

CONQUER INSTAGRAM GROWTH

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YOUR BRAND

WHY? WHO?

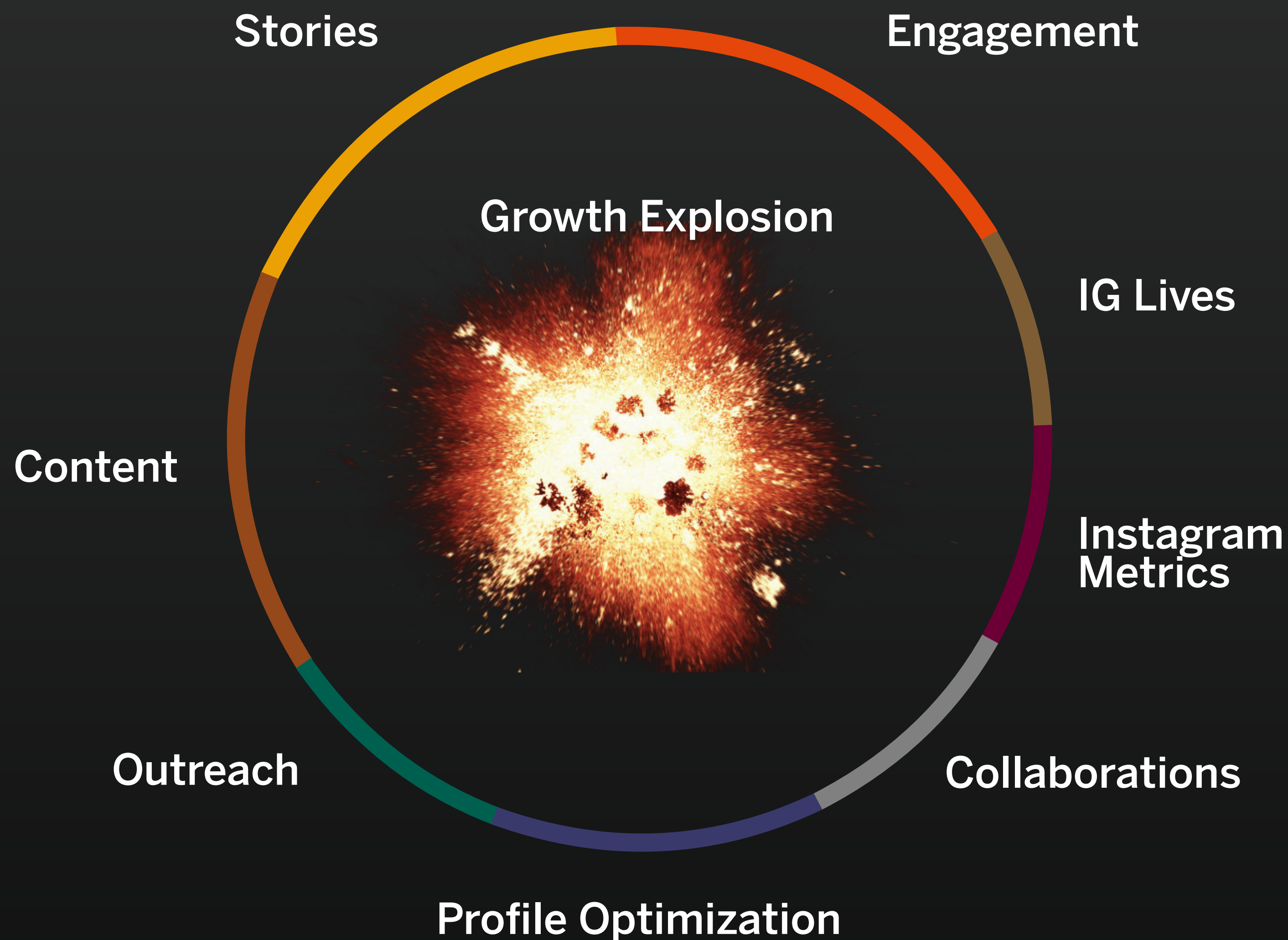
HOW? WHAT?

Before we start, the first and foremost important thing is to understand your 'Why' and your brand.

Ask yourself the following questions and try to get the answers. It is okay if you are not able to as many of us find our 'Why' along the way on our journey.

What does my brand stand for?
What do I wish to accomplish by building a personal brand?
What are my short term and long term goals?
Do you think Instagram will help you in achieving that goal?
Who is your ideal target audience? And does it exist on IG?

BIRD'S EYE VIEW



Unlike what many say or think, growing on Instagram takes an overall strategy to become more visible to others and being recognizable as a brand.

It will be a merely another random page/brand if there is no solid strategy in place to make sure you do the right thing and have the resources to achieve them.

PROFILE SET UP

As soon as someone visits your page, the first thing they see is the bio that you/your brand has and the overall feed. This lets them understand what this page is about and if they will benefit following you.

Setting up the bio

Sentence 1: What you/your brand does here?

Sentence 2: What is the 'Why' behind your brand?

Sentence 3: Your achievements to be mentioned here.

Sentence 4: The most important CTA here.

How does this help?

1 - Helps you build a unique tagline and promote your offering.

2 - Helps you differentiate, get a chance to connect/relate with audience.

3 - Gets you credibility and builds confidence.

4 - Helps to push your audience towards a certain action.

The next step is having a consistent and good looking grid. Remember a good feed does not guarantee growth if your content is not up to the mark. There have been many pages that have grown tremendously without a good looking grid just by delivering practical and in demand knowledge.

