

3-2-1 Direct Messages



What is 3-2-1?

3 TIPS
2 EXAMPLES
1 CHALLENGE

Add a personal touch to each message

This goes beyond just using their name. Mention something about their biography / feed / stories that you liked or connected with. Engage with your current followers before sending them a DM. Consider sending DM's to new followers or those who share your content with their followers.

Send a message that isn't typical

Unexpected and fun messages really catch the eye. It allows you to showcase your personality and your brand. People are more likely to respond if something surprises and inspires them.

Try "Saved Replies"

If you have an Instagram Business Account set up "Saved Replies" for links you send a lot, or questions you answer frequently.



3 Tips

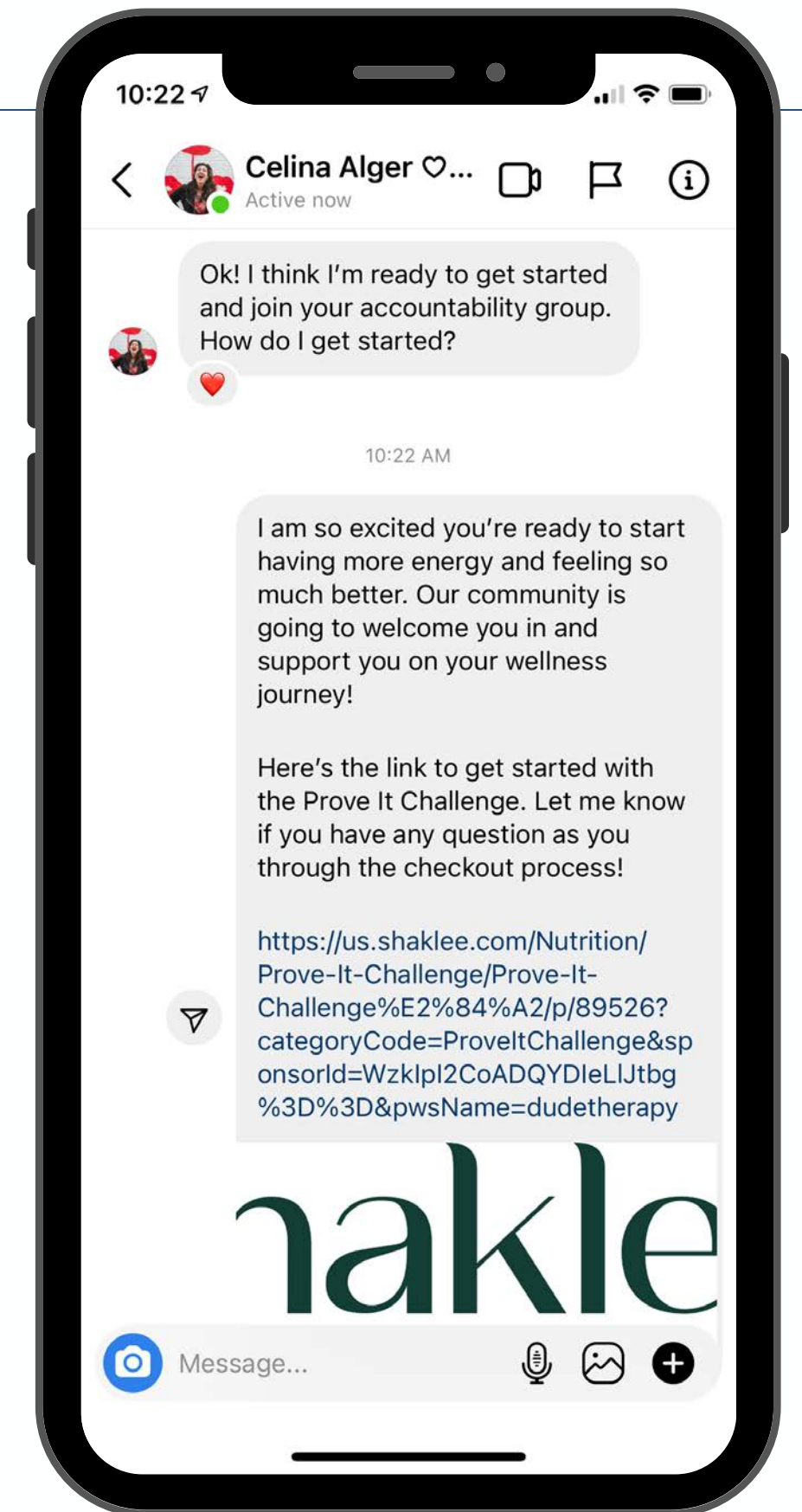
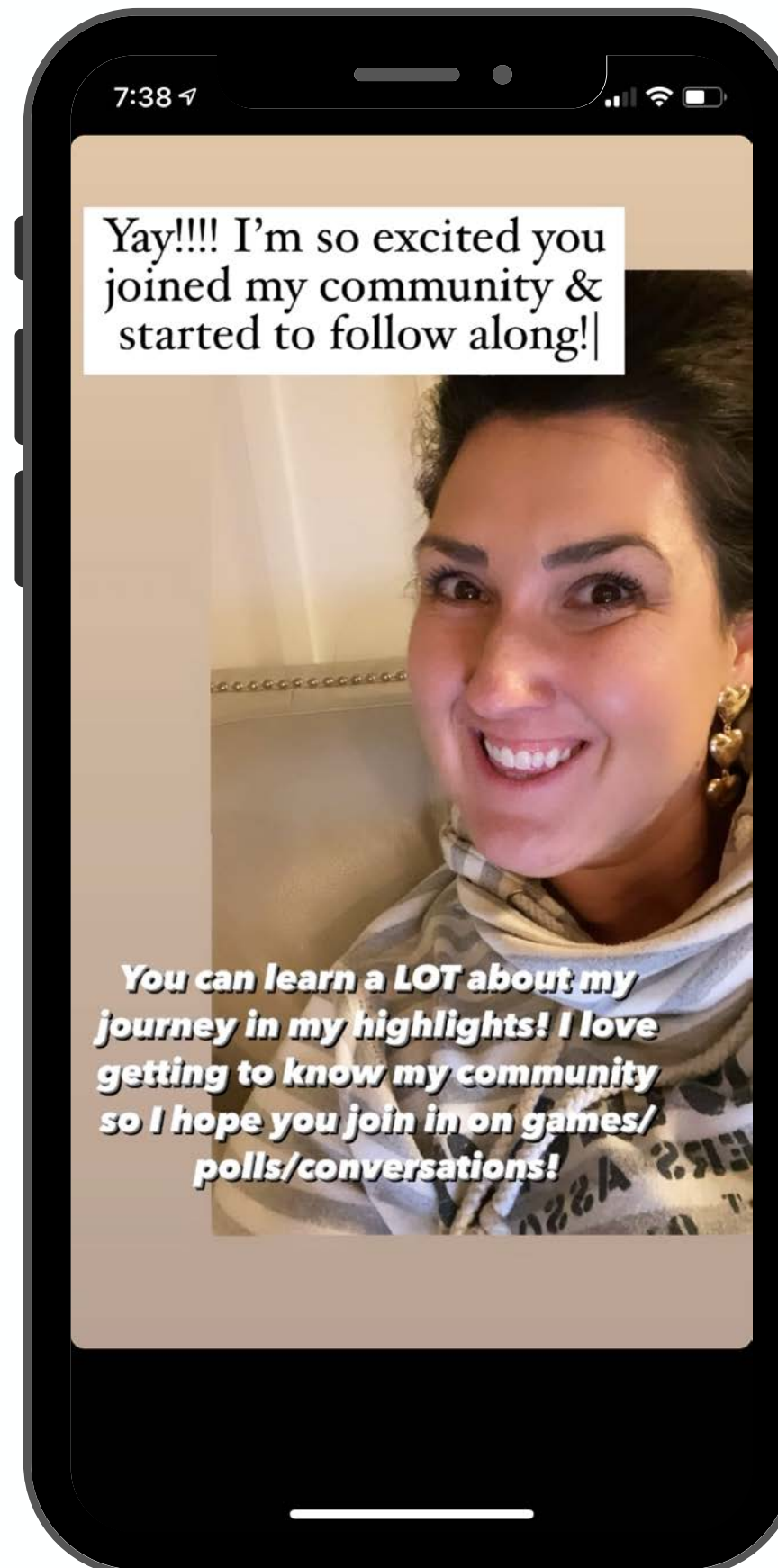
2 Examples

Send A Personalized Photo

- Something that catches the eye and is something that will entice people to click on and read.
- If you animate the text, it will show as a video - Even more fun to watch!
- Allows you to make a personal connection with your audience.
- Are easy to create using the tools in the app.

Saved Reply for PIC Link

- Has a conversational tone.
- Saves your Personal Website (PWS) link to the PIC page for easy access.
- Can be updated or changed as you go.
- To set up in Instagram:
 - Profile -> Settings-> Business-> Saved Replies





1 Challenge

Send 3 unique Direct Messages. Make them fun and eye catching.

- You can send a personalized photo
- Try a voice memo
- Or a Video Message

Reach out to a new follower, someone you are following up with and someone who is on your "Dream Team" List.

Don't overthink it!

To help ease your nerves of doing something new- send a practice message to a friend!