

PIKOH OFFICIAL

The

Comediologist



**How To HIT Your 100,000
Followers On Instagram In 8
Months Learning From This eBook.**

ISYAKU BABA

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AKNOWLEDGEMENT



Introduction

Hi, I'm Isyaku Baba!

I am a blogger, writer, Wikipedian, and digital marketer. **I've been in this industry for 8 years now.** I manage InstaGram accts such as @officialbossx, @bwetv.ng, amongst several others.

Worked with a number of brands here including Frostwater Nigeria - a bottled water company, CCFoundation - an NGO focusing on healthcare and education, African Peaceful Elections Coalition (APEC) - a non-profit, BWE Studios - An animation studio, etc. Also performing as an Assistant to Executive Producer on a 3D full length animation project under the BWE Studios anticipated to be finished and released before next year collapses.

I've also micro-worked with Cllr. Siju Adeoye @sijuadeade, Labour Councillor representing Chatham Central Ward, Medway, Kent, likewise worked with Cuffline Medical Inc. company, USA amongst few others.

I am the founder and CEO of iBabanaija Blog (a Nigerian focused news blog site).

I am currently a Global Youth Ambassador for Theirworld, a UK based charity non-profit organisation and the Ambassador - Nigeria to the Global Socio-economic and Financial Evolution Network, Ambassador for Opportunities Hub. Also a volunteer team member at the first-ever licensed TED event to hold in Minna, TedxMinna.

Here are some of my profile.

On Instagram: [@ibabanaija](#)

On LinkedIn: [@ibabanaija](#)

On Wiki.ng: [Isyaku Baba](#)

On Nigerian Wiki: [Isyaku Baba](#)

I have written this eBook to exhaustively discuss Ayam Pikoh's Instagram growth and how she started from the scratch and it is in its form, exemplary and motivational following the fact that it aptly captured how Ayam Pikoh began her comedy journey from being an uninteresting comedian to making her sensational creative videos on Instagram which brought her into the limelight.

You should be utterly interested in this eBook to the end.

This eBook will also capture her continuous Instagram growth and the strategies she has used over time to capture her demographics and eventually convert them to her genuine audience.

If you have been an active Instagram user as well as a follower of the online comedy in Nigeria, you must have come across the hilarious video of a Yoruba schoolgirl who has continued to be witty at school and later was identified with the irregular popular name, the 'Benefit Girl'. A video that grabbed the interests of all the Nigeria social media influencers pages, newspapers and blogs.

It is simply the narration of a schoolgirl that has continuously run away

from her school classes in search of wealth.

Upon the successive trending of the viral video, Pikoh never relaxed and went on to create even more mind-blowing comedy videos that turned out to win the hearts of many.

This is the most interesting part, although, before the advent of the ill-seeking Coronavirus pandemic, Ayam Pikoh made a post congratulating and appreciating her fans on her official Instagram page @ayam_pikoh_official upon reaching her 20k followers, a post that was made on the 7th of February, 2020.

She has however risen to her over 93,000 followers within 8 months with an estimated increased followers of at least 73,000 growth and over a million of impressions, cumulatively since this stretch.

Making her the talk of the day on top Instagram pages in Nigeria. Thus, meaning Ayam Pikoh had an average growth range of 9,000 followers in every 30 days.

Wow... This is super-natural I must mention.

Please note that Ayam Pikoh has an overall 720 posts as at the time this eBook was written but it took her to make only 331 creative posts (including pictures and videos) to rise by that massive numbers about 48% of her posts.

magical and scary
right?

Yes, it is.

Okay! this also means that amidst every other strategy she used in growing her page to become this celebrating, she was reasonably consistent and hardworking on her contents.

You too must consider this, before you can start thinking of growing organically on your Instagram page.

So, first of all, before you begin on your Instagram journey, you need to craft out a sustainable unique niche for yourself; be mastery in it, and continue to work on bettering your craft while being unapologetically consistent in doing it.

On the 30th of October, 2020, Ayam Pikoh shared her inspiring story about how she began her comedy sort-for-fame by creating a WhatsApp group chat with her manager couple of years ago, in 2017, and got the most shocking, demoralising results from her group members when everyone else including herself left the group chat after what I would call "disagreement with her kind of contents" had occurred.

Are you with me?

She metamorphosed a few years later to become who she is today.

In the video, she said "Good day guys, my name is popularly known as Pikoh official, I'm so happy today because I just clocked 90k followers on Instagram, (chuckles) like I'm so, so happy but I want to talk about this group, I hope you can see this group, named 'Pikoh gurl group', created on 14th March 2017.

She continued "*I created this group when I started my comedy to send in my skits and added my family, friends including my enemies (virtually everyone she knows and could reach then) but to my greatest surprise, everybody left the group chat including myself and the only person that remained in the group was **Timiboi** and that's my manager*".

She furthered encouraged her fans not to relent on their struggles nor give up their own God's given talent because of lack of support from people around them including their family.

CHAPTER 1

What you should consider first

“

Sometimes the smallest step in the right direction ends up being the biggest step of your life. Tiptoe if you must, but take a step.

So, always know what you should consider first.

Believe in yourself

My dear, as you are fully committed to reading this, I want you to hold this to your heart, "the level of success you see in your life is a direct result of your belief system."

Don't take this as about religion or philosophy. What I mean is that the way you believe in yourself contributes to your ability to succeed.

To begin to believe in yourself means you need to have strong faith in your abilities and capabilities and become your energizer.

It means believing that you CAN do something – that is within your ability. Trust me, dear, when you believe in yourself, you can overcome self-doubt and have the confidence to take action and get things done.

Most people you admire today also started with low self-confidence, but as a result of their efforts and consistency, they become brave and outstanding in their fields.

And I have just discovered that if you do the same things that other self-confident men and women do, you, too, will experience the same feelings as they do and get the same results or even better.

On this eBook, I'm going to show you some practicable and convincing measures to overcome the obstacles in the way of your self-confidence.

Once you solidify your belief in yourself, you can be whatever you wished to be. These steps are working for me too.

Be true to yourself

The key is to be true to yourself, to continue to be true to the very best that is in you, and to live your life consistently with your highest values and aspirations.

Guess what, nobody understands you more than you. So being realistic to yourself is your first step to success.

Take some time to think about who you are and what you believe in and what is important to you.

Sometimes, I lock myself in the room and look myself in the mirror then imagine me doing those things I aspire for.

One thing I notice is that I feel achieved every time I do this. And I end up becoming my motivator.

If you want to change your life by becoming a comedian, believe that you can do it.

Every successful person has the same root of story to tell.

The hardest step in that journey is finding the confidence to learn how to make people laugh even in their worse mood and how to stand and talk to an audience.

Once you get a hold of a proven system of strategies to crack your jokes and identify your audience, the larger goal becomes easier to attain.

By believing in yourself, you will find the courage to take immediate action on your goals. And this, as you may know, is the key to success!

I encourage you to never compromise your integrity by trying to be or say or feel something that is not true about you.

And – more importantly – never compromise your potentials to grow due to self-limiting doubts. Instead, embrace your confidence and believe in yourself because you really can do anything you put your mind on.

Leverage on your talent

When you fail over and over at something that seems easy to others, it is nearly impossible to believe in yourself and leverage your talent.

In struggling with confidence, you tend to focus on things you can't do. That's most probably because you feel weaknesses more keenly. They are painfully accentuated in your mind as symbols of shame, weakness, and failure.

"I'm not good at this particular thing," quickly grows into becoming, "I'll never be good at anything!"

The good news is that everyone has weaknesses and strengths, including that person you look up to.

You need to determine how to identify your talents so that you can get the most mileage out of them.

The solution to start building confidence right away:

- Stop spinning your wheels at things you aren't wired for.
 - Discover what you are already good at, and work at becoming great.
 - Don't feel rejected when you fail.
 - Have you thought of "I can also do it if they can"?

The common habit of successful people is to focus on the positive things they are good at and assign weaknesses to others instead of worrying about not measuring up.

When you shift your focus to strengthening your talents, you will effortlessly feel more competent and confident. And when you put effort into developing your natural abilities, you can become a '**badass**'.

At this point, you may be confused about realizing what exactly your talent is and still wondering how to discover your talent to set your career. The easiest solution I can offer you is for you to engage and talk to your family, close friends, and colleagues about what your strengths are or where they always feel your vibes. Then also notice on what are some things they come to you for help with? You're not fishing for compliments, though sometimes this exercise can come with a confidence boost.

If you still battling with not knowing what your strengths are, a friend of mine has suggested this assessment tool for you to use. I also use StrengthsFinder 2.0 by Tom Rath with my coaching clients to point out their natural ways of thinking and behaving.

The exercise may take about an hour, walking through a series of questions. It's designed to uncover your hidden sources of power — your strongest qualities. The assessment also reveals some of the best ways you can start using your inborn talents.

Knowing your strengths and understanding your God's-given potentials will allow you to put more of your effort into areas you're already talented in. You can grow in the ways you're naturally inclined. Once you are working from a base of strength and belief in your abilities, you can find resources to tackle anything.

Recognizing your natural abilities (and inabilities) permits you to stop banging your head against a wall. You can do what you do best, and find workarounds for the rest.

Use your strengths to your advantage. This approach will bring out your confidence as you focus on using your best skills. Shifting everything else off of your plate gives you the power to be awesome at what you do best.

Your strengths are what make you unique. Develop these qualities and depend on them.

Understanding a niche

At this point, you're fully in charge of yourself to make your dreams come true, but you are still lacking a well-defined spot to start from. This is where understanding a niche that works perfectly for you is paramount. Every business has a niche market and a business niche is simply a specialized or focused area of a broader market that

businesses can strive to differentiate themselves from the competition and allows you to dominate your industry.

Never will I advise you to think that you're the only one doing what you're doing. Most industries feel oversaturated with other businesses and competitors, and at this moment standing out can sometimes seem impossible. But doing your thing in a different yet outstanding direction in a crowded market is achievable with niche marketing. In a more close view, niche marketing is an advertising strategy that focuses on a unique target market. Instead of marketing to everyone who could benefit from your product or service, this strategy focuses exclusively on one group — a niche market — or demographic of potential customers who would most benefit from the offerings. A niche market could stand apart from others because of the following:

- Geographic area
- Lifestyle
- Occasion
- Profession
- Style
- Culture
- Activity or habits
- Behaviour
- Demographic
- Need
- Feature reduction or addition

Identify your niche

Finding a niche is important for small business owners and starters who want to not only create a steady stream of revenue but also establish a loyal audience.

Now, this is the connection and how important it is. Let me give a scenario to this extent.

You are a talented comedian who loves to make people laugh with your facial expressions and accent, for that reason, many of your friends will like to meet with you on daily basis just to crack their ribs.

Some will come to you from their homes in kilometres afar from yours when they feel lonely and you suddenly become their saviour, removing the ill-feelings and depression in the.

If you have the thoughts of making money from it and become famous and celebrated, you should immediately identify your niche market and start building your brand.

Another practical example is comedienne, Ayam Pikoh's type of comedy, she was able to narrow her craft into addressing a chunk number of **Nigerian Yoruba descents** who do not enjoy the regular English comedians or need something more, proud **Yoruba people in diaspora, secondary school students; age 14-17, youths (18-40)** and **those in the slums**, amongst others.

This makes her brand unique and highly demanding in the Instagram Algo.

Focusing on your identified niche (consistency)

It will sound interesting to you to know that about 80% estimate of all online consumer traffic is from video contents which mean for you to grow immensely in your niche, you will need to maintain the influence of producing video contents and marketing. That means failing to maintain a video content marketing strategy is no longer an option for your brand and all brands seeking to make a serious impact on potential leads. And while there are several excellent methods you might pursue optimizing your videos search engine or building your brand's loyalty through video content marketing, one tried-and-true concept continues to make an impact on the field of Consistency.

This is why comedians and other video content creators win most engagements on Instagram.

The value of consistency extends beyond modern video content marketing. It harkens back to the oft-quoted “rule of seven,” a guiding principle from the Golden Age of advertising, which purports that the average prospective customer needs to notice something (like your brand) seven times before they take action. By extension, consistent posting elevates the rule of seven to the nth degree by keeping your company fresh and relevant in the eyes of potential leads.

Brands that post content consistently and maintain consistent voices throughout their content are valued at up to 20% more than their more haphazard peers. By posting consistently, your brand maintains its real estate in the hearts and minds of viewers around the world.

CHAPTER 2

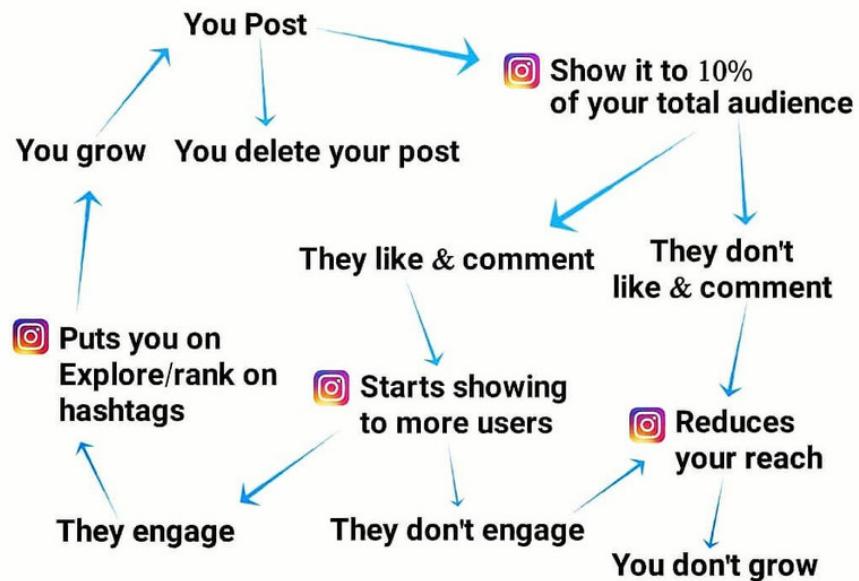
How the Instagram Algorithm works

“

Are you aware that there's a new Instagram algorithm in town—again. The new algorithm favours posts with lots of varied engagements such as: comments and likes, meaning your posts will get more visibility (and have more influence) the more engagement they encourage.

