I hadn't posted on Instagram for a while. And so I looked again last night and I had posted a poll. And on the poll, a lot of people voted and suddenly my views were more than they usually are and nothing had changed on my feed.

**[00:20:07.090] - Chloe Bubert**

So I thought it was proving to me kind of a hypothesis that goes round that the more engagement you have on your stories, the more people answer your polls, quizzes, whatever reply to your stories, share reactions to your stories, the more those are going to be distributed through Instagram, where there's maybe less of a connection between the stories and the feed than I had originally thought. And again, a lot of this is just there's no way to get into Instagram's secrets and kind of share exactly how it all works.

**[00:20:42.040] - Chloe Bubert**

We're all just learning. But I think that stories is important because it's a way to have continued engagement between you and your audience is a way to re share your content from your feed again. Sadly, a lot of people are not going to see your feed post and your story post, so, yes, you can share the same thing. Maybe you make it a little bit different, a little bit fun. Maybe you add a gif.

**[00:21:09.880] - Chloe Bubert**

Maybe you add a poll about the post, something that's going to get your audience more interested to keep tapping and watching the rest of your story series. I love all the the engagement tools within stories. I think there's a lot to do there, a lot you can work with. I also love that people are just more open to kind of whatever content you share. Maybe Chloe, you share you drinking a cup of tea before this podcast and say I have another Chloe coming up in a few weeks on the podcast or something like that is it's just kind of building interest, putting people you're putting yourself at the top of people's minds.

**[00:21:51.400] - Chloe Bubert**

Maybe they'll go to your page after that. So I do think stories is, like I said, less formulaic, but it is still important to use that as a way to connect with people just like all of social media.

**[00:22:05.590] - Chloe Thomas**

Yeah, I think there's a there's a lot to be said for using all those extra witchetty things. You can add on to stories like you are saying with the polls and the countdown's and the asking question and the all those different things which, which just drive that engagement and which, you know, with a couple of taps of your thumb, it's done.

**[00:22:23.410] - Chloe Bubert**

Yes, it is a simpler way to do it than some of the other things we have to do for social media that can take all of our time.

**[00:22:34.150] - Chloe Thomas**

Talking of which hashtags, because each social social media engine has its own way of doing hashtags, you know, and Twitter, it's like less is more. LinkedIn seems to be still finding its way, but less seems to be better the more. But Instagram, from what I've always heard, is the more hashtags, the better. Is that the case?

**[00:22:57.700] - Chloe Bubert**

I think yes. If you're if you know what hashtags to use and you have a plan. So no putting all the hashtags in the world.

**[00:23:12.400] - Chloe Thomas**

And your own hashtags.

**[00:23:12.400] - Chloe Bubert**

Yeah, that's not going to do anything. But hashtags, I think are so important. Some people are like, well, I don't ever, you know, use hashtags on Instagram. Like, I'm not I don't follow hashtags I don't like or I don't click on them or whatever. And I'm like, But you don't realize that Instagram doesn't care whether you click on them or not.

**[00:23:33.910] - Chloe Bubert**

Instagram is tracking which posts you engage with what hashtags are on those posts, and they're going to show you similar posts in your feed because that's just how it works. So I recently am like obsessed with home decor, like probably every person in 2020 who's stuck at home. And I started as a fashion blogger. I still am, but my entire feed is home decor posts with a couple of fashion posts thrown in. And last year it was all it was flipped.

**[00:24:09.970] - Chloe Bubert**

Why is that? I'm continuing to engage in those posts. I'm continuing to like and save and, and share those posts. The algorithm is not showing me my favorite marketers. It's not showing me my, you know, even some of my favorite bloggers. I'm not necessarily posting anything with home decor hashtags or following any home decor hashtags or liking them. But the algorithm is attuned to what I am interested in.

