

# How to Get More Followers on Instagram?

**(This is a Ghost Written Article for a B2B Marketing Agency)**

**Meta Description:** Do you want to know how to get Instagram followers quickly? Then check out this article with Instagram marketing hacks that really work.

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When you start building your brand on Instagram, it can be pretty exciting. However, as the days pass, the excitement dies down.

One of the most common reasons for this is the slow growth of followers.

The fact is, it is challenging to gain your first 10k followers.

Why? Nobody knows the reason yet.

But to start getting some attention on your brand, you do need that 10k.

When you look at celebrity Instagram users, it seems easy. They put out a few engaging pieces of content, and then the number of followers keeps increasing.

But it is not so simple!

You don't see the tricks they apply behind the scenes. Here we will share some of the industry secrets on how to get Instagram followers over 10k.

Nope, it's not a joke.

You can get your 10k Instagram followers in 6 months. All you need is some dedication and understanding.

Read on to learn about the Instagram marketing strategies that actually work. And no, you will not find the common tricks here.

So, no more wasting time now. Let's get started!

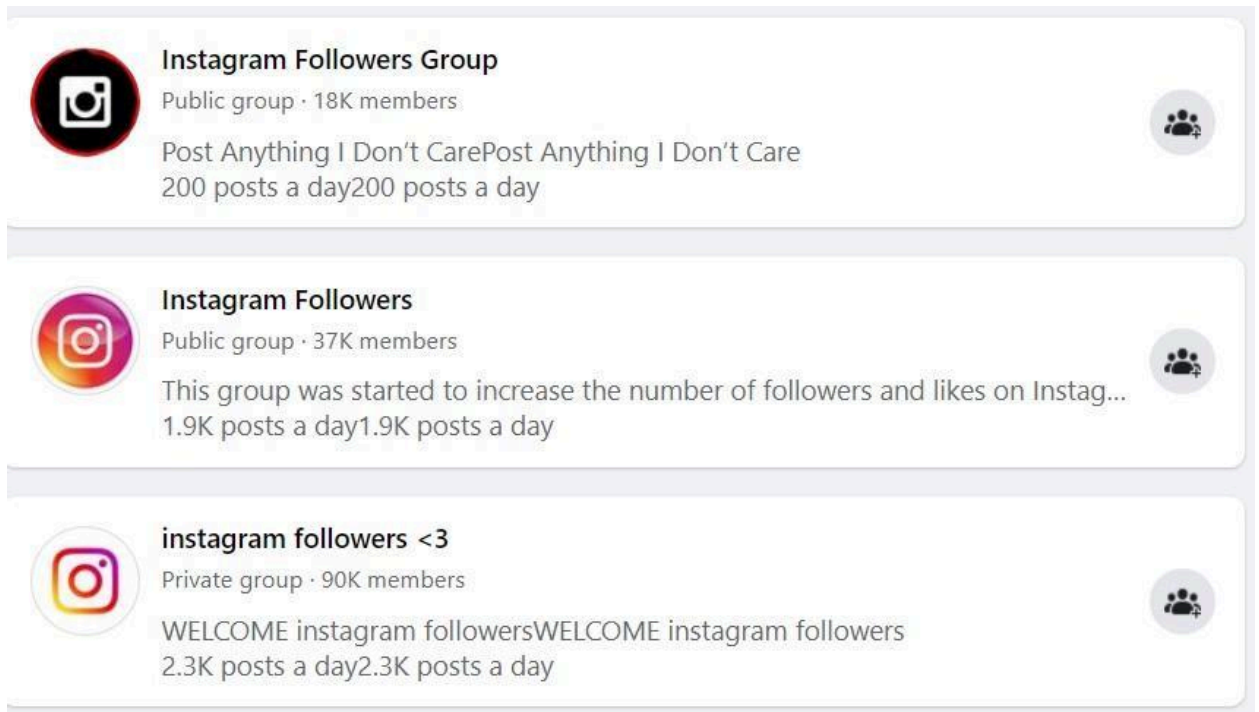
## **1. Join Engagement Groups on Instagram**

Ever thought about how celebs on Instagram double their followers in just a night?

They do with engagement groups or "pods."

Many lucky Instagram users stumble upon these groups by accident. But now that you are reading this blog on how to get Instagram followers, you should join these groups.

These engagement pods are available on different platforms. You will find them on Facebook, LinkedIn, WhatsApp, and even on Telegram.



