



## Increasing your Instagram audience by up to 10,000 followers per month

### JOURNEY AND CHALLENGES

2 years ago, he got started in social media.

He tried drop shipping and it wasn't working, he wasn't making money.

Decided that if he could get a following to test his audience, it would be extremely beneficial.

*He went on Instagram and found this kid with 1500 followers, and thought that if this kid could do it, so can he.*

He took an online course and watched it twice. He grew his first 10,000 followers quickly, which grew into 100,000.

*At the 100,000-150,000 follower mark, Josh ended up getting a business partner and together they created an agency, which grew 4.5 million followers for his clients and Josh's clients.*

He made a huge mistake and didn't grow his own personal brand during that time frame.

Once he started his personal brand, he felt new to the platform, and didn't understand that he could get hacked or that different things could happen.

*He got his personal brand to 20,000 to 30,000 followers and handled it off to a Virtual Assistant, who lost the account.*

In May of 2017, Josh and his business partner realized they had different directions they wanted to take the company, so Josh sold the company to him and left.

Josh is a strong believer in organic traffic and not paid traffic. He has never done any paid traffic outside of brand deals and shout outs.

He left this company and started going into other companies and explaining to each one how to group their following, and with product companies he'd partner them with the right influencers online.

He also got to speak with big names such as Rachel Peterson, James Smiley, and even promoted Grant Cardone's Instagram course (which got to 6 figures fast).

He primarily left the agency world. But remained in the Instagram world.

*Noticed that the biggest issue he saw when he was working with students, clients, and people trying to grow their Instagram, was that people wanted to know how to find their hashtag and market research, optimize for their engagement, and see how their competitors are doing.*

It took him 8 hours to sit down and figure out each client's account, and took 30 minutes to 1 hour every month to update the accounts.

Josh created a software with another business partner/coder to cut the amount of time down to 15 minutes to update a client's account.

### WHY INSTAGRAM

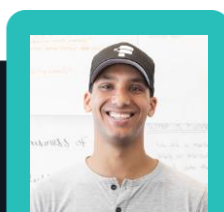
Instagram has two purposes for Josh:

- 1. You can get a lot of free traffic, anyone can blow up for any reason*
- 2. For a personal brand, it's a huge place for credibility.*

*The goal and job on Instagram is to get your followers off the Instagram platform as fast as possible and onto some form of a list - do not sell on Instagram, Instagram should always be free.*

Instagram is used as a distribution platform where you get followers and people's eyeballs on you. Get them onto a list or a different platform as quickly as possible.

Do not sell on Instagram, Instagram should always be free.





## MINDSET

*You have to produce a lot of content. 4-6 posts a day, unless you have a massive network. Then, once you can get major shout outs or a distribution of singular posts, you can drop to 2-3 posts a day.*

It can be repurposed content. You need to have batches of content ready and a massive amount of content.

*Instagram is a branded platform, you have to get attention on everything.*

If you can do something unique with your content, you can make it work.

The best part of your content must be the first thing people see, it must stand out. Figure out what works, because there are more than a billion people on the platform – you only have 2 seconds of attention to grab someone.

It's a lot easier to work with someone attractive than a company...

*But if you want mass amounts of followers, you should start with a viral account and build that up first, then use it to promote other accounts.*

## GROWING YOUR ACCOUNT

**Step number 1:** The content research is crucial to an accounts growth. Video works really well to go viral.

**Step number 2:** Consistency. Research when to post, how to post, etc.

**Step number 3:** Do your hashtag research.

*You can have up to 30 hashtags per post. He recommends using all 30 hashtags or use 15 hashtags.*

The importance of the hashtags is not the quantity, but which tags you use.

His method: Research 100 hashtags and group them.

He'll rank in the top 5 posts for the first 5 hashtags.

Next 5 tags are the ones that he ranks in the top 5 most of the time.

The next 5 are ranked every now and then.

The next 5 are ranked once and a while.

And then the next 5 are almost never ranked.

**Step number 4:** Networking. Getting into engagement groups.

*Reach out and ask in the beginning, start networking with other accounts that are directly related to your industry/niche.*

Create a network that has 15 people in it, every time you post, it goes to that group and everyone in the group sees it.

*Power like - if you have an account with 10,000 followers and it's getting a like from a 100,000-follower account, the exposure it's going to get from that single like is a lot.*

Using something like Telegram to create follower groups can help. It's like WhatsApp or Facebook messenger, it is a strong tool to grow Instagram.

Cross promotion - shout out for shout out is good if you're consistent with it

## STORIES AND IGTV

Stories: Josh uses stories to build a relationship with his followers.

*He educates, builds a relationship and pushes his followers off the platform as fast as possible to mailing list, video or product.*

Have a human being, preferably an attractive one, in the stories and to be the face of the brand.

Incorporate as much engagement as possible: the pull features, swipe across, any way to keep them engaged - swipe up, ask questions, anything to boost engagement.

IGTV: Will be a powerful feature, but not right now.

He thinks that the search feature will have to get better if Instagram wants to compete with YouTube's "How To" searches.

*A great way to connect with followers, it's not a competitor to YouTube.*

YouTube is a great storytelling platform, better for longer videos, and if you're a creator they should be on that platform.

## SYSTEMIZATION

*For scheduling posts, Onlypult and Grum helped Josh the most and killed engagement the least.*

For himself, he creates the posts and saves them as a draft, then sets a reminder on his phone to schedule.

Consider getting a virtual assistant to research and batch out good content.

Socialinfo.co is his platform. He reached out to major influencers that are putting out massive amounts of content, and works with them on Slack and other chat clients to automate the process as quickly as possible for hashtag research.

You can use it to find top posts on any Instagram or YouTube account and can research hashtags and download media.

