

# How to market using Instagram Stories Highlights AND



Testimonials



Trainings



FASHION ID...



Work with Me



Coach

## How to create highlight icons that POP

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# Meet Tricia



Hi, I am Tricia Ikponmwonba also known as Tricia Biz, the small business fixer. I am whatyoumacallit 'A Genuis'

About where my genius comes from, there are three thriving options:

- (a) the audacious combo of born-and-raised in Lagos and ancestral Bini roots;
- (b) 10+ years working for over a dozen multinationals; or
- (c) an enduring selfie obsession

While the jury is yet undecided, I put my genius to work helping high performing individuals start a business or grow existing businesses into profitable and sustainable brands.

My other qualifications are: philanthropist, lover of all things pweety, dog enthusiast, Mt. Kenya alumna and silly romantic.

If you're mostly up late at night, twiddling your toes in old socks, and worrying over your business, you need to STAHP!

Call "TriciaBiz - The Small Business Fixer", and I will fix you up.

...but get rid of the old socks first. Seriously. Throw them out.

**Instagram: @triciabiz**  
**www.triciabiz.com**



**Just before we get into it,  
In Product G & B's voice**

**Excuse me**

**I got an announcement to make**

**Yo, if you ain't never been to Nigeria**

**Then welcome, where chickens cluck cluck day and night.**

**This book is laced with Nigerian parlance/slangs, if you  
don't understand get a Nigerian friend to interpret.**

**AND**

**It is laced with humor and sarcasm. You might catch me  
playing on words but hey have some fun, studying  
shouldn't be that serious right?**

**Drum rolls please!!!! I present to you my 1st year  
anniversary present. I hope you are able to maximize the  
content of this book and use it to drive increased brand  
visibility and sales for your business.**

# WHAT ARE INSTAGRAM STORIES HIGHLIGHTS?

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In Qtr 4 of 2017, Instagram released 2 new features and one of them is Instagram stories highlights which helps you create permanent collections of Instagram Stories that will live on your new Instagram profile.

Unlike regular Instagram Stories that vanish after 24 hours, Instagram Stories Highlights are curated clips grouped together by you and live permanently on your profile until you delete them.

They appear directly under your bio and above your Instagram feed and will play as a stand-alone story when someone taps on it, and this feature is literally front and centre on your profile. They are a creative way to express yourself and literally show off your products + drive traffic to your business.

**THE WAY MOVIES USE TRAILERS TO CAPTURE  
OUR ATTENTION AND LURE US TO THE CINEMAS,  
THAT IS THE SAME FUNCTION YOUR INSTAGRAM  
STORIES HIGHLIGHTS SERVES ON YOUR PAGE.  
FEED.**

# THIS IS WHAT IT LOOKS LIKE



1044

posts

27.5k

followers

2017

following

Message



## The Small Business Fixer

Product/Service

\*Marketing\* Sales\* Leadership

I teach you smart marketing & sales strategies  
guaranteed to grow your business

Click link below to get started



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Ikeja, Lagos, Nigeria 23401

Followed by froggleskids, lereboy, ronnieotogo + 79 more



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WE GET IT NOW TRICIA... MOVE ALONG

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# HOW CAN I USE THEM TO MARKET OR BUILD MY BRAND?

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**Easy does this, now we know what Instagram stories highlights are right?**

**Let us look at 10 ways you can utilize this powerful tool to rake in some cash or influence or affluence or visibility whatever your objective might be.**

**GHEN GHEN!!! THE MOVIE IS ABOUT TO BEGIN,  
FASTEN YOUR SEAT BELTS, SORRY GRAB YOUR  
POPCORN!!!**

## TIP 1 - GETTING VISITORS TO KNOW WHAT EXACTLY YOU DO

You should create An About Me or About my business Highlight here you use fun 15 secs videos to explain either Who you are or What your business offers customers. Smartketing Tip: Create the videos from the pain point of your customers. e.g If KFA Monogram was to do this video (Go to them for all your printing needs).

**WRONG:** KFA Monogram is a printing company that specializes in bla bla bla bla. Am bored, I want to choke, nexttttttttttttttttttttt.

**CORRECT :** Are you tired of being disappointed by your printers? Do you need a complimentary card for that urgent meeting tomorrow? Look no further your Printing Haven is here to take care of your .....

Confess which one did you like the most?

## TIP 2 - CROSS MARKETING AKA SHOUT-OUT FOR SHOUT-OUT

**Trick:** A brand like Amal Botanicals (She makes the best baby skin care products on the planet) Argue with the gods please..... She could create a Highlight called Baby Goodies and advertise for other amazing kiddies brands like AugustSecrets (Best Baby food brand), or HisandHers Kiddies (Amazing baby items) and they do same.

**Why?** They all share the same audience and mums are interested in finding amazing goodies for their children. Get the drift now? Another tip, don't make it look like a paid ad, do something like WOW mums get in here I just discovered this amazing club called Little Tigers FC that helps your child become a FOOTBALLER. Hey God! I am running there, my son must earn 1 million pounds weekly.

## TIP 3 - SHOWCASE YOUR BEST PRODUCTS

You know those products that you reserve for sponsored Ads only? Bring them into highlights and give the highlight a name. Smartketing Tip: Instead of just showing us the products, show us how to use them. e.g If Botanic Fusion (She makes the most amazing skin care products) was to do this video

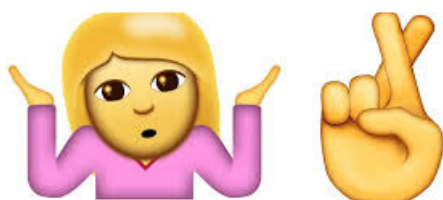
**WRONG:** Music playing in the background, and images of the creams, masks, body soaps etc flashing through. Erm I have seen too many creams on IG to last me a life time

**RIGHT:** Show us how to use the products and/or the melanin popping skin I hope to get after using the products.

## TIP 4 - FOR GIVEAWAYS

Please raise your hands high if you have ever stumbled on a giveaway post that was as long as a Shakespeare poem. (inserts loud yawn). I get it, you need to give us all the details and how to participate but has it ever occurred to you that we can't read that epistle?