**[00:24:41.800] - Chloe Bubert**

So for a creator, for an eCommerce business, you need to know which hashtags are going to get the attention of your audience. And thankfully, it's in my opinion, you can be a little bit more strategic and niche down to a great place with an eCommerce business. Because you have a product, you have something that you are you have kind of an overarching brand and you're not necessarily like a lifestyle blogger sharing all the various things that could happen.

**[00:25:18.670] - Chloe Bubert**

So I really think for eCommerce hashtags are even more effective because you can figure out what your audience is looking at, what they're what their feeds are looking like, and then study those posts, see what hashtags are there.

**[00:25:32.620] - Chloe Bubert**

Again, I love Tailwind hashtag finder because one of the things that Tailwind does is, as you're writing your caption, hashtags are being generated that are connected to or inspired by some of the the content that you've written in your caption. So then you have some to choose from. You could also add your own. You can save different lists. I love that because then you can test out how well a post does based on which list you used? That's huge.

**[00:26:02.710] - Chloe Bubert**

I think that if you are going to study anything in your on your feed, studying your hashtag success is one of the best ways to grow. And studying which posts get the most likes or I'm sorry, not like saves and shares are those are kind of the things I like to watch for. I think those are the biggest kind of growth. Those lead to the best growth patterns. So yeah, hashtags with the Tailwind hashtag finder, you can look at the various different types of hashtags.

**[00:26:36.400] - Chloe Bubert**

So like it has niche hash hashtags, it has bigger hashtags that where they're very competitive, where there's a lot of people on them, and then some hashtags in between. So there's different categories there. And I would recommend using a variety of hashtags. You don't want to go all competitive. You don't want to go all niche hashtags. You want to have hashtag some that are where you're going to be at the top of maybe like one hundred posts in hashtag.

**[00:27:03.250] - Chloe Bubert**

You also want to go on, take the risk with some competitive hashtags where maybe you won't be anywhere near the top, but maybe all your post will be seen by more people because of that and then some in the middle where you're really able to kind of that's where you can see some major growth when there's, you know, maybe thirty thousand posts on a hashtag and you can get closer to the top there. That can be really huge for your profile.

**[00:27:29.410] - Chloe Thomas**

As I do love the the hashtag suggestion tool and it's color coded. Everyone is color coded. So literally you just go, well, I just want dark green ones. Today, I'm literally pretending to hit the screen and select my dark green hashtags, as I'm saying this.

**[00:27:43.300] - Chloe Bubert**

I bet you did.

**[00:27:43.300] - Chloe Thomas**

But using it, you see the words and you can just pick through. And it's it's it's so easy, so much easier than using Instagram search bar, which is a nightmare for hashtags, but something which we which we've we've alluded to what happens in the Tailwind tool a little bit.

**[00:28:00.460] - Chloe Thomas**

But what we haven't talked about is one of what I think still I mean, I've been talking about this for ten years now, but I still think that one of the one of the key mysteries that people often don't tap into in the world of social media that makes your life so much easier is the world of scheduling. Yes, [people you can schedule so you don't have to be there at two a.m. to post. You can just let the technology do it.

**[00:28:24.340] - Chloe Thomas**

So do you want to or Chloe, could you tell us a little bit about the best ways to do that, scheduling to make make what we're doing more efficient and also to give us all that ability to make sure we're putting the right tests in place and to to get greater control of our activity so we can improve it.

**[00:28:41.530] - Chloe Bubert**

Yeah, well, first of all, the best thing you can do is whatever works for you. So everybody's different. Everybody has a different personality, a set of skills that's led you to this strange place where you want to have your own online business. It's, it's not everybody, it's not made for everyone. And so it brings in a lot of unique personalities and unique skill sets. And it's so important to not kind of force yourself into a system that does not work for you because it's not sustainable.

**[00:29:17.470] - Chloe Bubert**

So I think that a scheduling tool like Tailwind can be so effective for so many people. If you use it in the way that works for you. For some people, that's going to be OK, I hate photography, I hate making graphics, I hate the photo part of it is just a nightmare to me. Maybe for you that means you spend one day every two months building a profile of images that you can use. And that's like a day that you treat yourself that evening because you put in all this hard work.

