

# INSTAGRAM REPORT FALL 2019



# WHAT'S IN THIS GUIDE ?



## Why Instagram? *(Even if You're Super Frustrated)*

- *You're ideal customer is on Instagram*



## Why Likes Are The Wrong Metric



## Why You're Getting Less Love on IG

- *What Counts as Engagement?*
- *The Reason You're Seeing Less Engagement & Growth*
- *How to Fix It*



## The Biggest 2019-2020 Instagram Shift You Need to Be Aware of



## Where to Spend Your Time on IG



## 12 Things You Must Do TODAY

### IGTV - Hidden Gem

- *Tips to Maximize IGTV*
- *IGTV Guide: Simple Steps for Fast, Easy & Effective Video Creation*

### IG Story - the Growth Formula

### Going LIVE on Instagram

### The Most Effective Types of Posts

### The Latest Hashtag Hacks

### Social Growth Strategies

- *New! IG Chat Stickers & Secrets for Growth!*
- *The Ultimate Challenge Formula*
- *Contests & Giveaway Strategies to Gain Targeted Followers*



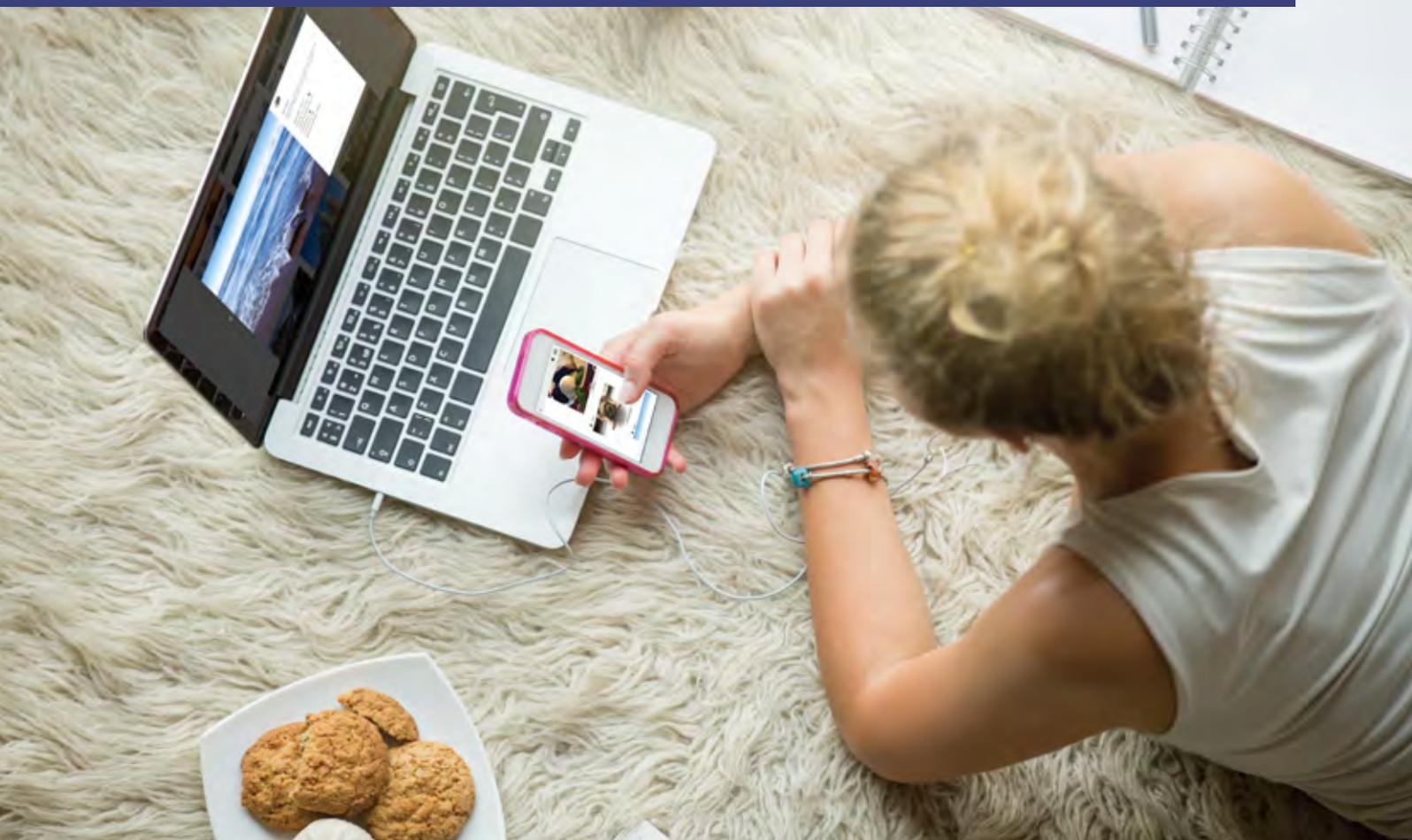
## ADVANCED BONUS: Creating Shoppable Instagram Posts to Boost Conversions



## Grow Your Business with IG

- *Warning! Your IG Account GONE, with No Explanation!*
- *What to Do About It & How to Grow a Lasting, Crazy Successful Business with Social Media*

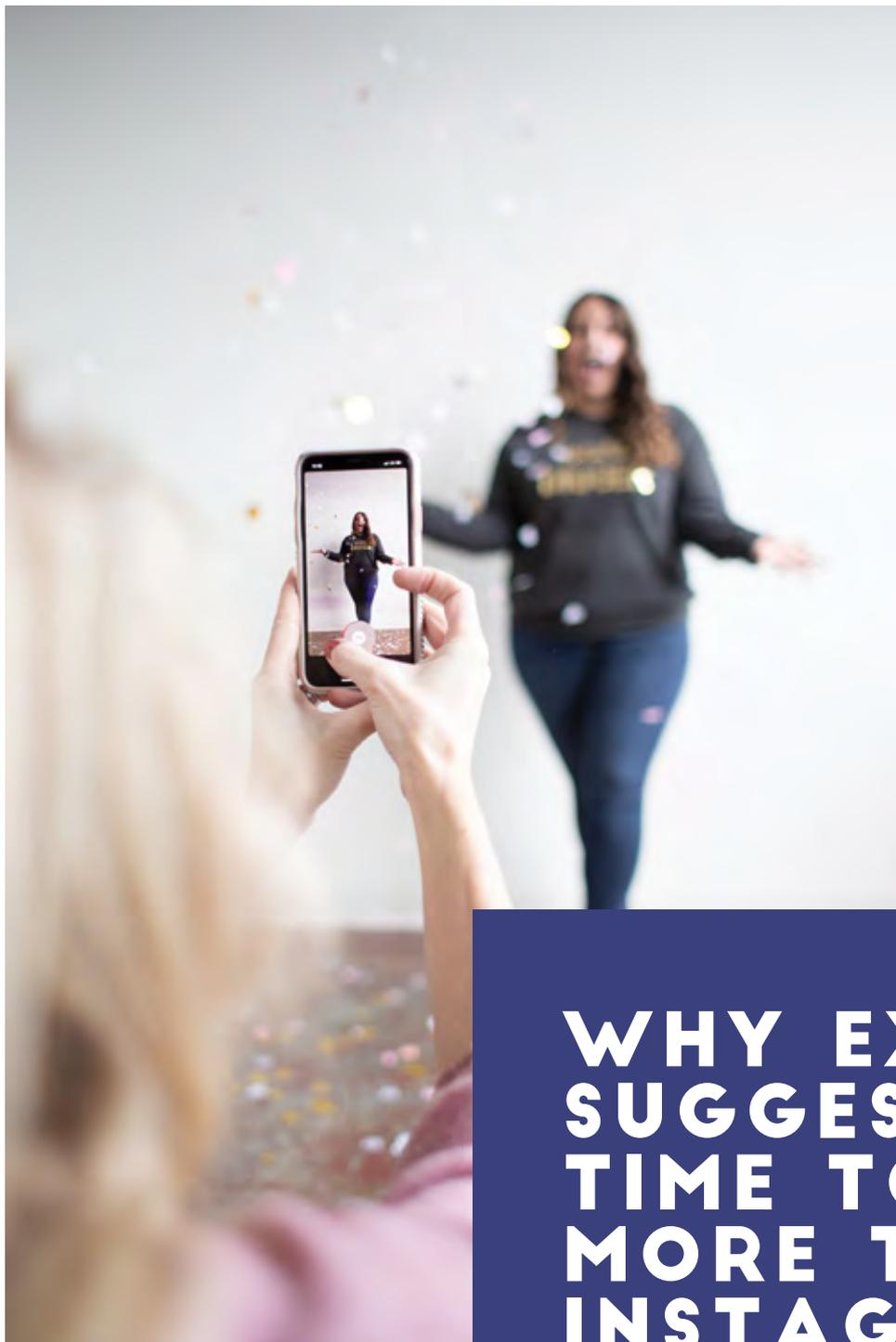
# OVERWHELMED BY INSTAGRAM LATELY?



## YOU'RE IN THE RIGHT PLACE!

In this quick read, we're sharing the biggest changes to the Instagram algorithm, why your 2019-2020 social media strategy no longer works, what does, and how you can dramatically boost your engagement with a few simple shifts. Are you ready for some top secret, insider Instagram intel? Look no further! Here are the latest updates for Fall of 2019!

This guide will teach you how to grow your Instagram following. If you want to take this a step further and learn how to make money with social media & build a business that lasts, read to the end & check out [MarketingImpactAcademy.com](https://MarketingImpactAcademy.com)



## WHY EXPERTS SUGGEST IT'S TIME TO FOCUS MORE TIME ON INSTAGRAM ?

### INSTAGRAM IS HUGE. AND IT'S STILL GROWING.

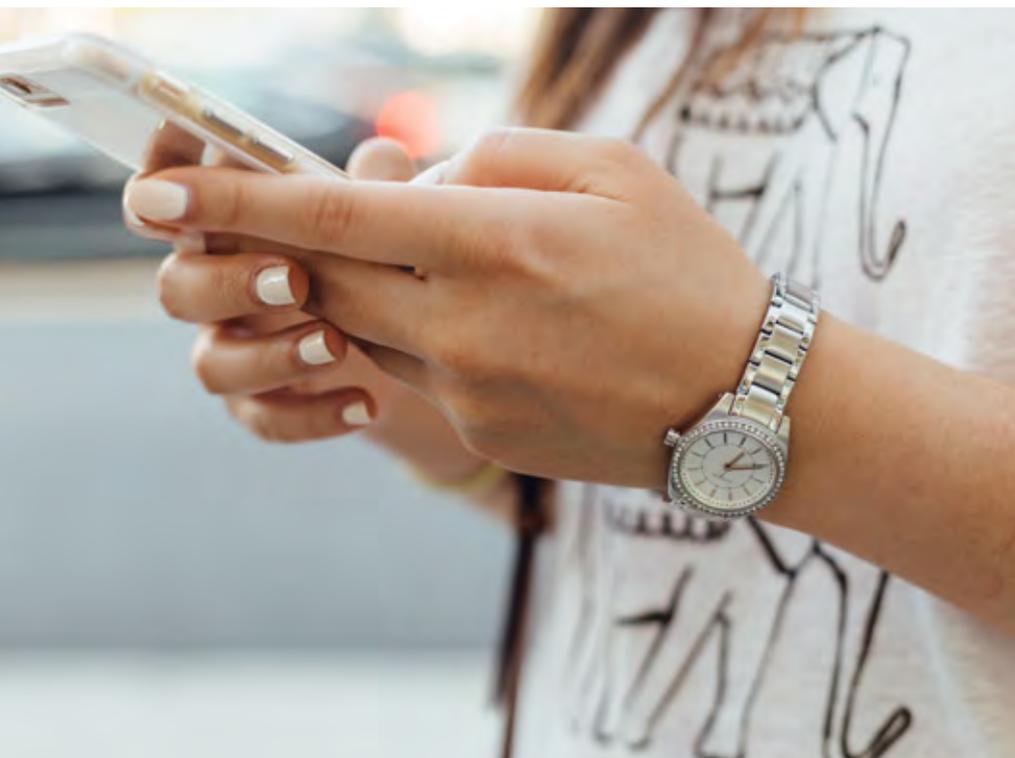
If it seems as if your likes, comments, new followers and overall growth on Instagram is down this year, you're not alone. But does that mean you should leave? Absolutely not! If you've been thinking of throwing in the towel, here are a few statistics to consider.

# YOUR AUDIENCE AND IDEAL CUSTOMER IS ON INSTAGRAM. THAT'S A FACT.

## ACCORDING TO OMNICORE AGENCY:

- Instagram has 1 billion active users per month, having increased by 25% from 2018.
- Six in ten online adults have Instagram accounts.
- 32% of all internet users are on Instagram.
- 59% of internet users between the ages of 18 and 29 use Instagram and 33% of internet users between the ages of 30 and 49 use Instagram.
- According to Pew, 71% of people in the US between the ages of 18 - 24 use Instagram.
- According to Wired, there are 4.2 BILLION likes on the platform.
- And according to Wordstream, 95 million photos and videos are shared on Instagram per day.

