



12 Tips to Get More Instagram Followers in 2021 & Make You Standout.

By Samia Jay

CREATE A COMPELLING BIO



The first thing anyone sees when they visit your profile is your bio and Profile Picture , therefore it is a crucial part of making the first impression on your audience. You need to write a compelling Instagram bio to encourage people to follow you , and a Bomb Profile Pic , you should tell your brand's story in an engaging way. Simply saying what kind of business you have won't make you stand out. You need to give people a reason to connect with your brand and follow you.





yeti 

Follow



1,966 posts

1.3m followers

1,073 following

YETI

We make gear that helps you stay out longer, travel farther, and live harder. Share your adventures [#BuiltForTheWild](#)

linkin.bio/yeti

Image Source: [Instagram](#)

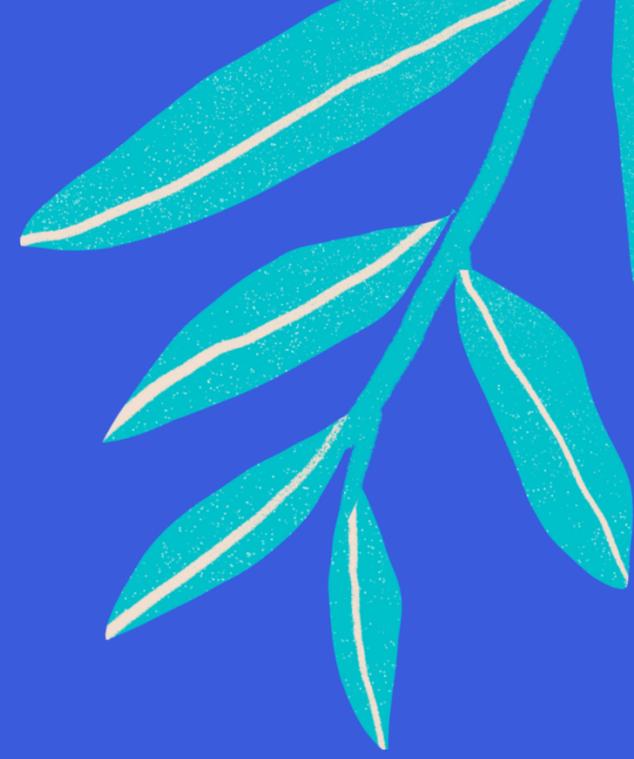
2. MAINTAIN A UNIQUE A BRAND PERSONALITY

Your Instagram feed is the next thing that a person who visits your profile will see after your bio. And, the impression that a user gets by looking at your feed is important in determining whether they like your brand or not. It is also important to maintain consistency in colours, types of posts, tone of voice, etc. as these are what determine your brand's personality. And, it should be such that if anyone sees your post, they should immediately associate it with your brand. Here's an example of a soft drink brand that maintains a clear and distinct brand personality.

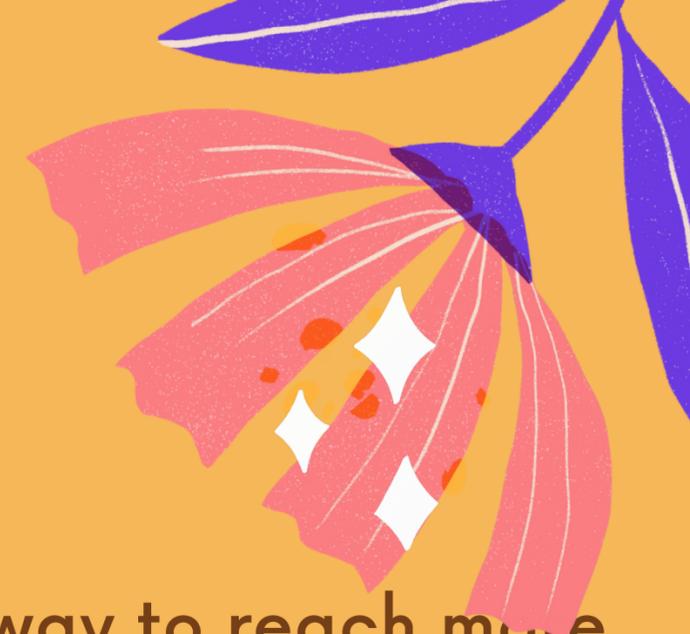




Image Source: [Instagram](#)



Use Relevant Hashtags



Using hashtags is a tried and tested way to reach more people and gain more Instagram followers. You need to research which hashtags are trending in your niche and which are relevant for your brand and content. Then use a mix of these hashtags for all your Instagram content to reach people who follow those hashtags. Also, remember to mix it up a bit and use popular industry-level hashtags, as well as niche ones for which you can actually stand out. Instagram allows you to add up to 30 hashtags for each post and you should utilise this feature to your advantage.



