THE POWER OF SOCIAL MEDIA.

**INSTAGRAM**
- 1 Billion + accounts worldwide are active every month on Instagram.
- 63% of Americans use Instagram daily.
- 70% of shopping enthusiasts turn to Instagram for product discovery.
- 69% of US marketers plan to spend most of their influencer budget on Instagram.
- The potential reach of advertising on Instagram is 802 million.
- Instagram influencers are charging up to $100,000 for a sponsored post.

**YOUTUBE**
- 1 billion hours of YouTube content is watched per day.
- YouTube is the 2nd most visited site in the world.
- YouTube attracts about 1/3 of users on the internet.
- 37% of all mobile internet traffic belongs to YouTube.
- By 2025, it’s predicted that 50% of viewers under 32 will not subscribe to the paid TV.
- 60% of people prefer video platforms to live television.

@nataliekovarik
Youtbe: The Kovariks
People don’t buy what you do, they buy why you do it.

ROAD MAP TO STARTING
Do what you can with what you have where you are – T. Roosevelt

01
RELATE.
FIND YOUR IDEAL AUDIENCE & CONNECT WITH THEM.

02
RELAY.
SHARE YOUR STORY CONSISTENTLY, CONFIDENTLY, & HONESTLY.

03
RESPOND.
BUILD RELATIONSHIPS THROUGH ENGAGEMENT.

RELATE
ROAD MAP TO STARTING
Do what you can with what you have where you are – T. Roosevelt

01
RELATE.
FIND YOUR IDEAL AUDIENCE & CONNECT WITH THEM.

02
RELAY.
SHARE YOUR STORY CONSISTENTLY, CONFIDANTLY, & HONESTLY. DON’T BE AFRAID TO REPEAT.

03
RESPOND.
BUILD A COMMUNITY THROUGH ENGAGEMENT.

INSTAGRAM:
THE ANATOMY OF A GOOD ACCOUNT

BIO
WOLF HOWL
UNIQUE LINK
INSTAGRAM: THE ANATOMY OF A GOOD ACCOUNT

STORIES

QUANTITY
(5-9 per day)

AUTHENTICITY

REAL TIME

HASHTAGS/LOCATION

RELATE/ENGAGE

It’s not about you, but community. People aren’t focused on you but the value you bring to their feed.

INSTAGRAM: THE ANATOMY OF A GOOD ACCOUNT

FEED

QUALITY OVER QUANTITY

AESTHETIC (PRESETS, VSCO, PICTAPO) INTENTIONAL CAPTIONS

HASHTAGS

CURATE & CREATE

APP: PLANN, PLANOLY

LIKE. KNOW. & TRUST.
SHARING OUR STORY MATTERS.

YOUTUBE CHANNEL
Created: 12/19/2019
First Upload: 12/24/2019

2.9M Impressions
264.9k Views
74.8k Unique visitors

Hi Natalie and husband and everyone,

Wow, I can not even tell you in words how much your channel means to me. When I found it was like, I just knew this was a great find. How many times I have watched each episode is countless. The everyday life on the ranch, the daily obstacles that are overcome. I at such peace when I watch.

https://www.youtube.com/watch?v=c64688AJJqY&t=7s

QUESTIONS?

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