Setting up the grid

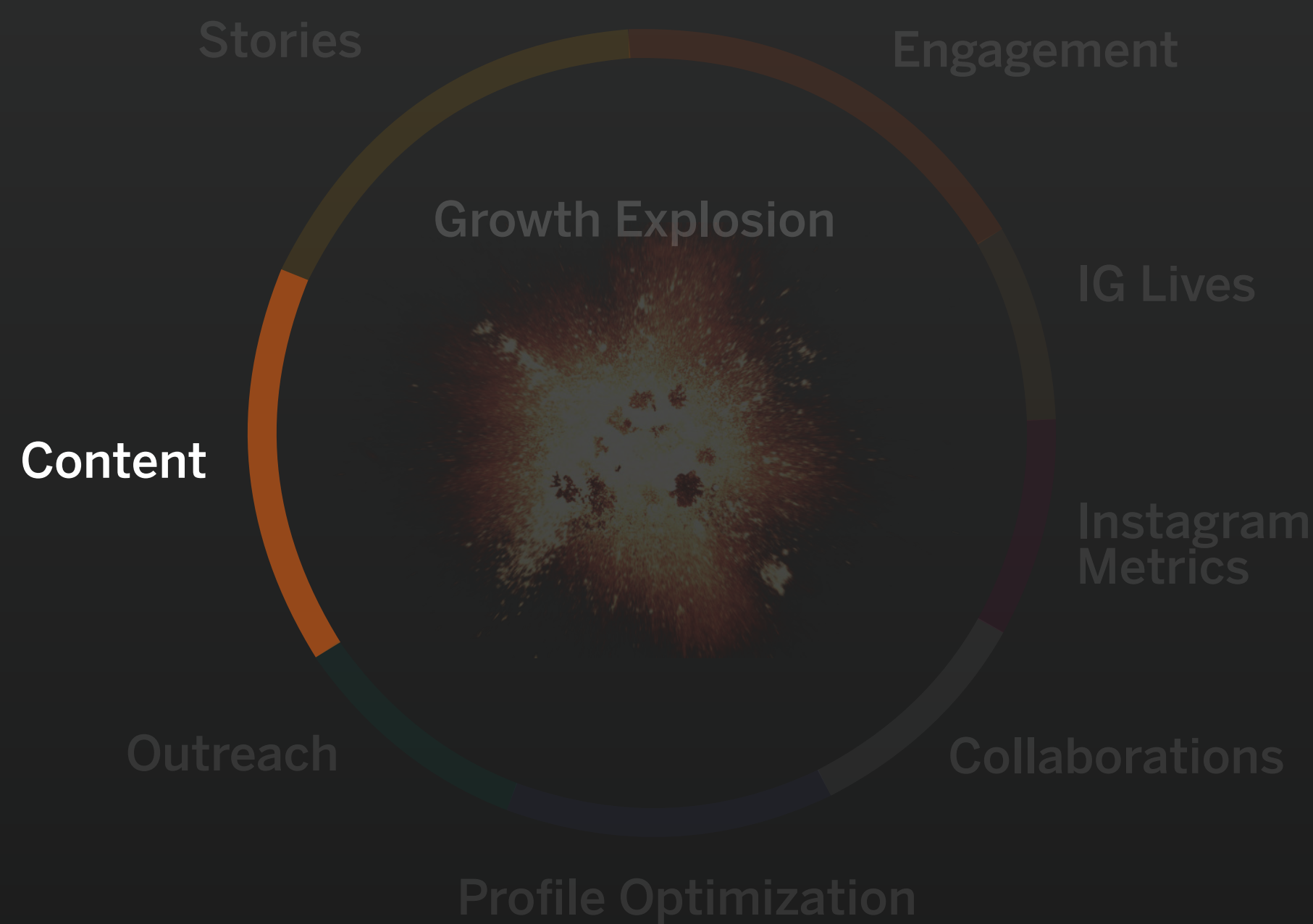
Your grid consists of:

- Brand layout
- Brand colours
- Brand tone/voice/personality
- Images and fonts used

How to have a good grid?

1. Identify your brand voice, tone and personality and choose fonts, images and colors accordingly and maintain it.
2. Readable headlines help you get more reach, make sure they are nice and bold, if not at least readable.
3. If you are still confused, then take inspiration from some pages which you like and understand them.

CONTENT



What makes a good content you'd ask?

I'll say good content is the content that you would like to consume yourself.

Good content is unique, educational, entertaining, impactful, inspiring and most importantly has your own voice.

Good content does not happen over night, it takes practise. Hell it took me quite some time to understand what my audience likes and I still learn from my audience on what they want to see.

This is a never ending but fun process.
Learn - adapt - create - repeat.



Content is successful when it's in demand by your audience, period.

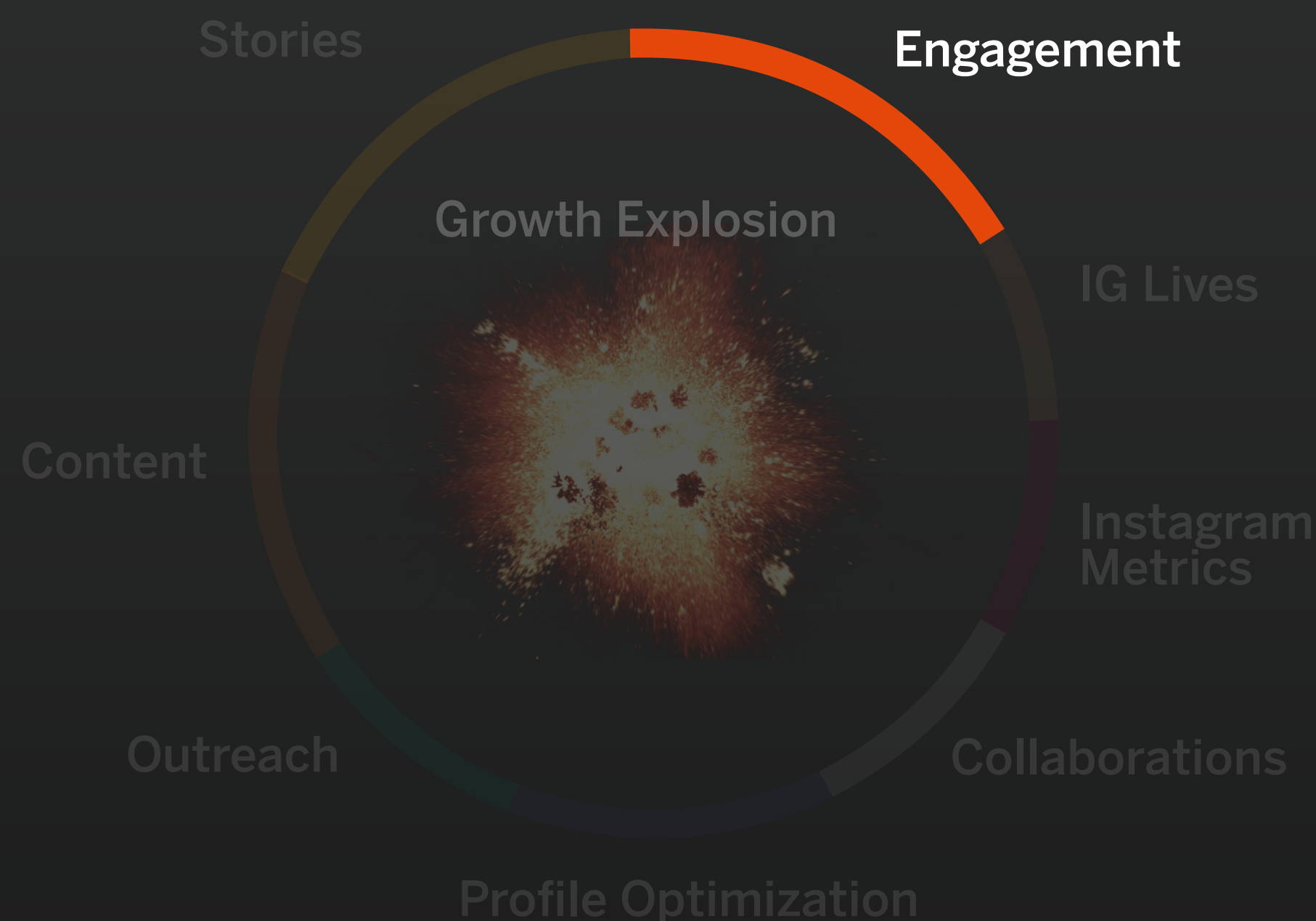
You cannot grow a lot if you keep sharing content which is good and practical but not in demand by your audience.

