

PLANN

10 WAYS TO GET DISCOVERED

With Instagram Stories



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Why Instagram Stories?

Instagram has become so much more than simply a place to share beautifully curated and aesthetically pleasing content.

If you're looking to grow an engaged audience, attract high-intent users and convert them into paying customers at scale, you need to know how to leverage all of Instagram's dynamic content formats.

That's where Instagram Stories come in. Stories are a place to connect with your audience in real time, sharing the unfiltered, unedited and authentic version of yourself and your brand.

But don't take our word for it. Research shows that 62% of people say they become more interested in a brand or a product after seeing it on Instagram Stories. That means Stories give you the enormous potential to market your brand, products and services while sharing interactive content that engages your audience.

Ready to get discovered with Instagram Stories? You've come to the right place.



Here's what we'll cover

- 01 Use Targeted Hashtags
- 02 Geotag Your Stories
- 03 Tag Other Accounts
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- 07 Post Consistently
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- 10 Use the Add Yours Sticker



GET IN TOUCH!

INSTAGRAM
@planthat

Let's get started!



The best part about Instagram Stories is how authentic and unedited you can be. There's no need to spend hours coming up with the perfect caption or editing your photos for perfection. Instead, you can show your followers a genuine and authentic look behind your brand.

Plus, Instagram Stories disappear in 24 hours, which allows you to quickly put together engaging content without overthinking it. That said, you still want to create interactive and creative content that entertains your audience and attracts more eyeballs to your Instagram profile.

Luckily, we've got a few hacks to help you nail your Instagram Story game that doesn't require that much effort.



Want to get discovered on Instagram Stories?

Instead of just posting for the sake of it, use these tips and tricks to not only boost the visibility of your Stories content to a wider audience but actually create interactive and engaging content that captures their attention and compels them to take meaningful action.

LET'S DIVE IN!



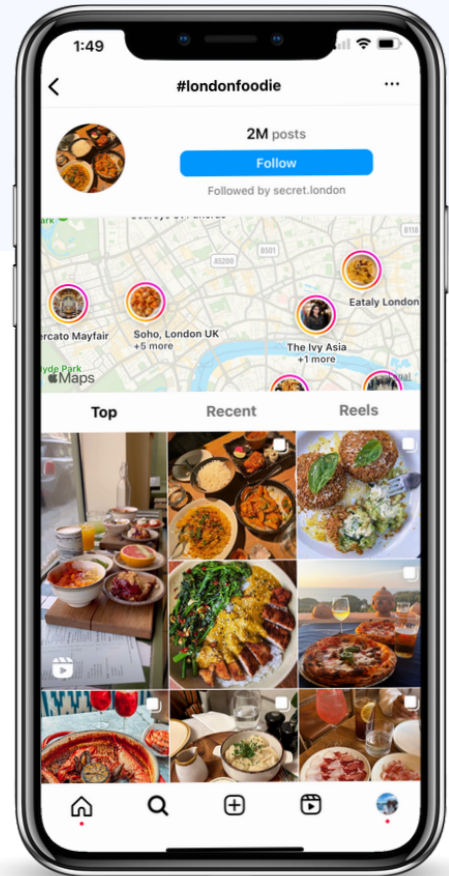
**Use these Instagram hacks to boost the
visibility of your stories to a wider audience.**

