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INTRODUCTION

Let me paint a quick picture for you.

You're a busy entrepreneur running a solo business. Your day is already jam-packed with client work, planning, and strategizing. Now, someone tells you that to stay relevant, you also need an impressive Instagram presence. And you are like "F***, where should I find time for this?" 🤖

So you start reading around and you learn that Instagram can help you find new clients, build your brand, earn passively, establish authority and create a tribe of loyal fans who'll buy from you over and over again.

And on top of all that it all looks so effortlessly for the people who have grown their Instagram accounts to thousands of followers.

So you stand before a choice: either to find a capable social media manager (SMMer) who can do it for you or learn to do it yourself.

Sounds familiar?



Not to rain on anyone's parade but to hire a SMMer who can handle a strategy, viral content creation and authentic community management, you'll need to pay a lot of money. On average from €2000 to €4000 monthly.

Instead, by using this book you can optimize your account, create a strategy and plan your content, while only outsourcing the content creation part (think reel editing, carousel creation, etc). This will cost you around €500 to €800 monthly (or even less in some countries).

Sounds better, right?

And who knows, maybe you'll love reel editing and you can save this money for a few nice monthly massages after a long day of work 😊

OKAY, SO WHAT THE HECK IS THIS BOOK ABOUT?

This book is about giving you the right strategies that can turn your Instagram profile into a magnet for clients and opportunities without spending hours glued to your phone.

This book is about giving you just what you need to grow your account and position yourself as an expert.

It's about giving you

- straightforward steps to making your Instagram look as professional and credible as your work;
- proven techniques to attract the right audience, grow your visibility, and build trust without compromising your sanity;
- systems you can maintain without hiring a full-time SMMer.

And who is this book for?

This book is for people who want to create a loud Instagram presence, grow their account, find potential clients and simply make their businesses impossible to ignore.

More specifically this book is for entrepreneurs, thought leaders, speakers, and solo business owners who need their Instagram to work as hard as they do.

If you've ever thought, "I'd love to have a stronger Instagram presence, but I don't even know where to start," this guide is for you. By the end, you'll know exactly how to make Instagram work for you—and maybe even have a little fun doing it.

P.S: If you need personal guidance, [book a consultation with me](#)

WHO AM I TO WRITE THIS BOOK?

I'm Anzhelika Tauber, online marketer and founder of Content Fudge.

I've spent the last four years helping solopreneurs, thought leaders, and business professionals transform their online presence into a scalable powerhouse.

Along the way, I've grown thousands of followers across my own and my clients' accounts. And not by using gimmicks or spending hours online, but by focusing on strategies that actually work for busy people like you.

Let's be honest: Instagram is a beast. It's easy to feel like you're falling behind when everyone's feed looks like a curated magazine. But here's the thing—they don't have your expertise. They're not offering your unique services or story. And with the right Instagram strategy, you don't have to keep up with them—you can stand out.

All I want to do is help you with the honest, bullshit-free advice from my years of experience.

So if you are ready to soak it all in, let's get started!



P.S: If you need personal guidance, book a consultation with me

HOW TO USE THIS GUIDE

This isn't your average, fluff-filled e-book. It's a hands-on, action-packed resource designed to help you build a professional, credible, and results-driven Instagram presence—without turning your business into a 24/7 content factory.

Here's how we'll keep things simple and effective:

1. Tools You Can Screenshot

Throughout this guide, you'll find frameworks, templates, and checklists you can screenshot or print to keep by your side. Think of them as your Instagram cheat codes.

2. Step-by-Step Routines

Each chapter is packed with practical steps you can follow at your own pace—whether you're just starting or looking to fine-tune your strategy.

3. Customizable Worksheets

Ready to roll up your sleeves? Use the fillable templates to tailor every strategy to your specific goals and audience.

This guide is divided into manageable chapters, each designed to focus on a specific part of your Instagram journey. Follow along step by step, or jump to the sections most relevant to your needs.

Instagram growth doesn't have to feel overwhelming. This guide is here to help you take the guesswork out of the process so you can focus on what matters—connecting with your audience and growing your business.

Let's do this!

P.S: If you need personal guidance, [book a consultation with me](#)



CHAPTER 1

THE INSTAGRAM ECOSYSTEM



TYPES OF INSTAGRAM USERS

Instagram is home to a variety of user types, each leveraging the platform in different ways. By understanding these user categories, you'll understand how you can position yourself and what type of Instagram account to choose.

Everyday users

- People using Instagram to connect with friends, follow trends, or find inspiration. They post casually, often without a strategy using Instagram Stories or Reels for fun and personal updates.
- When on the app they look for relatable, helpful, or entertaining content. (Read the Digital 2025 Global Overview Report to learn what everyday users do on Instagram and other social media (SM) channels, how much time they spend on SM and on what devices. This will help you understand their behaviour and needs)

Influencers

- Individuals with a following in specific niches (e.g., fitness, travel, lifestyle) who partner with brands to promote products or services. They build trust and loyalty with their audience through consistent posting and personal engagement. They use polished, aspirational visuals and engaging captions to maintain their influence.

Brands and Businesses

- Companies (large and small) using Instagram for marketing, customer service, and brand awareness. They run Instagram ads and promotions to drive sales, share branded content that aligns with their mission and values and can use Instagram Shopping to sell directly from their profile.

Content Creators and educators

- People who share educational or entertaining content across niches, from marketing tips to cooking tutorials. They produce highly valuable posts, Reels, or carousels to grow their audience. Often use Instagram as a lead generation tool for courses, digital products or consultations.

UGC Content Creators (User-Generated Content Creators)

- Creators who produce content for brands (like reviews, product demos, or lifestyle shots) that brands use in their marketing. They are often actors or models who create highly relatable, authentic content tailored to a brand's audience and not for themselves.

CHAPTER 1: INSTAGRAM ECOSYSTEM

Professionals and entrepreneurs

- Small business owners, consultants, coaches, and freelancers using Instagram as a portfolio or lead-generation tool to attract clients and grow their audience. Professionals and entrepreneurs are also considered content creators.

Thought leaders and keynote speakers

- Experts, speakers, and authors using Instagram to showcase their authority, book speaking gigs, and grow their influence. They share snippets of keynotes, quotes, or actionable insights. Thought leaders and keynote speakers are also considered content creators.

Celebrities

- Actors, musicians, athletes, and other public figures who use Instagram to connect with fans and build their brand. They share personal moments, professional achievements, and promotional content for projects or collaborations. They often partner with brands for paid sponsorships or product endorsements.

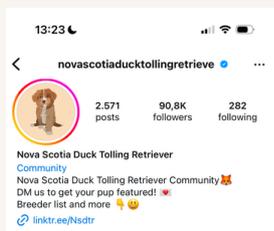
INSTAGRAM ACCOUNT CATEGORIES

Now that you know what kind of people you can find on Instagram, let's have a look at what Instagram account categories exist and select the right one for you.

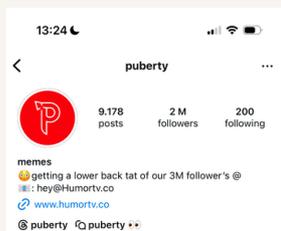
Typically we deal with 5 Instagram account categories:

5 TYPES OF INSTAGRAM ACCOUNTS

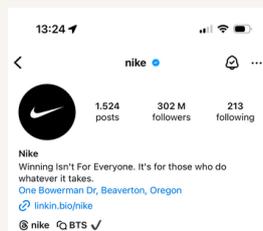
Curation pages



Entertainment



Business



Personal



Expert



In this book we will be discussing growth strategies for the last two account categories – personal and expert. The reason for this is because only these two account categories can be used by solo business owners, coaches, consultants, freelancers and so on. It is also easier to grow these accounts and you can scale your revenue significantly more than, especially with the first two account categories that earn money by advertising other accounts or businesses.

INSTAGRAM ACCOUNT TYPES

Okay, now let's talk practically, what account type you should choose as an expert. Instagram offers 3 account types or modi: personal, business and creator. Below I discuss different features of each account type, but as an expert always choose – creator account modus.

1. Personal Account

A Personal Account is Instagram's default setting when you create a profile. It's designed for casual users who want to connect with friends, family, and their favorite accounts without advanced features.

Key Features:

- **Private Option:** You can set your account to private, making your content visible only to approved followers.
- **No Analytics:** Personal accounts lack access to insights like reach, impressions, or follower demographics.
- **No Ads:** You cannot run Instagram ads with a personal account.
- **Limited Features:** Certain tools like swipe-up links (on Stories) or external link buttons are unavailable.

Best For:

- Individuals who use Instagram for personal connections and fun.
- Those who don't need advanced features for growth or marketing.

2. Business Account

A Business Account is specifically designed for brands, companies, and professionals looking to grow their presence, market products, or sell services on Instagram.

Key Features:

- **Analytics (Insights):** Access to data like follower growth, post performance, and audience demographics.
- **Advertising:** You can run paid ads to promote posts, products, or services and reach specific audiences.
- **Contact Buttons:** Add "Call," "Email," or "Directions" buttons to your profile for easy customer interaction.

CHAPTER 1: INSTAGRAM ECOSYSTEM

- **Shopping Tools:** Tag products in posts, Stories, or Reels and link them directly to your website or Instagram Shop.
- **Scheduling:** Integrates with third-party tools for post scheduling.

Best For:

- Businesses looking to sell products or services on Instagram.
- Entrepreneurs and solopreneurs building a professional online presence.
- Professionals who rely on analytics and advertising to grow their reach and drive conversions.

3. Creator Account

A Creator Account is a hybrid between Personal and Business accounts, specifically tailored for influencers, content creators, and thought leaders who want to grow their brand without being tied to a traditional business structure.

Key Features:

- **Advanced Analytics:** Similar to Business accounts, Creator accounts offer insights into post performance and audience behavior.
- **Flexible Contact Options:** You can choose to display contact buttons or keep your profile more personal.
- **Branded Content Tools:** Access to tools for partnerships with brands, including paid collaborations and tagging sponsored posts.
- **Focused Growth Features:** Insights tailored to growth, like follower data and reach metrics, to help creators refine their content strategies.
- **DM Organization:** Organize your direct messages into primary and general inboxes, making it easier to manage audience interactions.

Best For:

- Influencers, public figures, and thought leaders.
- Coaches, speakers, or educators who focus on building authority and connections rather than selling products directly.
- UGC creators or anyone monetizing their Instagram presence through brand deals, sponsorships, or subscriptions.

Business account or creator account?

I recommend entrepreneurs, freelancers and other solo business owners and content creators to use creator accounts. If you use business account your reach and growth will be limited.

Instagram's algorithm tends to favor creator accounts over business accounts, resulting in reduced organic reach for business content. Additionally, due to copyright restrictions, business accounts do not have access to popular music and many trending audio tracks. This is because artists often prefer not to have their name associated with a brand, product, or service they don't personally endorse.

THE CORE PILLARS OF INSTAGRAM

Before we proceed to discussing the first growth tactics, I want to make sure that we are on the same page when it comes to Instagram jargon and special features. Below is a small list of important concepts you should know to understand further instructions. Make sure to familiarize yourself with them.

The Home Feed:

- This is the first page you see when you open Instagram. It's filled with posts from accounts you follow, ads, and occasional suggested content. The Home Feed is where your followers regularly engage with your content. Consistent, high-quality posts here help you stay visible to your audience.

The Feed (Your Profile):

- Your curated gallery of posts on your profile. Think of this as your portfolio or storefront that visitors check out when they land on your page.

Stories:

- Short-lived (24-hour) content perfect for updates, behind-the-scenes moments, or quick tips. Stories keep you top-of-mind for your followers and create opportunities for real-time engagement

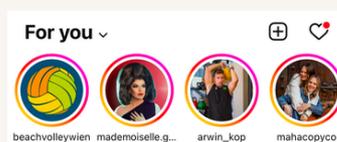
The Home Feed



The Feed



Stories



THE CORE PILLARS OF INSTAGRAM

Reels:

- Instagram’s video playground designed for short, engaging content. Reels are pushed to a broader audience, making them a great tool for attracting new followers.

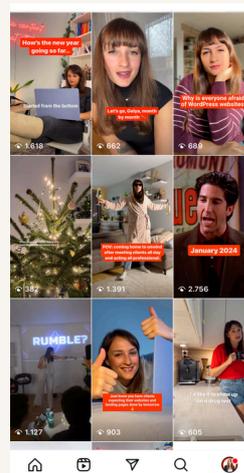
DMs (Direct Messages):

- A direct communication channel for building relationships, answering questions, or closing deals.

The Explore Page:

- A personalized discovery section where Instagram recommends posts, Reels, and accounts to users based on their interests. It’s a goldmine for organic growth, putting your content in front of users who don’t follow you yet but are likely to engage with your niche.

Your Reels



Reel tab



DM tab



INSTAGRAM SPECIAL FEATURES

I also want you to know and understand the Instagram special features listed below, as some of them are essential for growing your Instagram and selling your product.

Meta AI

- Meta AI is Instagram's artificial intelligence-powered assistant that helps with content suggestions, recommendations, and enhancing user experiences. It influences how your posts perform by categorizing your content and matching it with user interests.

Notes

- Notes are short text updates (up to 60 characters) that appear at the top of your followers' DMs section or above your profile picture. It's a low-effort way to stay visible and share quick updates, thoughts, or prompts. Great for sparking engagement or reminding followers about upcoming events launches or posts.

Subscriptions

- Instagram Subscriptions allow creators to monetize their content by offering exclusive posts, Stories, or Lives to subscribers who pay a monthly fee. This feature is perfect for solopreneurs offering premium content, like coaching tips, tutorials, or behind-the-scenes insights. It allows you to build a more engaged community with people who are invested in your expertise.

Instagram Broadcast Channels

- A feature that allows creators to send one-to-many messages directly to followers who subscribe to their channel. It keeps your audience updated about new posts, events, or exclusive offers and allows you to build a more intimate connection with your followers.

Close Friends List (Stories)

- Lets you share Stories with a select group of followers. Ideal for creating a VIP feel with your most engaged followers or paying subscribers.

Favourite Accounts

- This feature lets users mark certain accounts as "favourites," ensuring their posts are prioritized in the Home Feed. If your followers add you to their favourites, you're more likely to stay visible to them. It's also a great way to organize your own Home Feed by keeping tabs on industry peers or collaborators.

CHAPTER 1: INSTAGRAM ECOSYSTEM

Professional Dashboard

- A powerful analytics tool for tracking post performance, follower growth, and engagement trends. Data-driven insights help you refine your content strategy for better results.

Instagram Collab Posts

- A feature that allows two accounts to co-author a single post or Reel. Collaborating expands reach to both audiences, increasing visibility and engagement. Perfect for partnerships, client success stories, or guest contributions.

Shopping and Product Tags

- Instagram lets businesses tag products in their posts, Stories, and Reels. These tags link directly to product pages for easy purchase. Great for solopreneurs selling digital or physical products like courses, eBooks, or merch. Reduces friction in the buying process, making it easier to convert viewers into customers.



CHAPTER 2

THE GOAL



WTOGEE
BUSINESS

- ✓ Develop a solid marketing strategy to reach your target audience and increase brand awareness
- ✓ Focus on providing excellent customer service to build a loyal customer base and positive reputation
- ✓ Continuously improve and innovate your products or services to stay competitive and relevant in the market
- ✓ Build a strong online presence through social media and a well-designed website to attract and engage customers



THE GOAL

Your marketing activities should all revolve around one central element—your business goal. And your Instagram content is no exception. And everything you do, the content, content format you choose, the texts you write will serve that goal.