As an expert in the Instagram algorithm, I need to tell you how it works, first of all, by letting you know that Instagram algorithm can also be referred to as the IG Algo, in case you see that elsewhere.

Algorithms are often what determines the number of users that see the content you publish and who doesn't.



It is also funny but serious to let you know that these algorithms are fragile and can change in days, meaning that yesterday's marketing tactics might become less effective tomorrow and that is why your strategies on each platform need to constantly evolve.

Pause a minute, some strategies work for a long period and when you get hold of them, you can use it for the whole time.

On Instagram in particular, simply posting regularly with the right hashtags won't necessarily guarantee that your new content always reaches its intended audience. Instead, you'll need to consider how you can work with the new Instagram algorithm updates to shake up your approach to your winning Instagram marketing.

How the IG Algo works for the feed

Beware that the new Instagram algorithm dictates the order of the posts that your audience see when they're scrolling through their feed. Based on specific signals, it prioritizes the best posts, pushing the most relevant ones toward the top and giving them the most visibility, while other content ends up being placed further down.

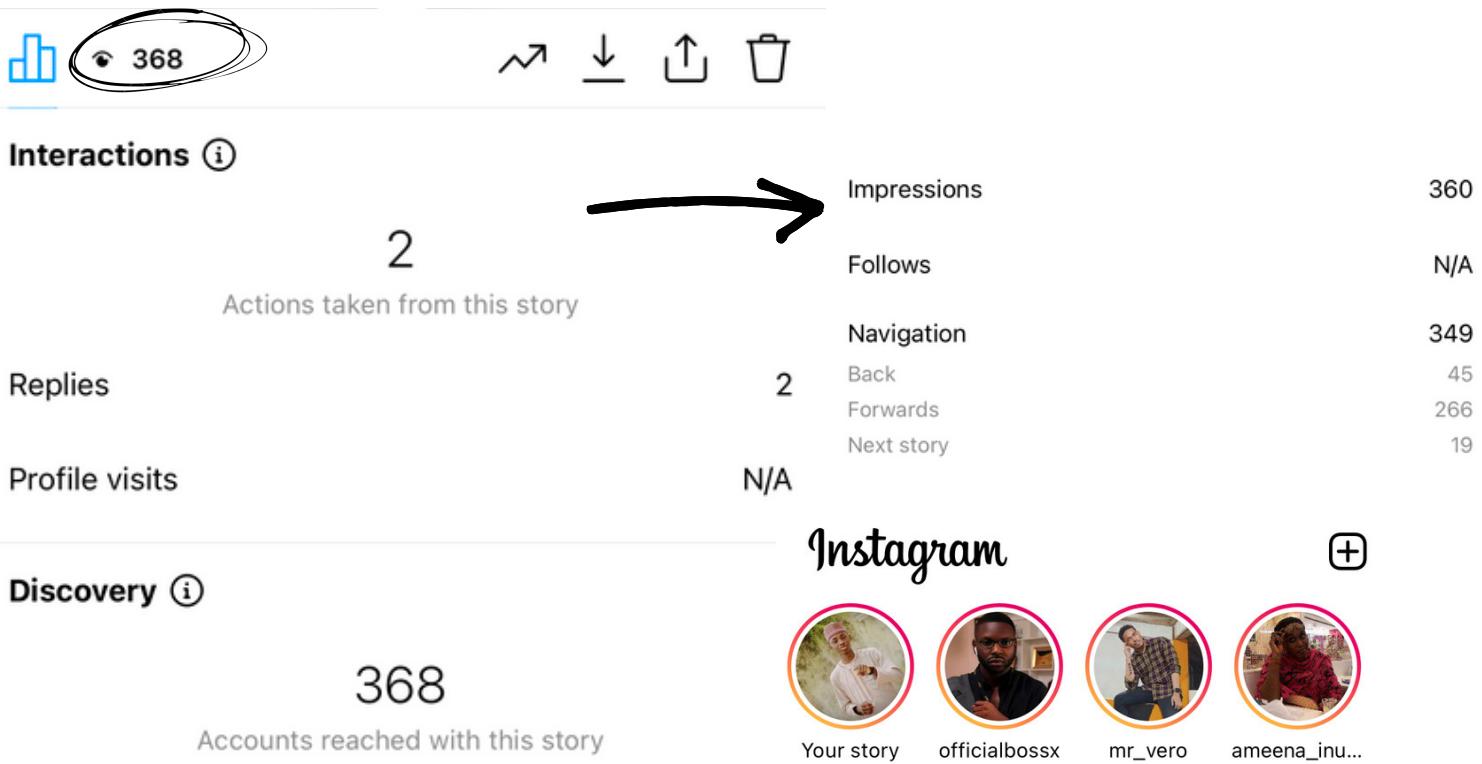
The Algo will likewise follow your interest over time and give you a related content at the feed that's rating well in their scheme and this is why you find music related contents or comedy related contents on your news feed when you follow and like a lot about music or comedy, respectively.

While it's important to note that the new algorithm is subject to change, these three main ranking factors can still help inform your Instagram strategy (please take note of this as you may not find it elsewhere):

- **Your relationship with your audience/followers:** If a certain user has interacted with a lot of your past Instagram content, they'll be more likely to see your future content. This makes continual, repeat engagement on your posts important for building a loyal audience.
- **Interest the user has showed:** This signal is based on whether the user interacts with similar posts and accounts when they explore Instagram. Like I said not long ago that users who also engage with similar content are more likely to see your posts.

- **Relevancy of the post:** When you publish a post on Instagram, the algorithm gives it a relevancy score, which impacts who it shows in the feed.

How the IG Algo works for Instagram Story



Firstly, you need to know that a 99% if not 100% of the stories you see on your Instagram Story is of those you have followed their account.

This means that the more you follow, the more you will see.

Instagram Stories that appear first in your feed are from accounts you engage with most and engagement in Instagram means Comments, likes, and DMs all count toward your place in a user's feed. Your audience is also shown Stories by location, which is why using location hashtags in Stories is becoming more common.
You must have seen that right?

For example, when you tag #nigeriacomedy or some sort of keywords in your story as a hashtag, it will try to address your followers with the Nigerian comedy contents interest.

So, the more people engage with your brand through Stories, the more likely they'll be to see your updates every time you post on your stories.

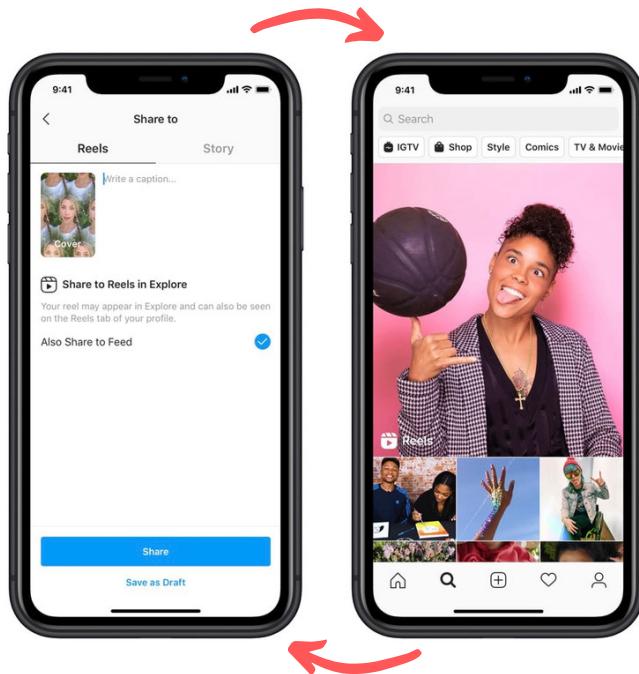
Knowing this, you'll want to consistently post Stories to reach people as they open their Instagram account.

How the IG Algo works for Instagram Reels and IGTV

The algorithm for video content like Reels and IGTV is similar to the algorithm for the Instagram feed.

Your content shows to people who interact with your account the most.

To increase visibility for your Reels, share them to your feed first and include hashtags. Instagram tends to boost discoverability for new features, so you'll want to jump on a Reels strategy as soon as possible



To extend the reach for an IGTV video, share a preview to your Instagram feed to increase exposure.

Now, you might be wondering how all of these facets of Instagram's algorithm will influence your own Instagram marketing strategy. So, let's take a look at some of the different ways you can adapt your approach to reach more of your customers using some of Ayam Pikoh's strategies as a case-study.

The strategies used by [@ayam_pikoh_official](#)

I have taken my time to study some of the approaches that were taken by Ayam Pikoh before I began to write this eBook.

Well, it became easier for me to take my notes because I am an expert in this field and only needed to relate matters appropriately.

You are also required to pay attention and take a very good note of this part as it is what will guide you into becoming the next Ayam Pikoh in the industry.

Instagram has multiple of millions of users all across the globe with thousands of new users in a day, so do not think that what has worked for Mrs A will not work for you.

There are always users waiting for your unique contents that have been crafted by your own story. So, don't be afraid to get started.

CHAPTER 3

Her unique storytelling

“

In business, marketing and other strata of life, the pacesetters and goal-getters are the winners not because they got the best ideas or have the best investments, they won and stood-out because they were able to relate with their unique stories.

Ayam Pikoh is a comedian with a very specific niche and a high converting storytelling model that has distinguished her from her competitors and given her a more specific targeted demographics and geographical segmentation.

Her Yoruba style of comedy had already told her the kind of watchlists and listeners she will get and that has given her more confidence to penetrating her market.

Do not be an expert in the beginning by diversifying too many times because you feel you have all the talents. That will confuse your audience. Instead, be more specific and limited to the kind of story you tell.

More generic stories make fewer engagements and impressions as opposed to more specific content creation and the consistency in doing it.

Ayam understood that there is a pool of Yoruba descents and lovers in the gram and decided to make them only her area of concentration. She could decide to speak English and use phonetics in her skits but that wasn't her target and her preferred targeted niche.

She went more specific by choosing a storyline about a dull and naïve secondary school girl that never wanted to do things properly and loves compromise, likewise the story of a schoolgirl with many aspirations and fantasies but unserious and unready at all the time coupled with exhibiting a ghetto lifestyle and called her Pikoh as a

character.

You see, nothing is more specific and clear-cut as this. She then followed up with the same story consistently and updates are audience every day with her storyline.

Now her fans do not bother to know her real name as calling her Pikoh is better to them and most probably more unique than her name. If her real name was grace, Pikoh is rarer and more identifying.

What you should derive from this is that the kind of stage name you use is important and must align with your storytelling and be able to set you aside from others.

Maybe in the next coming paragh, I will give you the leakage



Keshinro Adepelumi

AKA

PIKOH OFFICIAL

THE RAVE OF THE MOMMENT



TURN ME
OVER!

CHAPTER 4

Her behind the scenes promotions

“

Imagine being able to reach the specific groups of Instagram users you want to connect with, engage them and convert them into customers?

*Well, that's absolutely possible with **Instagram Ads**.*



Although hashtags are a great promotional tool for an Instagram user, many people have ignored that over the years thinking that it is disgusting to add it up to their captions.

Well, you mustn't though.

You can instead decide to add your hashtags to your comment box immediately after making the post or give dotted paragraphs and having the hashtags below what the eye of the audience can see, whichever way works.

I wanted to go as far as giving you secret hashtags and hashtag combinations that work faster but there is a pool of them also and the ultimate way of identifying them is by taking out of your time to meticulously test them.

I will however give you this hashtag analytical searching tool best-hashtags.com to use as your guide.

Always take out of your time to research on hashtags that work and test them.

Also, measure the results you get and have a notepad where you save your tested and working hashtags so you can just copy and paste later.

Do not forget to have your branded hashtag where people can always refer to, to find a bulk of your contents. It is very paramount for a beginner and a pro.

When you craft the unique hashtags that work for you and build them over time, your audience will always be willing to promote it for you on their videos which will increasingly build your fanbase.

You can use or build more than one hashtag at a time but a max of 3 is advised so you don't end up confusing your audience and losing them to a wrong hashtag.

Ayam had understood that she needed to promote her contents to reach new users, more and more. So, amidst her hashtag strategies, she still went on to promote her contents through the Instagram promotion tool and by collaborating with other comedians of similar niche to gain more audience.

