



What are
your goals
with
Instagram?

@drlakshmi_v

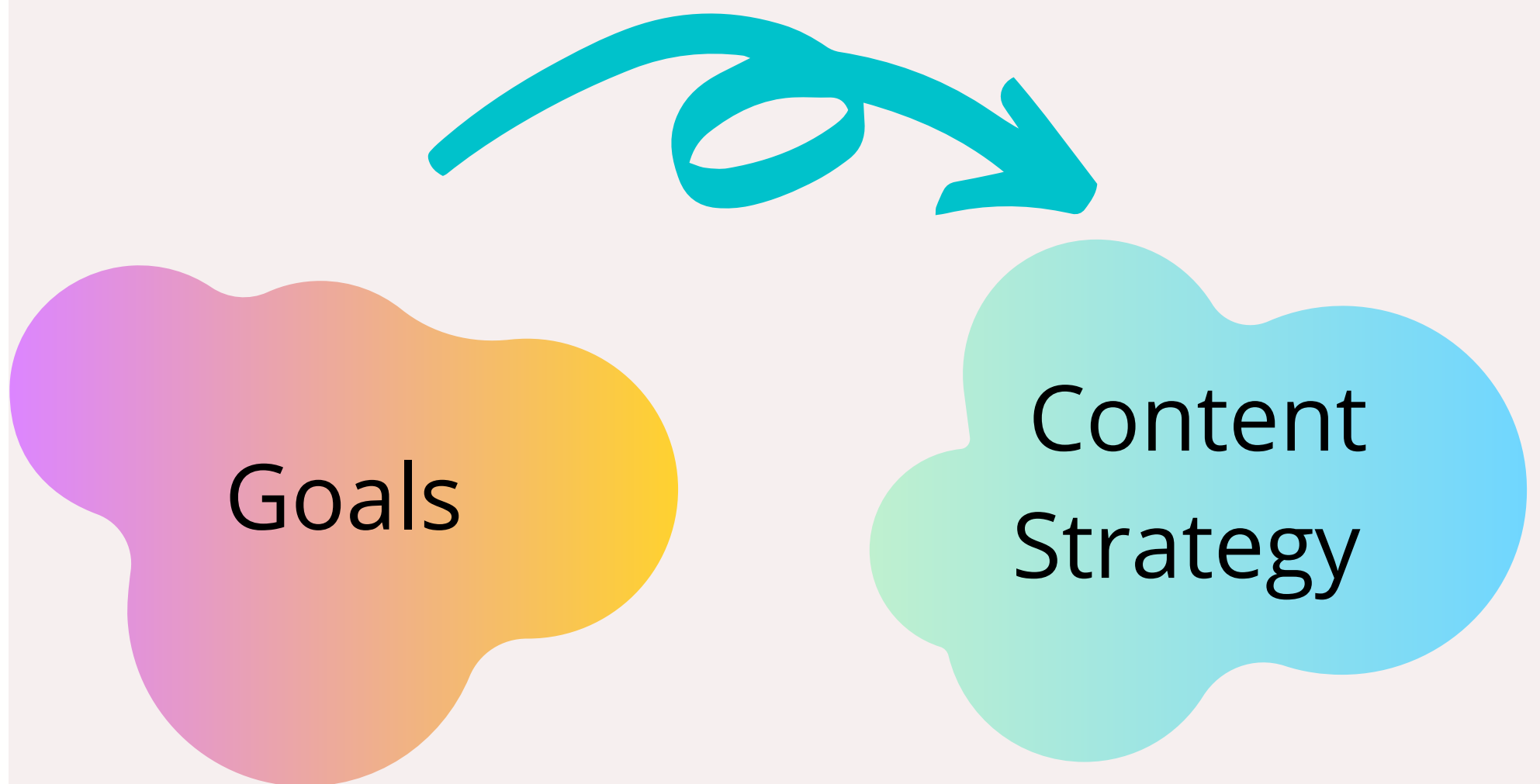


As doctors , what can our
professional goals be with
Instagram?

What are we hoping to achieve
with this platform ?

1. Reach out to patients?
2. Build our practice ?
3. Educate patients?
4. Gain followers and be an influencer?

Wouldn't it stand to reason
that our goals will then
determine what kind of
content we put out ?



