

MASTER THE ART OF INSTAGRAM MARKETING

GET NEW CUSTOMERS, GAIN TONS OF NEW
FOLLOWERS RAPIDLY & MAKE BUCKETLOADS OF MONEY



MATTHEW KANE

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Get a Free Social Media Audit!

Thanks for getting this book. As a thank you I want to give you a free social media audit. This audit will include:

- Anything you are doing wrong with your profile
- How to optimize your profile more
- How to get more followers
- What you can do to get more engagement

As a bonus, you will also get free social media books, tips, tricks and much more.

[Just enter your email address here](#)

Introduction

If you picked this book up you probably already know that Instagram is one of the most popular, if not the most popular social media photo-sharing app out there. With over 500 million active users a day, Instagram is a beast and simply can't be ignored.

Instagram was bought by Facebook in 2016 for \$1 billion.

I don't want to bore you with all the statistics about Instagram, because if you bought this book you, you must know the power of Instagram and the effect it can have on your business if utilized properly.

There have been many small businesses and companies that have used Instagram as the main platform to launch their business. Businesses like @geo_fleur and @hopeinthewoods launched their business and skyrocketed their sales just by using Instagram effectively.

And it doesn't stop there, plenty more big businesses use Instagram to market their business; Oreo, Starbucks, Coca-Cola, Nike. The list doesn't end and keeps on going.

Instagram isn't something that businesses should ignore anymore if they want more brand awareness and more sales. And it's the perfect platform to have access to the younger demographic.

About 90% of the users on Instagram are under the age of 35 and this makes it perfect for the 18-34 age bracket.

And if we are talking engagement wise Instagram blows all the major social networking sites like Facebook and Twitter out of the way by crazy engagement rates.

This book is a no BS guide to getting more followers, creating more brand awareness, getting more sales and leads and building a better business all through utilizing the powerful mobile app Instagram.

Some books on this topic are around 200+ pages but they are filled with fluff and crap to make the book longer. This book is filled with actionable material, case studies, examples and guidance on how to grow your account effectively and properly.

The first thing you should note when using Instagram is never to buy followers. Most of the time those followers are fake and are bots. They do your account more harm than good and stand out like Batman in a Marvel movie!

But seriously they never engage with your account and don't do anything. So for example if you have 30,000 bought followers and you have like 10 likes on your posts, it looks kind of fishy.

Anyway I am the co-founder of the social media marketing agency Marketing Guy and we have helped tons of our clients grow their Instagram followings and make money from it.

I have been using social media for many years and have learned alot from it after years of trial and error and spending money on books, courses, etc.

In this book I will share the strategies, tactics, tips, resources and tools we use to increase the following for our clients Instagram accounts.

This book is mainly aimed at businesses and brands who want to grow their Instagram followings and convert that following into sales. However the strategies and principles used in this book can also be applied if you are using Instagram for other purposes such as trying to grow your personal brand, become an influencer or anything else.

At the end of each chapter I have also included action steps you can do. These are small tasks you can do that will benefit your Instagram account and help you turn your Instagram account into a machine!

Go to the next chapter and we'll take a quick look at the basics and how to build your profile to make it look slick.

Instagram Basics

The Instagram profile is where potential followers will see whether or not to follow you. It's generally the first impression your business or brand will make on Instagram, so it is pretty important that it is on point.

To maximise the opportunity and make your profile look the best you need to optimize your profile. This means uploading a great looking profile picture, profile biography and other stuff.

I'm not going to go over how to set up an Instagram account and profile from scratch as I'm assuming you already know how to do that. But what I am going to go over is how to best optimize your profile. Let's go over some of the basics:

Profile Picture

Your profile picture is one of the most important things a user will see. It is one of the first impressions that come across. If you are a business you should upload a high quality image of your logo.

You should keep your profile picture image size at 1080 x 1080 pixels. It's very important to have a high quality profile picture.

If you have a personal profile or a service based business you represent then it's best to put up a high quality picture of yourself.

Profile Bio

The profile biography or bio for short is another one of the most important things for your profile. This tells your potential followers what your account is about and what it is you do or sell.

So for example if you have a online golf store that sells its own golf accessories and equipment then a good bio might be:

We're always swinging! All your golf needs under one store. Golf clubs, clothing and equipments and much more. Get 15% off by using INSTA15 at checkout Free Worldwide Delivery
www.golfstore.com

A good profile bio shows your businesses personality and builds trust between you and the follower.

You can even throw in some emojis to make it look more fun. Ideally the follower should know what your business does just by reading your bio. Like in the above example you could

add a small discount for your potential customers to give them that little nudge and make a purchase.

Not only that but now with the recent updates that Instagram made you can @ other Instagram accounts which makes them tappable. So if you have more than one Instagram accounts you can cross promote each other in the bio.

Moreover you if you have different accounts for your business you can @ the other account in your Instagram bio to drive followers to that specific account. So if you have a particular womens Instagram account for your business you could put: *Check out our new womenswear range @thegolfstorewomen*

Or if you have a personal Instagram account you can insert your business Instagram account in so your followers can check it out if they want. For example you could do:
Founder of @thegolfstore

Here are some examples of businesses with great Instagram bio game:



Airbnb let you know what they do in a sentence and give a call to action by inviting followers to share their experiences and tag them while also getting people to book with them.

All in all Airbnb do a really good job on their bio.



Art of Visuals also do a good job with their bio. They let people know what they do in a concise sentence and have a call to action for followers to make a booking to their gallery.

If you also notice they have added | **Photography** to their Instagram name. If someone searches for photography in the Instagram search the Art of Visuals profile will come up. It's always good to experiment to see what works well for you and what doesn't.



Dollar Shave Club introduce their brand well and let potential followers know what they do. They let followers know they have quality products and are affordable followed by a call to action to join their subscription plan.

Another great thing they do is create a trackable link so they can track all links and clicks coming from Instagram. Not only is this effective, it also lets you assess and improve on what is working and what isn't.



GoPro's Instagram is quick and concise and to the point. It let's followers know what they do, persuades followers to use their hashtag and share and they include a trackable link.

They could have included a call to action for their website but all in all it is good.



Versace do not let people know what they do. Reading their bio, you would think it is a dating site or an adult store!

The thing with Versace however is, they are already a established designer brand with a rich heritage. Many people know about them and link them to luxury.

They have celebrities wearing their clothing and over the many years they have existed have established themselves as a high end clothing brand.

So maybe if you are starting off, this isn't the best example to use!

The best Instagram bios are short and straight to the point while also showing the brands personality and quirkiness. They feature exclusive brand hashtags and have a strong call to action at the end for followers to go to the website.

You should experiment with your bio and see what works for you and what doesn't.

Recently Instagram added the ability to include hashtags into your profile bio. So if you had an account about golf, you could add #golf or #sports.

I've actually found that placing hashtags in your bio doesn't do anything for your account in terms of discoverability or extra exposure.

So it's best practice not to add hashtags in your bio however I do recommend you use branded hashtags like #teamnike or #yourbrandname and encourage your followers to use them.

This will give your branded hashtag more popularity and give you extra exposure.

Profile Image

As well as your profile bio the profile image is another visual representation of your brand and forms part of the first impression that potential followers will have when they land on your profile.

You should use an image that represents your brand. Ideally this would be your logo, you can also use part of your logo as well. The logo should fit the 110px x 110px circle so if you have a large logo it may not all fit on properly or be in proportion.

If you feel your business is connected to you personally or you have a personal brand then you can put a photo of yourself.

Website

Pretty much self explanatory. You should put your website in this field or a landing page where you can collect emails.

You should use this space wisely because Instagram only allows you to insert a website URL in once and that is on the website field.

I'll tell you how to use this more effectively later on in the book.

If you want to promote more than one website you can use [Linktree](#). Linktree allows you to link out to more than one link. Great if you want to promote different destinations like your landing page, email, new blog post, etc.

So essentially what it does is provides you with a link that you can put the website field on your bio. If someone clicks on the link they are taken to the linktree landing page. This is where you can link to different websites and your followers can then choose where to go.

Linktree is free to use and you can set up an unlimited amount of websites to link out to. It also has some nifty analytics so you can check how many times a certain link has been clicked.

If you just want to link out to one website from your bio, It's good to use a link shortening service like bit.ly so you can track where the visitors are coming from. Not only that but if you have a link to a landing page or email form and the link isn't very pretty, you can use this to tidy it up.

Another tool you can use if you have a Wordpress site is [Prettylinks](https://prettylinks.com). It's a free plugin that you can download that allows you to set up trackable links that are easy to read and memorable for your followers.

Email

In this field you can add an email in so your followers can email you direct from your Instagram profile. It adds that degree of credibility and trust of being able to contact you in another way other than messaging you on Instagram.

It is recommended to add an email address. If you are selling a service or have something that requires your customers to contact you then this filling this field in is highly recommended.

If you sell any services or any bespoke products this is a great way for your followers to get in touch with you.

Directions

If you have a brick and mortar store or you have a consultancy/service based business than enter the details here. You can enter the full address and your followers will get your location on a map.

The only downside is you can only add one location at a time, so choose wisely.

Shop

Shop is a relatively new feature added by Instagram. It's a great feature and makes it even better for ecommerce stores. It is easy to implement as well.

I'll explain in more detail in later chapters how to use this more effectively.

Business Profile

I highly recommend you to convert your personal profile into a business profile because you have access to so many better features which will help you to grow your account and make more money.

You need to connect your Facebook account to your Instagram account so you can turn it into a business profile. Unfortunately it is a requirement to connect your Facebook account to gain access to a business profile. If you don't have one or don't want to use your personal Facebook account then just create a fake profile, just to connect to your Instagram account.

It's pretty straightforward to turn your personal Instagram profile into a business profile. All you have to do is:

1. Go to your profile in Instagram and click on Account settings. Near Accounts you will see 'Switch to business profile. That's the one we'll need.
2. It will then ask you to login to your Facebook account (Facebook owns Instagram so you have nothing to worry about).
3. Once you've entered your FB login details and pressed sign in. It will ask you which Facebook page you want to connect to your account. I recommend creating a Facebook page for your business beforehand, this is pretty straightforward as well.

Instagram will ask you if you want to take any information from your FB page like contact info, address, etc. But that's it really, after that you're done. You've officially got a business profile!

There's a bunch of advantages to using a business profile compared to a personal profile. First you have access to Insights. These insights are awesome. Not only do you have individual post insights so you can see how a post performed such as engagement, reach and impressions.

But you also have account insights. You can see the demographics of your followers where most of them are located, age range of them, what times your most popular post are what is your most popular post, follower count and much more. It seriously is awesome and you can learn quite a lot about your account just by looking at the statistics.

Another slight difference is when your followers are going to be viewing your profile they will be shown a contact button which will be in a prominent position so your followers can get in touch with you more easier.

You can also boost posts as you would with a Facebook post. It is a whole lot easier now to boost individual Instagram posts, as there will be an option to boost each post. You can also use Instagram Ads if you wanted to.

And probably one of the best reasons of being a business profile is the ability to turn your Instagram feed into a shoppable feed. You have to ability to turn your profile into a shop and

your followers can just tap on a photo to get taken to the product link, where they can make their purchase. It's a game-changer!

Action Steps

If you haven't already joined sign up for an Instagram account. Use your business name as the name and username. If your business name is taken by someone try using a _ or . in there but try to make it similar to your other social accounts.

Convert your profile into a business profile by following the steps outlined above

Fill out your Instagram account bio properly remembering to fill out the website and email field. Use a link tracking service like bit.ly when filling out the website field so you can track where visitors are coming from. If you have more than one link you want to promote consider using Linktree.

Upload a profile image that represents your brand or business, preferably a logo that is 110px x 110px.

Write a short and concise Instagram bio. This will be displayed by the side of your profile image on your profile. Your Instagram bio should tell potential followers what your business does in a sentence or two and give them a reason to follow you.

You should also end your bio with a call to action (CTA) preferably to your website or a landing page.

Add a branded hashtag into your bio and encourage your followers to use that hashtag. You can use #yourbrandname or #teambrandname or even get creative with it.

To encourage users to post using your hashtag have a prize for the person if you repost the post onto your own account. This could be a gift card or a free product.

For example you can have something like 'Use the #yourbrandname or tag us @yourbrandname and if we repost your photo you get x or y.'

Not only is this a good way to encourage customers to post about you. It gets you more exposure and can lead to more followers.

Goals & Target Persona

Now that we've created our Instagram account we need to move onto the next step. Before we can start posting photos and videos, getting followers and actually start using Instagram it's good to actually plan out what you want to achieve with Instagram and how you are going to do it.

As well as that it's important to narrow down and find your perfect customer so we know who we want to target and find similar customers.

Goals and Action Plan

Goals are important to have both in life and in business. If you don't have goals you simply don't know where you're going. It's basically like a ship without a map. The ship would just be wandering aimlessly around the seas.

But if you have a ship and give the team onboard a map, they will get to their destination much easier.

It's very similar with your business and Instagram. If you don't know what you want to achieve with Instagram how do you suppose to get actual results.

So what you want to do is start setting goals for your Instagram on how many followers you want, how much money you want for your business from Instagram, etc.

You want to start to set SMART goals. You might have already heard of the goal setting principle in other business books so it's nothing groundbreaking.

SMART goals are a great way to keep you on track. SMART stands for **S**pecific, **M**easurable, **A**ttainable, **R**ealistic and **T**imely.

I'll just quickly break it down for you.

If you make a goal of 'I want more followers'. It's not a good goal at all. It doesn't really put the SMART principle into your goals.

Instead a better goal would be 'I will get 20,000 followers on Instagram by December 25th 2019'.

This makes it specific by saying we want 20,000 followers and also measurable. It is attainable and realistic as many people have increased their followings by 10s of thousands in a few months. And by adding a deadline of 25th December we make it timely.

If we break that goal down into monthly goals to make it more accomplishable we can break it down to getting 2,500 new followers a month. That's about 625 followers a week. A lot more manageable now.

Now we just break this goal down into daily actions we have to undertake to get us to the 20,000 followers mark.

For that goal of getting 20,000 followers my daily action plan might look like:

Post twice a day

Optimize my Instagram bio

Get a shoutout on niche page

Create 10 posts for Instagram

Connect with 2 influencers

Follow 100 accounts in my niche

Comment on 10 different accounts

If you follow this framework you will be able to accomplish your goals so much quicker.

Target Persona

If you could find the person or people that loved your products and were the perfect fit for your brand, wouldn't that be good? Ideally this is what we want to do when we research our target customer or persona.

We're just putting together information on what we think our perfect customer looks like. So we want his demographics, how old he is, what he does, gender, etc.

Obviously your business might have a wide variety of different customers but we want to narrow down to your target customer who you think would be your perfect customer.

The first way if you already have an existing Instagram account is using the 'Accounts Insight' feature. Using the insight feature and selecting audience, Instagram shows you the age bracket of people who engage with your account, gender and location.

From this you can narrow down your audience and see who it would be. For example if the analytics on our account would be 18-34, male and London then I could use this information to select customers similar to these statistics.

You can also use the Preview app to get advanced analytics of your account and use the stats that Preview provide you to your advantage.

The second way you can find who your target audience is by using hashtags and exploring different hashtags. So for example if I had an Instagram account for my fictional golf store, I could explore hashtags like #golf or #golfttraining and check out the people that are liking and commenting on the photos.

Another thing you can do is check out who is liking and commenting on your competitors account and make a target audience from there.

Action Steps

Make a list of your goals using the SMART goals principle above. Be specific in what you want to achieve with Instagram. Make goals for how much money you want to earn for your business from Instagram, how many followers you want, etc.

Break down the goals into monthly and weekly goals.

Once you have done that make a list of daily actions you need to do to achieve those goals you set for yourself. Do these for each of your goals and try to get 3-5 tasks on your daily action list.

For your target persona look through your Instagram analytics or use the Preview app to find out the most popular demographics for your account and make a target persona from the data.

Alternatively you look at your competitors account or look at hashtags in your niche.

Make Money Using Instagram

Now that you have an Instagram account set up and have your goals in place, you probably want to know how you can make money from Instagram.

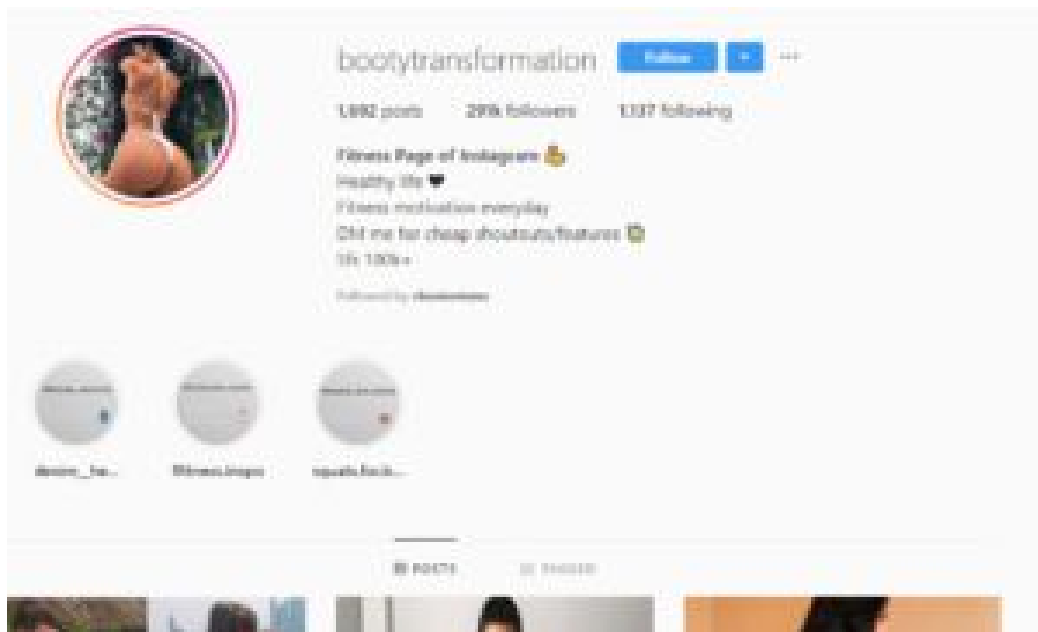
If you already have set up your Instagram page and know how you are going to make money from Instagram, you can just skip this chapter.

But if you want to know the different ways you can utilize the power of Instagram and make money from it then carry on reading.

If you want to make money with Instagram, you're in the right place. Here are some of the top ways you can make money with Instagram.

Paid Shoutouts

A shout out is just making a post on Instagram and mentioning the account in the caption and/or tagging the account.



If you have a account with a high enough following you can command a good amount of money per shout out. You can sell one shout out depending on your following between \$5 – \$500.

If you have an account and want to get started list your account on shoutout marketplaces like [Shoutcart.com](https://www.shoutcart.com) and [BuySellShoutouts](https://www.buysellshoutouts.com).

Paid Shout outs are normally done with niche accounts. A niche account is an Instagram account that is typically focused on one niche or subject.

This could be anything like; humour, memes, chess, football, science, trainers, fashion, style, etc. There's niche pages for almost anything and everything.

If you have a personal account and quite a few followers, then you can command a lot more. Which takes us to the next way you can make money on Instagram, as an influencer.

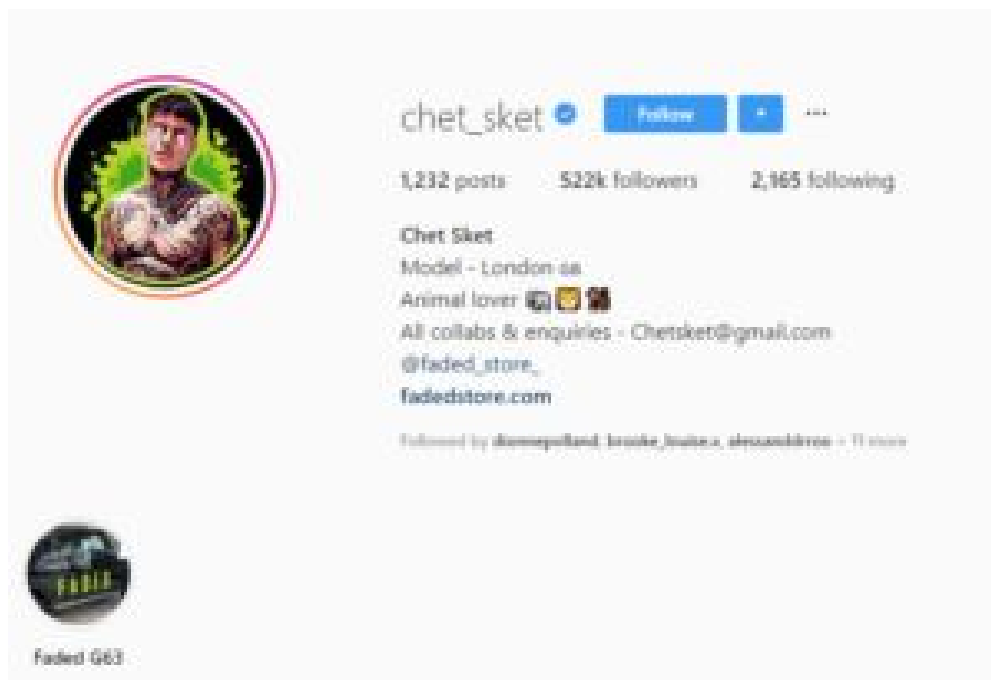
Influencer

Influencer's get paid when they partner up with a brand and mention that brand on Instagram. The brand sends them products and pays a fee for them to make a post on Instagram.

People like Kim Kardashian, The Rock and Neymar and can make up to a million per post.

They do have millions of followers on the platform though.