Two things are key here;

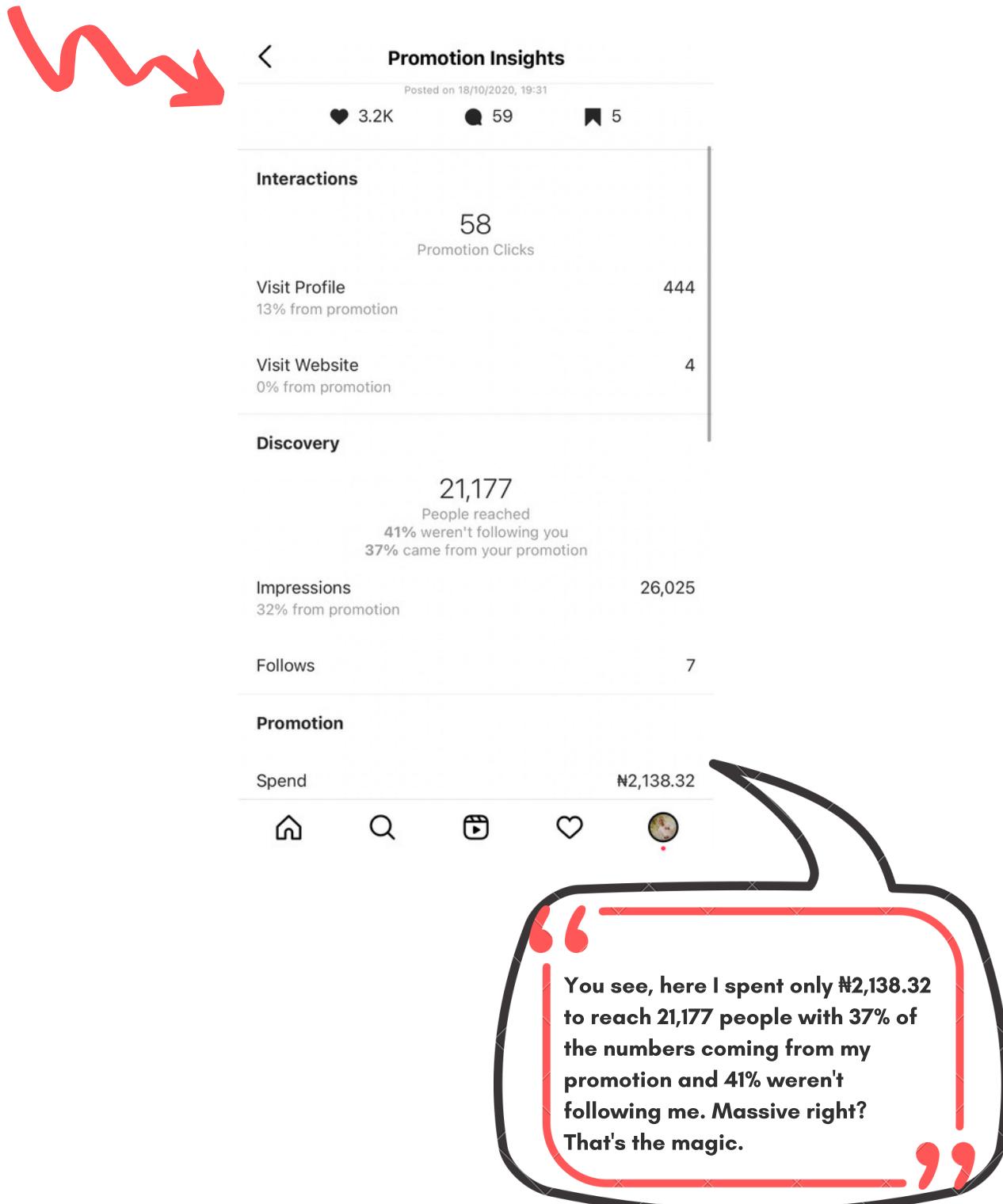
Instagram promotion tool

Since 2016, Instagram has launched their business profiles. These have dedicated features like contact buttons and call-to-action buttons just for company profiles. But more importantly, they allow you to advertise. Instagram Promotions are newer than ads and weigh less of a commitment than an entire campaign.

Instagram Promotions are regular, non-advertisement posts that a user would want to convert to a sponsored post, with elevated reach.

The 'Sponsored' tag may appear in the same place, but Instagram treats these posts differently with their algorithm. Every user will have a different motivation and so the algorithm will do its best to correspond to those nuances.

SEE THIS



The way you structure your promotions may vary with the way others do and this is because your targeted audience may differ from others. Always take note of your preferences while targeting your promotions to avoid waste of money.

You can even outsource an expert to do this for you as well targeted manual promotions can double and multiply your reach results than when you allow Instagram to do it for you.

This is like you telling Instagram that "**Hey Buddy! I know what I want and this is exactly what I want you to do for me**".

Instagram ads are great tools to convert potential customers to repeat ones. Sometimes, your goals may not demand a full-blown ad campaign. Promotion takes a high performing post and turns it up a notch. It takes it to the next level regarding engagement — ramping up likes, views, shares, and more.

Use them to turn a previous post into a sponsored one to extend your reach. If your objective is high visibility, promotions are your answer.

Keep in mind, the algorithms of most social media platforms work on a virality factor. So, the faster your posts get off the ground, the higher the ranking the algorithm puts you in the feed.
And it makes sense.

About 95 million photos and videos are posted on Instagram per day. The competition for visibility is insane.

The great thing about Instagram Promotions is that they can be done

directly from your phone. With ads, you need to be in the Ads Manager to create your campaign.

This is the **Facebook Ads Manager**. Important — if you want to use Instagram ads and Instagram Promotions, you do need an Instagram business profile.

If you're promoting you can do it from the app, and simply switch to a business profile in settings.

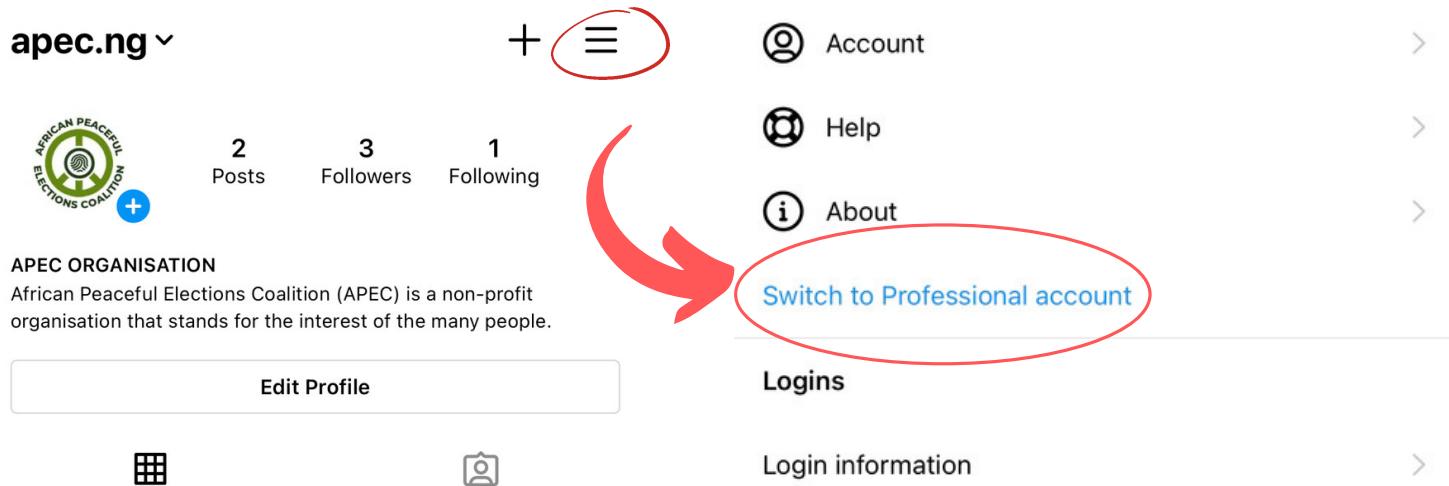
But if you want to use Instagram ads, you'll need to be connected to that Facebook business page.

I will quickly pass through how you can promote your images and videos on Instagram in the following screenshots:

- Convert your Instagram profile into a business account using the Instagram app

Log into Instagram on your mobile device, being it android or iPhone. I use iPhone.

Click on the Settings icon and then select "Switch to Professional Account" from the drop-down options.



Select a category and choose whether to Display on Profile, then click on

Done →



Select a category

Choose a category that best describes what you do. You'll have the option to display or hide this on your profile.

Blogger ✓ X

Display on profile (On)

Once you have completed the process, your Instagram account will have been automatically transferred to a business account. Your contact information will be displayed on your profile page, and you will have the option of promoting posts, creating ads, and viewing follower insights.



YUPPIE! Your Instagram page is setup and ready for all kinds of business and advertisement.

Choose whether you're a Creator or Business and click on

Next →

Are you a creator?

Based on the category that you've selected, you may be a creator. You can edit this at any time.

Creator

Best for public figures, content producers, artists and influencers. (Selected)

Business

Best for retailers, local businesses, brands, organisations and service providers. (Not Selected)

ibabanaija 9+



[View professional resources](#)



224 Posts

37.6 k Followers

351 Following

Amb. Isyaku Baba® •

Public Figure

- GSFEN Ambassador 🎉
 - A Blogger 📝
 - Digital Marketer 📈
 - Wikipedian... more
- [ibabanaija.com.ng/](#)

[Edit Profile](#)

[Promotions](#)

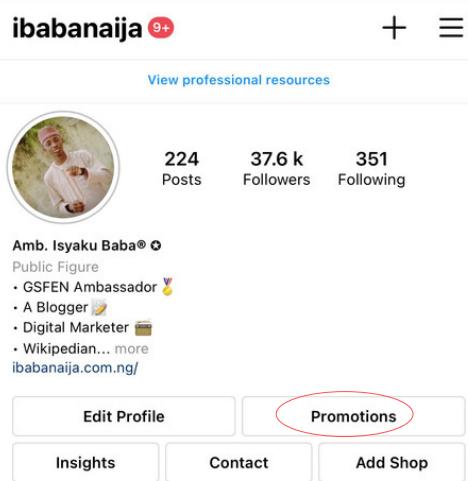
[Insights](#)

[Contact](#)

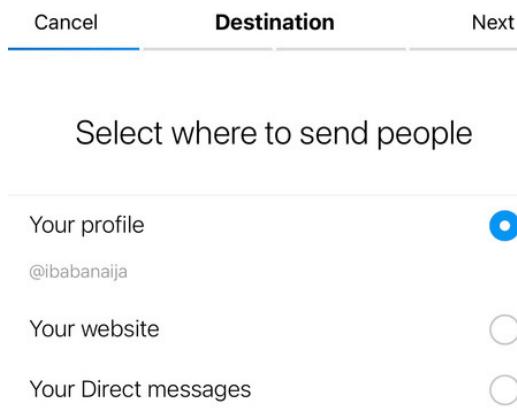
[Add Shop](#)



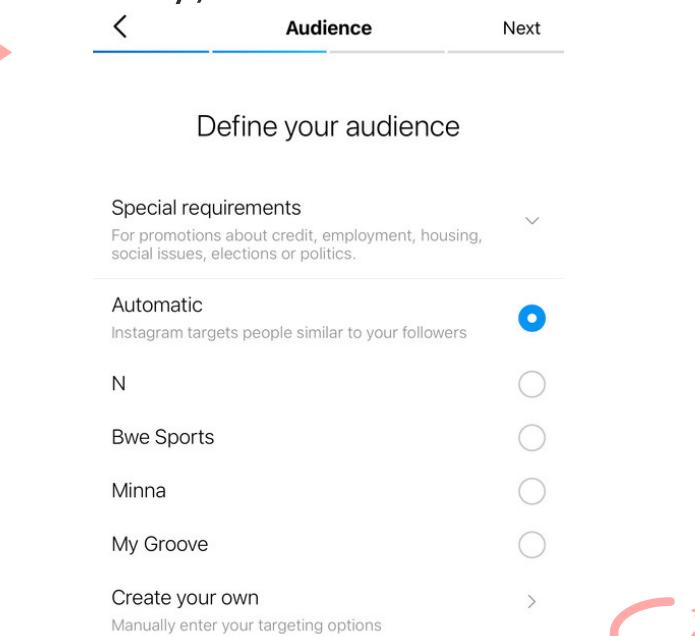
● Click on Promotions to select the post you want to choose in a list or click on the post



● Select where to send people



● Define your audience (choose Automatic if you have no idea on how to target your audience or Create your own, to create yours manually)



● Set your budget and duration

<

Budget and duration

Next

₦7,164 over 6 days

Total spend

You're over the spending limit set in Ads Manager. Please adjust your limit so that this promotion can be delivered.

[Visit Ads Manager](#)

4,300 - 11,000

Estimated reach

Budget

₦1,194 daily

Budget at least ₦1,194 per day for better results

Duration

6 days

● Review your promotion and click on create (ensure that you're connected to your Facebook ads manager with the sufficient funds)

<

Review

Review your promotion

Your estimated reach is 4,300-11,000 people.



Preview Promotion

>

Destination

Visit Instagram Profile | @ibabanaija

Audience

Automatic | Instagram targets people similar to yo...

Budget and duration

₦7,164 over 6 days

Note: Your **Facebook Ads Manager** account must not be empty as you will be charged directly from the connect facebook business account to enable the Ads.

Also Note: that your Ads targeted audience specification will determine the number of reach you will acquire. More narrow and well-specified Ads will reach more audience. However, if you're not so sure of how to set it top manually, I advice you go with Automatic for now.

Please take your time to study which result works best for you.

