

15 Ways

To Get More Instagram Followers

in 2019!



Want more Instagram followers - **real ones**? Want to drive higher engagement, perfect your hashtag game, and funnel droves of new followers to your profile? Then check out these top 15 hacks to Instagram stardom!

by Kim Garst

1 PARTNER UP WITH ANOTHER USER IN YOUR NICHE

Reach out to Instagram users who have built a following in your niche or industry to talk about cross-promoting each other. For this to work, you'll need to find users who have a similar size audience, as well as a similar or complimentary target market. Remember, your goal for this strategy is to build your audience - so be sure to offer your BEST content to attract as many targeted followers as possible!

2 USE POPULAR AND TRENDING HASHTAGS

You probably already know how important hashtags are in your marketing. If you don't, you may want to stop and read this post first! In short, using hashtags on Instagram will allow people outside your current pool of followers to find you and follow you.

3 USE THE RIGHT NUMBER OF HASHTAGS

So, what IS the optimal number of hashtags to use? Advice ranges from 2 per post all the way up to 30 per post; however, the most recent research seems to indicate that 8 hashtags is the sweet spot for attracting likes - which can ultimately lead to greater reach and more followers.

4 EMBED INSTAGRAM POSTS ONTO YOUR BLOG

A great way to entice your website visitors to follow you on Instagram is by embedding your Instagram posts onto your website or blog. This allows your visitors to see your post and interact with it right on your page. And by clicking the Instagram logo on the post, they'll be taken to Instagram where they can check out your other content...and potentially follow you.

5 TRY POSTING TO INSTAGRAM ONCE OR TWICE A DAY

Recent research seems to suggest that posting just once or twice a day is optimal for increased reach, likes and shares - and therefore followers as well. Here's a simple experiment you can do to see what works best for you: Start by posting once a day, and track how much engagement you get for each post. It's also important to track your corresponding follower growth. Gradually move up, trying different posting frequencies. Go as high as you're comfortable with!

6 LIKE OTHER PEOPLE'S PHOTOS

Liking other people's photos is one of the best ways to get more Instagram followers. The key to using this strategy successfully is to like photos of people who are in your target market - rather than just liking a bunch of completely random stranger's photos.

7 RUN AN INSTAGRAM CONTEST

Instagram contests are a great way to increase your exposure and reach, especially as your followers tag their friends to let them know about it. Instagram contests grow their followers an average of 70% faster than those who don't!

8 LEVERAGE OTHER SOCIAL MEDIA CONNECTIONS

Don't forget to let your current fans, followers and email subscribers know you're on Instagram! Use an Instagram badge or Follow button on your site, and ask your subscribers and fans to follow you on Instagram. You should also let them know why exactly why they should follow you on Instagram. For instance, "Follow us to be notified of special deals", or "Follow us to find out about new contests or promotions".

9 LEAVE THOUGHTFUL COMMENTS

Liking other people's photos is great, but leaving thoughtful comments can be even better. As you interact with people's content, they'll be more inclined to interact with you and to want to know more about you.

10 POST IMAGE QUOTES

Image quotes are a great way to attract new followers! Foundr Magazine decided to post image quotes on Instagram every single day. Because they were trying to reach entrepreneurs, they posted quotes they knew entrepreneurs would relate to. And the results? In 5 months, they grew from 0 to 110K followers!

11 USE THE RIGHT FILTERS - YES THEY DO MATTER!

Using filters has been proven to increase views and likes for your Instagram photos - in fact, filtered photos are 21% more likely to get viewed and 45% more likely to get commented on!

12 ENGAGE WITH YOUR COMPETITORS' AUDIENCE

Seek out other businesses in your niche, follow their followers and then start interacting with their pictures and videos!

13 CREATE A BRANDED HASHTAG

A branded hashtag is simply a hashtag that's unique to your business or brand. It can be used to spread awareness of your product, event or contest, or simply to encourage your followers to engage with your brand in a fun and unique way (like asking your followers to share pics of them using your product). The more people who use your hashtag, the more visibility it will get, and ultimately, the more followers you'll get.

14 USE LOCATION TAGS

This is particularly important if you want to attract local followers. When you add a location to your photos, other users who have also added the same location are more likely to see your posts (and to potentially follow you).

15 TAG PEOPLE IN YOUR POSTS

But when done right, tagging relevant users can help you create new connections and get new followers.

To read the full article, go to kimgarst.com/15-ways-to-get-more-instagram-followers-in-2018