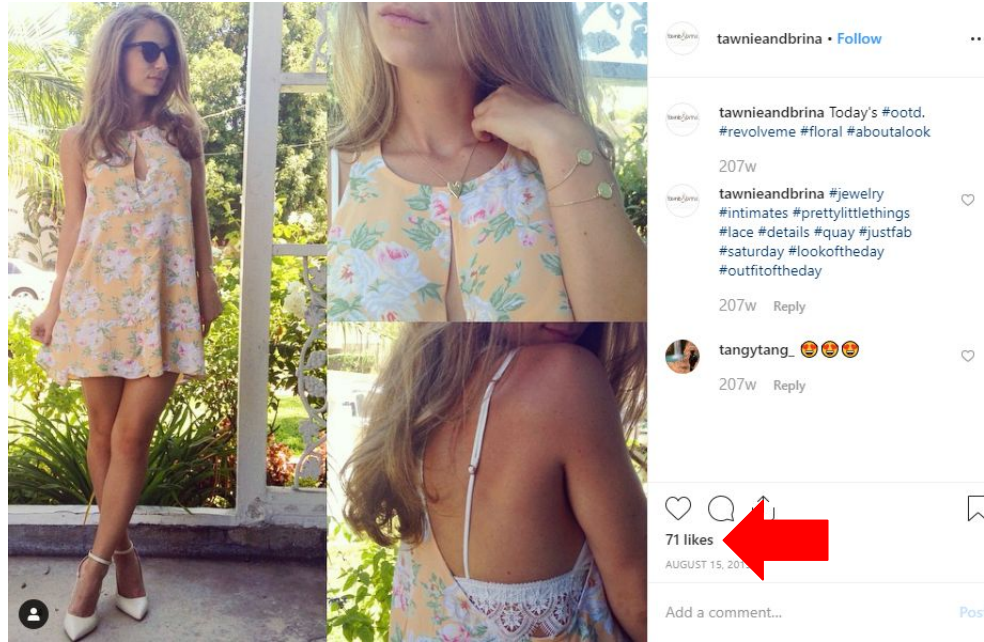


Instagram Engagement

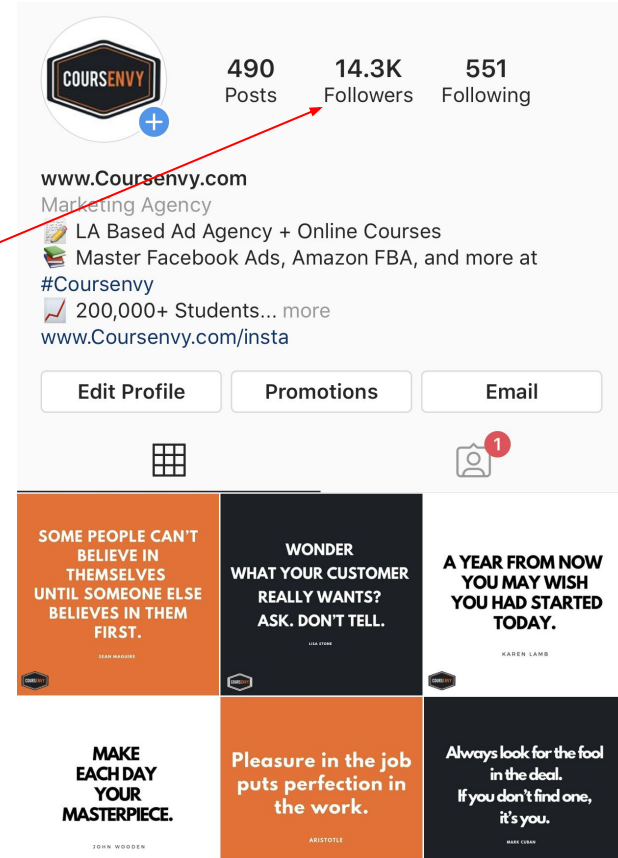
Instagram Engagement

Engagement is the name of the game for increasing your Instagram followers!