Influencer marketing

In a simple definition, it is a content marketing strategy that consists of promoting your crafts, products, services, or brands by collaborating or partnering with an influencer.

For **Pikoh**, it was collaborating with other comedians with a similar niche as hers **to gain more audience**.

This could be in a video or image format, but most attractive when it is video content.

I am giving you an assignment here to go crawl on her videos and identify the popular comedians she has worked with, document them and have it in mind to work with them too. 

Done that?

Gracia!

CHAPTER 5

Her Instagram next tool (WhatsApp status)

“

Although, your favourite comedienne, Ayam Pikoh seems to be very successful on Instagram with her large followership, but Instagram didn't do it alone. Her next trail to success was her WhatsApp Status.

How?

Continue reading...

I am opportune to be one of Pikoh's fans who have access to her WhatsApp statuses because I have her number and she has mine too, *smiles*.

As an expert, I looked beyond having her **WhatsApp contact** just to watch her contents that are craving but also sees it as her Instagram next tool to refer her audience and retain them.

PAY ATTENTION!

She has a large amount of viewership on her **WhatsApp status** just like any other WhatsApp TV but what distinguishes her from other typical WhatsApp TVs is that she only posts and promote her skits there rather than random posts and this has built a long-time relationship with trust and loyalty between herself and her fans.

It is obvious that I am not the only fan opportune to enjoy from her status and even when it may be a little bit unclear on her to be part of her WhatsApp contact list, I suggest that you hit her DM on WhatsApp politely and she may decide to enlist you if you are lucky.

On an average day, Pikoh does have over 10 posts on her status and all the post is about herself and her brand. At least you can testify that from her Instagram story and this is what is referred to as **Content Domination**.

My personal experience with Pikoh has been full of lesson and accolades as I would always learn and crave for her fresh contents, an ignition that led to the writing of this eBook that you are enjoying

right now.

If you have not started using all your social media platforms including your WhatsApp status as your Instagram next tool, Pikoh expects and encourages that you begin to do so from today.

Your access to this eBook shows your readiness to start your path to success.

CHAPTER 6

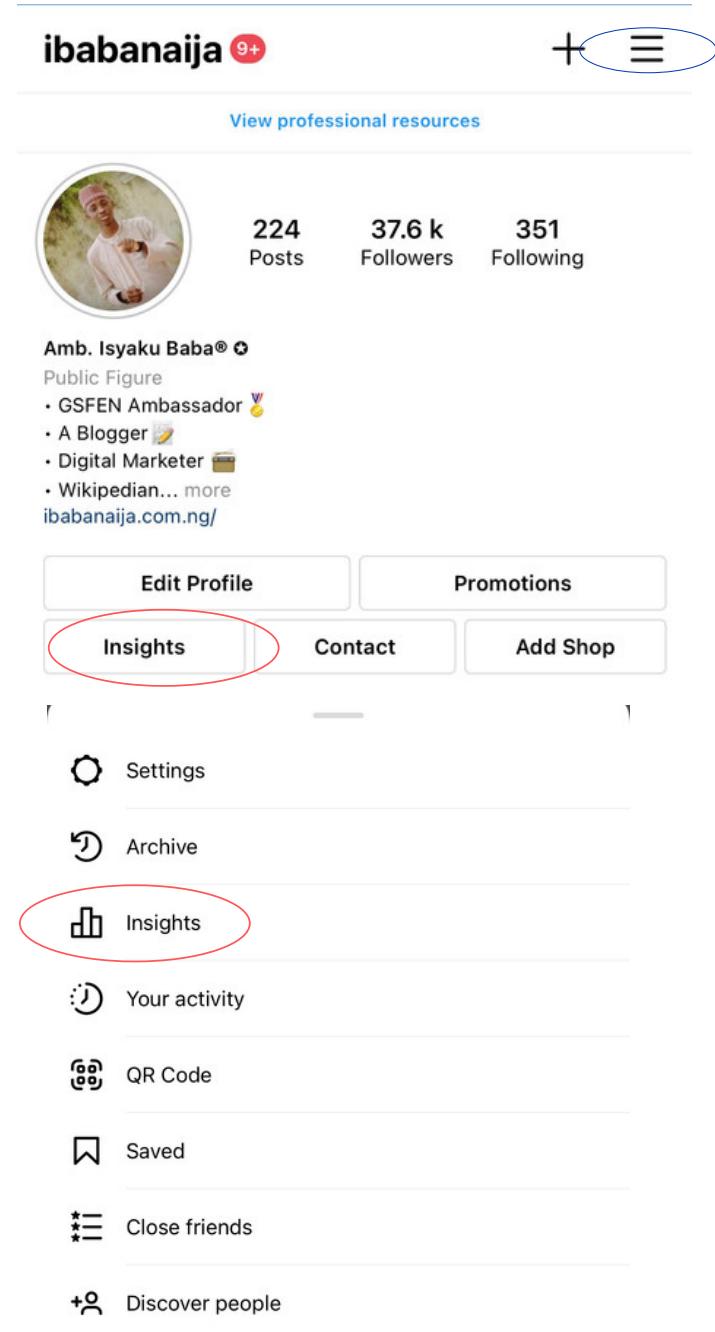
Best time for making new posts



“The Instagram Algorithm operates like a human being and is also time conscious, You may be wondering why but the truth is, your audience must be available to view your posts before you get the engagement. The more the numbers, the more the engagements.”

You probably are wondering why will I need a specified time to dish my content even when I have multiples to dish out and they are readily available. The truth is that you are not sharing your contents with you alone but with a community and it is best practised to know exactly when your guys are present and ready to receive your beautiful contents.

- Begin by logging into your business account/ professional account and click on the Insight button located at the profile or click on the top-right side of the page to select **Insights**.



- If you have an Instagram business account, you can use Instagram Insights to analyze your follower **demographics**, **engagement**, and **activity trends**. These pieces of information will help you understand how to find out when your audience is most active.

- The Instagram insight page provides personalized data about your audience on your account Instagram page. You'll see how many posts you've created and how many followers you've gained or lost.

<
Reach
(i)

Last 7 Days
Last 7 Days

<
Insights
(i)

Accounts Reached
(i)

14,121 accounts
+48.1% vs Jan 23 - Jan 29

Recent Highlights
(i)

You reached +48.1% more accounts in the last 7 days compared to Jan 23 - Jan 29.
(i)

14.1K
Accounts Reached
+48.1% >

2,437
Content Interactions
+37.1% >

93.5K
Total Followers
-0.2%

See All
Your Audience

Impressions
76,032

+74.1% vs Jan 23 - Jan 29
(i)

Account Activity
1,856

Profile Visits
1,815

+96.6% vs Jan 23 - Jan 29
(i)

Website Taps
36

+300% vs Jan 23 - Jan 29
(i)

Email Button Taps
5

+400% vs Jan 23 - Jan 29
(i)

Sun
Mon
Tues
Wed
Thurs
Fri
Sat

Accounts reached from Jan 30 - Feb 5
(i)

Day	Accounts Reached
Sun	High
Mon	Low
Tues	Very Low
Wed	High
Thurs	Medium
Fri	Medium
Sat	High

● As you scroll down, you'll see graphs that provide insight on follower activity. For example, you can find content interaction —the number of views of your content — and see how many likes and comments each post receives.

Interactions

Insights

Last 7 Days

Content Interactions

2,438 interactions
+37.1% vs Jan 23 - Jan 29

Post Interactions	2,292
Likes	2,191
Comments	81
Saves	5
Shares	15

Story Interactions

146
+21.6% vs Jan 23 - Jan 29

Replies	133
Shares	13

Recent Highlights

You reached +48.1% more accounts in the last 7 days compared to Jan 23 - Jan 29.

Overview

14.1K Accounts Reached
+48.1% >

2,437 Content Interactions
+37.1% >

Your Audience

93.5K Total Followers
-0.2%

- You will also see the time of the day that your post gets the most engagement. You will also find data on the age and gender of your audience, etc.

[<](#) Audience [\(i\)](#)

[Last 7 Days](#) [\(i\)](#) [Last 7 Days](#) [\(i\)](#)

[Last 7 Days](#) [\(i\)](#)

Follower Breakdown

93,581 followers
vs Jan 23 - Jan 29

 Recent Highlights

You reached +48.1% more accounts in the last 7 days compared to Jan 23 - Jan 29.

Overview

14.1K Accounts Reached [+48.1% >](#)

2,437 Content Interactions [+37.1% >](#)

Your Audience

93.5K Total Followers [See All](#) [-0.2%](#)




S S M T W T F

Top Locations [Cities](#) [Countries](#)

- You will also see the time of the day that your post gets the most engagement. You will also find data on the age and gender of your audience, etc.

Audience

Last 7 Days

Top Locations

	Cities	Countries
Lagos	33.9%	
Ibadan	5.3%	
Benin	4.6%	
Abuja	3.9%	
Accra	2.3%	

Overview

14.1K Accounts Reached +48.1% >

2,437 Content Interactions +37.1% >

Your Audience

93.5K Total Followers -0.2%

Age Range

All	Men	Women
13-17	0.4%	
18-24	19.3%	
25-34	55.2%	
35-44	13.0%	
45-54	2.3%	
55-64	2.1%	
65+	7.8%	

Gender

S
C
R
O
L
D
O
W
N

- You will also see the time of the day that your post gets the most engagement. You will also find data on the age and gender of your audience, etc.

Audience (i)

< Insights (i) Last 7 Days ▾

Last 7 Days ▾



Recent Highlights

You reached +48.1% more accounts in the last 7 days compared to Jan 23 - Jan 29.

Overview

14.1K Accounts Reached	+48.1% >
2,437 Content Interactions	+37.1% >

Your Audience

93.5K Total Followers	See All
	-0.2%

S
C
R
O
L
U
P

< Gender >

Gender



78.3% Men	21.7% Women
---------------------	-----------------------

< Most Active Times >

Most Active Times

Hours Days

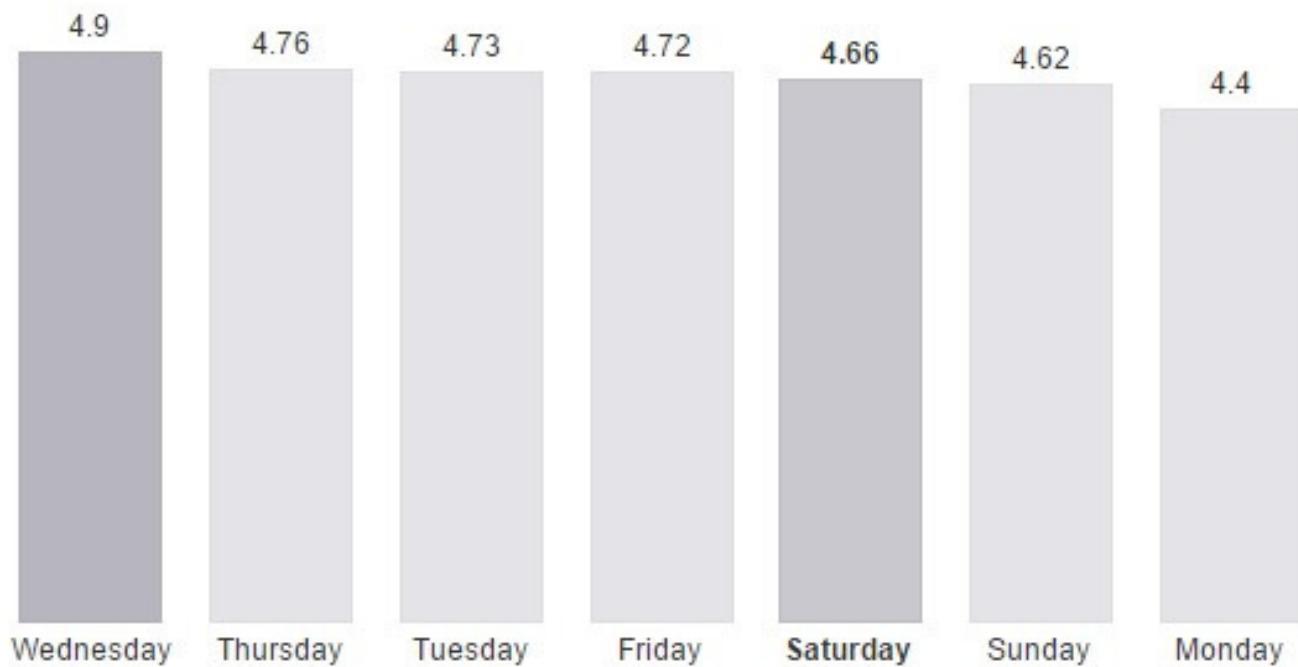
<	Saturdays	>					
12a	3a	6a	9a	12p	3p	6p	9p



- On your Instagram business account, these data are easily available. Simply tap on the bar graph icon near the top of the screen. You can also see data for individual posts and Instagram stories.

Which Days Have The Best Instagram Engagement?

The differences are slight, but average Instagram engagement -- "likes" and comments divided by a user's number of followers -- does shift depending on the day, according to scheduling service Latergramme.



Source: Latergramme

The best time to post on Instagram in Nigeria is early in the morning by 6:00 am when people are waking up and 5:00 PM.

This is because most people after morning devotion head for their phone to see what's happening online at the moment before dashing out for business or work. In the evening, by 5:00 pm is perfect because most people close work past 4 PM so while heading home or those stuck in traffic, they browse through their phones.

