

# MODRNPR

## OUR TOP TIPS ON HOW TO HAVE A WINNING SOCIAL MEDIA PRESENCE

IN TODAY'S DIGITAL AGE, SOCIAL MEDIA HAS BECOME A POWERFUL AND ESSENTIAL TOOL FOR INTERIOR DESIGNERS, ARCHITECTS, AND LUXURY RETAILERS TO SHOWCASE THEIR WORK, ENGAGE WITH THEIR EXISTING AUDIENCE, ATTRACT NEW CLIENTELE, PARTNERSHIPS, AND BUILD A STRONG BRAND NARRATIVE.

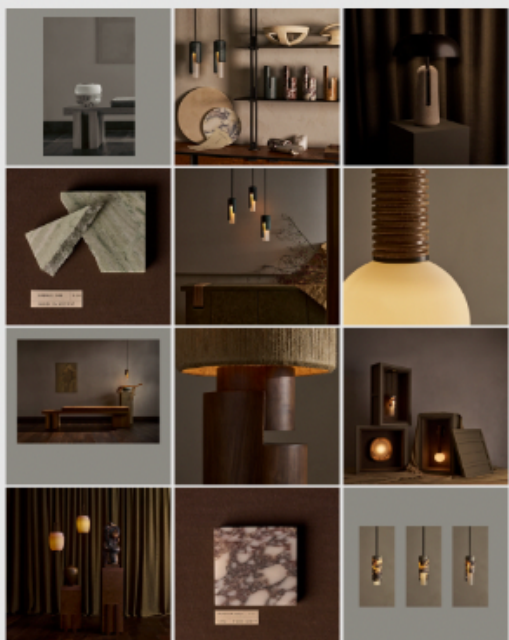
THIS ONE-PAGE GUIDE OUTLINES THE BEST CURRENT PRACTICES FOR SUCCESS IN SOCIAL MEDIA, CRAFTING A COMPELLING BRAND NARRATIVE.

## DEFINE YOUR BRAND IDENTITY <sup>01</sup>

- Authenticity and identifying your personal brand will set you apart on social media. Your personal style is unique, and will resonate with clients and attract the right kind of follower for your business.
- Develop a tailored approach for content development. MPR's approach for designer Fawn Galli's presence is bold and colorful, while designer Jessica Gersten focuses on the intersection of fashion and design. Identifying a personal ethos will help craft authentic and singular content.



### MARCH POSTS



## 02 INSTAGRAM STRATEGY

- Your Instagram Portfolio and Online Presence should showcase **THREE** key elements of your brand.
  - Your Own Work.
  - Inspirational Posting for cross-promotion
  - Educational Content to delve deeper into the process
- Create a Monthly Posting Schedule. Whether it's two days or five days of content per week, planning ahead and utilizing posting platforms that automate your calendar is essential for running a seamless and successful ongoing campaign.

## 03

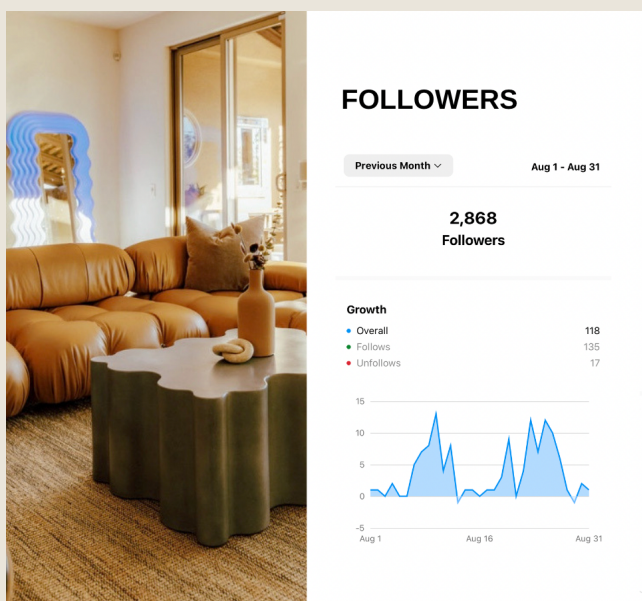
## OPTIMIZE CAPTIONS FOR ENGAGEMENT:

- Craft compelling captions that complement your visuals, telling a story, sharing insights, or asking questions to prompt engagement.
- Experiment with caption length, tone, and call-to-action (CTA) placement

Sunday, September 24, 2023	Monday, September 25, 2023	Tuesday, September 26, 2023
CONTENT TYPE	CONTENT TYPE	CONTENT TYPE
CONTENT PILLAR	CONTENT PILLAR	CONTENT PILLAR
LIFESTYLE IMAGERY		PROJECTS
CAPTION	CAPTION	CAPTION
A Wayne Thiebaud painting takes center stage of this Bel Air living room featuring Messina armchairs from Architectural Anarchy and a vintage marble coffee table from Emebv Home. Designed by @alanamarie_interiors     @samfroststudio @rowelosangeles @archdigest		A project inspired by its surroundings: rounded silhouettes and materials, soft leathers, and rich natural light that compliments desert living.     Joshua Tree, California
CTA/LINK	CTA/LINK	CTA/LINK
HASHTAGS	HASHTAGS	HASHTAGS

## 04 ANALYZE AND ITERATE:

- Regularly analyze your social media performance metrics such as engagement, reach, and follower growth.
- Identify trends, patterns, and content that resonates most with your audience and adjust your strategy accordingly. Use your top-performing posts to INSPIRE your next round of content!



## 05 UTILIZE INSTAGRAM STORIES HIGHLIGHTS

- Create themed highlights on your Instagram profile to showcase different aspects of your work or products, such as "Behind the Scenes," "Client Testimonials," or "Design Tips." or showcasing "Project" and "Press Highlights"
- Keep these highlights updated with fresh content to give visitors a comprehensive view of your brand narrative.



## 06 LEVERAGE INSTAGRAM SHOPPING

- Set up Instagram Shopping to tag products directly in your posts and stories, allowing users to purchase items seamlessly without leaving the app.
- Use shoppable posts to showcase your design projects or styled spaces, making it easy for followers to shop the look.
- Even if you don't have a shop or wares to sell, 'Shopping Tips' from an expert is a great way to give your followers a 'take home' element, and an opportunity to promote brands you love.



## 07 DIVERSIFYING YOUR PLATFORMS

- Secondary social platforms are proving to be strong traffic drivers for your website and business. Developing content for cross posting across several platforms extends the reach of your business: Pinterest, LinkedIn, TikTok
- Running ads on Pinterest and LinkedIn can be as effective (and sometimes more so) for promoting sales, and attracting new business.



BY FOLLOWING THESE BEST PRACTICES YOU CAN EFFECTIVELY LEVERAGE SOCIAL MEDIA TO CRAFT A STRONG BRAND NARRATIVE, ENGAGE WITH YOUR CURRENT AUDIENCE, ATTRACT NEW CLIENTELE, AND ULTIMATELY SUCCEED IN BUILDING A THRIVING ONLINE PRESENCE.

*\*Love these ideas but unsure of how to execute them? Book a complimentary 15 minute consult with us. EMAIL: [annalise@modrnpr.com](mailto:annalise@modrnpr.com)*