

# Using Instagram Effectively

## Quick Start Guide



**HOW TO GET THE MOST ENGAGEMENT FOR YOUR BUSINESS  
OR BRAND WITH THE *LEAST* AMOUNT OF WORK!**

As of June 2018 Instagram has over 1 billion users. Since this user base is so massive, you need to think of this platform as a lead generation tool. A place for you cast your net wide and gather a massive amount of followers that potentially become leads for you to pitch your brand or business. As long as they are only following you on Instagram you really don't have full control over your message that you are trying to deliver. Instagram can change the algorithm at any time and that could change what your followers see from you, how your content is displayed or how people can find your profile. You want them to follow and connect with you directly via email subscription or profile created on your own website. Everything you do on Instagram should be set up to achieve this goal.

There are many people who wish to grow their brands on Instagram but do not know how to do it. You may have seen Instagram accounts with hundreds of thousands of followers and wondered how is that possible to grow an account from nothing to something that big? It's not impossible but it has to be done the right way. Through this guide I'm going to show you how you can optimize your Instagram account to get the most about of followers, engagement and leads directly to your brand.

## **What you don't want to do!**

You may have heard of people buying followers for their Instagram accounts. This is not a good idea. Though it gives the illusion that someone has a lot of followers, when you look at their content you don't see much engagement (likes & comments). Sometimes you can see an account with 50K+ followers but only 100 likes on a picture or no comments at all. With social media, when you give out you should expect a proportionate return of engagement on that post according to your followers (eg 20% engagement).

## **1. The Hashtags You Use**

What are the hashtags that you want to use on every post? Hashtags are ways that you can identify what your post is about. Instagram uses hashtags to retarget content to people who have interacted with similar accounts or post before. You want to find some hashtags that are popular but not so popular that they stray away from the original meaning of the word. Example is the word #awesome. This could mean anything and can be used towards any post. A more specific but popular use of a hashtag would be #dailybiblestudy.

You can either find hashtags that are already being used and combine them with some of your own hashtags that you have created. There's a maximum of 30 hashtags that you can put on each post. Use up all that you is allowed on each post. A good strategy is to keep a copy of some go to hashtags saved on your phone somewhere so that you can copy and insert them onto every post that you make easily.

## 2. The Content You Post

You want to post at regular intervals so that when people visit your profile they will see more of what you have to offer them and they will consider following you. You can post either once or twice a day. You can post on Monday, Wednesday and Friday. Or whatever frequency you decide. The important thing is that you remain consistent. Use videos if you can. Instagram and its parent company Facebook (*SURPRISE!! LOL*) have been making a push to prioritize video content over images since 2018. For this reason they have built it into their algorithm to promote video content more over just images. Follow a pattern that is pleasing to the eyes. Use the same font if you are putting text over your images and experiment using different filters. If you find something that is working, then continue to use those settings.

## 3. The Captions You Write

Another way that Instagram determines whose content to display when people are searching is by looking at who's reading the description under the picture that you posted. One way to hack this algorithm is to write out a good comment to describe what's going on in the picture. BUT another thing you want to do is to space out your comments. The reason you do this is so that if anyone looks at it they have to click on "more" to see everything else that is written. When an Instagram user clicks on "more" The Instagram algorithm counts this as user engagement and this post would get suggested more to other people in the search function. An example of this is below.



## 4. The Details on Your Profile

Here are some key things that need to be included on your profile.

1. A great profile picture.
2. 3 Top benefits of what you can do to help them.
  - a. People only go to the internet or social media to be entertained or to learn something.
3. CALL TO ACTION
  - a. Link to your brand where people can connect with you to a deeper.
  - b. You have to give them a reason to connect with you.
4. Contact information
  - a. Email / Phone / Directions etc.

The challenge is to do this within Instagram's limitations. But within the limitations it will force you to be creative. Most of Instagram's users are viewing on a mobile device. Be sure to add some emoji into your descriptions or something to make it stand out from the rest. Even if it's just a colorful bullet point when you are listing your 3 benefits. Do something that will capture their attention and show some of your personality. If you are struggling to create some ideas, look at some of the accounts that are in the same area as you and see what works for them.

## Bonus Growth Strategy

### Social Interactions

1. Find other Instagram accounts that are about similar interest as you intend on posting.
  - a. Click on their followers.
    - Follow 50 of those people. Do this two times a day (morning and evening).
  - b. Click on their post
    - Like any comments that anyone writes under their post.
  - c. See what hashtags they are using.
    - Decide if you want to use some of their hashtags on your post.
2. Interact with people who are in similar interest areas as you are.
  - a. Like and comment on their photos & videos.
3. Tag other people or influencers in your area of interest.
4. Do some research to find out what locations have the highest number of users that are interested in what you intend on posting. Use those locations.
  - a. EG. If my account is on skiing, I can post a picture and tag the mountain or city that it's from.

Through the details in this guide, I hope to help you in getting started to grow your brand on Instagram. Again this is only a quick start guide and there are many more things that I didn't mention here that you can utilize to grow your presence on Instagram and on social media.

Good luck and happy posting!