



NEILPATEL

Engagement Guide

How To Go **From Zero To 100,000 Followers** On Instagram

Engagement Guide for Instagram

Algorithm and getting started

The algorithm bumps posts from accounts that a user interacts with. This means that for creators that focusing on engagement and community is a key factor. The algorithm takes a few things into account such as:

- Tagging people in posts

Tagging followers will make them feel welcome on your IG page, but not only your followers enjoy it, the algorithm does as well. More into tagging later into this asset.

- Frequently leaving comments

Frequently leaving comments shows the algorithm that you are engaging with your community, and as result your followers can engage more with you!

- Exchanging DMs{direct messages}

Asking for a follow and offering value is a great way to increase engagement with your followers.

- Comment replies

Simply saying "Thank you!" as response to a comment is just fine.

Doing all of these will greatly boost your engagement, but there are more things you can do on top of that, we will be going over these ways in this asset.

Do more of what already works

While thinking of new content is good, re-using what is working is also a great strategy. Did you notice that your audience likes certain type of videos or certain type of quotes? Try to do more of that, but keep it fresh as well. A mix of familiarity and new stuff goes a long way!

Using what's new

Now that you're doing what already works, you can also do new things, things that Instagram adds every now and then. The latest are Instagram stickers, AR, and challenges. Play around with it, see what works, what doesn't.

Notifications

So you want more people to engage with your content right? However some people might not have their notifications turned on for your Instagram page. To fix that you can ask them through a DM(Direct Message) to follow your page if they like your content. But again be genuine and offer value.

Another way to make people turn their notifications on is through giveaways or stories. As long as it's from the heart(Value), people will hit that button.

Trends

Another way to increase engagement is hopping on trends, but make sure the trends fits your niche. You'll also want to do a new take on the trend, to keep things fresh. Because you know, they see x trend all over the place already most likely. You can look at other niches to see how they are transforming the trend and make them work for their niche. Mixing a trend with your own niche is sure to deliver something unique and new. You'll just have to be creative!

Tags

When you make posts you can tag Instagram accounts that are bound to engage with you more than others. What you want to aim for here is accounts will share your post and repost it elsewhere. That way the word will spread faster.

Geo Tags

If you are a lifestyle brand, or a brand that engages with certain locations, then this will be a very useful tactic for your business. Competition more often than not is not too high when it comes to geo tags.

You can use popular locations near your business and post pictures of your products in that location for example. If it's a place where people often travel to, chances are they might just see your products! Attaching a product to a certain region in your customer's minds can do wonders for your marketing.

Captions

Using captions it's best to get some sort of emotion out of your followers. Because only then you can trigger a response from them. Of course it's best to keep that emotion on the positive side. Create a discussion or an experience when posting captions.

Exclusive Offers

Offer something exclusive of value to your followers, make them feel special. Do promotions, discounts on your products or run competitions. Create something that people want to be a part of.

San Diego Geo Tag

