
Instagram Workshop:

HOW TO GROW
AND ENGAGE
YOUR FOLLOWING



About Alyssa Fagien

Founder, ATL Bucket List
and Atlys Media

About ATL Bucket List

@atl_bucketlist

+1 atl_bucketlist

#ATL Bucket List

958 posts 124K followers 141 following

Promote Edit Profile

ATL Bucket List | Atlanta
Website
Things to do, places to explore and food to eat in Atlanta.
#atlbucketlist
ATL
atlbucketlist.com/
Followed by alyssafagien

Email



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 its too late.

become a supporter **theguardian**
news / opinion / sport / arts / life

New algorithm-driven Instagram feed rolled out to the dismay of users

Say farewell to chronological ordering of posts - users are now seeing their feed as organised by Instagram's own formula, and they're not happy



HUFFPOST

Amy Tori, Contributor
Freelance Writer | Adventurer | Branding Strategist

Dear Instagram, We Hate The Stupid Algorithm -- Sincerely, Every User

05/15/2017 07:37 pm ET | Updated May 24, 2017



Later [Free Hashtag Guide](#)

Is the Instagram Shadowban Killing Your Engagement? Here's How to Fix It

Benjamin Chacon 5 months ago



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

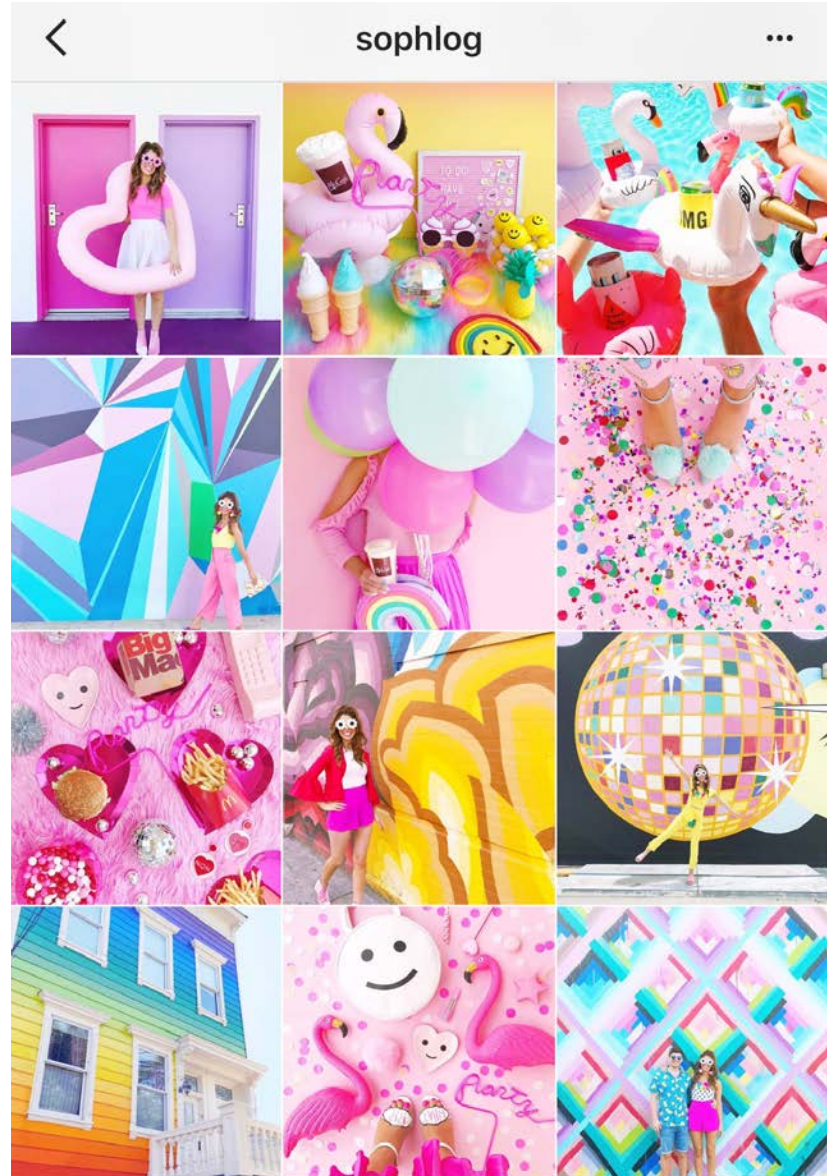
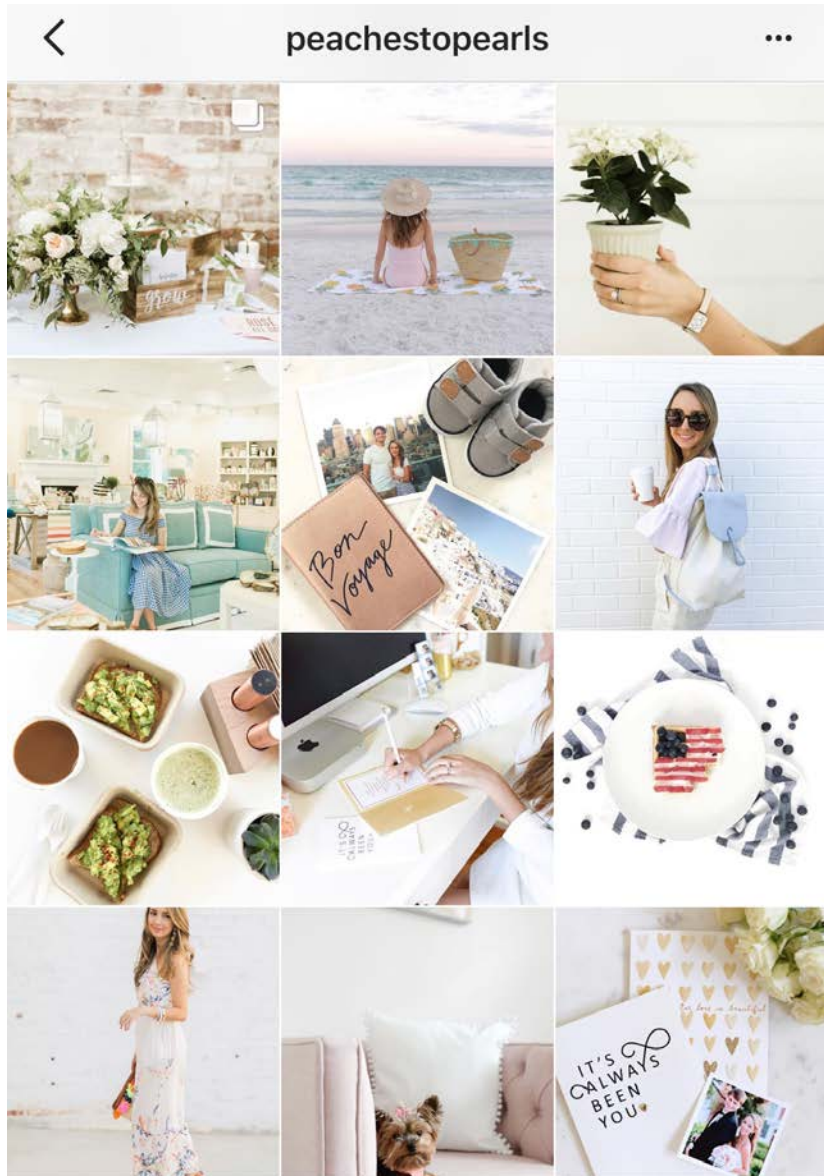
- It's not about you.
- Trial & error.
- Analytics are your friend.

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!

@atl_bucketlist

@alyssafagien

alyssa@atlbucketlist.com

SUPERNOVA SOUTH: INSTAGRAM WORKSHOP