How to make sure this happens?

You need to keep experimenting with your niche and audience reactions initially, as you grow you will understand your audience and set a solid niche by then.

In the process, understand your audience better by story polls, comments, DMs, etc and keep learning.

ENGAGEMENT



Do YOU call it engagement? I call it **COMMUNITY BUILDING.**

Engagement is engaging with other creators via comments on posts, DMs, stories everyday for hours. Whereas Community Building is 'Engaging because you want to' not because you need to.

You don't need to spend 5-6 hours everyday to succeed. Spending 1 hour everyday is good if you do quality engagement and form relationships.

Traditional method:

- Identify top 25 creators in your community and turn on post notifications, be one of the first ones to comment.
- Identify 20 medium but fast growing accounts and do the same.
- Identify 20 smaller accounts and do the same.

The Method I like:

- Connect with creators (big, medium or small) you actually admire and think they provide value and engage with them and form relationships.

I don't mean to say traditional engagement method is wrong or does not get results.

But it requires a lot of hours and to be on top of your IG game. If you have the time then go ahead, you will get great results but it won't be **sustainable** - I know because I've been there.

The other method will definitely be sustainable and you will form better relationships than with the traditional method.

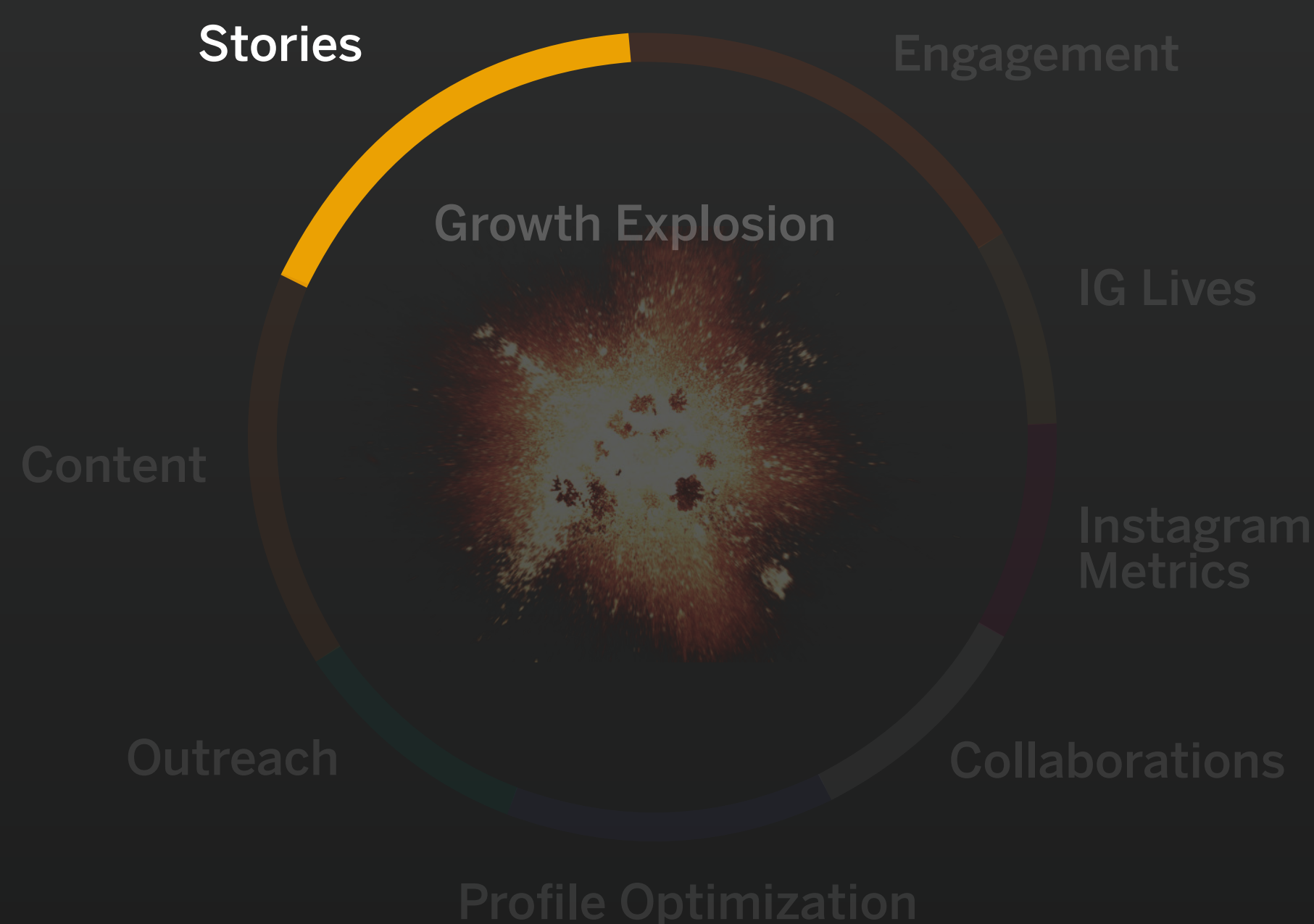
But why does engagement matter?

Engagement matters because you are constantly reaching more and more people via comments, DMs and stories, this leads to more eyeballs on your page and maybe followers if your page is good.

