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# 23 Ways to Easily **Increase** **Instagram** **Engagement** in 2021.

Wondering how to increase your Instagram engagement in 2021? These 23 tips are all you need.

**ADAM PHILLIPS**

JULY 9, 2021 - 22 MIN. READ



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13% of everyone on Earth is on it, and 80% of them follow brands.

According to Oberlo, engagement — measured by likes, shares, and comments from consumers — is also off the charts, boasting a rate of 4.21%. That's 10 times higher than Facebook, 54 times higher than Pinterest, and 84 times higher than Twitter.

Apart from such impressive topline figures, challenges are emerging that point to Instagram's marketing potential dimming because of reduced engagement rates and competition from new challengers, such as TikTok.

Against this backdrop, proactive marketers are seeking ways to increase Instagram engagement despite some setbacks. That's why we have put together these 23 tips to ensure your paid and organic marketing campaigns continue to hit their mark, and to safeguard your Instagram marketing tactics now and in the future. Let's dive in.

1. Post consistently.
2. Don't preach—tell stories instead.
3. Build a strong brand.
4. Have a visually consistent feed.
5. Choose the right hashtags.

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- / . Explore the full range of Instagram video formats.
8. Use Instagram video subtitles and closed captions.
9. Activate Instagram Reels.
10. Embrace Instagram AR filters.
11. Take advantage of Instagram's video ad formats.
12. Give Gifs a chance.
13. Use Instagram traffic to increase website traffic.
14. Use SEO to 'win' Instagram.
15. Partner with micro-influencers to create brand authenticity.
16. Host an Instagram contest.
17. Convert Instagram followers into email subscribers.

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19. Add a link to Instagram Stories.

20. Use emojis effectively.

21. Promote your Instagram channel on other social accounts.

22. Add CTAs, everywhere.

23. Track and learn from your best-performing Instagram content.

## 1. Post consistently.

Brands need to be active in order to attract followers and boost engagement rates — but how active?

According to studies, the sweet spot is a consistent [1-2 posts a day](#). This way your feed stays fresh and relevant, and you have more opportunities to attract eyeballs to your content. Knowing the [best time to post on Instagram](#) is also critical, especially when dealing with Instagram's algorithmic timeline.

Recommended post times can vary wildly depending on which expert you listen to. With some advocating 8 AM – 9 AM or 2 PM – 5 PM for your first post to [even 5 AM](#) for your second, this inconsistency can create genuine confusion for content planners.



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seem to think so. With these many followers, the engagement rate is 0.0%.



fashionnova • Follow

fashionnova This Is What We Call Street-Chic ✨  
Search: "Move Along Tie Dye Pullover"  
Search: "Move Along Tie Dye Jogger"  
Tag us @FashionNova #FashionNova and stunt like @jennylinnnn for your chance at being featured! ✨ www.FashionNova.com ✨

5d

curlyheaddanny any other codes besides the 30 percent?   
5d 11 likes Reply  
View replies (1)

21,674 likes

5 DAYS AGO

Add a comment...

Posting up to 30 times per day has ensured that the target audience sees at least a few of Fashion Nova's posts every day.

| Source: Instagram/FashionNova

National Geographic, on the other hand, relies on a much more conventional strategy: the brand posts up to 5 times per day. With 135M followers, their engagement rate of 0.24% is a big success.



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natgeo • WILD\_LIFE Episode 5: Seals

We head away from land onto the ice floes of the Gulf of St. Lawrence with @bertiegregory, where thousands of harp seals are giving birth to tiny yellow pups. The adults have come so far south from their feeding grounds that this forms a unique oasis away from their main predator, the polar bear. But there's a catch. From the minute the pups are born, they enter a race against time. In one of the shortest mammal weaning periods, the pups have just 10 days to drink all the milk possible and start swimming before their mothers abandon them on melting ice. Our changing climate means the stakes couldn't be higher. If the ice



3,517,810 views

JANUARY 13

Add a comment...

Post

Source: Instagram/[National Geographic](#)

The takeaway? **Two wildly successful brands, two very different strategies.**

So, there's no magic bullet for the best time or amount to post on Instagram.



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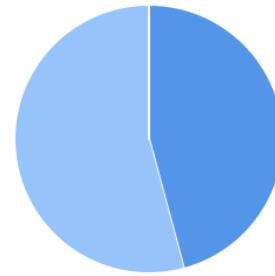
This helps you identify when your followers are most active and allows you to schedule accordingly, ensuring your posts continue to appear at the top of their feeds.

3G 14.12 92 %

## Insights

Content Activity Audience

### Gender



54%  
Women

46%  
Men

### Followers

Hours Days

< Sundays >



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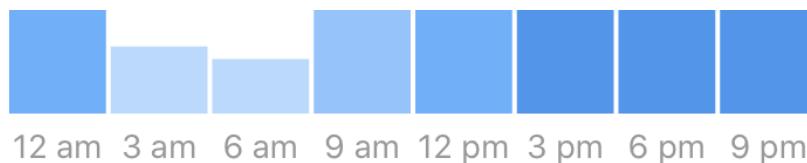
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*Use Instagram's native analytics tool to see what times and days your followers are most active, and more.*

For an extra helping hand, consider using a tool like Falcon's Instagram Publishing and Measurement to hone your content delivery strategy further.

## 2. Don't preach – tell stories instead.

**Instagram is awash with mediocre brand messaging that forgets the social network is supposed to be a 'visual inspiration platform'.**

You should captivate audiences through images, video, and text, not simply preach marketing missives at them.

To increase engagement rates, become a storyteller instead, offering 'micro-stories' via your captions, videos, Instagram stories, and profile.

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For inspiration, follow innovative Instagram storytellers such as Airbnb, Red Bull, Lego, Patagonia, and Nike. You can also [view these examples](#) to help kickstart your creativity.

One way to insert elements of storytelling into your Instagram strategy is by sharing user-generated content that resonates with your brand. Another way is to focus on telling a story with your captions.

Longer captions with elements of storytelling and authenticity are particularly powerful because they enable brands to appear more human and build deeper connections with their target audience. Done right, wordy captions also stop scrollers in their tracks and increase the time they spend looking at your post.

Long captions have become a bit of a trend, first adopted by influencers who use Instagram captions like micro-blogs.

According to Instagram influencer Christina Galbato, who has worked with brands like Revolve, the Four Seasons and Olay, "[micro-blogging captions are great](#) because they're very engaging, help you in the algorithm and encourage saves & shares". [https://www.instagram.com/p/BzQjfVpArx/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/BzQjfVpArx/?utm_source=ig_web_copy_link)

In addition to being a trend, long captions are a part of a larger shift towards authenticity and bring added credibility to a platform long criticized for being too superficial.

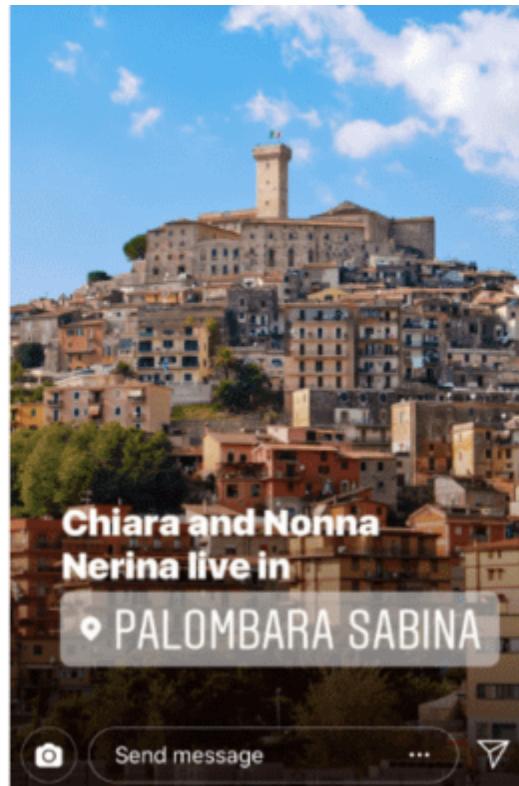
Brands are slowly picking up on this shift.

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In this example, Patagonia opted for an insightful caption about the protection of indigenous areas in Canada.

[https://www.instagram.com/p/B7q\\_7CXAOh5/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/B7q_7CXAOh5/?utm_source=ig_web_copy_link)

Airbnb is another example of great storytelling. The brand uses Stories to showcase interesting hosts, experiences and locations.



