

The Instagram Checklist

Five Steps to Grow Your Instagram Like Wildfire

❑ **Optimize your profile**

- Create eye-catching profile image of you or your company logo and set up a bio reflecting your personality and value of your product.
- Publish at least 12 images high-quality photos before you start promoting your profile and getting followers.
- Don't just put your website URL and use a link to your op-tin page/product page instead. (This is the only place where you can create a clickable link)
- Switch to business profile to get Instagram analytics

❑ **Research strategic hashtags**

- Spent some time researching what hashtags your ideal followers and customers are using and looking for
- Put together a list with at least 30 relevant hashtags
- You're looking for hashtags that have between 25-200k images (if you choose the more popular ones, your images would just be lost in the feed)
- Post these 30 hashtags as a comment under your post; it will give you even more engagement!

❑ **Create a posting calendar**

- Post at least 3-4x times (you can post even more) per day.
- Publish photos, live videos, and Instagram Stories
- Use tools like Canva, PicMonkey or Tablo to create nice-looking images
- Be consistent

❑ **Start Building your fanbase**

- Every month host a giveaway (contest)
- Do shoutout for shoutout(S4S) as often as possible
- Find influencers in your niche with 200k+ followers and buy a shoutout from them
- Follow and Like photos of people who are engaging with relevant hashtags
- Join a few engagement groups (inside IG and on Telegram app)

❑ **Engage with your community**

- If someone comments on your photo, reply back (mention them, using @, in the comment).
- Like other people's photos that have hashtags that you're interested in.
- If someone sends you a direct message, take time and reply back.

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