However there are tons of people on the platform with hundreds of thousands and they can still make a few hundreds of dollars to thousands of dollars depending on their engagement.



[@chet_sket](#) has over 500,000 followers and while that is a lot it still falls short compared to what well known figures like Conor McGregor may have.

However he can still earn a lot of money as an influencer and regularly has brands hitting him up. He works with many fashion brands like Hera and Jameson Carter.

If you have less than that though you can still make good money. To get started with becoming an influencer you can sign up to influencer marketplaces like [Hey Influencers](#), [Tomoson](#), [Famebit](#) and [Tribe](#).

It's about building your following up, but don't despair if you have 1,000 to 100,000 followers you can be what's classed as a micro-influencer.

A micro-influencer is someone who might not have as many followers as the Kardashian clan but they have a smaller follower base but one that is more engaged.

If you have a small but engaged following why not start messaging other small businesses on Instagram and ask them if they need any help with influencer marketing.

This way you could have content and you also are able to partner up with other brands.

Affiliate Marketing

If you have an Instagram niche page or business page with a strong passionate following that are engaged, they will likely want to buy what you have to offer.

Affiliate Marketing is when you sell other people's products but you receive a cut or a commission from each person you refer.

Say I have a fitness Instagram page and I want to promote a book on Amazon.

All I would have to do is get the affiliate link from Amazon for the specific fitness book and put in my Instagram bio for my followers to buy it.

When someone buys the book I have linked in my Instagram bio, I would receive a small commission every time someone buys that product.

And it doesn't just stop at books, it's almost anything. Books, physical products, digital products, etc.



That's what [@tailopezblueprint](#) does. They promote content related to Tai Lopez and entrepreneurship on Instagram but they are affiliates for Tai Lopez's Social Media Marketing course.

You can use [bit.ly](#) to tidy up the affiliate link and make it look more shorter and professional.

There's so many affiliate programs you can sign up to. I recommend signing up to one or two of them.

Some affiliate programs you can sign up to are: [Clickbank](#), [Share-a-sale](#), [Commission Junction](#), [Amazon Associates](#), [eBates](#) and [Stylinity](#).

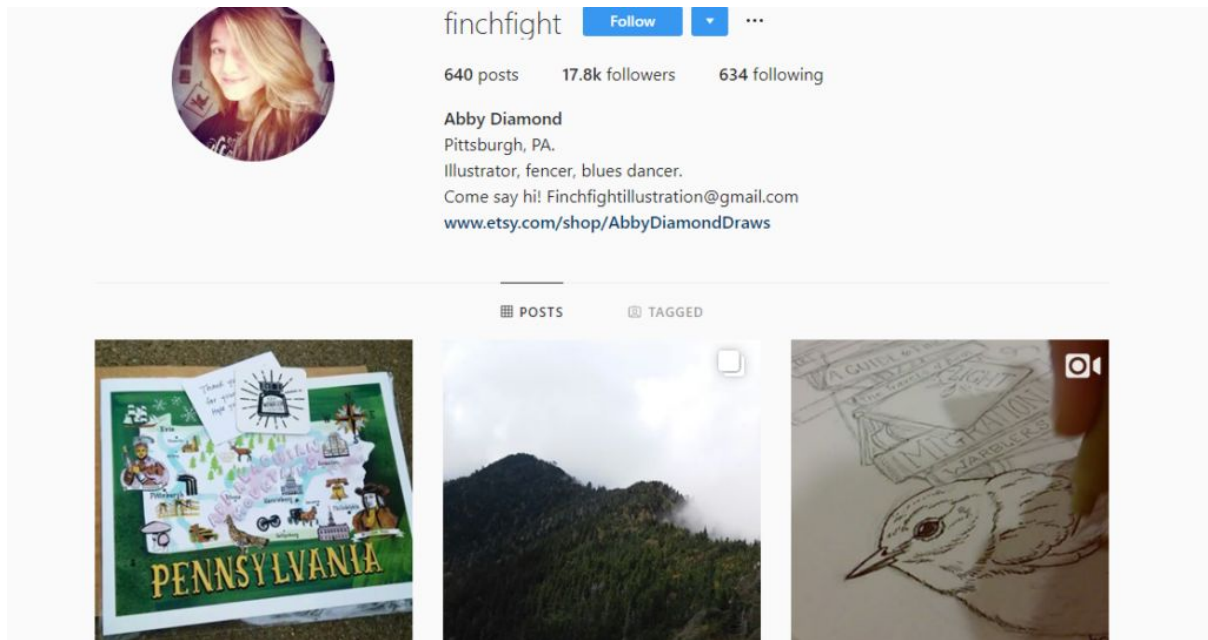
Sell Services

A service is something you can offer to followers for a fee. That service could be anything, whether that be consulting or logos.

If you are a good artist then you can use Instagram as a platform to showcase your talent.

Not only that but you can do artwork for other people who request it for a fee. People will gladly pay for awesome art.

All you need to do is put in your bio something like 'DM or email for custom artwork/commissions' in your bio. There are plenty of people making a killing on Instagram just from doing that.



Not only that some savvy artists are then adding their art onto mugs, shirts and canvas' using print on demand services like [Printful](#) or [Printify](#).

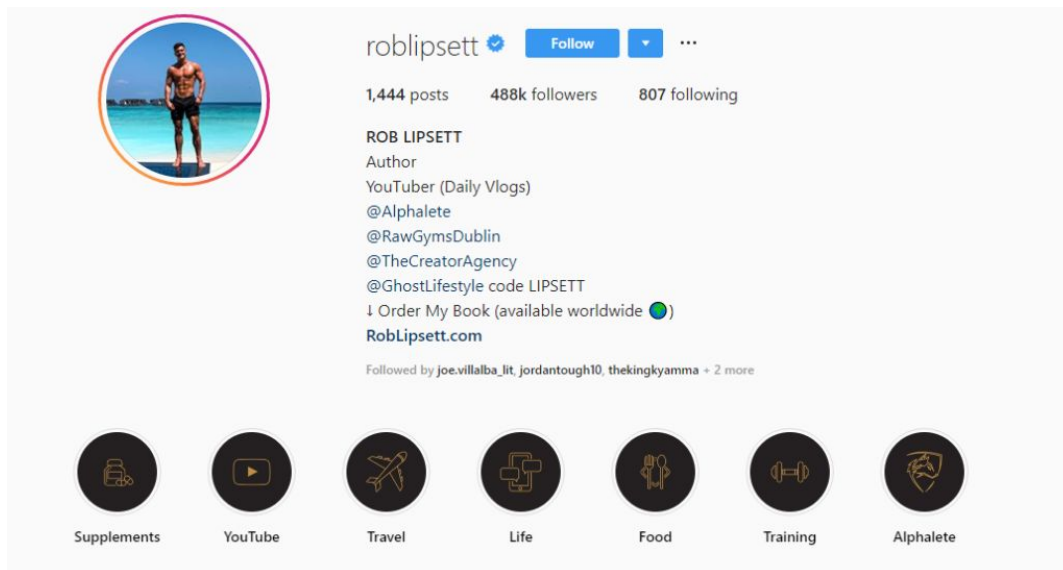
Physical Products

If you have physical products to sell, Instagram is a fantastic way to get your products in front of a targeted audience. You can create a Instagram page for your business if you don't already have one.

The new Shop feature on Instagram is a great way to promote your products. The Instagram Shop feature makes your posts shoppable on Instagram.

All your followers have to do is tap the post that is tagged with your product and in a couple of taps they can go straight to your website to purchase the product.

Not only that you can now make your Instagram Stories post shoppable so this make it a even better way for your followers to engage with you and go to your website and purchase your products.



Rob Lipsett ([@roblipsett](https://www.instagram.com/roblipsett)) is a YouTuber and author and uses his Instagram account as a platform to promote his fitness content. He provides value to his followers by providing fitness tips and advice to his followers for free.

He also uses it to promote his book. Notice how in his bio he has 'Order my book' with a link to it.

The key to selling things well on Instagram is not to sell them all the time. You have to provide value to your followers above anything else.

What I mean by this is not to plug your book or promote your book on every post.

Obviously let your followers know that you have a ebook or online course for sale but don't overdo it.

Put the link of your book or online course in your bio so anyone interested can buy it and download it.



Author Tim Ferriss ([@timferriss](https://www.instagram.com/timferriss)) makes use of Instagram by promoting his books and podcast. But he provides tremendous value in terms of his content that he puts out.

And he doesn't plug his books to his followers everytime.

There's plenty of platforms out there where you can list your ebook. Some include [iBooks](#), [Amazon Kindle](#), [Google Play Books](#) and [Smashwords](#) or [Gumroad](#).

If you've got an online course try [Teachable](#), [Udemy](#) or [Gumroad](#).

You can share snippets of your book or online course with your followers to entice them to download and purchase the full thing.

Drop Shipping

This is kind of like running your own online store but the thing is you're not actually selling your own products.

The products are other stores but to the customer it is as if they are ordering from you.

When the customer purchases something from you, you then send the details to the supplier/store and they send the product out to the customer on your behalf.

You keep the markup you added and they take the money for the product. It's a win-win situation.

It's not as simple as it sounds though. Drop shipping has gotten extremely competitive in the past and bad practices like poor customer service and bad products have given it a bad name.

Although there still is money to be made from drop shipping, you just have to do it differently, provide a good experience for the customer and promote good products.

You can use [Shopify](#) to launch your drop shipping store and [AliExpress](#) or [Chinavasion](#) to get products to promote.

I would recommend using the same method as promoting physical products on Instagram to promote your drop shipping store.

Blog/YouTube Channel

If you have an existing blog or Youtube channel or even want to start a new one, Instagram can be a fantastic place to find an audience for your blog or channel.

You can place excerpts or clips from your videos and just post them on your Instagram to promote them. Utilize the proper hashtags.

Action Steps

If you haven't got any ways to generate money using your Instagram account, choose a couple from above and implement them into your strategy.

Photos

Since Instagram is a photo sharing app it is imperative you have high quality photos and videos. That is the first thing you should know when using Instagram. Always have high quality photos.

Your photos should be at least 1080x1080 pixels and you should use a mix of photos and videos. Instagram allows up to 60 second videos to be uploaded so take advantage of it. Videos are a great way to keep your followers captivated and engaged. I recommend having a good mix of photos and videos.

When taking your photos you don't need an expensive DSLR camera, although it doesn't hurt to have one. You can however, take photos from your smartphone camera. It is what most people do.

You can take really good photos and make good content very inexpensively nowadays. If you have a business that sells physical products you can take photos of your products in use.

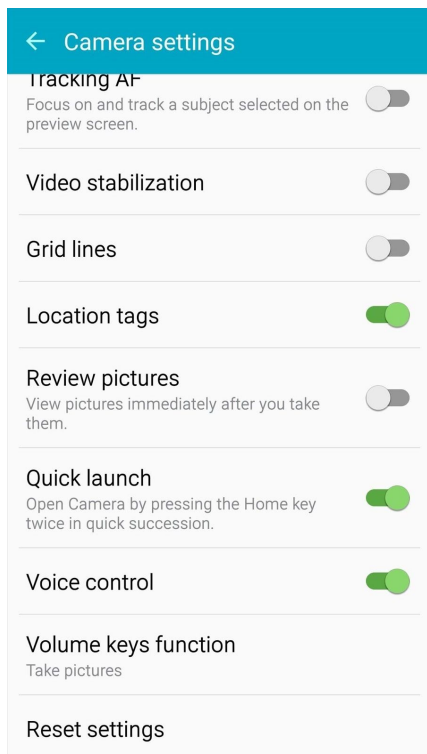
Lifestyle shots of your products tend to do better on Instagram. Take photos of your product in use and in different backgrounds and settings.

Take photos with good lighting, you can buy cheap lighting equipment from eBay or Amazon. If you have a smallish physical product and you want to take photos of that, you can build your own DIY photo studio.

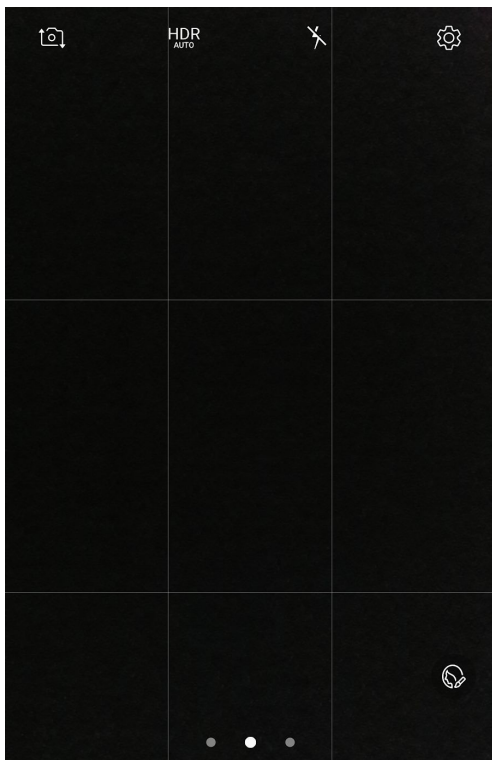
Here's a great video on how to do that: <https://www.youtube.com/watch?v=HxJzVAKtWNO>

Now when it comes to photography, I'm no David Bailey - far from him in fact. But I can provide some basic tips.

Some basic tips on taking photos is to use natural lighting. Natural lighting is the best when it comes to taking photos for Instagram but if you need you can get affordable lighting equipment from eBay or Amazon.



Use the grid lines feature on your phone camera. You can turn the grid lines on in your camera settings and pretty much all the latest smartphones are able to do this. The grid lines does as it says and adds a 3x3 grid to your camera so when you take a photo it is in alignment.



Photos that are in alignment tend to look better and they tend to perform better on Instagram.

Another tip is to take photos from different angles. This can make it look like a different viewpoint and makes it appear as a different photo. Try taking higher or lower photos.



If you have a physical product and want to get a model to do a photoshoot with your product go onto the instagram hashtag search and just search for #freelancemodel.or #fashionmodel.

Look through the posts of the people that have posted using that hashtag and go through the profile of those that you are interested in and DM them. It could be something like;

'Hey Sarah, I like the look of your photos. Would love to collaborate together. We just launched our new xxxx and needed some photos. We can send you xxxx, would you be able to get some photos done? Where can I send xxxx to? Thanks'

Usually you'll be able to do it for free as these people are looking for brands to work with. They usually have less followers but may have engaged followers. All you would have to do is gift them your product(s).

You might be asking I don't know what to post. Remember your number one goal on Instagram should be to increase engagement. Engagement meaning your followers are liking and commenting. Engagement is good. People who engage well with an Instagram account end up becoming good, loyal customers.

With that being said the list is endless on what you can post on Instagram. There's plenty you can post on Instagram such as product photos, promo photos, behind the scenes, upcoming products, tips and much more.

Going back to our golf example (I know I'm using golf a lot!), if I had an online golf store I could post new products or prototypes and ask for opinions and feedback. People love giving their opinions and you are sure to get a ton of people commenting by doing that.

I could also post about the PGA championship and news about other golf tournaments. As well as that I could show how me and my team make the golf balls and golf clubs we sell, or I could show us preparing parcels to be shipped to customers. People love seeing this kind of stuff and it builds more trust between you and your followers.

As well as all that I could post photos of customers wearing or using my golf gear. Not only does this serve as social proof but it gives potential customers who are on the fence a little nudge.

Another thing I could do is have an image of two professional golfers side by side and caption it 'Which ones better'. I can also do this with my products and have people commenting which product people prefer.

So for example, 'Whos better, Tiger Woods or Justin Thomas. By putting a simple caption like that, if you have a good following and people that are passionate about your niche, you can start a crazy discussion and people will start commenting their opinions.

After all, people love voicing their opinions.

The list is almost endless on what you can post on Instagram. Sometimes you just have to be a bit creative and think outside the box.

To get more ideas and inspiration on what to post on Instagram, flick to the 'What To Post' chapter.

Video

Video is another big thing on Instagram. If used correctly they can help increase engagement and followers. You can either create your own videos or repost other popular videos in your niche.

If you are reposting other content from Instagram give credit to where you are reposting it from.

You can also download popular videos you find from Youtube and repost them onto your Instagram account. There are so many sites you can use to download Youtube videos, a simple Google search should find a plethora of different sites.

My favourite one to use is [Online Video Converter](#), you can convert to many different formats and it's pretty easy to use. Or if you want to use an app you can download your preferred one from the App Store.

If you have just started your account, this is a good way to build up engagement and followers. Just start posting videos in your niche.

When posting add a call to action, whether that be to give your followers a nudge to join your mailing list, tag a friend, etc. Add your own Instagram handle into the caption so if someone stumbles upon the video they can start following you if they want.

A great site to use to create videos is lumen5.com, this site can create videos from your existing articles. It's very good and matches videos and images with text, plus the starter plan is free to use!

Videos created using lumen5 are ideal for Instagram, you can create shorter videos and post the clips individually on Instagram. It gets a good amount of engagement and if people find it valuable they will share it.

Vigo Video is another you can use to create fantastic video and its available to download on both iOS and Android

Quik is an app made from the guys at GoPro and available on [iOS](#) and [Android](#). Formerly known as Replay before being bought by GoPro. It's a powerful app and helps you trim videos, add overlays and texts and merge photos & videos.

The next app I recommend using is Splice. No, it's not a drug. That's Spice, the drug notoriously used in prisons. I digress, Splice is a super powerful video editor that is also made by GoPro.

Add music, sound effects, transitions & merge video clips together. Splice is great for making video content for your Instagram account. Available to download for both [iOS](#) but unfortunately not for Android as of yet. No news on whether GoPro plan to release a version for Android.

Filters and Editing

The first rule of Instagram is there's no talking about Fight Club. The second rule of Instagram is there's no talking about Fight Club... I'm only joking.

The first rule is to post high quality photos that people would actually like and it provides value.

There's no real way around this. The stuff you post has to be top notch and be great.

Filters are one of the features that makes Instagram great. You can add a filter to change the look of the photo. You can change the brightness, contrast and feel of a photo just by using one of the many Instagram preset filters.

Graphic design program Canva did some research to find out which was the most popular filter on Instagram. They found Clarendon and Gingham to be the most popular and best filters available on Instagram.

But you don't have to stop at that. Sometimes the editing you want to do isn't available on the Instagram app. Because let's face it, it isn't as sophisticated as some other apps when it comes to editing. Good thing there are plenty available for free on the app store. Some you might want to download:

[Canva](#)

Canva is great online editor that makes graphic designing simple. It is a drag and drop graphic design tool that allows you to easily make posts for Instagram. You can simply add text, overlays, graphics, and images.

Another excellent thing about Canva is they have some nice pre-made templates which you are able to use if you are in need of inspiration or if you need some ideas.

Canva is free to use however if you want to upgrade to the pro version it does unlock some nifty features like transparent backgrounds. But unless you actually need the additional features the free version is good enough.

Canva have a mobile app which is available to download on both [iOS](#) and [Android](#) but it's also available to use on Desktop.

[Desygner](#)

Desygner is pretty simple to Canva in the sense that it is a drag and drop graphic design tool. It has some fantastic features to it as well and the mobile app has a nice user interface to it and is very easy to use.

Like Canva you have the ability to easily add text, graphics and overlays to the post you want to create and use pre-made templates to create content but in the free version you can also use images with a transparent background and resize images.

The mobile app allows you to directly upload to Instagram and you can create different sized images whether for your feed or story.

This is a fantastic tool to use and is highly recommended. You should definitely download from the app store.

[Pixlr](#)

Photoshop is the first choice for photo editing but it can be pretty expensive. If you can't or don't want to fork out money for photoshop, Pixlr is a great free alternative to Photoshop and has many of the main features available on Photoshop.

There is a web app that you can use on your desktop or you can also download the app for [iPhone](#) and [Android devices](#).

[VSCO](#)

A great simple to use app that has an awesome user interface. VSCO allows you to set brightness, contrast, tint and many more things. VSCO also has so many filters you'll get confused on which one to use!

Available to download for free on [Google Play](#) and [Apple App Store](#).

[Adobe Spark](#)

Adobe Spark is a free to download app available on both [Google Play](#) and [Apple App Store](#) as well as the desktop. It's got a easy to use interface and it's very simple to use with it's simple user interface.

You can make attractive images with text overlays and much more with this app. Plus it's made by Adobe so you know it will be good.

[Adobe Lightroom CC](#)

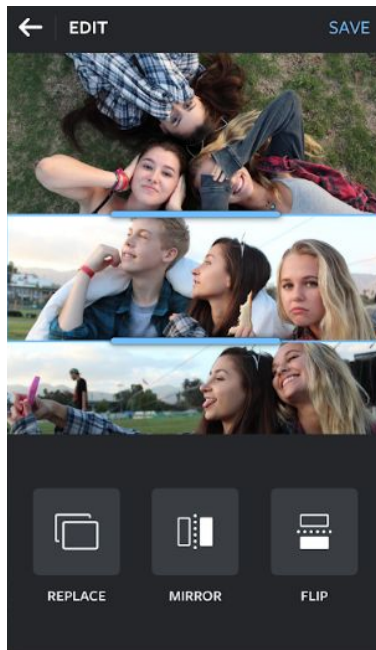
Lightroom CC allows you to make quick but impressive changes to your photos. You can change colour, contrast and exposure as well as the focus of your photos.

It's sort of like Photoshop but for mobile and with less features.

A superb app that is free for [iOS](#) and [Android](#).

[Layout](#)

This is designed by the folks at Instagram. It's a simple collage app in which you can mirror, merge and flip images. It's a nice, simple app and great for beginners. It actually makes some good looking photos.



