

# **COURSE WORKBOOK:**

## Complete Instagram Marketing Course: From 0-10,000 Followers



Phil Ebiner  
Joe Parys

**videoschool**

copyright 2020 Video School

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Phil Ebner

creator of videos 📹 photos 📸

teacher of creative skills 💡

founder of @video\_school\_online

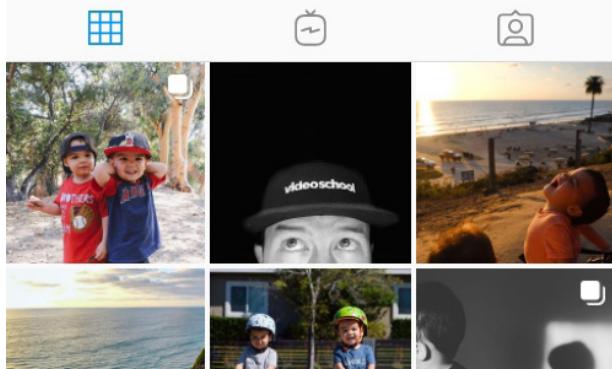
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712  
posts

16.2k  
followers

128  
following



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Message



Peter McKinnon

Latest Video!

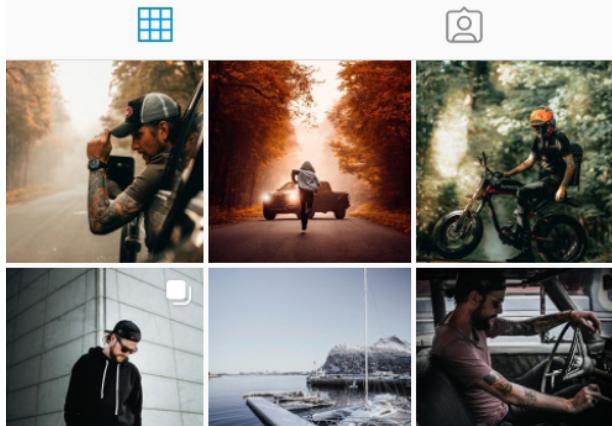
[youtu.be/9oF2AgeKtUI](https://youtu.be/9oF2AgeKtUI)

Followed by tomastrestik, metabolic\_mike, pierretlambert +1 more

846  
posts

2.6m  
followers

194  
following



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💡 beginner-friendly online courses

#videoschool #photofriends

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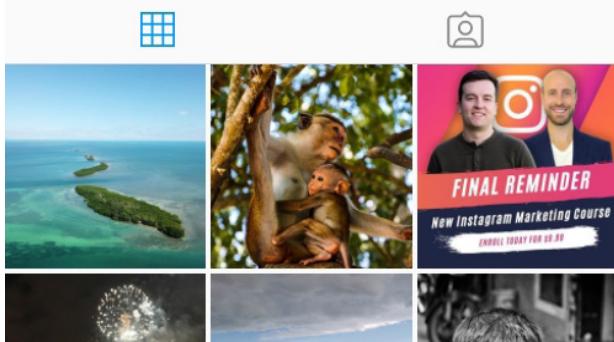
[videoschool.com](http://videoschool.com)

Followed by shimizujones

272  
posts

14.2k  
followers

27  
following



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Tussen Kunst & Quarantaine

For everyone at home who needs a relief. Some homemade art. 🎨

1. Choose artwork

2. Use 3 household items

3. Tag @tussenkunstenquarantine

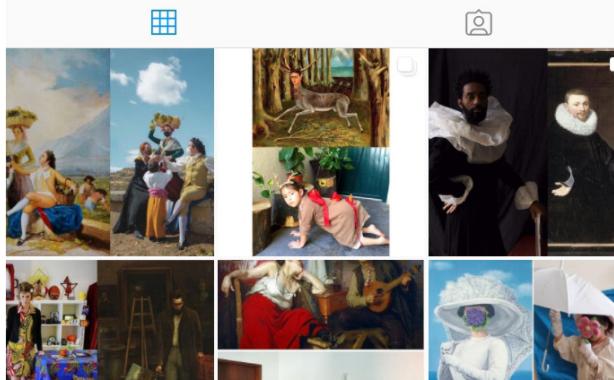
⌚️photoshop

[www.tussenkunstenquarantine.nl](http://www.tussenkunstenquarantine.nl)



Exposition Media &... TKxRijks Day 20 Day 19 Day 18 Day 17 Updates ↗

720 posts 275k followers 99 following



# Introduction

## **3 types of Instagram accounts:**

- personal account
- business account
- niche account
  - (one category or subject to share with potential followers, e.g. photography)
- BONUS: influencer and personal brand

## **Quick win “First 100 followers”**

- download in GooglePlay or AppStore
- open account, choose easy-to-search name
- follow 50 - 100 people from the recommended list
- setup your profile
  - note: professional account will allow you to see analytics
  - PRO TIP: niche yourself
- invite friends & family by SMS, email, PMs, DMs, etc.)
- post a first post asap
  - post professional photography of yourself and introduce yourself
  - PRO TIP: post an instagram story

## **The Instagram Algorithm (5 interests):**

- it is a way Instagram grades your content
- ways to publish on Instagram: Insta post, Insta TV, videos, stories, reels)

1) your interests

- how you interact with other users
- “Who would be interested in my content?”
- engage with them (likes, comments, re-shares)

2) relationships

- PRO TIP: post often
- PRO TIP: answer all of your comments and DMs

3) timing

- PRO TIP: post when your audience is online (analytics)

4) frequency

- how often you post, how often and how long you spent on Instagram
- “the more attention you will give to it, the more attention it will give back to you”

