



# **THE ULTIMATE GUIDE FOR YOUR INSTAGRAM GROWTH**

**BY EXPAND2MARKET**

# ABOUT EXPAND2MARKET



Expand2Market is focused solely on helping small to medium businesses or start-ups not only to go to market but find their niche and expand in new markets by using Digital Marketing, Social Media, SEO, Market Research, and Automation.

If you need a talented team to help you with Social Media Management, SEO, Video Editing, Digital Marketing, Website Design, and more, we are here for you.

# OUR IG PROFILE



expand2market



57  
Posts

1,514  
Followers

1,606  
Following

Expand2Market

Marketing Agency

→ Sales & Marketing Coaching

→ Social Media Management

→ Branding, Graphic/Video Design

→ YouTube SEO... more

[sleek.bio/expand2market](https://sleek.bio/expand2market)

Bedford, New Hampshire

Edit Profile

Ad Tools

Insights

Email



Motivation



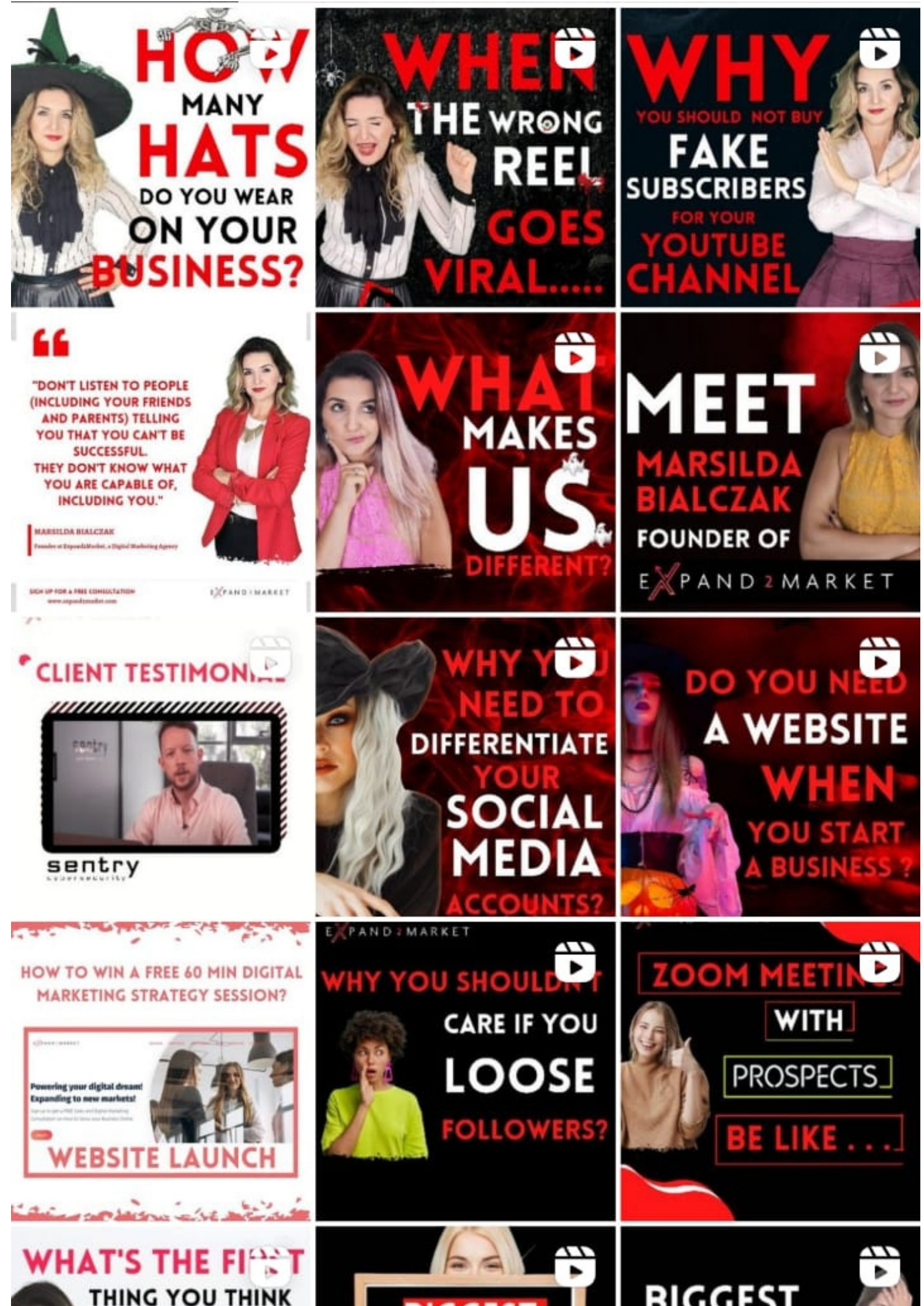
Business Tips



Services



Instagram Tips

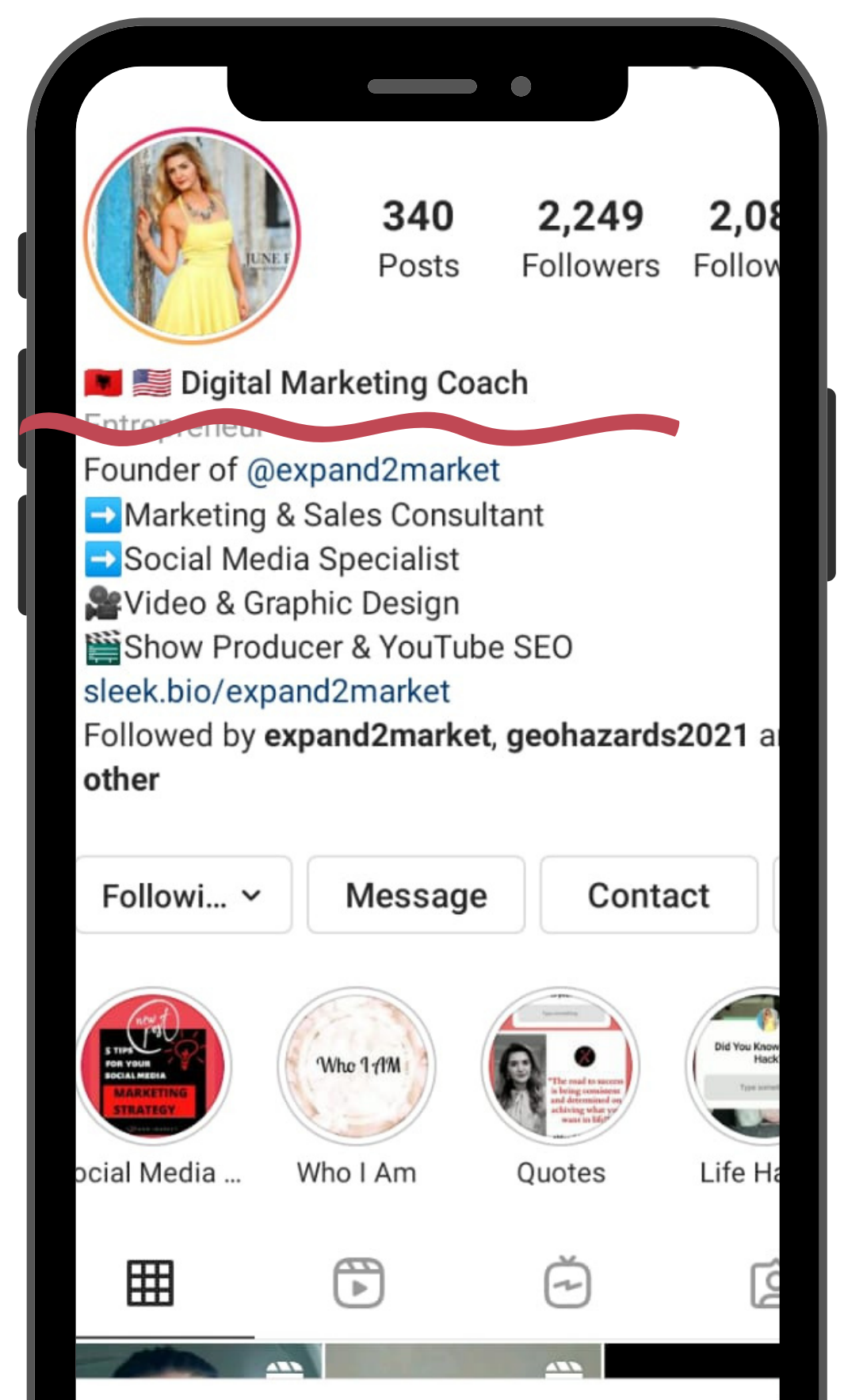
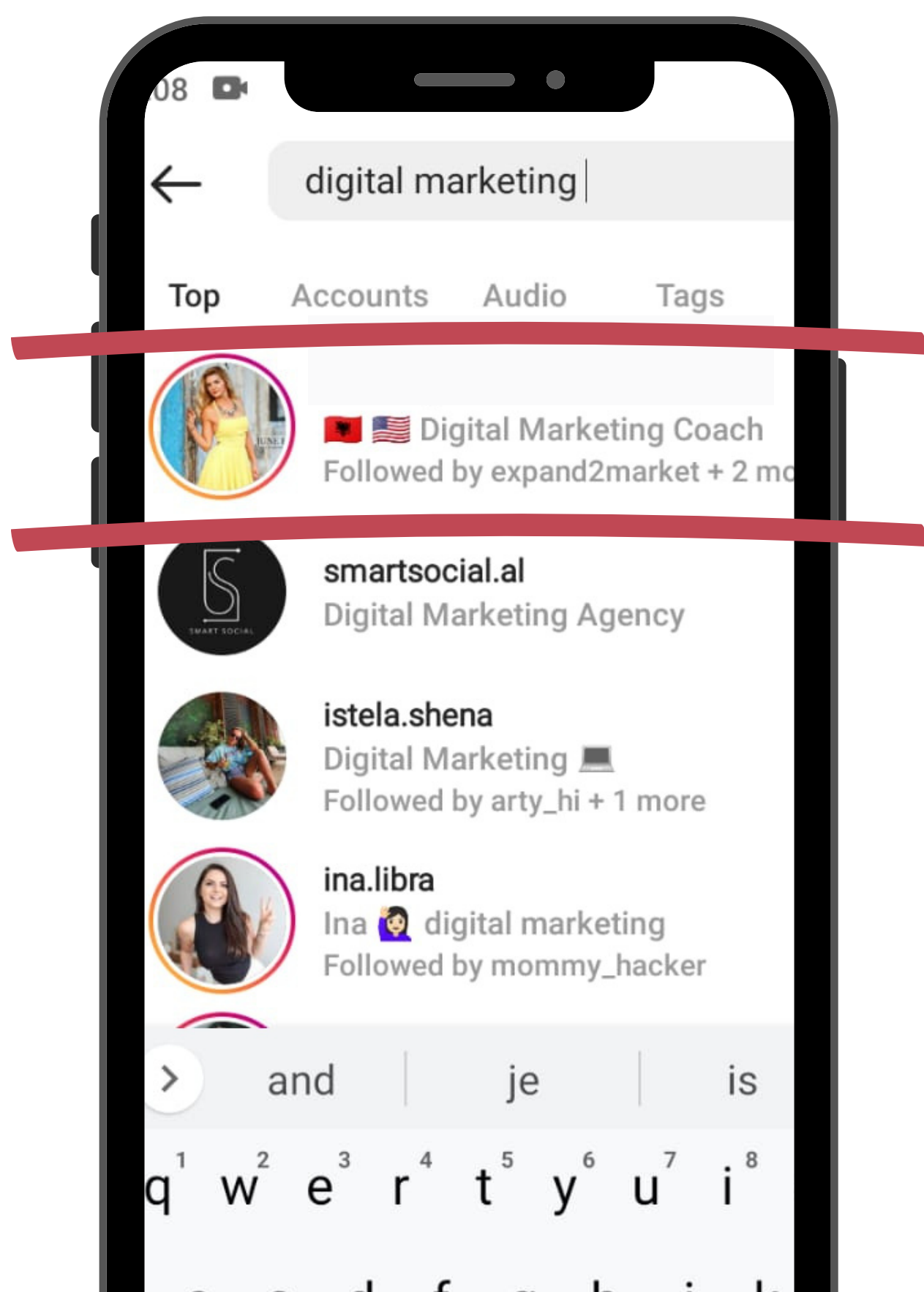




# 1. OPTIMIZE NAME FOR SEO

Put important keywords in the name section of your Instagram profile so you can be found easily.

**For example:** If you are a lawyer or consultant and looking for more local business, change to “NYC Lawyer Consultant”.