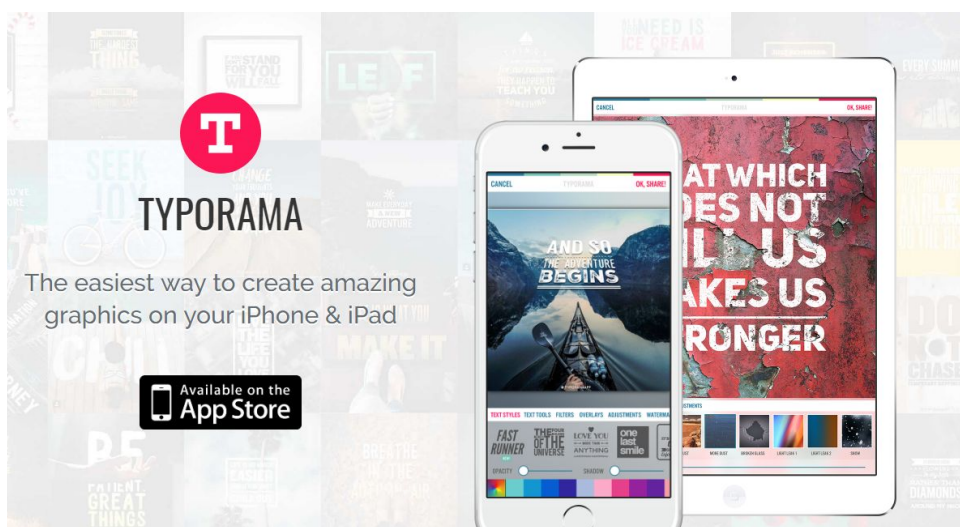
Free to download from [Google Play](#) and [Apple App Store](#).

[Typorama](#)

If you're looking to make some quote images or something with a text overlay this simple to use app can help you with that.

There's loads of professional looking fonts to use, great pre-made templates and tons of filters.

It is a free to download app but unfortunately right now it is only available to download for iOS devices. Sorry Android users.



[Boomerang from Instagram](#)

Another app designed by Instagram, this app allows you to make little clips and plays them forwards and backwards in a loop.

It's pretty similar to a GIF but Instagram call them Boomerangs. It's something different and fun and can spruce up your Instagram feed.

Free to download from [Google Play](#) and [Apple App Store](#)

[Blur Image Background](#)

Want to blur the background from your images? This app allows you to blur selected parts of your image or even blur the entire image.

It can make your photos look way more appealing if use correctly.

[Snapseed](#)

Snapseed is a powerful photo editing app developed by Google. From the app you can blur backgrounds, change colour, composition, tone and much more.

Snapseed is available on both [iOS](#) and [Android](#).

[Repost](#)

If you're looking to repost content from other Instagram accounts then this is the app for you. Allows you to repost photos and videos from other Instagram accounts.

If you see someone has used one of your products or a famous celebrity has mentioned your brand why not repost it onto your own account.

[Storysaver](#)

There's not an actual way to save an Instagram Story. Good thing there's an app for that.

With this app you can save any of your followers story to your device and you can repost it onto your own account.

So if someone mentions you on their story, there is now an easier way to download it and put it on your own feed. A similar app I found on iOS is [Ins Story](#)

[Video Downloader](#)

Seen a video on Instagram that you want to download or repost on your own account? Sometimes repost apps won't be able to do it, so use the Video Downloader app instead.

Unfortunately this is only available for Android however you can use [instaoffline.net](https://www.instaoffline.net) from your computer or iOS device to download videos and even IGTV videos.

[Hyperlapse](#)

This app allows you to make hyperlapse and timelapse videos. So if you record a video, you can speed the video up from 1x-40x. It's pretty cool and you can get some nice effects from this app.

It's made by the guys at Instagram so you know it will be a good app. The app adds a cool cinematic effect to your videos.

Unfortunately the app is only available on iOS as of now however I found a similar app on the Play Store. It's called [Microsoft Hyperlapse Mobile](#)

When creating your content for Instagram, you want to batch it all together and make it at once. You might have heard what batching is from one of those time management guys. The reason they use it is because it works!

I'll just quickly give a run down of what batching is. Batching is just doing one specific task at once. For example, if you are going to check and reply to email, I would set out half an hour and check and reply to all the messages you have instead of just replying to them sporadically.

Or if you want to create content for Instagram, I would just set out half an hour or an hour and get to work on creating posts for Instagram. This way you've saved time because you're not having to go do a different task and lose focus and you've got a good chunk of the work done.

Start planning and creating your content. Try to stick with themes and make your account more consistent instead of just random photos and videos.

Use [Later](#) or [Preview](#) to schedule posts.

Action Steps

Download and have a play around with some of the apps and find out which one is your favorite. Create a folder on your phone which you organise all your editing apps for Instagram. This way you'll be able to access them all much quicker.

Batch your content and create it in advance. This will save more time and you'll have content to post daily.

Download different apps for Instagram and play around with your content and the various styles. Go to the 'What to post' chapter if you don't know what to post or what content to create.

Start creating and planning your content, use Later or Preview to plan your content.

Quick Tips to Increase Followers

Many different businesses are starting to join Instagram to increase their popularity and many brands and companies use it as a marketing tool and to communicate with their fan base.

A feature that Instagram has is when users upload photos on the site, instead of the usual 16:9 aspect ratio it uploads it in a square shape similar to Polaroid photos.

Here are some quick tips to increase your followers:

Socially Connect Everything

If you have other social media accounts cross-promote them with each other.

Like with all the social media sites make sure you link up your Twitter page and Facebook page to your Instagram account as this will increase your online presence.

When you connect all your accounts together users are more likely to engage with you as well.

It's about being omnipresent on the internet. If your followers see you on more than one place they are more likely to trust you and become your customers.

You can make your followers and fans aware on Facebook, Twitter and Youtube or wherever else it is they are on and get them to follow you on Instagram.

Let them know the benefits they will get and that they will get exclusive content that they won't find anywhere else.

Plus you should connect your Facebook account to your Instagram account from the start because not only does it give you access to become a business profile but it also allows you to use the Facebook Ads platform and access Instagram Ads.

Write a blog post about it and convince your readers to follow you on Instagram. Be sure to add social media links to your website as well.

When starting out on Instagram these are easy ways you can get your follower count up.

Timing

Timing is important in everything in life. If you are a minute late your going to miss your train

or if you don't make it to a meeting on time then its your fault. Timing is very important on Instagram as well.

Because the algorithm is always changing on Instagram there is no answer set in stone on when to post. You should try to post normally after 5PM on a week day because that is when most people get off work.

A good guideline for posting is Monday at 5PM, Tuesday at 9PM, Wednesday at 6PM, Thursday at 6PM, Friday at 9PM and Saturday and Sunday either 10AM, 2PM or 5PM.

If you have a look at the Instagram Analytics of your account it will show a bunch of valuable information about your followers such as where the majority of them are from, how old they are and what time most of your followers are most active as well as many other things.

You can use the data they give you on what time your followers are active to post at the best and most optimized time. This way your post will get in front of your followers more and likely will increase in engagement because you have followers who are active.

To get more detailed timing get the app [Preview](#). [Preview](#) not only shows you the best timing to post and best day but you can also automate and schedule your posts.

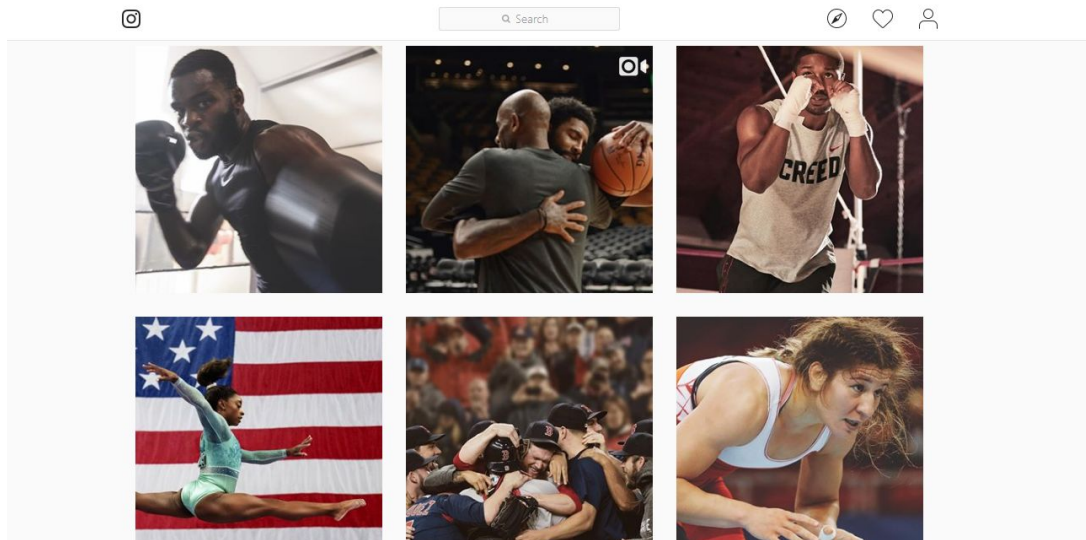
Upload only GOOD photos

Make sure you upload good quality photos. Nobody likes looking at blurry crap that looks like it was captured on a potato. Upload different photos and don't just upload photos of one thing, otherwise your users will get bored.

Don't just keep on shoving your products down your followers throats. Don't just say buy my product, buy my product, buy my product. Firstly most people do not like that approach and some will end up unfollowing you.

Secondly I recommend you use another strategy. Instead of posting about your products. Make 3-4 posts about the lifestyle of your niche. If you are stuck on what to post, go to the chapter on what to post. There's tons of ideas in there on what you should post.

If you take a look at @nike for example you will see they post less about their products and more about the lifestyle. They post more about celebrating athletes and lifestyle shots. They try to inspire you with their feed instead of sell you stuff.



They do sell products using their page and when they have a new product launch they will let their followers know but mostly they try to inspire people and feature athletes and celebrities.

Now you might not be able to get Tiger Woods or Michael B. Jordan to wear your stuff or use your product but you might be able to get freelancer models to use your stuff or take lifestyle shots with your products.

You could also use placeit.net, they charge a \$29/month subscription fee but you can use unlimited amount of images on their website and download HQ images.

It's great to use if you have a clothing brand - you can simply upload your designs and will be able to see how it will look in different mockups on different models and different scenarios.

Or if you have an app or digital product you can use [Magic Mockups](https://magicmockups.com). This allows you to add your image to any number of images they have of laptop screens, phone screens or other lifestyle photos. It's free to use as well and free to download HQ images.

If you are just starting off these are great ways to make your account look professional while also being affordable for you. Once you are more established you can start taking more professional photos, hire models, etc.

After you've made 3-4 posts that are non-salesy, for your next post make a post promoting your products.

Try to follow this guideline. You don't have to follow it to the tee but try use it as a rough guideline. Also don't upload all your photos in one go or your followers may miss the photos.

Be an ACTIVE user

Like with all other social media websites, you have to be active on Instagram. This means following other people and liking and commenting on their photos. You'll be surprised at how

many more followers you can get from just following this step.

This point cannot be stressed enough, you need to be consistent at posting on Instagram otherwise you won't really see much results. You can just post a few times and then leave it for a week and expect something magical to happen.

It's like anything in life, if you want results then you need to be consistent. It's like going to the gym looking to lose weight. How can you expect to lose a good amount of weight if you only go 3 times in a month? You need to keep going consistently before you can see any visible results.

The same goes for Instagram or for anything in fact. Consistency is the key.

The best business accounts post at least once a day. If you do that you will find your engagement will also go up.

Action Plan

If you have a blog or other social media accounts like Facebook, YouTube or Twitter then let your followers know. This is a good way to build up your initial follower base. Give them a reason to follow you.

Or ethically bribe them. Say something like 'Follow me on Instagram and I'll send you x or y'.

Post your photos at the correct time when most of your followers are online. Have a look at your Account Insight for more information or download the app Preview to have a more detailed looking at your most popular times.

Make sure what you post on Instagram is good, clear to view and effective. Don't post crap.

If you have a clothing brand or sell anything to do with clothing then use Placeit.net. This site uses stock models but places you're designs on the shirts. It's an affordable way to use models and showcase your designs, if you are starting off.

Alternatively if you have a digital product or software use MagicMockups.

Finally if you want to get a high following on Instagram, you have to be active on it and post consistently. Upload at least once a day on Instagram. Some of the big brands post multiple times a day but when you're starting off try going for at least once a day.

How to get Followers

Followers are important when it comes to Instagram. Without any followers how can you get your message out.

Everyone had to start from 0 followers. There's nothing they could do about that. But there is something you can do about building up your follower base.

First what you should do is make a list of accounts similar to your own or competitor accounts. Once you have a list of competitor accounts go on their most recent photos and start following all the people that have commented and liked the photos.

Try to like and comment on the posts of some of the people who you have just followed.

When you have done this, you should have people who are following you back. From the people who have followed you, like their posts and leave genuine comments on their posts.

Don't leave spam comments like 'Nice post!'. Leave genuine comments that actually add value. Instagram is a social networking app and so you should be doing some networking.

Before you do this, it is a good idea to populate your Instagram feed with at least 10 good photos, you don't want your account coming off as a spam account.

If you don't have any content to post or can't think of anything you can always repost other people's content on Instagram. Just be sure to give credit to the account you have reposted from.

If you still can't think of any content to post, go to the chapter on what to post on Instagram. There's tons of ideas there on what to post.

Going back to our golf account, if you see someone that has posted a video of them playing golf you might comment on how good they are or even provide feedback. It could be something like this:

'You got some good power on your swing but you just need to practise a bit on your technique by holding the golf club properly. Practise makes perfect!'

Try to add some value to the comment and make it helpful.

Now the people who haven't followed you back, unfollow them. Having a too high ratio of following to followers is not healthy for your account.

You can use an app to help you with unfollowing quicker.

Some apps available are:

Unfollowers (Android - free)
Mass Unfollow (iOS - free)
Follow Meter for Instagram (Android/iOS - free)
Unfollowers for Instagram + (iOS - free)
Followers Tool for Instagram (Android - free)
Crowdfire (Android/iOS/Web - free)
Followers Track for Instagram (iOS - free)

A lot of these apps are free but have a premium element to it in which you can buy

Stealing your competitors followers (ethically)

Another good strategy you can use to gain more relevant followers is steal your competitors followers.

So what you want to do is go to one of your competitors Instagram page. And click on their latest post. Start following all the people who have liked and commenting on their latest post.

It's good to pick the latest post because it's probably been recently posted and the people who have engaged with that particular post are likely still on Instagram. So if they see a notification from you that you have followed them, they will probably follow back because it's something they are interested in.

This is a good way to find relevant people interested in your niche. You can use your unfollowing app of your choice and then unfollow the people who haven't followed back to keep a good ratio.

So if you have an athletics and sportswear brand on Instagram. Go to @nike or @addidas, go to the latest post and follow the people who have left comments and liked their posts.

Leave genuine comments and like the photos for the people whose accounts you have liked.

You'd be surprised at the amount of people that comment on normal, less known accounts. So when you leave a genuine comment on someone's account, they will likely appreciate it so much and end up being a fan of your brand.

Most brands don't take the time to engage with their audience so if someone sees you actually engage with your followers they will see you care. It's about engaging with your community.

Engaging on bigger accounts

If you go to bigger accounts who have massive followings in the millions, go to the accounts and comment on their photos.

A lot of people frequently go onto the larger accounts and look through the comments, if your comment is valuable many people will go check out the account that commented.

These accounts larger accounts can be any large account such as celebrities, athletes, influencers or anyone else. It is good to find larger accounts in your niche.

Putting this example into context with our Golf account.

1. Make a list of golfer or celebrities interested in golf. Tiger Woods, Rory McIlroy, Phil Mickelson, etc.
2. Go to their Instagram accounts and leave valuable comments. Try to be funny or witty but if you can't just add something valuable.
3. If your comment picks up a good amount of likes, some people will be inclined to check out your account and may just end up following.
4. Because there is thousands and sometimes millions of people engaging with these larger accounts, your comment can get in front of a lot of eyeballs.

Not only is this a good way to get targeted followers back to your account, but it can build relationships with the account you are engaging with. Some celebrities actively use Instagram to communicate with their fanbase and actively check comments of their posts.

You probably won't be able to get in touch with the bigger ones and but some of the smaller ones do.

There are a lot of celebrities who don't but some do.

So it's a good way to get onto their radar and in future have some kind of business relationship going forward.

Niche Pages

Using niche pages can help you get your account in front of people who are passionate about what you have. Basically a niche page is something that posts about one particular thing, whether that be football, snooker, boxing, Playstation, Fortnite, having a shit or anything else. There's niche pages on loads of stuff out there.

Anyway most niche pages accept paid promotions so you can just contact them and ask them if they will make a post for you. Most pages charge a reasonable rate so you won't have to worry about money.

Look for pages with more than 50,000 followers and check to see if the followers are engaging with the account. Are they commenting and liking? If they are go ahead and

contact them. A lot of pages you can just DM but some pages will want you to contact them via Kik. Kik is a messaging app similar to Whatsapp. To be honest I don't really know why some of them use Kik to do business on, but it is what it is.

If I would contact a niche page, I would normally send a simple message to them like:

'Hey, how much for a promo?'

They will normally then send a message back with their rates and you can pay them via Paypal. Now there can be the one or two shady people on Instagram who might take your money and run but they are scum and karma will deal with them.

However a lot of the people with niche pages are decent people and hold their end of the bargain and do post at the specified time and date that you say.

Now you're probably asking, what do I tell them to post?

I found that telling them to post sale-sy posts doesn't work that well. So posts like 'Buy my stuff', or '3% discount now on!' doesn't work as people don't really want to be sold to.

What you can do instead is try getting them to your page or getting their email. Sure if you have a really good sale then by all means go ahead and promote that.

Viral Content

Viral content is content that has been shared or view a lot and is really popular. You can repurpose viral content onto your own account.

It's really simple. All you have do is go to the explore page and look for videos or photos that have a high level of engagement (likes + comments) and just repost that onto your own account. Make sure the post is related to your niche or hashtag.

Or you can go to your niches hashtag and repost a post that is popular in a niche hahstag. Use the relevant hashtags for your post. To find out how to make use of hashtags properly go to the hashtags section of this book.

If you've just started your business or have a newly started Instagram account, this is a good way to start off.

Remember always credit the account you originally took the post from.

Giveaways

People love winning free stuff. They go crazy over the chance of winning something for free. I don't really know what happens to people but when they have the chance to win something for free they will do whatever it takes.

With your account you can do promote your giveaway with the niche page.

What you can do is giveaway one of your products in exchange for them entering the giveaway. Here's how you can do it:

Tell them what they need to do to enter. It can be a series of steps. Whether it be tagging a friend, following your page or anything else. Once they have done that they are entered. In the caption you want to put the end date of the giveaway and when the winner will be announced. Have a good picture, maybe of the product followed by an overlay of text saying 'win this' or something like that.

With our golf store Instagram account we could do something like this:

'To celebrate the release of our new golf club - the Tee-8000, we are giving one lucky winner the chance to win our new Tee-8000 golf club. All you have to do to enter is:

1. *Follow @golfstore*
2. *Tag 2 friends*
3. *Comment who your favourite golfer is*

Once you have followed those steps you will be automatically entered. Winner will be announced on 10/07/2018.

You don't have to complicate things and can make it quite simple. You might just see a lot of freebie seekers or freeloaders coming in. You know the people.

Have no interest in your brand and just entering because they have a chance to win something. Most likely they will end up unfollowing you once the giveaway is over.

If you use a popular niche page or influencer you should see a lot of entries trickle in. Not only that but partner up with an influencer in your niche and ask them to promote your giveaway on their page.

You probably will have to pay them but it will be worth it and you will have more targeted followers who are interested in what you have to say.

Use a giveaway platform like [KingSumo](#), [Gleam.io](#) or [Wishpond](#) to add a virality component to your giveaway. These platforms get users to share your giveaways on their social media accounts for more entries thus making your giveaways that much more viral.

These platforms do charge you a fee but it is worth it in the long run.

[Free ebook](#)

Another thing you can use niche pages for is giving away your lead magnet. This lead magnet can be anything useful for your target audience or even something that helps solve a problem.

You can create a mini ebook and just give it away in exchange for your followers email. So with our golf store we could create something like '5 ways to improve your golf swing', or 'Beginners guide to playing golf'.

Emails are one of the useful things you can collect as you can directly communicate with your followers. It is more of a direct avenue to communicate and you have less competition. Plus with Instagram's ever changing algorithms you never know how the updates will affect your account.

The picture could be the front cover of the book. Here's what our post caption would look like:

We are giving away our free Beginners Guide to Playing Golf ebook which is worth \$10. This is a great ebook and will teach you all about golf including:

How to get started playing golf

Correct exercises to do

How to eat right for golf

And much more

All you need to do is follow the link in our bio @golfstore and enter your email address. We will send the book to your email address

This will drive more followers to follow your page but more importantly it will help get those email subscribers. And we all know how important email subscribers are. When you put the value in monetary terms people will think they are getting a good deal.

Would you rather pay \$10 for something or get that same thing for free? I know which one I would get.

Limited Time Sale

Personally I find these are not as effective as the two strategies above but it can help drive some sales if used properly. The trick is to actually give a good enough discount that people will be interested.

So your standard 5% or 10% discounts won't help. Instead go for 20%, 30% or even more. Have the sale for only one or two days maximum. If you have the sale on at the time of a special occasion or event, that's even better. This is to provide a sense of urgency for the users so they will take action more.