Create a highlight for Giveaways, feel free to explain how it works using a series of videos and make the videos fun by inserting some emojis or animations. Go and ask @naijabrandchick how that works.





## **TIP 5 - BE BRAGADOCIOUS**

You are the best hype man for your business, I now give you the permission to brag about how absolutely fantastically fantastic your business is and how you are the best thing to happen in your industry since sliced bread and ..... fill in the blanks.

In a highlight titled Testimonials or See our work, load it with screen munched testimonials from your elated clients or video testimonials if you have them, they are actually better. If you find your way to my Highlights you will be flabbergasted, stunned, thrilled, and have an OMG moments by the tens of testimonials I have there.

Guess what? Since i updated the icons, It has been Paystack alerts. I receive messages like, Hello Tricia, I want the exact package that lady who made xyz did, please send account details. And as the obedient servant that I am now i drop it quickly.

## **TIP 6 - GET FEEDBACK FROM YOUR CUSTOMERS**

You know those fun poll stickers you can put in your Stories now? Pin one of those to your Story Highlights, and rack up more responses!

Sometimes we use polls just for fun, or to add humor, but once in a while consider using them to get data that you can use in your business.

Ask about flavors, colors? packages, bundles, discount types etc. This is a way to feel the pulse of your clients.

## TIP 7 - WHAT IS COOKING?

Can we all agree on something? That the longer throat, Auntie MO Abudu and her entire cast of the most anticipated Nollywood movie The Wedding Party 2 executed was very unfair. We kept waiting like haba! release this movie already now. Or how we were tortured as kids, your mum would buy this gorgeous dress and tell you it is for Christmas day, that is how you will wake up everyday and keep asking is it Christmas today?

This applies especially to fashionistas, share snippets of your new collections in stories, make them close and personal showing all the details and push it a step forward ask us to pre-order.

@myqlady imagine doing this with your ascot 2 piece or those gorgeous Christmas kimonos. Or @omogecreations with your Fuse or Pearl maxi dress, issa sell out. Sell Out i repeat Sell out.

## TIP 8 - EXPERT REEL

Here is a good place to showcase why you are the 'Coach' or go to person in a certain field and use highlights as your resume.

Let's say you are an amazing speaker like @naomiosemedua or a fantastic compere like @iamjoycedaniels or the Chief of creating videos like @thelarryleo then this is for you.

Create a highlight called ie ExpertReel, Me in action etc and put up short clips of you speaking somewhere or in Larry's case snippets of videos he has created for clients. The average customer is faced with so many options, make it easy to be SELECTED.

## Takeaways

## Beauty

## How to get rid of bags under eye

## Which Nigerian foods are healthy?

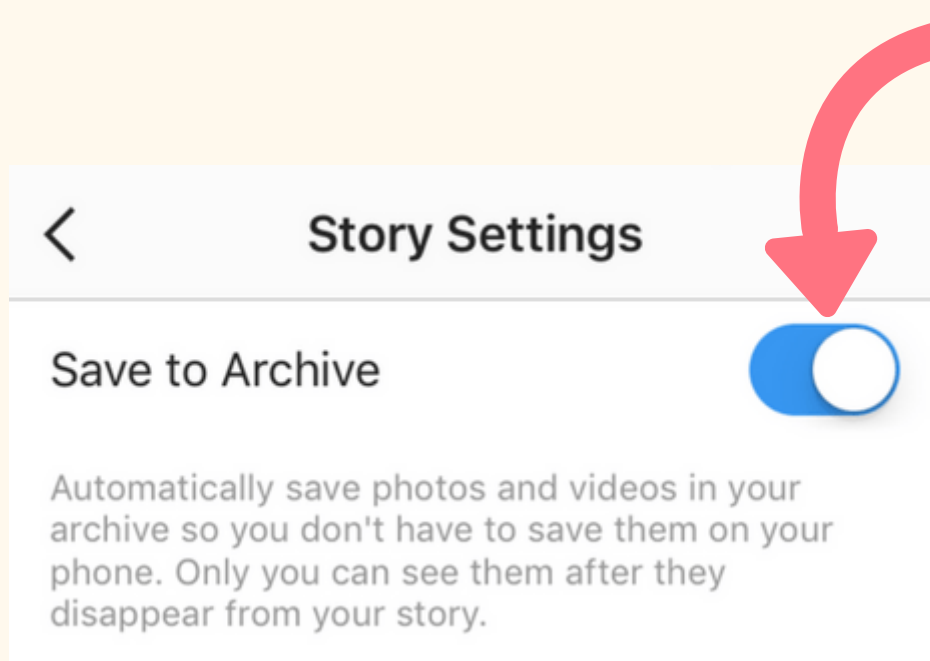
## TIP 10 - PERSONAL

**But this theorem has worked for brands like Tara of House of Tara, Dami of AskDamz etc. People love to hate them or hate to love them OR just love them and purchase because of that. So feel free to take us on a journey with your day to day activities. Who knows, we might fall in LOVE with you.**

# HOW TO CREATE HIGHLIGHTS

# STEP 1: TURN THE AUTO ARCHIVING FEATURE ON

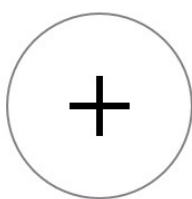
- One major benefit of the new Instagram Stories Archive
- feature for brands is that it eliminates any anxiety around
- the loss of valuable content.
- 
- Similar to the Snapchat Memories feature, the new
- Instagram Stories Archive will automatically save (or
- “archive”) your stories into the cloud, so they won’t be lost
- forever if you forget to save them to your camera roll.
- 
- HOW TO TURN IT ON:
- Click the 3 dots on the top of your profile
- Scroll down till you see Story settings
- Move the white button to the right like it shows below



# STEP 2: NOW LET'S CREATE A NEW HIGHLIGHT

- If you initially had auto-archiving turned on, you should have all your stories from Dec 5th saved by Instagram, if you didn't no problem re-post them all on stories so it saves after 24 hours
- CREATING NEW HIGHLIGHT:
- Go to your profile page and click the + sign there

