

JERRY HIETANIEMI'S

THE SECRET TO GETTING 1 MILLION FOLLOWERS IN 30 DAYS

SOCIALMEDIACALENDAR.CO

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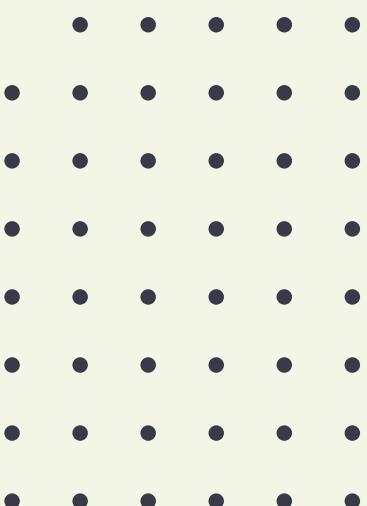
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ABOUT THE AUTHOR

Jerry Hietaniemi is a digital marketing strategist and creative visionary. As one of the top names in paid advertising, he provides tailored, winning solutions for his clients while focusing on the growth of his own business, Social Media Calendar.

Jerry helps his clients leverage the power of social media and personal branding into profit growth techniques and strategies. Jerry's biggest strength is selling design: he has the ability to shape things into understandable, easy to market, and productive entities.

His passion for marketing flourished as an entrepreneur at the age of 20 in the fitness industry. The rapid success in the fitness niche attracted the interest of major Finnish fitness brands, and Jerry took point on consulting companies on digital marketing and sales strategies.

The secret to success lies in action, continuous improvement, the ability to change, and be one step ahead. Solutions must always exceed the customer's expectations, and the best results are achieved in cooperation with the client.

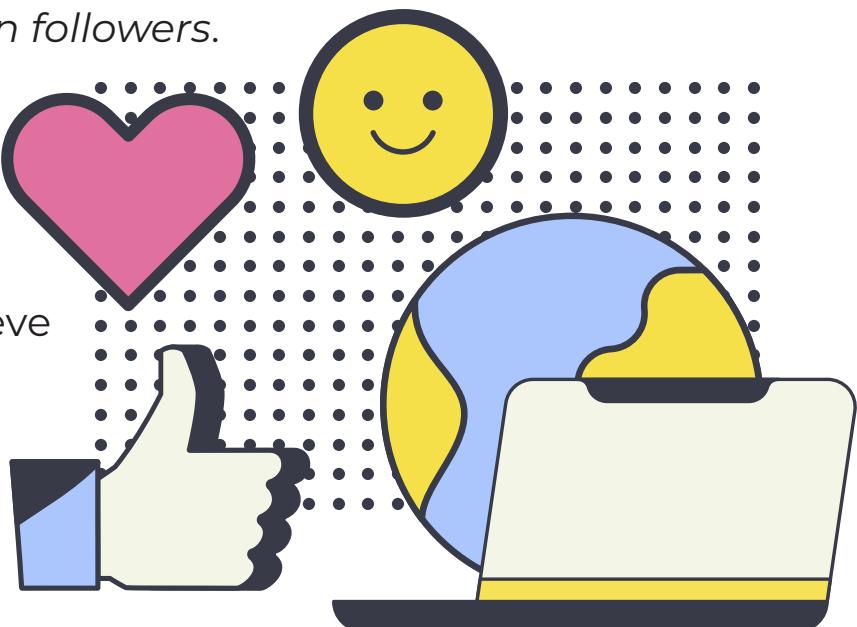
INTRO

If you put all your energy into getting one million Instagram followers in one month, what would you do? Is it even possible? Is it worth it? Absolutely yes to all of the above. And if you've purchased this ebook, a small part of you believes the same.

Today's tech-addled world of social media, influencer marketing, and digital propagation make few things in life more satisfying than having a loyal following. The journey starts as curiosity sets in with a humble 100-person following, which blooms into motivational enthusiasm once you hit 1000 followers. By the time you hit 10,000 followers, incentive starts to grow, and a euphoria begins to kick in.

Imagine the splendor you'll feel once you earn 100,000 followers. That's a big jump, but it's a number certainly within reach. Let's aim even higher - *one million followers*.

That's a big goal. And big goals are scary because people think they aren't the type of person who can achieve them - YET.



WITHOUT CONTINUAL GROWTH AND PROGRESS, SUCH WORDS AS IMPROVEMENT, ACHIEVEMENT, AND SUCCESS HAVE NO MEANING. — BENJAMIN FRANKLIN

This isn't just a click-bait promise. The thoughts that are holding you back from making your goals a reality are just that; thoughts. You don't have to be drop-dead gorgeous, incredibly wealthy, or a superstar to earn a celebrity status-worthy following. Instagram success is a two-part recipe to which you already have the ingredients: a willingness to work hard and a driving passion.

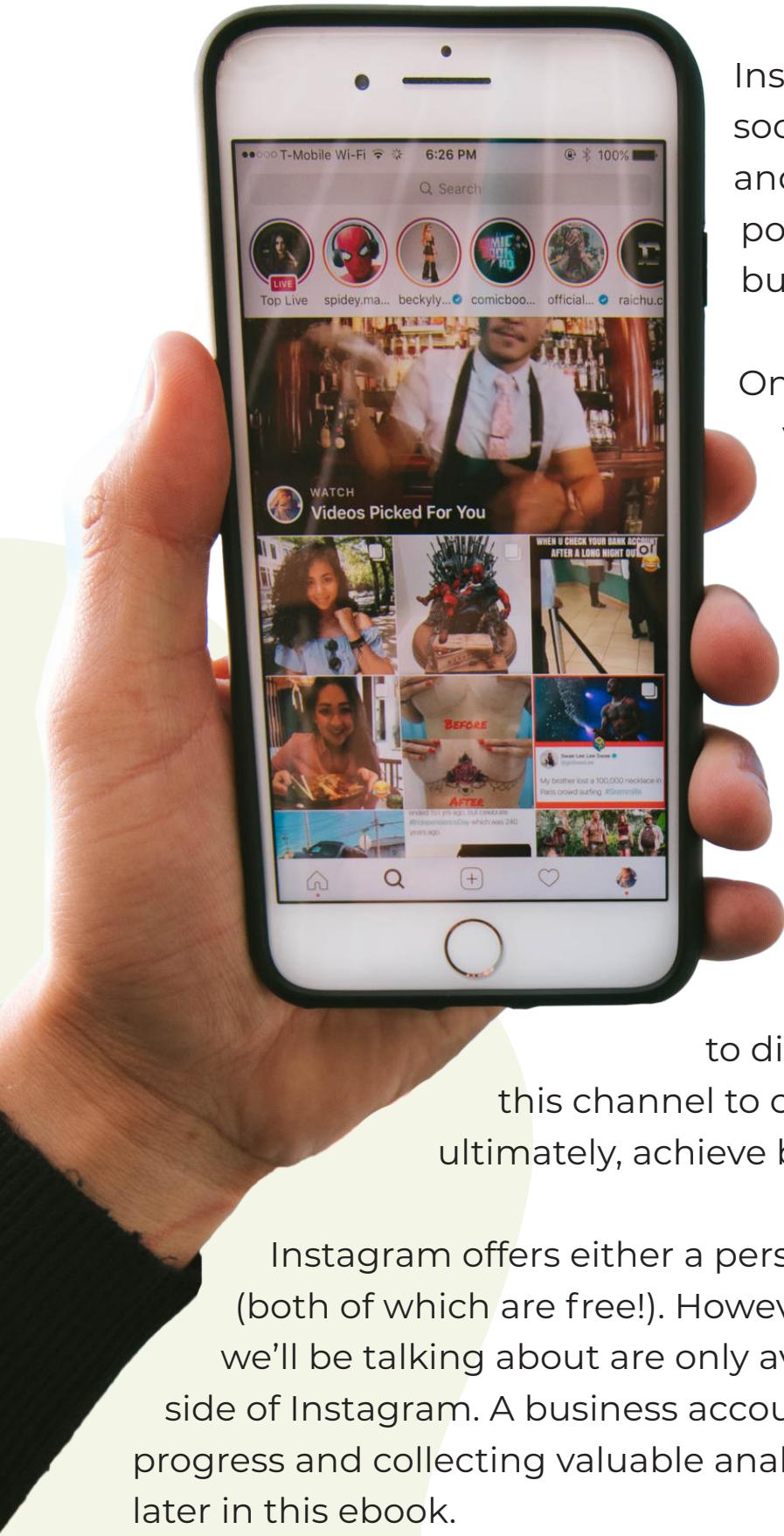
Brendan Kane, who has managed **marketing campaigns for the likes of Taylor Swift and Rihanna**, is one of those success stories who made the seemingly impossible happen. The media strategist wanted to test a theory: would the same methods he had learned and utilized for pop icons work for a typical Joe Schmo starting from scratch? His goal was to see if he could gain the same celebrity following on Instagram without the celebrity status. The results were eye-opening.

What started as a simple social experiment exploded into a following of over one million fans from around the world in only - you guessed it - thirty days. "I didn't do it to become famous but rather as a social experiment to see if it could be done and to understand the ultimate impact that it would have," Kane explains. "What it all boils down to is that if I could do it, you can do it."

This book takes Kane's philosophy and 30-day Instagram success and breaks it down into easy to follow, actionable steps that you can start today.

WHY CHOOSE INSTAGRAM?

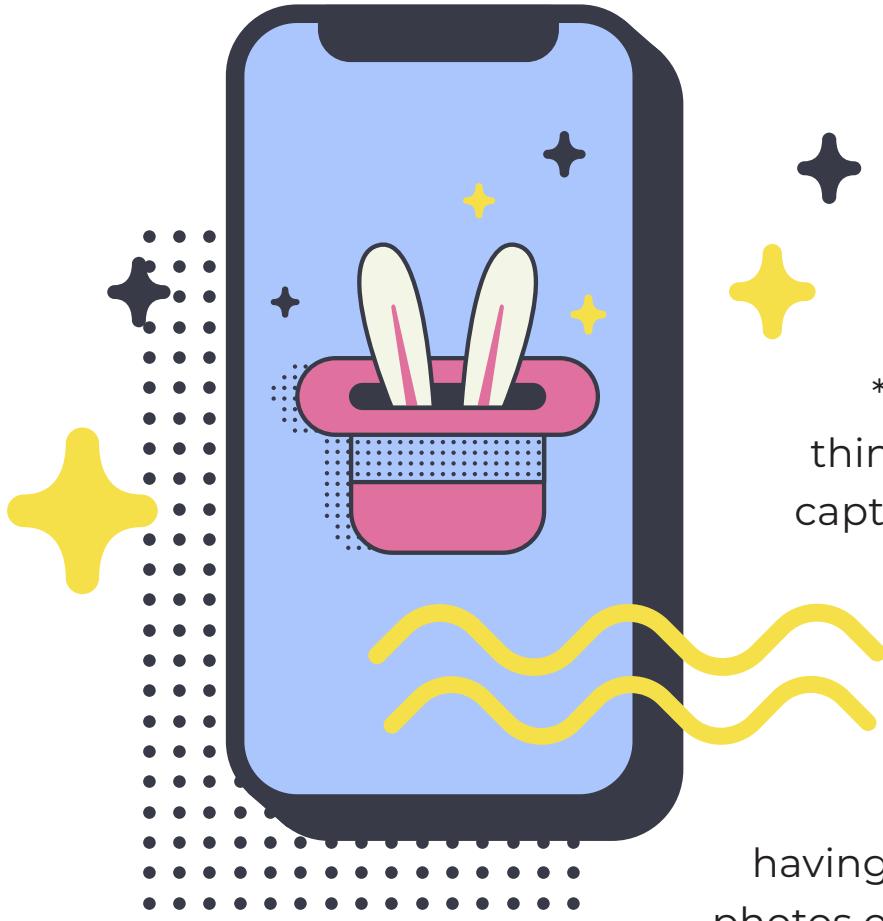




Instagram is one of the leading social networking sites today, and it's only growing more popular, especially among businesses and brands.

One of the best features of this visual platform is the ability to create a community where people can get to know fellow users, while also interacting with organizations they love. This says a lot since Instagram **currently boasts more than 1 billion users** actively on the platform every month. In this section, we're going to discuss the top ways to utilize this channel to optimize your growth and, ultimately, achieve business success.

Instagram offers either a personal or business account (both of which are free!). However, many of the features we'll be talking about are only available on the business side of Instagram. A business account is ideal for tracking your progress and collecting valuable analytics, which we'll cover later in this ebook.

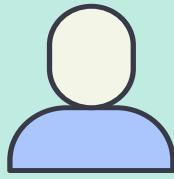


Instagram is all about the visuals- aesthetically pleasing images, videos, product showcases, and beautifully designed *insert here*. If you can think of it, it's probably been captured on film and uploaded to Instagram: perfectly curated living rooms, expert-quality recipes, a five-second clip of your favorite influencer having fun in LA, and endless photos of adorable pets are just a

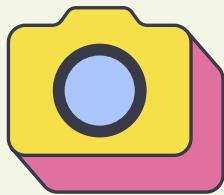
handful of things you can find aplenty on the app that has taken the photo world by storm. Instagram's ingenious interface and endless depth of content make getting lost in the Instagram world too easy.

Because the social media platform is centered around **visual content with a user-friendly interface**, Instagram is a wonderful way to build a face and personality for your business, boosting engagement from a connected audience. And, because of how it's formatted, a brand of literally any size can thrive with this social networking service. Instagram truly offers a never-before-seen opportunity for businesses to tap into their target markets while keeping their eye on the competition at the same time.

LET THE NUMBERS TALK



APPROXIMATELY 60% OF PEOPLE SAY THEY DISCOVER NEW PRODUCTS THROUGH INSTAGRAM.



AS OF JANUARY 2020, OVER 50 BILLION TOTAL PHOTOS HAVE BEEN SHARED, WITH OVER 100 MILLION PHOTOS & VIDEOS UPLOADED EVERY DAY.



73% OF TEENS SAY THAT IG IS THE BEST WAY TO FIND NEW PRODUCTS AND LEARN ABOUT BRANDS.



AS OF 2019, THERE ARE OVER 500,000 ACTIVE INFLUENCERS ON INSTAGRAM, AND THE NUMBER KEEPS GROWING.



IG BOASTS 130 MILLION USERS IN THE USA, FOLLOWED BY 100 MILLION IN INDIA.

BENEFITS OF INSTAGRAM FOR PROMOTING YOUR BRAND



Even *Game of Thrones* star Sophie Turner has seen the benefits. In a Porter Magazine interview, Turner reportedly earned a movie role not because of her experience, but because of a better social following than the lead she was auditioning against. “I auditioned for a project, and it was between me and another girl who is a far better actress than I am, far better, but I had the followers, so I got the job. It’s not right, but it is part of the movie industry now.” The actress touts a whopping 5.4 million followers on Instagram alone.

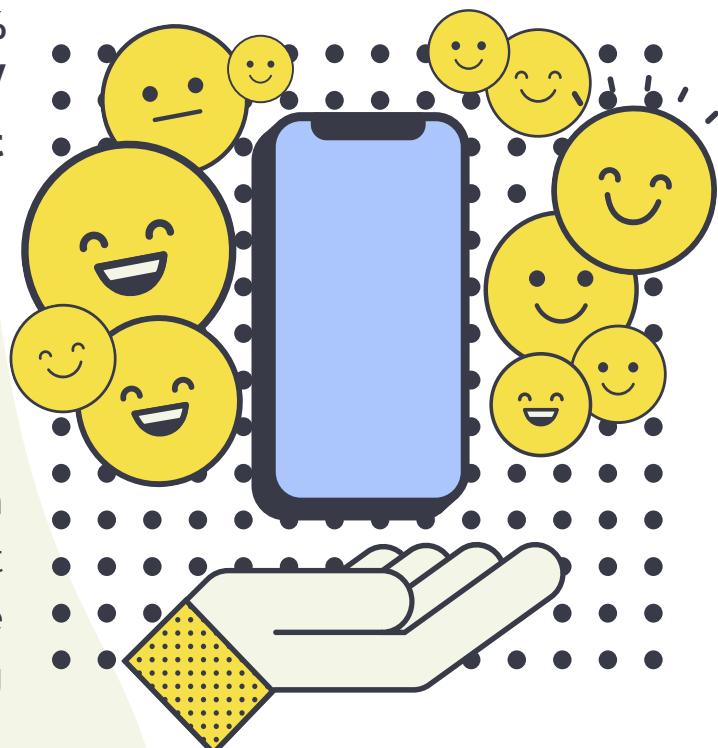


“SOCIAL MEDIA HAS BECOME FUNDAMENTAL TO THE WAY THAT BILLIONS OF PEOPLE GET INFORMATION ABOUT THE WORLD AND CONNECT WITH EACH OTHER, WHICH RAISES THE STAKES ENORMOUSLY.” —KEVIN WERBACH

Perhaps the ‘millennial culture’ is to blame according to some. Still, social media clout is a stark reality for people, businesses, and brands wanting to make a name for themselves. What started as a couple of entertaining apps to kill time now plays a significant role in nearly every aspect of day-to-day life. While we don’t expect you’ll literally get your next promotion primarily because of your social media status, there are plenty of other ways you can reap the benefits of Instagram user loyalty.

BUILDS CREDIBILITY

Influencer Central found that **66% [of consumers] strongly agree/agree that social media content inspires an increasing number of products they purchase**” and that reviews or positive engagement about a product “impacts the decision to buy for more than three times as many people.” In short, the more that people trust your brand or company, the more likely they are to buy something from you!



Although credibility can help a business be profitable, it also can help individuals with personal brand hype get more opportunities (much like it helped Sofie Turner). You may find organizations reaching out to you about speaking events, public appearances, interviews, or other opportunities to earn you more powerful connections! If you're known as an expert in your industry, you'll receive more free promotion through your followers, your content will spread faster and farther, and whatever you're offering will look much more appealing to prospects.

CONFIDENCE BOOSTER

“PEOPLE WILL WANT TO CHALLENGE YOU AND QUESTION YOUR IDEAS, AND YOU SHOULD WELCOME THAT. IT IS ABSOLUTELY NECESSARY IN HELPING YOU TO FIGURE OUT EXACTLY HOW MUCH YOU WANT SOMETHING AND WHY.”

- GARY VAYNERCHUK

While social media hosts an unfortunate reality of cyber-bullying, fear of missing out, and depression, these apps also provide positive social outcomes. Thoughts of self-doubt or fear of being judged by others keep most people from aiming for stardom through Instagram. However, it's the support you'll get from Instagram followers that will boost your confidence and ensure that **you are, in fact, good enough, smart enough, and knowledgeable enough to share your content!**

BECOME AN INFLUENCER

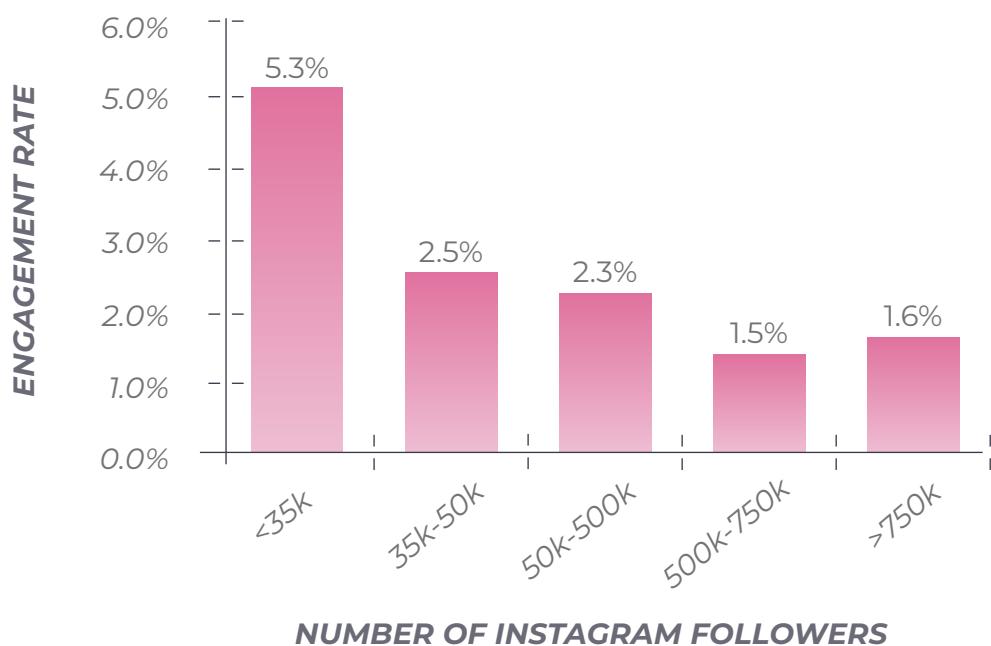
Don't have an Instagram Business account? You may not be familiar with sponsored posts. Instagram Partnerships may be a new term for you. When you see 'Paid Partnership' or 'Sponsored Post' above a post in someone's feed or story, it means the person who shared it has some kind of partnership with the brand or company mentioned, and they received some type of compensation in return for the post. You'll see a lot of these types of posts among influencers, especially since transparency has become pivotal for earning your audience's trust.



Become a Micro-Influencer:

The more followers you have, the easier it is to pitch a paid sponsorship to brands. That is, you can reach out to organizations that relate to your theme or industry to try and land some gigs instead of waiting for companies to reach out to you. The best part? You don't even need to have millions of followers for a brand to consider you!

INSTAGRAM ENGAGEMENT RATES BY INFLUENCER SIZE

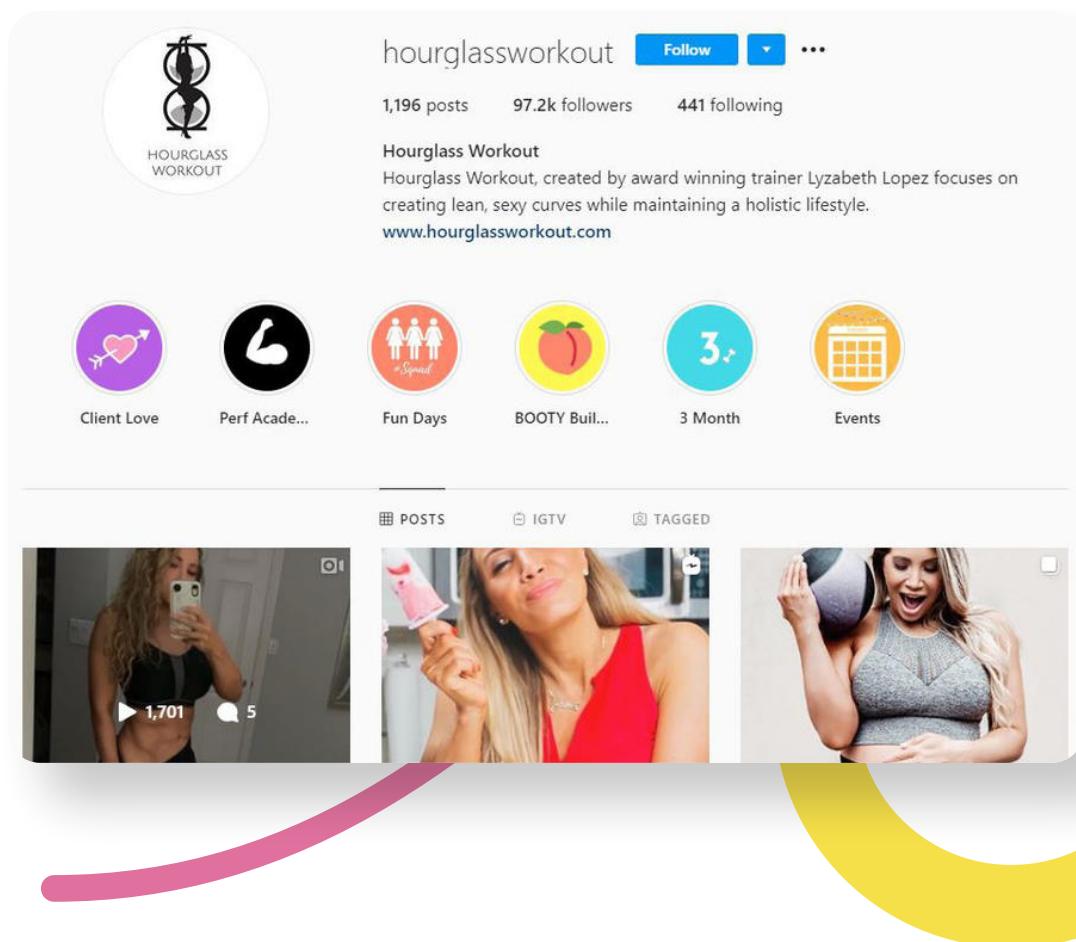


Most companies realize that Micro-Influencers or Instagram accounts with 1,000 to 100,000 followers, receive more engagement and trust than, say, Kylie Jenner. It's the difference between asking your best friend for a product recommendation or listening to a celebrity in an ad. There's something more genuine and human about smaller accounts that people can relate to.

Earn a Pretty Penny:

Instagram Partnerships can earn you an average of \$300 per post. Influencers with large followings, like Lyzabeth Lopez, can charge even more. With a fan base of over 97,000 followers, she charges anywhere between **\$3,000 and \$5,000 per fitness inspired post**. “I turn down 6-figure social media campaigns on a very regular basis due to not believing in the products,” she said. Here are other examples of how much potential earnings a following can get you:

- **2,000 to 10,000 Instagram followers: \$75 to \$250 per post**
- **10,000 to 50,000 Instagram followers: \$250 to \$500 per post**
- **50,000 to 100,000 Instagram followers: \$500 to \$1,000 per post**



CUSTOMER ATTRACTION

As social media continually evolves, so does digital marketing's effectiveness and the inevitable ineffectiveness of traditional marketing. Having a strong presence on Instagram not only allows you to reach a younger, more digitally-tuned demographic, but it can help you **reach more customers through SEO**. How? Shares and click-throughs from your Instagram page to your website represent a backlink, which triggers positive search signals to major search engines (notably Google).

BOOST A CAUSE

When it comes to boosting the visibility of a cause you support, nothing spreads it faster than your followers on social media. The likes of #BlackLivesMatter (23.7M posts), #MeToo (2.5M posts), and #MAGA (5.6M posts), among others, have seen incredible success and influence. According to the Pew Research Center, 69% of Americans believe social media is “very or somewhat important for accomplishing a range of political goals, such as getting politicians to pay attention to issues or creating sustained movements for social change (67%).” Overall, Instagram can help give a voice to groups and causes that would otherwise have little luck gaining traction.



UNIVERSAL LAWS THAT YOU SHOULD ALWAYS OBEY WITH INSTAGRAM IF YOU WANT TO SUCCEED

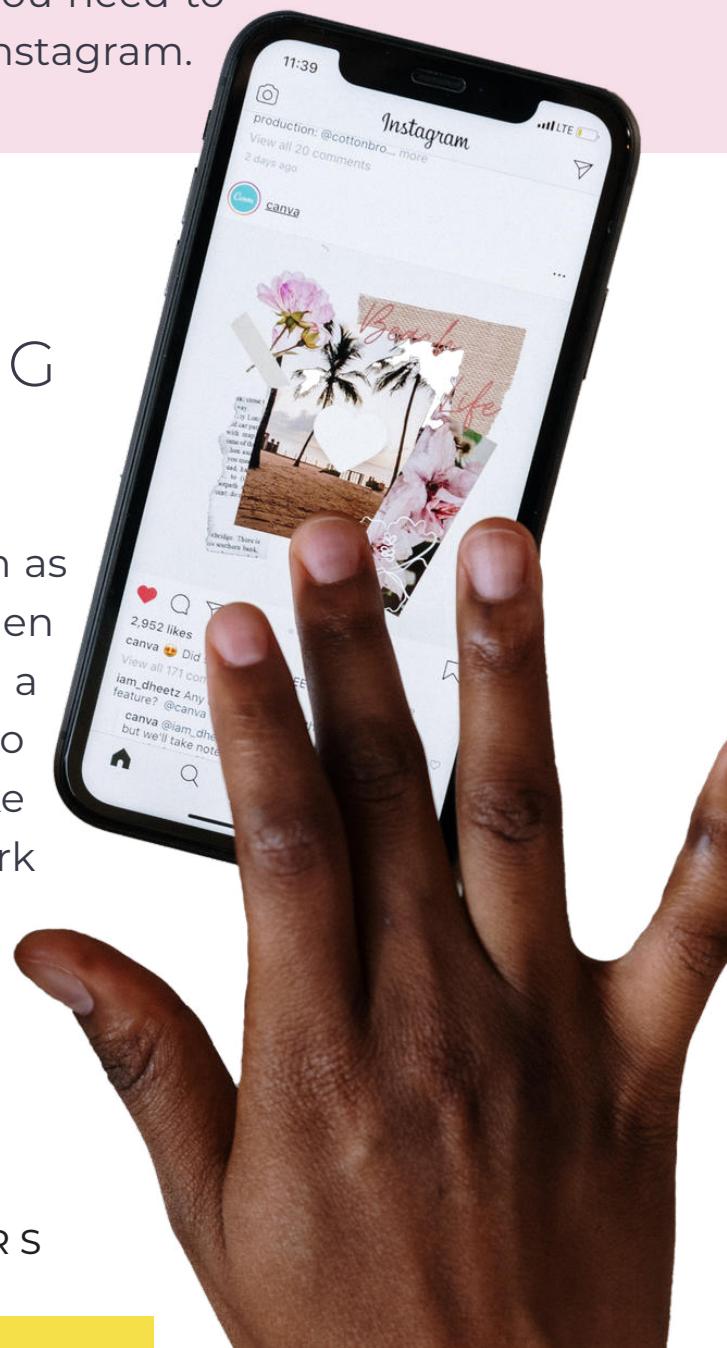
So you've seen the wild success of Instagram influencers and believe you have what it takes to be the next big Instagram sensation. You think you have the face, the body, and the personality it takes to make it big on Instagram.

