



# INSTAGRAM GROWTH & ENGAGEMENT

@tashameys

@vivconway\_

@tastefullytash

@tashameys\_art

@vividswearofficial

@bop.eats

100k +

# WHO ARE WE?



**100k +**

[@tastefullytash](#)  
[@vividswearofficial](#)  
[@tashameys](#)  
[@vivconway\\_](#)  
[@tashameys\\_art](#)  
[@bop.eats](#)

## Clients

R&V, Comvita, Mosh  
Digital, Village PR, Fit  
Mixes, Bird Wines, + USA,  
UK, AUS clients & more

JOIN OUR FACEBOOK GROUP: INSTAGRAM GROWTH & ENGAGEMENT

# OUTLINE:

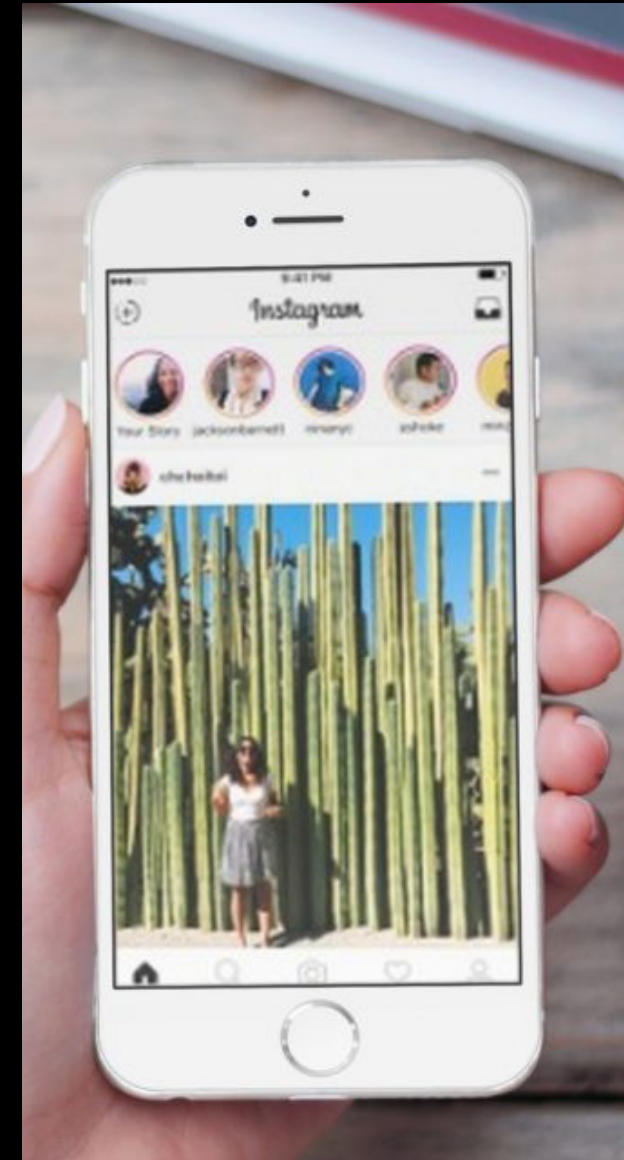
- Why you need to be on Instagram in 2018
- How the updated Instagram algorithm works
- Optimise your account
- Content
- Apps/Tools for Instagram
- Hashtags
- Local businesses nailing Instagram
- The future of Instagram & why you should be using stories



JOIN OUR FACEBOOK GROUP: INSTAGRAM GROWTH & ENGAGEMENT

# WHY YOU NEED TO BE ON INSTA IN 2018

- Instagram images get an average of 23% more engagement than their Facebook counterparts (organic)
- 70% of users look up a brand on Instagram.
- 60% of users learn about new products through Instagram.
- 80% of users follow at least one brand on Instagram.

