



Food  
Liability  
Insurance  
Program

**HOW TO MAKE YOUR FOOD BUSINESS**

# Stand Out on Instagram

**IN 2024**



[www.flipprogram.com](http://www.flipprogram.com)

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# OVER 200 million<sup>1</sup>.

That's the number of businesses that were active on Instagram last year. Beyond indicating just how many business owners value having an Instagram presence, this massive number also means it's getting harder and harder to set your business apart from all the others on the platform.

If you're resolving to "wow" your customers with a memorable Instagram presence this year, look no further! We've got you covered.



## HOW INSTAGRAM CAN

# Benefit Your Business

Improving your Instagram presence is an excellent way to spice up your food business and reach a wider audience. With its visually focused platform and massive user base, Instagram can be a game-changer for businesses like yours.



Whether you own a restaurant, food truck, or bakery, this app offers no shortage of opportunities to showcase your delicious culinary creations, engage with customers, and ultimately boost your brand. Let's dig into how leveling up your Instagram presence can take your business to new heights.



### Connecting With Your Core Customer

Before putting in the time and effort it will take to make your Instagram account shine, consider whether this platform is the best way to reach your customers.

You'd be wise to invest a lot of time and attention into your Instagram presence if your target audience consists of anyone between the ages of 25 and 34. With 31.7% of users in this age group, it's the most popular bracket on the app, followed closely by 18- to 24-year-olds at 30.2%.<sup>1</sup>

Of course, it never hurts to get information straight from the horse's mouth, so to speak. Consider asking your customers to fill out a short survey about their social media habits to see if Instagram comes out on top as the most commonly used app amongst your target audience.



You can also get a sense of whether Instagram is the best platform for your business by taking a look at what your competitors are doing. If you're a food truck owner and you see other local food truck businesses on Instagram, this is a good indicator that your presence on this platform is worth your time and energy.



Keep in mind that if you find your target customer is more likely to use Facebook than Instagram, you can post to both platforms at the same time. Any Stories, Reels, or posts you create on Instagram can be shared to Facebook automatically at the touch of a button, so you don't need to worry about leaving your Facebook audience behind to pursue success on Instagram.



## A Picture's Worth a Thousand Words

Instagram is a visual-first platform. While you can put a lot of good content in your captions, people don't open up the app to read—they open it up to look at aesthetically pleasing pictures and videos.

It doesn't take an industry expert to know how impactful visuals can be when it comes to food. A menu with high-quality, mouthwatering pictures of your food does wonders for people's appetites and by extension your sales. Some restaurants have even seen a 30% increase<sup>2</sup> in ticket sizes after adding images in addition to descriptions of dishes on their menus.

This is backed by neuroscience. Studies have shown that people rely heavily

on visuals to identify food that is appetizing, nutritious, and safe to eat.<sup>3</sup>

While not a replacement for your menu, Instagram can function much the same way by allowing you to grab a user's attention (and make their stomach growl) with delectable shots of your food.



## Digital Word-of-Mouth

These days, a food business' online presence can play a huge role in whether a customer chooses to patronize them. In fact, 88% of customers<sup>4</sup> say they rely on both online reviews and their friends' recommendations on social media when deciding where to eat. Word-of-mouth also results in five times the amount of sales that paid ads do.<sup>5</sup>

That means your customers aren't just relying on Yelp and Google reviews—they're relying on what their friends are saying about you or sharing from you on social media.

If your Instagram presence is strong, customers will be more likely to share your posts with their friends, giving you access to a wider audience that will implicitly trust you because their friends recommended your business.





## DID YOU KNOW?

# 47%

47% of American adults are active on Instagram.<sup>6</sup>

# 62.2%

62.2% of Instagram users follow and search for brands on the platform.<sup>1</sup>

# 30.1

On average, Americans spend 30.1 minutes scrolling through Instagram every day.<sup>7</sup>



## INSTAGRAM

# Best Practices

Before getting into the nitty-gritty of how you can make your Instagram presence shine this year, it's important to make sure you've built a good foundation to grow on first.



### Make Your Profile Insta-Ready

Let's get back to basics for a minute and talk about the building blocks of any good Instagram account. By making sure you've ticked each of the three boxes below, you'll be ready to start expanding your reach on this platform and impressing people with your high-quality content.