Using my account as an
example here:

I would want my target audience to:

FIND my content



Resonate with my content



Engage with my content - comments,



shares, saves,

All that good stuff



Visit my profile

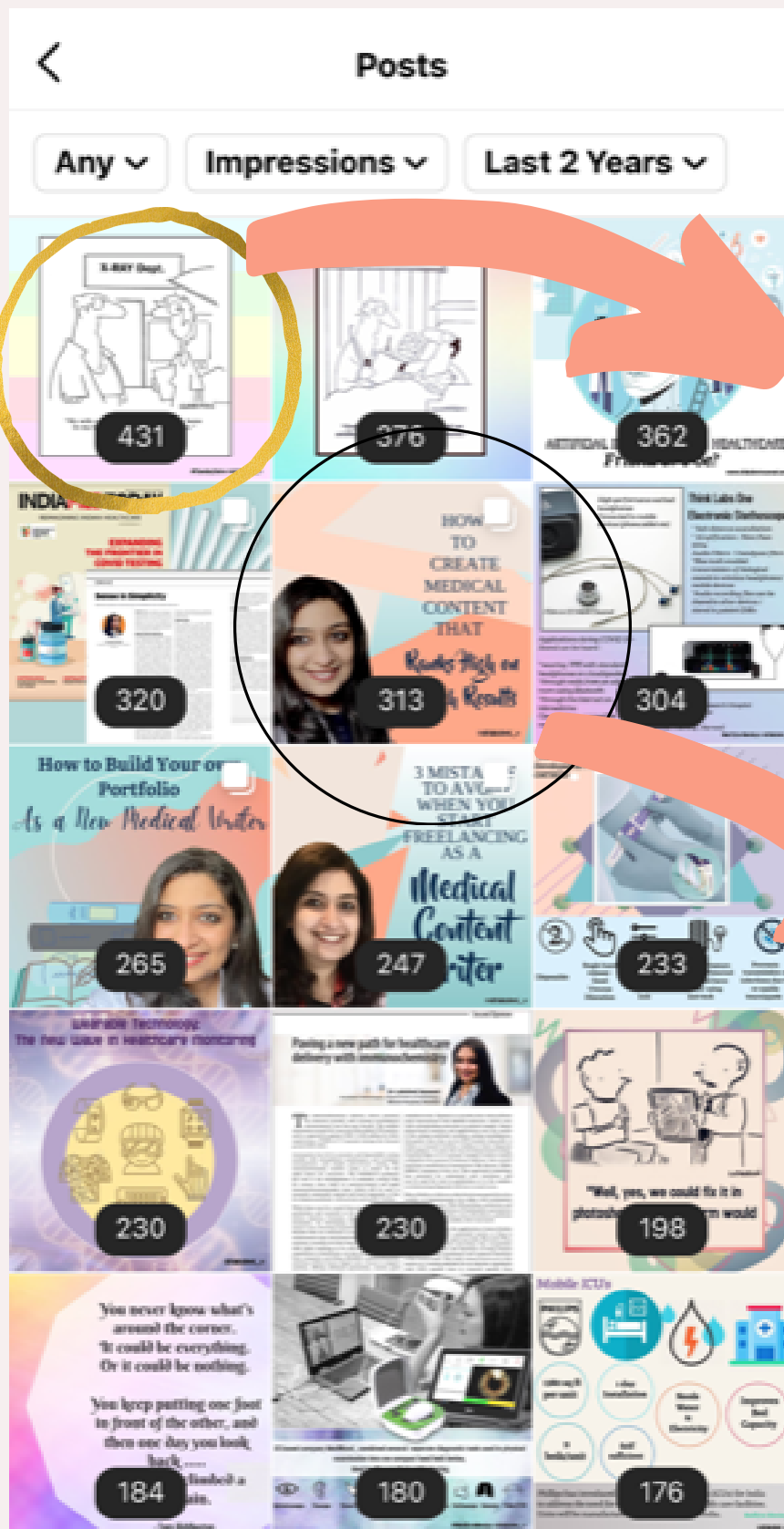


Visit my website

Get in touch with me for my services

How do I know what type of content will help me to achieve my goal?

Opening My Insights to Impressions:



**Post A- single picture, no photos, no carousel, NO CAPTION, No hashtags!
431 impressions**

**Post B- Face front center, with carousel, captions, hashtags all done
313 impressions**

So Post A did better than Post B?

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Well, actually ...

Opening My Insights to Saves ..



Post B (and content similar to it) got between 5-10 saves

While Post A (and content similar to that) got ZERO saves!

Also,

Opening My Insights to Profile Visits:



Post B - Got me 4 profile visits

Post A- Got me only 2 profile visits

So now I know that content like the one in Post B, resonated with my audience enough for them to visit my profile and reach out to me on my website



I can also look at my **content interactions** to see if my audience is engaging with my content or not

That can be a signal to evaluate my followers ... are they really my **TARGET** audience?

Should I get rid of ghost followers/bots?

Should I re-think my content strategy?

To Summarize:

1. Identify **YOUR goal** with IG
2. Evaluate your **IG insights** to determine what content works and what doesn't.
3. Remember that IG is prioritizing **VALUE BASED** content that people engage with.
(more on this in my next post)
4. Is your audience engaging with you? If not, are they really your **TARGET** audience?

*Let me know
in the comments below*

**Do you use your insights to
align your content to your
goals?**

**Would you like to see how
content can be planned using
an effective strategy?**

Also, Please Like, share and save! 