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METHODS TO SKYROCKET YOUR INSTAGRAM FOLLOWING



AESTHETICS GROWTH

In today's 2020 world organic growth on Instagram can be a herculean task. You are busy running your business and the last thing you need is virtual enslavement to DMs, labour intensive comment for comments and trying to seduce the Instagram algorithm to speed you on your merry way to client city. And that's not to mention avoid the pit falls of automation bots and follow / unfollow strategies that may promise short term success but will most likely be banded the next month and leave your account to be demoted once flagged. If you can't beat em join them – embrace the algorithm and optimise your approach to give the best outcome for the time you put in. In the following steps we lay out some key tactics to help skyrocket your following without living on the platform.

1.

Not every hour is created equal.

There are Golden Hours of Engagement and 9pm is the sweet spot. During this time activity and attention among users will be at its highest so capture and harness it. That means post your best content, and reply to every comment.

Note that Instagram logs repeated comments as spam so your reply must not be just copy and pasted, be present and personal. Focusing your time and attention over a 1 hour window will make it less daunting whilst maximising your returns. It will also be worth your time interacting with profiles that have commented on yours, like or comment on their content as you will find once they receive recognition for liking your content they will be much more likely to continue to do so going forward.



2.

Vary your posting windows.

Everyone knows content is king and daily posting is ideal and yes that is true but alternating when you post will help you tap into the Instagram algorithm pushing your content to more viewers. Why not double down and post 2x a day, systematically alternating morning and evening posting windows.

Instagram stories can be increased further – the more the merrier here. If this all seems a headache to manage use tools like later.com to schedule your content in advance and then sit back and enjoy the show.



3. ■

Create posts that encourage in lengthy comments.

The times where a casual like and share would get you into the Instagram good books, unfortunately this is no longer the case. Instagram now want dialogue and conversations to maintain attention and retention on their platform.

A good practice to help with this is creating posts that prompt longer comments (typically 6 words or more). This will help favour your profile with the Instagram algorithm as well engage your following moving them down your sales funnel as they become more acquainted and trusting of your business.

- Here are some examples to get you going:
- What's your favourite quote?
- If you could have a free treatment what would it be and why?
- Here's our morning routine, what's yours?

4.

Offer a good old fashioned incentive.

Instagram is so saturated and the reality most people scrolling through their news feed won't stop without very very good reason. Why not give them an incentive with a voucher or product giveaway competition.

Personally, we believe vouchers work best here as you can offer out higher perceived value whilst not losing out on postage (email vouchers) and materials costs and ultimately they have to attend your clinic to the voucher – giving you an opportunity to really show your quality of service and turn the comment into a life time customer.

5.

Hashtags.

The debate will go as to which is the optimum number of tags to use, as it is true the power of each hashtag diminishes as you place it subsequently down the list (1st hashtag has the most power, the last has the least). You don't have to re-invent the wheel here, see what's working with your competitors, model it and adjust to your business.

Use tools like socialrank, ubersuggests and social blade to find out what hashtags others in your industry are using and then test for yourself.



6. ■

Brand is power.

Brand consistency is incredibly important to convey a subconscious layer of professionalism that will impact on prospective clients, helping to build trust and recognition over time. This mean your font should be the same on all posts, including stories, as well as your use of colour. Use a graphic designer or come up with a brand colour palate yourself and stick to it, there is nothing worse than arriving onto a profile to receive a headache from a multitude of kaleidoscopic colour!

Use apps like Canva and pic collage to maintain consistent branding with your logo overlaid onto content, again keeping the logo in the same location will help to build rememberability, consider it your seal of approval on each piece of content.

7.

The devil is in the detail.

Instagram is built on photos and aesthetics companies are perfectly matched to the platform. It is common sense then that the quality of your photos will play an integral part in your success on Instagram. Only post high quality photos and avoid using filters, certainly Instagram filters. This is your portfolio of work, show it in its best light and convey a level of professionalism that will build trust in your potential clients.

It is really worth investing in a good quality camera, however if this is daunting or not an option, particularly for those starting off, a good place to start is a good light rig. This will account for most of the legwork in a good photo when paired with most smart phone cameras.

8. ■

Line Breaks – Social distancing before it was a thing.

