

Authority Content

- Sample is 4500 words long
 - Thoroughly researched and written with real technical expertise
 - Content is comprehensive, making it highly shareable among target audience
 - Many images created to make content more compelling
 - Good for differentiating as an industry expert
-

Instagram Followers Hardcore Cheat Sheet

Instagram is a hot, hot social media platform. It launched just seven years ago: and today, it's on the fast track to becoming the standout social media platform of choice.

With more than 400 million active users, 60% of whom log into the site daily, Instagram's are on the app sharing more than 80 million photos each day. The number of people using the app has doubled in the past two years alone.

In 2015 alone, Instagram raked in more than [\\$590 million](#) from mobile ads, and those numbers are expected to climb to \$2.81 billion by the end of 2017.

How's that for a powerful business platform?

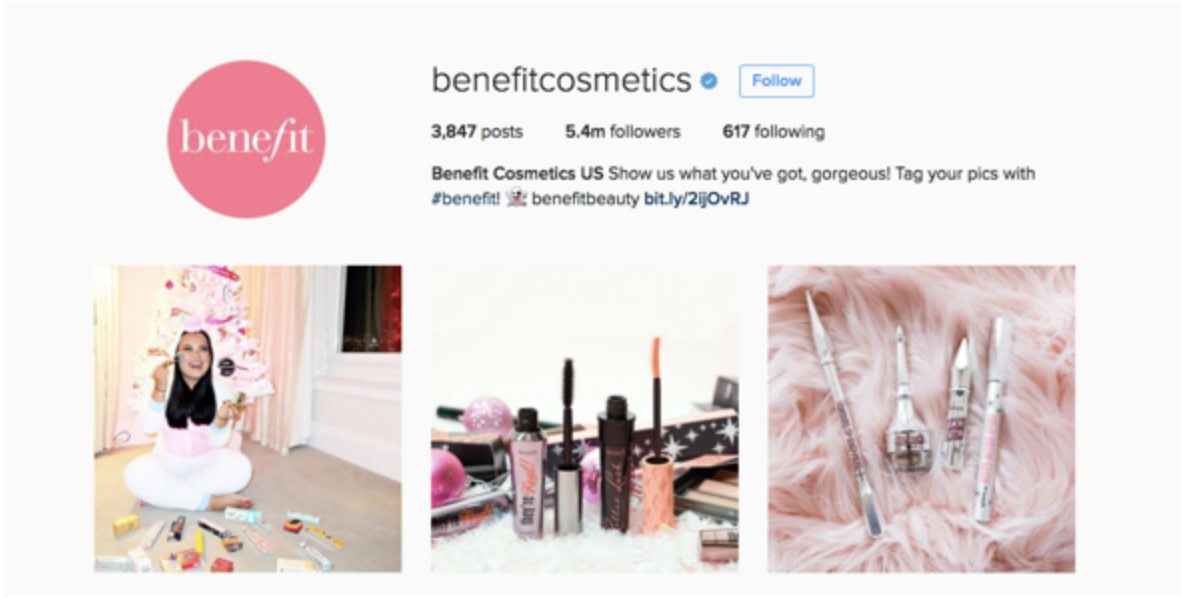
Today, using Instagram is one of the best and easiest ways to grow your business organically and enjoy more Instagram follower numbers and more sales. In addition to its massive user numbers, Instagram is not as overly-saturated as a platform like Facebook (which upwards of [3 million businesses](#) use to advertise). This makes it easier for your company to get noticed online.

My team has used Instagram to create outstanding results at [Bidpin](#) and, today, I'm here to share some of our leading tips and tricks with you. Grab a latte, coffee, or beverage of choice, and read on.

Your Super-Secret, Super-Effective Instagram Followers Hardcore Cheat Sheet: An Overview

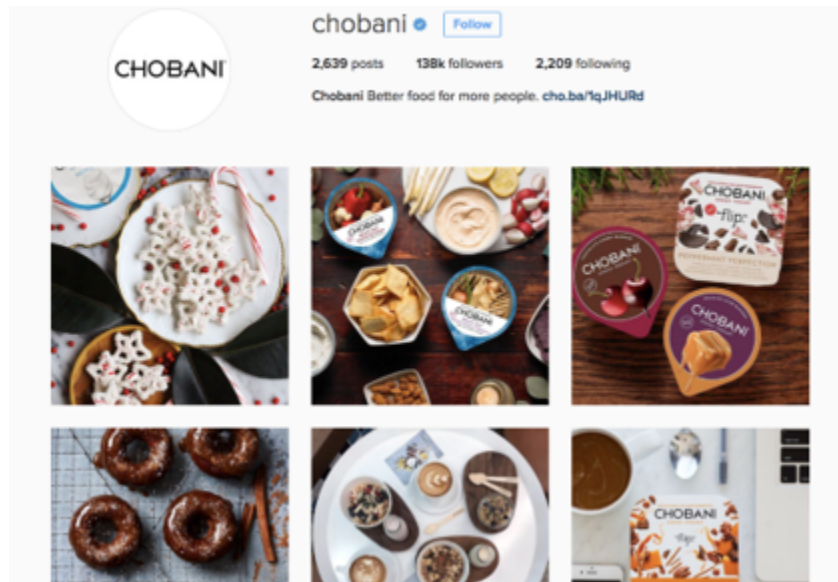
While it may seem overwhelming to grow your account organically, it's more than possible—and super effective, if done the right way.

Companies like [Benefit Cosmetics](#) have [used Instagram](#) to earn more than 11,900 user-generated selfies and upwards of 5.4 million followers.



[Insert Benefit Cosmetics Screenshot]

Another company, the famous Greek yogurt brand Chobani, has built a large organic following by using hashtags and user-generated images to create a beautiful and cohesive Instagram presence:



[Insert Chobani Screenshot]

Just how did they do it?