To understand your goal ask yourself:

Why do I want to post on Instagram?

Your answer will dictate what, how often and how to post and we will be able to tailor your content strategy to your goal.

For example, If your goal is to boost brand awareness, your social media plan should focus on maximizing exposure and reach. Or if your goal is to generate more leads this year, your strategy should be designed to drive traffic into your sales funnel.

So let's look at common instagram account stages and goals.

GOAL PHASES FOR INSTAGRAM ACCOUNTS

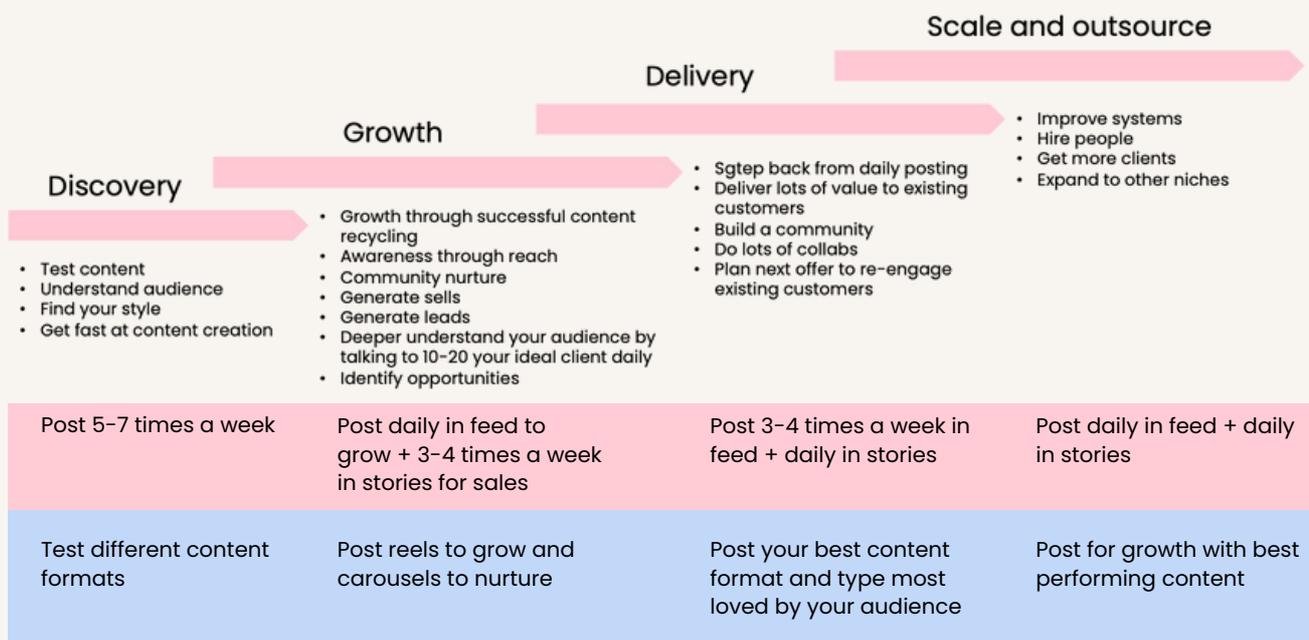
Your business will go through phases and the goals will change.

When you are just starting out, your goals might include awareness and community growth.

Then your goal might be leads generation and service delivery.

After establishing yourself as an expert, you goal might be to scale to reach even more clients in new niches.

CHAPTER 2: THE GOAL



COMMON SOCIAL MEDIA GOALS

1. Increasing brand awareness
2. Boosting engagement
3. Driving website traffic
4. Generating leads
5. Enhancing customer service
6. Building a positive brand identity
7. Increasing sales
8. Gaining valuable insights through social media analytics
9. Showcasing products or services
10. Establishing thought leadership

There are also a lot of personal goals that can drive your content creation.

But the most common goal is **growth**.

In the next chapter we will look at how to achieve growth on Instagram.



CHAPTER 3

THE

GROWTH



- ✓ Develop a solid marketing strategy to reach your target audience and increase brand awareness
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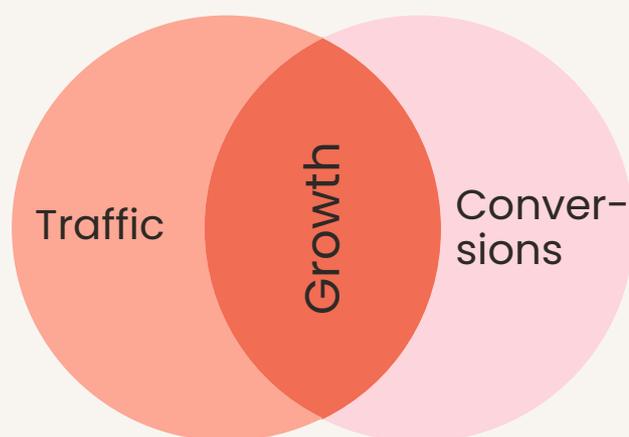


THE TWO PILLARS OF INSTAGRAM GROWTH

Instagram growth boils down to two things:

1. Traffic – How many people are landing on your profile.
2. Conversions – How many of those people hit the follow button.

That's it. No fancy hacks or mysterious algorithms—just simple math. If your Instagram isn't growing, one (or both) of these pillars needs attention.



Let's break it down:

- If people aren't visiting your profile, you have a traffic problem.
- If people are visiting but not following, you have a conversion problem.

The good news? Both of these can be fixed—and we'll cover exactly how in this book.

With that being said not everyone will focus on Instagram growth. For businesses that use paid advertising, growth will happen through advertising. In that case they can focus on simpler tactics for their organic content.

In this book, we will focus on **organic growth without advertising budget**.

THE METRICS THAT MATTER

Instagram gives you a million metrics to look at, but most of them won't help you grow.

The two you need to focus on are:

- **Profile Visits:** The number of people checking out your profile.
- **Follower Conversion Rate (CVR):** The percentage of those visitors who actually follow you.

Here's a quick way to calculate your Follower Conversion Rate (CVR):
(Net Followers ÷ Profile Visits) × 100 = Conversion Rate

For example:

- Profile Visits: 10,000
- Net Followers: 1,000
- Conversion Rate: $(1,000 \div 10,000) \times 100 = 10\%$

Your CVR tells you if your profile is doing its job.

A solid benchmark is a 15–25% CVR. If you're below that, your profile needs some work.

HOW TO START GROWING YOUR INSTAGRAM ACCOUNT

Now that you understand traffic and conversions, it's time to set a SMART goal for your Instagram growth. Ask yourself:

- How many followers do I want to gain?
- What is the time frame (until when)?
- How much traffic will I need to reach that number?

For example, if your CVR is 10% and you want to gain 1,000 followers, you'll need 10,000 profile visits.

But we're not stopping there. Let's break that goal down into bite-sized pieces:

- Monthly Goal: 3,333 profile visits
- Weekly Goal: 833 profile visits
- Daily Goal: 111 profile visits

With this clarity, you'll know exactly what you need to do every day to hit your target.



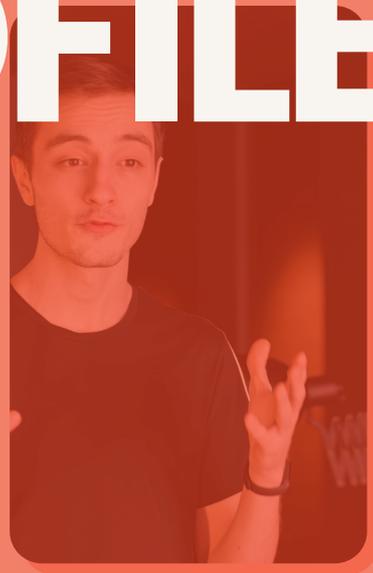
CHAPTER 4

THE

PROFILE



- ✓ Develop a solid marketing strategy to reach your target audience and increase brand awareness
- ✓ Focus on providing excellent customer service to build a loyal customer base and positive reputation
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- ✓ Build a strong online presence through social media and a well-designed website to attract and engage customers



CREATING A PROFILE THAT CONVERTS VISITORS INTO FOLLOWERS

Your Instagram profile is your digital handshake—it's the first thing people see when they visit. Whether you're landing speaking gigs, attracting clients, or building a professional brand, your profile needs to do two things:

1. **Make a strong first impression.**
2. **Convert visitors into followers.**

Think of your profile as a storefront. If it's clear, inviting, and aligned with what your audience is looking for, they'll walk in (or in this case, hit the follow button). If it's confusing or cluttered, they'll move on.

In this chapter, we'll cover everything you need to know to create a profile that's professional, credible, and conversion-ready.

WHAT PROFILE ELEMENTS MATTER?

Studies show that people tend to follow a certain pattern when looking at an Instagram account. Based on this pattern we can rank the elements of our Instagram profile based on their significance to our growth:

1. Profile Picture
2. Handle
3. Headline
4. Bio
5. Feed layout
6. Highlights

Let's start with your Profile Picture.

START WITH YOUR PROFILE PICTURE

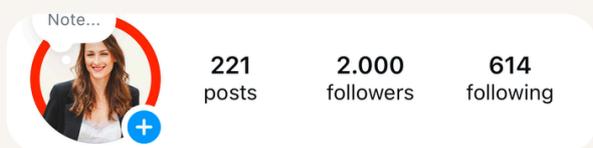
Your profile picture is like the logo of your personal brand. It needs to:

- Be clear and easy to see, even at a small size.
- Reflect your brand visually (colors, style, etc.).
- Look approachable and professional.
- Keep it consistent across other platforms (e.g. LinkedIn)

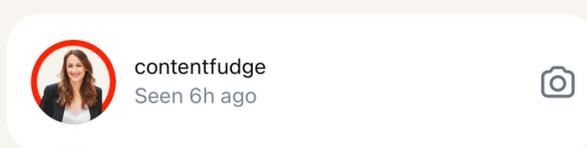
Pro Tip: If you're a speaker, coach, or consultant, use a high-quality headshot with a confident but friendly expression. Avoid logos unless your brand is widely recognized.

When deciding on your profile picture keep these placements in mind for size and clarity.

1. Profile



2. Search



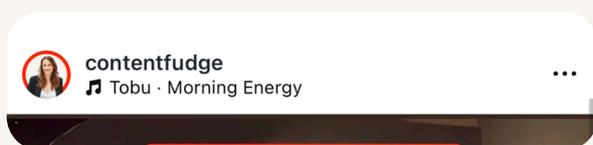
3. Comment section



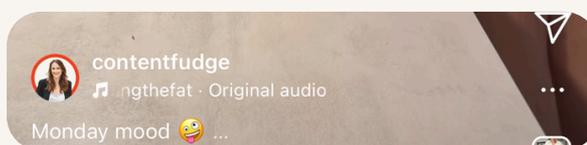
4. Stories



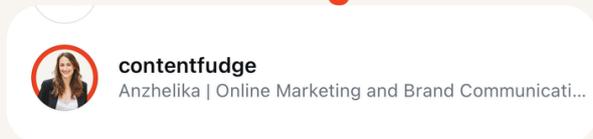
5. Feed



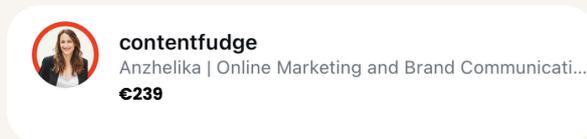
6. Reels



7. Direct messages



8. Instagram shops



CHAPTER 4: THE PROFILE

While many of you will have a brandmark, I do not recommend using it as your profile picture. In fact, any graphics or avatars are less effective at representing your personal brand, building confidence and making people know, like and trust you.

Get a good headshot! You are the founder! You are the expert! You are the face of your brand and people want to work with you and not with another corporate faceless brand. Your social media is for you and your online presence should represent **you**.

YOUR HANDLE: KEEP IT SIMPLE

Your Instagram handle (@yourname) is one of the most visible parts of your profile.

Make sure it's:

- Easy to remember and spell (a good test for an IG handle is getting drunk and trying to pronounce it. If you manage, your handle is easy to remember and spell).
- Free of unnecessary symbols or numbers.
- Consistent across all your platforms.

If your ideal handle isn't available, try adding a relevant keyword or location (e.g., @JaneDoeMarketing or @JohnSmithNYC). And when thinking holistically, make sure it's available across all platforms you use.

Your handle is visible on all the same locations as your profile picture + when tagged on photos. It should be as memorable as possible.

Good Handle Examples:

- @JaneDoeMarketing (clear and professional)
- @JohnSmith (adds a location for relevance)
- @PhysioEmily (simple and industry-specific)
- @KeynoteSpeakerHQ (branding with authority)

Bad Handle Examples:

- @Jane_Doe123 (too cluttered with symbols and numbers)
- @MarketingQueen999 (overly informal and not brand-aligned)
- @BestMarketingCoachEver4U (too long and hard to remember)
- @Content4U2Love (generic and spammy-sounding)

CRAFT A HEADLINE THAT HOOKS

Your headline together with your handle are the only searchable elements on your profile, so it needs to work hard and generate organic traffic.

WHAT MAKES A GREAT HEADLINE?

A great headline is:

1. **Keyword-Rich:** Includes terms your audience might search for (e.g., "Content Marketing").
2. **Clear:** Avoids vague phrases or over-complicated language.
3. **Relevant:** Reflects what your profile offers.
4. **Unique:** Sets you apart from competitors.
5. **Geo-Targeted:** Adds location-specific terms if you serve a local audience (optional).

EXAMPLES OF GOOD VS. BAD HEADLINES

Good Headlines:

- "Name | Personal Branding Coach | Helping Experts Stand Out"
- "Name | Social Media Strategist | Growth Tips for Creators"
- "Name | Digital Marketing NYC | Reach Your Goals Faster"
- "Name | Speaker & Author | Building Thought Leadership"

Bad Headlines:

- "Jane Doe | Marketing" (too vague, lacks specificity)
- "The Best Brand Strategist You'll Ever Need" (overly promotional, not searchable)
- "Helping You Build Your Business" (generic, no niche focus)
- "Digital Creator | Fun & Inspiration" (lacks professional credibility)

Pro Tip:

Use formatting (like "|", "•", or emojis sparingly) to make your headline easy to read. For example:

Keynote Speaker | Personal Branding Expert

WRITE A BIO THAT CONVERTS

Your bio is your elevator pitch. It should quickly tell visitors why they should follow you.

Use this formula:

💎 **Start with the value you offer.**

Example: “I help thought leaders build a credible Instagram presence.”

🏆 **Provide context or proof.**

Example: “3 years of experience, thousands of followers built.”

👉 **End with a clear call-to-action (to get our lead magnet, book a free call, or buy).**

Example: “DM me for content strategy tips” or “Book a consultation.”

Pro Tip: Skip jargon and special symbols. If you use emojis, make sure they align with your brand.

If your bio loses attention or doesn't give clear next steps, you're leaving opportunities—and followers—on the table.

WHAT MAKES A GREAT BIO?

1. Focuses on the user: Start with how you help others, not your job title or hobbies.
2. Includes keywords: Use terms your audience is searching for.
3. Avoids jargon: Keep it simple and conversational.
4. Ends with a strong CTA: “DM me for tips”, “Download my free e-book”, or “Click below to learn more.”
5. Looks clean: Use line breaks for readability; skip hashtags and symbols unless essential.
6. On-brand emojis (optional): Add a personal touch, but don't overdo it.