Engagement is an integral and very important part of your growing journey, don't miss it.

At a later stage, the community you build by this activity is what will help you in the long run.

STORIES



Ahh so now you know quite a lot on how to grow, but wait it's not over yet.

Our next part is stories - the most important but underrated element of your growth.

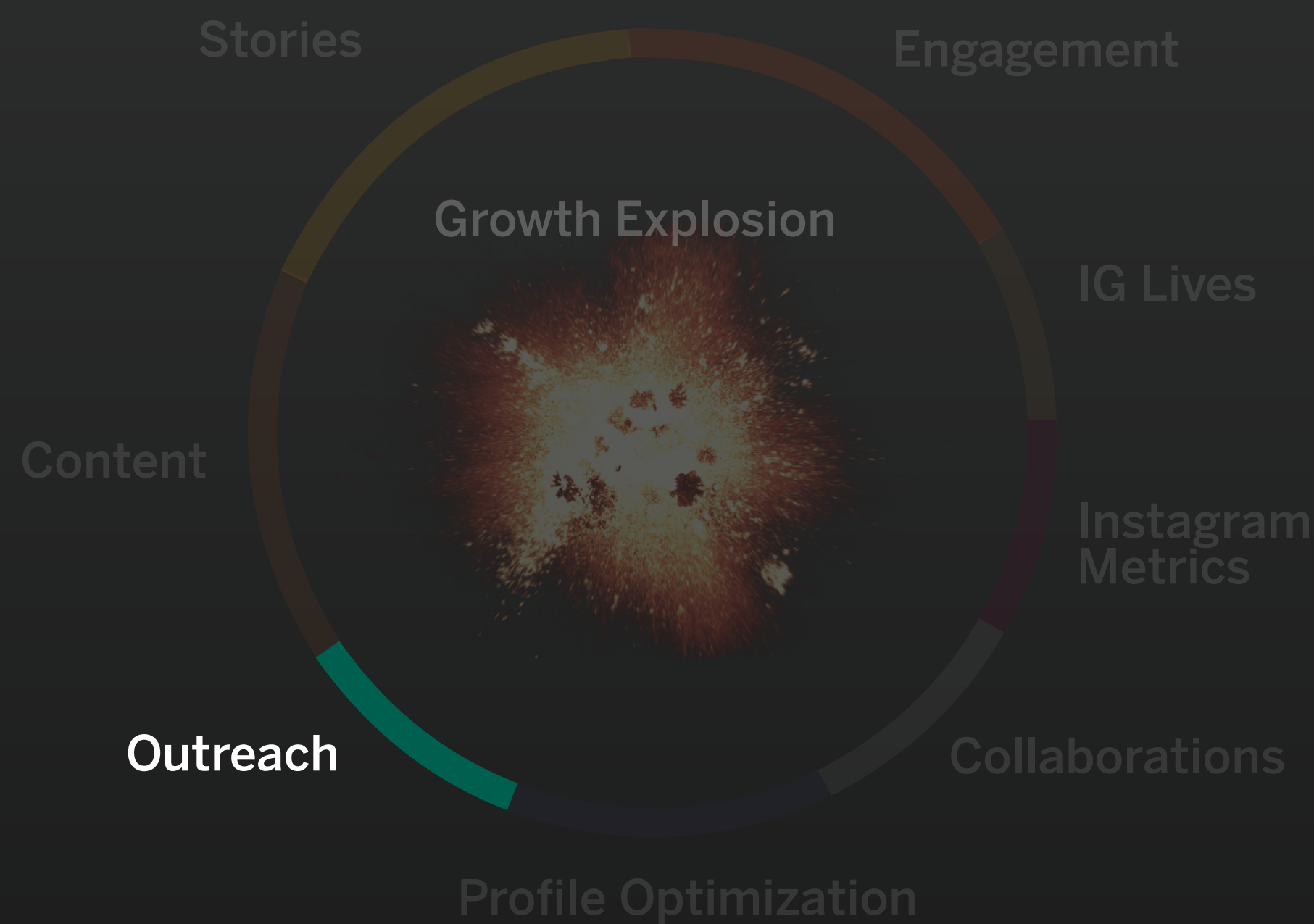
How do stories help?

- Nurture your existing audience
- Follow a funnel to bring in sales
- Create better engagement with your audience
- A chance to show yourself, your face, your brand more
- Form better relations with your audience

I guess now you can see how it's so important. Stories are a way to stay on top of your audience's mind. If you don't post stories then I'll see you less frequently because I am seeing only your usual feed posts.

The more you show yourself, the better and this is achieved by being present on as many places as possible.

OUTREACH



Outreach means multiple things:

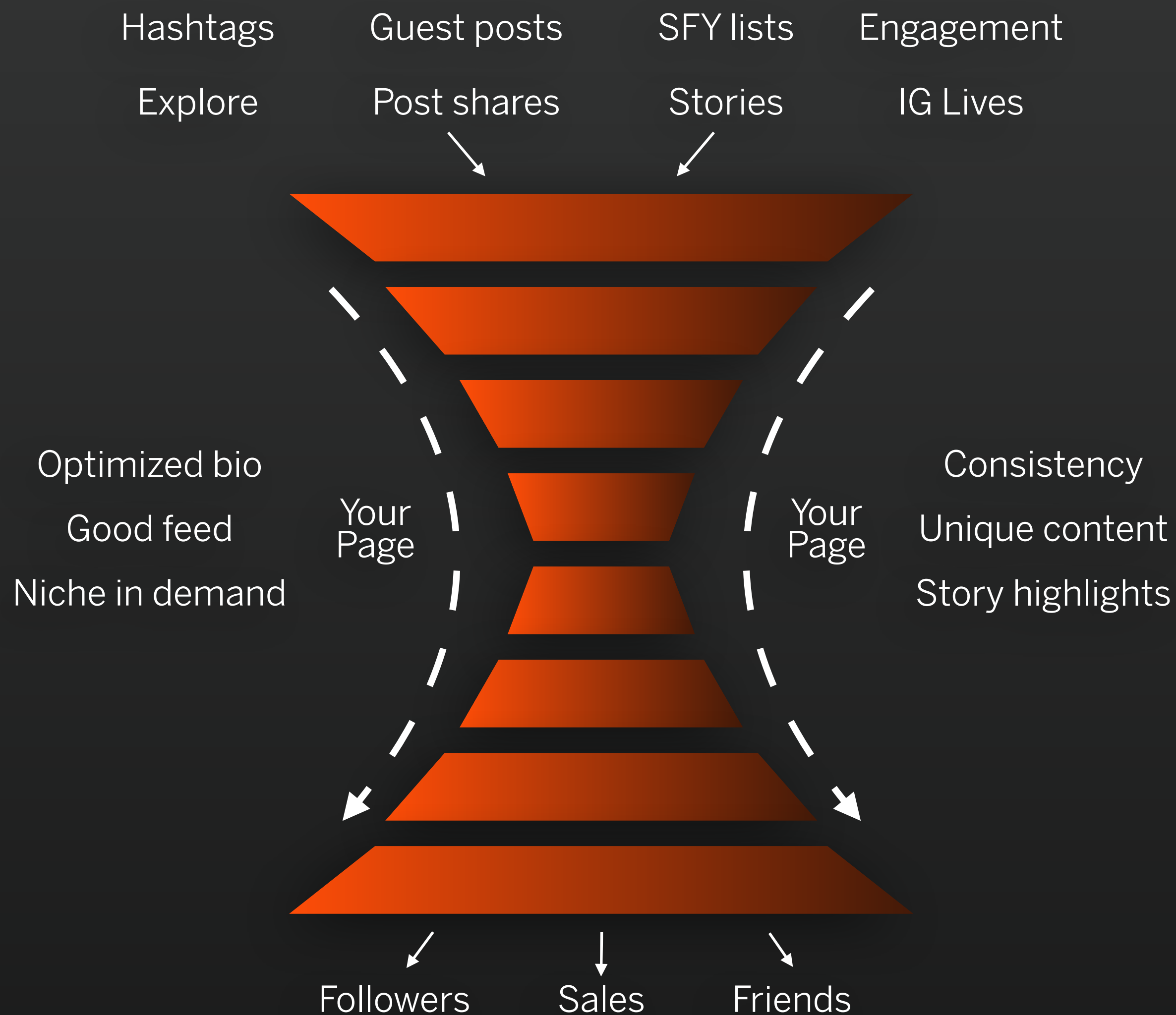
1. Outreaching to engage with new creators.
2. Outreaching to connect with new people for sales.

Let's talk about the 'First' one.

Outreach to engage with new people increases your profile reach. Everyday you meet new creators and engage with them in the hopes of catching more eyeballs and increasing visitors to your profile.

The other is outreaching to connect with potential prospects, nurturing them and finally turning them into a sale.

But how can we do this?



Outreach guide for engagement:

1. Make a list of hashtags in your niche
2. Go to that hashag, engaged with 10 posts in the 'top' section.
3. Engage with 10 posts in the recent section.

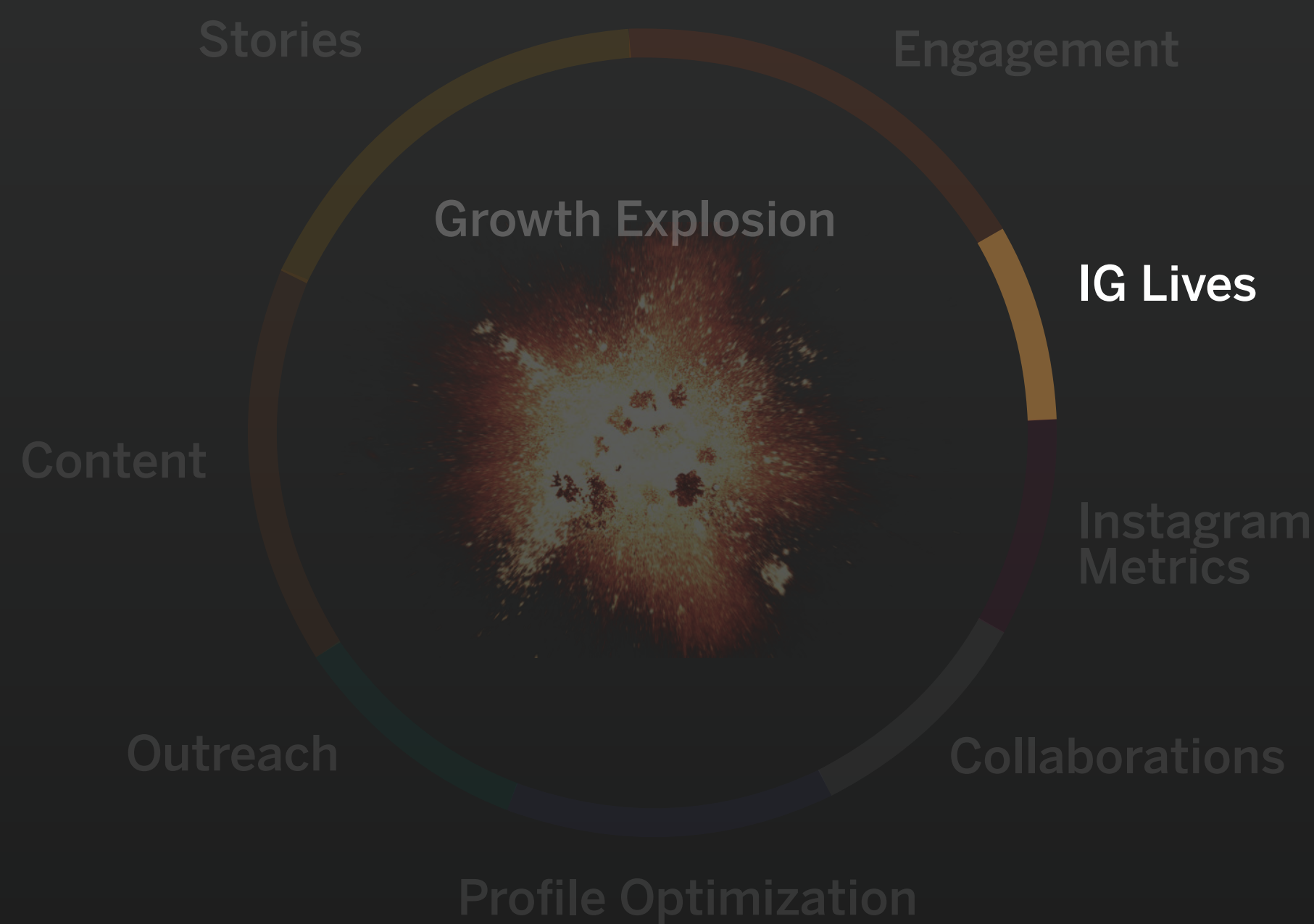
This will lead to more eyeballs to your page, brining in visitors and possibly followers and engagement.