#### **A Strong Username**

Getting the handle you want can be tricky; with over 2.35 billion active monthly users,<sup>8</sup> your preferred username may already be taken. If that's the case, try adding your business' location to the end of your handle (ex. Anna's Ice Cream becomes @annasicecreamseattle). If the handle you want is taken but doesn't appear to be in use, try messaging that account to see if the owner would be willing to part with it for a fee.

#### **An Appropriate Profile Picture**

Your profile picture will be many people's first visual impression of your business, so it's critical that you put your best foot forward here. The best way to do this as a business is to use your logo. If your logo contains small text that is difficult to read, create a simplified version of it without the fine print that you can use across all social media platforms for consistency.



## An Informative Bio

Along with your username and profile picture, your bio is going to be one of the first things people see when they discover your Instagram account. While you should keep this brief, make sure to include info like your business' location, email address, phone number, hours of operation, and website in addition to a short blurb introducing your business.



## Plan Out Your Posts

Maintaining your Instagram presence can be a handful. You're busy enough as it is, so trying to remember to post regularly is no easy feat.

That's where creating a content calendar can make a huge difference. A content calendar takes some planning in advance, but once it's set you can take a breather and enjoy not worrying about coming up with something to post on the fly.

Essentially, your content calendar should map out the kind of posts you will share on various days throughout the month. For example, if you're a home bakery business, you might advertise a promotion you're running on cookies on Monday, post a "how it's made" Reel featuring your signature sheet cakes on Wednesday, a photo of your best-selling snickerdoodles on Friday, and a Story poll asking customers what their favorite cake flavor is on Saturday.

Unless you have a social media manager on your payroll, posting something every day may not be a realistic goal. Instead, aim for at least three thoughtfully timed posts per week to maximize the reach of the content you share. Posting daily is certainly ideal, but what matters most is posting consistently and at a frequency you can comfortably maintain.



## TIMING IS EVERYTHING

Chances are if you post at an odd hour, the engagement you'll see will be very low no matter how amazing your content is. For food businesses, the best time to post content is around the time that most of your customers are eating. Try scheduling your posts for these times to catch most people while they're hungry and scrolling:

- 9:00 AM
- Between 12:00 PM and 1:00 PM
- 8:00 PM

## THE 80/20 RULE

While promoting your food is an important part of using social media to your advantage, nobody likes to be sold to all the time. In order to avoid overwhelming your customers with promotional content, follow the 80/20 rule: 20% of your content for the month can be promotional, but 80% of it should be non-promotional content based on the interests of the audience you want to attract and engage.

Promotional content includes posts advertising deals such as discounts, new menu items, gift cards, sweepstakes, etc.