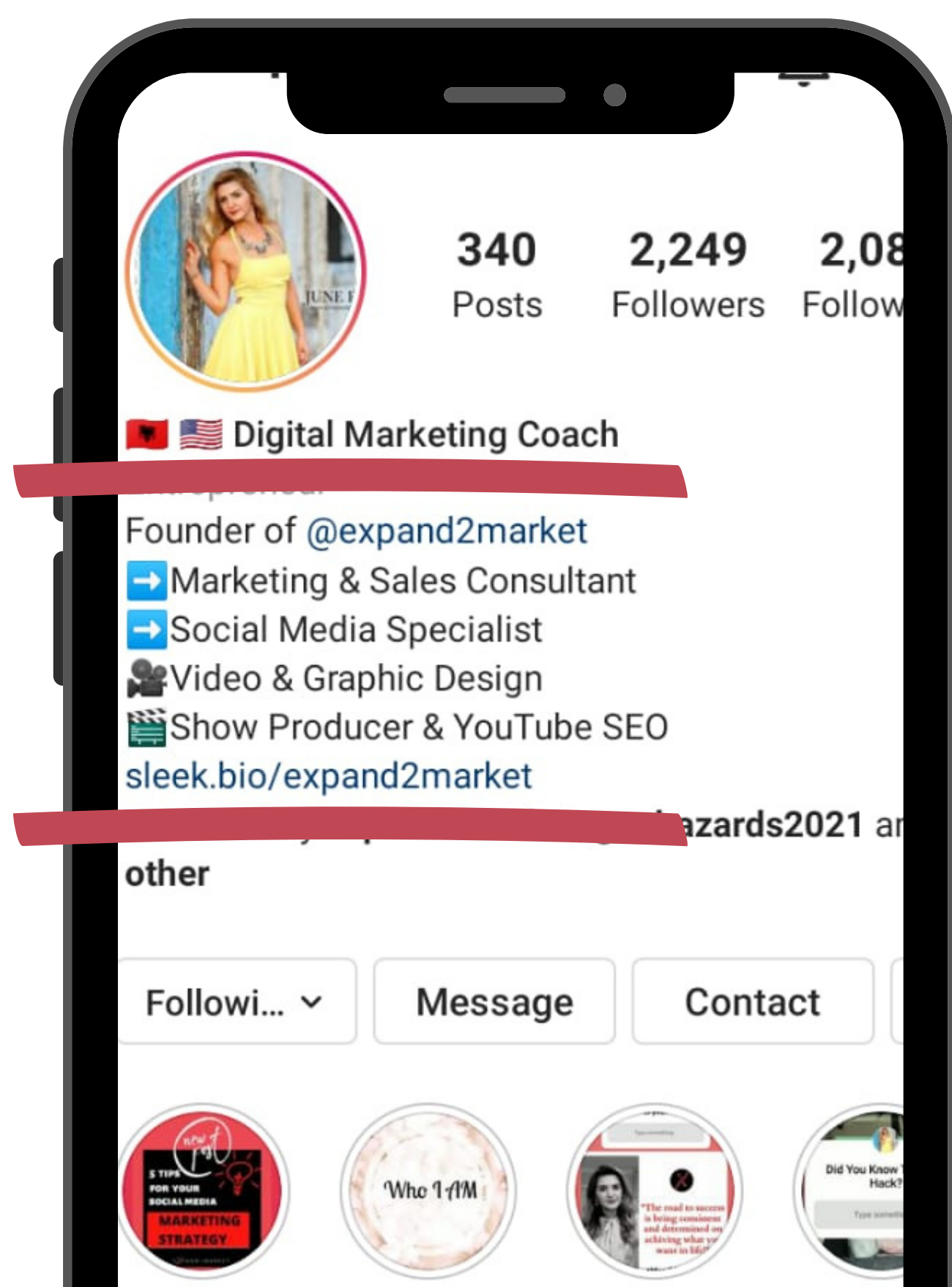




## 2. HAVE A CLEAR IG BIO

Just like your name field, your bio should be optimized with keywords for your profile.

Having a clear Instagram bio will help people decide whether or not to keep checking you out, or better yet, follow you!