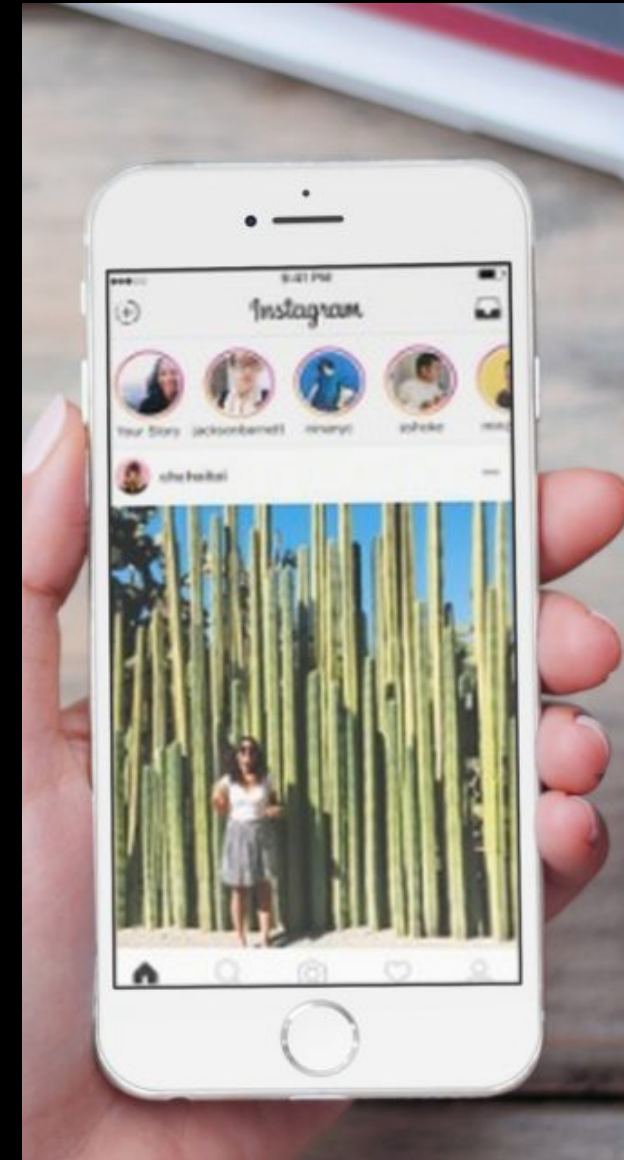


Source: AdEspresso

JOIN OUR FACEBOOK GROUP: INSTAGRAM GROWTH & ENGAGEMENT

# WHAT THIS TELLS US....

- FB is pay to play, Instagram is still a more level playing field
- You're missing out on customers if you're not on Insta!
- Instagram is the most popular platform after Facebook (it's also the one people wake up and check)
- Your digital footprint is often people's first point of contact with you. It's the only impression they have of your brand if they don't know you personally
- Visual content is the future
- FB owns Instagram, Platform domination, evolving instead of platforms dying.



JOIN OUR FACEBOOK GROUP: INSTAGRAM GROWTH & ENGAGEMENT

# INSIDE THE INSTAGRAM ALGORITHM

## NAIL YOUR NICHE!

- FB own Insta (Changed from chronological to 'relevant' based feed)
- Algorithm gives you a 'goodness score'. Takes into account your niche crossover & all user patterns. This is how they determine who's feeds they push your content to.
- Instagram is not a one way channel to broadcast your message, it's all about providing value. Play Instagram's game!

JOIN OUR FACEBOOK GROUP: INSTAGRAM GROWTH & ENGAGEMENT

# ACCOUNT SET UP

- **Choose a Username (Handle)**

Make this consistent with other Social channels

- **Optimise your Bio**

Keep it concise, put keywords in the **bold** section for search results

- **Upload an initial 9 high - quality images**

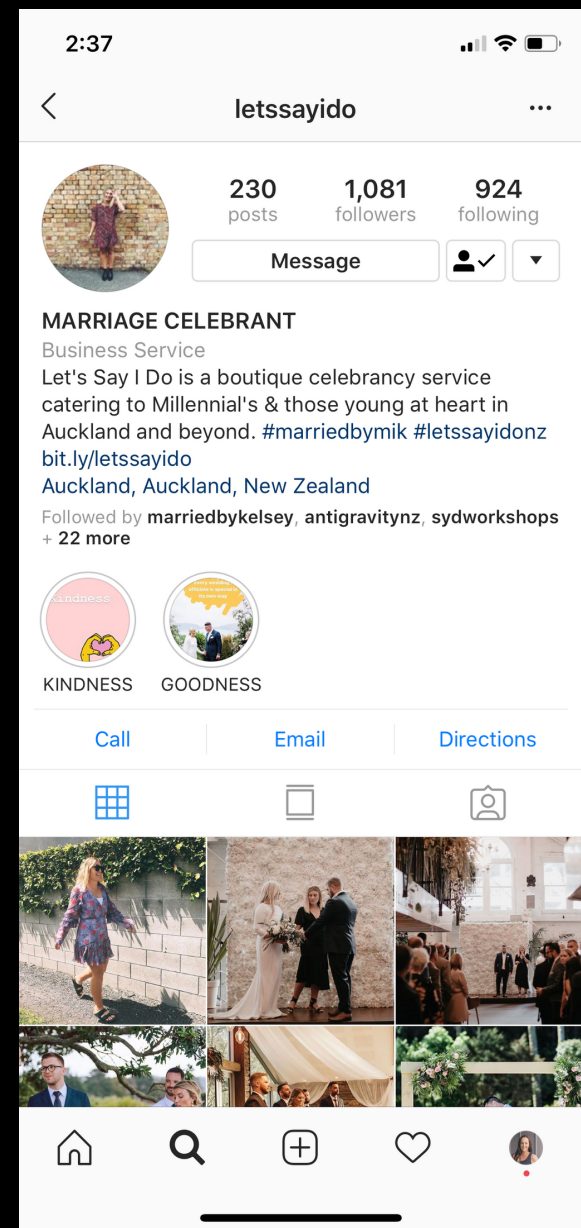
Showcase your brand from the word 'go'!

