



INSTAGRAM GROWTH STRATEGIES:

CONTENT, HASHTAGS + **MORE**

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Every Influencer wants to increase their following and even target followers from beyond their borders.

There is no better way to learn how to get more engagement ,comments, likes and followers than diving into this guide.

THE EBOOK WILL ENABLE YOU TO

- Increase your number of followers
- Create content on a consistent basis
- Post on a consistent basis
- Always have fresh, new and upcoming content





Looking for a great way to increase your following...

What's great is you can also make money online doing what you love, what better way to do it than being an influencer.

Like every trade, you need to know the skills for this social media trade too. You may have the talent but if you don't know how this works, you can spend your entire lifetime only getting likes from those in your neighborhood. Not that it's bad, but hey why settle for less when you get more. It doesn't make sense right?

So keep reading and let me tell you how.....

You need to know that the ways explained in here have nothing to do with automation or making use of robots and even buying followers. If you do that, your account can get red flagged, banned or shadow banned if Instagram suspects and confirms this kind of activity.

Let's dive in...

5 THINGS TO DO TO INCREASE YOUR FOLLOWING



1. ENTERTAIN

No matter the industry you are in from an actor, model, motivational speaker or singer...if you are not doing these five things you won't move.

Entertain people and you can get content on a constant basis by documenting your life.



2. INSPIRE

Inspiring people can be done through your actions.

Just by the way you dress in your posts and the way you communicate in your live video, they can be inspired to do better.



3. BE HUMOROUS

Post jokes and sometimes be able to laugh at yourself.

Make use of the laughing emoji that's what people like.



4. NETWORK

Remember, networking with those more successful than you is important...this way you take advantage of the celebrity association bias.

Don't forget to offer them value.

5. INFORM AND EDUCATE

Educating does not end in the classroom. Showing people how and what to do is educating them.

So is informing them in an area that you are good at and offering people information



BUILD REAL RELATIONSHIPS



IT'S ALL ABOUT RELATIONSHIPS

HERE'S WHY

One thing you need to understand is that apart from being an influencer, you also need to create new relationships with other influencers.

They may not necessarily be in your own industry and they can range from fitness, entrepreneurship, and travel photography up to models.

What they all have in common is that they have grown real followings and this has arose from the fact that they have built real brands.

They have understood that people follow people who offer value. People who bring a solution to a problem.

Growing a following is not an easy thing to do, it can only be done when you have real relationships outside the media space.

It is also very important to associate with people who have surpassed your level of success for constant learning and growth.

NETWORK WITH PEOPLE WHO ARE MORE SUCCESSFUL THAN YOU ARE



- Networking should be a mutual benefit.
- When you provide the other influencers with value, in turn they will share their resources with you.
- When their followers see you hanging out with them, this will make them curious and when they check you out, they then realize that you too are worth following and then your following grows
- They realize that you are doing something and you too offer value
- This is a cognitive bias called celebrity association bias.
- You merely being around a celebrity or being around someone with a lot of social proof, you become high value and you become equal enough for their followers to check you out and start following you.
- This is one of the biggest ways to upscale your following.
- **Be in it to build a brand.**
- Remembering that your reputation precedes you. Your reputation is valuable and your association becomes your asset.
- The real growth will also come from your influencer connections. Be the first to start a conversation and to offer value.

That is called social circle game.

DON'T BE FAKE!

Don't be
f a k e



Another thing you need to understand about social media especially Instagram, it's that it is a reflection of your real life.

It's simply a reflection of who you are. Social media exposes you, when you post your photos, videos and do lives...you are exposed.

You cannot fake your value or your life and that why you need to build a real brand. Be as real as possible because when people realize that you are faking it, they will begin to wonder.

Take time to work on your content. It's okay to use high quality photos and make use of editors but only because you want to show your followers the best value possible.

Only because you want to portray your brand as high quality and high status.

Take time to ask yourself these questions... how can I provide value? How can I connect with the followers? What can I bring to the table? What solution can I bring?

