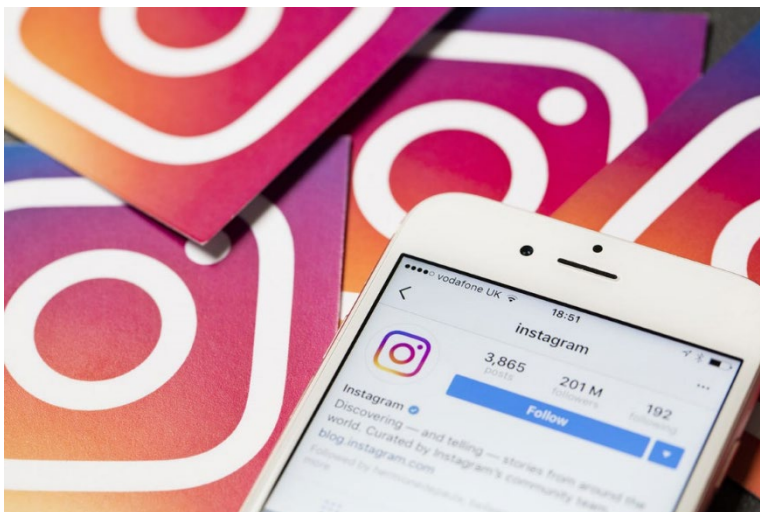


How to grow your brand **ORGANICALLY** on Instagram in 2020!



Every year, the amount of people who sign up for social media increases rapidly. It has been stated that by 2021, more than 3 billion people will be using social media and Instagram is one of the fastest growing social media platforms. In the last year or two, more and more businesses, brands, influencers, and bloggers are looking there to further their reach to a new, younger market. And this all makes sense if your business has a strong visual component to it. But, Instagram is also great even for businesses that are more content focused.

So whether you are a freelancer, small business, large corporation, or blogger, it's time to start looking at the ways Instagram can help you grow. It's TIME to **SHOWCASE** your amazing business to the world!

What is Instagram?

Instagram launched on October 6th, 2010 and started out as a trendy, mobile photo-sharing app on iOS. It allowed people to add digital filters to their photos, coining the “Instagram look” – and it included social features like bios, followers, likes and comments. Instagram launched on Android phones in 2012 and was purchased by Facebook for 1 billion dollars – cementing itself as the ultimate photo sharing app.

In the Instagram world today, you’re able to share short-form videos, IGTV, and they even have a growing advertising platform. It’s pretty magical what you can do on this app and how you can skyrocket your business.

Developing Your Instagram Strategy

It’s time to start implementing an Instagram strategy for your business. You will need a strong visual presence on Instagram or risk your business being ignored on the platform. To begin, try using Instagram yourself to get accustomed with it. Go ahead and download the (free) app for either IOS OR Android.

Once you’ve downloaded the app, it’s time to start creating your brand!

Let’s look at the three ways you can strategically build your presence on Instagram and grow your business simultaneously.

1. Optimize Your Instagram Bio.

Once you've created your business account, it's time to fill in your Instagram bio so it's SEO-friendly to ensure you rank higher among your target audience. This will attract more followers, which means, more potential business for you!

Instagram allows 150 characters for your bio – this description is what your followers can expect from you, and a call to action.

The 7 elements that make up your Instagram Bio are:

1. Profile photo
2. Username and name
3. Description
4. Clickable URL
5. Business category (This shows up under your business name).
6. Call-to-action buttons such as email, directions, book, call and more.
7. Story highlights

Here's a great example of an Instagram Bio from PhillyFoodGirl:

She makes it clear who she is, what she does and where she's based. She also includes her unique branded hashtag #PhillyFoodGirl She also has her call-to-action buttons set up and her story highlights right underneath.



2. Grow Your Community

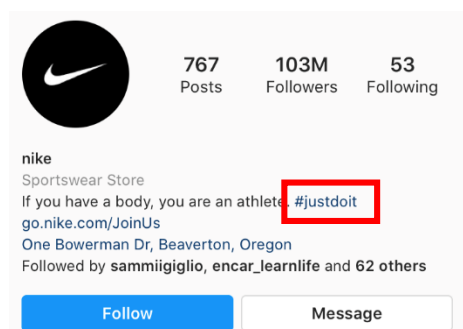
The number one way for growing your business and brand on Instagram is to be attentive and genuine. You'll want to use a real profile photo, leave sincere comments on people's pictures, and respond to your follower quickly and – engage with them of course.

One popular trend among many online businesses is to use IGTV or Instagram Stories to show what's going on behind the scenes of their growing business. It gives their customers a little more insight and it feels more human-like. It feels like the audience is growing with them. People always want to feel like they are getting something exclusive, so include photos you don't share anywhere else.

One thing to note is that HASHTAGS are used extensively on Instagram and they allow you to rank in the "top posts" if you use them correctly. You can find a list of the most popular hashtags [here](#), but to really stand out on the platform, you should create a branded hashtag to bring even more awareness to your business.

Don't just use your company name as the hashtag – get your creative juices flowing and come up with a hashtag that embodies your presence on Instagram. It should be something that encourages your followers to get involved and share.

The ever-popular Nike uses their branded hashtag #justdoit.

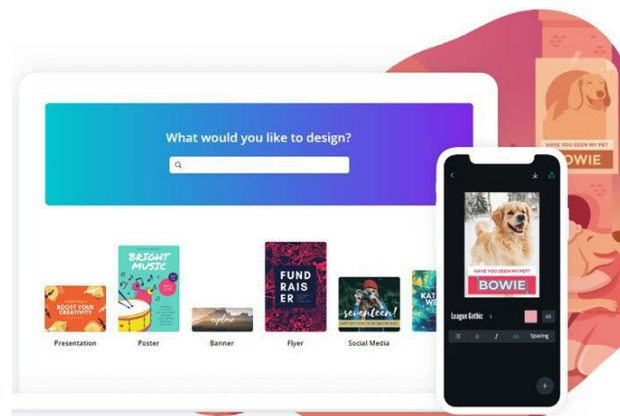


3. Build Your Brand

Instagram is a visual platform, so to build your brand you're going to need to incorporate strong photos. Don't worry, these don't need to be professionally staged photos – but they do need to relate to your brand and message.

Consistency is key when it comes to your Instagram feed, so if you're going to use a filter, pick one and stick with it. The most popular filter among brands on Instagram is Clarendon, if you're looking to enhance your photos.

There are many FREE sites where you can get beautiful photos such as [Pexels](#), [Unsplash](#), [PixaBay](#), [Canva](#), and [Freepik](#). You can also use Canva to help you create an Instagram post with their Instagram template.



Lastly, to build a consistent visual brand, keep your images fairly similar – in terms of color, filter, fonts, and composition.

The goal is for your followers to remember you and your brand so you want to stand out from the crowd. This way you'll be able to reach more people and grow your business at the same time.

To Wrap It All Up

Overall, Instagram is currently one of the fastest growing social media platforms and it's not going anywhere anytime soon. Sure, it takes time to plan out your Instagram strategy. Don't forget to optimize your bio with a strong call-to-action, and work towards building your tribe of brand advocates.

Develop your visual brand by sticking with one certain style of image, stick to a consistent posting schedule, and interact genuinely with your followers.

With the right approach to your Instagram strategy, you can have the ultimate success for your business.