- **Choose a link for your Bio**

To your website, a blog, a video.....

- **Utilise your existing audience**

FB Business Page, share and promote on personal social channels  
etc




JOIN OUR FACEBOOK GROUP: INSTAGRAM GROWTH & ENGAGEMENT

# CONTENT


## INSTAGRAM CONTENT IS DIFFERENT TO COMMERCIAL CONTENT

- Sell the emotion not the product eg. @corona
- Find out what your target audience wants to see!
- Content trends are changing eg. static flat lay style --> product integrated within a lifestyle
- Create a style guide! Digital/physical with your brand likes/dislikes/key messages, colours etc. This defines your content types and creates your 'brand flavour and personality online'.
- Content ratios - it's all about nailing a niche and providing value
- Plan your feed
- Regrams
- UGC

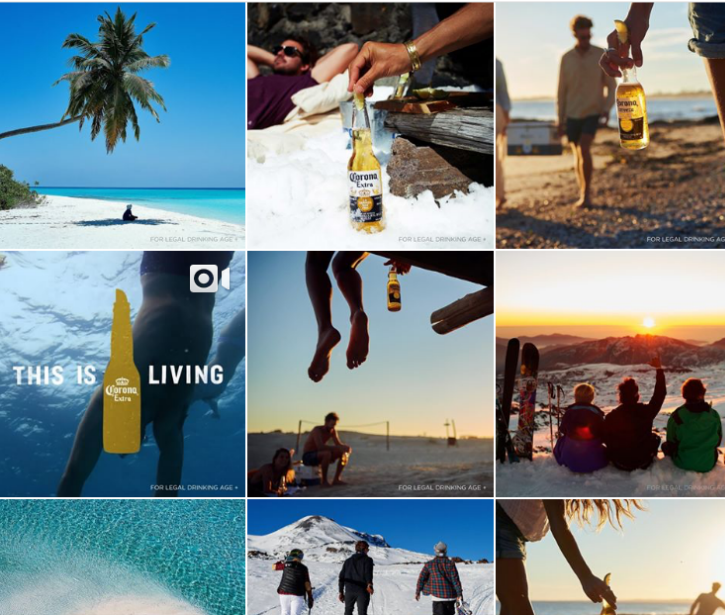




968 posts
404 k followers
8 following

[Follow](#)

**Corona** 


#ThisIsLiving. By following, you confirm you're Legal Drinking Age & won't share with those under LDA. Enjoy responsibly. [Corona.com/](https://Corona.com/)







YES

NO


corona
Barbados >






4,194 likes

corona When the ocean calls, always answer that call. #ThisIsLiving 📷 : @morganmaassen

[View all 20 comments](#)





JOIN OUR FACEBOOK GROUP: INSTAGRAM GROWTH & ENGAGEMENT

# APPS/TOOLS YOU NEED

- **Schedugram** - scheduling (doesn't break Instagram rules for 3rd party apps)
- Onlypult - scheduling software
- **Canva** - how to make Instagram text tiles
- Preview (app) - Draft your feed layout (also shows your existing feed)
- **Business Analytics** - In particular, find out what content people engage with the most!
- <https://linktr.ee/> For adding multiple Links to your insta bios
- Hey Influencers (app) - Find Brands and briefs that you want to work with.
- Instagrab (app) - Great for saving other users' videos (or photos) to regram. Always regram with credit!
- **When to post (app)** - Calculates your ideal time to post on Instagram and sends you an optional notification
- <https://socialinfo.co/> - Find your most valuable and most engaged followers.
- <https://www.plotagraphs.com/> - make beautiful moving photos/cinemagraphs with easy and free animation tools
- VSCO (app) - Photo editing. I recommend filter HB1 or F2. HB1 is available through the extra filter options and F2 is in the main filter options.