CREATE & PROMOTE YOUR OWN BRANDED HASHTAG



Apart from using popular hashtags, you can also create and promote your own hashtag. This could be specific to your brand or even a particular campaign. Brand-specific hashtags are a good way to improve your Instagram presence and promote your campaigns. By creating a campaign-specific hashtag, you can also encourage people to use it in their Instagram content. This gets you free user-generated content as well as publicity, which can help you reach more people and get more followers. Here's an example of how Dove uses campaign-specific hashtags to generate user content and promote their marketing initiatives.



5. Optimise Your Captions

The captions of your Instagram posts give you a chance to engage your current audience and even encourage them to refer you to their friends. So, why not use that opportunity to your advantage? There's a lot that you can do with your Instagram captions like tag people, ask questions, start conversations, etc. The more you encourage your audience to comment, the more likely it is that they will invite their friends to join in on the discussion. You can also provide discounts or offers and ask your followers to tag their friends and promote that offer. Also, remember to tell the story behind the picture or video that you're sharing as that will get more engagement.

6. Participate in Popular Conversations



This is the other side of the story to what we mentioned in the previous point. You should not just spark conversations but also participate in them. If there's a discussion started by someone in your niche that people are taking an interest in, it would be good for you to comment and join in. Who knows? Some people might be impressed and decide to check out your profile and follow you.

7. Monitor Your Tagged Photos

Maintaining a good reputation is very important if you want to gain and retain more followers. One way to do that is to keep tabs on what kind of posts your brand is getting tagged in. People can see all of the posts that you're tagged in from your Instagram profile. So, it is important to monitor who's tagging you and in what type of posts. To do this you can either use the "edit tags" feature or change the setting so that only the posts that you approve are shown in your tagged posts.

GET LOCAL Method

Just like local SEO for websites, local hashtags and geotagging work for Instagram. You cannot underestimate the value of focussing on the local audience for your business. Here are two ways in which you can do that

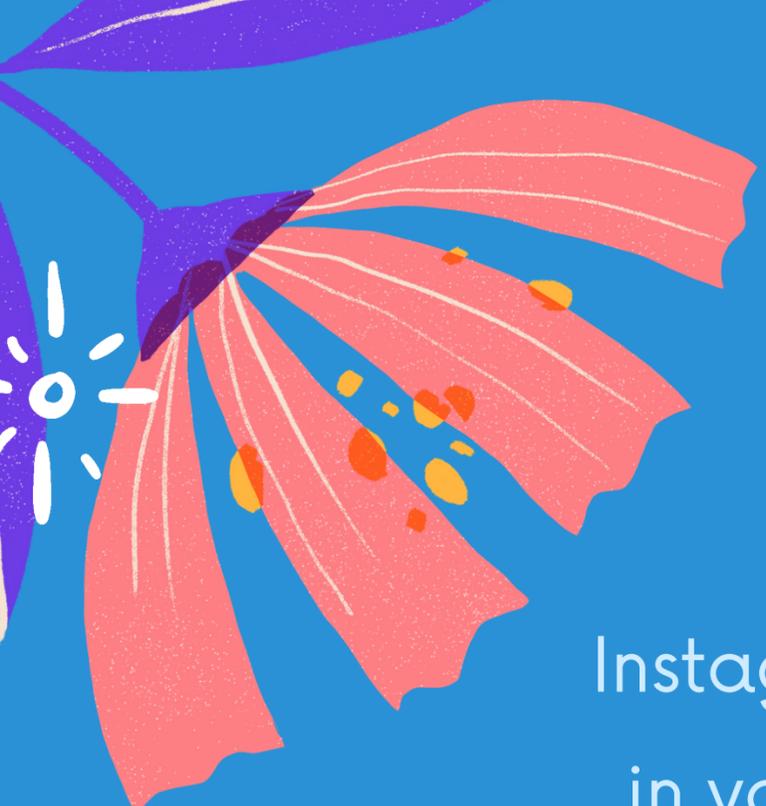
Geotag Your Posts

By adding geotags to your Instagram content, you can attract local users on Instagram. A lot of people search for local content using Instagram's search feature and adding geotags can help you rank for those searches.

