



Plann

9 Out-of-the-Box Strategies

For Growing Your Instagram

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!?”

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READY? MASTER YOUR CONTENT WITH PLANN

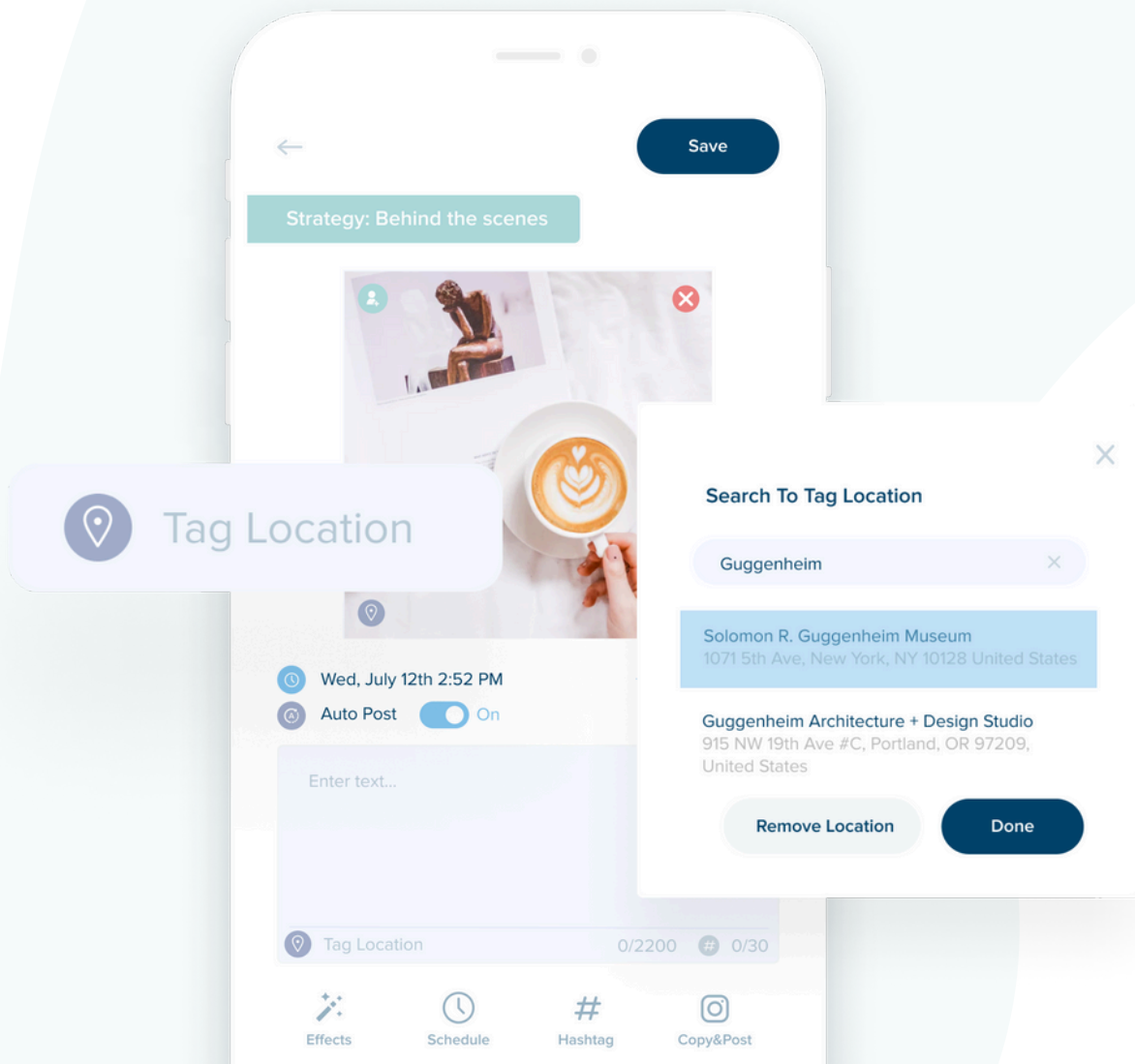
Switch Up Your Geotags

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!



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!



