

foundr

How to get your First

10000 INSTAGRAM FOLLOWERS



Instagram
MARKETING
101

Foundr Magazine's
Guide to Building
Hundreds of
Thousands of
Followers Who
Truly Heart Your
Instagram Feed
(and Your Brand)
in Under 5
months Time.

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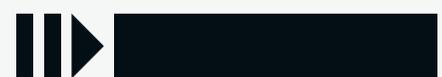
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INTRODUCTION

THE FACT THAT YOU CAME ACROSS THIS EBOOK IS A GOOD INDICATOR THAT YOU'RE FAIRLY SAVVY WHEN IT COMES TO SOCIAL MEDIA AND THIS WHOLE INTERNET THING.

YOU MIGHT BE A FOUNDR SUBSCRIBER (IF NOT, WHAT ARE YOU WAITING FOR?!), YOU MIGHT FOLLOW US ON INSTAGRAM, OR MAYBE YOU'RE ALREADY A SOCIAL MEDIA POWER USER WHO GOOGLED US UP IN SEARCH OF A FEW TIPS. THEN AGAIN, MAYBE YOU KNOW NOTHING ABOUT INSTAGRAM OTHER THAN IT'S SOMETHING THE KIDS ARE USING, AND YOUR BOSS, PARTNER, OR INVESTOR NUDGED YOU TO GET WITH IT.

**IN ANY OF
THESE CASES,
THE FOLLOWING
GUIDE HAS
PLENTY TO
OFFER,**

**WHETHER
THAT MEANS
KNOWLEDGE
BOMBS THAT
ENTIRELY
CHANGE THE WAY
YOU THINK OF
INSTAGRAM,
A CRASH COURSE
IN THE PLATFORM,
OR SOME
ACTIONABLE TOOLS
AND TACTICS YOU
MIGHT NOT HAVE
CONSIDERED.**

But before you dive in, I would first encourage you to ask yourself a few questions: Why exactly do you want to build an Instagram presence? What are you hoping to get out of it? Do you have a brand that lends itself to appealing images? To casual online conversation? Are you willing to share content that might not be related to your business? Do you have the time and resources to spend to do it right? For example, if you were just hoping to post an image of your product once a day, or log in once a month and post 10 things at a time...I wouldn't waste your time. And there's really nothing wrong with deciding it's not the platform for you. It's not a fit for every brand.

But if you're up for it, I'll share a little secret with you: Instagram is our favorite social media platform, hands down, no question. It might not be a hit with everyone, but it has been for us. We started our account in November 2014, and almost seven months later, we're up to 179,000 followers and counting. And those aren't empty numbers—we get more engagement, and highly gratifying interaction with our subscribers and audience, than we do on any other platform. So if you're ready to give it a shot, log in, start snapping away, and get ready to feel the hearts.

CHAPTER 1:

THE BEAUTY OF

INSTAGRAM

BUILDING BRAND AWARENESS AND BRINGING MORE OF YOUR IDEAL CLIENTS INTO THE FOLD IS A CENTRAL PART OF ALL SUCCESSFUL BUSINESSES. SELECTING THE SOCIAL MEDIA OUTLET THAT WORKS BEST FOR YOUR BRAND BEGINS BY EXAMINING THE POTENTIAL IMPACT OF A WELL-DEVELOPED PRESENCE IN EACH OF THE MAJOR OUTLETS. INSTAGRAM, IN PARTICULAR, HAS SOME DISTINCT ADVANTAGES TO OFFER A BRAND LOOKING TO GROW.

A recent study conducted by Forrester found that Instagram is delivering brands 58 times more engagement than Facebook and 120 times that of Twitter. In fact, when Forrester looked at seven social networks, six of them showed brands achieving an engagement rate of less than 0.1%. For Instagram, that number was more like 4.21%. This incredible level of engagement is built on the loyal and active nature of Instagram users.



**THERE ARE MANY
LIKELY REASONS WHY
INSTAGRAM IS SO
POPULAR AND OFFERS
SUCH A UNIQUE LEVEL
OF ENGAGEMENT FOR
INDIVIDUALS AND
BRANDS ALIKE.**

BUT LET'S BRIEFLY
TOUCH ON SOME OF THE
MAJOR ELEMENTS THAT
MAKE THE APP AND
THE NETWORK
UNIQUE.

A decorative graphic on the left side of the page. It features a vertical yellow bar at the top, which transitions into a black shape that curves downwards and then extends as a vertical black bar. The background of the right side of the page is a light gray.

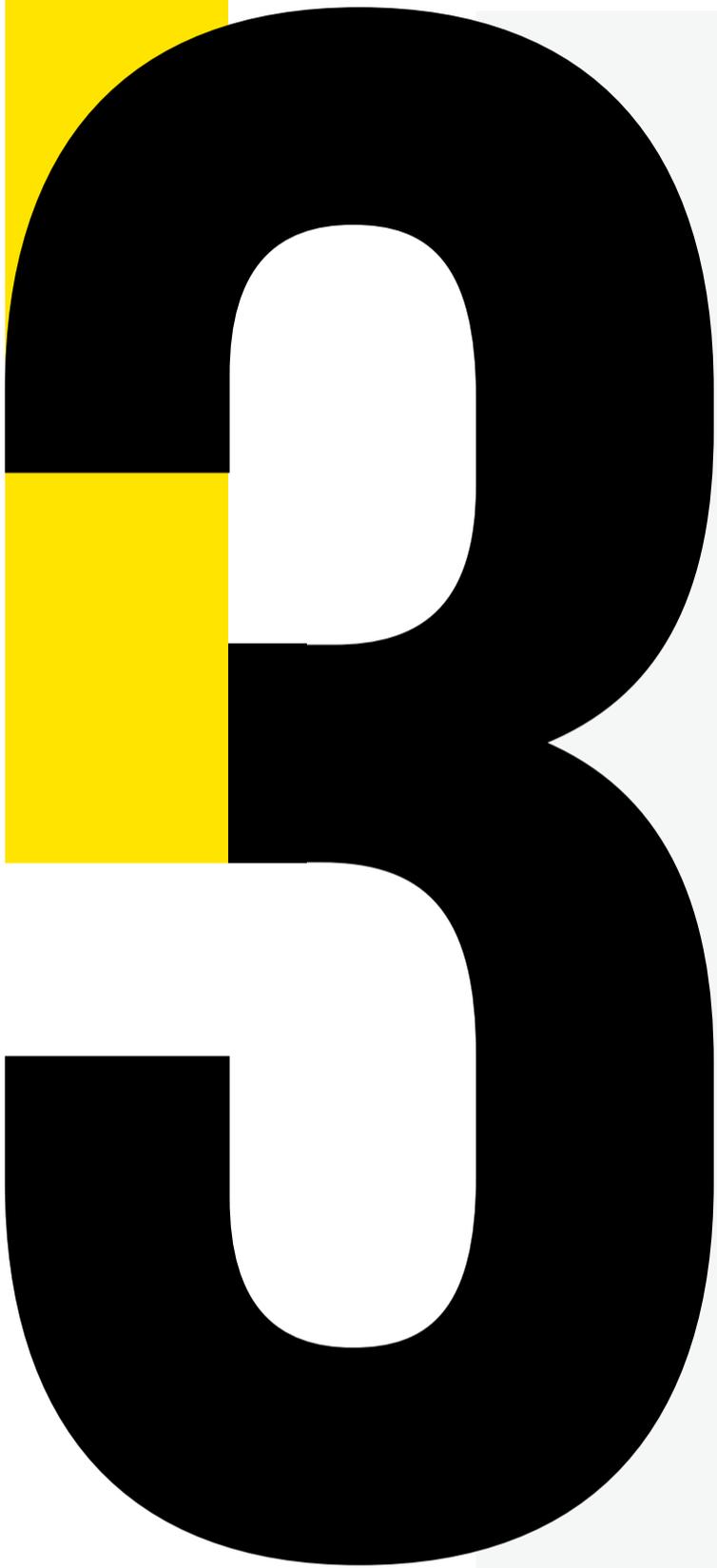
IT'S OVERWHELMINGLY MOBILE.

Instagram is one of the few social networks that live almost entirely in your pocket. Or at least on a touchscreen. For a long time, you couldn't even use Instagram on the web, and you still can't post from a browser. This makes it a highly personal experience, and a product entirely of the mobile Internet. As TechCrunch put it, Instagram "captured lightning in a bottle," and is the "archetypal mobile app." As such, it provides profound access to the sought after mobile audience, and is so easy and elegant when on the go, that its users are highly active.



IT'S (MOSTLY) **JUST VISUALS.**

There's not a whole lot you can post other than pictures, short videos, and a few words. You can get creative and turn pictures into blocks of text, and the comment sections certainly take on lives of their own, but Instagram limits what elements you can include in your posts. This gets back to its elegance and simplicity that has made it so popular among mobile users. It is the killer app when it comes to sharing images, and casts aside the clutter that distracts users' attention and patience in most social networks.



NO LINKS.

Aside from sponsored posts (which are currently pretty sparse), Instagram is remarkably non-spammy. Other than one link in your profile bio, there are no hyperlinks allowed. This presents a challenge (more on that later), but also an opportunity for sincere engagement and sharing. Instagram is decidedly not intended as a tool to rack up clicks. The fact that it is so poorly suited for clickbait means that the interactions feel more genuine.



A

ll of this makes Instagram a more purely enjoyable and intimate platform, and a prime space for making connections and drawing personal engagement.

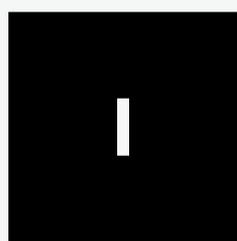
By extension, generating brand awareness and engaging with your audience

through a powerful Instagram presence—despite the utter lack of links, buttons, popups, etc.—can drive more leads and increases sales and opt-ins. Foundr is generating an astounding 1200+ email opt-ins through Instagram each week!

As a platform, Instagram is also experiencing epic growth. Just nine months after the service hit 200 million users, there are now more than 300 million active users. It's demonstrated once and for all that Instagram is no fad, with amazing growth in its four to five years. Its growth rate continues to double that of other smartphone apps, further increasing the reach of your Instagram posts.

The service also continues to build a level of authenticity among users, by deleting spam and fake accounts, and adding a "verified" badge for celebrities and brands. This is increasing the level of credibility on the network.