Here's what your post caption could look like:

'PGA championship has officially started! To celebrate we're giving 30% discount off all our products on our website @golfstore. Just add anything you need and at checkout use code PGA30.'

The discount is only good for today so get your order in so you don't miss out on the discount.'

Tap the link in our bio @golfstore to get started.'

Partner up with niche pages or influencers to get more exposure or use Instagram Ads.

Creating your own niche page

This might take slightly longer but it will be worth it in the long run. Create a new Instagram page aimed at just posting news, video, pictures, etc, about your particular niche. So if you niche is golf, create a niche page around golf and post videos on golf, trick shots, training videos, posts on famous golfers.

Engage your followers. Get shoutouts on other niche pages so you can build a following. Once you have built a high following account start slowly advertising your own products. Don't overdo it though as people will get put off and start unfollowing you.

Provide value to your followers and don't just self promote. A good guideline is to post about your own products once every 5-6 posts.

Shoutout for Shoutout

Granted this isn't one of the best ways to get more followers but when you're starting out it can give you a little boost.

So the idea with shoutout for shoutout is you find similar accounts or like minded accounts that target the same niche and DM them asking for a shoutout for shoutout. A shoutout for shoutout is just when you post one of their photos and ask your followers to follow their account and they do the same and tell their followers to follow you.

You want to look for similar account sizes to your own. Obviously an account with 200,000 followers isn't going to shout you out when you only have about 20 followers. It has to be mutually beneficial.

There are a number of websites in which you can buy shoutouts ranging from 1 hour shoutouts to permanent shoutouts. The price all depends on the size of the account and the engagement. Some of the websites you can use are:

ShoutCart.com

Grapevinelogic.com

Fohrcard.com
Indahash.com
BuySellShoutouts.com

Hashtags

Instagram allows you to have 30 hashtags under each post. Why not make use of them?

Just like Twitter and other social media websites, Instagram has hashtags. Using hashtags can increase the popularity of your posts as well as new users discovering your content. Use as many hashtags as you can when uploading your photos, but don't overdo it.

In case you didn't know hashtags allows your photo to appear in the search results for hashtags.

So if a user was searching for #golfclubs and you happen to use the same hashtag, the user could potentially be exposed to your photo and engage with it.

Instagram gives you a limit of using 30 hashtags but I recommend you use maximum 20. To make a look more tidy don't use hashtags in the caption and use put them in the first comment instead.

What you can do is save a list of hashtags in Evernote or your preferred notes app and everytime you need to use hashtags, just copy and paste them in. Then you can just change the ones you want. It saves a lot of time doing it this way.

It can be hard to find popular hashtags in your niche. Good thing there's a website for that!

Use web.stagram.com to search and browse popular hashtags. This website also brings up popular instagram users as well as popular hashtags.

Going back to our golf example, if you just enter golf in web.stagram it will bring up all the popular hashtags for golf by amount of photos that use that specific hashtag.

Hashtagsforlikes.co is another site similar to web.stagram which helps you find a list of popular hashtags. Hashtagsforlikes.co sorts out the popular hashtags and in popular niches such as fitness, entertainment and motivation.

If you use it directly from mobile you have the option to just copy and paste the hashtags directly from the website.

Displaypurposes.com allows you to find related hashtags just by typing one keyword. For example, if I was to type in basketball, it would bring up all related hashtags.



Not only that but it shows the relevance of those keywords and the popularity. Pretty nifty tool.

You want to aim for hashtags that have less than 1,000,000 posts in total for the specific hashtag. This would mean less posts are competing for the hashtag, so you have more of a chance of showing up in the top 9 posts for that hashtag.

You can also use hashtags with more than 1,000,000 posts but try finding more hashtags with less than 1,000,000 posts.

Have a look at what hashtags your competitors are using a borrow them for your own posts. Don't just use them all but take a few and implement them with your own hashtags.

Some popular hashtags regardless of your niche are:

#love #instagood #me #cute #tbt #photooftheday #instamood #iphonesia #tweegram #picoftheday #igers #girl #beautiful #summer #instagramhub #iphoneonly #follow #igdaily #bestoftheday #happy #fashion #fun

Use the above hashtags sparingly as too much of them will just make your posts appear like spam and they won't be as effective as ones that are targeted hashtags.

Ideally you want to find targeted hashtags. You want to use a mix of hashtags that are broad (e.g #sports) and narrow (e.g. #minigolf)

Above all experiment to which ones work best and which hashtags don't work best for you.

Instagram Engagement Groups

Engagement groups are basically a bunch of people who like and comment on each others posts at before a specific time so they can convince Instagram's algorithm to boost their post and get featured on the explore page of the Instagram app.

If you can get featured on the explore page you have the chance to potentially get a lot of eyeballs on your account and posts. So that equals more followers and likes.

A downside can be you won't get genuine people liking and commenting on your posts because they genuinely care or like your content. Because of that you might get spam comments like 'Nice post' or 'Looks great' however some groups do require you to leave valuable comments.

If you don't actually participate in these groups, you will get kicked out of them so beware!.

You might be asking how do I get into Instagram engagement groups. Well, it's pretty easy. You can do a google search for 'Instagram engagement groups' and just look for different engagement groups suited towards you.

Another place you can look at is Reddit. If you look in the Instagram subreddits you should be able to find plenty. Here's a whole [list of engagement groups listed](#).

If you have a Facebook account you can search Instagram Engagement groups on Facebook and it will bring tons of different Facebook groups regarding this.

Most of the Instagram engagement groups or 'engagement pods' communicate using the messaging app Telegram.

Some of the groups require you have a minimum amount of followers but others are more liberal on the accounts they allow in.

Once you've downloaded the Telegram app just use the above list and choose a group to join. You'll be able to send a request to join and the admin will be able to approve or not.

If that's not your cup of tea, you can create your own engagement groups and invite other people to them to engage in them.

It's the same principle but it would be with people you know better.

Partner up with Influencers

Partnering up with influencers is a great way to get more followers. I recommend partnering up with micro-influencers at the start. They are the ones who have a few thousand followers to 100,000.

What you want to do is find micro-influencers who are passionate about the niche you are in and have at least 20,000 followers.

Micro-influencers usually post about the product just for a free product. Some might ask for payment but more than likely not.

Go to the Influencer chapter to learn more about influencers, how to find them and how to reach out to them.

Me and my team

So if you want to leave the headache of growing an Instagram account to us, we will grow your following organically, create engaging content and manage your account fully.

Me and my team are social media experts and know what we are doing having grown tons of Instagram accounts from 0 to hundreds of thousands of followers.

If you're interested get in touch with me.

Here is what not to do:

Buying followers & likes

Never ever buy likes or follows. It does your account more harm than good. Those followers that you will get do not engage with you so what's the point of having them as followers. It's just a waste of money.

When you have about 50,000 followers and only 30-40 likes per post, it doesn't really look good to other people and they won't follow you.

I highly suggest you keep away from buying followers or likes and anyone that tries to sell you them is just trying to pocket some money from you, no matter how good he makes it sound.

Bots

Bots are basically automated software that like, follow and comment for you based on prespecified barriers that you set. So you can set the bot to set who to follow, what to like and what to comment on and it will do it for you automatically. They can even auto DM for you.

In theory this sounds amazing, and sounds like it can take a lot of your plate. But in reality it's not that good. The reason why is because Instagram is cracking down on these bot programs and any account that they think is using bots to grow their account will get banned and closed down.

So if you've spent all this time trying to build an account up and you decide to use a bot to boost your followers and Instagram notice this and close your account down, all your hard work is wasted.

The reason Instagram is cracking down on these bots is because they want people to naturally interact with each other and using bots just ruins the experience.

Fiverr

Fiverr is an online marketplace where you can buy and sell services. On Fiverr there are loads of sellers who will take your account and help grow it naturally. They do this by liking, commenting and following like minded people who may be interested in what you have.

They charge about \$50-\$60 for a month's management and some even promise you to get an increase of 1,500-2,000 more followers. Not bad for \$60.

To be honest Fiverr isn't all to bad, there are the good sellers but its getting hard to differentiate. Some sellers do not do it humanly themselves and will try automating by using software. Stay away from those sellers.

Action Steps

Make a list of about 5-6 of your competitor accounts. Go onto each of your competitors accounts and you want to go to their latest post and follow each person that has liked and commented on your competitors post.

As well as that like at least 3 posts of the people you have followed. Leave a genuine comment on some of the posts as well. This can be tedious at times but it does work.

Do that with all of your competitors accounts. You can always outsource this task.

Start posting consistent engaging content on your account. Don't have any idea on what to post? Get some inspiration from the 'What to post' chapter.

Participate in shoutout for shoutout by contacting other Instagram accounts with similar followings to you.

Buy shoutouts from niche pages to promote your giveaway you run. If you do not have any products launched giveaway some product related to your niche.

Find niche pages that are 400k but also have a high level engagement. You want to find pages that have higher than 3% - 5% engagement rate. You can use phlanx.com to assess this.

You can also giveaway an ebook that you might have written up about your niche. Don't overdo it with giveaways and but you can run the occasional giveaway and ebook giveaway.

Even with 0 followers, if you partner up with a highly engaged niche page and/or influencer you can get a massive following just by doing this. In fact we got our client 1000 targeted followers by using the same method I showed you above.

Join some engagement groups using the list of engagement groups above and share your content with them. This will help give your content a boost and help reach more people.

Find influencers in your target market and partner up with them. Go to the influencer chapter to find out how to reach out to them.

Use targeted hashtags in your niche. Take a look at what hashtags your competitors are using and borrow some hashtags from them and use them in your own post.

You can also use displaypurposes.com to bring a bunch of relevant hashtags in your niche up.

What to Post

Don't know what to post. There are so many things you can post on Instagram that the list is almost endless.

The thing to remember when it comes to Instagram is that it is visual. You have to post visually appealing content. Content that people will like and engage with.

Here are some things you can post on Instagram:

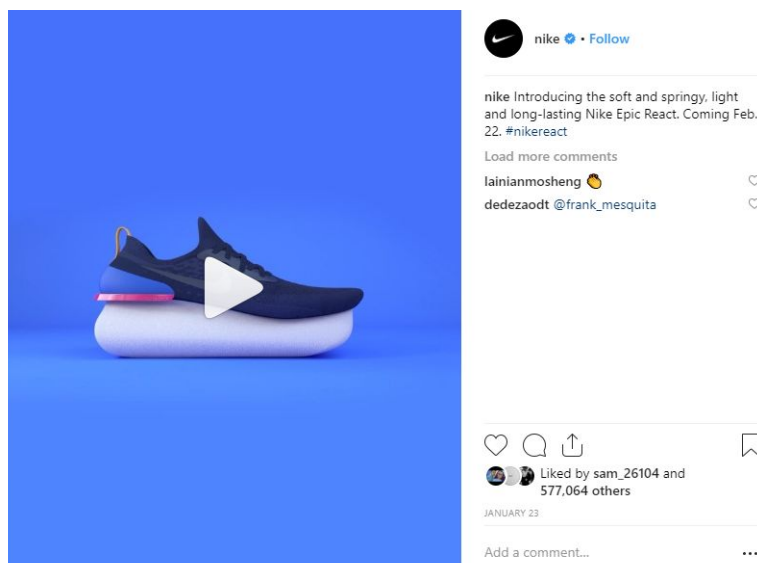
Product Photos

Posting photos of your products, people using your products, photoshoots of your products or anything involving your product. Make a post about your products but don't overshare or oversell your products on Instagram.

Instagram is a social media app after all so you don't just talk about how great your product is 24/7.

If you were invited to a party, you wouldn't talk about how great you are and what you can do. Well, if your name is Donald Trump then you wouldn't shut up on how good you are! And I bet someone would want to smash a brick in your head!

But any normal person wouldn't continuously talk about themselves or their product. They would ask other people questions, have interest in other people, talk about events going on, etc.



A good ratio to follow is to post about your product 1 in 4 times. So for every 3 normal posts you do the 4th should be about your product.

Reposts

Using one of the many repost apps available on the app stores, you can repost any popular photos or videos you find on Instagram.

If you have no content or are have just set up your account, a good place to start is to repost other people's content. Just make sure you give credit to the original account.

Quotes

People on Instagram love quotes. They love liking and sharing motivational and inspirational quotes with friends. Everyone feels down in the dumps sometimes and quotes are what can inspire someone out of a slump.



They don't just have to be motivational or inspirational quotes either. They can be funny quotes, thoughtful quotes or anything else. Entrepreneurial magazine Foundr uses this strategy to great effect and is part of their growth strategy to how they got 1 million plus followers.

Fill in the blanks

My favourite movie is _____. The greatest basketball player ever is _____. Fill in the blanks are easy to do and engage your audience like crazy. Loads of people love sharing their own opinion and what better way to get people to do that than with a little bit of Fill in the blanks.

It acts as a little game for your followers. Your fill in the blanks can be about anything and you don't have to limit it at all. Get creative about it and make sure you have a good visuals to match.



66 likes

anniemovie Can you finish the lyrics to this classic #AnnieMovie song? Answer in the comments below!

Polls

Polls encourages people to express their opinion. They can be something like 'which product is better, A or B'. Or it can even be asking someone's opinion on something, e.g. 'Which golfer is better, Vijay Singh or Rory McIlroy?'

You can use polls to great effective on your Story. You'd be surprised to how well people respond and engage in polls in your Instagram Story. A fantastic way to get people to engage with your brand.

Blog Post

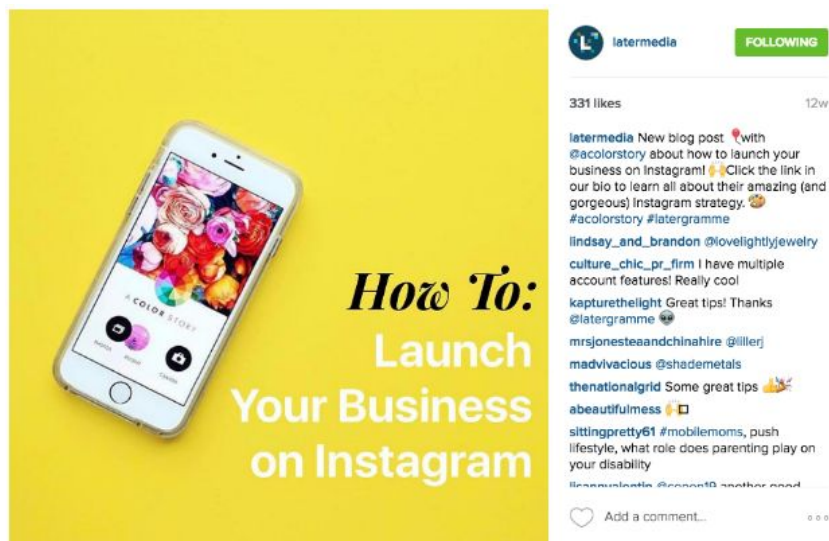
If you don't have a blog for your business, what are you doing with your life! You should have a blog for your business because it builds credibility for your business, shows you know about your industry and you care enough to write about it.

Not only that, there is the fact the blog posts can rank well in Google and other search engines and that can bring extra traffic.

But I digress. You can post of photo of your your cover photo for your blog post and write a bit of information about your blog post in the caption.

Then at the end of the caption you can write 'Read the blog post by following the link in our bio or go to link <https://www.xyz.abc>'.

For the duration of the post or length of time you decide you can put the link into the website field in your bio on Instagram so your followers can check out the blog post on your website if they want to.



This is a great way to get people back to your site, just make sure the blog post you write is educational, valuable and of interest to your target audience.

eBooks

Another fantastic way to educate your followers and potentially convert them into customers. You can't actually list your eBook on Instagram but what you can do is post a link of the download to it in your bio.

So what you should do is the same as I taught you in the earlier chapters. Post a photo of the book and then in the caption direct people to the link of your eBook.



This should be directed to a landing page where your followers would just need to enter their email address in exchange for the eBook.

Your eBook should be valuable enough so your followers will want to exchange their email for the eBook without even thinking about it.

You can also cross promote your ebook on your Stories. This will get those extra people signed up to your email list, and you know how valuable an email list is.

Behind the scenes

Having an inside look at what's going on behind the scenes adds more credibility and builds trust between you and your followers. How would you feel if you saw a glimpse of how one of your favourite brands operate? It would be pretty cool right!



Why is this strategy effective? It's simple. People buy from people. People buy from people they trust. It's like when you get a DVD and they have those bonus behind the scenes clips and interviews. Some people get the DVDs just for those bonuses they chuck in. Isn't it good knowing what the actors, directors and cast go through and what they are thinking during filming.

Likewise people love it when they get it an exclusive look at their favourite brand. Your behind the scenes post could be a candid shot of your team working on a project or a behind the scene picture of a photoshoot.

It could even just be of a picture of a team networking event, or a team outing.

Statistics

Did you know 88% of people believe statistics? Did you know that last statistic was completely made up?

All jokes aside, statistics are great ways to share bite-sized facts with your followers. Your followers will think you know more about your niche and the statistics you share with your followers can be about anything..

If you have a business that targets the B2B sector you can talk statistics involving your business such as statistics of how your business has helped other businesses. If you have a business that is primarily B2C you can share statistics about your industry, about your business and customers.

Infographics

You've probably seen infographics tons of times and on the internet. Infographics are images that display information in an easy to digest format while also looking appealing.

You can either repost infographics from other accounts or one's you find from [Pinterest](#) or [Flickr](#) or create your own.

To create your own, use a tool like Canva to design your infographic. They have pre-made templates for infographics and you can use [FreePik](#) to download icons to use for your infographics.

[FreePik](#) has a tons of free to download icons, it's a great resource.

Alternatively you can hire a professional design on Fiverr, Upwork or Freelancer.

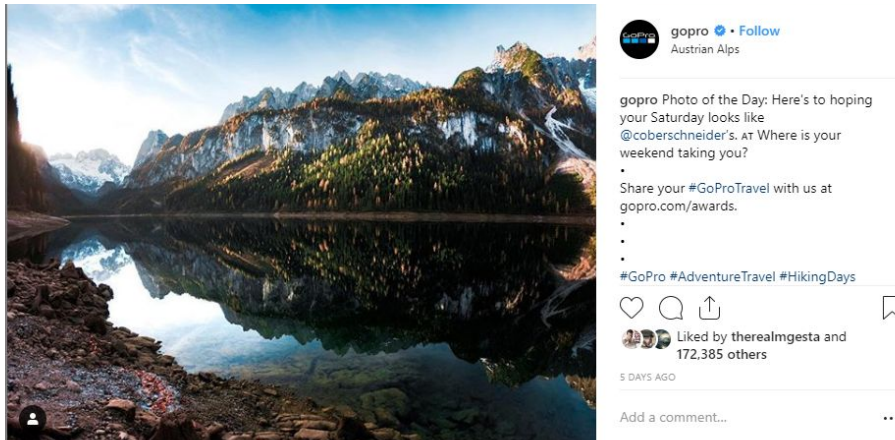
Ask for reviews, advice and feedback

Have you got a new product? Have you got an upcoming product launch? Instagram is a fantastic place to ask for feedback and advice on changes or improvements.

Ask your followers what new products they would like to see or what changes they want.

Fan photos/User generated content

This is a great thing to post. People who use your products can become great brand advocates for your business. If you repost something that one of your followers who shared it builds up a relationship with that follower. That follower is more likely to be more loyal towards your brand.



Not only that but it's a good way to build up social proof and build credibility and trust towards your brand.

Brands like GoPro use their Instagram to post pictures that users submit on their own Instagram account. They repost the pictures and give credit to the original accounts. This is a great way to build up brand loyalty and get brand advocates.

Favourite books

Sharing posts of your favourite books and telling everyone why is another sure fire way to build engagement and potentially increase your following. Sharing your favourite books or movies is a good way to connect with your followers.

You can even share the books you and your team read. Or even better you can even start your own little book club in which you share the books you have read and let your followers know what you learnt from it and ask them in return if they have read the book and what they think about it.

Tips

Just share useful tips and share advice with your followers. If you are in the basketball niche, share basketball tips and advice. If you are in the football niche, share tips and advice on football and how to become a better football player. You get the picture, right?

Comics/Memes

A meme in case you didn't know is a picture with an overlay of funny text either underneath or above the picture. You don't have to make your own comics or memes. Although you can if you want but there is plenty you can just reshare from the internet.

Videos

Reposting funny videos or any informative/interesting/entertaining videos is another way of engaging your followers and keeping them interested into your account.

Just use one of the many reposting apps mentioned in the earlier chapters and repost from other accounts. Be sure to credit the account you got the video from for good practice.

You can also download videos from YouTube and put them onto your Instagram account.

With videos you are also more likely to get people commenting on your posts as well

Photo contest

A photo contest is another form of a giveaway. It's a good way to increase brand awareness. You should use your own branded hashtag when posting about your photo contest and encourage your followers to use that specific hashtag when entering.

This is a good way to increase engagement to your account but also reward your followers. At the end you can maybe give the winner one of your products or something else valuable to your audience.



Giveaways

We talked about how effective giveaways can be in the previous chapter. They can bring an abundance of new followers who are interested in what you say. Offer something valuable that your followers may want that is related to your niche.



For example, if you have a business that makes basketball trainers you could giveaway a pair of your basketball trainers or tickets to the latest NBA game. To win that users could simply follow your account and tag a two friends or join your email list.

You don't want to overdo giveaways and as you will just get the wrong type of people following your account. You know the people who just hunt for freebies. They are not really valuable followers and might may just end up unfollowing you after a short while.

You should do a giveaway once or twice every few months or you could do it once you have reached a big milestone like reaching 10,000 followers or 20,000 followers.