And here's the really good news: The majority of Instagram users follow a business - 80% to be exact! (Omnicores)



So yes, you're in the right place, if you want to use Instagram to reach more people and grow your business. You just need to adjust your strategy.

# WHY LIKES ARE THE WRONG METRIC

Yes, we all want more likes and follows. But why is true engagement so important and the thing we should all be focusing on?

## BECAUSE YOUR LEVEL OF ENGAGEMENT TELLS YOU TWO THINGS:

- 1 that you're reaching the right audience, and...
- 2 that your content is relevant to that audience.

Which then tells us if you want to “win,” it’s about quality, not quantity. Yes, you should be posting regularly but only content that’s valuable to your audience. The more valuable and targeted your content, the more engagement you’ll get, and in turn the more your account will grow.

**MORE ENGAGEMENT**

=

**MORE VISIBILITY**

=

**MORE FOLLOWERS**

### SIDE NOTE

Please do not confuse high quality with high production. You can take amazing pictures and videos on your smartphone and quickly edit them with inexpensive apps. Instagram users like REAL. High quality doesn’t mean high production - it means content that’s of value to your audience.





# WHY YOU'RE GETTING LESS LOVE ON IG ?

If you're still evaluating your success based on likes, you're missing the boat. Here's why... Instagram is no longer just a photo feed. Our attention is divided between multiple features:

- 1 Variety of Post Types**  
*(swipe or carousel posts, video, images, text updates, stickers & more)*
- 2 Instagram Stories**
- 3 IGTV**  
*(think YouTube, but on Instagram - except videos won't show up in Google search results)*
- 4 Instagram Live**
- 5 Blog-Like Feed Posts**  
*(the comments under photos are becoming more like blog posts)*

Imagine walking into a party...expect it's no longer just ONE party in one big room. There are now FIVE separate rooms with FIVE separate parties going on. No wonder likes are down. Your followers are spread out.

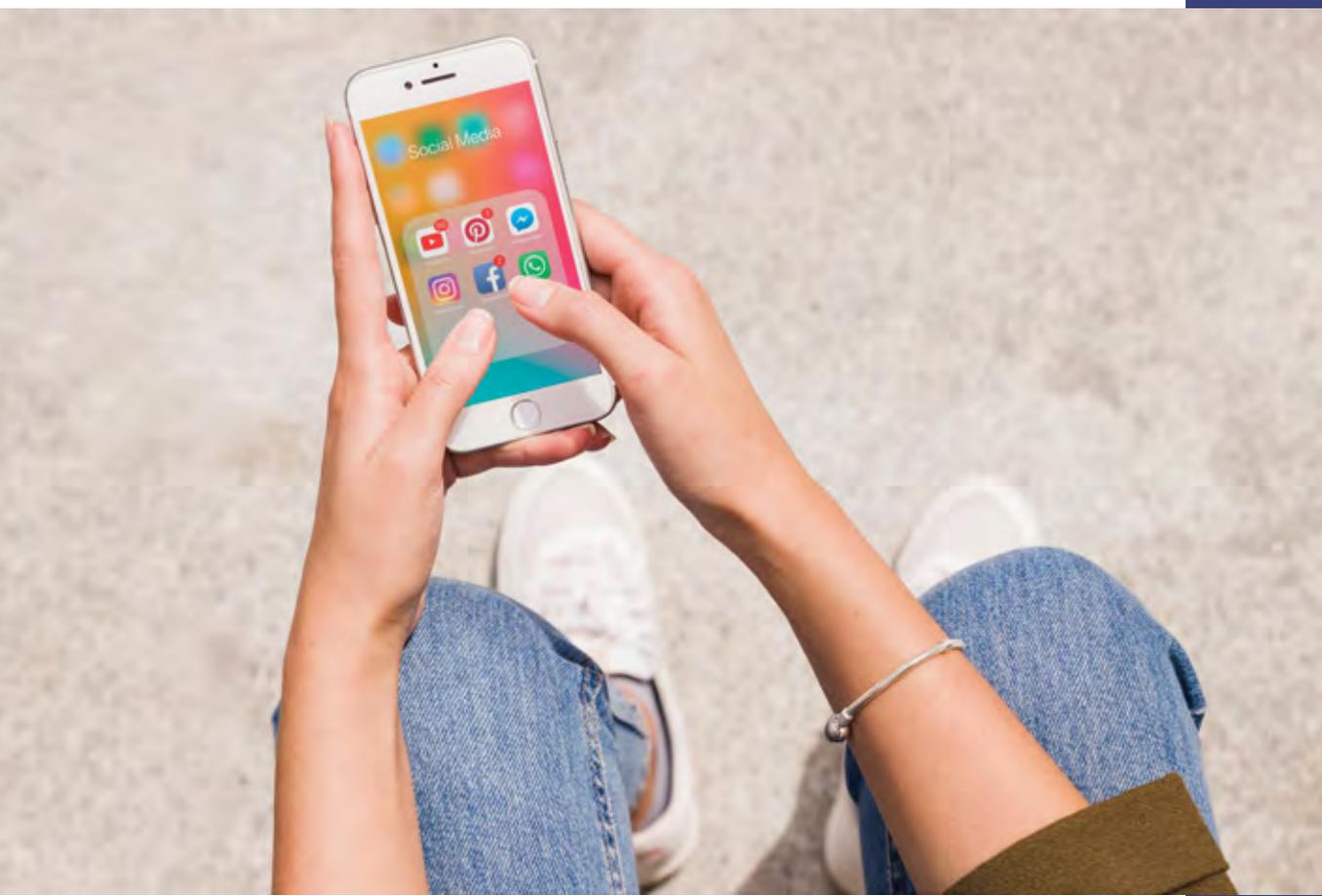
Plus, there are so many "actions" people can take to interact on Instagram that people just aren't "liking" things the way they used it. AND, likes are losing value in the algorithm.

# WHAT COUNTS AS ENGAGEMENT?

Engagement used to mean likes and comments, but now it's interactions. There are a number of interactions people can take with your content.

- **Likes**
- **Comments**
- **Views**
- **Shares**
- **Saves**
- **Direct messages**
- **Tapping stickers or sliders**
- **Voting on polls**
- **Length of time viewing each post**
- **Asking questions with questions feature**
- **Swipe up (over 10k)**

Not only is this decreasing engagement on your posts, but it probably has you feeling overwhelmed. Think about it. Now, you're not just coming up with ONE post for Instagram. It's like rolling FIVE different platforms and types of content into one, and they all have their own very unique features. What works on stories, doesn't work on the feed, and so on.



## THE PROBLEM NOBODY IS TALKING ABOUT

Nobody wants to say it, but let's address the elephant in the room - what so many Instagram experts who talk growth strategies won't tell you...

## PART OF THE PROBLEM IS WHAT YOU'RE POSTING.

Yep, it might be a hard pill to swallow, but it's true. It's what you're posting and how you're posting it. As was stated previously, in order to get your content in front of new people, your current followers need to be engaging with it first. The more engagement you get, the more visibility you'll receive.

Unless you're already a known person in your niche, the "slice of life" posts simply will no longer do. Your content must fall into one of the categories above, if you want interaction and growth.

Now that you understand why your engagement might be down, let us save you the time, hassle, and headache and cut to the chase. First we'll jump right into the biggest changes and shifts in 2019-2020, where you should be focusing your time on Instagram to get the most bang for your buck. Then, we'll talk about a variety of tips and strategies you can implement today to get your account thriving!

## WHY ARE YOU SEEING LESS ENGAGEMENT FROM YOUR CURRENT FOLLOWERS?

*This could be for a couple of reasons:*

**White noise** - is your content too similar to what other accounts like yours are posting?

**Repetitive** - are you posting the same type of content over and over again? Maybe it worked before, but now people are becoming immune to it.

**Purpose** - how does your content serve your audience? Is it providing something of value or is it just another selfie?

## THE ONLY WAY TO GROW YOUR FOLLOWERS IS TO IMPROVE YOUR FEED

*To get your current followers engaged again and in turn gain visibility in the feed, your content must fall into one of the following categories - it must be:*

- Entertaining
- Educational
- Controversial
- Instructional
- Inspirational
- Motivational

# THE BIGGEST 2019-2020 INSTAGRAM SHIFT YOU NEED TO BE AWARE OF

**Instagram is doing a complete 180... and it's for the best**

Instagram started out as a very real, organic platform that was a place for sharing and socializing. However, over time, our feeds became filled with altered booty pics, skinny teas, and crazy, unrealistic, perfectly posed, branded photos that are supposed to portray “real life” - cue the “Instagram versus reality” posts.



**Likes are Disappearing! Organic, Real, Quality Content WINS!**

As previously stated, likes no longer matter. In fact, they're starting to disappear for many accounts, and they're likely going away for good as they are no longer a good measure of engagement. While you may still be able to “like” a photo, the number of likes received may only be visible to the account owner.

In addition, a comment no longer equals a comment in the eyes of the algorithm. Short comments and emojis do not hold weight. Instagram's number one goal is to keep users on the platform longer, which means featuring high quality content that inspires conversation (questions, and lengthier replies), gets shared, or is saved for users to come back to later. Quality and consistency is key. So go ahead and post that imperfect photo if it's something worth sharing. Ask yourself before posting, “Is this shareable?” and “Would this provide value to someone who doesn't know me?” If the answer is “Yes,” post away, even if the image doesn't match the style of your feed. After all, people are craving real, and Instagram is going to deliver that to them. Quality and consistency wins!

# WHERE SHOULD YOU FOCUS YOUR ATTENTION?



## Where should you be focusing your attention to increase engagement?

Over the last year, engagement on videos has grown significantly, and they receive the highest amount of engagement as compared to regular posts and even carousels, which became popular in 2018. This is all likely due to the addition of IGTV and now the ability to show previews of your IGTV videos in the feed.

**The Answer:**  
VIDEO (IGTV, IG LIVE & Stories)

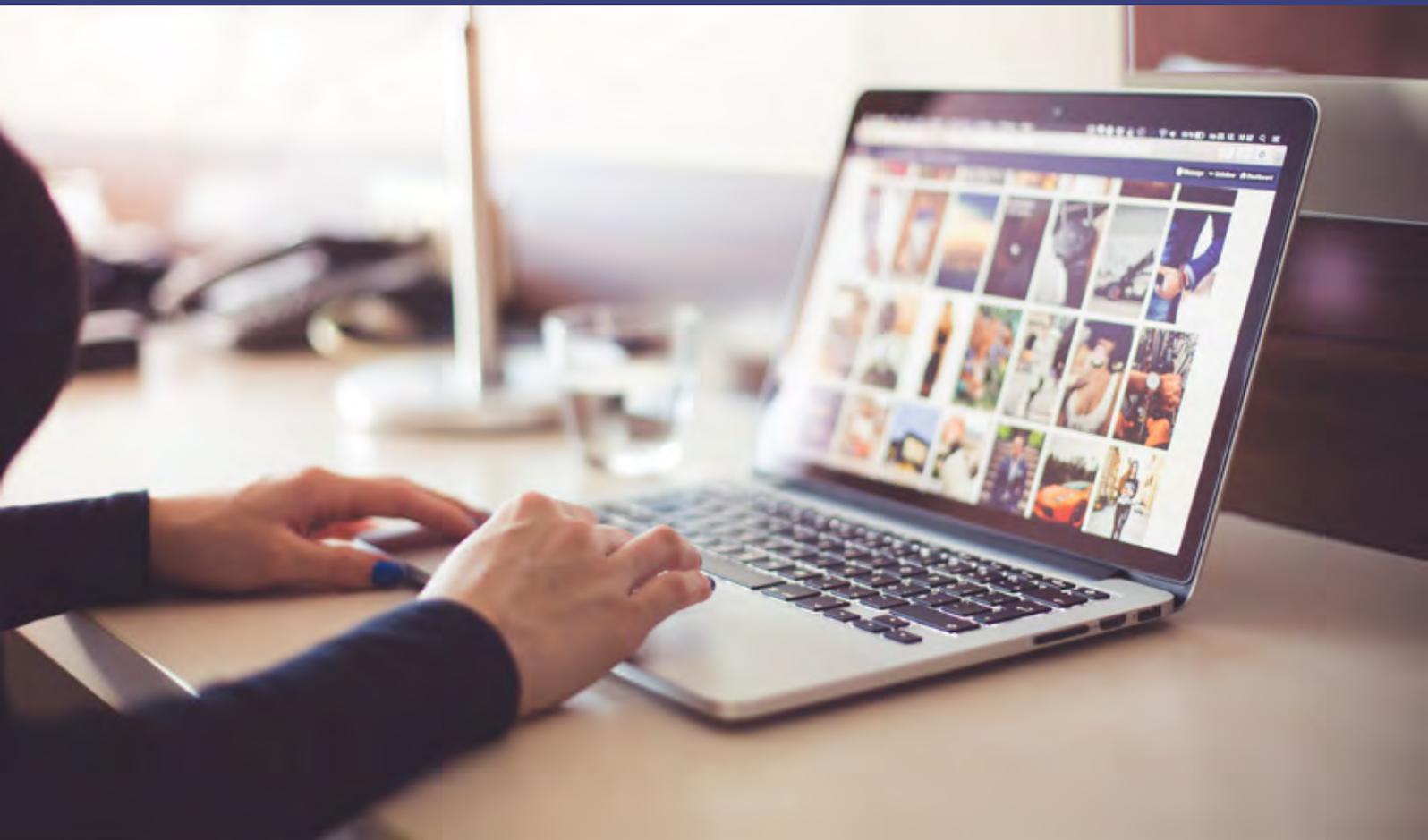
Instagram rewards people for using its newest features consistently, meaning your content will receive more visibility with your current followers and in the explore feed of accounts that don't follow you yet. In addition, people are more likely to engage with video. That's why you need to be on IGTV, IG Live and Stories!