Prioritize Reels Content

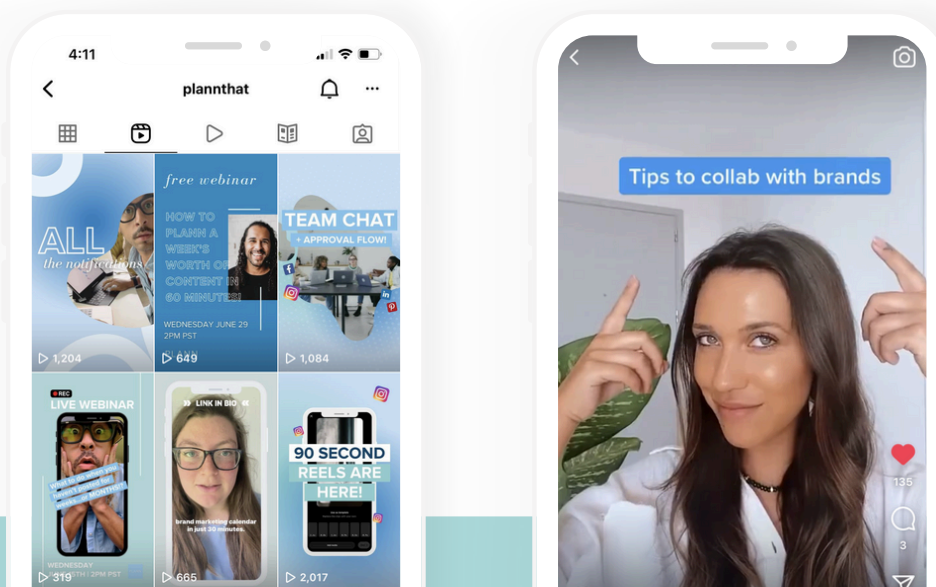
If Instagram Reels aren't a key part of your content mix, now is the time to change that! To succeed and skyrocket your growth on Instagram, your brand needs to be creating new and engaging Reels at every opportunity.

And here's why:

- Reels offer a dynamic, full-screen experience to grab and hold your audience's attention.
- Reels give your brand the best chance of reaching new audiences organically through the Instagram Discover page and Reel feed.
- Reels allow you to tap into trending audio and video formats to capitalize on trending moments and boost the visibility of your profile.

The good news is that creating Reels doesn't have to be hard. In fact, there are stacks of new features to make it easier than ever including:

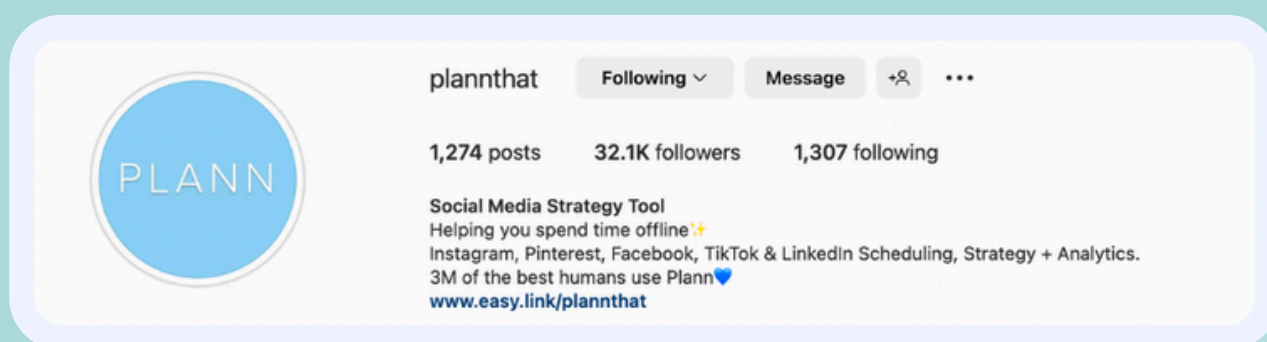
- Templates: replicate the structure of popular Reels in one tap with easy to use timestamps and content blocks ready to customize.
- Trending audio: did you know that we curate fresh guides to the trending tracks you need to use each week on Plann's Instagram profile?
- Schedule and auto-post your Reels: plus, with Plann Pro you can effortlessly schedule and auto-post your Reels content so you never miss a posting date again!



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!?”

Plus, don’t forget to create a high-converting link-in-bio landing page!

If you want to drive traffic to your sales channels, website and blog, you need to strategically design your bio link to work as hard as you do.

The good news? EasyLink by Plann is a powerful link-in-bio tool that offers simple integration with Plann’s social planning tools, an intuitive design, shoppable functionality, time-based link controls, in-built analytics and so much more.