USE THE POWER OF INSTAGRAM TO DRIVE USERS TO YOUR SITE AND BUILD YOUR NETWORK



Instagram provides a platform for creating and sharing

the visual aspects of your business, acting as a portal into the mission and ethos of your brand, and further defining the message you otherwise deliver in blog posts, podcasts and other content efforts. It also allows more of a personal touch than most other platforms, sharing images as miniature stories from behind the scenes of your

business. It is a personal, visual representation of your business delivered and consumed in real time.

As a growth tool, Instagram can be effective across a variety of industries. Some of the most notable are food, health, travel, and clothing, as these tend to be highly visual. Forrester cited success with brands like Red Bull, which appeals to a younger audience and involves exciting images

and video of extreme sports. But they also have seen success with not-so-hip brands like Ford Fiesta and General Electric. And your business doesn't need to sell a physical product in order to see the benefits of a well-orchestrated Instagram campaign (Foundr, after all, is an online magazine about business). In fact, engaging with your audience using striking images and videos is far more about conversation than products.

FOUNDER'S SUCCESS

7 MONTHS

179,000

FOLLOWERS,

20,000 EMAIL

SUBSCRIBERS

THE GROWTH
WE HAVE SEEN
AS A RESULT OF
**OUR INSTAGRAM
MARKETING PLAN IS
ASTOUNDING.**

WE'LL SPEND
SOME TIME HERE
DESCRIBING
OUR EXPERIENCE,
NOT TO BRAG
(OK MAYBE JUST
A LITTLE), BUT
TO ILLUSTRATE
THAT WE'RE NOT
JUST THROWING
AROUND GENERIC
MARKETING
TIPS.

We've seen the immediate potential of harnessing a strong Instagram following, and doing so requires specific approaches that are different from other ways you communicate with your audience.

It's also to show that these aren't empty numbers (we all know you can buy a few bajillion Twitter followers for 5 bucks), but people really engaging with Foundr—becoming subscribers and signing up for emails, but also interacting with us in ways that they simply don't anywhere else.

This started in early November, when Foundr Magazine set up its Instagram account. The magazine had been around since March 2013 and was building up a strong following, but we're always looking for new ways to draw new eyes. The approach we decided to take was nothing particularly groundbreaking, but as we'll describe in the following chapters, employs a mix of emotional messaging, beautiful images, asking questions, and a handful of tools and little tricks.

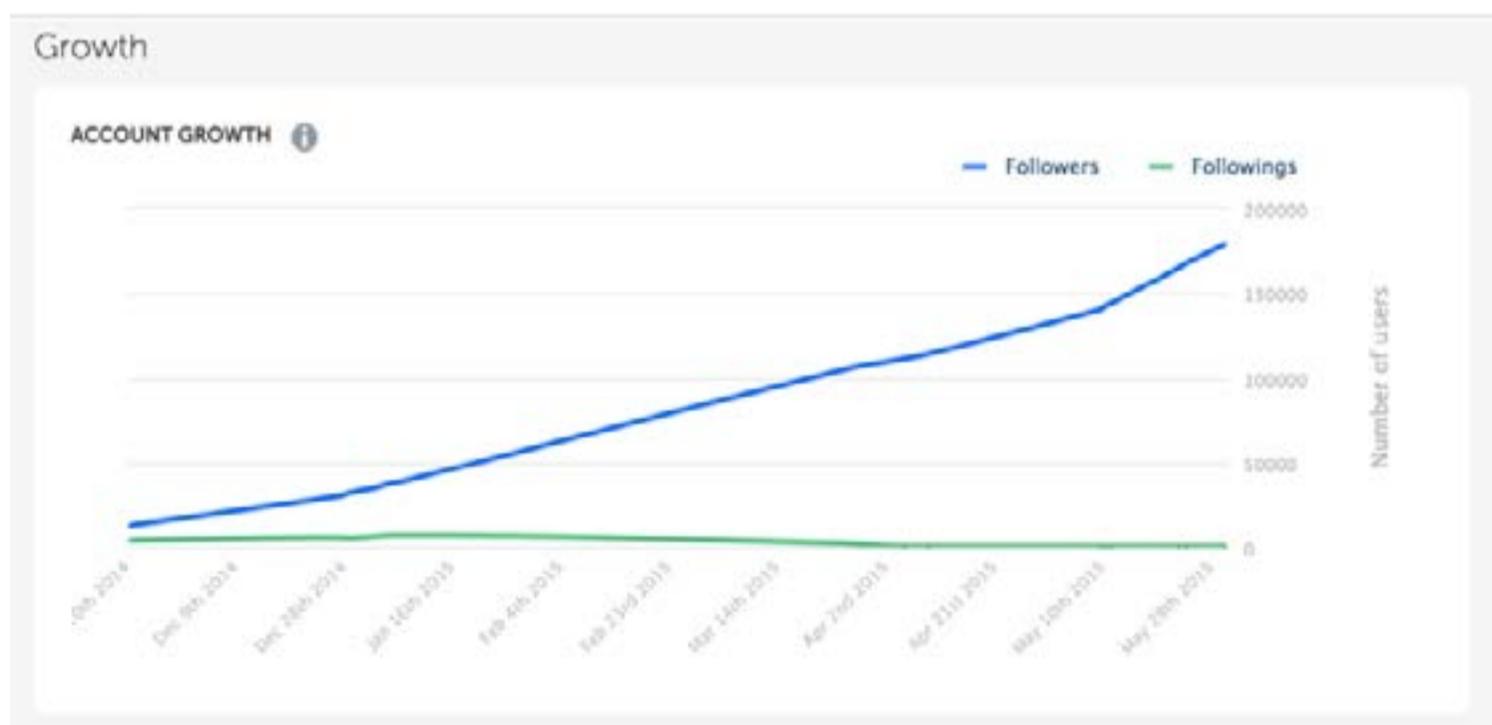
WITHIN A COUPLE OF WEEKS, WE GREW FROM 0 FOLLOWERS TO 10,000. IN JUST FIVE MONTHS, WE HAD SHARED 777 POSTS (5.18 PER DAY) AND GAINED MORE THAN 110,000 FOLLOWERS WHO GENERATED 1.43 MILLION LIKES (1,800 PER POST) AND 61,000 COMMENTS (78 PER POST).

We were averaging 20,000 Call to Action (CTA) clicks a month. As of this writing in June 2014, we are now at 179,000 followers, 2.2 million likes, 88,755 comments, and 30,000 CTA clicks a month.

That is a level of engagement that we simply have not found on any other platform. And while our Instagram account has taken on something of a life of its own (which we love), most importantly for us, it has become one of our main channels for driving new

subscribers. Our Instagram page is sending more than 30,000 users per month to our bio link, and that's converting 30% of users into email subscribers.

You can also get a sense from the numbers behind our posting, likes, and comments, that our account's growth hasn't been a viral freak occurrence or as a result of one burst of exposure. As the chart below demonstrates, it's been a process of fairly steady growth and interaction.



Next up, we'll get into the step-by-step details of **how we made it happen.**

CHAPTER 2:

DEVELOPING

A STRATEGY

The power of Instagram is certainly undeniable. To put this power to work for us we created a strategy that defines each aspect of our Instagram presence. Few tools are as valuable as a well-defined plan. We put careful, purposeful thought into what we create for our Instagram followers. Our goal is to demonstrate our desire to build an epic community of entrepreneurs and deliver an insane amount of value to that community. Our tactics are built on three main areas: Content Alignment, Consistent Delivery, and Engagement.

FEED YOUR COMMUNITY **THE CONTENT IT DESIRES**

Y

**OU KNOW
YOUR
COMMUNITY.
YOU KNOW
THEIR NEEDS,
DESIRES,
STRUGGLES
AND LANGUAGE.
YOUR
INSTAGRAM
PRESENCE IS AN**

**OPPORTUNITY TO DEMONSTRATE
THIS KNOWLEDGE AND FURTHER
CONNECT WITH THEM. POST
CONTENT THAT RESONATES WITH
YOUR DEFINED, IDEAL AUDIENCE.
SELECT TOPICS THAT COVER THE
WIDE RANGE OF EMOTIONS AND
IDEAS THAT YOUR PRODUCT
SUPPORTS.**

If you are struggling to come up with content that fits the bill, put some time into research. See what kind of content your competitors are posting and whether they are successful. Look into your industry to discover new perspectives and to stay at the forefront of trends. But don't stop there—research your audience as well. Don't fall into the trap of paying too much attention to your peers and competitors and not enough attention to the larger audience. It is too easy to slip into a message that is inadvertently directed at those operating inside your industry instead of delivering a message to those that interact with your industry.

In Foundr's case, our defined audience is young entrepreneurs. This is an amazing, hardworking, brilliant group that appreciates inspirational posts. Building a successful business requires dedication in the face of often stressful and even disappointing experiences. It also requires a personality that is endlessly hungry for knowledge and looking to grow personally and commercially. So Foundr Magazine presents a mixture of practical tips and tools, and motivational content.

WE WANTED OUR INSTAGRAM ACCOUNT TO BE SIMILARLY USEFUL AND MOTIVATIONAL.

Our short, visually appealing and impactful posts provide a dose of encouragement and motivation to fuel the flame that is already burning within this crowd. And they offer short, powerful lessons from a variety of inspiring people in our field. Here, we have the benefit of being entrepreneurs ourselves, so content that resonates with us will tend to resonate with our audience. We personally eat this kind of stuff up, so finding it and wanting to share it comes pretty naturally.

The other key to determining what we share has to do with conveying emotion. Again, Instagram is a uniquely personal social network. More than the transactional delivery of information that Twitter serves up, Instagram is about being moved, awed, or inspired. We always choose content that we feel will evoke an emotional response from our followers, whether that's desire, fear, stress, pride, or ambition.

foundr foundrmagazine · 2 months ago

+ Follow

TOO MANY CRITICS WITH NO CREDENTIALS

foundr
@foundrmagazine

Never take advice from someone who is not in the position you want to be in. Everyone has an opinion these days!

Double tap if you agree!