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New



Testimonials

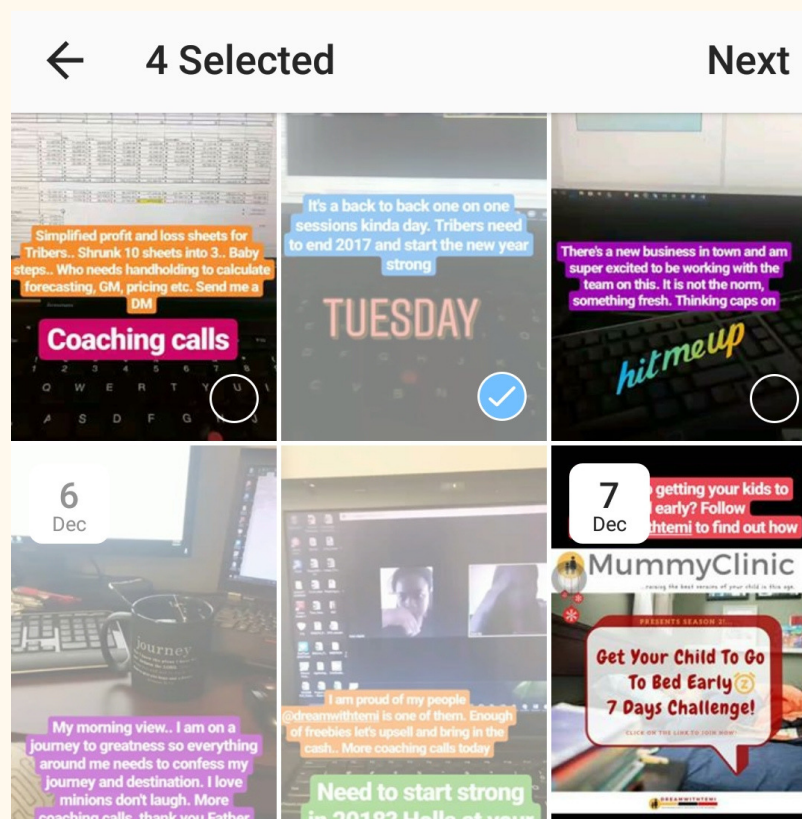


Trainings



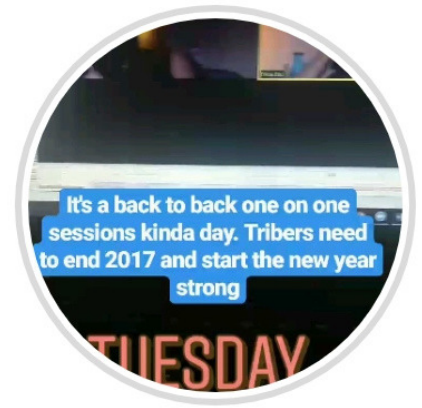
FASHION ID...

- Once you click on it all your archived stories come up, select the ones you want to use for the highlight, as you can see I have selected 4 for mine.



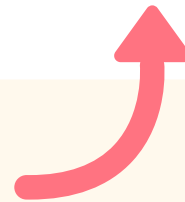
# STEP 2: NOW LET'S CREATE A NEW HIGHLIGHT

- This pops up, type a title for your highlight, In this case I typed About me and click Done on the top right and that is all.



Edit Cover

About Me



- NOTE: Instagram will choose one of the stories as the cover for that particular highlight as you can see above. So let's go on to making fun icons for your highlights shall we?