Source: Instagram/Airbnb

The lesson? Don't just post product pictures and sales pitches—provide content that aligns with what your audience cares about or help them with their problems. Do it well by embracing different content formats, such as stories, IGTV, videos, photos, and captions.

### 3. Build a strong brand.

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Try to [focus on core areas](#) like presenting your profile, creating style patterns that keep your images looking fresh, and mastering hashtag use. You should also be interacting regularly with your followers to build up engagement and loyalty.

By roadmapping your processes and brand best practices for Instagram, you can present a positive and consistent brand to your target audience.

## 4. Have a visually consistent Instagram feed.

**Instagram is a visually driven platform that rewards aesthetically pleasing content.** Although glossy perfection is falling out of style, the heart of Instagram is visual content and that will never change.

Today, users gravitate towards authentic expression and diverse perspectives.

Visually, high-saturation filters and perfectly positioned avocado toasts have been replaced with candid shots, muted, earthy tones, and a low-key editing style.

A popular look is to reduce highlights and increase the brightness of photos, without touching the colors themselves too much, resulting in a natural look. Some people even go for a "[no-edit edit](#)".

But more important than following any specific editing style is to have a visually consistent feed.

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Your look should match with your brand identity and appeal to the audience you're trying to attract.

Take the [Five Minute Journal](#) as an example. Their feed evokes a feeling of calm, thoughtful reflection—just like their brand.



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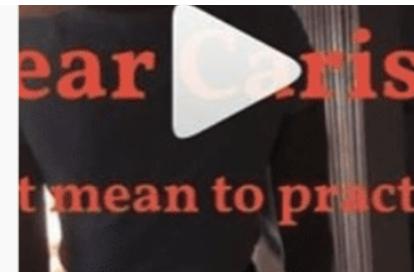
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grateful I am,  
the more  
beauty  
I see.

FIVEMINUTEJOURNAL.COM



Joy is the  
simplest form of  
gratitude.

FIVEMINUTEJOURNAL.COM



SRI CHINMOY  
Gratitude is the sweetest  
thing in a seeker's life –  
in all human life.  
If there is gratitude in your  
heart, then there will be  
tremendous sweetness  
in your eyes.

FIVEMINUTEJOURNAL.COM



MELODY BEATTIE  
Gratitude makes  
sense of our past,  
brings peace for today,  
and creates a vision for  
tomorrow.

FIVEMINUTEJOURNAL.COM

HAROLD SCHWAB  
The way to develop  
the best that is  
in a person is by  
appreciation  
and encouragement.

FIVEMINUTEJOURNAL.COM

Source: Instagram/Five Minute Journal



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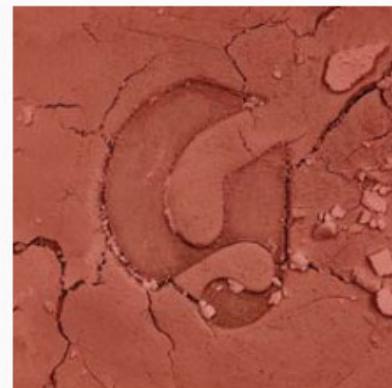
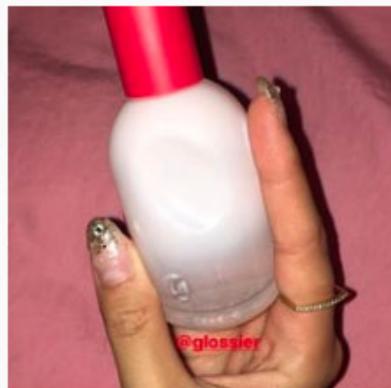
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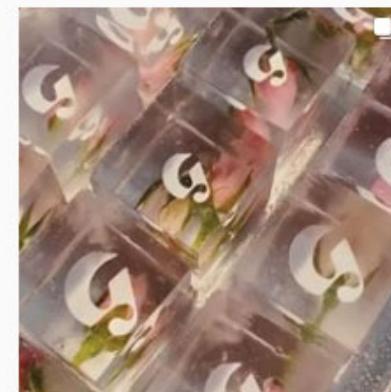
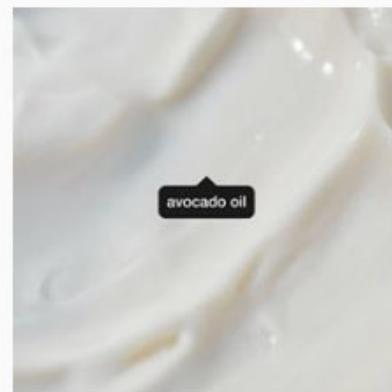
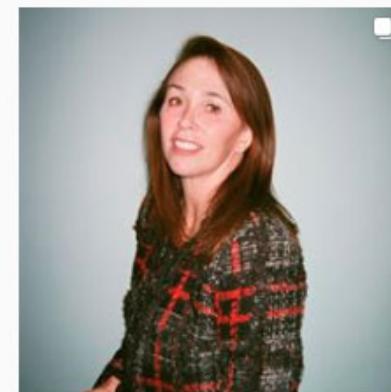
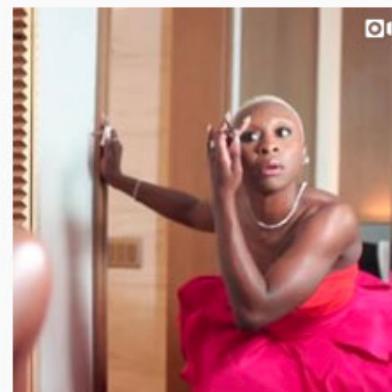
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Glossier •  
@glossier

What's the best compliment you've received while wearing Glossier You? ❤️⚠️



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To achieve a consistent look (whether you're going for a polished feel, or the no-edit edit), using photo editing apps like VSCO Cam and Adobe Lightroom is key. Vintage camera apps, such as Huji Cam, which purposefully add grain and dust to your photos can also give you an enviable aesthetic, popular especially with Gen Z.

## 5. Choose the right hashtags.

**Selecting the best hashtags for your Instagram posts can make the difference between appearing as a top post or sinking to the bottom of the feed without a trace.**

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Make your hashtags too generic — think #christmas or #fashion — and your post will face competition from potentially millions of others. Instead, use a mix of trending and industry-specific hashtags to find the best hashtag to connect with your targeted followers.

For the best results, [research each hashtag](#). Look at the type of content and the number of likes on its top-performing posts—if your content matches up, you've got yourself a winning hashtag.

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interaction. Even one hashtag can increase engagement on your [post by up to 12.6%](#).

To help decide which is the right number for your brand, identify how many hashtags your competitors and sector influencers typically use, then experiment with differing hashtag volumes on your posts until you find your sweet spot.

Remember that Instagram's algorithm penalizes "spammy" behavior, so vary the number and type of hashtags you use to reduce the chances of this happening.

Likewise, make sure the hashtags you choose are truly what they seem. Some brands have [ended up in embarrassing situations](#) when they've innocently used hashtags that actually belonged to certain internet subcultures and communities.

A branded hashtag is often a key part of a successful Instagram marketing strategy.

The best starting point is a general branded hashtag. It should be short, memorable and include your brand name in some form. Think #FrankEffect from [Frank Body](#) or #ColourPopMe from [Colour Pop Cosmetics](#).

The benefits of a branded hashtag are to make your content more discoverable, drive traffic to your profile, and create a stronger community around your brand. It will also help you organize your content, making it easily findable and trackable.

[Place the hashtag in your bio](#), so that it's easily visible to anyone visiting your profile.

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Take the athleisure brand Athleta as an example. The brand opted for the hashtag #PowerofShe, which fits right in with its mission of empowering women.



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**Athleta**  
Clothing (Brand)  
When women and girls come together, we're unstoppable.  
**#PowerOfShe**  
As a B Corporation, we're using business as a force for good.  
[likeshop.me/athleta](http://likeshop.me/athleta)  
Followed by **iamthatgirl, svenskan and 8 others**

[Follow](#) [Message](#) [Call](#) [▼](#)

Shop Athleta Girl Wellness Supersonic #PowerOfShe

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Another example is the furniture retailer West Elm and its hashtag #mywestelm. The hashtag encourages user-generated content by promising to share the best shots.



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2.601 Posts    129 k Followers    842 Following

**West Elm UK**

Home Decor

Helping you express your style through modern design.