However, you've created a profile, started uploading selfies, used a couple of random hashtags, and are only getting likes from bot accounts. What gives?

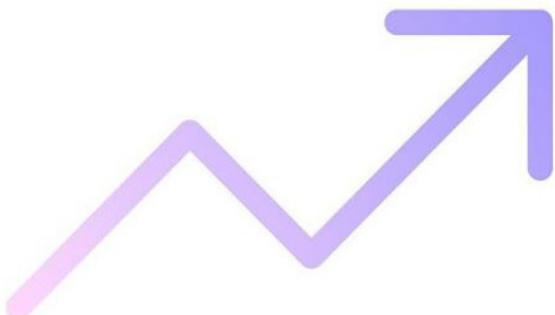
Well, there are some universal laws you need to adhere to if you want to succeed on Instagram.

LAW 1 CREATE ENGAGING CONTENT

People love to ask questions as much as they love being asked questions. When you're starting on Instagram, you're a fresh face in a sea of people trying to make a name for themselves just like you are. If you want to make your mark and stand out from everyone else, you must have an authentic and open personality.



ENGAGEMENTS THAT ARE IMPORTANT TO FEED RANKING:



COMMENTS LIKES
RESHARES VIEWS

@CREATORS

[View More on Instagram](#)

7,262 likes

creators

A peek at some of the 📈 metrics that impact feed ranking. Check out our stories today where we're busting those algorithm myths you ask us about most frequently! 💬

[view all 317 comments](#)

Add a comment...



However, for people to find out who you are, you have to open yourself up to questions. Start an “Ask me anything,” post. Post an image or a video of you opening yourself up to questions from your new followers. The more users comment, the more they engage, the more you can interact with them, and the more your content will show up on their feed. You’ll be surprised how quickly someone wants to interact with someone once they’ve attached themselves to your personality.

That said, once you do make it to nominal success, don’t forget the followers who were there with you since the beginning. You might be overwhelmed with hundreds or thousands of comments someday, but do your best to engage with them as much as possible.



Additionally, Instagram Insights provides data that can be used to beef up your content strategy by giving you insight into the approaches that work and those that don't. Use this free analytics tool to help you identify the posts that your audience responds to the most, the days and times when they are the most active, and the type of content they're looking for.

Even though Instagram Insights provides an impressive amount of information, it is quite simple to use, especially for beginners who may not fully understand analytics. Brands can **monitor their engagement closely, saving time, resources, and effort** in planning their marketing strategy, and understanding their audience on a much deeper level. We'll cover this more in Phase 2 of How to Get One Million Followers in 30 Days.

LAW 2

REACH YOUR TARGET MARKET LIKE NEVER BEFORE

When it comes to identifying and reaching your target audience, Instagram is like no other. By paying close attention to your competition (and their followers) and correctly choosing your hashtags, this photo and video sharing platform can help your brand earn millions of new followers.

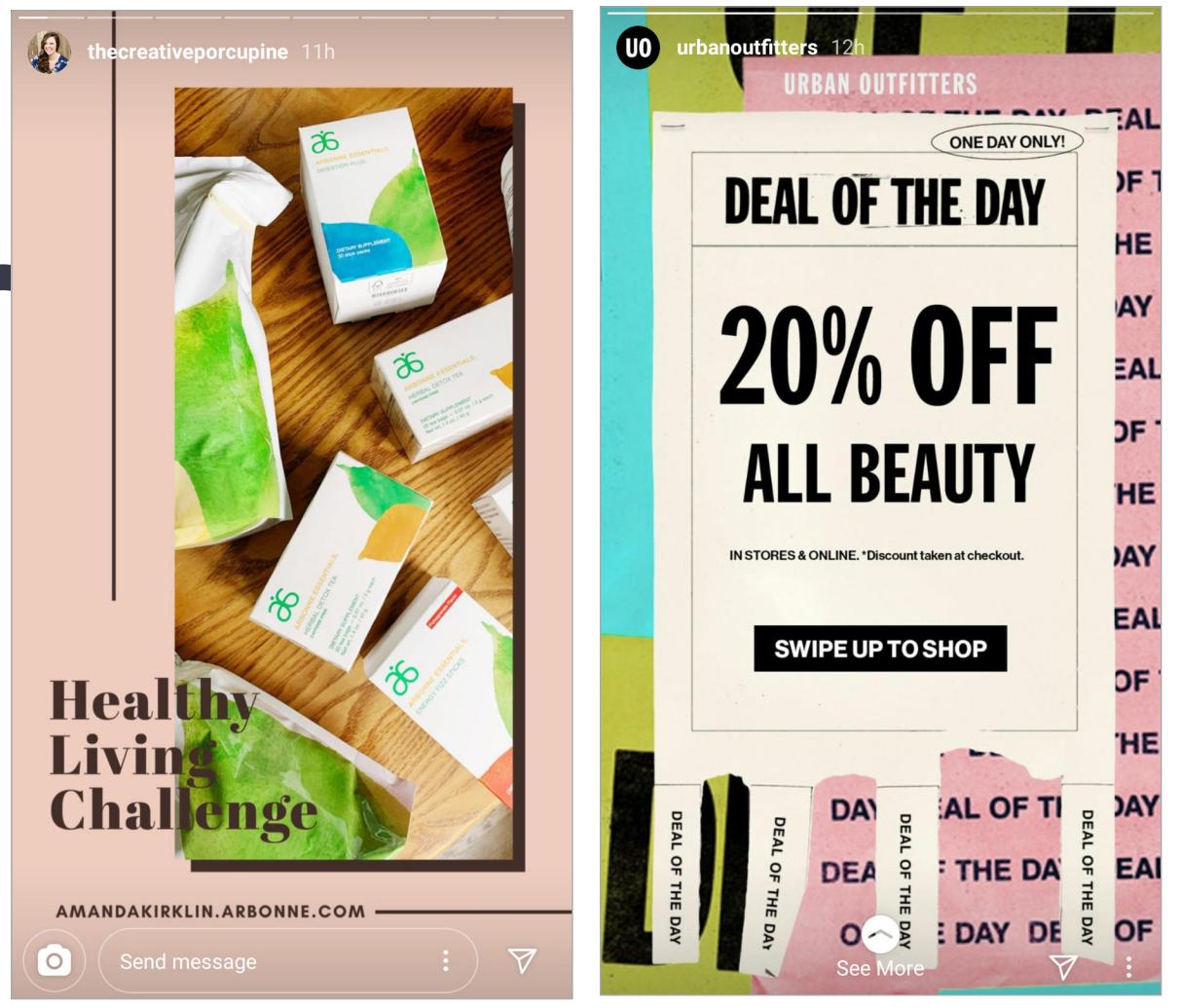
Your hashtags are one area where quite a bit of focus should be placed since this is how your posts are sorted and organized. There is nowhere on the Internet where hashtags matter quite as much as they do on Instagram. Many users choose to follow specific or popular hashtags, giving your posts a chance to show up for them, **even if they don't follow your account yet**. Some of the most used hashtags fall into categories, like single-word keywords, niche, location-specific, or special event hashtags. You can use up to 30 of them in one post. Research shows that a solid 11 is a good number of hashtags to start experimenting with.



LAW 3

USE STORIES TO GET PEOPLE TALKING

Believe it or not, the Stories feature of Instagram has become an integral part of the platform, generating more than 500 million people every day. Put simply, Instagram Stories allows accounts to post an image that will only be visible for up to 24-hours, which has increased connection and engagement with brands significantly.



The benefits that come with using Instagram Stories aren't only related to the fact that your posts are time-sensitive. Businesses can use attributes, polls, emoji sliders, questions, and quizzes as stickers in their Stories to boost engagement and get people talking. For instance, product stickers can be used to tag a specific product into your Instagram Story directly. It is a great way to keep your audience visiting your page daily to see content and deals that might surprise them.

LAW 4 DON'T GET USED TO ONE FORMAT

When you scroll through a successful influencer's Instagram profile, what do you see? You see a mixture of **videos, shopping posts, videos, carousel posts**, all in different dimensions and aspect ratios. There's a variety of different Instagram formats to choose from. When you look back at yours, what do you see?

Do you see someone who only posts heavily-filtered selfies of their best angle? You might be attractive in photos, but so are the hundreds of thousands of other potential influencers trying to find their footing and make a name for themselves. With more than 95 million photo and video posts alone being posts every day, standing out is no small task. Show your creativity and mix it up with some of the proven Instagram post types on the next page.



Creative Instagram Posts Ideas to Try

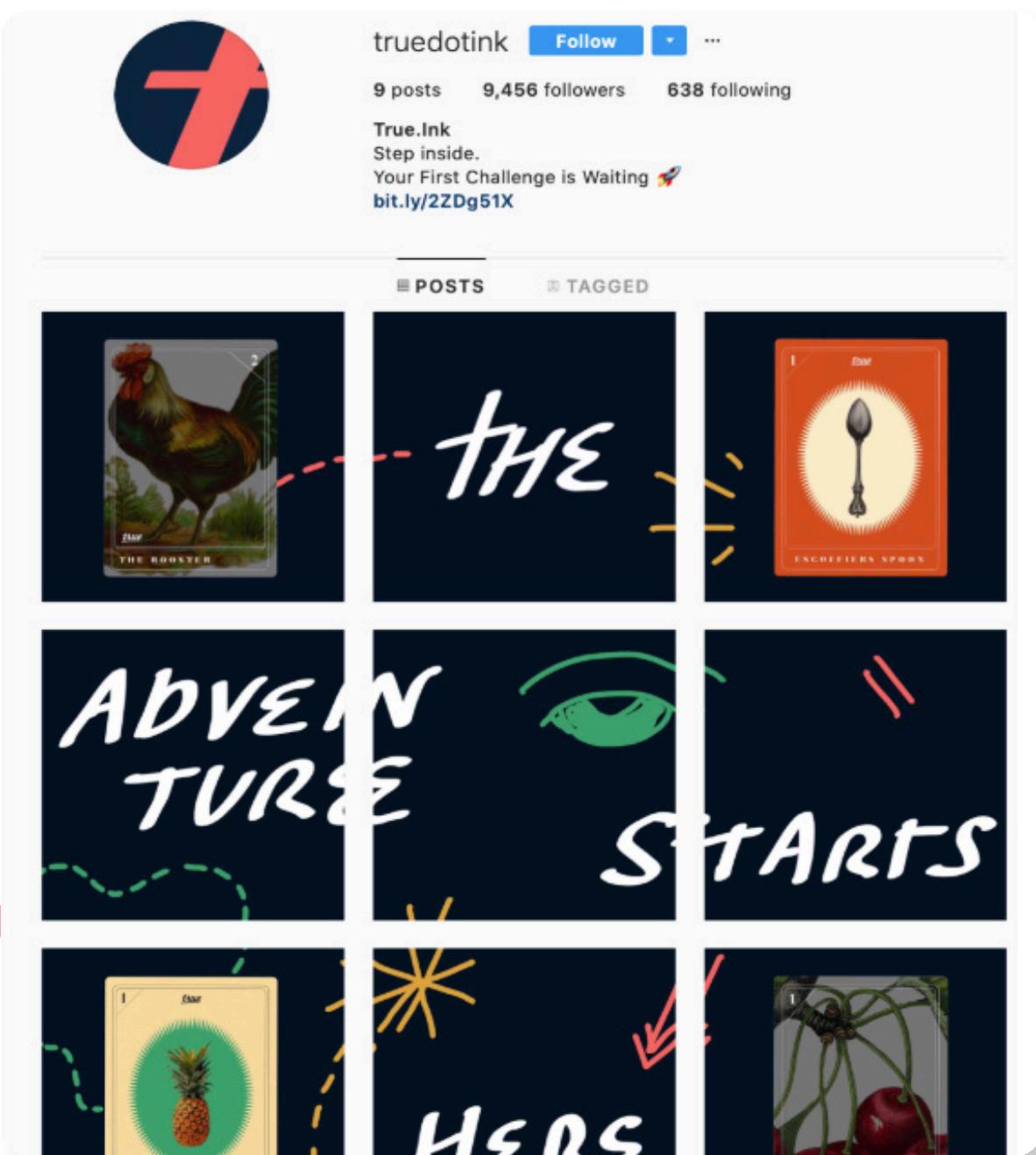
COMMUNITY ENGAGEMENT: Showing that you engage with your community is a great way to showcase your good deeds and earn brownie points with your followers. While this is particularly beneficial for small businesses (everyone appreciates a company who gives back), and one can utilize this type of post!

CHALLENGES: We've all heard of the viral 'Ice Bucket Challenge' and 'Mannequin Challenge.' Online trends and challenges provide a unique opportunity to keep your brand fun and relevant. Plus, since new challenges spring up all the time, it's easy to find something fresh to try.

MINI TUTORIAL: Educational content is precious to followers. From how to cook scallops properly to how to play guitar, Instagram provides an excellent opportunity to share your knowledge.

ASK ME ANYTHING (AMA): These posts allow you to engage directly with your audience. Invite them to ask personal questions or questions based on your niche to boost your thought leadership.

PHOTO COLLAGE: Photo collages can be tricky to pull off but look great on your feed and help your page stand out. If done correctly, your Instagram feed will present one large image composed of several posts, as shown in the example from [@truedotink](#) to promote their digital product. There are apps like [Layout from Instagram](#) that can help you take an image and cut it into individual images.

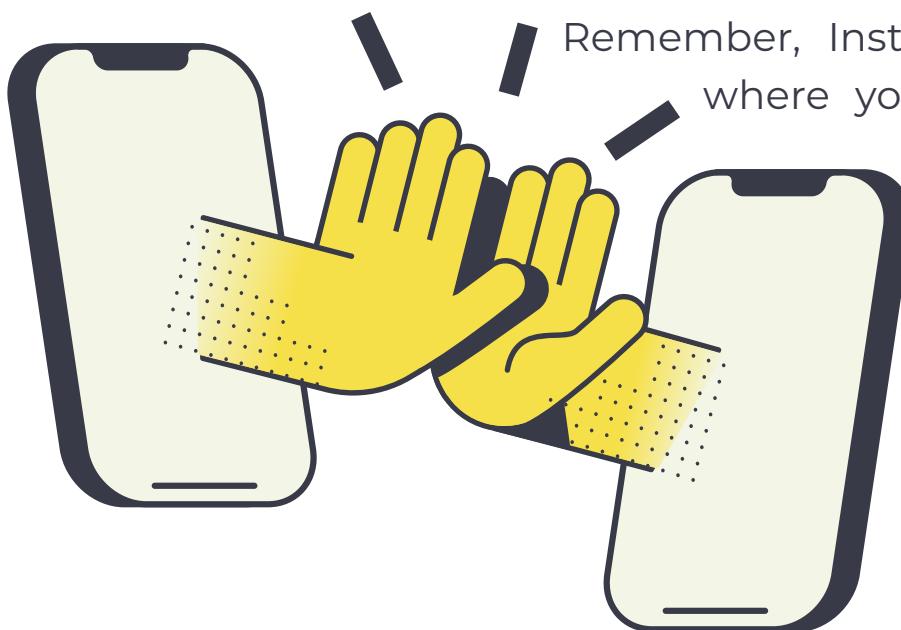


LAW 5

UTILIZE USER-GENERATED CONTENT & PARTNERS

Are you trying to promote your brand, or are you trying to partner with one? Either way, you need to understand user-generated content. One of the best marketing decisions you can make is to **have your followers promote your product** by using it or reviewing it on their own feed. When their followers see them - everyday people using your product - it builds authenticity and reputation for your brand.

If you don't have a brand and want to try to get partnered, then user-generated content is also the way to go. Enter giveaways, contests, or reach out to different brands to see if they're willing to include you in their marketing strategy. Who knows, maybe you'll be the face of the brand someday!



Remember, Instagram isn't just a place where you share pictures of your food and close the app for the day. There's a certain amount of time and strategy you need to put into Instagram so that you can be the next big sensation.

LAW 6

USE TRENDING HASHTAGS

"TO YOUR CUSTOMERS, USING HASHTAGS IS AS NATURAL AND COMMON AS TYPING THEIR QUERY INTO THE SEARCH BOX."

- STEVE COOPER

Instagram has a foolproof way of discovering influential trends with a simple hashtag search. Explore trends by typing a relevant hashtag into the search bar then tap 'Tags.' Instagram will generate a list of hashtags and how often they've been used in posts.

Using hashtags is a great way to categorize your content while aligning your brand with its relevance in the Instagram community. While Instagram allows you to use up to 30 hashtags in a post, a good rule of thumb is to **stay between 8 and 14**, with 11 being the sweet spot according to data. As of August 2020, the 20 most popular Instagram hashtags are:

- | | | |
|-------------------------|-------------------------|------------------------|
| 1. #PHOTOFTHEDAY | 7. #LIKE4LIKE | 13. #SUMMER |
| 2. #FASHION | 8. #FOLLOWME | 14. #ART |
| 3. #BEAUTIFUL | 9. #PICOTFTHEDAY | 15. #INSTADAILY |
| 4. #HAPPY | 10. #FOLLOW | 16. #FRIENDS |
| 5. #CUTE | 11. #ME | 17. #REPOST |
| 6. #TBT | 12. #SELFIE | 18. #NATURE |

LAW 7

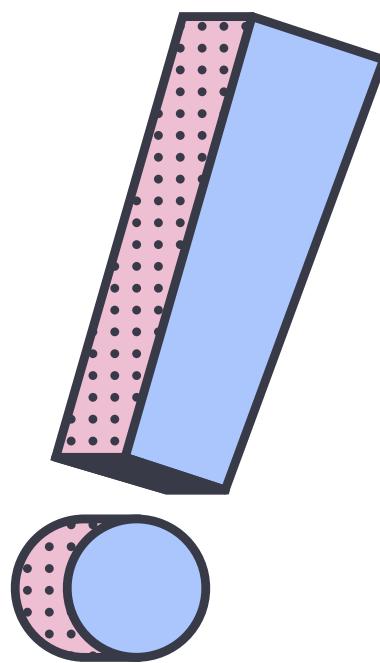
BE AUTHENTIC

Nobody likes a sleazy sales pitch. Earning trust on Instagram or any other social media platform is all about promoting authenticity. Showcasing your unique personality throughout your Instagram strategy will draw in followers organically and earn genuine interest. Whether you're trying to develop a personal brand, product, or business, here are a few ways you can **keep your Instagram account authentic.**

How to Be More Authentic on Instagram

BE HONEST: People expect you to be honest about your brand or business. It only takes one slip-up to lose that hard-earned customer loyalty. Plus, with the rampant spread of “fake news” and “phony stories,” people are more tuned in and are quick to catch on to internet ‘fluff’. There have been plenty of cautionary tales of how you shouldn’t behave on Instagram:

- Asking people to fund vacations
- Using filters to fake your age
- Using the same cloud edits one too many times in your posts



That's not to say you have to please everyone - it's impossible to make everyone happy. What's important is to share what's happening in real life, with real people, in real situations. These are the moments that people can relate to or can be inspiring. The point of promoting the authenticity of a business is to humanize it. If you're a business, try some of these post ideas:

- **Take people behind the scenes of how your product is made**
- **Give a tour of your office or workspace**
- **Highlight your team**
- **Highlight where you source your materials**
- **What your design process is**

If you're looking to become an influencer or tout your brand, post some honest, unedited photos. Nobody's life is perfect. Form connections with your followers by showcasing those imperfections once in a while.

Q: We hear that pods (i.e. groups of people who agree to like and comment on each others' posts) can help a post appear higher in feed? 🤔

Authenticity and transparency are key to building sustainable engagement on Instagram. Trying to game the system may provide a short-term benefit, but it is not a recipe for success long term. 🚫 In addition, Instagram's feed ranking is powered by machine learning, which is constantly adapting to new patterns in data. 💡 So it can recognize inauthentic activity and make adjustments.

WHEN WE PRACTICE MINDFULNESS, WE'RE PRACTICING THE ART OF CREATING SPACE FOR OURSELVES—SPACE TO THINK, SPACE TO BREATHE, SPACE BETWEEN OURSELVES AND OUR REACTIONS. - MINDFUL.ORG

PRACTICE MINDFULNESS: Practicing mindfulness is less about clearing your head, and more about being aware of where YOU are and what YOU'RE doing in the moment. Don't let what's going on in the world around you be a distraction. Being in a state of mindfulness should provide an opportunity to think clearly, without listening to the judging voices in your head.

Take this time to be kind to yourself. Allow yourself five to ten minutes every day to find a quiet place to sit and contemplate. Find a comfortable position to relax and take time just to notice your breath. If you find your mind wandering or judging your behavior, return your thoughts to your breathing.



I'm not here to express the importance of meditation, but practicing mindfulness will allow you to focus on yourself and your intentions, without being overwhelmed by fears or stress. When you allow yourself to banish judgments and cater to your natural curiosity, you'll realize that getting one million followers on Instagram is anything but impossible.

OWN YOUR MISTAKES: There's no such thing as a secret on the internet. Maybe you make a typo or post a thought that isn't perfectly articulated or post a comment that's taken out of context. Whatever the case, be quick to fix the issue, apologize, and let your followers know what actions you're taking not to let the problem happen again. Hootsuite even recommends turning to some self-deprecating humor in a pinch. "In less serious situations like a typo or a factual error, simply own it by correcting it. If you can turn the situation around, or even turn it into a joke, give that a go too—especially if it suits your brand personality."

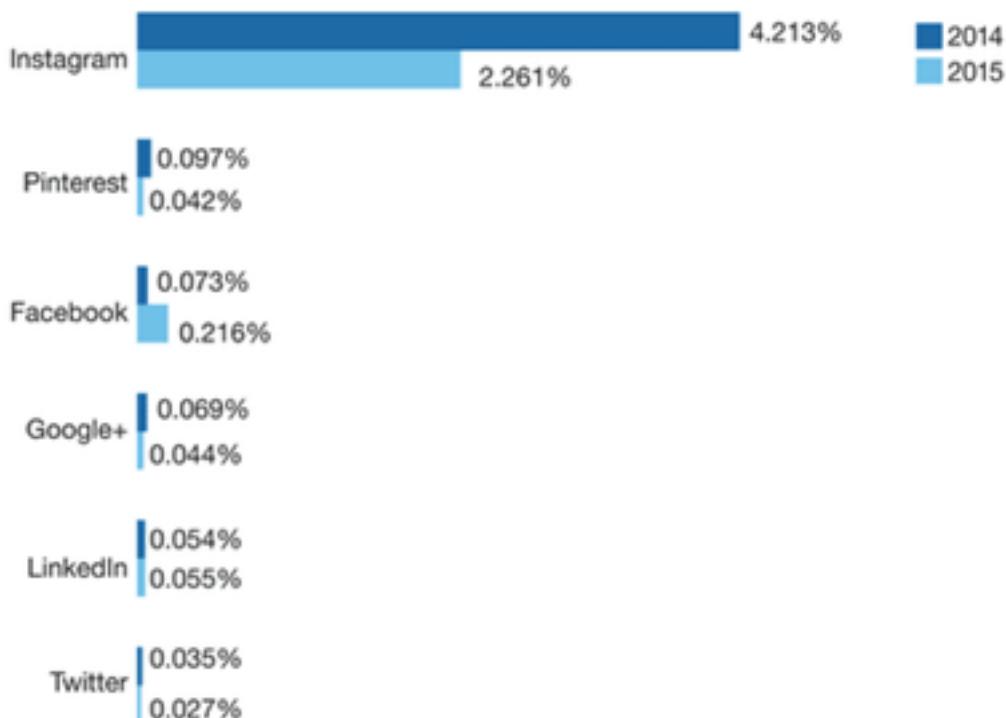


LAW 8

UTILIZE INSTAGRAM ADS

The social media platform currently ranks #6 and shows no signs of slowing down, even as it reaches ten years old. Instagram seems to be growing faster by rolling out new features (like Reels) to stay one step ahead of the competition. Approximately 200 million Instagram lovers visit one business account per day, so that means your brand has the opportunity to reach millions with just one ad.

User interactions with brands as a percentage of brands' fans or followers



Base: 27 to 48 large brand pages on social sites

Source: Forrester's Q1 2014 US Top 50 Brands Social WebTrack and Forrester's Q1 2015 US Top 50 Brands Social WebTrack

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Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Instagram Users Actually Want to See Your Ad

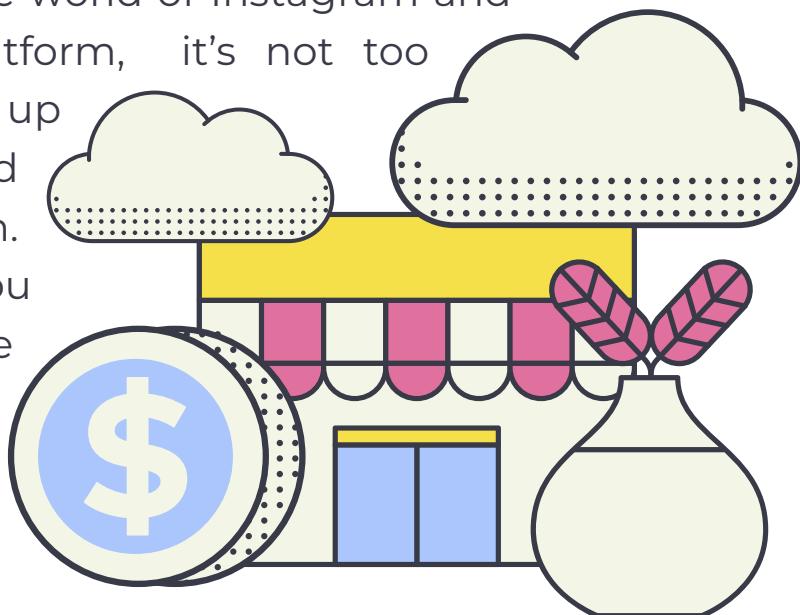
The great thing about using paid ads on Instagram is that the users genuinely want to see your business's content and products. Within one month, **130 million Instagram accounts** will tap on a shopping post to learn more about that product or brand.

Facebook Ads are Integrated with IG Ads

When you run a paid ad on Instagram, it's like working with both platforms at once. Instagram ads incorporate the highly-customized campaign features that Facebook is known for. That means you can make use of Facebook's specialized formatting, targeting, and budgeting options.

2 Million Successful Ad Campaigns

There are **over 25 million business profiles on Instagram**, who are already expanding their reach and utilizing paid ads. If you have not already joined the world of Instagram and used it as a marketing platform, it's not too late. All it takes is signing up with a business account and creating your first campaign. Once it's published, you can sit back, analyze the campaign metrics, and watch your brand expand.

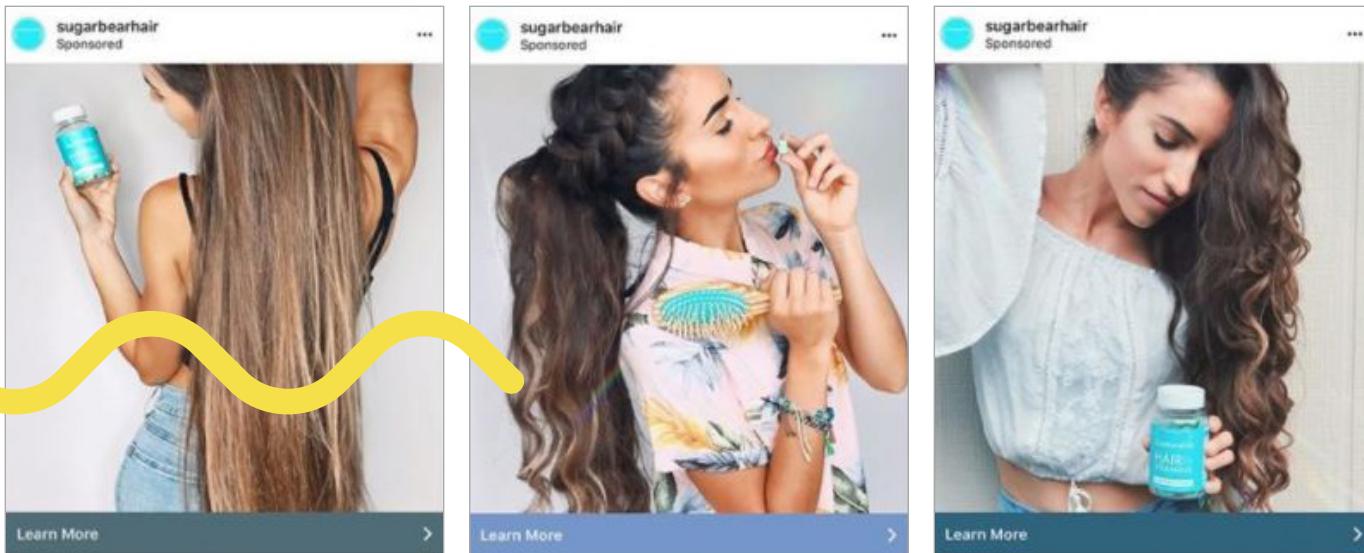


Instagram Ads Have a High ROI

Out of all the other social media platforms, Instagram sees significantly higher user interactions with an average order value of \$65 per referred sale. And, although Facebook sees a higher conversion rate overall, Instagram ads place a very close second for performance. Brands are more likely to see a higher ROI with direct to consumer advertising versus the B2B space because of the type of audience users that Instagram attracts.