Use Local hashtags

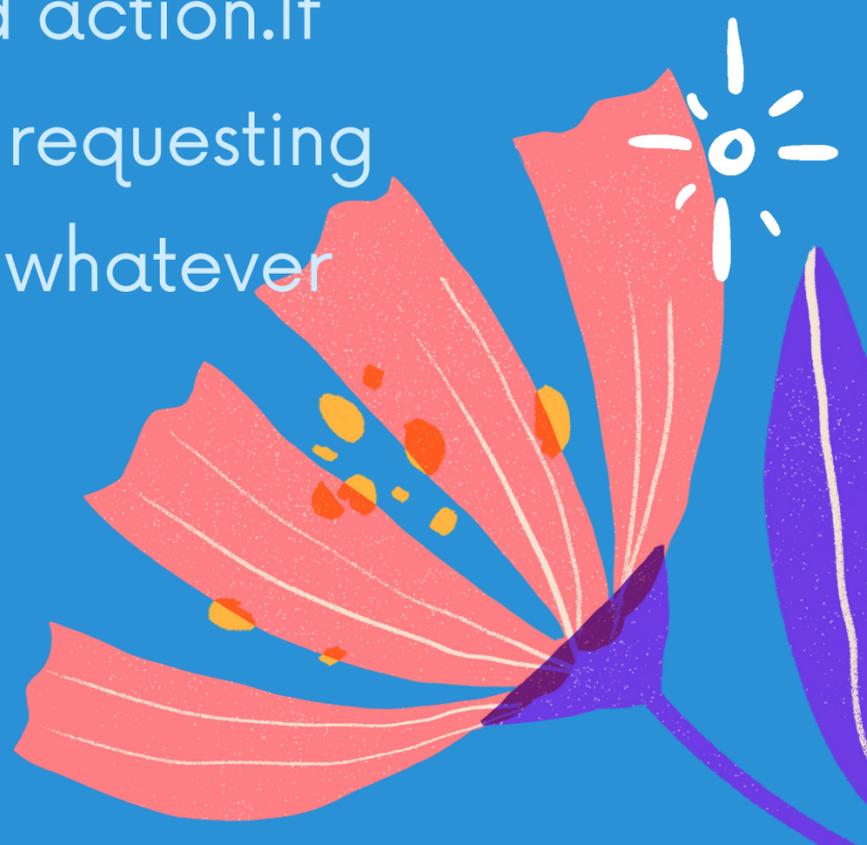
Local hashtags also solve a similar purpose, in that you can reach local people who are interested in a particular niche. A lot of people on Instagram follow local hashtags and by using them you can get access to that audience.





ADD CTAs EVERYWHERE

Instagram provides several options for you to add calls-to-action in your content and you should utilise all of them. Whether it is a simple “swipe up to know more” on your Stories or “shop now,” CTAs can help you get your audience to take the desired action. If nothing else, you can add a CTA to your captions by requesting that people share your content, visit your profile, or whatever action you want them to take.





