

Insta²gram

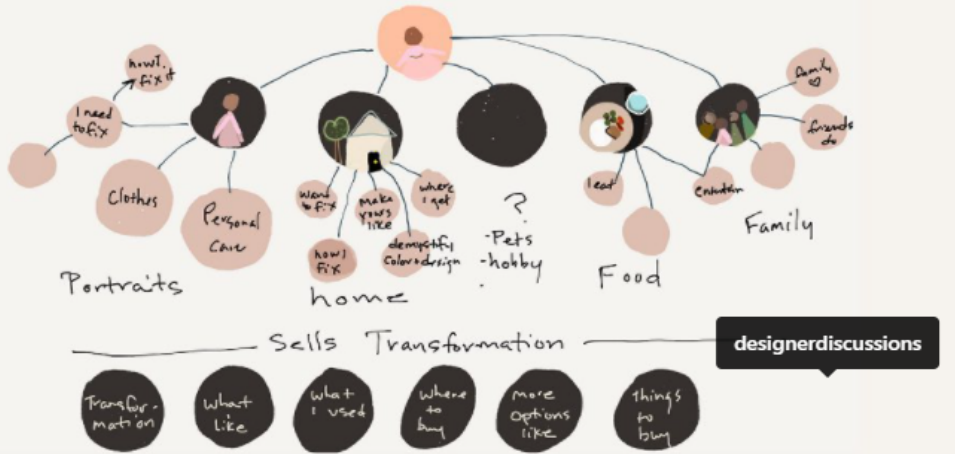
strategies revealed

Interior Designer Social Media



VS

Lifestyle brand Social Media



Instagram Goals



- Do you want to build a larger audience?
- Do you want to appeal to DIY and Less expensive aesthetic?
- Do you like to share your family and life?
- Do you want to interact every day?
- Are you Ok with Instagram owning your audience?



100% then you should be a lifestyle influencer if not, I have a some insight for you.

Save this



Instagram



Interior Designer Social Media



Client homes
pro pic
full room
view

before
& after

2 years
of work
1 image

how this
will look
Jobsite
share



Wild card
Personal

- travel
- dining
- hotels
- aesthetic influence



Process
+
Construction

mood
board

presentation

Site
visit

Mod
up



Pretty
rendered
vignettes

@ show
room

fav
accesses

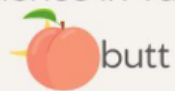
Art

Sneak
Peak



Designer
at
designer
events +
Showrooms

Shows Authority + Experience and control
of Excellence in Taste and Aesthetic

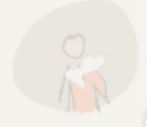


butt

Instagram



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*this can come off as
not personal or welcoming*

Shows Authority + Experience and control
of Excellence in Taste and Aesthetic



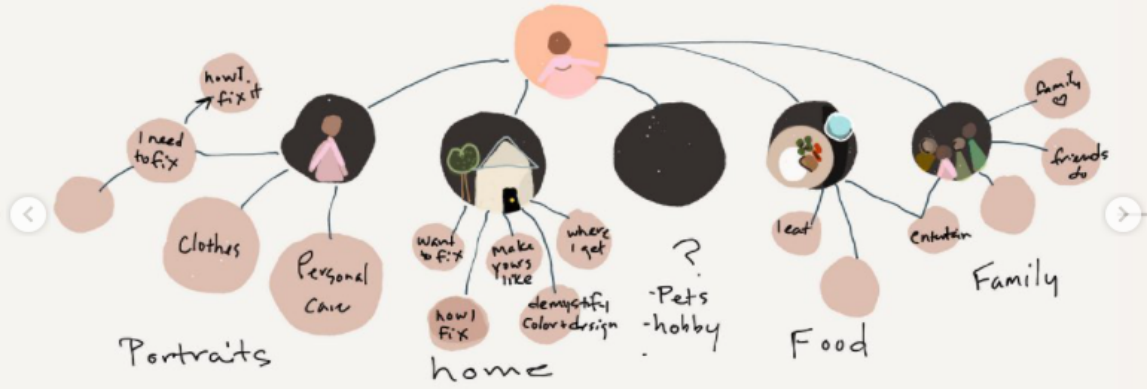
Instagram



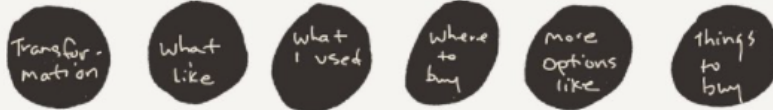
Flow chart

Lifestyle brand Social Media

0 5 6



Sells Transformation



Sells transformation in life that others can subscribe to through their resources

Lifestyle Comparison



- Images sharing personal space and lifestyle
- Less expensive options increase the audience size + social numbers
- Crafting intimacy through sharing personal stories
- Discussing in depth about home issues and detailing how they were fixed with resources
- Must show how others can transform their life through your recommended products

Instagram



how to apply a lifestyle feel

- IMPROVE APPROACHABILITY:
 - Add Professional Personal pictures of Designer in Kitchen talking over coffee
 - Image of designer in Office making selection holding fabric swatch- smiling working/ at desk
 - Welcoming in a front door
- Curate a design board with buy it yourself items that people can put together themselves.
- Incorporate video
- Move audience to email list with resources paint colors and new product reveals.

this grows the social audience scope

Save this