Some pods have way over 1000 active users, but smaller ones consist of 50 or fewer users.

The trick is to find your niche pod. What's the use of joining a tech pod when your content is all about glittery fashion?

Every engagement group has its own rules. But here is an overall idea:

- **Respect the pods "drop":** The term "drop" is often used in pods for a determined time to get active on Instagram for likes and comments.
- **Don't chat:** These groups only mean business. They don't want unnecessary chit-chat.
- **Don't leech:** It means don't only take advantage of the pod. You must do your share of liking, sharing, and commenting as well.

All engagements will have these rules along with some extras. Do check those before you get active in the group.

Don't forget to see what others are doing. You don't want to get kicked out of these groups.

These groups are your stepping stone to getting 10k followers in 6 months.

Yes, you need to fulfil a few eligibility criteria to get admission to these groups. It may be a minimum number of followers or a content type.

So, ensure you have those checked before you join.

This is how to get Instagram followers fast for real.

## **2. Tie Up with Bloggers for Embedded Pictures on Blog Posts**

Do you know you can embed your Instagram picture in blogs?

Yes, bloggers generally like to feature Instagram pictures to explain their points. They are a great alternative to using photographs.

High-quality pictures are quite a hassle to get!

So, bloggers depend on Instagram to get their share of visual appeal by embedding Instagram pictures. They only need to seek permission from the user; that's it!

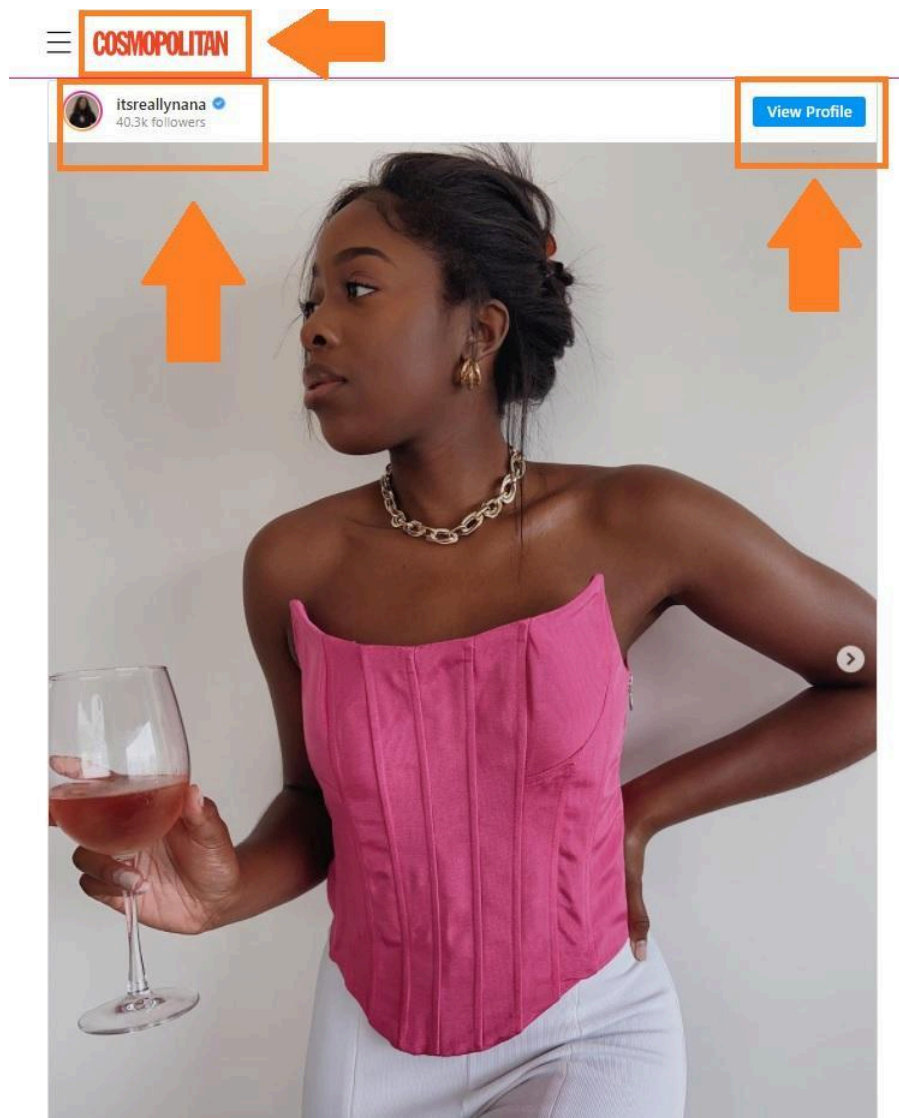
And because Instagram users can get some visibility through these blogs, they agree instantly.