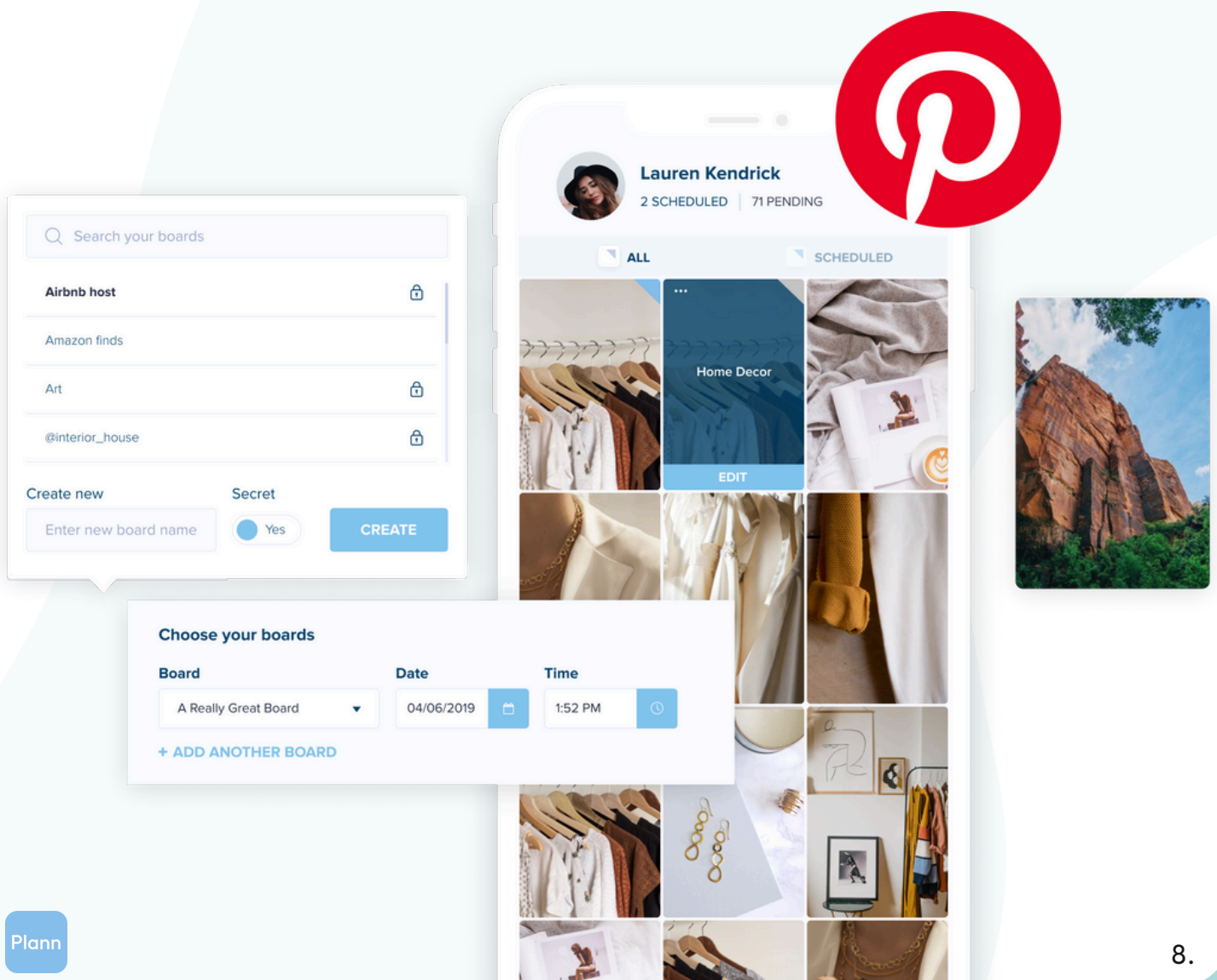
Share Your Content on Pinterest

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 Pinnerers are sure to go Bananas for your aesthetically-pleasing boards.