5) be a leader in your niche

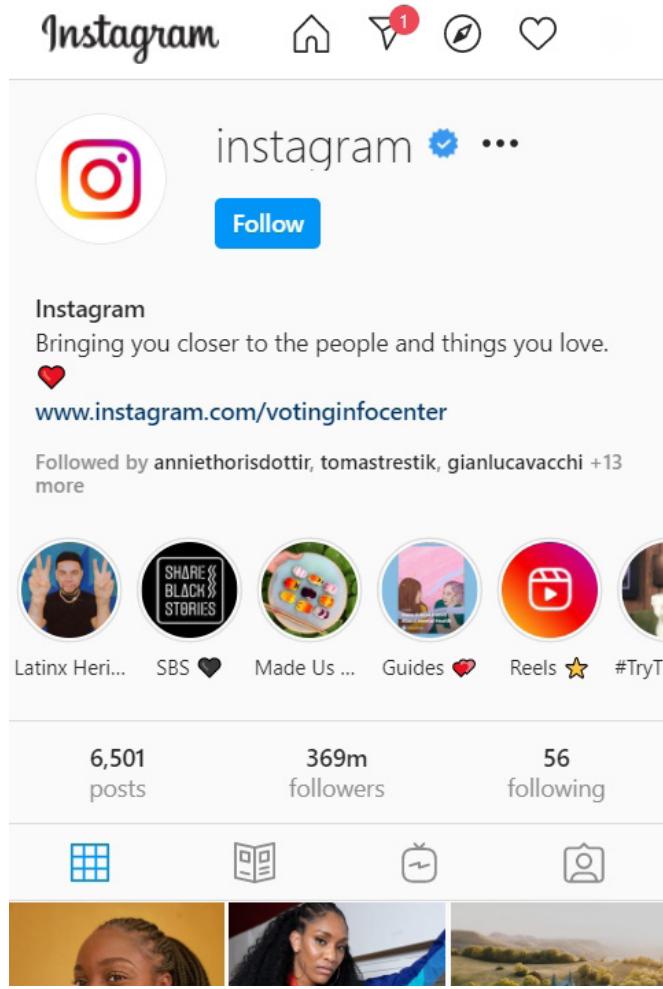
6) BONUS: time spent and usage

- PRO TIP: photos and videos are treated equally = key is how long people stay and engage with your content (carousel help boost your Instagram)
- SUPER-BONUS: 30 min after a new post are critical

**FAKE ENGAGEMENT DOES NOT WORK**

# Instagram Marketing from Scratch

## Optimizing Your Profile for New Followers



### 6 keys to optimizing your profile:

- pick a niche & stay consistent on your content
- pick a profile picture
- pick your name
- pick your user-name
- optimize your bio
- call to action (link in your bio)

## **Pick a niche & stick with it**

- niche is a specific positioning - you choosing one specific topic to show on your account
- you can have multiple niches as long as they flow together

## **Profile picture**

- PRO TIP: use the same picture across your social media - it makes you much more recognizable
- 3 types of profile pictures: head-shot (your face), logo, action shot (doing a thing your account is about)
- SUPER TIPS: stand out, test things out

## **Name and user-name**

- use your legal name(e.g. "Joe Parys") or other easily searchable and relevant in your niche (e.g. "Joe travels"), try not to use numbers and weird letters, get your own user-name  
check out namecheckr and see which social media channels have your name/username available.

## **Bio**

- 1-3 things about you
- what value will you provide to your followers
- CTA below

## **CTA**

- call to action should be benefit for your followers (website, social media, email opt-in, landing page, Linktr.ee)

## Story highlights

- curated collections of Instagram Stories that your followers can tap into and watch any time they like



## 5 keys to branding

- 1) pick a niche
- 2) be an expert in your niche
- 3) graphic design
- 4) over deliver on your content
- 5) consistency



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800K+ Students  
50,000+ Positive Reviews  
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Clearwater... 10X Las V... Disneylan... TikTok Reviews Dallas 2

108 posts 17.8k followers 304 following



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YouTube Channel  
[www.youtube.com/channel/UCRukJuuBAdoHMTBIsFJA...](https://www.youtube.com/channel/UCRukJuuBAdoHMTBIsFJA...)

Life Story TikTok YouTube

15 posts 3,204 followers 148 following



Joe Parys · 3rd

Bestselling Online Instructor Serving 750,000+ Students  
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Joe Parys Academy

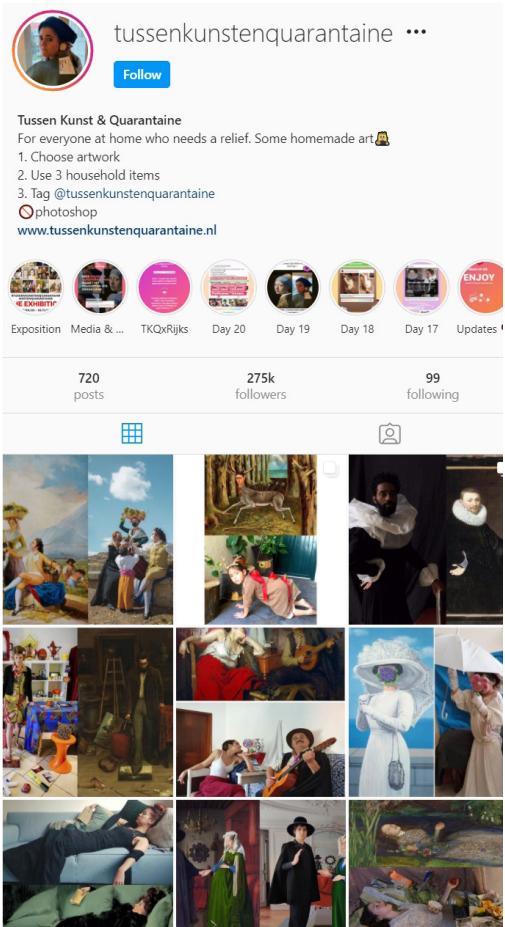


Coe College

# How to Grow Your Instagram From 0 to 10K Followers Organically

## From 0-10k followers

- 1) post a lot of content (what you put in is what you can expect out)
  - PRO TIP: learn from your results & mistakes
- 2) engage
- 3) use outside traffic sources (link your social media)
- 4) get collaborations
- 5) consistency - post 3 times a week
  - PRO TIP: schedule out your content
- 6) study your competition (model success)
- 7) create highest quality content



**Create siren shout outs:  
irresistible content for  
your followers.**

## 7 confessions:

- business
- health
- travel
- family
- entertainment
- food
- anything personal
- PRO TIP: be as open as possible

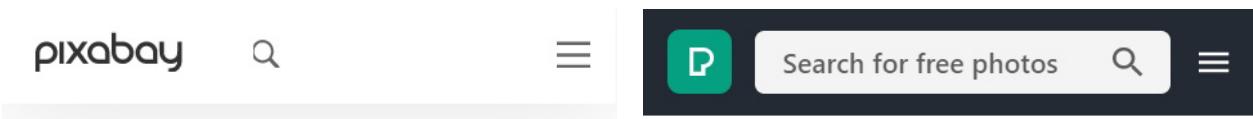
## How to create high quality content for your Instagram:

- have a smartphone
- 1) use royalty free websites
  - 2) submit for credit
  - 3) be creative

## Free high quality royalty free images:

Look for free commercial use license.

- [pixabay.com](https://pixabay.com)
- [pexels.com](https://pexels.com)
- [unsplash.com](https://unsplash.com) (photos only)



### Pixabay

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### Simplified Pixabay License

Our license empowers creators and protects our community. We want to keep it as simple as possible. Here is an overview of what Pixabay content can and can't be used for.

