

CHRIS CARDELL'S

BREAKTHROUGH

2022

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2022



**One Billion
Users**

CHRIS CARDELL'S
BREAKTHROUGH
2022

5 Strategies for Instagram Success

The Pool Guy



thepoolguyml

Follow



236 posts

225k followers

575 following

thep00lguy

Business/media

jim@offlimitsentertainment.com

thepoolguy.uk



Customer ...



Stuff I use



Van clean!



P00lguy m...



6.15



9.4 Weeke...



7.17 Week...

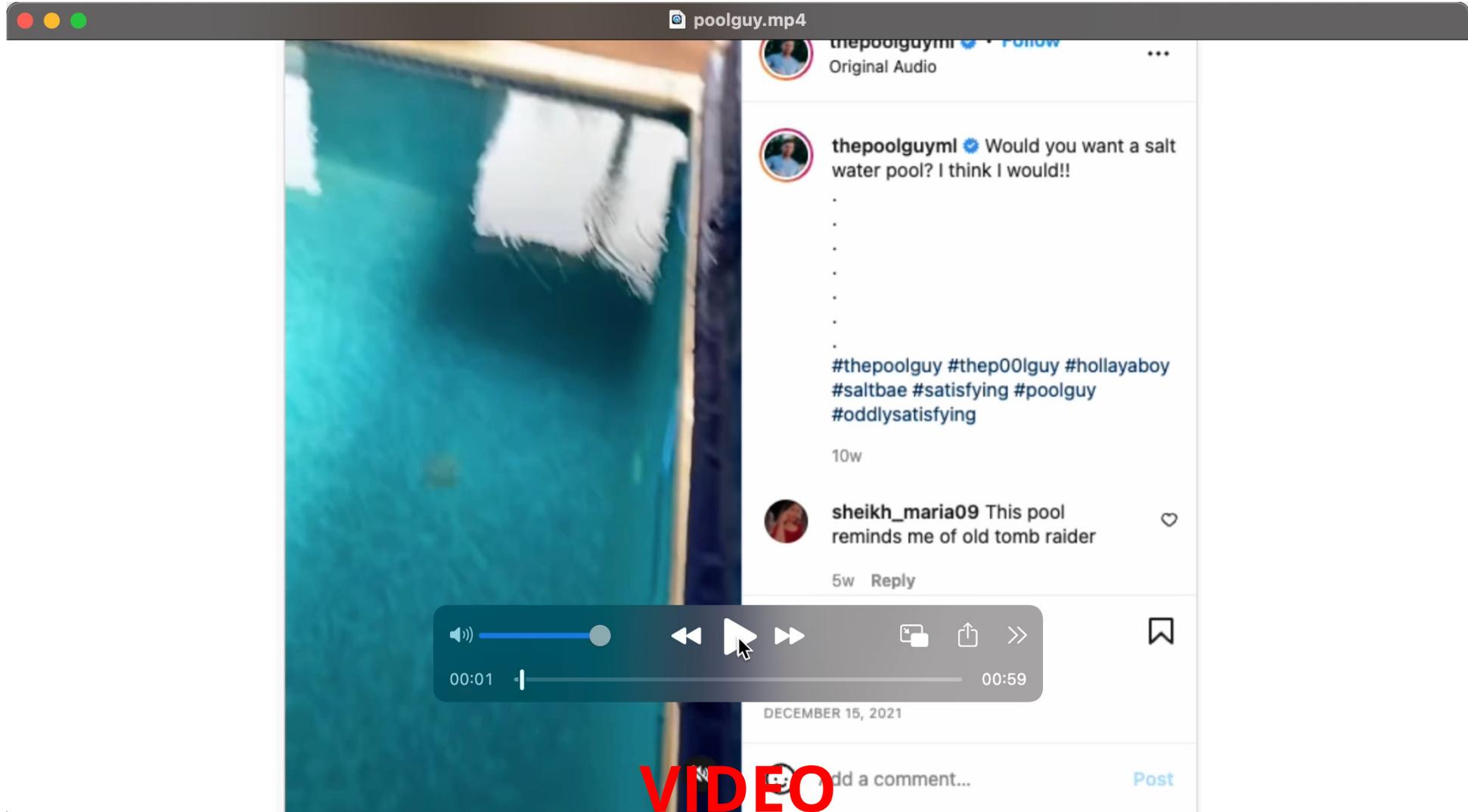
POSTS

REELS

VIDEOS

TAGGED

The Pool Guy



The screenshot shows a video player window titled "poolguy.mp4". The video content is a social media post from the user "thepoolguyml". The post features a video of a pool with a white brush being used on the edge. The text of the post asks, "Would you want a salt water pool? I think I would!!" and includes several hashtags: #thepoolguy, #thep00lguy, #hollayaboy, #saltbae, #satisfying, #poolguy, and #oddlysatisfying. A comment from "sheikh_maria09" says, "This pool reminds me of old tomb raider". The video player interface includes a progress bar at 00:01 / 00:59, a play button, and a "VIDEO" watermark at the bottom.

poolguy.mp4

thepoolguyml Original Audio

thepoolguyml Would you want a salt water pool? I think I would!!

#thepoolguy #thep00lguy #hollayaboy #saltbae #satisfying #poolguy #oddlysatisfying