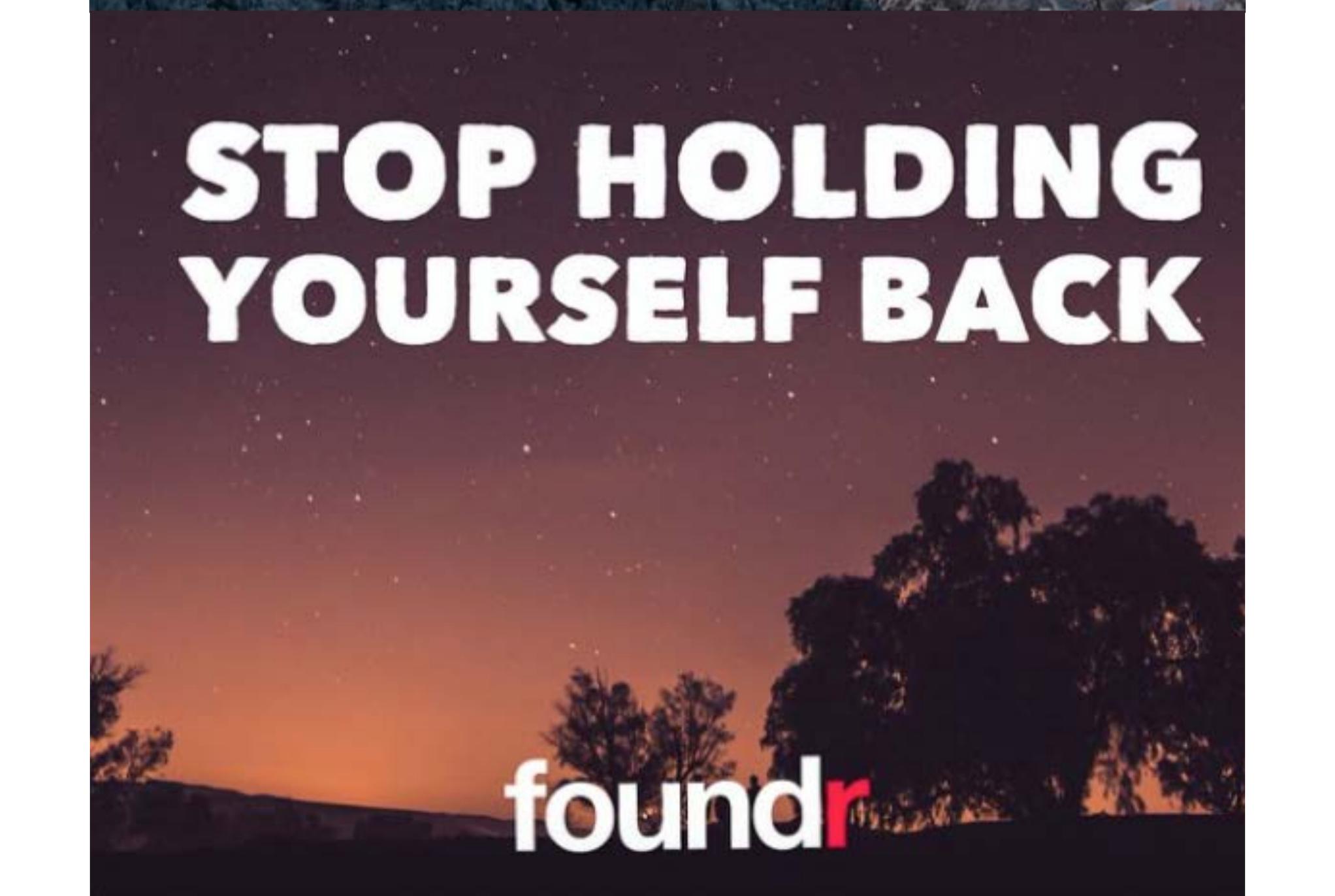
♥ 2,871 likes 💬 62 comments

Instagram



**FOCUS ON YOUR
GOAL. DON'T
LOOK IN ANY
OTHER DIRECTION
BUT AHEAD.**

foundr



**STOP HOLDING
YOURSELF BACK**

foundr

BE CONSISTENT

**YOUR HUNGRY
COMMUNITY COUNTS
ON YOU TO DELIVER.
A CONSISTENT
POSTING SCHEDULE
BUILDS EXPECTATION
AND ANTICIPATION.
IT IS THE KEY TO
ALL SOCIAL MEDIA
GROWTH.**

How awesome would it be to have a large group of your defined ideal audience just waiting to hear the next thing you have to say? That is what a consistent posting schedule cultivates. A steady diet that combines eagerness for more, and periodic reward. To develop this, create a content pipeline of automated posts that are delivered on a mandated schedule.

As a subscription service, this aspect of our Instagram strategy has been especially crucial for Foundr. We have created an expectation of consistent delivery. By routinely meeting that expectation we have built a relationship of trust with our community. Before ever subscribing to our magazine, our community knows that they can depend on us to deliver consistent, high-value content that feeds their needs.

#87

**SWEAT EQUITY IS
THE BEST STARTUP
CAPITAL.**

— *Mark Cuban*

foundr
• MAGAZINE FOR FOUNDERS & ENTREPRENEURS
www.foundr.com

Sweat equity is the best capital!

Double tap if you agree!

👍 1,841 likes 💬 39 comments

Instagram

JUST AS IMPORTANT AS NOT LEAVING YOUR AUDIENCE DANGLING IN THE WIND, ALSO RESIST THE URGE TO BULK POST SEVERAL IMAGES A ONCE.

INSTAGRAM IS LIKE A PHOTO ALBUM YOU FLIP THROUGH.



A surge of posts from one account breaks that natural feel and gives a vibe of advertisement. Instagram users generally regard this type of behavior as spammy and will unfollow you. Instead, use what you have learned about your audience to create a posting schedule that puts content into their hands at just the right moments. We recommend posting two to three times per day, or every three or four hours (although for what it's worth, we generally do more like four per day). Think of this like planting seeds, all spaced out in a row.

We have found that using a service like JustUnfollow is the best way to stay on top of our posting schedule. The Instagram API does not allow other services to post for you; however, using JustUnfollow we can pre-populate and batch several posts at once.

TIMING IS ALSO IMPORTANT WHEN IT COMES TO BEING RELIABLE.

F

or now, there's not as much content to get lost in as we see on Twitter, or a fussy algorithm like on Facebook, but you still need to work to hit those sweet spots right when your followers are tapping away at their feeds. To determine the best times to post, we use a service called Iconosquare. This robust Instagram management tool provides detailed analysis on a variety of aspects of our account, including optimization.

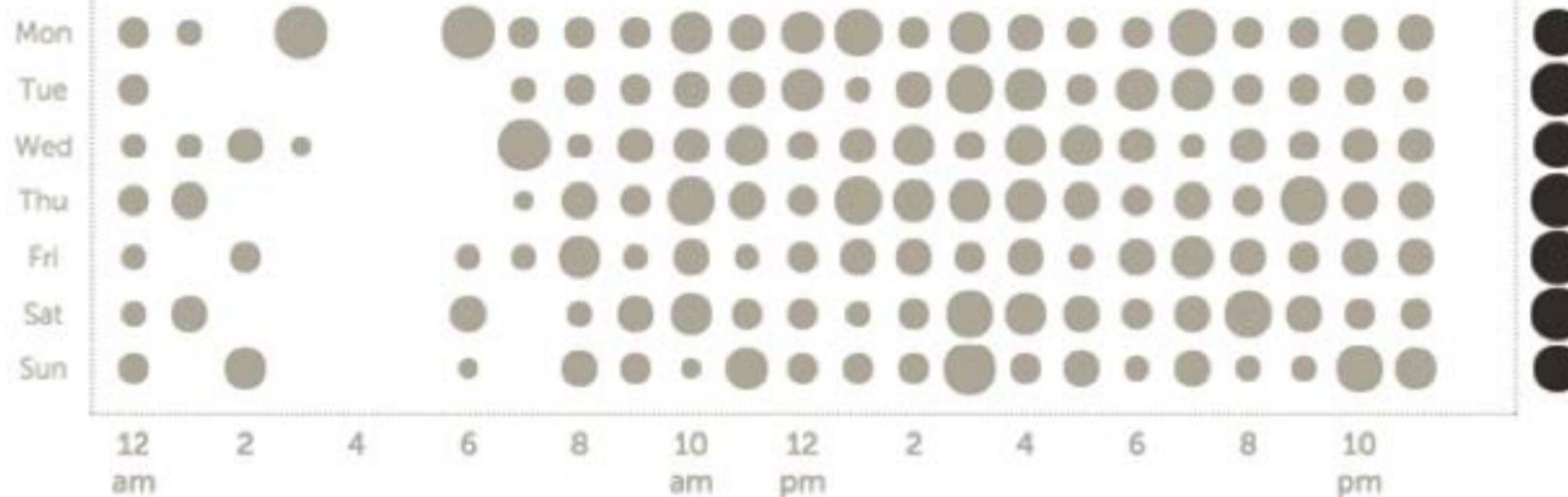
The tool determines when our community is most engaged and tracks our posting times; the completed analytic quickly shows us the best time to post in contrast to our actual posting times.

The dark rounds indicates when you usually post media (repartition by hour horizontally, and by days vertically). The light grey rounds shows when your community has been interacting. The biggest light grey rounds are the best times for you to post.

Your current posting habits



Interactions from your community

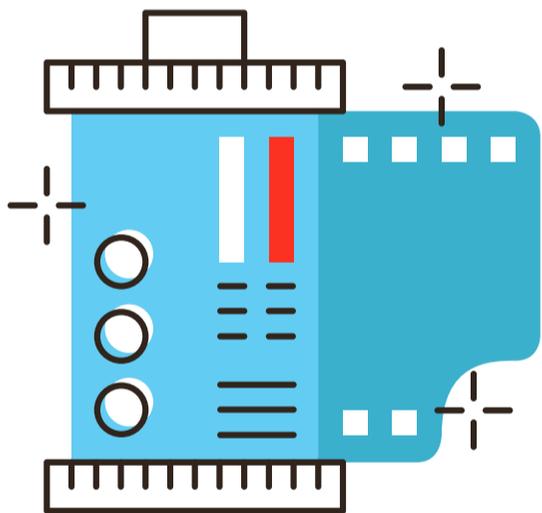


YOU CAN QUICKLY SEE A FEW TAKEAWAYS FROM OUR STATS. FOR ONE, IT'S ENCOURAGING THAT WEEKENDS ARE MORE OR LESS JUST AS IMPORTANT AS WEEKDAYS. YOU CAN ALSO SEE OUR PRIME TIMES FOR ENGAGEMENT TEND TO BE LATE IN THE AFTERNOON AND THEN AT NIGHT AFTER DINNER TIME. WE CAN EVEN SEE PATTERNS BY DAY, WITH MORE LATE NIGHT ACTIVITY ON SUNDAYS. USING THIS KIND OF ANALYTICAL TOOL, WE CAN TIME OUR POSTS FOR WHEN OUR AUDIENCE IS MOST LIKELY TO INTERACT WITH THEM.