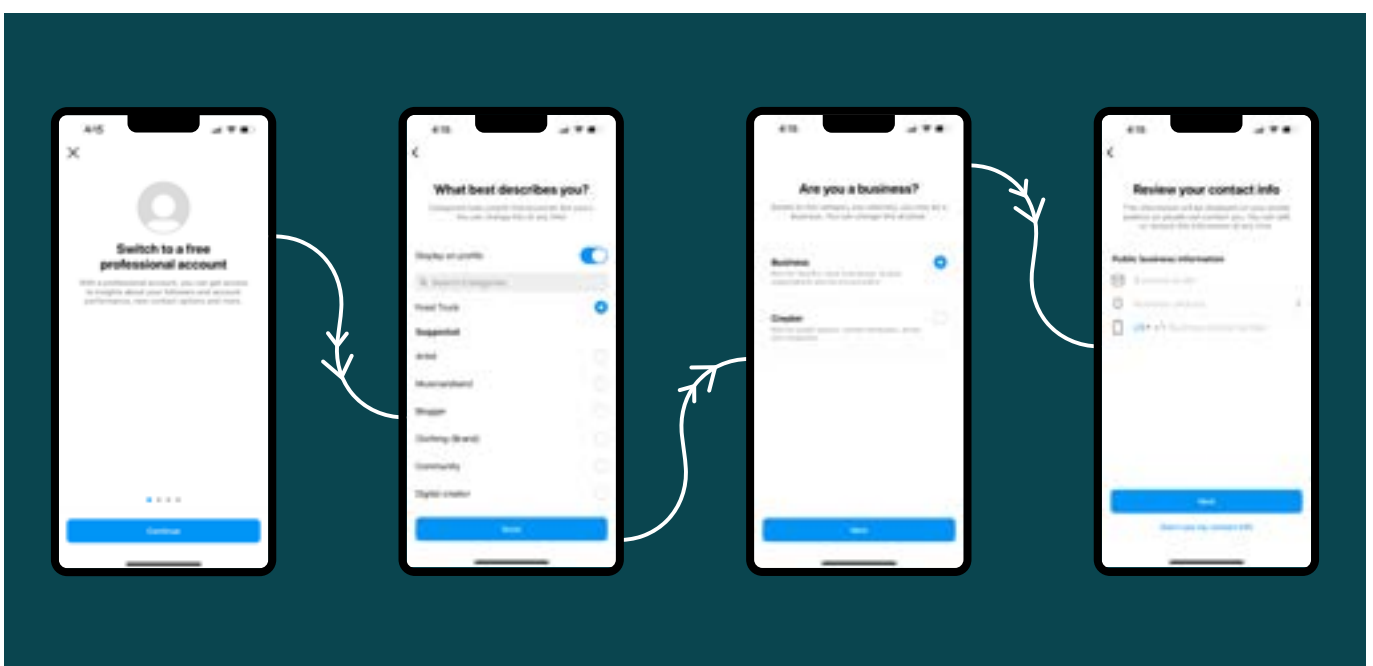
## Set Up a Business Profile

In 2016, Instagram unveiled a profile type specifically for businesses that would offer special features and functionality not available to most users. These features include:

- The ability to view analytics regarding who is engaging with your content, including demographics and follower growth.
- Access to the Professional Dashboard, which allows you to track your business' performance and delve into educational content that Instagram curates for businesses.
- Being able to display or hide your contact information and business category on your profile.
- The option to run ads and promote your posts.

If you don't currently have a business profile, don't fret. You can turn any account into a business profile by going to **Settings > Switch to professional account**. From here, you can select your business category and change the settings to suit your needs.

Having a business profile not only allows you to track your performance data and access useful features, but also makes you appear more credible and professional to your customers.



## LEVEL UP YOUR Instagram Game

Once you've ticked all the boxes for a solid business profile, it's time to up your game! Read on for our top tips that'll put the cherry on top of your Instagram presence.



### Post Stories Your Customers Won't Skip

With their 24-hour lifespan, Instagram Stories have a tendency to feel a little more spontaneous than posting to the grid or making a Reel. They may not immediately stand out as a great marketing tool because they're so fleeting, but Stories provide another low-effort channel for connecting with your customers.

Instagram Stories are a great way to increase engagement because they lend themselves to being interactive. In addition to allowing viewers to like your Story, message you directly, and share your Story, this feature provides several other avenues for engaging with your customers that aren't available when posting to your grid.

So, how do you get people to actually watch your Story instead of skipping through it? Better yet, how do you get those same people to *engage* with your Story? Let's take a look at how your business can go pro in Story-telling by utilizing stickers.

### Put a Sticker On It

When most people think of stickers on Instagram Stories, they're probably thinking about the wide selection of colorful graphics and GIFs you can add



to pictures and videos—and they’d be right! But there’s more to it than that.

While those kinds of stickers are great at grabbing your customers’ attention or accentuating any text you include in your Story, try using some of these other stickers as well to really boost engagement.

## Polls

This handy sticker allows you to pose a question and include up to four possible answers for your customers to choose from.

### How You Can Use Them

- Ask customers to choose which of your three limited-time menu items they’d like to see available year-round.
- Post a series of “This or That?” polls asking simple questions to gauge their preferences for certain flavors you might try incorporating more into the food you make. For example:
  - Chocolate or vanilla?
  - Ketchup or mustard?
  - Sweet or sour?
- Get feedback on a potential new menu item before you commit to it. Keep it simple with “yes” and “no” options to make it easy for customers to weigh in.

### Why They Work

- Polls are low effort for your customers; they don’t have to write their answer, they just tap one of the options.
- Customers are more likely to engage when participation is simple and doesn’t take up too much of their time.
- You can use results from the poll to measure demand for certain things, such as potential new menu items.



## Quizzes

Trust us, this one is more fun than it sounds! Create one (or a few) multiple-choice questions your customers can try their hand at answering. Once they've answered, they'll immediately be able to see if they got it right or not. Like polls, you can add up to four possible answers for each question. Just make sure you select the correct one before posting!