Use Targeted Hashtags

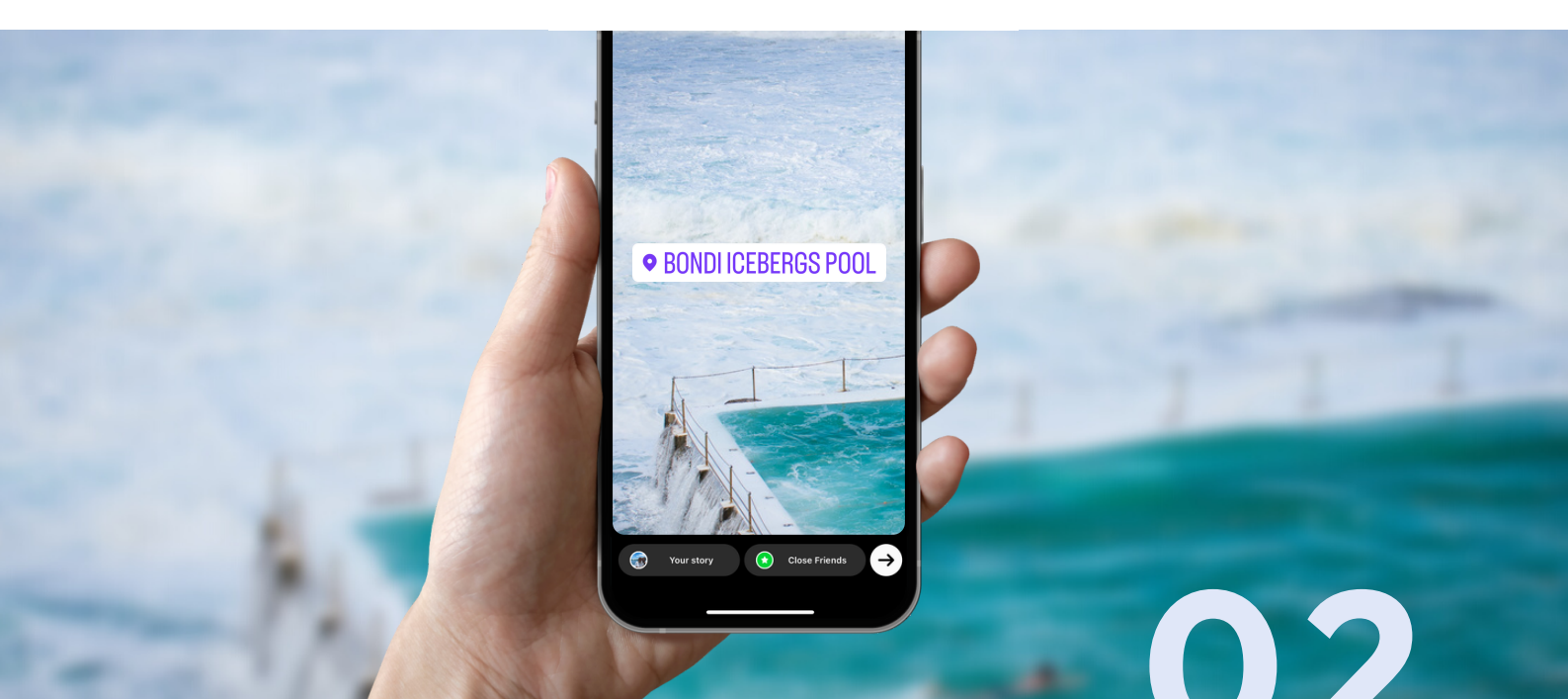
Hashtags aren't just for your in-feed posts and Reels: they're also used on Instagram Stories!

Whenever someone searches for a particular hashtag, a series of related Stories will show up on the top left corner of the dedicated hashtag page. So, if you've used [#coffeeshops](#) in your Story other people searching that hashtag will be able to discover your content.

Did you know that you can discover thousands of high-performing hashtags right within your Plann workspace? Our [hashtag manager](#) is the perfect way to discover tailored hashtags to add to your feed posts and Instagram Stories.



When adding hashtags to your Stories, remember that it's all about quality over quantity. Curate a handful of super-relevant hashtags that help your content get in front of the right users.



02

Geotag Your Stories

Location stickers on Instagram Stories are a must if you're looking to boost your visibility and get discovered by people in a specific area or location.

For example, if you're giving your audience a behind-the-scenes look at your team dinner, then remember to tag the restaurant. That way people searching for it will see your story and might even head to your profile.

Plus, you might even get a repost from the restaurant which further boosts your Instagram profile to a wider audience.

This is especially important if you're promoting your physical store and business, such as a cafe, hair salon or retail store. To add a location sticker head to the menu, tap location and search your destination.

Tag Other Accounts

03

@MENTION

Are other people making a cameo in your Instagram Story? Maybe you're raving about a brand you're obsessed with or collaborating with another creator. Don't forget to tag them in your Story to boost your visibility and show their account some love.