INVITE ENGAGEMENT (USE CTA'S)

YOU CAN ALWAYS JUST POST AND LET

YOUR PHOTOS LAND WHERE THEY WILL, BUT WE'VE FOUND GREAT SUCCESS BY PROACTIVELY INVITING OUR FOLLOWERS TO INTERACT WITH OUR CONTENT.



View every post to your account as an opportunity for your followers to engage with you. With very few exceptions, every single post we add has an opportunity or invitation for some kind of audience interaction. We do this either in text we overlay on top of the image, or in the post description (or both!). Give your fans something to do, and watch your account spread like wildfire.

Please, don't mistake this to mean you should ask your followers to do something for you every time you post. This is important. Engagement doesn't mean "buy our thing," "give us your email" or "share our account with everyone you know." It's much lighter than that. You're asking them to do something that makes them feel good, helps them to engage with their friends, or reaffirms their beliefs or goals. In other words, engagement should be something they enjoy. Most of the time, this will be as basic as asking people to "like" if they agree, asking them to tag a friend to share the post or their own thoughts about it. We frequently will ask our followers questions related to the post. Our posts that contain questions drive 300% more interaction than those without a question.

MOST COMMENTED MEDIA, EVER!



1,680



1,561



1,266



1,121



960

IN THIS IMAGE YOU CAN SEE HERE ARE SOME POSTS THAT HAVE RECEIVED THE MOST COMMENTS.

You will, however, include a more direct call to action (CTA) occasionally. The right balance of value and CTA is critical. We recommend Gary Vaynerchuk's JJJRH strategy. This stands for "Jab, Jab, Jab, Right Hook," the title of Vaynerchuk's book on social media marketing, in which he details how too many social media accounts go straight for the hard sell without building up a relationship first. Basically, the jabs are your patient, steady interactions with your audience, offering them value or emotional connection. Then periodically, you'll deliver the "right hook," in which you go for a sale.

Of course, one of the main ways you will provide value to your audience is by occasionally making a strong CTA. The important thing is creating a CTA that occurs naturally within the context of Instagram and the rest of your "jabs." Your CTA should follow in line with the design and approach of your most popular posts.

We'll get into this a bit more later, but encouraging people to engage is absolutely one of the most important things we do with our account.

CHAPTER 3:

THE ANATOMY OF A

POST

NOW FOR A CLOSER LOOK AT

HOW TO PUT TOGETHER A WINNING
INSTAGRAM POST.

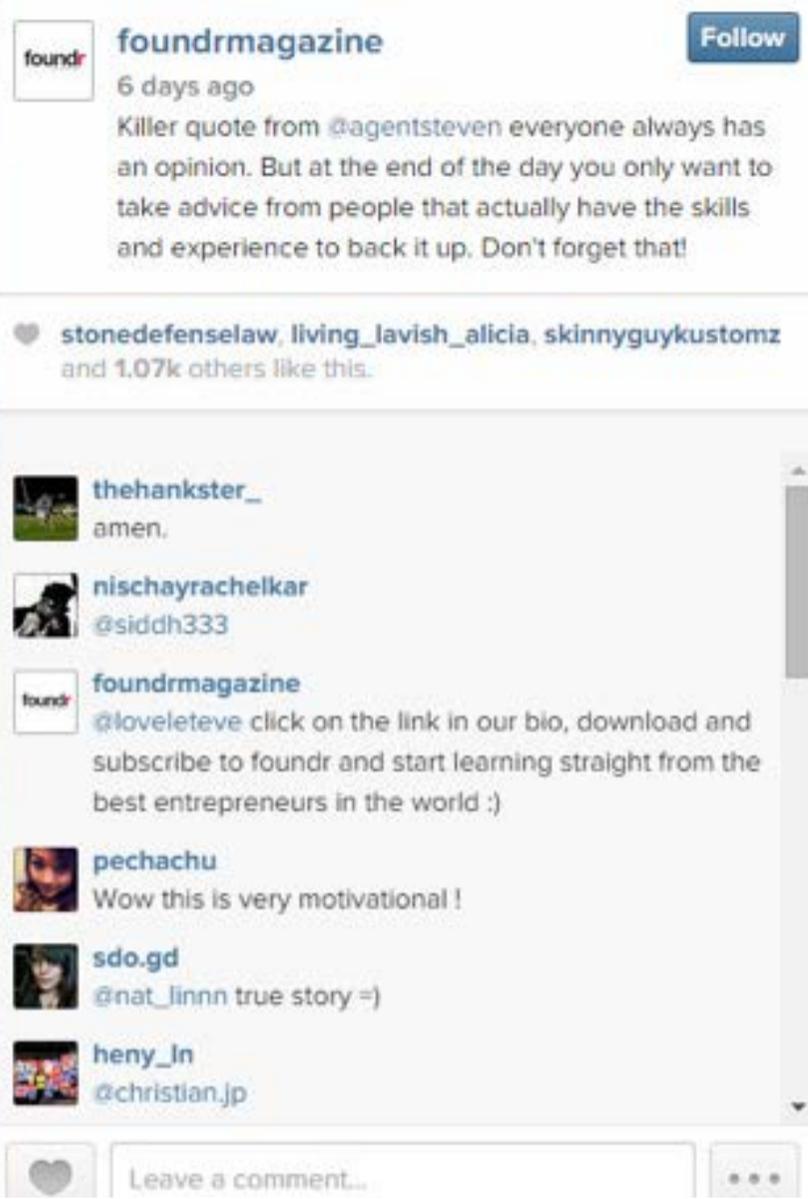
Posting content that compels users to do more than simply digest but also drives each to share the post, share their experiences, or research your company further is crucial to explosive growth. Every element of your Instagram post offers the ability to drive interaction and build your network.

START WITH BEAUTIFUL IMAGERY

AS INSTAGRAM IS AN INTENSELY VISUAL SOCIAL MEDIA PLATFORM, YOUR IMAGES CAN BE NOTHING SHORT OF BREATHTAKING. YOU CAN USE IMAGES THAT TELL A STORY OR SIMPLY ELICIT AN EMOTION.

But without a compelling image your users are unlikely to read any further, much less share the post with their friends. Get in the habit of evaluating each image to see what type of emotion it elicits: desire, hope, pride, empathy, fear. Depending on your field, this could mean beautiful places, amazing food, scenery, fitness models, or humorous content. Often we'll simply use text with a slick-looking graphic design or typeface.

This is the time to think outside the box and get past the images of your business and your product. Sharing such images isn't a bad idea, especially if your product or service is visually appealing. But keep these images in the minority. Posting a lot about yourself on social media is just like being the person at the BBQ who only talks about themselves.



**FOUNDR MAGAZINE
DOES NOT HAVE
A PET LION, NOR IS
THAT GUY ME.**

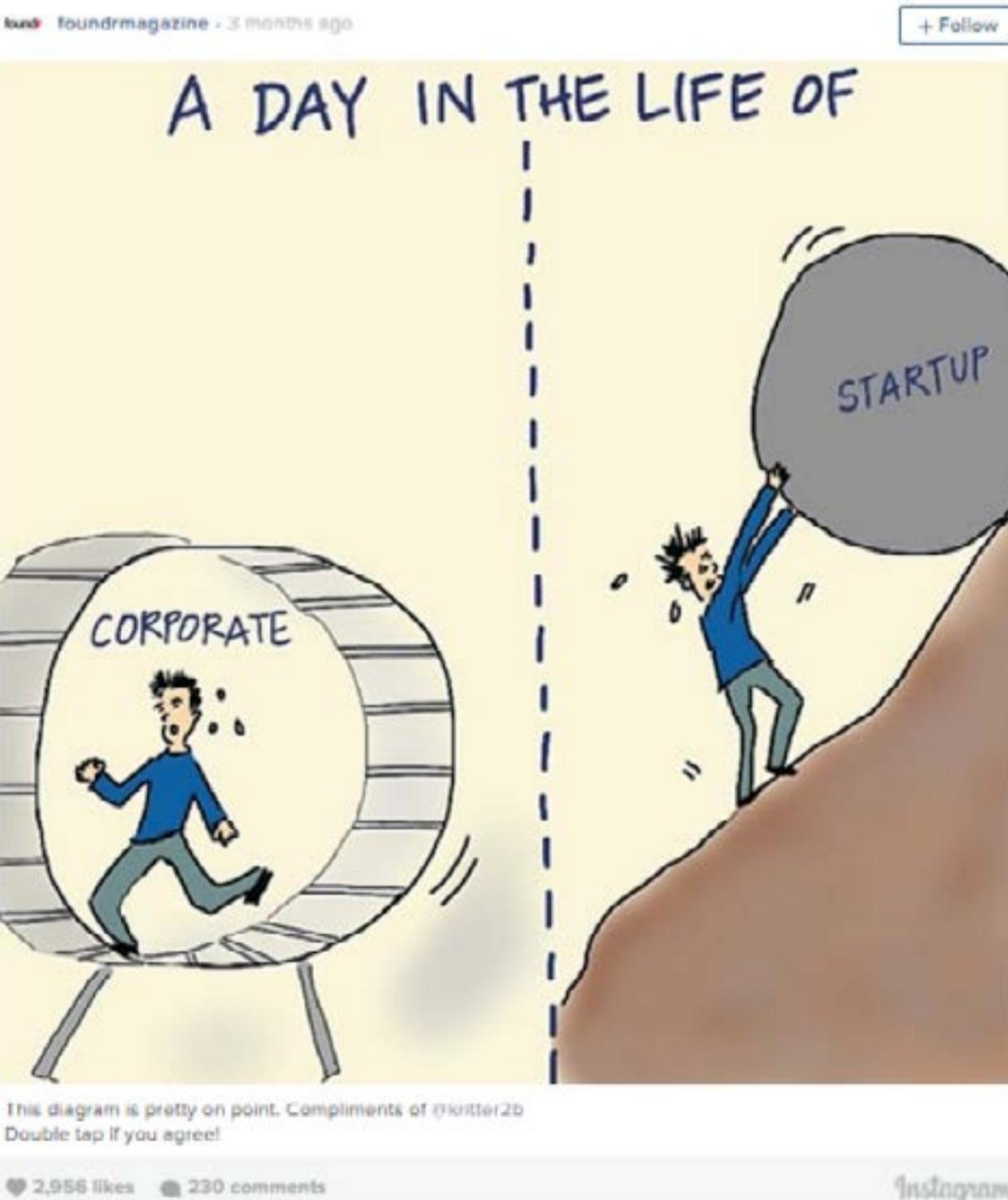
**BUT WHAT
A COOL PICTURE,
AND IT MATCHES
THE CONTENT IN AN
INTRIGUING WAY.
AS A SIDE
NOTE:**

Be aware of copyright issues. If you're using someone else's images or photos, make sure you have

appropriate permissions and credit the source. Images are also great at telling stories, or capturing a feeling or shared experience. This one, for example, got a ton of our followers chiming in with "so true!" or tagging friends to illustrate a feeling they often talk about.