Our products start in Brooklyn + live on with you.

Share your style with #mywestelm ✨

[blog.westelm.com/2020/01/31/west-elm-uk-an-all-blue-livi...](http://blog.westelm.com/2020/01/31/west-elm-uk-an-all-blue-livi...)Followed by [theflawsomebeauty](#), [poppydeyes](#) and 3 others[Follow](#)[Message](#)[Contact](#)

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## 6. Focus on user-generated content.

**User-generated content on Instagram is the holy grail for marketers. It's a chance for followers to involve themselves more deeply with a brand while reducing marketing costs because the content is being created and approved by your audience.**

It's an approach that has paid dividends for the best user-generated content campaigns. For instance, Starbucks' #RedCupContest is a perfect example of transforming followers into brand advocates.

Launched every December, the campaign asks followers to submit creative photos of Starbucks' famous red Christmas cup. The hashtag has 37,000 entries to date, so it's safe to say it's been a success.

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211,008 likes

starbucks

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Virtually any industry can benefit from user-generated content. Just take a look at Santander and their 'Prosperity' campaign.

The campaign tapped into the emotions and humor of everyday life by soliciting short user-generated clips from followers, which were collated into a video clip about what prosperity means to its customers.

The result was a heartwarming and impactful campaign, that managed to [raise the brand's image](#).

<https://vimeo.com/199642247>

## 7. Explore the full range of Instagram video formats.

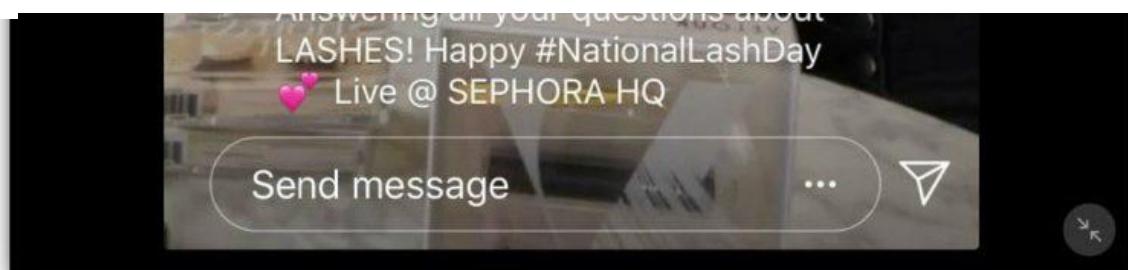
**A picture may be worth a thousand words, but a video is [worth 1.8 million](#).**

While Shakespeare lovers might vehemently disagree with such a stat, there is no challenging the efficacy and popularity of online video content. Instagram recognizes this and offers a suite of video options for marketers to deploy.

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For instance, consider Instagram stories' live video option for a Q&A or big reveals about new products or services or use a prerecorded ad to offer up authentic, behind-the-scenes stories to your followers to increase Instagram engagement.



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Source: [Instagram/@sephora](#)

Instagram Reels are the shiny star on Instagram these days. If you haven't started with it yet here is a [guide](#) to help you.

And don't forget about IGTV. Although some experts have proclaimed the feature dead, the diagnosis might be premature.

Originally, Instagram intended IGTV to be a destination for original long-form video content. Adoption has struggled though, with [72% of brands](#) reporting no intention to create IGTV content in 2019.

However, this also presents an opportunity for savvy marketers. They'll be working in a unique, mobile-friendly layout that's perfect for evergreen content, like featurettes and interviews.

Take Imperial College as an example. The London-based university uses IGTV to attract new students with relatable content, such as a video answering the question on everyone's mind: "how much do students spend on coffee?"



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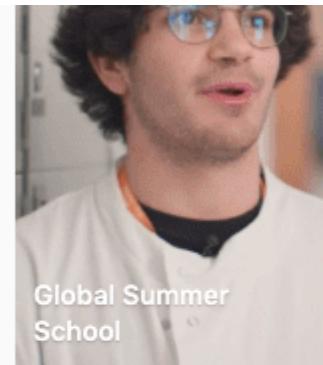
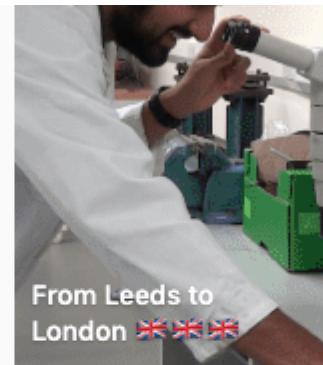
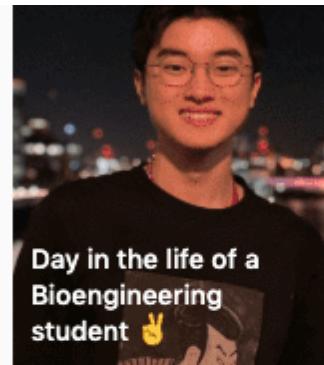
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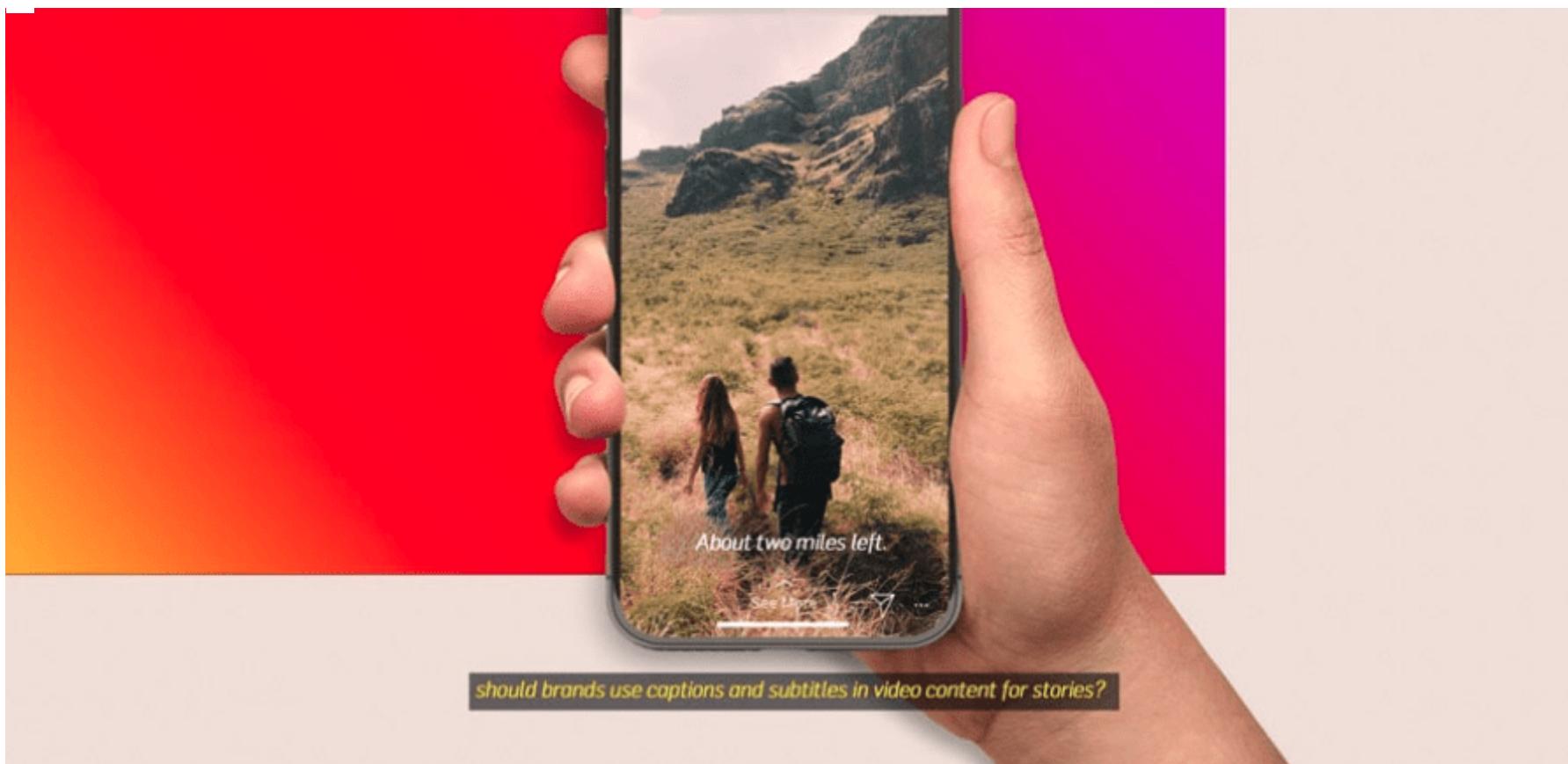
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Source: [Instagram/@imperialcollege](#)

## 8. Use Instagram video subtitles and closed captions.

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Source: [Adweek](#)

**According to Instagram, 60% of stories are viewed with sound on... meaning that 40% are viewed without sound.**

With video increasingly dominating the online space, audio has become a poor cousin with a significant number of users preferring not to enable sound when viewing a video. It's why subtitles have become so essential for marketers, enabling

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Research from Facebook (Instagram's parent company), shows that captioning videos [increases average video view times by 12%](#). Messaging effectiveness is also boosted massively, boasting a success rate of 82% compared to 18% with sound on and zero captions. Another study found that [80% of people](#) said captions would make them more likely to watch the entire video.