## What is allowed?

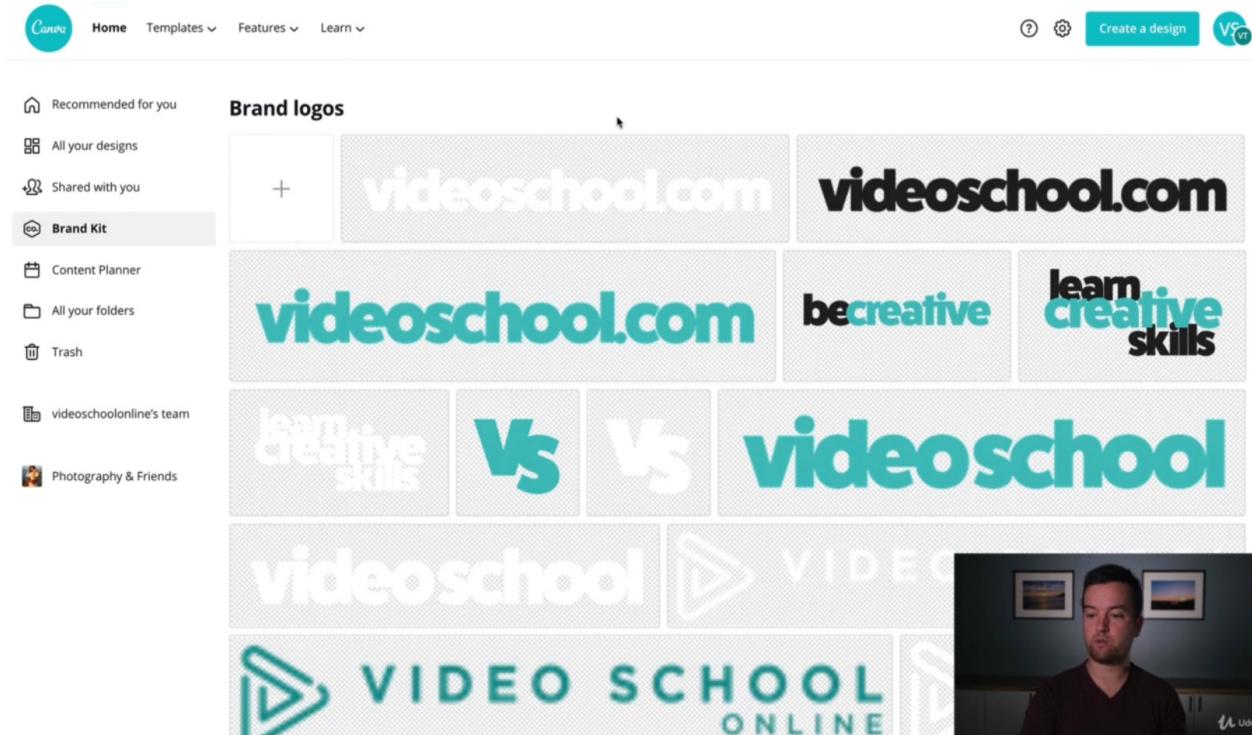
We tried to keep the Pexels License as simple as possible. Keep reading to find out more.

✓ All photos and videos on Pexels are free to use.

Attribution is not required.

✓ Giving credit to the photographer or Pexels is not necessary but always appreciated.

✓ You can modify the photos and videos from Pexels. Be creative and edit them as you like.



## 5 Best tools to create an Instagram tools:

- Canva.com
- Photoshop and Lightroom
- Etsy templates
- iMovie
- Adobe Premier Pro & Final Cut Pro

## Aesthetically pleasing content:

- [etsy.com](https://www.etsy.com) - instagram templates
- [fiverr.com](https://www.fiverr.com) - cheap designers
- [canva.com](https://www.canva.com) - design by yourself or from template

**Establish emotional connection.  
Influence is not logical, it is emotional.**

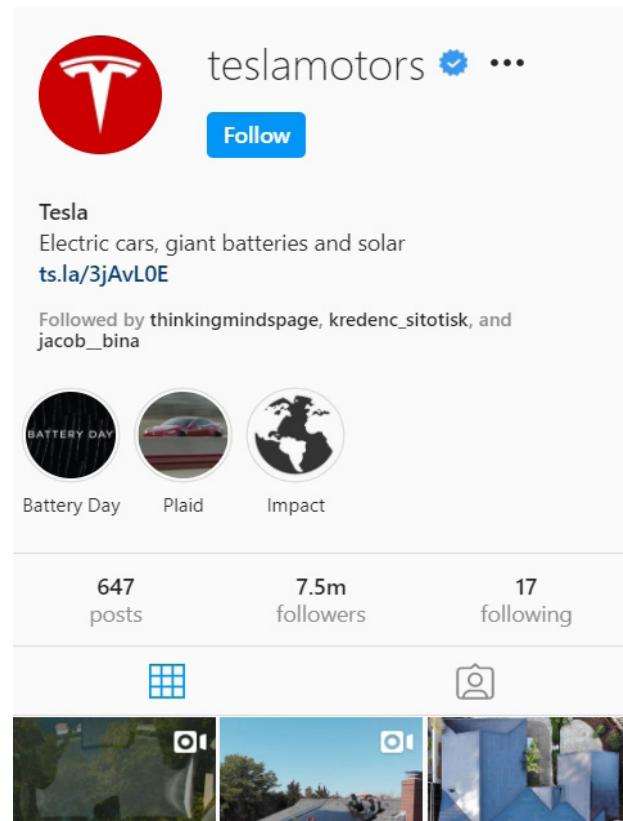
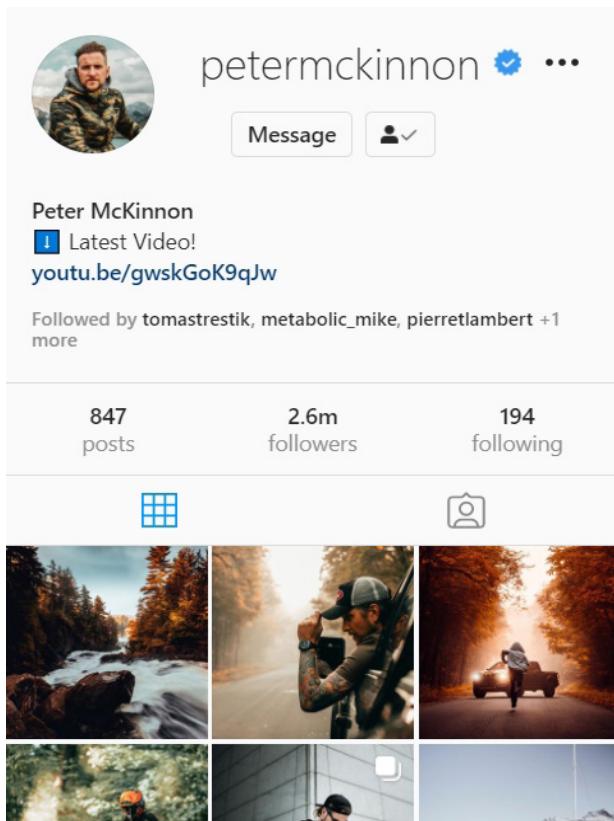
**5 ways to attract more followers:**

