

5 Essential Apps TO CRUSH IT ON INSTAGRAM



NICOLE RICCARDO

LET'S CHAT INSTAGRAM, SHALL WE?

It's a freaking pain sometimes.

I completely understand the struggle! It can be super frustrating trying to keep up with an app that is constantly evolving and updating. Entering every day feeling like there's some magic code we have to crack!

Which is exactly why I am so excited to share this guide with you. Let's get rid of some of that insta-overwhelm so you can get out there and crush it, shall we?

TOOL #1

ColorStory

This FREE app is my first choice for editing photos. I love it because it's user-friendly and allows you to save your editing steps as presets. Being able to click my own editing preset is not only a time-saver, it also helps make sure everything stays consistent.

There are in-app purchases for various filters and effects. My two must-have filter packs are “Candy Minimal” by Matt Crump and “Pop” by Rosie Clayton!



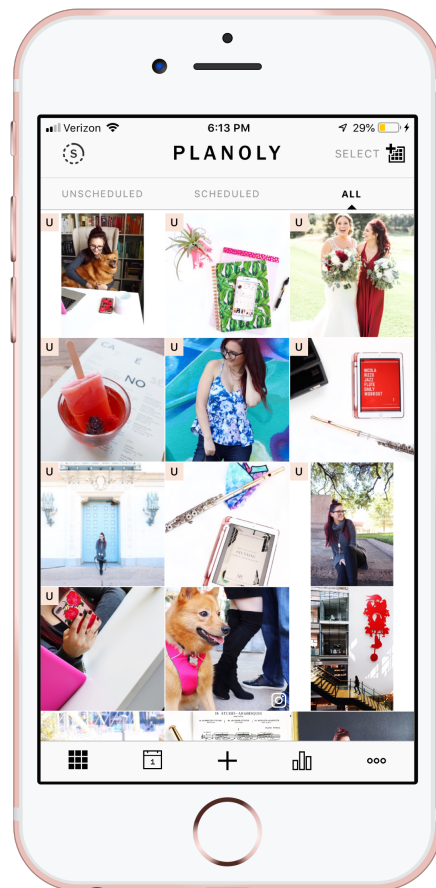
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TOOL #2

Planoly

This app runs from free – \$9 a month for a one-user plan, and let me just say...it is worth every single penny. Planoly lets you import photos and lay out your feed in advance, simply drag and drop (*hello, aesthetic insta feed of your dreams*)! It also allows you to save your captions, create groups of hashtags, set location and user tags, schedule posts, and view analytics. This magical app allows me to plan and schedule my feed for weeks in advance! I use this app not only for myself, but also for all of my social media management clients.

BONUS POINTS: It has a desktop version as well!