You can create an auto-captioned video [on Facebook](#) which you can save and post on Instagram (though be sure to check any captioning for errors) or, alternatively, you can create your own dedicated captioning file. To learn more about how to add closed captions, [head here](#).

While no one can deny the attention-grabbing power of captions, they're officially not part of Instagram's best practices for stories.

Most stories are still watched with sound on. And, once a user enables sound, it's on until they disable it—making it important to still invest in providing a great sound experience.

## 9. Activate Instagram Reels.

Talking about videos, have you utilized the power of Instagram Reels already? This video feature has been out and about since last year and became immensely popular on Instagram. It's a clone of TikTok's fun videos that lets your brand engage with the community in short clips up to 30 seconds.

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Let yourself be creative and activate your Instagram reels for showing your brand's authenticity. For example, you can open the curtains and show what happens behind the scenes in an entertaining way. Here's a sample from Sephora:



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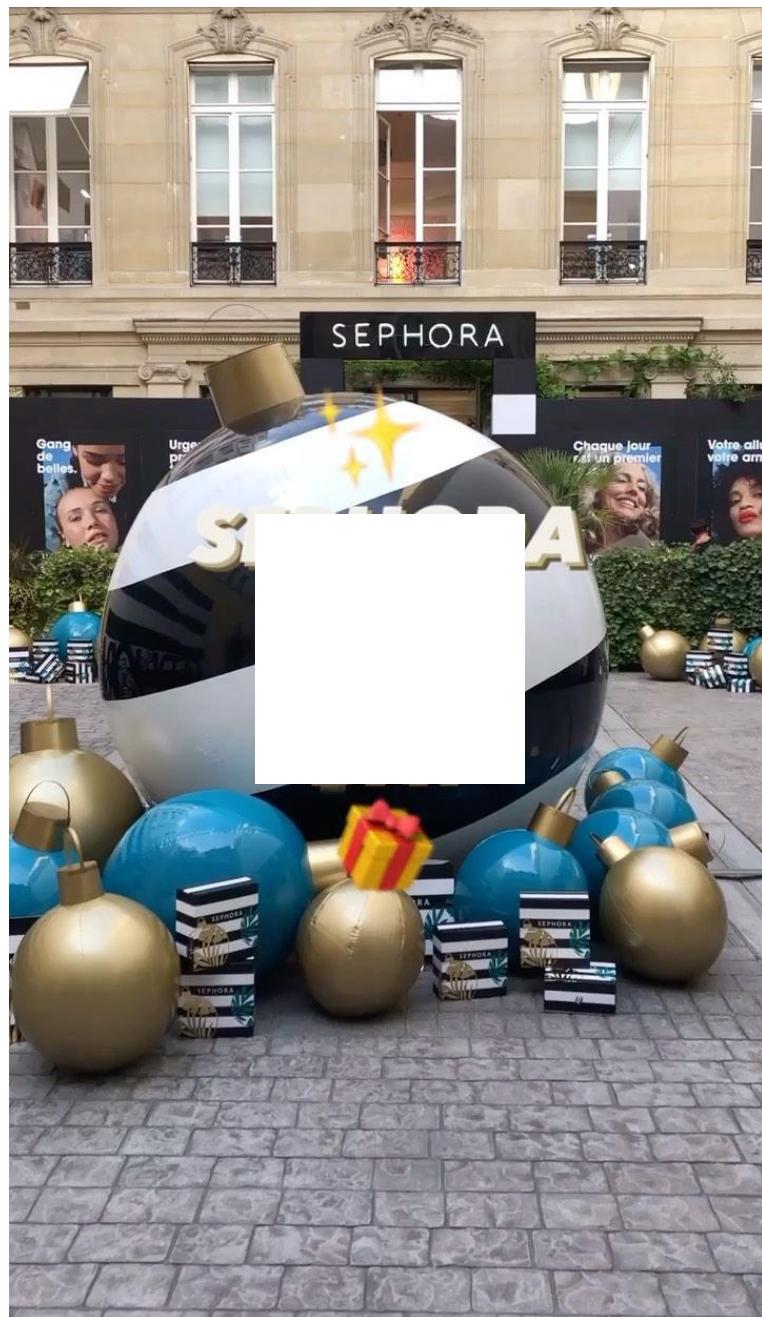
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17,987 likes

sephorafrance

mentionne une personne qui a hâte de savoir ce qui arrive chez SEPHORA d'ici Noël!

RDV sur notre compte pour tout découvrir ✨ ❤️

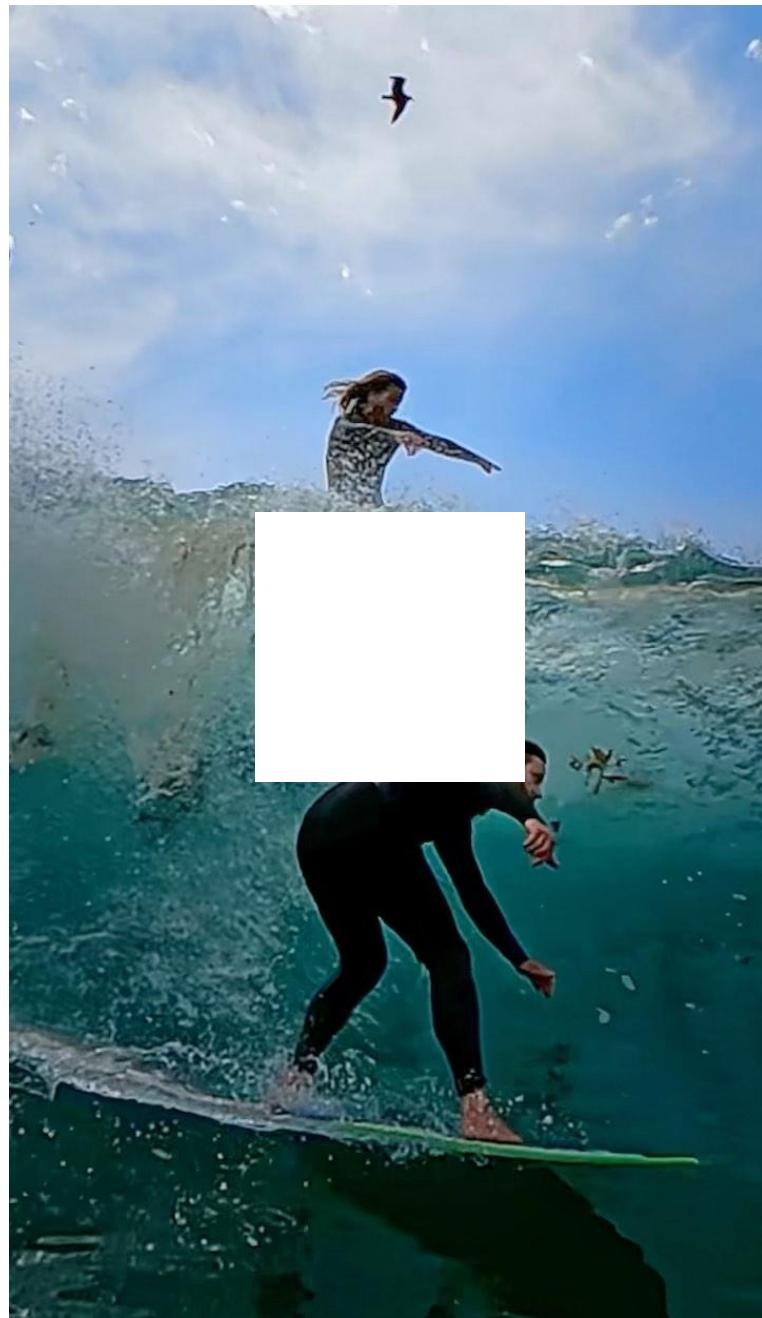
#sephorapressday #sephorafrance

[view all 1,096 comments](#)

Add a comment...