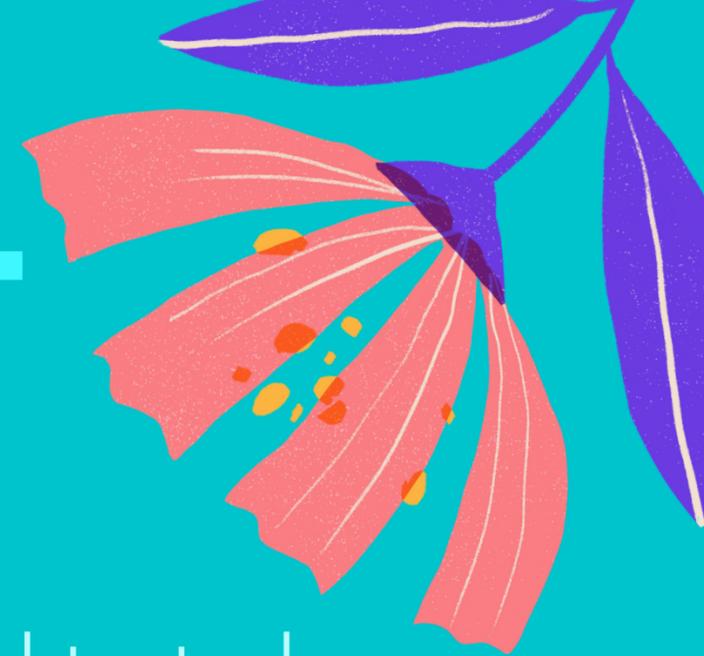
LEVERAGE INFLUENCERS

Influencers are people with a significant number of followers who are loyal and engaged, a quality that everyone covets in their audience. You can leverage influencers to get access to their loyal followers and convert them into your own followers. There are numerous ways to use influencer marketing to gain more followers, and that would be well beyond the scope of this Ebook. Check out my website to know more about this Technique



RUN A CONTEST

This might seem like a cheap trick, but it is a tried and tested way to gain Instagram followers. A lot of brands and marketers use this technique and see immediate results. All you need to do is run a contest and ask people to follow you and tag their friends to participate. And, write your caption in a way that it encourages people to tag only relevant people who might be genuinely interested in your brand.





colourpopcosmetics    
INTRODUCING OUR BYE BYE BIRDIE
COLLECTION! Launching Oct 18th
10AM pst!   

-
#GIVEAWAY  LET'S SEE HOW MANY
LIKES WE CAN GET IN 24 HOURS! If
we get to 200k likes in 24 hours, we'll
giveaway the BYE BYE BIRDIE
collection + a \$50 gift card to
colourpop.com to 20 WINNERS! Yes.
20! WINNERS! -
HOW TO ENTER:

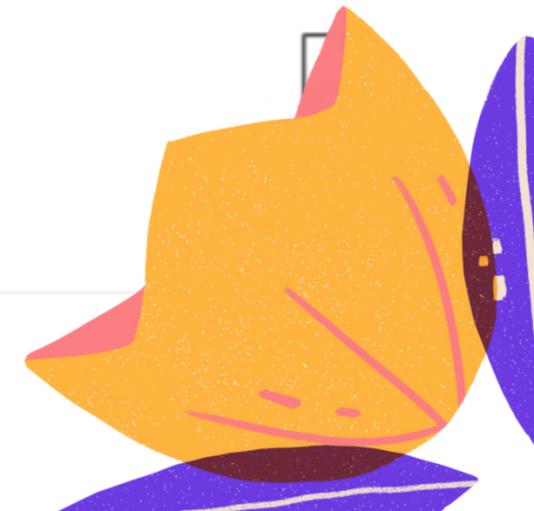
 LIKE the post!  FOLLOW
[@colourpopcosmetics](https://www.instagram.com/colourpopcosmetics)

-
FOR AN EXTRA ENTRY, tag a friend in
the comments, each comment counts
as another entry! GIVEAWAY ENDS IN
24 HOURS! GO. GO. GO!   



138,861 likes

13 HOURS AGO



INVEST ON INSTAGRAM ADS

No list of tips to get more Instagram followers is complete without the mention of advertising. After all, it is the traditional way of getting more leads (followers in this case) for companies that are willing to invest in it. Unlike your posts and Stories, which are visible only to your current audience, Instagram ads are shown to a much broader, relevant audience. You can reach a large number of people of a certain demographic or target segment by investing in ads.





MEET THE AUTHOR

HEY BOSS !

Nice to have you here , I hope you learned few Instagram Growth Tips Today , and you are ready to Adopt them staright away!

My Name is Samia Jay , I'm a Full Time Mom , and a Social Media and e-commerce Educator , I'm the Author of The Best Seller book the 7 DAYS TO INSTAGRAM MICRO-INFLUENCER Where I teach all my Tips and Hacks to Level up your Instagram Game and Make thousands of Dollars Monthly from anywhere in the world , just with a Wifi a labtop , and the Right Audience .

INTERVIEW

SAMIA JAY , EDUCATOR

EDUCATION

If you wanna learn more from Mastering The Law Of Attraction , to Making Thousands of Dollars a Month With Ecommerce ,I will Give you My Best Proven Strategies and Secret Blueprint To level Up Your Instagram Game , Running Effective FB Ads and Start Monetizing Straight Away !

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