### How You Can Use Them

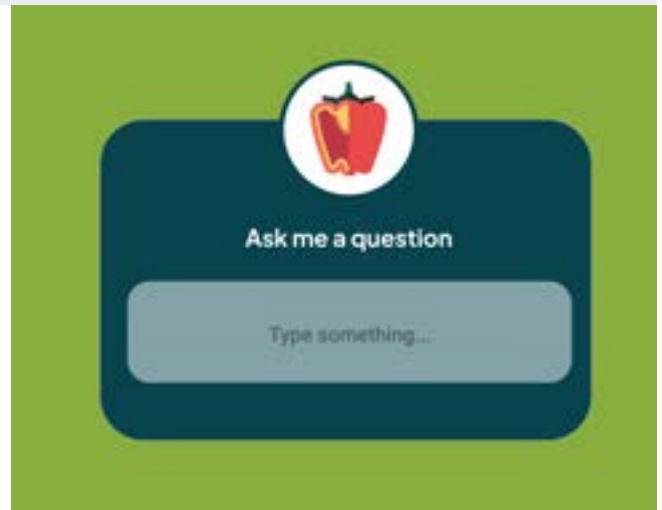
- Build excitement over a new menu item you'll be offering soon by asking customers to guess when it will be released.
- Foster awareness of your business with a question that asks customers to choose the correct answer to "How long have we been in business?"
- Ask customers to answer trivia questions about the type of food you make. For example:
  - Where does the word "espresso" come from?
  - What is frangipane made from?
  - Which country did French fries originate from?

### Why They Work

- Quizzes are low effort for your customers; all they have to do is tap to guess.
- You can get a better sense of how familiar your customers are with certain topics.
- Quizzes make it easy to build excitement around a new item you're selling or an event you'll be participating in.
- They're a subtle way to familiarize customers with your business.

## ☑ Questions

If you want something more open-ended than a Poll, try using the Questions sticker. This gives your customers the opportunity to answer in their own words and tell you exactly what they're thinking and feeling in response to your question.



The best part about Question stickers is that you can select certain responses you get and share those on your Story, answering them publicly. The identity of the person who responded is kept anonymous when you repost it to your story, otherwise you're the only person who can see who submitted each response.

### How You Can Use Them

- Hold a Q&A or “ask us anything” session where customers have free rein. It can be helpful to give them some guidelines or ideas for questions too—don't just throw up a Question sticker without context. Even something as simple as “What do you want to know about our business?” can inspire questions.
- Get to know your customers by asking them questions about themselves! These don't have to relate to your business, necessarily. If there's a holiday or long weekend coming up, ask if they have plans. Showing that you're interested in them will make them feel more invested in your business.

### Why They Work

- While they require more effort from your customers in terms of engagement, many of them may appreciate being able to truly speak their minds versus selecting a pre-written answer on a poll.
- You'll get more thoughtful answers than you would with a poll because the words are coming straight from your customers.



## **PRO TIP: Create Highlights to Save Your Stories**

You don't have to let what you post on your Story expire after 24 hours if you don't want to! By using the Highlights feature, you can save anything from your current Story to a Highlight, where it will stay visible until you decide to take it down.

Highlights are displayed on your profile right beneath the 'Follow' and 'Message' buttons so anyone viewing your account can easily tap and watch. We recommend creating multiple Highlights to organize your posts and adding branded covers to them for a more cohesive look.



## **Make Reel-ly Good Reels**

Unveiled in 2020 to rival the success of TikTok, Instagram Reels have since become an extremely popular feature on the platform, with users watching over 140 billion Reels every single day.<sup>9</sup>

The maximum length of time for Reels is 90 seconds, so they can provide a better avenue for long-form storytelling than Stories or regular posts. They also get better reach than any other content types Instagram has to offer at 33.8%, beating out regular image posts at 29.9%.<sup>10</sup>

With Reels making up more than half of the content Instagram users share in direct messages, the opportunity to connect with your audience and tell your business' story through this feature is not one you'll want to pass up!

In this section, we'll dive into some of the basics for making Reels, as well as some ideas you can use for your own Reels that will resonate with your customers and drive engagement.



## The Recipe for Success

While what's trending in the world of Reels may change, there are a few basic best practices you should always keep in mind no matter what you create.



### Add a Tune

Reels allow you to add music from Instagram's catalog to help set the mood for the story you're trying to tell. Easily search for a particular track to add to your Reel or browse recommended music Instagram curates in the "For You" category, which includes songs the app thinks you'll like in addition to some trending tracks.

### Use Visual Effects

Adding effects to your Reels will make them much more interesting to watch and give you more creative freedom with your content. Try using the green screen effect to layer yourself and your commentary onto other pictures or clips to give an otherwise impersonal video a more personal touch.