Source: [Sephora France](#)

From short tutorials, through introducing your team, to teaser product videos — Instagram Reels can be a great playground to show off your brand. Here is a great example from GoPro on how you can use this feature to share eye-catching user-generated content.

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152,607 likes

gopro

Floating over friends Shot by #GoProFamily member @robbiecrawford of @geobryan + @blairconklin with #GoProHERO9 Black

#GoPro #GoProSurf #Shorebreak #SurfPhotography #HyperSmooth

view all 601 comments

Add a comment...

Source: [GoPro](#)

Recently, Instagram also started [Reel Ads](#) so now you can also invest into reaching and engaging even better with your audience. If you want to learn more about Instagram Reels check out this beginner's [guide](#) for inspiration.

## 10. Embrace Instagram AR filters.

**Instagram opened up the creation of AR filters to the public with its Spark AR Studio. Since then, AR has taken the app by storm, with some of the best filters getting well over 1 billion views.**

While still primarily popular among younger users, there is a growing industry around AR filters and many brands are opting for producing their own.



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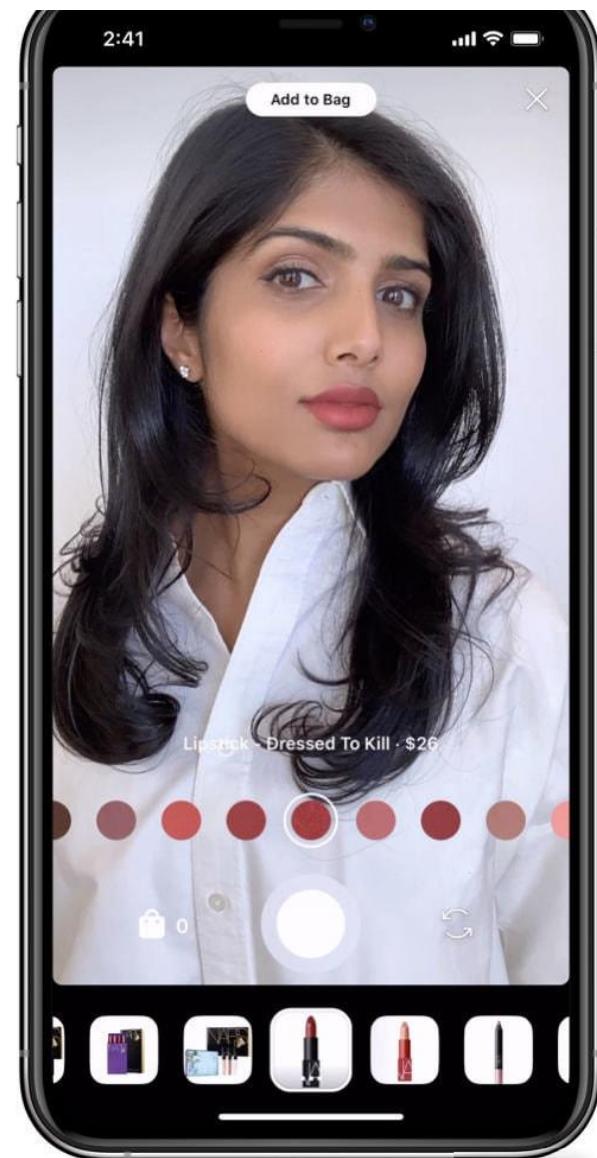
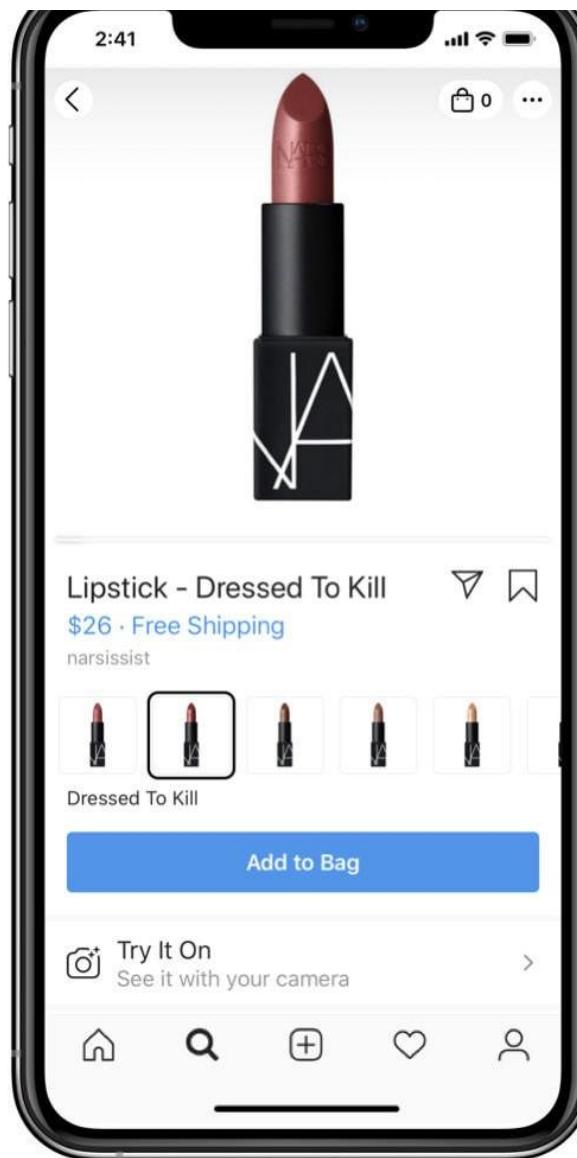
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Instagram AR filters have recently evolved beyond effects that are added to your face. Now, the most popular A

S

As a brand, try creating AR video effects that allow your followers to experience your product or recreate your visual style.



## 11. Take advantage of Instagram's video ad formats.



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**Photo ads remain a stalwart of the platform, Instagram video formats are an increasingly invaluable tool for targeting a selected audience.**

The platform offers a few key video formats to create Instagram ads: single video ads offer the opportunity to create up to 60-second commercials, carousels allow more message real estate by enabling followers to swipe across for additional images or videos, and Instagram Stories offer a vertical full-screen format where images and videos can be spliced together to create visually arresting ads.

For specific information on how to promote your business on Instagram using video ads, use this [step-by-step guide](#) to get started.

## 12. Give GIFs a chance.

**With research showing more people watch to the end of videos that are 15 seconds or less, learning how to create and how to post a GIF should be mandatory for marketing departments.**

Celebrating its 30th anniversary in 2017, the GIF format is more appealing than photos – GIFs are shared more than either [JPEG](#) or [PNG formats](#) – and are more cost and time-effective than producing videos.

It's also the medium that clearly inspired Instagram to create its own riff on the GIF — the Boomerang — which   adds a short sequence of stills before combining and then looping them backward and forward, ready for upload to Instagram.