Engage With Your Competition

- Follow 10 Instagram accounts that are your direct competition.
- Go to their profile page.
- Click on their “Followers”.
- ENGAGE!



What Do I Mean Engage?

These “Followers” obviously like your competition, hence they are following them. So by ENGAGING with them, you will likely gain them as a follower on your own page!

- LIKE
- COMMENT
- DIRECT MESSAGE
- TAG

Engagement 101

1. I engaged with 100 of my 1st competitor's followers. I liked 2-3 photos on each the 100 user's accounts.
2. I engaged with 100 of my 2nd competitor's followers. I liked 2-3 photos on each the 100 user's accounts, plus I commented on at least 1 of each of the 100 user's posts.

Here are my results so far:

1. Like: **23% follow rate**
2. Like + Comment: **35% follow rate**

PRO TIP: Commenting on HIGHLY engaged users is my best ROI on time! Find the users that like and comment on your competitor's posts the most (i.e. "HIGHLY engaged users") by scrolling through a few weeks of competitor's posts and writing down HIGHLY engaged usernames. Once you have your top 100+ users, navigate to your competitor's follower page and click on these usernames to navigate to their profile page. Post a genuine, custom comment on at least 1 of this user's posts. They will be notified of this activity and check out your business Instagram profile!

Engagement Automation

The task of Liking and Commenting your **competitor's followers** posts can get monotonous quickly!

- Find your top 10 competitors on Instagram.
- Hire a freelancer on Fiverr, Upwork, or any other freelance website, to login to your Instagram account and Like/Comment on your competitor's followers ongoing.
- Have your freelancer engage with the top 100 "HIGHLY engaged users" for each competitor account. Like 2-3 posts for each of the top 100 user's accounts. Comment on at least 1 of each of the top 100 user's posts (custom comments so you don't look like a bot -- e.g. compliment something specific in the post, "Wow, I love your floral sundress! What brand is that?" -- Act like an old friend; questions and positive compliments are best!)

The goal is a 35% follow rate!

Engagement Rate Formula

Engagement Rate = Average number of likes in your past 10 posts / Total followers

- Your goal is an Engagement Rate of 5-10% or greater.
- Focus on engaging with users that like/comment/share other accounts content.
- These users will become your “mini-brand ambassador” sharing your content for free.
- The Instagram algorithm favors showing accounts that keep users on their app longer (i.e. HIGH engagement Instagram accounts).

Engagement Ideas - Lists/How To's

LISTS or HOW TOs content with a Call-To-Action (CTA) question

=

Increased engagement with the extra time it takes to read the post (also test LONG captions, e.g. blog post length captions)

+

Increased engagement with the commented “ANSWERS” from users answering the CTA question

SOURCE:

<https://www.instagram.com/p/CO5NI3LDv3W>



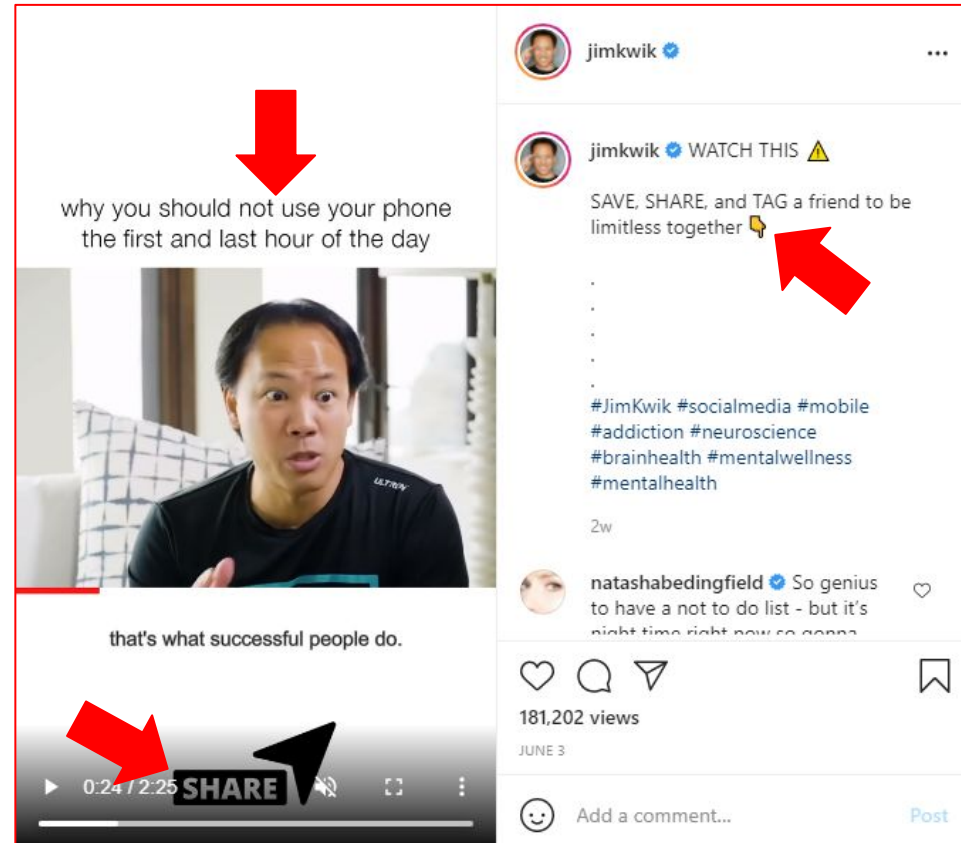
Engagement Ideas - Videos

Analyze accounts managed by a team of pros (i.e. household brand names or celebs with a full marketing team -- typically have a **blue checkmark**). See what content gets the most engagement!

Look at this example with all the attention grabbing content and CTA requests:

- Intriguing video headline
- Great “shocking” thumbnail image
- Longer video = Increased engagement time

SOURCE: <https://www.instagram.com/p/CPrPtMgrGwH>



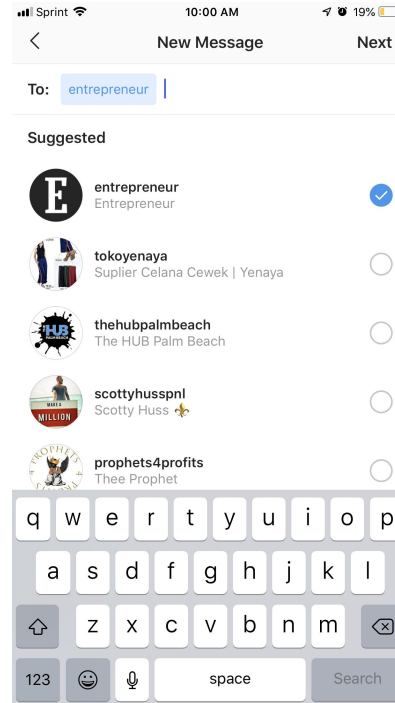
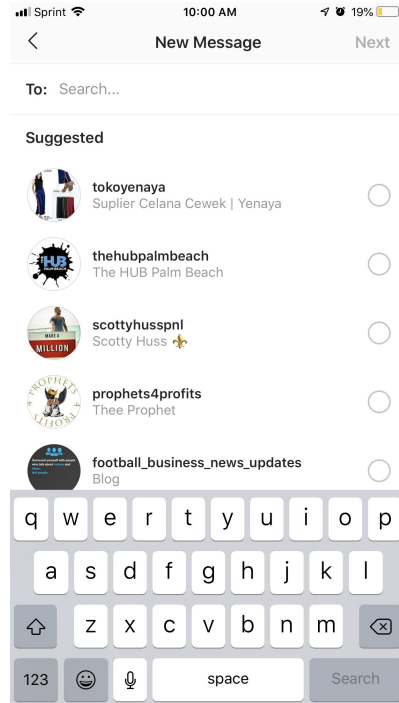
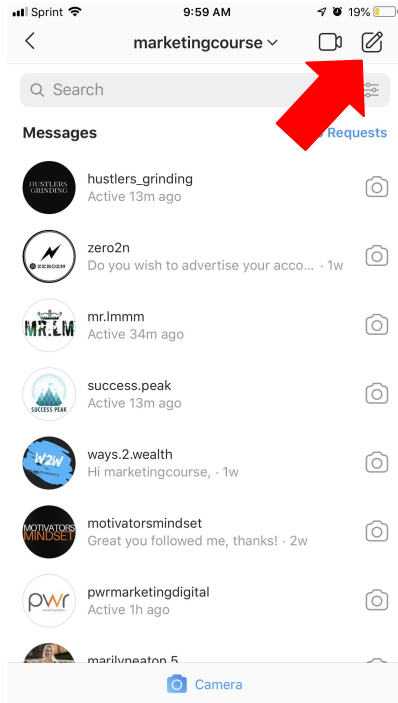
Engagement Ideas - Instagram Messages