**[00:29:55.450] - Chloe Bubert**

But once you have all the images uploaded in Tailwind, you kind of can breathe easy and then you can move into the fun part for you, which is maybe kind of figuring out which topics you're going to use. Oh, this this photo looks great for an educational post where I'm sharing how I do this or sharing a little bit more education regard in regards to whatever my my product is with my audience. Whatever that may be, having the photos maybe empowers you to do the rest of it.

**[00:30:27.940] - Chloe Bubert**

Or maybe you, you struggle with the captions. And so every once a week or once every two weeks, you have your images that you kind of have fun selecting and, and you have to kind of get those topic ideas and have kind of a script for yourself that you've written out where you start the post like this and then in the middle you throw some unique, you know, little insight in and then you always end the same post with a question or something like that where it's kind of like a.

**[00:30:59.200] - Chloe Bubert**

Mad Libs strategy, and you don't have to just come up with everything out of thin air, you can really plug and play there. That's helpful for some people. I like to look at everything week by week. Some people can post a month out. That is so inspiring. I would never be able to do that because I'm just not that in control of my life and planning. But a week works well for me. It's not quite nine days, but I don't always post every day.

**[00:31:26.380] - Chloe Bubert**

And since I'm not an eCommerce business, I think for me I don't necessarily have the same topics that I'm sharing. It's a little different, but I do think that works super well for an eCommerce business. So maybe you sit down every nine days or every nine posts, maybe you sit down every week and you plan out kind of the first half of your nine posts, whatever it may be. I love just getting the images uploaded. Placing them in the ninth grid where you want them to be so that they look pretty and then working through your captions and hashtags. For me, what works is having an image day or an image moment, having a break and then having a caption moment, taking a break and then having a hashtag moment because they're all very different parts of my brain.

**[00:32:16.250] - Chloe Bubert**

And if I try to like I work so much more quickly when I have all the photos done and then I work on the captions at another time versus if every single day I just try to take the photo and come up with the caption and make sure I'm using the right hashtags, it would take so much longer because my brain is like transitioning between all of these different parts. So that's kind of my overall advice. But then my personal advice what works for me.

**[00:32:40.040] - Chloe Thomas**

And I love those different approaches I think is so important you find the right approach. And I think scheduling can unlock so much of a better performance for so many people, because, like you say, you can when you want to focus on it, you can focus on it when you're in the right mind space. And that bit your brain's active. But like you. Whenever I hear anyone saying they do that, they're social in for a month in advance. That sounds exhausting and like a day of hell.

**[00:33:04.820] - Chloe Bubert**

I don't know how that feel. I'm proud of you.

**[00:33:08.510] - Chloe Thomas**

Yeah, well done. Look, Chloe, are we going to pause now for a reminder of our sponsors and then we're going to talk about the wider world of organic social media.

**[00:33:20.560]**

It's safe to say that most of us have been doing more shopping online lately. And if you're an eCommerce brand, that means you might be seeing more first time customers. But once they made that first purchase, how do you keep them coming back? Well, that's what Klaviyo is for. Klaviyo is the ultimate email and SMS marketing platform for eCommerce brands. It gives you the tools to build your contact list some memorable emails or to make key messages a more way, way more. Whether you're launching a new business or taking your brand to the next level, Klaviyo can help you get growing faster. And it's free to get started. Visit [Klaviyo.com/MasterPlan](https://klaviyo.com/MasterPlan) to create your free account? That's K-L-A-V-I-Y-O.com/masterplan.

**[00:34:03.260] - Chloe Thomas**

OK, Chloe, so far we've gone deep into Instagram, marketing and growth. Now you're going to get to wow us with your insider knowledge about the whole of organic social media. So for the following questions, your answer can be anything to do with organic social media, which, of course, does include Instagram. So Chloe, you ready for these?

