Instagram Workshop:

HOW TO GROW AND ENGAGE YOUR FOLLOWING

SUPERNova SOUTH: INStagram Workshop
About Alyssa Fagien

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About ATL Bucket List

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Why Instagram?

- 700 million monthly active users.
- People like following brands on Instagram.
- Potential customers do research via social media.
- Trust creates community.
- If you're not, your competitors are.

A recent study by Forrester Research found that Instagram users were 58 times more likely to like, comment or share a brand's post than Facebook users and 120 times more likely than Twitter users.
But what about the algorithm?

- Great content still wins.
- Optimize your account before it's too late.
How to Grow + Engage Your Following
1. Find (or stick to) your niche

- What do you want to focus on?
- How can you stand out?
- Create a mission statement.
- Find your brand voice.
2. Understand your audience

- It's not about you.
- Trial & error.
- Analytics are your friend.
3. Provide **value**

- Why should people follow you?
- Find a problem and fix it.
- Do something different than anybody else - or better.
4. Keep it **consistent**

- Posting frequency (but not necessarily time.)
- Brand voice.
- Creative style.
5. Refine your **photography skills**

- Smartphones can do the job!
- Remember to edit.
- But... professional photography never hurts.
- Invest in photography.
6. **Engage with your current & potential followers**

- Carve out time each day.
- Your job is not done once you post.
- Do not invest in automated bots or spammy behavior.
- Authenticity is everything.
7. Tag, tag, tag

- Tag relevant businesses, brands and like-minded individuals.
- Utilize geo-tags.
- Research industry/location-specific hashtags & implement in captions.
Influencer Marketing: What is it?

Influencer marketing is a type of marketing that focuses on using key leaders to drive your brand's message to the larger market.
And why is everyone obsessed?

- Ad blockers.
- Word of mouth - but better.
- Third party validation.
- Focused targeting.
- People trust influencers.
8. Build **relationships with influencers**

- Find influencers you'd like to work with and start a relationship now.
- Be personal with all communications.
- Create mutually beneficial partnerships.
9. Work with relevant influencers

• It's not all about the number of followers.
• Ask for a media kit, rate card and/or testimonials from past partnerships.
• Track all partnerships.
10. Follow FTC Guidelines

- Disclosure is needed for all sponsored content.
- The FTC can go after brands, too.
- #ad vs. spon
Thank You!

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