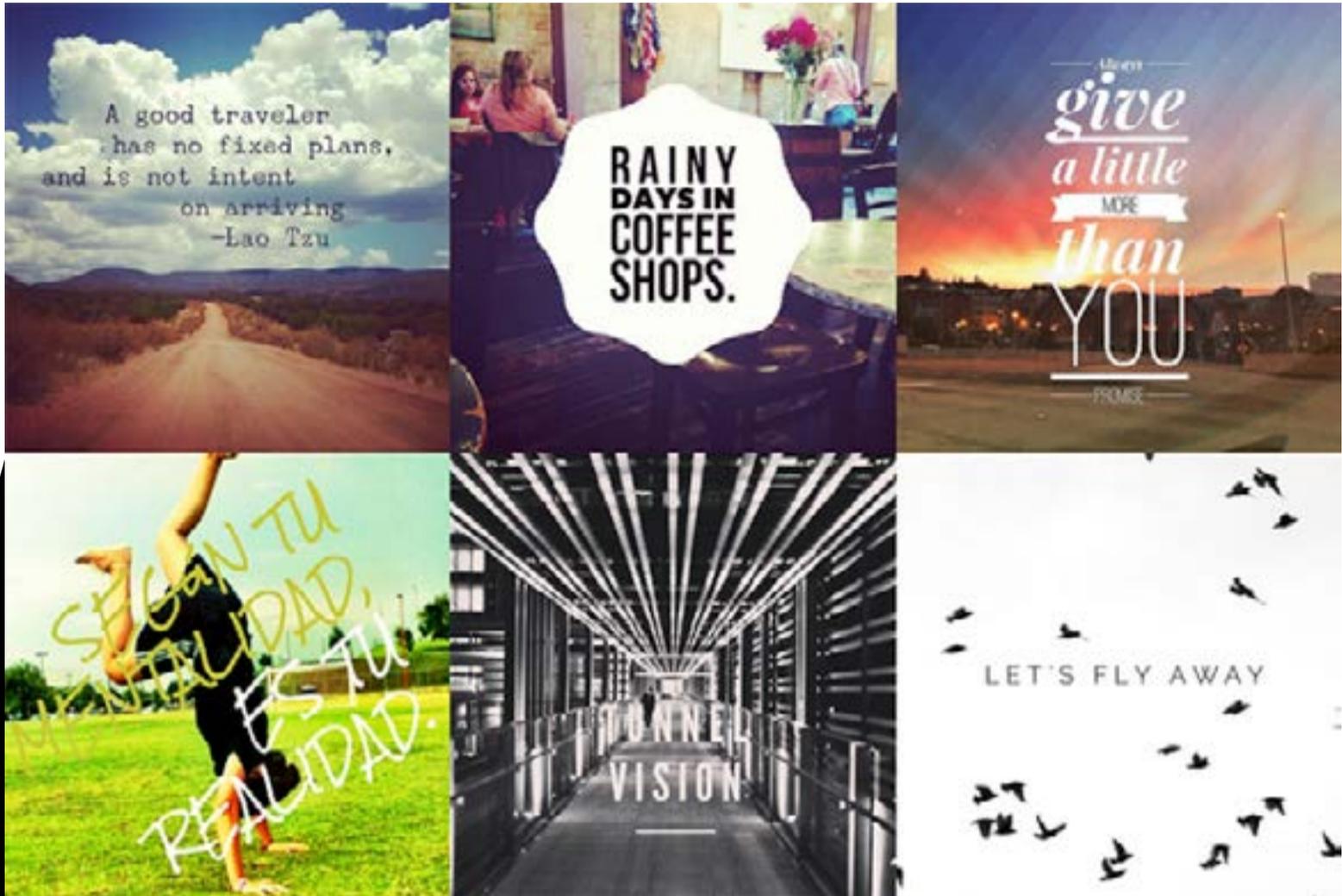
ADD COMPELLING AND ENGAGING TEXT

ADDING TEXT TO OVERLAY YOUR IMAGES IS NOT A MUST, BUT IT'S BEEN OUR STRATEGY IN MOST POSTS, AND IT'S A KILLER WAY TO SHARE YOUR MESSAGE, IDENTIFY YOUR BRAND, AND TO INVITE PEOPLE TO ENGAGE WITH YOUR POSTS.



Including text within your image adds another layer of interaction. We have found amazing success in combining awesome imagery with compelling and inspirational quotes or questions.

We use Wordswag to build posts that meet our criteria. Wordswag is a great tool. We use it to upload photos and add text to generate stunning posts. Each uploaded image is saved to the camera roll making it super easy to post the content to Instagram. Here are some samples of the program in action:



For starters, we make sure to include our branding as part of our posts. Most of the posts we make include our logo and our website. Images are the most shareable media, so including our logo has built brand awareness and drives inherent value even as our images are lifted from Instagram and shared across other platforms. We also include links or memorable URLs to downloads, squeeze pages, and contests.

EVERY POST IS AN OPPORTUNITY TO DRIVE ENGAGEMENT, BUILD YOUR FOLLOWING, INCREASE CONVERSIONS AND INTERACT WITH YOUR COMMUNITY.

USE QUESTIONS TO ENGAGE:

In addition to our quotes and inspirational messages within the images creating an emotional connection, they also will often invite interaction. Some of our most successful posts invite our followers to respond to a question or challenge.



foundr foundrmagazine · 4 months ago

+ Follow



We would love to hear your feedback and the impact we are making on this awesome community! From team Foundr!

Leave a comment below

641 likes 346 comments

Instagram

G

ET USERS TO TAG FRIENDS:
THE MAIN WAY PEOPLE CAN SHARE
ON INSTAGRAM IS BY TAGGING
FRIENDS, WHICH MEANS WRITING
A FRIEND'S HANDLE IN THE
COMMENTS SECTION, WITH OR
WITHOUT A MESSAGE.



You can really get creative here to take advantage of this. Instead of just asking people to tag a friend, issue some sort of challenge or opportunity for connection with others. For example:

These kinds of images are some of our most popular, drawing as high as 10% engagement. For Instagram, we're told that 2-3% engagement is really good, so go figure! Again, you don't want to go too crazy with these, as they can come across as needy when over utilized. But sprinkled in, these posts draw a crazy amount of interaction, and expose new people to your feed.

VALUABLE INSTAGRAM REAL ESTATE **THE POST DESCRIPTION**

We've found that people really overlook this part of an Instagram post. It is common for brands to waste this area on hashtags or nonsense content. Instead, use it to deliver additional, compelling copy, thereby increasing the value provided with each post. If you don't include an ask in the image, this is a great place for your CTA. We've found the more detailed you go with the caption of your image the higher the engagement.

Consider your post description as an extension of all of your other content efforts. Create a consistent voice by setting parameters and sticking with those rules for every post. This goes back to creating an expectation and delivering on that expectation. When you do this, you are creating a harmonious, coherent expression of your brand that builds with each new addition to your network.



We offer a quick bit of wisdom or insight; something that we know our audience will find relevant and useful. This does not have to be a new piece of information every time; instead, it could be a tidbit from the themes that define your business. Writing this type of content in your description reinforces your values and assures your followers that you remain ever present and active in the space.

Here are a few ways to punch up your post descriptions:

“DOUBLE TAP IF YOU AGREE!”

This one is deceptively simple. It is a small change from “like this if you agree” but much more direct and effective. These five simple words have helped us rack up more than 1.4 million image likes.



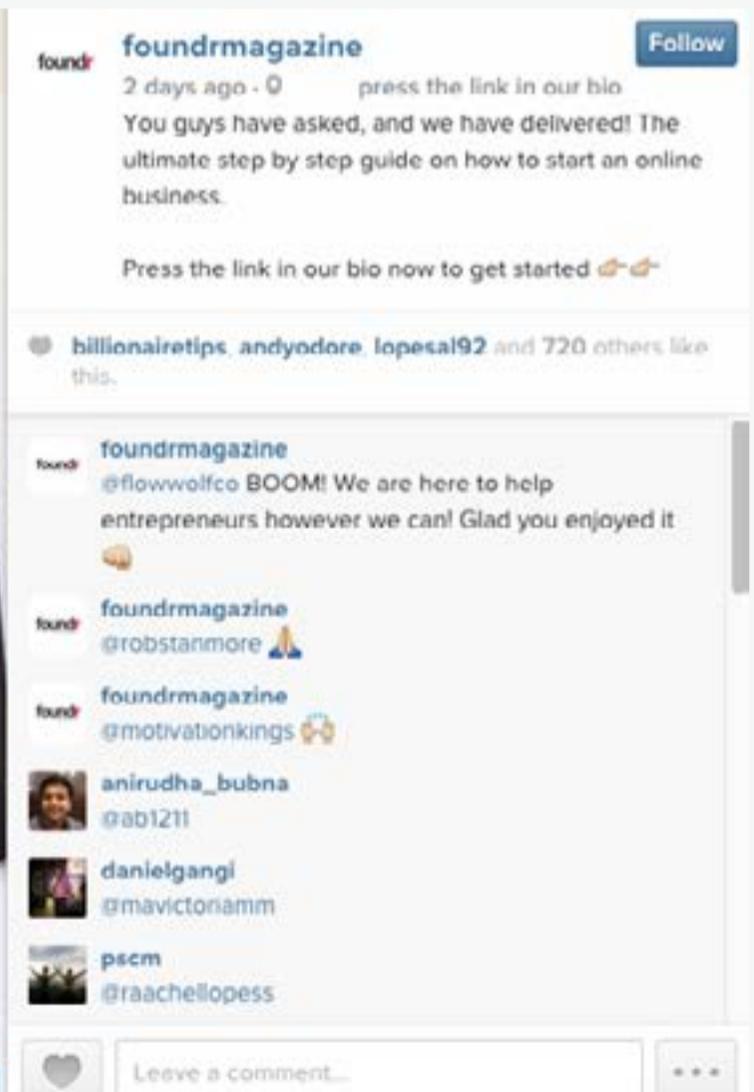
“TAG A FRIEND...”