### Always Have a Hook

To keep people from scrolling past your content, you need to have a hook that will keep them watching past the first few seconds. One way to do this is to include a text overlay to tease the content of your Reel (ex. "Top 5 hot sauces to add to your eggs").

### Add a Voiceover

It can be a real challenge to narrate a video while you're creating it. Instead, try adding a voiceover! Choose the clips you want to make up your Reel and record yourself talking over them, adding commentary as you go. Don't rely on your voiceover to get the point across, though—add captions to your video so that anyone watching without sound can get the full experience.

## Content Ideas

### How It's Made

Lots of people love to watch food being made—it's why The Food Network exists! You can capture that same interest on a much smaller and less expensive scale by showing how one of your menu items or goods is made on a Reel.

When it comes to choosing what to highlight, consider opting for one of your bestsellers. Are your *carne asada* tacos all the rage? Give your customers a glimpse into how they're made!



You could also showcase an item that has an interesting backstory. Maybe your chocolate chip cookie recipe was inspired by one that has been passed down through your family for generations—you can talk about this while mixing up your ingredients.

Don't worry, you don't have to give away any secret recipes to pull this off! Show customers 90% of the cooking, baking, or drink-mixing process and leave out any special ingredients if you're worried about competitors taking notes.

### Owner/Employee Spotlight

Customers like learning about the people behind your business. It makes them feel more connected to your business, which increases their loyalty. Making Reels that highlight you and your employees is a great way for customers to get to know you beyond just the food you make and sell.

If you have several employees, try making a Reel that introduces the newest members of your team, as well as one where you interview your most senior

employees and ask them why they enjoy working for your business.

You could also make a series of Reels introducing each of your employees and asking them to share which product or menu item they'd recommend to customers. Depending on the number of employees you have, there's a lot of content to be made from this one theme.

Whether or not you have employees, make sure you get out in front of the camera too! Make a Reel introducing yourself and how you came to start your business. People will be more inclined to buy from your business if they're already familiar with you and your crew.

### **Before and After**

Who doesn't like a big reveal? Before-and-after footage is fairly easy to come by because you can film yourself or your employees going about a daily task—no need to take time out of your busy day to do something different. This concept can feel similar to “how it's made” videos, but in general, they should be shorter because the focus isn't on the process of how something got to the “after” stage.

For example, instead of walking your customer through each step in the process of making your red velvet cupcakes, take a quick video of all the ingredients laid out nicely on your counter and then cut to the finished product.

The possibilities are endless! If you own a catering business, you could film a banquet room prior to set-up and then cut to how it looks afterward (especially with guests enjoying their food!). On the flip side, film the event as it's taking place and then again after it ends if you want to show everyone just how much is left to clean up afterward.

Before-and-after Reels are especially fun to do if you're planning on revamping your workspace. Is your food truck getting a makeover? Film a before-and-after Reel to show your customers the dramatic change!

## **PRO TIP: Use Trending Audio**

If you take some time to scroll through Reels, you'll notice that many of them use the same audio. That's because certain audio clips trend throughout the app for varying lengths of time. Using trending audio in your Reels when appropriate will signal to the algorithm that your post will likely be successful, so it has a higher likelihood of showing up in people's feeds.

The best way to figure out what's trending is to have your finger on the pulse by watching other people's Reels and paying close attention to the audio title in the bottom left corner of your screen. Trending audio will have a little arrow icon next to it. You can save trending tunes to use later by clicking on the music icon in the bottom right corner, and then tapping the 'save' bookmark icon in the upper right corner.







## Master the Grid

While Instagram has expanded its range of content quite a bit over the years with Stories and Reels, posting pictures and videos to the grid remains the main feature of the app. While delving into these other content types is a huge opportunity for your business, making sure what you post to the grid is impressive and attractive is not something to overlook. After all, your grid is the first thing people will see when they visit your profile!

In this section, we'll take a look at how you can improve your grid game and impress both current and potential customers with stunning posts that make people want to engage.

### The Camera Eats First

If you're anything like most people, a well-photographed picture of food is going to make you pause and set your stomach grumbling. Of course you want people to feel the same when pictures of your culinary creations show up in their feed!



Naturally, a good majority of the content you post on Instagram is going to feature your food. Unfortunately, food photography is notoriously difficult. It doesn't matter how delicious your dish is—if the lighting is poor or the image is grainy, it's never going to look as good as it tastes.

Don't run out and buy a DSLR camera just yet! Taking good pictures of your food involves more than just a quality lens. It takes skill, and with most contemporary phone cameras you'll be able to capture mouthwatering shots as long as you know what you're doing. Read on for a few tips for taking showstopping pictures of your food.

## USE NATURAL LIGHTING

Harsh overhead lights can give pictures of your food a strong orange or blue tint, causing them to look a lot different than what your customers will actually see. Illuminating your shot with indirect sunlight will keep the colors looking natural and closer to how they really appear.



## KEEP IT CLEAN

The food you're photographing should be the star of the show, with as few distractions in the frame as possible. Make sure the area you're shooting in is decluttered and lets the food shine.



## INCORPORATE COLOR THEORY

Complementary colors sit across from each other in the color wheel and are often thought of as opposites of each other. However, you can use complementary colors to your advantage when taking pictures of your food to create an interesting visual contrast. If you're taking a picture of a grilled cheese sandwich with lots of yellow and orange hues, try photographing it on a blue plate to really make the color of the cheese pop.

## Craft the Perfect Caption

Instagram may be a visual platform, but your captions still matter! In fact, a well-written caption can mean the difference between someone liking or commenting on your post and scrolling past it without a second thought.

So, how do you write a caption that actually gets read and may even boost engagement? Here are a few tips you can incorporate in future posts.

### **Prioritize Important Information**

You only have a matter of moments to grab someone's attention with your caption. If you put the most important information first, they'll still get the gist of your post, even if they don't end up reading the whole thing.

### **Ask Questions**

One of the best ways to get people to comment on your posts is by asking them a question in the caption. It can be something as simple as their favorite menu item, milkshake flavor, comfort food, and so on. Asking a question naturally prompts people to respond—just be prepared to keep an eye on the comments and respond to them in a timely manner to show that you care!

### **Hide Your Hashtags**

People don't like to read text that looks messy, and adding a string of hashtags at the end of your caption is a quick way to make otherwise simple text look cluttered and unappealing. Instead, hide your hashtags! This can be done in a few ways, but one of the most popular is by adding a series of two to five dots at the end of your caption and hitting 'enter' after each of them to space them out. After the last dot, add your hashtags. Alternatively, keep your hashtags out of the caption entirely and include them in a comment on your post instead.

## Give Your Layout Some Love

When people land on your profile for the first time, you want them to be impressed and intrigued. One of the best ways to do this is to put some

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thought into how your grid layout looks. A nicely organized and planned grid not only looks professional but inviting, and may entice people to spend a little longer looking through your posts than they otherwise would.

Making sure your grid looks nice may sound like a vanity project, and while that might be true for personal accounts it certainly doesn't apply to your business. Using your grid thoughtfully gives you the chance to give anyone viewing your profile a quick, digestible glance at your branding.

If you want to know how to build a good-looking layout that will impress current and prospective customers, follow these tips!

### **Utilize Your Branding**

Try to incorporate some aspect of your branding in each post, whether that's including your logo or adding text in your brand's font and colors to your pictures.

### **Create a Checkerboard**

By alternating the type of content you post, you can easily create a striking checkerboard pattern on your grid. For example, you might add a branded border to every other post, or every other post might rely heavily on graphic elements to set them apart from the other photos and videos you post.

### **Go Row by Row**

Similar to creating a checkerboard pattern, post three images at a time with a similar theme and design, and then the next three will have their own distinct theme. For example, three pictures of items from your menu, followed by three branded graphic text posts advertising specials, discounts, etc.

Having a content calendar will come in handy when you're beautifying your grid, and vice versa. If you want to go for a checkerboard pattern, you know that every other post needs to look a certain way to keep that visual effect intact, which should help with planning the order of content you post.



## KEEP UP WITH TRENDS AND New Features with @Creators



Social media trends are here and gone in the blink of an eye, and Instagram is no exception. By the time you're aware of a trend, it may already be on its way out.

At the same time, Instagram is regularly unveiling new features that can drastically change what type of content is preferred by their algorithm, and in turn what your customers want to see.

To make staying up-to-date with the latest trends and features on the app a little easier, we recommend following @Creators—an official Instagram account dedicated to providing resources for creators on the app.

The Creators account is a wealth of helpful information for anyone looking to create successful, engaging content on Instagram. They regularly post tutorials from other creators that show you how to use different features of the app, such as the dual camera feature, and they also share regular announcements about new tools so you stay in the know.

This account also posts regular trend reports specifically for Reels, which can save you a lot of time scrolling through the app to figure out what's popular. For each one, they'll share example Reels from other creators and give you recommendations for what text and audio to add to nail the trend.