By tagging people in your Stories, it sends them a notification and it makes it super easy for them to reshare your story on their own with just a touch of a button, helping to get more eyes on your profile.

KEEP READING

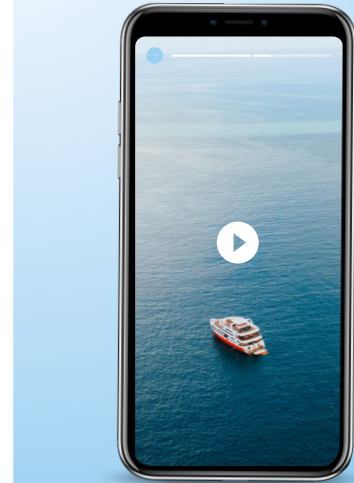


Incorporate Video Content

It's no secret that Instagram is pushing video content on the platform, and that doesn't just mean you should exclusively post Reels content. It's super easy to directly upload your videos from your phone to your Instagram Stories.

Video content is a great way to showcase more of your brand's personality, like sharing the behind-the-scenes of a product launch or giving your audience an office tour.

Plus, remember to add auto-generated captions if you're sharing content with a lot of talking so everyone can enjoy your Stories (even with sound off).



04

Go live

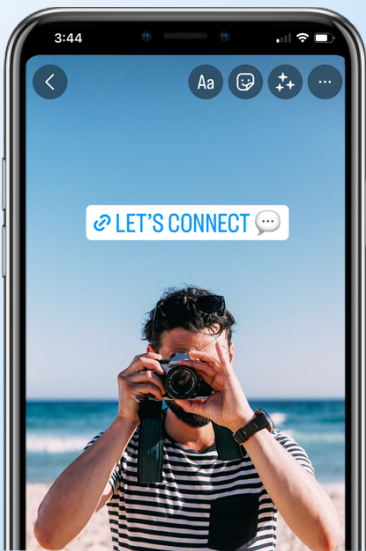
05

On the topic of video content, going live on Instagram Stories is a sure way to boost your discoverability on the platform. In fact, every time you go live all your followers get a notification and your Story is pushed to the very front of your audience's Stories feeds.

To start creating engaging live-stream content just head to the bottom of your Stories tab and navigate to the Live button. You can schedule your Live in advance and add a title to give people a sneak peek of what's to come.

Plus, Instagram will tell you how many followers are active so you can plan your Live when the largest number of users are online to further boost your visibility.





06

Optimize Your Call To Action

Instagram Stories aren't just about visibility but also engaging with your audience which is why you need a killer call-to-action. Luckily, Instagram has made it easier to create a call to action that actually drives conversions whether that's sending your followers to a blog post, a website link or shopping for a product.

The stickers feature is where the magic happens. You can add a link sticker to your website or blog or use the shopping sticker to drive sales to a product from your Instagram Shop. That way, if you're sharing lifestyle images or videos of your products you can have a strong call to action that drives clicks and conversions.

