

Modern Instagram Marketing



6 STEPS TO BUILDING A REAL FOLLOWING ON INSTAGRAM!

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Modern Instagram Marketing Video Course



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Modern Instagram Marketing – Resources Report

Step 1: Find your competitors on IG and Reverse Engineer them

List out all your competitors

Search for them on IG Manually (just type in their name)

To find followers of theirs that might also be in your niche use this scraper:

<http://imristo.com/social-media-tools/instagram-scraper/>

Use the tool to find

- ✓ Keywords their IG profile
- ✓ Their hashtags

Visit the profile to find:

- ✓ Their content strategy

Reverse Engineer their success

- ✓ Common hashtags
- ✓ Most social content
- ✓ Replicate their sales funnel strategy

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To find most social content in your niche use this tool:

<http://www.buzzsumo.com>

Connect the dots

- ✓ Figure out winning content themes
- ✓ Figure out most niche-popular hashtags

Step 2: Curate topnotch content and mix in your reverse engineered content

Create a better version of your competitors' top materials

Get better photos + videos done via this source:

<http://www.fiverr.com>

How to improve 'the best' existing niche content on IG

- ✓ Updated version
- ✓ Higher production quality
- ✓ More details
- ✓ Better hashtags
- ✓ Better series
- ✓ Better influencer distribution network
- ✓ Call to action
- ✓ Profile link COA addresses content / integrates with content

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Publish your Instagram posts using a Post Bot so you can publish on auto-pilot

You can also use the tool below to automatically repost content

<http://www.jarvee.com>

The tool lets you do the following:

- ✓ Follow, Follow-Back, Unfollow Real Targeted Users
- ✓ Auto-Repost, Auto-Like, Comment, Delete Posts
- ✓ Hashtag and User Research
- ✓ Manage Direct Messages

Step 3: Adopt a Content-first sales funnel

IG and social media marketing success turns on CONTENT MARKETING

Content marketing is more compatible with ad buys or free traffic

Pull traffic from Instagram by getting your content noticed > getting people to click your profile > putting a content link in your profile > converting visitor into list member

Use the resource below for original traffic pulling and conversion generating content

<http://www.ozki.org>

Use this tool for your mailing list

<http://www.aweber.com>

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Step 4: Use Facebook's Ad Retargeting System to Pull IG users deeper into your funnel

Read this to get a thorough understanding of FB ad retargeting

<https://www.abetterlemonadestand.com/facebook-retargeting-ads/>

Step 5: Pay and interact with niche-specific IG influencers

View this resource to figure out who to approach for influencer ad buys or paid shout outs

<https://www.youtube.com/watch?v=2hh6gscwcBY>

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