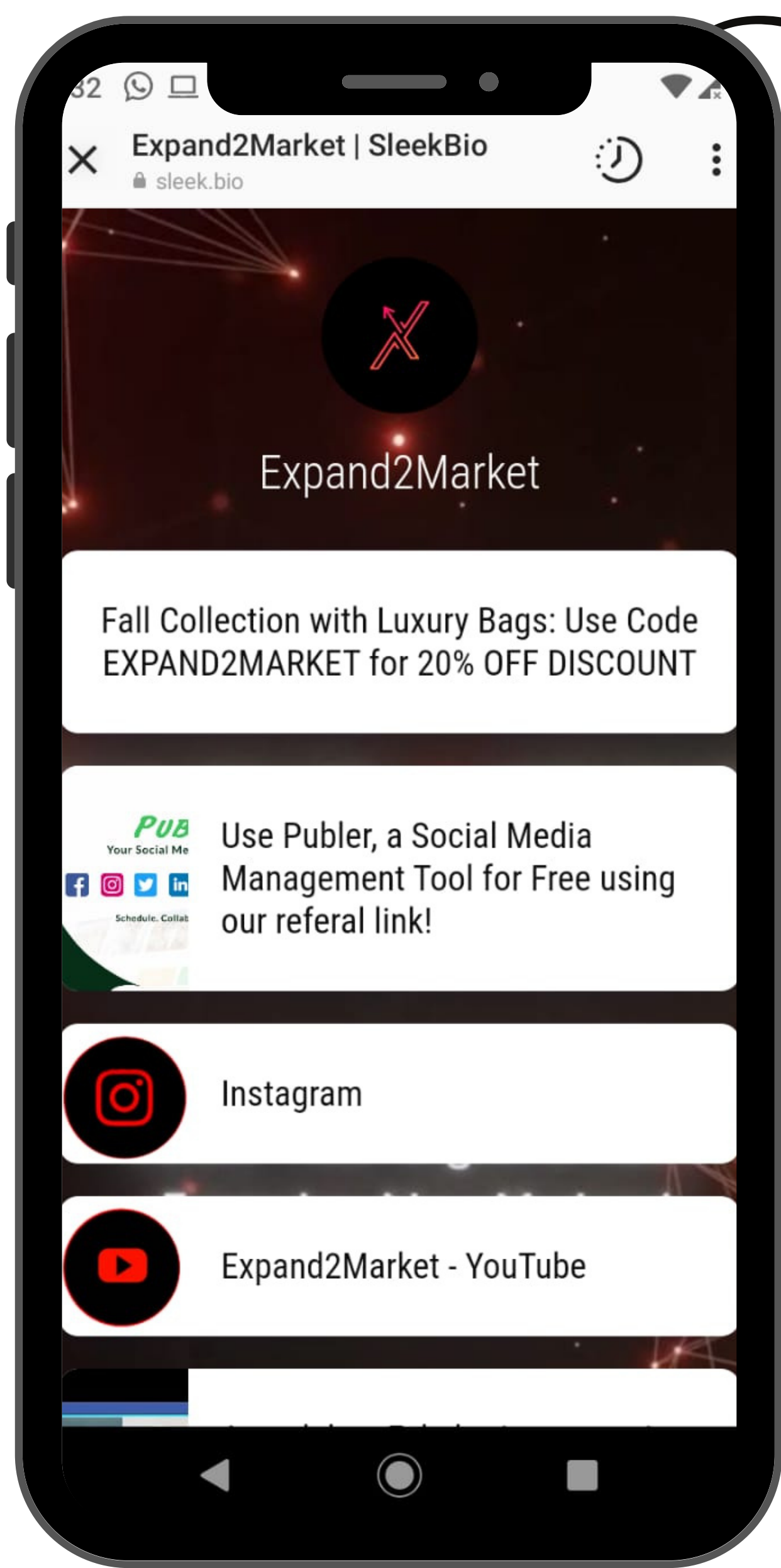




## 3. OPTIMIZE LINK IN BIO

Include a link for people to get to know you better beyond just Instagram.

For example:



## MULTI LINK

This is where you can embed more than one link so you can send people to different places and provide more options.



## 4. ADD STORY HIGHLIGHTS

The **BEST** way to keep your most strategic stories alive is to save your stories as highlights.



Motivation



LinkedIn Tips



About us



Business Tips |

### Highlights Ideas:

- About me
- Customer Reviews
- Quotes
- FAQ
- Tips
- Giveaways



# 5. SHAREABLE CONTENT



Create content on Instagram that gives value and makes people to want to re-share it.

- Quote posts: You'll be surprised by how well these perform. A single one liner can go a long way when it's inspirational, calls out an unspoken truth, funny, or is educational.
- Carousels: Make your content digestible by splitting it into a carousel.
- Reels: Master 15 second short form content that is perfect to reshare by other people on IG stories. They are easy and fun to make, and definitely worth the effort!
- IGTVs: Add dimension to your feed by incorporating rich media via IGTV so your followers can get to know you even more, beyond just 24 hour only IG stories. These are easily shareable when educational or entertaining.





## 6. TREAT HASHTAGS LIKE KEYWORDS

Use diversify hashtags and that are related to your niche.

**Disclaimer: Do not just use the most popular hashtags that have millions posts to date.**

Instead, add niche hashtags that have under <200K posts so it's easier for your post to be found when people search that tag.

**Small: 1-15K posts**

**Medium: 50-100K posts**

**Large: 100-200K posts**



## 7. HASHTAGS RULE

Here's the best way to pick your Instagram hashtags:

**<1000 Followers:**

**Use 3-5 small and 3-5 medium hashtags.**

**1-10k Followers:**

**Use 3 small, 3 medium, and 3 large hashtags.**

**10-50k Followers:**

**Use 2-3 small, 2-3 medium, and 5 large hashtags.**



## 8. ROTATE RULE

Rotate your hashtags every time you post. DO NOT use the same ones over and over again or Instagram may think you are spamming!

A HUGE piece of advice I have is to create multiple hashtag groups that you recycle. The more variety in hashtags you use per post the better.

It's good because you're mixing up the people you're reaching and therefore expanding your overall reach.

**Special Tip:** Have 10+ groups of hashtags saved. Every time you post, copy and paste when you need to use them in your caption and rotate between the groups to ensure. Don't use the same tags too consistently over and over again.



## 9. GET TAGGED

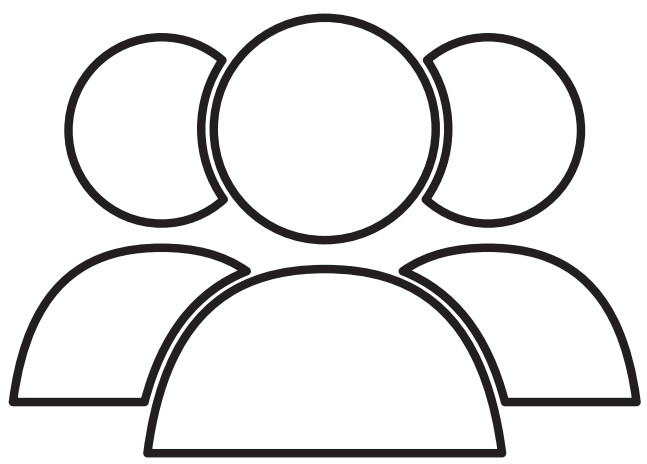
When someone tags your account in one of their posts or stories, other users who see that post can click through to your profile, which is a great way to drive discovery.

There are a few ways to improve your chances of getting tagged in other people's posts – but by far the most effective way is to simply create great content that others want to share!