With [over 570 million](#) blogs on the web, you can get good publicity using them.

So, if you want to get Instagram followers fast, do connect with bloggers.

But the key is to get published on blog websites that have good web traffic.

For example, [Nana Agyemang](#), a famous fashion Instagrammer, got featured on [Cosmopolitan's blog](#)!



Although she has a great fan following, such features in top niche blogs can boost follower count.

So, when you have built your audience and are looking for ways to grow your brand, you can contact blog websites.

Alternatively, joining influencer marketing websites can also land you a deal to get featured on blogs.

Here are some of the influencer networking websites you may join:

- [Upfluence](#)
- [Sway Group](#)
- [The Blogger Programme](#)
- [Hashtag Paid](#)
- [Open Influence](#)

These are the popular ones. You will always find a few influencer networking groups on different social media sites.

Join them.

Those are the best places to find your brand. No blog on "how to get Instagram followers" will tell you this.

### **3. Optimize Your Account**

One of the underutilized ways of getting Instagram followers is account search optimization.

Last year, Instagram announced the keyword search feature for its app. Let me explain to you with an example.

Say you are a marketing agency, and someone is searching with the same keyword. When your account has the keyword, it will show on the search page.

It works like a search engine ranking page.

So, just like you do SEO for your website, you need some keyword optimization for your profile.

This is a game-changer feature for Instagram users.

Previously, people used hashtags to find business accounts. But now, any account is searchable with a keyword.

Instagram will look at a few factors to determine which account will go into the search page. They are:

- Type of content
- Captions
- Time of post
- Bio
- Hashtag
- Name

So, you will have to add the keyword you want to show up for in these. For example, if you are a graphic designer, you might want to add the term with your name.



Image via [Instagram](#)

## 4. Create Genuine Shareable Content

One of the brilliant ways to get Instagram followers fast is by creating authentic content.

But when you start your journey on Instagram, you may feel like getting any kind of followers.

Just the follower count should grow, right?

But that's not going to get you conversions.

If you are a brand that is using Instagram to get some leads, you would need genuine followers. They should connect, engage and support your brand.

So, how will you do that for so many followers?

It's pretty simple. Be true to your brand. Be authentic. Be genuine!



Personal stories, brand stories and messages get more attention. People feel a connection to them.

And when there is a strong message with an emotional appeal, people will start sharing it on their Instagram.

It can be anything – your struggle of starting a business or your voice for a social cause! People like it when a brand opens up and shares its thoughts.

#### **INSTAGRAM EMBED:**

[https://www.instagram.com/p/CNsdnGEHlhz/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CNsdnGEHlhz/?utm_source=ig_web_copy_link)

It shows that there is a human behind the page who is similar to them.

Another way of creating shareable content is by coming up with unique information.

Try to become a niche expert.

Start sharing information that no one has talked about. If people like it, they will share or save it.

So, give time to do your research and surveys to come up with new information.

Create unique infographics.

It will not only increase your authority but also bring more engagement to your content through shares.

## **5. Write Longer Captions**

With Instagram's new keyword search, content writing becomes essential. Good content with keyword mentions will show up in the search.

Do you know the average number of Instagram caption characters in 2020 was [405](#)?

And it's expected to grow more.

However, Instagram is about visuals, so you can't focus on writing only. You also require aesthetic and high-quality images.

Along with the images, you may send out your long message in the caption. But the picture should align with your caption.

The caption should resonate with your brand and mission.

Here are a few tips for writing a long-form caption on Instagram:

Start with a scene. The picture should set the scene. You may also pose a question or announce a piece of news.

Continue explaining the different aspects of the scene, news, or the question. For example, if you are starting a new service, you should tell your audience about its benefits.

Add a call-to-action at the end after the conclusion. Your audience might be so engrossed with reading that they might miss what to do next. So, tell them with a proper CTA.

Every long caption post on Instagram should stick to this format. It doesn't matter how long the post is.

But yes, you don't have to use this format for "how-to" or listicle posts. The format for these posts is different.

### **INSTAGRAM EMBED:**

**[https://www.instagram.com/p/CJMFsEfHvQR/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CJMFsEfHvQR/?utm_source=ig_web_copy_link)**

Ensure that your caption has the following things:

- Emotional appeal
- Background story
- No grammar or spelling errors.