- unique content
- quality content
- storytelling
  - PRO TIP: add in pictures & videos
- be authentic - don't fake it until you make it
- have fun
  - SUPER PRO TIP: put in an effort



## The 10 best accounts to model for success on Instagram:

@instagram (sharing stories of instagrammers)  
@cristiano (personal account - it is more personal)  
@apple (business account)  
@petermckinnon (photography)  
@teslamotors (company)  
@jasoncapital (entrepreneur)  
@willsmith (celebrity)



**Don't copy!**  
**Model and get some more ideas for your account.**

apple ✅ ...

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**apple**  
Everyone has a story to tell.  
Tag #ShotoniPhone to take part.

Followed by studccy

Shot and ... Vertical Ci... Hermitage... Year in

676 posts	23.9m followers	6 following

instagram ✅ ...

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**Instagram**  
Bringing you closer to the people and things you love.

[www.instagram.com/votinginfocenter](http://www.instagram.com/votinginfocenter)

Followed by annieborisdottir, tomastrestik, gianlucavacchi +13 more

Latinx Heri... SBS Made Us ... Guides Reels #TryT

6,501 posts	369m followers	56 following	

jasoncapital ✅ ...

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**Jason Capital**  
 Best-Selling Author  
 Millionaire by 24  
 DM me "Partner" to partner with me  
 CEO, SB Studios  
 Laptop Life > rat-race life  
[ratracedestroyer.com/fkjobs](http://ratracedestroyer.com/fkjobs)

ABOUT ME	FREE BOOK	MONEYB...	FREE CASH	TRAVEL	BORA

2,415 posts	1.4m followers	159 following

HOW CAN I GROW MY BUSINESS ON SOCIAL   
**"BEING A CURIOUS**   
If You're 22 Years Old Watch This

willsmith ✅ ...

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**Will Smith**  
New playground. Same kid from West Philly.  
[airbnb.com/fresh](http://airbnb.com/fresh)

Followed by katrintanja and tomastrestik

Belief Love Flames Likes/Disli... Self Love Disc

1,023 posts	49.4m followers	181 following

# Posting on Instagram

## Elements of a High Quality Instagram Post

### Schedule post:

[hopperhq.com](https://hopperhq.com)

- 1) create content in bulk
- 2) schedule it out
- 3) automatic post on Instagram
- connect your instagram
- create posts (PRO TIP: use emojis)
- create hashtags
- 4) schedule it

### How to do keywords research for hashtags for Instagram:

- 1) [All-hashtag.com](https://all-hashtag.com) by using keywords
- 2) [Keyword Tool](#) > Instagram tab > insert keyword (e.g. business or photography) > find a “sweetspot” = choose hashtags with high, but not too high engagement
- 3) Instagram > Search



## 5 Instagram hashtags tips to reach more accounts organically & gain followers:

- PRO TIP: do not be super spamy
- do not use super popular hashtags (PRO TIP: 300k - 500k posts)
- use relevant hashtags
- think as your target audience
- customized hashtags (put #yourname hashtag - it will make it easier to find you), especially if you are a brand (#videoschool)
- do a hashtag research
- model what works



**video\_school\_online** Beautiful student photography by @guy.r.b. We love seeing photos by students in our photography courses.

Up your photo skills at PhotographyandFriends.com. As a bonus, our students get invited to our exclusive photography community too!

Tag & follow us, then use the hashtag **#videoschoolsubmission** to be featured!