10w

sheikh_maria09 This pool reminds me of old tomb raider

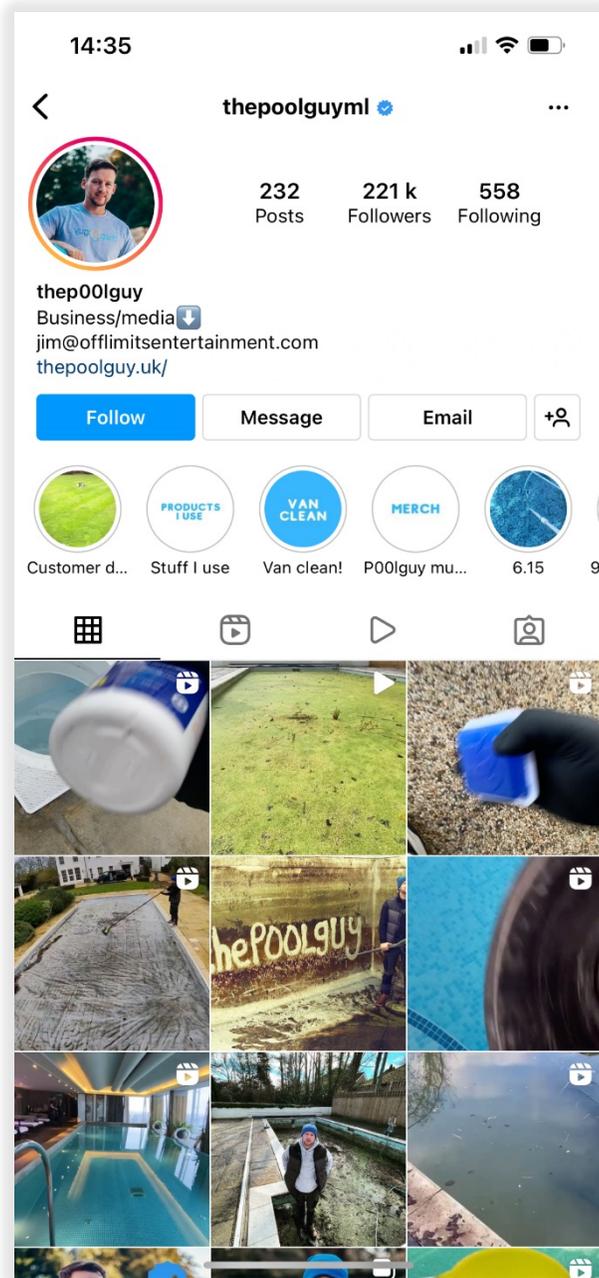
5w Reply

00:01 00:59

DECEMBER 15, 2021

add a comment... Post

VIDEO



**232,000
Followers!**

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2022

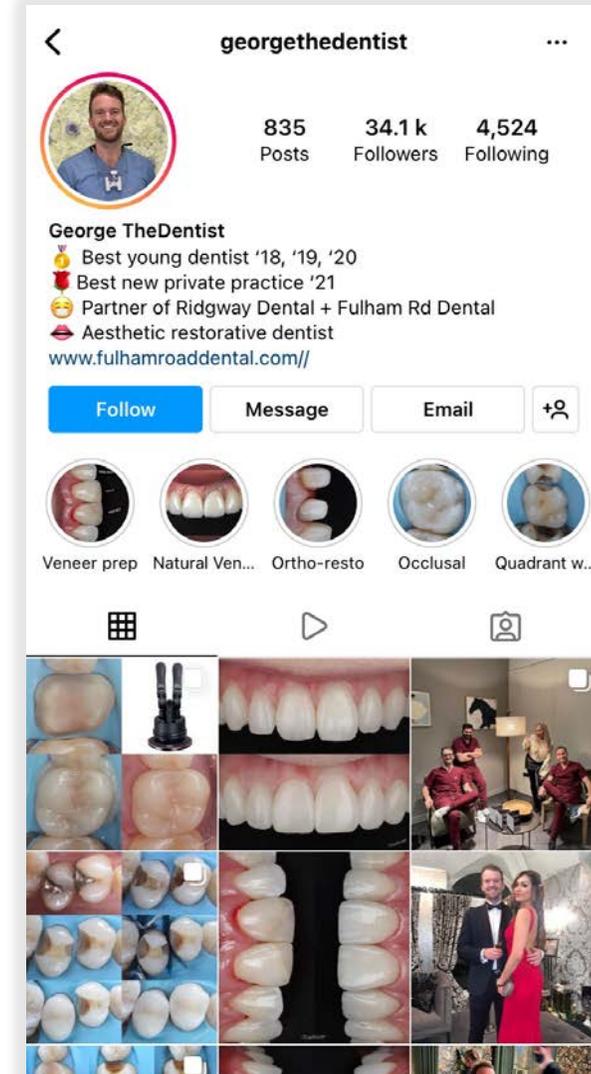
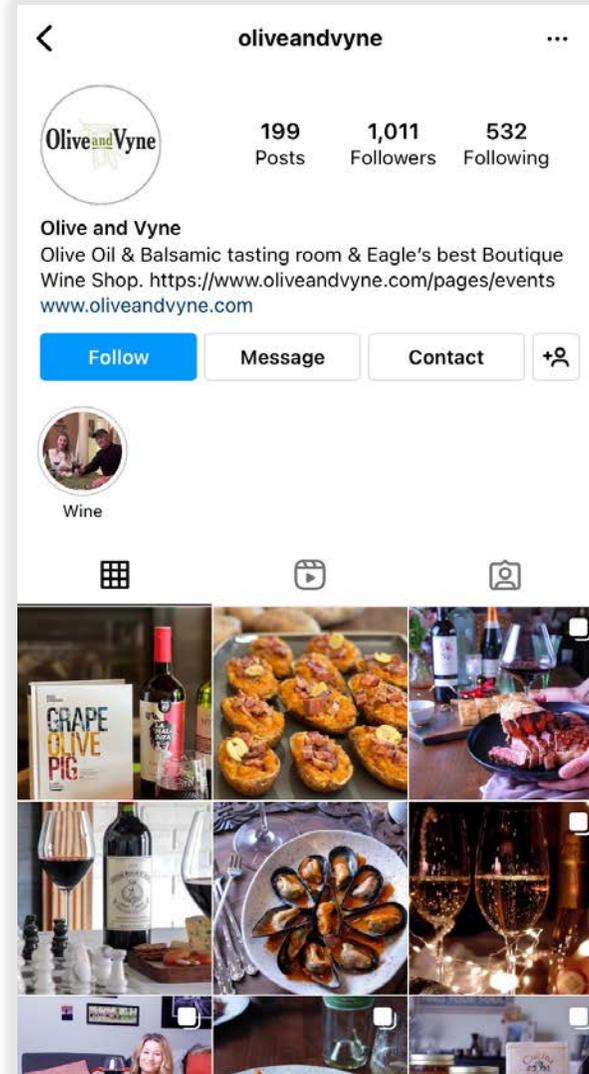
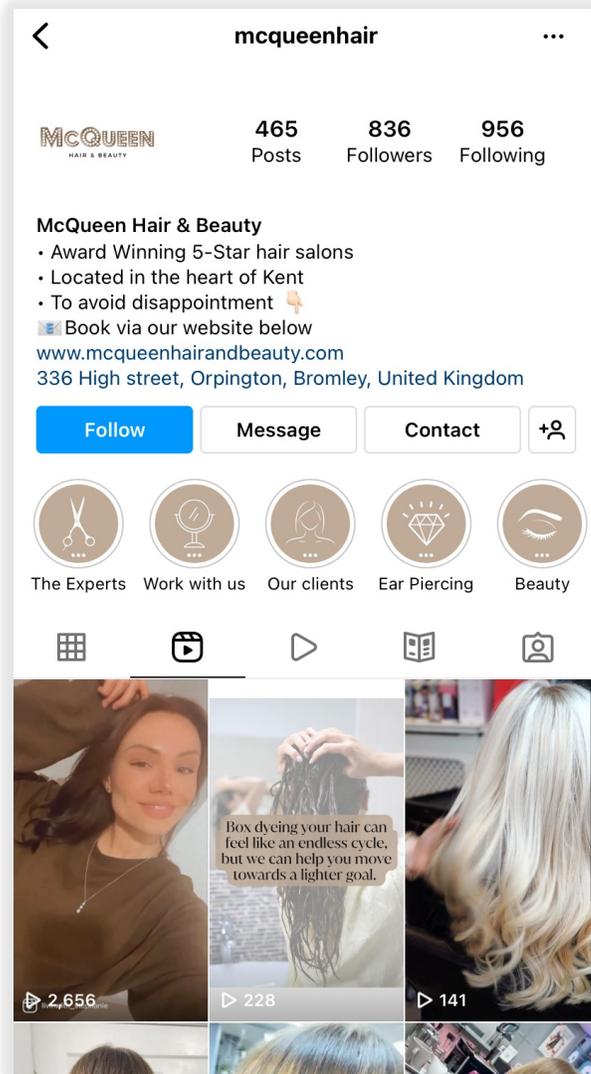
5 Strategies for Instagram Success

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1

**Have a
Great Bio**

1 Have a Great Bio



1 Have a Great Bio

Stand out, Be Clear, Connect.

1. A great bio:

Write a compelling description of who you are and what you do in 150 characters, add a logo or picture.

2. Business pages allow you to:

Add your location, call button, email, opening hours, review your audience insights & add call to actions.

1 Have a Great Bio

The image shows a screenshot of an Instagram profile for 'mcqueenhair'. The profile picture is a logo that says 'McQUEEN HAIR & BEAUTY'. The bio text reads: 'McQueen Hair & Beauty', '• Award Winning 5-Star hair salons', '• Located in the heart of Kent', '• To avoid disappointment 📍', '✉ Book via our website below', 'www.mcqueenhairandbeauty.com', and '336 High street, Orpington, Bromley, United Kingdom'. At the bottom, there are buttons for 'Follow', 'Message', 'Contact', and a plus sign icon. Three red arrows point to the profile picture, the bio text, and the address line.

mcqueenhair

McQUEEN
HAIR & BEAUTY

465 Posts 836 Followers 956 Following

McQueen Hair & Beauty

- Award Winning 5-Star hair salons
- Located in the heart of Kent
- To avoid disappointment 📍

✉ Book via our website below
www.mcqueenhairandbeauty.com
336 High street, Orpington, Bromley, United Kingdom

Follow Message Contact +

1 Have a Great Bio

Stand out, Be Clear, Connect.

3. Your Website

Add website link or create a Linktree account for multiple links under one URL.

4. Call To Action

Choose a contact button relevant to your business; contact, shop etc.

1 Have a Great Bio

The image shows a screenshot of an Instagram profile for 'mcqueenhair'. The profile name is 'mcqueenhair' and the bio is 'McQueen Hair & Beauty'. The bio includes a list of bullet points: 'Award Winning 5-Star hair salons', 'Located in the heart of Kent', and 'To avoid disappointment' with a hand pointing down emoji. Below the bio is an email icon and the text 'Book via our website below', followed by the website 'www.mcqueenhairandbeauty.com' and the address '336 High street, Orpington, Bromley, United Kingdom'. At the bottom of the profile are four buttons: 'Follow', 'Message', 'Contact', and a button with a plus sign. Three red arrows point from the right side of the image to the bio, the website, and the 'Message' button.

mcqueenhair

McQUEEN
HAIR & BEAUTY

465 Posts 836 Followers 956 Following

McQueen Hair & Beauty

- Award Winning 5-Star hair salons
- Located in the heart of Kent
- To avoid disappointment 📵

✉ Book via our website below
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336 High street, Orpington, Bromley, United Kingdom

Follow **Message** **Contact** **+**

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2

Post Regularly

2 Post Regularly

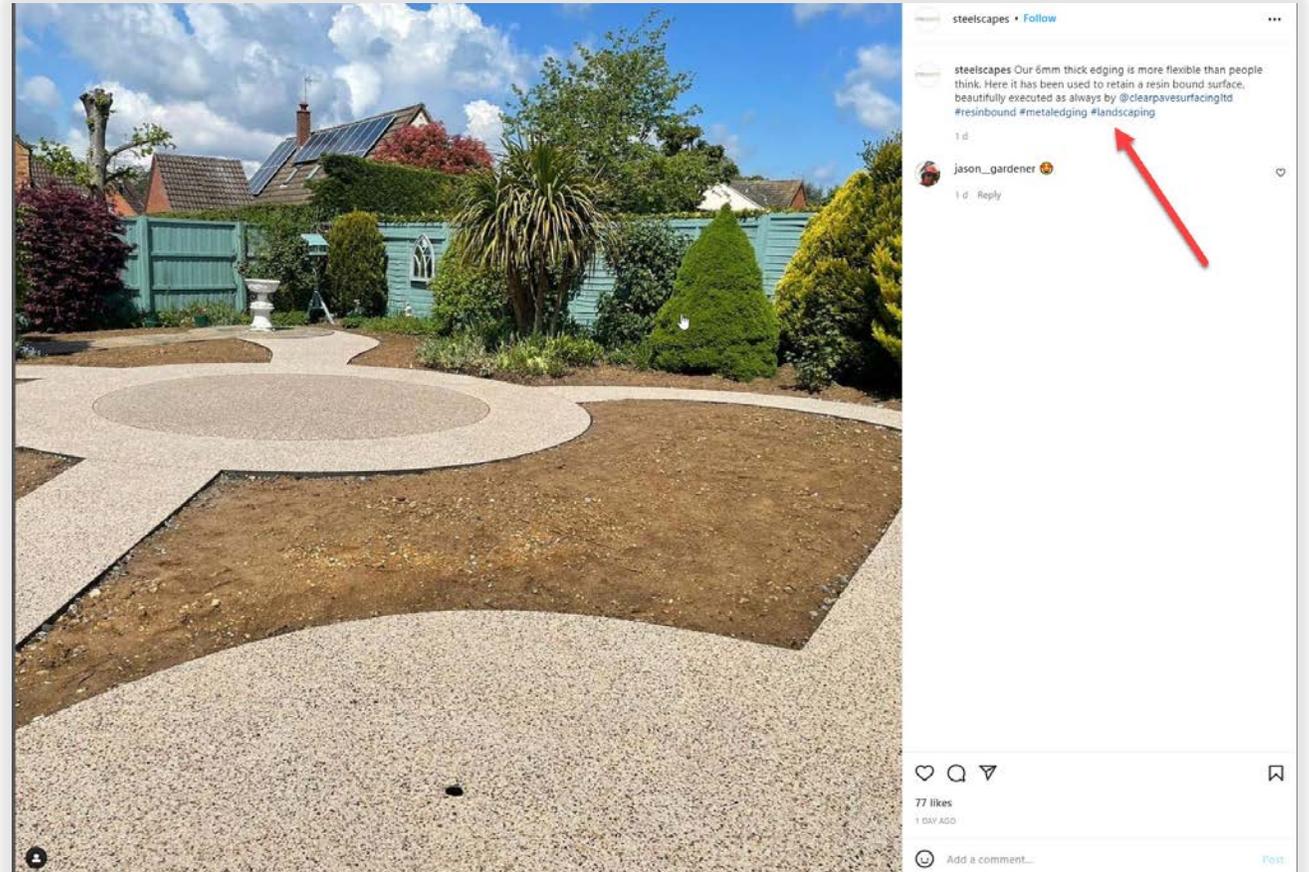
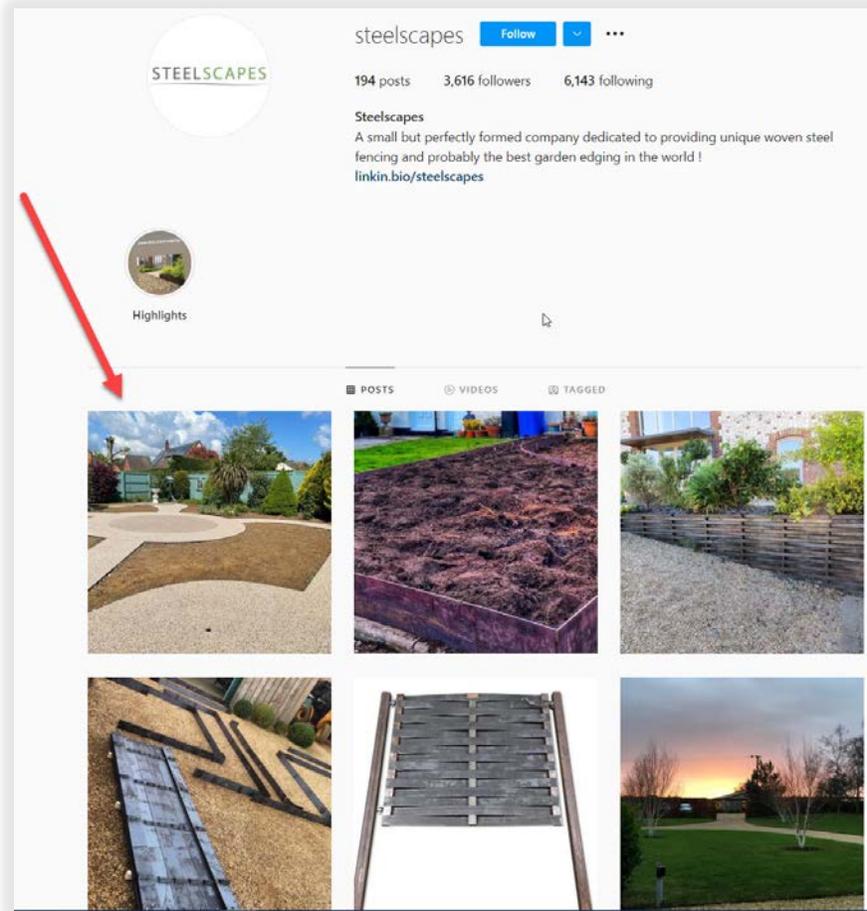
1. What to post...

On Instagram, a post is either a picture or a video. The post appears in your profile and in your followers' feed.

2. Instagram is best for:

Professional product shots or well-produced videos.

2 Post Regularly



2 Post Regularly

building_co.mp4

steelscapes • Follow

steelscapes I am not sure if this will work, not having tried to upload a video on Instagram. Anyhooow two sections of fence and a gate just completed before the moon came up ! We can now supply all the materials you need to build your own woven steel fence, we have modified the posts and slats and provide all fixings so anyone can build their own fence from the ground up with basic tools and no

Views
R 6, 2020

Add a comment... Post

VIDEO

2 Post Regularly

The image shows a video player window titled "dogbed.mp4". The video content features a long-haired dog sitting on a couch, looking out a window. A text overlay at the top of the video reads "This is the story of a dog". To the right of the video is a social media post from a user named "casper" with a verified account. The post includes a recycling symbol and the text "Don't forget to recycle!". Below this is a reply from "shawndonmusic" with a verified account and a direct message icon. The video player has a progress bar at the bottom showing 00:01 / 0:49. A large red "VIDEO" watermark is overlaid on the bottom center of the player. The date "DECEMBER 17, 2021" is visible below the video player.

2 Post Regularly

personality.mp4

pressedjuicery · Follow

pressedjuicery Juice Cleanse 3 - Mayowa

Remember to listen to your body during your cleanse! 💪 While we make a recommendation on what order to drink your cleanse juices in throughout the day, always find out what works best for you! ✨ Our UX Designer, Mayowa, changed it up as she did Cleanse 3 with her bestie cheering her on. 😊

@emirestudio|@minjooandimokay
#pressedjuicery #juicecleanse
#juicefast #newyearnewjourneys

56w

ohkkkim @shelleykim

00:01 00:52

JANUARY 29, 2021

VIDEO

Add a comment... Post

3

Use Stories

3 Use Stories

Think less, Do more...

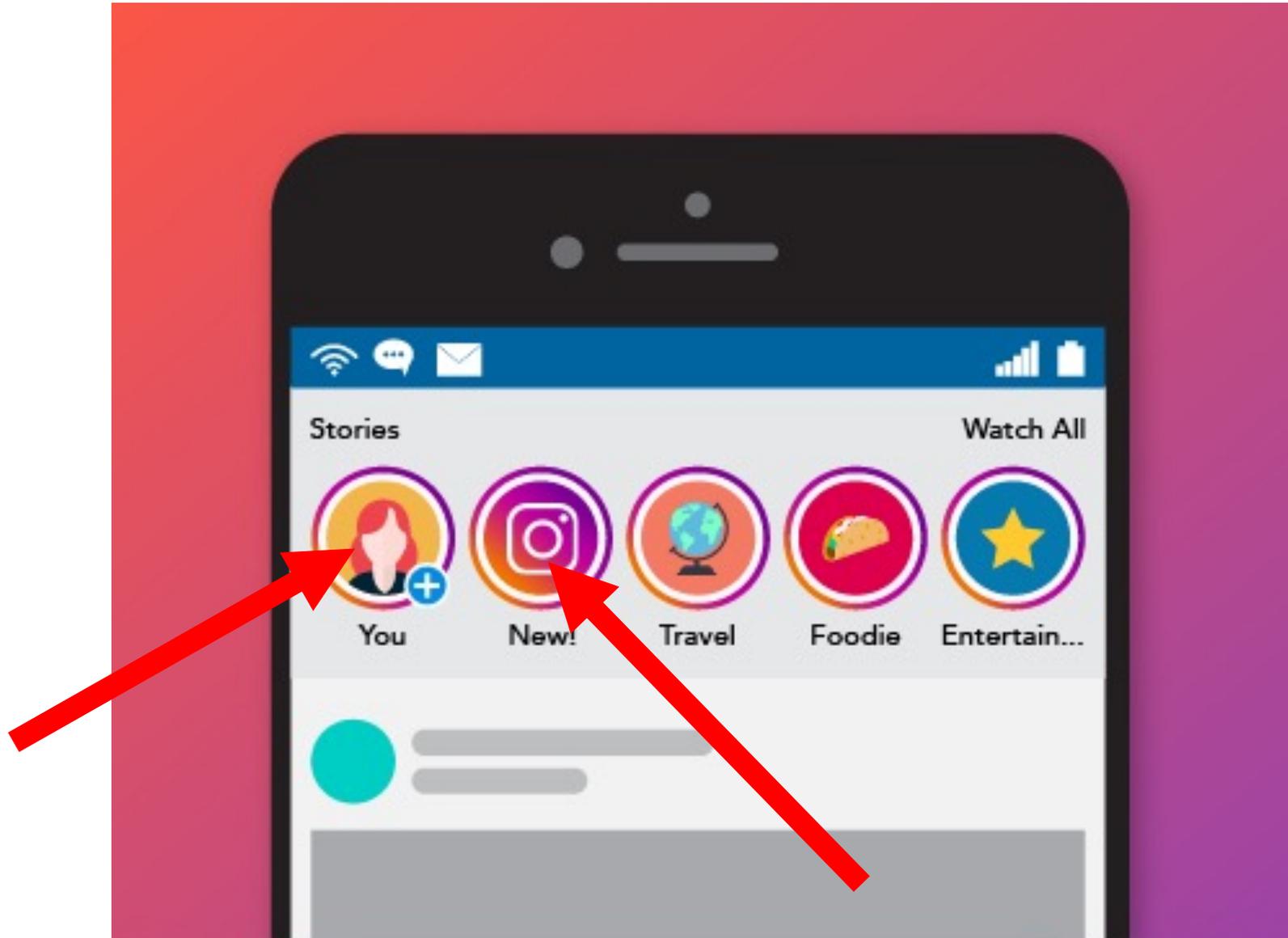
1. What Are Stories?

Stories let you post photos & videos that are 15s in length & vanish after 24 hours. Press to pause.

2. Where are they?

They can be viewed by pressing on a profile image that's highlighted –at the top.