Instagram Ads are Affordable

Instagram Ad costs are determined by your total budget and the max amount you're willing to spend per click. In addition to having a healthy ROI, Instagram Ads rarely exceed \$5 per click - and that's in competitive niches. According to Hubspot, "The cost for Instagram ads hovers **between \$0.70 to \$1.00 per click on average.**" Of course, this estimation varies depending on several factors from the industry you're in, to whom you're targeting, the time of year you run your ads, and more.



HOW THE INSTAGRAM ALGORITHM WORKS (AND HOW TO MAKE IT WORK FOR YOU)



The Instagram algorithm prioritizes posts by giving them maximum visibility according to three core ranking factors.

1. RELATIONSHIP

With the implementation of the New Posts Button in 2018, Instagram started to prioritize newer posts for a fresher experience so users “won’t miss the moments they care about.” Instagram judges what users care about based on how often they interact with a specific profile through **comments, exchanging DMs, likes, or tagging**.

Make It Work For You

Take the time to get to know your followers, the same way you would with a person if you were face-to-face. Behave as if you want to address Instagram Head Adam Mosseri’s concern with “digital loneliness” and make real human connections. Here’s how:

Ask questions in your posts that you actually want to hear the answers to. Ask a question asking for insight or advice from your audience or something as simple as a multiple-choice question.

Don’t ignore your DMs! Even if your inbox is full to bursting, direct messages are as personable as it gets. Plus, the algorithm pays close attention to this type of engagement.

Reply to every comment and try to stay within a 48-hour time frame. The more prompt you are, the more likely you will appeal to your audience, which will attract more followers.

Use the Notifications and Comments features to help keep track of follower engagement. Plus, when you connect your Instagram account to your Facebook page, you can reply to messages and comment from your desktop via the Facebook unified Inbox!

2. INTEREST

Instagram will try to predict which posts people will care about based on “past behavior on similar content and potentially machine vision analyzing the post’s actual content.” In other words, a user’s feed will reflect day-to-day behaviors. If your followers interact more with content about food, Instagram will show users more of that type of content.

Make It Work For You

Keep an eye on your Instagram analytics to get insight into how people respond to your posts. Analytics can give you data on which posts are getting the most engagement, what times they’re getting attention, and your standard audience demographics. Once you analyze your top-performing posts, you remix and maximize what’s working by utilizing video stills, creating slideshows, and featuring popular posts as stories!

3. TIMELINESS

Because of the New Posts Button mentioned earlier, newer posts are more likely to show up at the top of a person's feed. The older the post, the less likely it is to be seen.

Make It Work For You

Not only should you post consistently, but you should post during times when your followers are the most active. When Later analyzed 12 million Instagram posts, they discovered the top 3 best times to post globally based on Eastern Standard Time.

- **Monday: 6am, 10am, and 10pm EST**
- **Tuesday: 2am, 4am, and 9am EST**
- **Wednesday: 7am, 8am and 11pm EST**
- **Thursday: 9am, 12pm, and 7pm EST**
- **Friday: 5am, 1pm, and 3pm EST**
- **Saturday: 11am, 7pm, and 8pm EST**
- **Sunday: 7am, 8am, and 4pm EST**



However, it's essential to know what times work best for your brand. We recommend using the [Instagram Creator Studio](#) to collect and study valuable insights such as the best days and times to reach your Instagram followers.

OTHER FACTORS (BEYOND THE 3 KEY RANKING SIGNALS)

USAGE: How much time people spend on Instagram every time they open the app will determine how far back it digs for posts to show. The more time a user spends browsing their feeds, the more likely they'll see older posts.

FREQUENCY: Instagram will show posts you are most likely to engage with based on how often you open the app. For example, frequent users will see a more chronological feed to "show the best posts since their last visit." [Image: Note that 42% of Instagram users check the platform multiple times a day.]

FOLLOWING: The more people a user follows, the more broad their feed will be, and the less likely they are to see specific posts.



**42% OF INSTAGRAM
USERS CHECK THE
PLATFORM MULTIPLE
TIMES A DAY.**

HOW TO GET ONE MILLION FOLLOWERS IN 30 DAYS



The purpose of this book is to motivate you to take action today. We will guide you, step-by-step, on making the seemingly impossible task of getting one million followers in 30 days absolutely possible and within your means. We start by breaking down the primary goal into micro-goals, to allow your brain to overcome your fears and grow your achievements over time. The 30-Day Instagram Success process breaks down into five phases:

PHASE 1

Bring Your Idea Into Fruition

| How to Get the First 100 Followers |

In the first phase of the process, we'll get you started with a new business account, followed up with the basics of creating an Instagram strategy. Your strategy will include tips on choosing the right hashtags and how to create great posts that will attract followers, such as choosing the right color scheme, the best photos, different formats, and more.

PHASE 2

Measure Your Response

| How to Get the First 1,000 Followers |

Phase two is all about measuring initial responses by diving into your analytics and learning how to engage with your followers properly. You'll also learn how to use other aspects of Instagram, like Stories and Reels.

PHASE 3

Make Changes for Growth

| How to Get the First 10,000 Followers |

After your first 1,000 followers, you should have a basis for where you can make changes and improvements. The phase will show you how to make those improvements, promote your brand, and enter the world of paid partnerships and become a successful influencer. You'll also learn how to utilize paid advertising.

PHASE 4

Make Lasting Connections

| How to Get the First 100,000 Followers |

This is your opportunity to learn how to reward your followers for spreading the word through user-generated content. You'll also learn how to recruit ambassadors, run an audit, and host live sessions to boost engagement.

PHASE 5

Ride on the Momentum

| How to Get the First 1,000,000 Followers |

In the final phase, you'll have enough clout to have your own channel on Instagram TV (IGTV), host major contests, learn how to cross-post, and calculate your social media value. You can also give yourself a pat on the back for getting through the entire guide and accomplishing so much in such a short amount of time.

PHASE 1

BRING YOUR IDEA INTO FRUITION

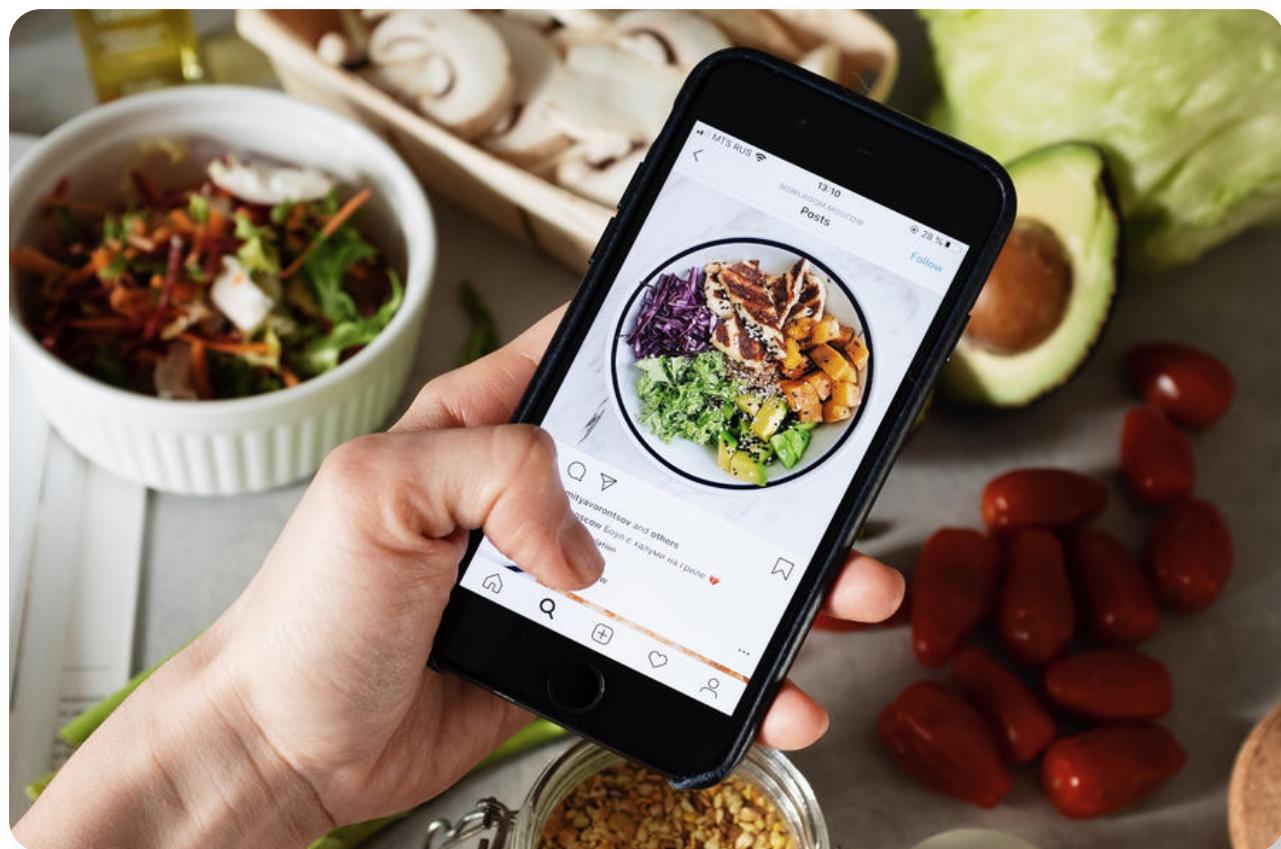


HOW TO GET THE FIRST 100 FOLLOWERS

FIND YOUR NICHE

Discovering your niche or your Instagram account's focus is dependent on two things: **(1) pinpointing something you're passionate about, and (2) knowing what your goals are.** These two factors should work hand and hand and support each other.

For example, if your passion is cooking, your goal may be to showcase your culinary talents by sharing recipes and building your online community of foodies. Maybe you're an avid gamer who wants to keep people with similar interests up to date with the latest console and game news. Other common Instagram goals could be to showcase a product or service, highlight your company culture, or simply increase brand awareness.



Make sure your niche is something you're not going to bore yourself with over time. The more likely you are to lose interest in your niche, the less likely you will keep up with it. You can also follow accounts similar to your niche for inspiration and to see what types of content prompt a lot of engagement as a form of preemptive research.

On the other hand, maybe you have too many interests and can't decide on only one (two max). If that sounds like you, follow these next few steps:

STEP 1: Narrow down potential niches by jotting down a list of all your current interests.

STEP 2: Split your list by what interests you'd like to share on your Instagram feed and which you wouldn't.

STEP 3: Consider what types of advice people come to you for and what kind of questions they ask. If there are interests people don't ask you about, you can cross them off your list.

Ideally, what you're left with are **no more than three interests**, which you can turn into your niche categories. The more you can organize your niche, the easier it will be to create a content strategy.

If you're still having trouble choosing a niche, we've uncovered some of the top-performing niches on Instagram that have a loyal fan base and are very profitable.

STRONGER

stronger [Follow](#) [...](#)

1,010 posts 209k followers 8 following

STRONGER - Empower Women + Activewear from Sweden
+ Worldwide shipping
www.strongerlabel.com

HEALTH & FITNESS

BEAUTY & MAKEUP

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11,987 posts 16.3m followers 1,396 following

Anastasia Beverly Hills ABHcosmetics 800-310-3773
Info@AnastasiaBeverlyHills.com www.AnastasiaBeverlyHills.com
goo.gl/DiRm9C

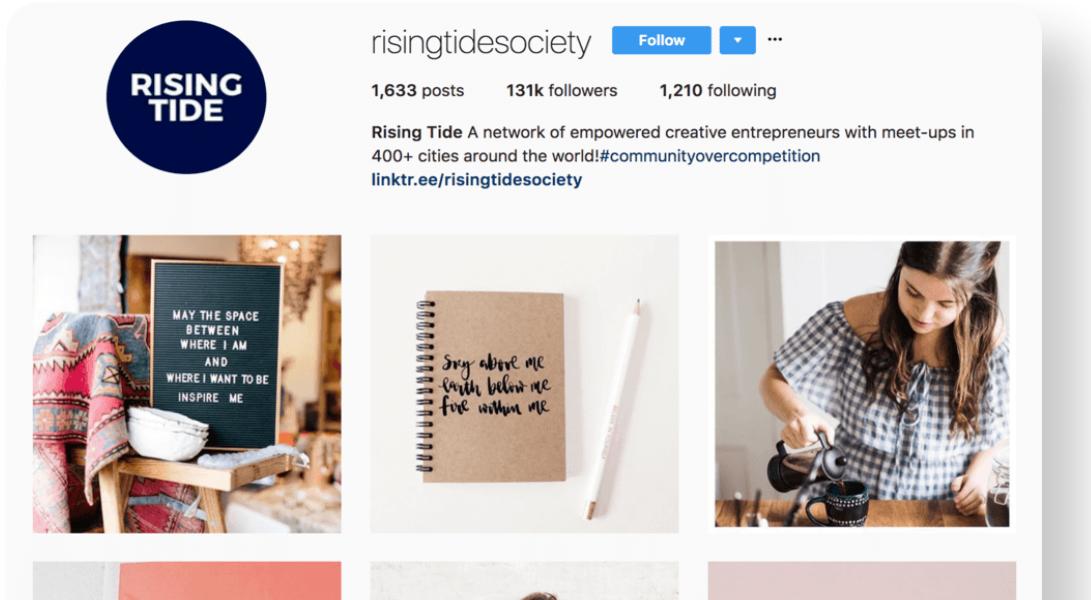
100% PURE NEW ZEALAND

purenewzealand [Follow](#) [...](#)

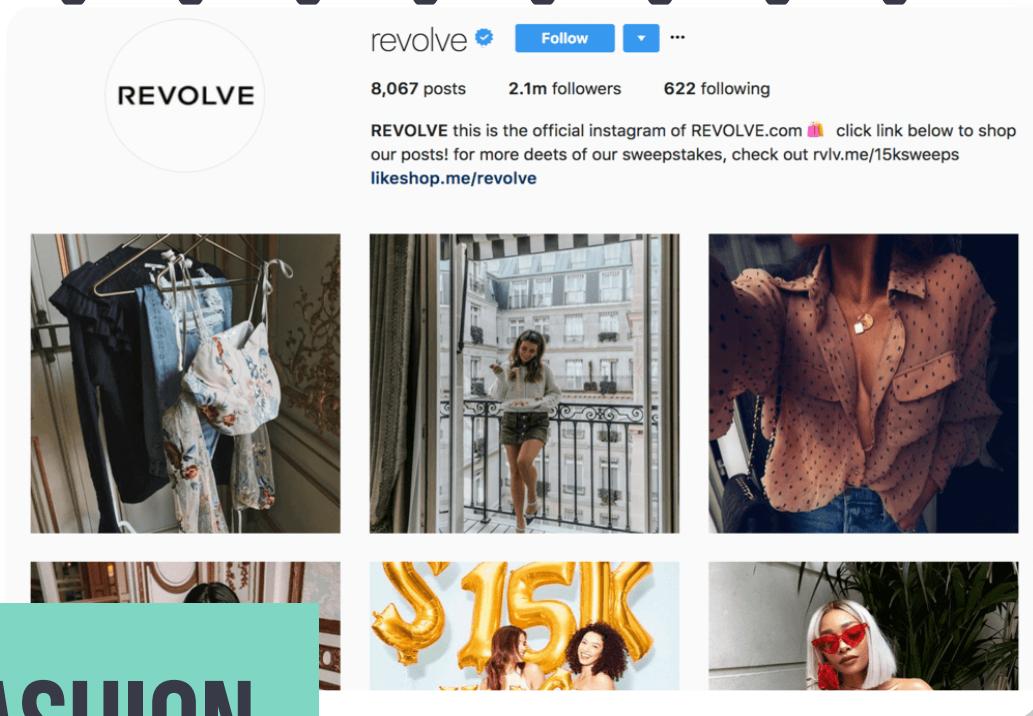
801 posts 789k followers 150 following

New Zealand Official Tourism NZ account. Share your New Zealand experience on #NZMustDo & #RealMiddleEarth or tag @purenewzealand to be featured! re-post www.newzealand.com/int

TRAVEL



BUSINESS



FASHION

DISCOVER YOUR TARGET AUDIENCE

Create Your Buyer Persona

Now that you've decided on a niche, you need to research what types of people will want to see your content. What do your followers want to see in their feeds? What writing tone and verbiage appeals to them the most? When is your audience online? To answer these questions, we can create a realistic buyer persona and dive into Instagram's search features for more thorough research.

A buyer persona is a written representation of who your ideal customer is. Think of it as creating a character for your brand's story - as if they're a real person. Name your persona and give them an age, a job, income, and other socio-demographic attributes your preferred follower might have. These will provide a basis that will allow you to dig deeper into your audience's wants and needs.

According to Hubspot's persona experts, once you've established quantitative characteristics, "you can create content and messaging that appeal to your target audience. It also enables you to target or personalize your marketing for different segments of your audience."



BUYER PERSONA CHECKLIST



NAME: Give your persona a name representative of their profile (i.e., Runner Richard, Accountant Anna)

OVERVIEW: A short, one-sentence summary of who your persona is

DEMOGRAPHICS: Gender, age, income, and family size

BIGGEST FEARS: What problem do they have that your brand/product/service can solve?

GOALS & MOTIVATIONS: What will she get once their problem is solved?

HOBBIES: What do they like to do in their spare time?

COMMON OBJECTIONS: What would keep them from following you or making a purchase?

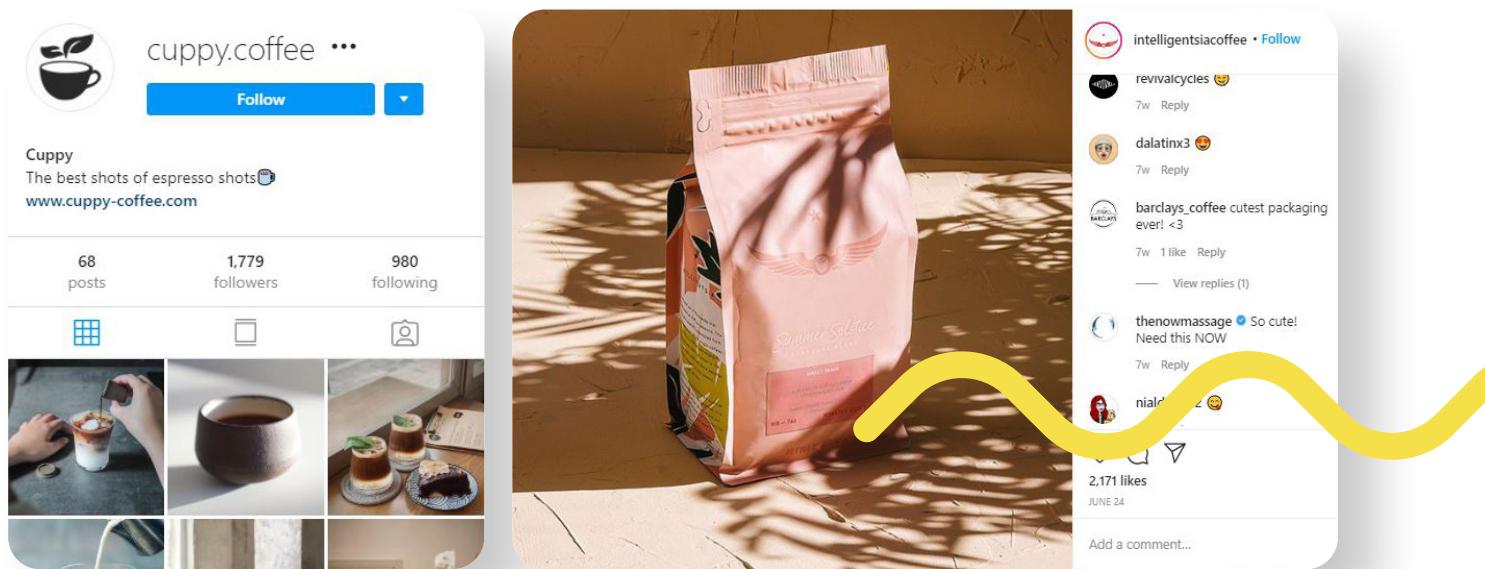
You can delve into more personal traits that provide information on why your audience is on Instagram, what they're looking for, and what makes and tic (or click in this case).



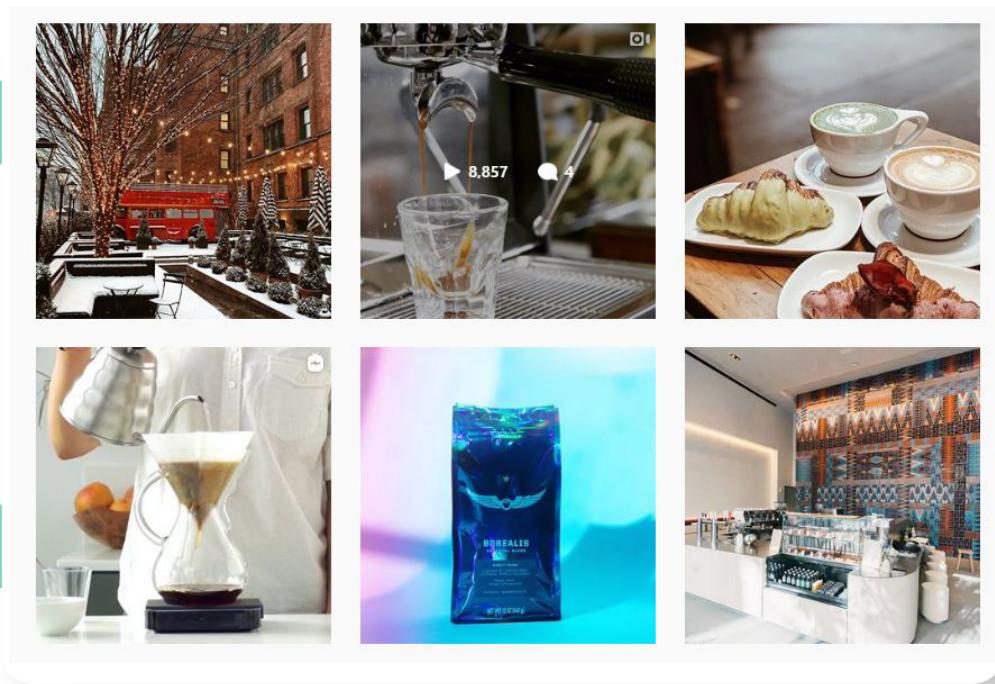
DO COMPETITOR RESEARCH

If you're starting fresh on Instagram, the best place to start exploring is on competitor profiles to see what they post and how people engage with them. Don't be afraid to glean over their accounts for inspiration to see what can work on your account. Explore their posts to see what types have the most views. Do their followers prefer videos over images? Do they prefer quotes over GIFs? You'll want to follow similar tactics for your followers.

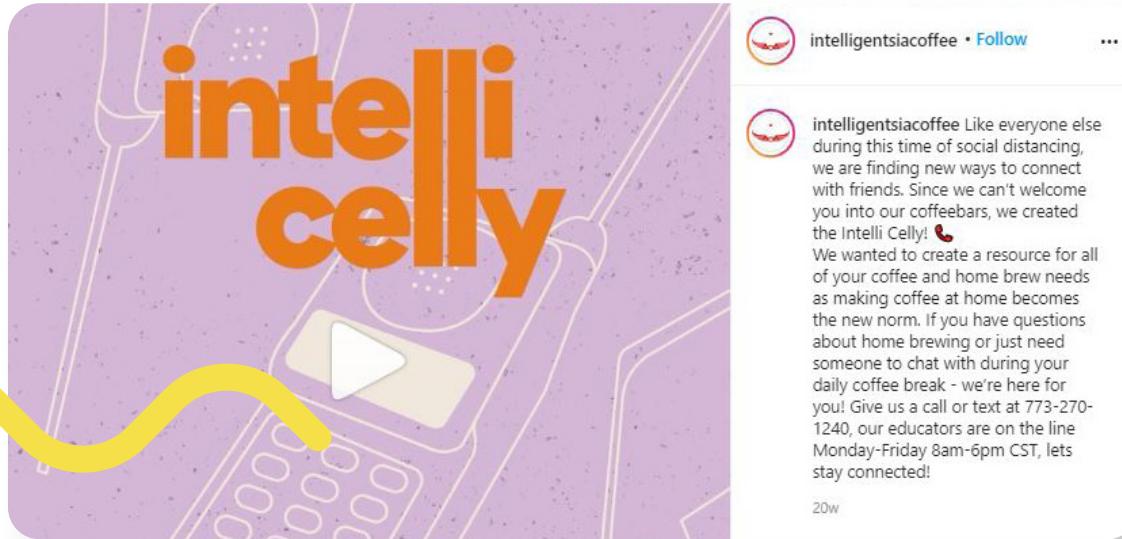
Let's say your brand focuses on making more sales for your coffee brand like the fine folks at [@cuppy.coffee](#) (1,776 followers). One of their competitors might be [@intelligentsiacoffee](#) (185k followers), a Chicago based cafe and roaster founded in 1995 that serves their products nationwide. Browsing through their feed, we noticed that their photos and videos of coffee 'action shots' were the most popular, with videos having more likes overall. On the flip side, posts with the most engagement tend to be photos of brand design, where followers were more than happy to share their appreciation of the colors and packaging.



The coffee community is a close-knit group of people. From a glance, this tells us that their followers are a combination of hardcore, coffee conessuiers, and casual fans that appreciate the aesthetics of a cafe scene. The overall color scheme of their feed leans more towards soft pinks and other pastels with a somewhat retro theme.



Furthermore, Intelligentsia took it a step forward by trying a new tactic to book engagements during a time when social distancing was vital. Their IntelliCelly campaign was launched to “create a resource for all of your coffee and homebrew needs as making coffee at home becomes the new norm.” These posts invited people to call their hotline to talk about brewing, get their questions answered, or simply have a friendly chat with a barista. This was an excellent opportunity to connect with followers on a much more personal level and resonated with fans in a big way.



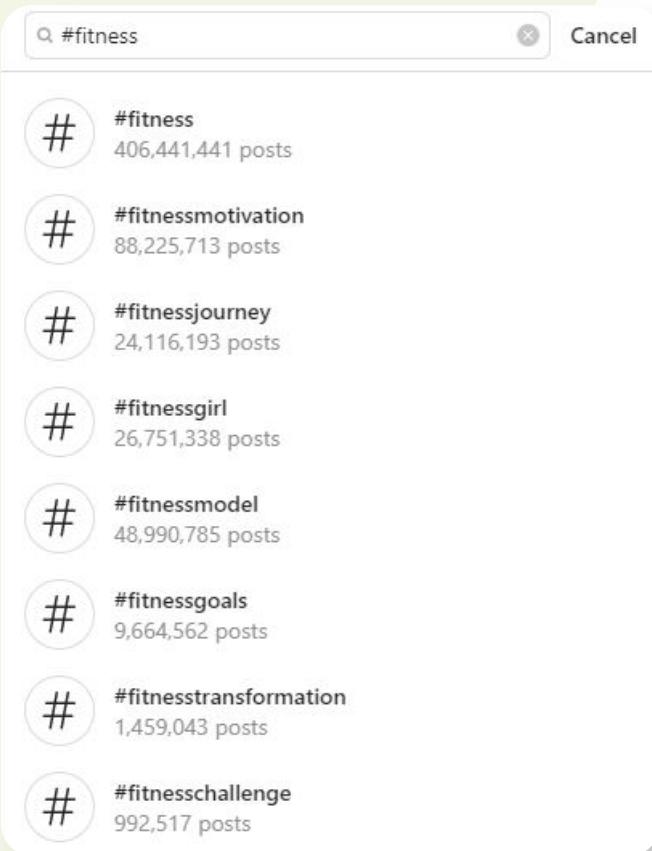
So, if you're a new coffee shop or roaster, take some of these tactics and twist them to make them your own. You can even reach out to your competitor's followers directly and engage with their accounts with likes and comments. Most people are happy to return the gesture with a follow. Feeling bold? Leave comments right on your competitor's page - just leave out the sales pitches.

