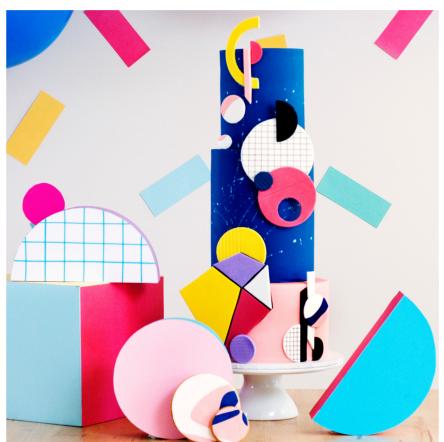


INSTAGRAM TOOLS FOR *Cake Business*

SUGAR SUGAR CAKE SCHOOL



It's time to show those little Squares who's Boss...

I see ya friend...

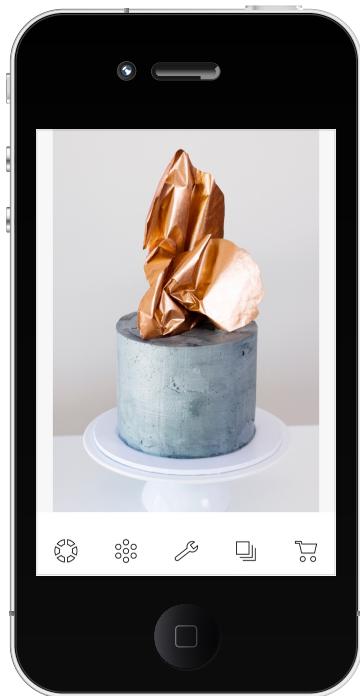
You've just battled the whole week in the kitchen, buttercream in your messy bun, crumbs all over the kitchen. You've finally stacked your tiers and topped them off with a lovingly made figurine. You then place it on your favourite cake stand and take a gazillion photos before jetting off to deliver your precious cargo to the venue, navigating inconsiderate motorists and windy lanes. You drop it off and return home with a sweeping wave of relieve and accomplishment. Now.. NOW to share this edible work of art to the world! You upload your chosen image onto Instagram, hit publish and then.... *crickets*. A few likes trickle through and then things get quiet. You dejectedly scroll through your feed only to see others rake in hundreds if not a thousand likes and think to yourself, "what am I doing wrong?"

The thing in, as much as we love it, Instagram can often feel like a massive battle. And just what are we battling against you ask? The dreaded, every-changing... Algorithm. The "tech brain" that decides which of our posts gets seen or not seen at all. Considering the amount of labour, toil & care that goes into your work each week, it seems totally unjust that the fruits of your cake labours fleet through the internet unnoticed.

Hence, I wish to place in your hands a series of tools... Tools that a majority of experienced Instagram influencers use on a regular basis to up level their Insta-game. I've filtered & fiddled through a whole library of Instagram-supporting apps & softwares and put together a guide of gizmos that will specifically supercharge your cakes & bakes IG feed.

These secret weapons will help YOU put your best foot forward with the snazziest looking images, analytics & hashtags. You, my friend, deserve to have the right strategies that will finally give your work the chance to be SEEN.