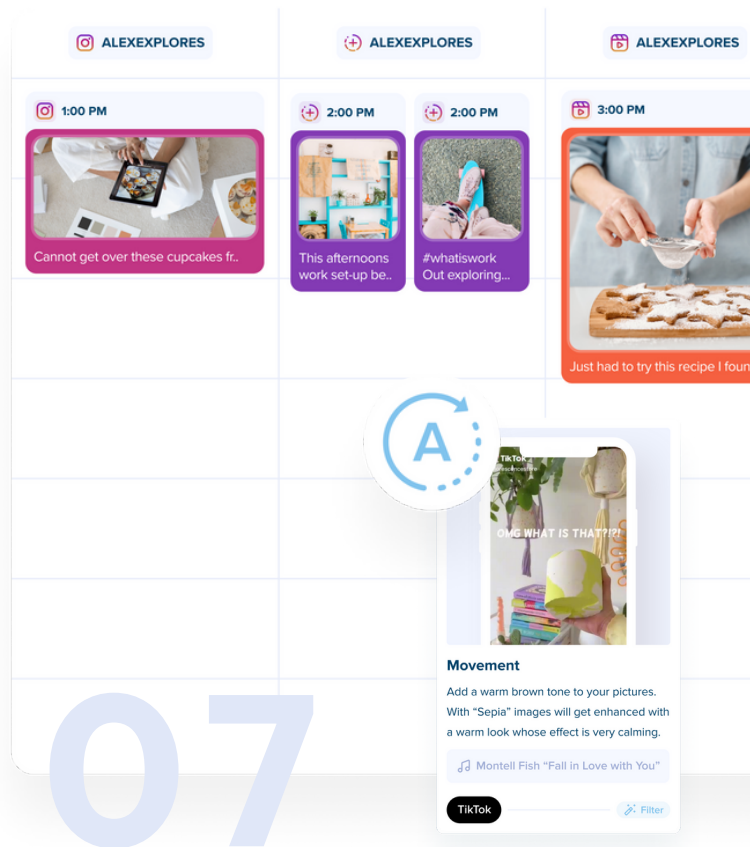
Post consistently

Just like you should post consistently on your main feed, you should also be posting on your Stories regularly, too. The more often you post on Stories, the more likely people will see them. But, you also don't want to overdo it and be posting just for the sake of it.

Luckily, research shows that the most active brands post an average of 17 Stories a month and the average Story posting frequency is 11 Stories a month which works out to be a Story post every other day.

To help get you posting consistently on your Stories, Plann's Auto Posting feature lets you schedule your Instagram Stories in advance. That means you can batch-create your Stories alongside your other Instagram content so you're never forgetting to post.

You can upload and schedule Stories one item at a time or upload up to 10 pieces of content as a 'multi-story' post. Simply select the auto-post option and your Stories will publish on auto-pilot.



Say goodbye to manual posting and hello to effortlessly, streamlined content creation.

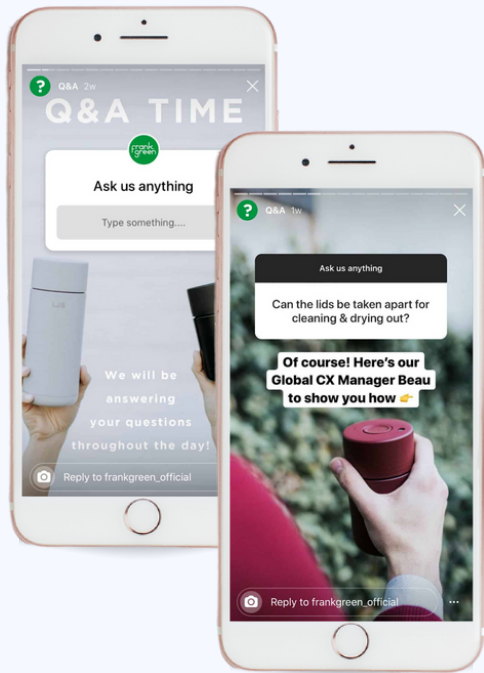
Repost Your Feed Posts On Your Stories

08

We're sure you've seen other brands and content creators re-sharing their in-feed posts with a cheeky 'new post' sticker. That's because it's a great way to get your followers curious about the content on your main feed.

Plus, it's a great way to hack the Instagram algorithm in case your content isn't showing up on their home page. Instead, you're ensuring that you get eyes on your content from those who haven't had a chance to see your in-feed posts.





Use The Questions And Polls Stickers

09

Instagram isn't just about pretty pictures and videos. In fact, some of the most engagement-hacking features you can use are the question and poll stickers.

Not only is this an interactive way to engage with your audience but you can actually use the valuable insights from your followers to improve both your content and your product and service offerings.

Whether you want to gather audience feedback on your products and services or you need help content planning for the next month, use the questions and polls features to ask your audience for direct feedback.