FIND & USE HASHTAGS

Keep in mind that using the most popular hashtag isn't always the most effective strategy for earning followers. For example, **#love has been used in over 1.2 billion posts**. You'd be hard-pressed to stand out using such a broad and over-saturated hashtag. However, using popular hashtags gives you a higher opportunity of being seen, especially if your target audience follows specific hashtags.

Finding the right hashtags to use for your brand is a balancing act. If you find a hashtag that has a usage in the billions, you'll struggle to break through the competition. **Stick with a happy medium of uses between 100,000 to 10,000,000.**

To start the research process, think of keywords that describe your business or brand. Ask yourself what describes your account as a whole, not just specific posts. If your audience wanted to find you, what would they type in the Instagram search bar? More importantly, you want to make sure you **create your own branded hashtag** or a hashtag unique to your page. Different types of branded hashtags can be:



- **Your Instagram name**
- **A tagline**
- **Something to do with your brand identity**
- **Community inspiration**
- **Behind the scenes**
- **Custom event**
- **Promotional**
- **Marketing campaign**

This may not do anything for your brand right now, but it will make all the difference in the world once your community starts building, and fans want to promote you. Instagram makes it very easy to find trending and related hashtags. Go into the search bar and type in your hashtag. Instagram will automatically populate a list of associated hashtags with the number of times they've been used in posts.



Once you've compiled an organized list of hashtags and sorted them into categories (similar to how you narrowed down your list of interests), start using them in your posts. Remember, less is more. Just because Instagram allows you to use up to 30 hashtags doesn't mean you should - **shoot for 11 or less**. We recommend stashing your hashtags at the bottom of your post to appear less spammy. Here's how:

STEP 1: At the bottom of your caption, tap Return/Enter to go to the next blank line.

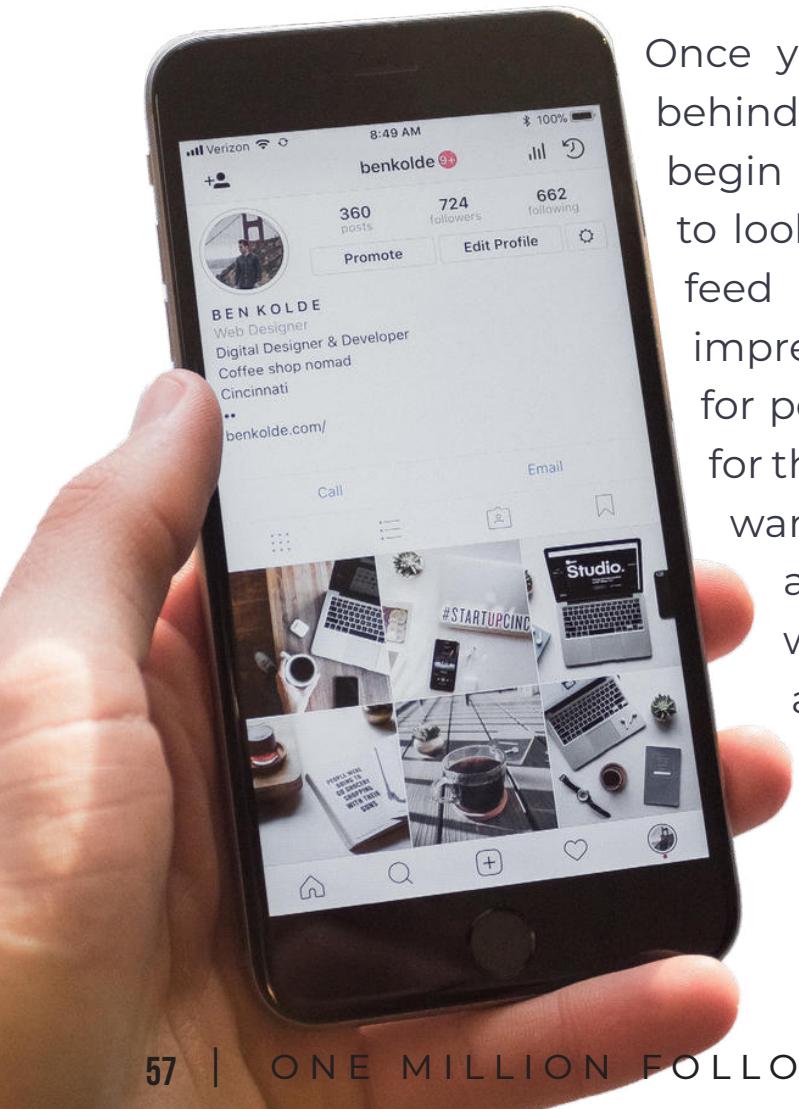
STEP 2: Enter a punctuation mark once (a period or bullet is commonly used), then tap Return/Enter again.

STEP 3: Repeat this at least three times.

STEP 4: Since Instagram hides captions after three lines, your hashtags won't be seen until the user taps 'more.' When they do, your hashtags won't interfere visually with your copy.

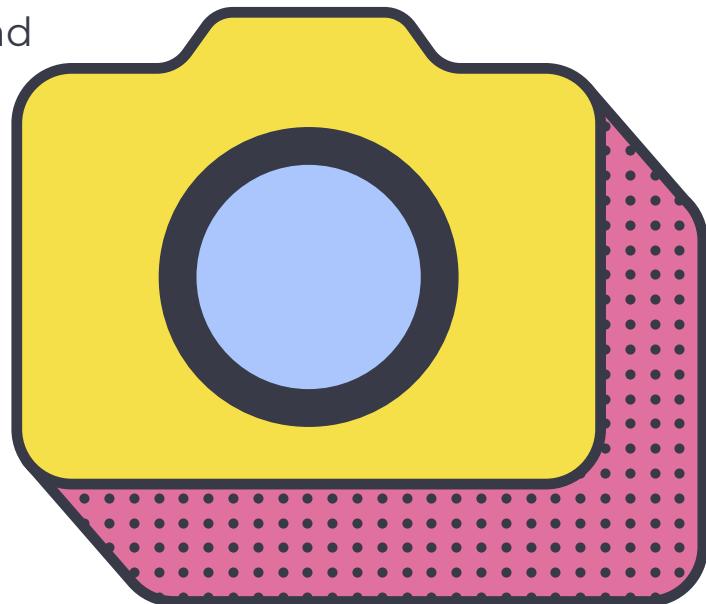
CREATE YOUR CONTENT STRATEGY

Now that you know whom you're making content for and why we can get to the fun part: planning your posting process. By **mapping out your content and identifying what you want to post in advance** and to whom, you're ensuring your posts will have the most impact or context. Everything you post you create should have some kind of meaning. What kind of story do you want to tell? What message or values do you want to share? What will your audience glean or learn from your post? Once you distinguish the purpose of your posts, making the content is easy. You simply have to determine what types of content you'd like to share.



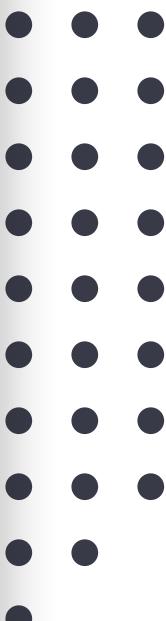
Once you nail down the idea or story behind what you're posting, you can begin planning what your feed is going to look like as a whole. Your Instagram feed is going to serve as the first impression of your personality or brand for people. It only takes a few seconds for them to decide whether or not they want to follow you. Instagram is all about visual experiences. Visitors will want to know who you are and what you're about right away. Make those precious seconds count by planning out a cohesive, balanced feed.

- **PEOPLE-CENTRIC CONTENT:** centered around people and faces. These can be team photos, candid shots, volunteer groups, or even pets! Instagram recommends that all images uploaded be at least 1080 pixels wide with an aspect ratio between 1.91:1 and 4:5.
- **PRODUCT/SERVICE FOCUSED CONTENT:** customer-curated content, shots of people wearing or using your merchandise, office shots, how-it's-made shots, product launches.
- **TEXT-BASED CONTENT:** inspiring quotes that relate to your industry (from industry leaders, influencers, etc.), customer reviews, how-to posts, eye-catching statistics.
- **EDUCATIONAL CONTENT:** your content represents instructions on how to create or do something.
- **USER-GENERATED CONTENT:** content curated from fans who have tagged you in their posts or have used your brand hashtag. You can repost UGC by taking screen captures of their image and reposting with credits in your description.
- **NEWS & TRENDING CONTENT:** these posts can feature current events, obscure holidays (National Ice Cream Day, anyone?), or other major events.



CREATE A TONE

Your visitors will want to feel something from your posts, whether it's relatability, a fun vibe, or some other emotion that resonates with them. Deciding on your content's overall tone will help form a stronger connection with your audience and keep your feed looking clean and consistent. For example, the mood of the feed shown below can be described as natural, innocent, airy, and neutral tones.

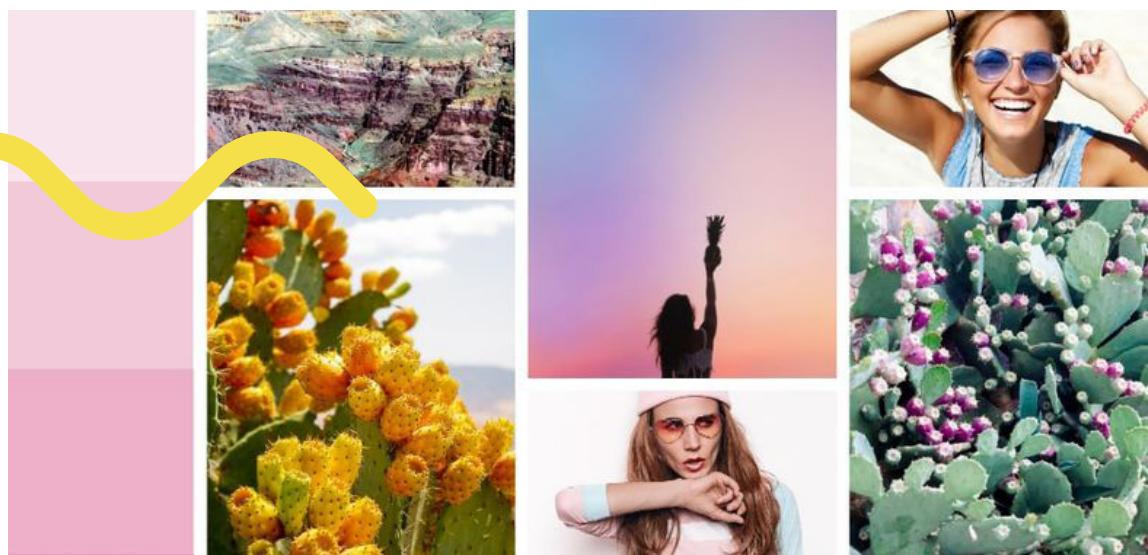


Choose a Color Scheme

Colors are vital to aligning your content with the brand's overall aesthetic and personality. Consistent colors and tones help your content flow and make your editing process a breeze. A good design rule of thumb is to stick with no more than three main colors. You can use free tools like Pinterest or Canva to find different color combinations and create a mood board to refer to.

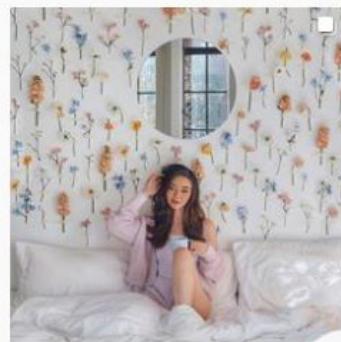
Create a Mood Board

A mood board, or theme, is a collage of ideas you can look at for inspiration and help establish a strong visual foundation for your brand. A study conducted by the [Journal of Business Research](#) discovered that mood boards can “create common points of reference while remaining open to different interpretations” as well as “trigger analogical reconfigurations across senses that support innovative solutions in product design processes.”



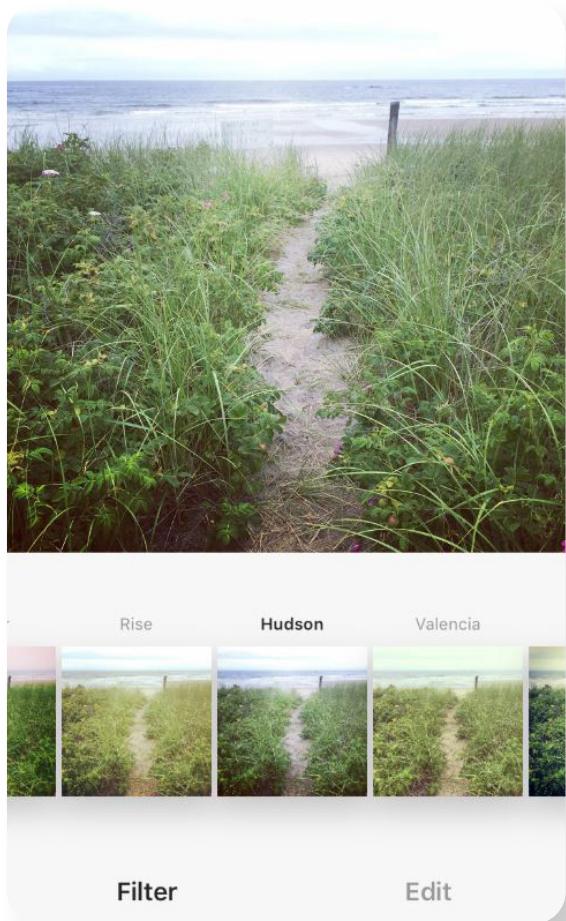
When creating your mood board, include images that identify your niche and match your color scheme. It shouldn't be too broad, but it also doesn't have to be overly specific. Remember, this is a place for you to find inspiration and doesn't have to be shared with anyone else. Your mood board can also incorporate the types of fonts you want to use, borders, animations, or anything else to help set your brand apart.

Tara Whiteman ([@taramilktea](#)), known on Instagram for her floral travel theme and use of pink, discussed the importance of having a theme. "I like to theme my flatlays – for example, the objects are inspired by the country I have just visited...I also theme them to holidays like Christmas and Easter. I feel like a theme creates a story for my flatlays, and can unify an image."



Limit Your Editing

The final editing process is what helps bring everything we just covered together into one cohesive identity. It gives amateur photos the boost they need to provide you with a competitive edge and help you stand out. When editing your posts, be sure to **use the same one or two filters consistently**. Wanting to try all the different filters can be tempting, but it can also muddy the overall appearance of your brand. Luckily, Canva did the work for us and analyzed the most popular Instagram filters over one million posts. We've listed the top eight below.



- | | |
|---------------------|--------------------|
| 1. CLARENDON | 5. MAYFAIR |
| 2. GINGHAM | 6. SIERRA |
| 3. JUNO | 7. VALENCIA |
| 4. LARK | 8. WALDEN |

To apply a filter to your post, simply take a photo using the Instagram app, or upload an existing photo and tap 'next.' Underneath the photo preview, you'll see all the filters available to apply to your image. Select the filter you'd like to use and tap the filter again to adjust the filter's strength to your liking. When you're ready to post, hit 'Done.'

misfitsmarket

677 Posts 211K Followers 4,183 Following

Misfits Market
Always fresh, sometimes normal. Get organic produce delivered to your door for up to 40% less than grocery store prices.
blog.misfitsmarket.com/2020/05/19/oatmeal-chocol...

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SET UP A BUSINESS ACCOUNT

Since we'll be marketing your account to boost your followers, we'll need to access analytics, sell any product or service, and access several forms of content formats. To do that, let's set up a business account.

STEP 1: Open the Instagram app and create a new account, starting with creating your username. Next, set up your login information and tap the 'Complete Sign Up' button.

STEP 2: When asked to add a profile, hit the 'Skip' button for now. (We'll talk about choosing a great profile picture later.)

STEP 3: Once the setup is complete, go to your profile and tap the menu button in the upper right corner. Tap ‘Settings,’ tap ‘Account,’ then tap ‘Switch to Professional Account.’

STEP 4: The next screen will ask which best describes you. Tap ‘Business’, then choose a category that best describes your page. Finally, fill in the contact information you’d like to provide to your followers.

STEP 5: Unless you have a Facebook Business page set up, you can skip this step. Otherwise, tap on ‘Choose Page’ and select what business profile you’d like to associate with your Instagram.

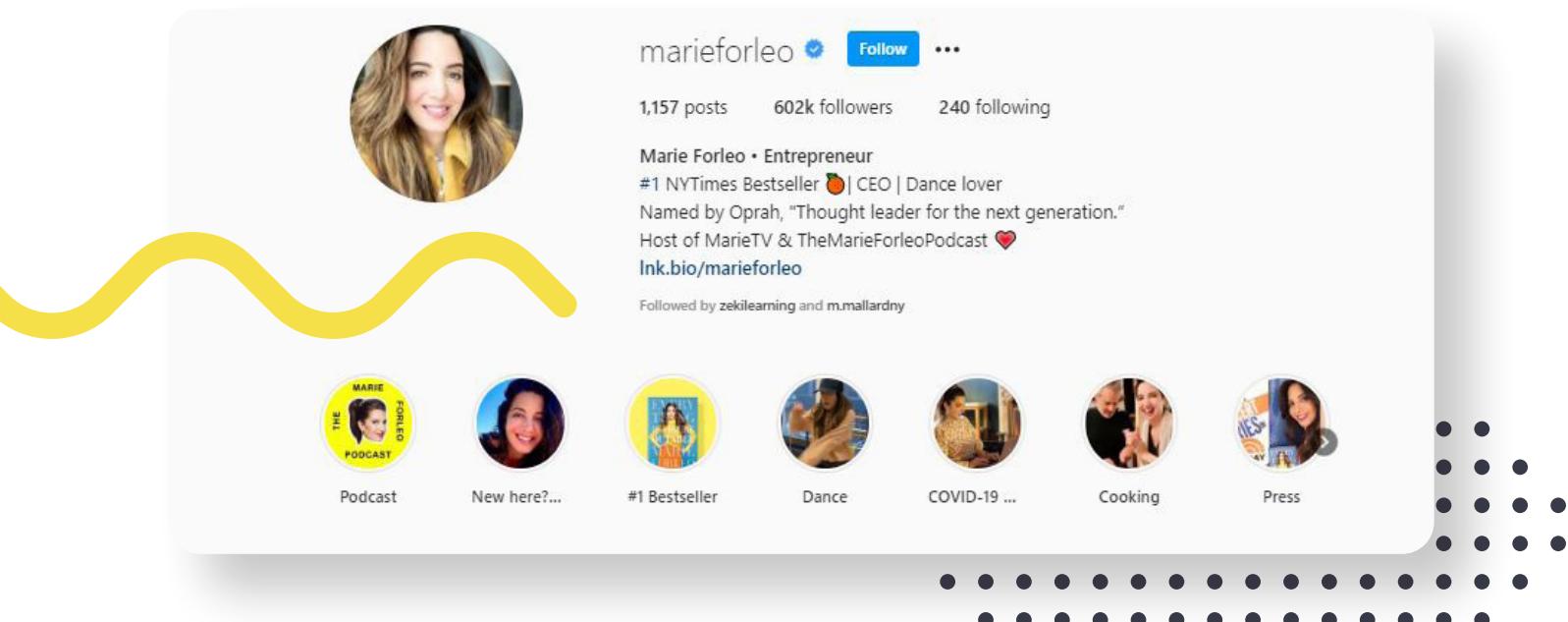
The image displays three screenshots of the Instagram mobile application interface. The left screenshot shows the user's profile page for 'dessertfirstfl'. It includes a profile picture, follower counts (508 Posts, 1,209 Followers, 209 Following), a bio describing the account as 'Dessert First' and mentioning local sweets and savory eats, and a grid of 12 photos. The middle screenshot shows the 'Sources' section of the account settings, listing options like Archive, Insights, and Your Activity. The right screenshot shows the full 'Account' settings menu, which includes sections for Your Activity, Saved, Close Friends, Language, Browser Autofill, Contacts Syncing, Linked Accounts, Cellular Data Use, Original Posts, Request Verification, Posts You've Liked, and Branded Content Tools. A prominent pink box highlights the 'Switch to Business Account' button at the bottom of the menu.

DESIGN A KILLER PROFILE FOR MAX ENGAGEMENT

Your profile will act like a digital billboard for your entire profile. First impressions are everything, and your profile is a **HUGE** part of that. Here are all the components that make up your profile page:

PROFILE IMAGE: Starting with your profile image, Hubspot recommends you “keep your image consistent with your branding and visual markers.” Depending on your goals, this could be a professional headshot, your business logo, or some other identifiable marker to distinguish your brand.

NAME: Next, create your name (not to be confused with your username). Your name is what appears as a bold headline above your bio. This is a great way to let your audience know who you are and what you do.



USERNAME: Your username, on the other hand, is something that has to be unique only to you, and how people find your profile. If possible, your username should be consistent over all your social media accounts.

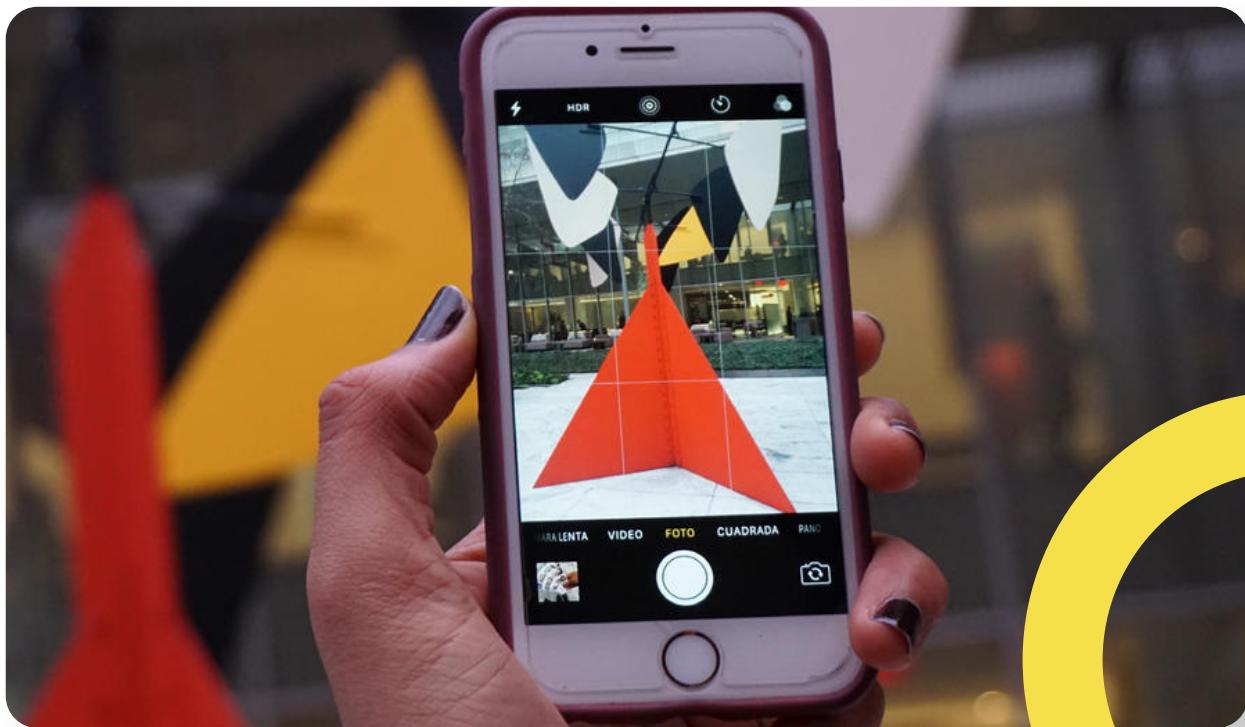
URL/WEBSITE: This is where you can showcase your website, blog, or anywhere else you'd like your audience to visit outside of Instagram. Many users utilize linktree, a free link hosting application where you can provide one link that can lead users to several different online locations.

BIO: Provide a brief description of yourself, what you're offering, or what your profile is about. This is an excellent opportunity to utilize keywords, include a call to action, and even add a few emojis.

TIPS FOR CREATING ENGAGING INSTAGRAM POSTS

The most obvious starting point and widely used post format is image posts. Image posts are foolproof, easy to create, and you don't have to be a professional photographer to create a good photo! The camera on your smartphone is just as good, if not better, than most high-end photography equipment - if you know how to use it. Here are some easy-to-follow tips and tricks to help you make the most of your posts to drive follower growth.

FOLLOW THE RULE OF THIRDS: Enable your photo grid in your camera settings on your phone if you haven't already. When shooting your subject, make sure it is centered on an intersection of the vertical and horizontal lines, as shown below.



FOCUS ON ONE SUBJECT: Avoid having too many subjects in one photo. Too much clutter can distract or confuse your audience.

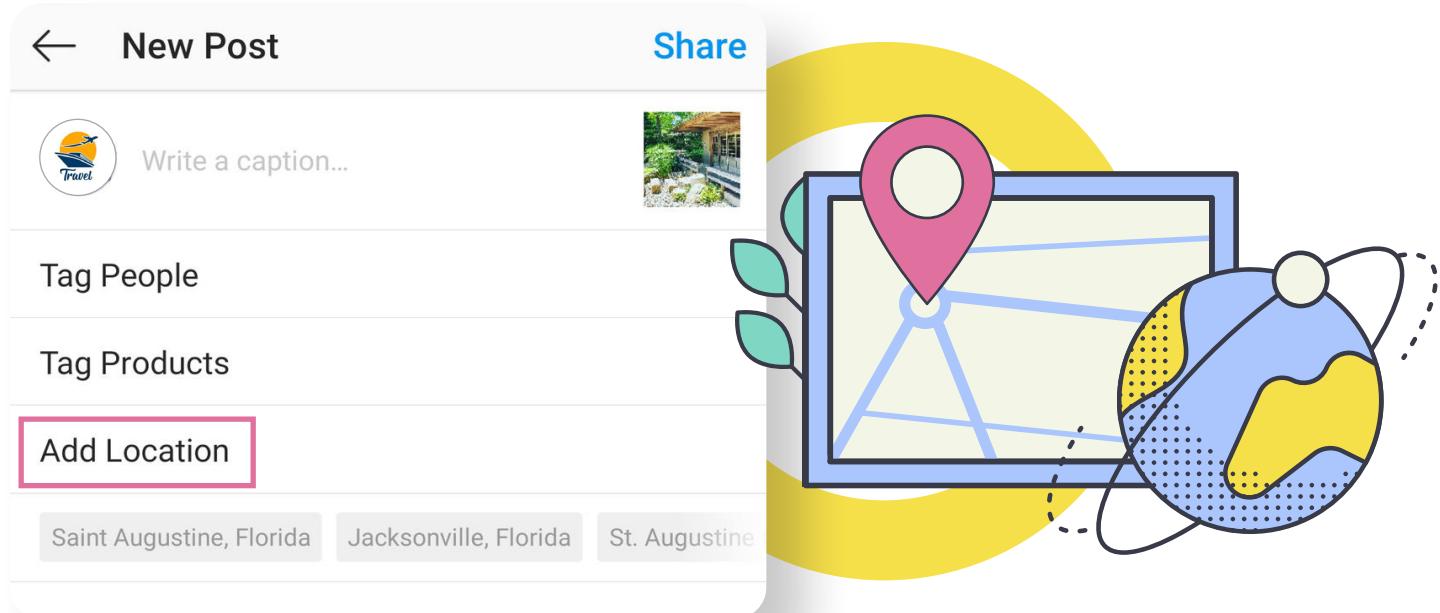
UTILIZE NEGATIVE SPACE: Take advantage of any empty space around your subject. This is especially handy if you don't have access to a clean or professional background.

TAKE ADVANTAGE OF UNIQUE ANGLES: A different perspective can help your photos stand out from standard eye-level views and creates a fresh take on everyday images.

SYMMETRY & PATTERNS: People naturally gravitate to images that are pleasing to the eye. Everyday patterns from tile, vines on a wall, or wood grain can create leading lines that help viewers focus on your subject.

MIX IT UP WITH VIDEO CONTENT: You can upload video clips up to 60 seconds in length. You can opt for a short combination of video segments that you can put together with free editing tools like Splice. Popular video content ranges from explainer videos to hyperlapse videos.

USE THE GEO-TAGGING FUNCTION: This gives you the ability to add a location to your photo. This will increase your visibility by enabling anyone who lives in that area to see your post. Simply, tap ‘Add Location’ and Instagram will give you a list of locations to choose from.