A COLOUR STORY

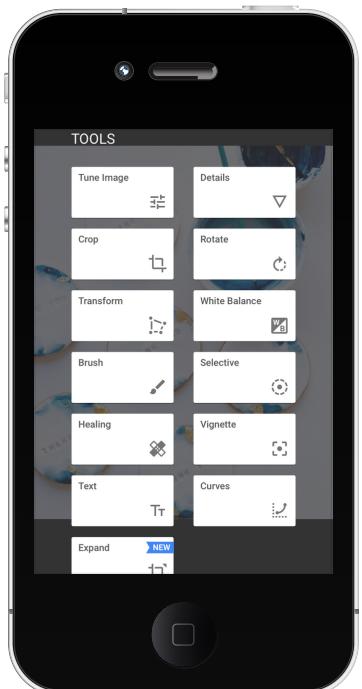


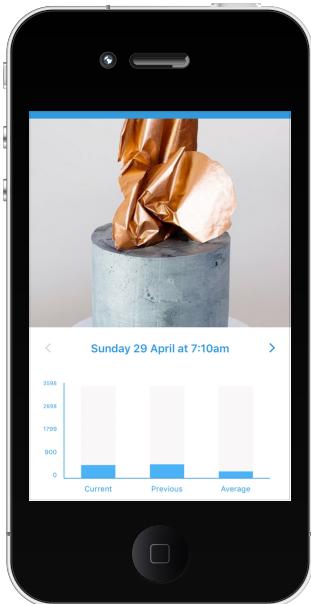
Let's be frank, Instagram is ALLL about the pictures. So it's about time we got serious about our image editing. The reality is, almost every image popping up on your feed happens to be edited in some shape or form. A Colour Story is one of the many third party apps that you can download to get your image looking snazzy. The reason why this one ranks at the top for me in this guide is because A Colour Story specialises in giving your images a great pop of colour (hence the name). They are also known to be great for food images & flatlays, making this a perfect editing app for cakers & bakers!

Some of my favourite features are the presets which edit your image at a click of a button (free or you can purchase more if you require), the ability to blend presets together, a straightforward use-interface, advanced editing capabilities and the ability to save your edits as your very own custom filter (so you don't have to start from scratch every time!).

SNAPSEED

Snapseed is second on the list for those of you wanting a third party photo editing app with deep editing capabilities. It doesn't operate on a 'filters & presets' system that A Colour Story does, but instead provides you with really helpful tools like a healing brush (to eliminate that speck on the cake you didn't notice before), a brush tool (which allows you to tweak the exposure, temperature & saturation of SPECIFIC parts of the image without messing with anything else) & a new expand tool (for when your backdrop doesn't extend all the way to the sides of your image, you can crop and extend the sides to make it look like it does!).



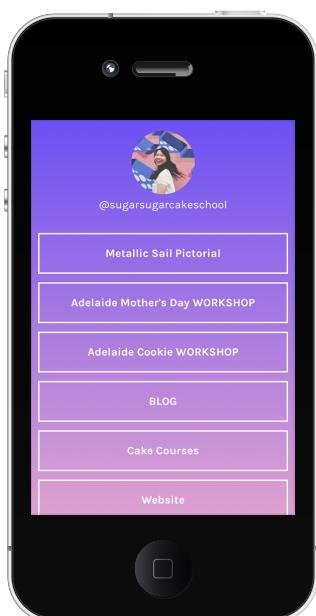


PRIME

I'll let you in on a little secret... Instagram influencers never post on the fly. Meaning, a photo is rarely posted right after its captured. So here's a bit of strategy for ya.. You want to post your pics at optimal times, times when your followers are using the app and likely to see your posts. Enter the Prime app, a free app that processes hundreds of thousands of data points to take all the guesswork out of knowing when you should be posting your beautiful images.

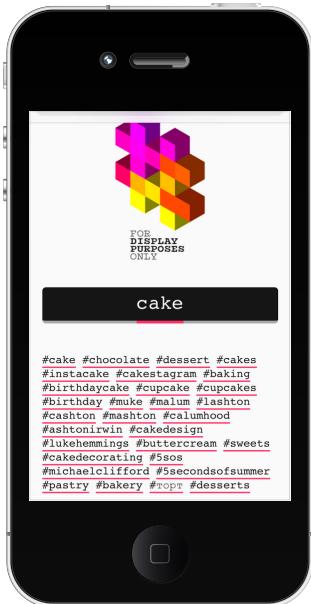
HYPERLAPSE FOR INSTAGRAM

It's been reported on numerous occasions that the Instagram algorithm favours video as it has a higher engagement rate. Meaning... its about time you introduce video onto your Insta feed. Yes I know, I know... we're cake decorators not filmmakers. Which is why Hyperlapse is an app I would recommend for those nervous about integrating video in their Instagram posts. Its as simple as hitting a couple of buttons before and after you work on your cake and voila! An ultra cool time lapse cake video that's ready to be posted for all your followers to see.



