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How to Double Your Instagram Following

 **FAST** 

TOPICS

Introduction
Your Niche and Market
Your images
Hashtags
Getting followers and engagement

This FREE eBook has been brought to you by

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At **Wild Free Design**

If you have any questions or feedback, don't be shy - email lindsay@wildfreedesign.com

INTRODUCTION

About Me

Hi! I'm Lindsay Hogg and I've worked online for 7+ years. Most of my knowledge is self taught from reading and testing out different ideas on many social networks and blogs. I've also studied digital marketing in Toronto from some of the top employees at Twitter, Shopify, Google and more.

Instagram is one of my favourite Social Media platforms and I'm very passionate about it. I have quite a few accounts for different niche blogs that I own which allows me to test out different hashtags, image types and categories when figuring out how to grow an account.

I'm really excited to share all of these findings with you and have no doubt that once you get going you can start gaining 30-100 new followers a week, have a ton more likes/comment engagement on your pictures and drive more traffic to your business or blog!

About This eBook

I'm a straight to the point kinda gal, so although this ebook is not very long, it has a lot of key information that will without a doubt, grow your Instagram account organically. I urge you to read this eBook through fully, spend a few days testing and then apply your new knowledge immediately and daily for best results.

Be patient, it might be slow for the first few days, but within a week or two, you will start to see rapid growth in both followers and engagement.

I have shared these tools with clients and friends and tested them out on different accounts. Without a doubt, these tools have always managed to be successful. You will need to do some testing of your own and pay close attention to what works and what doesn't.

All the categories I've broken this eBook down into work together as a team. It doesn't matter how engaged you are on Instagram if you have awful, dark and crappy images. And it doesn't matter how beautiful and amazing your images are if you're not actively, daily doing the work to get people to notice them.

Here are two of my top articles on Paid Instagram Growth.

[What Happened When I Bought Instagram Followers](#)

[The Scams: Instagram Growth Services Review](#)

STICK WITH IT

Have you ever gone on a diet and not lost 20 pounds in a week? Seems pretty logical that you wouldn't lose that much weight in one week, but we often have crazy expectations of ourselves and when we don't see immediate results, we give up. But, I bet if you kept up with that diet for 30 days or so, you could probably lose close to that amount of weight. (Disclaimer - I'm super anti-diets!)

It takes time to find the right hashtags that work for you and get the ball rolling. When you are more active on Instagram and start gaining more interaction **it becomes second nature to do your daily work and the numbers become higher and faster than you could have ever thought.** Similar to a diet and fitness, the stronger your metabolism gets, the more weight you will lose without having to put as much work in. **The more you start to build your Instagram account, the more naturally it happens with less work.**

That doesn't mean it's time to get lazy and not do anything, just as on your diet, you might slowly see your weight creep back, you will slowly see your Instagram interaction drop. But **once you get the ball rolling, you won't have to work as hard to maintain a steady flow of new followers and likes.**

The tools I'm giving you work.

You have to stick with it and do the work yourself.

Your account will start growing before you know it!

Stick with it! This isn't a magic pill - You might not have two thousand new followers tomorrow, but your account will start to grow sooner than you even realize. I've seen many clients and friends use the tools and secrets I've taught them about Instagram and as long as they put in the work, their accounts have seen quick success. Many of them gained hundreds of new followers a week. But it took them a few days, and in some cases a few weeks to get the ball rolling with their account.

As I've experienced with [@lindsay.becca](#), some accounts take a bit more hashtag research or testing of niches and some have to start creating better photos to post. A few accounts were brand new and a few had already built a small following. Remember, everyone is at different levels and keep up the great work. You're already halfway there by reading this eBook!

YOUR NICHE = The Right Hashtags

Learning about marketing could be a whole eBook on it's own, but I think it's important to have some basic knowledge. What I want to concentrate on, is finding your niche and market. You may need to test the waters to narrow some of this down, but it is important to get clear on your mission before you start throwing stuff onto your instagram account.

What is your niche?

If you manage your own business, or a company Instagram account, you're probably already aware of your niche field and market. Picking your niche or getting to know them better, **helps you narrow things down and target the right market for your product or service.** This doesn't mean you have to put yourself in a box, it just helps you get a bit more clear on who you will be marketing to.

For example, years ago, I started a travel blog. At first, I kept all my content super general and wanted to cover every aspect of travel. Unfortunately, people didn't really want to sit and read about general travel stuff. So, I started to show more of my personality, writing humorous posts about missed flights, funny party stories and the characters I met along the road. I found that **once I decided on a niche, I got tons of more traffic, engagement and social shares.**

Your niche is going to be what makes you stand out from the hundreds of other accounts on Instagram. And it will also help you figure out who your ideal followers are.

