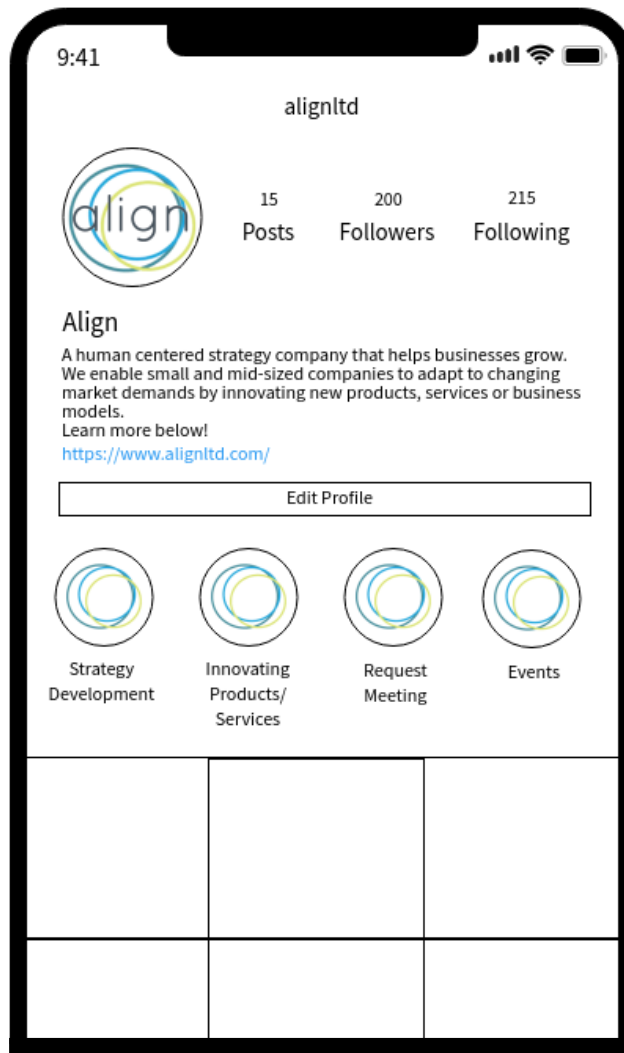


Align Content Strategy: Instagram

Table of Contents:

Wireframe.....	pg. 2
Logo/Profile.....	pg. 2
Bio.....	pg. 3
Instagram Highlights.....	pg. 3-4
Strategy Development.....	pg. 3
Innovating Products/Services.....	pg. 4
Request a Meeting.....	pg. 4
Events.....	pg. 4
Posts.....	pg. 5-7
Events & Reminders.....	pg. 5
Brainstorms.....	pg. 5
New Knowledge Posts.....	pg. 6
Client Quotes/Interviews.....	pg. 6
Business Model Blueprint.....	pg. 7
Meet Our Team.....	pg. 7

Wireframe:



Logo/Profile:



Alternates:



Bio:

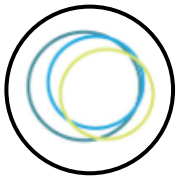
Align is a human centered strategy company that helps businesses grow. We enable small and mid-sized companies to adapt to changing market demands by innovating new products, services or business models.

Learn more about our consulting services below:

<https://www.alignltd.com/>

Instagram Highlights:

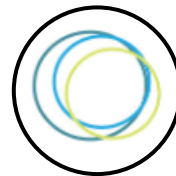
Short clips or a slideshow of photographs that you can add to and will help viewers learn more about Align in a quicker manner.



Strategy Development



Innovating Products/Services



Request a Meeting



Events

Strategy Development:

- This photo can start the highlight and shows types of strategies that can interest viewers in learning more.

Types of strategy engagements:

- Strategy Sprint
- Creating a Fresh New Strategic Plan
- Getting New Initiatives off the Ground
- Creating A Business Plan or Business Model
- Market Trends & What Customers Want

- This photograph of the business model canvas can have text over it, such as “A necessary step in strategically planning your business.”



- Short videos of Jen explaining how Align approaches strategy projects
 - o “We create business strategies that offer a bold path forward as well as an implementation approach that makes the goal attainable for your organization.”
- End with text photograph that says, “Request a meeting by clicking the link in our bio.”

Innovating Products/Services:

- Begin highlight with a photo that helps introduce what this consulting service will help viewers learn.

Business Model = Customer + Operations + Product

- Picture that shows what the consulting service Includes:

Spark Circle Idea Session
 Lean Startup Product Development Consulting
 Design Thinking Problem Solving Process
 Business Model Innovation

- Include the Business Model Canvas in this highlight too since it is a key step in innovation.
- Text photograph that says, “Set up an appointment today! Link in bio.”

Request a meeting:

- In this highlight, show the steps of requesting a meeting with photographs

Events:

- Pictures of events, slideshow slides, and short videos of the event to give viewers an idea of what to expect.

Posts:

1. Events & Reminders

Examples:

- Caption:
“Join us on (date and time) at our ‘Steal These Ideas Workshop: Staying Relevant as Customers’ Needs Change.’

This session will teach you how to figure out what your customers really want!
Learn more on our website (link in bio)”

(also post reminders)



- Caption:
“Thank you to those who attended this successful event. Stay tuned for more similar events in the future!”

Photograph of the Event

2. Brainstorms

- Show the process of the brainstorm/prototyping meetings
 - o Papers laid out on a table, sticky notes, the team consulting

3. New Knowledge Posts

- Post these often

Examples:

- Quotes to inspire followers:

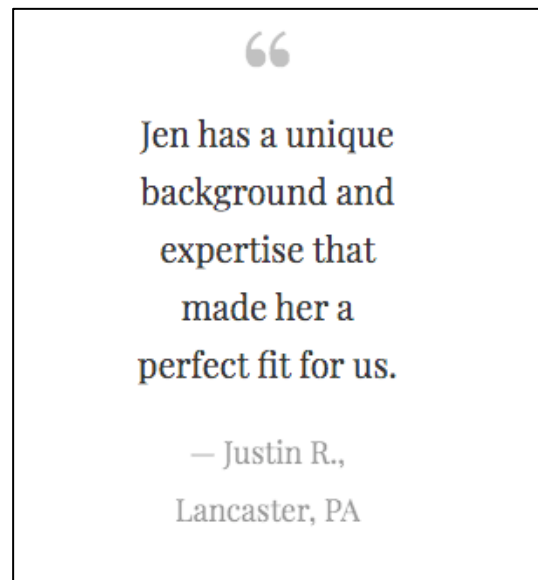


- Post tiny pieces of articles on the website:

“A preview of the 10 strengths of an Invincible Business”

4. Client quotes/interviews

- If clients are willing to provide a quote about their experience, the quote can be made into a photograph and posted.
- Short videos of a client explaining their experience will also show followers how the consulting services make an impact.



5. Business Model Blueprint

Caption:

“Get started on identifying new strategies for your business by downloading Align’s Business Model Blueprint. Capture the current story about how your business operates and engages customers. Learn more on our website (link in bio)”



6. Meet Our Team

Example:

- Caption:
 - o “Meet our team! This is Jen Reiner, the Founder and Chief Problem Solver...”