LINKTREE

Insta users are already well aware of certain "inconveniences" within the app. One of them is that you can only feature one URL in your profile. So if you've gotta decide between a blog, a website, a Youtube channel or some other link that you want to display on your profile for followers to click through, your newest best friend would be Linktree. This user-friendly website allows you to add multiple links in the form of Buttons on a single landing page. All you gotta do is pop this landing page URL into your profile and rest easy that all your various links are accessible for your followers.

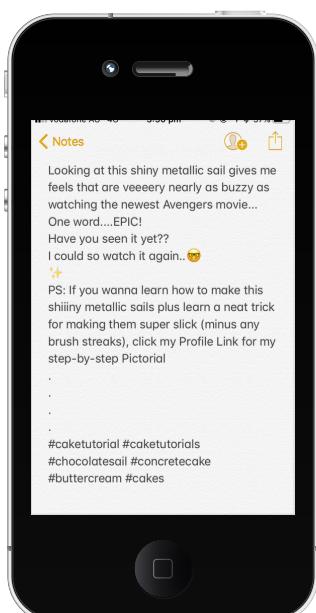
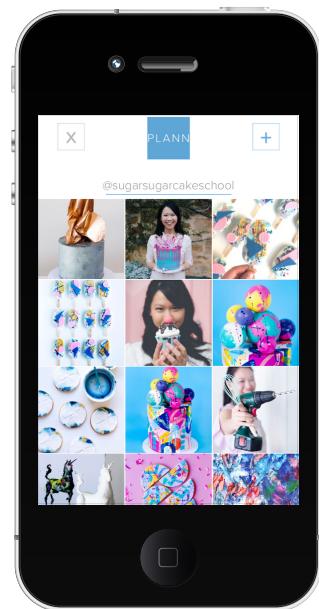


HASHTAG GENERATORS: HASHTAGIFY/ FOCALMARK / DISPLAY PURPOSES

Hashtags are a great way to categorise your posts in a way that allows others to find you. But the question now arises....how do you know what hashtags you should be using? Well, here are a handful of Websites & apps you might find helpful. These tools exist for the main purpose of generating related hashtags that you can use in your posts. I like to use these tools together with my own hashtag research and save different clouds of hashtags within the Notes app on my phone. I simply copy & paste it into my feed and hey presto! I've got my hashtag hustle on!

PLANN

If you REALLY want to take your Instagram to the next level, you could do so with Plann, a third party planning app that allows you to plan your posts & grid in advance. The app saves your photos, captions & hashtags and allows notifications, so when it's time to post - you're all set and ready to go. As with all existing planning apps, Plann doesn't allow you to post directly onto Instagram, so you still have to do that manually. That said, it does take the stress out of posting by allowing you to curate your feed & plan posts ahead of time.



NOTES APP

So.. this might seem really rudimentary, but your Notes app in your smartphone is actually a great place to type up your Insta Bio & Captions. Why, you ask? Have you ever noticed a slightly annoying little quirk within Instagram? Namely, it's not always possible (or slightly tricky) to get the line breaks that you want, where you want them.

A nifty little app hack is to type up your Bio or Captions within the Notes app of your phone, include all the line breaks you want, then Copy and paste it into Instagram... Voila!



KITCHEN CALCULATOR

Okay, okay...so this isn't really an Instagram-related app, but I kinda wanted to put it on here cause it's just so friggin' helpful to have an app that automatically converts ounces to grams, cups to mls and everything in between. It really helps in figuring out the measurements for new recipes and enables me to whip up delicious-looking desserts to photograph and post on the gram!

So there you have it - everything you need to put your best foot forward with Instagram! What a powerful platform Instagram is, and it's my hope that with these tools, you'll have a ton of sweet fun with this app!

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