This follows the same principle as the challenge posts above. Even if your image doesn't immediately seem to lend itself to a call to action, there's often an opening to tag a friend and broaden the conversation. This post below was one of our most successful examples of this:

The double whammy:

EMOJI!

TO DRAW ATTENTION TO A CTA, WE ARE NOT AFRAID TO USE AN EMOJI OR THREE. IF YOU'RE NOT FAMILIAR WITH EMOJIS, GET WITH THE PROGRAM! THEY ARE INCREASINGLY COMMON TOOLS IN SOCIAL MEDIA AND DAY-TO-DAY COMMUNICATION. A FEW WELL-PLACED PICTOGRAPHS GRAB THE EYE AND DIRECT VIEWERS TO THE CORRECT PLACES TO CLICK, TAP, OR TYPE. WE'RE PRETTY BIG FANS OF SIMPLE HAND GESTURE EMOJIS- POINTING, HIGH FIVES, ETC.



HASHTAGS

(KEEP 'EM IN THE COMMENTS!)

As a tool, hashtags are extremely important. Like emojis, they are way, way more than a fad used by teenagers. They provide a mechanism for viewers to quickly navigate to topics of interest, grouping posts together by hyperlinked subject. They make your content easier to find by those who are not already following you, and they are some of the primary ways people discover new feeds.

To streamline the posting process, create a well researched, go-to list of hashtags. Check out what those in your industry are using and compile the most popular keywords that relate to your message and the types of content you will be posting.

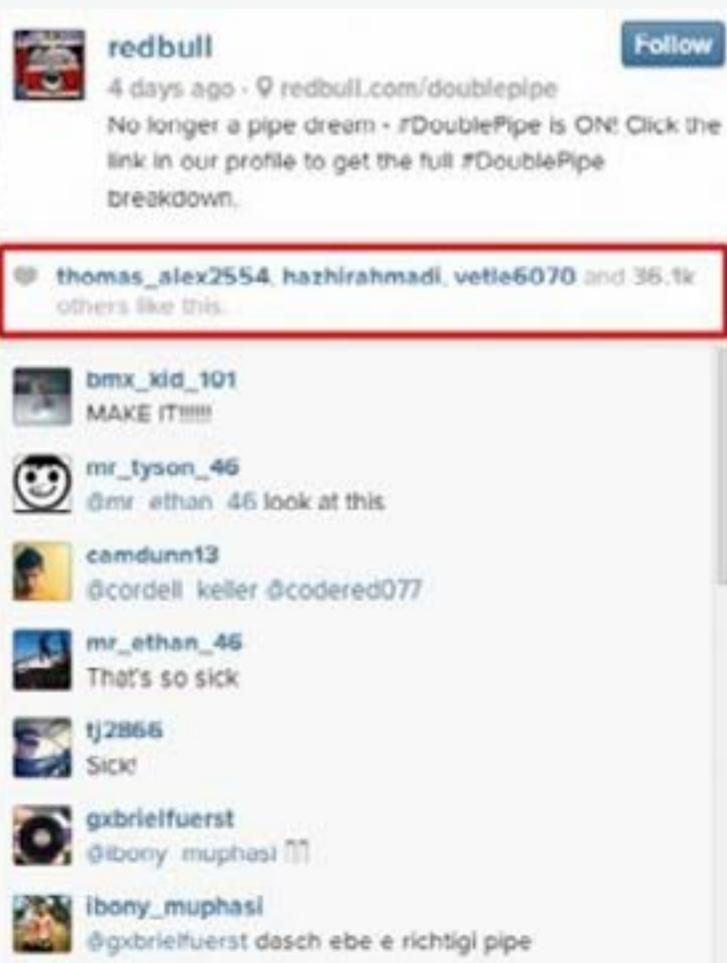
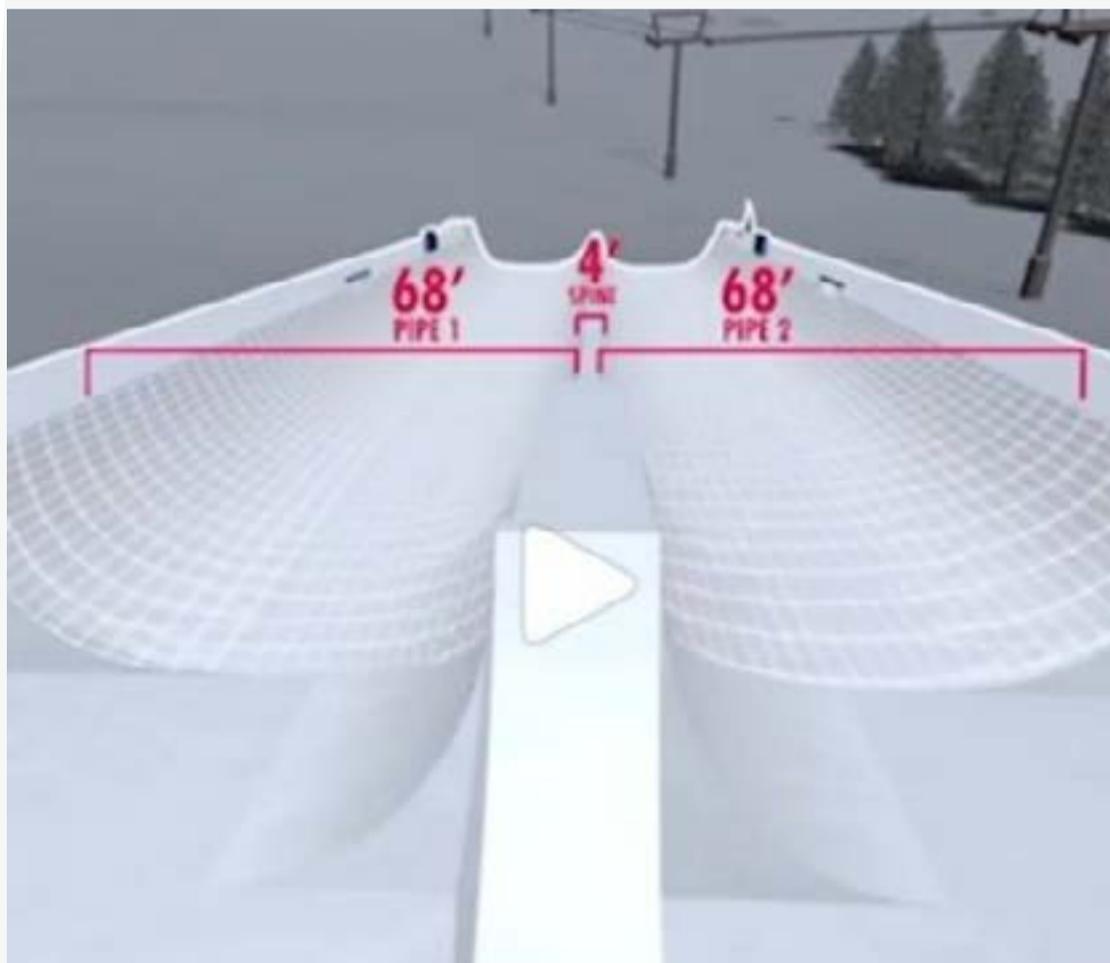
But do not load up your post description with a long list of hashtags. That just screams spam. And your post description is prime real estate for engaging copy. Protect it! Instead of cluttering your post description with hashtags, comment on your own post and include the hashtags in the comment. The hashtags will function in exactly the same manner and your description itself remains clear and succinct.

VIDEO

The ability to post 15-second clips of video to Instagram is a fairly late addition to the service that came about in response to the emergence of competing service Vine. Frankly, we've not used it all that much, mostly because it doesn't match our particular content strategy, and it's more difficult to include both hard and soft CTAs. But we do drop the occasional video into our feed.

It's almost always a funny or inspiring clip from a movie—Office Space, Wolf of Wall Street, etc.—and it follows the same standards we set for image posts. We also will post videos our partnership accounts make and share them, either for free or as an exchange.

Just because Foundr doesn't use much video, doesn't mean there isn't potential there. In fact, the Forrester study points out a particular video post by Red Bull that racked up tens of thousands of Instagram likes. You can see how the strategy we recommend applies here. It's not a video of people drinking Red Bull, but a video the people at Red Bull knew their customers would be super into.



