

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 6**, and we're going to be continuing on with talking about getting traffic organically using the top 4 big social media channels that work similarly and can all be used with the basic same strategy. Again, those social media channels are Facebook, Instagram, Twitter, and LinkedIn. Today we're going to be talking about **Instagram!**

Now the process for Instagram is going to be very similar to what we went over with Facebook. You're going to start by optimizing your profile! Here is a blog post I've done that will help you do this >>>

<https://dfysocialmarketingcontent.com/blog/how-to-setup-your-instagram-profile>

One thing I do recommend you do is turn your account into a business account. It's free and easy to do and you can find that in your settings on your account.

And again, just like with Facebook (*remember I have said these 4 networks that we're talking about are very similar*) you're going to start posting content to your profile for 1-2 weeks before you begin trying to get followers. I post once a day to Instagram because I have personally found I don't get much engagement on multiple posts in one day. I also post at 5am and use an automation tool to do that. We will talk about automating a lot of this stuff in a few days, so hold tight for that. However, with all of this said you need to find the best times to post on Instagram for **YOU**, and the amount of times you post on Instagram. I don't recommend more than 3 times a day though.

When it comes to content on Instagram though it does have certain types of content that work better. Here are some content ideas and tips for you to use when deciding what to post to Instagram.

- 1.** The biggest thing Instagram is known for is gorgeous photos. You can take your own photos of things (*relate them to your niche/business somehow*) and use filters to make them look unique and pretty. You can use any of the editors out there that

transform your pictures into different “looks”, AI software, etc. Use your captions to relate the post and have some kind of call to action. Captions are important on Instagram!

2. Quotes that are inspirational or motivational also work great for Instagram.
3. Content “bites” turned into small infographics. This is where you take content and break it up into 1-3 sentences/steps/process and turn it into infographics. Canva.com is great to use to create these.
4. Videos! With Instagram bringing in Reels video has now become VERY popular on Instagram and it’s a great way to bond with your followers, educate them, and drive them to your offers.

Now those are the main content types, but there are 1000s of strategies for creating content and you need to be educating yourself about that and specifically creating content for Instagram for your niche and business type.

Also, there are many components of Instagram. You have your main feed, but you also have Stories and Reels and more which each have individual strategies for each them. *Whew! I know!* Instagram has a lot of moving parts, but to get started I recommend just worrying about posting content to your main feed, and mastering that.

Now once you have spent some time posting content to Instagram and built the habit of doing so then you can start getting followers. Here are a few ways you can get followers daily using Instagram.

1. A great way to start is by finding the popular people in your niche and following them. Check out the people who follow them and like and comment on their posts. Start following those people and interacting with them. Some of those followers will become your followers.
2. Hashtags are still an important thing with Instagram and if you do some research you can find what hashtags you can use on your content. Hashtags allow you to be found by others and get some of those people to follow you!
3. With all of these tactics, it’s always going to come down to the quality of the content you post. You will always get more followers when you post GOOD content.

4. Get on the Instagram Explorer page. Now, this is not easy to do, but if you can do it you will find yourself getting a ton of followers. Focus on creating “trendy” content (*related to your niche/business*) and video has a better chance than image content.

5. That bio of yours is super important. Tell people WHY they should follow you. *What are you going to do for them?*

Pay attention to the engagement you get with the different content you post and do more of the same thing (*not exactly the same thing*) over and over again.

Now with all of these tactics, **interacting is absolutely essential**. The more you interact with others and the followers you have the more followers you will get.

So, as you can see Instagram and Facebook are a lot alike. It’s the content you post and the use of hashtags that are different over on Instagram. Almost every content tactic that works on Instagram will work on Facebook, but not vice versa.

So, my advice for Instagram is the same as Facebook...

1. You need to constantly be learning and using new tactics for content creation for Instagram.

2. You need to constantly be learning and using new tactics for getting followers on Instagram.

3. You’re going to be posting content for multiple reasons. To bond with your friends/followers, to get them to engage with you, and to get them to click and come to what you’re promoting.

4. This is a process, and it does take time but if you’re consistent with posting content for all the right purposes (*growing your following, getting engagement, and promotion*) you will see that you get more and more traffic every day!

Okay, that’s a wrap for Day 6! This was another day of A LOT of information. If this is a tactic that you want to use, take what you’ve learned here and get started. Get your profile, start posting content, and then start building your following. Every time you have something you want to get traffic to post it to your Instagram profile, and you’ll see more and more traffic as time goes on!

Once you've mastered this then start learning the other parts of Instagram like Stories, Reels, and going Live. Tomorrow we will be continuing on with how to use this organic social media marketing strategy for **Twitter!**

And as always, you can post all questions in our ***LearningIM.com Discussion Group*** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz