



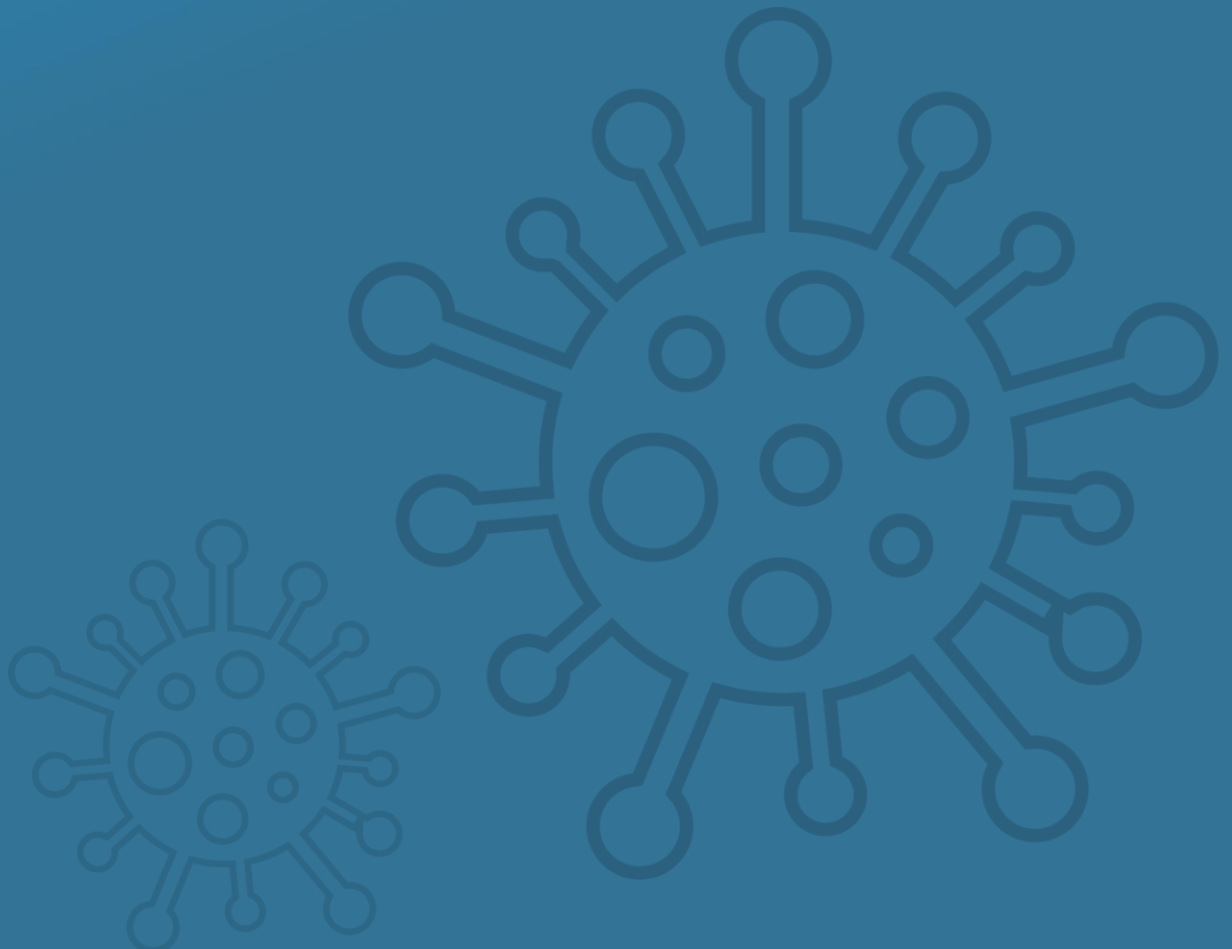
Fáilte Ireland

National Tourism Development Authority

INSTAGRAM

COVID-19 SALES & MARKETING FOR RECOVERY DRIVING DOMESTIC SALES

Attention | Interest | Desire | Reassure | Action

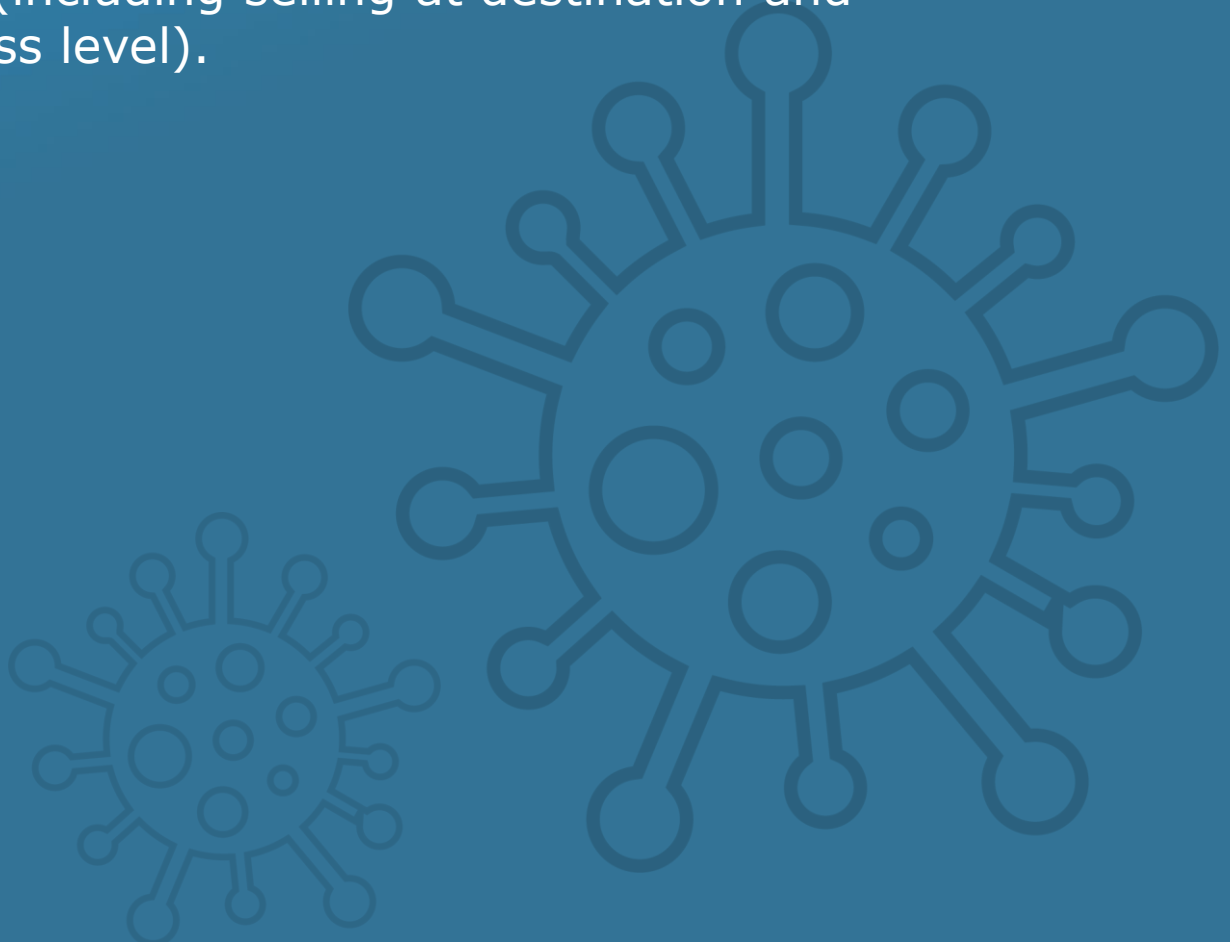




INTRODUCTION

This document is part of a suite of supports under Boosting Sales with Social Media for driving domestic business.

This document supports **video 3 (Instagram)** and will act as a support to you when creating a social media campaign that drives sales of your offers (including selling at destination and business level).





LET'S CREATE YOUR BRAND ON INSTAGRAM

- List 5 keywords that sum up the vibe of your business
- Types of image we can use to display those words
- Attach some image samples
- Conclude by summing up the colours you see in your samples. Select your filters.

Our business is...

Types of images we can show

You could carry this over into Pinterest and make a mood board if you prefer to work in soft copy.

Our colour palette		
Filters we use:		