3 Use Stories



3 Use Stories

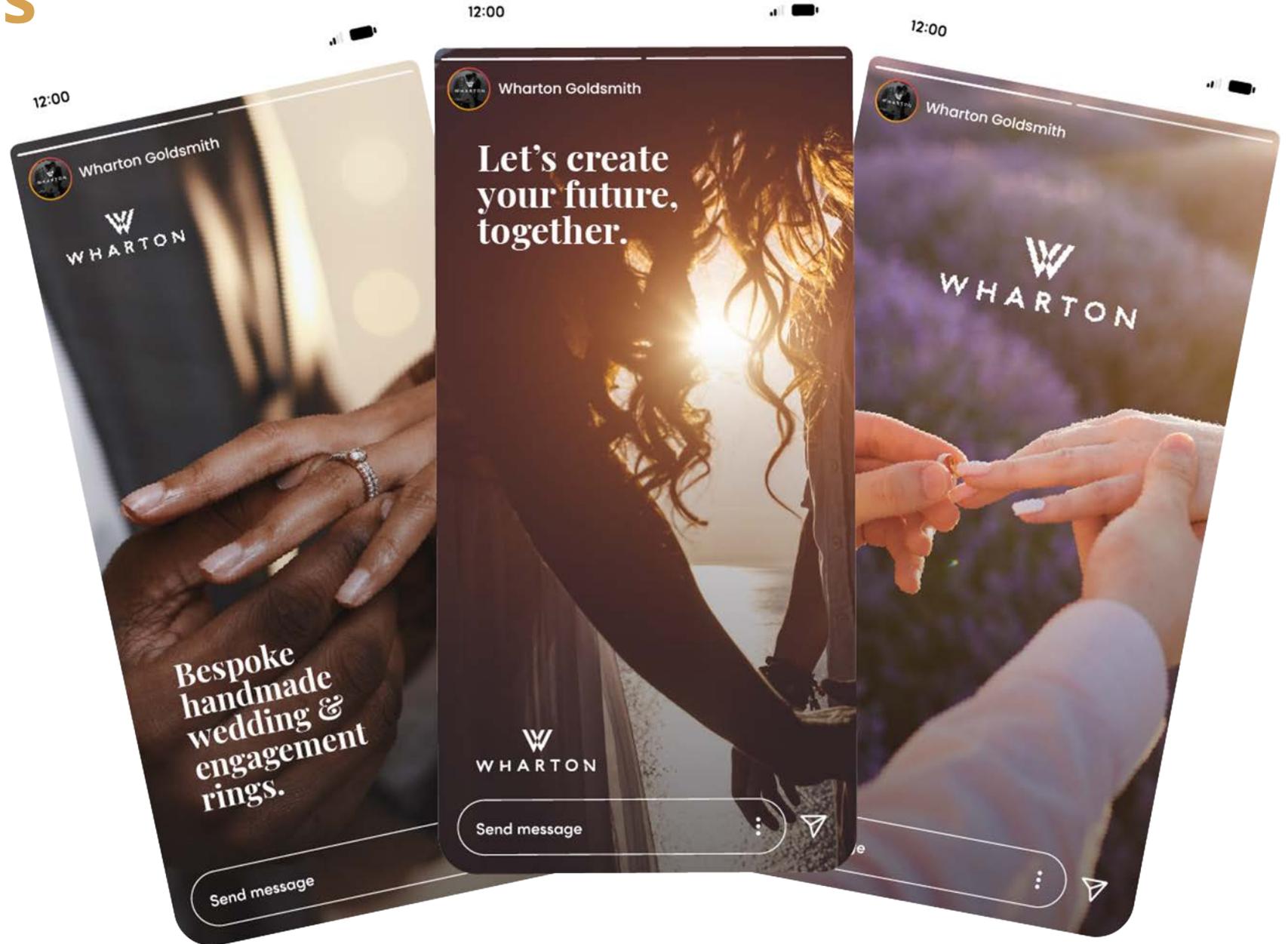
3. **Layout**

They are vertical and fill the screen.

4. **Keep it casual**

They're more casual than normal posts. Think real-life/behind the scenes. Add personality with music, countdown timers, animated stickers & more.

3 Use Stories



3 Use Stories

Highlight Your Business:

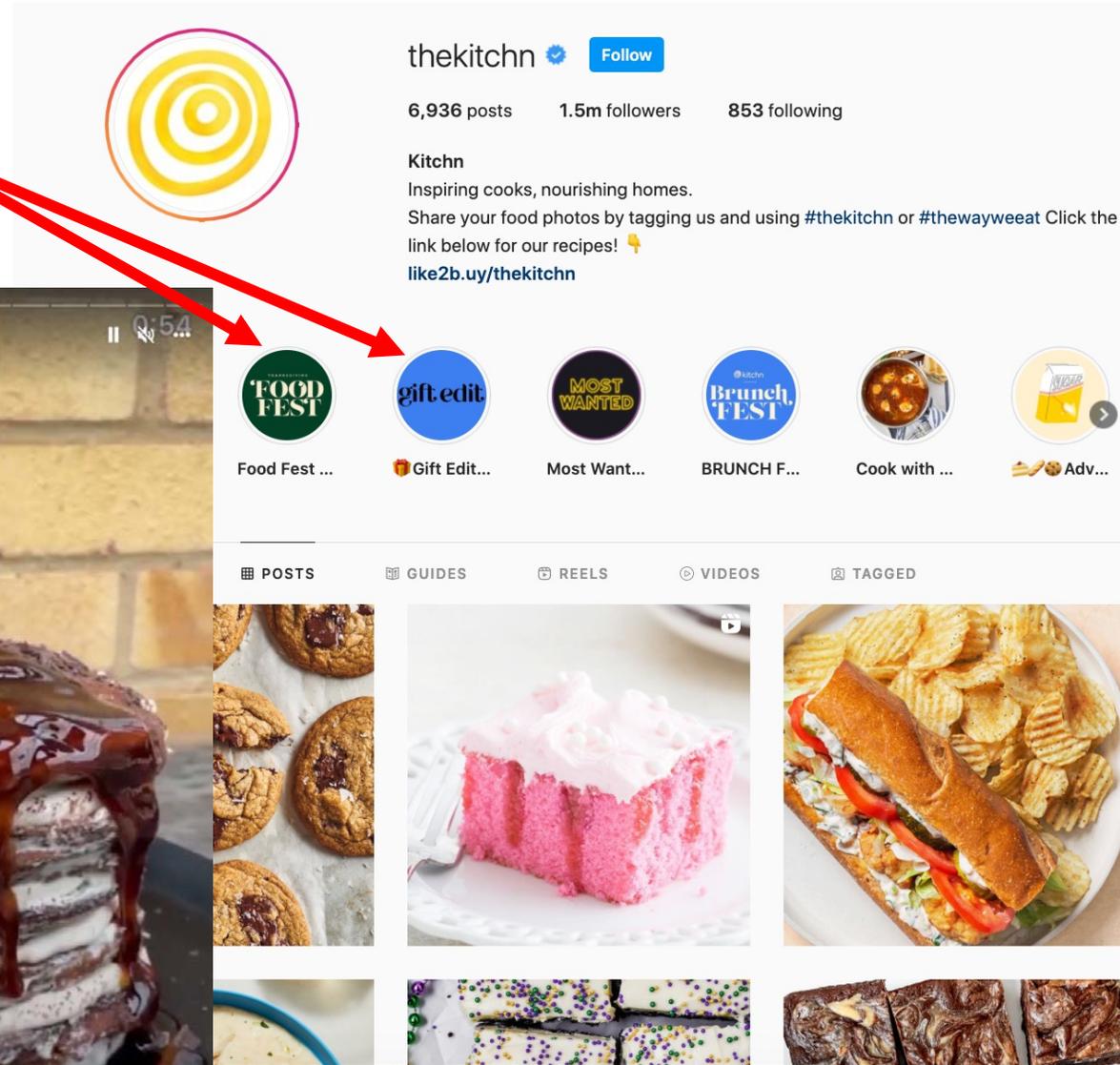
1. What is it?

Story highlights let you take your past stories and make them a permanent part of your profile.

2. Group Them:

You can theme them into groups of relevance to showcase your business.

3 Use Stories



3 Use Stories

3. Be Selective:

Pick the stories that show fun, music, added effects and showcase the best parts of your business in a quick snap-shot.

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2022



Reels

4 Try Using Reels

Instagrams answer to Tik Tok

1. What is it?

Short entertaining video clips of up to 60 seconds where you can also add effects, music and filters.