Follow this everyday.

Outreach guide for sales:

1. Make a list of hashtags that your ideal client is likely to search for.
2. For me, it can be #contentcreation #personalbrandingcoach.
3. Go to that hashtags, find suitable prospects which might need your services and Connect - nurture - pitch.

IG LIVES



You would be thinking, what the heck should I do with IG Lives.

But let me tell you this, it's an upcoming important thing that can bring in loads of growth.

IG Lives can happen in multiple ways - the two popular ones are Solo lives and guest lives.

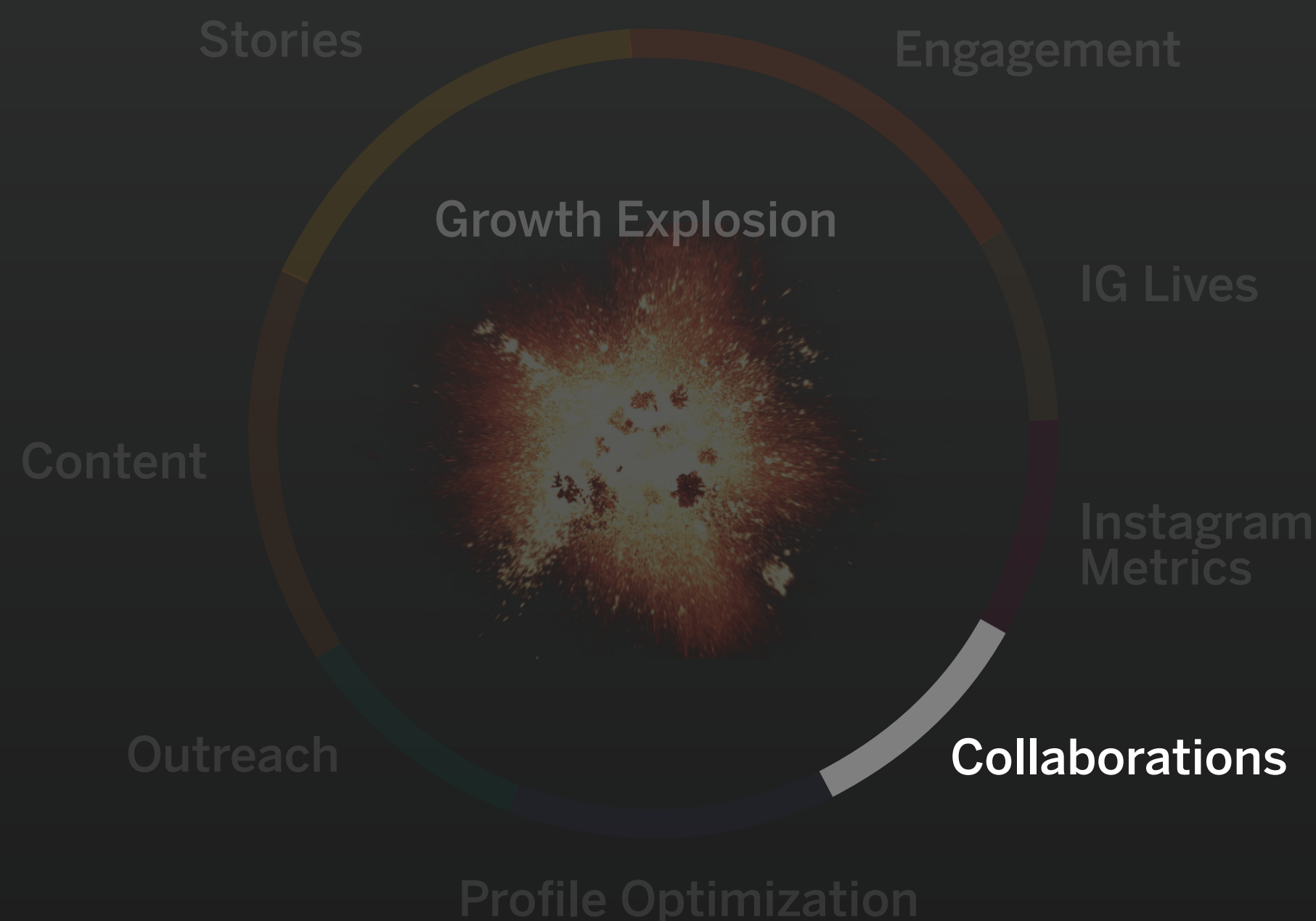
Solo is where you go live by yourself and Guest Live is where you go live with a guest.

How does IG Lives help?

IG lives are help you reach more audience, especially new ones organically.

It is a way to show your expertise, your personality and attract inbound followers and engagement.

COLLABORATIONS



Collaborations are a way to connect with your community creators and your audiences.

You collaborate with someone with the same niche via posts, stories, IG Lives and attract new audience to your page.