CHAPTER 4:

USING

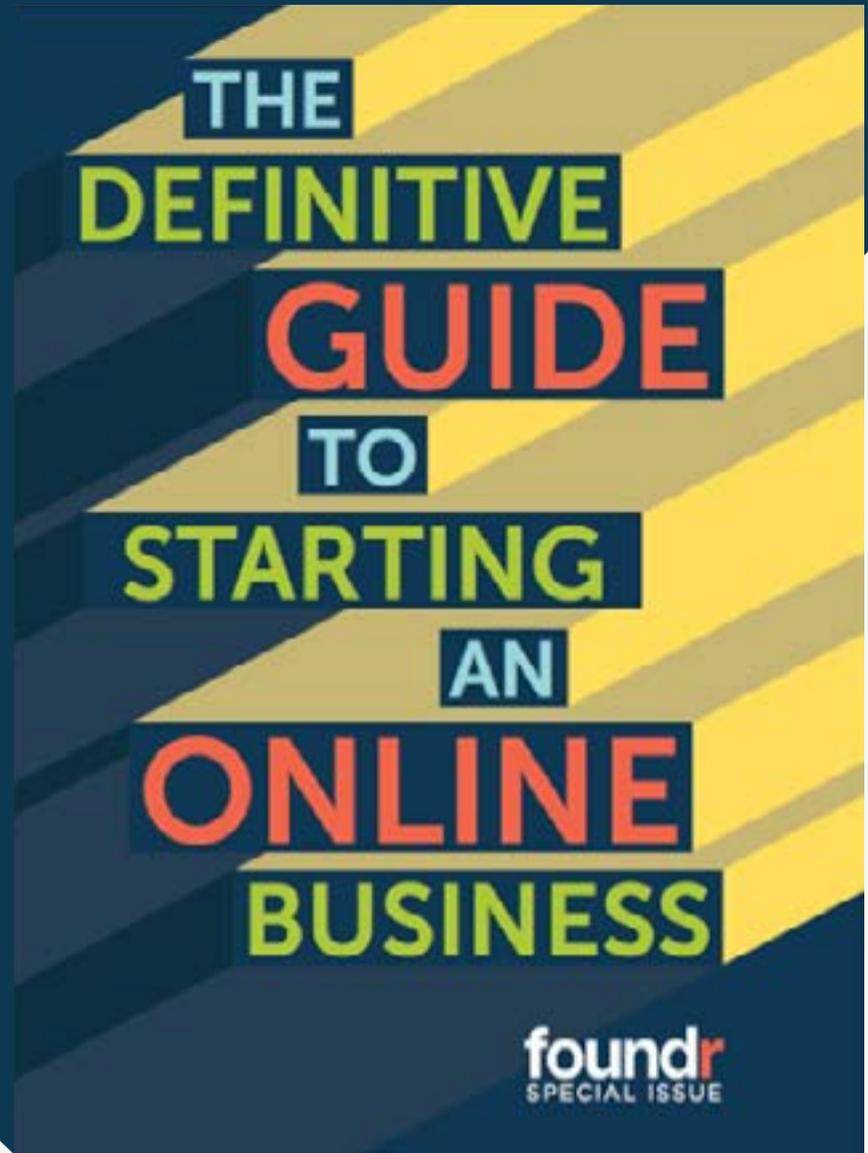
INSTAGRAM TO DRIVE REVENUE

As we've discussed, one of the blessings in disguise of Instagram is the restriction on kinds of content, specifically the inability to load it up with links. In fact, you only get one, and it's in your bio. That means your hard sell, big ask, call to action will usually involve asking fans to go to your bio and click that link. That can be tough, but we've found a reliable way to do it.

It is difficult to get viewers to click over to your bio, mainly because bios have a poor reputation

of being overloaded with self-serving content or alternately, being barren wastelands. Avoid this trap by creating a quick, to-the-point bio (150 characters or less) followed by a direct CTA that uses a memorable URL.

We have used www.foundrmag.com/go or www.foundrmag.com/startnow. The link should take users to a unique page so you can track traffic you are generating on Instagram. This method is bringing in more than 30,000 visits per month to our bio link page and 30% of those visitors become email subscribers.



THEN, WHEN IT'S TIME TO DELIVER YOUR RIGHT HOOKS, YOU'VE GOT AN EXTREMELY SIMPLE, **MEMORABLE ASK THAT IMMEDIATELY OFFERS YOUR USERS SOMETHING YOU KNOW THEY WANT.** AND YOU CAN DO IT WITHOUT STRAYING FROM THE TONE AND CONTENT MATTER OF YOUR REGULAR FEED (THE JABS). NOTE HOW OUR CTA FOLLOWS THE SAME PRINCIPLES AS OUR OTHER POSTS, USING THE SAME LOOK AND FEEL, AND ASKING QUESTIONS IN THE IMAGE TO DRAW ENGAGEMENT.

DRIVING REVENUE ON INSTAGRAM IS POSSIBLE

WANT TO START AN
ONLINE BUSINESS?
PRESS THE LINK IN
OUR BIO TO ACCESS

OUR FREE STEP BY

STEP GUIDE!

foundr

People are constantly asking me if this is really a potential source of revenue. There is a ton of misunderstanding about this point in the greater social media-marketing world. I am here to tell you that Instagram is a completely legit way to drive sales. Instagram has been crucial to Foundr Magazine's subscription sales over the past seven months. I personally know a number of other people who are driving tens of thousands of dollars in revenue through Instagram. And as you'll see in our final chapter, Frank Body is on track to do \$20 million in sales this year mainly through Instagram marketing. It is simply a myth that Instagram can't be used to make money. Don't believe the cynics!



YOU CAN DEFINITELY INCLUDE OTHER ASKS, BUT DO SO SPARINGLY. FOR EXAMPLE, **WE WILL PITCH OUR MAGAZINE SUBSCRIPTION, INDIVIDUAL MAGAZINE FEATURES, OR OUR PODCAST OCCASIONALLY.** WE'RE TALKING LIKE ONCE EVERY 20 OR 30 POSTS. AND WHEN YOU DO SO, THE MOST IMPORTANT THING IN THE CONTENT (BECAUSE YOU CAN'T HAVE A WORKING HYPERLINK) IS TO LIST A SIMPLE, MEMORABLE URL.

NOT YOUR 'AVERAGE'

**ENTREPRENEURSHIP
PODCAST**



foundr
W/ NATHAN CHAN

foundrmagazine Following
1 week ago · 📍👉👉 foundrmag.com/cast 📍👉👉
business successfully in an easy to understand manner, BUT ALSO addresses challenges you may face throughout your journey as an entrepreneur, you've found the right podcast! Keep up the great work Nathan and Foundr team!"
Go to - www.foundrmag.com/cast
Go to - www.foundrmag.com/cast

baaitaly, tha_ogjock, doctorconductive and 764 others like this.

mindsetofgreatness
Brilliant podcast!

thegoutfitters
Will check it out!

lovingnetworking
I listened on YouTube x

thedebbiegibson
@matt_maniscalco

primamama
@c_los714 add this one to your exhaustive list

c_los714
Haha already did @primamama

Leave a comment...

THE SHARP EYE WILL NOTICE ONE MORE SUPER-SECRET TRICK TO GET A URL PROMINENTLY FEATURED. **WHEN YOU POST TO INSTAGRAM, YOU HAVE AN OPTION TO TAG YOUR LOCATION. IF A LOCATION DOESN'T EXIST, YOU CAN CREATE A LOCATION. IF YOU LOOK IN THE UPPER RIGHT HAND CORNER, WE'VE NAMED THE LOCATION AS THE URL OF THE PODCAST, WITH A FEW EMOJIS FOR GOOD MEASURE.**

CHAPTER 5:

BUILDING

YOUR FOLLOWING

Now that you have your strategy in place, some great ideas for content, and a sharp bio and valuable landing page to seal the deal, it's time to rack up some followers. Much of this will happen organically as a result of the above steps. But there are some great ways to push the ball forward.

NETWORK

A

eventually makes it back to you tenfold!

s in real life, getting to know people in your arena is crucial in social networking. There are many accounts on Instagram that will exchange a “share for a share,” or allow your content to be on their pages if you return the favor. It’s important to track down these accounts and connect, and some simple searching will reveal them. Remember, networking is always about what you can do for others, and the good will

SHOUTOUTS

A shoutout is a post on another Instagram account that encourages that account's followers to follow you. It is a great way to gain access to a larger network and an effective way to build more followers. There are a couple of possibilities for a shoutout. It may consist of the account owner's image and style, but mention you in the caption. This can be helpful, but it's even more so if an account will allow your image and caption posted to their feed, even if it's temporary.

TO start, find popular accounts that are relevant to your field. Look for accounts that create posts similar to your own and are likely to have a similar audience. Most unpaid shoutouts are trades: provide a shoutout in exchange for a shoutout (s4s).

Accounts with a similar number of followers are more likely to agree to provide you with a shoutout. Resist the urge to spam random photos with your pleas. Instead, leave a few comments and likes or even follow their account. Then contact the account owner through Instagram Direct, or a service called Kik, to see if they are interested in providing you with a shoutout. Kik is an app where most of these deals seem to go down, as strange as it may seem. It's just what everyone uses.

UNPAID SHOUTOUT

PAID

SHOUTOUT

P

aid shoutouts are a little different. Instead of looking for accounts with a similar number of followers; look for accounts with much higher numbers than yours and those that have engagement levels of at least 2-3% of likes in each post per number of followers, this suggests the account is healthy with an active community. It is still important to focus on those that have similar followers and post similar content as you.

Foundr spent about \$100 on shoutouts in the first two weeks of our Instagram account, and it was instrumental in getting us to our first 10,000 followers.

When you request a shoutout, there are different strategies in your CTA. In our experience, the best strategy is to ask people to follow your account. This has proven more effective than asking people to subscribe to Foundr right off the bat. Again, you can't post links in captions, so you have to make your CTA simple, short, and to the point.

CONTESTS AND GIVEAWAYS

Promoting contests or online giveaways through your Instagram account is a great way to hit all of the most vital aspects of Instagram growth hacking at once. They allow you build a larger audience, leverage your account to drive users to other platforms (blogs, podcasts), and generally increase brand awareness, all at once. The prize does not have to cost you a lot; we generally give away subscriptions to

our magazine, a freebie for us but still an amazing score for users who hit the three steps we ask of them.

Foundr has had a lot of success with holding these online challenges, but it's a good idea to hold off until you have a decent critical mass of followers before pursuing. This way you'll get a higher number of responses in exchange for the precious feed real estate you use to offer up the promotion.

@foundrmagazine / foundrmag.com



**WIN A FREE
2 YEAR
SUBSCRIPTION
TO FOUNDR
MAGAZINE**

SUBSCRIPTION GIVEAWAY

1. Follow @foundrmagazine
2. Like this post and tag 2 friends.
3. Leave a 5 star review for our podcast on iTunes - www.foundrmag.com/cast

CHAPTER 6:

A LOOK AT OTHERS WHO ARE NAILING THIS INSTAGRAM THING

To put some perspective on your Instagram strategy, let's take a look at others who are dominating the space in three distinct ways: Personal Branding, Company Page, and Fan Page.

1.5 MILLION
SIGNED

SIGN IT. SHARE IT.

#FOODREVOLUTIONDAY



Follow

jamieoliver

Jamie Oliver Proud Dad & Chef..... Hit the link below to sign my global petition fighting for food education for every child <http://www.change.org/jamieoliver>

2,747
posts

2.8m
followers

810
following

JAMIE OLIVER

PERSONAL BRAND

JAMIE OLIVER IS AN AMAZING CELEBRITY CHEF, RESTAURATEUR AND MEDIA PERSONALITY BEST KNOWN FOR HIS TELEVISION SHOWS AND COOKBOOKS.