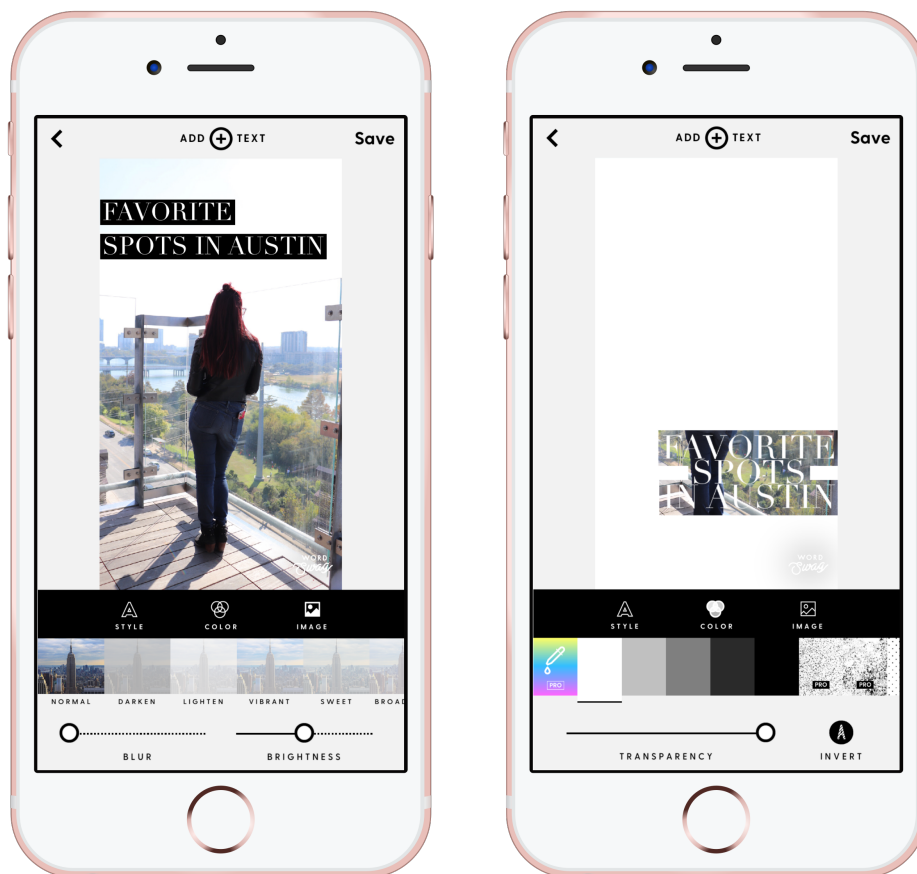


TOOL #3

Word Swag

Have you ever wondered how people get those cool fonts in their Instagram stories? Look no further, my friend! Word Swag allows you to choose the background from a free stock background or your own photo, and then customize text on top of it. My favorite feature? The invert option. This will blank out the background and show the image through the words!

This app runs from free – \$4.99 per month.

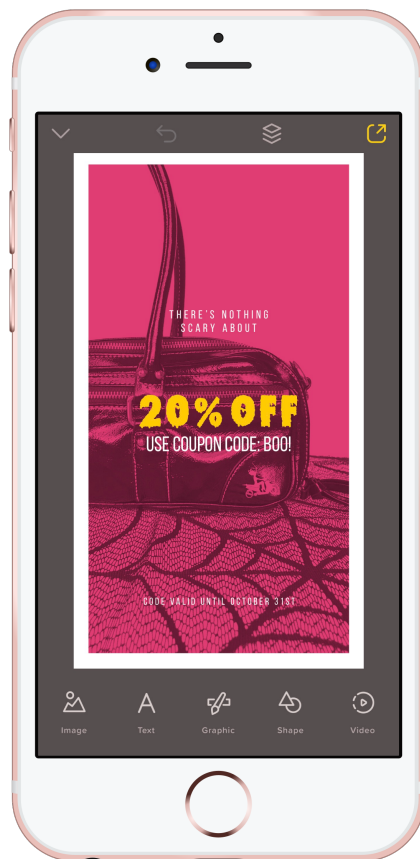


TOOL #4

Over

This is my go-to app for creating unique graphics. Just like Word Swag, Over is a free app but you can upgrade to pro for \$14.99 per month or \$49.99 yearly. It is a tad more complicated to use than Word Swag but if I know I'm going to be creating a graphic for a client that will be used in their Instagram story as well as their website and email newsletter, then Over is my first choice. It provides customizable templates, which allows me to produce high-quality graphics despite not being a graphic designer!

#winning

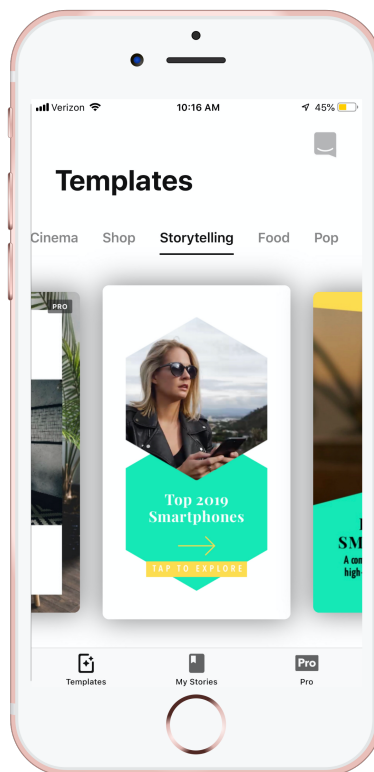


TOOL #5

Mojo

This is my go-to app for creating killer story features! It allows you to create story slides that are animated, which keeps your audience engaged. They have a wide variety of pre-made templates separated by use, with sections like shop, marketing, news, and photography. And if you scroll alllll the way to the end you can create your own using a blank template!

If you use stories frequently it's worth it to upgrade to pro. By month is \$9.99, but if you do the annual plan it's \$39.99.



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AND VOILA!

Are you feeling excited to get out there and crush it on Instagram now?!

I use these 5 tools nearly every single day in my business and on Instagram. They have helped me to maintain cohesiveness, simplified my process, and take away a lot of the overwhelm that comes along with keeping up with everything.

When you can take away the stress and focus on being present for those who have chosen to follow along with your journey, whether that is 20 or 20k, you'll be able to focus more on what matters: Showing up and sharing your message, mission, and story with the world.

Instagram is a magical place where we have the opportunity to connect with people around the world, and it can be an incredibly powerful tool for entrepreneurs! I hope this guide will help take away some of your fears and frustrations and if it did, I'd love to hear from you!

Pop on over to my Instagram (@nicolericcardo) and say hello!

Now get out there and crush the Insta game, friend!

A hand-drawn signature in black ink. It features a large, stylized heart shape on the left, with the name 'nicole' written in a cursive, lowercase font to its right. The heart is drawn with a single continuous line, and the name is written in a fluid, connected script.

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