Step One: Design

Not a designer? Not a problem!

The most important aspect of growth on Instagram is the aesthetics. The ability to create beautifully designed posts.

This can be daunting for those without design skills. Luckily we have mastered this for many clients and made it easy by researching the best mobile apps in the world. There are many user friendly apps that you can use to design beautiful Instagram content like the pros in only a few minutes.

The Apps:

Typorama: is a IOS app that makes it easy to find designs and fonts for your Instagram feed.

This app saves you a lot of work by creating complex design layouts/templates. You can choose from 40 different typographic styles and layouts that are from world famous designers. You can choose from professional filters, backgrounds, adjustments and tools to perfect your photo. You can crop the image to your liking. Allows you to add your

brands logo or image. It's super simple to share on multiple social media platforms.

Link:
http://www.apperto.com/typorama/

Notegraphy: Is the app we highly recommend. It can be used on IOS and Android and is extremely user friendly.

All you have to do is type in what you'd like to post and Notegraphy will transform your words into a beautifully designed image. These designs are created by world-class designers. After you selected your image, choose the one you like best and seamlessly post on multiple social platforms. You can also download their app on your desktop and save multiple images for later postings. They provide you with analytics on what image produces the greatest response.

Link:
https://notegraphy.com/#login

Here's a great article with multiple design app recommendations:

Link:
http://www.hongkiat.com/blog/typography-mobile-apps/

Step Two: Content

What you're posting must be relevant to your audience. If you're working in a bakery, you don't want to be writing quotes on machinery. However, quotes are a great avenue to explore. They must be useful and relevant to your audience.
Here are a couple of great website to search different quotes from:

Link:
http://www.quotegarden.com/
http://www.brainyquote.com/

It's also great to touch on tips and facts. This way you're constantly educating your audience and providing them with value.

1. Quotes
2. Tips
3. Facts

Step Three: Creative Tips

After you have decided the text aspect of your content, use the apps we shared in **step 1**.

1. Your pictures must be visually appealing. Aesthetics on Instagram are extremely important.
2. Ensure that the content is engaging and is valuable to your targeted audience.
3. Brainstorm how you can trigger an emotion of some sort. Images that trigger emotions have the greatest level of engagement.
4. Have a great time!
5. Mix your textures and images. You don't always want to have the same style. Give your followers variety with textures, images, solid colours, hand drawn, etc. This will give your feed variety and keep users engaged.
6. Post contests and giveaways!
7. Ask good questions.
8. Batch your post creation by spending a few hours on one day of the week. Use scheduling tools (step six) to post automatically. This way you don't have to run on the treadmill and constantly try to keep up.

Step Four: Branding

It's important to always brand your content. This way users can easily identify you and you can further the relationship with them.
Here are a couple of apps to add your logo or watermark with:

Android:
Add Watermark Free

IOS:
iWatermark
Ezy Watermark

Step Five: Linking

You want to make sure that you keep your links short and easy to remember. This will drive more traffic and earn the attention of your followers.

If your URL is too long than use services like Bit.ly. This also allows you to track clicks and make your link more memorable.

Links:
https://bitly.com/

Pretty Link is an alternative if you're using Wordpress. This plugin shortens URL's while conserving the domain name. It's an alternative for Bit.ly that doesn't look spammy and maintains your websites identity.

Links:
https://en-ca.wordpress.org/plugins/pretty-link/

Step Six: Analytics

If you want to ensure success, it's important to be tracking everything you do online. Luckily there are many apps/services that make this seamless and easy for you!

Icon Square:

Icon Square is a leading web application for managing your Instagram accounts. This app shows you when your followers are most engaged and tracks the posting times. This will show you the most impactful times for you to post a picture.

They also give you analysis on what post is working the best, how many followers you gained/lost, your engagement levels through likes and comments, etc.
Link: http://iconosquare.com/viewer.php

Social Blade:
Social Blade Is another Instagram analytics tool that provides users with quick growth statistics and compares the to the amount of posting.

Links:
http://socialblade.com/instagram/

Social Insight:
Social Insight provides analytics for your Instagram account and can be used on multiple accounts. It easily gives you analytics to monitor engagement, followers, growth, interactions and more. It will show you the best times to post and what media your followers engage with the most.

Link:
https://socialinsight.io/

Step Seven: Scheduling
Latergram:
Latergram allows you to set up push notifications. These will notify you based on self-determined times as a reminder to post on your feed.

Link:
https://app.later.com/users/sign_in

HootSuite:

HootSuite is a premier social media scheduling tool that allows users to schedule and release their posts. This makes posting on Instagram seamless and easy for a very low cost each month.

Link:
http://signup.hootsuite.com/na-eng-instagram/?mkwid=sNDnjYRjf_dc&pcrid=47924999614&pkw=%2Bhootsuite%20%2Binstagram&pmt=b&Last_Associated_Campaign__c=701a0000002JYXR&utm_source=google&utm_medium=cpc&utm_campaign=hootsuite_pro_google_search_can_english_branded_beta&gclid=Cj0KEQjw0dy4BRCuuL_e5MeqmNABEiQAq8iNI8nGJRQlCNWWYc_B5QhEHiPUFEKpf8m05XXP_FZ4si4aAgat8P8HAQ

Similar to any other marketing effort, your Instagram account will grow quickly based on how consistent you are. Use Iconsquare to distinguish what times are most effective to post; then create a posting schedule to ensure you're regularly posting.

Step Eight: Share for Share/Repost

Grab for Instagram

Grab for Instagram is an app that seamlessly allows you to repost other users pictures and videos. The is a great tactic as long as you give attribution to the creator.

Creating all your own content can be a difficult task, especially when you're consistently posting each day. This gives you a break on the content creation and allows you to help out other users.

Link:
http://www.grabapp.co/

You want to develop mutually beneficial partnerships on Instagram with other accounts that are in your niche. This way you can tap into each other's audience and reach more people.

Kik:

Is a messenger app where Instagram account owners share. It's idea for brokering share for share (S4S) partnerships and paid shout-outs. It also allows you to network with members in your audience and other account owners.

You want to communicate with top accounts as well as accounts on your level. Top accounts may charge a fee in order for them to share one of your posts. For accounts that are on your level, you can develop a win/win relationship with and share each others posts regularly.

Link:
https://www.kik.com

Step Nine (THE SECRET): Crowd Fire

If you use Instagram frequently, you'll notice that you often times gain and lose followers.

The reason for this is because people don't like you. Kidding. Majority of the time it's because of tools like Crowd Fire.

Crowd Fire is an app that allows users to follow and un-follow accounts in mass quantities.

You can even follow other accounts followers. This is a very effective Instagram strategy because it allows you to target people who enjoy your kind of content.

In the app you simply type in the leading accounts name in your market and all their followers will appear on the screen. You then continuously press follow until you reach Instagram's hourly limit of actions.

In the beginning you don't want to make more the 300 actions (follows and un-follows) a day. Instagram will actually freeze your account if they notice uncommon activity.

If this does happen to you, don't panic. You simply have to let Instagram know that your account was hacked and it wasn't you.

After a couple weeks you can engage more frequently and do this process each hour of the day.

This is an extremely effective strategy that they largest business accounts on Instagram use for growth. We highly recommend it.

Link:
https://web.crowdfireapp.com