CHAPTER 4: THE PROFILE

EXAMPLES OF GOOD VS. BAD BIOS

Good Bios:

“Helping consultants build a trusted Instagram presence.
3 years of experience | 10k+ followers built.
DM me for tips or book a call 📞”

“Marketing tips for solopreneurs who hate social media.
Actionable advice, no fluff.
Get your free guide ↓”

“Speaker & Thought Leader Coach.
Building authority with simple, scalable strategies.
Let’s work together—link below!”

Bad Bios:

“Owner of XYZ Company. Marketing enthusiast. Love coffee ☕.” (Focused on the person, not the audience.)

“Follow for updates. DM me for collabs. #socialmedia #growth” (Too vague, cluttered, and no clear value.)

“I help people with content marketing stuff 🙋.” (Informal and unprofessional.)
Pro Tip: Remember, your bio is often the first thing people read—make every word count.

HIGHLIGHTS THAT WORK FOR YOU

Instagram Highlights are the unsung heroes of profile optimization. They let you showcase evergreen content and your offers with direct links in an easy-to-navigate format.

Here are the must-have Highlights for professionals:

- **About Me:** Share your story and mission.
- **Services/Products:** Outline what you offer and how people can work with you.
- **Testimonials/Success Stories:** Include social proof like client reviews or case studies.
- **Contact Info:** Make it easy for people to reach you.

Pro Tip: Use branded Highlight covers that match your visual identity.

FEED CHECK: THE POWER OF YOUR FIRST 12 POSTS

Visitors will likely scan your last 12 posts before deciding whether to follow.

These posts need to:

- **Look cohesive.** Use consistent colors, fonts, and styles.
- **Show your expertise.** Include content that highlights your skills or services.
- **Reflect your bio and headline.** If your bio says “Marketing Tips for Coaches,” your feed shouldn’t be full of random memes.

Of course, your last 12 posts will always be different with every day you post. Make sure to pin the most relevant or successful content (e.g. if something already went viral) to give people a taste of what it’s going to be like when they follow you.

Pro Tip: Avoid cluttered designs or text-heavy posts—they’re hard to read at a glance.

PULLING IT ALL TOGETHER

Optimizing your profile might feel overwhelming, but here's the good news: you only have to do it once.

Once your profile is polished and aligned with your brand, it'll work for you 24/7, converting visitors into followers without any extra effort.

Before moving on, use this quick checklist to ensure your profile is ready:

- ✓ Branded profile picture.
- ✓ Short, memorable handle.
- ✓ Keyword-rich headline.
- ✓ Clear and engaging bio.
- ✓ Professional-looking Highlights.
- ✓ A feed that reflects your brand and expertise.

If you are unsure whether your decisions on the Bio, headline or profile picture are good, you can run a few tests. Take an excel sheet, Mark your current following and CVR of your current profile and then start changing the significant profile elements one by one. Monitor the CVR after 3-4 weeks you made a change. If the CVR improved, well done! If it didn't, keep testing. If it got worse, reverse your last change.

What's Next?

With your profile ready to shine, it's time to focus on driving traffic. In the next chapter, we'll dive into proven strategies to get the right people visiting your profile—and clicking that follow button.

Let's keep going!



CHAPTER 5

THE

TRAFFICE



HOW TO INCREASE SALES

- ✓ Develop a solid marketing strategy to reach your target audience and increase brand awareness
- ✓ Focus on providing excellent customer service to build a loyal customer base and positive reputation
- ✓ Continuously improve and innovate your products or services to stay competitive and relevant in the market
- ✓ Build a strong online presence through social media and a well-designed website to attract and engage customers



WHY TRAFFIC MATTERS

Your Instagram profile might look incredible—perfect bio, gorgeous feed, highlights on point—but if no one sees it, what’s the point? That’s where traffic comes in.

Traffic is the number of people visiting your profile. Without it, growth isn’t possible. And when it comes to Instagram, the right traffic—people who resonate with your brand and what you offer—matters even more.

Think of your Instagram like a restaurant. Even if your food is amazing, you need customers walking through the door to taste it. In this chapter, I’ll show you how to attract the right “customers” to your profile using simple, proven strategies.

Let’s explore the most common traffic sources, what they are, and how they work for your Instagram strategy.

1. YOUR CONTENT (POSTS, REELS, STORIES)

Every time you post on Instagram, you create an opportunity for someone to discover you. Posts can appear on people's feeds, Stories can keep you top-of-mind for existing followers, and Reels can reach entirely new audiences. The more engaging your content, the more likely it is to drive traffic to your profile.

What Should You Post?

Think about your audience's biggest questions, challenges, or interests. Then, create content that provides answers or insights.

The most effective approach is to think about what insights could you share so **your audience doesn't have to hire you**.

Now, I know what you're thinking: *But Anzhelika, I want my audience to hire me!* Trust me on this—sharing tips, like how to optimize a website or use face yoga to reduce wrinkles, will never replace the expertise you bring to the table.

Sure, they might try it themselves, but chances are the results will be subpar. And when that happens, where will they turn? To the expert they already know, like, and trust—you.

Let's explore some examples:

- If you're a keynote speaker: Share tips on public speaking or behind-the-scenes moments.
- If you're a coach: Post relatable advice or quick wins your audience can apply immediately.
- If you're a consultant: Highlight your expertise with case studies or how-to guides.

The more actionable your content is, i.e. something that people think they might do themselves without hiring an expert, the more likely they'll follow you for more such tips.

Pro Tip: Use Reels to reach new people—Instagram loves video content and tends to push it to wider audiences. (We will go deeper into content creation in the next chapter)

The best thing about content is that it compounds. The more you post the more traffic it will bring to your account with time.

1. YOUR CONTENT (POSTS, REELS, STORIES)

How Often Should You Post?

While I'd love to tell you that you can start small and post 3 times a week, the reality is, if you aim for growth, 3 times a week is not enough.

Firstly, it's simple math.

Let's say you have 1 in 100 chance to go viral. So one in every 100 posts will go viral (this is now a random statistic, but from my own experience, it is not completely off).

If you post every day, you will need 100 days to go viral and to significantly increase your following.

If you post 4 times a week, you'll need 175 days to go viral.

If you post once a week, you'll need 700 days to go viral.

So if your goal is to grow, you need to give the algorithm a daily opportunity to help you grow.

Secondly, even if you don't aim at virality, let's say each post brings you one new follower (which isn't true for small accounts. For accounts under 100k most traffic will come from a few most popular posts).

The more you post, the more you grow. As simple as that.

Thirdly, as sad as it may seem, most people are just looking for an excuse not to post.

They keep waiting for a better time, better light, better mood. And sadly, for those people that time will never come.

If you allow yourself to "take it easy" and post only twice a week, it will very quickly lead to "it's okay, I'll post next week" or "I'll start on Monday", and eventually, not posting at all.

That is why, I always say, if you start doing it, start doing it right from the start!

Finally, posting content on Instagram is a skill. And like with every skill, the more you practice it, the easier it becomes.

For best results, practice this skill daily.

Growth Tactic 1

How to grow your following with reels

1. Copy the share links of your last 9 reels and put them into a new Google Doc.
2. For each reel, go to the analytics and note down two numbers:
 - a. the count of non-followers reached and
 - b. the number of new followers gained.
3. Calculate the CVR.
4. Identify the three reels with the highest "Follower Conversion Rate."
5. Base your next 9 reels on the style of those with the highest conversion rates.
6. Continue this process as long as you want.

This strategy focuses solely on metrics that show how effective your reels are at converting viewers into followers, rather than just looking at general engagement like views or likes.

For instance, if a reel reaches 100 new people and you gain 10 new followers, that's a 10% Follower Conversion Rate.

Another example: if a reel is seen by 4,842 non-followers and 301 become followers, the conversion rate is 6.21%.

Growth Tactic 2

How to grow your following with just one reel

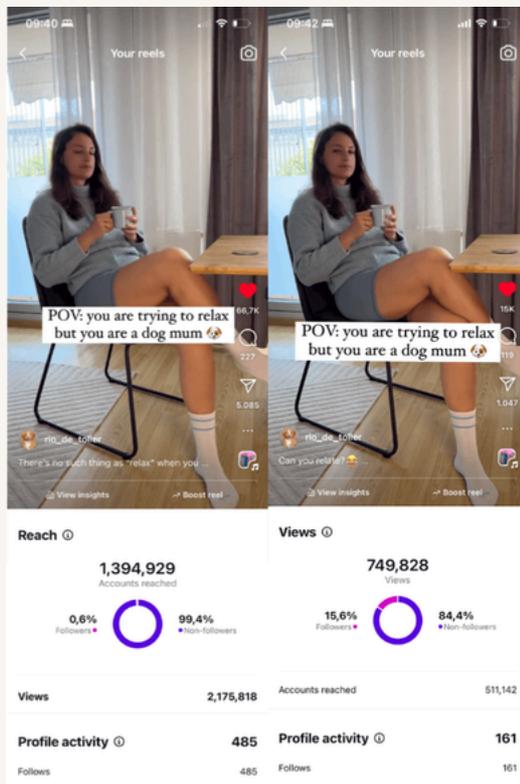
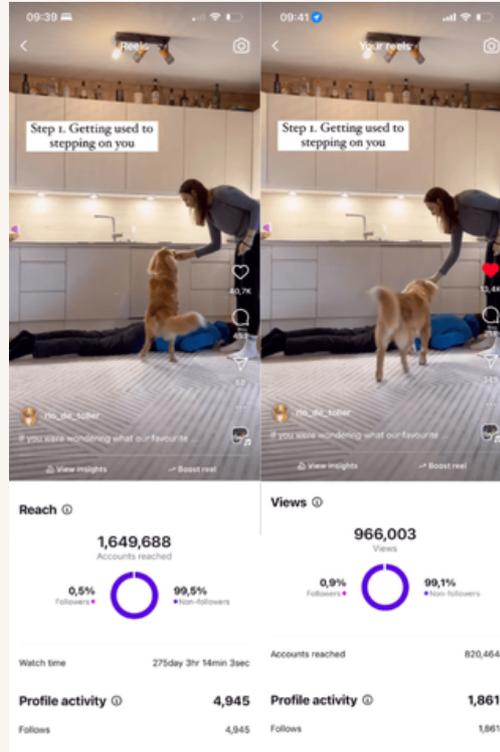
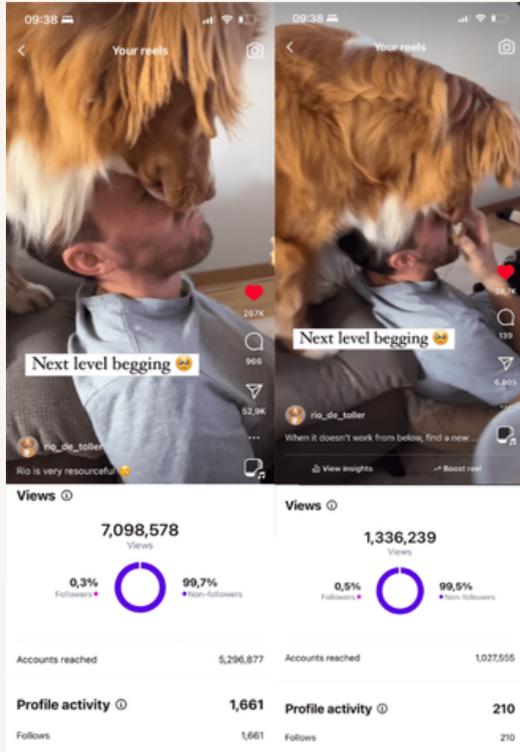
When you have a reel that does slightly better than the other ones, keep making reels like that.

It's totally okay to post identical content with slight alterations in hooks or captions if it serves your growth goal.

I have gone viral multiple times with the same or slightly altered reels (see below).

CHAPTER 5: THE TRAFFIC

My results reposting exactly the same reel!



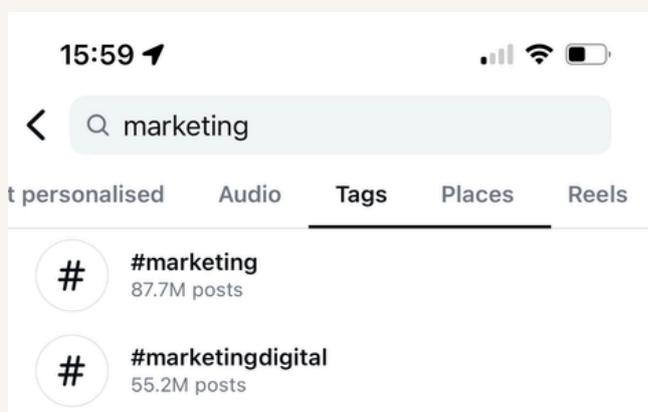
2. HASHTAGS

Hashtags act like keywords for your content. When someone searches or clicks on a hashtag you've used, your post has a chance to appear in the results. To succeed with hashtags, use a mix of broad (e.g., #Entrepreneurship) and niche (e.g., #PersonalBrandingTips) hashtags.

Do hashtags still work in 2025?

Yes. As long as Instagram has a Tags section in its search, they work.

Instagram's Tag section



How many hashtags should you use?

According to Adam Mosseri, the head of Instagram, the perfect number is 6-10 hashtags.

Also try to select hashtags in the range of 100-600k posts. This way you know that there's a demand for this hashtag and people are looking for content with this tag. And at the same time you will know that it is not overcrowded and your audience might still see your content and not only that of huge Instagram accounts and big influencers.

Furthermore, people can still **follow hashtags**. That means that if you create content on a certain topic and use specific hashtags, people can still see your content in their feed and potentially follow you.

Pro Tip: You don't need fancy tools to find hashtags. Just search Instagram for terms your audience might use and note the relevant ones.

Pro Tip 2: I have hashtag groups for every content pillar (aka theme). This way I don't need to search for hashtags everytime I post. And these hashtags are relevant for a specific topic I post about. I audit my hashtags every 3-4 months to make sure they are still relevant and being searched.

3. EXPLORE PAGE

Instagram's algorithm shows popular, relevant content on the Explore page based on user interests. By creating engaging posts, especially Reels, you increase your chances of appearing on the Explore Page, reaching people who don't follow you yet.

How likely is it that your content will be shown on Explore page?

If you are a small account under 2k followers, it is quite unlikely. The only way for an account of that size to end up on the Explore page is if your post goes viral.

Don't obsess with the explorer page in the beginning. Focus on improving your content creation skills.

4. ENGAGEMENT

Instagram is a social platform, which means engaging with others is critical. When you interact with accounts in your niche, you become more visible to their audience, increasing your chances of profile visits.

How to Engage Effectively:

1. Identify Relevant Accounts:

- Look for accounts in your industry with an engaged audience.
- Example: If you're a business coach, find other coaches, consultants, or small business owners.

2. Leave Thoughtful Comments:

- Avoid generic comments like "Great post!" Instead, try:
- "This is such a helpful tip. I've seen this work with my clients too! Although I do it slightly differently. I utilise xxxx."
- Show genuine interest in the content.

3. Reply to Stories and DMs: Build relationships by responding to questions or polls in stories.

Pro Tip: Spend 15 minutes daily engaging with others—it's a small time investment with big returns.