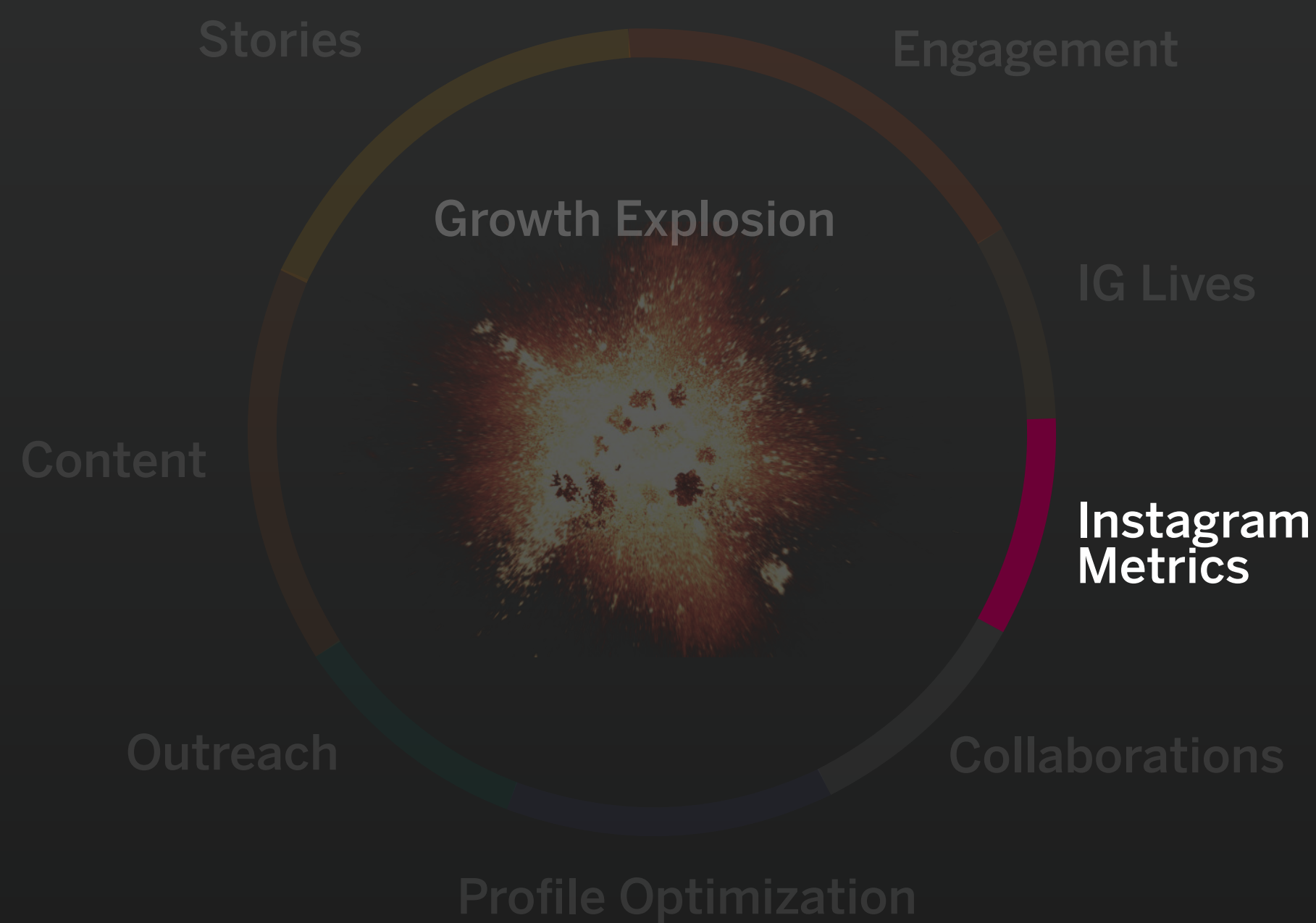
Collaboration is also counted as an inbound marketing technique where in your collaborations bring in organic eyeballs and followers.

How do you do this?

Connect with creators in your niche (small, medium and big pages) - connect with them, but do not directly DM saying you want to collaborate.

Nurture them, engage with them, form good relations and then ask them if they would like to do a collaboration.

IG METRICS



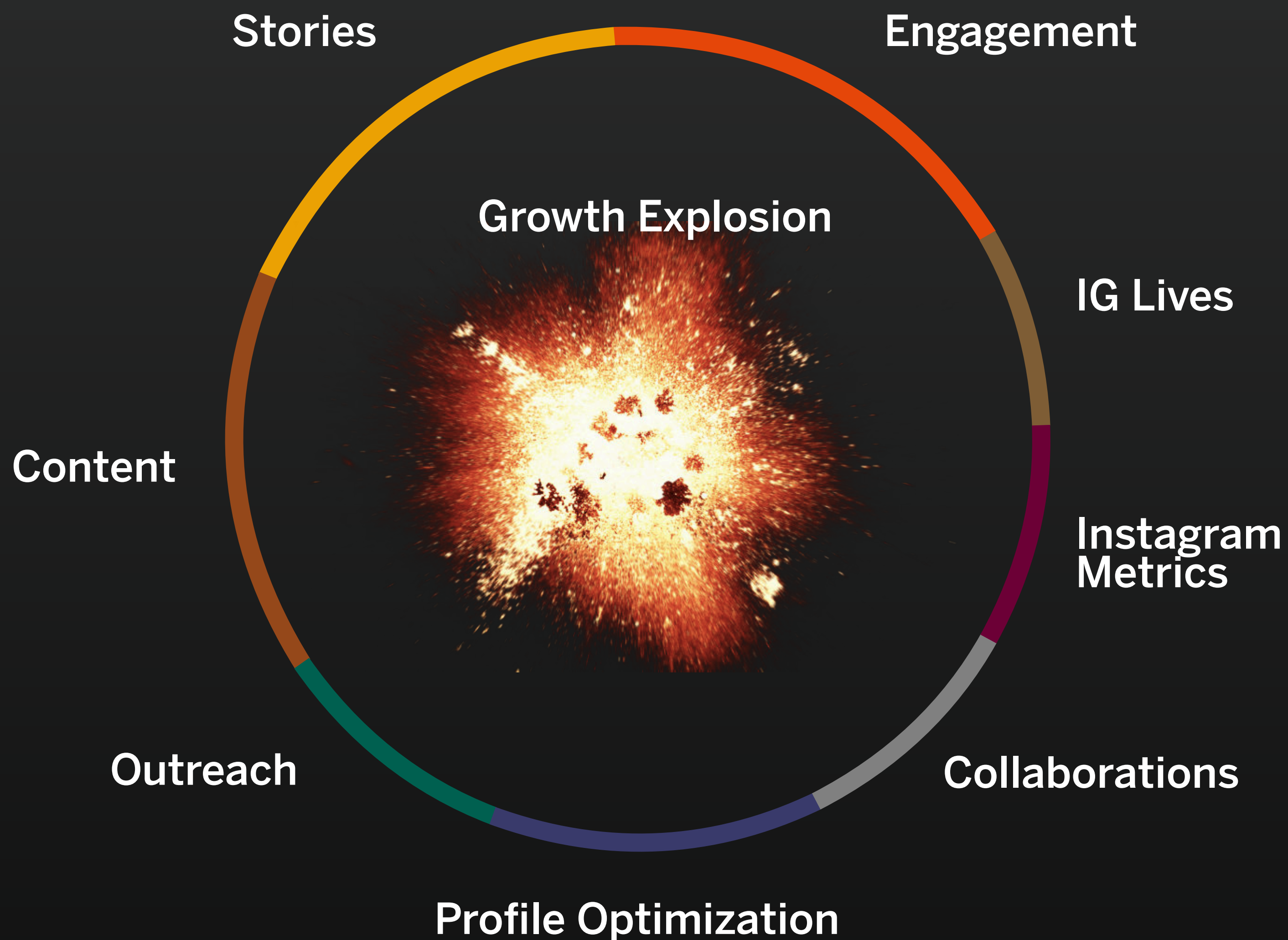
So now you know all the ways you can grow but how will you know the progress and the rate at which you're growing?