Powerful organic Instagram growth is something we've been able to do at [Bidpin](#) for our own clients, and we're here to spill some massively effective secrets with you. In this article, we're going to cover:

Table of Contents: A Brief Guide to the Instagram Followers Hardcore Cheat Sheet

***This will also be a graphic card

Suggestion: Replace this text with the graphic itself

The Fundamentals: 8 Tips to Stand Out with Your Presence on Instagram

1. Optimize Your Profile
2. Develop A Cohesive Instagram Presence
3. Involve Your Audience
4. Follow Back And Interact With Other Profiles
5. Research Hashtags
6. Re-Gram And Reward Your Followers
7. Be Active
8. Maintain A High-Quality Presence

A Short Argument on Why You Should *Never* Buy Followers

Advanced Tips: How to Enhance Your Instagram Presence & Go from Good to Great: 7 Smart Steps

1. Share Images Your Followers Can Relate To
2. Know When To Post
3. Make The Most Of Hashtags
4. Host Instagram Contests To Gain New Followers And Build Your Presence
5. Keep Your Bio Current And Complete
6. Engage Your Readers With Photo Captions
7. Keep Your Filters Consistent For A Streamlined Look

8 of the Best Instagram Apps and Tools to Use

1. Buffer
2. Hootsuite
3. Hashtagify.me
4. Snapseed
5. VSCO Cam
6. Overquick
7. Squareready
8. Hipstamatic

Hot Hashtags: What You Need to Know About Researching & Implementing the Best Hashtags

Advanced Instagram Growth Hacking 101: 5 Growth Hacking Tips

1. Get a Photo Editor
2. Make Sure Your Content is Always Valuable
3. Pick Your Niche and Dominate it
4. Include Calls to Action on All Your Posts
5. Like Photos and Engage With Other Instagrammers

A Guide to Local Marketing via Instagram: 12 Pro Tips

1. Include Your Location In Your Bio
2. Post Local, Relevant Images
3. Use Videos To Enhance Your Profile
4. Make Your Hashtags Geo-Centric
5. Engage With Other Local Businesses And Websites
6. Partner With Relevant Local Brands To Expand Both Of Your Reaches And Engagement
7. Make Local News And Events Work To Your Advantage
8. Photo Map Your Images
9. Invite Local Figures To “Photojack” Your Instagram
10. Conduct Contests And Giveaways
11. Get Involved In Offline Communities And Events
12. Post At The Right Time For Your Audience

5 Instagram Approaches That Work for Us at Bidpin

1. Enable Notifications When Influencers Post
2. Use A Scheduler To Plan Content
3. Optimize Hashtags For Search Terms
4. Focus On Real Followers
5. Understand Your Target Group

How to Leverage Influencer Marketing

1. Identify The Key Influencers In Your Industry
2. Reach Out To The Influencers On Your List
3. Start Small And Work Up
4. Keep Creating Quality Content
5. Measure Your Results

How To Create Landing Pages to Drive Instagram Engagement

1. Develop A Specific Audience For The Page
2. Use CTAs To Drive Action
3. Offer Valuable Incentives

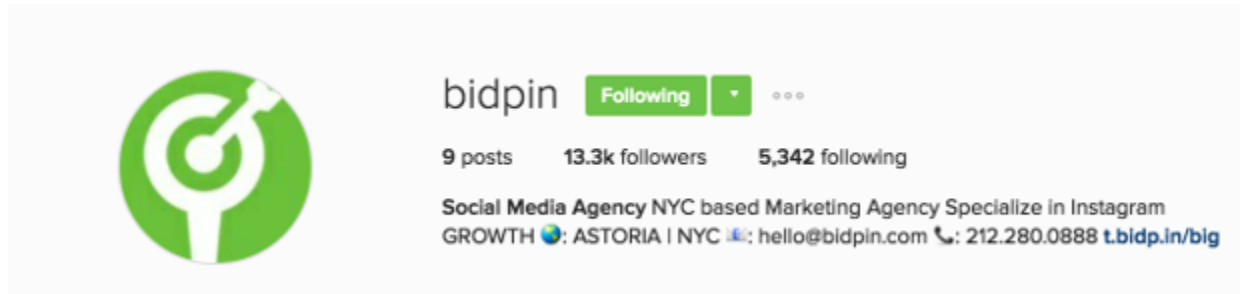
Instagram Marketing: Your Secret Weapon in the World of Online Content

8 Tips to Stand Out with Your Presence on Instagram

To build your account organically and earn thousands of Instagram followers, start by checking off these key 8 foundations.

1. Optimize Your Profile

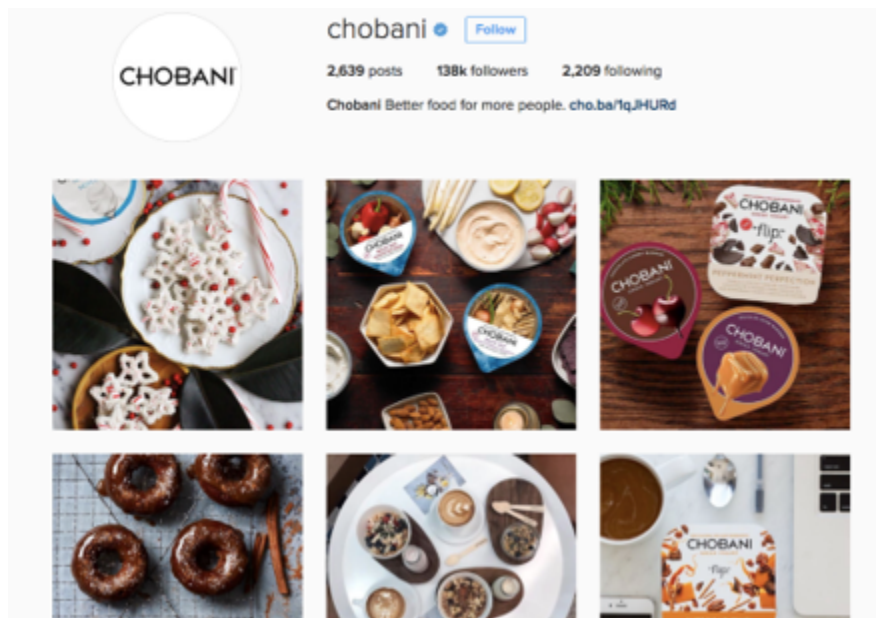
As a business, this means including your logo as your profile photo, deciding on a color scheme or style for your page, and building out your profile to include a link to your site, emoticons to help you stand out, and contact information (email, phone number).