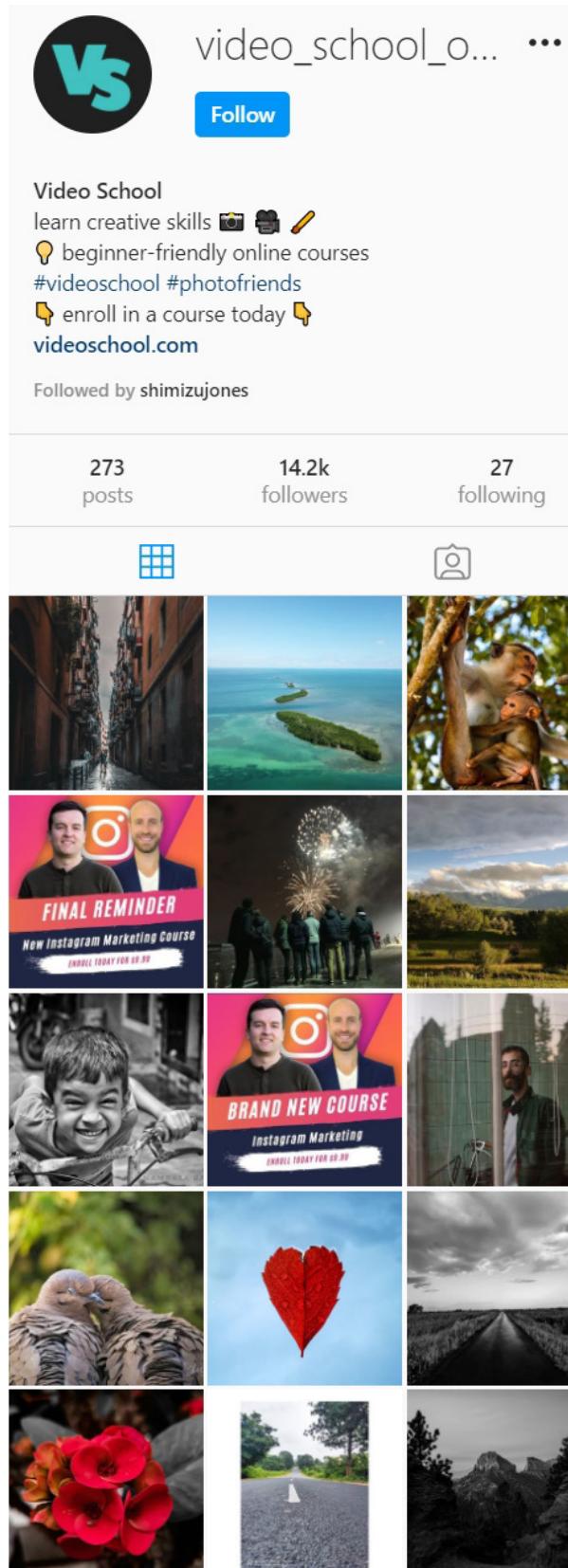
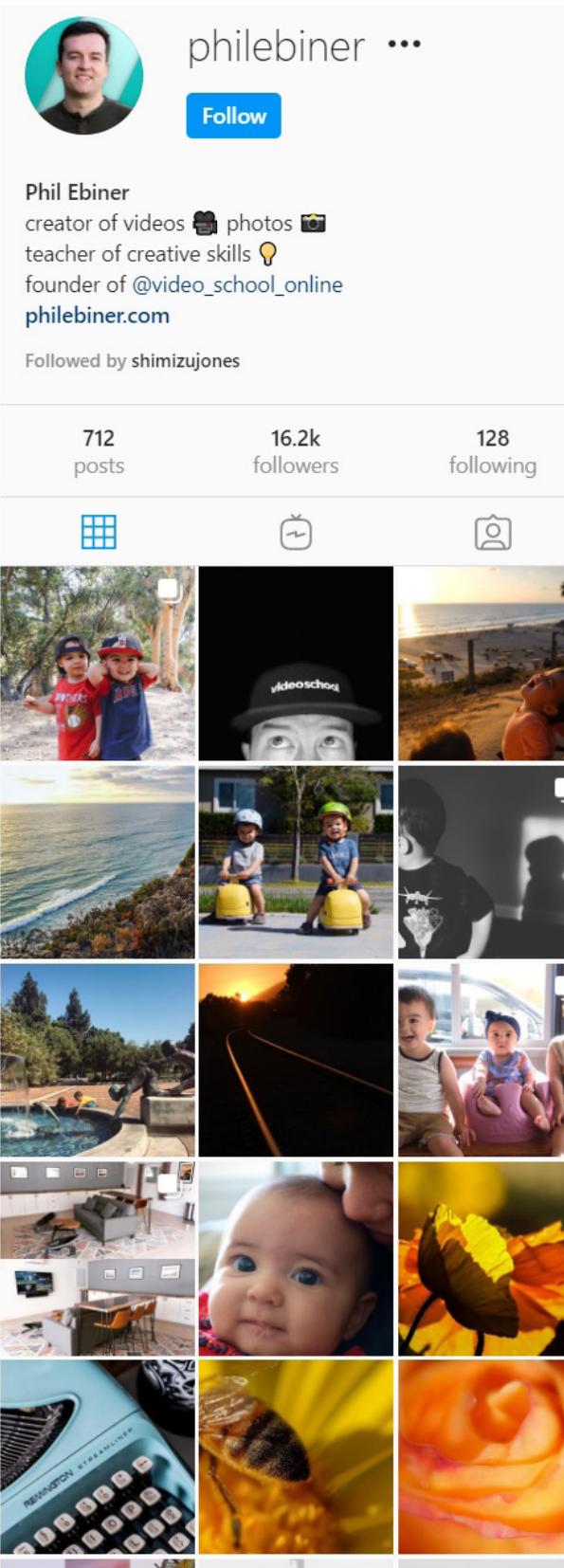
#videoschool #photofriends #udemy  
#photographyandfriends  
#learnphotography



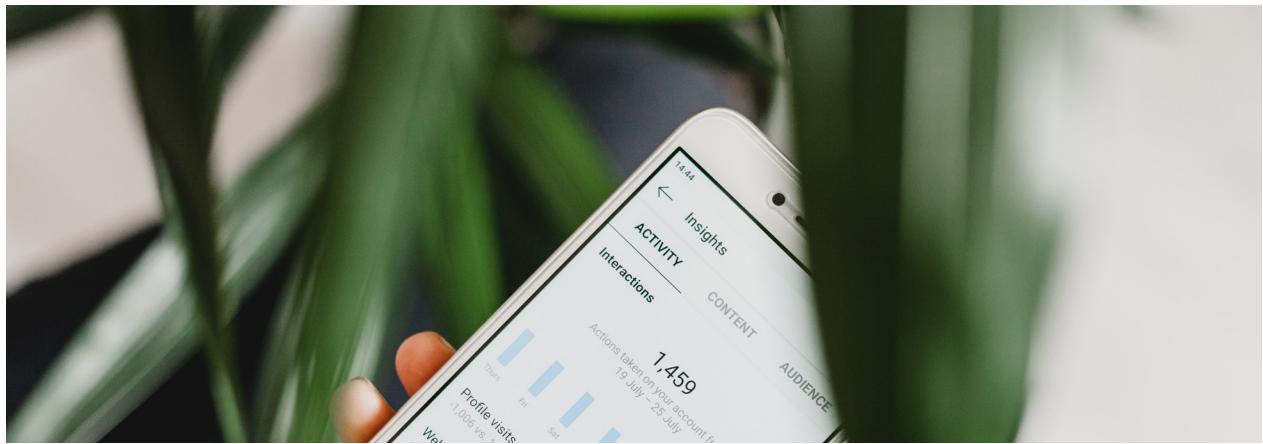
**philebiner** flower power

Shot on the **#fujixt2**  
With the **#fuji100400**

#fujifilm #fujifilmxt2 #fujifilm100400  
#fujilove #fujifilmxseries  
#yesmyfujifilm #xt2 #fujifeed  
#xphotographer #fujix #fujifilmx  
#fujifilm\_global #fujifilmphotography  
#fujifilmglobal #fujifilm\_us  
#fujifilm\_xseries @fujifeed @\_fujilove\_  
@fujifilm\_us @fujifilm\_northamerica  
@fujifilm\_global