## OTHER ACCOUNTS TO Follow for #Inspo

If you're looking for Instagram inspiration, there are plenty of food businesses out there that are crushing it on this platform! Here are a few of our faves we think are worth checking out and giving a follow.



### Kamper's Kitchen (@kampers\_kitchen)



Located in Fort Lauderdale, Florida, Kamper's Kitchen is a catering business specializing in charcuterie boards and grazing tables. Beyond providing tasty finger foods and appetizers, the owner Alex takes great pride in her food styling skills and loves to create stunning tablescapes for all sorts of gatherings.

### What We Love About This Account

#### Stunning Photography

Kamper's Kitchen sets itself apart from other catering businesses with the way its food is styled across tables at an event. After just glancing at its profile, you get a sense of how impressive these bountiful displays are and how they could wow guests at your function.

## ✓ Smart Use of Highlights

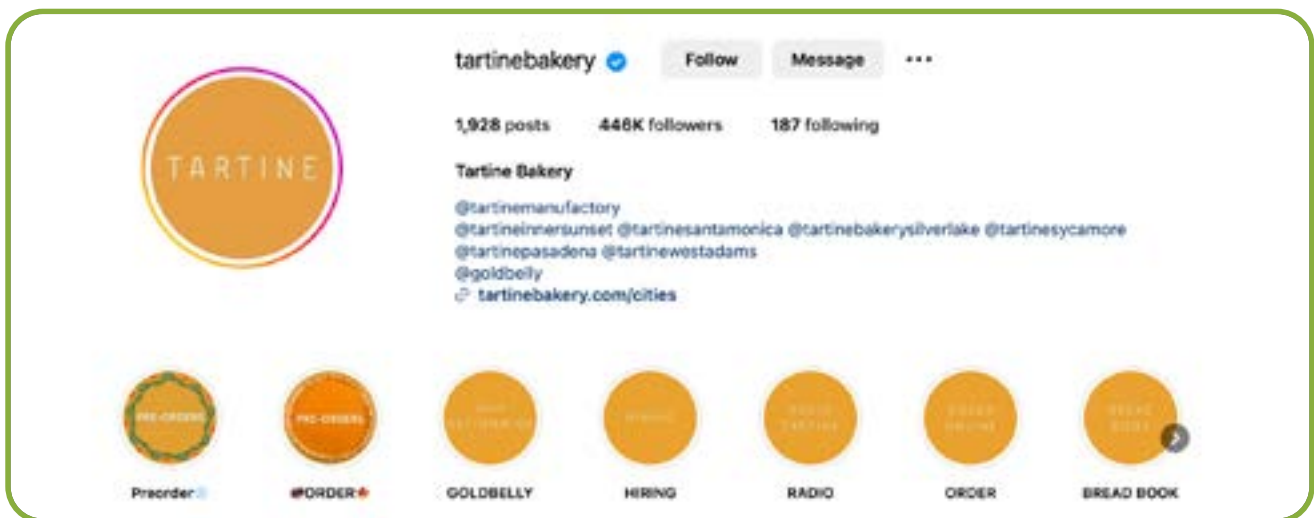
We love how Kamper's Kitchen devotes its Highlights to showcasing each of the different types of catering spreads it offers, from dessert boards to 14-inch platters to its signature grazing tables.

## ✓ Captions Worth Reading

Kamper's Kitchen keeps their captions short and sweet, which is important when you only have moments of a person's attention before they scroll to the next post in their feed. This business makes great use of relevant emojis and nestles its hashtags far beneath the text, making each caption visually pleasing and easy to read.



## Tartine Bakery (@tartinebakery)



Tartine began as a bakery in San Francisco and has since opened locations in Los Angeles and Seoul, South Korea. This business specializes in breads, pies, and crave-worthy pastries, and with over 440,000 followers, it has an amazing Instagram presence to boot.

## What We Love About This Account

### ✓ Clean, Consistent Branding

Tartine has a minimal aesthetic that really allows its baked goods to shine, and this comes through on its grid. Each image has a bit of a warm tint to it that perfectly matches its golden brand color.

## ✓ Excellent Use of Highlights

Each highlight has a branded cover that looks visually appealing on Tartine's profile. They're clearly labeled and organized, making it easy for people viewing this business' profile to navigate.