Instagram allows users to send messages, pictures and videos to other users privately via **Instagram Messages**!

- This is an amazing way to reach your **MOST** engaged fans via a personal message!
- This personal touch can lead to all these “special” fans telling their friends about you and even screenshotting/sharing your direct message with their following!
- Consider sending special promotions, fun “insider” videos, a contest **JUST** for your highly active fans (most likes/comments on your posts), invite them to a Q&A for your next product launch, etc.
- Avoid spammy things in Messages. Think of these direct Messages as the “insider scoop” posts to your best fans!

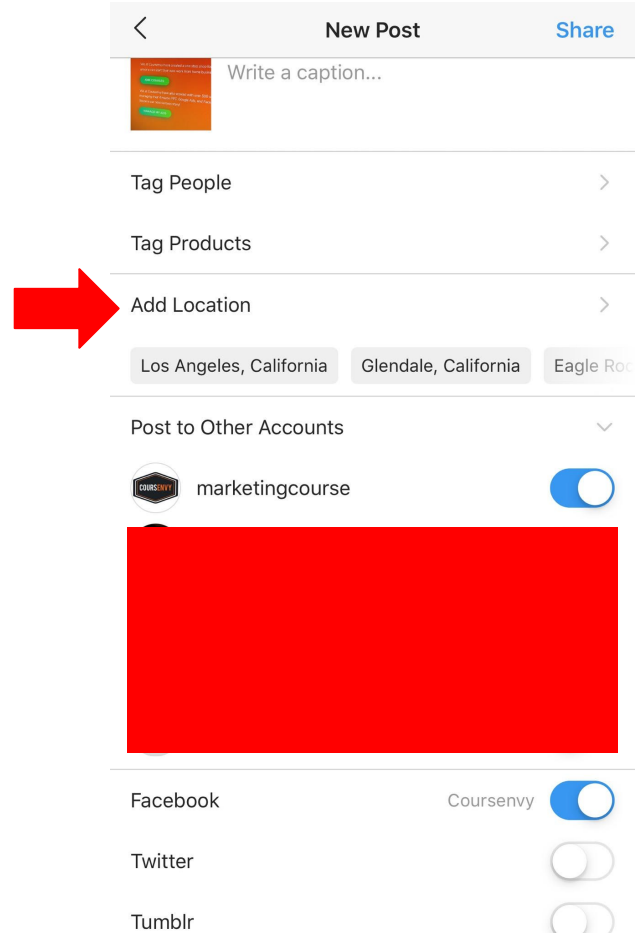


Instagram Messaging 101



Engagement Ideas - Location

- For location based businesses, ALWAYS add your location to your Instagram posts!
- If you added your address to your Instagram Business Profile, when an Instagram user posts a photo from your location (i.e. a photo of their meal at your restaurant) and select the “Add Location” option for Instagram post, Instagram will offer your location name as a tagging option.
- When you click the location link on any post, you will see all the photos and videos taken at that location. This is a great area to **find local users to engage with!**



Add Your Business Location to Instagram

To edit your business information on Instagram:

1. Go to your business account Profile page.
2. Tap the Edit Profile button.
3. Under Business Information, click Contact Options.
4. Add your business address.
5. Once you've finished updating your business info, tap Done to return to your profile.