**[00:34:23.110] - Chloe Bubert**

Yes!

**[00:34:23.990] - Chloe Thomas**

Right. Let's start with organic social media newbie advice. If we've inspired someone to take their first step with organic social today, what do they need to know to give themselves the best chance of success?

**[00:34:36.350] - Chloe Bubert**

It takes a long time to figure out what you enjoy about organic social and what's going to work for you. So don't give up after one week, one month. Keep going. Give yourself time. I promise you will eventually start reaching your goals. I guess I can't promise that, but I really believe you can.

**[00:34:59.540] - Chloe Thomas**

But I like the fact you said the bits you enjoy because I think half the battle is finding a social media platform and a way of using it that you find fun.

**[00:35:07.760] - Chloe Bubert**

Yes.

**[00:35:08.750] - Chloe Thomas**

Yeah.

**[00:35:08.750] - Chloe Bubert**

Absolutely!

**[00:35:10.010] - Chloe Thomas**

Okay, once you've found the fun bit, once you've got started, you've got to Keep Optimising. So what's your favourite way to improve organic social media performance?

**[00:35:19.040] - Chloe Bubert**

My favourite way to improve performance is just steadily growing based on kind of those things. I mentioned hashtags creating posts that people are going to save and share more frequently and then using the newest Instagram tools, because Instagram loves when you do that and they will reward you like real video content and even all that as they add new little widgets in the stories. Just don't try to do it all at once. But as you're growing and as you're learning and feeling more empowered, maybe every week you add one little new thing that you haven't tried before, or you try to improve a hashtag or hashtag series or list in some way.

**[00:36:06.560] - Chloe Bubert**

And then over time you will see way more results if you just kind of take it slowly but surely.



**[00:36:12.860] - Chloe Thomas**

Nice. Okay, it's impossible to improve on marketing unless we're monitoring the performance, but the list of stuff we could monitor can be overwhelming.

**[00:36:20.600] - Chloe Thomas**

So what for you is the number one organic social media KPI?

**[00:36:25.160] - Chloe Bubert**

For an e-commerce business, I would say it's important to monitor the links that are going to your shop page. So over time you might see a growth in followers. That's awesome. But is that leading to more people clicking on your page and shopping on your site? That is huge. And so that's why I love the smart bio link for eCommerce.

**[00:36:53.956] - Chloe Thomas**

Okay, finally, it's crystal ball time. What's coming up in the next six to 12 months that we should be getting ready for in organic social media?

**[00:37:02.990] - Chloe Bubert**

One thing we haven't talked about is tik tok. And I think that using videos, short form videos that are really, I mean, you, once you learn how to do it, it's it's not too challenging to put together a simple little video that can get a lot of attention that you can share on Instagram and on tik tok. That's going to just be happening more and more and just like stories where not everyone was using it at once. Now everyone's using stories.

**[00:37:29.930] - Chloe Bubert**

So get comfortable with short form video and it will be worth the learning curve.

**[00:37:35.420] - Chloe Thomas**

Nice! That's some great advice. Well, look Chloe, we are nearly at the end of the show, so could you please let the listeners know where they can find you and Tailwind on the Web and social media, please?

**[00:37:45.140] - Chloe Bubert**

Yes. So for Tailwind, you can visit Tailwindapp.com. You can start a free trial for Instagram or for Pinterest. We have a we can do 30 Instagram posts per our free trial. So you could really try it out posting every day for a month. And then on social media, you can find us @Tailwindapp on

Instagram. And we also have a really great code with Chloe for thirty dollars off a Tailwind membership or subscription, whether that is kind of one of our annual plans.

**[00:38:17.420] - Chloe Bubert**

If you try the free trial and really love it, want to commit for the year or if you just want to try it out for a few months, we have this awesome thirty dollars off code. If you go to Tailwindapp.Com/masterplan.