But, if you look at the graph above on the best time to post on social media in Nigeria, you will notice that Mondays are slated for 9:00 AM and above. This is because Mondays are always busy for most people.

So very early in the morning will not be an appropriate time to post in Nigeria on Instagram.

However, by Tuesday, Wednesday, and the rest of the week, users are more relaxed and many users would usually quickly check out their Instagram feeds before starting their days.

By Saturday and Sunday, it will be best to post your Instagram contents later in the morning around 11:00 AM or thereabout.

People hardly wake up early on weekends in Nigeria, unlike the weekdays when they will want to beat traffic and all. So, target your post to go out around anything 11 in the morning for weekends.

To be more useful to you, I will provide you with a more precise list below on the time you can post every day and expect better responses from your audience.

Sunday: 10:00 AM to 2:00 PM

Monday: 11:00 AM to 5:00 PM

Tuesday: 5:00 AM, 9:00 AM to 6:00 PM

Wednesday: 5:00 AM, 11:00 AM and 3:00 PM

Thursday: 5:00 AM, 11:00 AM and 3:00 to 4:00 PM

Friday: 5:00 AM, 9:00 AM to 4:00 PM

Saturday: 11:00 AM

Your posts on Instagram tend to gain more engagements if you post during these stipulated times.

The truth here is that your time may vary slightly from the aforementioned, but it is always ideal to study when your audience responds better and stick to those schedules.

It is like feeding the fish when they are hungry in the mornings and at nights and more active.

CHAPTER 7

Similar video editing apps she uses

“

An **editor** is successful when the audience enjoys the story and forgets about the juxtapositions of the shots. If the audience is aware of the editing, the **editor** has failed.

At first, you should be looking for free applications and software that will be easy to use by you.

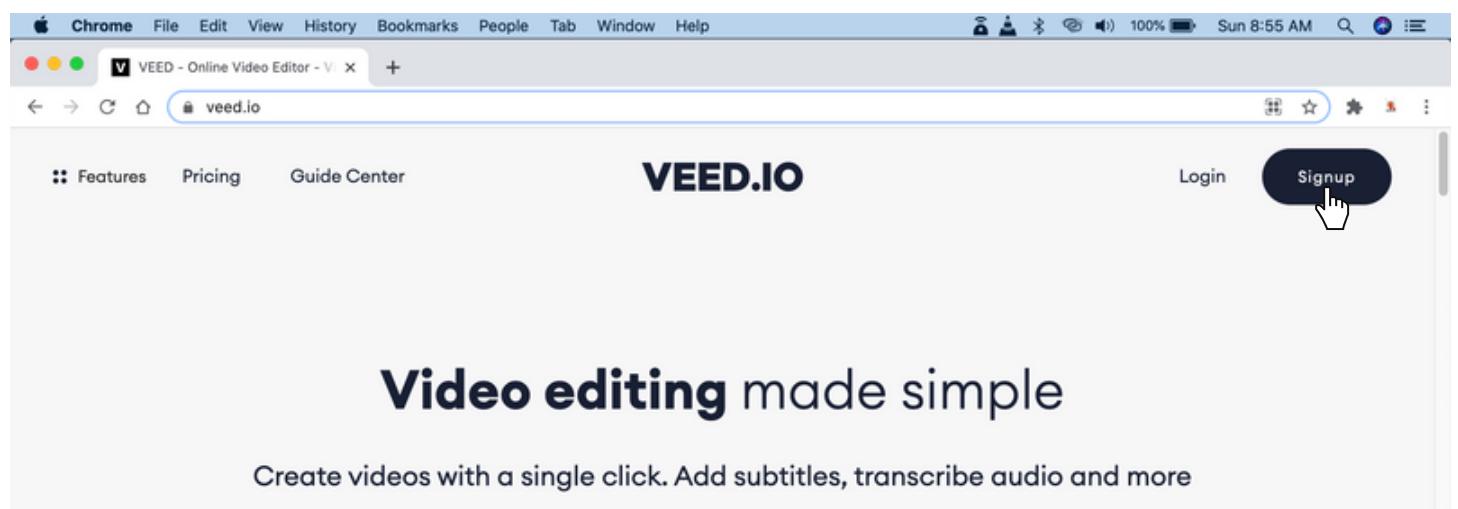
Preferably, mobile applications because they are less complicated and easy to carry.

Unfortunately, I didn't contact her to get a list of the applications she uses but by mere looking at her kind of videos, I can tell that this is the so, so and so applications that can do the same thing.

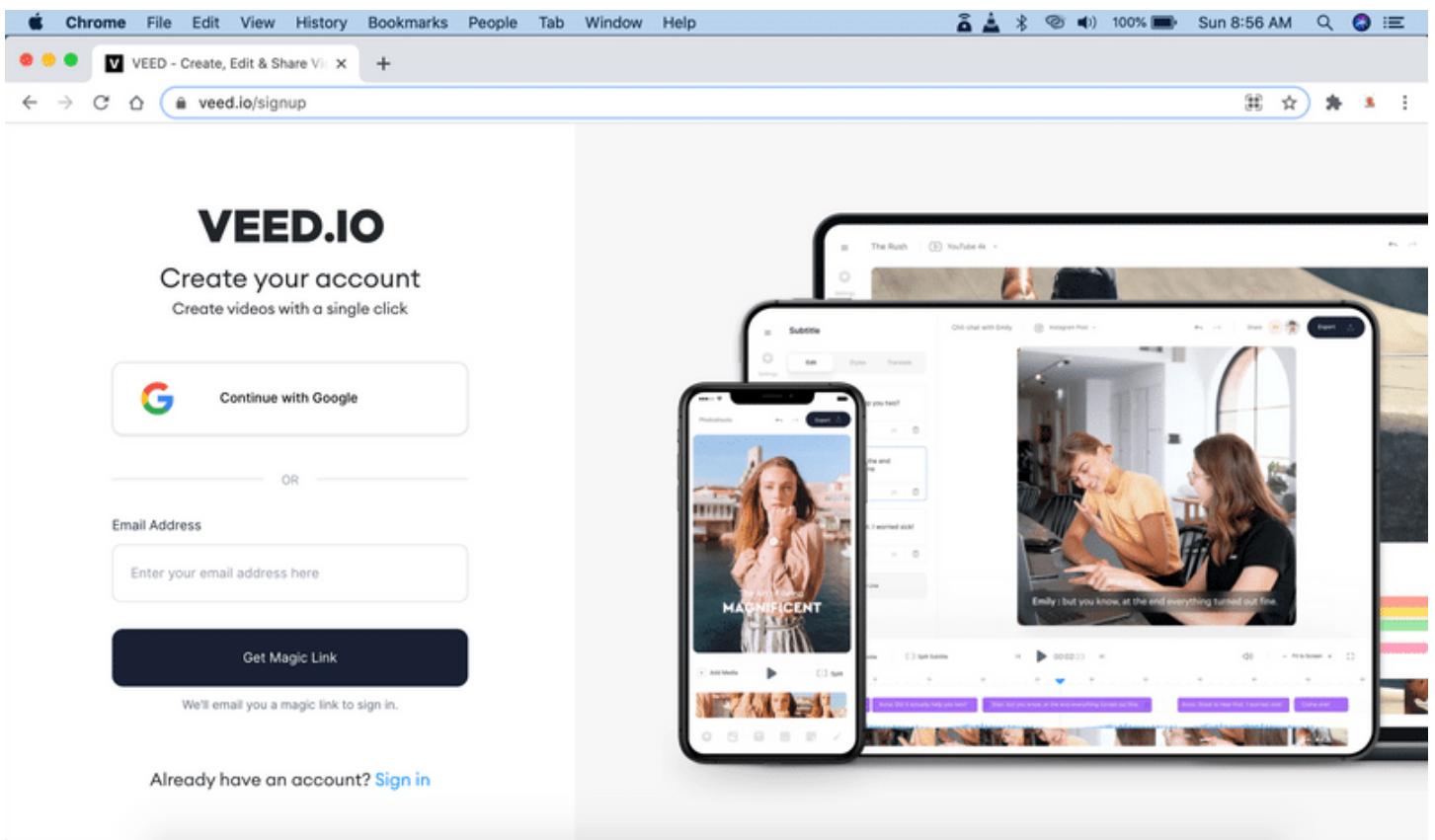
So, don't be afraid, you are right on the track.

Let's take a careful look at her videos and spot out the components. Her videos contain two basic things: subtitle and progress bar.

Without much ado, the number one tool you can use to create videos like Ayam Pikoh is by simply visiting www.veed.io



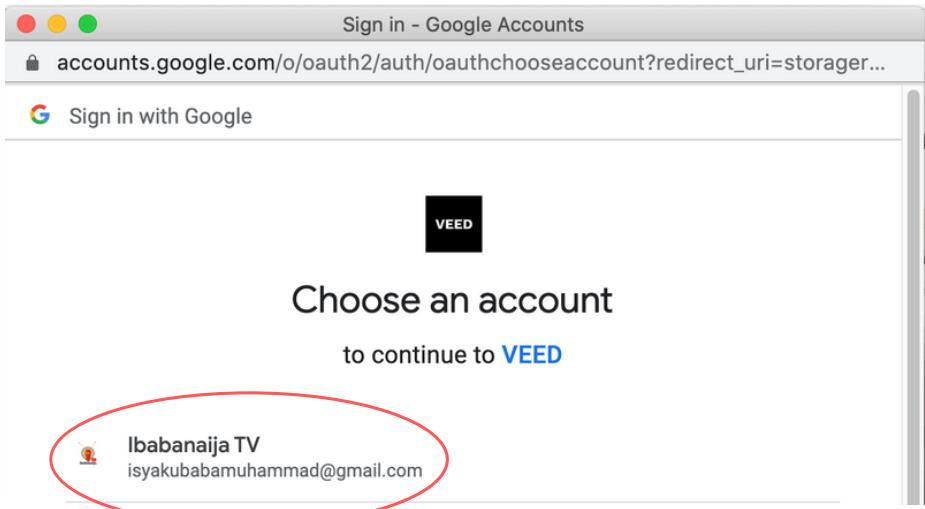
To create an account, click on **Signup**



Link your Gmail Address with your Veed.io account by clicking on
Continue with Google

If you do not have a Gmail account, you can go further to the next option and **Get Magic Link**

- Choose an account (your google account is preferable to save your edits on your personal account)



Your Veed.io account is almost ready. You will fill in to that box and tick your preferences in all of the following steps from **1/4**

What is your name?
Let's get to know each other a little better.

Next

1/4

What do you use VEED for?
This really helps us plan our roadmap, so we know what features to build for you.

Work Personal School

Next

2/4

What is your editing experience?
How well do you know your way around editing software?
This helps us to guide and help you better.

Beginner Advanced Expert

Done

BACK 4/4

Do you share your content?
Where do you share your videos?
This helps us build better integrations for you.

youtube instagram facebook linkedin website ...

Next

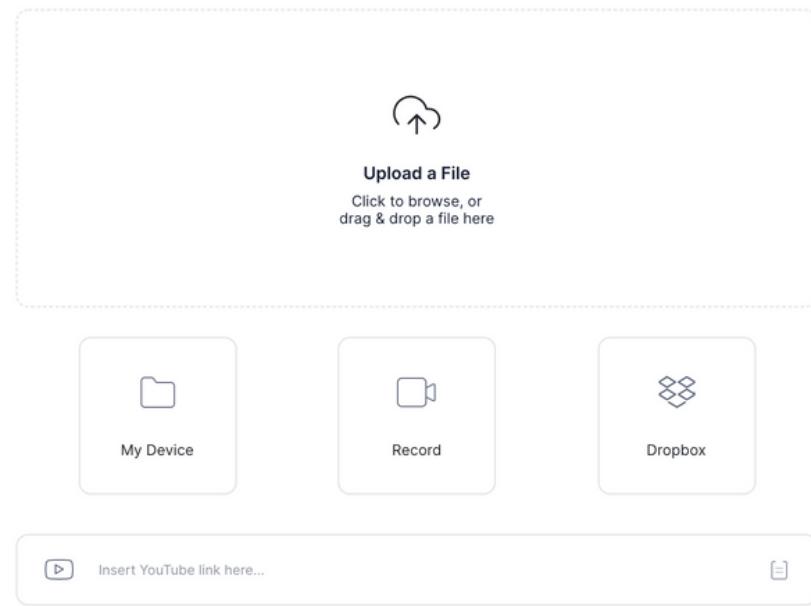
BACK 3/4

Congratulations! Welcome to your 'Dashboard'. This is where your project (work) begins.

Click on **New Project**



Upload a Video or Audio File



At New Project tab, these are the options you can select from. Go straight to Upload a File if that is where your video is located and allow it to load. Add the necessary ingredients you want including the subtitles and progress bar.

Secondly, you can download applications such as **Inshot** (easy-to-use) on your mobile phone either as an Android user or iOS user and do the creative editing you need on the video including adding effects and background sounds.

You can decide to use both tools to work on one video. In the end, you will achieve similar results.

How you can use her strategy to win faster.

To use her strategies, learn to create time for yourself and read this eBook as many times as possible. The more you read again, the more you understand and the more you're moved by her story. Nevertheless, I will provide you with a handful list of things you need to do to be like her and win faster.

CHAPTER 8

Start a beginner, don't be a Pro

“

An **editor** is successful when the audience enjoys the story and forgets about the juxtapositions of the shots. If the audience is aware of the editing, the **editor** has failed.