2. Get Creative

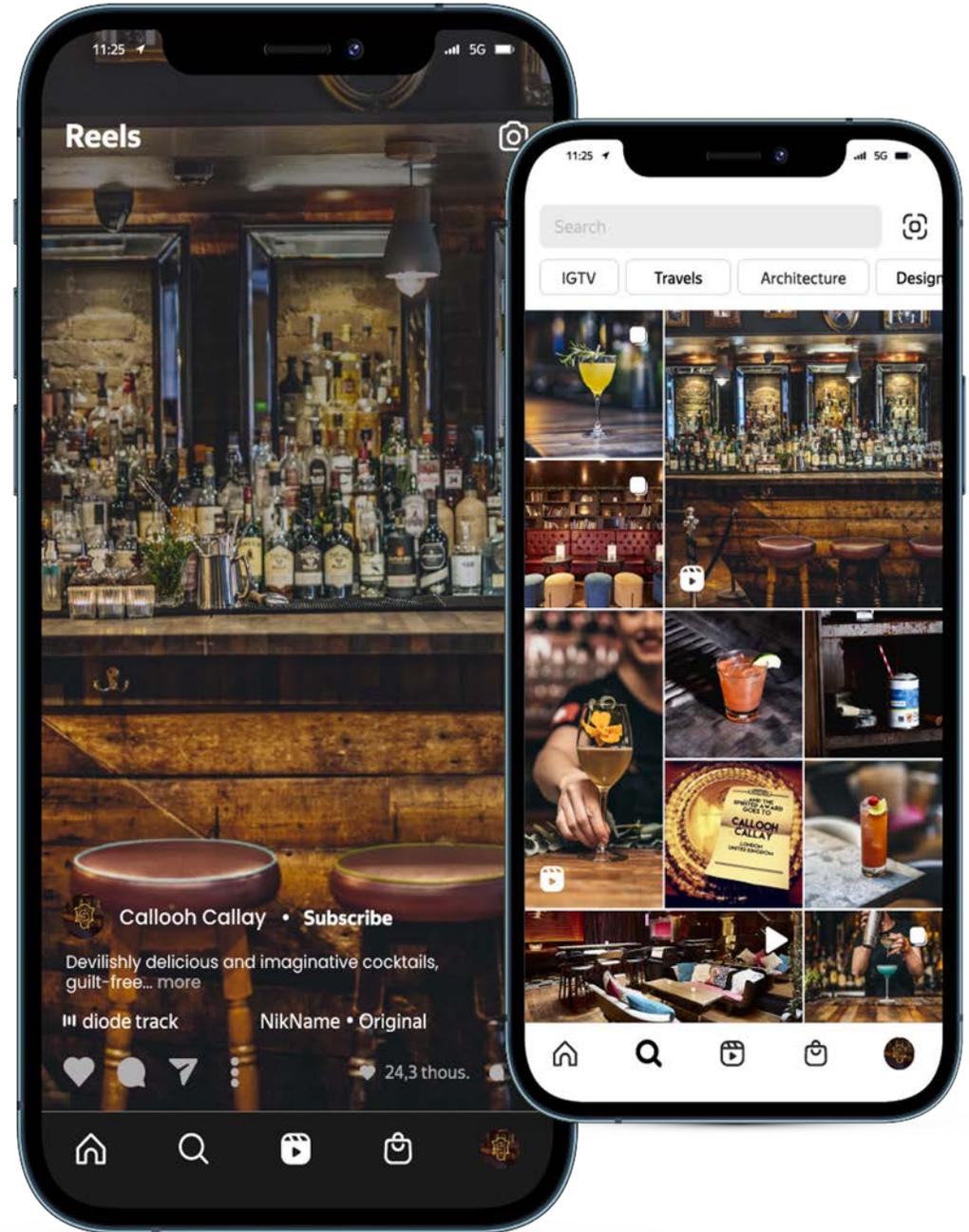
What can you show off about your brand in a snappy, fun and interactive way?

4 Try Using Reels

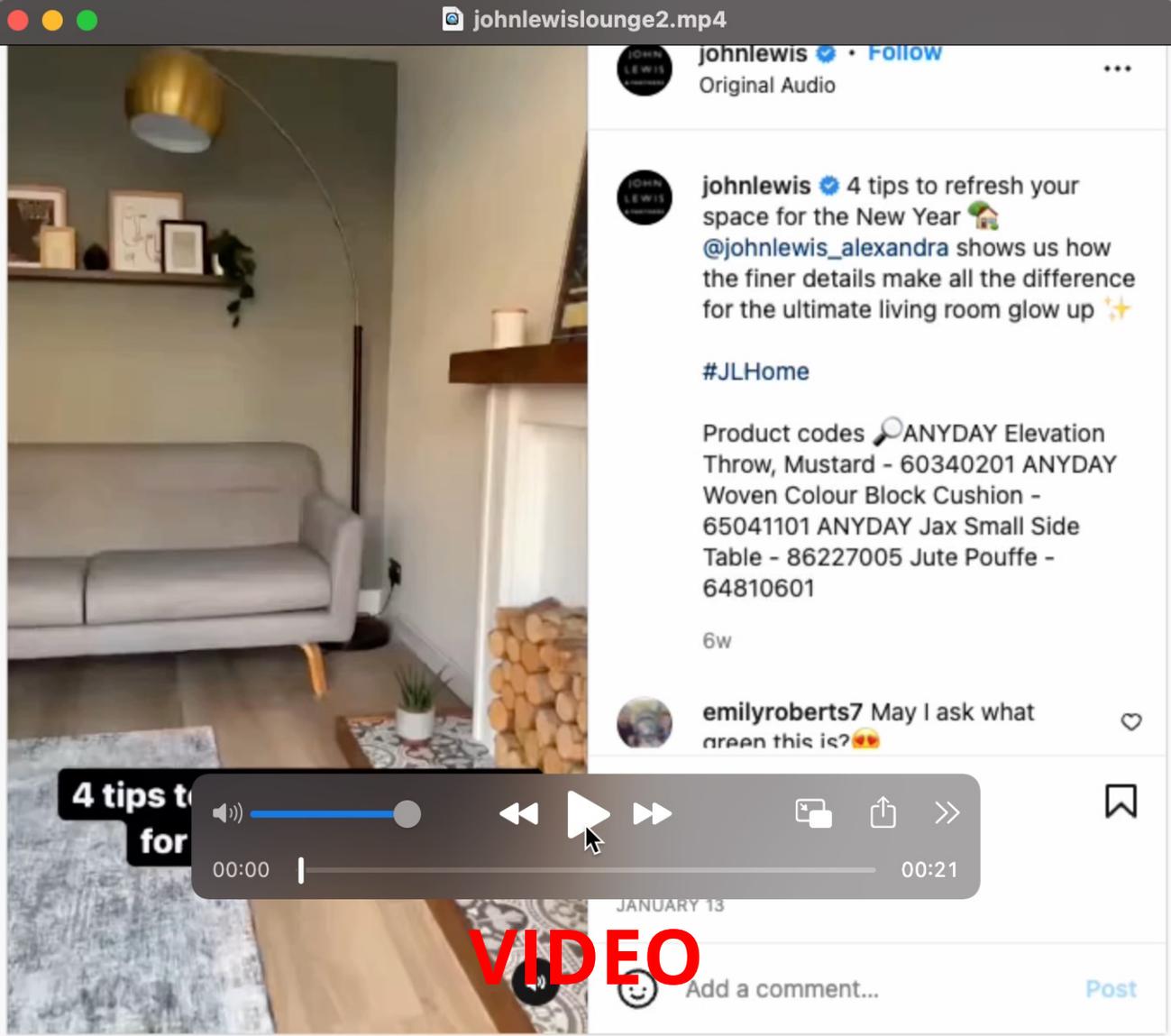
3. Think Bitesize

They're fun, you can add music, effects, filters and mix images or videos together for a quickfire video that leaves a mark whilst telling a story.