personal vs business account



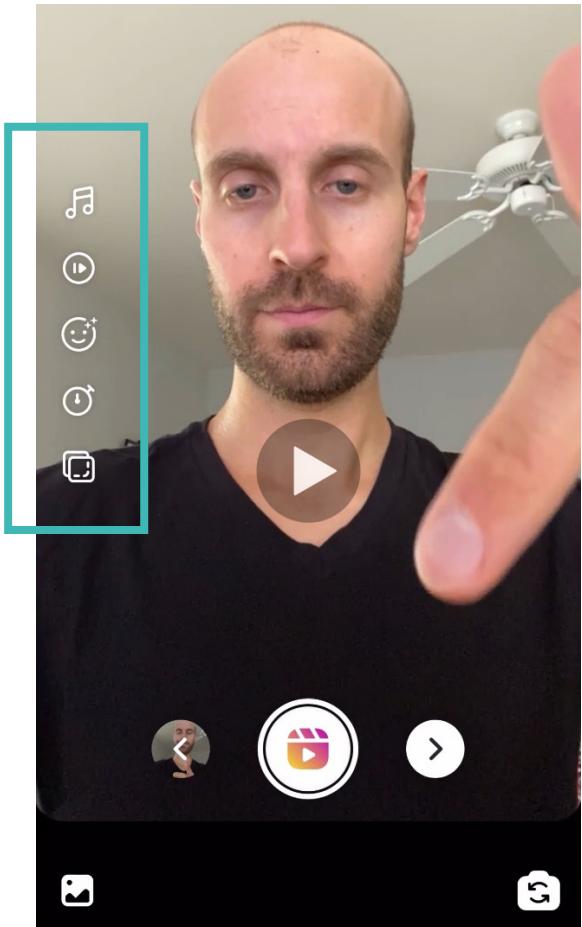
### The best time to post:

- 1) use analytics and insights
- 2) use general times (e.g. Thursdays and Sundays in general)
- 3) test it out

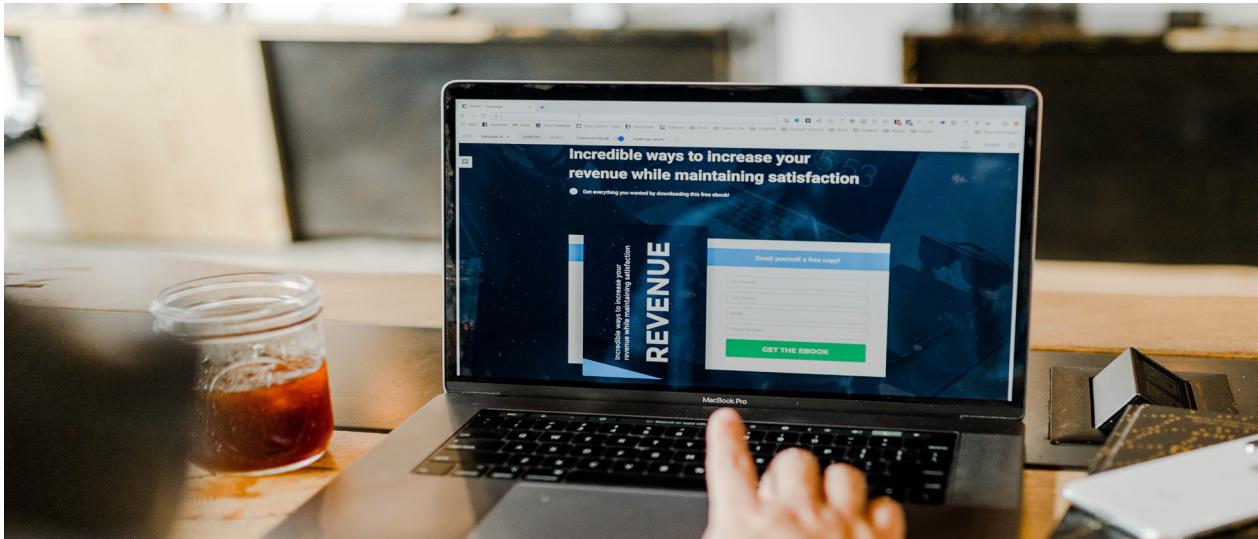
### How to upload a video post from your smartphone:

Click the “+” button

- > find the content you want to share
- > choose longer or shorter video
- > set up filter, trim or cover
- > write caption, tag people, add location, etc.
- > post
- > add your hashtags as the first comment
- > add the post to your story (“New Post” gif covering the post itself & with call to action)



# How to Monetize Your Instagram and Turn Your Followers Into Profit



## AFFILIATE marketing

The process of earning a commission by promoting other people's (or company's) products.

- look around in your niche and think about product they would appreciate
- find affiliate websites - Amazon, Rakuten, Udemy, etc.
- sign up on affiliate websites
- choose products and create your links
- share these links (Linktr.ee)

## SALES FUNNEL

The sales funnel is each step that someone has to take in order to become your customer. e.g. redirect people from your Instagram (posts, bios, stories, etc.) to YouTube video, which is monetized or to send your course or other product.

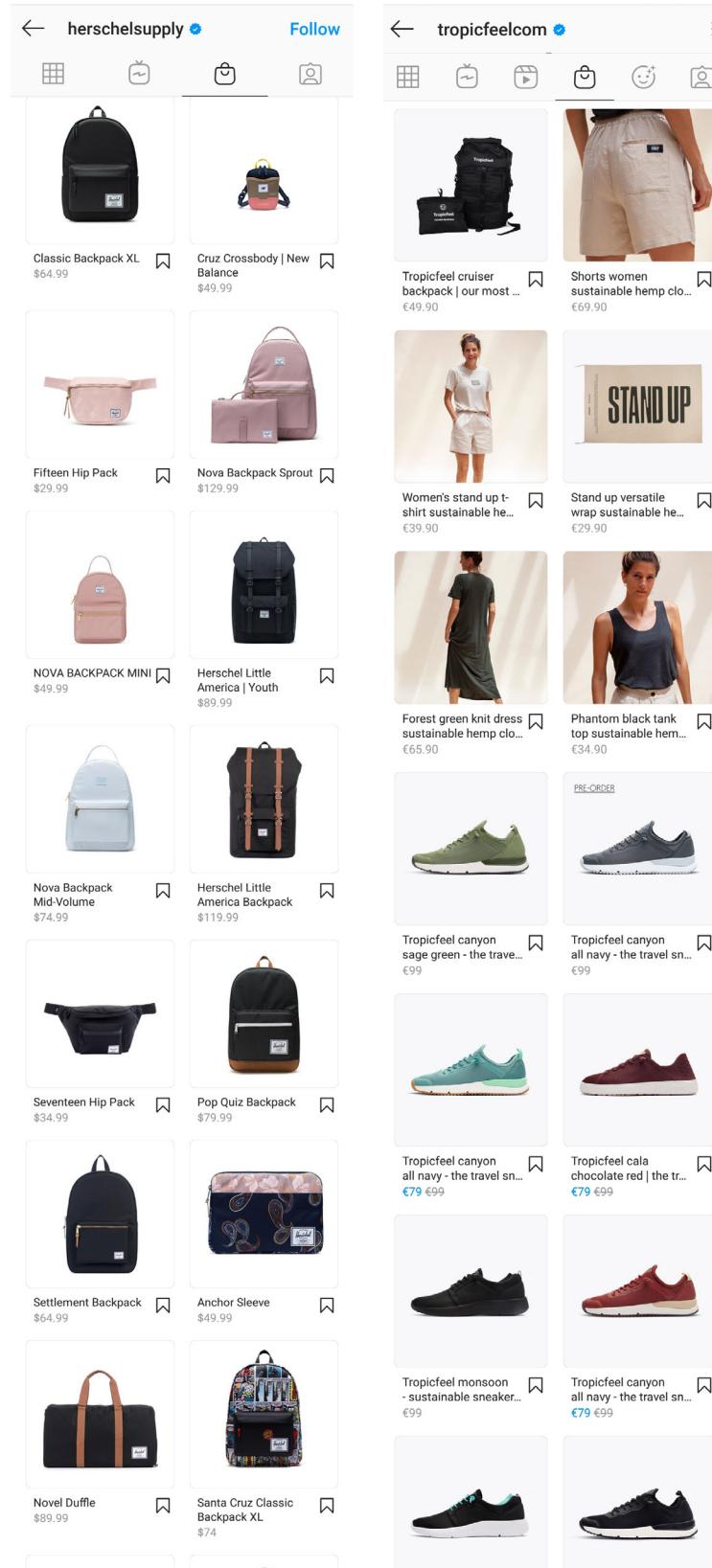
Note: look at your competitors > engage, be helpful, answer questions & advertise