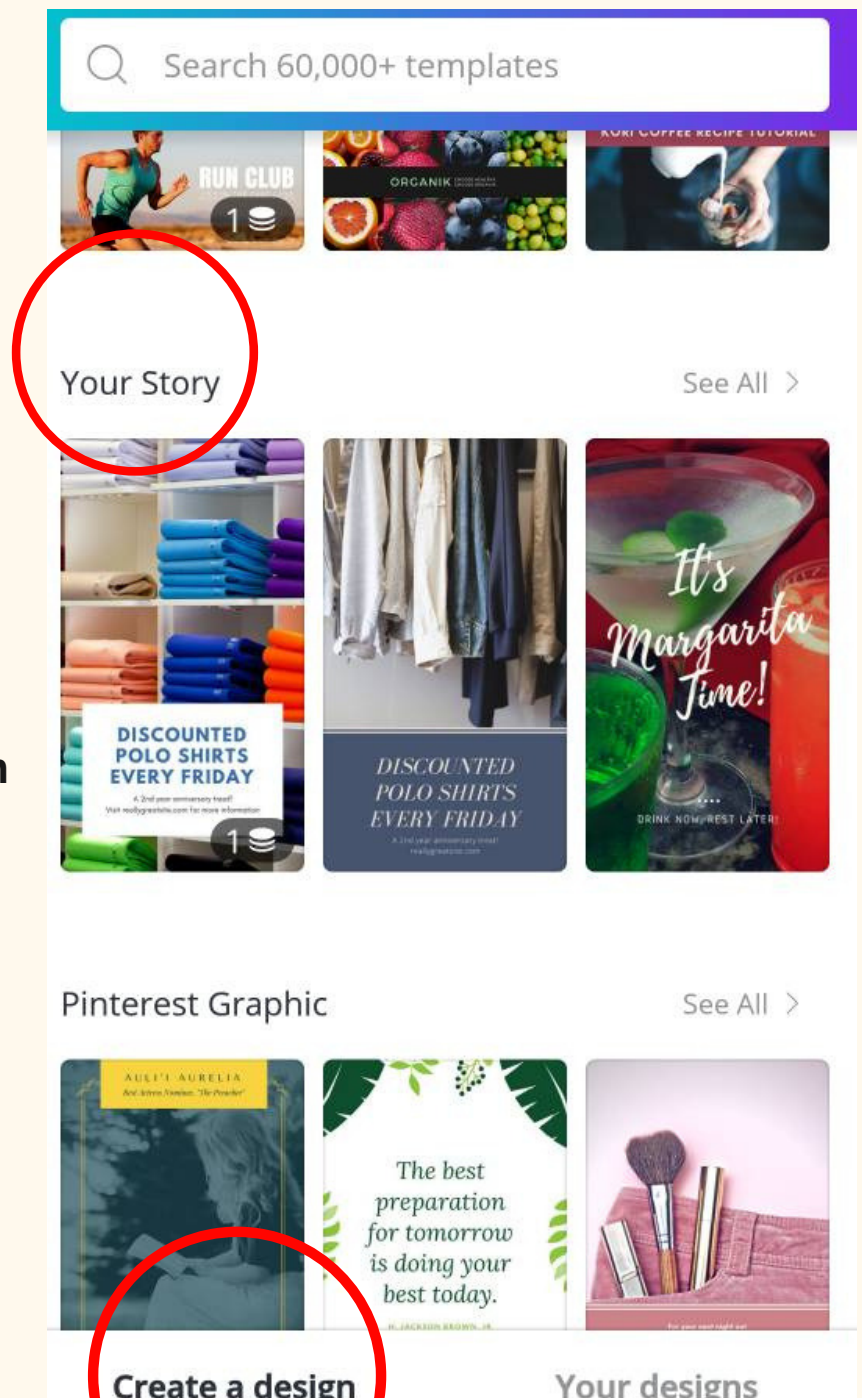
# **HOW TO CREATE EYE POPPING ICONS FOR YOUR INSTAGRAM STORIES HIGHLIGHT**



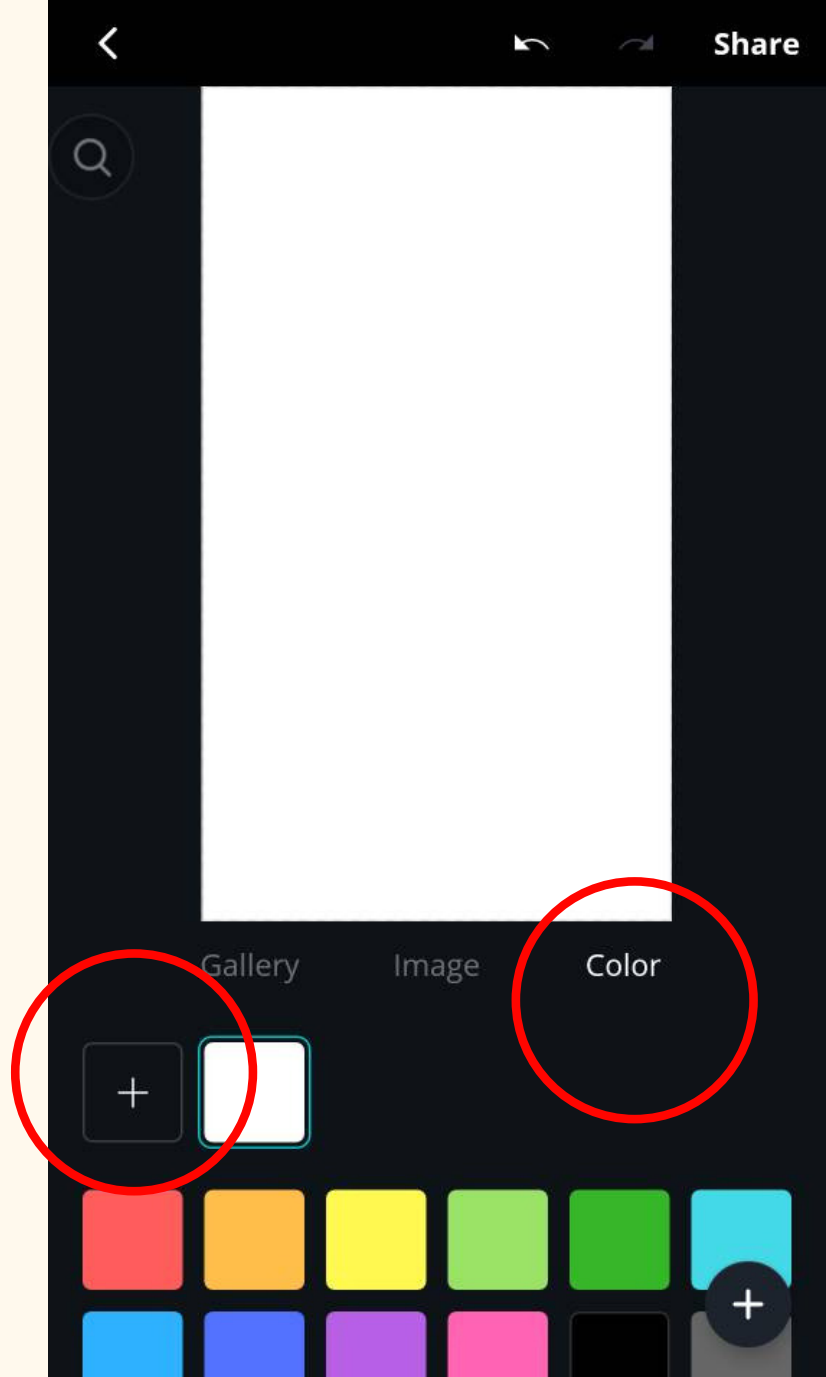
# WE WILL DESIGN THE ICON USING CANVA

- Canva has been saving businesses since 201.... fill in the blanks, if you have never heard of it, go to [www.canva.com](http://www.canva.com) or download it on your android or iPhone device and get the general hang, I have a free training on how to use canva, write an email to [info@triciabiz.com](mailto:info@triciabiz.com) title of mail should be CANVA and you will get access.
- For those of us that know how to use canva, shall we?