This is where Instagram metric come in place. You can find these metric in your Instagram app itself. Keep an eye on the following and keep checking regularly to understand how your page is performing.

1. The number of likes, comments, shares and saves.
2. The overall post reach from Explore, hashtags, home.
3. The number of followers growth everyday and weekly.
4. The number of leads coming in.
5. The number of sales.

And most importantly, the impact you're making in the community.

CONGRATS



If you read till here then I wish you congratulations, you now know about IG growth more than 90% of the people.

Go out there and dominate every single day but wait it's not over yet.

BONUS CONTENT

Hashtags formula

<i>DIFFICULTY</i>	<i>EASY</i>	<i>MEDIUM</i>	<i>DIFFICULT</i>
	<i><100K <500K</i>	<i>500K - 1M</i>	<i>>1M</i>
<i>ENGAGEMENT</i>	<i>LOW</i>	<i>SIMILAR</i>	<i>HIGH</i>
	<i>LOWER ENGAG</i>	<i>SAME AS YOU</i>	<i>MORE THAN YOU</i>

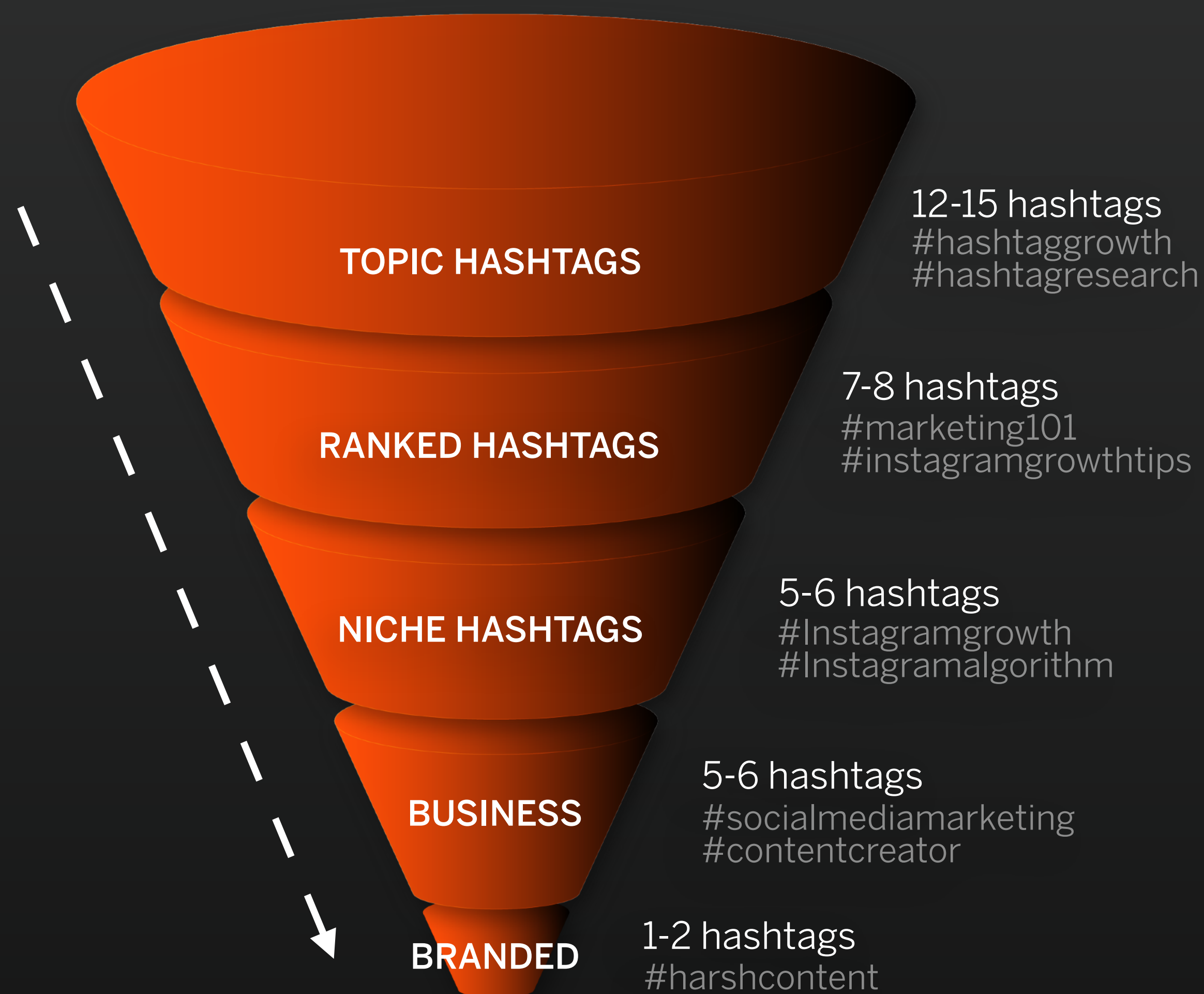
Instagram allows a maximum of 30 hashtags per post, I recommend using all 30 hashtags for all your posts.

Make sure you choose the hashtags as per the above table. The lower the difficulty and engagement on a hashtags the better chances.

You can use - 20 easy hashtags, 8 medium hashtags and 2 difficult hashtags.

Coming to the engagement, it means the amount of engagement a post receives on these hashtags, the more similar it is to your posts, the better chances of ranking.

What hashtags to use?



The above table should give you a clear idea of what kind of hashtags you need to use.

Follow the same for all your posts.

It might change as per your goals, keep track of it and make changes as you like.

LET'S START

Okay so now you know everything but you are like 'This is so overwhelming and don't know where to start'.

Don't worry, let's see how you can get started without thinking too much.

First thing you need to know is growing on Instagram is a marathon and not a sprint so it is not something that can be achieved overnight. You need to have patience.

Things to keep in mind as you start:

1. Figure out your bio, feed layout(optional), carousel template, fonts and colour palette.
2. Figure out your niche, it's fine for it to be broad initially, keep experimenting and you can dig deep later in your journey.
3. Create at least 14 days worth of posts before you start so that you have a good bank of posts and you are not overwhelmed to create everyday.
4. Even if you are not posting everyday which I highly recommend, you can start by posting 2-3 times a week initially to get the hang of it and later post everyday.
5. Create an engagement strategy as mentioned earlier.

This is it. Just start with these things without overthinking.

Disclaimer: If you keep thinking and strive for perfection, you will never start.