Start with the little resources you have and wait until you have it all because you were never going to have it all at a start.
Identify with the fact that everything about life is a continuous process and that life is **Not A Bed of Roses.**

Understand Ayam Pikoh's story and continue to remind yourself that she didn't start from where you saw her today. If you must successful, you must also begin as she began.

Study your niche market and continue to dominate your space with your contents.

Ask your friends to always stand as your referrals and don't feel ashamed of asking them as many times as humanely possible to do the same thing on your videos because they are your friends.

Always grow your networks and allow it to grow organically to achieve true results. Learn to identify and cope with the pains you're likely to face while creating your contents.

Ask for reviews from friends and family.

Be ready to be criticized and always learn how to manage criticisms, improve on your human relations.

Learn to do mistakes and spend much time in correcting them.

I was going to write much about this, but I think the story of Ayam Pikoh itself is something to learn from. You can not persuade yourself to become who you are not, to end up being anything.

In the journey of identifying your distinctive talents and character, you may end up discovering your true potentialities and how you can maximise it to become who you are and win your games.

Most successful people you look up to today once started as beginners and grew through their career path to become kings and queens in them.

If you are a funny person by nature and you have decided to start a comedy career, consider looking at your environment, character, culture and the world's trends and see how you can fuse them together to make out creative contents from them.

You must not start like a star and fall like a thunderbolt.

Take your time to study how your industry operates, the business in it and processes to make it work together.

Many people often forget to study their markets properly and result into failures thereby hurting themselves and capitalizing on the blame game. Well, it is not always like so.

Ayam Pikoh has arrived and have so many stories to tell, she has also been involved in giving tips on how to make the industry work for the beginners. So, my advice is that you stay glued to her page and take grasps of informations and entertainments that will benefit you to the core. Otherwise, enjoy good content.

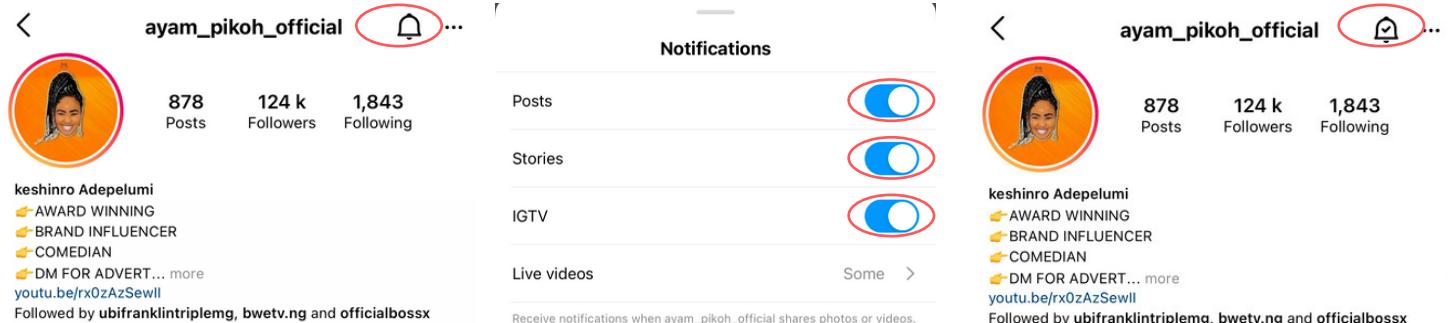
CHAPTER 9

Stay around her
Instagram page and
notice the
things she does

“

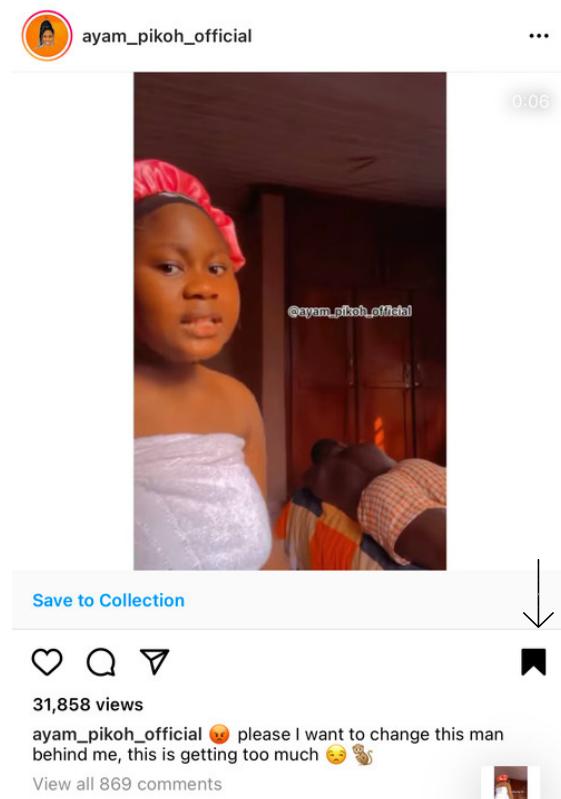
*For you to be successful in your professional career pursuit, you are required to **eat the information** you desire until it eventually **eats you up** and continue to **copy** until **you become**.*

Oh yes, turn on her post and story notifications and continue to learn from her new styles and trends to up your tactics. I am not saying copy her but connect with her brand voice to create your voice.



Save all her new posts into your collection henceforth to always refer to them at your free time. Don't feel too bossy to do so when she doesn't even know that you do.

To save her post, go to the post you wish to save and click on the icon 



Leverage on her skills to build yours. Like and comment on all of her new posts immediately they drop.

Don't spam her account with messages like "follow me", "f4f" etc because if you do that, Instagram will block your account together with other bots.

Always drop positive reviews on her new posts and stories so you can be called "notice me", and that is fine, well, that's the target.

Follow her to her DMs and drop good reviews such as "wow, I like your contents, Queen. It has been awe-inspiring and life-changing for me. Please do spare out of your time to check my good contents too. Kudos!".

You can learn to do this time to time without spamming on her DMs as well. By doing all of this, it is obvious that you drop your ego.

Messaging her DMs doesn't necessarily mean that you just hit on her DM and type, no, it could be just by replying her Instagram Stories but I recommend both.

Target your audience

Having an in-depth knowledge of how your Instagram target audience operates is an essential part of a successful Instagram marketing strategy.

Unless you understand what motivates your followers, you'll have a hard time producing the right content to engage them. And unless you know when they are active, you won't have much success reaching them at the right time (refer back to Chapter 6).

So it's important that you learn how to find your target audience on

Instagram and discover the best Instagram targeting tactics to reach them.

I will start with a few key methods to define your Instagram target audience. Additionally, you will also discover some audience research tips so you can learn how to target your audience on Instagram.

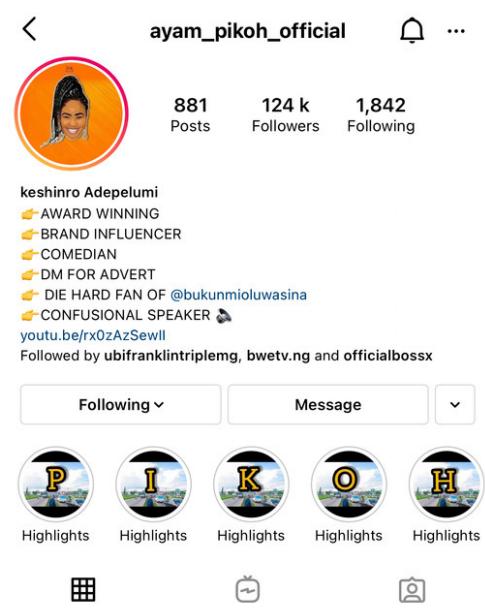
● Start with larger personas

If you're running a business, you probably already have a buyer persona: that is, a profile of an ideal customer that you want to market yourself or your products to. This information should be reused when defining your ideal Instagram audience — there's no need to reinvent the wheel. Ask your marketing team about what the typical customer looks like. Later, once you're digging into Instagram analytics, you'll be able to add more nuance and detail to these customers' profiles based on your social data.

You've got to ask yourself these four questions first:

1. What is my idea/content?
2. What audience do I want to attract?
3. What is my audience looking for?
4. How am I going to attract that audience?

To simplify this for you, let's take a look at **@ayam_pikoh_official**, an award-winning comedian and brand influencer.



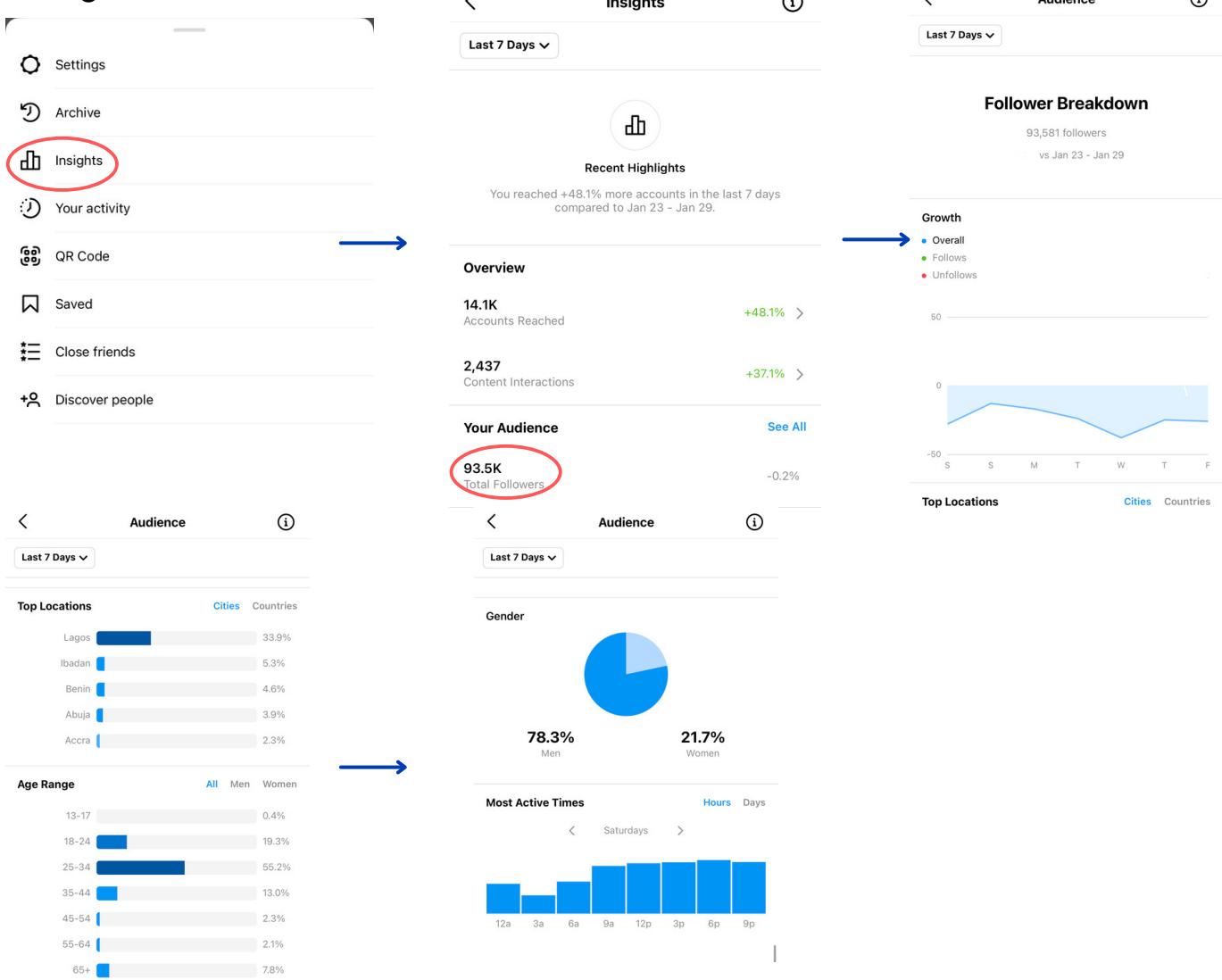
Obviously, this is a comedian. But to be more specific, she is an award winning comedian and a brand influencer whose name and associate @bukunmioluwasina tells you that she is a yoruba descent and a yoruba focused comedy act. Additionally, specifying that you can "DM her for adverts" shows her readiness in doing business. That means that the target audience needs to a) lover of African culture comedy, b) be able to listen/hear yoruba language, c) enjoy high-end creative contents, and d) be able to relate with them. In other words, those are the boxes they must check in order to be considered an ideal targeted audience, both offline and online.

Relying on your existing persona is a great place to start. However, be aware that your Instagram target audience might be somewhat different than your typical customer that buys from you offline but in a case of creative content creation, you will have a very close related audience online and offline. That's why it's important to make sure it's aligned with your demographic data from Instagram.

● **Check your Instagram demographics**

When starting your research, demographical insights into your Instagram audience can be quite useful. Before you go to your Insights on the Instagram app and click Audience but now, after new updates were made with more features, you will go to your **Insights > Total followers > Audience (Follower Breakdown)**. There, you'll be able to see the three most fundamental statistics on your followers: their gender, their age, and their location. This is particularly important for when you will want to run Instagram ads in the future, as you'll be able to get your content in front of your Instagram target audience by

using this data.



Here, you might get a useful insight into who's already following you. If your ideal target audience is, say, middle-aged men but Instagram tells you that most of your followers are millennial women, then you are clearly doing something wrong with your posting strategy and probably need to rethink it. If your general persona is in agreement with your demographic stats from Instagram, then well done!

