

PLANN

# 9 OUT-OF-THE-BOX STRATEGIES FOR GROWING YOUR INSTAGRAM



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# CHECKLIST

**HAVE YOU TRIED ALL OF THE STRATEGIES?  
TICK THEM OFF AS YOU GO!**

- ☐ Switch up your geotags
- ☐ Join a giveaway
- ☐ Create an IGTV series
- ☐ Amp up your Instagram SEO
- ☐ Share your content on Pinterest
- ☐ Diversify your content type
- ☐ Create a branded hashtag
- ☐ Get your gif on
- ☐ Cross-post on TikTok

# INTRODUCTION

## WHAT TO DO WHEN YOU FEEL LIKE YOU'VE TRIED *EVERYTHING*

So, you feel like you're doing alllll the right things on Instagram. You're consistently posting high-quality content. You're engaging with others like crazy. You respond to comments religiously. Heck, you've even hopped on the bandwagon and started creating video content!

And yet, that pesky follower number just won't budge! Or, maybe it *does* occasionally jump up by 100, followers, only to leave you with a feeling of crushing disappointment when it quickly drops back down (damn those bot accounts!)

Yep, it can be frustrating when you just can't seem to leap over that hurdle you've been striving for — whether that's 1000, 10,000 or 100,000 followers! It can sometimes feel like you're just treading water — especially when you're putting loads of energy into it.

The good news is, even if feels like you know every trick in the book, you probably haven't tried *everything*. There are likely still a few little-known growth strategies you didn't even know you had up your sleeve! Some are a little quirky, maybe even strange! But, they might be just the thing you need to break through your plateau and skyrocket your Instagram followers.

Keep reading for 9 out-of-the-box strategies that will leave you thinking “why didn't I think of that earlier!?”

# SWITCH UP YOUR GEOTAGS

Okay, so you probably already know that geotagging (adding a location) to your posts is a great way to get more eyeballs on your content.

But, do you use the same location every time? If so, you could be missing out on valuable opportunities to get your posts discovered by a much wider audience! Switching up the geotag on your posts is a great way to cast a wider net.

So, say you live in Sydney, Australia. You could geotag Bondi Beach for one post, Darlinghurst for the next and Newtown for another. By tagging these popular areas, you're more like to get found by people searching for those locations.

It doesn't *really* matter if you weren't actually in that location (unless the photo is quite clearly of another destination) or if it's not relevant to the post. After all, a bit of creative licence never hurt anyone!



# CREATE AN IGTV SERIES



One of the best ways to gain followers is to give casual visitors a good reason to keep coming back to your profile. Creating an ongoing IGTV series is an excellent way to do just that!

Think of this as the Instagram version of a YouTube series, where you premiere new videos at the same time every week (or fortnight) This could be a series about productivity or business tips, or a niche topic related to your brand or industry. You could even put your director's cap on and make your own more cinematic-style mini TV series (remember, the max length of IGTV videos is 15 minutes)

The key here is to be consistent, and to clearly visually mark when you release new videos (perhaps in your Instagram bio, or on the graphic title slide of your videos) so your followers can look forward to them.

# JOIN A GIVEAWAY

Participating in giveaways is an epic way to gain new followers. After all, who *doesn't* love the opportunity to win free stuff!? And the good news is, you don't have to have millions of followers or sell a product of your own to do it!

You could team up with other people in your industry or field to give away a mega prize pack filled with relevant products and services. You can either do this as a loop style giveaway, so that everyone who enters has to follow all of the participating accounts, or have some other entry mechanism. Or, if you're a blogger or influencer, you could be the host for other business' giveaways under the condition that entrants must follow you.

No matter which route you choose, it's important to team up with other accounts that are aligned with your values and offering. After all, you want to attract stayers — not just people who are going to unfollow you the second the competition closes!

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# AMP UP YOUR INSTA SEO

“What!? SEO is a thing on Instagram?” you might be thinking. “I thought that was only for Google!” Yep — SEO (search engine optimization) *absolutely* exists on Instagram, and it can be an fantastic strategy to get your profile seen by more people.

When we talk about Instagram SEO, we’re referring to the key phrases that show up when someone searches for profiles either in Instagram search or on Google.

It encompasses not only your 150-word bio, but also your username and your account name (the one that sits under your follower account). Speaking of your account name, here’s a hack for you. This doesn’t actually *have* to be your name (especially as you can include that in your handle) It’s actually a valuable opportunity to get your content discovered by the type of people who are searching for it.

So, if you’re a fashion blogger and stylist, you could make your account name “Fashion Blogger & Stylist) Cool, right!?”



# SHARE YOUR CONTENT ON PINTEREST

As a search engine, Pinterest isn't *just* great for driving blog traffic (although, it definitely is!) You can also use it as a powerful tool to drive traffic (and potentially, followers!) to your Instagram.

You see, Pinterest is an awesome way to extend the lifespan of your Instagram posts, and to get it seen by an entirely new audience.

