



Instagram Engagement Free Guide by Organics Growth

Hello! My name is Thomas, I am the co-founder and accounts manager at Organics Growth, my job is to help people and businesses better reach their goals on the Instagram platform and I do this by giving them on-point advice and also by helping them grow their pages organically, through interactions.

If you have been trying to grow your business on your own, you probably know how hard it can be! The best you can do is learn how to use the platform in the best way possible and boost your growth with the help of a marketing service like Organics Growth.

You can learn more about what it is we do on our website <https://www.organicsgrowth.com/>, you can also take a 5 days free trial of our service so you can decide if this is for you, no strings attached.

Now to what's really important! Here is your free guide to help you increase your engagement with your audience and make the most out of your Instagram page. This is a sample of the valuable information and analysis we provide when you sign up for our service, every Instagram profile is different from the others, so when needed, we also offer one-on-one support to help you out with strategy for your specific niche.

- ❖ One of the most important things is to understand who your public is and why they are here. What does my target audience **want**? What do they **dream** of and what are they trying to achieve in their lives? What type of content should we provide to mainly **entertain, surprise or inform** them? Create content that helps them achieve what they want, to capture them. If your Instagram Insights don't give you enough information about your audience, then you should use your Insta stories and website to find out more. Ask questions, create short polls, let people vote for their favorites, etc. This will not only give you more info about your followers, but it will make them engage with you too!
- ❖ Understand who you/your brand is and **what you have to offer**. What is my brand's identity? What are my core beliefs and **values**? You should be clearly saying to your audience "this is what I'm about and here is why you should pay attention". When you clearly communicate these, you will easily attract followers who **share** your same values; sharing what you firmly believe in creates conversation and a community of people around you who will be happy to engage with your content and waiting for your next post.
- ❖ Use your captions wisely, tell a story, a life experience, an interesting text; let's try to captivate our followers not only with beautiful/interesting pictures and videos but also

through our captions. Invite them to be a part of your community, to comment about the things they care about, their worries and needs, ask them questions, generate discussion, **connection** (this is called “call-to-action”)

- ❖ Publishing stories is the best new way to generate better presence and engagement on the platform, a couple of stories a day can put your account as a “priority” for your followers. Invite them to ask you questions, to be part of a giveaway, make short easy to answer polls, invite them to share useful info/tips with their friends, show them teaser videos of your work, show them inspirational material, etc.
- ❖ Interacting just before posting is also proven to be a great tool to increase the exposure of your posts. Do some likes and genuine comments, answer dms and interact with your followers stories **right before** you post; this way they will see you are active, they will see your notifications and then your new post, maximizing its exposure and engagement.
- ❖ The more “attention” a post gets during its first minutes/hours of being posted, the more exposure it will get because Instagram will classify it as a good quality post, that generates conversation, and it will show it to more users. Start by generating this “conversation” with people that you know: when you publish something, send the post to all your friends and ask them to please like and comment something, publish your post on your stories and invite your followers to go check it out in your profile, also use your personal accounts to like and comment your brand’s new post. Every interaction counts! Hint: try to answer comments as fast as you can and as soon as they have been posted on your page!
- ❖ Let’s give a little more information and add a little “flourish” to our Insta bio. This is one of the first things new users will see on your page and we should try to captivate them in every occasion we get! It should be informative and also interesting, generating trust in your brand. Use a call-to-action that invites your followers to do something, ex: book now to get a free X, contact us for a free quote, sing-up for a free tutorial, etc. (having a website or landing page for this is very useful)

I really hope this free guide will help you use the Instagram app better, remember Instagram is a community, the more value you give to the community, the better return in engagement and participation you will get back!

If you would like to get some help growing your followers through targeted interactions, please contact me directly via email at tom.thyrion@organicsgrowth.com or through our website <https://www.organicsgrowth.com/>.