- **STEP 1 - Open the canva icon on your phone or laptop (For this tutorial i used my phone) and select YOUR STORY.**
- 
- **STEP 2 - Click create design**



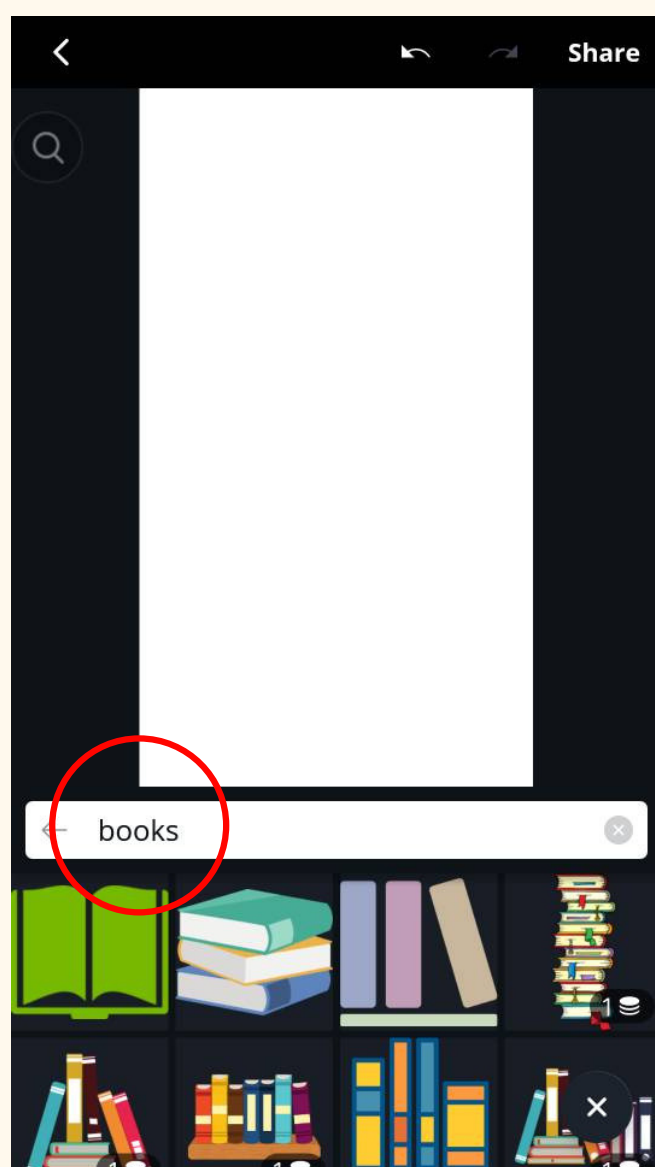
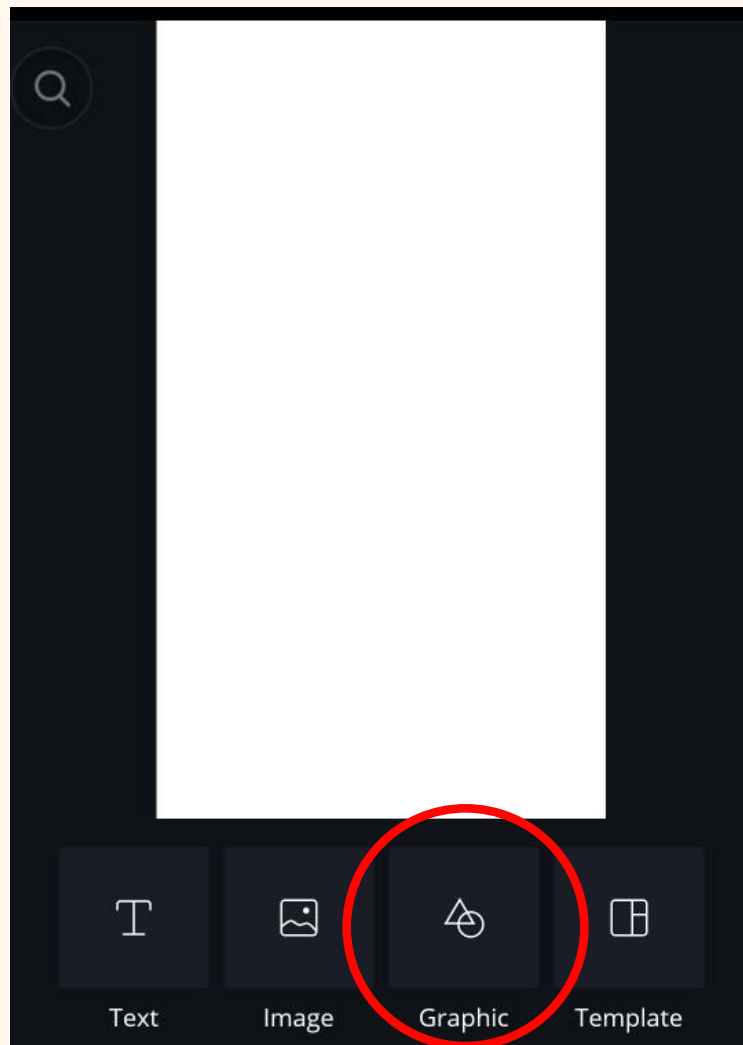
- **STEP 3 - Select color and**
- **choose the background colour you want, if your preference is not listed click the + button seen below and insert your pantone color.**



**STEP 4 - Click the + button to the right of the last image not left please and a drop down will appear, choose Graphic.**

**STEP 5 - Search for the icon you need, note that you might have to buy some but if you like freebies like i do, go on google find free icons you like and import them into canva.**