So before you throw in the Instagram towel, or waste more time using the same old strategies that just aren't working...check out these tips for increasing engagement and growing your Instagram account with IGTV, Instagram Stories, and a few other strategies that will get more eyeballs on your account.

Likes & follows are great and all...but what if you want to build a sustainable business? You need to take the conversation OFF of social media and over to a platform YOU control - your email list.

For more, [check out MarketingImpactAcademy.com](https://www.marketingimpactacademy.com).

# 12 WAYS TO BOOST ENGAGEMENT & HACK THE 2019 INSTAGRAM ALGORITHM



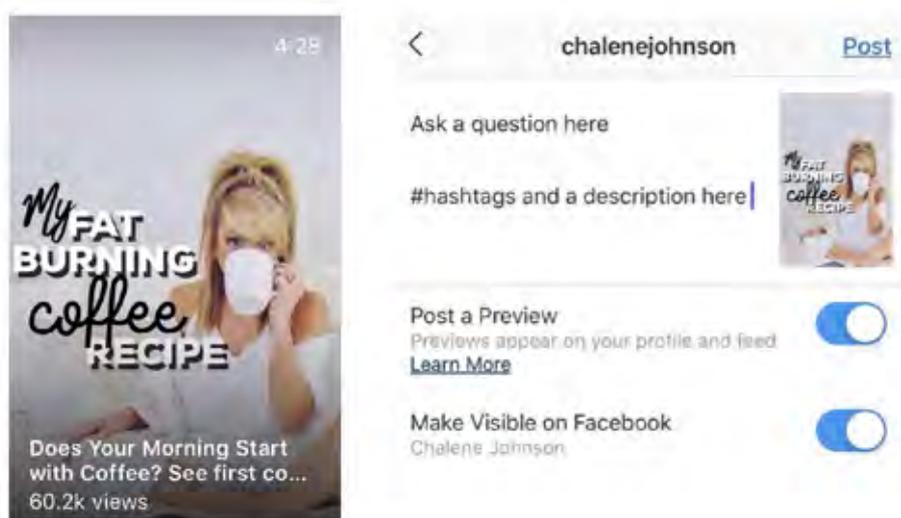
## **1** POST VALUABLE CONTENT CONSISTENTLY ON IGTV

As previously mentioned, IGTV is the place to be! It's a new feature, and Instagram is more likely to feature accounts in the feed and explore feed that are using IGTV. It's a great way to stand out and get more of the right eyeballs on your account.

# IGTV QUICK TIPS

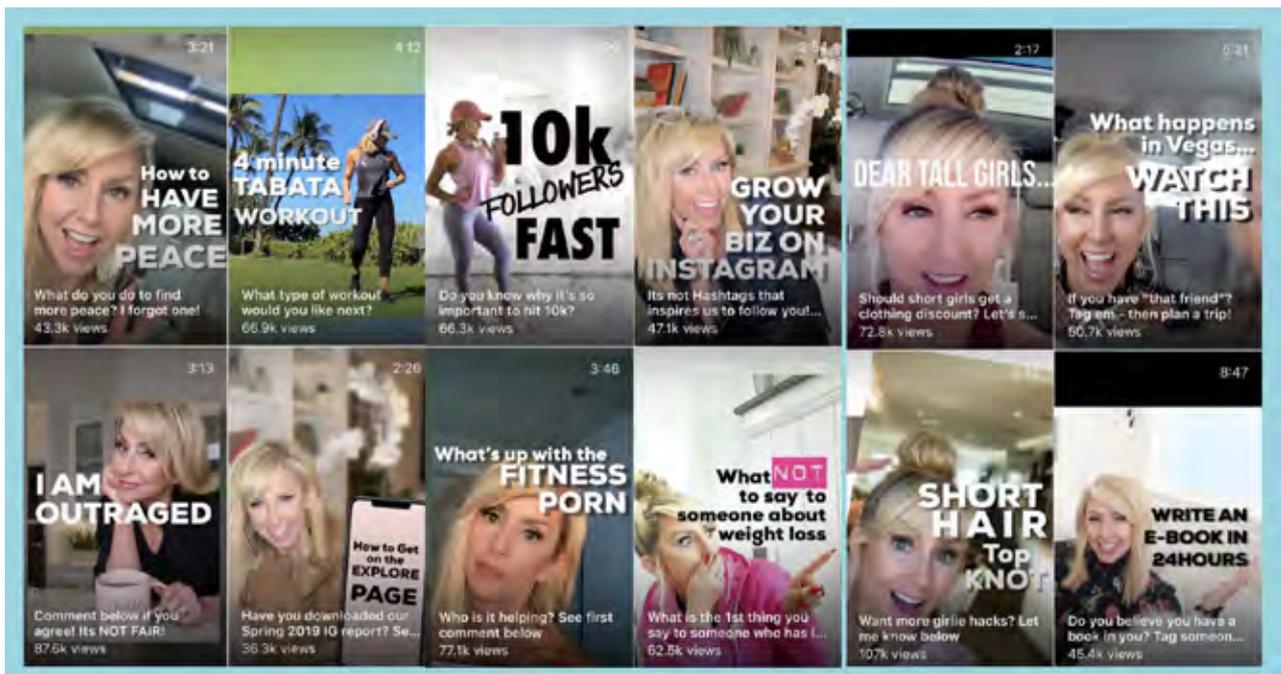
## TO OPTIMIZE YOUR VIDEOS & GROW YOUR PAGE

- **Record vertical videos.** IGTV is a vertical platform.
- **Start with a hook.** Tell people why they should watch to the end.
- **Get to the point.** Keep your videos as short and to the point as possible. They can be anywhere from 15 seconds to 10 minutes for most accounts. If you're on the longer side, just make sure there's a reason for it and that you're delivering valuable content.
- **Share content your target customer is looking for.** Tutorials and Q&A videos on niched topics do best. Create content that the person you want to attract is searching for.
- **Use catchy titles and descriptions.** Before creating your video, do a little keyword research. What topics and titles related to your topic are working well on other platforms like YouTube? Rather than being super creative, make sure your title clearly conveys what's covered in the video with words people are using when searching your topic.
- **Create an eye-catching thumbnail.** Use an app like Over to create a thumbnail for your video with the title as text over a captivating screen capture from the video. For more on how to do this, keep reading.
- **Use the title space to post a creative question.** Rather than posting the title of your video twice in your preview (once as the text overlay in your thumbnail and again in the comment or "title section" for your IGTV post), use the title space for a creative question.



For instance, in the example above, my video title is "My Fat Burning Coffee Recipe." Instead of repeating that again in the title text that Instagram puts over my video, I put the video title on the thumbnail, and a question "Does Your Morning Start With Coffee?" in the title space that Instagram provides.

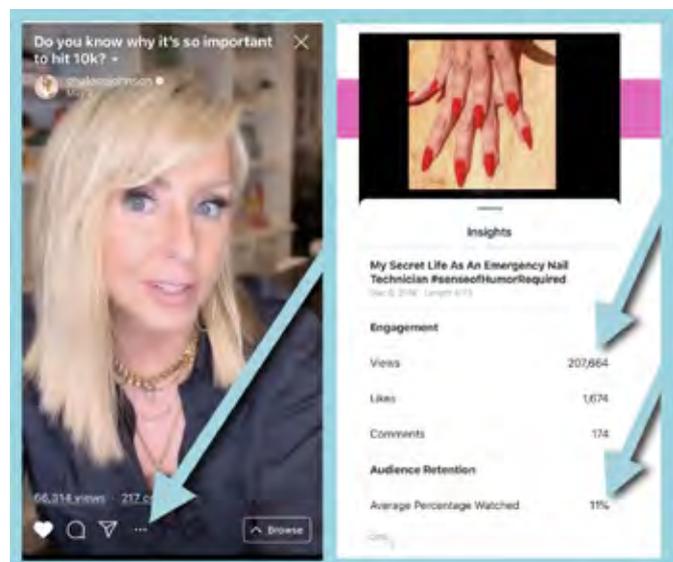
# IGTV QUICK TIPS CONTINUED

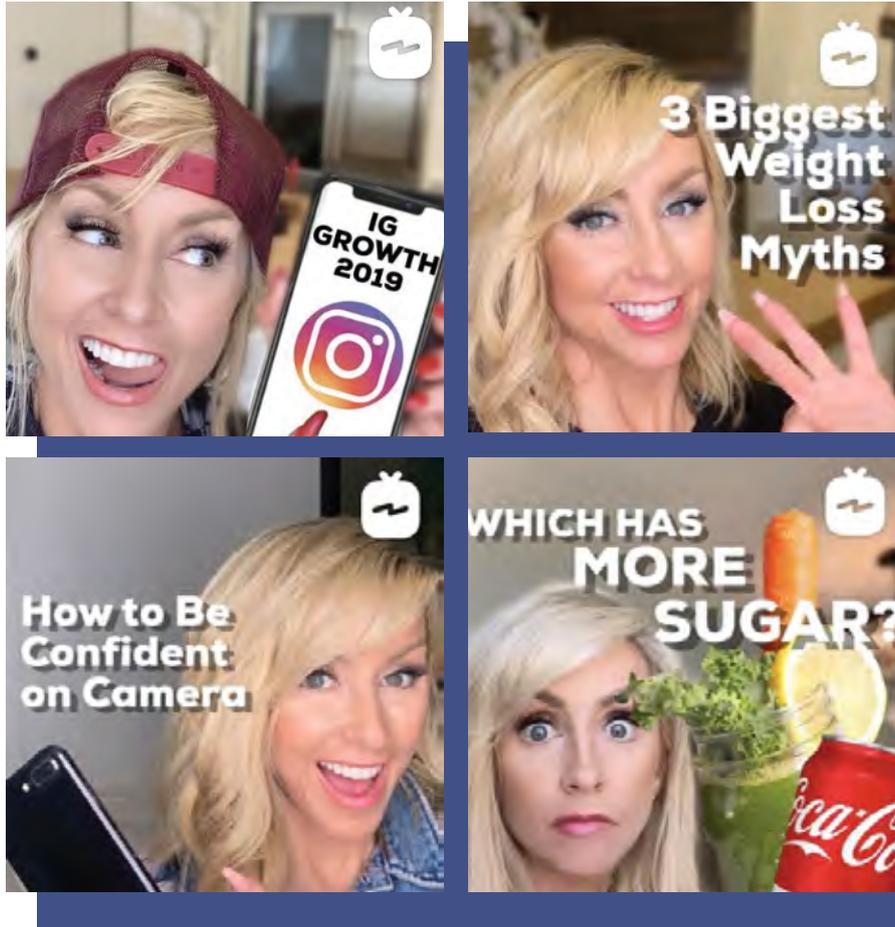


- **Post consistently.** Think of your IGTV channel like your own show. Post consistently and on the same day at the same time if possible. Then, your audience will know to look for your content.
- **Answer questions from your audience.** Not sure what to post? Try doing a Q&A based on your audience's questions. Use a poll or the question sticker in your stories, collect your followers' questions, and make short videos answering what they want to know. Also, reply to comments on your video quickly.
- **Add a preview and promote your video.** When publishing your video, choose to add a preview to the newsfeed and your profile page. For more on how to film your video to allow for an awesome preview (that doesn't crop your head off), see the IGTV guide. Don't forget to also promote your video in your Instagram Stories.

- **Check out your analytics to see what's working.**

After publishing your video, you can click the button with three dots and "View Insights" to see the analytics on your video. Check these regularly to see what your audience is responding to - type of video, topic, length, descriptions, content, etc. - and what types of videos you can create more of.