He has recently taken up the cause of food education, campaigning for healthier diets in school-aged children. Oliver's strong personal branding through Instagram begins in his bio link. His CTA is so compelling because it breaks the norm. Instead of asking the user to visit his personal site, he is asking for support of a global issue.

Every post is indulgent, captivating and speaks to an audience of foodies that not only love to create and enjoy amazing dishes but are also wrapped up in his story. Oliver is consistently posting 2 to 4 times a day and at least every third post is a food shot.

To further develop his personal brand, he includes images of friends, family, and behind-the-scenes looks into his projects and sprinkles in the occasional video.



garyvee

Gary Vaynerchuk I'm an investor in Twitter, Snapchat, Tumblr, Venmo & Uber. 3X NY Times best selling author. Host of #AskGaryVee show.
<http://youtu.be/j6tKf1IR5j8>

873 posts 74.1k followers 907 following

GARY VEE

PERSONAL BRAND

GARY VAYNERCHUK IS A LARGER-THAN-LIFE PERSONALITY. AS AN ENTREPRENEUR, INVESTOR, AUTHOR, PUBLIC SPEAKER AND INTERNET PERSONALITY HE IS CONTINUALLY BUILDING HIS BRAND AND HIS PRESENCE.

His Instagram feed is a mixture of quotes and hilarious images. Quotes make such great Instagram content because they have a very strong viral effect. He also includes videos to promote his show and to share information on his current projects.

He clearly uses the platform to connect with his audience by making himself vulnerable with his self-deprecating humor, a tactic that plays well when promoting such a well-known entrepreneurial superstar.

His feed is the perfect example of his JJJRH philosophy, which explains precisely how much value to provide before asking for the sale.



natgeo

National Geographic Life is an adventure—enjoy the ride and the world through the eyes of the National Geographic photographers. <http://www.nationalgeographic.com>

6,727 posts	19.9m followers	93 following
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NATIONAL GEOGRAPHIC

COMPANY PAGE

IF INSTAGRAM WERE KNOWN FOR ONE SINGLE COMPANY, THIS WOULD BE THE ONE. IT IS SO AMAZING TO SEE A HUGE FORCE, LIKE NATGEO, EMBRACING THE SOCIAL MEDIA THAT BEST SUITS THEIR ABILITIES.

NatGeo consistently posts some of the highest-quality photographs available on Instagram. In addition to amazing photos, they include long captions that relate a story and create meaning.

In addition to their own works, NatGeo frequently reposts shots taken from other photographers, creating a highly curated feed. Curating the best content in your niche is a great marketing strategy.



nastygal 

Nasty Gal NastyGal.com Enter the Nasty Galaxy. Online, Melrose, and Santa Monica
<http://like2b.uy/nastygal>

4,573
posts

1.6m
followers

883
following

NASTY GAL

COMPANY PAGE

NASTY GAL IS A CLOTHING RETAILER THAT FOCUSES ON SELLING ECLECTIC WOMEN'S FASHION. THEY HAVE CREATED BRANDING THAT IS PERFECTLY IN SYNC WITH THEIR AUDIENCE, AND THEY PROMINENTLY DISPLAY THEIR LOGO AS THEIR PROFILE PICTURE.

Nasty Gal's Instagram feed demonstrates the power of repurposing content across several channels. Many of their posts are taken directly from photoshoots. In addition to repurposing content, Nasty Gal frequently posts images of celebrities wearing Nasty Gal clothing. Acting as miniature case studies, these "endorsements" build trust with the audience and develop brand influence.



Follow

lornajaneactive

LORNA JANE Welcome to the home of #ActiveLiving - be inspired to #MoveNourishBell
eve EVERY DAY. Show us how you live active - tag #lornajane to be featured💖
http://issuu.com/lornajane/docs/0515_edit01_jeopard_issuu_c_

3,856
posts

489k
followers

980
following

LORNA JANE

COMPANY PAGE

LORNA JANE PRODUCES HIGH-QUALITY ACTIVE WEAR SPECIFICALLY GEARED TOWARDS WOMEN THAT EMBRACE A FIT AND HEALTHY LIFESTYLE. WORTH NOTING IS THE PRESENCE OF THEIR BRANDED HASHTAG, #LORNAJANE IN THE BIO SECTION. THE INCLUSION OF THIS HASHTAGS ENCOURAGES UGC (USER GENERATED CONTENT) WHICH ALLOWS LORNA JANE TO REPOST IMAGES FROM THEIR COMMUNITY.

To further engage active women, their posts are a collection of inspirational quotes and images of women that match their audience. These posts tap into the aspirational emotions of their viewers. In addition, the site has a great aesthetic quality that speaks to the targeted audience.



bestvines

The Best From Vine On Instagram! Email: igrampro@gmail.com Kik: UAV Enj oyl

1,047 posts

5.2m followers

0 following

BEST VINES

FAN PAGE

BEST VINES IS AN ACCOUNT BUILT SIMPLY TO POST THE BEST VINES AVAILABLE. SINCE EACH VINE IS ONLY SIX SECONDS AND INSTAGRAM'S VIDEO MAXIMUM IS 15 SECONDS, THE TWO PLATFORMS MAKE A GREAT PAIR.

The skill comes in posting videos that will resonate with their audience, which can only be developed by posting tons of videos and seeing what works. Best Vines' content choices are perfection.

The account has gained popularity as the videos have strong viral potential, especially if the video is interesting, amusing, or engages an emotion.

The KIK in the bio indicates that account is monetized, as account holders can contact them on Kik to place a post. Best Vines charges other Instagram accounts a fee to post videos to their feed.

If you want something you've never had, then you've got to do something you've never done.

THINKGROWPROSPER - ALL RIGHTS RESERVED

AS SOON AS YOU STOP WANTING SOMETHING, YOU GET IT.

ANDY WARHOL
THINKGROWPROSPER

IT'S NOT ABOUT HAVING GOOD IDEAS. IT'S ABOUT MAKING IDEAS HAPPEN.

STEVEN HERR
THINKGROWPROSPER

The sky isn't the limit. Your belief system is.

BARRETT, RIMMEL,
THINKGROWPROSPER

BE PICKY ABOUT WHO YOU SPEND YOUR TIME WITH. WASTED TIME IS WORSE THAN WASTED MONEY.

NO GILLYOU KEMPIRE

CHANGE IS INEVITABLE.

GROWTH IS OPTIONAL.

JOHN C. MAXWELL
THINKGROWPROSPER

A TRUE LEADER IS NOT THE ONE WITH THE MOST FOLLOWERS, BUT ONE WHO CREATES THE MOST LEADERS.

NOTHAY ON MAPLE



Follow

thinkgrowprosper

A Wealth of Wisdom • Empowering insights + mindset shifts • Helping you create a life that excites you ✉ mindfulofriches@gmail.com ↓ Get the ebook ↓ <http://ThinkGrowProsper.org/ebook>

827 posts

573k followers

65 following

THINK GROW PROSPER:

FAN PAGE

THE THINK GROW PROSPER ACCOUNT IS A PRIME EXAMPLE OF FAN PAGE, BUSINESS RELATED ACCOUNT. EACH QUOTE IS INCREDIBLE WHILE THE AESTHETICS AND THEME ARE WELL DEVELOPED.

The simple posts are emphasized by complementary color choices and descriptive captions that encourage and generate community engagement.

The account monetizes by providing shoutouts, as indicated by the inclusion of the company email address in the bio link.

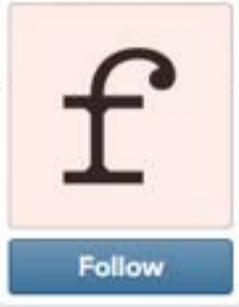
CHAPTER 7:

FRANK BODY

INTERVIEW

TWO YEARS AGO, THE OWNER OF A LOCAL COFFEE SHOP, STEVE ROWLEY, WAS ASKED BY A REGULAR CUSTOMER FOR COFFEE GROUNDS TO BE USED AS AN EXFOLIATE. THIS SIMPLE ACT WAS THE CATALYST FOR A BRAND THAT HAS EXPERIENCED AMAZING GROWTH DRIVEN HEAVILY BY INSTAGRAM. FRANK BODY CREATES COFFEE SCRUBS FORMULATED WITH MINERALS AND ESSENTIAL OILS AND IS SET TO BRING IN MORE THAN \$20 MILLION THIS YEAR. THE FRANK BODY FOUNDING TEAM INCLUDED BREE JOHNSON, ERIKA GERAERTS AND JESS HATZIS OF WILLOW & BLAKE.

Willow & Blake was already using Instagram to establish followings for other businesses and they brought their knowledge and best tactics to bear on the Frank Body brand. They focused their messages to young women and developed a personified character that captured the voice and tone of their ideal audience. Frank Body content is produced in the voice of this personified character.



frank_bod

frank body Coffee-based skincare targeting stretch marks, psoriasis and other skin conditions. www.frankbody.com Take my survey and win 6 months' worth of scrub. <https://www.surveymonkey.com/r/Y98HXPT>

4,521 posts

623k followers

3,005 following

IN ADDITION, THEY INCLUDED INVITATIONS TO BECOME PRODUCT AMBASSADORS WITH EACH PRODUCT SHIPPED. THE INVITATION PROVIDED GUIDELINES AND INSTRUCTIONS TO POST #THEFRANKEFFECT. THE RESPONSE WAS AMAZING AND RESULTED IN THE BRAND CAPTURING MORE THAN 600K FOLLOWERS.

Guiding their Instagram strategy is a tight focus on creating content themes that ensure their Instagram page is a cohesive representation of all that embodies the brand. Within those themes, they “keep evolving because when you do something different, everyone else copies you.”

In addition to tons of user generated content and consistent postings, Frank Body collaborated with influencers to stretch their reach and gain a greater audience.

As a business built on unique, ownable values that were developed into a brand voice and springboarded by an active community, Frank Body is a tremendous example of the power of a well-executed Instagram strategy.



LISTEN TO THE FULL FRANK BODY INTERVIEW HERE

<https://foundrmag.wistia.com/medias/2jqmofzg2c>