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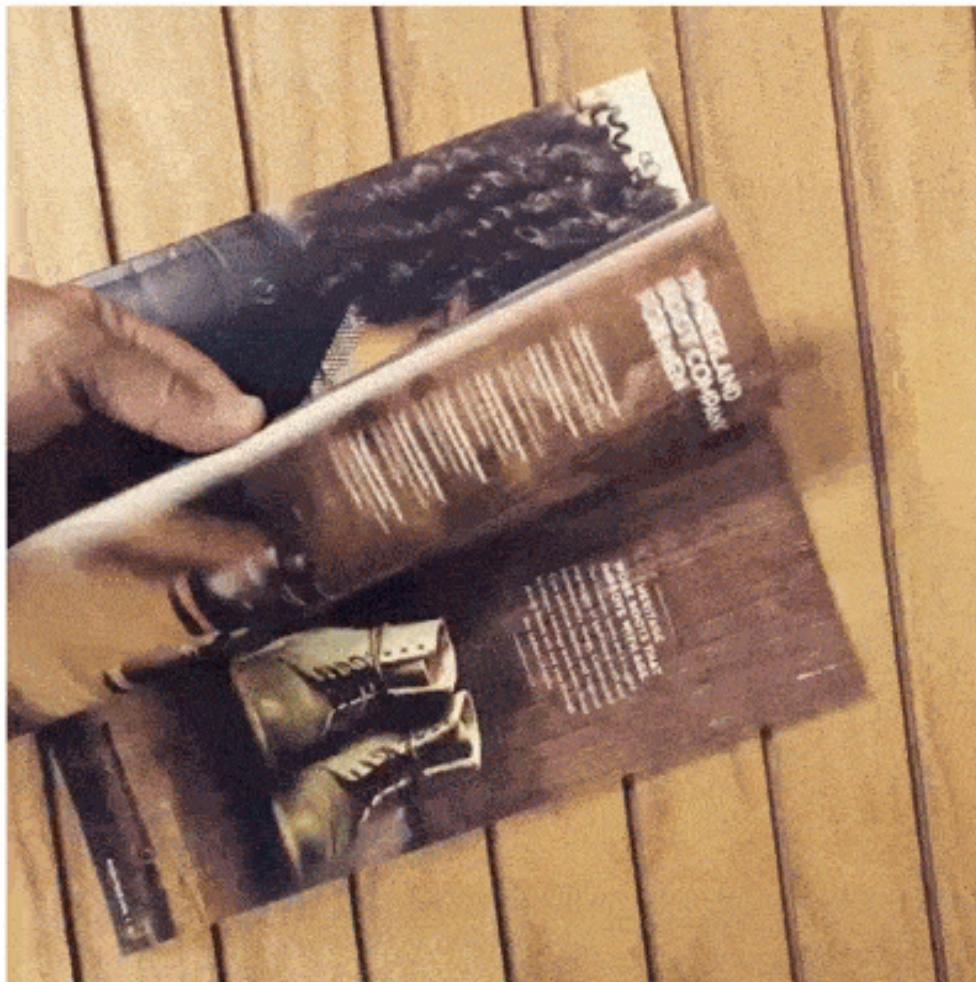
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timberland  
The Timberland Co...

FOLLOW

2,372 likes

44m

timberland Who else is flipping through our fall catalog? #boomerang #moderntroll #catalog #timberland

mfkou1 .

mabdfatah Where can I find an online store to buy at Middle East.

travelbirdyworld Top

abolfazlamanollah @\_alirezakarami

westgardtysen @apessz

Log in to like or comment.

...

Timberland has seen great engagement rates with its innovative Boomerangs. Source: [Adweek](#).

## 13. Use Instagram traffic to increase website traffic.

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Maximize the potential of your link with special offers and promotions to encourage followers to click through. You should also combine strong calls to action with your URL in a text overlay on any images or videos.

In Instagram stories, you can insert a link with a "Swipe Up" CTA if you have over 10k followers.

Don't forget that all of Instagram's ad formats offer a call-to-action button that followers can click on to take them to your website.

If you have partnered with influencers, work with them to promote your URL in their own content as well.

Finally, to ensure you can view relevant traffic stats, [deploy analytics software](#) to glean insights on which Instagram content is driving traffic to your website so you can target your campaign further.

## 14. Use SEO to 'win' Instagram.

**Instagram and SEO might not seem like the most obvious of bedfellows – but creating an SEO strategy for your Instagram account is vital on the increasingly competitive platform.**

The two key areas that affect SEO are your account handle and account name. The first is the '@' name that you use with, which should clearly reflect the sector in which your business operates. Make this short, sweet and memorable.

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against.

Insert your industry or a keyword related to your business in the name field to get the most out of this feature. The key here is to think of words people would use when searching on Instagram.



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**sans.beast**   

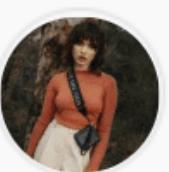
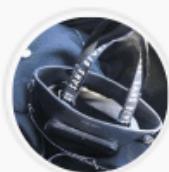
1,163 posts    14.1k followers    550 following

**Luxe Vegan Handbags + Wallets**

- + Bags of style for faux hunters 
- + PETA certified.
- + Studio@sansbeast.com for PR enquiries
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**Studio Life**    **Q+A**    **In The Wild**    **Stockists**    **Collection**    **Travel**    **A Makers ...**

The keywords in the name field of sans.beast's profile ensure their profile is discoverable to anyone searching for vegan handbags and wallets. | Source: Instagram/@sans.beast

For tips on how to create and optimize SEO-friendly handles and names that will increase Instagram engagement, [head to our complete guide here](#).

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your SEO rankings.

While Google doesn't officially confirm that social signals are a part of their ranking algorithm, [studies have shown a significant correlation](#) between social engagement and Google rankings.

## 15. Partner with micro-influencers to create brand authenticity.

**Instagram influencer marketing has become increasingly significant, allowing marketers to work with key thought leaders in their sector and push brand messaging out to a wider audience.**

Because influencers are seen as 'independent', aligning your brand with their authoritative voice can add genuine authenticity to your messaging.

How to select the right influencer can be challenging though. [Marketers can fall for the glamor](#) of working with a celebrity instead of focusing on what the influencer can actually bring to the table.

It's essential that marketers understand the definition of what an influencer in the first place is and plan out an influencer strategy that features a short trial campaign period to see how receptive the influencer's network of followers is to your brand.

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to helm a campaign that was already considered to be inauthentic and co-opting the BLM revolution.

Consumers today are becoming increasingly desensitized to traditional advertising, are incredibly aware of social issues, and have finely tuned BS-filters, making authenticity a major requirement for brands.

Instead of splurging on household names, partnering with micro-influencers can be your golden ticket to [creating an authentic brand](#).

Micro-influencers are generally more affordable, have a more personal connection to their audiences, and they're perceived as more authentic. In fact, micro-influencers consistently have [higher engagement rates around 2-3%](#), compared to the average 1.7% of macro-influencers.

Sand Cloud is a perfect example of how micro-influencers can be used to build an authentic brand. The beach towel company uses micro-influencers and regular customers as brand ambassadors, sourcing nearly all of its content from its followers. The strategy has worked, as the brand 775k Instagram followers and boasts over [\\$20 million in sales](#) to date.

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8,907 likes

sand\_cloud

Who else is ready for spring vibes?! Working on some exciting new products in the HQ! (Coming This Weekend) 😊🌸🌼 #savethefishies #sandcloud

Thanks: 📸 @rosemaryretro

[view all 37 comments](#)

Add a comment...

Remember to ensure your influencer is given the right tools, resources and guidance they need to carry out their role effectively and work hand-in-hand on the campaign with you as true partners.

For more details about how to successfully use micro-influencers to create an authentic brand, [head here](#).

## 16. Host an Instagram contest.

**Contests are a powerful engagement tool on Instagram, generating more engagement than regular posts.**

An especially popular contest type on Instagram is the giveaway. This involves giving away a product or service, and users enter the contest by following your account, liking the post, and tagging their friends in your post. If the giveaway is executed well, this can be a powerful tactic to boost engagement and brand awareness.

grabbing contest post.

Once ready to deploy, strategize the contest's promotion; along with Instagram ads, think email blasts, website banners, social network plugs, and more.



**palmers** • Follow

...



**palmers** • ❤️ Palmer's

ThanksGiveaway ❤️ Keep your skin hydrated and radiant all holiday season when you win a Coconut Oil prize pack in our Thanksgiving! It's easy to enter:

- 1 - follow @palmers
- 2 - in the comments, tag 2 friends and tell us what you are thankful for this year

Winners will be chosen at 12pm EST



7 likes

2 MINUTES AGO

Add a comment...

Post

Source: Instagram/[Palmers](#)

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# 17. Convert Instagram followers into email subscribers.

**Email remains the de facto channel for building truly deep customer relations.**

It's why brands strive to convert Instagram followers into email subscribers via three established steps designed to create effective Instagram marketing for email.

First, create a clickable incentive in your Instagram posts depending on your target audience. For instance, consider offering a prize, free content, or a discount.

Second, once the audience clicks through, ensure the landing page features a strong call to action linked to an email submission form.

Third, create a mailing list to effectively wrangle your new email subscribers so you can begin to develop more meaningful relationships with them.

# 18. Embrace Instagram Stories.

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Stories enable you to post a mix of photos and images in a single post that disappears after 24 hours. But their benefits can last much longer for your reach and engagement rates, pushing up your chances of appearing in the Explore section and helping you gain new followers in the process.