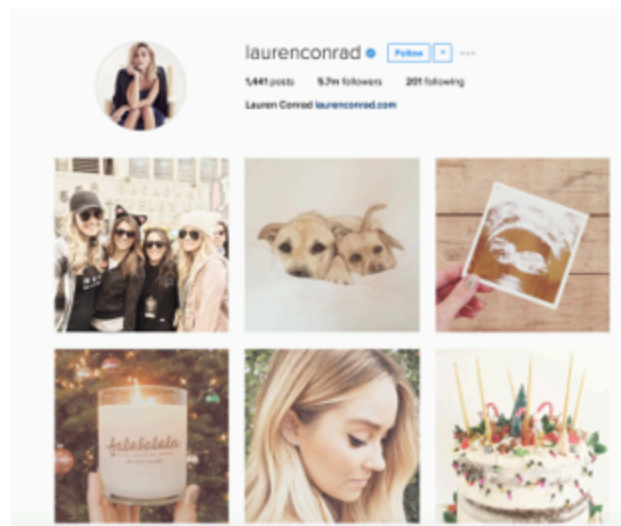
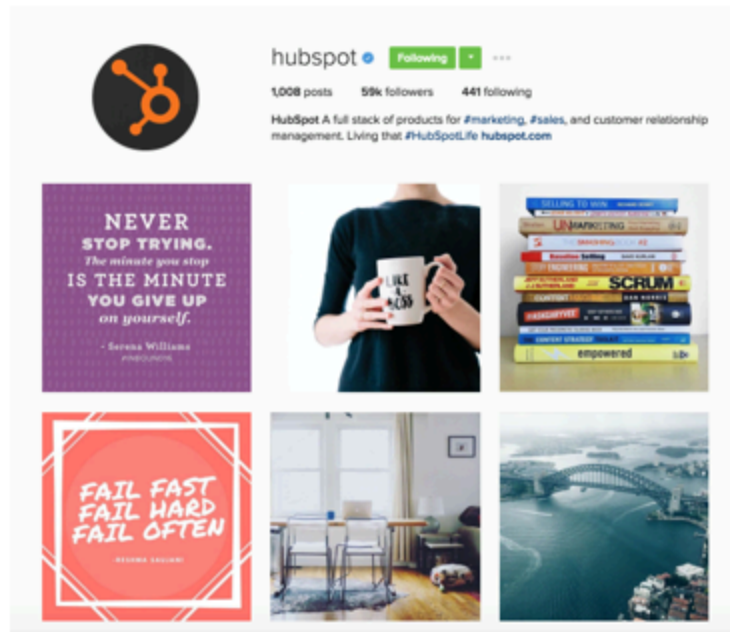
Pro Tip: Send users to a targeted landing page with an offer or deal, instead of just your home page!

2. Develop A Cohesive Instagram Presence

Take another look at Chobani's Instagram home page, you'll start to notice a series of color themes: reds, browns, whites, and yellows appear throughout each photo, creating a cohesive and visually appealing Instagram presence.



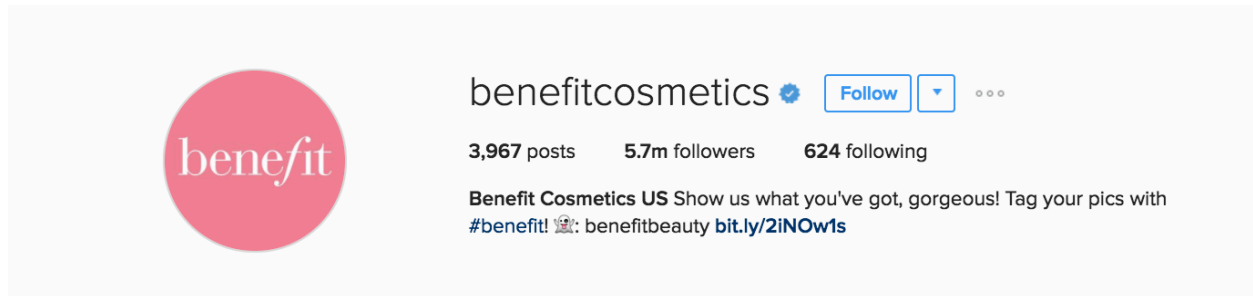
It's not just Chobani that does this, either. Brands like [HubSpot](#) and [Dollar Shave Club](#) and personalities like [Lauren Conrad](#) all use the same trick to create a cohesive online presence. Even if every color doesn't have their theme color in it, many of the pictures have subtle hues that go well with the brand's colors.



3. Involve Your Audience

To build an engaged Instagram following and a successful profile, it's critical to involve your readers in the process. You can even replace a more typical bio to center around your fans.

Benefit Cosmetics, for example, encourages engagement in place of an email or phone address. It works well for a visually effective, cosmetics brand. The brand's bio section reads *"Show us what you've got, gorgeous! Tag your pics with #benefit."* This CTA, while simple, is part of what's allowed them to build a dedicated base of millions of engaged followers.



It doesn't take a fancy campaign to encourage engagement—sometimes, it can be as simple as suggesting users to share pictures around your brand by simply tagging you. Instagrammers love to show off their photos to a like-minded brand community: you'll be surprised at how many people might take you up on your offer!

4. Follow Back And Interact With Other Profiles

Although social media is often touted as a narcissist's paradise, you can't be all take and no give if you want to develop a successful presence. Instead, you need to follow other profiles, "like" images, and interact regularly with other 'grammers. This helps not only build your Instagram community, but also gets the word about your business out there by encouraging other companies to follow you back.

Pro tip: Commit to a schedule every day for Instagram engagement! Can't do it all alone? [Get some help!](#)

5. Research Hashtags

Trending hashtags are your secret weapon on Instagram, and researching them appropriately is one of the best ways to expand the reach of your content. Because people can search through Instagram content by hashtags, applying trending hashtags to your Instagram material is a great way to build your profile organically.

Pro tip: Search a hashtag on Instagram and look in the "top" section. Those are posts that did very well for that hashtag! Copy the hashtags those top posts use, and repurpose to tailor to your brand and presence in your posts.

#marketing

8,538,639 posts

TOP POSTS



MOST RECENT



6. Re-Gram And Reward Your Followers

See a 'gram that's particularly relevant to your brand or involves your products? Share it with your followers! This is a fantastic way to build relationships with the person who originally posted the content and label yourself as an involved and caring brand in the process.

Here's [@Yankees](#) regramming a foodie post. Don't worry—we'll share tools in another section!



7. Be Active

If you don't post frequently, people won't have anything to follow.

[Buffer](#) recommends posting 1.5 times each day on Instagram. You can't really post ½ a post, right? So, go for the gusto and try a minimum of one, maximum of two per day.

While there is no drop-off in engagement for brands that post more frequently than this, you've got to make sure you can keep up with the content demand before you drop in.

Pro tip: No time? With engagement, you will probably bump into a handful of obstacles, the main one being time. You won't have the time to create custom content, and sit there day in and day out engaging with the right audience. This is where we at [Bidpin](#) come in. We can engage with thousands of users each month to free up your time, which allows you to concentrate on other important business responsibilities.

8. Maintain A High-Quality Presence

Creativity is the name of the game here, but being creative takes time and a lot of effort. When your profile loses its voice, it becomes dull, and people lose interest in what you post.

To combat this, keep your Instagram presence high-quality, targeted, and relevant to your followers.

A Short Argument on Why You Should *Never* Buy Followers

Insert quote card 1

At Bidpin, we work with lots of small businesses, and one of the most alarming things I see them doing is purchasing followers. While this may *seem* like a shortcut to the top, it's bound to backfire.

Here's why Instagrammers should *never* buy followers or likes:

It does nothing but hurt your authenticity on Instagram.