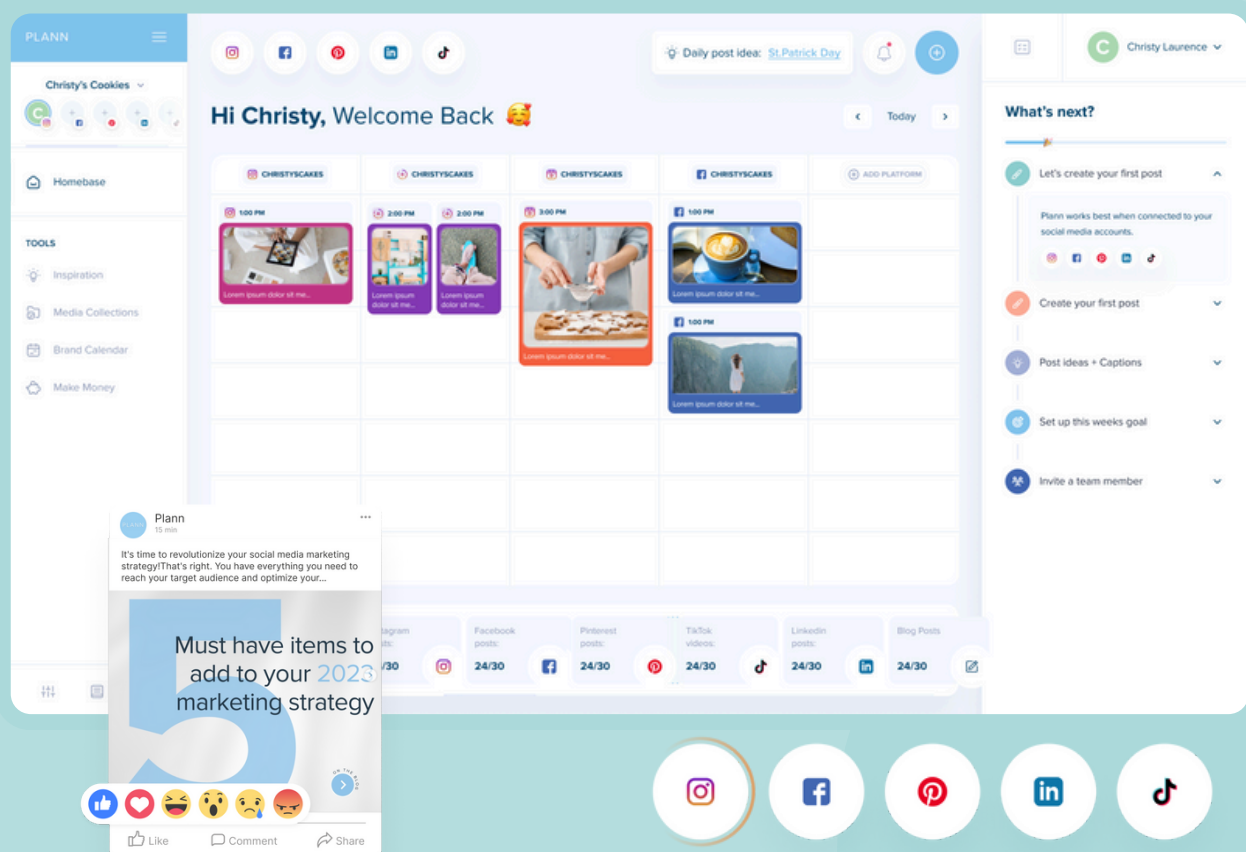


Diversify Your Post Formats

Are you an absolute sucker for stories? Or perhaps you're all about sharing stacks of click-worthy Reels to your feed? While both of these types of posts are incredibly important, 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 Reels 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.