Caption this photo

Another fun little game you can play with your followers. The premise of this is simple; post a photo of something and in the caption put in 'Caption this photo'.

You should get loads of comments with this method and may even get some funny answers and have a good few laughs.

Industry News

Anything interesting happening in your industry? There probably is and you can probably share some news with your followers about it.

Your followers would equally voice their opinion on the news. It's a good way to communicate with your follows and get them to share their opinion.

Be sure to ask them what they think about the news.

Ask for predictions

Is there a big event happening? Chances are a lot of people are going to be tuning into it as well and they will be following it. Events relating to your brands niche are a good chance to engage your audience, increase your following and expose yourself to new people.

If you have a Instagram account that sells footballs for example, and the FIFA World Cup is starting, you can ask your followers different questions like 'Which country do you think is going to win the World Cup?', or 'Who do you reckon will win when Argentina vs Brazil happens?'

Truth or Fiction Questions

Truth or Fiction. Kanye West served as President of America.



Okay that one was quite easy but you get the point. These are simple to do and is another fun game you can play with your followers.

This is another great way to engage with your followers. It gets a lot of people to comment and join in.

And it's pretty simple for your followers to take part.

Coupons

Coupons and discount codes. Who doesn't love them? Everybody loves getting a little extra money off their purchase. Some people just need a 10% coupon just to give them that extra push to purchase.



I recommend you don't give out discounts too much because it devalues your brand or business. People will then expect discounts every time.

Expert Insights

Share something you read about an expert shared about your industry. Has something changed about your industry? Why not break the news to your followers?

Not only will this help make your business into a bit of an expert but your followers will also think you are knowledgeable and passionate about the industry.

Unexpected use for your product

Can you use your product to play golf with and watch Netflix? I haven't seen a product that's able to do both of them (if you can invent it, you'd make a killing!).



Think about the oil spray WD-40 there are so many uses for WD-40. It's not just used to get rid of rust but it can be used to clean, to protect things and remove moisture. Just take a look at the WD-40's Instagram account for some inspiration on how to do this properly.

They have tons of different real life uses that you can use WD-40 for.

Q&A Session

If you have some frequently asked questions from customers, Instagram is a great way to answer them. You can make a post from common questions and post them from time to time.

Customers generally have questions shipping questions and product questions. Why not make a visually appealing post out of them?

You can do this with Instagram Stories, customers can submit questions and you can answer them and display them on your Story. Then the questions and answers you get, you can display them on your Story highlights.

Weekly Round Up

Say you have an Instagram account for your business that sells football boots and footballs. You could do weekly roundups about transfer news, results, and any general news about football.

You could make a weekly round up Story post as well to accompany the posts on your feed. As well that you could share it on your Story Highlights.

This gives you some credibility in your industry as it makes it out you have a viable interest in the industry and knowledge.

Pictures from recent Industry events

Did you go to a recent award show or event to do with your industry? Share it with your followers! They would love to see what's happening.



@katespadeny use their Instagram to showcase celebrities wearing their products at award ceremonies.

Better yet did you win an award.or did your company win a prestigious award. Show off and share it with your followers. Update your bio with your new award, e.g. Winner of xxx 2019 award.

Get creative, you don't just have to stop there. There are endless amount of things you can post on your Instagram feed, you just have to be creative.

Try including a CTA (call to action) to your posts caption. This could include asking your followers to like, share, comment, tag a friend, go to a certain link or direct messaging you.

Action Steps

Make a list of all the posts you can make using the ideas I provided you with above. You don't have to use all of the ideas, just the ones that make sense for your business. Most importantly experiment what works for you and what doesn't.

The things that don't work for you, cut them out and focus on the things that actually work for you.

Create content for the upcoming month and using one of the design tools mentioned in the previous chapters. If you can't make content for yourself or you just don't have time, outsource it. Get it made from Fiverr or Upwork.

If you don't want to do any of that, hire us (shameless plug). After all it's what we do. Me and my team of experts will create engaging content, post it for you, manage and grow your account.

Once you have content made store it all in one folder so you have easier access to it. Use an scheduling app to schedule your content in advance. With these apps you can just set what date and time to publish your content and it will publish on those specific dates.

Some scheduling tools you can use include [Buffer](#), [Hootsuite](#), [Preview](#) and [Later](#).

Add relevant, targeted hashtags to your post once you have published it. If you are part of any engagement groups share your post on there. This will ensure your post gets the most exposure and reach. The main idea is to try and get your post on the explore page.

Use the hashtags section of this book to help you find targeted hashtags.

Engagement

Engagement is one of the most important metrics to look for when it comes to Instagram. If people aren't liking or commenting on your photos, then your account doesn't look very good and neither do you build up trust or credibility with your followers.

With the new updates that Instagram has done now engagement doesn't stop at liking and commenting either.

You might have seen those accounts with loads of followers but they seldom have any engagement on their accounts. Well, they're probably fake followers. And as discussed in the previous chapter fake followers are a big no-no when it comes to Instagram.

If you have low engagement or want to get more people interested in what you have to say and post you want to get more involved with your followers and have some posts that involve your followers. After all Instagram is a social media platform, so it pays to be social!

There are various tactics you can use to increase your engagement

Gary Vee \$1.80 Strategy

I can't really take any credit for this one as this is one of Gary Vaynerchuk's tactics. But it's pretty simple. What he says is that you should find the top 10 trending hashtags related to your business. Comment on the top ten posts and provide your 2 cents.

Do that for the next ten hashtags and post useful, insightful or valuable comments. Don't just post garbage comments like 'Nice Post!'.

This strategy actually builds meaningful and authentic connections and while Gary admits you won't grow exponentially overnight using this strategy, you will build meaningful connections and have followers who are more engaged with you.

After all the majority of people are on social media websites and apps to be social! And as humans it is in our nature to be social and interact with others.

The amount of followers you will pick up from this strategy can vary but you may get around 5 followers a day if you use this strategy effectively. But those 5 followers a day will care about what you have to say.

Say if someone sees your comment and they feel it resonates with them. They're probably curious to see who wrote the comment so they click on your profile. Once they're on your

profile they like the content you post so they give you a follow and maybe like a couple of your posts.

Then when you actually have a new product that you have released, they see it and maybe become a customer of yours.

Ask Questions

This one's a bit of a no brainer. If you want someone to engage with you it makes sense to engage with your audience. You can engage with your audience and followers in different ways.

One way of doing this is asking questions to your followers. You can ask them questions which you think they would be interested in.

This could be something related to your posts. So for example if you have a car dealership and you want to ask your Instagram followers something. You could post a picture of a Ferrari or Lamborghini and write in the caption of the post 'What would your dream car be?' or something like that.

That would guarantee you to get more engagement and more comments. The reason is people like to be social and leave their opinion and something like that is a fun question.

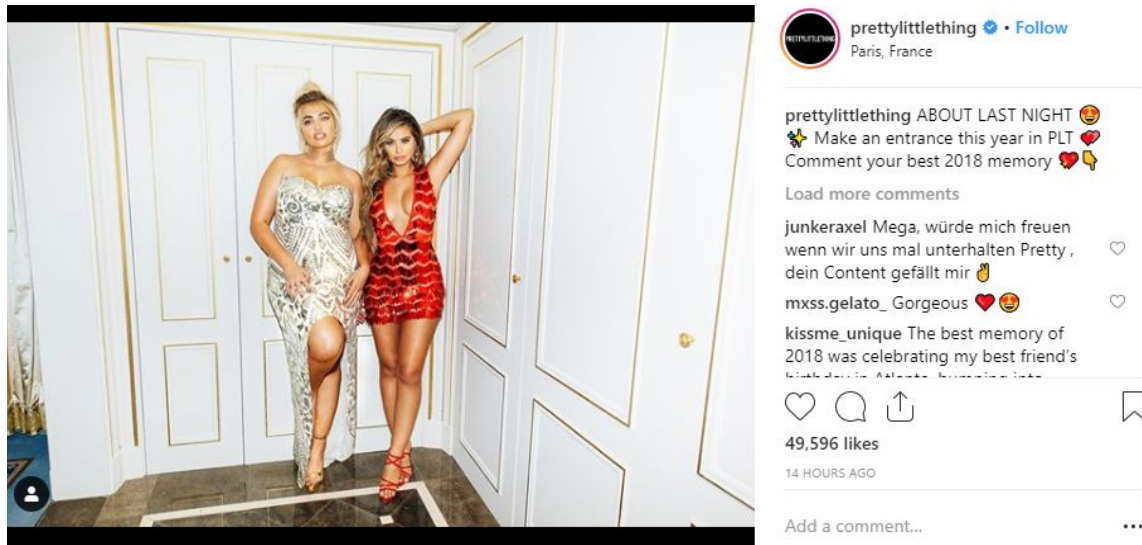


Going to our golf example if you wanted to engage your audience and following you could make a post like 'What's your best score in a game?'. 'Who's your favourite golfer?' or even 'What would you do if you were Tiger Woods?'

The questions can be serious, silly, funny or creative. The aim is to engage your audience and anything that provokes their interest, they will engage with.

CTA

Similar to asking questions to your followers, you can include call to actions (CTA) to some of your posts. This can be asking your followers to maybe like, comment or share your post or it can be to DM you, email you or go to a certain website.



If your CTA is convincing enough, your followers will take the specific CTA that you are asking them to.

It could be 'Double tap if you agree', 'What do you think?' or 'Share to inspire someone.'



Clothing brand @prettylittlething do this well with their brand and Instagram account. They post things that their target audience would be interested. But if you take a look at the end of the captions they use they almost always add a call to action to the end of the post.

Whether that be tagging a friend, liking the post or tapping the photo to bring up the shoppable product.

When you tell people what to do, they are more likely to do it.

Mix it up

Change your content up and don't post the same thing over and over again. Your followers will just get bored. Go to the 'What to post' chapter for help on this.

Instagram Stories

Instagram Stories is a fantastic way to engage with your followers. If you want to learn how you can use Instagram Stories to your advantage go to the Instagram Stories chapter.

Drop in Engagement?

Have you had a drop in engagement on Instagram? If you had a drop in engagement and you want to get your engagement back up there's an easy trick to get it back up.

What you should do is scroll back to your Instagram profile and go to a post that has received a lot of engagement. Go onto the likes of your most engaged post and start liking the three most recent posts of all users who have liked your post.

This will send notifications to those users profiles and they will likely reciprocate and start liking your posts.

When this happens this tells the Instagram Algorithm that your account is getting more traction and people are starting to engage with your account.

They will then start to show more people your posts. It's a neat little trick.

If you haven't had any popular posts or your account is starting off then go onto posts in your niche or your competitors pages. Go to their most recent posts and start liking the recent three posts for each user.

For the users that you do like they will reciprocate and like your posts while some will even follow you if they find what you have interested. Make sure your feed is interesting and worth following.

Most users follow something because it is either entertaining, interesting or informative, try to implement those traits into your feed.

Action Steps

Use the \$1.80 strategy by using commenting on the top 10 trending hashtags. See the explanation above for a more detailed look.

Post a mix of different content including videos. If you're unsure of what to post go back to the 'What to post' chapter.

Comment on different accounts and engage, after all Instagram is a social networking app!

Leverage Instagram Stories and Live as a way to engage with your audience more and build more trust with them. Go to the Instagram Stories and Instagram Live chapter to learn more how to use these effectively.

If you have had a drop in engagement, go to one of your photos that has had a high number of likes before. Go onto each person that has liked that post and like the recent 3 posts of that person. Do that with everyone on the list.

This should then get people back to reciprocate and return the favour. This will then tell the Instagram Algorithm that people want to see your content and they are liking.

Influencers

Influencers is not really a modern term. The basic definition of influencer is someone who has influence over a group of people. So someone with a big following like The Rock for example who has 115 million followers (as of writing) has a massive reach and so when he posts about a product that he's using his followers are going to probably buy the thing he's recommending or endorsing.

Most people like and trust the influencer they are following so if they see that their favorite actor/musician/whatever is endorsing something or using a certain product they will be more than inclined to get that same product.

Influencer marketing is not actually a new term. It goes back years and years ago way before the invention of the modern web and social media.

When launching his clothing brand FUBU back in the 90s, Daymond John wanted to get the word out and increase his sales. His clothing brand was aimed at the hip hop market and was generally targeting a younger trendy audience.

He sent out shirts to different raps and musicians in the hope that some would wear them in their music videos and he got the brand featured in some videos which did help to increase sales.

But when he asked LL Cool J (back in the 90s he was probably one of the most popular rappers around) and he agreed and wore a FUBU shirt in a video, FUBU blew up!

Big stores wanted to order from FUBU, they got more brand awareness and people wanted to wear more FUBU.

There are many other stories similar to FUBU, who used the power of influencers to grow their business and get more sales. In fact the earliest traces of brands using influencers is way back in 1760s! This was when Josiah Wedgwood used Royalty endorsements for his pottery.

Many brands have used influencers to grow their brand and account exponentially.

Anyway there are a number of ways you can find influencers. Below I'm going to show you some different ways I use to find them and see if they're the right fit for my brand.

How to find Influencers

Finding the right influencer on Instagram can sometimes feel like looking for a needle in a haystack. But there are different tools and techniques you can use to make it easier.

What you have to remember when looking for a influencer is not the number of followers they have but the amount of engagement they have. If they have a relationship with their followers and their followers are actually interested in what they have to say.

So for example if someone on Instagram has 200,000 followers and on average has 150 likes per post and 5 comments .On the other hand if someone else has only 10,000 followers but has on average 2000 likes and about 200 comments per post, which one would you choose?

I know which one I would choose.

Another thing to note is you should target influencers who you think would like your products or they have similar target audience to your brand. For example if you have a business that sells womens shoes, you wouldn't target someone like Stephen Fry because he isn't a woman and it's unlikely that he has a need for it.

However if you have a brand in which you sell football boots targeting someone like Cristiano Ronaldo or Neymar would make sense.

A thing to note with influencers is not all influencers are have honest likes and followers.

You see, some 'influencers' try to game Instagram by using shady techniques like buying followers and getting bot followers to comment on their post. They do this to make their account seem popular so other brands will want to collaborate with them.

If they get more brands to collaborate they'll be able to fleece money out of brands plus they get free stuff sent to them. It's a win-win situation for them.

Look out for the one or two word comments that don't have anything to do with the post. If they have tons of those kinds of comments chances are, you should stay away from them.

Some are even in engagement groups with their mates and other 'influencers'. You might notice on certain 'influencers' accounts the same people commenting and posting on their posts.

This is most likely because they are in an engagement group and they like and comment on each others posts to give their posts a boost in the algorithms. If they get it boosted enough, it might reach the explore page, which will mean a lot more eyeballs on their post.

Nothing wrong with being in engagement groups but be wary. Before actually going with an influencer, research the influencer to see if they are a good fit for your brand.

Don't just go with an influencer just because they have a good following. Check out some of their recent posts and go through the comments.

You can find out how much average engagement an influencer has using the site phlanx.com or [Triberr Engagement Calculator](https://triberr.com/engagement-calculator). Phlanx and Triberr tell you the average engagement of an Instagram account. You can put in any instagram account and it will let you know the average engagement of the account.

A influencer or instagram account with 3-5% is good. You should aim for finding accounts with 3-5%, anything higher is even better.

If the influencer aligns with your brand then go with them, if not move on. By aligning with your brand I mean are they in the same niche and do they share the same values as your brand.

#1 - Using Instagram

You can use Instagram to find your initial influencers. It might take a bit of manual work but it's free!

What you want to do is open the Instagram application up and go on the search feature and search through the hashtags.

Search for hashtags that are related to your niche. So for example if we have a golf brand I'd search for hashtags like:

#golfer
#golflife
#golfaddict
#pgatour

The list is endless on the different types of hashtags that you can use. Go through one by one on the hashtags and see who has posted and if the account is of relevance to you. If it is go ahead and contact them.

If it isn't then move on to the next account. Make a list of the ten hashtags relevant to your niche and go through them and see who you can contact.

You can send them a message like:

*Hey (First Name),
I noticed you are big on (whatever it is) and are super passionate. We have just launched (this new thing) and would love to send you one over.*

Do you have an address I can send it to?

Thanks,

(Your Name)

Or you can send something like this. I'll use our fictitious golf store for this example:

Hi Michelle,

My name's Jim and I'm the co-founder of The Golf Store, a brand of golf clubs and golfing equipment.

I know you love playing golf and I think your followers would love our golf equipment as well. We would love to send you some golf clubs free of charge in exchange of just a couple of Instagram posts of you with the golf clubs.

Cheers,

Jim

You should customize both these scripts to your business if you want to use them and add anything you feel you could add in.

Sometimes with some Influencers they would be happy with just an exchange of product in exchange of some Instagram posts. But some of the bigger ones charge money plus they want a free product.

If the influencer does not respond after a couple of days follow up with them. It could be a number of reasons that the influencer doesn't respond but that doesn't mean you should give up if they don't respond the first time.

Go to the influencers feed and to their latest post and leave a comment with 'Check your DM @INFLUENCERSUSERNAME'. Some influencers actually check and respond to comments, so you have a good chance to that he or she will respond to you.

If they still haven't responded, you can use the following message to follow up:

Hey [NAME],

I got in touch with you a couple of days ago and just wanted to follow up with you. I would love to send you some gear for you to check out.

Do you have an address I could send to?

Regards,

[YOUR NAME]

If the influencer still doesn't respond after a week hit them up one last time just reminding them that you would love to work together and how you would go on about doing it. You could try using a different platform as well to message the influencer on.

So if you already message them on Instagram try emailing them, or tweeting them if they are on Twitter. It could be just that they just use the platform less.

Anyway if after 3 messages they still haven't got back to you, chances are they don't want to work with you. Doesn't matter, it's their loss. Just move onto the next influencer.

Kylie Jenner makes \$1 million per Instagram post according to Hopper HQ, which is crazy when you think about it. But she does have around 115 million Instagram followers and averages 5-7 million likes per post.

When you are starting off it's good to target the micro-influencers. Micro-Influencers are the people who have 20,000+ followers but they still have people who are highly engaging with them and interested in what they have to say.

Micro-Influencers are great because some are more than willing to work with you and support your brand. If you offer them a free product in exchange for some Instagram posts, they are more than happy to do that.

Some may ask for a fee to post but it won't be a ridiculous price and will be very reasonable.

You should think about having a affiliate program or having 'brand ambassadors'. This is basically something you can reward your influencers with. You can give them a unique discount code or unique link and they can reward their followers with a discount and they get a commission out of it as well.

For example you could give a discount code to an influencer and everytime someone purchases something with that code the influencer gets 10% commission of that purchase and the person purchasing receives 10% off their order, plus you receive a sale. It's a win-win situation!

This makes the deal just that bit sweeter for the influencer, but not everyone will be interested in a brand ambassador deal.

You can easily make a affiliate program/brand ambassador program. If you're using any of the e-commerce platforms like WooCommerce or Shopify, there's tons of plugins available for them, both free and paid.

I've found the paid ones work better and they do have better support and assistance to them.

Another way you can find relevant influencers to your niche is checking out your competitors.

So your competitors are more than likely using influencers. Find out who your competition is and go through their Instagram feed. Any people who are using their products, go to their profile and message them and see if they would mind repping your gear.

Use socialblade.com to check if the influencers you want to work with have a genuine followers or if they just bought them.

Simply go to the site and next to the search bar change the tab to Instagram and search for the user you want to search for. If they have a massive spike all of a sudden out of no-one, chances are the followers were bought.

#2 - Use Influencer Marketplaces

An influencer marketplace is just a platform where influencers go to sell their services and where brands go to partner up with influencers for them to post on their behalf and promote them.

There are a few decent influencer marketplaces out there that provide some good results. Some of the platforms you can use include:

Famebit

Famebit is owned by Youtube and is a free to join platform for brands. All they take is a 10% service fee which is subtracted once you agree on a deal with an influencer.

It's very easy to use Famebit, all you have to do is 'create a campaign'. Once you create the campaign, you just have to describe the type of product you have, who you are looking for, what plan to achieve with your campaign, etc.

You can choose your budget and choose if you just want to do exchange for product or product and a fee.

Once you have posted your campaign, you should get a ton of proposals from interested people wanting to work with you. Now bear in mind, not all of them will be relevant to your brand.

Some will not match at all and it's pretty obvious some are just applying to the campaign to get paid.

But you can filter the results you get from amount of followers or subscribers they have, what genre they are in, etc.

You will mostly get people from YouTube on this platform as it is a platform aimed more towards YouTubers but you can negotiate with them to include posts on other platforms such as Instagram, Twitter or Snapchat.

You can find good influencers to partner up with on Famebit but there is a lot of people who will just apply for the sake of it.

Tomoson

Tomoson is another marketplace in which you can buy placements for influencers to talk, mention or promote your product on their social media pages.

Tomoson offers a 21 day free trial. After which they switch you to a paid plan. It's entirely up to you though if you wish to go ahead with their paid plan.

Like Famebit to get started you just create a campaign. You pick what type of goal you're hoping to achieve - whether that be more sales, more followers or whatever. Then you just tell them what you want to promote and what social media platforms you want to use.

You answer a couple more questions, influencers can then apply for your campaign.
Tomoson

Other Marketplaces

Other Influencer market places you can use are [Hey](#), [Tribe](#), [Upfluence](#), [Neoreach](#) and [Scrunch](#).

The majority of these are paid platforms.

#3 - Google Search



A final option you can use that is free but it can get time consuming. But if you want you can hire a virtual assistant to do this for you. This option uses search engines like Google to identify the people you may want to partner with and who actually want to collaborate with you.

It's very simple, you just use Google or a search engine of your choice and use the Advanced Search function. This way gets rid of all the people who don't want to collaborate or may not want to work with you.