WRITE A GREAT CAPTION: Although Instagram allows captions of up to 2,200 characters (that's a whole blog's worth!), note that people will only see the first three lines unless they click the 'view more' option. That said, open your caption with your most important content, something that's going to capture the reader's attention and encourage them to engage with your post with a call to action. Also, try posting a question



POST AT LEAST TWICE PER DAY: Although, if you're taking the goal of this ebook seriously, data shows that posting up to 10 times per day will maximize your growth efforts. However, don't post random content just because you feel like you have to meet a quota. As the adage goes, "quality over quantity." Marketing guru Niel Patel recommends the following schedule:

- **Post 1-2 photos or videos per day**
- **Add 5-30 Instagram stories per day**
- **Post 1 live video per day at the same time each day**

PHASE 1: FIRST 100 FOLLOWERS

WHAT SHOULD YOU DO TODAY?

FIND YOUR NICHE: Evaluate your passions and see if there's a market for your niche.

- Narrow down your options based on your goals
- Utilize Google Trends for search volume (1k-10k per month)

CREATE YOUR BUYER PERSONA: Create a written representation of your ideal audience member.

Do COMPETITOR RESEARCH: Visit related Instagram accounts and note things like hashtags, engagements, popular posts, and post types/styles.

FIND/USE HASHTAGS: Find trending/related hashtags that align with your brand using the Instagram search function.

CREATE YOUR CONTENT STRATEGY: Decide on what types of content you'd like to post at what time within a theme.

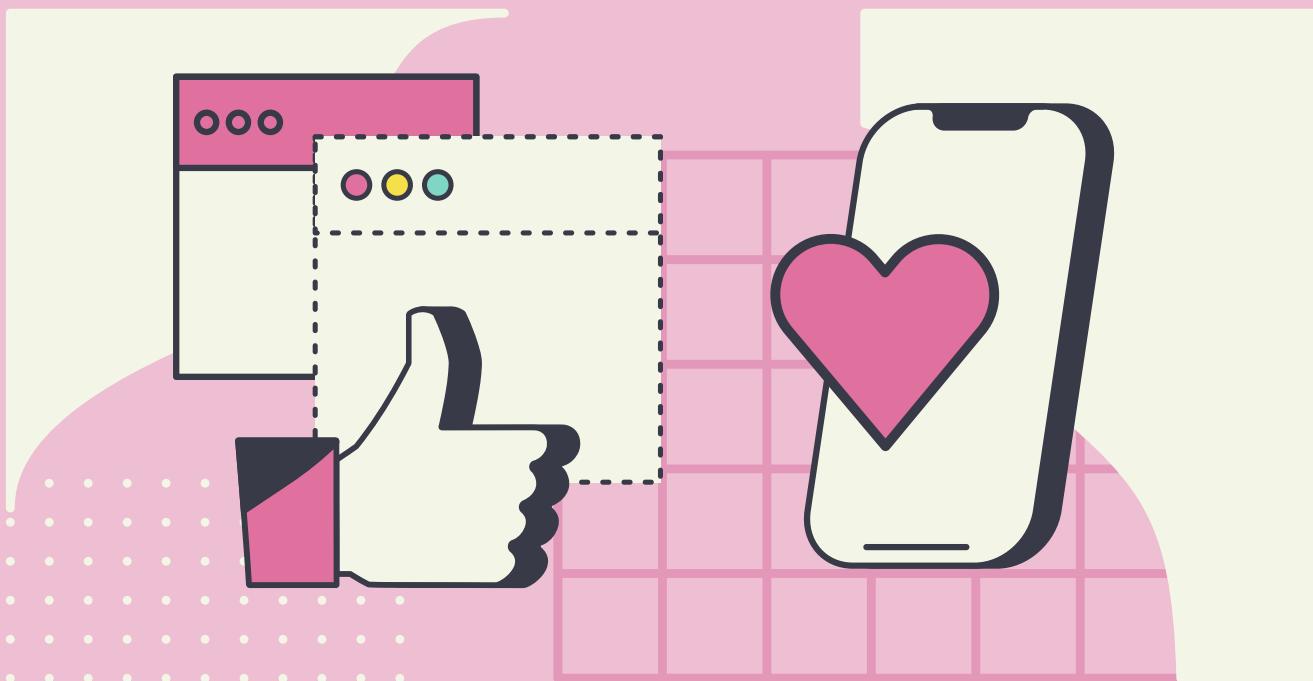
- Create a mood board on Pinterest or Canva to help organize your ideas, colors, aesthetics, etc.
- Schedule your posts using a default web calendar or sites like Social Media Calendar.
- **Post at least 2 photos and 5 stories/reels per day**

CREATE A BUSINESS ACCOUNT: Switch your account to a Professional Account in your account settings.

CREATE YOUR PROFILE: Use a profile image consistent with your theme, choose a unique user name, and use keywords in your bio.

PHASE 2

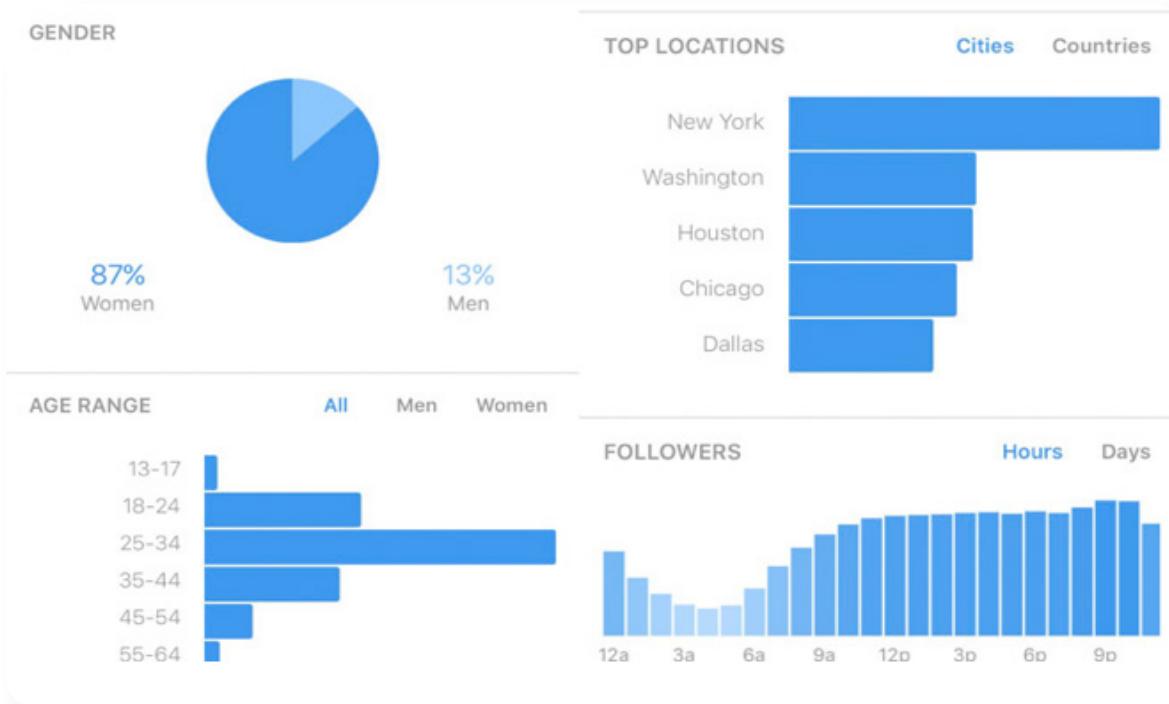
MEASURE YOUR RESPONSE



HOW TO GET THE FIRST 1,000 FOLLOWERS

UNDERSTANDING YOUR ANALYTICS

Now that you have your first 100 followers, you should have enough data to zero in on your audience and see who's engaging with your posts. With the Instagram Insights tool found in your profile menu, you can view a breakdown of your follower demographics, what your top-performing posts are, and more! The analytics dashboard categorized this information into three categories: **Audience**, **Activity**, and **Content**.



AUDIENCE: Shows quantitative demographics of your audience by top locations, age range, gender, and when your followers are the most active. This is especially helpful when deciding the best times of day to schedule your posts.

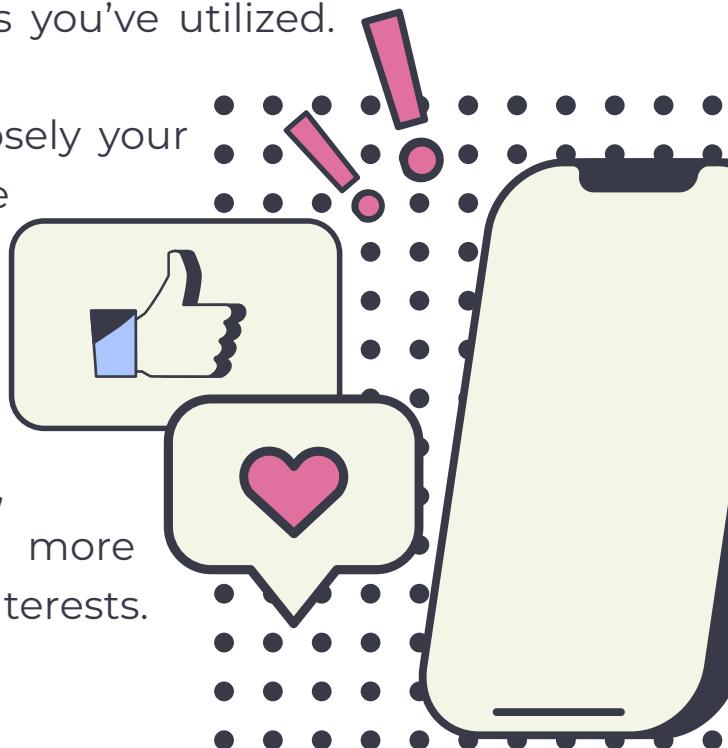
ACTIVITY: Number of people who have engaged with your content and how many impressions your posts received.

The '**Interactions**' section records how many people have viewed your profile, clicks your bio link has received, and how many people clicked on your location (if you provided a business address).

The '**Discovery**' section tells you how many people have physically seen your content (Reach), and the number of times your content was displayed whether someone engaged with it or not (Impressions).

CONTENT: How your posts perform within a specific time frame based on three subcategories: **Feed Posts, Stories, and Promotions**. Feed posts tell you your engagement metrics based on reach, comments, follows, and more. Stories will present the same information, but only within the last 14 days. Promotions will give you access to performance data based on any ads you've utilized.

With this data, you can see how closely your actual audience matches up with the buyer persona you created earlier. If you spot any significant difference, it may be time to switch up your content strategy by changing your images' tone and colors. Alternatively, you can tailor your content even more effectively to match their desires and interests.



HOW TO CREATE INSTAGRAM STORIES LIKE A PRO

HALF OF THE BUSINESSES ON INSTAGRAM PRODUCED A STORY IN THE LAST MONTH, AND IT'S BOOSTED THE APP'S AVERAGE USAGE TO 32 MINUTES PER DAY FOR THOSE UNDER 25, AND 24 MINUTES PER DAY FOR THOSE 25 AND UP.

- TECHCRUNCH

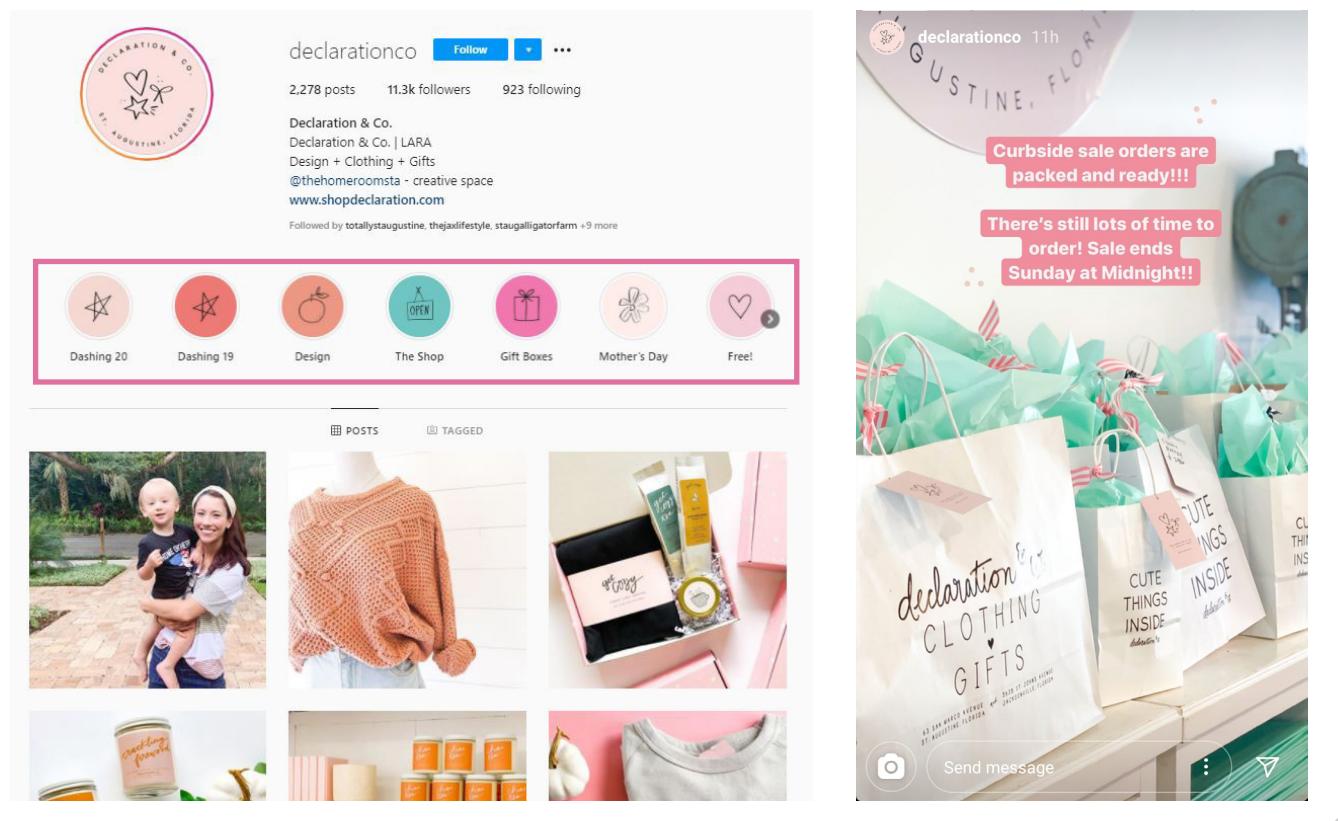
Now that you've familiarized yourself with basic posts, it's on to the second most popular Instagram content type: Instagram Stories. One year after its 2016 launch date, Instagram reported a staggering Story use of **over 250 million every day**. These 15-second increment slideshows are similar to the way Snapchat functions; once you post a video or photo to your story, they disappear after 24 hours.

Stories are not posted to your feed, but rather to completely separate sections. Because they're only visible to your followers, they drive engagement by boosting the amount of time your followers spend on your profile, giving a positive ding to the Instagram Algorithm.

Even more eyebrow-raising, TechCrunch reports that **one in five Instagram Stories** shared by a brand receives a Direct reply. This gives brands a unique opportunity to connect with their audience on a more personal level.

Instagram Stories appear at the top of the screen on the Instagram home page. Since these are the first things a user sees, they usually receive the most attention. Use them regularly, and watch your engagement rates soar! The higher your engagement, the more likely your feed will have a high reach.

After tapping on a Story icon, it will automatically display the content for the 15-second allotted time frame until you tap or slide to go to the next slide. With your business account, you can include links to your store or website, which users can access by swiping up on the screen.

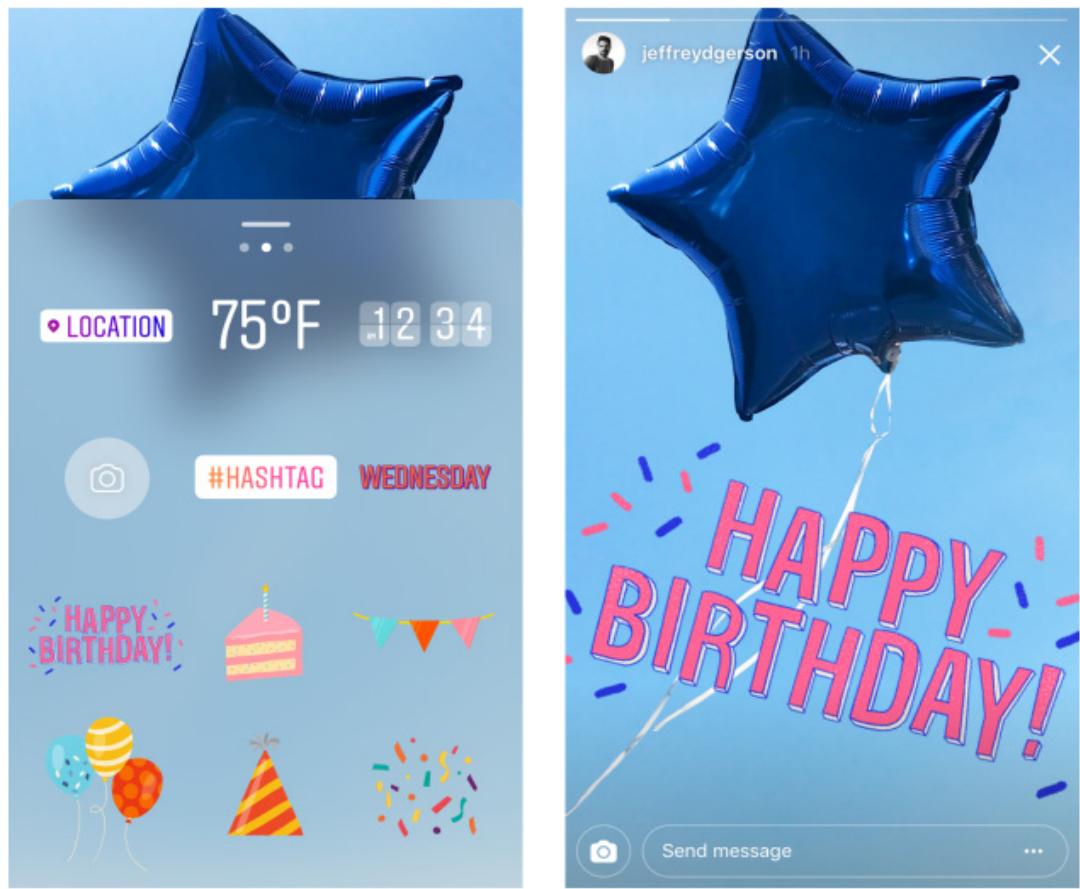


STEP 1: Start by tapping the camera icon in the upper left-hand corner of the Instagram home screen.

STEP 2: You can share a video or photo you've already taken by swiping up and selecting your content or capture a video or photo from the app. If you choose the latter, you can take a few different avenues by tapping on the dropdown arrow on the left side of the screen. Explore the features below:

- **CREATE:** This allows you to choose from various in-app features like shoutouts, GIFs, templates, polls, questionnaires, countdowns, and more! Experiment to see what types of stories resonate the most with your audience.
- **BOOMERANG:** 3-second video loops that play forward and backward.
- **LAYOUT:** Choose from a variety of different layout grids to display multiple pieces of content at once.
- **SUPERZOOM:** As the name implies, this lens will zoom in on the subject and can be accompanied by a series of dramatic, quirky, and humorous soundtracks and graphics.
- **HANDS-FREE:** This mode allows you to film a video for you without the necessity of having to hold down the film button.

STEP 3: Once you're satisfied with your Story, tap the 'Share' button to send it directly to your Stories and share it directly with your followers.

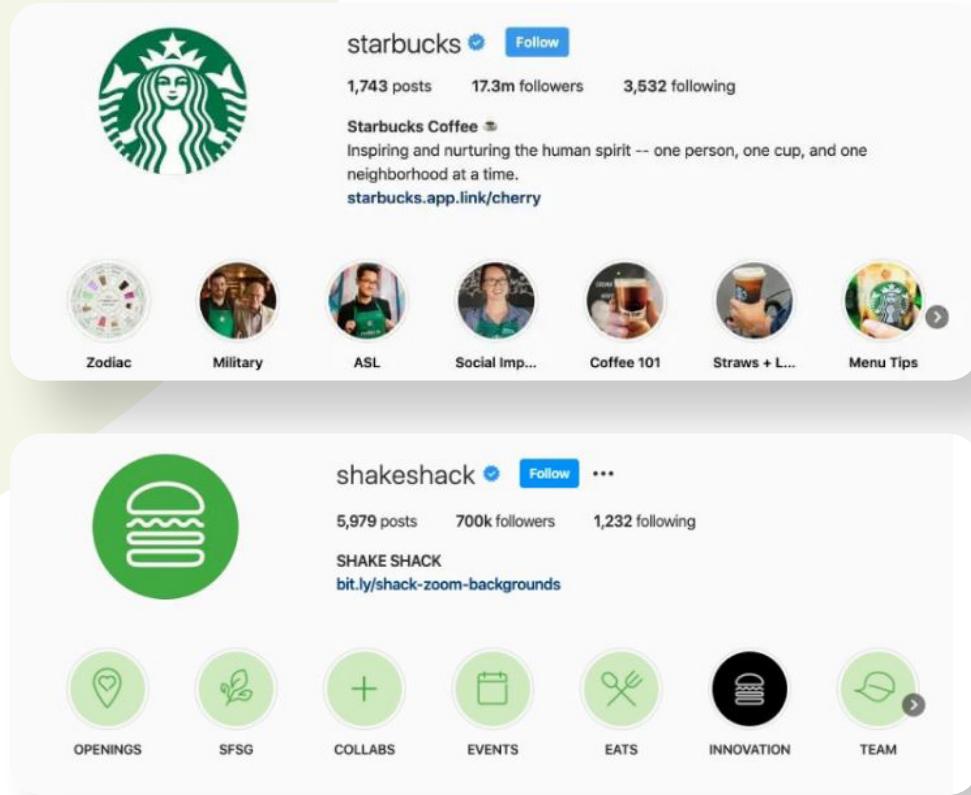


A whole guide could be written on all the Instagram Story features alone. Be sure to explore all the little enhancements to see what your audience responds to the best. Experiment with Instagram stickers, the pen tool, @mentions, fonts, animations, and more!

HubSpot Audience Growth Writer Pam Bump recommends doing your research and trying different things. “Be sure to start with a hypothesis, know which metrics you’ll be monitoring, and identify what you’ll do if the experiment works or doesn’t work. This will allow you to develop a strong set of learnings around your audience and their behaviors.” Specifically, pay close attention to your story views, exits, and total impressions.

ENHANCE YOUR PROFILE WITH STORY HIGHLIGHTS

After exploring a few Instagram profiles, you may have noticed some round icons in the profile section underneath the user's bio. Unlike regular Stories, these Story Highlights allow you to keep select Stories permanently live on your profile, organized with eye-catching icons. These little profile add-ons can be used to help your profile pop and give visitors more information about your brand upfront. Here's how to apply them on your profile:



STEP 1: To create a Highlight from an active story, view the story you'd like to highlight and tap the 'Highlight' option at the bottom. Tap the plus icon, enter the highlight's name, and finalize by tapping the blue 'Add' button.

To **create a Highlight from an archived story**, tap on the Story Highlights dropdown on your profile page. Then tap the plus icon, select the stories you'd like to highlight, and tap 'Next.' You can then edit the cover and name of your highlight before adding it to your page.

STEP 2: If you'd like to customize your Highlight covers instead of using the story default image, it's easy enough to go back and edit your cover later. We recommend using Canva to help you create fun and engaging icons.

STEP 3: When you're ready to update your cover, simply tap and hold the Highlight and tap 'Edit Highlight,' then 'Edit Cover.'

The image displays three separate screens from a mobile application, likely Instagram, illustrating the process of creating a highlight from an archived story.

- Left Screen:** A user profile for "byorecreation".
 - Profile Picture:** A circular image of a playground.
 - Statistics:** 226 Posts, 414 Followers, 633 Following.
 - Bio:** BYO Playground | One-Stop Shop. Building partnerships through Play & Recreation design and creation for over 20 years! Check all your savings with the link below.
linktr.ee/byorecreation
405 Golfway West Dr, Suite 302, Saint Augustine, Florida 32095
 - Buttons:** View Shop, Edit Profile, Promotions, Insights, Contact.
 - Icons:** New, Completed, Site Amenit..., Bundles, On Sale.
 - Grid:** A 3x3 grid of images showing various playground structures and equipment.
 - Bottom Icons:** Home, Search, Plus, Heart, Message.
- Middle Screen:** A "Selected" screen showing a grid of images.
 - Header:** 2 Selected.
 - Images:** A grid of 12 images related to playground equipment and facilities, with some having checkmarks indicating they are selected for a highlight.
- Right Screen:** An "Edit Cover" screen for a highlight.
 - Header:** Title, Done.
 - Image:** A circular image of two people sitting at a table.
 - Buttons:** Edit Cover, Highlights.

HOW TO CREATE INSTAGRAM REELS

If you're looking for posts that will give you an edge of the competition, pay close attention. With all the uncertainty surrounding the future of the social media video platform, TikTok, early birds can take advantage of this new TikTok copycat feature.

Instagram Reels will **allow users to create 15-second videos set to popular music**, with access to various filters and effects to dress them up. From Instagram, "Reels in Explore offers anyone the chance to become a creator on Instagram and reach new audiences on a global stage." What makes Reels unique from Stories is that it will be automatically shared to a Reel's specific section of the Instagram Explore page, increasing your reach potential.

Instagram's VP of Product Vishal Shah emphasized that because Instagram historically has not "been very good at helping new creators find an audience...The pitch for new creators is that Reels is a way for you to get discovered. It's a way to find a global audience."

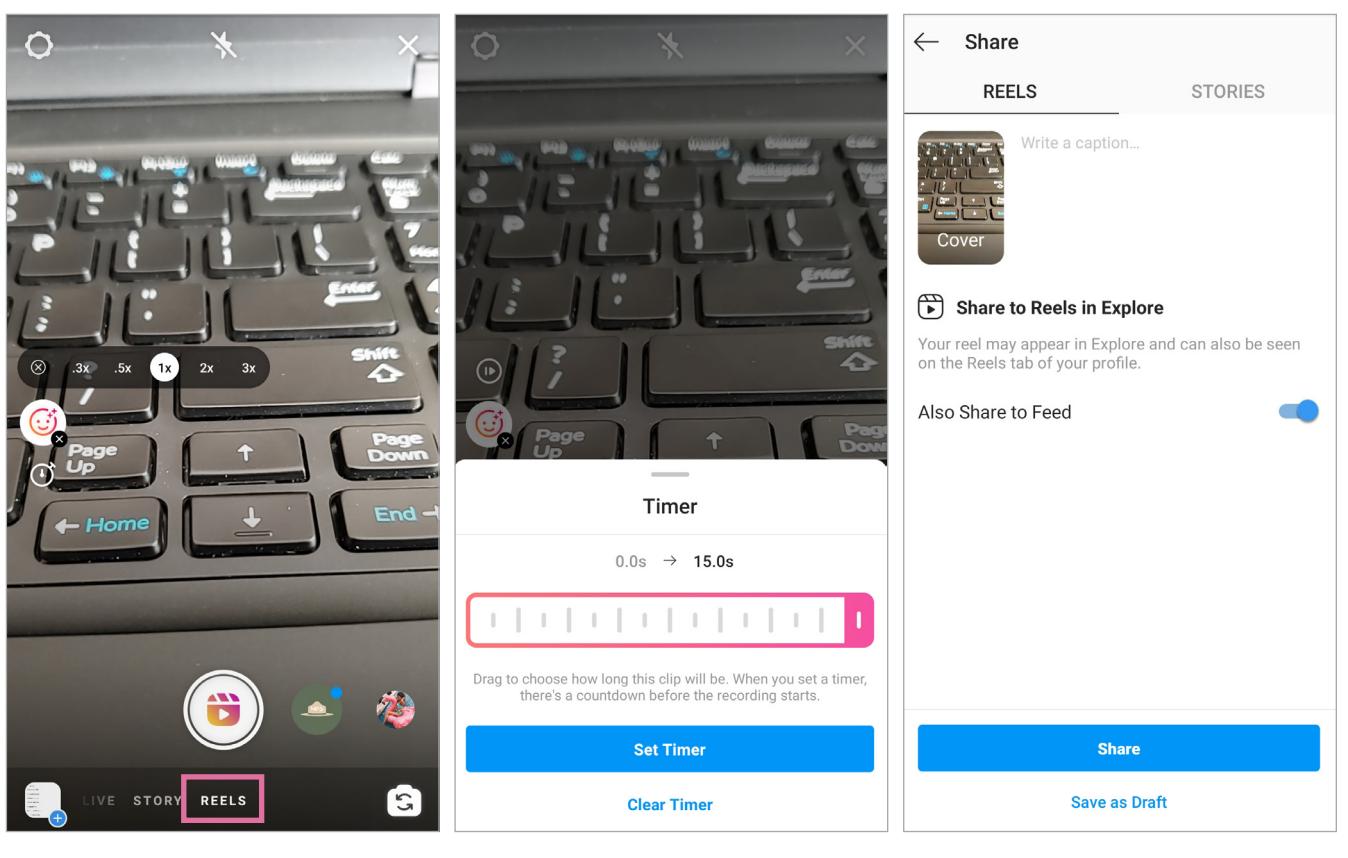
We'll talk about how you can leverage the early adoption of Reels for your account on the next page.