It's very easy to spot purchased followers. You can see that some profiles have 100k followers and only get 100-150 likes per image.

Ideally, you need to be between 2-5% with your likes on your posts based on how many followers you have.

While buying thousands of followers might boost your follower numbers (until Instagram catches on to the fake profiles and deletes them), the real goal is to develop a strong organic following. There's no way to do this but to create content people want to interact with, and use the eight organic growth tips mentioned above.

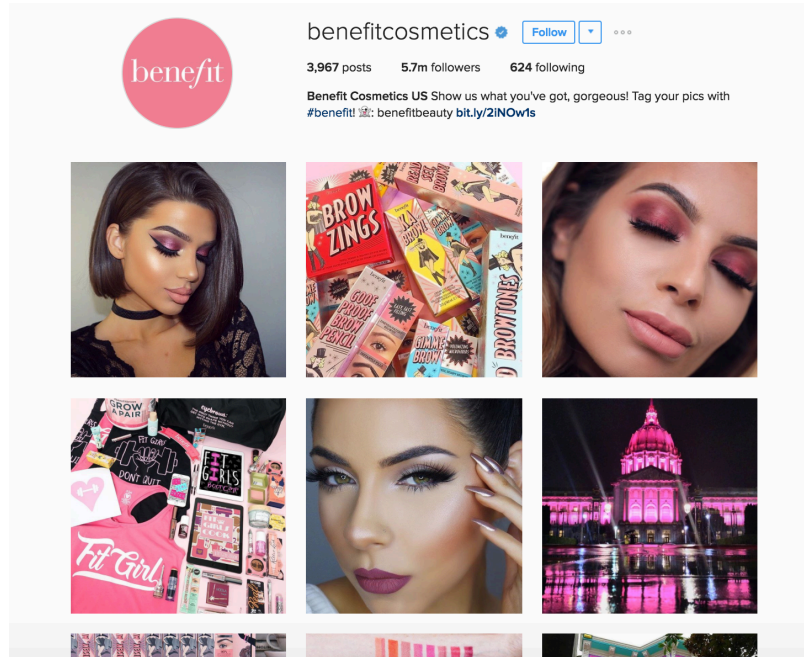
How to Enhance Your Instagram Presence & Go from Good to Great: 7 Smart Steps

Now that you know it is indeed possible to use Instagram to build an organic following, how, exactly, can you do that? Here are the specific hacks the pros use to enhance their Instagram followings:

1. Share Images Your Followers Can Relate To

Once you know who your audience is, only post images that are relevant to your target audience: beautiful, high quality, and exciting. If your audience can't relate to the images you're posting – from the background to the people and products involved – your Instagram presence won't take off like it should.

Check out how [Benefit Cosmetics](#) does that. That brand knows cosmetics—and any woman scrolling through that feed is drawn by the beautiful imagery to stop and shop for deals!



2. Know When To Post

Each platform and target audience has an [optimal time](#) to post content.

By understanding this and using it to your advantage, you can grow your audience and develop a more productive following.

This is also critical because, in mid-2016, Instagram [updated its algorithm](#). While the platform *had* been displaying content in chronological order, the 2016 update followed in the footsteps of platforms like Facebook. Instead of displaying chronological content and exposing every post to every follower, the 2016 algorithm update sought to “learn” what users liked the most, and display content accordingly.

This means that not every post you make reaches every follower. Fortunately, understanding the most productive times to post can help you beat this update and enhance your content’s reach.

3. Make The Most Of Hashtags

Trending hashtags will help you get found when you research and leverage them accordingly. See the section below for more information on how, exactly, to do this.

Keep in mind, however, that more hashtags might earn you more visibility, but you also need to pay attention to the *type* of hashtags you’re using.

Ideally, the more hashtags you tag the more visibility you’ll get. But what happens if you hashtag 25-30 hashtags similar to “#likeforlife #followforfollow”? Even though those hashtags will earn some pronounced visibility and engagement, the audience doing the liking and commenting won’t help uplift your company.

Because of this, it's critical to take quality into consideration. More is not always better, especially if the engagement you're getting is from [click-farms](#) and spammy profiles.

4. Host Instagram Contests To Gain New Followers And Build Your Presence

Everyone loves a little friendly competition, and [hosting an Instagram contest](#) is a great way to get your followers involved with your profile and content. For best results, make your contests simple to enter, attractive in terms of prizes, and frequent. Even if you've never run an Instagram contest before, this simple step can go a long way toward earning Instagram followers and building up your organic presence.

5. Keep Your Bio Current And Complete

What if a customer located your Instagram profile and wanted to contact your company? Unfortunately, the link in your profile isn't current and it doesn't point to your business URL. The customer can't find you and you lose a potential sale! Because of this, it's critical to include a clickable link and keep your profile as current and complete as possible.

6. Engage Your Readers With Photo Captions

Follow in the footsteps of Benefit Cosmetics: use your Instagram content to ask questions, include links, ask for shares, etc. Involving your readers will make them more willing to interact with your brand.

While there are dozens of different ways to promote engagement through your captions, one of the easiest is to include a simple CTA that instructs your readers on what to do next.

Notice how Benefit Cosmetics does this in one of their [recent Instagram posts](#):



benefit benefitcosmetics [Follow](#)

46,418 likes 4d

benefitcosmetics This is NOT a drill! 📢
We're having a major #SALEBRATION!
Head to Benefitcosmetics.com for up to
60% off on all your #Benefit faves!

[view all 158 comments](#)

las.meninas .

rachel_mariah_ But really. Is it only through
today? @abby_lefler

emmasmakeupstash Follow for beauty
posts! 💕

aarontutorials 🙌👉Male MUA👈🙌

nattbb21 @louisianab7 why this week why!
Lol

jstmelissa.l @its_staceyyy 💕💕

leahcancilla_ @sophia._nieves

christyseville @benefitcosmetics is this for
Canada too? Can't find any sale.

