

GROW YOUR BRAND ON

INSTAGRAM GUIDE 2019

*made with love by  
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# Hey girl!



Let's be real, growing your Instagram these days isn't like it used to be.

We're all trying to figure out the magic potion to make our accounts grow authentically and quickly.

Well here's the deal, I've done a great deal of research + trial and error and I've decided now's the time to gather up all my notes and share what works.

If you want to grow your brand on Instagram take a look at these **10 tips** I have compiled below.

*Let's make 2019 the year of Instagram growth, shall we?!*



Top 10 tips to succeed on Instagram this year are:

## 1. COHESIVE BRANDING

People decide whether they want to follow your account or not within a few seconds. Make sure your branding is pulled together with a style and a clear message. Create a strong bio, stick to your branding colors and fonts, use the same filter throughout if you choose to use one. Make sure your highlight cover photos are in line with your branding too. That first glance at your account should send a clear brand message to the viewer so they can quickly hit follow or not.





## 2. CONSISTENCY

Keeping up a posting pace is key to growing on Instagram. In 2018 the experts recommended posting 1-2 posts a day. However, now the algorithm is highly favoring IG Stories so you can post on IG itself less (3-5 times a week), but post on IG Stories multiple times a day.



### 3. SHOW your Face

To increase engagement, become a storyteller. Show your face or show the faces of those working within your business. People love that connection. They want to see who is behind the business. Be vulnerable and genuine. It's how we connect. Don't worry about putting on an insta-perona, just be you. Make sure to show up on stories and connect with your followers there too. Showing up as you builds trust and will help to attract your ideal client or customer.



## 4. COLLABORATE!

Research shows collaboration is one of the most powerful ways to grow on Instagram. Team up with like-minded biz ladies and brands that will introduce your account to their followers. This is an awesome way to grow and gain the right followers to boot! Here's a just a few ways to get the collaboration train going....

- **Run a big giveaway**
- **Host Instagram story takeovers**
- **Conduct IG live story interviews**





## 5. USE THE RIGHT HASHTAGS

Make sure to do your research before you plug in any ole hashtag. You want the hashtag to work for you. Avoid using a hashtag that is too generic and has a high number. Look for hot hashtags that are up and coming within your niche market. Ideally you want to try to get to the top of that hashtag. You also want to make sure your using the right amount of hashtags, Instagram allows up to 30. However, you'll notice nowadays top biz accounts post fewer hashtags. Some insta experts are now saying 7-10 is the magic number. Quality over quantity.

Also don't put your tags directly underneath a caption, but in your comment. It looks cleaner. Take some time to research your competitors in your niche market and then play around with using a different number of hashtags on your post and see what seems to work best for you.





## 6. KEEP THE IG STORIES ROLLING

It's all about the stories these days. Why? Stories give you a chance to post both photos and videos that go away after 24 hours. This feature is beneficial because it ups your chances of showing up in the Explore section and in turn helps you gain those followers you want! Engage more with your audience on stories and ask them questions. We love the Question and Poll feature . Utilize these tools to get direct feedback on what you're working on.

The Live feature is also favored. With Live viewers get the opportunity to interact with you in real time. It's another way to engage and get more personal since it's not pre-recorded.



## 7. CTA

CTA stands for call to action. You can do a CTA into your image or captions, your stories and in your bio. You want to make your CTA short and to the point. Make it easy for your followers to follow it! For example, a CTA could be as simple as “double click if you love kittens” or “tag your biz bestie to share this tip.”





## 8. INVEST TIME IN ENGAGEMENT



Set aside at least 20 mins a day to engage with your followers and reach out to potential followers. Spread the love with meaningful comments.

Energy out brings energy in.

It's a fact.

Utilize DM's to connect 1-1 when you can, too . This builds trust and people love that special attention. Especially target those ideal clients and slowly build trust by sending a quick DM here and there!



# 9. SEO

Create an SEO plan of attack for your Instagram account to help boost your numbers. Your account handle and name have an affect on SEO. Ideally the handle you choose should explain the niche biz you're in. Also, it's a good idea to put your real name in there too in case people are searching for you and can't remember your biz name.



The screenshot shows the Instagram profile for 'deshapeacock'. The profile picture is a woman wearing a hat. The bio reads: 'LifeSTYLE + Small Biz Coach', 'Obsessed with pretty work spaces + places.', 'Helping lady bosses expand with ease + grace.', and 'Register for the San Miguel de Allende Retreat here sweetspotstyle.com/lux-retreat'. Below the bio, it says 'Followed by villa\_meraki, candycoloredhome, madre\_de\_plantas + 192 more'. At the bottom, there are six topic tags: 'Retreat', 'San Miguel', 'Biz Tips', 'Vermont', 'Design Gui...', and 'Travel'. A yellow arrow points to the bio text.

## 10. Automate and grow using the right software!

It's a lot managing a business and keeping up with the Instagram game. Luckily there are some awesome apps and software programs that can help you manage it all as you grow your business. Try out Later for planning and scheduling posts. Use Linktree to add multiple links under your bio. Use Foursixty for turning your Instagram content into shoppable galleries. Social Insight for tracking key analytics.





# BONUS TIP: CONVERT THOSE FOLLOWERS!

If you've ever been affected by the famous algorithms (either on IG or Facebook) you know that you don't have as much control over who sees your posts as you would like. The truth is we are guests on this platform and IG has the right to change how they push our posts. If you are relying on IG as your only marketing tool, you are taking a BIG RISK. Convert those active followers onto your email list ASAP. That should be your #1 goal!





## \*\* LAST TIDBIT \*\*

Instagram, like all other social media platforms, is always changing. So buckle and up and enjoy the ever changing ride! Just when you think you got a formula down something is bound to change. Keep yourself informed and follow these 10 tips to growth for success this year. No matter how Instagram changes you can keep your engagement, likes, and shares flowing. Keep at it and stay positive, this a great platform to connect, market and share your beautiful business with the world.



IG is a great tool for growing your biz, but it's just one tool. As entrepreneurs there are so many things we have to do. If you need help expanding your business, book a free 20 min clarity call with Desha for tips on how to grow your brand: **[Desha@sweetspotstyle.com](mailto:Desha@sweetspotstyle.com)**