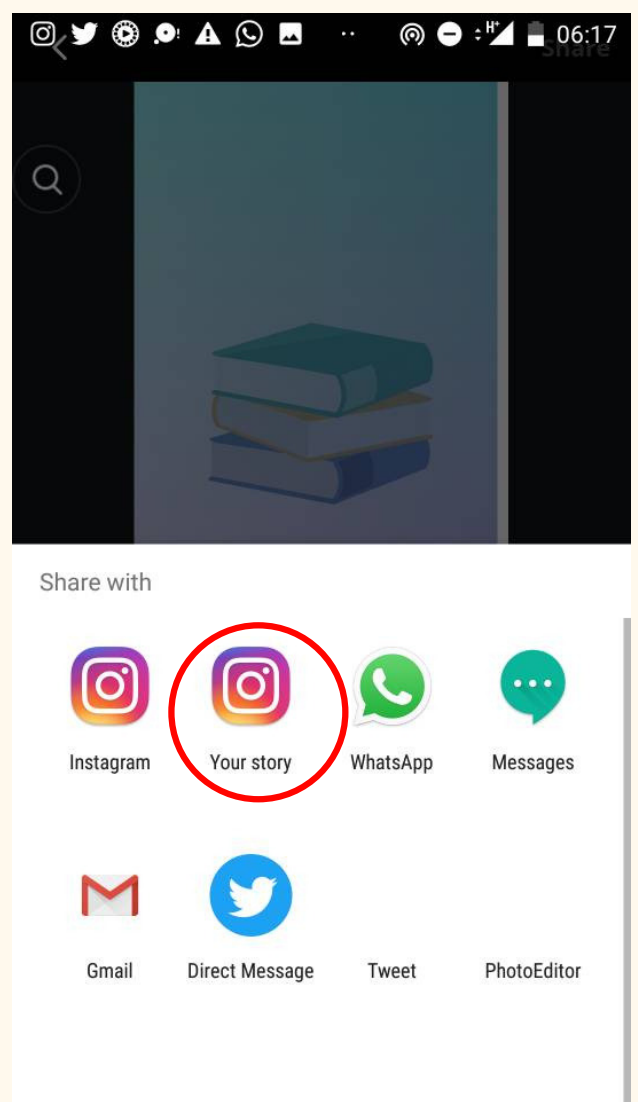
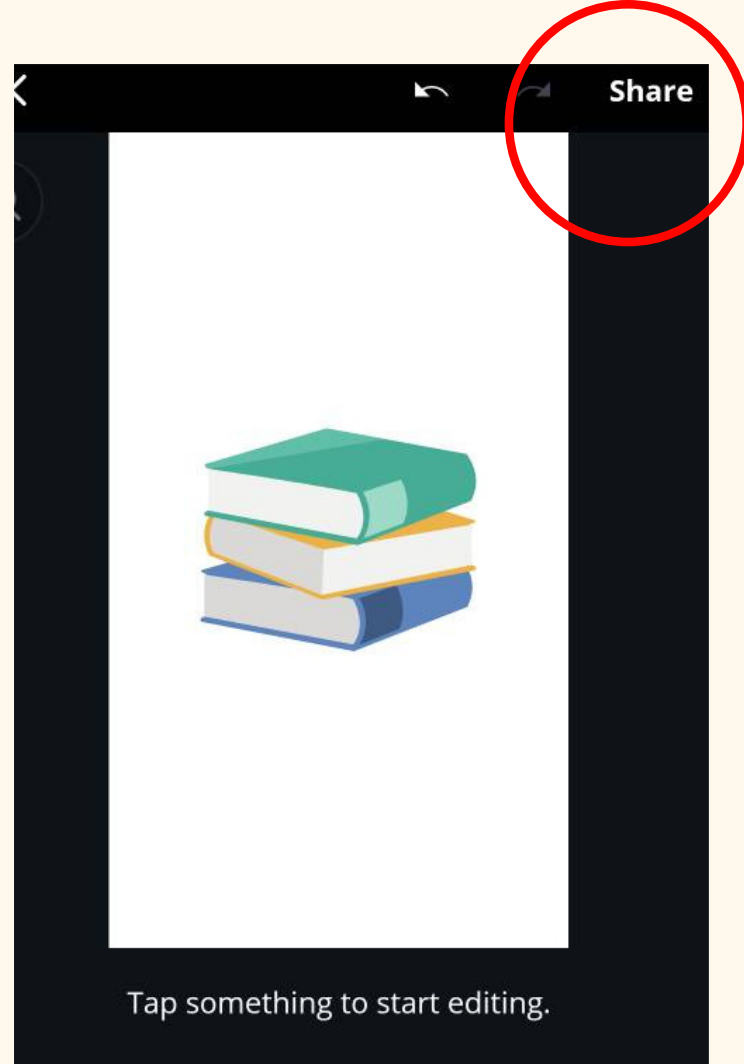
**So here i typed books, as I intend to create an icon for my books.**