WHAT YOU NEED TO KNOW ABOUT JOINING ALREADY EXISTING GROUPS



Besides that, you also want to increase your engagement that is the people liking your stuff and posting comments.

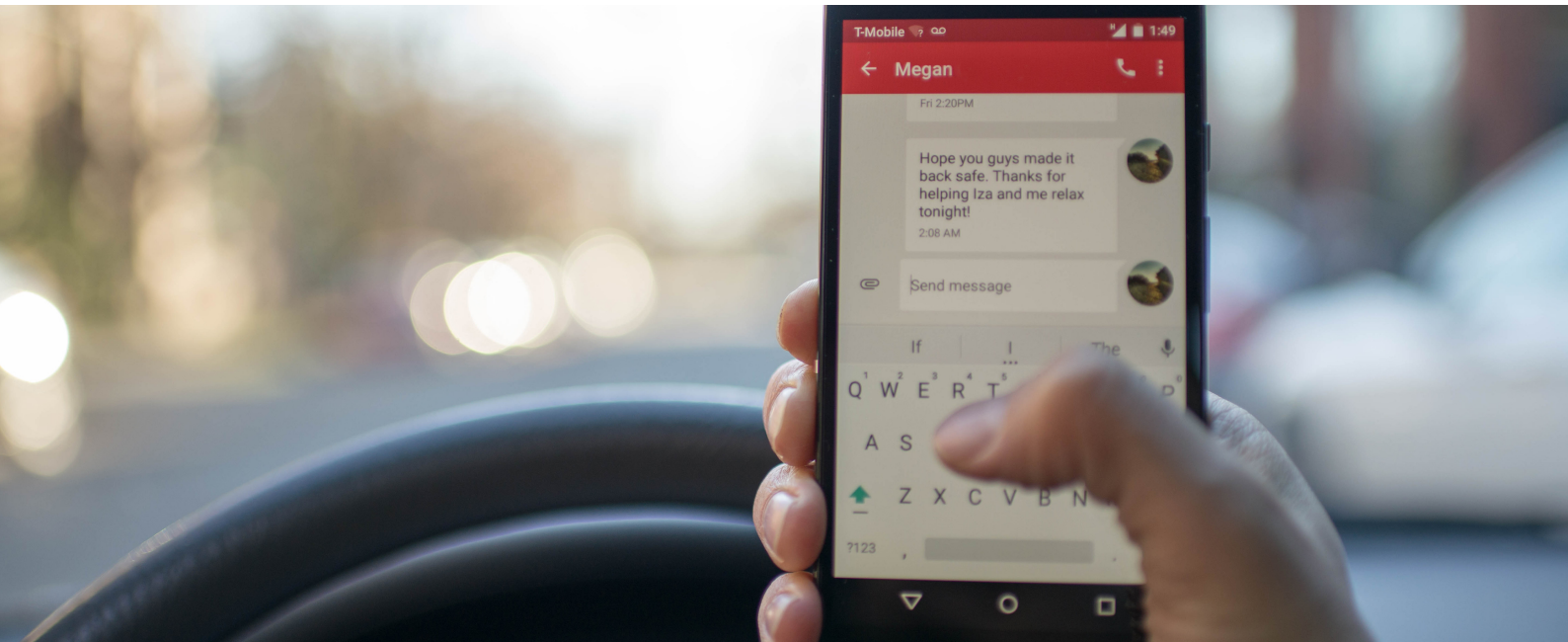
You can do this by creating a group or joining an already existing group.

Now the reason I don't really recommend that you join an already existent group is because it's basically the same people liking your stuff.

If that happens then Instagram will probably find out after the third or fourth photo that this is obviously an engagement group. Then they will drop the 10% that they show to your audience, the 10% of your audience that they show your content to and they are going to drop it down to 9% or 8% because they sense that you are just marketing.

So engagement will come from having a real brand and relationships with real people.