Growth Tactic 3

How to grow your following without posting

1. Visit the Instagram profile of a top figure in your niche.
2. Browse through their followers and pick someone who might be interested in your content. Don't overthink, just make sure
 - a. their account is public
 - b. this person follows more than 1,000 people (indicating they're not too selective about who they follow).
3. Like at least five of their photos.
4. Comment on at least two of their posts.
5. If they have any active stories, react to them (best engagement is in DMs); if not, just skip this step.
6. Keep repeating this process.

5. CURATION PAGES

Curation pages are Instagram accounts that focus on sharing other people's content. For example, a curation page about marketing might repost content from experts in the field. Getting featured on one of these pages can expose your profile to a large, relevant audience.

How to Get Featured on a Curation Page:

- Identify pages that regularly share content in your niche.
- Create high-quality, shareable posts.
- Reach out via DM with a friendly message like:
- "Hi [Page Name]! I love the content you're sharing—it's so valuable. I've created a post on [topic] that your audience might find useful. Would you be open to sharing it?"

The moderators of these pages will then share their conditions, such as the price for being reposted or featured. If you agree, they'll repost your content.

That said, ensure you choose curation pages with an audience that aligns with your target demographic. Don't hesitate to ask the moderators for screenshots of their followers' demographics to verify this.

Also, take the time to analyze the engagement on these curation pages. Check if their followers are genuine and actively interact with their content. Otherwise, you risk engaging with pages that thrive on fake followers and rely on people like you trying to grow their Instagram presence.

If you do find a good curation page with real following, make sure to reply to every comment you get on your reposted content. Start real conversations. Visit the accounts of people who commented on your content, and use growth tactics #3.

6. COLLABORATIONS

My favourite way of increasing your reach and traffic as a small account is **collaborations**. For detailed tactics watch the recording of my [Elevate webinar](#).

Collaborating with other creators in your niche is a win-win strategy. There are two ways to collaborate on Instagram content:

- You can create a joint post or Reel where both of you are tagged as collaborators, making the content visible to both your audiences.

Find the option under "Tag people." and select "Add Collaborator". But remember, the algorithm favors the initiator, so have the larger account start the collaboration and the smaller account accept.

- You can also host an Instagram Live together to share knowledge and engage with each other's followers.

Collaborations introduce you to an entirely new audience and build credibility in your niche.

7. CROSS-PROMOTION

If you're active on other platforms like LinkedIn, Facebook, or even email, use them to send traffic to your Instagram.

Share links to your profile, post previews of your Instagram content, or simply remind your audience to follow you.

Examples:

- Add a link to your Instagram in your email signature.
- Add a link to your Instagram in your website footer.
- Share Instagram posts on your LinkedIn feed with a caption like: "Here's what I shared on Instagram this week—check it out for more tips!"
- Or include an Instagram feed widget on your website.

8. CURATION THROUGH TAGGED CONTENT

When others tag your profile in their posts, Stories, or Reels, you gain visibility.

For example, a client might tag you in a Story about a project you helped them with. Always encourage your audience or collaborators to tag you in relevant content.

9. ADS

Ads are a powerful way to accelerate your Instagram traffic. While organic strategies take time, paid ads can get your profile in front of your ideal audience quickly. There are two primary objectives for running Instagram ads:

Growth (Driving Traffic to Your Profile):

- Boost a popular post that’s already performing well to reach a wider audience.
- Use Instagram Story ads with a clear Call-to-Action (CTA), like “Follow for More” or “Click to Learn.” Example: Create an eye-catching Story ad with your face, a bold statement, and a swipe-up link directing users to your profile.

Monetization (Driving Sales):

- Create ads that promote your services, workshops, or digital products.
- Use short, engaging video ads (15 seconds or less) to capture attention quickly.

Pro Tip: To save costs, design ads that look organic (like a regular post or Story). These types of ads are called User Generated Content (UGC). People are more likely to engage with ads that feel personal and not overly polished or corporate.

While lead generation is not within the scope of this e-book, Meta ads is a powerful tool for drawing in qualified leads and closing deals.

10. SUGGESTED FOR YOU (SFY) LISTS

The “Suggested for You” (SFY) lists are Instagram’s way of recommending accounts to users. Unlike the Explore page, which promotes individual posts, SFY lists suggest entire profiles to people who are likely to follow them.

How to Get on SFY Lists:

- **Consistency:** Post regularly so Instagram recognizes your profile as active and valuable.
- **Focused Content:** Stick to a niche. If your account is all over the place, Instagram may struggle to categorize you for the right audience.
- **Engage With Similar Accounts:** Comment, like, and interact with profiles in your niche. This helps Instagram connect you to those audiences.
- **Use Relevant Hashtags:** These help Instagram identify your content category and recommend it to users interested in similar topics.

Why SFY Lists Are Powerful:

When Instagram recommends you to new users through SFY lists, it's free traffic from the platform itself. These lists often appear:

- When someone follows a similar account.
- In the "Suggested for You" section on the Home or Explore page.
- As part of Instagram notifications like "You may know these accounts."

Pro Tip: Focus on creating consistent, high-quality content and engaging with your niche to increase your chances of being featured in SFY lists.

11. ALTERNATIVE TRAFFIC SOURCES

- **Pinterest:** Share your Instagram posts or create Pinterest graphics that link back to your profile.
- **Facebook Groups:** Join industry-relevant groups and share your Instagram content when allowed.
- **LinkedIn:** Cross-post Instagram content to LinkedIn to attract professionals to your profile.
- **Podcasts, Blog Posts, or Events:** Mention your Instagram in any external content you create or appear in.

WHAT TRAFFIC SOURCES CAN YOU USE?

The traffic sources that will work for you will depend on your account size. If you a small account just starting out you should bet on using the correct hashtags, pushing the engagement and the “no posting tactic”, leveraging curation pages and using cross-promotions. As a slightly bigger account you can rely on the occasional appearance on explore page, engaging in collaborations and shoutouts. And as a bigger account the algorithm will already be in your favour to help you grow.



WHAT'S NEXT?

Now that you know the traffic sources available, you don't need to master them all. Pick one or two to focus on and build from there. For example, start with engaging content and collaborations, then layer in cross-promotions or curation page outreach as you grow.

Remember these two Instagram traffic rules:

- Diversify your traffic sources - If one source slows down or stops, others will keep your growth momentum going.
- Build redundancy - Always have multiple streams driving traffic so your strategy remains resilient.

In the next section, we'll talk about turning this traffic into followers who know, like and trust you and want to engage with your content.

Let's keep going!



CHAPTER 6

THE

STRATEGY



- ✓ Develop a solid marketing strategy to reach your target audience and increase brand awareness
- ✓ Focus on providing excellent customer service to build a loyal customer base and positive reputation
- ✓ Continuously improve and innovate your products or services to stay competitive and relevant in the market
- ✓ Build a strong online presence through social media and a well-designed website to attract and engage customers



CONTENT STRATEGY

Every great Instagram journey starts with a strategy, and every strategy begins with a goal. As I've mentioned before, your strategy should be tailored to your unique objectives.

While your goals might vary - from generating leads to selling services - this chapter focuses on a universal goal: **growth**.

We'll walk step-by-step through creating a content strategy designed to drive traffic and attract followers.

NOTES

Before we dive into the Instagram strategy targeted for growth, here are a few things I want you to remember:

Nobody cares.

Nobody cares about your business.
Nobody cares about your product.
Nobody cares about your service.

For people out there, who don't know you, your brand is boring. It means nothing.

The only way to attract new followers and potential customers is creating content stuffed with value FOR THEM.

It's all about your audience. Everything you do as a business is for your audience, your people. Not you, not your brand, and definitely not your offer.

So, your brand and your content should focus on one thing: **The problems your target audience faces and how you can solve them.**

The best way to think about it:
"What can I post so my target audience does not need to hire me?"

Now that that's clear, let's continue.

STEPS TO CREATING A CONTENT STRATEGY

Define your goal

- Get specific on how much you want to grow.

Understand your target audience

- Who are you trying to reach, and what do they care about?

Conduct your research

- Learn from others who already achieved your goal.

Create your content

- Turn insights into posts that drive traffic and attract followers.

Analyze and optimize

- Use data to refine your approach and keep improving.

TARGET AUDIENCE

Your content won't resonate with everyone - and that's a good thing. If you are talking to everyone you are talking to no one.

WHO ARE YOU TALKING TO?

Start by answering these questions:

- Who would follow your account?
- Are they your ideal client?
- What are their problems, questions, and desires?
- How does your offer solve their problems or make their lives better?

If you already have clients, talk to them. Ask them about their problems, struggles and desires.

If you do not have clients yet, often what we went through is relatable for our clients. So think about what problems you had before you became your own best case study.

Try these two audience research strategies to understand your audience:

- [Audience research strategy 1](#)
- [Audience research strategy 2](#)

More research possibilities:

1. Quora - find top questions/answers about specific topics
2. AnswerSocrates - systemise the most questions within a category
3. GoogleTrends - useful specifically for trending topics
4. LazyLines - what videos are blowing up
5. Reddit - great for searching for top posts in communities

Understanding your audience inside and out is the foundation of a successful strategy.

CHAPTER 6: THE STRATEGY

Audience Definition Exercise:

To understand what your audience needs and how you can help them, brainstorm:

- 10 Problems your audience faces.
- 10 Existing solutions and why they don't work for them.
- 10 Ultimate desires/ideal states of your audience.
- 10 Benefits of your product or service.

Now let's turn them into 40 content ideas:

- Tired of {problem}, here's how you can fix it - x 10
- {Existing solution} doesn't work for you?, try {your solution} - x 10
- You want {ultimate desire}? Try {your solution} - x 10
- How {your solution} helps you {benefit} - x 10

That's 40 content ideas **tailored to your ideal client**. With this, you **don't even need to define any generic content pillars** that are just full of general information that nobody cares about.

By using this method you make sure that your content speaks directly to your audience attracting your ideal clients. Just make sure that it all **ties back to your offer**.

What to do when these 40 content ideas run out? - **Repeat!**

Repetition is your key to getting people to truly grasp your ideas. Plus new followers don't know what you posted before, so just post it again with minor alterations.

Use tab #3 of the [Instagram Strategy Research Google Sheet](#) to fill in your customer-based content ideas (see the QR code below). The tab is full of examples for a face yoga coach.

Instagram Strategy Research Google Sheet



CHAPTER 6: THE STRATEGY

Using ChatGPT for your Audience Research:

If you struggle with creating this list yourself, you can ask ChatGPT for help.

Here's an easy prompt to use:

Hi! I need to deeply understand my ideal client. I am a {profession, occupation} and I offer {describe your offer}.

My target group is {describe your target group}. Can you please give me 10 specific problems that my target group has that I can solve with my offer.

Can you please also give me 10 ultimate desires or ideal states my customers want to have. And please give me 10 examples of existing solutions.

Finally, can you please give me 10 benefits of how my offer/solution is better than the existing once and how my customers would benefit from it.

Working with ChatGPT is a great skills and you should train it in order to save an immense amount of time in the future. **Never write prompts like this:**

Working with ChatGPT is a great skills and you should train it in order to save an immense amount of time in the future. **Never write prompts like this:**

Give me 10 content ideas around {insert subject}.

They give you general and irrelevant results.

If you want content ideas, try this prompt:

Please do customer research for the {insert your industry niche} industry. Tell me 10 questions and 10 problems that {insert a description of your ideal customer} face, based on them, propose 20 content ideas.

Alternatively, you can ask ChatGPT for most common questions in your industry. But you should always tie it to a specific target group who are your ideal clients and your offer.

For example, if you are a fitness coach, you can ask ChatGPT to write 50 most common questions starting with the word "How" that {target group} asks a private fitness coach. This will give you a list of questions your ideal client is interested in, which will make a great content.

RESEARCH

Your Instagram research should answer these 3 questions:

- Who your competitors are?
- What complementary accounts are there?
- What content goes viral in your niche?

Let's have a look at each of them.

WHO ARE YOUR COMPETITORS?

Your competitors are accounts offering similar services or targeting the same audience. Studying your competitors helps you identify what worked for them that helped them achieve their goals and what gaps exist that you can fill (think content or offer gaps).

Define two types of competitors:

- Those who are already big and who you can look up to, learn from and whose success you can reverse engineer, aka **role models**.
- Those who are your size or slightly smaller/bigger. These competitors you need to monitor.

You do not need to worry about the first type of "competitors". They are too big, have more resources and probably a team to create their content. Just take them as role models and learn from them. Thanks to their resources you can rely on them staying up-to-date in the industry, doing trends research, so you don't have to.

The second type of competitors is more important as you are competing for the same slice of market pie, meaning you should closely monitor what they are doing and how you can be better.

Use the tab #1 in the [Instagram Strategy Research Google Sheet](#) to fill in your role models, competitors and complementary accounts (see the QR code below).

Instagram Strategy Research Google Sheet



Growth Tactic 4

How to Use Bigger Accounts to Your Advantage

- **Reverse Engineering**

Reverse engineering is the process of breaking down a successful account to understand its strategies and tactics. Here's what to analyze:

- Which formats and topics get the most reach and engagement?
- How they position themselves. In other words, what makes their content unique and appealing?
- Their touchpoints. Do they use lead magnets, newsletters, or sales funnels to connect with their audience?

Once you understand their strengths, incorporate similar tactics into your own strategy. You don't need to reinvent the wheel - learn from those who've already done the work and succeeded.

- **Engagement**

Larger accounts can also offer a stage for you to showcase your expertise.

Their posts often have active discussions, with followers asking questions or sharing experiences. Here's how to leverage this:

- **Join the conversation.** Answer questions, share your perspective, or add value to the discussion. This positions you as an expert while building authentic connections.
- **Algorithm boost.** Engaging with niche-specific content signals Instagram to associate your account with that niche, increasing your exposure to the right audience.
- **Tagging tactic.** Tag bigger accounts in your posts to get their attention. If they engage with your content by commenting or liking, it boosts your credibility and builds trust with their audience.

- **Content Inspiration**

Bigger accounts are a goldmine for content ideas. Check the comments on their posts for questions or recurring themes, and use these as inspiration for your own content.

- Create posts that answer the questions you see in their comments.
- By responding to what their audience "dies to know," you create highly relevant content that resonates with your own followers.

CHAPTER 6: THE STRATEGY

How to Organize Your Research

I recommend creating a systematic approach using tools like Notion, Excel, or PowerPoint.

For every competitor, track:

Foundation

- Handle
- Headline
- Bio
- Links
- Free resources
- Story highlights
- Pinned posts
- Offer
- Website (yes/no)
- How does their feed look like?
- Do they have a professional branding (yes/no)?
- Do aesthetics matter for your target audience (yes/no)?

**Use this Google Sheet
for your research**



Knowing this information, further optimise your own account. Do you feel like something in the profile helps them attract clients?

Content strategy

- Dominant content formats (IG images, IG carousels, IG reels, stories)
- What topics bring the most engagement
- What topics bring the most reach
- How often do they post?
- Are they growing?

Whenever you decide to revise your own content strategy, take screenshots of your competitor accounts to remember your research and the competitor state back then.

- Screenshot of the Bio
- Screenshot of the feed
- Screenshot of the best posts

And remember, everyone grows in phases. Understanding what your competitor did at different stages can help you replicate their success while avoiding their mistakes.

WHAT COMPLEMENTARY ACCOUNTS ARE THERE?

