Brilliant Tools for Your Instagram journey

You cannot rule this social media platform without a proper content strategy

Content is everything that matters here, yes!

There are endless amazing tools out there for yor need not only for Instagram but also for other platforms such as Facebook, Pinterest, etc…

You need to make sure that you are using the right tools to create content and analyse you platform so as to create the best feed which is gain maximum engagement resulting in your growth and your account (followers).

Similarly, It is essential to have a knowledge on analytics tools to see which part of your Instagram audience is interacting with what type of content, what content is the best performer, and which audience you may be missing.

As you learn from these analytical data, you can create much better and more needful content that your audience will give response to.

Tracking your own engagement will help you produce more relevant and quality content for your user base

Even though Instagram shares the same ad platform as that of Facebook, the platform does not yet have an analytics tool like Facebook’s Insights or Audience Insights. Fortunately, there are a number of third-party analytics tools out there available for businesses and to measure marketing efforts.

So to make your work simple I am mentioning some top tool for your Instagram growth.

Feel free to note it down or take a screenshot if you feel lazy (which I always do)

# 1. Canva

Canva is a brilliant editing tool that let you to create various kinds of visual content. There are templates pre-sized for social media, posters, blog graphics, presentations and somuch more. Some extra features are custom fonts, layout options, and background images.

, you really need to up your graphic design skills and create some professional element in your images. it might be okay to have some clumsy or even funny looking pictures on your stories, but the images that you put as feed must be inspiring, professional and should stand out to. Because you are aiming for actual humans not bots.

Canva for free and create posts that will gain a bunch of fresh followers, likes, and comments.

With Canva you can do from blog graphics to eBooks, brochures, banners and so on. But we will focus on Instagram posts.

you need to create an account on Canva which is free. Next, choose the Instagram post from the templates.

you’ll notice there are a lot of free templates and layouts to choose from. They also have free backgrounds or some at the cost you. They also offer free high-quality photos you can use

The best way though is to use your own images or free images available on websites like pexels.

# 2. Grum

Grum is basically a desktop application. With help of grum you can Post from your desktop itself. You don’t have to move your photos from PC to your mobile device

Grum will post your photos right from your PC. Especially if you have a lot of images to sort through. This is a huge relief.

You can Manage multiple accounts. The dashboard makes it easy to switch between your multiple accounts. You don’t have to log out from one account to log in to another

You can Post high-quality images without compromising on the . Grum doesn’t compress images. If you upload high-resolution photos, then your Instagram feed will display them in the same resolution.

# 3. Buffer

**Save your time**: If you use Buffer, any Instagram platform in the past, you already know what I am trying to explain here. when it comes time to post your content, you’ll get a notification on your phone that tells you, “it’s time to post”

**Never Miss any of your post**: If you are a person who is constantly busy maybe you decide to travel across the globe for an vacation but when you come back you see a long list in your backlog and a huge demand list to catch up.

**Increase your Engagement**: Consistency plays a important role in social media success. When you are frequently publishing new content (Still quality matters), your audience will understand what to expect from your account and when it’ll be on your feed. Based on an articles, you should share between 1 to 3 Instagram posts a day. This might not see like a huge in number but when you have more than one account then it is a big task to manage and keep up.

Upload Content from your Desktop’s comfort There’s one device that a desktop still has an advantage over smartphones and that is its keyboard.

**Manage Multiple Accounts at a single place:** It is not just your one Instagram account that we are talking about you might have multiple Instagram accounts or even multiple social networking account such as Facebook, LinkedIn etc... Now with Buffer, you can manage all these accounts without the use of an annoying app.

# 4. Beam Chartmaker

I am including this because charts are also being published on Instagram. It is alwasys better to do it yourself when you have such easy tools to create on you can customise these chart youself to make it more visually appealing and interesting for a better engagement. There are 4 different charts, you can switch the colours and add or remove text as per your need.

# 5) Adobe Spark

Yes! Its Adobe’s A Spark it is one of the best tools for creating social graphics and animated videos. It can also be used both desktop and app. Adobe Spark is free but also comes with the Adobe Cloud storage.