Who is your niche market?

Who are the people that will be interested in what you post on your Instagram account? Age, gender, location are all fairly straightforward, but what else can you tell me about these people?

Let's say your account is about a niche type of yoga... **what else does your potential market like to do?** Maybe they like to hang out at Starbucks or go to the farmers market. Keep your eyes peeled, ask people around you or online what their interests are. **List everything you possibly can think of in relation to these people.** If you're having trouble getting started, try Googling some answers.



what do yogies |



- what do **yogis eat**
- what do **yogis wear**
- what do **yogis believe**
- what do **yogis smoke in india**

Showing results for **what do yogis**
Search instead for **what do yogies**

[Eat Like a Yogi - Yoga Journal](#)

www.yogajournal.com/article/lifestyle/eat-like-a-yogi/ ▼

Jul 16, 2008 - "Eating is perhaps the single most important act for one's yoga practice," Blossom says, "because ... Just how do you eat like a yogi?"

[The Yogic Diet: 10 Foods to Enjoy & Avoid - mindbodygreen.com](#)

www.mindbodygreen.com/0-5870/The-Yogic-Diet-10-Foods-to-Enjoy-Avoid.html ▼

Aug 20, 2012 - In addition, the foods that we eat should be prepared with love and positive intention. In eating a yogic diet, we are increasing prana and a ...

[How I Eat For Optimal Health: The Food Diary Of A Yogi ...](#)

www.mindbodygreen.com/.../how-i-eat-for-optimal-health-the-food-diary-of-a-yogi... ▼

Mar 22, 2014 - Eating doesn't need to be complicated, and in fact our eating is healthiest when it's not. But eating does need to be dictated by your individual ...

Even the Google drop down here is helpful. I get a general idea that people who like yoga might also have an interest in what they wear to yoga, what they eat and their beliefs. You may not get all the answers, but you might be able to get some ideas in relation your market just by Googling your niche.

What is your purpose?

Some of you reading this eBook will be a business that simply wants more clients or customers. Some of you might just want to build your following for personal reasons or just to get more awareness around a topic. Either way, **you have to get clear on your end goal with Instagram. Getting tons of new followers isn't very helpful if they aren't at interested in your product.**

Fill out these questions on a notepad:

Your selfish reasons:

- What do you want to accomplish through Instagram?

Your selfless reasons:

- What do you want to provide others with through your Instagram feed?
- How do you want to make them feel?
- What kind of knowledge do you want to provide them with?
- How will your service or product help them?

- Why do they NEED it or you?

Keep these notes about your niche, target market and purpose close by. They will help you further through this eBook when filling out/or re-doing your profile blurb on your account, as well as finding hashtags to test out.

Don't let all this marketing talk overwhelm you. It's important to get clear, but your game plan might change as you start to test out different images, hashtags and markets. So don't get stuck in figuring this part out for too long. **This pre-work is just to get you on the right path, so that you or your business and social media game plan aren't all over the place.**

INTERESTING INSTAGRAM STATISTICS YOU WILL WANT TO KNOW

Before we move onto getting you tons of new new followers and likes, I wanted to list some statistics about Instagram. **This information about users and engagement will be helpful for you and your brand, but don't let it rule every choice you make with your account and posts.**

The following are stats provided by Hootsuite.com to read the full article, [click here](#).

- There are **300 million** active users on Instagram monthly
- Instagram **photos with faces** get 38 percent more likes
- On average, posts that include **another user handle** in the caption net 56 percent more engagement.
- Posts with **at least one hashtag** average 12.6 percent more engagement.
- Posts **tagged with a location** receive 79 percent higher engagement.

These are two points that stood out to me. Especially because I've been loving videos lately, but I have not seen as much engagement on them. This information is from Brandwatch.com. To read the full article, [click here](#).

- 90 percent of Instagram users are **younger than 35**
- Photos see **more engagement than videos** on Instagram

This information comes from Searchenginewatch.com. The third point is especially interesting, quite a few marketing sources I read encourage a larger amount of text, stating that it increases engagement. To read the full article, [click here](#).

- There is a fairly even gender split between Instagram users: **51% male/49% female**.
- **15.8% of Instagram accounts are reportedly fake** spam-bot accounts and 30% are inactive, according to [Business Insider](#).
- [According to](#) Simply Measured, there's little correlation between **text length and engagement rate**.

YOUR IMAGES

It's a **pretty simple concept to grasp, that better photos = more likes and engagement**, but I'm still going to break it down a bit deeper for you. There are a few factors that go into having a great image that you maybe never thought of previously.

1. Clean and clear vs. Interesting Content:

Nice, maybe even beautiful pictures on your account are obviously a win. If you're posting a picture of your dinner and it looks dark and slimy, you will most likely, not get a large amount of likes on it.