Now, knowing this, the next step is to understand what the audience is looking for. Let's come back to the cayam_pikoh_official example. So, from previous general research, we know that her typical audience is obsessed with African comedy with a high interest in

yoruba language. But the trick here, really, lies in understanding what this type of audience, that is looking for this type of content, is looking for on Instagram specifically.

In other words, what are they doing on the platform?

Are they looking for inspiration on Instagram?

Or are they looking for tips to use?

Or perhaps they're interested in a behind-the-scenes look at how the comedy contents are created?

Or want to educate themselves about the messages passed by the comedian in her contents?

Demographic stats would never tell you that information because they're, well, demographic, not qualitative.

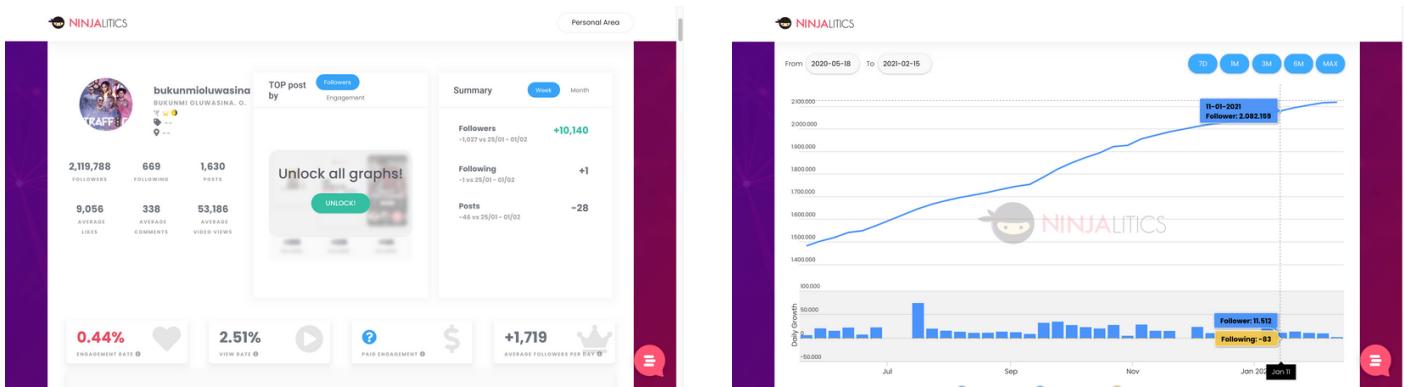
The key in audience research lies in finding out your followers' personal preferences, interests, habits, life philosophies – something that statistics simply can't show.

● **Collect your competitive insight**

You can learn a lot about your target audience by looking into your competitors' Instagram audience. See what kind of followers they have and what kind of posts they are publishing. This can give you some idea of what your Instagram target audience should look like.

You can figure out if there are gaps or missing audience segments you've left out as you've started putting together a picture of your own audience. While the Ninjalitics Auditing tool is meant for influencer research, it's also a great tool for analyzing competitors

Just enter their social media handle and the tool will generate a comprehensive audit report of their account.

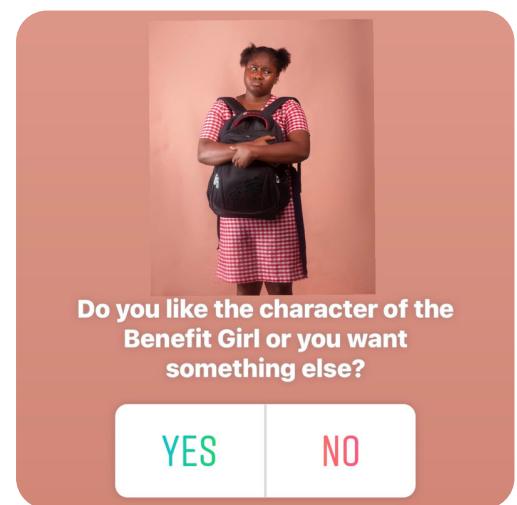


You can discover important audience insights such as their follower locations, demographics and brand mentions.

● Make the most of Instagram polls

If you're going to research your audience, why not ask them directly? Make the most of Instagram Stories polls to ask relevant questions that will help you understand your audience better and improve your Instagram targeting. You could ask them what type of content they prefer and what they expect from you.

You can do that by simply asking them for a **yes** or no **response**
or otherwise.



You could create polls to narrow down on the specifics of their likes and dislikes, their interests and hobbies, their shopping behaviour, etc.

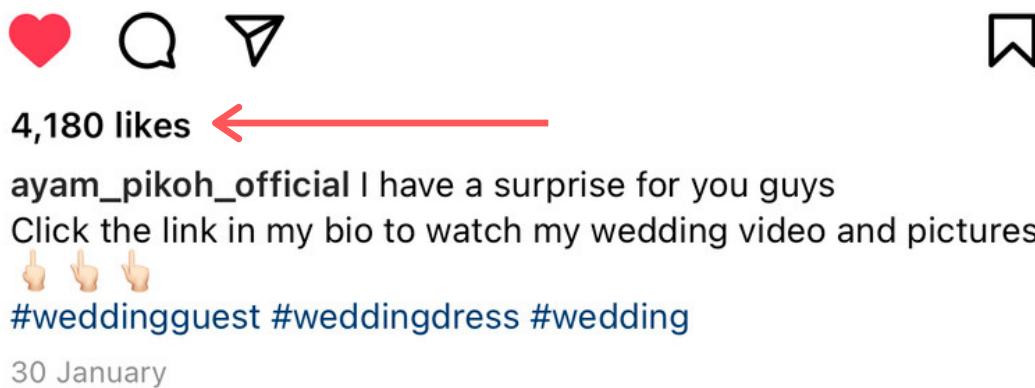
● Follow and monitor your followers

Following friends is something that you might not consider doing in real life, but something that is definitely worth doing during your Instagram target audience research, most especially, stealthily.

A good place to start is to see who are the people that are already following you — or, better yet, engaging with you.

To get hold of that, log onto your Instagram.

Click on people who liked or commented on your latest posts.



You'll end up on their accounts. From there, check what they're posting themselves, what hashtags they're using, and, interestingly, what kind of captions they write and the language they use.

If you find that your followers use lots of emojis, abbreviations like, **BOOM**, **KILODE**, **IMOKE**, **LOL** or **YOLO**, you might want to include those elements in your own captions to make them sound more relatable.

After you've done that, click on your followers' Followings and see whom they follow themselves. This will give you an impression of what

is it that they're looking for on Instagram.

● They might be following your competitors or other similar accounts you didn't know about. For example, *this is @mediaboosternig, one of Ayam Pikoh's followers following.*

Following Account	Description	Status
#hashtags	#smallbusiness, #artistoninstagram, #getfollower...	
sir_justine	Sir Justine	Following
ayam_pikoh_official	keshinro Adepelumi	Following
instablog9ja	Instablog9ja	Following
kingtundeednut	King Tunde Ednut	Following
djswitch_	Switch (Artist/DJ/Activist)	Following
mrfunny1_	MR FUNNY (Mayor Of Ph Citi...	Following
itslaycon	Laycon	Following

You might also find out that they have interests you didn't think they might have. For instance, in addition to being your follower, they might appear to be media geeks or interior design lovers who follow the #smallbusiness hashtag or follow a lot of media influencers.

How can you use this information?

Simple.

Say you discovered that your followers, apart from following you, also follow lots of inspirational quotes accounts. Then what you could do is post an inspirational quote yourself once in a while, and see how it resonates with your audience or, another example, you discovered that many of your followers follow this one fashion influencer. Then reach out, partner up, and create a co-marketing campaign together!

You get the idea.

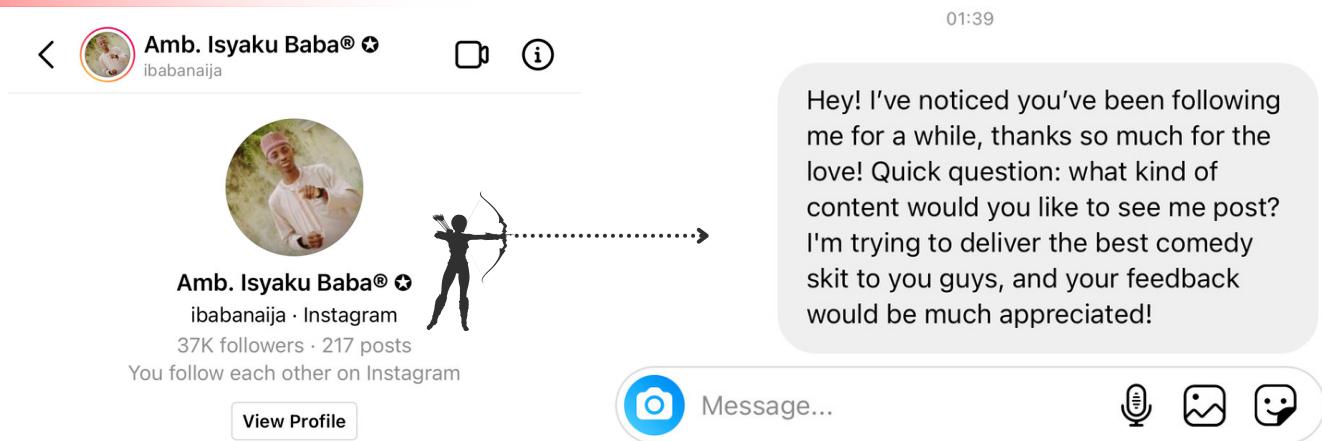
● Do not forget to use the DM strategy

There's nothing wrong with sending a DM to a new follower to ask why they decided to follow you and what is it that they expect to see on your account.

Especially if you notice that someone likes your content on a regular basis or, even better, comments on your stuff all the time. So just slide into their DMs with a casual message!

Here's a simple example that you can use:

"Hey! I've noticed you've been following me for a while, thanks so much for the love! Quick question: what kind of content would you like to see me post? I'm trying to deliver the best XYZ to you guys, and your feedback would be much appreciated!"



Having a better understanding of who your Instagram target audience is and what they like will empower you to strengthen your engagement strategy.

Easy. Peasy. Just be cool!

● Ask directly in your feed

The power of asking is often an underrated artform by many Instagram users. Which is a pity, because, if you never ask, you never know what is it that your audience is into. Are you also aware that even the top Instagram influencers and celebrities do ask their audience/followers questions on their feed to get feedbacks on the next step to take in their content creation?

Well, to be so honest with you, social media engagement together with Instagram Algorithm is all about you providing the relevant content to your target audience and getting their reactions in return. Every other thing is purely for fun.

● Use hashtags to find your target audience

Using the right hashtags can dramatically increase your reach on Instagram. What hashtags do is put you in front of the right audience you are looking for.

However, a lot of people use hashtags passively, that is: they research them, post them, and hope for the best. Truth is, a target hashtag is the type of hashtag your audience would use on Instagram themselves, so it only makes sense to be proactive yourself.

Your target audience should have the same interests as you, so if you use and follow the same hashtags, that's a clear indication you're a good match!

At first, research a well-targeted hashtags (*My **Chapter 9** will be your guide*).

Then, take an active approach and go through content under these hashtags.

When you see something that is relevant to you, like it!

Then, go into the user's profile and like their other photos. Don't be shy, it's okay! Leave a meaningful comment, or even two, and if you feel like this user is a perfect fit into your audience, you can also give them a follow.

It's okay to follow other people as a brand, especially in the beginning of your Instagram journey. Just don't do a shameless follow-for-follow and unfollow them instantly. Instead, use this opportunity to create a meaningful connection with someone who could later become your perfect follower.

You are literally replicating virtually all the processes including the DMs, Instagram Story on your feed. More like using multiple streams to achieve the same purpose and result.

CHAPTER 9

What you don't know. & must know about Instagram hashtags

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*Posts with at least **one** relevant hashtag gives you
a **12.6** percent chances of more engagement.
BIG or **SMALL** for good business?*

Whether you love them or hate them, Instagram hashtags are one of the best ways to grow on Instagram. They're a powerful discoverability tool, they help you increase your reach and ultimately, get you those new followers you've been longing for.

Everybody knows that. However, the trickier part is knowing how to find Instagram hashtags that are right for your profile, kind of contents and niche.

The sad news here is that just because you're using hashtags, doesn't mean you're using them correctly and that you will, boom, get plenty engagements ASAP!

And if you're not using it rightly, it doesn't matter if you use 10, 15, or the maximum 30 hashtags: you'll see no growth, no reach, no followers. Rather, if you're using the wrong hashtags, you might be getting wrong reach from the wrong followers.