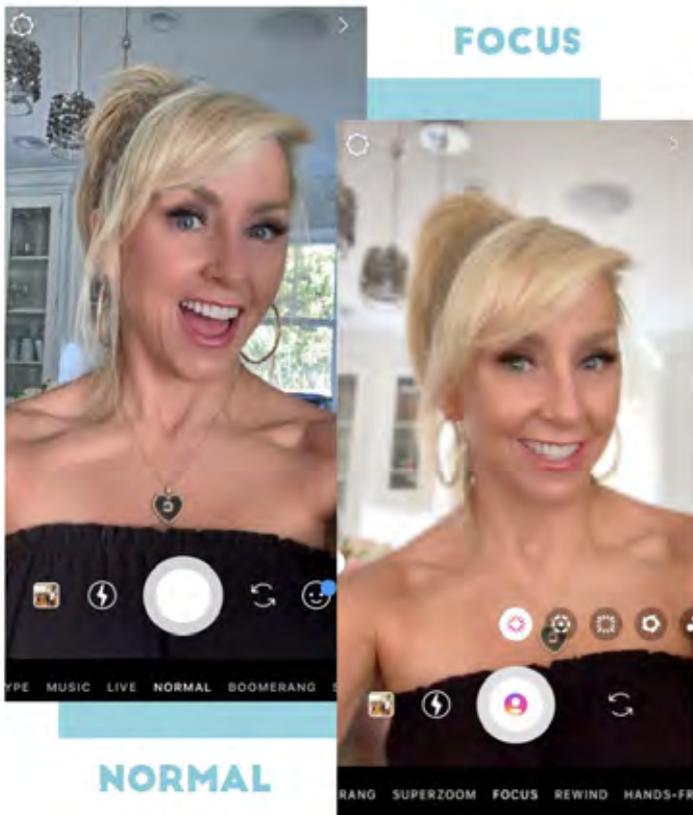
# IGTV GUIDE: SIMPLE STEPS

TO TURN IG STORIES INTO IGTV CONTENT THAT GROWS YOUR FOLLOWING FAST

## I. PREPARE

Begin by writing down a few ideas and bullet points you will cover. Be as brief and direct as possible: shoot to keep your video between 3-5 minutes max. Don't forget a "call to action" at the end of your video that tells people what to do next (i.e. go to a link, sign up here, share, comment, etc.).

## 2. RECORD CONTINUOUSLY USING THE IG STORY “FOCUS” FEATURE WITH HEADROOM

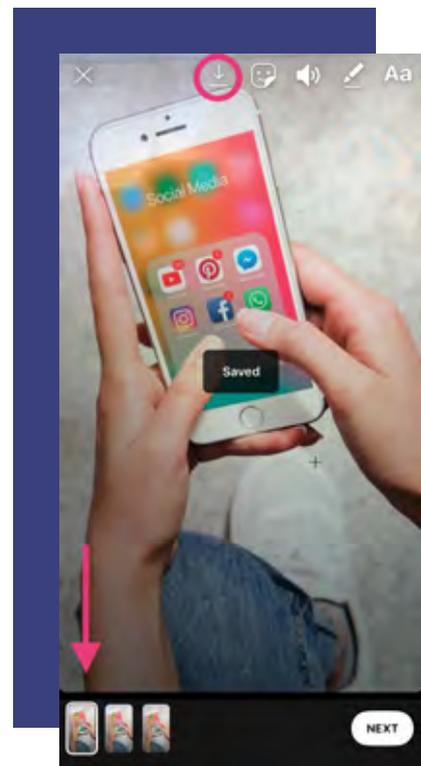


Open Instagram Stories and record a continuous video using the “Focus” feature. Currently, Instagram allows you to record an IG Story for up to 2 minutes at a time. Hold down on the record button the entire time you film or use a bluetooth remote to go hands free. Instagram will automatically crop your video squared when displaying the preview in the newsfeed, so be sure to shoot the first minute with “headroom” or extra space above your head and your face appearing in the bottom half of the screen for nice cropping.

## 3. SAVE EACH CLIP IN ORDER

Once you’re done filming, instead of hitting post, save each individual clip to your camera roll in order!

As you record, every 15 seconds, an individual clip will appear at the bottom of your screen. Tap each individual clip and save it to your phone in the order you recorded it. You will need to do this for each individual clip.



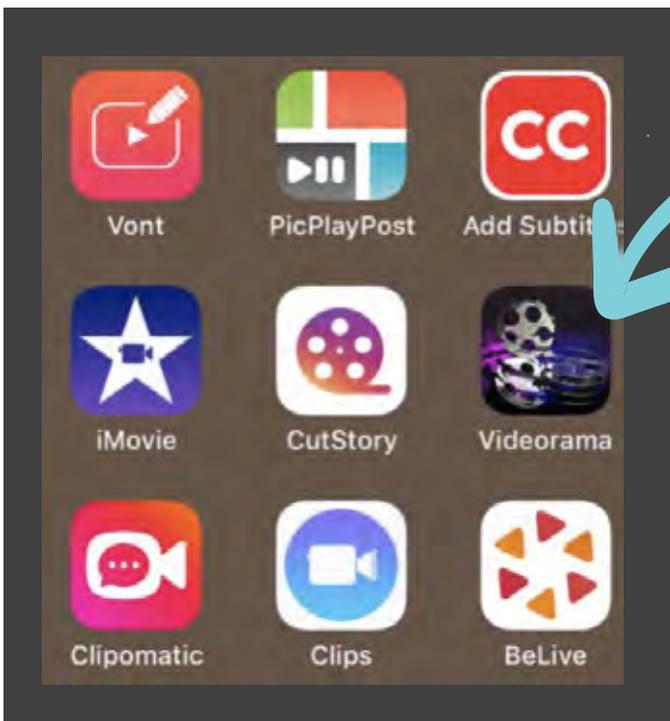


## 4. PICK UP WHERE YOU LEFT OFF

Once you've saved each individual clip, open Instagram Stories again, choose the "Focus" setting, begin recording and pick up right where you left off. Record another two minutes (8 individual clips). Repeat this process until you've finished your thoughts and ended your video with a CTA (Call to Action). Try your best to stay between 3-5 minutes total; however, the quality of your content is more important than the length of your video.

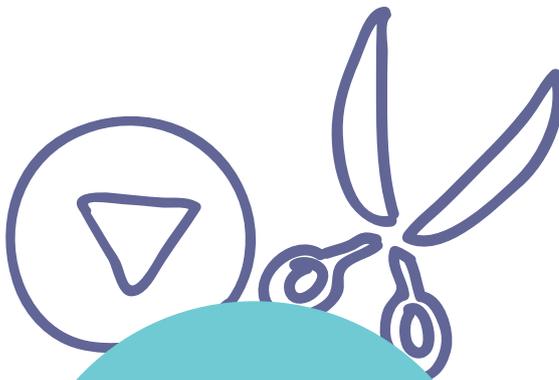
## 5. IMPORT VIDEO CLIPS INTO A VIDEO EDITING APP

We like to use Videorama. Open the app, then import the video clips into the app in the order you recorded them. To do this easily, they must be saved in the right order to begin with!



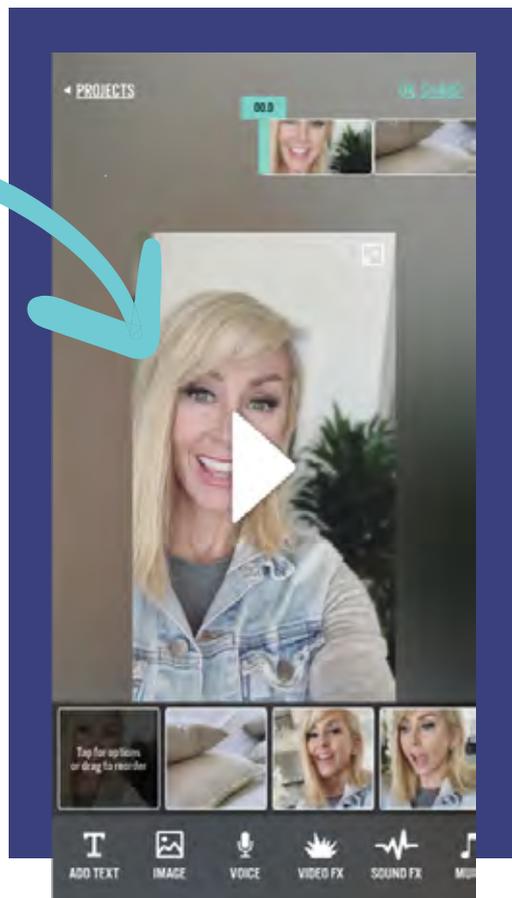
### SPECIAL NOTE

Here on my phone, you will see several of my favorite photo and video editing apps! For this tutorial, I'm using Videorama, but here's a list of others to check out as well:

- 
- Vont
  - PicPlayPost
  - Add Subtitles
  - iMovie
  - CutStory
  - Videorama
  - Clipomatic
  - Clips
  - BeLive

## 6. REVIEW & EXPORT YOUR VIDEO

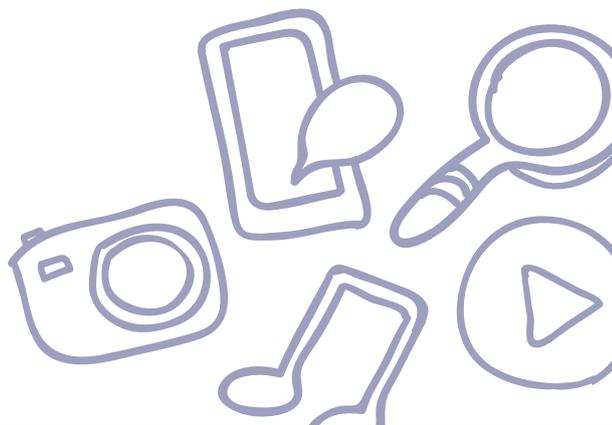
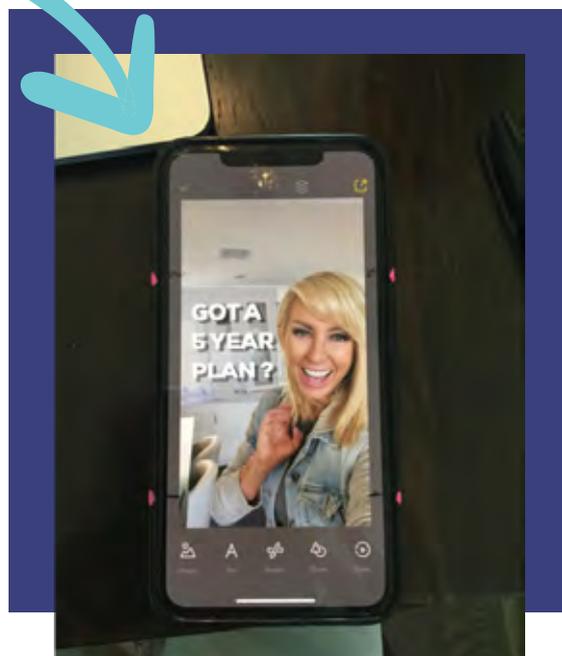
Review your complete video to make sure you've pasted your clips in the right order. Now, you can add intro music, transitions, text overlays and other effects if you want to be fancy.



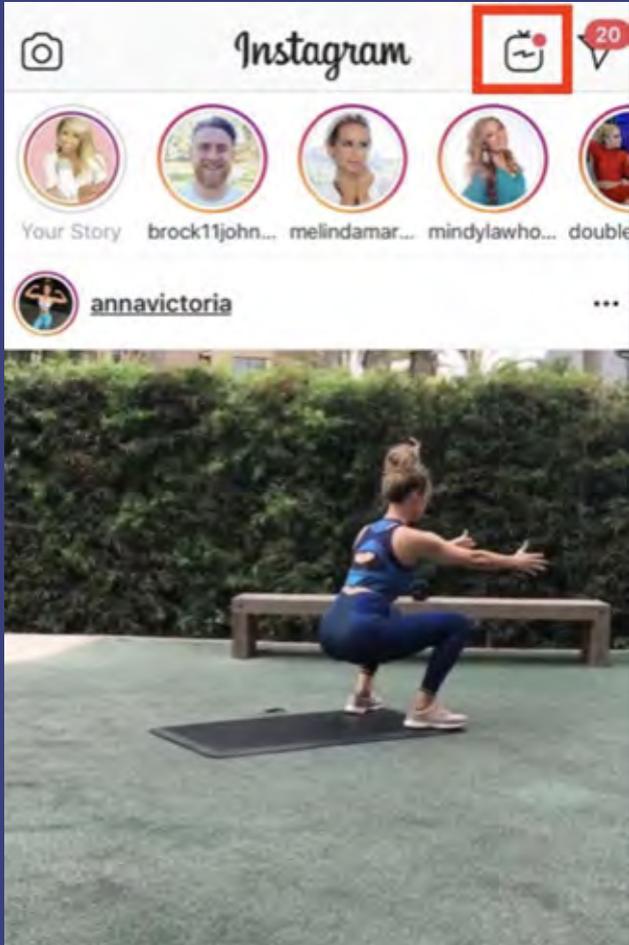
## 7. CREATE A COVER THUMBNAIL FOR YOUR VIDEO

Open Instagram Stories again selecting the Focus lens and take a selfie with your face or subject matter in the center of the screen, leaving space in the top 1/4 of the screen for cropping. This will ensure that the thumbnail for your video preview fits nicely when cropped in a square for the Instagram feed. Save that photo to your camera roll.

Upload that photo to a font app such as **Over** to add title text. Keep in mind that Instagram will crop your thumbnail squared, so be sure to keep your text in the center of your screen like the example here. Once you've created your thumbnail, export the photo to your camera roll.

