

# Instagram Guide

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TG:  
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- Gain authority for your account by following only 10-15 accounts in your niche that have at least 20k-60k followers. This will help Instagram recognize your account as a high-authority brand account. Do not engage with accounts with fewer followers, as this may flag your account as a bot.
- Use the "mother and child" method to avoid putting your main account at risk of being flagged for automation. Create "child" accounts to execute

automation actions like following, liking, and commenting, while your main account stays safe. This allows you to promote your main account without risking its safety.

- Use child accounts to promote your main account in various ways, such as sending direct messages to new followers, promoting your main account in shoutouts, commenting on posts and tagging your main account, and inserting your main account's handle in the child account's bio (though this is risky). Having at least 100 child

accounts will help you achieve significant growth, but managing them can be time-consuming.

Consider hiring a professional or training a virtual assistant to manage the child accounts for you.

- Use automation to grow your account on autopilot without spending a lot of time and effort on manual actions. However, be careful not to abuse the automation by executing too many actions per day, as this can flag your account as a bot and lead to verification requests and eventual account disabling. To

avoid this, "warm up" your account gradually and use tools like Jarvee wisely, following best practices to avoid being detected as a bot.

- Create high-quality content that is relevant to your niche and appeals to your target audience. This will help you attract followers and engagement, and also improve your chances of being featured on the Explore page. Use a mix of photos, videos, and other types of content, and make sure to optimize your captions, hashtags, and other metadata to

increase the visibility of your posts. You can also use tools like Later or Planoly to plan and schedule your content in advance.

- Engage with your audience and other users in your niche to build relationships and increase your visibility on Instagram. This can include responding to comments and messages, liking and commenting on other users' posts, participating in relevant hashtags and challenges, and collaborating with other users or brands. By showing interest in your community and providing

value, you can attract more followers and improve the chances of your content being seen by a wider audience.

- Use hashtags to increase the visibility of your content and reach a larger audience on Instagram. This can include using both popular and niche-specific hashtags, as well as using a mix of broad and specific hashtags to target a specific audience. You can also create and use your own branded hashtags to promote your account and make it easier for users to find your content. It's

important to avoid using too many hashtags, as this can make your posts look spammy and may even result in your account being flagged by Instagram.

- Consider running promotions or contests to engage your audience and attract new followers. This can include offering discounts or giveaways, asking users to share or tag your content, or encouraging them to participate in challenges or polls. These promotions can be an effective way to generate buzz and interest around your account and content, and can also help

you collect user-generated content that you can repost or use for future marketing efforts. Just be sure to follow Instagram's promotion guidelines to avoid any issues.

- Use analytics tools to track the performance of your account and content, and use the insights gained to improve your strategy and tactics. This can include tracking metrics like follower growth, engagement rate, and post reach, as well as analyzing the demographics of your audience and the type of content that performs best. By regularly

monitoring and analyzing your performance, you can identify areas for improvement and make data-driven decisions to help you achieve your growth goals. Some popular analytics tools for Instagram include Iconosquare and Sprout Social.

- Be patient and consistent in your efforts to grow your Instagram account. Building a successful account on Instagram takes time, and it's important to maintain a regular posting schedule and a consistent brand identity. Be prepared to experiment and try new tactics, and be open to

adapting your strategy based on your performance and the changes in the platform. With persistence and dedication, you can achieve significant growth and build a loyal and engaged audience on Instagram.