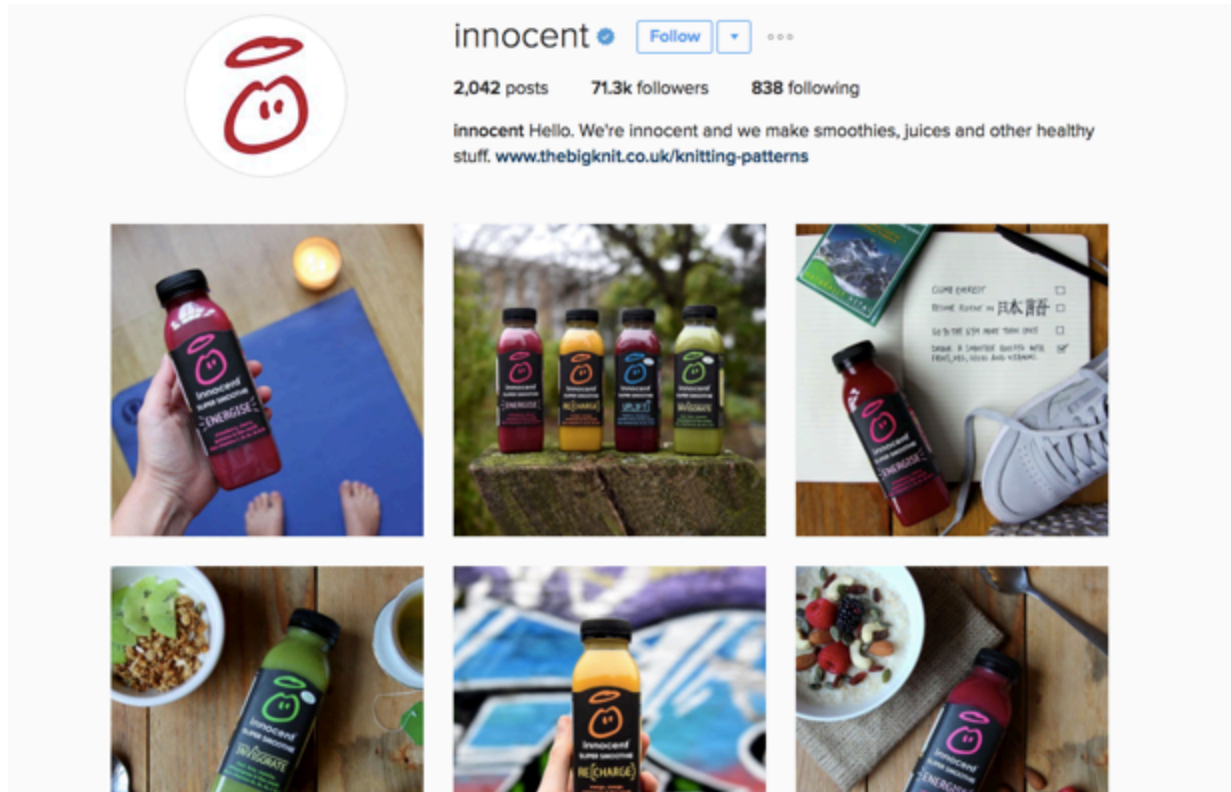
juellacayt Why would u do this to me

📄 Add a comment... ⋮

7. Keep Your Filters Consistent For A Streamlined Look

Instagram is highly visual, and a streamlined profile is a fantastic way to earn more attention online. Use consistent photo filters to keep your presence cohesive, consistent, and recognizable. If you don't take this step, you risk confusing your readers.

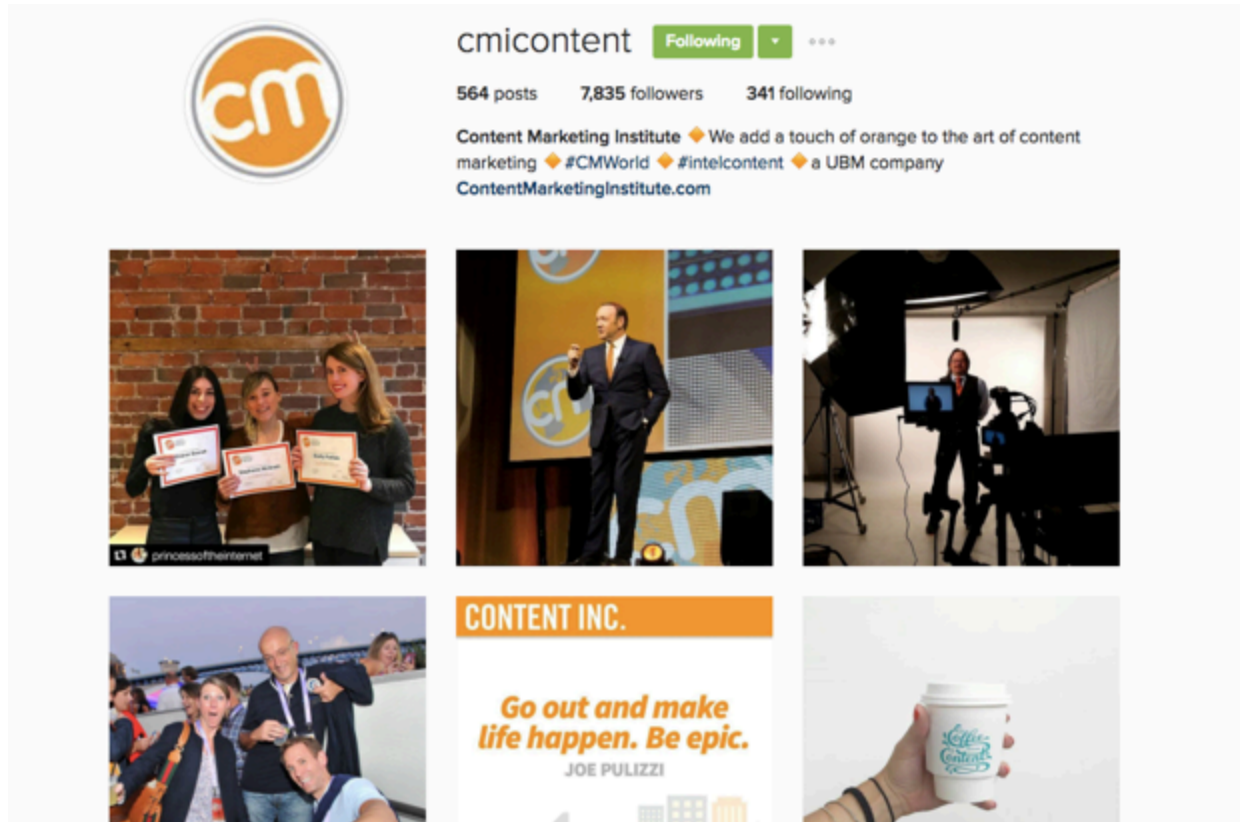
Check out how UK-based smoothie company [Innocent Drinks](#) has done this with their Instagram presence:



While they aren't using filters or pre-made blueprints for their Instagram posts, they've developed a consistent color scheme of burgundy, green, and yellow, and those colors appear in each post they make, creating a consistent presence.

One of the biggest problems I've seen with brands that don't succeed on Instagram is that they don't have a consistent voice for their Instagram profiles. Instead of developing a consistent color scheme or "style," they post random graphics willy-nilly, which makes their presence look jumbled and disorienting. Instead of taking this approach, follow in the footsteps of Innocent Drinks, and develop a style guide to keep your presence cohesive.