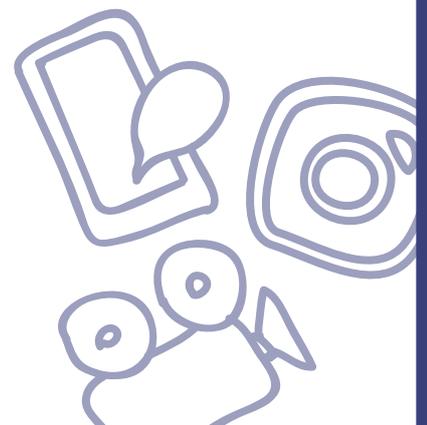
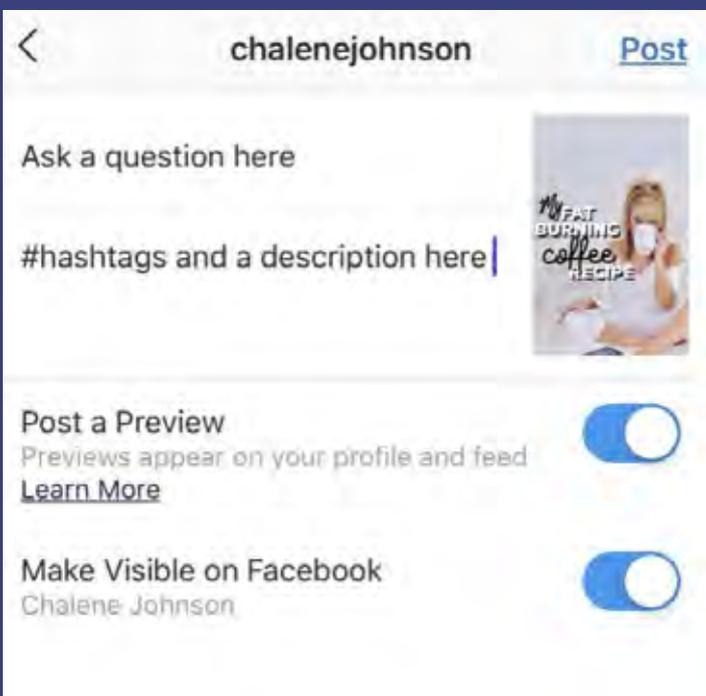


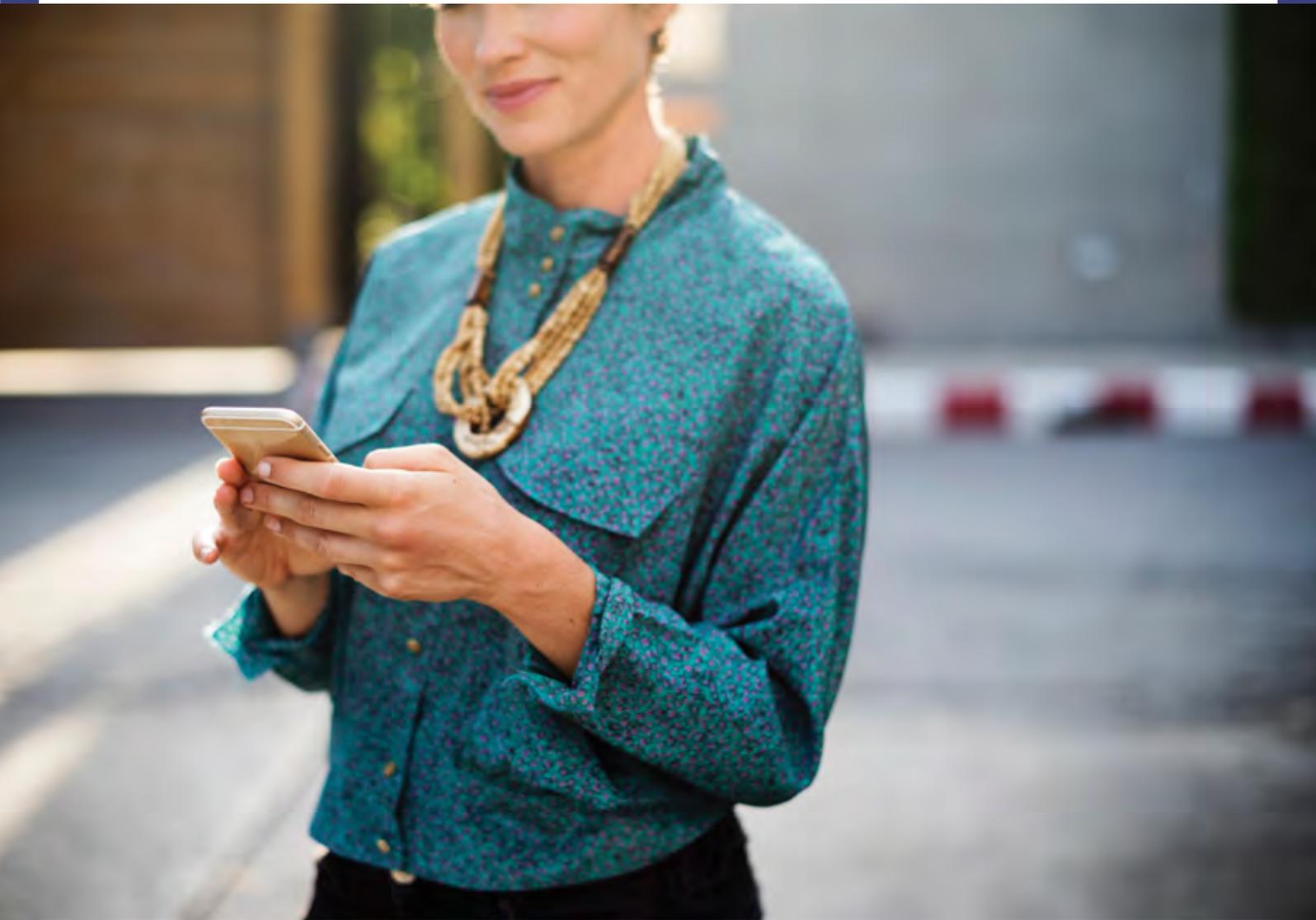
## 8. UPLOAD YOUR VIDEO TO IGTV



Tap the IGTV icon on your feed or under your bio and upload your new full length video. You will also have the option to select the thumbnail you created from your camera roll. You will be asked to title this video with limited characters, and it will appear as your first comment under your preview on your main page. For that reason, it's smart to use a question or comment that gets people to take action as your title! Also, under the description, use 3 very qualified hashtags that relate to your video to help your IGTV video get discovered! Select "post preview" to allow the first minute of your IGTV video to appear in the news feed, explore page and on your profile. Lastly, hit POST!

Since releasing the ability to post video previews to the newsfeed, IGTV viewing time increased up to 400%!





## 9. **SHARE YOUR IGTV VIDEO TO YOUR INSTAGRAM STORY**

Share your IGTV video to your **STORY** and give followers a **GOOD** reason why they should click to watch it!

\*\*\* This one tactic has helped my IGTV views triple, and more importantly, my insights show this is helping me get more new followers than all of my other activities on Instagram!



## BONUS HACK

### REPURPOSE YOUR CONTENT ON YOUTUBE & OTHER PLATFORMS!

Did you know YouTube has recently allowed you to post vertical videos? Previously, all videos had to be displayed horizontally. It's about time, right? This is AMAZING news! Now, you can repurpose your IGTV videos on YouTube, and on any other social media platform for that matter!

### TIRED OF HUSTLING FOR SOCIAL MEDIA FOLLOWERS DAY & NIGHT?

It's time to build the foundational pieces of your business! Create systems and passive income with the simple step-by-step process you'll learn inside Marketing Impact Academy. Go to [MarketingImpactAcademy.com](https://MarketingImpactAcademy.com) to find out more.

## 2

# USE INSTAGRAM STORIES FOR A DEEPER CONNECTION

Over 70% of people say that they're now looking at stories over page content. People like real, and the typical post in the feed isn't. Stories are real, and real makes people feel good. People want to know who you really are - that's not something they can get from a magazine-like feed.

## HERE ARE SOME QUICK TIPS TO BE A INSTAGRAM STORIES PRO

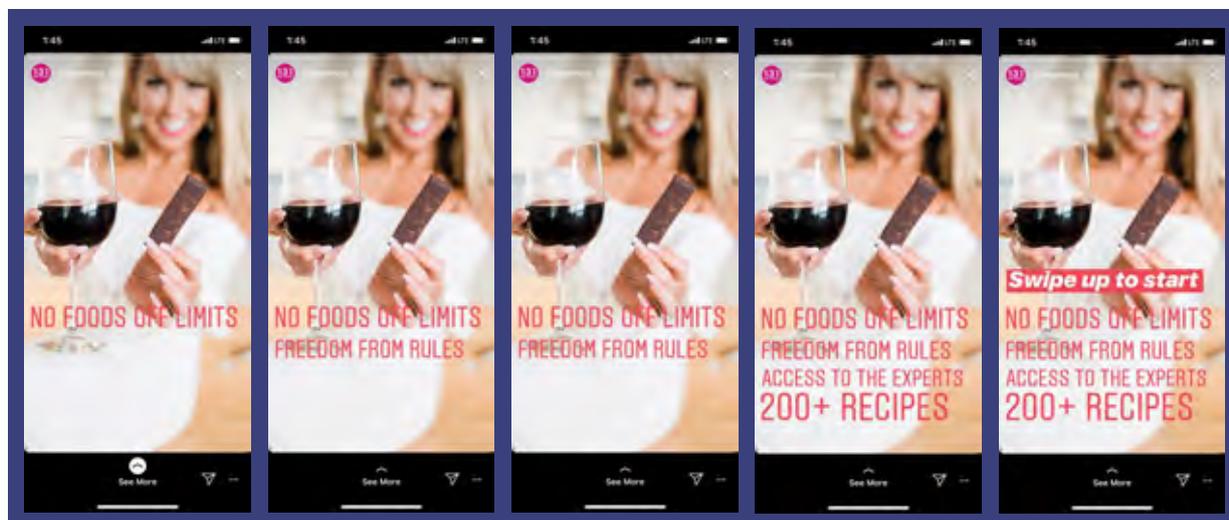
- **Post at regular intervals.** Each new story you post pushes you to the front of your followers' story feed. When you post consistently throughout the day, you increase the likelihood that your followers will see your content.
- **Mix it up.** People want to see your face, but they also don't want to watch a bunch of talking heads either. So, do a few talking head posts, a few text updates, some photos, a poll, etc. to keep things interesting and keep people engaged.
- **Be brief.** While it's important to post consistently, in our research, people unanimously said that even if they love your content, if your story has a TON of dashes at the top, they swipe to the next account. Keep stories brief, and save the super long, detailed content for IGTV.
- **Post Captions.** Assume people are listening with their volume turned down or off. Most people are looking at Instagram at work or somewhere they can't play sound on their phone. So if you're a talking head, people will swipe on by. Summarize your "talking head" posts, so people can follow along even without sound.

There are a few ways to add captions and subtitles to your stories. You can summarize each story by adding text over your video, which works but is more time consuming - or you can use apps. **Clipomatic** is a great app that's quick and seamless. Record your talking head videos directly into the app, and your video will automatically be transcribed. I like this app because you can edit the subtitles and record for more than 15 seconds at a time. Another similar app I recommend is **Add Subtitles**.

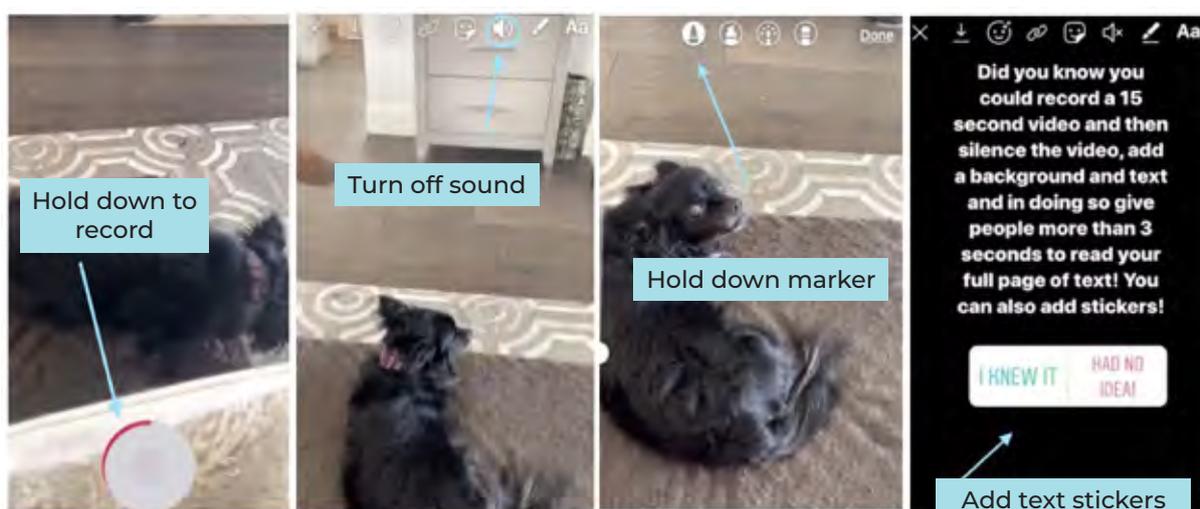
After adding subtitles to your video, upload it into another app called **CutStory**. When selecting the Instagram option, your video will automatically be cut into 15 second clips you can then upload to Instagram.