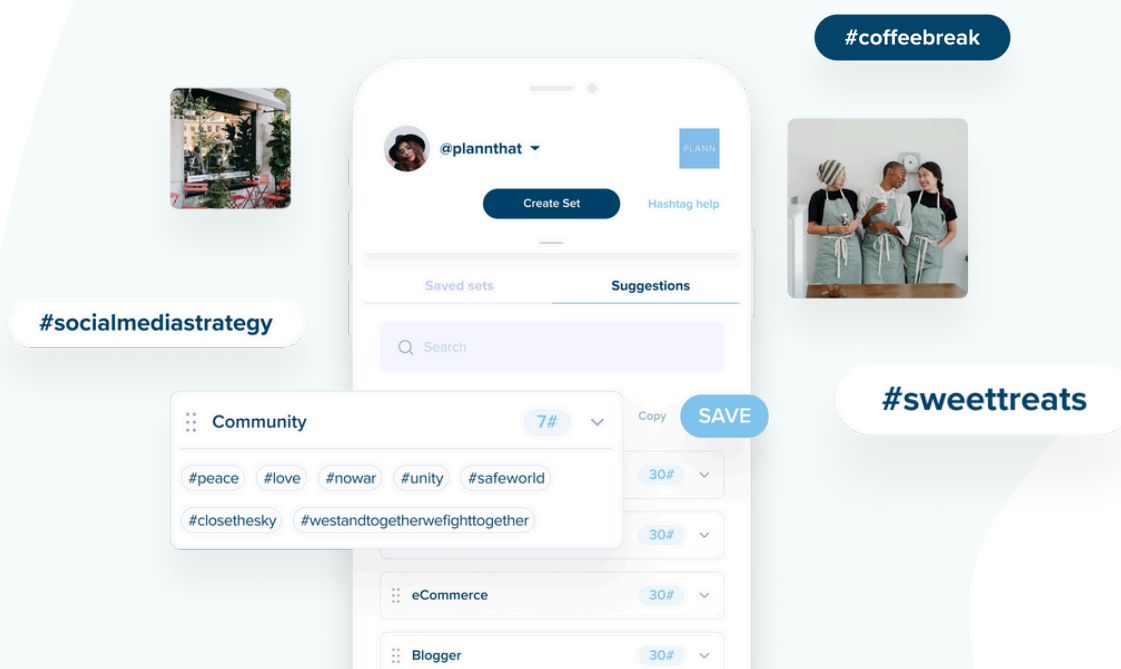
Harness high-traffic hashtags

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, are you using the right hashtags for your niche, industry or brand?

We get it: conducting hashtag research on your own can take hours and often means flicking between multiple tabs, profiles and platforms. Plus, stalking your peers isn't always the best way to stand out from the crowd.

That's why we've created Plann's ready-to-use Instagram Hashtag sets - allowing you to choose from over 300+ hashtag sets packed with thousands of individual hashtags. Our own professional marketers have curated these high-performing hashtags for you to quickly attach to your posts or stories in just a few clicks.



Simply visit your Hashtag manager where you can view, save and search through hashtags with ease. Because 30 is the limit of hashtags you can add to a post, we recommend going all out and adding all 30 to ensure your post has the highest likelihood of being discovered!

Team Up + Collab with Other Brands

Want to instantly boost your content's reach and engagement on Instagram? You need to be using the new Instagram Collabs feature!

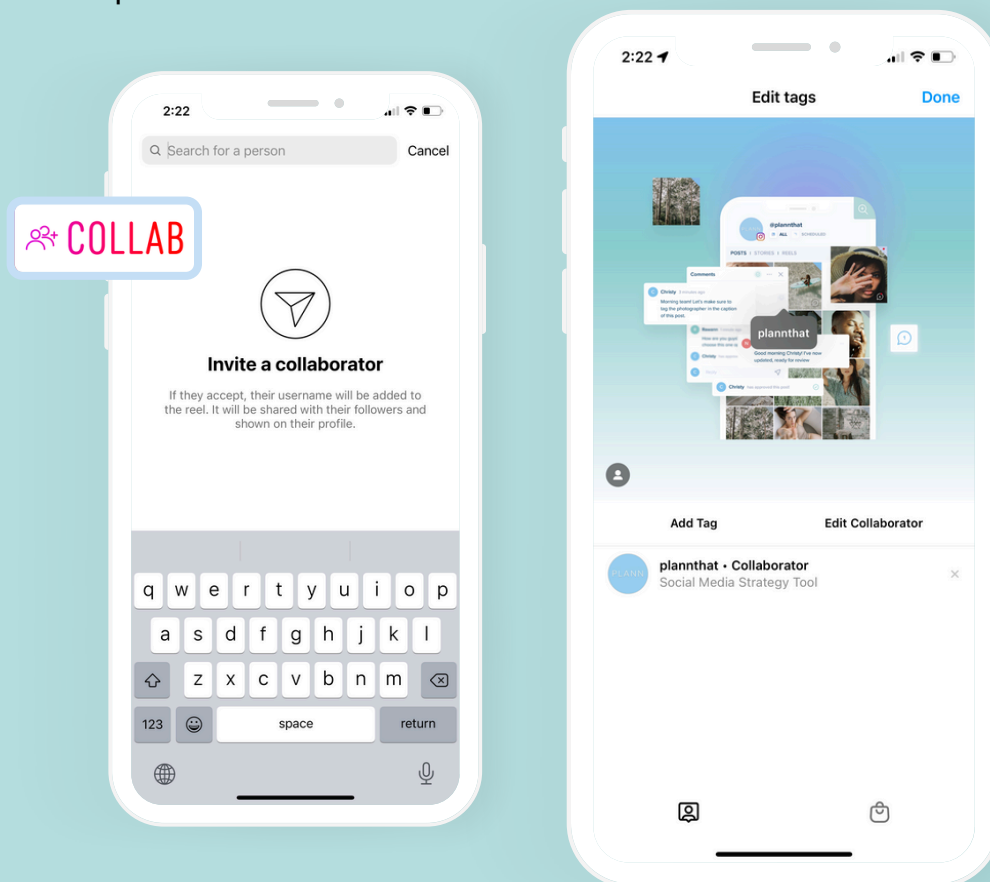
This powerful new tool allows you to invite another account to collaborate with you on a feed post or Instagram Reel.

