

BROUGHT TO YOU BY:



**MARKETING
IMPACT
ACADEMY**

INSTAGRAM GROWTH GUIDE



So you're super-frustrated with Instagram?

*YOU'RE IN THE
RIGHT PLACE!*

In this quick read, I'm sharing the biggest changes to the Instagram algorithm, why your 2017-2018 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!

LET ME CUT TO THE BEST NEWS OF ALL:

LIKES ARE COMPLETELY IRRELEVANT

Yep, it's true. 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 5 different features:

1: CAROUSEL POSTS

(an album of photos or videos included as one post - "swipe left")

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 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.

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.

Plus, now there's pressure to come up with these beautifully curated posts with professional photos and long blog posts. If you're not posting a photo of yourself on an island with a hot guy wearing a special hat, like your life is so amazing...why even bother? And who has the time?

But before you throw in the Instagram towel, let me tell you 5 things you can do differently, immediately, to make an impact and get back in the Instagram game.

5 WAYS TO BOOST ENGAGEMENT AND HACK THE

2018-2019 INSTAGRAM ALGORITHM


NO. 1

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.


NO. 2

Create Carousel Posts

Getting someone to “swipe left” on your album posts is huge! Why? Because Instagram can see this, and each time somebody swipes, that’s a recorded activity. Each one of those activities factors into the algorithm, which tells Instagram, “Hey, this person is spending a lot of time interacting with this content.” Carousels are a really easy way to do that.

[SEE HERE FOR TIPS](#)


NO. 3

Instagram Stories Are Where It’s At

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. (Again, think posing on an island with a model in a special hat showing off your perfect photoshopped life.) 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.

[SEE HERE FOR TIPS](#)

MORE ABOUT CAROUSEL POSTS

Carousels can boost your engagement by up to 500% in less than 3 weeks! We've seen it happen in some of our own case studies. "How-to's" and teaching videos work great! But instead of posting one long video, break it up into steps that are a few seconds each that people can swipe through. If you use carousels in a clever way, you can not only increase the algorithm activity on your account, but you can get people to save those posts as well...and your engagement will skyrocket!

BEFORE



9 COMMENTS

AFTER



81 COMMENTS

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.



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!


NO. 4

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. Did you know you can use hashtags in stories, too? For a more in-depth explanation of hashtags, check out this free [Grow Your Social Media Guide](#).


NO. 5

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.





WAIT! STOP!

HOW DO YOU MAKE TIME FOR ALL OF THIS?

This sounds like a lot, right? How do you keep up with not only posting on Instagram, but hitting up the 5 different types of posts or platforms within the platform? PLUS, use hashtags and tactics to be discovered by your target audience AND connect and engage with the audience you already have? Oh and schedule a photoshoot on an island and write blogs for your posts? It's exhausting.

Here's some news that will make you feel better... There are shortcuts! To keep this brief, we've gone over the foundational pieces here. But to dive into the shortcuts not only for Instagram but for growing your business with social media, stay tuned for my next free training on Monday.

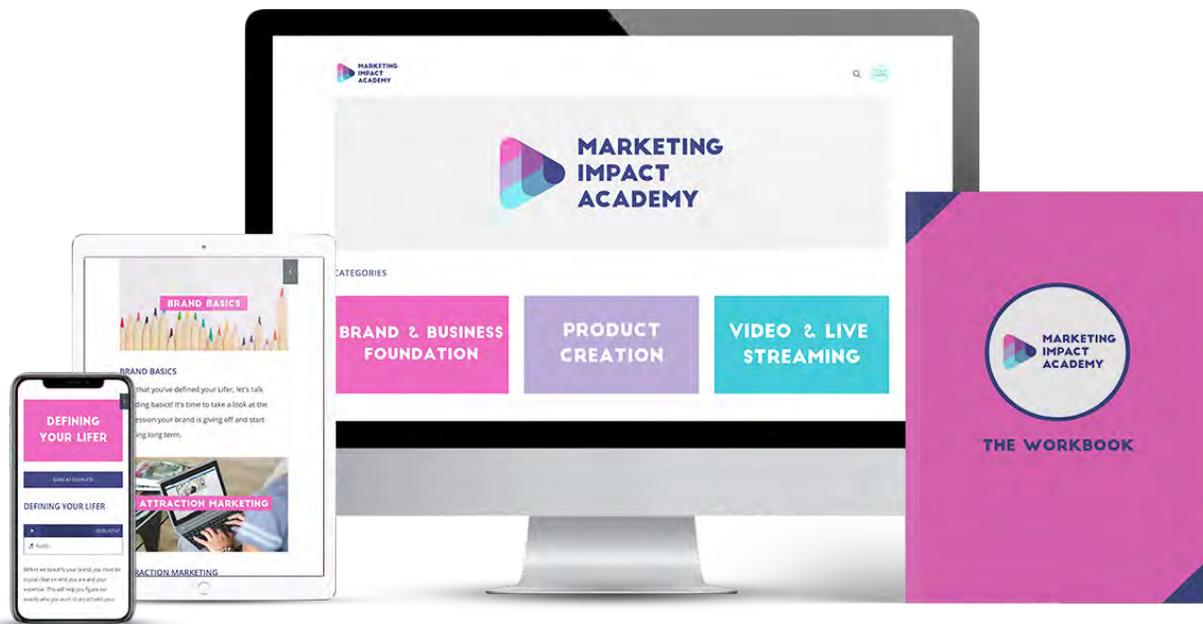
AND MARK YOUR CALENDAR:



**MARKETING
IMPACT
ACADEMY**

**OPENS ENROLLMENT FOR NEW STUDENTS
MONDAY, OCTOBER 22ND!**

SIGN UP TODAY



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!

**SAVE THE DATE: MONDAY, OCTOBER 22ND
JOIN MARKETING IMPACT ACADEMY!**



**MARKETING
IMPACT
ACADEMY**