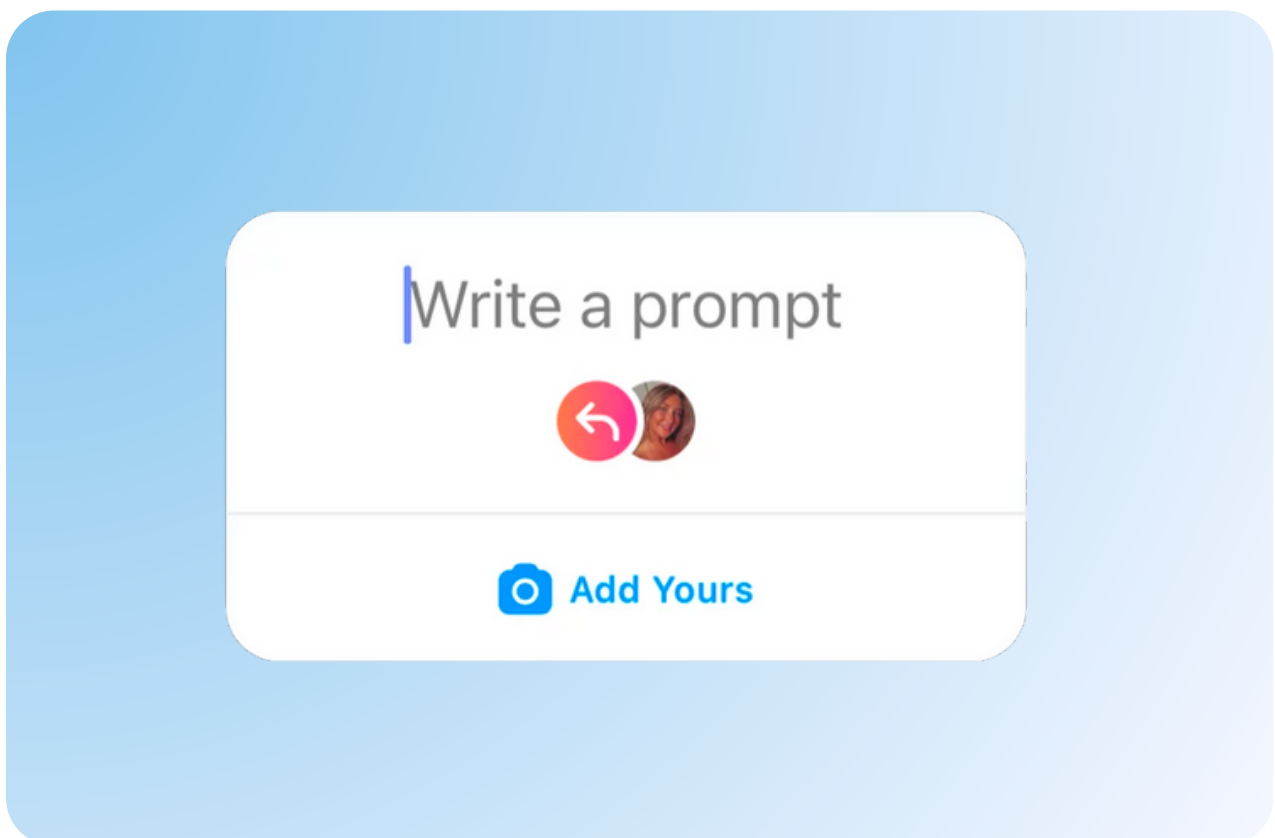
You can share the results of your polls and questions to ensure you're always sharing fresh, new content. Plus, we're sure your followers will love it if you reply to their questions on your Stories feed.

Use The Add Yours Sticker

10

Since Instagram rolled out the Add Yours sticker, you've probably seen a bunch of Stories popping up on your feed. This sticker is super interactive which groups together a collection of Stories on a specific theme or question.

By using this sticker your followers can add their own posts relevant to the prompt to their own Stories which has something of a domino effect. The best part is the original creator of the prompt is automatically credited which means your brand is instantly discoverable to anyone who sees the sticker, whether they are your followers or not.



Ready to Harness Instagram Stories to Boost The Visibility of Your Brand?

Now that you've uncovered a stack of ways to use Instagram Stories to increase the discoverability of your brand it's time to put your knowledge in action.

With Plann's all-in-one content creation suite, you can manage your Instagram page from Stories to Reels, Carousels and more all through one single dashboard. Best of all, our Instagram Stories auto-post feature makes showing up consistently on Stories a breeze.

Go on, and redeem your 7-day free trial of Plann Plus. If you don't like it, keep using Plann for free!

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