STEP 1: To access Reels, simply go to your Instagram Stories camera and tap the Reels icon at the bottom of the screen.

STEP 2: From the Reels screen, you can apply music, effects, playback speeds, and a video timer to record your clip in segments.

STEP 3: Like Stories, you can hold down the record button to capture footage or upload existing footage from your gallery.

STEP 4: Once you've selected a cover and added your caption, tap the 'Share' button to post your video to the new Reels tab, which can be found on your profile.



BEST WAYS TO ENGAGE WITH YOUR FOLLOWERS

Outside of posting best practices and utilizing Instagram Stories, use these tips and tricks to engage with your fans to boost your follower growth.

Post Live Videos

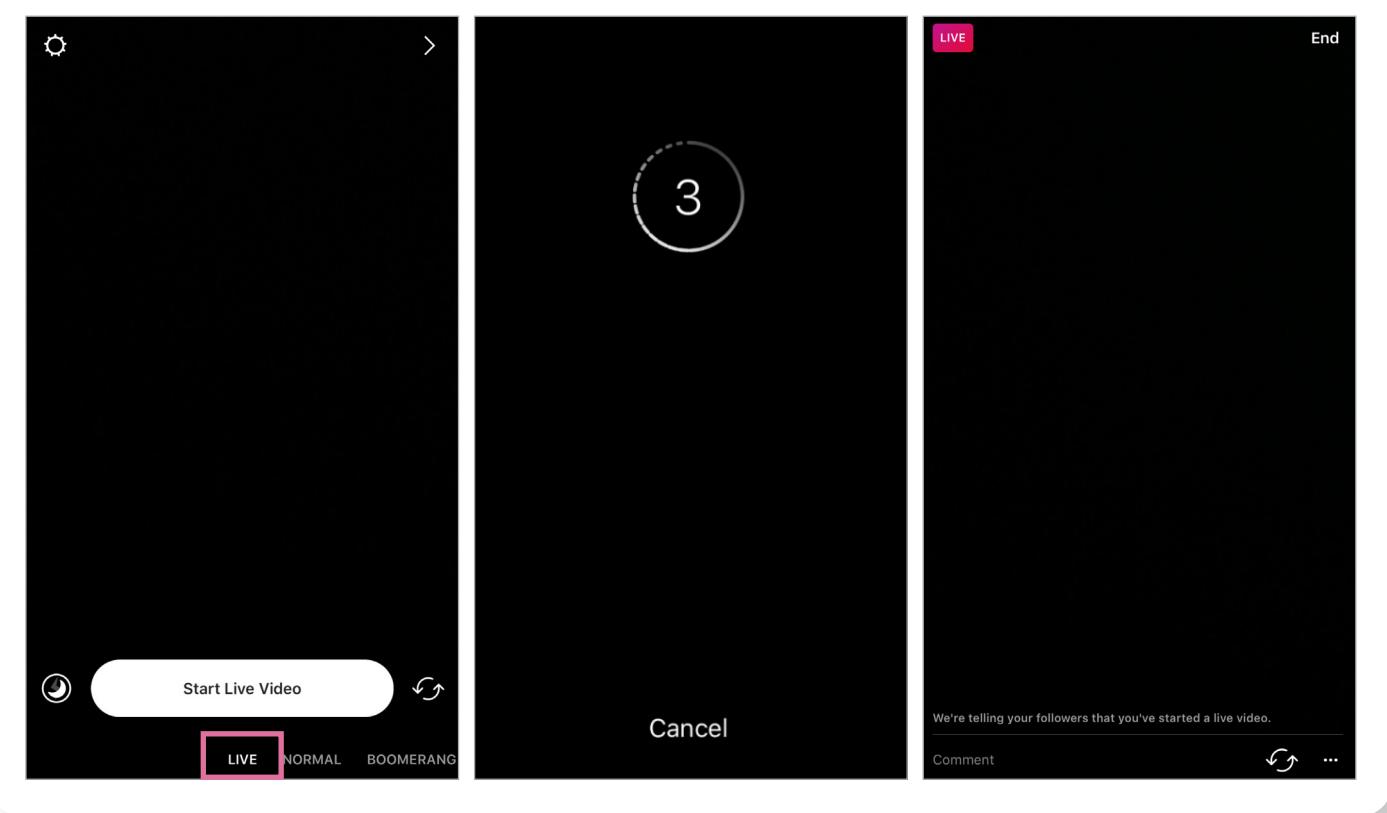
Set aside a **specific time slot each day** to feature live videos for your followers. It's good practice to do this at the same time every day since live videos only appear as they're being broadcasted. (Tune back into your audience insights to see what time zone your audience makes up the most of.)

You can utilize Stories and posts to make announcements of when you'll be broadcasting so your audience will have a heads up of when to tune in. Here's how to go live on Instagram:

STEP 1: To go live, tap the camera icon in the upper left-hand corner on the Instagram home page.

STEP 2: Tap the 'Live' icon on the bottom of the screen. You have the option to name your live stream or choose a charity for watchers to donate to throughout your live stream.

STEP 3: Tap the record icon, and you'll be live after a 3-second countdown timer. The longer you're live, the higher the chance that more people will see you!

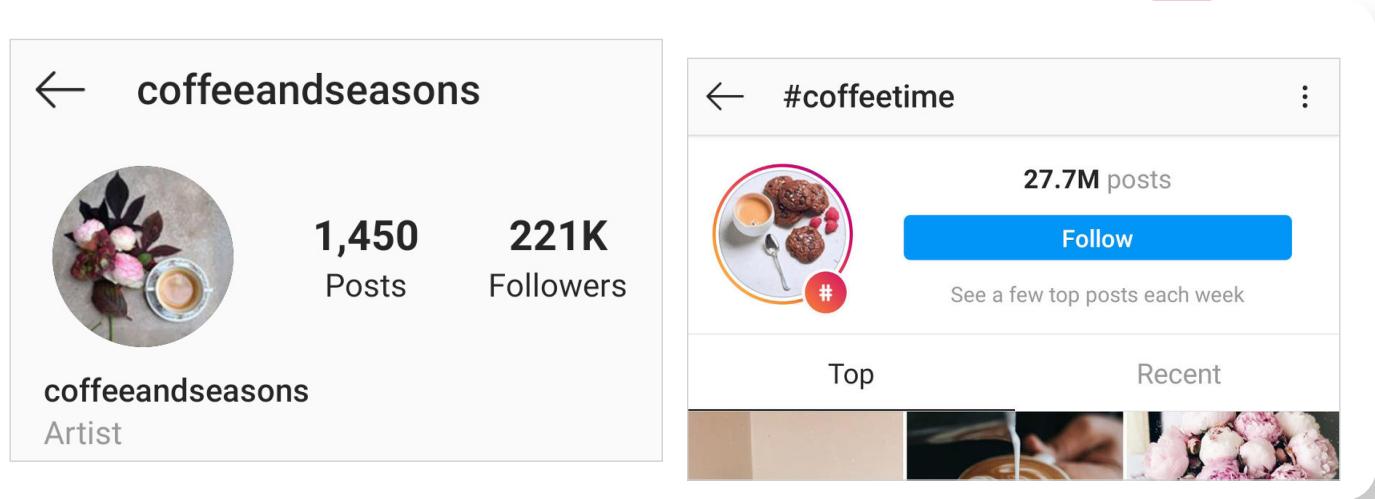


Find & Follow Members of Your Target Audience

Remember when we did competitor research in Phase One? We'll be utilizing the same tactics here. Start by searching for a hashtag related to your brand. The search results will automatically feature the 'top posts' at the top, which you can utilize to find your ideal followers.

Going back to my coffee example, I used the hashtag #coffeelover. After tapping one of the top photos, I note the high number of likes and comments. Visit the profile of whatever post you chose and tap on 'Followers' to see who their fans are.

After visiting the profile of [@coffeinandseasons](#), I quickly noted their following of over 200k followers. That's a lot of potential new fans. Once you find a relevant list of followers, begin the arduous process of following these people - **aim for 50 followers per hour.** (I said this was going to take work, didn't I?)



Become a Voice in the Community

To become an active member on Instagram while growing and cultivating your audience, add these steps to your daily routine.

- **Return a follow with a follow**
- **Reply to comments promptly & use their @username**
- **Engage with relevant posts that use hashtags that relate to your brand**
- **Send DMs to accounts you're interested in to form an initial connection**
- **If you're acquainted with a follower, tag them in your posts**
- **Ask for input from your fans by inviting feedback**

PHASE 2: 100-1,000 FOLLOWERS

WHAT SHOULD YOU DO TODAY?

UTILIZE INSTAGRAM INSIGHTS: Make improvements to your accounts based on analytics.

- Explore **Audience data** to better understand who your audience is, how they behave, and when they see your posts
- Explore **Activity data** to see what types of content resonates the most with users and how they engage with your content
- Explore **Content data** to see how individual posts perform

CREATE DAILY INSTAGRAM STORIES: Explore with different effects, filters, and messages.

USE INSTAGRAM STORIES TO CREATE PROFILE HIGHLIGHTS: Take your time and see what stories have the most engagements before using them as highlights.

CREATE INSTAGRAM REELS: Utilize 15-second snippets to showcase your brand or personality.

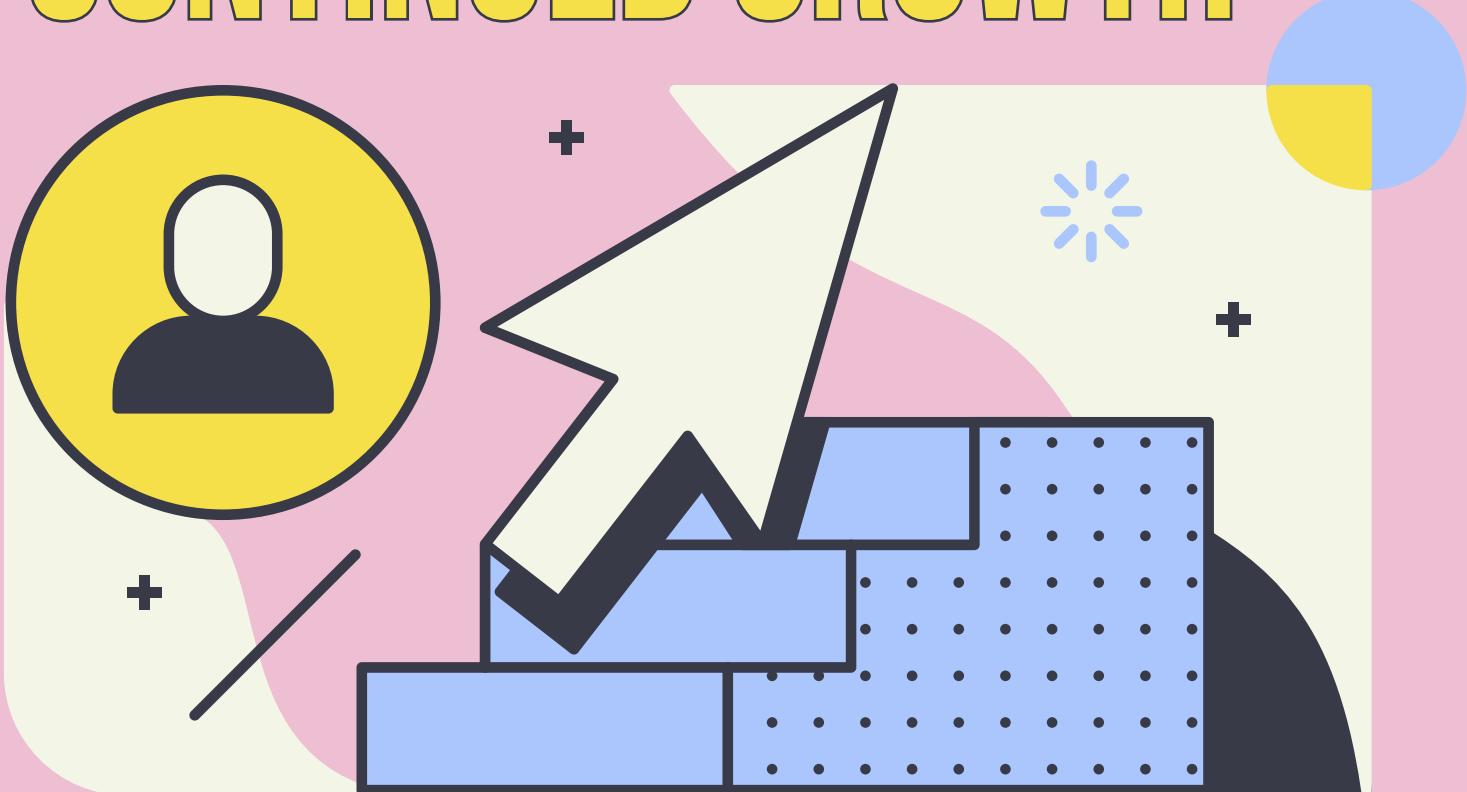
FIND & FOLLOW YOUR AUDIENCE: Using relevant hashtags, find and follow 50 potential audience members each hour.

ENGAGE WITH YOUR AUDIENCE: Go live with your audience on a regular basis, give your followers a follow back, reply to your follower's comments and DMs in a timely manner, and tag users in your posts.

• • • •

PHASE 3

MAKE CHANGES FOR CONTINUED GROWTH



HOW TO GET THE FIRST 10,000 FOLLOWERS

JOIN FORCES WITH AN INFLUENCER

INFLUENCERS ARE INSTAGRAM USERS WHO HAVE AN ESTABLISHED CREDIBILITY AND AUDIENCE; WHO CAN PERSUADE OTHERS BY VIRTUE OF THEIR TRUSTWORTHINESS AND AUTHENTICITY. YOUR BRAND'S INFLUENCERS ARE USERS THAT EMPLOY YOUR BRAND HASHTAG WHO HAVE THE LARGEST NUMBER OF FOLLOWERS.

– PIXLEE, USER GENERATED CONTENT & INFLUENCER PLATFORM

The power of influencers is undeniable - just ask Coca-Cola. After partnering with Selena Gomez, they saw astronomical engagement, with a single post hit over 6.2 million likes. That's not to say you have to partner with pop icons to find success, but you never know what the future holds.

When looking for influencers to partner with, you want to look for someone with a higher following, and therefore a broader reach. CivicScience found that "**81% of consumers purchase products because influencers have promoted them.**" By partnering with someone with more followers, you have the potential to expose your brand to that many more people. Here's what to when trying to partner with a potential influencer to help promote your brand:

STEP 1: Map out exactly what you want as a result of working with an influencer. In this case, it should be to attract more followers.

STEP 2: Find relevant influencers the same way you look for hashtags. Remember the ‘top posts’ that are generated when you search for a specific hashtag? Start exploring accounts with high-quality content and a similar target audience to see if they’re a good fit for you. You can also utilize ‘influencer banks’ through sites like Iconosquare, Revfluence, or Social Bakers.

STEP 3: Build a relationship with potential influencers by following their page, interacting with their content, and striking up a conversation through DM. Ideally, your influencer can even be someone who’s already one of your fans. Consider using a version of the template below to word your pitch:

Hey [Insert Influencer Name],

I have been following your profile on [insert social media platform] and really loved your post(s) on [insert topic]. [Insert another sentence about their feed that adds a human element].

My name is [insert name here], and I work for [insert company name]—we [insert what you do/sell]. Since [insert what they are passionate about or what they like to post about that coincides with your brand], I thought I would reach out to see if you would be open to testing our product and doing a collaboration together!

Let me know if you are interested, and I’ll send details ASAP!

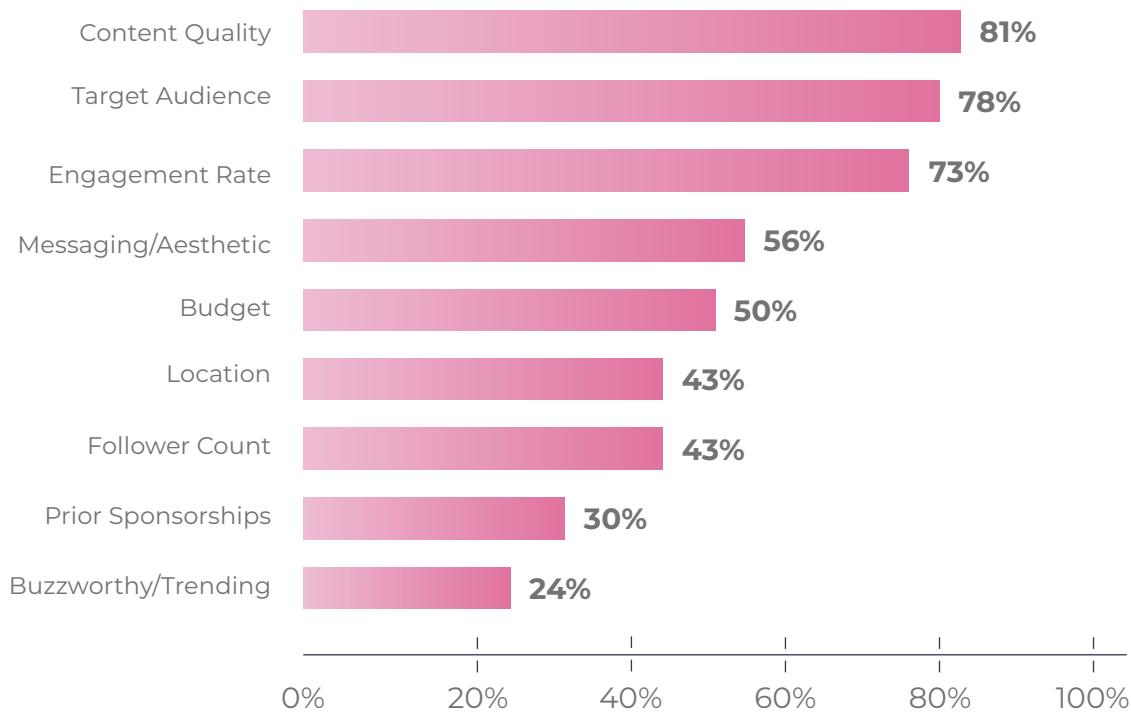
[signature here]

STEP 4: Decided how the partnership will work by determining the following campaign factors:

- **Timeframe**
- **Campaign Type (Reviews, videos, mentions, etc.)**
- **Content Format (Regular Post, Stories, Reels, etc.)**
- **Usage Rights**
- **What they'll get in return**

STEP 5: Measure a campaign's success by analyzing boosts in engagement rates and followers by comparing Insights data and growth rates before utilizing an influencer and after using an influencer.

TOP FACTORS TO DETERMINE WHICH INFLUENCERS TO WORK WITH



HOW TO CREATE IG ADS

PEOPLE WANT TO SEE ADS THAT REFLECT THE THINGS THEY CARE ABOUT. ADVERTISERS ALSO WANT TO TARGET THEIR MESSAGES IN MORE EFFECTIVE WAYS AND REACH PEOPLE NOT JUST BECAUSE OF THEIR AGE, LOCATION, AND GENDER, BUT BECAUSE OF THE PEOPLE, PLACES, AND THINGS THEY LOVE. - INSTAGRAM

Why Advertising is the Ultimate Shortcut to Getting More Followers Fast

So far, we've covered an abundance of strategies for earning followers organically. However, these tactics are time-consuming and require lots of trial and error to see what content works and what doesn't. That's why your strategy needs to incorporate paid tactics to get you to your goal quickly in the shortest amount of time possible. **Paid ads and your organic strategy can work hand-in-hand to maximize your follower growth.** In this phase, you can advertise the posts have the best engagement.

As the name implies, paid ads are Instagram content that you pay for to get in front of a larger audience in a shorter time span. These ads can appear as regular content posts or as Stories for users to view. The best part is that they're very affordable compared to other advertising platforms (**averaging between \$0.80 to \$1.30 per click**). As mentioned before, dedicate your budget to posts that have already gained success organically.

Tips on Creating an Effective Ad Campaign

ALIGN YOUR ADS WITH SMART GOALS: You've heard this before, but I really want to drive it home: your ad campaign but **align with your SMART goals.** If you haven't created them already, make them now. Write them down on paper, in a journal, or keep them in your phone - the effectiveness of your ad campaign (and money spent) depends on it.

PLAN YOUR CONTENT: Like your organic strategy, you should ensure the content your advertising aligns with your brand image. It should **build excitement** in users and make them want to see more of what you have to offer or take action. Ask yourself, "would I click on this ad?"

USE A COMBINATION OF FEED ADS & STORY ADS: Depending on your current Story and feed engagement rates, consider advertising one with the other to double your coverage. Using both can complement your posts and reach an even larger audience with a similar message.

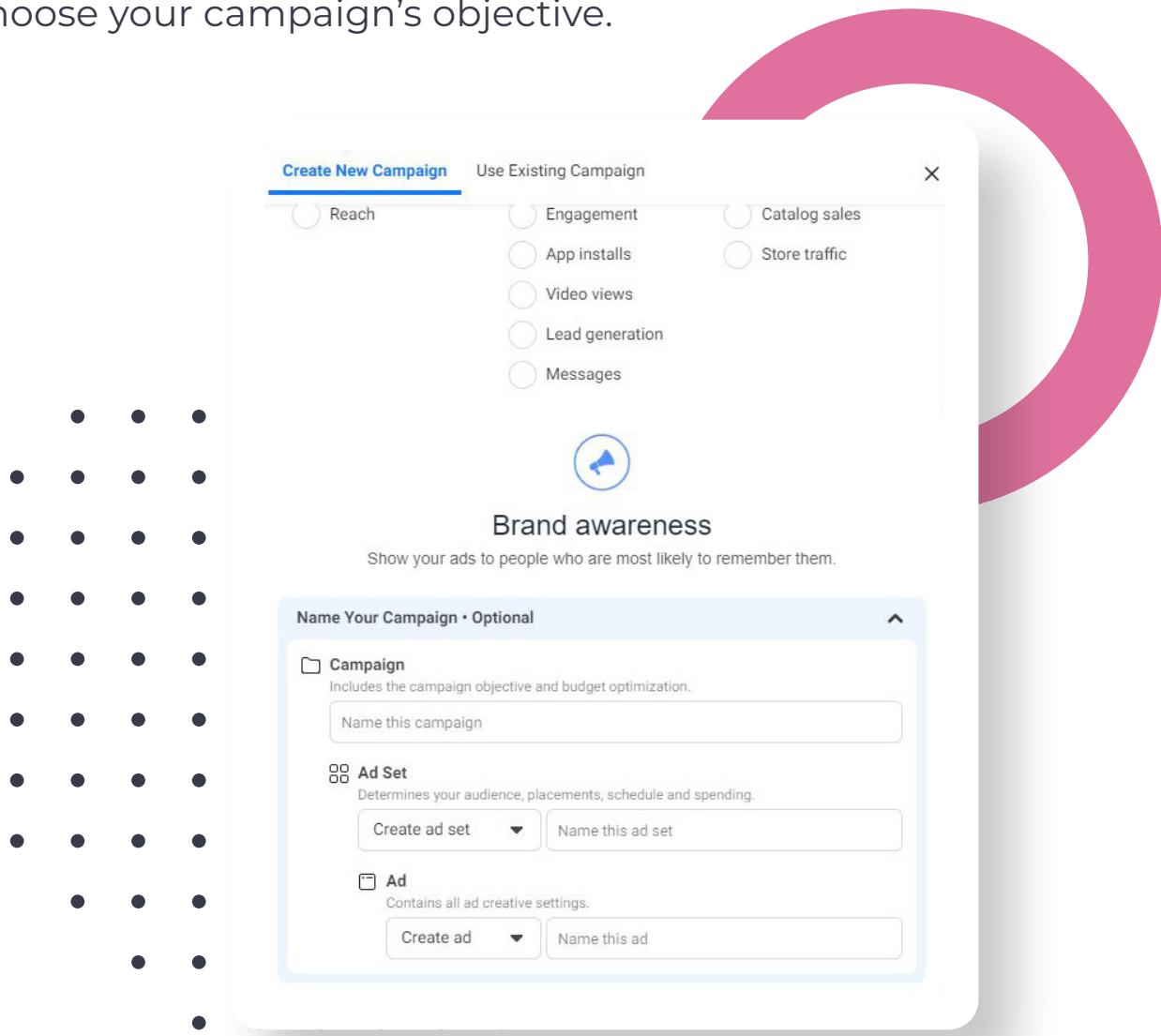
PARTNER WITH INFLUENCERS: Utilizing the reach and audience loyalty of influencers is a no brainer. Since influencers already have a large following, you can almost guarantee a connection to new followers without relying solely on the Instagram algorithm.

Implement these tips when we finally get into the nitty-gritty of creating your ad campaign on the next page.

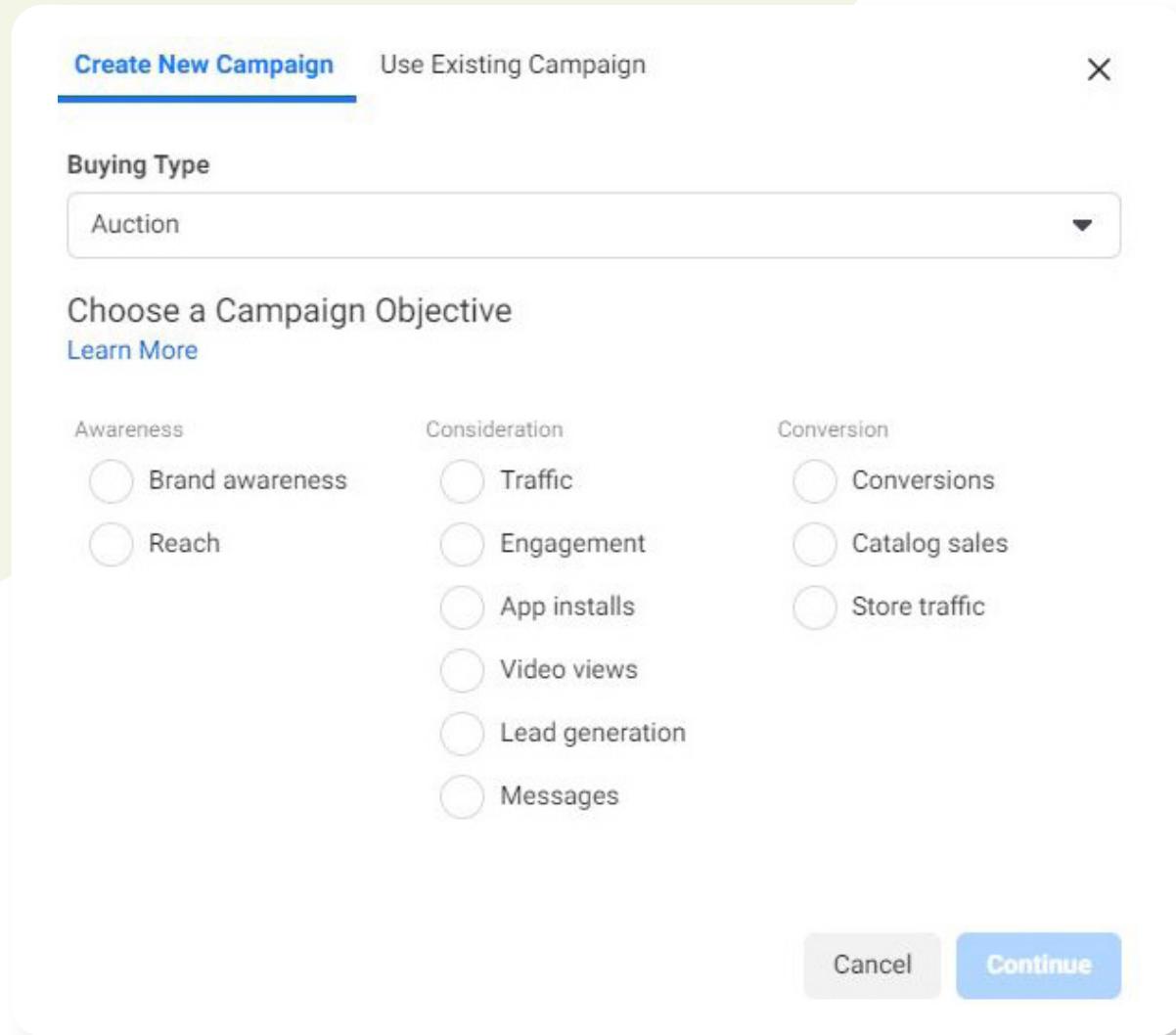
Since being acquired by Facebook, Instagram ads are much more cohesive, effective, and easier to create than ever. The best part about this partnership is that users can purchase your product without ever leaving the Instagram app - which is especially good news for e-commerce. Let's create your first ad now:

STEP 1: If you haven't already, connect your Instagram Account to Your Facebook Business Page and go to the Ads Manager.