4 Try Using Reels



4 Try Using Reels



The image shows a screenshot of an Instagram Reel. The video content displays a modern living room with a light-colored sofa, a gold floor lamp, and a fireplace mantel. A video player overlay is positioned at the bottom of the video, showing a progress bar at 00:00 and a play button. The text "4 tips to refresh your space for the New Year" is visible in the video frame. The Reel is from the account "johnlewis", which is verified and has a "Follow" button. The caption reads: "4 tips to refresh your space for the New Year 🏠 @johnlewis_alexandra shows us how the finer details make all the difference for the ultimate living room glow up ✨". The hashtag #JLHome is used. Product codes are listed: ANYDAY Elevation Throw, Mustard - 60340201; ANYDAY Woven Colour Block Cushion - 65041101; ANYDAY Jax Small Side Table - 86227005; and Jute Pouffe - 64810601. A comment from "emilyroberts7" asks, "May I ask what green this is? 🤔". The date "JANUARY 13" is visible at the bottom of the post. A large red "VIDEO" watermark is overlaid at the bottom center of the image.

johnlewisloung2.mp4

johnlewis • Follow
Original Audio

johnlewis 4 tips to refresh your space for the New Year 🏠
@johnlewis_alexandra shows us how the finer details make all the difference for the ultimate living room glow up ✨

#JLHome

Product codes 🔍 ANYDAY Elevation Throw, Mustard - 60340201 ANYDAY Woven Colour Block Cushion - 65041101 ANYDAY Jax Small Side Table - 86227005 Jute Pouffe - 64810601

6w

emilyroberts7 May I ask what green this is? 🤔

JANUARY 13

VIDEO

4 Try Using Reels

The image shows a screenshot of an Instagram Reel. On the left, a woman with long dark hair and bangs is wearing a bright green oversized jacket over a white t-shirt with a green heart graphic, blue jeans, and white sneakers. She is standing in a room with white shelves in the background. On the right, the Reel's caption and product list are visible. The caption reads: "johnlewis Shirt styling tips with @johnlewis_talisa 🙌 We simply can't get enough of this green 🌿 #JLFashion". Below the caption is a list of product codes with their corresponding items: Whistles Oversized Cotton Shirt, Green - 12123208; Levi's 720 High Rise Super Skinny Jeans, Black Galaxy - 20002801; Jigsaw Mine Print T-Shirt, White - 11432859; hush Boyfriend Straight Fit Jeans, Blue - 44471201; Reiss Lana Twill Cargo Trousers, White - 11265265; Dune Marbled Leather Slingback Sandals, Green - 12962173; and Fiona Scalloped Detail Leather Trainers, White - 13136471. A video player overlay is at the bottom, showing a progress bar from 00:00 to 00:09 and a play button. The word "VIDEO" is written in large red letters at the bottom center of the screenshot.

johnlewisshirt.mp4

Original Audio

johnlewis ✓ Shirt styling tips with @johnlewis_talisa 🙌 We simply can't get enough of this green 🌿 #JLFashion

Product codes 🔍

- Whistles Oversized Cotton Shirt, Green - 12123208
- Levi's 720 High Rise Super Skinny Jeans, Black Galaxy - 20002801
- Jigsaw Mine Print T-Shirt, White - 11432859
- hush Boyfriend Straight Fit Jeans, Blue - 44471201,
- Reiss Lana Twill Cargo Trousers, White - 11265265
- Dune Marbled Leather Slingback Sandals, Green - 12962173
- Fiona Scalloped Detail Leather Trainers, White - 13136471

00:00 — 00:09

FEBRUARY 19

VIDEO

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2022

5

Link Trees

5 Linktree

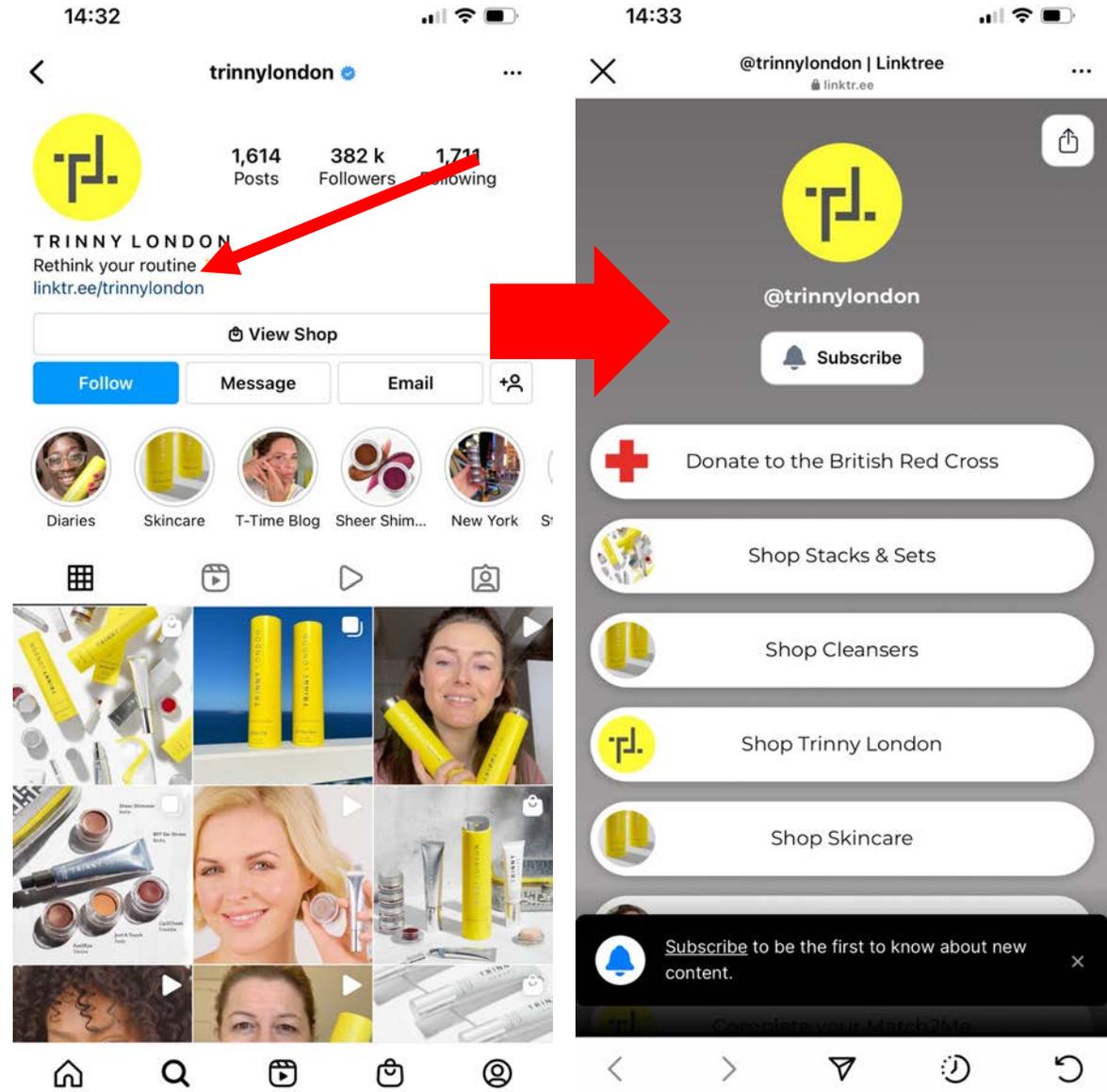
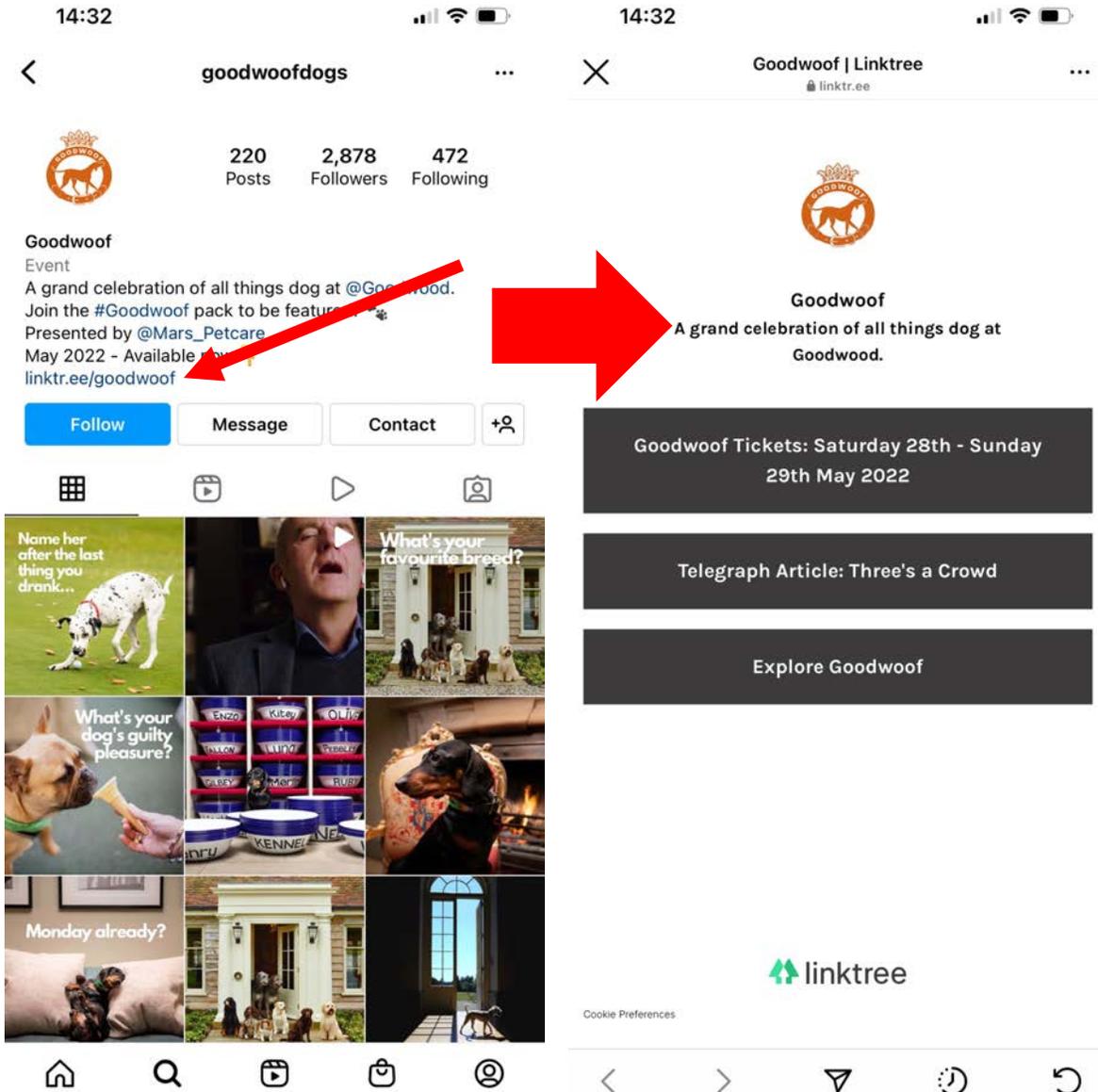
1. What is it?