You just need set a few criterias to your search for Google to bring up the right influencers for you.

So for instance, if you want to find influencers in the fitness niche, you would just need to put this in the search query in Google.



site:www.instagram.com golf advertising "Instagram photos and videos" -€  

It's very easy. So what to do is go on Google and type in to the search bar:

[Site:www.instagram.com golf advertising " Instagram photos and videos" -explore](#)

I might as well break it down for you and how the search query works:

- Site: www.instagram.com - Tells the search engine Google to only search within Instagram.
- Golf - This lets Google know to come back with your particular niche. Using our golf store example, we would want to come back with accounts in the golf niche. You can change this to whatever your niche is whether that is bodybuilding, chess, video games, competitive dog grooming or ironing. You might have to change the wording of some niches to get better results. For example if you're searching for soccer, you could try football or even futsal.
- Advertising - this search term tells Google to come back with results with the word advertising in them. I've put this in because I want it to come back with influencers who mention that in their bio. You can also change the word to something else so it brings back different results like sponsor, sponsorship, shoutout, promo, promotional post, or advertise.
- "Instagram photos and videos" - The double quotes lets Google know you want to contain the exact search terms. Instagram photos and videos are pretty much what every profile includes, so now you know it will only include profiles and nothing else.
- This technique lets Google know you don't want anything coming up from anything else and you just want the results from the main profile to show up.

- -explore - This part removes any results from the explore page of Instagram. We don't want any results from the explore page to come up. We just want results from the main profile to come up.

Once you have done is search with your own niche keyword as explained above and add advertising in or something similar as I explained above as well. It might take some sifting through to get the desired influencer you want but you will eventually find them.

Use a spreadsheet to record all influencers you wish to work with. You can just use Google Spreadsheet and record the influencers and the follower count they have and their contact detail.

Use the influencer outreach template I provided you before to get in touch with them. If you are not getting the influencers you want from this try changing the niche keywords or advertising keywords you are using.

Go through the first 5-10 pages of the results. You should find the influencers you want. Unfortunately with this strategy you can't filter out the number of followers a influencer might have, you will just have to manually go through the results and find the influencer with the required followers you need.

If you can't find the influencers you want, just try changing the keywords slightly to different variations and you should have different results show up.

Action Steps

Influencers are vital to exponential growth on Instagram. Using any one of the methods above (or all) find your desired influencers. They should be in your niche and target your target audience.

If they aren't targeted it can potentially be a waste of money as most of their audience won't be interested in what you have.

Plus be wary of the ‘influencers’ on Instagram. By that I mean the people on Instagram who aren’t really well known or famous for anything other than having a high following on Instagram and labelling themselves as ‘influencers’.

Some of these ‘influencers’ pay for their likes and follows.

I’m not saying they are all bad or wrong. Just be wary and do your research. Use sites like socialblade.com, phlanx.com and [Triberr](https://triberr.com) to check their engagement and followings are legitimate.

Try to get together a list of 40-50 influencers you can send products out to. Get in touch with them and using the templates above. You probably won’t have all of them say yes. Some will be out of your budget, some won’t be interested.

Use the methods I’ve explained above to find influencers. You don’t have to use all of them but use the ones suited to you and your budget.

If you have the budget consider using influencer marketplaces.

Mainly you want to aim for micro-influencers. They will give you more bang for your buck and tend to have better engagement compared to these bigger accounts. Micro-influencers usually have from a few thousand followers to 100,000 followers.

Not only are they easier to get in touch with and work with but they are also cheaper and come without the ego.

Instagram Stories

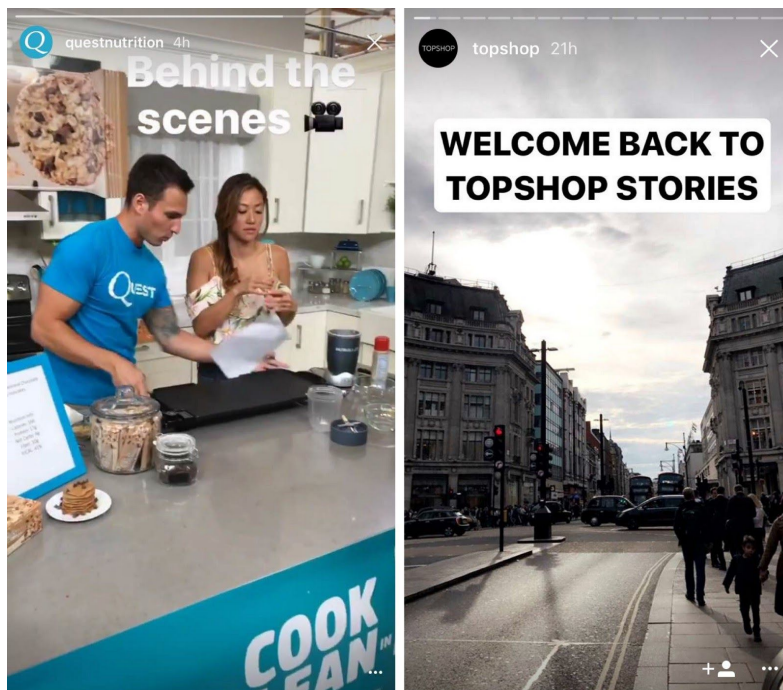
Instagram Stories is a feature in the app where you can post 24 hour updates. If you've ever used Snapchat, it's similar to the Stories feature on that. Instagram Stories enables you to post photos and videos that will disappear after 24 hours.

Instagram Stories are displayed on the home page of the Instagram app at the top. You can also view other people's stories who you follow.

To add to your Instagram Stories just either swipe right on your device or on the home screen of Instagram at the top there should be a plus icon with your logo alongside other Instagram accounts. If you click on the plus icon you will also be taken the page where you can add to your story.

Once you either swipe or tap the plus icon, Instagram will open your camera within the Instagram app. Instagram does this by default. If you want you can straight away start to record videos or take photos to post onto your Story. This is good if you are at events or functions and you want to show your followers.

You can also use this feature to show a behind the scenes at your company for example your employees or if you're getting products ready to ship out.



On Instagram Stories as well as all that you can add in filters and stickers. These are just a way to add some fun into your stories and some personality. Filters are basically different pictures you can add to the video or pictures. It uses facial detection to detect where the

faces are. So for example if you are recording a video you can choose to use a dog filter. This will then add dog ears and nose onto you!

This is just to make it more fun. Stickers are just sort of overlays you can add to your stories to make them look that much more exciting. Now with Instagram Stories you can also add new, super engaging features like polls, questions and like meter. These features can be used very effectively and can engage your followers.

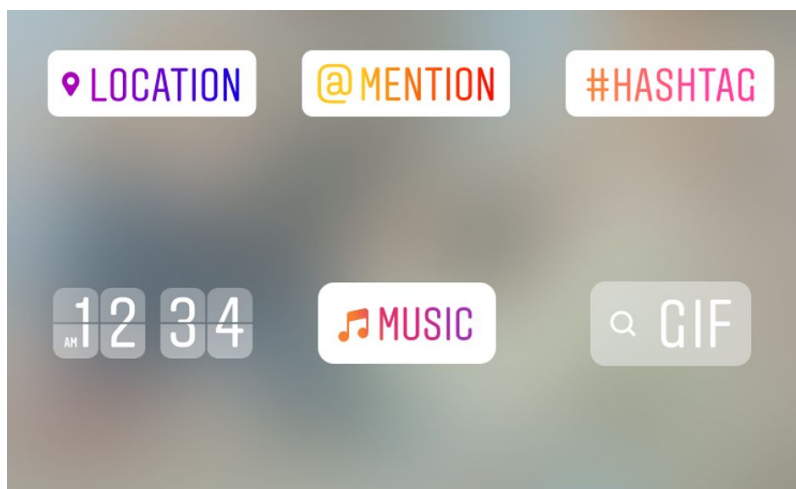
You can also add shoppable products so people can buy your products from an Story update. How cool is that!

There is also a swipe up feature so when a user swipes up on your particular story they will get sent to the link for the story. Now this link can be anything such as an article, product page or even another website. This is a game changer and people are reporting crazy amount of engagement with the swipe up story feature.

As of now you need to have more than 10,000 followers to be able to have the swipe up feature on your Instagram Stories.

To bring up more options for your Instagram Stories it's easy. Open up Stories by swiping right or tapping the camera icon on the home screen of Instagram. Tap the smiley face icon on the top

From there you will see a bunch of different options you can select such as hashtag, product, polls, gif, etc. You can add all these options to your Stories as well as different filters to spruce up your Stories.



To add more reach to your Instagram Stories add a related hashtag to your Stories. This way it will add more exposure and reach to your Stories. Go for one or two related hashtags.

So for example with our golf store example, if we posted something to do with golf on our Stories, then I could add the hashtag #golfaddict or something like that. Then the we just made could end up on the explore page for Instagram Stories.

Anyone looking at that specific hashtag would be able to see it for that hashtag on the explore page.

What to post on Instagram Stories:

Behind the scenes

People like seeing the raw behind the scenes stuff at your company. Are you getting orders ready? Why not get take pictures of the things or record a video and post it to your Instagram Story.

Business updates

You can just film yourself updating your followers about your audience.

Reached a massive milestone? Tell your followers.

Are your products now stocked in a store or another website? Let your followers know.

Got new products? Your followers would love to know about it.

Whatever you want to update your followers with, let them know. Not only does it make you appear more approachable and authentic but it's also personable. People buy from people and if they see you talk about your brand, people will start to trust you more.

Your videos doesn't have to be long. They can be as short as a few seconds to a couple of minutes

Polls

Polls are a good way to increase engagement and build rapport with your followers. Polls are really easy to participate in for your followers and they are even easier to create.

A good trick you can do with polls is to post a picture of your product and with the poll question just ask 'Would you buy this?' or 'Do you like this?' and for the voting options add yes or no. You can even add personality into the questions or make it the same as your brand voice.

Then when you get people voting on that Story post message the people that voted yes with a message like 'Hey (FIRSTNAME), thanks for voting yes on our poll. Here's a 20% discount to get off (PRODUCT).'

Not only will this increase engagement but it will help your store get sales. Everyone will not take up the offer. But it's worth it even if a handful of people take you up on the offer.

You can do these with all kinds of products and even if you sell consulting services, physical products, digital products, etc.

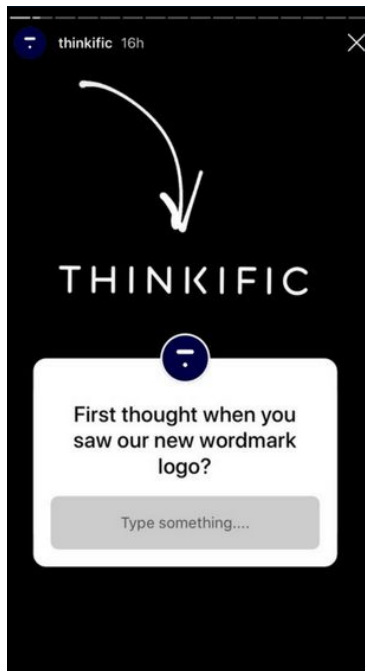
Questions

These are fantastic ways to get your audience to engage with you. Ask your audience questions to get them to engage with you.

Or you can even get your followers to ask you questions.



You can also use this feature to get feedback from your followers on what they would like to see from you or what new product they want.

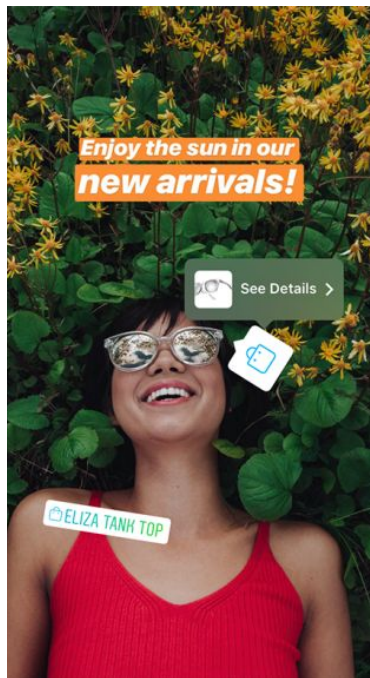


Not only can you use the questions feature to ask for feedback but you can ask your followers for their opinion on something, use it as a frequently asked questions, or just collect valuable information to improve your business.

Like anything with Instagram, get creative.

Shoppable Products

Using shoppable products in Instagram Stories is a relatively new feature. As the name suggests it allows your Stories to be shoppable. Followers just have to tap the photo and they can bring up more details about your product and if interested, buy the product from your website.



Blog Post

If you have a blog, which you should as a blog is a great way to generate traffic, you can use Instagram Stories as part of your blog promotion strategy.



All you need to do is make a simple image promoting the post (size should be 1080px x 1920px) which you can make in Canva. Save the post in your phone's gallery.

On the Instagram home screen, swipe right to bring up the Instagram Stories screen up and then swipe up. This will bring up your gallery and saved images. You can then select the image you want to add to your Stories.

If you have over 10,000 followers you can a swipe up link so followers can go straight to the blog post from Stories. Foundr does a fantastic job doing this and send tons of their followers to their blog every time they publish a new blog post.

Every Story you publish should not have a link attached to it as this can be overwhelming. Instead you should try mixing it up, add a link to 1 in 3 Stories you post. So for every 3 you make 1 has a link.

If you have under 10,000 followers sadly you do not have access to this feature. However I do have a way around this.

Upload the picture on your Instagram Stories as normal. Add some text on the post using the text tool in Stories. Add something like 'Link in bio @your username. Then if one of your followers are interested, they can just tap your username and go to the link to your bio.

Change the link to your bio to your blog post. This is a fantastic way to get people back to your website. From there you can have a lead generation magnet (a free ebook or coupon in exchange for email) so your followers can sign up to your email list. Make sure the ebook or whatever you are offering is valuable to your target audience.

As you probably know the Instagram algorithm is constantly changing so it is best to get your followers email so you have more of a direct method to contact them. You can contact them about all kinds of things including new blog posts, free ebooks, new products, special offers and much more.

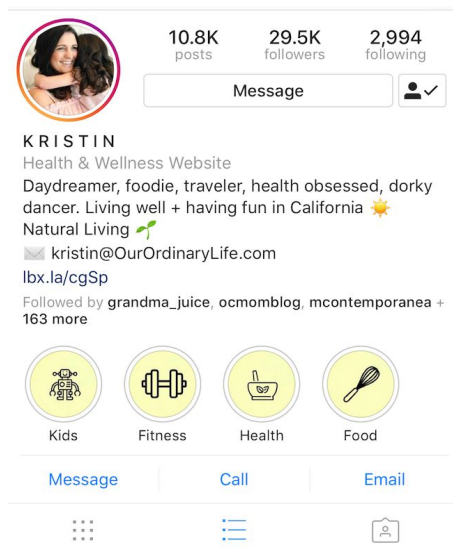
I won't go into too much detail about this as this goes beyond the scope of this book but an email list is one of the most useful assets your business can have.

Story Highlights

They now have an additional feature in which you can now keep your desired story updates more permanent in a feature called Story Highlights.

Story Highlights displays the stories you want in a more prominent position on your profile so you're followers can easily go to them and view them if they feel the need to. You can organise the Story Highlights to various categories and name them different names.

For example, you could call one New Products, and have the new products you have recently launched in there. There could be another one called Featured, which you feature all the highlights where celebrities or well known influencers have worn or used your products. This could add more social proof and credibility to your brand and products.



Other things you can add to your highlights are reviews, sales, new arrivals, clearance items and much more. Sometimes some of your followers may miss some of your Story updates, so this is a good way for them to catch up on what they have missed.

Also you can use this to remind or tell your followers about certain things like news about your company or anything else.

How to set up Story Highlights

It's very simple to set up. All you have to do is:

1. Add to your Instagram Stories like normal. You can do this swiping right or clicking on the plus icon at the top of your Instagram app.
2. If you want to add any pictures or videos you have already added in your Stories then go onto your profile and click on the plus icon under Stories Highlights.
3. Add whatever you want to your Stories Highlights whether that be pre-recorded videos, videos you recorded live, photos or whatever else.
4. You can choose to name that particular highlight. I recommend you choose a suitable name, one that will peak curiosity for your followers. If you leave it blank, as default it will be called Highlights.

Action Steps

Make a list of the Instagram Stories ideas you can create and publish and get to work creating the content. You can use [Canva](#) or [Desygner](#) to create content for your Instagram Stories.

Remember the size of your Stories should be 1080px x 1920px. Start uploading them to your Stories and try to mix them up.

If you want to record videos of yourself talking about your business/brand or providing updates then that's even better. Videos including the founder or employees of the company tend to do better and make a personal connection with your followers.

Set up your Stories Highlights on your profile using the instructions above. Think about what you would use as your Highlights. This should compliment your brand and help credibility while driving sales.

You could use testimonials, sales, reviews, case studies, new arrivals, media features, celebrities using your products, etc. You could educate your followers to why they need your products.

You'll also need front covers for each of your Stories Highlights. You can design these in Canva and get icons from [FreePik](#).

Shop

Imagine having a shop that would be open 24/7 and 365 days a year. A shop that doesn't close on public holidays. A shop that doesn't need any sales assistants or managers.

You can connect your store up to Instagram and Facebook and have your products listed on both platforms in no time.

I love the shop feature on Instagram because you can just make a post and tag the thing that is featured in the post. Once the user taps on the product in the post it will bring the item up and they are able to go to the website to purchase if they want to buy it. Shoppable posts are identified by a small white shopping bag image in the top corner.

It's a great way to make more money and let your followers know what you are selling.

To start you need to have a Instagram business profile set up and you need a Facebook Shop page set up with your description, specs and pictures. This is where Instagram will get all the information and pricing about your products from.

To set it up there are two options you can choose from. The first one if you use WooCommerce, Shopify, Magento or BigCommerce; you can use their [plugin and integrate it](#). Facebook will just take the product information and images from your ecommerce platform automatically, so you don't have to worry about doing it manually.

Currently to have a Facebook shop you must be located in either the UK, USA, Australia, France, Germany, Italy, Canada, Spain, Brazil, Sweden, Argentina, the Netherlands, New Zealand, Switzerland, Puerto Rico, Ireland, South Africa, Austria, Belgium, Peru, Malta, Ecuador, Uruguay, Paraguay, Panama, Portugal, Cyprus, Czech Republic, Denmark, Luxembourg, Latvia, Lithuania, Slovenia, Finland, Croatia, Hungary, Bulgaria, Romania or Norway.

They are always updating it so there it may be available for more countries soon.

If you set up your own ecommerce store without using an ecommerce platform or you just want to add Facebook Shop Catalog manually, you can set up [your own integration](#).

When you've done your Facebook page setup, go to Instagram and click on the pop-up that tells you to 'Get Started' with tagging on Instagram. If you don't see this

option go to settings, products and click continue. You can then select a product catalog and connect your business profile.

Once you have your product catalog setup, tagging products is as easy as eating a piece of cake. Upload a post as normal and then from the screen where you can write a caption for your post underneath 'tag people' should be a option to 'tag products'.

Tap on that option and you will have the opportunity the tag your products in and make them shoppable. You can also do this with your Instagram Stories and make them shoppable.

A good tip to do is go through old posts and tag products in where the picture requires. This could help convert into a sale if someone was to stumble upon your old posts.

As of now Instagram allow you to tag up to 5 products in one post and up to 20 in a carousel post.

From my research I've found that accounts that post blatant salesy posts (sales 50% off, buy one get one half price, etc) are far less effective than posts of lifestyle posts (showing your products in use).

That's not to say that those sales posts aren't effective at all, just try not to overdo it. Use lifestyle photos or non salesy photo featuring your products and then tag those products

Check out some examples of how to do this effectively:



See how clothing brand boohooMan have made this post. In the actual photo they don't include any overlay or text but in the caption they have included 'Shop now'.



Nike Golf don't always post about their products but when they do they do add in the caption of how to purchase their products by putting 'Get your pair now at Nike.com'. What they could have done is added at the end of the caption instead 'Tap photo to shop' and then tag the product(s) so their followers could have gone to the product page directly if they were interested.

This does raise chances of conversion by followers going direct to the product page instead of followers having to manually enter in your website link.

You should announce to your followers and let them know about Instagram Shopping for best results.

Cross promote on other social platforms you are on like Facebook or Twitter and if you have an email list (which you should!) let me know as well.

Action Steps

Set up your shop by connecting your Instagram business profile together with your Facebook page. Use the instructions above to help you if you need.

Once you have that set up when uploading new posts on Instagram tag your products in when required. This is a good way of turning followers into customers and getting them back to your site.

IGTV

IGTV or Instagram TV is Instagram's response to rivals Snapchat and YouTube. With Instagram TV you're able to upload videos so your followers can watch them at their convenience.

Once these are uploaded they will appear on your profile next to your Story highlights, labelled IGTV. Followers can also access different IGTV videos from other channels from the main Instagram screen.

IGTV allows you to post vertical videos and is a great way to increase brand awareness.

Some things you might want to know about IGTV is that you can only upload videos that are up to 10 minutes in length however if you have a large following that does get increased to an hour (they have to be uploaded from a desktop).

To get started with IGTV you need to create an Instagram TV channel. This is where all your uploaded videos will sit. It's very simple to create a channel:

1. Open up the Instagram app or IGTV app
2. If on the Instagram app, tap the IGTV icon in the top right of your feed.
3. Tap Settings and Create channel. Once you've done that just follow the on screen instructions.
4. You've now got an IGTV channel!