## ✓ Food Photos Shot With Natural Light

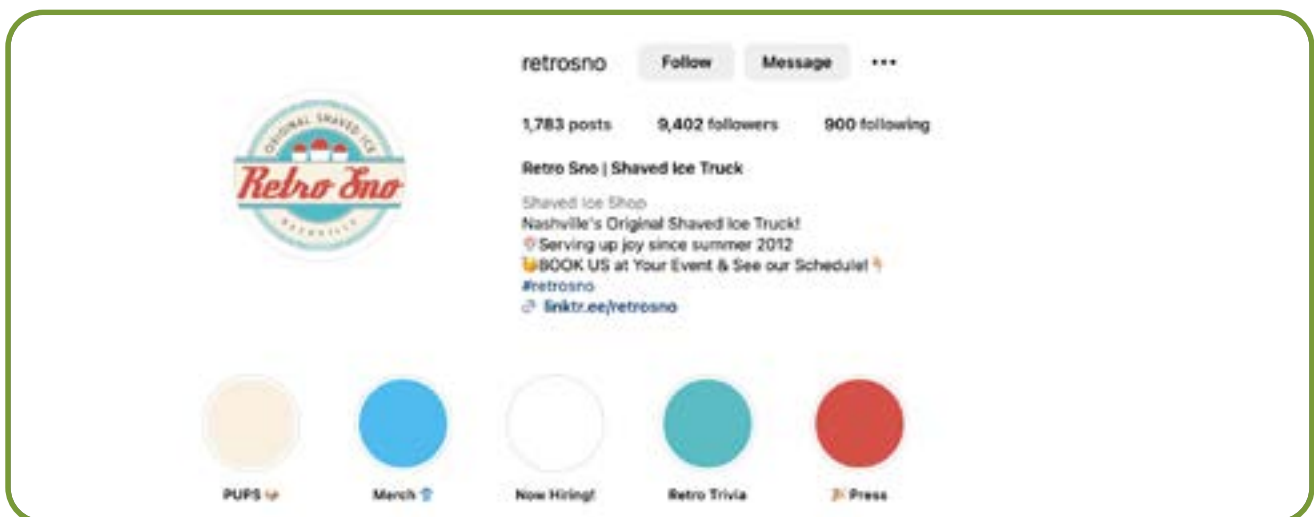
The colors and textures of all the baked goods look true to life because Tartine uses natural light when photographing food.

## ✓ Simple but Loop-Worthy Reels

The food is the star in all of Tartine's Reels. The company regularly posts "how it's made" videos that showcase its bread-making process that pique curiosity. Also, Tartine is pretty good at utilizing trending audio to gain more views.



## Retro Sno (@retrosno)



Offering shaved ice all around Nashville, Tennessee, Retro Sno makes tasty frozen treats with signature flavors like raspberry wedding cake, frozen white mocha, and sangria. Taking things up a level, they also offer Stuffed Snoballs, or shaved ice with a scoop of ice cream inside.



## What We Love About This Account

### ✔ Visually Stunning Grid

Retro Sno plans posts to achieve a checkerboard pattern on its grid, including its bright blue truck in every other photo. This gives its Instagram presence an air of organization and professionalism (and familiarizes anyone visiting their profile with the truck!).

### ✔ Consistent Posts

While this business only makes public appearances in the warmer months, Retro Sno will still travel to private events in the off-season. To make sure it doesn't fall off of anyone's radar during the slower months, Retro Sno's posts remind customers that they can book the truck for private gatherings.

### ✔ Fun Food Photography

Retro Sno adds a playful twist to shots of its shaved ice by adding a themed background, like a unicorn background for the Unicorn Snoball. The backgrounds are subtle enough to not distract from the colorful shaved ice, plus they help create the checkerboard grid pattern that makes Retro Sno's profile so appealing.





## SAVOR SUCCESS AND Protect Your Business

We're so happy that you've chosen us as your trusted partner for insurance! While you're reaping the rewards of a wow-worthy Instagram presence, we'll be here to make sure your finances and reputation are protected from the risks unique to your industry.

If you aren't a FLIP customer yet, learn more about how you can protect your business and enjoy peace of mind with comprehensive coverage made just for you!

[Learn More](#)





## Connect With Your Audience on Instagram Today!

Mastering the art of making your business stand out on Instagram can be a game-changer in today's world. By implementing the strategies and techniques we've covered here, you'll be well-equipped to create a visually captivating and engaging Instagram presence.

With dedication and creativity, your business has the potential to thrive, attract new customers, and build a loyal online following. Embrace the possibilities this platform has to offer and watch your business soar to new heights this year!



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**IN 2024**



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