Think of it like co-authoring a book. Both of your handles will appear on the post, and it's shown on both profiles.

The result?

You get to reap the rewards of pushing out a single piece of content to two audiences without having to repost. All the likes, shares, and comments appear on the same post, allowing you to engage with each other's communities and double your reach instantly.

That's some powerful stuff!

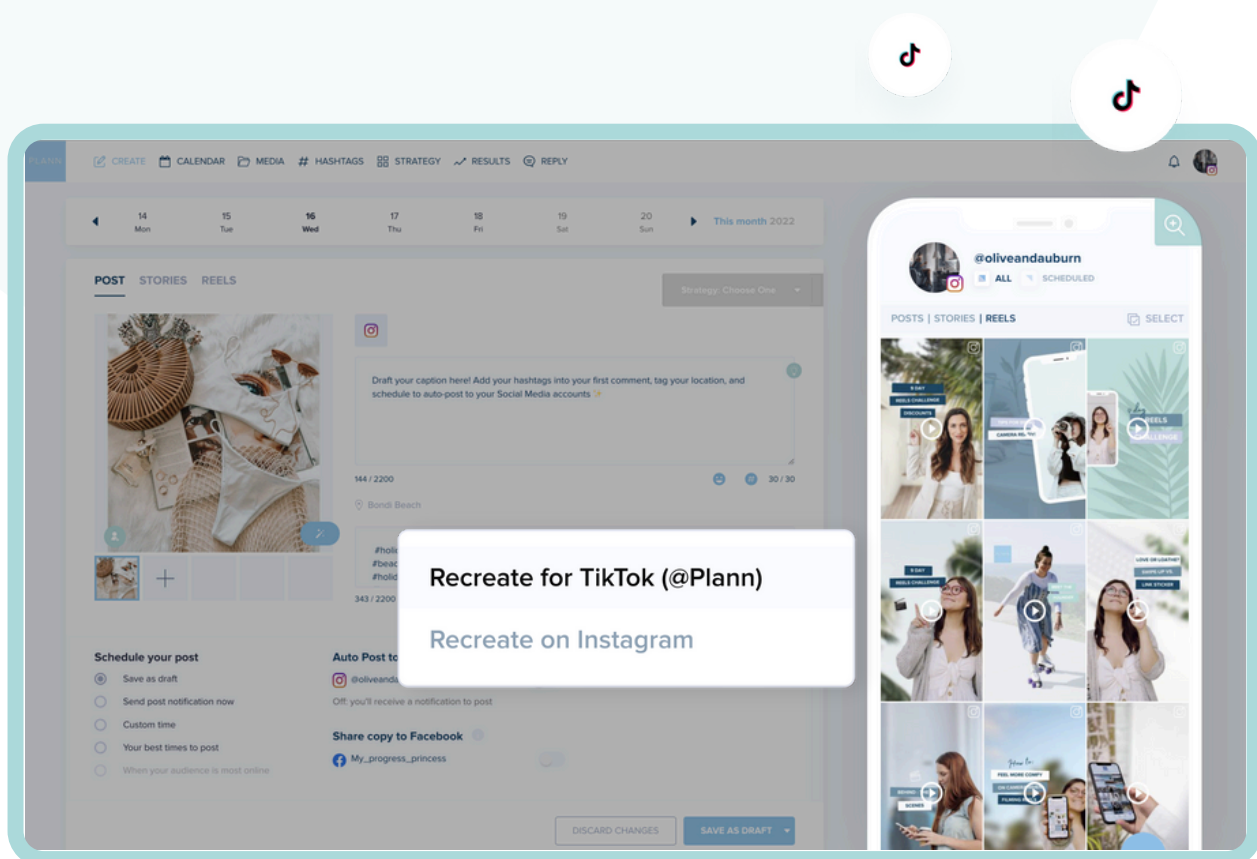


Cross-Post on TikTok

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?

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.

What are you waiting for? Sign up to a fully-featured Plann account and score a free 7-day trial to start scheduling all your social media content today!