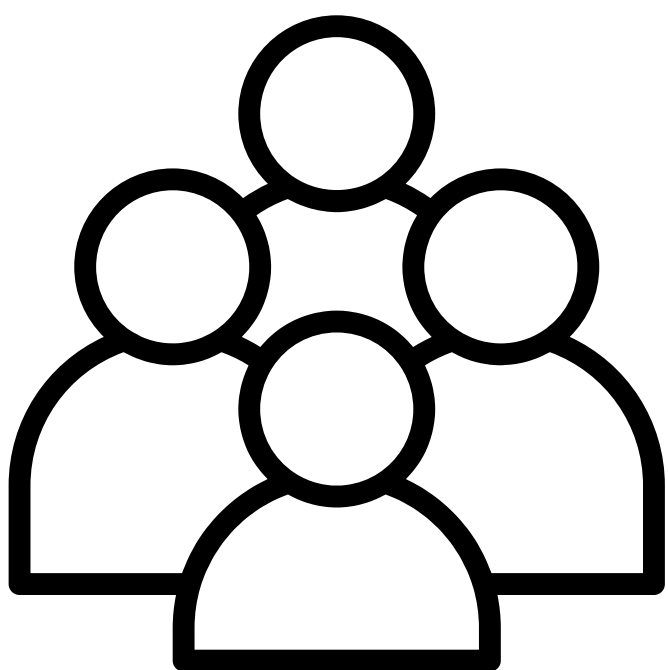
# 10. ENGAGEMENT

3 Types of accounts you should be engaging to increase your reach:



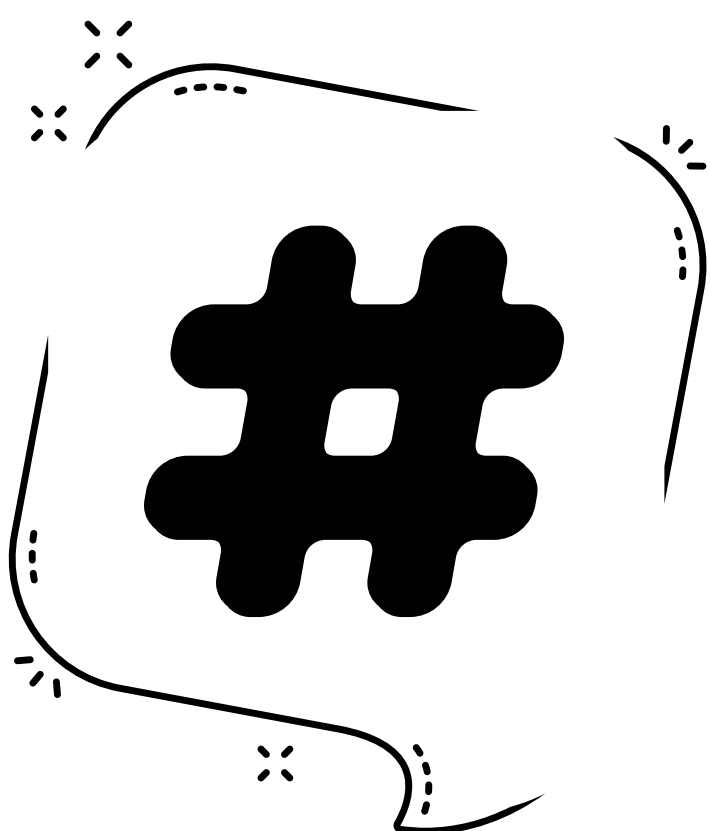
## **1. People who follow you**

Engage back with those who interact with you to show you see them and you care.



## **2. People with similar accounts to you**

Engage with them in a friendly, value-based way.



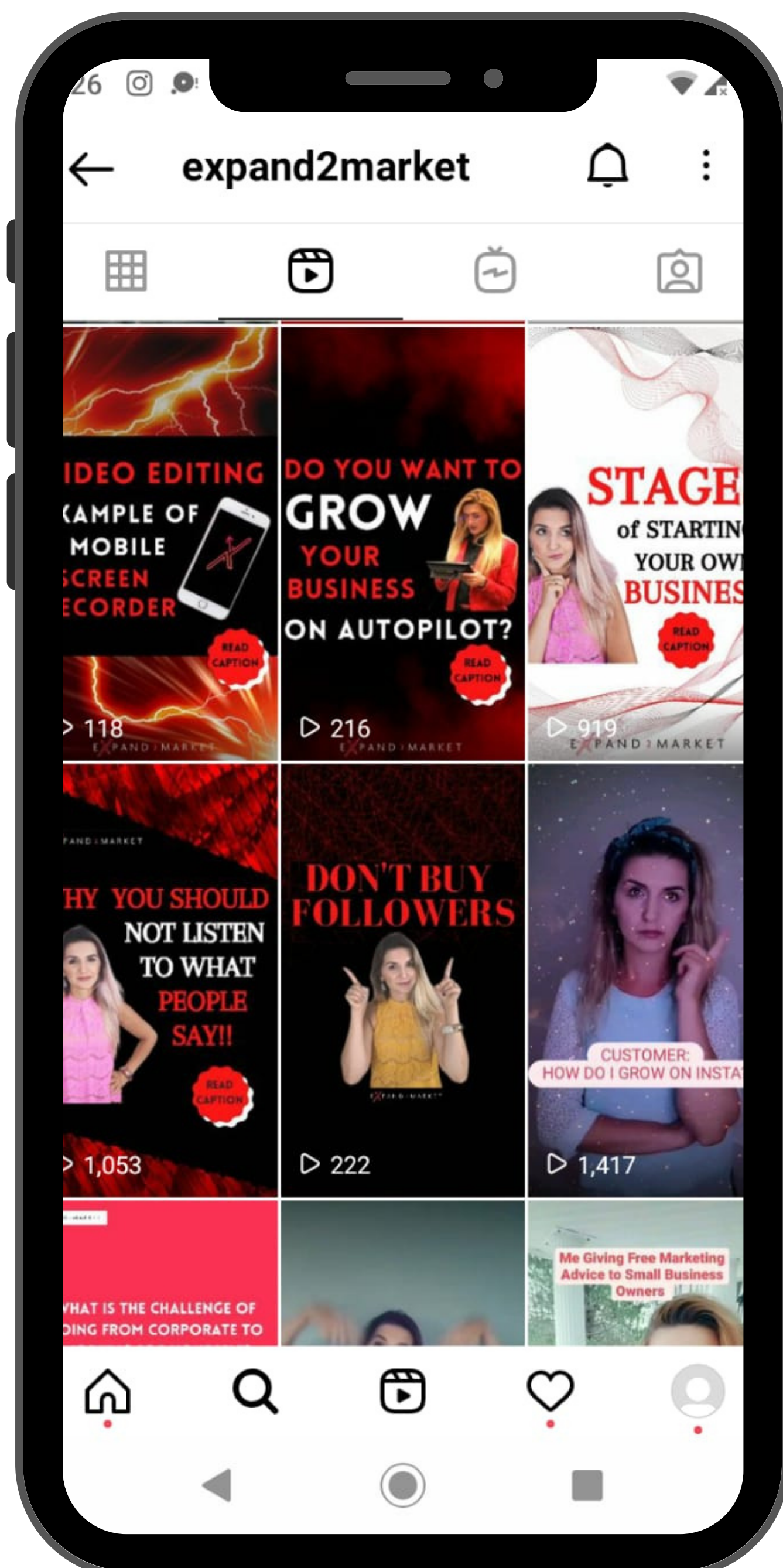
## **3. Content on hashtags within your niche**

Follow hashtags within your niche. This way you can max your exposure.