STEP 2: Click the 'Create' button under the Campaigns tab and choose your campaign's objective.



STEP 3: After choosing your objective, fill in details such as the campaign's name and your desired audience (of which you should have a solid foundation by now).



STEP 4: Since we want this ad to appear on Instagram, select the 'Edit placements' option, and choose 'Instagram' in the Platforms dropdown.

STEP 5: Decide your budget and how long you'd like to run your ad.

STEP 6: Select what format you'd like to show your ad in before finally creating and publishing your ad.

Format
Choose how you'd like your advert to look.

Carousel
Create an advert with 2 or more scrollable images or videos

Single image
Create up to 6 adverts with one image each at no extra charge

Single video
Create an advert with one video

Slideshow
Create a looping video advert with up to 10 images

How to Create Shoppable Tags

If you're a business, you can take advantage of Instagram's powerful functionalities in its online shopping capabilities. Shoppable tags are comparable to tagging a user in a post.

Instead of tagging people, you can tag a product that users can purchase from the app. These tags show up in your posts in the form of little white dots that users can interact with to get more information. By clicking the small black arrow in the pop-up, users will be directed to the business's website to complete their purchase.

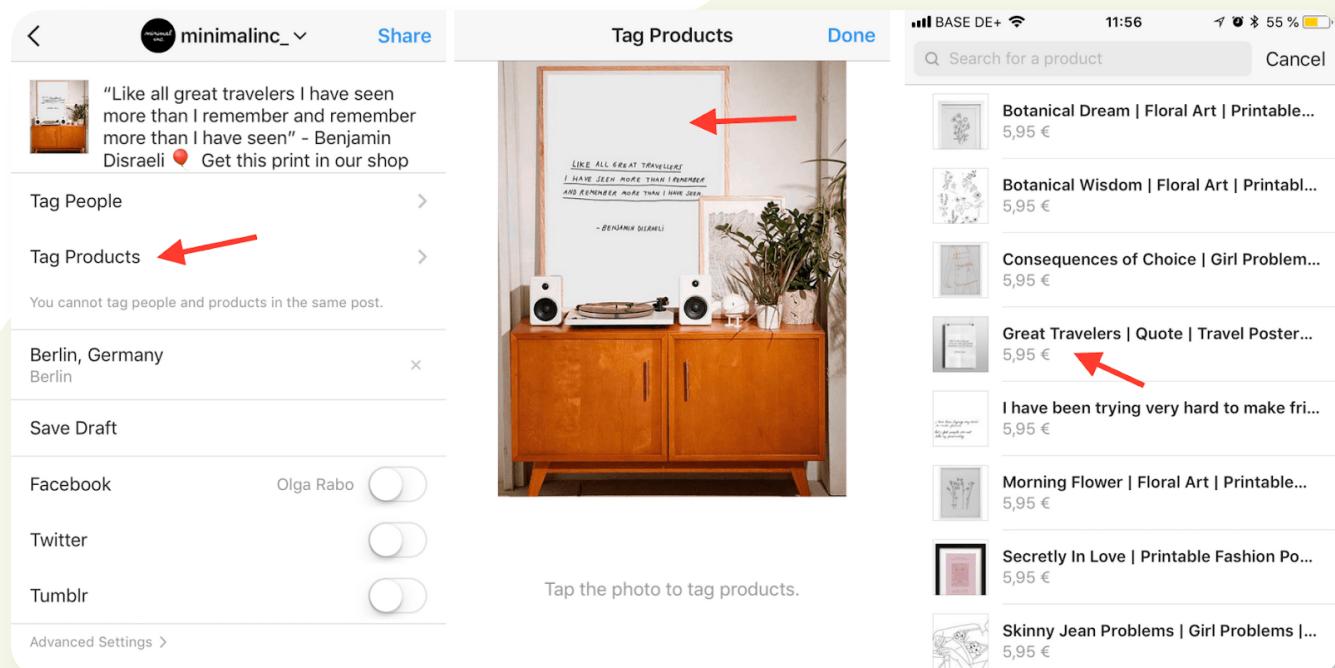


To utilize this one-stop-shop functionality, you must have either an e-commerce website set up or a Facebook Catalog. (The latter is the easier option to work with.) If you have your Facebook catalog ready to go, skip ahead to step 4. Otherwise, let's get you set up with Shoppable Tags:

STEP 1: Create a Facebook Catalog by going to your Facebook Business page and clicking on the shop tab. You'll be prompted to 'Add Products' on the next page.

STEP 2: Before adding any products, you'll need to set up a payment process. You'll be prompted to do with an automatic pop-up window. Fill it in the details, agree to Terms and Conditions, and click next.

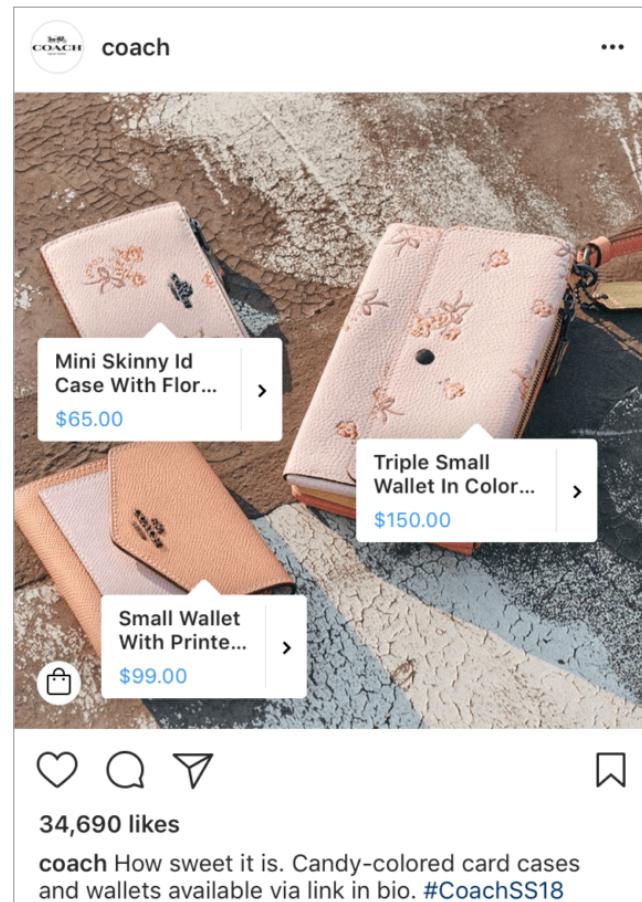
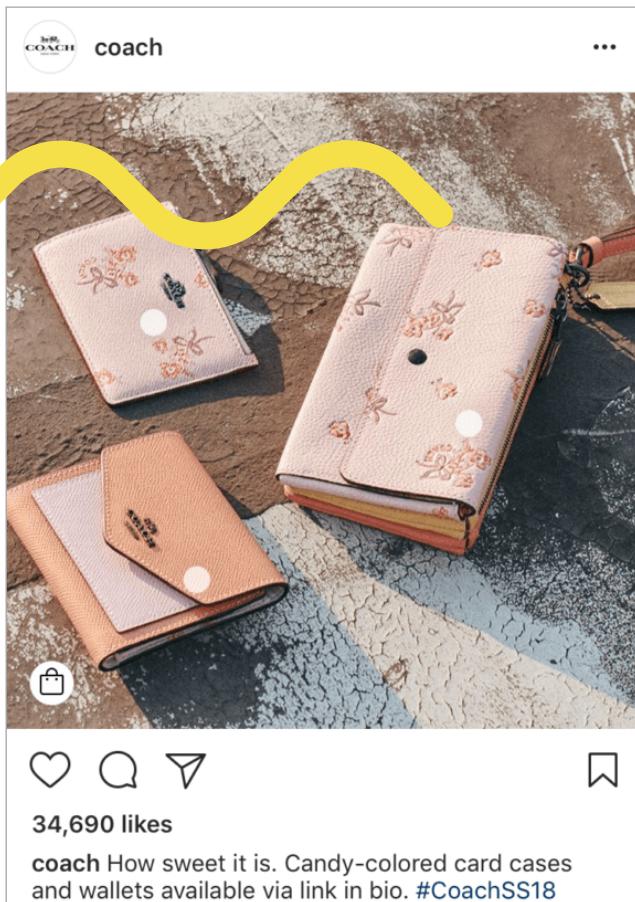
STEP 3: Start adding products to your shop. The process is very user-friendly and self-explanatory. You'll need to provide product images, descriptions, prices, apply discounts, etc.



STEP 4: Once your catalog is successfully completed and approved, you'll receive an Instagram notification that your account is ready to tag products. Go to your Instagram settings, tap 'Business Settings,' then tap 'Shopping' and tap 'Continue.' You should see your catalog available to select.

STEP 5: Post a product image as a standard post. On the screen where you write your caption, select the 'Tag Products' option, then choose the item you want to tag from the list. You'll see a price tag icon appear on the image to indicate a successful tag

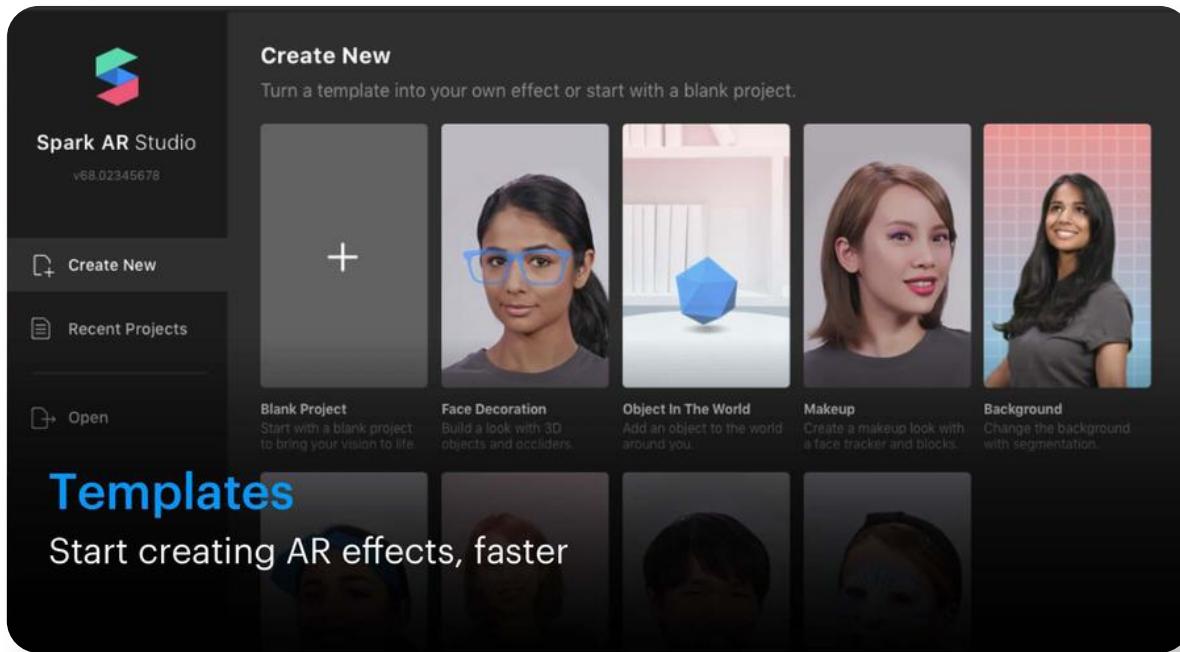
STEP 6: You can preview your post before publishing to see if everything looks good. Once you're happy, post and wait for a sale!



CREATE YOUR OWN INSTAGRAM FILTERS

Ever since Instagram took a page out of Snapchat's book, filters and AR effects exploded in popularity in 2019. What's more exciting for creators is with [Facebook's Spark AR studio](#), you don't have to be an expert coder to create your very own Instagram filter. Because Instagram locks off filters unless you follow the creator first, you stand to gain plenty of followers by creating and sharing unique AR effects for people to use in their Instagram Stories and Reels. From the Spark AR Team:

WE'RE EXCITED TO RELEASE NEW AR CAPABILITIES ON INSTAGRAM THAT HELP CREATORS BUILD NEW TYPES OF AR EXPERIENCES, INCLUDING TARGET TRACKING, WHICH ALLOWS AR EFFECTS TO BE ANCHORED TO SPECIFIC IMAGES OR OBJECTS IN THE REAL WORLD, AND NATIVE SLIDER THAT LETS USERS PICK AND MAKE FINE ADJUSTMENTS TO AN EFFECT.



PHASE 3: 1,000-10,000 FOLLOWERS

WHAT SHOULD YOU DO TODAY?

REACH OUT TO AN INFLUENCER: Research and reach out to potential influencers who have at least 10,000 followers

- Utilize 'influencer banks' through sites like Iconosquare, Revfluence, or Social Bakers.
- Build a relationship with them before pitching a partnership

CREATE YOUR FIRST AD: Create a campaign based on goals and audience interaction rates on prior posts.

CREATE A FACEBOOK CATALOG: Add products, set up your payment process, and link your Facebook account to your Instagram account.

- Visit the Facebook Business Help Center for a step-by-step guide on how to create a Facebook Catalog

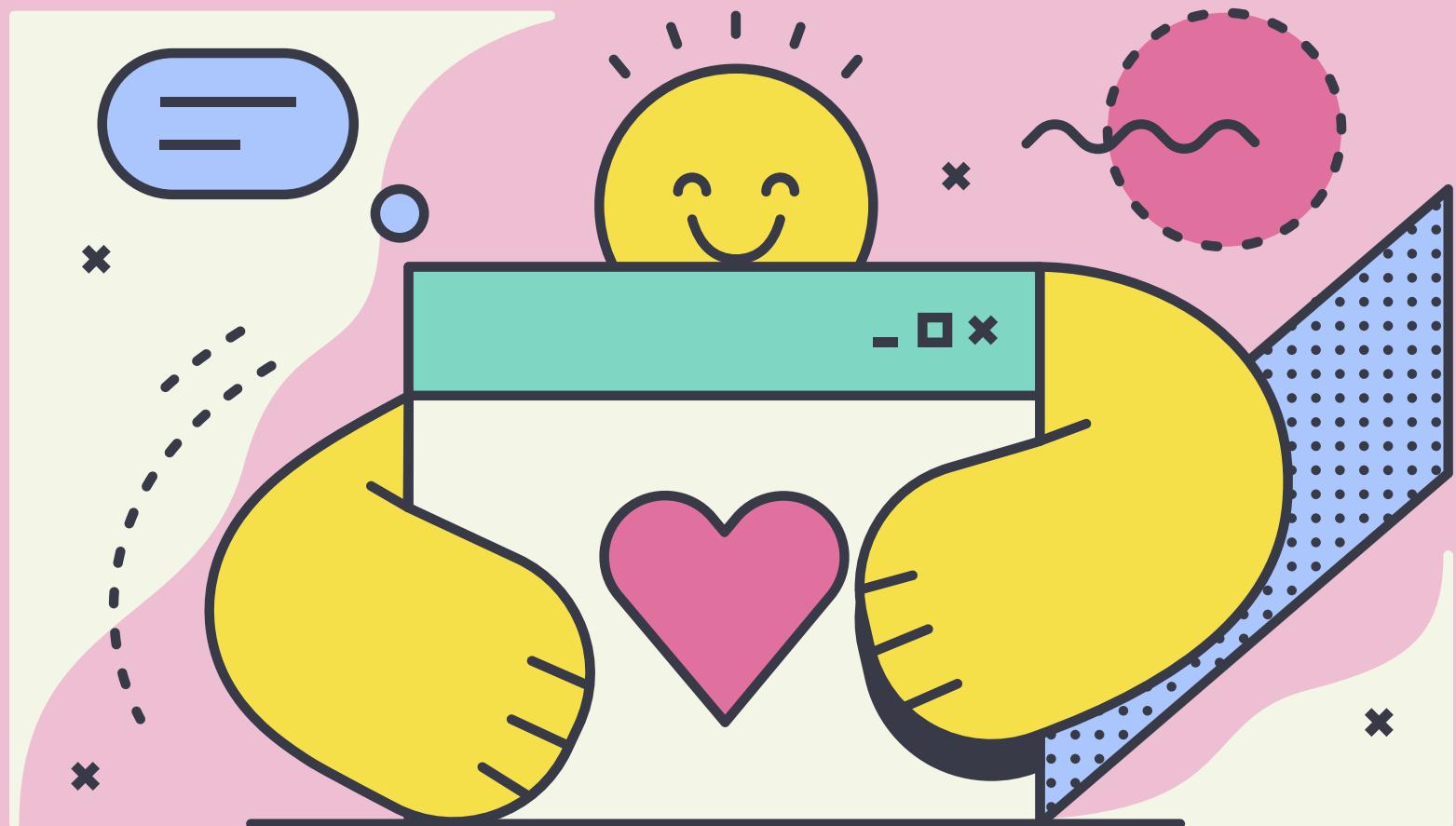
CREATE A POST WITH SHOPPABLE TAGS: If you're selling a product, utilize Shoppable tags to make it easier for users to purchase what you're selling.

CREATE AN INSTAGRAM FILTER: Use software like Facebook's Spark AR studio to create your own custom filter.

- Promote your filters in Stories and Reels

PHASE 4

MAKING LASTING CONNECTIONS

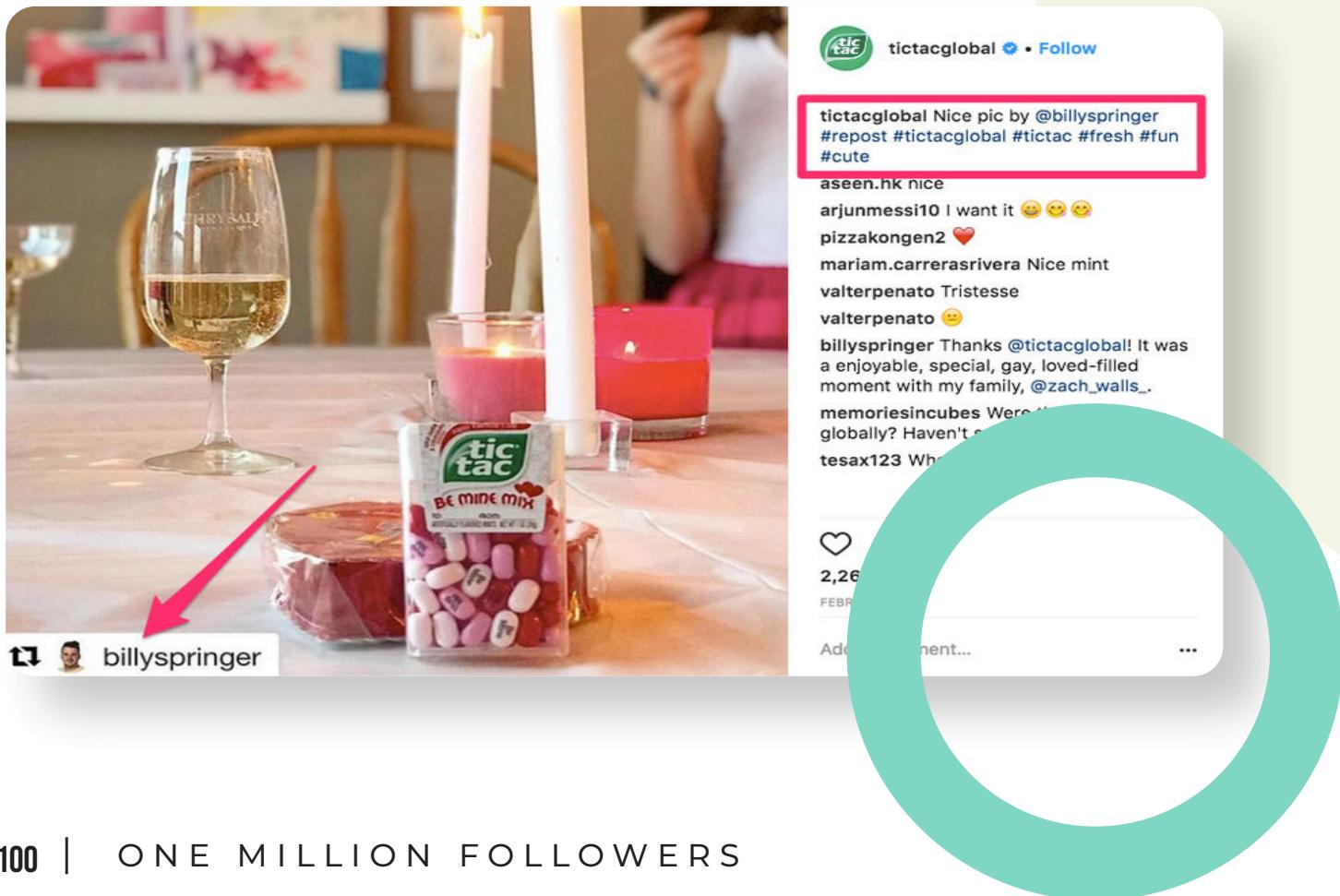


HOW TO GET THE FIRST 100,000 FOLLOWERS

PAID PARTNERSHIPS

Unlike the Influencer partnerships listed in the last phase, **Instagram's Paid Partnership Program** is only available to accounts with high levels of engagement and was introduced “to bring greater transparency and consistency to sponsored content on Instagram.” This program’s main goal was to offer an outlet that easily allows influencers to let their followers know when a post is sponsored and give businesses access to more insights in regards to how well influencer campaigns perform.

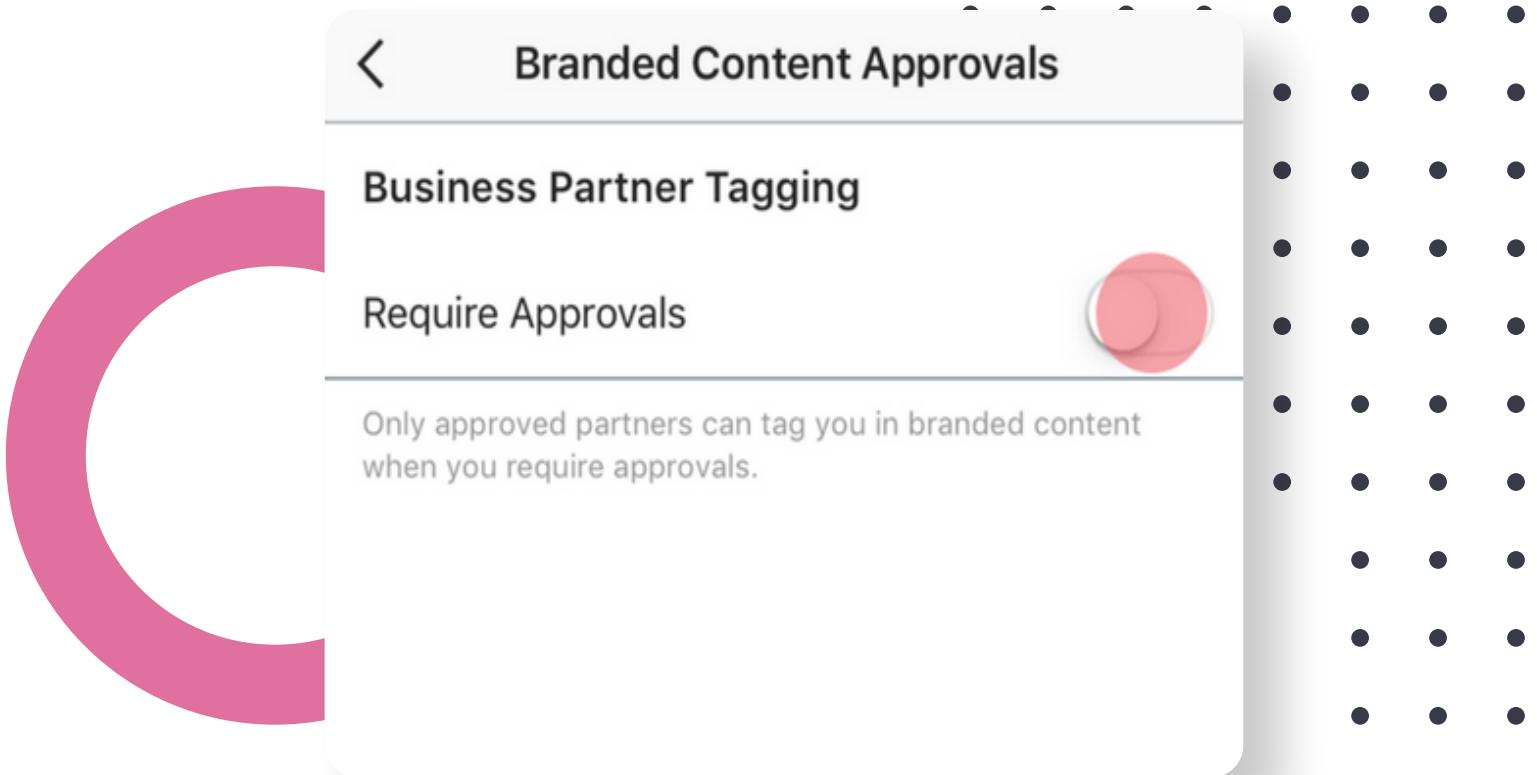
Better still, companies will have 14-days to measure the effectiveness of Instagram Story campaigns through insights that weren’t available before the program’s release and have the ability to approve or disapprove of sponsored content before it’s posted.



Keep in mind that this feature isn't available to the general public yet and that Instagram will have to approve your account for Paid Partnerships. If you are approved, you'll receive an in-app notification to try out the program. The cost of each post will be determined by how many followers the influencer has. Here's how to get started:

STEP 1: To opt-in to the program, go to your settings, and you'll see a new 'Branded Content Approvals' section. From there, toggle the 'Require Approvals' option to on.

STEP 2: When an influencer requests to create a sponsored post, you'll be prompted to approve the account. Once an influencer is approved, you'll receive an Instagram notification whenever your account is tagged in one of their posts.



THE INS AND OUTS OF USER-GENERATED CONTENT

CONSUMERS ARE 2.4 TIMES MORE LIKELY TO VIEW USER-GENERATED CONTENT AS AUTHENTIC COMPARED TO CONTENT CREATED BY BRANDS. - HOOTSUITE

By Hootsuite's definition, User-Generated Content (UGC) "is any content—text, videos, images, reviews, etc.—created by people, rather than brands." It's always an excellent practice to feature this content on your own Instagram account to show your followers' appreciation. After all, **UGC is free advertising** whole-heartedly posted by fans who love what you have to offer.

Posts of your brand by devoted followers also build trust among people who haven't followed you yet. That's why customer testimonials go a long way. A whopping 92% of people trust the recommendations of people they know personally, while 72% trust online reviews. Naturally, this leads to higher purchasing decisions, which leads to even more positive feedback in the long run.



By posting UGC, you're also incentivizing other users to post their experience with your brand in hopes of getting a mention. By nature, people like to be recognized, especially for small gestures. In a way, you're inspiring brand loyalty by showcasing fan photos

Plus, when you're pressured to post up to 10 photos per day, it can be challenging to develop fresh ideas. UGC allows you to curate a whole new library of content that you can utilize over time to rack up engagement and always have relevant content ready to share.

How to Post User-Generated Content

STEP 1: Always ask for permission to use a fan's content. It's always safer to not assume you can use a person's photo just because they tagged you or used your hashtag. Asking first not only shows appreciation but keeps you safe from any copyright faux pas. Plus, it's just common courtesy.



STEP 2: Take a screen capture of the image to use in your feed.

STEP 3: In the caption, give credit to the original creator by tagging them directly and being open about what content you're using, whether it be the image, caption, or both.

STEP 4: Use this opportunity to let other followers know what types of content you like to share and what format or style you're looking for. According to HootSuite, “Only 16 percent of brands offer clear guidelines on what kind of user-generated content they want fans to create and share. But more than half of consumers want brands to tell them exactly what to do when it comes to UGC.”

STEP 5: Finalize and publish your post.