Linktree allows you to add one link to your bio which leads to a page where you can showcase other links as extra call to actions.

2. What to add:

Add links to your other websites, social pages, shop, specific products, events, offers and more.

5 Linktree

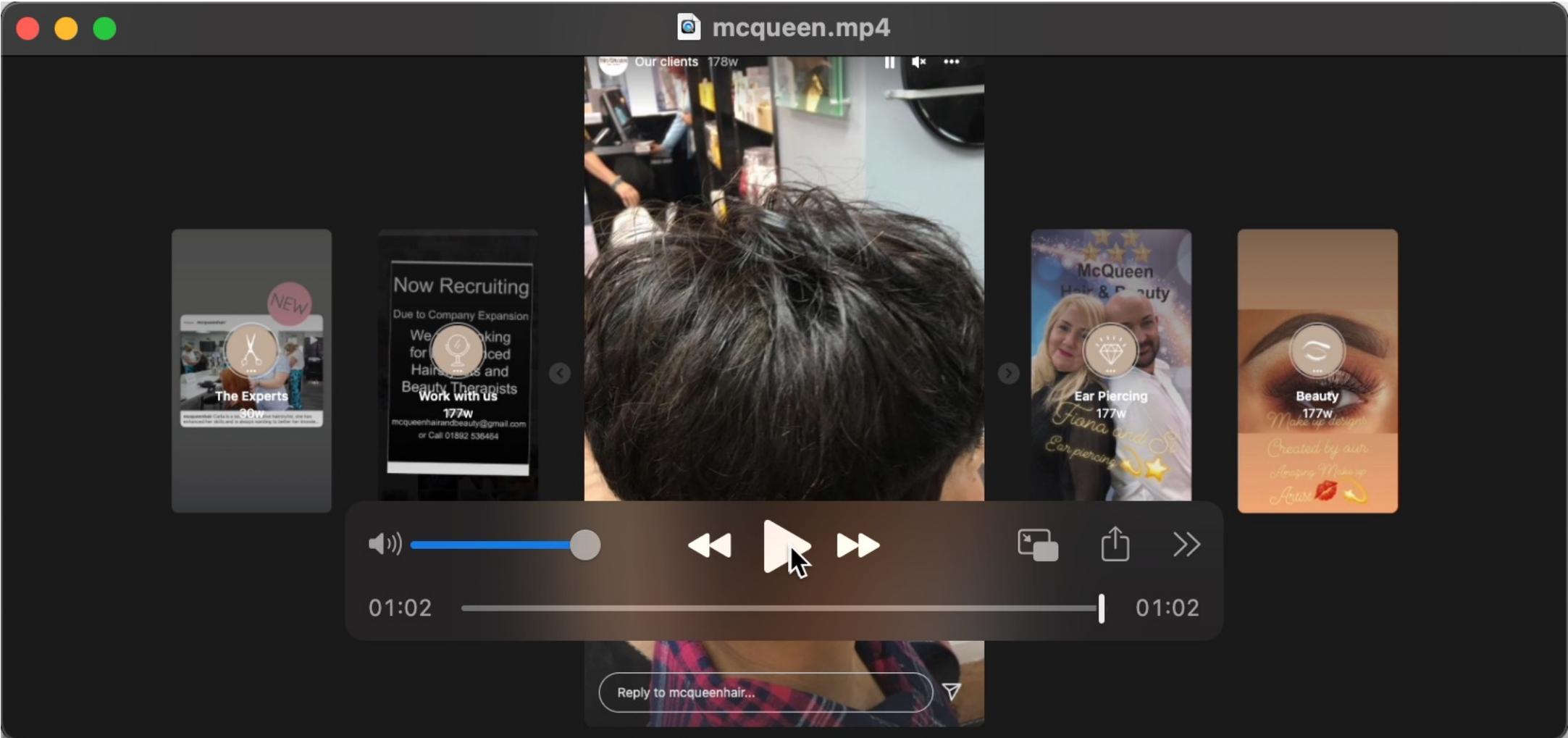


CHRIS CARDELL'S
BREAKTHROUGH
2022

**Your Goal on
Instagram is to
get people to
follow you.**

Your Goal on Instagram is to get people to follow you.

- 1. Follow**
- 2. Like**
- 3. Comment**
- 4. Share**



VIDEO

CHRIS CARDELL'S
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2022



CHRIS CARDELL'S

BREAKTHROUGH

2022