

A hand holding a smartphone in front of a collage of images including a city skyline and various documents.

20 Ways to Build Your Instagram Following

Tip #1

Post 3 Times A Day

This is the perfect sweet spot, posting more than this can inundate your audience. Posting less frequently might mean that people don't encounter your content.

Tip #2

Have A Consistent Brand

Across all of your channels on social media,
use the same account name, the same logo
etc.

Tip #3

Use Lots of Hashtags

Instagram lets you use up to 30 hashtags... and you should use them all! If you could enter the lottery 30 times for free, why would you only enter once? Each attempt is a free chance to gain more followers.

Tip #4

Find The Sweet Spot

Avoid overly popular hashtags, or overly sparse ones. Aim for hashtags that have around 30,000 posts to stand out while still reaching a wide audience.

Tip #5

Use A Variety

That said, the best plan is to use a wide variety of hashtags. A less popular hashtag might allow your content to stay at the 'top' for much longer. A more popular one has potential to reach a massive audience and go 'gangbusters'.

Tip #6

Post Vertical

Portrait images stay on the page longer when scrolling vertically, and so they tend to enjoy better engagement.

Tip #7

Use A Set Style

Having a single style throughout all your posts helps to give you a stronger branding and means that viewers can easily identify whether your page is right for them. Many brands use the same filter in every post!

Tip #8

Use Stories

Stories are a useful way to post content that doesn't match your branding – and to give an insight into your daily life.

Tip #9

How Much To Charge

Got a huge following? If you're wondering how much to charge for sponsored posts, the going rate is \$1,000 for every 100,000 subscribers.

Tip #10

Post at 10am-3pm on Weekdays

Research shows that this is the optimal time to post to get the most likes and shares.

Tip #11 **Or 6pm GMT**

If you're posting for a global audience though, then post at 6pm GMT. This will ensure the maximum number of the most engaged audiences are awake and active.

Tip #12

Use Stock Photos

Not sure how to make a successful Instagram account without taking photos? Use royalty free photos from a stock site.

Tip #13

Use Video

Video actually has higher engagement than photos!

Tip #14

Place a Link in your Bio

Shorten it with bit.ly or a similar tool. This is useful for getting more people to your website or sales page from your Instagram.

Tip #15

Choose a Good Profile Picture

This should demonstrate the kind of content you will be posting on your main page

Tip #16

Interact

Remember, Instagram is a 'social' platform. Respond to comments, like other pictures, and follow people.

Tip #17

Make a Business Account

This will create new opportunities for marketing and provide an easy way for people to contact you.

Tip #18

Get Verified

This creates more authority and adds even more unique tools and features.

Tip #19

Use Live

Instagram Live lets your audience get to know you better, helping to build more trust and hopefully sales.

Tip #20

Find your Value Proposition

Think about what you're selling and what people will be moved by.