**STEP 6 - Click on the icon you want and it will appear on the image**

**STEP 7 - Click Share on the top right corner of the page**

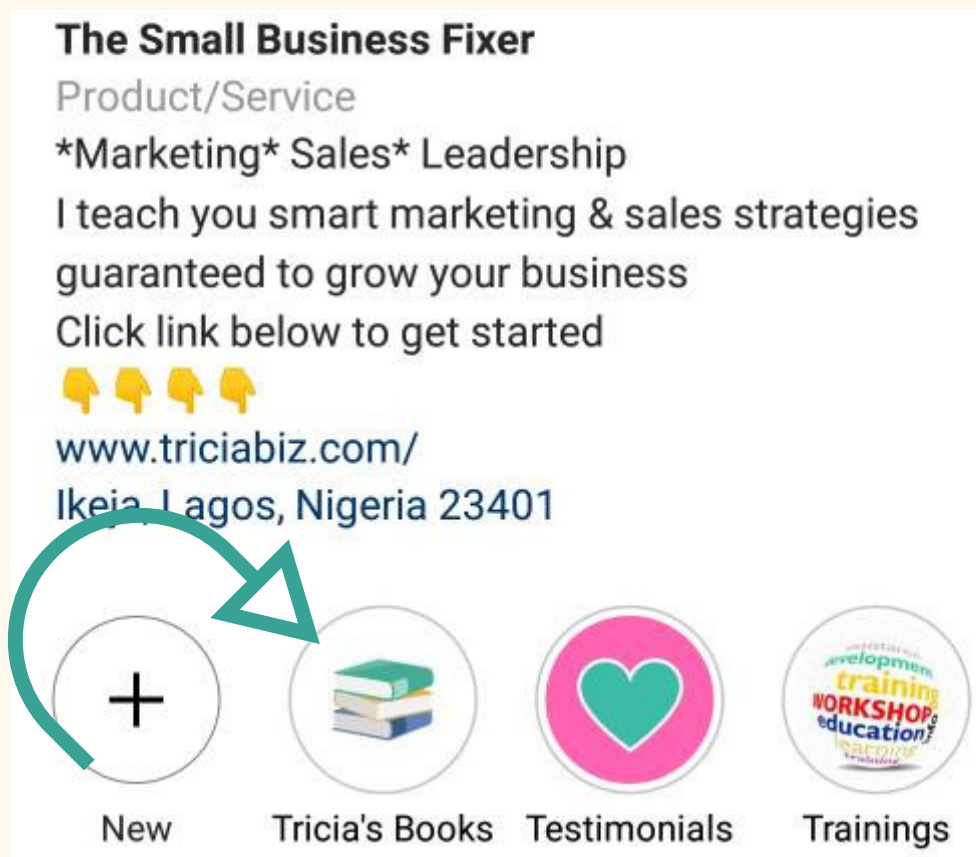
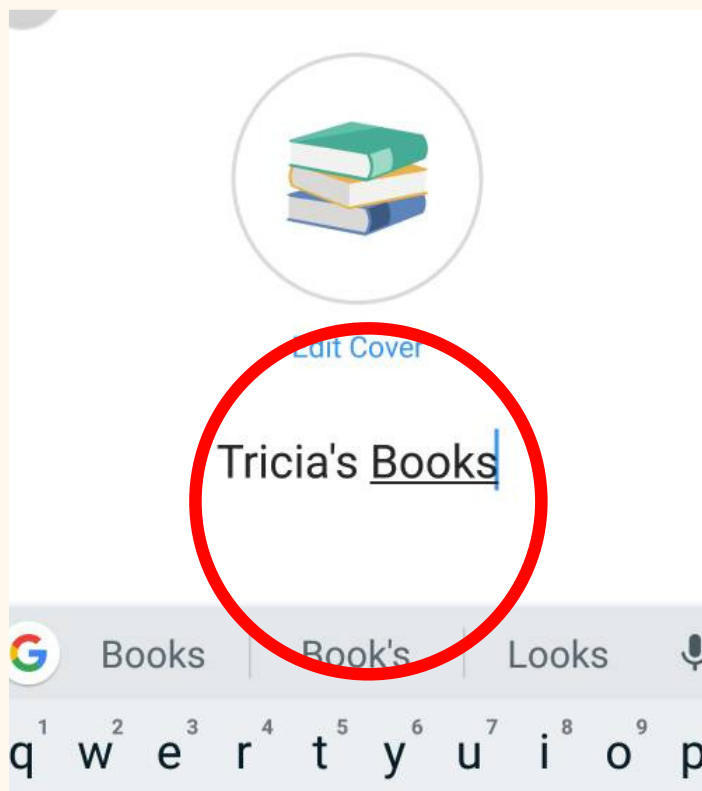
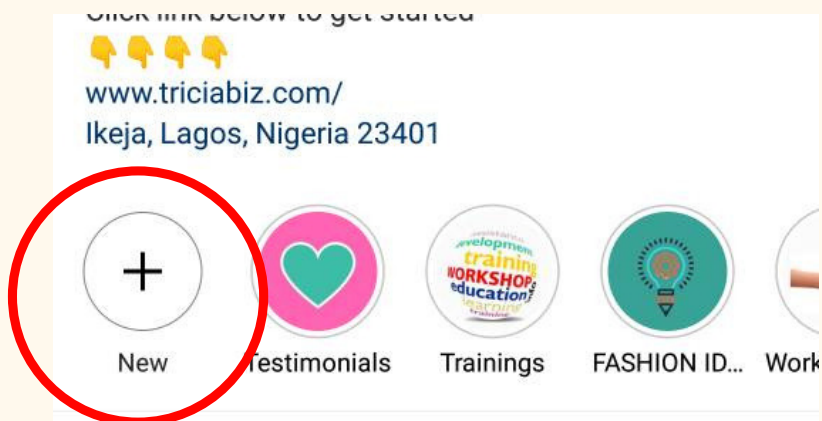
**STEP 8 - Click choose Your story and the icon appears on your stories on Instagram.**



**STEP 9 - Go to your Instagram profile, click on the + button**

**STEP 10 - Follow the steps I taught you to create a new highlight (scroll up to remember)**

**STEP 11 - Type a cover title and voila we have our icon ready on your page**

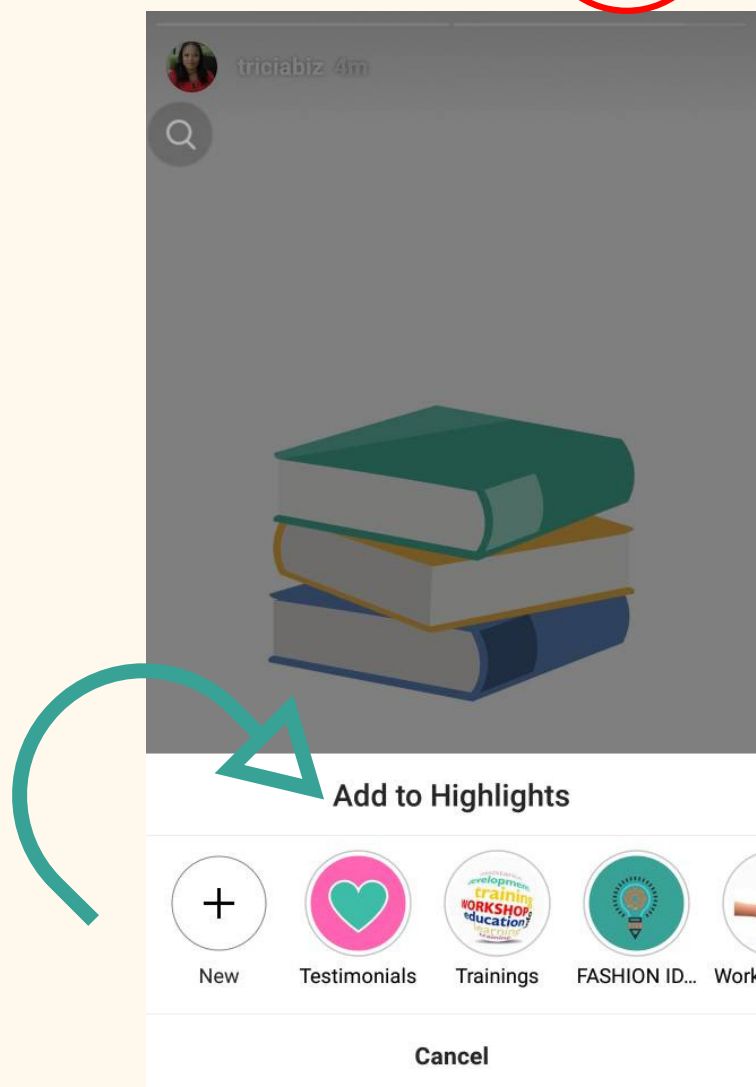
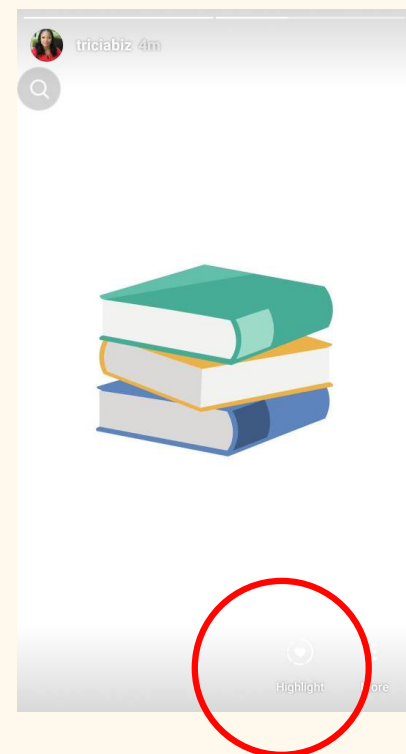