Complementary accounts are profiles that serve a similar audience to yours but don't compete directly with your offerings. For example:

- If you're a business coach, a complementary account might be a social media strategist.
- If you're a public speaker, complementary accounts might include event planners or microphone technology brands.
- If you are brand designer, a complementary account might be a brand photographer.

Understanding and engaging with these accounts can provide several advantages to grow your presence, build connections, and add value to your audience.

Growth Tactic 5

Use collaborations to increase reach and reduce marketing costs

- **Get Ideas for Content to Test**

Complementary accounts often share content that resonates with the audience you want to attract. By studying their posts, you can identify:

- **Successful Formats:** Are their audience engaging more with Reels, carousels, or Stories?
- **Innovative Ideas:** They might be using creative content styles (e.g., interviews, infographics, step-by-step videos) that you can adapt to your own brand.

- **Open Opportunities for Collaborations**

Complementary accounts are ideal partners for collaborations because you share a similar audience but aren't competing for the same sales.

Collaborations can:

- **Increase Your Reach.**

Partnering with a complementary account exposes you to their audience, many of whom may also find your content valuable.

- **Add Value to Both Audiences.**

By teaming up, you can provide content that covers a broader range of needs. For example, a financial advisor and a career coach could host a joint Instagram Live on "Managing Money in Your Dream Job."

- **Build Your Credibility.**

Collaborating with trusted accounts in your niche can make your audience see you as an authority.

How to Use This:

- Start by engaging with their content, liking, commenting, and **sharing** to build a relationship. People will especially appreciate if you shared their content and will owe you a favour ;)
- Propose a low-commitment collaboration like a shared post, a Reel, or a Story takeover.

Watch this [video](#) to learn more about Instagram collaborations.

CHAPTER 6: THE STRATEGY

WHAT CONTENT GOES VIRAL IN YOUR NICHE?

Researching viral content in your niche is vital for creating content with high reach that drives growth. If you want your Instagram efforts to be successful, it is not enough to assume you know what to post, you actually need to research viral content and replicate it.

When I say replicate, I actually do mean “copy it”. It might sound strange, as copying someone else’s content kills your individuality. But the reality is that it might take you years to develop a content format that is truly unique and goes viral. If you start based on what already works, you can generate results and in the meantime develop your own unique format.

I also use a systematic approach to doing viral content research. Use the tab 2 of the [Instagram Strategy Research Google Sheet](#) excel sheet and fill it with columns:

- Hook (first sentence that appears on the post)
- Format (reel, carousel, image)
- Type (Trend, educational, meme, personal, conversion)
- Cover image
- Caption hook (first sentence in the caption)
- Hashtags
- # of accounts reach
- Engagement

Make a list of at least 50 – 100 viral content pieces in your niche. Once done, apply these content formats to the content ideas you’ve listed when doing your target audience research. This way you do not only ensure that your content is tailored to your ideal client, but that it also has **viral potential**.

That being said, virality is good, but you should aim for **regular, consistent growth**. Don’t obsess over going viral, obsess over delivering value to your audience.

Instagram Strategy Research Google Sheet



CHAPTER 6: THE STRATEGY

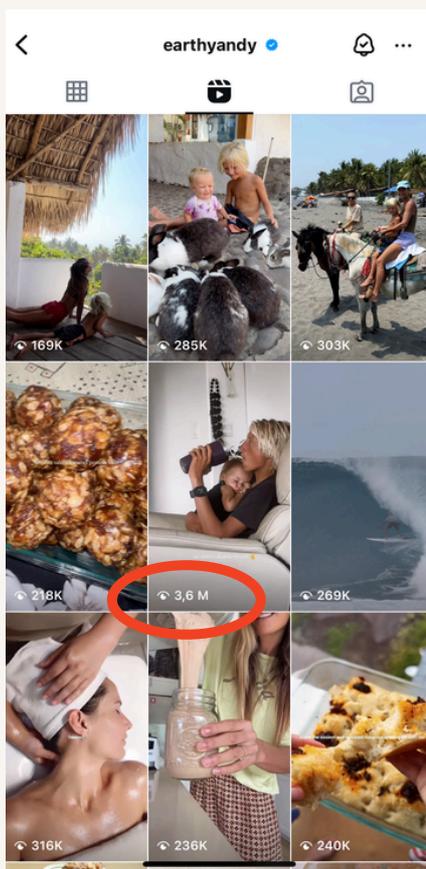
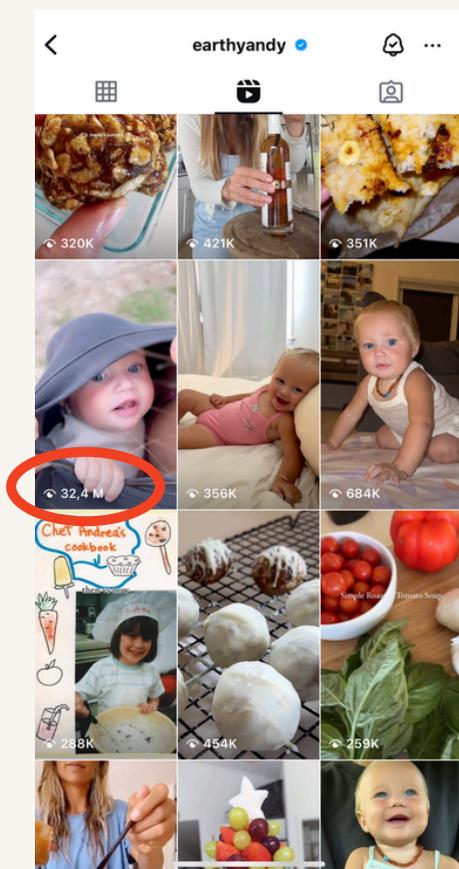
HOW TO FIND VIRAL CONTENT IN YOUR NICHE?

- 1. BEST-PERFORMING COMPETITOR CONTENT
- 2. VIRAL REEL RESEARCH

Method 1:

In every niche virality is different. For some niches virality means 50 million views, for some it means 200k. By researching your competitor results you can get a pretty good idea of how viral your videos can get.

That is why the first method in researching viral content and getting ideas for your own content is taking it from the bigger competitor accounts. You already have the least of your competitors. If they have more than 10k followers it means some of their content went viral. So go to their account and save the viral posts to your excel sheet. Analyse them and create the same content.

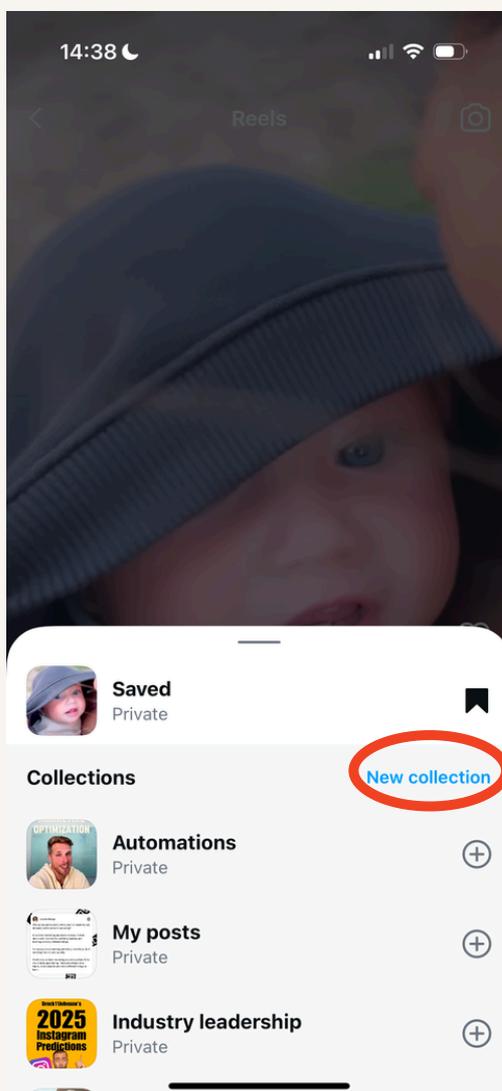
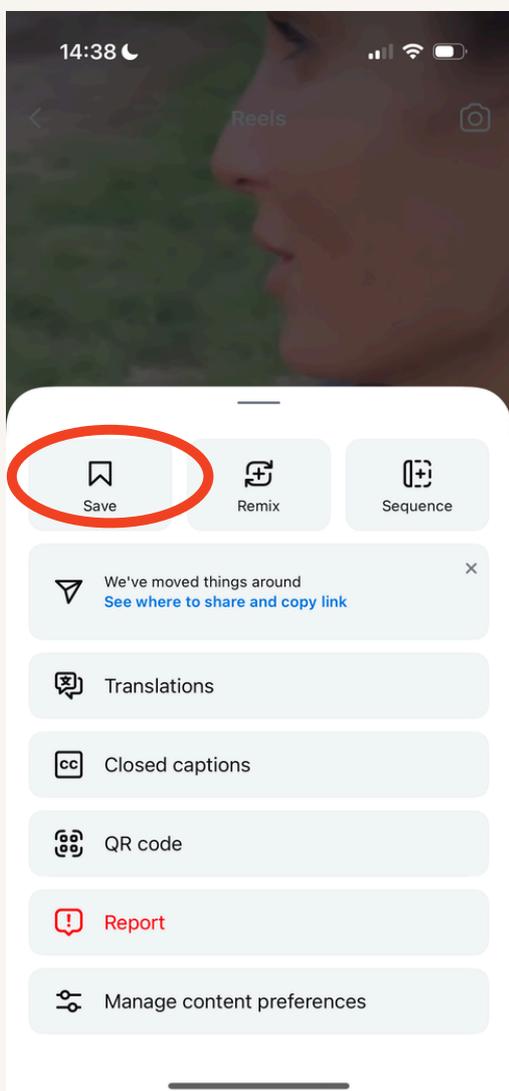


CHAPTER 6: THE STRATEGY

That being said, if your competitor account has 1M followers most of their post will average at 200-300k views. Those are not viral posts. So based on the competitor account size look for:

- 10k followers - 200k+ views
- 100k followers - 1M+ views
- 500k followers - 1M-1.5M+ views
- 1M followers - 5M+ views

Continue doing this even after you launched your account. I recommend creating a collection called viral content and adding all viral posts into this collection.



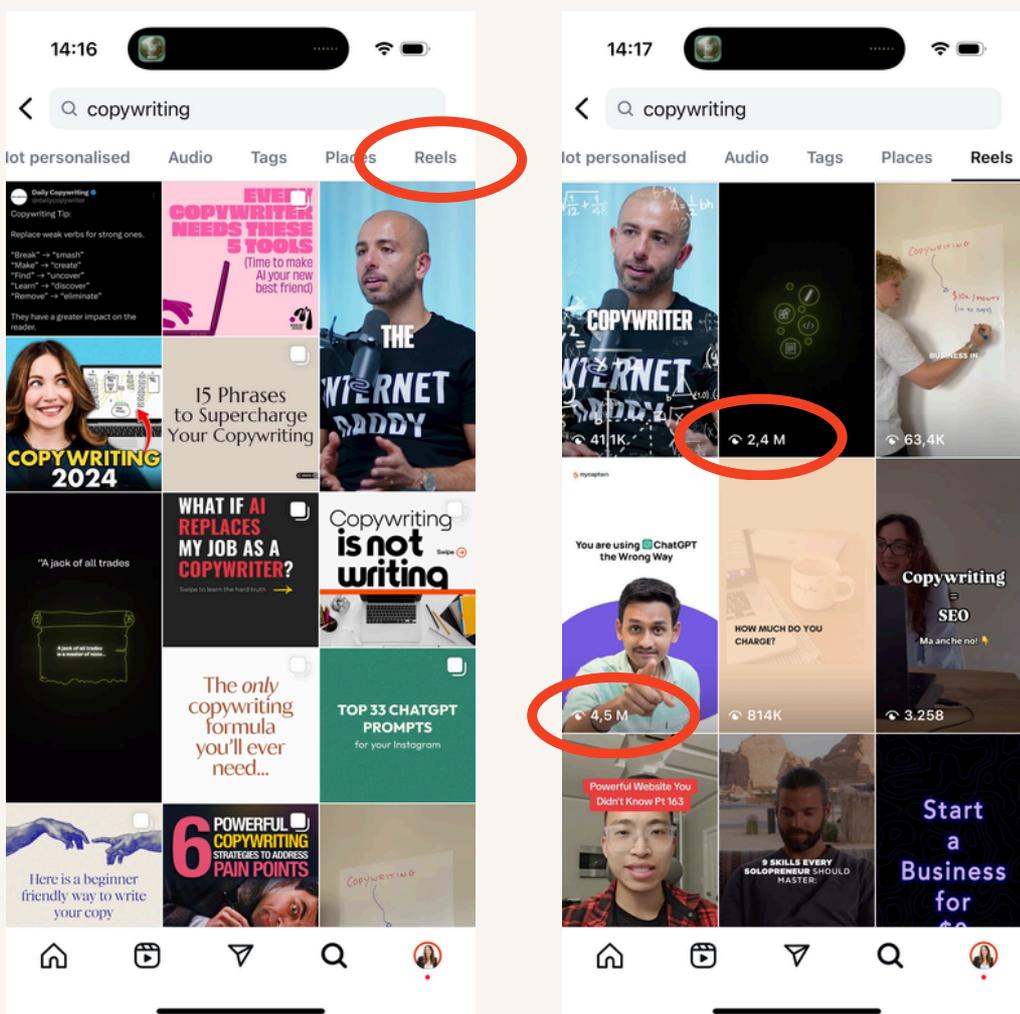
CHAPTER 6: THE STRATEGY

HOW TO FIND VIRAL CONTENT IN YOUR NICHE?

Method 2:

Another way of finding viral videos in your niche is writing a keyword or hashtag in the explorer page and pressing "reels". In the reels section you will see top reels for that keyword and the number of views.

Save all the top-performing reels (e.g. over 1M views) to your excel sheet. Study them and produce similar content.



STOP HERE! 🚫🚫🚫

If you have not done the competitor and viral content research described in the chapter, I strongly insist that you stop here and only proceed to the next chapter after having the google sheet provided above full of viral content ideas. If you prematurely proceed to planning your content creation, you risk creating content that will not serve your growth goal.

Do your due diligence now to reap the fruits later.



CHAPTER 7

THE

CONTENT



HOW TO GROW YOUR BUSINESS

- ✓ Develop a solid marketing strategy to reach your target audience and increase brand awareness
- ✓ Focus on providing excellent customer service to build a loyal customer base and positive reputation
- ✓ Continuously improve and innovate your products or services to stay competitive and relevant in the market
- ✓ Build a strong online presence through social media and a well-designed website to attract and engage customers



CONTENT

If you follow Instagram coaches they will all tell you the same - define your content pillars, a.k.a. your main themes, and post about it. But this approach does not attract your ideal clients. And as a business, your goal of using Instagram as a marketing activity is to eventually make money.

Furthermore, to keep the focus laser sharp you should only have one main theme that ties back to your offer. If you are a brand designer who starts posting about website copy, it will confuse your audience leading to disconnection and unfollows.