[Content Marketing Institute](#) is another fantastic example of a brand that does this well:



8 Top Instagram Apps and Tools

As your business grows, a social media management app and photo editing apps can help you keep posting and content consistent. Here are eight of our favorite tools:

1. [Buffer](#). A social media management tool that allows you to schedule, post, and monitor content on several different social platforms, all from one simple dashboard, Buffer is a professional Instagrammer's dream-come-true. Recently, the app integrated with Instagram, so you can schedule posts and receive push notifications when it's time to send them.
2. [Hootsuite](#). Ideal for helping you stay on top of your posting schedule and giving your followers something to look forward to on a consistent basis, Hootsuite works much like Buffer, but with a slightly different interface and user experience. Try both to find out which one you like more.
3. [Hashtagify.me](#). Hashtagify is a fantastic place to find the best hashtags for your content. Search according to keywords or phrases, and use the tool to develop a comprehensive hashtag strategy that works for your brand.
4. [Snapseed](#). Snapseed is a simple photo editing tool that allows you to adjust the color, tone, and contrast of your photos for a cohesive appearance. Used by many of the best Instagrammers out there, it makes editing a breeze.

5. [VSCO Cam](#). VSCO Cam is a simple, easy-to-use camera app that allows you to customize the exposure and contrast of your photos while you take them. Simply double-tap the screen to lighten a dark photo, and then use the app's custom filters to add the finishing touch.
6. [Overquick](#). Creating marketing messages or ads? Overquick is the one app you need. While many 'grammers use a service like Canva to add text to their images, Overquick allows you to do it right from a simple dashboard. Here's an example:



7. [Squareready](#). Make sure you're not cropping anything important out of your Instagram photos with Squareready, featuring smart layover technology that helps you ensure the photo you take is the photo you share, this app will put an end to cut-off faces and missing detail.
8. [Hipstamatic](#). Wishing you were a classic Holga photographer? Hipstamatic can help. A simple app that makes all your photos look like they were shot through the lens of a classic camera, Hipstamatic is perfect for edgy brands that want to create a unique Instagram identity.

Hot Hashtags: What You Need to Know About Researching & Implementing the Best Hashtags

Finding the right hashtag for your business posts is critical. Here's how:

- **Look At The Hashtags Your Competition Uses.** Other companies in your industry are a great resource for hashtag research. Keep an eye on these companies to find out which hashtags you should likely be using.
- **Develop A "Starter List" Of Potential Hashtags.** Once your preliminary research is finished, develop a list of "seed hashtags" to start your hashtag strategy off strong. Again, a tool like [Hashtagify.me](#) can help.

- **Determine Which Are Most Relevant.** Some hashtags might not be hugely relevant to your brand. Eliminate these to stay with only the most relevant hashtags.
- **Create A Stream On A Platform Like Hootsuite And Monitor Them.** To keep track of your various keyword opportunities, [create a stream](#) on Hootsuite and monitor it for new opportunities.
- **Update Your Hashtags According To New Trends.** Influencers, and products. Hashtags are fluid, and they change consistently. For best results, update them as they become irrelevant, or as you locate new opportunities. Here's an example:

Instagram Growth Hacking 101: 5 Growth Hacking Tips

Growth hacking is a real thing, and you can use it to build out your Instagram presence and earn more Instagram followers. Here's how:

1. Get A Photo Editor

Download a photo editor to keep your Instagram presence consistent. This will help your photos jump off the page and keep your readers engaged. Any of the above Instagram photo editing tools will work beautifully.

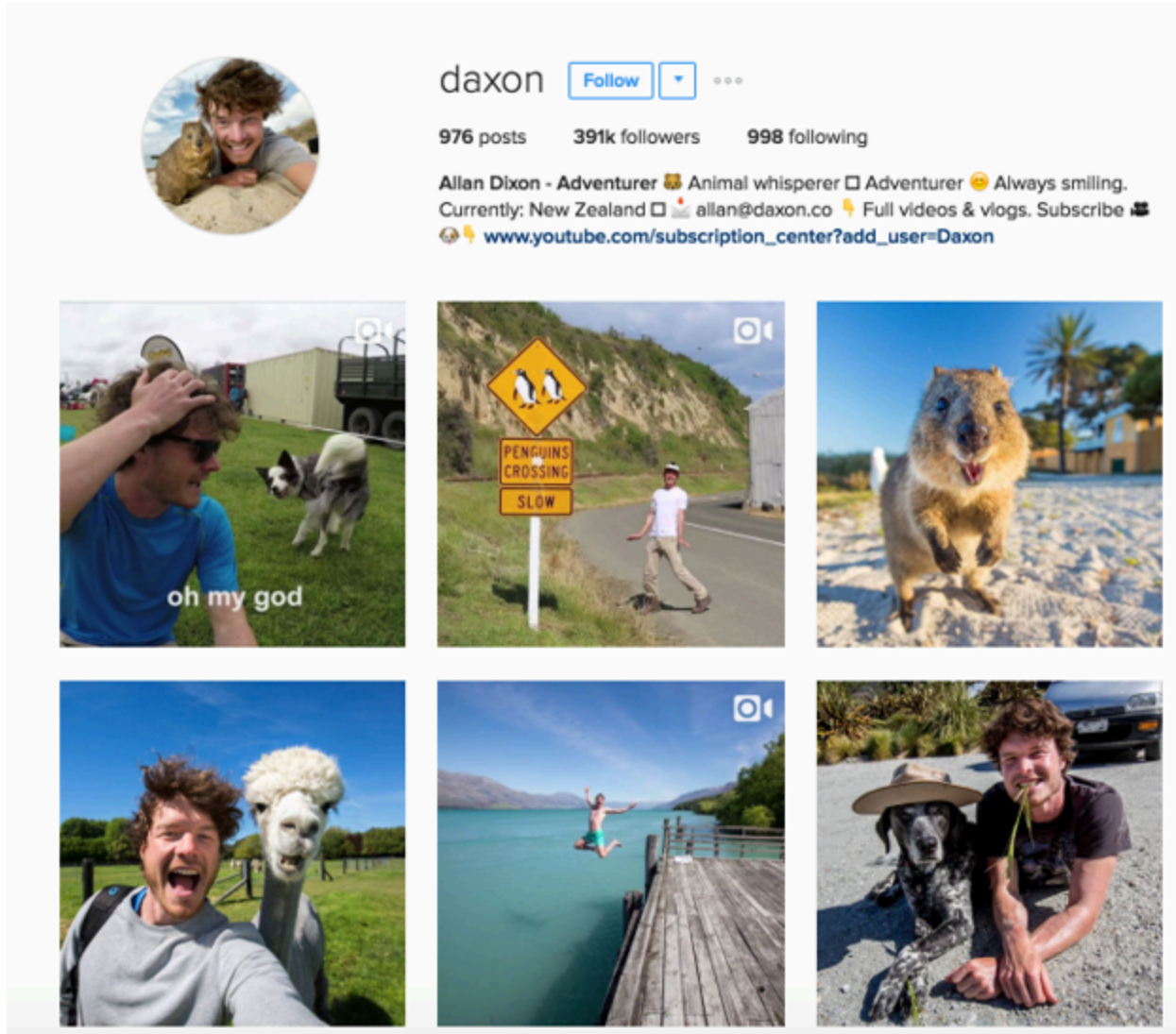
2. Make Sure Your Content is Always Valuable

If you're not providing valuable content, you're just spamming your followers. With this in mind, be careful to avoid posts that sell your brand, product, or company too hard, or don't provide something funny, useful, or interesting for your customers.