Engagement Ideas - Contests

Hosting giveaways and contests are a great engagement boost idea ONCE you have a following big enough to justify giving away an item, service, etc.

- Offer a cash prize, free product/service, gift card, coupon code, photo repost, etc.
- Assign a unique hashtag (preferable no previous posts with that hashtag) to your contest.
- Require contest posts to include your hashtag and @handle in the caption, as well as them tagging your handle in the image.
- Give rules in your caption, whether the winner is your choice or if it is based on photo likes.
- Direct Message the winner via Instagram or email.

Contest Example Text

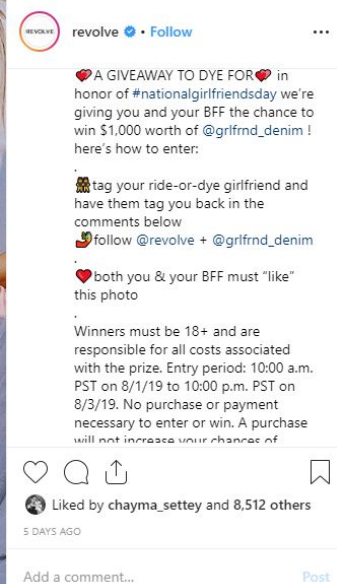
💖 A GIVEAWAY TO DYE FOR 💖 in honor of #nationalgirlfriendsday we're giving you and your BFF the chance to win \$1,000 worth of @grlfrnd_denim ! here's how to enter:

🐱 tag your ride-or-dye girlfriend and have them tag you back in the comments below

👉 follow @revolve + @grlfrnd_denim.

❤️ both you & your BFF must "like" this photo

Winners must be 18+ and are responsible for all costs associated with the prize. Entry period: 10:00 a.m. PST on 8/1/19 to 10:00 p.m. PST on 8/3/19. No purchase or payment necessary to enter or win. A purchase will not increase your chances of winning. Odds of winning depend on the number of eligible entries received. One winner will be randomly chosen among all eligible entrants who are persons who follow the steps listed above or enter via the alternate mail-in method of entry. Void where prohibited. See official rules for more details: <http://rvlv.me/nationalgirlfriendsdaysweeps>



Engagement Ideas – Loop Giveaways

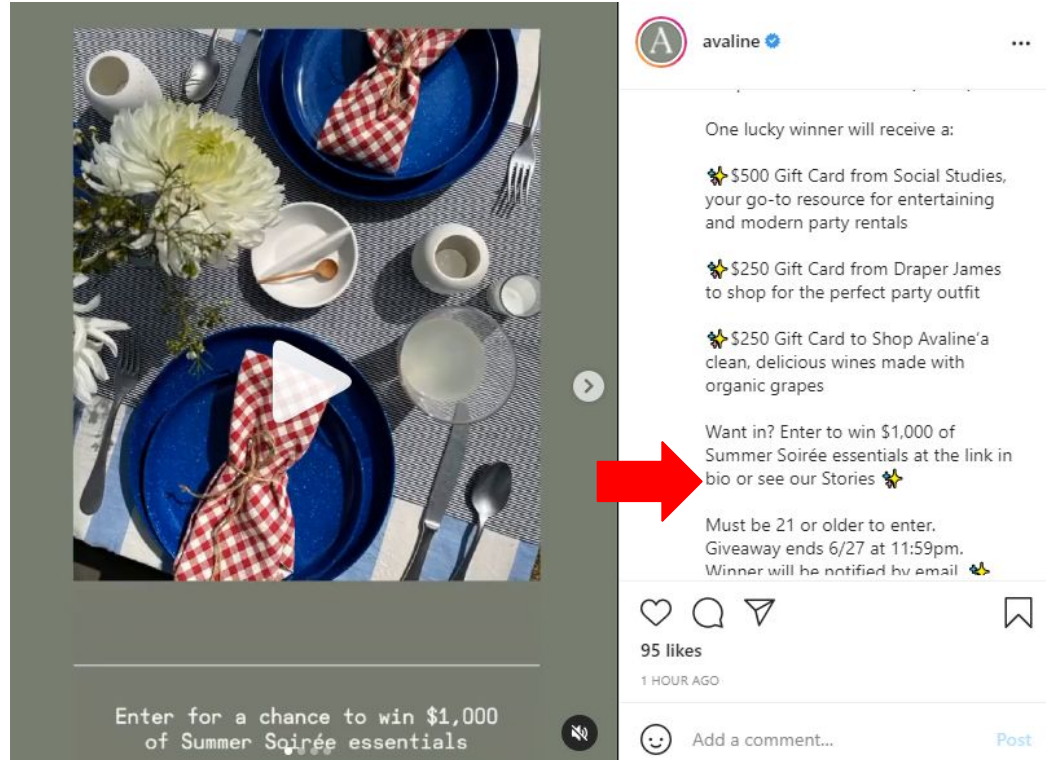
A **Loop Giveaway** is a contest on Instagram and incorporates anywhere from 5-30 (or more!) brands that are interested in hosting a multi brand/product contest.