IT'S IMPORTANT TO RESPOND TO DMS AND TO USE VOICE NOTES.



It's important that you respond to dms.

Never think that you are too cool to respond because these are the same people who will become your followers tomorrow. Remembering that people are very valuable assets.

When people come to your dm, take time to reply to their messages.

If you want to dm other people. Make sure that you like their stuff. It can be two to three times a week and you respond to their stories and comment with relevant stuff.

Take note that not in a stalker kind of way but in a bid to grab their attention.

When they start responding to your messages, also make use of voice notes when inviting them to some of your events and with the lockdown even to online events.

Voice notes are such powerful tools because you are being real.

You are showing that you have taken time to talk to them and they do matter.

MAKE USE OF THE CALL TO ACTION

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A call to action is you captioning something like make sure to comment, tag a friend, post or save

This is a powerful way to engage but don't use all of these calls to action in one post.

For example you post a photo and say...make sure to post, make sure to comment, make sure to tag. No don't do that you will confuse people.

Use one call at a time and test them out to see which one works better. Then whatever works, continue using that.

CALL TO ACTION EXAMPLE



HOW TO NETWORK FOR POTENTIAL CONNECTIONS BY COMMENTING ON THEIR POSTS..... GIVING FIRST



What you have to do is to comment on their posts and respond to their stories with relevant comments.

You have to like their stuff a lot so what Instagram does is that it pushes you (using their algorithm) up on the comment section and you get noticed.

When they notice you, then you can offer them value and in turn you build connections.

Always remembering to give first.

HASHTAG STRATEGY

THE 9 HASHTAG STRATEGY



9 hashtag strategy. You divide by 3. The first 3 will be the accounts that are smaller than yours, the other 3 will be accounts that are the same as yours and the last 3 will be accounts that are bigger than yours.

So you have 10,000 followers, you want to do three accounts, three hashtags that have 6000 impressions, 3000 impressions, 1000 impressions,

The next category is going to be similar accounts to you that have 10,000 9000 11,000 in the same range. And then the last three are going to be accounts that have 100,000 500,000 in a million, just accounts that have hashtags that are super big.

What you want to do is when you make a post, don't add it in the post, once a couple of people start commenting, I recommend that you add your hashtags in the comments.

To make it sleek, so it hides the marketing of your content, because it is going to give you more reach. But at the same time, you want to focus on the value. So I recommend that you put your hashtags in your comments.

HASHTAG STRATEGY

THE 30 HASHTAG STRATEGY.



the 30 hashtag strategy is the same as the 9. But instead of three, three, and three, you do 10, 10 and 10.

What you want to do is when you do these hashtags correctly, go to the hashtag, after about an hour or maybe two hours after your post has been up, go to each hashtag, and see where you are.

In the first 30 minutes in the first hour, go see where you are on the hash tag, do you even show up? If you don't, then you know that that hash tag might be too small or too big.

So you got to try a different one. And then what happens is, eventually you're going to show up on the top nine. So each hashtag has a top nine. Now you are on the explore page.

That's where you want to be. And when you're there, guess what happens? Millions of people will be are watching you.

This how you start building your community, you start building your targeted people. When you post hashtags, go back to each one and check where you ranked and if you even ranked, if you didn't, you have to try a different one

Make sure to do hashtags that are relevant to you.

For example you are in photography and you do hashtags that are in the medical field, when the people in the medical field check you out but find that you don't offer relevant information to them, it will simply be a waste of time.

SUMMARY

- At the end of the day you need to master how to entertain, inspire, be humorous, network and inform your audience
- Take time to build real relationships
- Network with people more successful than you
- Don't be fake!
- Something to know about joining already existent groups as a way of marketing
- Responding to dms and using voice notes is key
- Making use of calls to action
- Getting successful people to notice you
- Using the hashtag strategy

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HE IS THE AUTHOR OF SOCIAL SUPREMACY: The No B.S. Social Circle Guide To Building A High Status Life

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