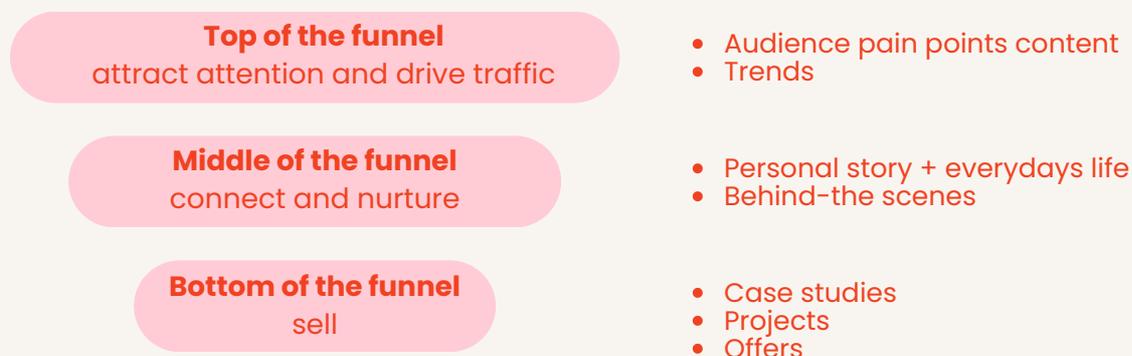
In this chapter we will explore how to plan and create content that will lead to growth and eventually revenue.

HOW TO REALLY PLAN YOUR CONTENT?

Obviously, you cannot only post the content about your audience's pain points. You need to diversify it to keep your feed interesting.

Content diversification follows a typical customer journey funnel. Below is the diagram of the funnel and what content fits into it.

Instagram content funnel



Let's explore in more details every content type and content ideas within this funnel.

THE 3 MOST IMPORTANT TYPES OF CONTENT FOR YOUR BUSINESS

1. Growth Content

Growth content is designed to attract new followers and potential clients by showcasing your expertise. This type of content helps people discover you, understand your value, and see you as an authority in your niche.

CHAPTER 7: THE CONTENT

Focus Areas:

- How to solve a problem/pain point
- How to get results
- How to do things differently
- How to take action
- How to achieve the desired outcome

Examples:

- Tips, hacks, and how-to posts.
- Educational carousels or Reels that deliver quick wins.

The value lies in providing actionable information that solves a problem or fills a knowledge gap. Show your audience the gap between where they are and where they want to be, positioning yourself as the guide who can help them close it.

2. Personal Content

Personal content helps your audience connect with you on a human level. It's not just about what you do – it's about who you are.

This type of content fosters likability, showing your audience the person behind the business. Whether it's sharing your journey, struggles, or wins, personal content builds trust and relatability.

In 2025, lofi personal content drives the most engagement and businesses leveraging this type of content see meaningful business results too.

Examples:

- Stories about your life, hobbies, likes and dislikes.
- Stories about your entrepreneurial journey.
- Behind-the-scenes posts.
- Personal anecdotes that tie into your expertise.

3. Conversion Content

Conversion content demonstrates your unique approach and helps your audience trust you as the solution to their problems. It's not about what you do, but why your method works. This type of content shifts beliefs and inspires action.

Focus Areas:

- Why your method works
- Why someone should hire you
- Why their current strategy isn't working
- Why they need to think differently

CHAPTER 7: THE CONTENT

Examples:

- Case studies showing results you've achieved for clients.
- Myth-busting posts that challenge common misconceptions.
- Sharing opinions and insights that showcase your expertise.

The value lies in helping your audience see things in a new way, making them trust you as the expert who can help.

Your conversion content will result in the least reach and engagement. But that doesn't mean it doesn't work. Conversion content moves people one step closer to the taking the decision to book, buy or sign-up.

A balanced content strategy includes a mix of growth, personal, and conversion content. While growth content attracts new followers, personal and conversion content build the trust and connection needed to turn followers into clients.

Where to sell on Instagram:

Feed:

- Last slide of the carousel
- Hook of your caption linked to your final offer
- Last 1-2 sentences in your caption with a CTA
- Pinned content

Stories:

- Create a very personal story sequence that resonates with your target group pain points and present your offer that solves them
- Add question box to encourage conversations about your offer
- Add individual story with link
- Go from stories to DMs

Highlights:

- Highlights with your offer and links
- Highlights with your freebies and links
- Clients win highlights
- "My offer" or "Start here" highlight

HOW MUCH OF EACH CONTENT TYPE TO USE

As I've already mentioned in the chapter called "the Goal" your content planning and distribution will depend on your goal.

For an account focused on growth the ratio of the content in feed should be:

Top of the funnel - 80%
Middle of the funnel - 20%
Bottom of the funnel - 0%

CHAPTER 7: THE CONTENT

If you already have a strong community and want to launch a new product or have a promo cycle coming up, your funnel should look like this:

Top of the funnel - 20%
Middle of the funnel - 20%
Bottom of the funnel - 60%

If you aren't pursuing any goal in particular and just want to be present on Instagram to remind your audience you exist you can use a more diversified content plan. Below is an example of such low effort plan.

This will only be mentioned once as further we will only focus on growth content plans.

Content strategy for presence and engagement:

Top of the funnel - 50% - Reels

- Talking head (low effort):
The biggest lie you've been told about {your topic}
- B-roll or nature video + Voiceover (low effort):
8 quotes that will change {your topic}
- B-roll listicle (low effort):
12 resources that will 2X your {your topic}

Middle and bottom of the funnel - 50% - Carousels and Images

Carousels:

- Photos + Instagram text:
If you were to ask me if {your topic} was worth it...
- Case-study:
How [X] managed to get {your topic} after {struggle/pain point}...
- Storytelling driven:
Share the {your topic} transformations of famous people

Photos

- Lessons + Social Proof:
Things I know at 37 I wish I knew when I was 17
- Celebration Post:
I just got off the call with {your topic}, and we celebrated his {achievement of goal}
- Owning up mistakes:
This mistake cost me {pain and suffering}

CHAPTER 7: THE CONTENT

WHAT CONTENT FORMATS TO USE?

Different content formats were developed with different purposes. While reels, carousels and IG images can all go viral, on average reels have higher reach than carousels or images no matter the industry.

This [study](#) by Social insider shows that in 2023 average instagram reel reach was 30.81%, average carousel reach was 14.45% and average IG image reach was 13.14%.

That is why, when deciding on the content format, think of the customer journey and what you want to achieve with your content.

- Do you want reach? Use reels.
- Do you want to drive consideration and interest? Use IG images and carousels.
- Do you want to boost sales? Use stories and strategically placed conversion content in feed posts (e.g. you last carousel slide).

IG content formats for complete customer journey



That is why for growth I use the following content format split:

- 60% Video Content
- 30% Carousel Content
- 10% Photo/Diagram Content

With that being said there are accounts that grew only using carousels. So if video is really not your thing. Ditch it. Find your voice and produce beautiful and engaging carousels.

CHAPTER 7: THE CONTENT

GROWTH CONTENT PLAN

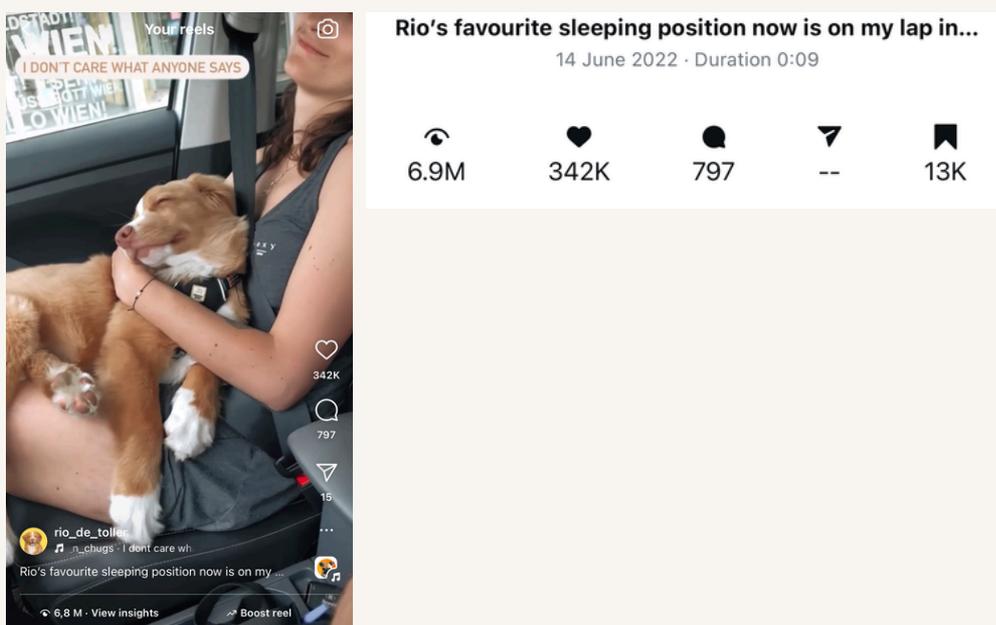
Consistency is a challenge for many people striving to grow their Instagram accounts. It's especially tough when you're expected to show up daily, yet the results take time to manifest.

Instagram growth happens at different paces for different people. Some accounts grow quickly, while others may take a year to see a breakthrough. When I started posting on my dog's Instagram account, it took seven months to achieve the first breakthrough with a viral post. The next came three months later, and the one after that took eight months. Now, after 2.5 years of consistent effort, I can predict with reasonable accuracy how each piece of content will perform and what is likely to go viral.

Although this account started as a hobby, sharing videos of my dog for fun, it now generates a considerable side income through brand deals.

So everything is possible. And it all comes down to what and how much you are ready to do for it. If you are ready to stay meticulous and systematic, you will succeed.

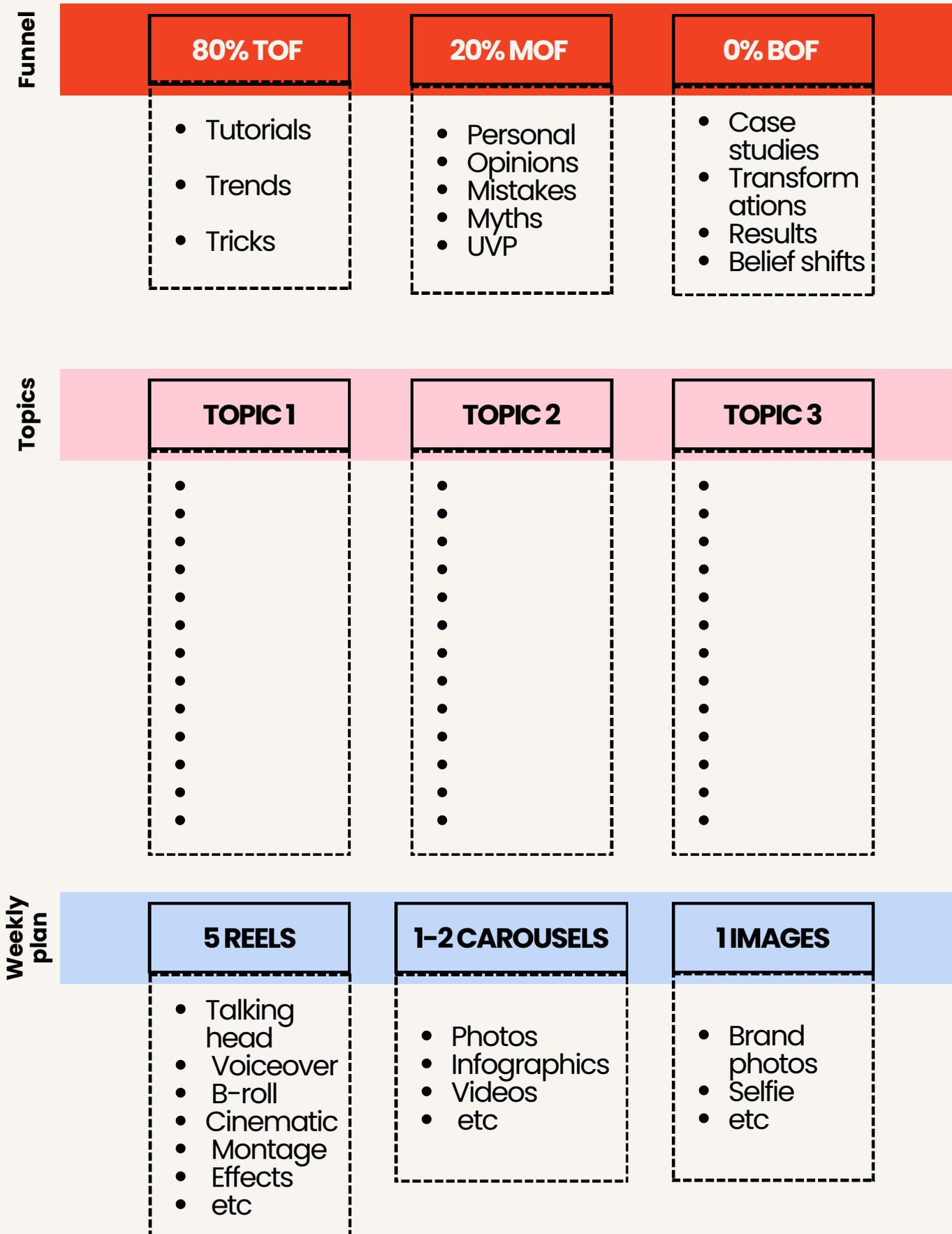
My first viral reel in 2022



The table below is designed to give you a very systematic and specific plan that you can follow to grow your Instagram account.

CHAPTER 7: THE CONTENT

Breakdown of home feed content



CHAPTER 7: THE CONTENT

Now let's organise your posts in a content calendar. You will find the content calendar in the tab #4 of your [Instagram Strategy Research Google Sheet](#) and fill the weekly content plan.

Instagram Strategy Research Google Sheet



As you can see from the screenshot below, 80% of your content has to be top of the funnel content, e.g. trends, tutorials or tricks, something that helps your audience solve their problem so they don't need to hire you.

20% of the content is middle of the funnel. Here you can show your personal life, talk about your experiences, mindset, opinions, mistakes, etc. The goal of this content is to help people who already know you like you.

At this point in time, bottom of the funnel content is not important. You do not have the audience yet who knows, likes and trusts you enough to buy from you. So focus on growth content and use the content calendar presented below.

Date	Funnel	Hook	Type	Video script	Caption	Cover image	Hashtags	Upsell	References	Notes	Status
	TOF		Reel								Posted
	TOF		Reel								Posted
	MOF		Image								Sched...
	TOF		Reel								Sched...
	TOF		Reel								Sched...
	TOF		Carousel								Sched...
	TOF		Reel								Sched...
	TOF		Reel								Recor...
	TOF		Reel								Editted
	MOF		Carousel								Editted
	TOF		Reel								Recor...
	TOF		Carousel								Recor...
	TOF		Reel								Draft
	TOF		Reel								Not st...

WHEN SHOULD YOU CHANGE TO A DIFFERENT CONTENT PLAN?

If one of your videos blew up and went viral bringing in a lot of new followers, this would be a perfect time to change up your content plan to nurture the new comers.

Here's your viral game plan to monetize the new audience:

- After the virality of your posts subdues, immediately make a story introducing yourself to the new followers.
- Then, create a few feed posts about who you are, your story, what you went through to get where you are now and how you help people now.
- Switch your content plan for the next two weeks to:
 - Top of the funnel - 40%
 - Middle of the funnel - 60%
 - Bottom of the funnel - 0%

The goal here is to warm up the new audience and make them like and trust you. But still keep giving them the content they came for, as this is what they expect.

CHAPTER 7: THE CONTENT

- Finally, after the two nurture weeks, switch your content plan to:
 - Top of the funnel - 20%
 - Middle of the funnel - 20%
 - Bottom of the funnel - 60%

The goal here is to finally monetize your new audience who now also likes and trusts you by presenting them your product, its benefits and what's in it for them.