3. Pick Your Niche And Dominate It

The more granular you can get with your posts, the better. Picking a niche and dominating it makes it easy to build your presence online.

Take [Allan Dixon](#), for example, who's only gig is posting about animals and nature, and has 370,000 online followers.



Insert quote card 3

Pro Tip: Having trouble locating your niche? My suggestion is to find your top 3 competitors and watch what they're doing. While Instagram isn't a copycat game, you shouldn't have to re-invent the wheel. It's easier to own a niche by studying what your competitors did and then doing it better.

4. Include Calls-to-Action on All Your Posts

Want readers to like, share, comment, or suggest something? Tell them that! The caption of your Instagram post is the best place to include a CTA, and brands who do this are more likely to see higher ROI from their customers.

5. Like Photos And Engage With Other Instagrammers

The more actively you engage with other Instagrammers, the better. Be intentional about following, commenting, and liking and you'll enjoy a large ROI.

12 Pro Tips for Local Marketing Using Instagram

Instagram can be hugely influential for local marketing—more than you might even imagine.

Insert quote card 4

Instagram boasts an engagement rate **15x** that of Facebook and **20x** that of Twitter, so it's ideal for businesses focusing on local marketing.

- 1. Include Your Location In Your Bio.** This helps readers learn more about your company and connect with your brand, if you're in their geographical area.
- 2. Post Local, Relevant Images.** Show you're embedded in the community by posting relevant local images. It'll promote brand recognition and help people connect you, mentally, with the area.
- 3. Use Videos To Enhance Your Profile.** When Instagram first introduced videos, people shared more than [5 million in 24 hours](#). The charm has yet to wear off, and adding videos to your profile is a great way to make it more engaging.
- 4. Make Your Hashtags Geo-Centric.** People discover content by searching with hashtags. Make sure you show up by including geo-centric information in yours. For example, "NYCcookies" or "MassageInDenver."
- 5. Engage With Other Local Businesses And Websites.** Build your online and local community by engaging with other brands on Instagram. In addition to making your profile stronger, you'll also nurture real-life relationships that will help you grow in the future.
- 6. Partner With Relevant Local Brands To Expand Both Of Your Reaches And Engagement.** If there's another brand that offers a similar but complementary service, partner up with them to create unique content both your audiences will love.
- 7. Make Local News And Events Work To Your Advantage.** To gain more local attention, post about local news and events.
- 8. Photo Map Your Images.** Allow users to "discover" your location by geo-tagging your images. This can promote engagement, both on-and offline.
- 9. Invite Local Figures To "Photojack" Your Instagram.** To engrain yourself in the community even further, invite a prominent local personality, like a store owner or a public figure to "photojack" your Instagram for a day. This provides fresh content for followers and helps you expand your reach, since the personality's audience will likely tune in, as well.
- 10. Conduct Contests And Giveaways.** Contests are a great way to get people excited about your Instagram presence. Just make sure you follow [Instagram's contest rules](#).
- 11. Get Involved In offline communities and events.** If there's a local festival or celebration going on, go down and 'gram it. You'll expand your reach and reinforce your relevance all at once.
- 12. Post At The Right Time For Your Audience.** Here's a brief outline of the best time to post on each day:

- Sunday – 5:00 p.m.
- Monday 7:00 p.m. and 10:00 p.m.
- Tuesday 3:00 a.m. and 10:00 p.m.
- Wednesday 5:00 p.m.
- Thursday 7:00 a.m. & 11:00 p.m.
- Friday 1:00 a.m. & 8:00 p.m.
- Saturday 12:00 a.m. & 2:00 a.m.

5 Instagram Approaches That Work for Us at Bidpin

We're no strangers to Instagram marketing here at Bidpin.

With that in mind, here are the top five Instagram approaches that continue to work for us:

1. Enable Notifications When Influencers Post

If you want to keep up with influencers in your industry, one of the best ways to do it is to enable notifications so you get an alert every time someone posts. In your Instagram dashboard, you can enable notifications individually. When you get a notification that an influencer made a post, like, comment on, or share the post to develop a connection.

2. Use A Scheduler To Plan Content

Content fatigue is a real thing! It takes a massive amount of time, energy, and effort to create quality content, and it's easy to burn out. To avoid that, we use a scheduler to plan content for a week or more. If you don't enjoy doing the work, outsource it to save yourself even more time and energy!

3. Optimize Hashtags For Search Terms

We've already talked about how important it is to focus on quality rather than quantity when it comes to hashtags, but now it's time to talk about how to optimize them. By using Instagram's "Explore" feature, you can locate hashtags you should be using. Be sure to research the hashtags adequately and optimize them for valid search terms, trending phrases, and context. This will help your posts go viral and promote a more valuable Instagram presence.

4. Focus On Real Followers

One of the most alarming things I see business owners do is buy followers. I strongly advise against this. While it might boost your follower account at first, those followers will be dead weight as they will not interact with your content and most likely be removed by Instagram in the future.

5. Understanding Your Target Group

If you're a small business owner who has never used Instagram but wants to start, the first thing you need to do is get to know your target group. Get in the minds of your target audience and develop an understanding for what they want to see.

From there, plan for how you can best provide the material they will find enjoyable. Start by looking at relevant hashtags and competitors to get a feel for your audience.