I understand not everyone is a professional photographer and it's hard to ALWAYS have amazing images. You won't see every picture on my account(s) look perfect, bright and beautiful. You have to decide sometimes if the content of an image is awesome enough to override the low quality of the photo.

On my dogs Instagram account [@fynn.andfriends](#) you will see a large mix of very professional looking, adorable photos of Fynnigan and some lower quality ones. Sometimes the photos were really amusing or captured the moment, so because they had such good content, I posted them anyways. In this case, the content overrides the quality of the image and still did well. That being said, from experience through posting hundreds of images over 5 different accounts, majority of the time, a beautiful image will get more likes than an interesting one of a lower quality. Thus, **obviously, a beautiful, clear AND funny or interesting image will hit it out of the ballpark.**

Try to take bright photos, with minimal filters that make it look overdone. But don't hesitate, if you have something really interesting to share if it's not the best quality.

2. Be Personable:

Since the boom of social media, most brands have already figured out they need to **share images or text that has personality, humour or provokes emotion** - Especially if YOU are part of your brand. Allowing your followers a glimpse into your world will work wonders. We are all voyeuristic creatures. Have you ever felt like you know someone, that you've never even met because you follow them on social media?

[@yoga_girl](#) is a great example of someone who shares her life with the world through social media. She grabs your attention with her beautiful images, but a lot of her Insta-fame can be attributed to the fact that she shares raw, real, emotions about her life - the good and the bad. People all over the world have a feeling of 'knowing' Rachel Brathen ([@yoga_girl](#)). They can relate to her stories and hardships, both the good and bad.

I'm not saying, that if you're selling bracelets on Etsy you have to share pictures of you and your family on your Instagram account to make sales. But think of how viewers can see your product on a more personal level. [@puravidabracelets](#) is a great example of this. Their product images on Instagram are of tanned, free-soul-kind-of-girls with beachy hair, wearing their bracelets in tropical places with bright backgrounds. **They are not only selling their product through these images, they are selling a lifestyle; a niche lifestyle.**

3. Showcase a Lifestyle:

What do you, or can you, associate your brand or product with? Do you sell coffee? What do people who like coffee normally do? Do they read, work, enjoy a snack or breakfast with their coffee? Maybe they walk their pets with a to-go cup. **Start to think about ways to showcase life in your images.** Maybe you're a yoga teacher who wants a larger following, expand on only posting images of yourself in fancy yoga poses that some of your followers may not be able to

do. What else do these yogis like to do? Post of picture of your green smoothie, or you doing a meditation, your journal and some pens with a bowl of fruit or motivational quotes.

4. Variety:

While you want to keep the theme of your Instagram account in line with your niche, you also want a variety of images. Yes, you want to be consistent in your message, but **you don't have to ONLY post images of your products or yourself**. Like I mentioned in #3, **displaying a variety of images that showcase a lifestyle and have interesting content that people can relate to or engage with is important**.

5. Don't Over-Post & Consistency:

Everyone gets annoyed when they have to scroll for ages to get past one person bombarding them with multiple images. **You're better off posting daily or a few times a day spread out over an hour or two, rather than all at once.**

HASHTAGS

Although it's fun and creative to make up your own hashtags, having all your own creations could work against you. You want to **use mostly hashtags that already exist** (this helps people find your images and account). If you do decide to create a branded hashtag for your company, choose one that's relevant. Make your branded hashtag catchy enough that others will want to use it.

Example of creating your own hashtag:

[@yoga_girl](#) is one of my favourite Instagram sensations. Her hashtag that went viral was [#yogaeverdamnday](#). It's a bit long, but it's catchy and inspirational, even the hashtag [#yogagirl](#) has 2 million tags. Both hashtags can apply to a niche market, but are broad enough that millions of people can use them. Anyone that loves yoga can hashtag [#yogaeverdamnday](#) and anyone who loves yoga and is a female can hashtag [#yogagirl](#).



Be Specific

Being specific with your hashtags helps you connect with a more niche market. If I were posting a picture of food, I would still use the hashtag #food, but I would mostly concentrate on narrowing down my tags like: #paleo #vegan #foodblogger #yum #foodgram #healthyfood.

Think Outside the Box

If you're a local business, it's a great idea to see if there are any local hashtags you can use. I helped out studio for a short time with their Instagram account. The first thing I did was do a search for #Leaside (an area of Toronto, Ontario) to connect with local businesses and people.

