

**HOW TO
GROW**

10K

FOLLOWERS

IN JUST

3

MONTHS!

@wolserofficial





CONTENT

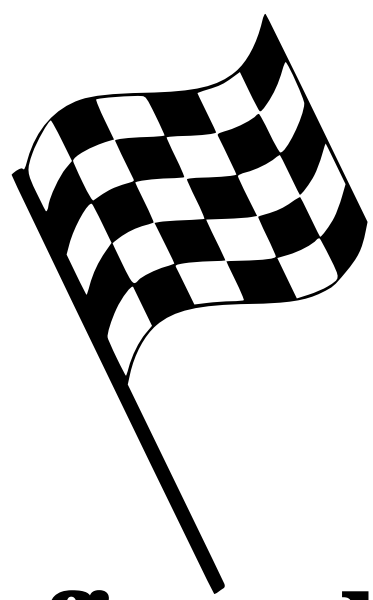
- **INTRODUCTION**
- **STARTING OUT**
- **MARKET RESEARCH**
- **PAGE LAYOUT**
- **CONTENT**
- **HASHTAGS**
- **HOW TO GROW**
- **MONETIZATION**
- **BONUSES**



Before we start:

**Firstly, I would like
to **thank you** for
downloading this
ebook, that means a
lot to me, believe it.**

**Secondly I would like
to **congratulate** you
for taking the
first step towards
your very successful
future path!**



STARTING OUT

So first things first, why should you start an account on Instagram in the first place? Well, that's a simple answer, Instagram is one of the best social media platforms for 2019 (if not the best), the amount of people you can reach with IG is insane.

But how should you get started on IG? Well, on IG you can create all sorts of accounts but to narrow it down to two: you can have a personal account or a brand account (you can also have a blend which is a mix of both, but it's harder to pull off).

Between the two, it's easier to grow a brand account because the content you will share can go viral

whereas for a **personal account that is very unlikely, but still possible.**

After you know which type of the account you want, now you want to choose a **niche for the account.**

There are many types of niches on IG like luxury, motivation, fitness, make-up, etc.

I would **strongly recommend you to choose one that you like and that you are knowledgeable about.**

Just to keep in mind, different niches will have different results in terms of **growth and profitability**



MARKET RESEARCH

This is one of the most important steps if you want your account to grow fast. You will have to search for accounts that are **influencers (biggest pages)** and **competitors (smaller pages)**.

This is important because you want to model success and avoid what is not working by looking at other pages in the same **niche** as you.

When doing the market research you will want to look for these things:

- **the account size and name**
- **the account logo, bio and link in bio**
- **the average of likes and comments per post**

- **the style of their posts**
- **the style of the stories and pinned stories**
- **do they use engagement groups?**
- **do they promote other accounts on their posts or stories?**
- **How often do they post?**
- **how many hashtags do they use and what type of hashtags (big v/s small; are they varied?)**

All this data will be very useful for your account because you will know what works in your niche and use it to your advantage.

I would recommend you to create a **spreadsheet where you put all this data and try to find 50 accounts worth of data.**



PAGE LAYOUT

The page layout of your account is very important because ultimately results in more followers (better conversions). The **market research** helps with this part since you now know how other accounts in your niche do it.

@you, try to create one that has to do with your niche, for example **wolser_entrepreneurs** for an entrepreneurial niche. Try to avoid numbers and long handles.

Logo, use a logo that has to do with the niche, you can buy one from **fiverr** for 5 dollars or make it yourself with

Canva

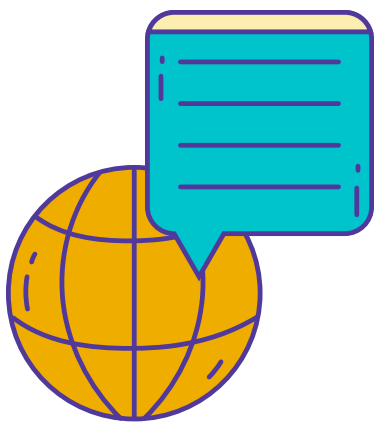
Name, your name should be related to your niche, such as "Entrepreneur/Business" for an entrepreneurial account. This is important because it works as a SEO for your account

Bio, for the bio you should use this structure - Who you are, what do you do, why should they follow you and a CTA. Try to use emojis as each bullet point

Pinned Stories, you should make some pinned stories for example, "About Us"; "Wallpapers" , "IG Growth" , this helps to give another perspective of your account to your followers.

Your Theme of the posts, this can be done by picking certain colors (I would recommend 2 colors), a font (pick one or two and use it always) and a watermark of your account (just in case other people repurpose your content).

Try to make your account unique by having a distinguished page layout, people are more likely to follow accounts which are visually appealing. Don't worry if you can't get it right at first, my account has gone through multiple changes in style and even in the logo. Ultimately, I would recommend you to test things out and see what works best for you.



CONTENT

This is the most important part if you want to grow. Rule number 1 of Instagram: **You won't grow anything if your content is not good.**

How do you find good content? I am going to share with you, how I have posts reach **500k people** on my account. You want to find the **BPP** (Best Performing Posts) from the pages you have done your research for your niche. Typically, those are posts where the number of likes and comments is quite big compared to the average for that page. For example a post with 10k likes on a page that has on average 5k likes, that's a **BPP**.

What you will do then, is try to replicate it to your account. And you can do that in **2 ways**: either you repost those **BPPs** in your account (and give credit to the respective author) or you try to make a post similar to the **BPP**, but done by you (so you don't have to give credit to anyone but yourself). I recommend you to do this for every single post that you make. Always try to find the **BPPs** of your niche and keep posting them, you will see yourself **grow insanely fast!** Remember this, don't try to reinvent the wheel, use what's already working to your advantage.

