
Step by Step guide to succeed on Instagram

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AVR Formula

A - Attention

V - Value

R - Reliability

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Step 0 -

**Ask yourself what's your
page gonna be about ?**

Make Instagram Account ! do it yourself.

(With a little help from your smartphone. Go to youtube and search for the steps.)

Note: Make a business page.



Step 1. Profile Setting up

Nothing is more spammy than a empty profile.

- **Bio**
- **Profile Display Picture**
- **Website**
- **Highlights**
- **Action Buttons**

Why are we doing it ?

The answer to this question is to make a “BRAND”. Why brand you ask because brand are hard to forget. You use same themes same colors same content and deliver best content day in and day out that will make your followers more loyal to you and the more your followers are loyal the more your goals are easy to achieve.



Step 2. Content

Content is king. When we talk about content there are two questions to answers.

→ **What to make ?**

◆ **Colors**

◆ **Fonts**

◆ **Format**

→ **How to Make it.**

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Freddy's Steakburgers

Welcome to the official Instagram of Freddy's Frozen Custard & Steakburgers. Tag your Freddy's photos with [#ilovefreddys](#) [#freddysworthit](#) for a feature [freddysusa.com/locations](#)



DIY



Now Open



Best Friends



Action



FREDDY

POSTS

TAGGED








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7,718 posts 6.3m followers 1,590 following

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Gary Vay-Ner-Chuk

Investor FB, Snap, Venmo & Twitter

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Sports Card article

www.one37pm.com/culture/news/selling-investing-sports-cards

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2 keys to hack growth on Instagram.

1. Good Content
2. Early engagement (Engagement Group)



Step 3. Growth Strategies

- Content Growth hack
- Consistency
- Hero Post Strategy
- Power of hashtags
- Engagement Groups
- Instagram Stories Hacks
- Shoutout Network
- Two Punch Strategy
- Reals and Igtv

Content Growth Hack

1. Make your content , Don't copy Steal it.
2. Canva / Photoshop (Canva Pro)
3. Outsourcing from freelancer

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Consistency - How many feed post you should upload in a day ?

1. Minimum 1 post a day
2. Average 2 post a day
3. Optimum 3 post a day

Consistency - Best time to upload

Upload within 3 hours of interval

Setup 1 - 1 pm / 3 pm / 6.30 pm (Indian Audience)

Setup 2 - 7 pm / 10 pm / 2 am (Western Audience)

REMEMBER - check your insight what is the best time for you

Consistency - Stories

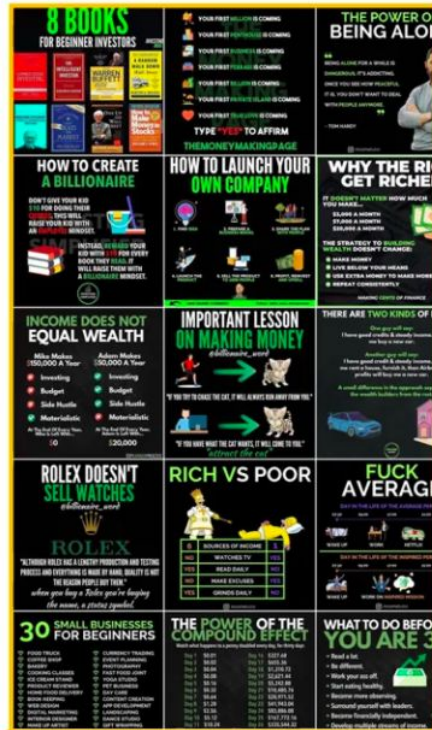
Upload within 2-3 hours of interval

1. Minimum 5 stories a day
2. Maximum 12 post a day
3. Optimum 8 post a day

Setup - 8 am / 10 am / 6.30 pm (Indian Audience)

REMEMBER - check your insight what is the best time for you

Hero Post Strategy



Power of hashtags

1. Never use 30 hashtags. 18 - 24 works best.
2. Make hashtag sets.
 - a. Post Related Hashtag
 - b. Niche Related Hashtag
3. Shadowbans
4. Small Hashtagset - < 50k, 50k - 300k Medium hashtagset,
> 30k Large hashtagset

Engagement Group

1. What are Engagement Groups ?
2. Why do we need Engagement Groups ?
3. First 30 mins of the post.

Instagram Story Hacks

1. Consistency - at least 3 to 5 stories
2. Use story elements - Polls , quiz , hashtag , location.
3. Try new ideas.

Shoutout Network

Fastest way to grow in Instagram are from shoutouts. S4s or shoutout for shoutout is a strategy in which you have to give shoutout to a person and the other person will do the same.

Two Punch Strategy

IGTV and Reels

Thank you !