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HOW TO GAIN ORGANIC INSTAGRAM FOLLOWERS

6 Focus Points

(Business Edition)



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FOCUS ONE: QUALITY FOLLOWERS

So you want to gain an organic following, first you need to establish who that following is.

Write down your ideal customer/ client.

Who are you targeting?

What problem of theirs are you going to solve?

Then find these people on Instagram as they are most likely going to follow you back, engage with your content and potentially make you a sale.

It's important to not just follow everyone, as even if they do follow you back, you will most likely have a low engagement rate. The question you need to ask yourself is would you rather have 10,000 followers who don't care about you or your business or 1,000 followers who engage with your content and genuinely care. If your followers care, you have a better chance of them engaging and the more engagement you receive, the more people will want to follow you.

An easy way to find your ideal customers/ clients is to discover and follow your competitors (other similar/ local businesses in your niche). Look at the people who are engaging with their content and follow them. They are the people who most likely will be your target audience and engage with your content.



FOCUS TWO:

QUALITY CONTENT

Before posting always ask yourself does this content fit into one of the following categories:

Is it relatable/ entertaining?

Is it informative/ educational?

Is it inspiring?

Is it relevant to my business?

If it doesn't fit into one of these categories, alter it to make it fit before posting.

Put yourself in your audience's shoes, what content would you want to see from your business if you were a follower. Show them how you are different from your competitors. If you are posting for the sake of putting up a post you are better off not posting at all. All content needs to have meaning and purpose to get connection from your audience and therefore attract organic followers.

Which then brings us to relevance, if something is trending, sure jump on that but make sure the way you are using that trend is original and relevant to your business. Remember people follow your business to see content relevant to your niche.



FOCUS THREE: CREATE A PLAN & STRATEGY

Plan it all out. Look at the month ahead, are there any holidays or events that are relevant to your niche that you can create content about. What valuable content can you share with your followers? Always know why you are posting this particular piece of content.

Once you know the what and the why you need to work out the how and the when.

How are you going to deliver this piece of content? Is it through video, reels, images, carousel or stories? Keep in mind not all content is suitable for each of these categories.

For example: stories reach more of your current followers, therefore your stories should be more aimed at your current following and showcase more day to day relatable content where as reels reach more non followers and should be made to attract potential customers/ clients to your profile.

Next look at when are you going to post this content, use your Instagram insights as a guide. Your Instagram insights is a very valuable tool and should be your bestfriend when it comes to your Instagram strategy.



FOCUS FOUR: BE CONSISTENT, SHOW UP & BE SOCIAL

Once you establish a plan of attack it's important that you stick to it and create consistency among your profile, branding and engagement. I'm sure you have heard before consistency is key with any form of social media but you definitely DO NOT have to post everyday in order to be consistent and gain a high organic following. Think about what consistency means for you and your business and also what you can physically and mentally handle committing to, taking into account all your other responsibilities in your business and day to day life.

Being consistent in your brand allows your audience to recognize your business and therefore grow your audience and reach. From your bio to your colour scheme/ theme, logo etc you need to be recognizable to gain traction.

Another thing to consider is being consistent with your engagement which is by far the hardest part for business owners. Keep in mind the whole point of social media is to be social and it's important to show your following and potential followers that you do follow up with engagement and therefore are worth following. Set aside time in your schedule to post on stories, respond to DMs, and engage with your community.



FOCUS FIVE: TAKE ADVANTAGE OF EVERYTHING

Take advantage of all opportunities presented to you and the resources readily available for use.

Collaborating with other like-minded businesses, using influencers for marketing, cross promoting, giveaways, user-generated content are all easy simple ways to increase your reach and gain more organic followers.

Do your research and be smart about your approach, there are so many free resources and opportunities available, you definitely don't have to spend money to gain organic followers.



FOCUS SIX: TRIAL & ERROR

When it all comes down to it, your social media following is purely based on trial and error. There is no right or wrong way, there is no one size fits all (regardless of your niche) and just because something works one day doesn't mean it will work the next day.

When it comes to gaining organic followers there is no way that will 100% guarantee work for you and your business and everything I have mentioned are tips and advice to act as a guide, and plant some seeds in your head to get you thinking about your next move and strategies to implement into your own social media and business. On that note everything I have shared is based on my own trial and error, knowledge and experience, just because someone else says differently doesn't mean either one of us is wrong or right.

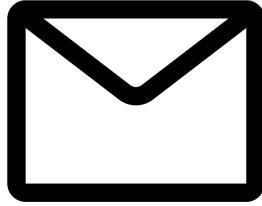
There is so much grey area when it comes to social media and that's why its so important to take on board every piece of advice you receive, to gain your own knowledge and experience through trial and error and discover exactly what works for you and your business.



Always remember the number of followers, likes, comments, DMs, saves, views you receive does not define or represent the success of you or your business.



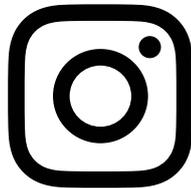
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