- **Build Your Text Posts.** Assume that people are reading slow or don't realize they can hold down on the screen to pause your post. To keep people engaged or save them the frustration of tapping back again and again to read your post, build your text with a few lines on one post, a few on the next, and so on.



- **Use video to make text updates appear for longer.** Give people more time to read your text updates by disguising them as video. Hold down to record a full 15 second video.. Then, tap the speaker button to turn off the sound. Tap the marker and hold down to turn the screen a solid color. Then, write your text update on top and add a sticker to increase engagement. This allows you to add more text to your story and give people enough time to read it without having to create multiple story posts.



- **Make Your Stories Interactive.** We're all like little kids. We like buttons! And nobody wants to be talked to; we like a dialog. Ask questions. Don't give people all the information. Create curiosity, so people want to engage in direct messages. Which brings us to the next point...
- **Use Curiosity Marketing.** It's like dating - don't give everything away. Leave 'em a little curious, so that they're asking you a few questions, and you have a conversation. This is taught in depth inside Marketing Impact Academy. More info on that coming soon!

# 3

## GO LIVE ON INSTAGRAM REGULARLY !

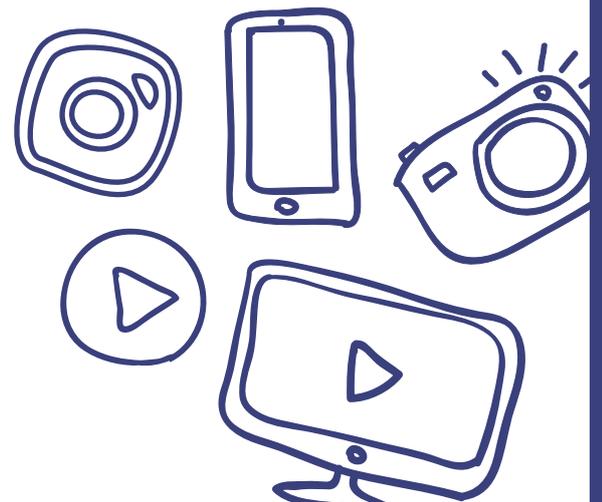
Again, video is where it's at - whether that's IGTV, stories, or Instagram Live. While this isn't technically a new feature, it's ultimately the fastest way to grow your reach on the platform. Every time you go live, your followers get a notification.

So go live and go live often. Quit overthinking and over-preparing. Think of IG Live like Periscope - you're just chatting with your audience about a topic you both find interesting and sharing a few quick tips of value on the subject.

Many of the same tactics for IGTV apply. However, instead of keeping things short, you want to share your info, then stay on as long as possible to chat with your IG fam. The longer you're on and can keep your followers engaging with you, the more Instagram will push your content into the newsfeed.

## WANT TO GROW YOUR ACCOUNT EVEN FASTER WITH IG LIVE? INVITE A GUEST!

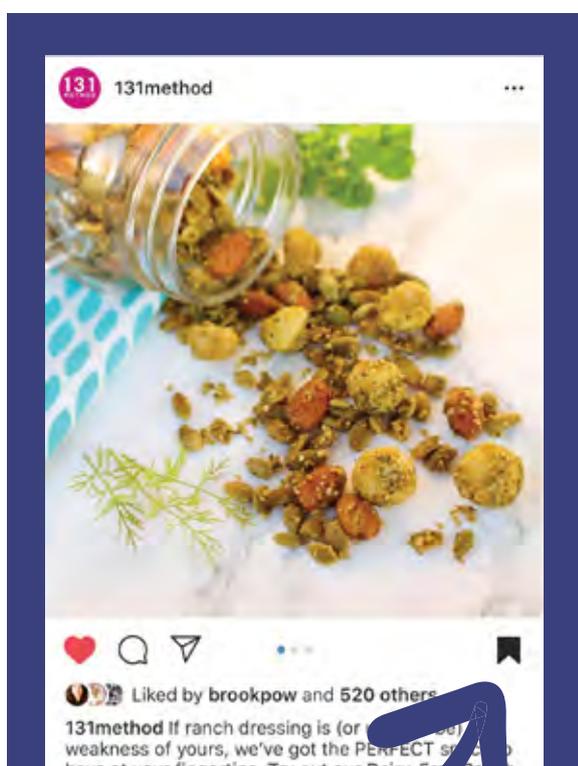
Did you know you can invite other Instagrammers to speak on your IG live? When you do this, not only do your followers get a notification that you're live, but so do the followers of your guest. Therefore, try to bring on and interview other influencers in your niche with the same amount of followers or more to get more new eyeballs on your account.



# 4

## CREATE SAVABLE POSTS

One thing the new Instagram algorithm is looking at is the number of people saving your posts. When someone saves a post, it tells Instagram, "this isn't just something I like, it's something I want to come back to and look at later." If you want to be seen, stop worrying about likes, and start creating content that people want to save.



See More Like This





# 6

## POST LIGHT, BRIGHT IMAGES

Images with a lot of white space or light perform better at the moment. And photos that are cropped vertically versus square perform better as well because they take up more of the screen. Check out some of our favorite apps to lighten up your pics.

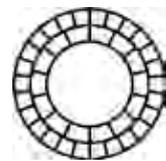
Lightroom



ColorStory



VSCO



chalenejohnson

Newport Beach, California



chalenejohnson



Square Crop



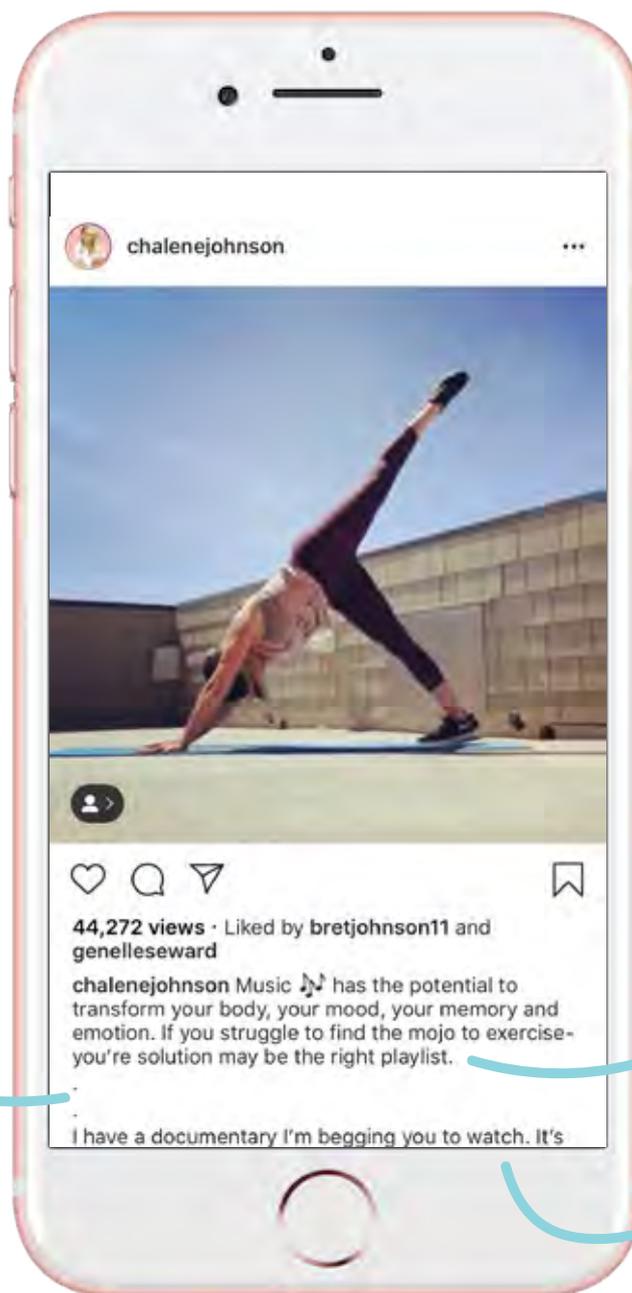
Vertical Crop



# 7

## MAKE YOUR POSTS EASY TO READ

As you know, at the moment, feed posts are becoming more and more like blogs. If you're posting a long caption, make sure you space it out and make it easier to read. To do so, simply end your sentence with a period, hit return (no space), add an emoji or period, hit return (no space), then continue on with your next sentence.



**Period.  
No Space.  
Return.**

**Period.  
No Space.  
Return.**

**Continue  
on with  
your next  
sentence.**

## 8

# GET CREATIVE WITH TEXT UPDATES

Make your posts stand out with creative text and fonts. For branded, eye-catching feed and story images, we recommend free sites/apps like **Canva.com** or over. Canva has tons of templates/brand guides to help you style your text graphics as well.

## Ever Wonder How to Add Cute Fonts to Your Bio & Captions?

Make your bio and captions more eye-catching with a unique font or use a bold font to add headings, so that blog-like captions are easier to read.

Simply visit an "Instagram font" site like [igfonts.io](http://igfonts.io) from your mobile browser. Write your post, then select your text from the list of fonts generated below.

Then, copy and paste your text into your bio or caption and post.

There are also apps that can do this for you like "Fonts for Instagram"; however, most require in-app purchases to unlock fonts.

**Select & copy the font you want to use, then paste into your caption.**



# 9

## USE HASHTAGS WISELY

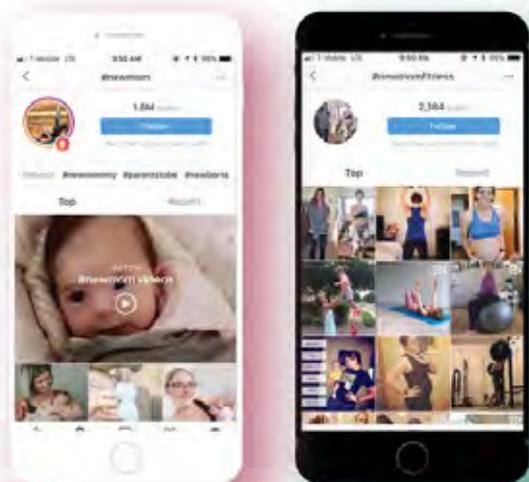
Of course, you already use hashtags, but did you know that account banning and “ghosting” are real? It's when you use popular hashtags regularly on your posts, or you copy and paste them in, and one of those hashtags is associated with spam. Your posts will not show up in the explore feed for that hashtag as a result.

**In fact, the most recent studies show that using more hashtags can actually decrease your overall engagement.**

While previously, it was recommended to add up to 30 hashtags on your post or 10 in your story, we've found through our research that it's better to use 5 hashtags or less in a post and 1 on your story that are extremely targeted and relevant to your content. Users are now seeing accounts that post with large numbers of hashtags as “spammy” and tend to ignore many hashtags altogether.

Given that it's all about quality content now, even the best hashtag strategy won't boost engagement for crappy content that doesn't relate to the hashtags being used.

**Bottom line: make sure your content is relevant and your hashtags are, too.**



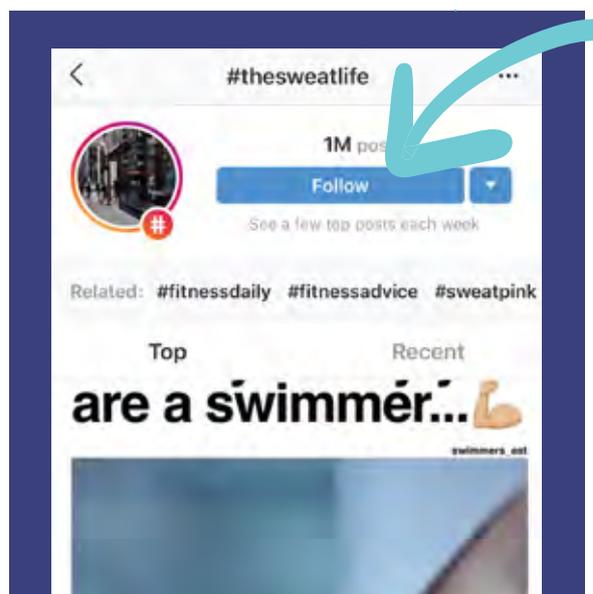
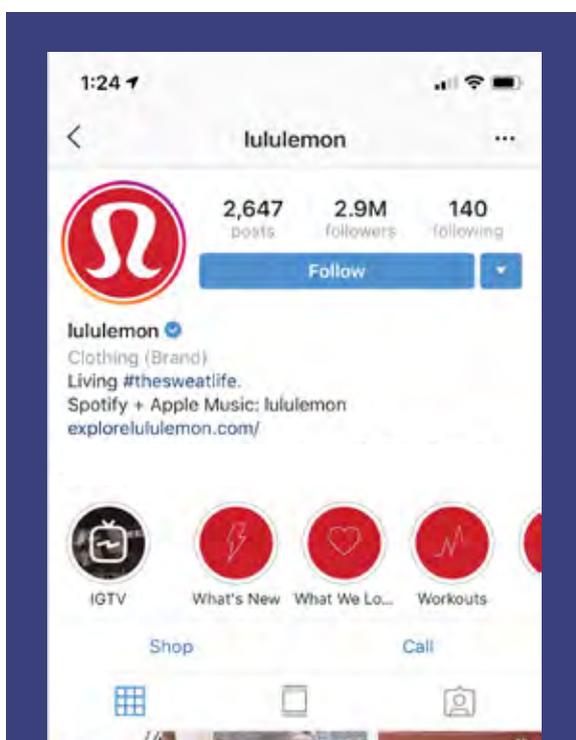
## USE RESEARCHED HASHTAGS

Do a little hashtag research to see what people are searching for in your niche. Then, stay inside your lane. If your account only has a few hundred followers and averages 100 likes and 5 comments per post, and you're using hashtags with millions of posts and the top posts under that tag get 3,000+ likes and 20+ comments, YOUR awesome content is likely to get buried in the explore page.

