



NEILPATEL

Promotion Guide

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

Instagram Promotion Guide

Create Content

Posting more content is key, the more you post, the more you will understand your audience. Many successful businesses post more than once a day. Just keep in mind quality over quantity. This means that you should get creative, release content in the form of videos, quotes, captions, photos and more. [Or even Instagram live doing a podcast/review!] You can show people using your products and uploading it as a photo or lifestyle photos of your brand. User generated content is a great content type.

The more great content you produce, the more followers and brand awareness you will create.

Promote your Instagram on other channels

If you made a great post on Instagram, then we advise to not let it go to waste and post it on Facebook, twitter and other channels as well! Just keep in mind that some practices are exclusive to Instagram, which means you should modify the post a bit for Facebook for example.

Another example is to publish your Instagram content on your ecommerce site, use photos of your customers from user generated content as social proof.

Tagging

As covered in Instagram Tagging & filters guide asset, tagging is a great way to promote your business. You can tag your followers, your own products or even locations to reach a larger audience.

Influencers

You can pay influencers to advertise your products, the biggest influencers might be out of your reach, but smaller and medium once have bigger engagement % than most larger influencers, so finding something for your niche can work great. You can also build long lasting relationships with these influencers. With influencers you can reach your audience on a new level. Often followers trust influencers a lot, meaning if they trust them they will trust your products. Again try to get creative with the influencer that you are working with. The better the content you produce with the influencer the better the engagement will be and thus higher sales.

Contests & Giveaways

Contests and giveaways are a great way to increase your following fast, but it has to be done the right way. You don't want followers to leave or become inactive on your page after the giveaway is over, you will need quality content for them to stay engaged. We advise trying out a few giveaways and see how it goes, and figuring out what your audience likes the most. You need the hook but also the sinker to keep them on the line.

Build your profile for promotion

As explained in the profile guide asset, building a business ready profile is key in your promotion strategy. Having brand colors just right, and creating the right theme for your Instagram page is important. Make sure you include your site to your products, and keep your bio clean and easy to read.

Using Instagram Features

There are many great features to use when it comes to Instagram, we put down a list below for you to gain inspiration from:

- Stories
- Photos
- Instagram live
- Highlights
- Interactive stickers
- Gifs
- Quiz

There are many more features on Instagram, to always be on top of things, we suggest always staying up to date with the latest Instagram features to surprise your audience.

Paid ad campaigns

On top of all of the above, you can also use paid ad campaigns. To make a successful paid ad campaign you can look at what worked so far with your content, and reproduce that but now in paid ad form. Make your paid ad content just as good as your regular content, and surely your audience and new audience will enjoy it.