

Modern Instagram Marketing



6 STEPS TO BUILDING A REAL FOLLOWING ON INSTAGRAM!

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Modern Instagram Marketing – Cheat Sheet

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

List out all your competitors

Search for them on IG

Take note of:

- ✓ Their IG profile
- ✓ Their content strategy
- ✓ Their hashtags

Reverse Engineer their success

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

Connect the dots

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

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

Create a better version of your competitors' top materials

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

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

Step 3: Adopt a Content-first sales funnel

IG and social media marketing success turns on CONTENT MARKETING

Why? Raw traffic doesn't convert at a high enough ROI

Content marketing is more compatible with ad buys or free traffic

KLT process

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Know – Like – Trust - CONVERT

It's all about building trust

Multi-page strategy

Walk the visitor to the TRUST stage

(can be quick)

(greater control over messaging / pace of messaging)

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

Use an episodic profile link

Episodes change based on your marketing campaign's content

Retarget visitors if they click DEEPER into your site or they went to a PRODUCT or ORDER page

Retargeting works! Reminds people to come back

Use content to draw truly interested people

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

How influence works

Beware of FAKE influencers

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Real influence means real engagement

Real influence means actual conversions

4 Key signs of FAKE influence

- ✓ Roughly same amount of Followers : Following
- ✓ Low total engagement ratio
- ✓ Little engagement with fans
- ✓ Overly commercial account

Start with a LOW and SLOW buy

Focus on accounts that truly deliver results

Step 6: Continuously optimize all parts of your funnel

Random optimization is usually a waste of time

What is Elemental Optimization

Key Elements to keep in mind:

- ✓ Profile url (changes)
- ✓ Photos
- ✓ Tags
- ✓ Description
- ✓ Posting time

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What to look for?

Increased click through

Increased dwell time

Deep clicks

Better conversion rates

You Might Want to Do These!

Document your efforts

Focus on numbers

Start with Influencers using a SLOW and LOW strategy (ie., little pay – stick with the ones that produce the best results)

Optimize using an elemental approach

(Elements: picture/video + description + hashtag)

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