Instead, make a list of hashtags relevant to your content that are niched and specific to what you do. Then, check to make sure the top post on the explore page for each of the hashtags on your list matches or is close to the average amount of likes and comments your posts currently get. This will make your content more likely to show up on the explore page for that hashtag.

## TRY BUILDING A DEEPER CONNECTION WITH BRANDED HASHTAGS

Consider creating a “branded” hashtag that’s unique to your business. For instance, we use hashtags like: **#131method**, **#131methodbook**, and **#marketingimpactlive**. While your branded hashtag doesn’t necessarily have to be your company name or product, it can stand for your brand’s message. For example, Lululemon sees great engagement with **#thesweatlife**. Consider coming up with a unique hashtag that represents your brand, message, or movement you want to create and using it on your posts while also encouraging your audience to do the same. It’s a great way to spread brand awareness and connect with your fans on a deeper level.



## TAGGING

Tagging other Instagram accounts can be another way to get social and boost engagement and visibility of your posts. When people see the tag, they get a notification and often respond immediately, boosting engagement. However, don't spam people with tags. Use tags to share posts with a specific community, give someone credit, let them know they've been featured on your page, or get an influencer's or bigger brand's attention.

## 10 BE SOCIAL !

Social media algorithms favor social interaction. Therefore, accounts that respond to comments immediately, even the spam comments, are more likely to get a boost in the feed. Don't just reply with a heart emoji or a "thank you." Ask a question, to continue the conversation and engagement. Also, consider networking with other influencers in your niche and running a challenge to get your audience interacting.



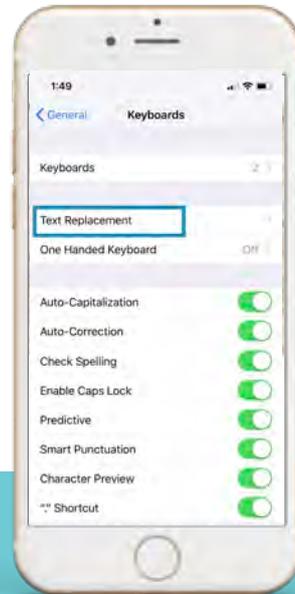
# SAVE TIME - TEXT REPLACEMENT & QUICK REPLIES

Create text replacements for comments and replies you find yourself typing out more than once when building relationships in DMs.

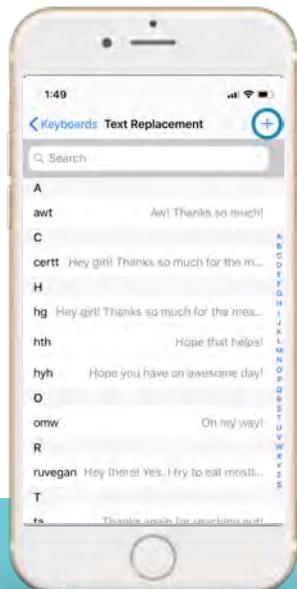
Step 1 - Visit your Settings, and click "General."



Step 2 - Go to Keyboard



Step 3 - Choose Text Replacement

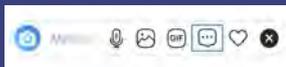


Step 4 - Click the plus sign to add a new text replacement - type in your frequently used phrase, comment or reply & create a shortcut code.



## QUICK REPLIES ON INSTAGRAM

Did you know you can create shortcuts on the Instagram app, too? Simply open your DM and click the chat bubble to save a reply.



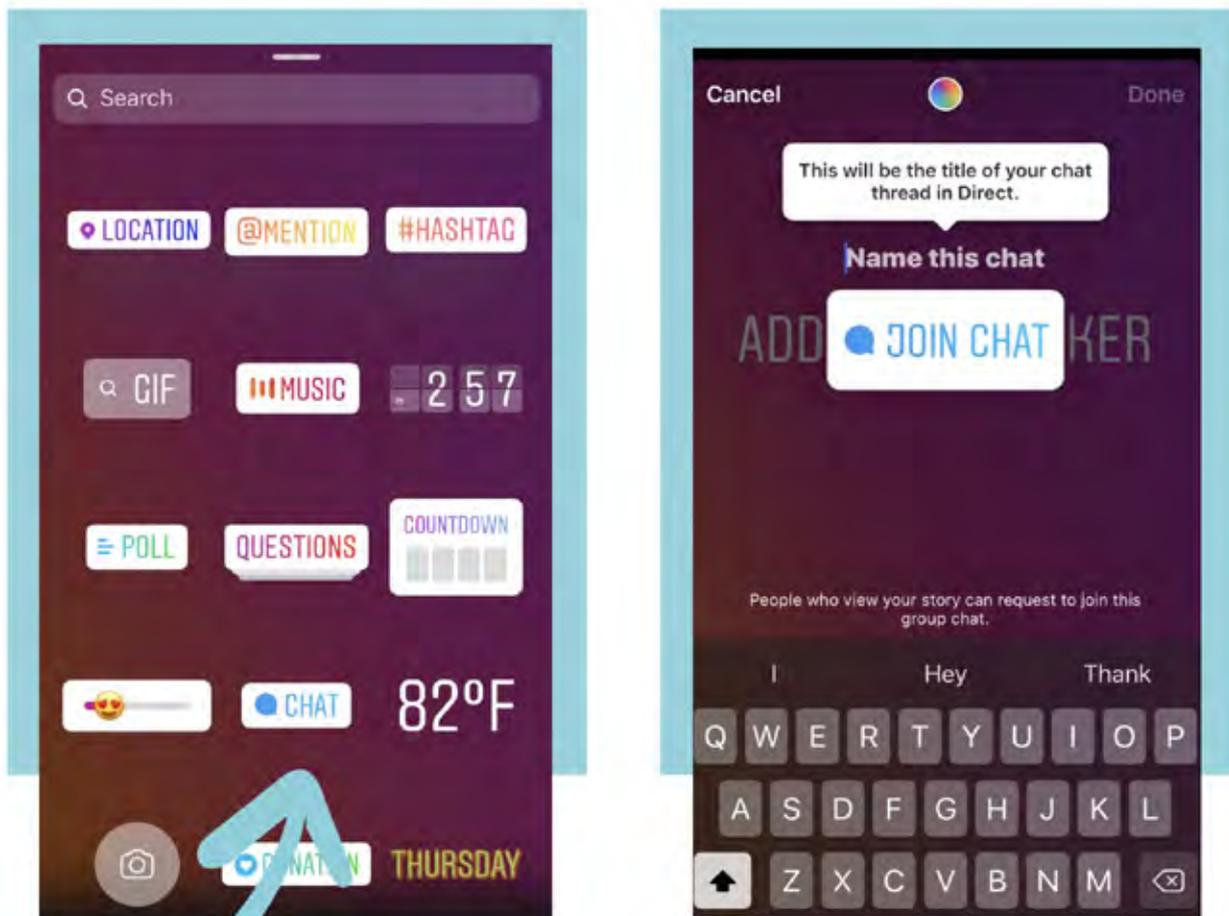
Now, any time you type in your shortcut, the phrase you entered will automatically pop up!

# USE CHAT STICKERS TO START CONVERSATIONS & SAVE TIME

Chat stickers are a great way to start conversations with your target audience and save time. Rather than having one on one conversations via DM, you can now start a live chat.

To start a chat, open Instagram Stories and start a text post or upload a photo. Then, click on the sticker button in the top right and select the "chat" sticker. Name your chat and post it to your story.

This is a great way to scale your conversations and build relationships, especially if you have under 10K followers and are not able to use the swipe up feature to talk about your offer. You can currently add up to 32 people to your chat. To make sure they're in your targeted audience, ask people a qualifying question before accepting them in the chat.



# HOW TO BOOST ENGAGEMENT & GROW YOUR FOLLOWING WITH AN INSTAGRAM CHALLENGE

Challenges are a great way to grow your Instagram account AND your email list (a MAJOR bonus and something you definitely want to be focused on if you want to grow a solid business that lasts - we teach this in Marketing Impact Academy). By collaborating with people in a similar line of work (who aren't in direct competition with you) to put out amazing content for 7 days, everyone will grow their following and boost engagement tenfold.

## Here's how to do it:

Choose the topic of your challenge. What do you want to help people with? What do you want followers to get out of it or be inspired to do?

Determine how long your challenge will be. We recommend 7 days or less. It's often difficult to keep people's attention for more than a few days.

Set the date for your challenge a few months in advance. Give yourself considerable time to plan and promote it.

Make a list of experts to invite to participate. Choose people who can add value to the topic/mission of your challenge that aren't in direct competition with you. For instance, if you're a nutrition coach, and your challenge is about mindset, you might team up with a psychologist, someone who can provide tips on organization, a fitness trainer, etc. These are experts who can provide value on the topic and mutually benefit without being in competition.

Choose experts with a similar sized following. They'll be more likely to want to participate because everyone can grow their accounts with new followers.

Start interacting with the expert accounts ahead of time. We recommend giving yourself a few months to plan the challenge, so you can interact with the experts ahead of time. If the first time you reach out to this person, you're asking for a collaboration, they might ignore you. Show an interest and build a relationship with them via DM first. Then, invite them to join you.

Tell people to join via your email list. While you can run a challenge simply by announcing it on Instagram, the best way to grow not only your following but your business is to have people officially sign up at a special link where they can "opt-in" to your email list and receive instructions and communication from you.

Instruct participants to follow the expert accounts participating. You and your expert collaborators will all share the challenge on your Instagram accounts and instruct participants to follow the expert accounts posting content for the challenge.

Post AMAZING, valuable content each day. Come up with some really juicy tips on your topic and plan content ahead of time that participants will find valuable and will help them accomplish the goal/mission of your challenge. You and each of your collaborators will post a tip each day of the challenge.

## COLLABORATING ON GIVEAWAYS & CONTESTS

Apply these same strategies to collaborative contests & giveaways. Team up with 5-6 accounts of similar size and following. Determine a valuable prize that's of interest to your target audience. Set rules for entering like following & tagging all accounts, so everyone's page grows. All participating accounts will promote the giveaway, and the host of the giveaway will choose a winner. In our test groups, this grew accounts significantly - some up to 5,000-6,000 new targeted followers!

## 11

# POST CONSISTENTLY

We know. We sound like a broken record. But it's true. Don't let your quest for the perfect photo that perfectly matches your profile page hold you back from posting regularly. It's ok if it doesn't match. It's more important that you put out great content regularly. Post consistently around the same time of day, so people get used to looking for and interacting with your posts at the same time. If your account is primarily pictures of you, 1-2x per day is recommended. Feature accounts can post up to 6x per day.

## 12

# SHARE VIRAL CONTENT

Easier said than done, right? But did you know you can share content from other pages? We recommend getting their permission first and making sure you tag them to give the original poster credit. Put your own spin or commentary on the post in your comments, so people get a sense of how it relates to you and the type of content they expect from you.

## THE FOLLOWING STATISTICS FROM **OMNICORE** WILL PROVIDE YOU WITH A FEW MORE SIMPLE, YET EFFECTIVE WAYS TO BOOST YOUR ENGAGEMENT AND GROWTH ON INSTAGRAM.

- Posts that tag a location receive 79% more engagement.
- Photos that feature faces (specifically yours) receive 38% more likes.
- Instagram videos get twice the engagement of photos on Instagram and any other social media platform.
- Instagram users tend to engage more on weekdays with Tuesdays and Thursdays being the most popular.
- The overall best time to post for more engagement is between 9am and 11am.

# ADVANCED BONUS TIP

## MAKE YOUR INSTAGRAM POSTS SHOPPABLE!



You may have seen shoppable posts on Instagram. It's an exciting, fairly new feature that's rolling out to different accounts. How do you utilize these for your business?

