



# HOW TO INSTAGRAM LIKE A PRO



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Instagram is the fastest growing social media network in the world, with a 5% increase in growth every quarter, and a total of 1 billion active users every month.

Like Facebook, it's a free app that's available for businesses and personal use, the difference? - Instagram is a visual platform, making it easier and faster for consumers to process the information that they are seeing, that's probably why it's the social network with the highest rate of audience engagement.

Still not sold on the 'gram? - Here's something you should consider... 200 million users around the world view business profiles everyday. If your business isn't on there, then you're seriously missing out.

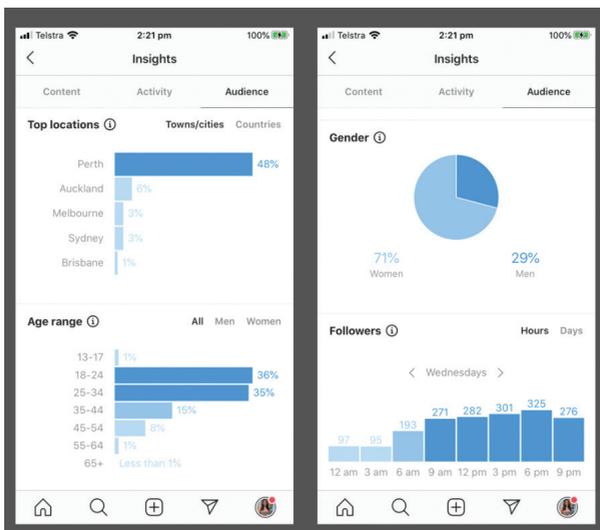
## What does it take to use Instagram like a pro for your business?

### Know your audience.

Like all good marketers, you need to know who your audience is and understand their wants and needs. While it has been noted that females aged between 18 - 35 years of age are the most popular Instagram user, your audience might look very different so it's important that you check it out.

Finding out who your audience is isn't hard, Instagram has its very own 'insights' tool that gives you the full low down.

It shows you where your audience is predominantly located, what ages they are, their gender and when they are most active.



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Your job? Make sure that the audience you are targeting is the right audience for you, because if it's not then you may need to rethink your marketing strategy.

## **FOR EXAMPLE, IF YOU OWN AN EYEBROW SPECIALIST CLINIC, YOU'D WANT YOUR AUDIENCE TO LOOK SOMETHING LIKE:**

### **Location**

The where your clinic is located

### **Gender**

It's a female dominated industry, so you would want more female followers than male followers.

### **Age range**

You'd most likely be targeting people over the age of 18, especially if you specialise in brow tattooing.

## **IF YOU OWNED A PLUMBING BUSINESS YOUR AUDIENCE MIGHT LOOK VERY DIFFERENT. FOR EXAMPLE...**

### **Location**

The areas that your service

### **Gender**

Equal part male and female, or slightly more male orientated

### **Age range**

People who have their own homes, so most likely ages 20+

By having a good understanding of who your audience is you are able to tailor content that they would find valuable and relatable. In this day and age, no one follows accounts that don't offer them something, it's important to keep that in mind when you're creating content.

## **Know what to post.**

Once you know what your audience looks like, it's important that you know what to post... Often this is the trickiest, most time consuming part of social media.

It can be tempting to just repost content that you've seen on other accounts, or take images from Google and pop them on your profile but there are two things wrong with that.

1. It's unethical
2. The images do not belong to you

So how can you work around that? - It's simple really, all you have to do is repost ethically using the Repost app, credit the content's creator and ensure that people know that the content doesn't belong to you. If you're taking something off Google, again, make sure you credit the creator, but both of these things can be tricky, so why not create your own content?!

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Creating your own content is the best way to get valuable content that belongs to you for you to share with your audience. Keep in mind that because Instagram is a visual platform, you need your content to look a certain way. Think about aesthetics, stay on brand and remember that if you are using text, you **NEED** to export files in the highest quality specs that you can, otherwise it will just look plain bad.

While creating content is easy enough on free to use platforms like Canva, knowing what to post about can be hard, that's why you need to decide on your content pillars.

## Understand your content pillars.

First off, it's important that you know what a content pillar is... the best way to think of them is as a subset of topics or themes which are relative to your brand, they should make up the foundation of your business' social media presence. Essentially their purpose is to help you stay focussed.

While the term 'content pillar' may seem intimidating, there's no need to freak out, you probably already know what they are and are using them without even realising it.