## BE SMMA

- social media marketing agency
- offer your services - take care of accounts for others and charge for it
- PRO TIP: give an example for free as a teaser

## SHOPPABLE POST

- constantly changing
- connect Facebook with Instagram
- set up your Facebook catalogue
- create shoppable post
- let your followers know, that you have a shoppable posts (e.g. in bio or post caption)
- be transparent

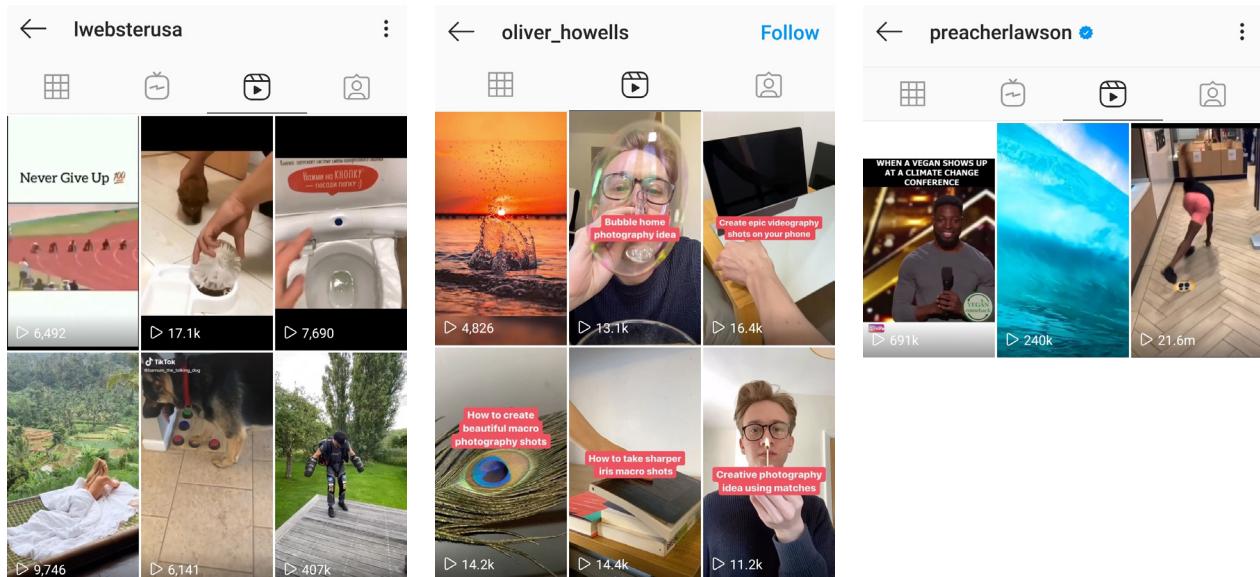


# Scaling Your Instagram

## How to Go from 10K Followers and Beyond

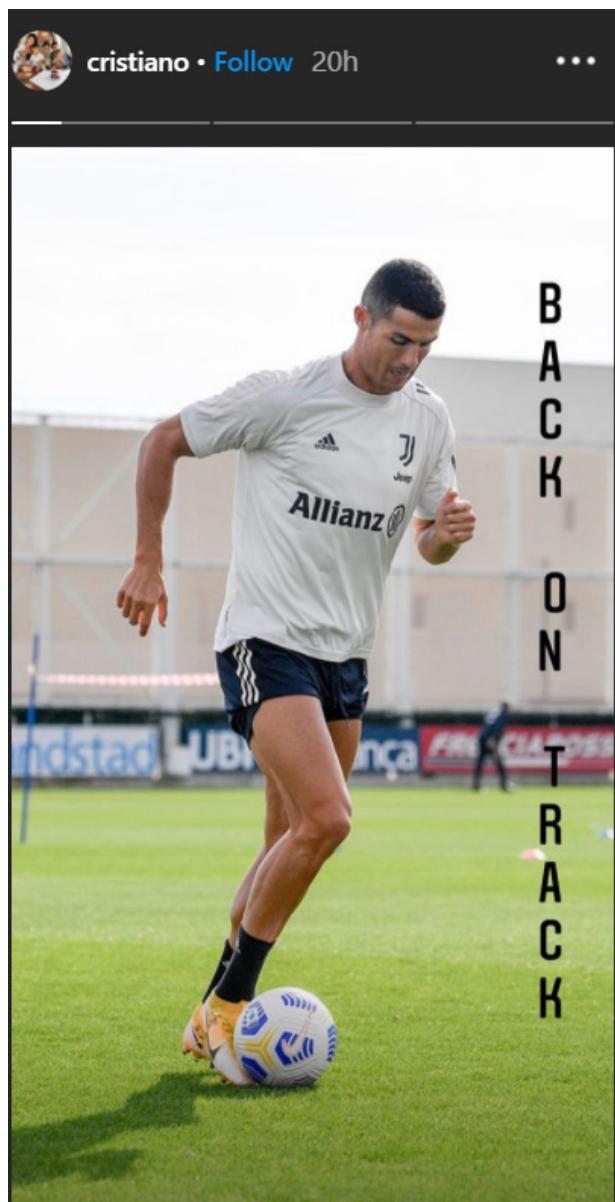
### INSTAGRAM REELS

- short videos that range from 3-15 seconds
- separate explorer page (swipe)
- not everyone has access to reel currently (September 2020)
- PRO TIP: Share your reel to feed
- SUPER PRO TIP: Share your new reel to story
- SUPER PRO TIP: hand-craft your thumbnail correctly



## Instagram Story Secrets

- drive traffic to your instagram (e.g. sharing your new feed post, link your own bio, etc.)
- drive traffic to your other social media (e.g. sharing thumbnail of your new YouTube video, call to action like “subscribe my channel”)
- engage people (create polls, ask questions, sharing challenge, sharing free courses, etc.)