You can just take the photo, pin it on Pinterest, pop in a caption with plenty of relevant search terms, add the URL back to your Instagram post and voila, watch your referral traffic from Pinterest grow!

Another cool way you can re-use your Instagram content on Pinterest is to build themed, 'mood boards with them. Just like Instagram, Pinterest is a very visual platform, so Pinner's are sure to go Bananas for your aesthetically-pleasing boards.



# DIVERSIFY YOUR POST FORMATS



Are you an absolute sucker for stories? Or perhaps you're all about posting pretty pic on your grid. While both of these types of posts are incredibly importantt, it's wise to ensure you're not putting all your content eggs in one basket.

Accounts that thrive on Instagram are usually the ones that take advantage of all the different types of content that Instagram has to offer.

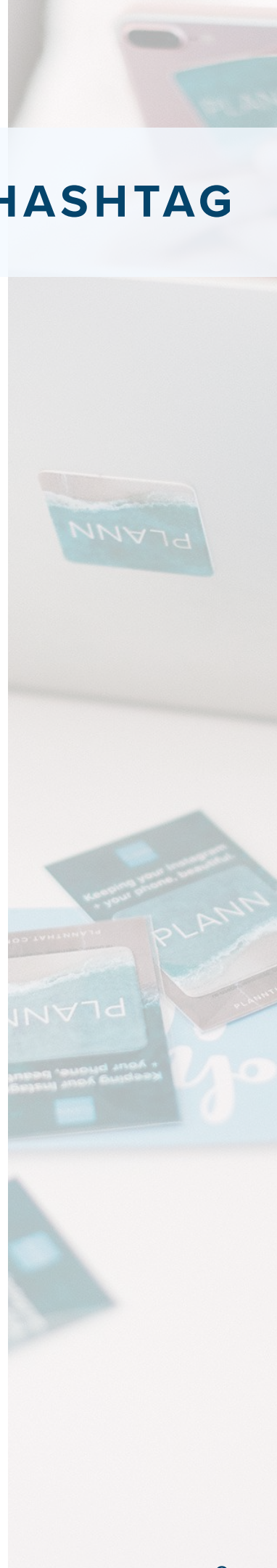
So, if you're not already, you might want to consider adding some Instagram lives or IGTV videos into your repertoire. Or, if you tend to stick to posting photos, why not try creating some carousel-style content (posts with multiple slides you can flick through) These are absolutely *killing* it on Instagram right now, so they're worth adding to the mix.

# CREATE YOUR OWN BRANDED HASHTAG

You don't need us to harp on about you about the importance of hashtags on Instagram — you likely already know they're one of the most important tools when it comes to boosting the visibility of your posts.

But, have you ever considered creating your own hashtag from scratch? This may sound kinda counterintuitive — after all, if you've only just come up with it, it's unlikely anyone will be searching for it, right!? But branded hashtags can actually be an awesome way to build a sense of community around your brand and get your account seen through user-generated content.

Take hashtags like #theeverygirl, for example. Started by its namesake blog, The Everygirl a few years back, the hashtag now has more than 3 million posts from people who have (inadvertently) helped spread the word about their brand. The secret is to make it catchy and memorable and relatable, so others want to use it. Also make sure to use it in your own posts and profile so that your account appears when others search it!



# GET YOUR GIF ON



Another awesome branded asset you can use to boost the visibility of your Instagram account is branded GIF stickers.

GIFS are short, animated clips that can be made out of visual graphics, a series of photos, or a video. You can work with a creator or designer to make one, or check out [Plann's handy DIY guide](#).

It's important that your GIF includes your logo, tagline or Instagram handle. Because, once you upload it to GIPHY (the world's largest GIF library), it becomes searchable within Instagram. This means that *anyone* can then add these to their stories via a sticker, sharing your brand with all of THEIR audience. Just like the branded hashtag, the secret is to make it fun and relatable so that people *want* to share it. You'll be attracting super engaged new followers in a Giffy! (see what we did there!?)





## CROSS-POST ON TIK TOK

We know, we know. As much as it's hard to ignore the enormous potential of TikTok, the thought of having to start from scratch on a brand new platform can feel overwhelming — particularly if you're over the age of 16. The good news is, you don't have to!

You can simply use your TikTok account as an additional tool to complement what you're currently doing on Instagram. So, if you're already creating short form videos for Instagram, why not repost them on TikTok? Or, if you're creating longer IGTV videos, you could cut them into 15-second snippets and share them on TikTok, directing them to Instagram to watch the full video.

At time of writing, Instagram is also rolling out their own answer to TikTok, Reels — a short-form video platform with in-built editing tools. This will make it even easier to capture videos that can be seamlessly shared across both platforms. You can also link your Instagram account to TikTok (which can help with your Insta SEO), which is another great way to send new followers to your profile.

# READY?

## PLANN YOUR CONTENT

Now that you know 9 out-of-the-box strategies for attracting new followers to your Instagram, it's time to impress the pants off them with some awesome content! From in-built design tools to strategy planning features and hashtag collections, Plann has everything you need to create and schedule epic posts. Sign up for your 7 day free trial today!