This monetization game plan is only an overview as it would require a separate book or a masterclass to teach you how to launch a product on social media and monetize your audience. But it gives you a good idea where to start, so you know what to do once one of your videos blows up.

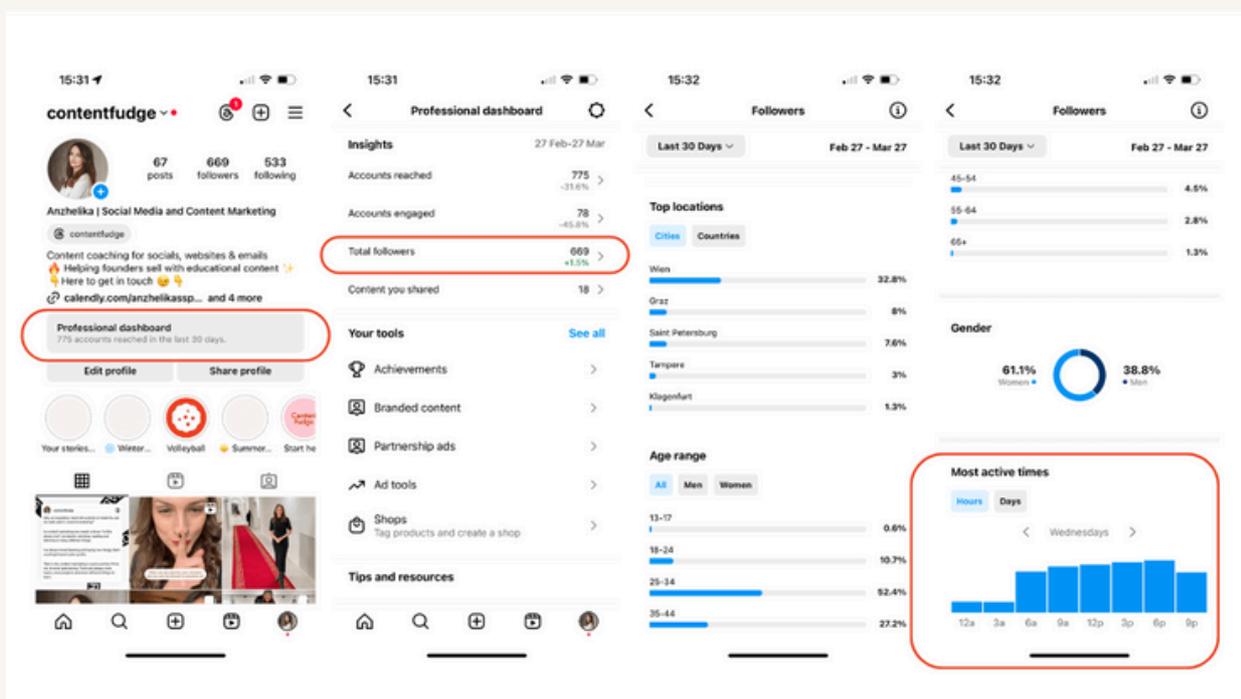
TIME AND FREQUENCY OF POSTING?

As I mentioned in the beginning of this book the frequency of posting will depend on your goal.

- Discovery and growth phase – post every day.
- Delivery and scale phase – post only the most exciting and relevant feed content 3-4 times a week – usually something that your audience knows you for and expects from you + daily in stories.

The time of posting will depend on when your audience is online. The good practice is to post before they are online so your post is already there once they open the app.

To find the active hours use your professional dashboard -> Total followers:



CHAPTER 7: THE CONTENT

PUTTING IT ALL TOGETHER

Always remember, that content can do only 1 thing best:

- 1.1. Get you seen (TOF, aka Awareness)
- 1.2. Get you loved (MOF, aka Nurture)
- 1.3. Get you paid (BOF, aka Conversions)

For growth we focus most of our efforts (80% on the top of the funnel content) So here's how to go about it:

1. We know what our audience wants. Based on this and your topic of expertise you can define your topics:

Our expertise (broad topic) break it down into content pillars/subtopics:

- Topic 1
- Topic 2
- Topic 3

Go ahead and define the content pillars if it helps you organise, but if you've filled out the Google Sheet provided above with the content ideas tailored to your audience, you don't need the general content pillars anymore.

- Viral content that works in your niche

After doing the viral analysis you know exactly what reels to create to make them go viral. It can be floating heads, B-rolls, faceless, tutorials, and so much more. But you already know what works. Simply put it into your table.

- Sprinkle on top

We always have to remember who we are and what we stand for. In fact, our personality will help us win the hearts of our audience making them stay for US and not somebody we pretend to be. That is why, on top of every content you produce, sprinkle your personality. Show yourself. Be it humour, romanticism, dreaminess, crazy effects. Your imagination is the limit, put it to work!

Post content based on this strategy for the next 100 days, then re-evaluate if necessary.

CHAPTER 7: THE CONTENT

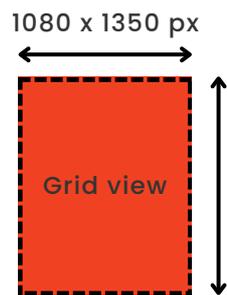
CAROUSEL CHECKLIST

Tools:

- Canva
- 3 branded carousel templates
- Canva brand kit

Carousels:

- Maximum number of slides: 20
- First slide - cover slide with the headline
- Last slide - CTA or sell
- Number or arrow to encourage swiping
- Your Instagram handle on each slide
- Your business information on the first and last slide
- Ratio: square or 4:5. If using 4:5 make sure that all essential information on the cover slide is within square to look good in the profile grid



Branded Carousel Template

Headline

Hook

Sell or CTA

Business info

Instagram handle

CHAPTER 7: THE CONTENT

REEL CHECKLIST

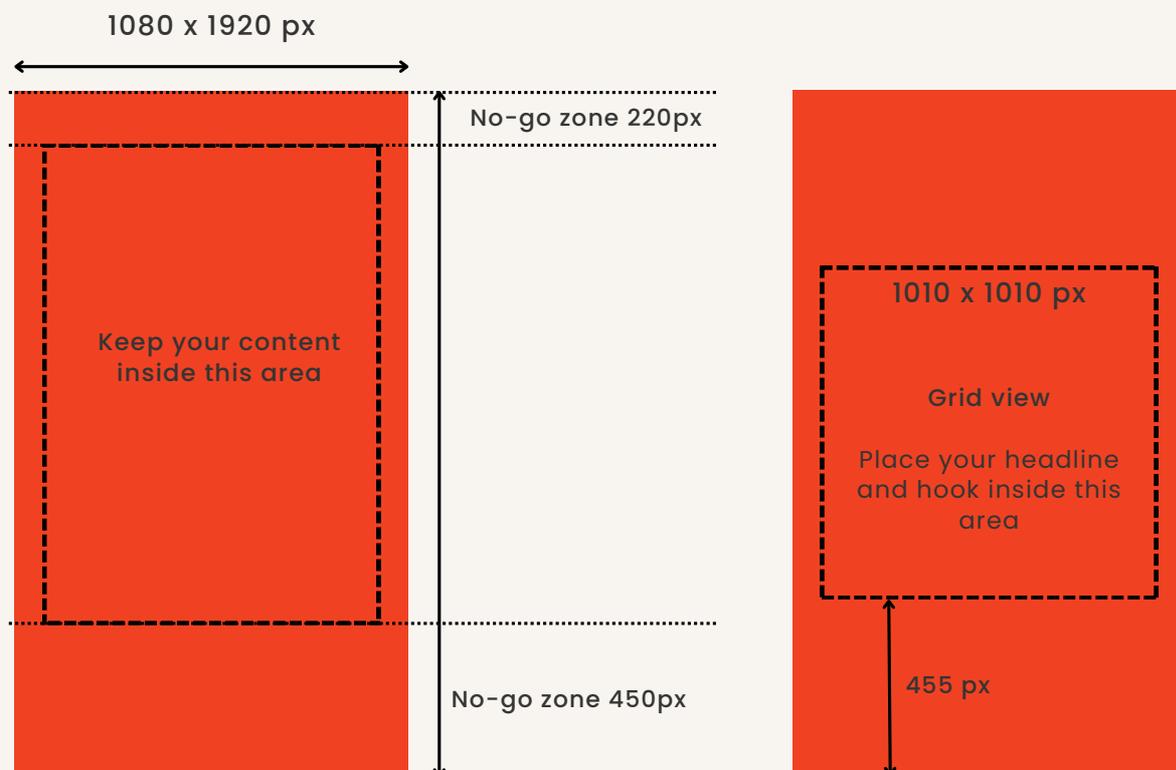
Tools:

- Capcut app or desktop version
- Font presets in capcut
- Light ring and good quality camera or phone
- Website to download audios: <https://instavideosave.net/audio>

Reels:

- Trending audio (< 5k)
- Optimise for muted videos, add subtitle
- Captivating hook for max 3 seconds
- Reel length - shorter than 7 seconds.
- Can be longer, if educational (reels max length 3 min, videos as posts no max length)
- Keywords in caption & hashtags (up to 30)
- Value in reel & caption
- CTA promoting engagement or sale depending on your goal
- Cover photo or clear headline in the beginning of the reel to use as cover in the profile grid.

Branded Reel Template



CHAPTER 7: THE CONTENT

BATCH CONTENT CREATION

Now that you know exactly what you are doing, the time has come to creating your content.

The most important thing for the success of your content is that it is high-quality, with a lot of light and clear visuals.

While blurry, unedited videos work for memes, they do not work for expert professionals. That is why invest in a good camera (or an iPhone), good camera stand and good softbox lights. You can also purchase a microphone, if you intend to record a lot of speaking videos and you want better sound quality.

Below is the list of the tools I use for content creation that greatly speed up my process.

- [Softbox lights](#)
- [Microphone](#)
- [Travelling microphone \(no need to charge\)](#)
- [Magnetic cover](#)
- [Magnetic holder](#)
- [Light stand](#)

Tools for editing your content

- Canva for carousels
- CapCut for reels

Tools for scheduling your content

- Meta Business Suite
- Native Instagram scheduling function

THE HOOK

Copywriting is one of the most valuable skills a business owner and a creator can learn in 2025. And learning to write good hooks that grab attentions is on top of all skills. Why? Because if your first sentence fails to stop a user from scrolling and make them want to continue watching, no matter how genius your piece of content is, it won't bring any results.

Luckily, there are numerous tools that can help you with generating a great hook!

Here are three tools I would recommend for hook creation or hook improvement:

- Portent Title Generator,
- Ubersuggest
- SubjectLine.com
- And of course, ChatGPT

CHAPTER 7: THE CONTENT

Below is a ChatGPT prompt I use to generate hook ideas when I am in an idea rut.

ChatGPT prompt for hook writing

The goal of the prompt is to generate a hook based on the following criteria:

- It should be polarizing
- It should make people feel strong emotions hitting where it hurts the most (pain points)
- It should be a bold statement that makes people question their beliefs (e.g. contrasting/questioning what they already know, existing solutions)
- It should be counter-mainstream

"Write 10 attention-grabbing, scroll-stopping hooks for Instagram Reels that cater to [target audience, e.g., small business owners, fitness enthusiasts, dog lovers, etc.]."

Each hook should:

- *Spark curiosity or emotion immediately.*
- *Be concise and under 10 words.*
- *Encourage viewers to stop scrolling and watch the Reel.*
- *Relate directly to the Reel content, focusing on [specific topic or theme, e.g., productivity tips, workout hacks, viral dog tricks, etc.].*
- *Have a bold or polarizing tone to make it stand out in a crowded feed.*

Examples of tone: intriguing, humorous, shocking, or highly relatable."

Once your hook is ready, it is time to write the caption copy. If writing seems daunting to you, then I have more good news for you! With a right ChatGPT prompt you can craft clear and engaging captions in no time.

Just remember, practice makes perfect and even though it might seem daunting now, the more you do it the faster it will become a second nature to you. So instead of relying on AI and in order to get better, try writing your own copy. Then, use the following prompt to improve it:

CHAPTER 7: THE CONTENT

You're a professional ghostwriter. Your task is to read the provided TEXT and improve its quality while ensuring it remains engaging and easy to understand. Please:

- *Fix spelling, grammar, and punctuation errors.*
- *Make sentences clear, concise, and split up any run-ons.*
- *Maintain a 5th-grade reading level for easy comprehension (mandatory).*
- *Use contractions, transition words, and natural interjections to enhance flow.*
- *Avoid repetition and redundancy.*
- *Replace words with simpler alternatives where needed, but avoid altering technical terms or essential jargon.*
- *Preserve the meaning of the text without introducing new ideas or interpretations.*
- *Retain any existing markdown formatting (e.g., headers, bullets, checkboxes).*
- *Use a conversational, approachable tone (avoid overly formal language).*

TEXT:

An amazing tool to help you ensure that your copy is clear and easy to understand is Hemingway editor. This AI tool evaluates the complexity of your text and assigns a school grade to it. Then it offers suggestions how you can simplify your text. You want to aim for 4th–5th grade level reading and comprehension.

COPY CHECKLIST

- People scan, not read—remember this.
- Write headlines that tell the whole story at a glance.
- Skip jargon, especially at the start.
- Use relatable real-life metaphors.
- Write, wait 24 hours, then edit—don't rush to publish.
- Clearly show the benefit of reading your copy.
- Mix short and long sentences for an enjoyable flow.
- Keep sentences short—7–9 words max.

CHAPTER 7: THE CONTENT

CONTENT CREATION ROADMAP

If everything that we discussed above seems unclear and blurry, let me give you an example of one of my students and how she trippled her account in under three months.

Her name is Katka ([@faceyogis_club](#)) and she is a face yoga instructor helping people to naturally lift and tone their faces.

A few months ago, when she was just starting out, she had only a few hundred followers, low engagement, no clients, no strategy, and no branding. She was inconsistently posting and getting frustrated with the poor results

She kept posting ads on her feed, trying to advertise her services, but it wasn't working because the posts didn't offer any value to potential followers.

However, I saw great potential in her account. I believed that with her personality and eagerness to be in front of the camera, she could grow quickly.

Her response was always, "Yeah, but will it bring me clients?" My impatience would make me sigh, roll my eyes, and say, "Yes, if you communicate your offer correctly."

So, I took her by the hand, sat her down, and convinced her to commit to Instagram for 2-3 months and to stop if she saw no results.

She agreed and so we set out to optimise her account. Our goal was for her content to not only attract followers but also clients, while spending only a few minutes a day posting and the rest doing what she loved.

