

Preview

STEP #1

Goals & KPIs

Objective: Check if Instagram integrates with the overall marketing and business goals

- **What are the current goals for the business and how do these align with goals for Instagram?**

The Instagram goals should support wider marketing as well as business goals.

- **What are suitable Instagram KPIs or metrics to measure?**

List the potential Instagram metrics that can be used in the future to measure performance.

i For example, If Engagement is a KPI, the SMART goal would be to: Increase the number of likes, comments, and shares on posts by 10% each quarter in 2019.

- **Who is the brand trying to appeal to on Instagram or social media in general? In other words, who is their audience?**

What kind of content has generated the best results in the past 1 year?

Note: You'll need access to Instagram Insights to check these performance metrics.

i Pro Tip: Instagram Insights is split across three tabs - Activity, Content, and Audience - and covers the overall account plus individual posts and stories.

To access post performance, go to: Content > Feed Posts > See all > filter by desired metric and length of time.

- **Best posts for 'Engagement'** to determine the most engaging posts (data will be different if you look at 'Comments' instead)

This is a preview -

- **Best posts for 'Reach'** to determine the best use of hashtags and tagging for locations/profiles.

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- **Best posts for 'Profile visits'** to see which posts attracted most profile visits.

checklist for more!