# 11. INSTAGRAM REELS

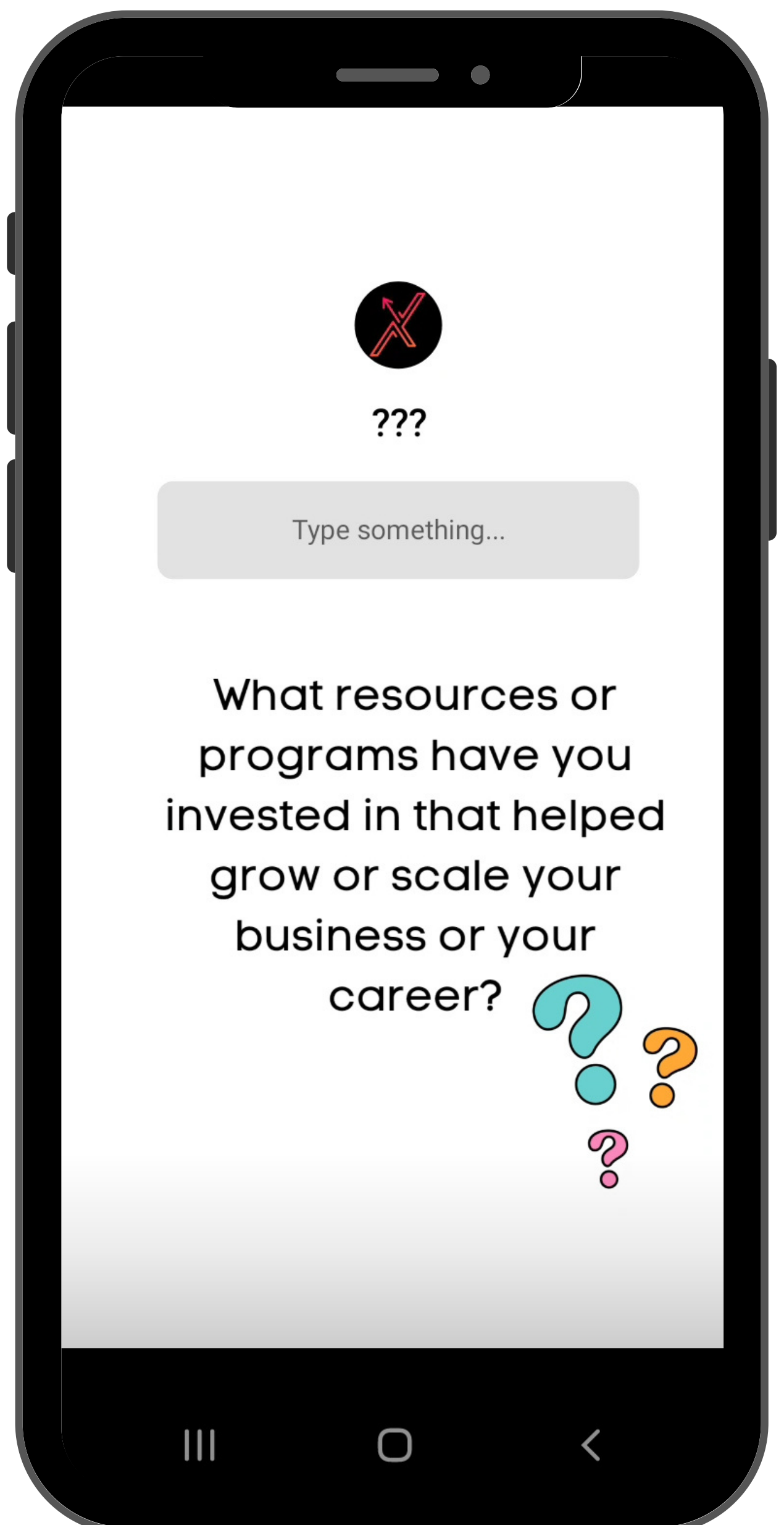
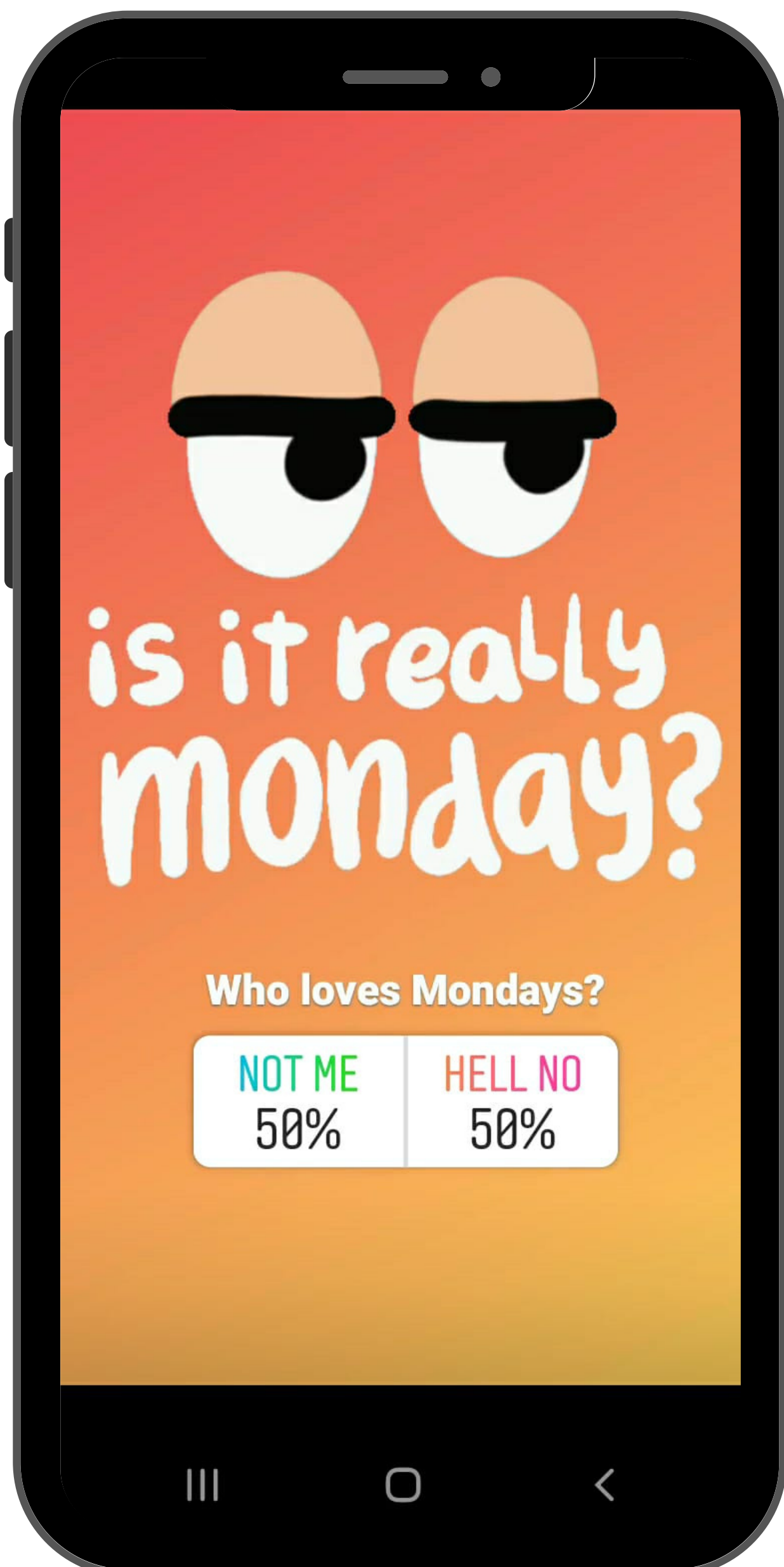
These are fun and easy to make, and are incredible with stopping the scroll while also promoting social sharing.