## Here are some of the top content pillars used by brands:

- Brand story
- Brand values
- Brand personality
- Expert advice
- Promotion



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## Examples of where content pillars have been used:

### BRAND STORY POST



### EXPERT ADVICE POST



### BRAND VALUES POST



### PROMOTIONAL POST



### BRAND PERSONALITY POST



As you can see, each post has something valuable to say about this particular day care, and each post has been created to fall under its respective content pillar. Each post is valuable to its audience and has the capacity to create engagement. Once you have nailed down your content pillars, you can recycle them throughout the course of the week or month when planning your content. Which leads me to my next point...

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## Always plan your content!

Being disorganised and not having a plan is a surefire way to fail at social media marketing.

Take some time at the end of every month to create a content plan for the month ahead. Make sure you cover all of your content pillars and include news from your business as well as quirky holidays that relate to your industry. For example, International Selfie Day is always a hit amongst the beauty industry.

Keep in mind that there is no need to post every day, always think quality over quantity.

A good habit to get into is jotting down any ideas that you have for content throughout the month so that you have a list to look back on when planning.

By having a stash of ideas and content pillars, creating a plan shouldn't take you more than twenty minutes. It might seem like a drag at first but your future self will thank you for it, especially when you're tight on time and want to ensure that you're staying up to date with your social media presence.

## Get using hashtags.

To keep things simple, hashtags are a type of metadata tag that allow users to easily find messages with a specific theme or content. Finding the right hashtags to use for your business is a game of trial and error, so it's important that you put some time into researching.

It's important that you know that there are five main types of hashtags, here's what they are, what they look like and how to use them.

1. **Industry hashtags:** These hashtags are super general, they are used by millions of people but they're essential for Instagram to be able to filter what you're into and who it should recommend your content to. 📌

**Examples:** [#socialmediamanager](#)  
[#contentcreator](#)

2. **Niche hashtags:** This helps your audience find YOU! It's one step more specific than 'industry' hashtags.

**Examples:**  
[#perthsocialmediamanager](#)  
[#smallbusinesscontentcreator](#)

3. **Location hashtags:** Your audience needs to know where you are, this is particularly important for service-based businesses that are bound by location. Make sure you do use multiple suburbs.

**Examples:** [#perthcontentcreator](#)  
[#perthblogger](#)

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4. **Trending hashtags:** This hashtag type is pretty much self-explanatory but basically it's about 'riding the wave.' Is there an important event? Is something happening in your country that is significant? Is it a special holiday?

**Examples: #christmas2019  
#caronavirus**

5. **Community hashtags:** Do you belong to an Insta community? Maybe a girl gang or some other type of group that supports your business? Use their community hashtags to get them liking and commenting on your posts!

**Examples: #NRGnetworking  
#cheersquard**

**Okay, so you know who your audience is, you know what to post, you understand your content pillars and you have an idea of which hashtags to use, but what about when to post?**

## Know when to post.

Knowing when to post will significantly change the efficacy of what you're posting and the amount of engagement it's generating, but there isn't really a blanket 'good time to post.' Why? Because it's different for different audiences.

As a rule of thumb, always think about what your audience is doing and when, for example, if you're targeting millennial women chances are that they're on their way home from work between 5pm and 6pm on weekdays. Whilst at around noon, they're probably on their lunch break... When do you think they're most likely to check their phone? I would say during their lunch break.

## WANTING TO POST ON THE WEEKEND?

Think about the little differences in your daily mood and routine -- the ones you might not realise you have -- how do they affect your behaviour on the weekend? Do you think that on the weekend that same person will be checking their phone at the same time? Probably not.



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## Lastly, how do you grow your audience on the 'gram?

Honestly, there is no shortcut, and if someone tells you there is, you better believe that it's a scam! Growing an engaged audience on Instagram takes time, it has to be done organically and you have to be willing to nurture it.

The best way to do that? Spend time on the platform, check out people who are using the same hashtags as you, check out your competition and their followers, see what's going on in your area, and most importantly actually interact with others.

It's a social media platform so the algorithm is built on increasing the exposure of people who actually use it socially.

Commenting on posts that you feel resonate with you and your brand is ALWAYS a good idea.

Make sure you're commenting something valuable or you will just end up sounding like a bot, and NOBODY likes bots...

Back to my point about scams... Yes, you can download apps that do the interacting for you but Instagram and its users know. They're smarter than you think. You'll actually end up losing followers instead of gaining them if you choose to invest your money in such apps.

In summary, Instagram is all about community. It's about creating a place where people can access content that is valuable and aesthetic, and which resonates with them in some way. It's a great way for your ideal customer to get to know you and your brand, and build trust so that they may think about enlisting your product or services when the time comes.