

Phase 1: Setup Framework

Implement hashtags that are relatable to post but is also used a lot. For example, I use #marketing or #motivation on my marketing Instagram. This will grab attention from people who don't currently follow you.

Phase 3. Be Consistent

Continue to Interact with current followers. Reply or like every comment, like a photo on their Instagram when they like theirs, and like the photos of people in your timeline. Continue to ask questions and opinions on posts You have to reward people for interacting so that they know they are heard why social media works.

Phase 2. Be Proactive

Actively follow people you want to follow you. Find your target audience, and engage with their Instagram by commenting or liking a post on the target's own Instagram. They will be drawn to check out your page and if your content is good, they will follow.

Phase 4. Tie it Together

Post regularly, once a day is okay, but not more. Use Instagram analytics to determine best post times. Generally early morning or after 4 pm during the week, or early on weekends.