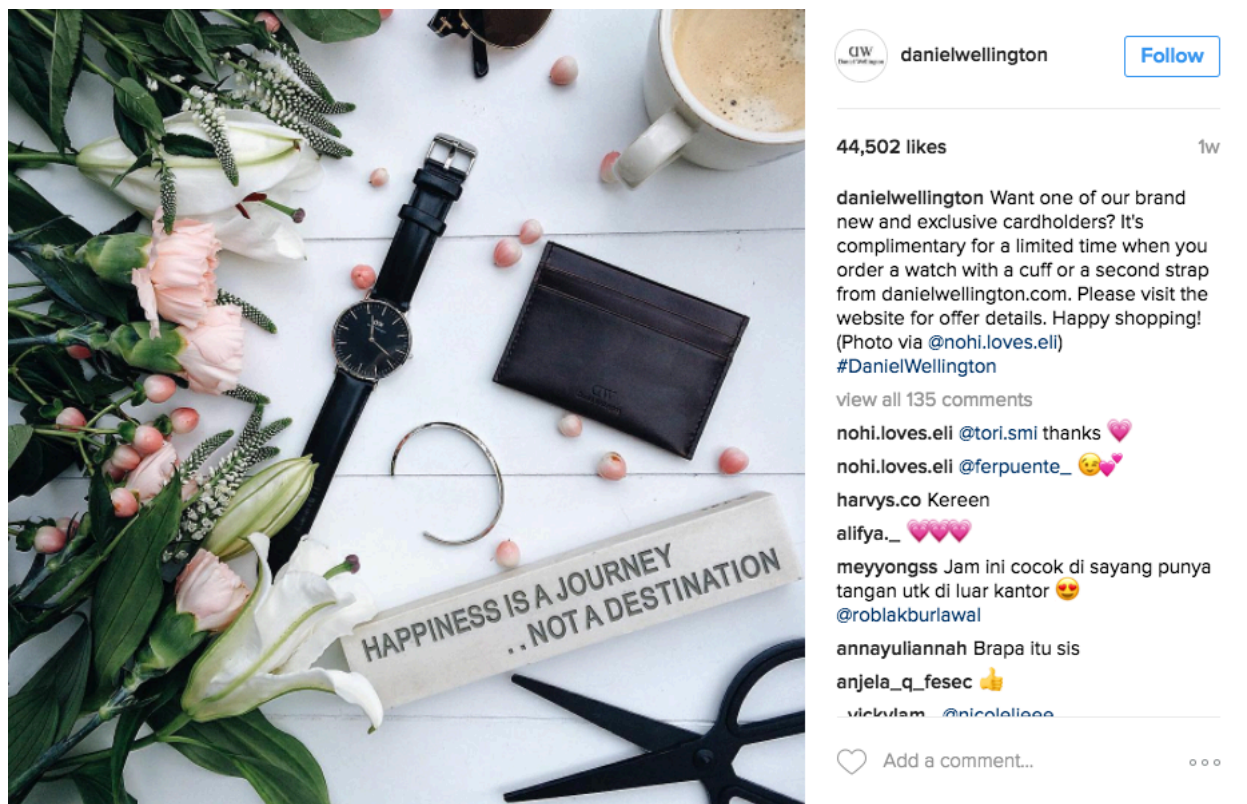
How to Leverage Influencer Marketing

It can take a long time to run a successful Instagram account all on your own. If you're going to do it, I recommend leveraging different marketing tactics, such as influencer marketing. This helps expand your reach and broaden your audience all at once.

How Instagram Influencer Marketing Works

Influencer marketing is essentially the act of reaching out to influencers to expand your brand's reach and promote valuable content. In the world of Instagram, however, influencer marketing typically involves brands or agencies reaching out to Instagrammers with large followings to encourage them to promote or sponsor posts or develop long-term marketing campaigns. Because influencer marketing allows brands to take advantage of the influencer's large Instagram audience, it's a fantastic way to build brand awareness and encourage a larger following and enjoy a broader reach on the Instagram platform.

For an example of a brand that dominates Instagram marketing, consider watch maker [Daniel Wellington](#), which has managed to secure an annual revenue of upwards of [\\$220 million](#) thanks to Instagram marketing.



5 Simple Steps to Influencer Marketing

If you're interested in using influencer marketing on Instagram, but you've never used it before, follow these five steps:

1. Identify The Key Influencers In Your Industry

The first thing you need for influencer marketing is influencers. To identify the influencers in your industry, explore pages related to your company or service. The “explore” tab is a great place to start with this. Once you’ve found an account you like, look at which profiles pop up beneath the initial profile. Chances are, these are all great places to start.

2. Reach Out To The Influencers On Your List

Once you’ve compiled an initial list of ten or so Instagrammers you’d like to connect with, reach out to them. You might consider asking if they’d feature one of your posts on their page, or if they’d include a link to your landing page or site in their bio. Just be sure that, whatever you ask of them, you’re also providing value to them in return.

3. Start Small And Work Up

The money made in Instagram marketing can be massive, and you’ll have a better chance of being featured and earning a spot if you reach out to smaller profiles first. This way, you can secure returns on your effort and move up slowly.

4. Keep Creating Quality Content

Influencer marketing can’t be your only strategy, and you’ll need to keep creating your own content in the meantime. For best results, develop content influencers would look at and want to share. This will increase the likelihood that they’ll feature you on their profiles and that you’ll enjoy the ROI influencer marketing has to offer.

5. Measure Your Results

As with any other type of marketing, you’ll want to measure your results. Which influencers provide the highest ROI? Which ones are the easiest to work with? By answering these questions, you’ll have a better idea of which influencers you should be targeting, and why.

How to Create Landing Pages to Drive Instagram Engagement: 3 Tips

Landing pages can be a critical tool for Instagram engagement. Because you can only add one link to your profile, however, and because you can’t make your photos and videos linkable, it’s harder to use landing pages efficiently in Instagram content. Fortunately, there’s a way to make it work, anyway.

Here are three fast tips:

1. Develop A Specific Audience For The Page

A landing page won’t achieve desired results unless it speaks directly to your target audience. Because of this, it’s important to [develop current marketing personas](#) and refer to them frequently as you develop the landing page content.

2. Use CTAs To Drive Action

You have one website link on Instagram, so you must use it intelligently. The best approach is to create a landing page to drive your audience toward. To make the landing page as compelling as possible, make sure it features a concise call to action.

For best results, test this CTA again and again until you find the one that performs the best.

3. Offer Valuable Incentives

Instagram is a unique platform, so it deserves unique incentives. By offering valuable perks exclusively to your Instagram audience, you can up the VIP levels of your landing pages, and make readers more willing to convert. Consider featuring behind-the-scenes content or sneak peek previews for your Instagram followers.

Gain Real Instagram Followers & Engagement: Your Secret Weapon in the World of Online Content

Powerful, relevant, unique, and engaging, Instagram is the platform of the future.

By knowing how (and why) to use this unique social site, you can make your organic following explode and build your brand across all your various online facets – just like we have at Bidpin.

By following the tips in this guide, it's easy to produce real ROI from your IG efforts, and take your business to the next level online.

Need help? [Contact us for real-time Instagram growth assistance today!](#)