## **3 Ways to Keep Coming Back to Your Instagram Account**

- 1) create series
- 2) create helpful content
- 3) have a schedule
- BONUS: go live

## **5 Ways to Increase Your Engagement With Your Followers**

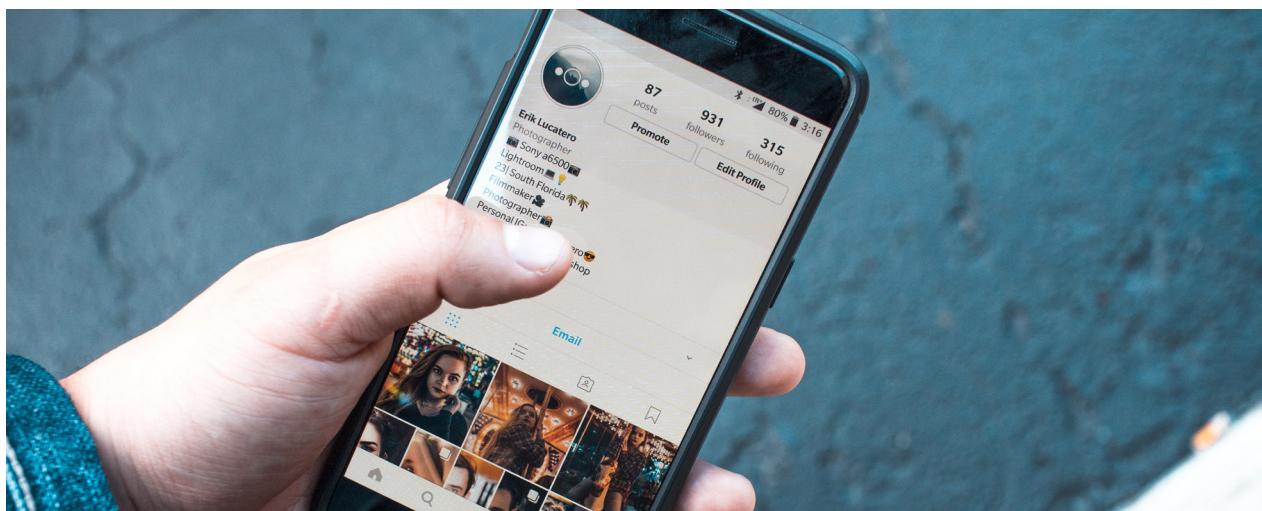
- 1) be engaging yourself
- 2) create in demand content (ask your followers)
- 3) answer DMs (hire somebody to answer these questions)
- 4) do giveaways and challenges (prizes, mentorship, etc.)
- 5) go live

## **Instagram Marketing Research**

- looking at your competitors > model and implement on your account graphic design, hashtags, consistency and frequency of posting, etc.

## **How to Get Re-shared**

- find bigger accounts in your category / niche
- use a hashtags of repost accounts
- engage with influencers in your niche or try to send them DM



## INSTAGRAM INSIGHTS

- in professional account only
- ways to find insides
- (hamburger menu, button, individual insights under every post)



- **Recent Highlights:** This section announces any notable increases in account performance in the last 7 days.
- **Overview:** This section showcases the total number of accounts reached, content interactions, followers and approximate earnings (if applicable) for the last 7 days. You can tap on each of these metrics for a more detailed breakdown.
  - **Accounts Reached:** When you tap on this metric, you can see more details on your account's reach and impressions. You'll also see insights on your account activity, such as profile visits and website visits. If you have an action button on your profile, you'll see the number of taps on that button. For example, you can see data on call button taps, get directions taps, email button taps, text button taps, and website taps. You can also see your top posts, stories and IGTV videos sorted by reach.
  - **Content Interactions:** When you tap on this metric, you can see a detailed breakdown of your post, story and IGTV video content interactions. These include likes, comments, saves, shares, replies and other actions on your content. You can also see your top posts, stories and IGTV videos sorted by interactions.
  - **Total Followers:** When you tap on this metric, you can learn more about trends across your followers when you have at least 100 followers. These insights include growth (how many followers you've gained or lost), top locations of your followers, age range and times they're most active on Instagram.
- **Content You Shared:** This section showcases the content you've posted and promoted across feed, stories and IGTV for the last 7 days. If you want to see all the posts, stories and IGTV videos on your account, you can tap under each content type to go to the media library. Here, you can view and filter all your content by media type, reach, interactions and time frame.

You can also tap **View Insights** under individual posts and IGTV videos, or swipe up on your stories, to view insights specific to that piece of content, including

- **Interactions:** This section displays what actions people take when they engage with your account.
- **Discovery:** This section keeps track of how many people see your content and where they find it.
- **Promotion:** This section will provide more information on your post if it's been promoted.

## 5x7 SOCIAL MEDIA SCHEDULE

- create categories you will post (motivation, throwback my story, reviews, celeb stories, etc.)
- schedule categories into week days

<b>SUN</b>	<b>MON</b>	<b>TUE</b>	<b>WED</b>	<b>THUR</b>	<b>FRI</b>	<b>SA T</b>
<b>Money MYTH</b>	<b>Motivation</b>	<b>TikTok \$\$ Tip VID TikTok</b>	<b>Reviews</b>	<b>Throw back MY STORY</b>	<b>\$Fact VID</b>	<b>CEL EB</b>

<b>MOTIVATION</b>	A motivational quote related to financial education, money, passive income, business, entrepreneurship
<b>Throwback My Story</b>	On Thursday use an OLD SCHOOL PICTURE and tell my life story. See examples. I teach ambition people how to earn passive income creating and selling their own online course. I have taught more than 750,000+ students from all around the world.
<b>Reviews</b>	Grab screenshots from Udemy course reviews, Social Media Comments, Emails, and other

## CROWDSOURCING CONTENT

- ask your followers to create a content and share it on your account “be features on instagram”
- Regram APP

## SCHEDULING

- [later.com](https://later.com)

thank you!

please, leave us feedback

we hope the course and this guide has helped  
you to learn Instagram

check out our profile to see other courses



VS