**[00:38:29.270] - Chloe Thomas**

Nice. And that is, that's quite a lovely deal. So I'm so thank you. You, Chloe, and everyone at Tailwind for sorting that out for us. And guys it's well worth going and checking it out. So just head to Tailwindapp.Com/masterplan where you can get that great deal and give Tailwind a go.

**[00:38:45.920] - Chloe Thomas**

Chloe, thank you so much for coming on the podcast today. My list of things I now need to do on Instagram is now ridiculously long and I suspect this as well, which was, after all, the point of this interview. So, so thanks so much for coming on.

**[00:38:58.820] - Chloe Bubert**

Thanks for having me.

**[00:39:01.480] - Chloe Thomas**

So there you have it, everyone, how to get your Instagram performance considerably better, how to grow it, how to get your posts right. I love that that idea of nine topics. So my brain is going right. So we'll do one of our best sellers. Then we'll focus on maybe a customer review for number two. Number three, we'll talk about what's going on around the business.

**[00:39:23.590] - Chloe Thomas**

Number four might be what's coming up in the future. Number five might be something silly. Number six, we'll do another best seller. Number seven, best selling product lines. Number eight, maybe an offer or a free PMP reminders something like that. And then number nine, our latest blog. And then that's it. You just cycle through those nine in whatever frequency you want to post with those stories as well. So I thought that was that was just a really sane way of making sense of the of the Instagram process, you know, to make sure you always bring something interesting up, something a bit different and keeping it nice and fresh.

**[00:39:59.480] - Chloe Thomas**

I thought those recommendations on how to approach scheduling was really clever. I never quite thought of it in that way, that it's not a one size fits all. So apologies any of you have ever tried to make it do my way, you know, find your own way maybe.

**[00:40:12.010] - Chloe Thomas**

And I thought that batching I did do all the images. Take a break, do all the hashtags, take a break. Do with the captions. Made a lot of sense. And I also like that idea of finding whatever's new on Instagram, anything new that pops up in your, you know, those little widgets you can add to your stories or new tactics that that come up doing those, because Instagram, strangely enough, loves promoting the new stuff it's put live.

**[00:40:35.890] - Chloe Thomas**

So I hope you found all of that useful. I was giving you lots of things to do with your Instagram because certainly has mine. And you can find links to all of what we discussed, including that great offer for thirty dollars off the Tailwind app itself and the full transcript of this episode, important notes and more at [Keepoptimising.com](https://keepoptimising.com), which is an S, not a Z, remember.

**[00:40:57.250] - Chloe Thomas**

And next week our organic Social media specialists are joining me for a live Q&A webinar, which is your chance to get your questions answered. So head to [Keepoptimising.com](https://keepoptimising.com) to register for the live event or to watch the replay if we've already done it. But of course, if you wait for the replay, you won't get the chance to have your own questions answered, because that's just a video. It's not interactive the replay.

**[00:41:22.660] - Chloe Thomas**

Thank you for tuning into this episode of the Keep Optimising podcast. Our whole set of episodes about organic social media are now live so you can listen to them all and then make sure you tune in next Wednesday, because then we're going to be starting our series of four shows, five shows even about content marketing.

**[00:41:41.950] - Chloe Thomas**

Because as we move into twenty twenty one, I know a lot of businesses are trying to improve their connection with their customers. So please do tell your fellow marketers even about the show, because this month social media episodes combined with next month's content marketing episodes are really going to help everyone build that stronger connection with your customers.

**Keep Optimising Podcast:** <https://keepoptimising.com>

**[00:42:02.230] - Chloe Thomas**

To that end, we are currently planning our topics for twenty, twenty one. And I would love to know what you would like us to focus on, just getting contact via Twitter or Instagram with the #KeepOptimising. And I look forward to finding out what you want us to talk about.

**[00:42:17.290] - Chloe Thomas**

Have a great week and make sure you listen to the next episode so I can help you to Keep Optimising your marketing.

**[00:42:25.380]**

Access everything Keep Optimising at [Keepoptimising.com](https://keepoptimising.com) that's with an S not a Z.