



NEILPATEL

Profile Guide

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

Profile guide

Have you put a link to your site in your bio?

Having a link in your bio is a great way to promote your services or products. You can link to other social media as well. Other possibilities are links to a discount code for your store or even an eBook. We recommend always having one call to action in your bio.

You can shorten the link and have a word after the / for instance:

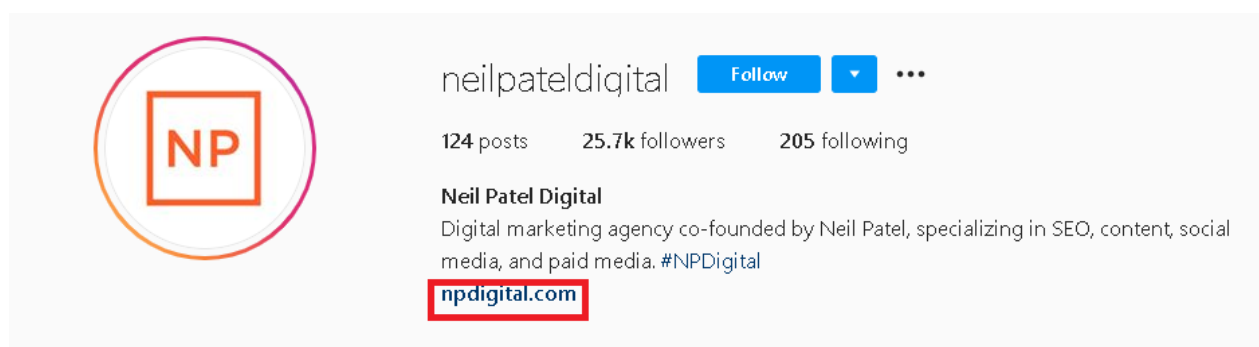
/discount
/freebook
etc

Did you fill in your Instagram bio correctly?

The small area below your username has to be exciting. Because this is the area that people will scan quickly and decide whether to follow or not.

You should make your bio have a brief description of your brand, what your brand stands for. For Instagram making things more exciting can increase the amount of followers. By for example adding icons or smileys and hashtags.

Close off your bio with the CTA like mentioned before. Example below:



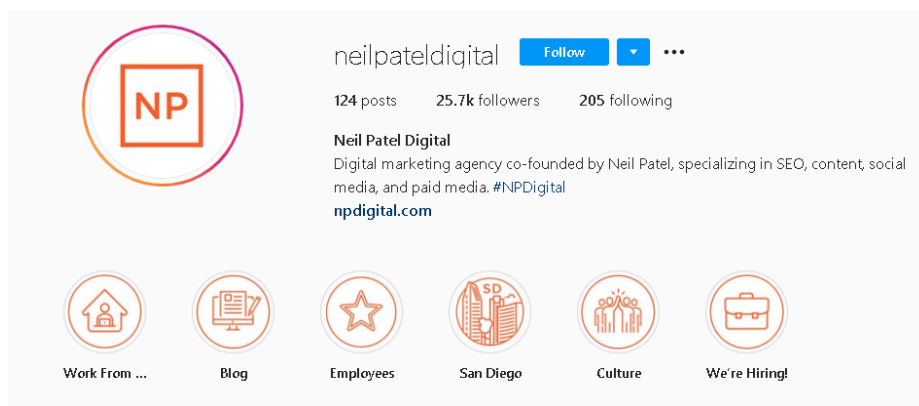
Do you post stories consistently?

Stories are an excellent way to engage with your audience on a consistent basis.

Stories can be made in various formats, such as videos or pictures. You can show sneak peaks at new products or anything exciting that you are doing within your business. But remember, always include a call to action. It can be as simple as telling people to check out your site link.

Do you save your stories as highlights on your profile?

As you may know already. Your stories will stay up to 24 hours on your profile, but after that they'll disappear. Fortunately there is a way to keep the stories. You can save them by turning them into highlights. You can even categorize your content nicely or use each highlight for a different product, turning your Instagram pretty much into a shop. [Linking from the story/highlight to a product link.]



Are you using hashtags in your Instagram posts?

We suggest to start researching popular hashtags within your niche. It'll give a great ROI in the long run. You can use up to 30 hashtags per post. But it's mostly important to choose quality hashtags rather than using quantity.

Now you want to choose hashtags that all have a different reach.

Lower level reach - High Visibility:

50,000 to 200,000

Medium level reach - Medium visibility:

200,000 to 700,000

Higher level reach - Low visibility:

700,000 and higher posts

This way there's a chance for each hashtag to reach a larger audience. If one doesn't work, the other one might. But again make sure to study good hashtags in your niche to increase your success.

Additionally, we suggest adding 4 dots and then adding the hashtags to make sure you're the hashtags are hidden from first sight.

**Work hard in
silence. Let
success be
your noise.**

FRANK OCEAN



Are you creating engaging photos?

When uploading a photo to Instagram, people prefer things to be not too perfect. Making it look real like a daily life photo, or a product you are using will create more engagement. We suggest to try out different techniques to see what works for your niche.

Is your content quality on a good level?

While you do want to post consistently. Posting lower quality posts can hurt your brand as well. You would want to post something that helps people, solve people their pain points or something that makes them happy. A good way to see what a quality post is, is by looking at your competition or industry leaders within your niche.

Did you pick a theme?

An often made mistake is that people try to reach too many different audiences and have too many different themes. People follow you most of the time for one or two things, so it's best to stick to that theme. People prefer clarity and an easy to look at profile page. Choose colors that are brand specific. And if you use a filter, make sure all your photos use it. Having a coherent and brand specific design is key here.

Content Calender

A content calendar is an excellent way to plan your Instagram content. It makes you think ahead and plan accordingly. This way you can also plan for each holiday or special occasion. Last minute random posts can work, but something that is organized most of the times works best.