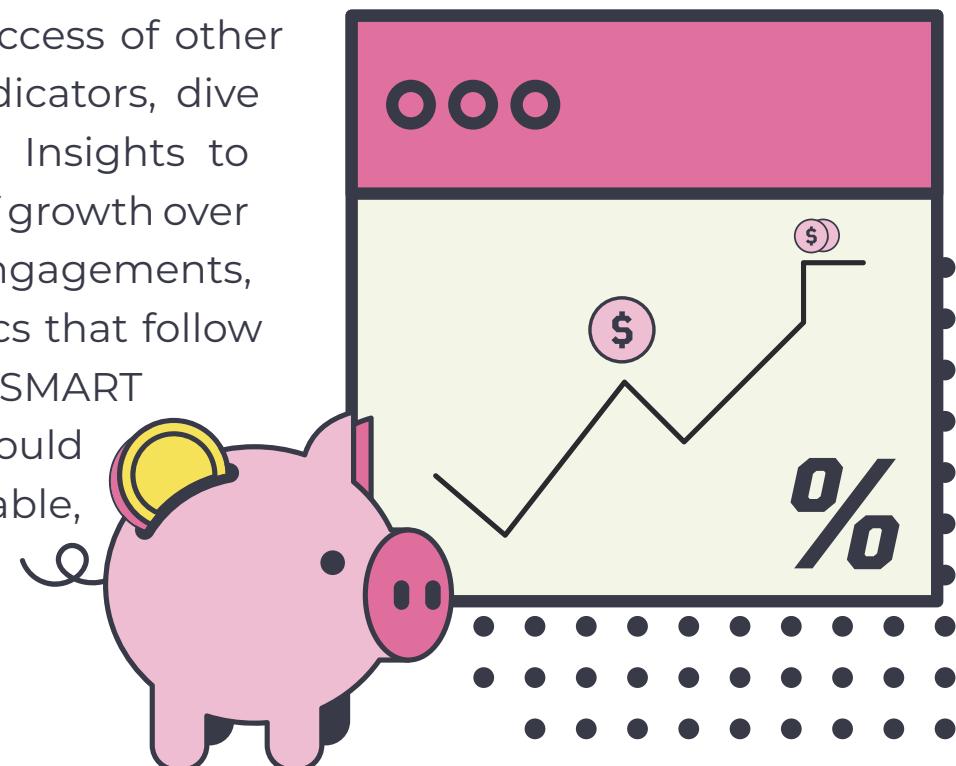
A screenshot of a social media post from the account @lacroixwater. The post shows two women holding LaCroix cans and includes a caption: "Nothing better than enjoying your favorite LaCroix with your #sparklebestie! 🌟❤️📸 @kyounger". The post has 396 likes and was made 3 days ago. A pink curved arrow points from the bottom left towards this post.

RUN AN INSTAGRAM AUDIT

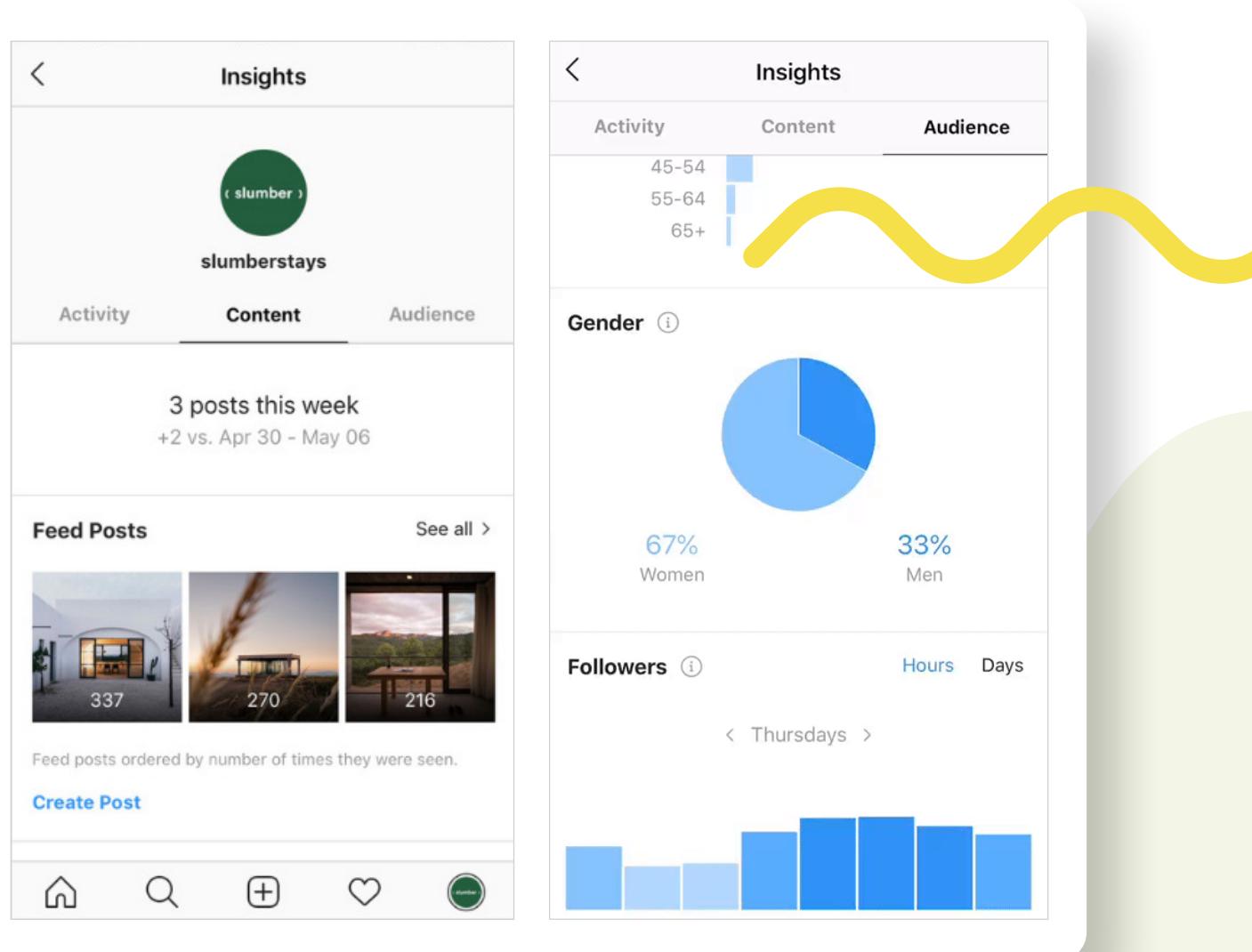
Running your Instagram Audit is all about **evaluating the effectiveness and performance of your Instagram profile**. It takes all of the factors you've learned so far and optimizes them to be the best they can be. Whether you need to measure your content's success, audience engagement, hashtag effectiveness, or even your overall strategy, an audit is a great way to make sure you're meeting your bottom line.

Before you reach your final milestone, this is a good phase to run an overall evaluation of whether or not you're within reach of your ultimate goal - getting to one million followers. This should be an extension of all your other efforts leading up to this point. However, earning followers shouldn't be the only indication of success.

To determine the success of other key performance indicators, dive into your Instagram Insights to determine the rate of growth over time, impressions, engagements, and any other metrics that follow the golden rule of SMART goals: the metrics should be specific, measurable, attainable, relevant, and timely.



Next, determine how consistent and orderly is your content as a whole. Take some time to scroll through your posts and see what stands out to you. Do your posts feature a cohesive color palette? Is there a clear and distinct message? **The overall theme of your Instagram should be identifiable** as being unique to your brand and your brand alone. Also, see if you have a healthy mix of content types and formats, including UGC content, videos, carousels, and promotional vs. non-promotional content.



PHASE 4: 10,000-100,000 FOLLOWERS

WHAT SHOULD YOU DO TODAY?

IF AVAILABLE, OPT-IN TO INSTAGRAM'S PAID PARTNERSHIP PROGRAM:

Remember, this is only available to accounts with high levels of engagement. You'll receive a notification when your account is eligible.

Post User-Generated Content (UGC): Repost content created by your followers.

- Always ask for permission first and give credit to the user by using their @username.
- Encourage followers to post UGC by sharing guidelines on what types of content you're looking for.

RUN AN INSTAGRAM AUDIT: Evaluate the effectiveness of your content strategy and make improvements.

- See if your post schedule aligns with your follower activity
- See if you're creating content that resonates with your audience based on view count and engagement rates
- Check to see if your follower growth is consistent. Look for boosts and falls in follower gain.
- Does your content look orderly as a whole and identifiable from other brands?

PHASE 5

RIDE THE MOMENTUM



HOW TO GET THE FIRST 1,000,000 FOLLOWERS

COLLABORATE & CROSS-PROMOTE

In addition to reaching out to influencers, you now have enough followers to become an influencer yourself! Getting to work with your favorite brands can open many doors, including a **massive credibility boost** to your account and **making valuable new connections**. However, nothing good comes to those who wait. Take the initiative and reach out to relevant brands that fall within your niche. Here're a few different methods of reaching out.

Method 1: Reach Out Directly

There are a variety of ways you can go about this. **Emailing is the most effective method**, and you can usually find an email address on the company website's contact page. However, some companies make it harder than others to find their contact info. If that's the case, you can utilize a free tool like [Hunter.io](#) to find bulk email addresses! We also recommend hunting down an email address related to PR, which you can typically find on a media kit page.

Method 2: Utilize LinkedIn

LinkedIn is a fantastic tool for reaching out to specific employees who are most likely to engage with you, especially since you can search people by their role in the company. Try typing in the *company name + a relevant job title* into LinkedIn's search bar.



Method 3: Use Instagram DM

If they're a brand that's doing proper marketing, someone is bound to reply with at least an acknowledgment.

Method 4: Ask a Fellow Influencer for Advice

If you've taken the time to network and make connections, you'd be pleasantly surprised at who's willing to help you in a pinch. There's nothing wrong with asking for an email, but offer something in return as a thank you for the tip.

HOW TO USE IGTV

Instagram TV, or IGTV, is taking YouTube's popularity and success and combining it with the power of mobile capabilities. In short, **IGTV allows you to post long-form videos between 10 minutes to an hour**, depending on how many followers you have.

Additionally, IGTV supports both vertical and horizontal videos, making it easy to share video content across different platforms without worrying about reformatting. This is yet another valuable way to encourage engagement rates.

"Instagram is focusing its efforts around web celebrities that made their name on mobile rather than more traditional, old-school publishers and TV studios that might come off too polished and processed," notes TechCrunch.

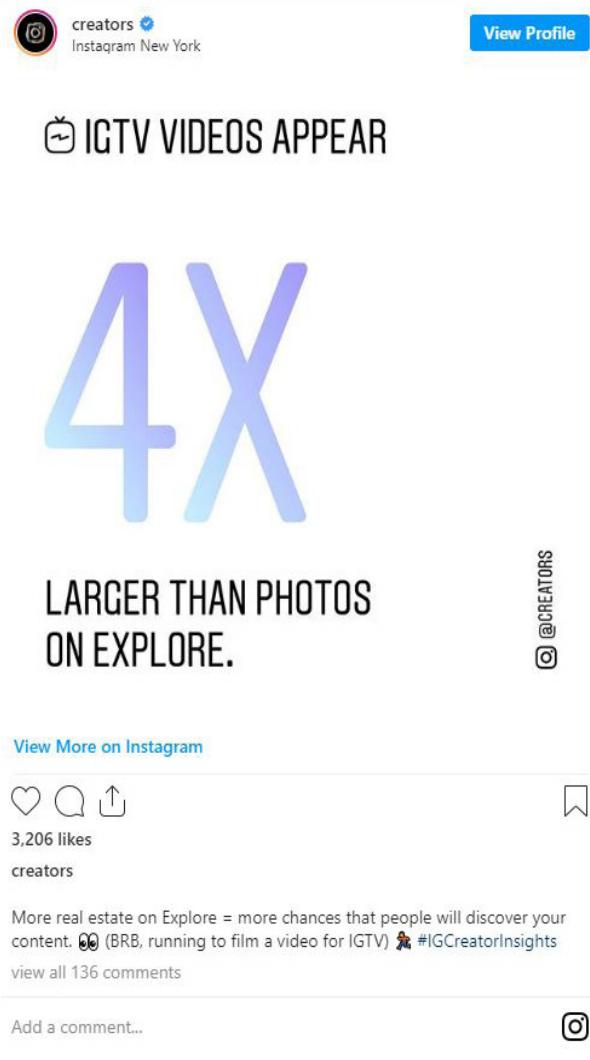
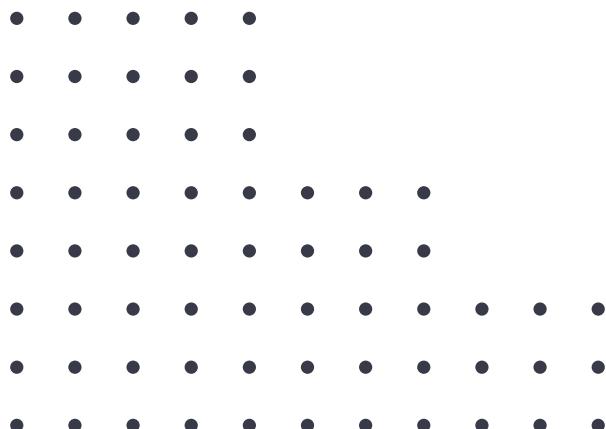
IGTV provides a huge opportunity for brands and businesses to host an ongoing video series that viewers can binge right from their phone. Like YouTube, your followers can also subscribe to get notifications whenever you post new ‘episodes.’ Here’s how to get started:

STEP 1: After you’ve hit the 10,000 follower mark, you can create your own IGTV channel by tapping the IGTV icon on the Explore page and tapping the plus symbol.

STEP 2: Select a video from your camera roll and add a title and description. (Remember to include plenty of keywords!)

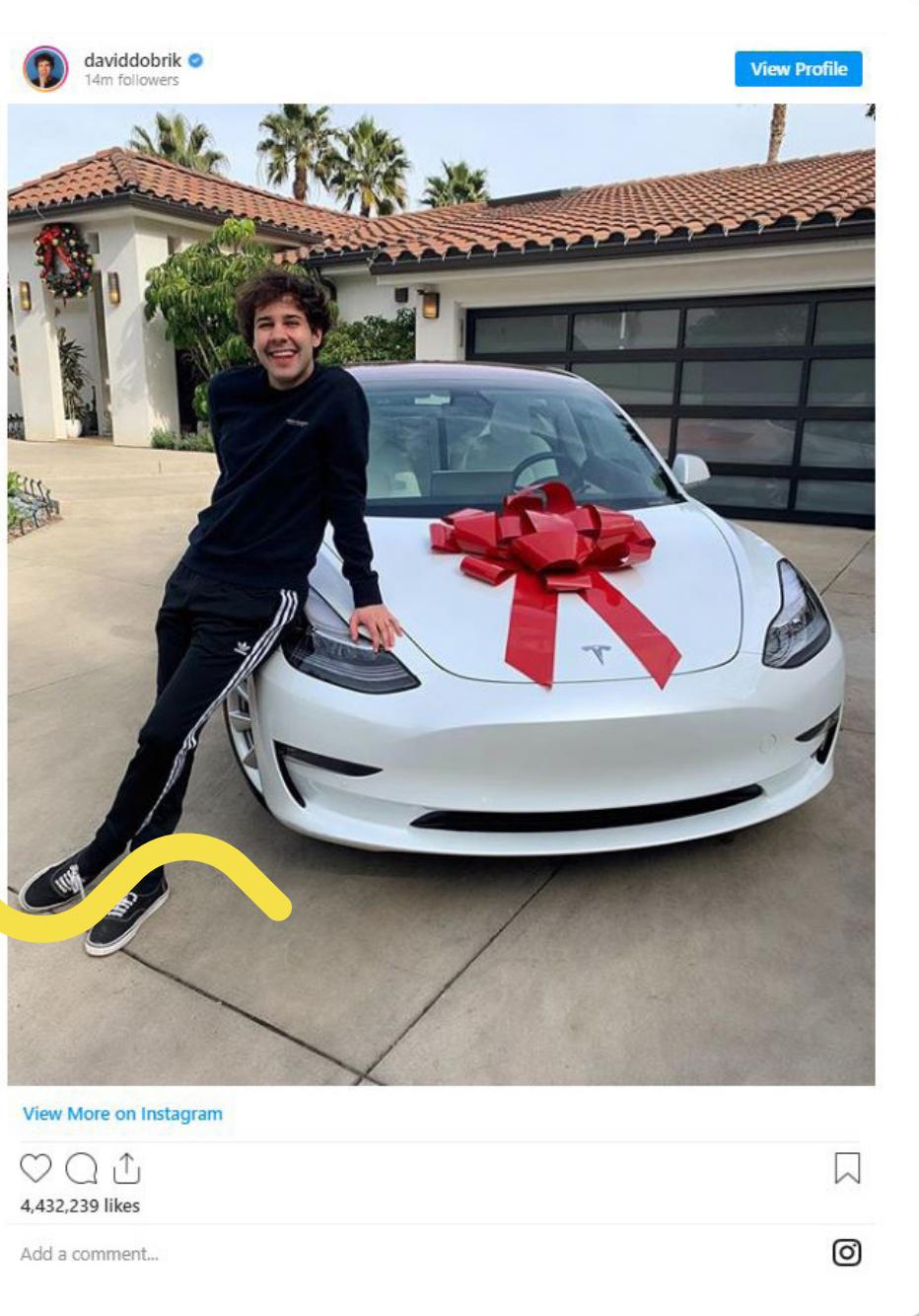
STEP 3: Tap the ‘Post a Preview’ button and add a cover photo

STEP 4: Click the ‘Post’ button to publish your video.



HOST THE PERFECT CONTEST

When done right, hosting a contest can be a sure-fire way of hitting that one million follower goal. A prime example of a contest done right is David Dobrik's famous Tesla giveaway, which earned the internet comedian one million new followers - in less than five days.



Obviously, the more shiny and luxurious the giveaway, the better, but we're not about to ask you to start buying cars. Instead, consider the following content campaigns to help give your following the final boost it needs:

- **FOLLOW CONTEST:** Participants have to follow your account to enter the contest. (Not that these won't be high-quality followers - more will unfollow once the contest ends.)
- **LIKE CONTEST:** Participants have to like your post to enter.
- **COMMENT RAFFLE:** Participants have to comment on a post to enter.
- **CHALLENGE PARTICIPATION –** Challenge people to do something specific like post a photo with a specific hashtag that you've created. You can set this across several days or even weeks. These content types tend to have the highest engagement since people are usually required to post more than once.
- **Combination of the Contests Listed Above –** This is a great way to get the max engagement out of your account, but may turn some people off with the number of steps involved. Make sure the reward is worth the effort.



MEASURE YOUR SOCIAL MEDIA VALUE

Once you've hit such an impressive milestone, it's worth investing some time into measuring your social media value. But what does that mean? Earned Media is represented by marketing buzz generated by anyone outside of your brand - in this case, your followers. Earned media is valuable because **it's free, word-of-mouth advertising**. Unfortunately, no standard's set in stone to determine a measurement because it differs from brand to brand depending on campaign goals. There are three different models you can look to for direction:

IMPRESSIONS: Calculated based on the brand awareness of a specific product. In other words, the number of people in your target audience that have been exposed to your content and, as a result, have expressed their opinion to influence other potential followers.

TARGET INFLUENCE: Determines whether your content has reached your audience based on recall, retention, and motivations.

MEDIA IMPACT: A method of measuring ROI over time to determine which marketing tactics generated sales. You can utilize the following online calculators to see what your social media value is:

- SocialMediaValue.io
- Instagram Money Calculator

PHASE 5: 100,000-1,000,000 FOLLOWERS

WHAT SHOULD YOU DO TODAY?

COLLABORATE & CROSS-PROMOTE: Reach out to relevant brands within your niche to form partnerships and boost your credibility.

- Utilize personal emails, Instagram Direct Message, or LinkedIn

CREATE & POST A VIDEO ON IGTV: Once you've hit 10k followers, start posting longer, more elaborate videos. (These should be ongoing, posted at least once per week.) Steal some of the ideas below!

- Interviews with industry leaders
- Turn blog posts into videos/podcasts
- IGTV Exclusives
- Webinars
- Mini Entertainment series

HOST THE PERFECT CONTEST: Decide what kind of contest you'd like to host, what the prize is, and how you're going to share it with your community.

DETERMINE YOUR MEDIA VALUE: Use resources like [SocialMediaValue.io](#) or the [Instagram Money Calculator](#).

BONUS: PHASE 6

MONETIZE YOUR ACCOUNT



MAKE MONEY ON INSTAGRAM

There's nothing wrong with earning some side revenue from all the hard work you've done up to this point. You've earned the trust and loyalty of your followers. You can utilize multiple outlets to pitch products or services that are not only relevant to your brand, but that your fan might find useful.

SELL ONLINE COURSES: You've proven yourself as an expert in your industry, so why not take the time to teach people what you know? More than ever, people are looking to online courses for the fair price point and the convenience of learning a new skill from home.

BECOME AN INFLUENCER: You know the benefits of using the clout of an influencer, but now you can reap the rewards of becoming one yourself.

HOST EVENTS OR SPEAKING ENGAGEMENTS: Events are a great way to boost your authority both on and offline and provide a unique opportunity to meet your fans face to face. You can offer further incentive for people to buy tickets to your events by offering meet and greets and care packages.

SELL AFFILIATE PRODUCTS: Affiliate marketing is one of the most popular ways to make money online and is as easy as signing up and providing a unique link. If people use your link to make a purchase, you can expect to earn an easy 10% to 50% of the profit depending on the product. Amazon Affiliate is an ideal place to get started.

PROMOTE YOUR OFFERS

There's no sugar-coating it. If you're serious about reaching your 30-day goal of earning one million followers, you will absolutely need paid advertising. The good news? Because you're offering services or products, **you should expect a healthy return on your investment** (ROI) because of the low cost of Instagram advertising. Of course, the larger your budget, the larger the audience of who will see your ad.

A/B TESTING: At this phase, you can dedicate more time and money into testing your ads. Once you create a benchmark for your ads, you can **start testing variations**. Try running your ads at two different times of day, use different hashtags, or use a video versus an image of the same content. Be sure to keep it simple and use one variation at a time. Testing too many changes at once will make it difficult to gauge what changes worked and which didn't.

POST-INSTAGRAM EXPERIENCE: Think about the **user experience** as a whole. This might mean creating a website or landing page for a more immersive, user-friendly experience depending on your goals. However, all these factors will work together to build audience trust and ultimately make more sales.

Hootsuite offers a valuable nugget of wisdom: "Depending on the goals of your Instagram marketing campaign, you may be sending people off Instagram after they click on your posts or promotions. Don't forget about the post-click destination! A strong landing page will help you hit your campaign target."



KEY TAKE-AWAYS



THE MOST IMPORTANT THING WITH INSTAGRAM

Instagram has become one of the most popular social media platforms for personal branding and marketing businesses, products, or services. By gaining a high follower count, any individual or company can reach anywhere from hundreds to millions of people just by sharing a post.

You no longer have to be a celebrity to become an influencer or a popular business to market. You can be an ordinary person who does extraordinary things.

INSTAGRAM SUCCESS STORIES

According to the Wall Street Journal, in 2019, large cable and satellite companies lost approximately 5.5 million cable customers. This was about an 8% decline in just one year. In comparison, the social media growth rate is the complete opposite.

Data from Smart Insights states that the annual growth in the number of social media users worldwide is 10.5%. Evidence such as this provides crucial information to companies and individuals who are marketing their products or services.



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5,189 posts 10.7m followers 187 following

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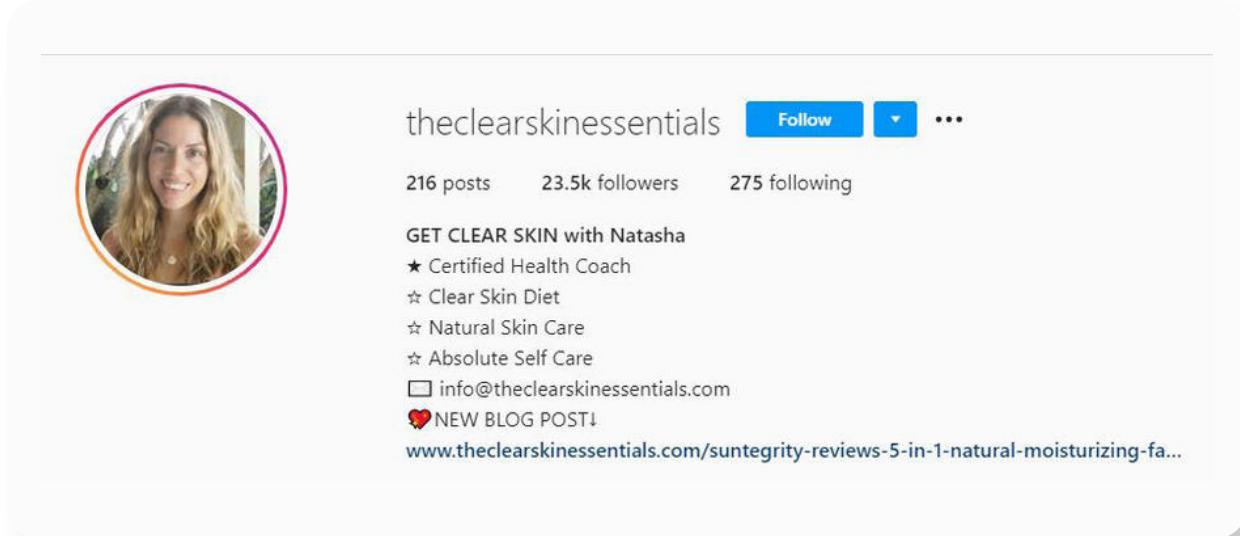
Followed by [cityofholyoke](#), [nps_nyharbor](#), [uncommonschools](#) +28 more

Take American photographer Brandon Stanton, most known for his Humans of New York photo series. When he started posting portraits of people living in New York accompanied by brief stories about their lives, he was just a recently jobless guy who loved photography.

From his official website, “The initial goal was to photograph 10,000 New Yorkers on the street and create an exhaustive catalog of the city’s inhabitants.”

Since starting his venture in 2010, Brandon has earned an impressive 10M+ followers on Instagram with over 5,000 posts. One key factor to take away from Brandon’s story is that every goal is going to start at zero. There’s no such thing as an overnight success. And, over time, your idea of what success really means to you will change. The way you post and the ideas behind your content will evolve. The important part is to start before you’re ready, or else you never will be. There will always be a risk, but you can’t put success on hold. There’s no day like today to take the plunge.

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216 posts 23.5k followers 275 following

GET CLEAR SKIN with Natasha
★ Certified Health Coach
★ Clear Skin Diet
★ Natural Skin Care
★ Absolute Self Care
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❤ NEW BLOG POST!
www.theclearskinessentials.com/suntegrity-reviews-5-in-1-natural-moisturizing-fa...

Natasha St. Michael is a certified health coach and aims to help women get clear skin through diet and self-care. At first, she was just posting content without a system or an idea of how to market. Eventually, she took an online Instagram marketing course, which gave her a method to market her coaching.

Since then, Natasha has grown her follower count, increased web traffic going to her social media, and gained more email subscribers in a very short amount of time. She also made many new professional connections and even got the opportunity to work with known natural skincare brands. Instagram allowed Natasha to grow her brand and business in a relatively short amount of time and gave her more opportunities to grow.

watchanish | Visit



Another individual who was able to grow their personal brand on Instagram successfully is Anish Bhatt. He had a passion for fashion but got fired from his U.S. job in the fashion industry, so he went back to his hometown in London. He knew he had to get another job quickly, so he used his failure as an opportunity.

With only a few thousand dollars saved, he decided to go the nontraditional route. He did not spend a single dollar on traditional marketing but instead used Instagram to combine his designing and photography skills with his knowledge and love for watches to eventually build the world's first digital-only watch and lifestyle publications. He did this by interacting with popular individuals in an authentic, genuine way. He was not spamming or bombarding their accounts; he was just actively liking and commenting on their posts. The catch? It was just him. No spam or fake accounts were doing it. Through his passion and drive, he created something that he never would've dreamed could happen. He did it all through the use of Instagram.

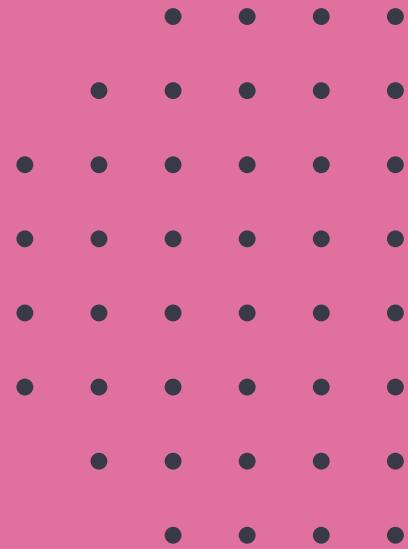
CLOSING REMARKS & THANKS

“SUCCESS IS NOT A RACE; IT'S A MARATHON.” - JONATHAN SKOGMO

Whether you've reached your goal of one million followers or not at this point, you should be very proud of yourself. Taking all of the things you've learned throughout this book and applying them in real-life situations is a testament to your dedication and tenacity. Well done!

Keep in mind that these tricks and techniques are all part of a larger marketing whole, and can be applied to multiple marketing faucets. You can use what you've learned on other social media platforms, your email subscription efforts, how you put together your website, and more. More importantly, you can accomplish amazing feats when you put your mind to it.

The team would like to sincerely thank you for purchasing this ebook. With more than 100,000+ influencers, entrepreneurs, and companies who trust Social Media Calendar™, you're part of a community that is here to help you make the most of your social media efforts. Take a look at some of our other products and skyrocket your results.



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