**Why Instagram?**

Instagram has 700m active monthly users. According to the social media company, Likewise, Instagram has the highest audience engagement compared to all other social networking platforms.

Instagram has by far the most engaged ‘brand loyal’ users as a percentage of fans or followers because it’s completely visual!

**How to get followers:**

* Go to a successful page in your niche, click on a post, and follow all of the people commenting. You know they are active, you know they are interested and when you follow them they get interested in who you are and follow you back!
* People are all unique but using the law of reciprocation they are also very predictable in certain ways. If you show interest in them, they will show interest in you!
* You find the person or people who are MOST RELATED to what you’re selling or where you want to be, and you engage with those people who are engaging on their page!
* You can also target the people interested in the MOST RELATED other Instagram profiles by timing. For example, if I think Tai Lopez is related to me, I would go to his most recent post and whoever comments MOST recently (meaning they’re still online) I would like and comment and follow their profile because they’re most likely to engage back the fastest!
* If you follow 100 people a day, you may get 50 follow backs, and about 10 percent of them will click your bio link.
* If you follow 1000 a day, you may get 500 follow backs, and 50 clicks.
* And if this sounds like too much work GO ON UPWORK and get a VA for 3-4 dollars an hour for social media. They can then sign into your Instagram account and do it for you. I hired a social media employee from Instagram who makes my quotes, and Instagram photos for me and handles engagement for 5 dollars an hour and if I get just 1 sale a day, it pays for itself and now I *ALWAYS* have those followers and we just continue to grow!
* The best way to be successful fast is to replicate what is ALREADY WORKING.
* Command Analytics App shows you people's MOST popular posts, and you can replicate that same thing. You can bet that if it’s working for others, that it can work for you. This can also give you new ideas of TYPES of content to post.
* Instead of uploading an image of a dog sweater with the price, Instagram works better with indirect sales. By this I mean that if you post a picture of a cute Corgi wearing the sweater, you’ll find people who love Corgis and dogs in general and will want that particular sweater. You will get much more sales showing content in this way.
* I like to generate 3 sets of 30 hashtags which is the max so you can get different exposure for different types of posts. You want variety here to get the maximum exposure.
* Use the Instagram Autofill feature to find hashtags.
* You can also think of your highest volume keyword so if you’re an entrepreneur, maybe it’s entrepreneur and if you want to confirm use google keyword planner!
* Use this hashtag in the search find a huge account and look at what hashtags they commonly use and COPY THEM!
* Using Instagram Advertising using Facebook ads! Instagram ads are a great way to drive targeted interested people to your page (as it is the page linked in your ad) click through rate is great, and if you guys want to know the EXACT strategy I used advertising on Instagram to generate just over $330,000 I need you to do two things, first join our Facebook/Instagram Ad Ninjas Facebook group and leave a comment below and I can make a video on it

**How to get more engagement on your posts:**

* Put your hashtags in your first comment ***NOT*** the caption because on Instagram, it’s about timing because Instagram values the speed of how fast the image is seen on the explore page.
* Use Canva to create your own graphics.
* If you tag #hustle, the explore option shows the top 9 or so pictures. Remember it’s all about velocity so want your image is seen in the explore page.
* Repurpose content (of course giving credit to them). It’s okay because you’re building their following and giving them more rep. This means you don’t even need to create your own content. You can just use other people's posts, images, videos; *alway*s crediting them.You can find this content from Instagram or Pinterest.
* Start to understand how hashtags work.
* Mention other handles in your caption. According to Sprout, Social Mentioning another handle increases your engagement 56%. Use other large accounts that have big followings as people may be searching their name, or hash tagging it and you could show in the explore screen for them
* Geotagging your photos increases your engagement 77%. Even if you don’t geotag Instagram still saves location information so you might as well geotag.
* Images that incorporate the color blue, like water, the ocean or the sky get 24% MORE clicks than any other color.
* Go onto Pinterest and search Instagram themes
* The Coveted Top 9 - How to get there and stay there to explode your account the fastest

***Quiz Time:***

Alright Ninja’s I have a quiz question for all of you marketers out there - Out of all these strategies what is the ONE MOST IMPORTANT strategy to grow a huge, passionate following on Instagram? Pause the video and leave your answer in the comments (no cheating and looking, the point of these videos is to learn!) I will reveal the answer at the end of the video.

**How to find influencers:**

* Use Google to search Men’s Watch Instagrammer. Let Google do the hard work for you. Google will order the most relevant, and the more specific you are with what you want the more specific of a result you’ll get.
* Use the Instagram search feature.
* A lot of people use Tomoson but I prefer Hyprbrands.com, (free trial - 100 free searches and 20 influencer reports) You can see analytics based on their page, what their audience is made up and what type of engagement they are getting.
* Micro influencers - You can use geographical specific searches for locations you know are famous for certain things, Gambling, Las Vegas or Plastic Surgery, Beverly Hills. You would search for the most traffic related to these niches.
* You want to have a 3-5% or higher ‘like to follower ratios’, anything higher than 5% means real followers, anything SIGNIFICANTLY higher than 5% either means that post went viral, or the service artificially inflates their engagement to overcharge for marketing and should be avoided.
* What I’ve found is that every 1 dollar I spend on influencer marketing I get about 6% back.
* How do we track that? We use an affiliate link, or Google shortened links so we can track the number of clicks, and if affiliate marketing, the number of affiliate sales associated with that link so we can tie the number of sales from that specific link we are providing to the the influencers to calculate ROI.

**Shoutouts:**

* There is huge disparity between what influencers charge. Anyone with over 100-150k followers normally charge from 500-1000+ depending on their engagement.
* Engagement - number of likes and comments per post (take this number after 24 hours and divide it by their total number of followers to get your percentages you want to look for above 3%)
* Shoutcart.com - this takes the negotiation and friction out of it because you see the price you pay and the statistics of their followers. Regardless of which website you use you want to make sure that you are checking engagement yourself, ratio of likes per post (24 hours old) to followers.

**How to make money:**

* Affiliate marketing - be creative and understand what is selling on Instagram. You can sort by popularity and start to understand what is selling.
* You can drive directly to an Amazon page OR you can make your own landing page with clickfunnels. This way you can pixel your audience and retarget them using facebook and instagram ads in the future!
* Maxbounty is another alternative affiliate marketing website.
* Merchandise - teelaunch (use viral memes and up and coming viral news/world events) to create merchandise, do this the FASTEST and advertise with the. Use these hashtags to advertise your merchandise.
* Use your graphic design skills and be creative with hashtags (Canva) is a great resource to quickly and easily build instagram photos (640px by 640px), remember regardless of how you make money on Instagram it’s all about the pictures baby!

**Quiz Answer:** Interaction with your followers and others in your niche!