- In a loop giveaway, all of the brands post the same promotional image to Instagram at the same time, tagging the next person in the loop and leaving detailed instructions for how to participate within the image caption. In order to enter the giveaway, participants must like the image, follow the account, tap the photo to see who is tagged, and click on the tag to find the same image on the next account. Participants have to repeat that same "like and follow" pattern until they complete the loop and end up on the account they started with. The winner is chosen at random at the end of the giveaway period.
- Loop Giveaways are extremely helpful for emerging brands because it allows you to piggyback on other established brands to increase followers.
- Search **#loopgiveaway** on Instagram and see what other brands have done in the past.

Engagement Ideas – Giveaways

- A great way to build your email list is with giveaways of a product or service you could later promote to the “losers” of the giveaway!
- Notice how this giveaway signup form is via a [lead capture page](https://www.coursenvy.com/what-is-a-landing-page) hosted at the link in their Instagram bio.

<https://www.coursenvy.com/what-is-a-landing-page>



Engagement Ideas – Cross Promote

- Like I mentioned in the IFTTT lecture, cross promote your Instagram handle on other social media networks!
- Promote your Instagram @username on other channels such as Twitter, Facebook, Snapchat, etc.
- Have a sign at your checkout counter in your store that reminds your customers to **FOLLOW US ON INSTAGRAM @HANDLE**

Engagement Ideas - Influencer Marketing

Influencer Marketing is a type of marketing that uses endorsements, sponsorship content, and product mentions from **influencers**; these are individuals who have a larger (or niche) social following and are viewed as “celebrities” or “experts” with high influence over their audiences.

The biggest example of an influencer is [@KimKardashian](#) who demands hundreds of thousands of dollars per sponsored post because she has a LARGE and FAITHFUL following that will buy nearly anything she promotes!

You can find potential influencers with software like: [Upfluence](#)

PRO TIP: Growing your IG account following and becoming an influencer for a specific niche is a great strategy for making money! Check out the niche skincare blogger example on the next slide:

Engagement Ideas - Influencer Marketing

Find “MICRO-influencers” in your niche with a highly engaged following (Engagement Rate of 10%+) that you can pay for a sponsored post promoting your Instagram account, your brand, your products (use a promo code to attribute sales to this influencer), etc.

Most influencers have a website/contact in their Instagram bio, otherwise you can direct message them for their influencer marketing rates per post, story, etc. and decide what is best for your brand.

EXAMPLE High Engagement Rate MICRO-influencer:

448 likes / 2007 followers = 22.3% (\$100 per post)

Google “Instagram Influencer Calculator”