Now you've got yourself a IGTV channel, you might be asking yourself, how do I upload videos. I've got you covered there as well! It's even easier to upload videos:

1. Tap the IGTV icon on the Instagram app or open up the IGTV app
2. Tap on your photo to open your channel
3. Then you should tap the plus icon and tap the video you wish to upload.
4. Add a descriptive title and description and include a call to action in your description. Once done tap post!

An awesome thing about IGTV is you can add as many clickable links to your video descriptions you want. These would be clickable from the app or the website. This is an amazing way to get traffic back to your website.

Make your title attractive pique people's interest so they want to click on it. The words from the title from the start should be descriptive and people should know what it's about just by looking at the title.

Another thing you should do is add a custom thumbnail onto your videos as this makes it look that much more professional.

With IGTV videos you can add hashtags just like you would add them to standard posts. You can use up to 30 hashtags but I recommend you use about 5-10 hashtags per video. Hashtags will make your videos more discoverable but the most important thing of all is your videos have to be on point.

Include a call to action in your videos and your video description. Whether that be asking your followers to leave a comment, sharing the video on their story, following your account (if they're not already following) or just ask them to go to your website or a landing page.

If you are unsure on what to post on IGTV, don't worry I've got you covered! Some of the things you can post are:

- Educational videos
- Behind the scenes
- Motivational videos
- Unboxing videos
- Different uses for your products
- New product launch videos
- Funny sketches
- How to use your product
- Team introduction
- Tutorials
- Hints/tips to improve a certain thing
- Events

You see the list is almost endless on the things you can upload onto IGTV, you just have to be creative and create great content that is valuable and people will love to watch.

Some great examples of brands using IGTV are Netflix, Nike and Warby Parker.

Warby Parker sell reading glasses and prescription glasses. They used IGTV to feature inspirational stories of people they are helping. People are engaged with the video and are commenting and liking the it.



You can get as creative as you want and even do something like Warby Parker in which you show inspirational messages.

Three great apps you can use to make IGTV videos are [Videoshop](#), [Quik](#) and [FastStory](#).

Action Steps

Make a list of videos you can do for IGTV by using the above list of content you could create. Once you have done that start planning and creating the content.

You can either use the tools and apps suggested to you in the ‘tools and apps’ chapter. Or you can hire someone to create content for you.

This could be through [Fiverr](#), [Upwork](#), [Freelancer](#) or [PeoplePerHour](#).

Once you have created content start uploading it onto IGTV. Don’t upload all your content at once though as that can overwhelm your audience. I recommend doing it weekly or setting a schedule.

Instagram Ads

If used right Instagram ads can be a gold mine and you can make so much revenue thanks to the ads platform.

To get started you have to have a Facebook account and a Facebook page connected to your Instagram account.

You can create an ad through their Instagram app directly but it's best to use their Facebook Ads Platform through the Facebook site as you can do more detailed targeting.

The trick is to have a Facebook Pixel on your website so Instagram can track visitors and customers on your site and give you the ability to target similar people on your Instagram ad. Once you have done this, your ads will be a lot more targeted and if you use the right creative assets you can make your ads way more profitable.

With a Facebook Pixel you can also target look alike and similar audiences to your own current audience. Basically all you have to do is put a piece of code provided to you by Facebook on the pages of your website where you want Facebook to track.

If you are setting up for the first time it can be a bit daunting to set up your Facebook Pixel especially if you don't know how to code. However it's easier than it looks.

I could tell you how to set it up but there are plenty of instructions online on how to do it. You can find great tutorial videos on YouTube like [this one made by Facebook](#) showing you how to do it.

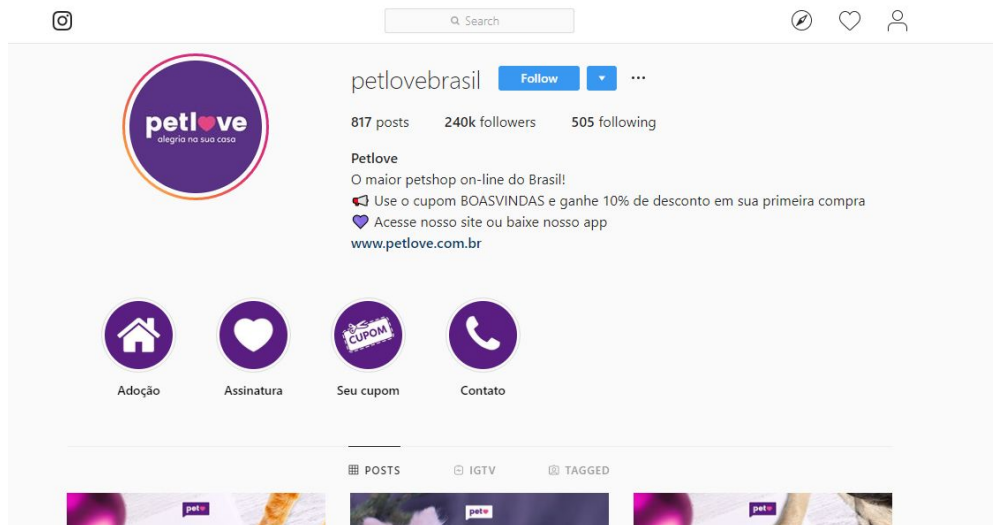
Or you can check out the Facebook website for Instructions on how to do it. They have some great [step by step instructions](#) on how to get it set up.

Currently you have a choice of two placements for your ads on Instagram, on the feed or stories.

An ad in the feed is when your ad would show up when a user is just scroll up in their feed and an Instagram Story ad is when it would show up in the during when the users are clicking through the Instagram Stories.

During my research I have found Instagram Stories Ads to perform a lot better bringing better results and having a cheaper click through rate than ads on feeds.

PetLove Brasil used Instagram Ads to great effect. They created a lookalike audience from their Facebook page. A [lookalike audience](#) is just similar people to the audience that are interested in your business. It's a great way to get people who would be more interested in your products and can make your ads cheaper and more effective. If you want to set up a lookalike audience Facebook has a [great guide](#) on how to get it set up.



However I digress, PetLove Brazil wanted people to download their app more so they used a lookalike audience with Instagram Ads. They targeted the audience they wanted and obtained a 30% lower cost per install and 98% of website traffic was generated by new customers during the campaign.

How to Set Up an Effective Ads Campaign

To set up an Instagram ad up you can do it from two ways, the first one you can do it from is Instagram itself by boosting posts. This way doesn't give you as much targeting options.

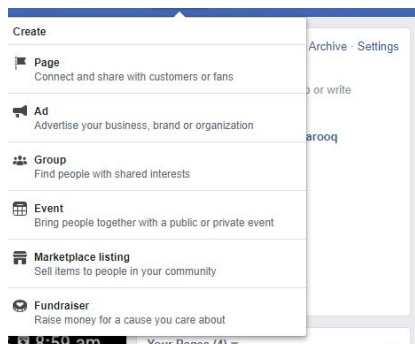
What you can do though is once you've set up an ad you can save it and then use it to boost your posts to those ads.

The second way is to use Facebook Ads Manager. This is the preferred way and more effective.

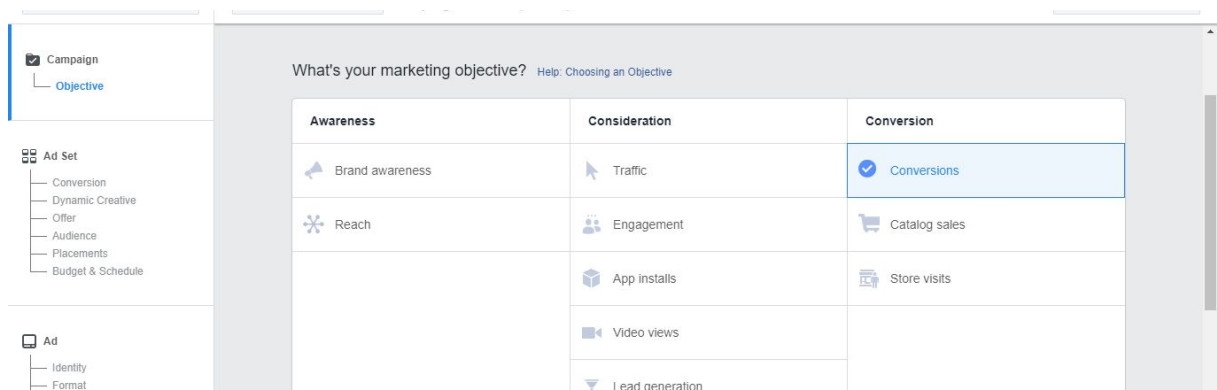
Here's a basic walkthrough on how to set up an ad. You'll have to login to your personal Facebook account and I recommend having a Facebook business page set up for your business as well.

If you don't have a Facebook page, it takes a minute to set one up Click on 'Create'.





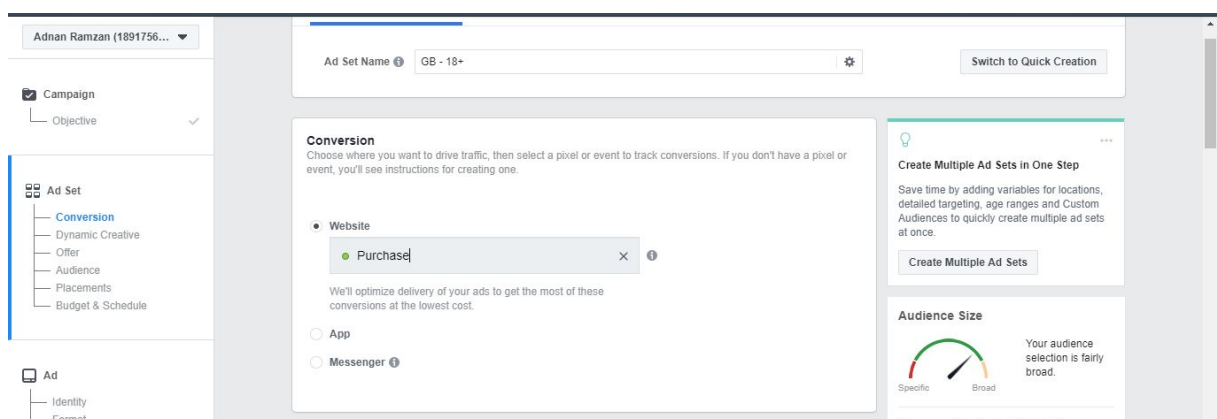
Once you've done that a drop down menu will appear. Click on 'Ad' and it will take you to the Facebook Ad Manager.



Next Facebook will ask you what your marketing objective is. For this purpose we are going to choose 'Conversions', as we are looking for sales. Once we choose this, Facebook will show our ad to people most likely to buy.

You can also choose other options like 'Traffic' or 'Engagement' if you want to promote an article, video or anything else.

But for this example we'll go with Conversions.

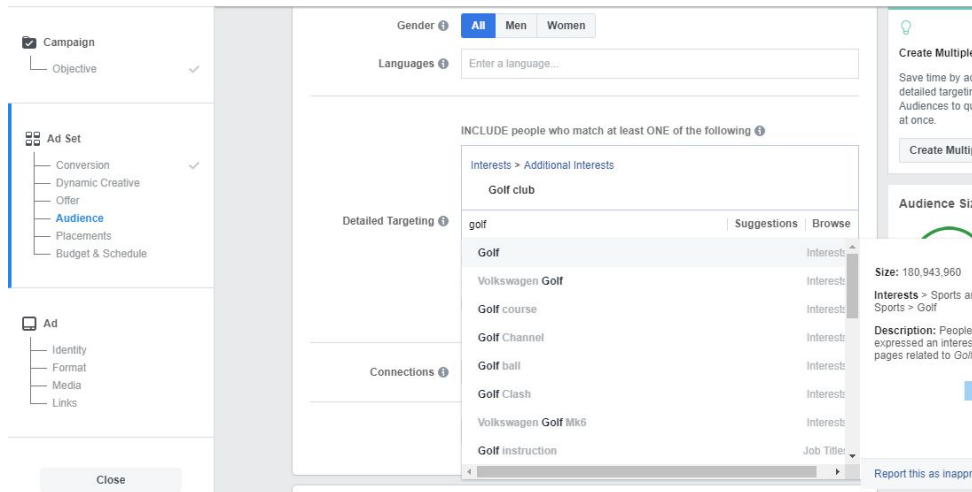


Next we want to choose our Conversion method. I choose 'Purchase' as Facebook uses your Pixel data from your website to deliver the ad to similar people who have purchased from you before.

If you don't know how to set up your Facebook Pixel, you can get the step by step instructions from the Facebook website. The links for the set-up instructions are above.

You can also choose to target a Lookalike audience of people who visit your website for example or people who have engaged with your Instagram Page. I recommend doing this as well.

To do the latter you have to have your Instagram Page connected.



You can then target the age range of your audience and whether you want to target a male or female audience.

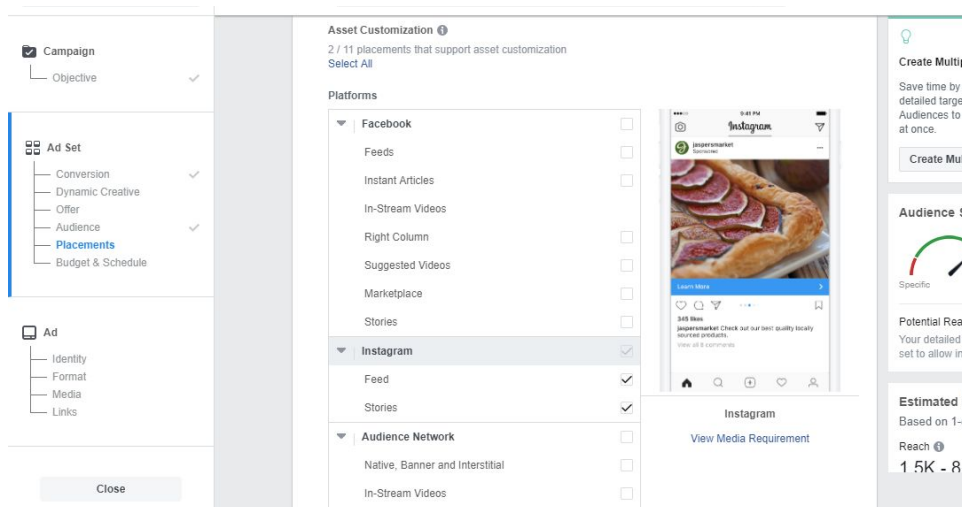
You can use the data you gathered from the Target Persona chapter to help you with this section.

Next you can set the interests. The good thing with Facebook is when you type one thing it will bring up a bunch of related interests. So when we enter 'Golf', we can select golf, golf clubs, golf training, golf course, etc.

Try to select as many interests that relate to your niche and brand. But don't just select interests not related to your niche or brand.

Like in the screenshot above, if we chose 'Volkswagen Golf' it wouldn't make sense for our golf brand. People interested in Volkswagen Golf are unlikely to be interested in the sport of golf.

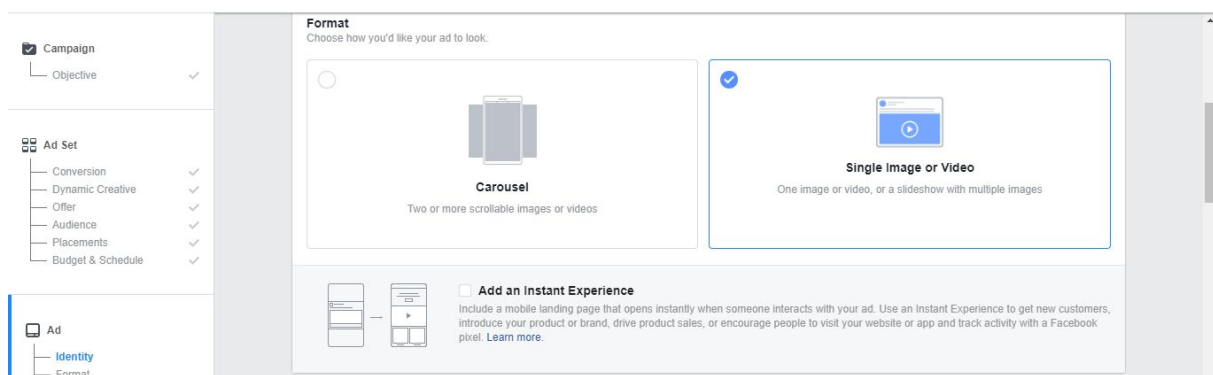
On the right side of the Ads Manager, it will show you the potential reach and conversion of your ads.



When we have done that we click next. Then we go down to the placements section. This is where we want our ad to show. By default Facebook has 'Automatic Placement' but we don't want that as some parts just aren't as valuable to put your ad on.

You want to click 'Edit Placements' and then untick all the placements and leave Instagram Feed and Stories left ticked.

I usually have different ads for Feed and different ads for Stories but for this example we'll leave them both ticked.



When we've done that the final thing is we have to choose our ad creative. We just have to choose whether we want a single image or carousel. Carousel's tend to do well when you are promoting a variety of products. Otherwise you'd want to choose 'Single image or video'.

If you are just selecting a Stories Placement then a video tends to convert well. However if you have a good image they do good as well.

The size for a Instagram Stories is 1080px wide x 1920px height. For a Instagram Ad in your feed it is 1080px x 1080px.

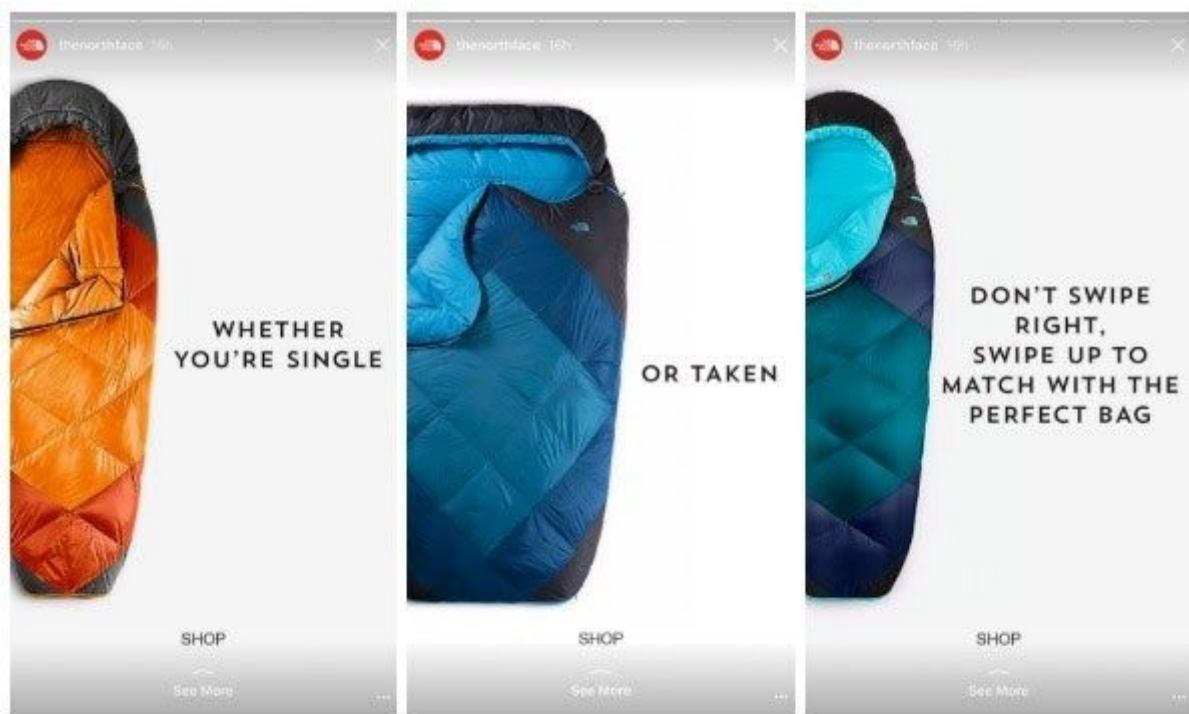
Because of the size differences I recommend doing a separate ad for your Stories ad and a separate ad for your Feed ad.

After you have done that if you just have to fill in the headline, description and website URL for your Feed ads. If it is a Stories ad you just need to fill in the website URL so users can 'Swipe Up' to go to your website.

When you have a Stories Ad you do not need the 10,000 minimum followers to be able to 'swipe up' and it is available to all users.

Once you have done that, click on 'Confirm'. After you have done that, Facebook will review your and after a little while will approve it.

I recommend going with Stories Ad as they produce excellent results. Here's some examples of great Stories Ads.



This is a great example of an ad by North Face. This plays on the popularity off the dating app Tinder. At the end it has 'Don't swipe right, swipe up to match with the perfect bag'.

This doesn't try to sell you directly but takes a humorous approach to convince you to buy. People don't like being sold to but they like buying.

The best ads don't look like ads.



Clothing brand J.Crew take a rather direct approach by just putting 30% off your entire purchase.

This works well for J.Crew because they do have a sales event on and they are making their users aware of the fact.

Having a limited time sale and promoting that through Instagram Stories Ads will help you get more eyeballs on your sale and will help convert more people



Dailylook are stylists and they offer a \$10 discount when users use specific code. They also include a call to action with 'Swipe up to get styled'.

This convinces the user to swipe up and actually sign up to 'Get Styled'.



This plays on FOMO, the fear of missing out. It offers a free mini sticker to the next ten sticker orders. Users that are actually interested in this offer will jump on that offer because they won't want to miss out.

Use some form of scarcity on your next Instagram Stories Ads and see how well people sign up to your offer or buy from you.

Action Steps

Set up Facebook Pixel by entering a piece of code on your website that Facebook provides. If you don't know how to do it follow the instructions above.