Now, there are two other things that I should mention before we end this part: **Stories and IG TV**. I strongly recommend you to post **at least** a story a day, but the more the better. You want to post stories that engage with your audience, and for that you shall use **Polls, Questions, Quizzes** etc. Stories help to keep your audience engaged with your content which ultimately keeps your **engagement rate** high and helps you grow more. IG TV should also be a very important aspect of your content, and let me tell you why.



For example, Gary Vee has on average 100k views on his Youtube videos, but 500k- 1M views on his IG TV videos. Did you get it? IG TV is exploding right now, the organic reach that it provides is crazy! This is exactly why you should take advantage of it right now, while it's working.

#HASHTAGS

This part is going to take a lot of work (just like the market research) but let me tell you that it is totally worth it.

First of all, **why do hashtags matter?** Because you are running a niche page and you want to reach the people that might have interest in your page. For example a car page wants to reach car fan, not food fan right? And you do that by using hashtags. It basically tells Instagram that you belong to a certain niche and that way, IG will try to show your content to the right people.

Luckily, now that you have your market research done, you can benefit from that to find the right hashtags. This next step you want to do every 1-2 months. What you will do, is go to each of your competitors and analyze the hashtags they use on their posts. How to analyze the hashtags.

You have to track 2 things:

The size of the hashtag (how many posts does it have, which is the same as its popularity)

the engagement of the hashtag (how many likes and comments does the top 9 posts have on average)

I recommend you to put all this data on a spreadsheet (just like the market research). After you do this for 100-120 hashtags, you have your hashtag research complete. Now let's select which hashtags to use on your posts. You will want to use a strategy called **"The staircase effect"** which helps you to rank in bigger hashtags and get more exposure on your posts. This strategy works like this: Set of Hashtags
7 hashtags that have the same engagement on average as your posts

7 hashtags that have slightly higher engagement on average than your posts

7 hashtags that have an engagement quite bigger on average than yours

1-2 niche generic hashtags (such as #fitness or #business for the fitness or business niche)

The rest you can fill it with hashtags specifically related to the post Your branded hashtag (this is not mandatory)

You can use up to 30 hashtags per post.

I strongly recommend you to swap them out every other day for other sets of hashtags.



HOW TO GROW

If you have the previous parts done right, then you probably are growing your followers count already. After all, good content and right hashtags are the best way to grow. Nevertheless, I'll show you a few other ways you can use to grow even faster.

The Gary Vee 1.80 Strategy, this strategy is great for connecting with your niche community. Essentially you will be commenting on 9 posts from 10 Hashtags related to your niche, everyday. But the thing is, you don't want the comments to look spammy, you want them to look unique and valuable.

Influencer Shout-outs, this strategy is not free, you have to pay for these shout-outs. This is where your market research steps in, you know which influencers you have in your niche and which ones might give you the best results (look at their growth and engagement)

SFS or Shout-out for Shout-out, this strategy is similar to the one above but the difference is that you don't have to pay for it and instead of looking for influencers in your niche, you will look for competitors and you will shout each other out

Engagement Groups, this strategy will not give you followers directly but, it will increase your engagement on your posts which makes IG show your posts to more people and therefore increases your chances of getting more followers. Connect with competitors and influencers in your niche and try to create or integrate into engagement groups (do this only with people in your niche)

Giveaways, this is a strategy that is gonna cost you a lot. I would recommend using it only for milestones such as reaching 100k followers.

Instagram Ads, this strategy is also not for free. This is the most targeted strategy (audiencewise) you will have. With it, you can specifically target people in your niche and from specific countries, but be careful because using ads may decrease your reach after you end the ads campaign

Follow for Follow, this is a strategy that you can use at the beginning but I don't recommend it. You do this, by following people in your niche. Go to influencer pages and follow people that like on their posts.



MONETIZATION

Obviously, if you want to build an IG page you should be thinking about monetizing it, otherwise what's the point in growing a big following? You have many ways to make money with your IG account, I will present you some, but keep in mind that there are a lot more. At the moment I am making hundreds of dollars per month with my page and I am going to scale it up to thousands in a few months. Here's how you can do it too: Sell an ebook or a course, think about a valuable skill you have and teach it to others.

IG shout-outs and brand deals, this is a quick and easy way to make some cash. It's not gonna make you rich, but it can easily earn you \$500 dollars a month once you've acquired a bigger following (50k+)

Affiliate marketing, you can make money with this every time someone buys through your link. You can use **ClickBank, Amazon or ClickFunnels** for the offers

Dropshipping, you make money by ordering products from sites like AliExpress and selling them to people with a profit margin, promoting them in your page.

Instagram Marketing Agency, you build your account to as many followers as possible and you use it as a social proof for growing other people's accounts. Start by talking with other accounts through the dm's and remember to start small and scale it slowly. You can run multiple types of services such as, account management, market research and **hashtag research, growth management** etc.

You can also **sell consulting** and coaching calls by positioning yourself as an Expert at a specific area.



BONUSES

Canva, this is the best (in my opinion) browser-based tool you have to design your posts.

Paypal, you will use Paypal a lot for your transactions (trust me), this is the best way you have to receive the money you earn from IG.

InShot, this is the best app you have for video editing for newbs (such as me), it's very simple and intuitive

Regrann, I use this app when I want to repost a video from other accounts. This app does it very easily and with no watermark.

Insight, in case you want to do Follow for Follow (do it only until 2k followers) you will want to use this app to remove people that you followed that aren't following you back

LunaPic, this website removes the background of images

THE END

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