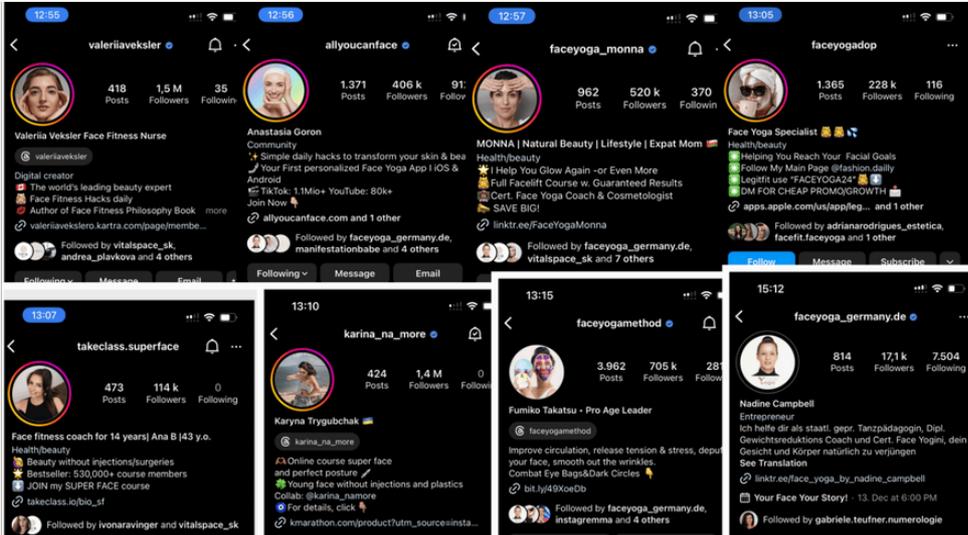
And here's exactly how we did it:

First, we conducted extensive audience research, identifying the problems of her ideal clients. We wrote a list of 20-30 problems they had, 20-30 existing solutions, and 20-30 benefits of her offer as a solution to their problems.

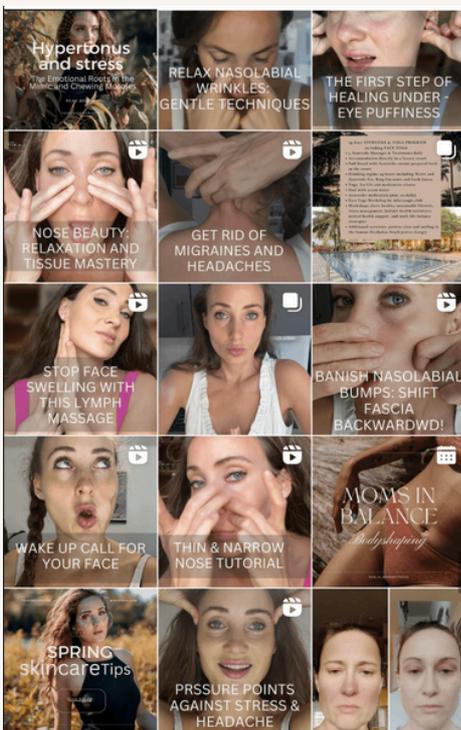


CHAPTER 7: THE CONTENT

Then, we conducted systematic competitor research, looking at how their bios are structured, what they include in their highlights, which posts are pinned, and which content resonates most with their target audience.



Next, we redefined her branding. Although neither of us are graphic designers, thanks to Canva, we were able to create beautiful reel covers, carousel templates, and branded story highlights to make her feed look cohesive and attractive.



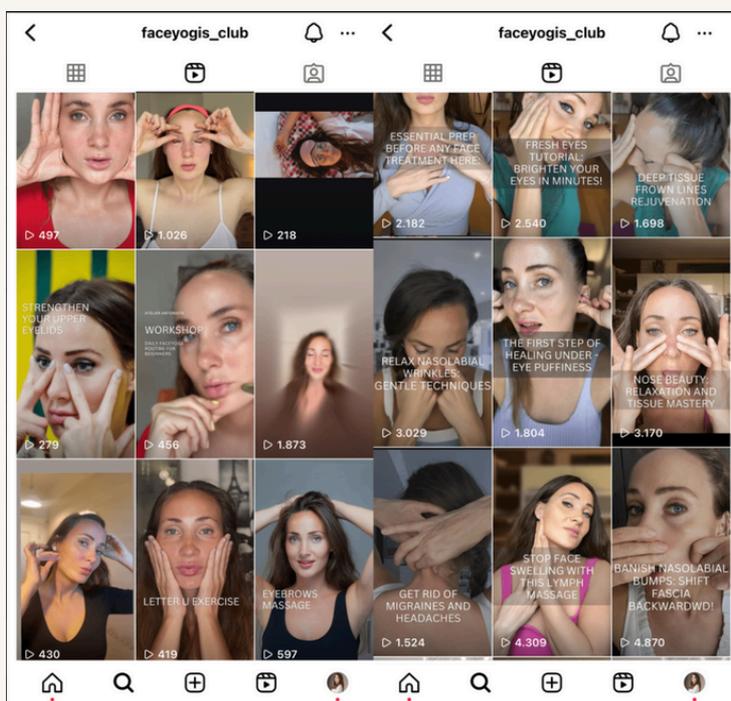
CHAPTER 7: THE CONTENT

After that, we created a content database with over 150 post and hook ideas. With this resource, she could sit down once a month and create 30 videos for the entire upcoming month.

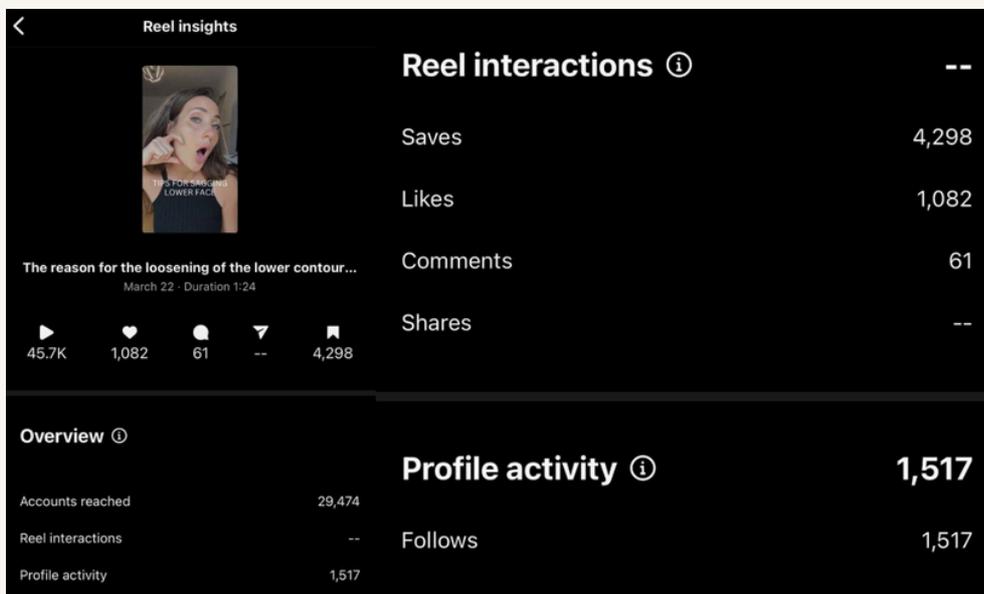
This batch creation process enabled her to consistently show up on Instagram with high-quality content that her target audience actually cared about.

The result?

- In just a few weeks, her overall views increased from 200-400 to at least 1500 for every reel she posts, with one reel going viral in her industry and attracting over 1500 followers.



- One reel going viral (for her industry) and bringing over 1500 followers.



CHAPTER 7: THE CONTENT

- People started asking in DMs for her video tutorials and were willing to pay for them.

And of course, she continues to grow effortlessly, because content compounds and even old but good content can continue bringing in new followers.

ANALYTICS

One extremely important thing that is going to accelerate your efforts is TRACING EVERYTHING. This means that once a month, you will sit down, open the #4 of your [Instagram Strategy Research Google Sheet](#) with the content calendar and insert two numbers for every post you made:

- # of followers gained with that post
- # of people reached

The Google sheet will calculate the CVR for you. Based on this, ditch all content whose CVR is below 1% and continue creating more content with CVR higher than 1%.

Results		
Accounts reached	Accounts followed	CVR
2398	1	0.04
13987	87	0.62
90045	5000	5.55
43876	4357	9.93
		#DIV/0!

Imitate what works and improve

Now that we carefully analyzed the posts that did well for us we will start to create more posts like this. But we will always aim to improve them to attract more audience. Here’s how you can improve your content:

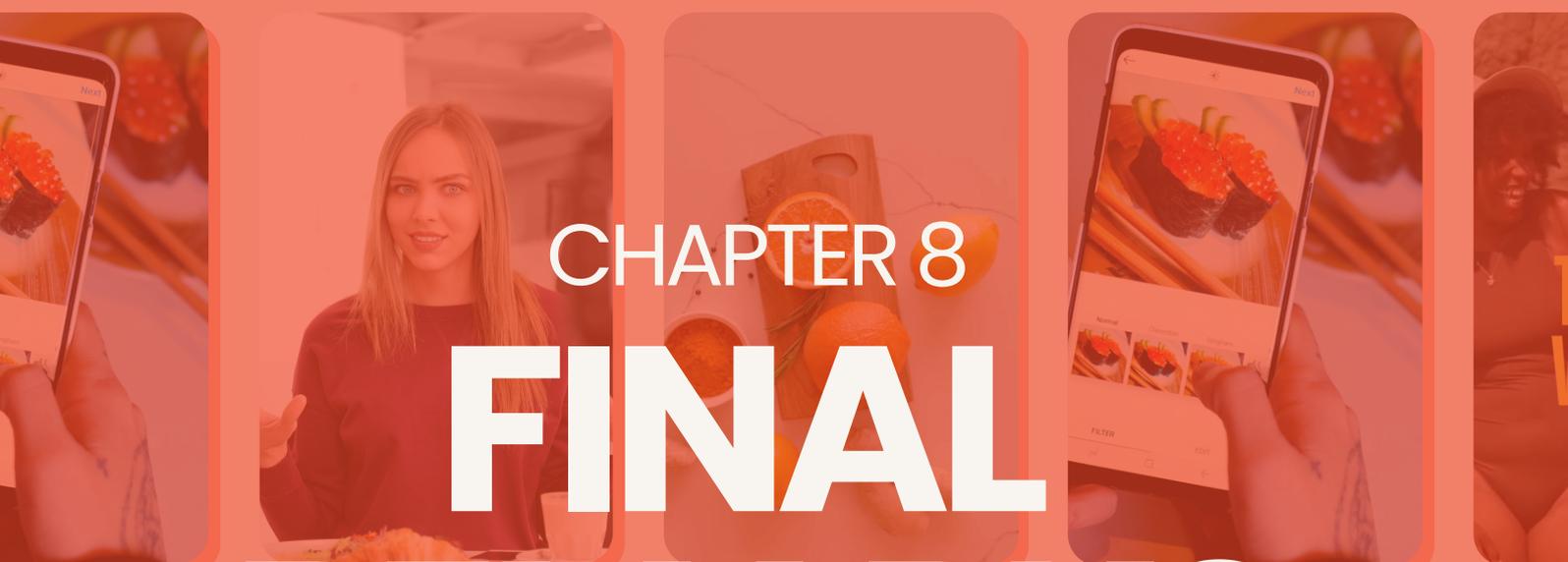
Ask yourself the following critical questions:

- Why did people share this video?
- Why did people follow after this video?
- When did viewers stop watching?
- What could we have done better?
- Is the hook strong enough?
- Is the call-to-action clear?
- Is the text clear and easy to understand?
- Would this post make me pause if I were scrolling?
- Does it offer any value or benefit to the reader?
- Would it stand out when compared to a competitor’s post?

Then listen carefully:

If you take the time to read the comments on any viral video, you’ll often find viewers explaining why it resonated or went viral. The key is to pay attention and learn from their insights.

By applying what we learned from these observations and staying consistent you will create controllable growth.



CHAPTER 8

FINAL REMARKS



- ✓ Develop a solid marketing strategy to reach your target audience and increase brand awareness
- ✓ Focus on providing excellent customer service to build a loyal customer base and positive reputation
- ✓ Continuously improve and innovate your products or services to stay competitive and relevant in the market
- ✓ Build a strong online presence through social media and a well-designed website to attract and engage customers



CHAPTER 3: DRIVING TRAFFIC WITH PURPOSE

- Algorithm wants that your content keeps people on the platforms
- Create lots of value for your audience for free
- Only consistent posting leads to growth
- When you just start bet on quantity instead of quality. This will lead to future quality.

Expectation management:

- You do not need to make reels to grow on Instagram.
- But reels is admittedly the most effective way to reach a wider audience as of Socialinsider data in 2023 with 30.81% reach rate vs 14.45% for carousels and 13.14% for images.
- Video is also the most engaging format as of Socialinsider data in 2023 with 1.23% engagement rate vs 0.99% for carousels and 0.70% for images.
- Instagram's algorithm may take 7 to 21 days to start recognizing your reels. That is if you really narrow down your message and niche.
- It might also take a couple of month and some people need up to a year to make a breakthrough.
- A breakthrough is only possible if you consistently post content and follow best instagram practices.
- If you are just starting out, you won't know what works well and what doesn't.
- You'll probably also be pretty slow with content creation. And that's okay.
- Growth often comes completely randomly from things you least expect.
- That is why you should always test different content ideas, formats, and types in the beginning.
- Once you learn what works well for you and your audience, you'll adapt your content strategy to fit that tactic.
- There will be high periods, where you gain over 100 followers per day, and there will be low periods where you can't reach a new audience and gain new followers over a longer time.
- It is all just part of the game.
- Virality is good, but you should aim for **regular, consistent growth.**

DAILY INSTAGRAM CHECKLIST

- Post 1 feed post and 3-5 stories daily
- Add hashtags to your post caption or as first comment
- Share your post on your story using
 - a comment on the post (say thank you or answer the question)
 - an interactive sticker
 - an incentive to check it out using a CTA
- Pin 3 comments that set the tone for conversations (if you don't have loyal followers yet, ask your partners and colleagues to comment on your posts)
- Use Notes to communicate a short message, like "new reel" to people you follow or close friends to encourage engagement
- Take 10 minutes a day to answer any open comments (press the heart button in your home feed view and filter for comments)
- Mark the comments you replied to with the heart button
- Take 30 minutes a day to respond to your DMs or to DM your new followers and have a real conversation. The more personally you engage with your followers, the more likely they will be to engage with your content or convert.

WEEKLY INSTAGRAM CHECKLIST

- Analyze your insights & adjust your content as needed. But don't overthink it. Not every post will or needs to go viral.
- Make sure your "My offer" or "Start here", "My Story" and "Client Wins" highlights are at the front of your highlights
- Check your DM request folder for any DMs you may have missed throughout the week
- Post daily on stories & 3+ times on your feed
- Post "subscriber" content if you have subscriptions set up

MONTHLY INSTAGRAM CHECKLIST

- Check the links in Bio to keep them fresh and up-to-date
- Add or take away story slides from highlights to keep them updated and relevant
- Switch up the CTA in your bio
- Update your strategy (if needed) based on data from insights & your business goal
- See what content from 3-4 months ago you can repurpose for the upcoming month
- Set up your 1 collaboration or live stream for the month
- Plan content and batch create as much as possible
- 2-3x a month remind your followers to add you to their favorites feed

QUATERLY INSTAGRAM CHECKLIST

- Ask for testimonials and feature them in your stories, then save them to your highlights.
- Regularly check your highlights to ensure the links work and the content fits your brand and is still relevant.
- Rotate the pinned posts on your profile and reels tab.
- Update your direct message FAQs.
- If needed, update statements in your bio that showcase your credibility (like # of clients you've worked with).
- Add people to your close friends list, and consider doing monthly updates.
- Clean up your follow list by unfollowing accounts that no longer inspire or uplift you.
- Review and possibly update your strategy and goals to stay on track for the next quarter.



NEED A GUIDE TO HELP GROW YOUR INSTAGRAM ACCOUNT?

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