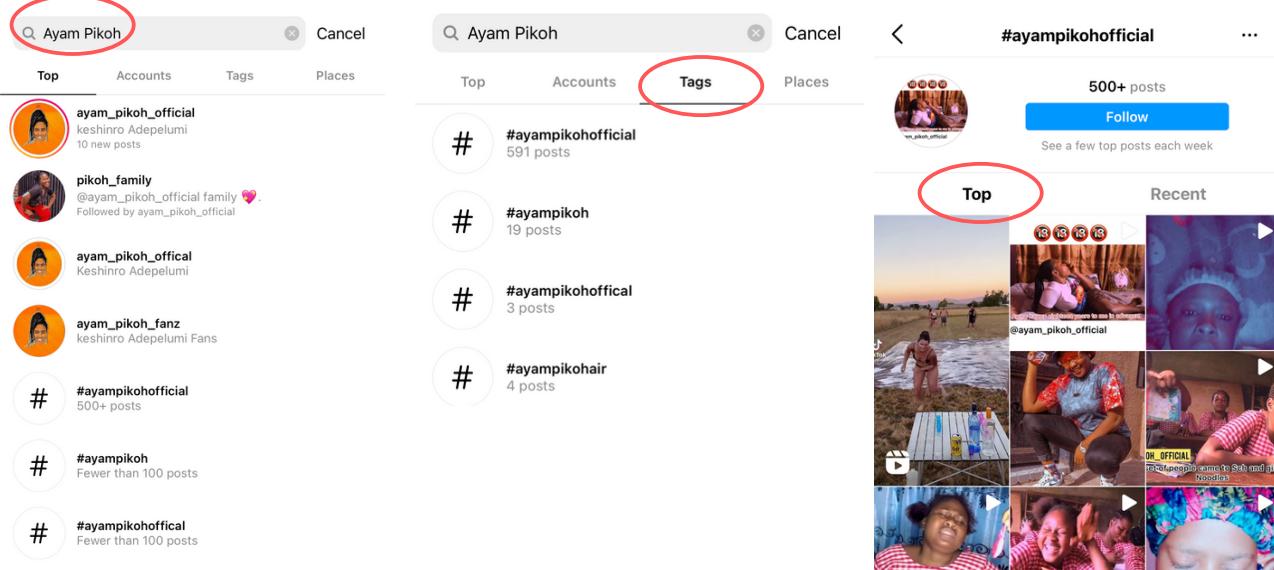
If you don't want that (I imagine we're on the same page with this), then you have to learn how to find the right hashtags, from the right category, of the right size, targeting the right audience.

Begin by searching a keyword that describes your whole account, not just the image you're currently sharing. Then, focus on tags that have a reasonable number of posts associated with them. Go inside the tag, check out the images, view related tags, etc.

Think of these: "What would they type into Instagram if they were looking for my kind of contents"

Write all these hashtag ideas down. Then, go to Instagram search,

type the keyword in, and click “Tags”. You’ll see Instagram suggesting you a list of long-tail hashtags that are of smaller size. Note them. Those are hashtags that are part of your niche!



In some years ago, some of the most used hashtags on Instagram were: #love, #instagood, #travel, and #photooftheday. Now, the first instinct would be to use those hashtags. And you will say after all, if they're the most popular, using them would only gain you popularity, right?

Wrong!

If you take a closer look at the volume of these hashtags, i.e. the number of times they've been used on Instagram, you'll see, for example, that #travel has 546 million photos tagged with it, #instagood – 1.2 billion, and #love – 2 billion posts. Yes, 2 billion, make E no shock you.

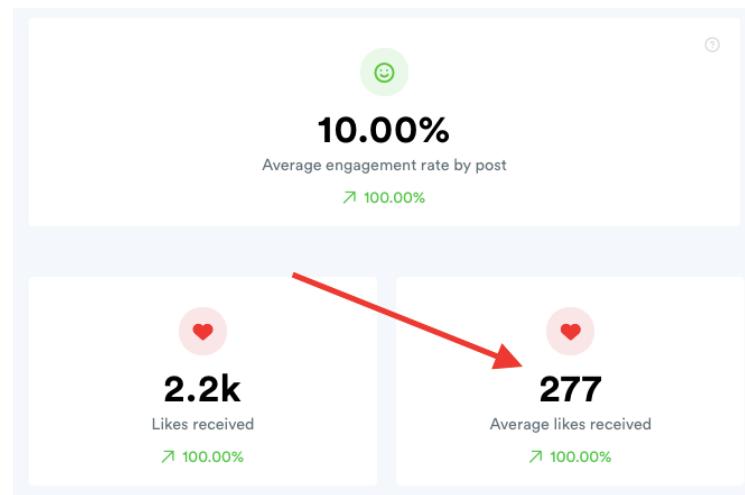
You'd need to have a really huge account for your posts to actually show up for those hashtags. So if you're an average size account, this means that your post will be buried alive the very moment it's published.

Instead, you should be looking for hashtags that are an appropriate size for you. Why? Because your ultimate goal is to end up in the Top Posts, where most of the Instagram discovery actually happens.

However, how do you determine which hashtags are an appropriate size for you?

Good question.

First, you should determine the average number of likes that you get across your posts. You can either calculate that manually, or visit websites where you'll see the average number of likes your post receive over a selected period of time:



Then, determine the average number of likes you need your posts to get in order to end up in the Top Posts on Instagram.

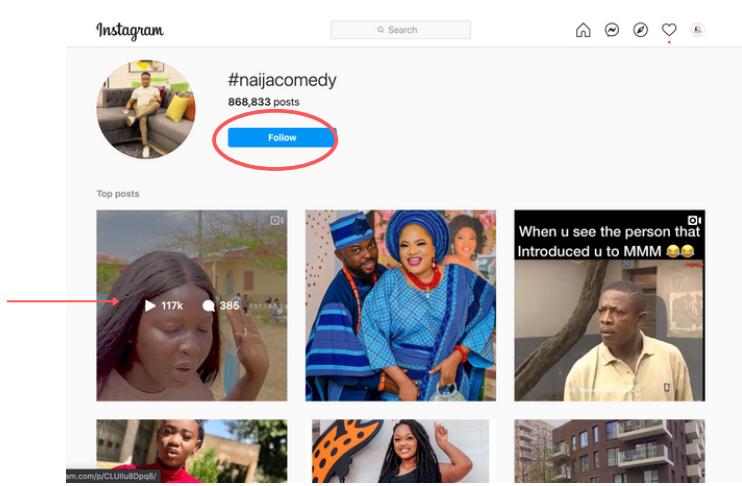
To do that, you literally just need to click into the hashtag and see how many likes the Top performing posts have collected in order to qualify. If you see that the top-performing posts had to generate 10,000 likes, whereas on average your posts only get 200-something likes, then this hashtag is simply too competitive for you. Don't use it! Instead, research another one that more closely matches your likes.

Once you published a post with a hashtag, come back to your post a few hours later and see for which hashtags you ended up in the Top Performing Posts. Those you didn't end up ranking for are too big for you at the moment. Those you did end up ranking for should become your best friends.

● Identify your hashtags from the Top Performing Posts

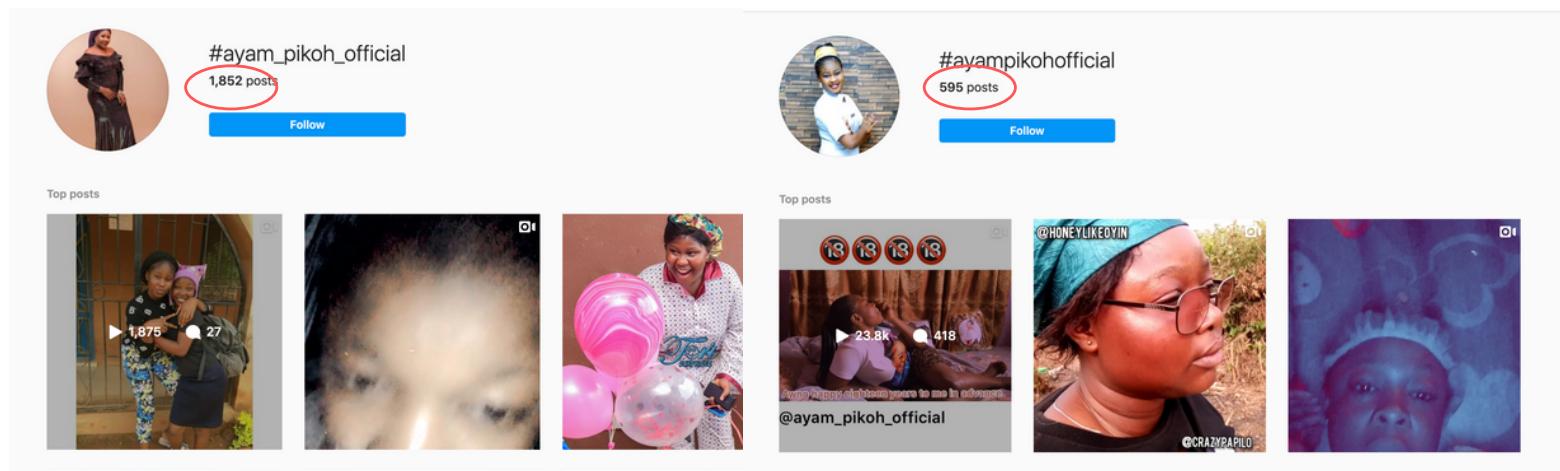
Okay, so there's this post published by your competitor (or any other user) under your target hashtag, which ended up in Top Performing Posts. How can you use this information for your own benefit?

One way to go about it is to identify other hashtags that the accounts in the Top Posts are using. Look through the top posts and select other hashtags that are relevant for your own account. Then, go on identifying the volume of that hashtag, its competitive edge, etc. If that's something you can work with, save that hashtag in your database.



● Create Your branded hashtag

If you had to pick just one hashtag to use on Instagram, it should be, without any doubt, your brand hashtag. If you're a small account, you'd think that a brand hashtag wouldn't give you much reach, and it's true. It won't. For now. It will, however, do so in the future once you grow your account. You need to start building your community from day one. Like you already know, it is a continuous process and will require a lot of efforts and dedication but once you begin to grow, you will grow immensely.



An example of a brand hashtag is *#ayam_pikoh_official* and *#ayampikohofficial*. If you take a very good look at the two hashtags, you will find out that they are only unique to the comedian and the first one with over 1000+ posts while the second one is over 500+ posts with her fans using at least 30% of the hashtags, respectively. Highly engaging right?

Yes!

This is how you build your brand hashtag on Instagram and become a commander of your brand.

● **Build a library for your Instagram hashtags**

Of course, you know that Instagram gives you a maximum number of **30 hashtags per post.**

Also note that you can either decide to insert your hashtags on in between the body of your caption, beneath your caption or at the comment section.

While doing the hashtag research based on the points described above, you'll develop a very loooooooong list of hashtags that you can potentially use, that you might even get confused. They might have a different location, and a slightly different topic (depending on the sides of your contents), and a slightly different volume. To keep yourself sane, start keeping track of the researched hashtags and categorize them thematically, for easier future use.

You can build a hashtag database manually in a spreadsheet or on your phone **Notepad**. You can also save your hashtags in the **Caption Library**, so that you can add them directly when you schedule your future posts: By creating a library of hashtags, which you can constantly refresh and update, you'll be able to keep things organized, rotate hashtags and evaluate their performance over time. Which leads us to the final point.

● **Test and keep testing the process again**

While Instagram allows you to use up to 30 hashtags per post, an

average Instagram account uses about 7 hashtags per post only. Now, if you were given 30 lottery tickets, how many would you use? That's right – all of them. Instagram hashtags are just like your lottery tickets. However, there's no need to use all 30 hashtags just for the sake of it – but while you're doing your research, it makes sense to use as many as you can (at least 15-20), so that you can test them all out, identify which hashtags work best for you, and then use them again.

Over time, you will develop an arsenal of hashtags that will keep bringing your followers. Just don't forget that as you grow, your hashtag game should evolve, too! That's why it's important to keep your research on-going, and keep looking for new hashtags that can help your account get discovered.

All these processes will help you immensely in identifying who your real audience are and where to catch them young and begin to culture them. If you so wish, you can infuse into them an ideology and they will pick it up and it can eventually turn out to be their anthem.

Like the hashtags, they help you become the commander of your brand.

This is how kings are made in the gram and it is right about the time you stop asking yourself the same question and act upon figuring it out yourself.

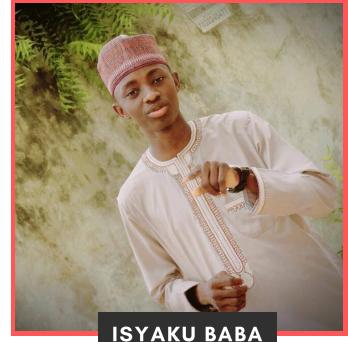
This **eBook** was written to give you an overview and holistic view on how the Instagram works as a whole.

“

- ▶ **Stop** using your **data** for only **liking** and **uploading images**, look around what is it that you can do and how you can **become a leader** in it and **influence** other **people's life**.
- ▶ Put an end to aimlessly logging into your Instagram pages and spending hours **without gaining anything**. No hard feelings, while Zuckerberg earns some cool cash while you're on his platform, **earn your cash too**. This is called a **digital market**.
- ▶ Stop being a **Mark Zuckerberg's slave worker**.

Start your journey with **Ayam Pikoh's spirit** to create your own **super story**.

Please click on this link now to leave a review and if you have questions, send me a private message. I am always happy to chat with you and help you further on your journey to becoming a **digital power-house**.



ISYAKU BABA

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The Comediologist

The **eBook** encompasses a detailed the story of **Ayam Pikoh**, her tricks and strategies to WINNING her **100,000 followers** in less than a year!

This **eBook** is written to give every **Instagram lovers** an overview and holistic view on how the **Instagram Algorithm** works as a whole and how you can hack it to gain **massive audience** in a **shortwhile**.

The writer of this amazing work is a certified blogger, writer, Wikipedian, and digital marketer. With 8 years of experience in the industry.



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