# 12. STORY STRATEGY

- BUILD MORE MEANINGFUL RELATIONSHIPS WITH POLLS, QUIZZES, AND SURVEYS.





## 12. A STORY STRATEGY

- REACH NEW AUDIENCES THROUGH HASHTAGS IN YOUR STORIES

You can hide hashtags, tags, and other info behind the image and add music, gifs, locations for making them more entertaining.







## 12. B STORY STRATEGY

- **GET SOCIAL IN YOUR STORIES  
(HOST A TAKEOVER)**

Connecting with other brands and business owners can be the perfect way to become a part of the conversation.

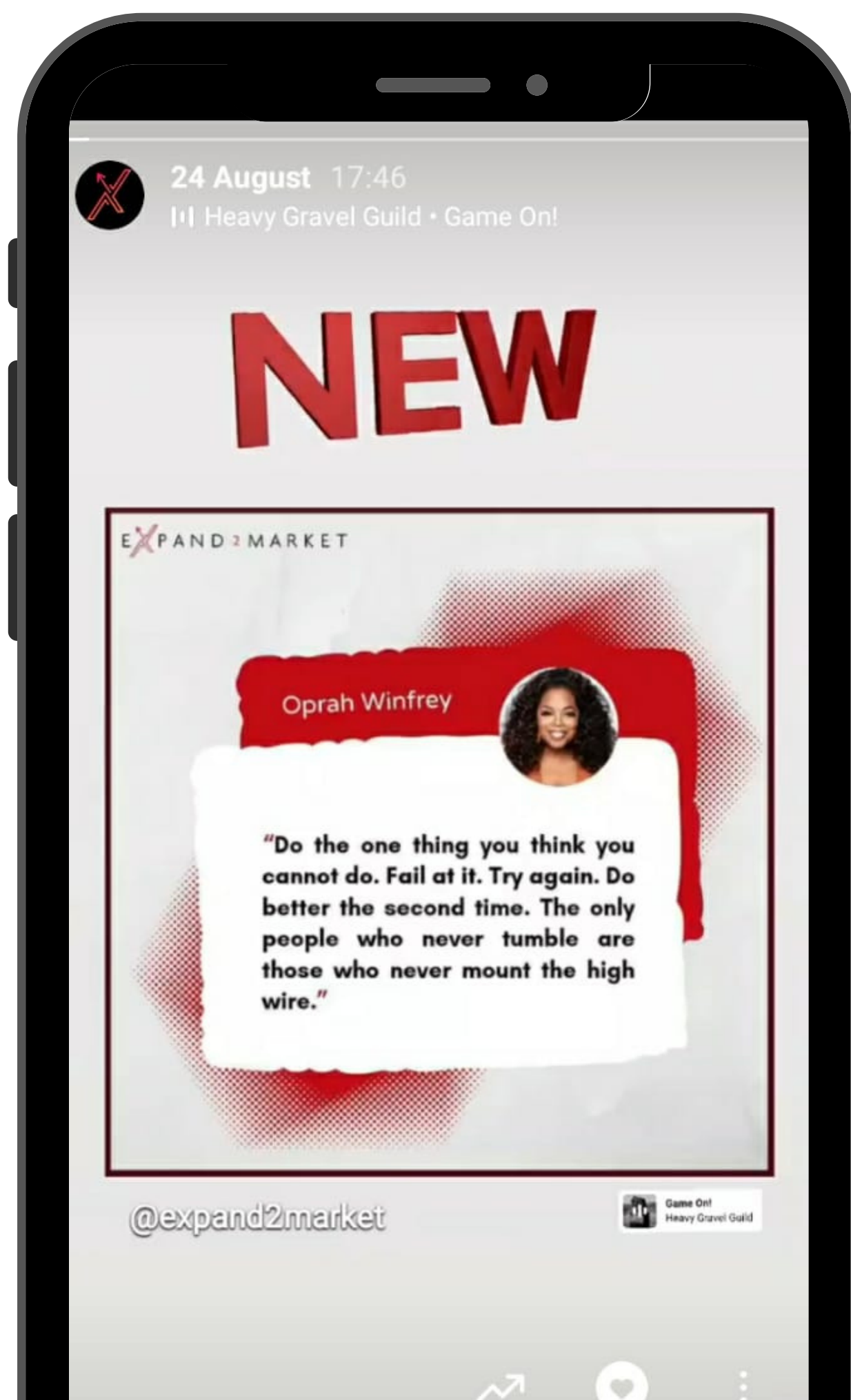
Consider tagging another brand or your relevant audience that might benefit from the post. They may share it with their audience. When they do, your brand is automatically shown to their followers too.



# 12. C STORY STRATEGY

- POST PREVIEWS OF CONTENT IN YOUR STORIES AND SPARK CURIOSITY

Your Instagram stories feed can be a great way to incite curiosity and redirect them to your profile.





