

# MAXIMIZING INSTAGRAM STORIES



**Get active on Instagram Stories!**

## **BRAINSTORM SESSION**

What do your customers love to see most in your Instagram stories?

Create an idea list - brain dump 30-50 topics you could share about in your stories.

What "this or that" polls could you create?

What giveaways could you run for answering a question, asking a question, or responding to a poll?

Who could you ask to do a takeover for you?

What more 'real' topics should you cover?

Whose Instagram Stories do you love to follow most and why?

**CHALLENGE: Post at least 2-3 real stories on Instagram DAILY for the next 30 days.**

Remember, jab/jab/jab right hook. Customers want to have a conversation and relationship with you, but don't forget to post new arrivals and offer them products along the way!

*PS: Don't forget to hang out with us at [@theboutiquehub](#) and [@ajalderson](#)*

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