# HASHTAG SCIENCE


You're allowed to use a max. of 30 hashtags per post. Use them all.

Aim of the game – Make the top posts!  
Post in first comment so it doesn't look spammy having 30 #'s in the caption.

By all means post some #'s in the caption if they're relevant.

Choose hashtags that relate to your photo

Choose hashtags that have smaller post numbers so you can make the top posts.

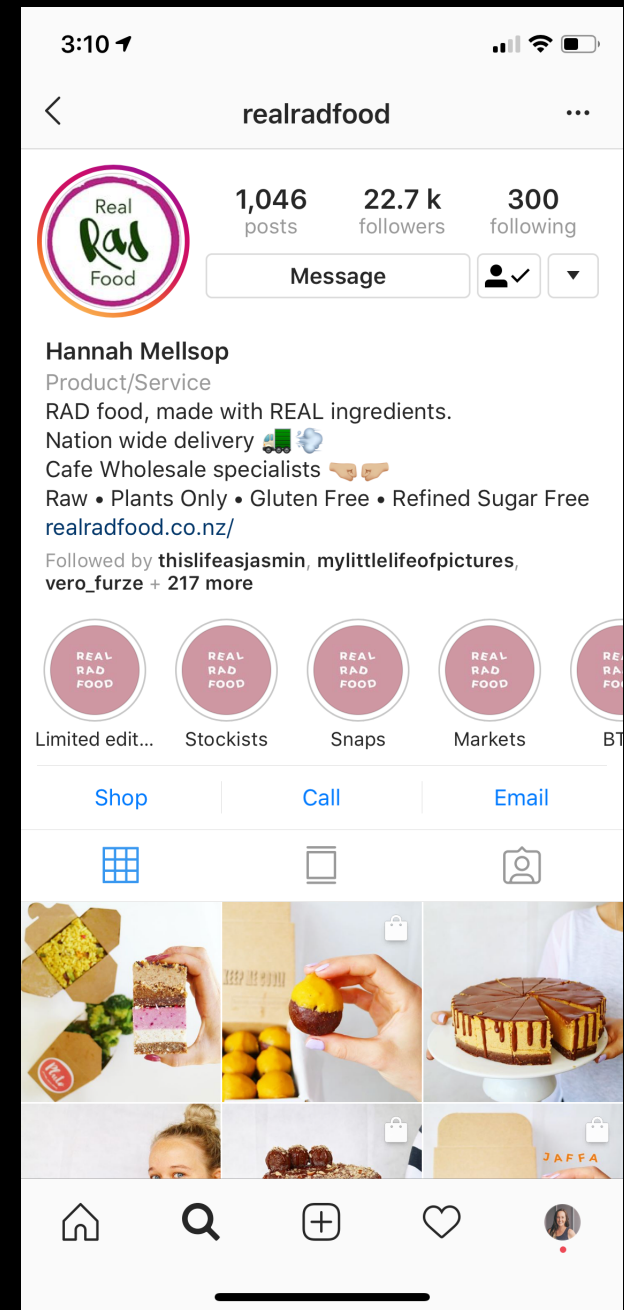
A woman with long hair, wearing a dark top, is holding a pineapple high in the air with her right hand. She is looking towards the camera. The background is a bright, hazy sunset or sunrise sky, with a lens flare visible in the lower right quadrant.

**#pineapplelover**  
**#pineapplelove**  
**NOT #sunset**

JOIN OUR FACEBOOK GROUP: INSTAGRAM GROWTH & ENGAGEMENT

# WHO'S NAILING INSTAGRAM?

- @hello\_and\_cookie - Content theme
- @unomagnz - UGC and unique hashtag
- @realradfood - Influencer strategy



JOIN OUR FACEBOOK GROUP: INSTAGRAM GROWTH & ENGAGEMENT

# STORIES:

## TOP OF SCREEN. TOP OF MIND.

- Raw
- Un-curated
- Quantity over quality
- Live

**The future of social.**



JOIN OUR FACEBOOK GROUP: INSTAGRAM GROWTH & ENGAGEMENT

# Q & A



CONTACT: [HELLO@ACETHEGRAM.COM](mailto:HELLO@ACETHEGRAM.COM)