# 12. D STORY STRATEGY

- PROMOTE STORIES ACROSS PLATFORMS

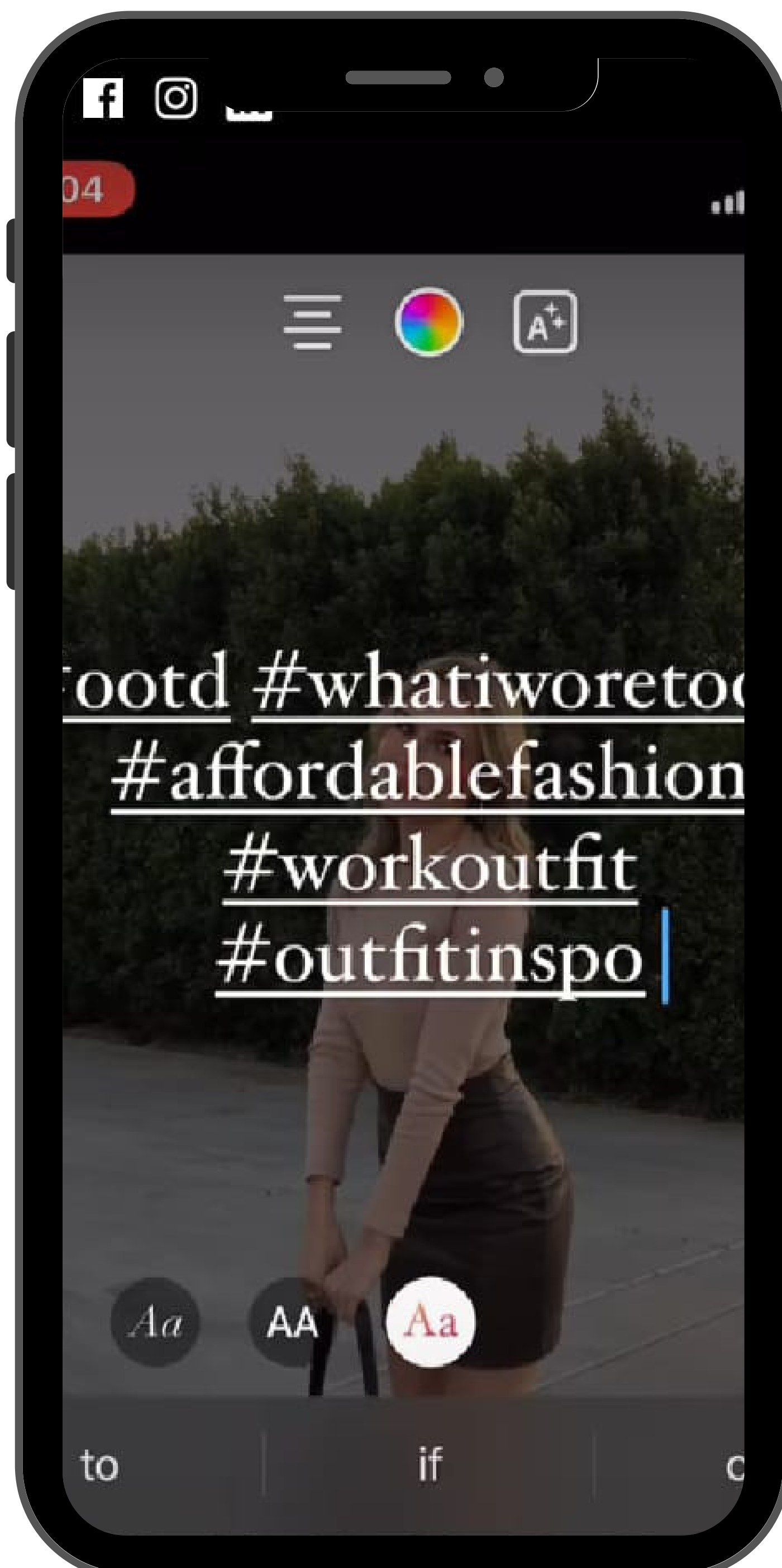
These days, repurposing videos and photos to other platforms like Facebook and Pinterest are easy.





## 12. E STORY STRATEGY

- When adding a story to Instagram, write up to 5 hashtags behind the photo.





# 13. FOLLOW THE IG ALGORITHM

There are four key factors that influence the Instagram algorithm for feed posts:

①

## Information about the post:

Is it a photo or a video? When was it posted? How many likes does it have?

②

## Information about the poster:

How interesting are they to you? Are they your friend? How often do people engage with their content?

④

## Your interaction history:

Do you typically like or comment on the poster's posts?

③

## Your activity:

Do you tend to watch a lot of videos? What type of content do you typically engage with?

Based on this information, Instagram's algorithm calculates how likely someone is to interact with a post, which ultimately determines the order in which posts are displayed in their feed.

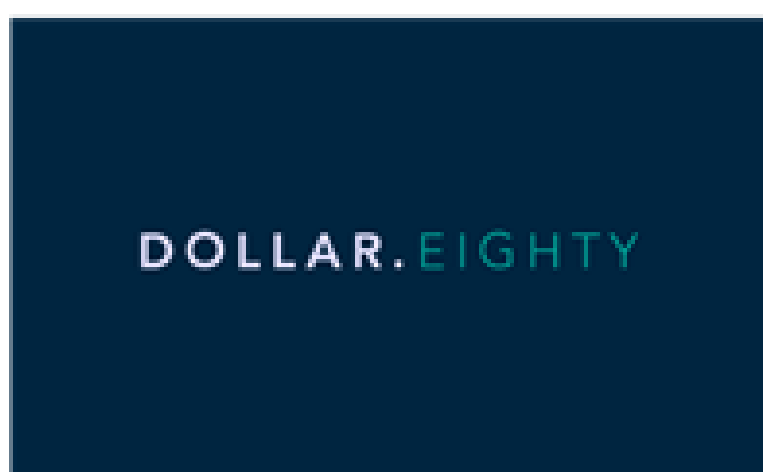


# 14. ESSENTIALS RULES FOR POSTING ON IG

- The title of the caption can be written in bold
- The caption should be divided into paragraphs
- There's should be space between titles and subtitles so it makes it easy to read
- Add emoji at the beginning or around the paragraphs so it makes it more fun and engaging
- Add location, trending, or relevant music to the post
- Share valuable content, tips, or content your target audience can resonate with so the audience feels the need to share with others
- Always ask a question to spike engagement



# 15. FREE ESSENTIALS TOOLS FOR POSTING ON INSTAGRAM



1. Canva: Graphic Design
2. Answer the Public: Content Ideas
3. Dollar Eighty: Engagement
4. Inshot: Video Editing
5. Tokboard: Trending Music
6. CapCut: Filters + Effects
7. SnapTik: Download without TikTok Logo
8. Publer: Prescheduling your Social Media Posts. (Try it for free: [publer.io/Expand2Market](https://publer.io/Expand2Market))

# READY TO GET STARTED?

This free guide is only the tip of the iceberg. Follow our page on Instagram to learn more about digital marketing, sales, short and long term goals, motivational posts, reel ideas, and everything else you need to know about a business. We also give Free shoutouts every weekend. Just tag @expand2market

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57 Posts 1,514 Followers 1,606 Following

**Expand2Market**  
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- YouTube SEO... more

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**HOTTEST DIGITAL MARKETING TRENDS IN 2021**

**FACTS YOU DID NOT KNOW**

“  
Write on paper greater goals you think you are capable of achieving! Think about how to achieve them every single day!  
”  
Marsikla Blakzak

THANK YOU ALL FOR  
**1000+**  
FOLLOWERS!  
EXPAND2MARKET

Oprah Winfrey  
“Do the one thing you think you cannot do. Fail at it. Try again. Do better the second time. The only people who never tumble are those who never mount the high wire.”

Today's Menu  
**3 SECRET SAUCES TO GROW YOUR RESTAURANT SALES!**

**6 LinkedIn DON'TS**

**T OGETHER  
E VERYONE  
A CHIEVES  
M ORE**

**Marketing Tips & Tricks**

**ALGORITHM IN 2021**