### What is A Shoppable Post & Who Can Utilize Them?

Shoppable posts give you the ability to tag your physical products in an Instagram post to allow viewers to purchase the featured products in post. Currently, only brands (not accounts listed as a person) selling physical mainly products can utilize the feature. Products can not be digital like online products, event tickets, etc. For instance, at our company, we can sell PUSH Journals with a shoppable post, but not the 131 Method or Marketing Impact Academy, because those are online programs or membership sites.

### Why Use a Shoppable Post?

Shoppable Instagram posts allow for quicker and easier conversions for both the customer and the business because they allow your customer to purchase a product while still in the Instagram app. They're perfect for featuring products in real life use via social media content - whether it be a product studio shot or a lifestyle shot of the product.

### How to Do You Set Up a Shoppable Instagram Post?

If your page qualifies, we've outlined the steps below for you to give it a try. Please keep in mind this requires several steps and is a feature for more advanced Instagram users. We recommend that you implement the other tips in this guide before diving into this one.

# PART I

## Prepping Your Instagram Page for Shoppable Posts

### Step 1 - Temporarily Switch to a Personal Account

- If you have a personal Instagram profile, go to Step 2.
- If you have a business Instagram profile, switch it to a personal profile. You'll need to make this switch for the process to work, and you'll switch it back to a business account in a later step.
- To switch from a business to personal Instagram account:
  - Visit your Instagram profile, swipe left, then tap Settings.
  - Scroll down and tap Switch Back to Personal Account.
  - Tap Switch Back to confirm.
  - IMPORTANT: Switching from a business profile to a personal account, even temporarily, resets insights data from your business profile.

### Step 2 - Add your Facebook Page to Your Facebook Business Manager

- In your Facebook Business Manager account, click Business Settings.
- Under Accounts, click Pages,
- Click + Add.
- To add an existing Facebook Page, click Add a Page. To create a new page, click Create a New Page.
- Follow Facebook Business Manager's prompts to complete the process.

### Step 3 - Convert Your Personal Instagram Profile to a Business Profile

- In your Instagram profile, swipe left, then tap Settings.
- Scroll down and tap Switch to Business Profile.
- Tap Continue until you reach the Connect to Facebook page.
- Tap Choose page.
- Select the Facebook Page you added to Facebook Business Manager.
- Tap Next.
- Add your phone number, and then tap Done.

#### Step 4 - Set Up a Catalog on Facebook - this is where your products will live

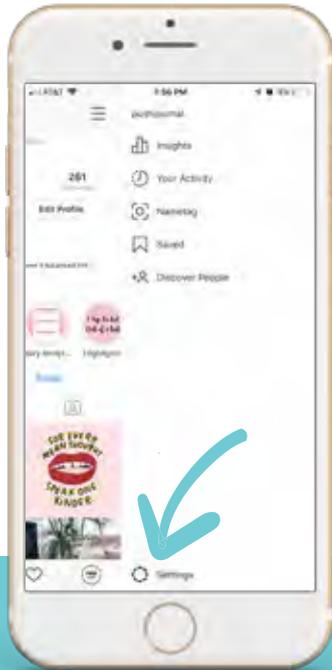
- Go to Catalog Manager.
- Select Create Catalog.
- Select the catalog type that best describes your business. Choose E-commerce, Travel, Real Estate or Auto. If you select Travel, you can choose between Hotels, Flights or Destinations. Click Next.
- Choose how you want to add inventory items to your catalog.
- To add items yourself, select Upload Product Info.
- If you host your inventory on a merchant platform such as Shopify, WooCommerce, BigCommerce, Magento, 3dcart, StoreDen, OpenCart or Google, select Connect E-commerce Platform to add items straight from the platform.
- Select the business that your catalog belongs to from the dropdown menu.
- This is the business you created in Business Manager.
- Enter a name for your catalog so you can identify it later.
- Select Create.
- You've created a new catalog.

Now that you have a catalog, you can add your inventory. There are several different ways to add items to a catalog. You can compare methods to add catalog items to choose the best option for you. After you add items to your catalog, you can use your catalog to create ads, set up shopping on Instagram and set up a shop on your Facebook Page.

#### Step 5 - Enable shopping on your IG page

- Before you begin
  - Your account must be approved for shopping on Instagram to feature products in posts and stories.
  - Make sure you have the latest version of the Instagram app.
  - You should already have completed set up for shopping on Instagram before you can enable it from your Instagram App.
  - Enable Business Settings for Shopping on Instagram

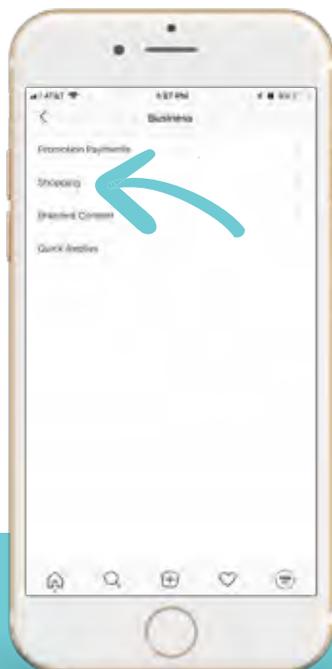
- To enable the ability to feature products from the Instagram App: go to your profile app



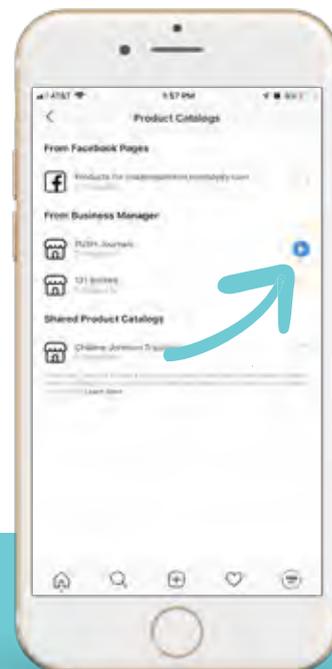
□ Tap Settings



□ Tap Business



□ Tap Shopping



□ Tap Continue

**Note:** The option to tap Shopping is only available to accounts that have been approved for shopping on Instagram.

- Select a product catalog to connect to your business profile
- Tap Done

If you don't see Shopping, your account is probably still under review or it hasn't been approved for shopping on Instagram. The review process can take up to a few days, but sometimes we may need to review the account in more detail, which can take longer.

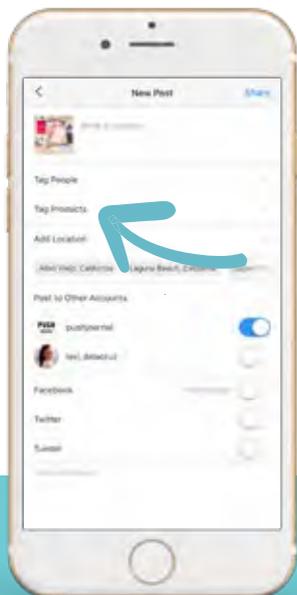
## PART II

### Adding Shoppable Products to Your Instagram Posts

Once you've done the prepwork, adding shoppable products to your Instagram posts is a breeze! Here's how to do it!

#### Step 1 - Compose your Instagram post as usual.

Upload your the photo or video you want to tag your products in, and compose your caption.



Step 2 - Tag your Products

After writing your caption, tap Tag Products to view your product catalog and select the product you want to tag.



Step 3 - Tap the Product You Want to Tag in Your Post

Tap and tag the product you want to make shoppable.



Step 4 - Select the Product You Want to Tag from Your Product Catalog

After you tap your post to tag your product, you'll see a list of products from your product catalog. Select the product you want to tag. Hit "Share" and you're all set!

Articles referenced for information on Shoppable IG Posts:  
<https://help.instagram.com/1108695469241257>  
<https://help.instagram.com/2022466637835789>  
<https://support.squarespace.com/hc/en-us/articles/360001257067-Tagging-products-on-Instagram>



# WARNING! YOUR IG ACCOUNT GONE WITH NO EXPLANATION!

You may have seen the headlines on popular social media marketing blogs about Instagram accounts being shut down overnight without any notice or explanation. Some of these accounts are well known with 30 million + followers. Many of these accounts are themed, “meme” or “feature” accounts.

**Does this mean YOUR theme or feature account is at risk? Let's set the record straight...**

This “news” is not new! Facebook and Instagram have been doing this from the beginning.

We still highly recommend starting feature or themed accounts that “feature” content on a particular topic versus a person or personal brand. These tend to grow much faster than any other type of account. Yes, you still need to have your own individual brand and continue working to grow it. But why not have multiple channels that can point traffic to your personal brand when you have something to promote? In turn, your feature accounts can help grow your personal account.

# WAIT!! STOP SCROLLING !!

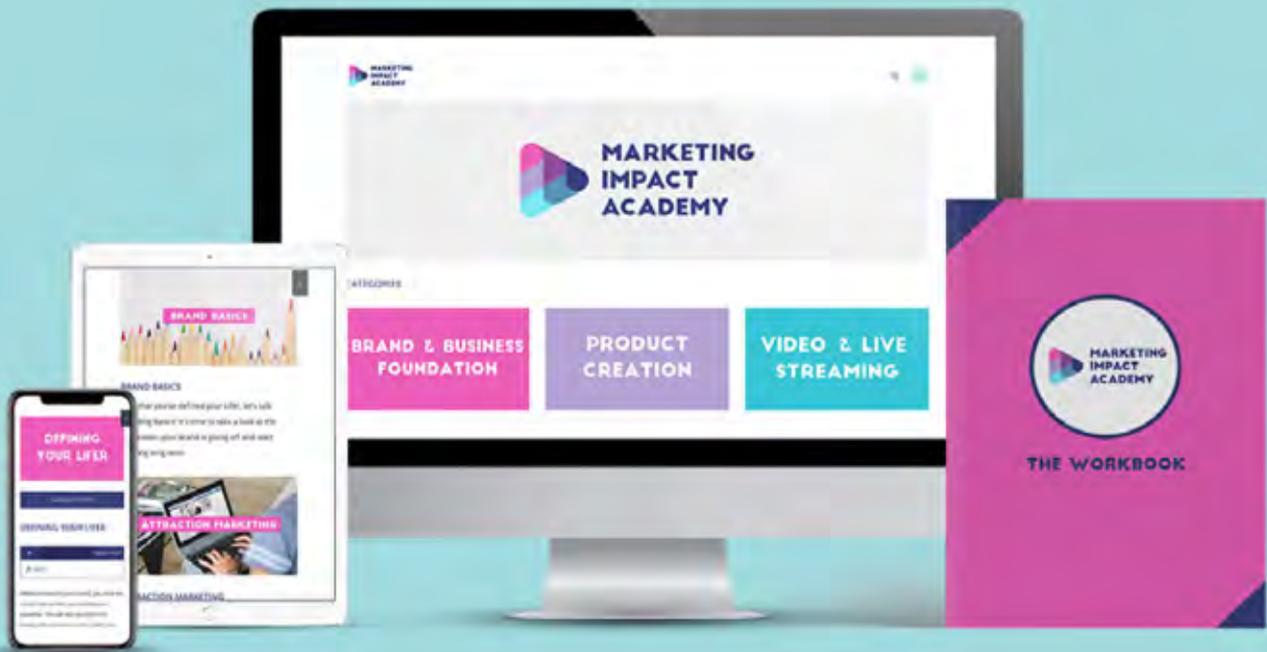
## YOU'VE GOT ALL THE TIPS YOU NEED TO BOOST ENGAGEMENT & GROW YOUR INSTAGRAM ACCOUNT...BUT THEN WHAT?! HOW DO YOU GROW YOUR BUSINESS?

What's the point of having a ton of followers interacting on your posts if it's not growing your business. Again, likes, comments, interactions and followers are great and all...but how do you get people to take action and join your program, buy your product, sign up for your service, etc.?

There's a method to the madness, and there's a system for building the foundational pieces of your business, so you're not wasting time hustling for more social media followers without benefiting your bottom line.

**THAT'S WHAT MARKETING IMPACT ACADEMY IS ALL ABOUT!**





# MARKETING IMPACT ACADEMY

is a 10-Week “go at your own pace” virtual course for anyone wanting to grow a business or make extra income online with social media. Today, the opportunity to make money online is incredible! But the market is getting saturated, and people struggle figuring out how to do it & what works...until now!



MIA is a paint-by-numbers program anyone can use to grow their audience, share a message, get a product out there & start profiting faster than ever before. It's about creating systems to find and attract your “Lifer” - that person searching for exactly what YOU have to offer & turning them into a life-long customer.



It's how you grow a business you love with social media...without the constant "hustle" or compromising what matters most.

Space is extremely limited, and we only open once per year. We always sell out, and when we fill to capacity, we close the doors.

**DON'T MISS YOUR CHANCE TO GROW  
YOUR BUSINESS WITH LIFETIME ACCESS  
TO MY ONLINE COACHING COURSE + AN  
EXCLUSIVE BONUS PACKAGE YOU WON'T  
SEE AGAIN!**

**GET STARTED  
TODAY !**