Using stories can make your brand seem more authentic and approachable, and create a sense of urgency that keeps users coming back to engage with you.

Live stories are ideal for drawing people in because they're happening in the moment, while prerecorded stories are perfect for in-depth coverage of your products, one-time quickfire promotions, or sharing narratives.

Some of the best stories take advantage of the “FOMO” effect stories create by offering sneak peeks, or use interactive elements and clever storytelling to keep users watching.

Remember that 60% of Instagram stories are watched with sound on, so don't forget to invest in a good sound experience for your audience.



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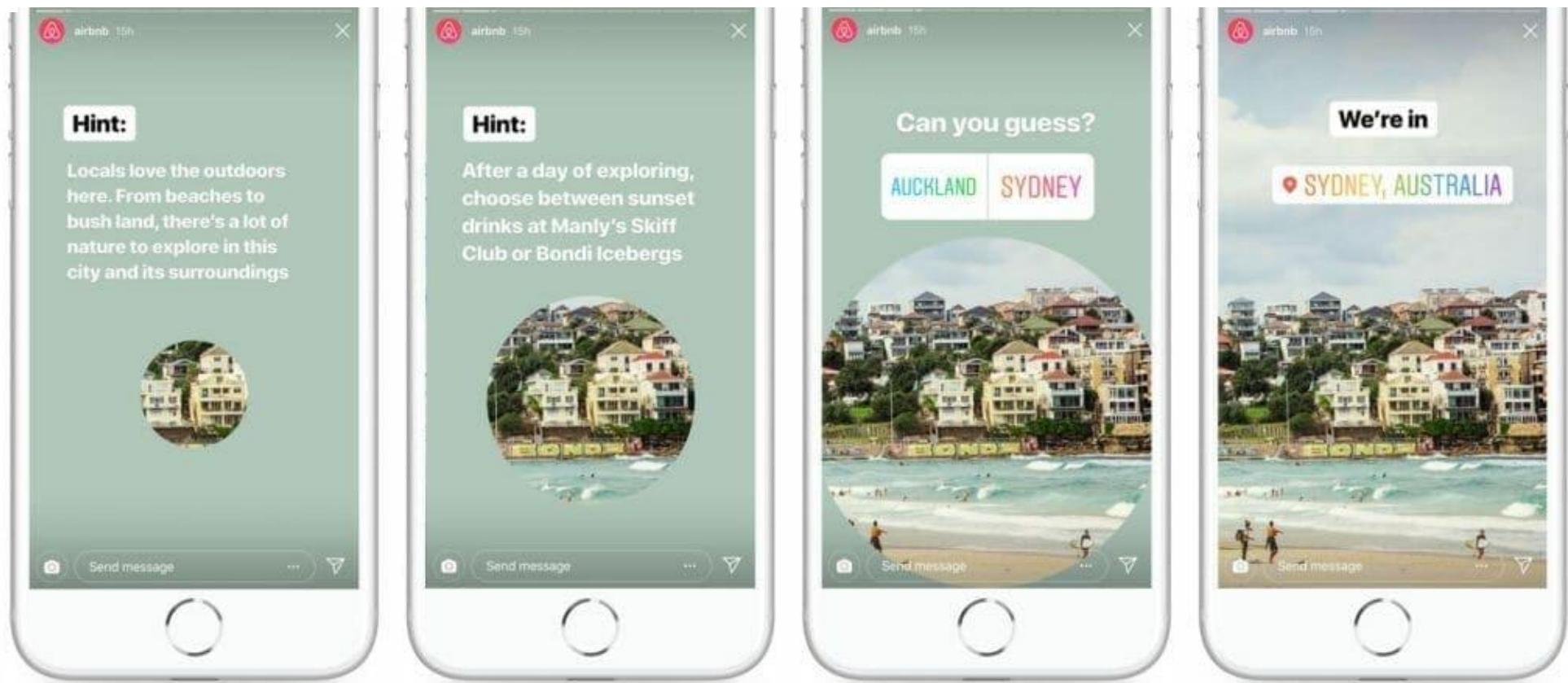
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Airbnb is a master at making the most of Instagram stories. | Source: [Instagram/Airbnb](#)

For more examples of how to use Instagram Stories for marketing, [head here](#) for inspiration and ideas.

## 19. Add a link to Instagram Stories.

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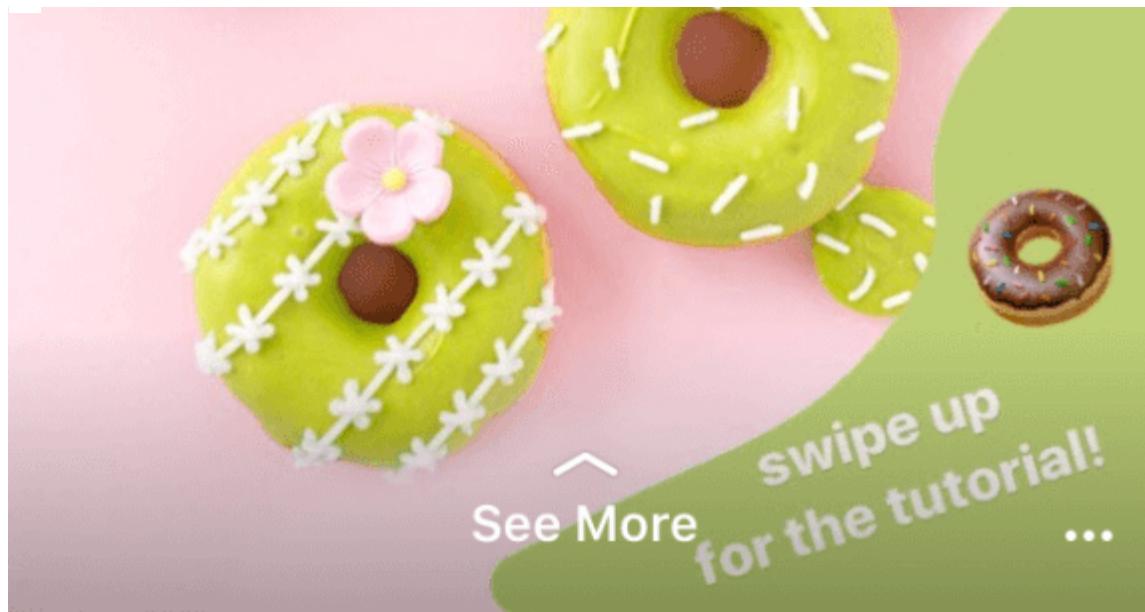
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To open links in Instagram Stories, just swipe up from the bottom of the screen. Source: Instagram/[aww.sam](#)

To add a link, you'll need to upload your photo or video to Instagram as before. Next, you tap the link icon at the top of the screen. Type in the link, do a quick preview to check all is well, and hit 'done'. Remember to add a CTA to your story, so that users know what they are swiping up for.

That might seem like a simple option, but it's an essential one for driving even more Instagram traffic to your website.

## 20. Use emojis effectively.



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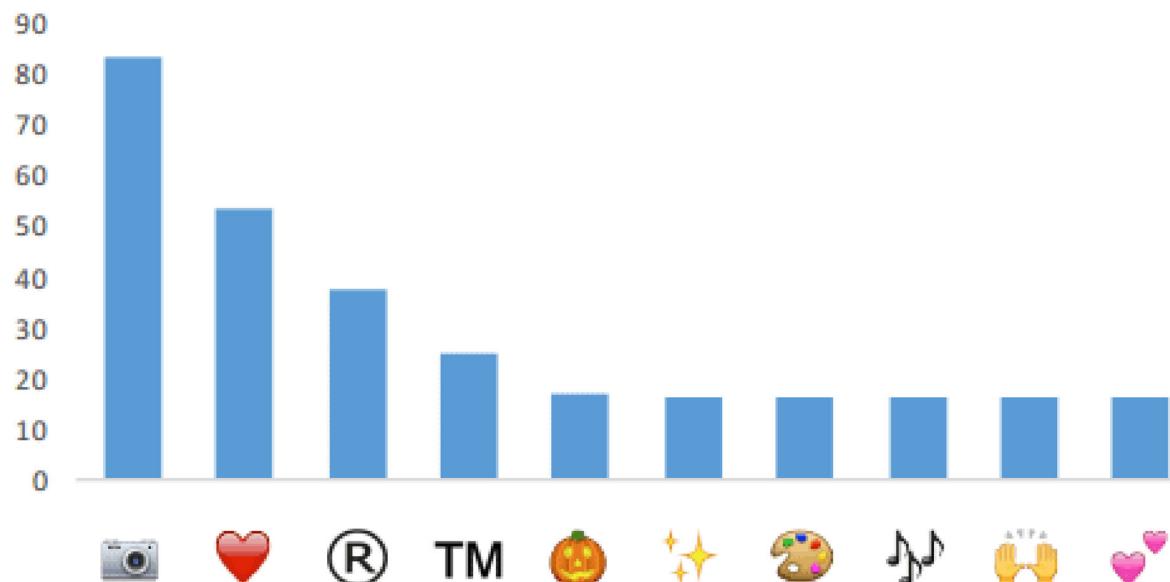
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informal.