If you have already created highlights and just need to update the icons, please follow these steps

Go to your insta stories, recall we already posted the icon from canva on stories.

Click on Highlights, it is on the bottom right of the story.

It will bring out the option below, choose Add to Highlights

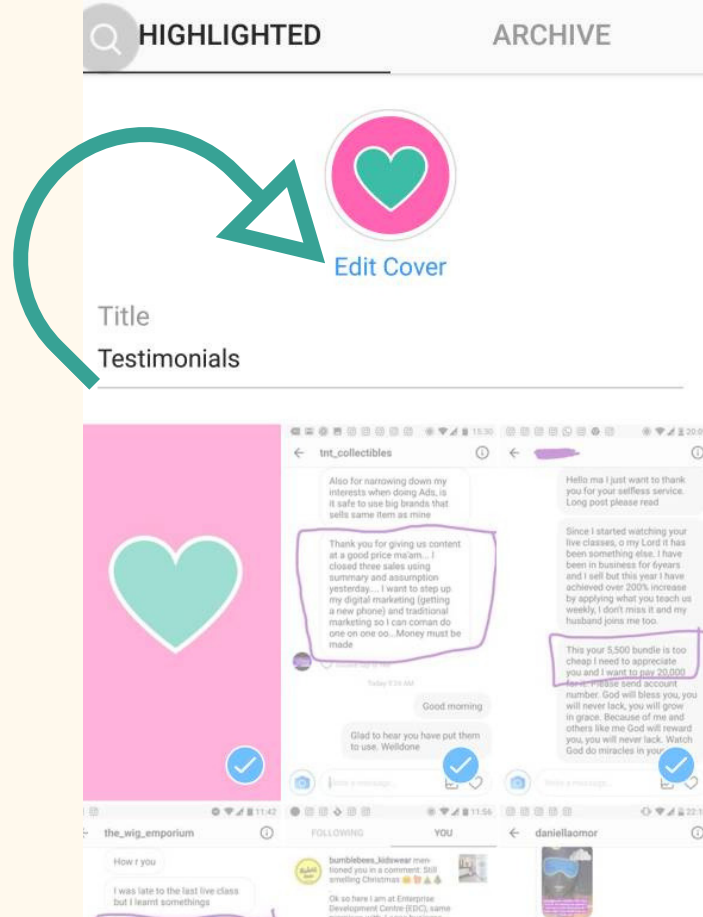
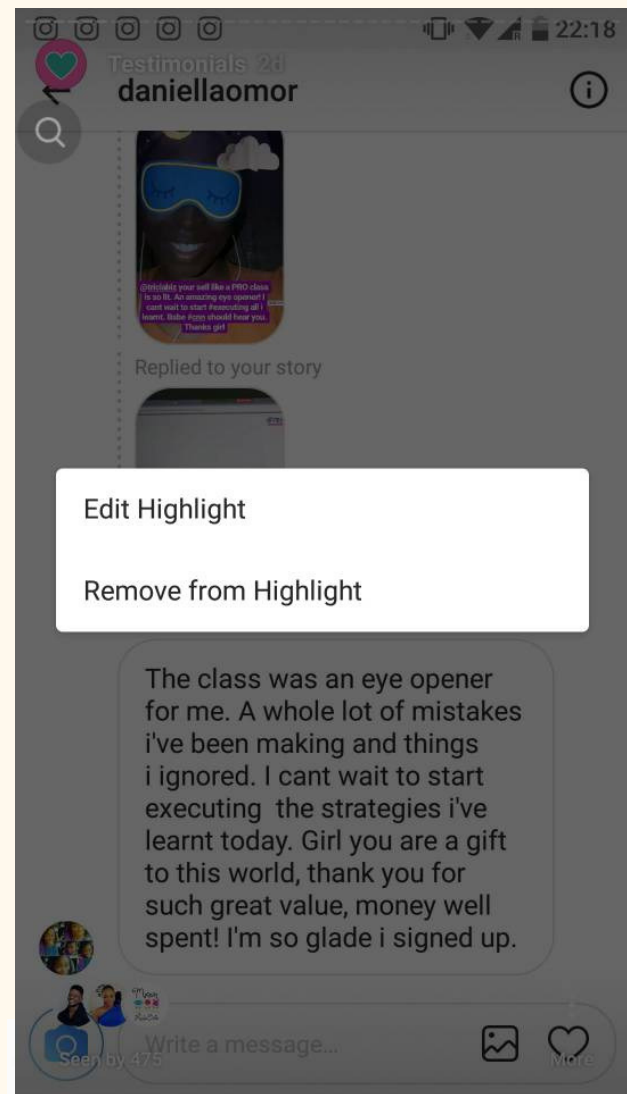




After adding that particular story into the highlight, click on the current icon you want changed, in this instance ( I clicked on Testimonial), look for the 3 dots on the bottom right that shows MORE.

Click on it, it will bring out these 2 options, Edit or remove, click Edit Highlight.

The below image will appear, Click edit cover and choose the new highlight and that is all.



SO THERE YOU HAVE IT!

*I hope the  
information  
contained in here  
was useful to you.*

DROP ME A LINE...

TRICIA@TRICIABIZ.COM  
WWW.TRICIABIZ.COM