Line breaks are the spaces underneath sentences or paragraphs which are used to separate them. No one looks at a big lump of text, licks their chops and dives in. Breaking up the text with line breaks makes your post more inviting, increasing the likelihood of that person actually reading and engaging.

Save time by writing out templates within the notes section on your phone, we find it best to have different templates for announcements, case studies, offer posts, motivation etc..., copy and paste them onto [insta-space.org](https://www.insta-space.org), this will match the layout of the text within your notes and translate it to Instagram's format, and finally copy and past from insta-space into Instagram.

9.

KISS Competitions – Keep it simple stupid!

With such saturation now, no one has the time to delve into a detailed rubric of competition conditions. Make it easier for entrants, encourage activity and make the competition do its job – generate excited, engagement and clients!

Here is a basic outline

- 2 weeks to 1 month duration
- Multiple winners
- Must be following
- Repost to story
- Like and Comment

10.

Variety is the spice of life....and Instagram.

Don't get boring quickly with the same type of content again and again. Incorporate different styles (interview, Q&A, Case study, Documentary, Rant) to entertain your followers. Develop intrigue with captivating thumbnails for videos and pump up some excitement with occasional competitions. Keeping it fresh doesn't have to be creatively exhausting, a well structured content schedule that systemically rotates post styles can make your content go further whilst maintaining intrigue. Your Instagram account needs to remain in its honeymoon period. It needs to combine education, curiosity and intrigue.

If you are posting a video, make sure you are choosing a thumbnail that causes intrigue. You don't want to use clickbait, as you are essentially lying to your followers and it will discredit the positive relationship you are trying to build. However, a solid thumbnail does work!

Handle funny memes with care, although they do titillate us and are an easy option for capturing attention and comments, at the end of the day you are trying to build trust and display professionalism to potential clients. This can be viewed as a balance between building trust and showing a human side to the business that people can relate to and connect with.



11.

The age of the Influencer.

Influencers can be a double-edged sword, a fast track to building brand recognition and boost your followers or they could sink much need funds or even worse damage your brand. To protect yourself from the latter as do your due diligence and thoroughly check out their feed to determine if they would be suitable to represent your business. Once you have found that special someone draw up a contract to protect yourself from any pitfalls if things don't go the way you intend. Be sure to include the following:

- Term
- Deliverables
- Cancellation
- Items to Avoid in Influencer Posts
- Branding guidelines
- Confidentiality/Exclusivity

N.B. Contract templates are available upon request: contact us on info@asethetics-growth.com

It can pay off to target influencers with smaller followings, 10-50k, as you may find them to be more proactive, engaging and cheaper. Stacking a series of committed micro-influencers will pay off over a single more expensive influencer who isn't prepared to put in as much work. A useful research technique which may be of use - once you have found a suitable influencer use the drop down arrow found towards the bottom right of their bio to find similar profiles that closely related.



12.

No Arigato Mr Roboto.

BOTS, we have all been seduced by their promise of rapid growth and automation, lifting the burden on our Instagram pilgrimage to a golden horde of engaged followers. In short don't do it, just don't. Bots, fake followers and automated follow/unfollow methods will destroy your business's organic growth and put you in the doghouse.

Instagram now has a dedicated team to source out Instagram users who are using these to halt their organic growth or exposure. The potential short-term gain is not worth the long term negative impact they will have when Instagram discover their use and limit you exposure.

Implementing tried and tested marketing strategies is the only way to dominate your field and become successful online. If you really want to out-class your competition and scale your business with highly ROI you must address these key points. If you don't you are likely spending more than you can afford and gaining less than you need. Its not just knowing what to do, its fortifying that knowledge with tired and tested methods and experience that generate results day in day out.

Book in your free 30 minute strategy session with one of our marketing strategists and define your marketing blueprint that will automatically generate leads into your clinic.

Lean how to adapt proven tactics that have generated over £64.5 million in revenue to your aesthetics business and take the next step towards financial freedom and stability.

Note this offer is only available to those who are serious about scaling their business and it will require effort from yourself, although we will do most of the leg work.

Take back control of your future and elevate your business to the next level today.

**SCHEDULE YOUR FREE STRATEGY CALL
ON [AESTHETICS-GROWTH.COM](https://aesthetics-growth.com)**