Used right, emojis can help you insert personality and fun into your brand and help build a more emotional connection to your audience. In fact, Millennials and Gen Z are so used to emojis that they see messages without them as [more "cold"](#).

### Top 10 Emojis Used In Brand Captions



*The camera is the most used emoji, generally used with a @username for photo credit.*

Source: [Geekwire](#)

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Second, check that you understand their meaning to [ensure usage remains appropriate](#) and judge how many should be used and how often to increase Instagram engagement.

Finally, remember emojis cut both ways, reflecting what followers think about your posts, so monitor comments for emojis to use as sentiment indicators.

## 21. Promote your Instagram channel on other social accounts.

**Spread the word about your Instagram channel as far as possible. For instance, promote your Instagram account on Facebook by making an announcement there with a clickable link to your Instagram page.**

You can also exploit Instagram's auto-post and cross-promotional tools. The cross-promotional tools allow you to instantly post from Instagram to Facebook, Twitter, Tumblr, and more, bringing followers together from across your social networks.

Remember not to cross-promote all your Instagram posts to other social channels or you risk 'cannibalizing' your content, negating the need for followers to visit your Instagram channel in the first place.

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**Followers may love your Instagram ads but be sure that all that love actually leads somewhere by using a powerful Instagram call to action.**

While CTAs can be introduced into your profile, images, or caption copy, the most direct way to increase interaction rates and push followers in a certain direction is to make use of the official CTA buttons that Instagram makes available to enterprises.

These appear below your post and are ideal for delivering short, punchy CTAs such as 'Learn More' and 'Call Now' that snare followers' attention. For the best Instagram call to action examples and how to create them, [head here](#).

## 23. Track and learn from your best-performing Instagram content.

**Learn the 'formula' of content that will drive up your Instagram engagement rates, using it to further hone your Instagram marketing strategy.** There are many ways to do so, whether through identifying the most effective hashtags and visual styles or through learning when the best times are to post.

Through such monitoring, you can develop best practices for your own brand. Also, consider deploying a social media management platform like Falcon. [Social listening](#) and analytics will help you finetune your marketing strategy and increase Instagram engagement.

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Realize that your Instagram journey is never over.

While that might sound daunting, your Instagram profile is like your business – an enterprise that is constantly growing and evolving while forging ever-deeper links with its followers.

By following these 23 tips for Instagram best practices in 2021, you can maximize your Instagram channel's potential. So no matter how the network evolves, you can increase Instagram engagement and keep those likes, shares, and comments coming.

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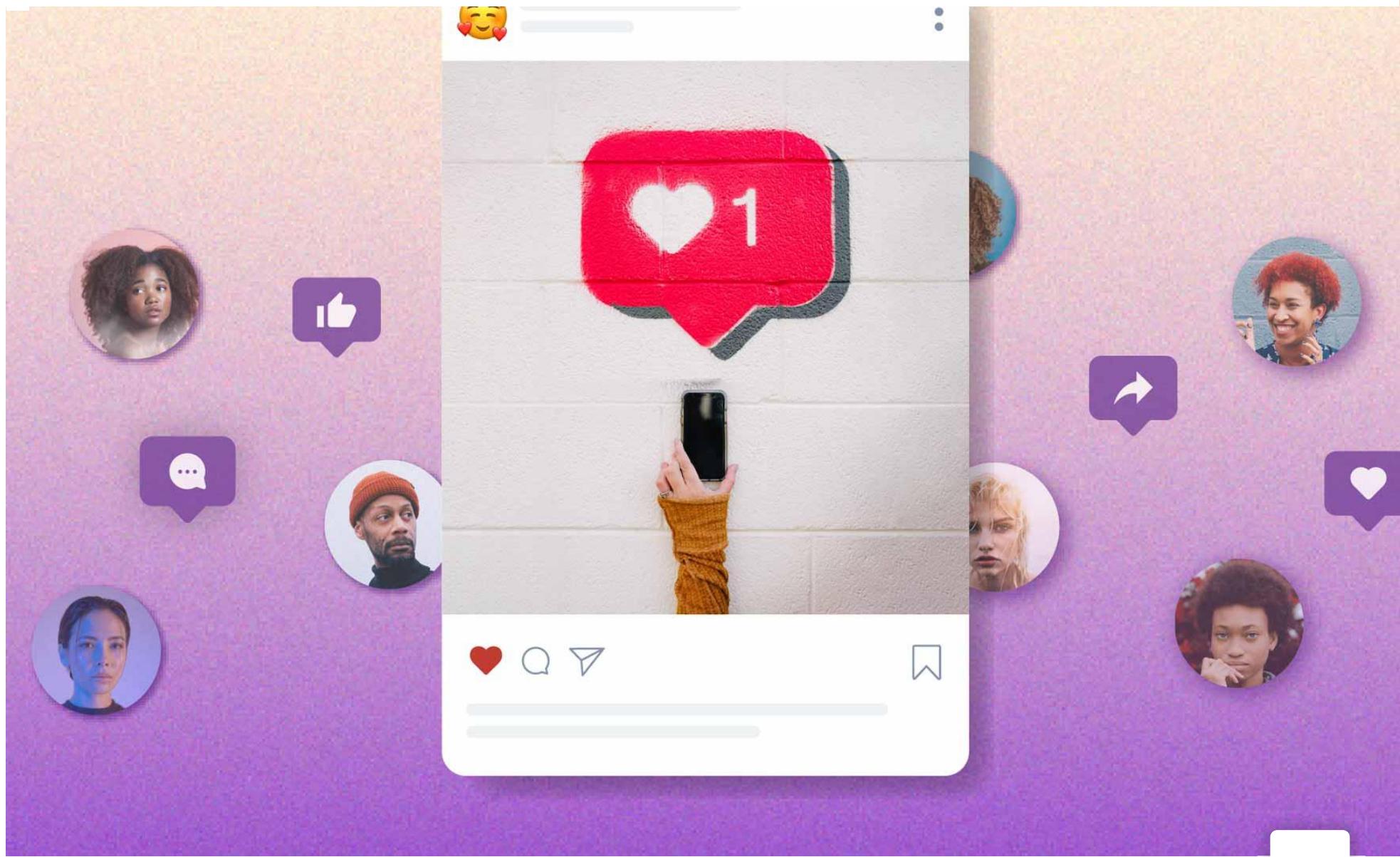
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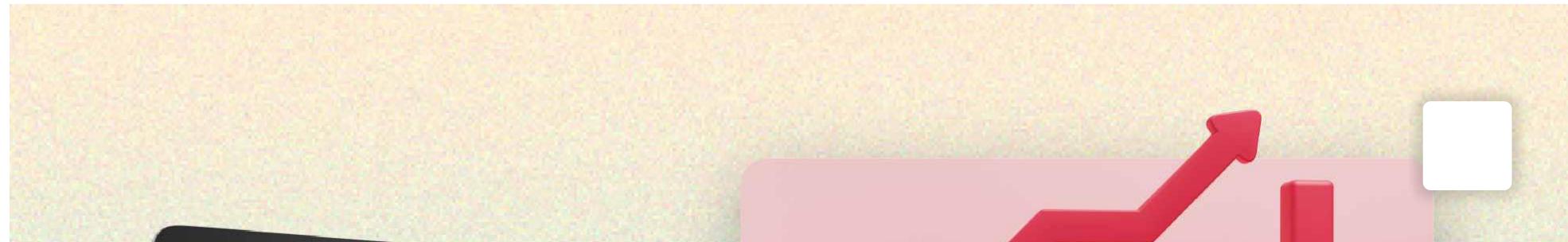
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