Once Pixel is installed Facebook can track visitors coming into your site and collect data about them.

If you want sales to your store I recommend setting up an ad with the 'Marketing Objective' as conversions. This will mean Facebook will optimize to get more sales for your ad.

You can even choose a Lookalike audience. When Lookalike audience is selected, Facebook will find similar people to your Lookalike audience. So if you have website visitors selected as Lookalike audience, it will target people who are similar to your website visitors.

Choose a lookalike audience.

Using the target persona data we got before using the information in the third chapter, narrow down the age range.

Choose the correct interests. For example, If you have a golf brand and you sell golf shoes, your targets could be, golf, golf training, etc.

Create your Ad creative by looking at the examples above. Have a budget of £5/\$5 a day to test which ad works for you and which doesn't

Have 2-3 different ads, each running at £5/\$5 budget for a couple of days and whichever one is not profitable for you kill those ads off.

This way you'll be able to see which one works for you and which ones doesn't. The one that works for you, increase the budget of that.

The best thing to do is to experiment.

Instagram Live

A fantastic way to connect with your followers and make a deeper connection. There are a number of things you can do to connect more with your followers.

Instagram Live adds that personal touch to your account and brand. As you probably already know people buy from and trust people.

What better way to build trust than with an Instagram Live video showing the founder of the company discussing or sharing tips or even updates on how their company is doing.

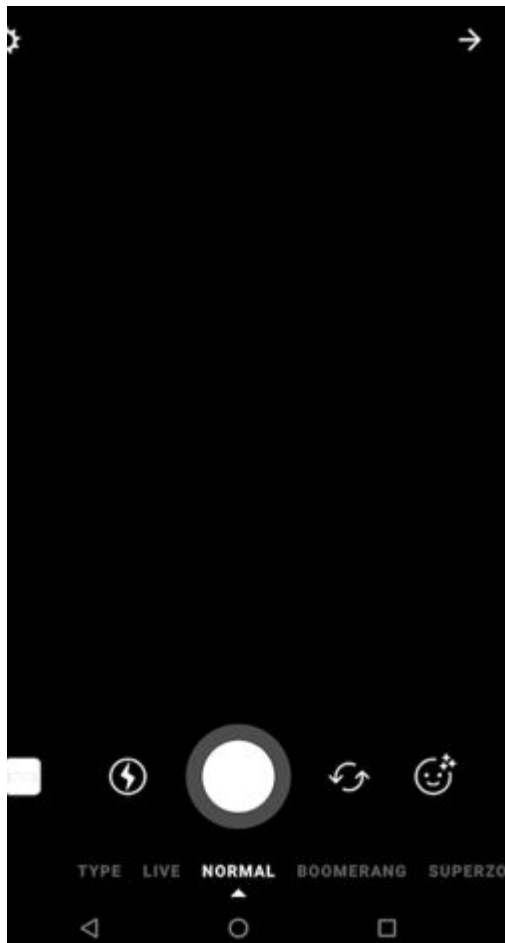
A good thing about Instagram Live is it utilizes the global phenomenon of FOMO or **Fear Of Missing Out**. As the name implies people don't like missing out on things and will be more inclined to join or watch something if they know they're not going to be able to watch it again.

Instagram Live videos are placed right at the top of the home screen of Instagram next to the story highlights. With Instagram Live you can get increased engagement and better credibility.

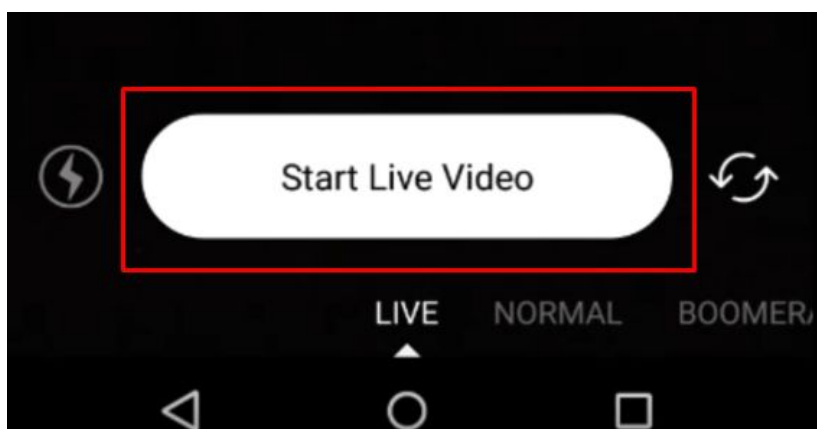
It's very simple to start an Instagram Live video and if you haven't done one before I'll quickly show you how to set it up.

Open the Instagram app up and from the home screen either swipe to the right to bring up the Instagram Stories section of the app or tap the camera icon in the top left corner.

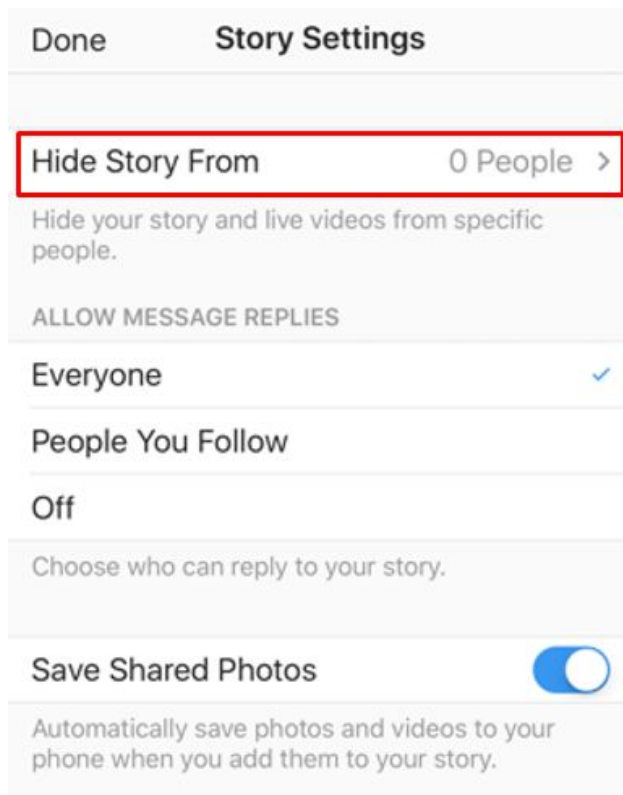
At the bottom of the screen you'll see different modes you can slide to like Boomerang, Rewind, etc. You want to go on Live.



Once you are on Live, you should see a big white button that says 'Start Live Video'. When you're ready just tap that and you're live! Tapping the arrows switches between the front and back camera for you.



By default Instagram doesn't save the live videos so you have to do that from the settings. If you just tap on the gear icon on the top left when you have the Instagram Live screen open. All you have to do is tap the switch near 'Save Shared Photos'. You can then choose to use your live video in your Instagram Stories.



You can also choose to hide the live story from specific people. You know the people, those creepy stalkers. You want to keep the live story away from them.

Anyhoo, Instagram will notify your followers you are live so they can tune into your broadcast. You'll know your broadcast is live with a little pink live icon in the top left corner.

A good way to further notify your followers is to make a post on your feed to further let them know.

Finally in the next chapter we'll look at networking on Instagram and DM (Direct Message).

Action Steps

Use Instagram Live to build a more personal connection with your followers. Instagram Live can help increase engagement so add. Go through the list of things you can do and start doing Instagram Live videos.

With Instagram Live videos you can do a variety of different videos including updates, discussing new products, new arrivals, getting opinions from your followers, connecting with your followers, etc.

If you want you can also use this as a sort of personal way to vlog what you do daily. So you can make Instagram Live videos of you going through your day or what a entrepreneur and business owner's daily routine is.

So say you are getting parcels ready to be posted, or, designing new products, take your followers along the journey with you and Instagram Live your journey.

A lot of your followers would be interested in this and just by doing this would make your business much more transparent. Your followers would appreciate the fact that you are being transparent so they would most likely show loyalty towards your brand.

It's not everyday that people get to take a look at what the founder of the company does.

You once you've put them onto Instagram Live you can put your vlogs onto other platforms like Facebook and YouTube.

Networking on Instagram and DM

DM or Direct Messages or Instagram Direct is basically just messaging on Instagram. So in a way this is not a new innovation by Instagram and is very similar to email.

But the thing with DMing is that you are able to message anyone on Instagram including influencers, entrepreneurs, athletes, celebrities and pretty much anyone else. The key to getting in touch with them is sending a quick, good message and offering them value.

Never before in history has it been so easy to get in touch with highly influential people. You need to take advantage of this opportunity.

Not everyone will respond to you naturally. You will have to send out a lot of messages out just to get a couple of messages back. Some people won't message back, some don't manage their own account, some have too many messages to go through and some people just won't be interested.

There can be a number of reasons someone doesn't reply back. If someone doesn't reply back don't take it personally. Just move on to the next person, it's a numbers game.

But that doesn't mean you should spam people with the same message. You should personalise the message to that specific person.

How to send a DM

To send a DM it's really easy. From the home screen, tap on the top right icon and it will take you to your messages. From there tap the plus icon and you will be able to compose a new message.

Or if you go to the specific profile you want to send a message to and tap the three dots in the top right corner near the username. You'll then have the option to message that person.



Offering value

Now how do you offer value to someone. You have to give them something in the first place. Let's take a look at an example. Our fictitious brand The Golf Store wants to reach out to a celebrity. Before you reach out to any celebrity, do your research.

Does the person you reach out to have any interest in what you have? For example when you scroll through their feed do they have them playing golf (in our case)?

So before reaching out to anyone, make a list of all the people you think would be interested in what you have to offer. Once you have a list go through that list and send them a message one by one.

Your message could be something like this:

Hey (NAME), I saw you play golf and you're pretty awesome at it! We've released our new set of golf clubs and I would love to send you some to get your feedback. Where can I send them to?

Notice I never put anything about asking them to exchange for a post. That's because you have to offer value without expecting something in return at first with high-level celebrities.

Think about it, celebrities and athletes must have loads of people hitting them up everyday about brands wanting to send products in exchange for a shoutout or asking for something from them.

But then there's you that wants to send this celebrity or athlete some of your products in exchange for their thoughts on your products. So instead of taking, your offering massive value.

I'm not saying that every celebrity you try to contact will jump on the offer, the majority won't and you probably won't get a reply back but 2 or 3 out of 100 you message will.

And when they do deliver on your promise and send them your products. If you can customize or personalise the products then that's even better.

Once they've received your product(s) wait for a couple of weeks and then ask them for their feedback.

When they reply back with what they think, ask them if they would make a post on their account.

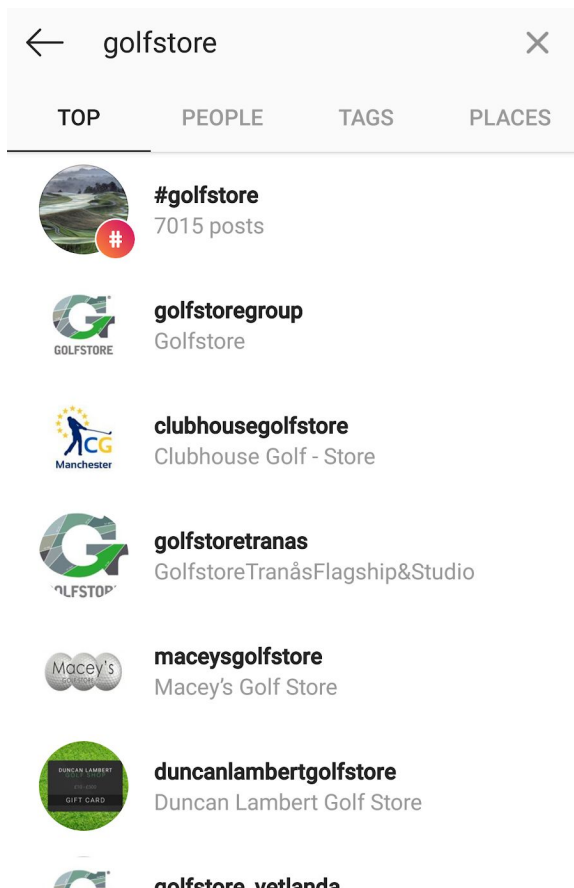
They will be more inclined to do so as you have provided value upfront in terms of giving your product for free.

There will be the odd person that doesn't and just keep the free product and not say anything. But if that happens just move on.

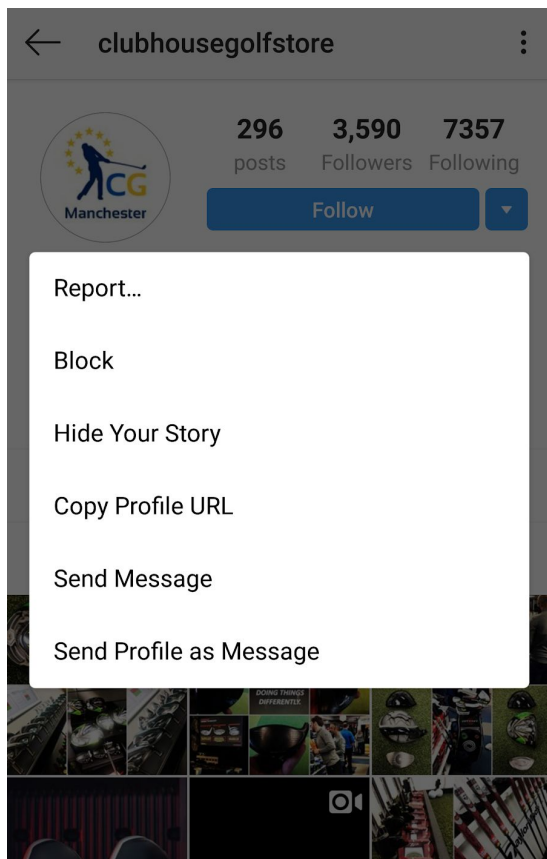
If you have a physical product and wanted to sell it to other stores for a wholesale price, Instagram is a great way connect with potential stores you want your products stocked at.

It works the same as connecting with anyone on Instagram.

For example, with our fictional golf store, we could use the search function on Instagram and search for 'golfstore'. This will bring up all Instagram accounts with golfstore in their name.

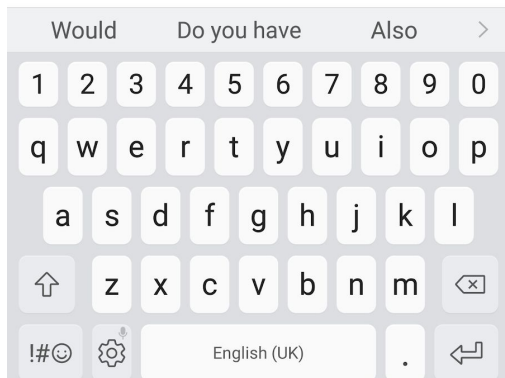
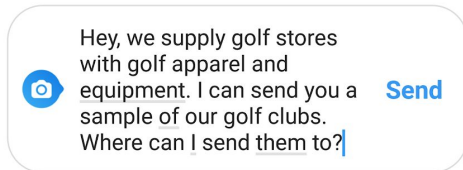


You can then message these stores one by one asking them if they would be interested in stocking your products.

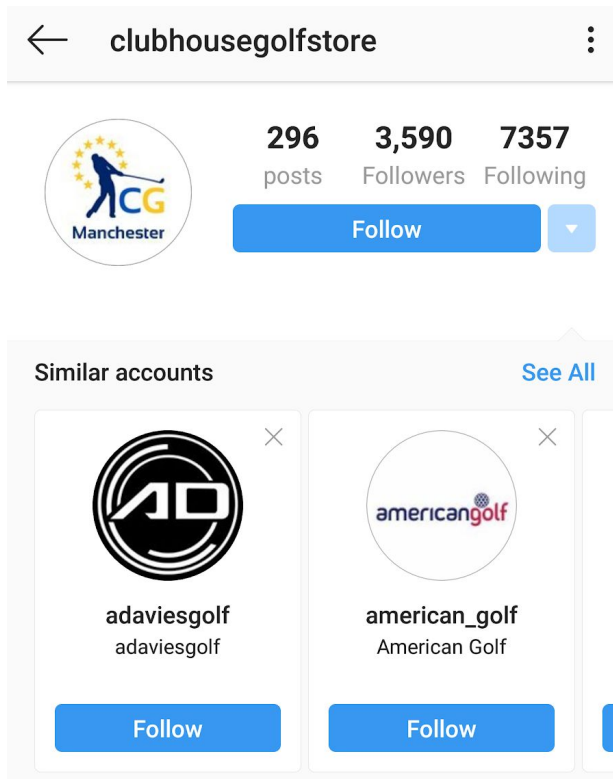


When you have tapped onto a profile choose 'Send Message'. Once you have done that it will open a message screen.

Then you can send them a message something like the one below.



Use a message like this or use this as a guideline. You can even ask them if they would like a sample and if they agree you can send them a sample of your product.



Clubhouse Golf - Store
Sporting Goods Store
The UK's Largest independent Golf Retailer, In store
we live Golf. Come and Visit the UK's #1 Golf Store.
www.clubhousegolf.co.uk/acatalog/Our_Store.html

You can even find similar accounts to target and message by just tapping on the arrow button next to the follow button.

This will bring up a whole bunch of accounts that are similar to the ones you are targeting.

This is a nice nifty trick to find similar accounts related to what you want to look for.

Service

If you are a graphic designer or have any other service based business, you can use Instagram as a great way to connect with influential people.

Let's say you are a graphic designer. You could contact someone you look upto and say:

'Hey xyz, my name's Jim and I'm a graphics designer. I would love to make you content for your Instagram for a month for free, no strings attached. Let me know what you think.'

Do the same even if you are a service business. Message as many people as you can, trying to personalize each message. The aim is not to spam people with the same message but the aim is personalize and connect with each person.

Action Steps

Make a list of people you can contact.

Contact them using the above approach. Make sure to personalize the pitch and try to add some personality instead of making it sound robotic.

Contact 100-200 people a day. You will probably get 4-5 people reply back but those that reply back to you will be interested.

Checklist

There is lot to take on board, so I've done you a handy checklist for Instagram. This checklist covers everything from your profile, to posting and your content.

Let's get started:

Profile

Add a profile image that represents your business whether this be your logo or another professional image. The profile image should be 110px x 110px.

Connect your Instagram account to your Facebook account and make your profile a business profile to access insights and Instagram Ads as well as other feature.

Fill in your bio ensuring your customers know what you do or sell just by reading your bio. Make your bio short and concise and to the point.

Include a call to action in your bio

Fill in the email field with your business email and if you have a brick and mortar store or location add the location in.

Fill in website field either by taking followers who click through to your homepage or a landing page. Use bit.ly or a tracking service to track visitors.

Posting

Post at the right time when your audience is online. Look at your account insights to have a more detailed look of this.

When posting a photo or video use hashtags and post them as the first comment. Use webstagram to find relevant hashtags.

Make a list of hashtags relevant to your niche and audience in your notes app so it will be easier to access and paste in.

Content

Post is of excellent content and provides value to your followers

Use one of post types in the 'What to post' chapter for inspiration if you don't know what to post.

Have a call to action in your caption

The ideal size of a post on Instagram should be 1080px x 1080px.

Use a filter that compliments the post, if needed.

If you have any products to feature in the content tag the products. Make sure your store is connected properly to your Facebook page and your Shop is setup correctly before doing this.

Once you have made your post live share it with your engagement group so you can build up a quick level of engagement so you have a chance of getting to the explore page. Don't do this with every post.

Conclusion

I hope this book helped you understand Instagram better and make better use out of Instagram. Right now, Instagram is one of the hottest social platforms out there and it just seems to be getting better and better. In terms of engagement no other social media platform can seem to beat it.

If you aren't on Instagram you are leaving money on the table. You need to be on Instagram especially if you have a business targeting a younger demographic or a more visual business like a fitness business or food business.

There are currently over 1 billion people worldwide using Instagram and the number looks set to keep rising. With the majority of those users active, your business would be crazy to not be on Instagram.

Right now Instagram has phenomenal levels of engagement if you use it properly. It blows Facebook and Twitter out of the park compared to engagement levels. So I hope you learned how to use Instagram properly for your business.

Follow the instructions set out in this book and follow the action steps, this will help you get the most out of Instagram. Not only that, if you properly follow the action steps contained in this book you will make an exponential growth in followers, make tons of sales and build a formidable online presence.

Next what you can do is get the process of running your account automated and hire some help. You can hire people to help you run or grow your account.

By the way if you are interested I run my own [social media marketing agency](#) (hint, hint!) and we help our clients grow their followings quickly, make tons of revenue for their business and build engagement.

If you don't have the time or feel overwhelmed, get in touch with us and we will help you manage and your social media channels and create exceptional, engaging content. And we cover more than just Instagram. We do all the major social networks including Facebook, Twitter, Google Plus, Pinterest and YouTube.

We have a team of social media experts waiting to help you, so if you need any help you know where to come. And for readers of this book we can give you a special deal. Just quote this book when getting in touch with us.

If you liked this book or this book brought any value to you, I would really appreciate a review. I put a lot of effort into this and spent a lot of time researching, compiling and writing for this book and a honest review would mean the world to me. It helps the book rank higher

in Amazon and also enables more people to find my book and thus I can then help more people.

You can leave a review for the book here: <https://www.amazon.com/dp/B07MNCD16W>

Every review means a ton and I truly appreciate each and every review left.

Thank you for reading my book and I hope it has brought value to you. I'll finish the book of with a befitting quote from Tony Robbins

“The path to success is to take massive, determined actions.”