See What Hashtags Others (Your Competition) Are using

If you're having trouble thinking of hashtags you could use for your business or niche, do a search to see what other people are using. I do this weekly to keep my hashtag-game fresh. For example if your niche is #dogs, you can search that hashtag and see what other accounts hashtag with #dog. You will most likely find things like #dogsofinstagram #dogsofig as well as specific breed hashtags #bostonterrier and #bostonterriersofinstagram.

Take a minute to plunk these tags into your search bar and find out how many times they have been used. If you see something that has only been tagged 10 times, you probably won't get a lot of interaction from using that hashtag.

Event Hashtags

If you're at an event or are creating one, using a hashtag specific to that event helps create awareness, buzz and allows attendees to network before and after the event. It also helps with

networking before and after the event! I've been to conferences where the hashtag has definitely help me connect with other attendees. Below is an example of how many uses the One of a Kind Show got out of their hashtag. Some events will make their hashtags city, or year specific.



Instagram

Search



#ooaks16

5,297 posts

TOP POSTS



THE MOST IMPORTANT THING TO DO, TO GET MORE INSTAGRAM FOLLOWERS

Social Media is named 'social' for a reason. It's a space for people to connect from all over the world. These platforms allow you to make new friends and find common interests among all kinds of other users.

You can have the best images in the world and popular niche hashtags in your posts, but without the social factor, images and hashtags can only take you so far.

!!!!!!!!!!!!!!!!!!!! Like Other People's Photos !!!!!!!!!!!!!!!!!!!!!

You've researched hashtags you can use that are related to your niche, - now these hashtags can help you find other Instagramers to network with (potential clients, customers and followers). This will also help you get clear on what hashtags will work the best for you.

Search for hashtags related to your business and then scroll down past the most popular images and like photos under that hashtag for 10-15 minutes. The reason I scroll past the most popular images is that they have TONS of likes and comments. The likelihood of that user checking out my profile is fairly low.

I spend extra time during my day liking other peoples photos - while having my morning coffee, waiting in line at the grocery store or during TV commercials. Don't get picky, work fast here.

Spread the love! Like all the images.

The next day, try a different hashtag and do the same thing. Make notes as you do this about which hashtags brought you the most engagement. Did you get lot of followers or likes that day? Or was it minimal?

You should be liking around 50-100 images a day. It doesn't take long if you split it up throughout your day. Just as you should be consistent with posting images, you should also be

consistent with liking other people's images. The more you like and engage with other people, the more work you do, the more follows and likes you will also get.

Don't forget about the people you follow.

I usually spend some time daily or every other day also liking and commenting on the people I'm actually following (which a lot of them are most likely my followers as well). It's important to keep social with your network and not just be constantly looking for new traffic to your account :)

!!!!!!! Comment On Other People's Photos !!!!!!!!

As you go through liking tons of photos a day, only comment on things you actually like. Being genuine is SO key when it comes to commenting. This doesn't mean you have to write an essay, but as you gain more engagement, you will also realize who the people are that just comment on everything to gain more followers. Even though that's similar to what you're doing, you can still have integrity in your search for engagement. For example, instead of just writing "Nice" on something that's pretty, you could take an extra second to write "That's so nice! Love it.". That extra second just shows you're genuinely interested in their image.

Also make an effort to reply to comments on your own images. When you start getting a lot more engagement on posts, it will be hard to keep up with all the comments on your images. I usually make an effort every Friday morning to go through my images from the past week or two and reply to people.

Following Other Users

You don't need to follow everyone that follows you, but don't get stingy either. If someone comments and likes your photos often, follow them back. Also making an effort to follow potential clients rather than 'keep your numbers low' is much more productive.

NUMBERS AREN'T EVERYTHING

Having a ton of followers feels good and can look good, but it doesn't matter if you have 20k followers, if they aren't interacting with you or your images. I've seen accounts go for 500 followers to 10k overnight. It's obvious in most cases that they have bought followers to boost their numbers.

I'm not in judgement of this, I've tested out different ways of gaining new followers such as buying 'real followers' which you can read about [here](#). But, it's not overly helpful to your brand if the people aren't actually real and you're still only getting 8 likes a picture and sales still suck. So I did some research on Instagram Growth Services which you can also read about [here](#).

Obviously we all want more followers and more likes. But **quality over quantity is very important on social media**. You want to engage with people who will like your photos and interact with your brand. The more this happens, the more exposure you get on Instagram.

Can You Actually Double Your Following?

Yes! And you can do it quite quickly if you stick with the program. Anyone I've consulted about their Instagram has drastically grown their account within a few weeks. But these people do the work and you have to as well. It's not a magic pill or overnight success story, it's real marketing and connection. You are more than capable of it!

If this eBook has helped you, you're confused about anything, or you're struggling in another area of your online business please feel free to connect with me lindsay@wildfreedesign.com.

<http://wildfreedesign.com>

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