Try to write your caption on a different platform and copy it into your Instagram post.

In this way, you will have clean and clear writing that people will love.

So, having more extended captions is a way of to get Instagram followers for real.

## **6. Collaborate with Micro-Influencers**

Yes, the big Instagram accounts do look tempting! One share from their profile, and your follower number will keep increasing.

However, sometimes, you need to get along with the micro-influencers as well. If you are a company that wants an engaging audience, then you should definitely go for this.

Most blogs on "how to get Instagram followers" will not tell you about this.

But remember, you need to find influencers from your niche.

For example, you are a wedding planner company. So, you should collaborate with bridal makeup artists (Micro-influencers) on Instagram.

These makeup artists will have followers who might be interested in your company. As both you and your influencer are working on "weddings," collaborating will help.

When the micro-influencer shares your content, the followers will look into your posts, too, as they are interested in the wedding topic.

It doesn't matter that the follower count is low. However, try to collaborate with influencers who have at least 4k followers.

You may directly contact them through the DM or else use influencer networking websites.

However, if you have fewer followers, it would be best to contact the influencer through DM. You may have to make a deal with them.

Most companies use a barter system when they are dealing with micro-influencers. But if you want, you can ask for a post share on a payment basis.

They will be more than willing to help you.

Things will change when you have to collaborate with prominent influencers. But when starting new, you can take the help of the micro-influencers to achieve your follower goals.

## **7. Work According to Your Instagram Insights**

Do you want to know how to get Instagram followers fast?

Make Instagram insights your best friend.

Yes, the insights tool is a massive help to learn about your post's performance and your account in general.

The Instagram insights option comes with business and professional accounts. So, ensure you have that.

Once you have more than 50 followers on your account, the insights will start working.

Here are a few things you will learn from it:

- Total number of post views
- Gender percentage of followers
- The age range of followers
- Top locations of followers
- High activity time on your profile

And more.



So, you can use this data to create more engaging content.

For example, you know that your content works well with people between the age of 25–34. So, you should start publishing more content for these people.

You should make the content look more professional and use light colors. Add extended captions, as these people might be interested in reading more.

In this way, you can utilize the details of the insights to make changes in your post.

The more you understand your audience, the more your followers will rise. When your present followers like your content, they will share.

The more the shares, the more the following to your account.

## How to Get Instagram Followers FAQ:-

## **1. How to get 1000 followers on Instagram?**

To get 1000 followers in a week, you can use the "follow for follow" trick. It's quite controversial, but it's work.

What you need to do is find accounts popular in your niche. Then select any picture and click on the "number of likes" line.

It will show the list of followers who have liked the content. So, you want to target these people. Start following them.

These people are interested in your niche, so it's a guarantee that they might like yours too. So, in this way, you can have active followers on your account.

## **2. How much money do 10k Instagram followers make?**

If you have 10k followers and have a high engagement rate, you can earn \$50-\$200 per post. However, the rate depends on the niche, audience demographics, locations, etc.

## **3. How to get Instagram followers in 2021?**

Here are some of the best ways to grow Instagram in 2021:

1. Post high-quality pictures.
2. Use IGTV and reels.
3. Comment on other posts in your niche.
4. Decorate your Instagram grid.
5. Create your unique hashtag.

#### **4. Should I buy Instagram followers?**

It's not a good idea to buy followers for your Instagram. The websites and apps selling will only provide inactive or bots as followers.

It will only grow your followers, but you won't get any engagement. So, stick to organic ways to get Instagram followers.

#### **5. How do you get noticed on Instagram?**

There are several ways to get attention on Instagram. Here are a few ways:

1. Choose an aesthetic grid design.
2. Stick to your niche.
3. Comment on niche posts.
4. Use hashtags wisely.
5. Post at the right time.

## **Are You Ready To Get More Followers on Instagram?**

Just like other social media, getting followers on Instagram is quite tricky. No matter how many "how to increase Instagram followers" blogs you read, you must stick to what works for you.

Not all tricks might help you. You need to experiment with different types of Instagram hacks to find out.



Connect with other niche accounts. Talk to them and learn what hacks they use to get more followers.

However, uploading at least three reels every day and starting an IGTV series can help you gain many followers fast. In addition to these, you should also follow the above-mentioned hacks.

Experiment and let us know which ones work for you.