

The 7 Steps to Instagram Success



Sue B. Zimmerman

Why Instagram?

INSTAGRAM
IS THE FASTEST
GROWING
SOCIAL
MEDIA NETWORK
WORLDWIDE
-GLOBALWEBINDEX

Why Instagram?

- It's all about mobile
- Visuals are the fastest way to connect with your audience
- Less Noise
- Its FREE, you don't have to pay to play



**57% OF
INSTAGRAM
USERS VISIT
THE SITE
AT LEAST
1 X PER
DAY 35% CHECK
IN MULTIPLE
TIMES PER DAY
-PEW RESEARCH CENTER**



7 Steps to Instagram Success

1. Rockin Bio
2. Post with Purpose
3. Hashtag Strategy
4. Engage
5. Calls to Action
6. Geotagging
7. Direct Messaging



#1 Design a Rockin Bio

Your bio is your first impression, use it to help people get to know you.

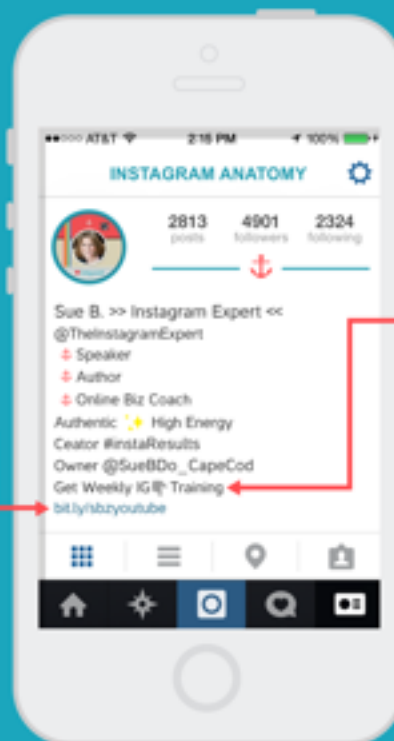
- 150 character max
- Professional Avatar
- Use Industry keywords
- Your unique hashtag
- Your URL with CTA






CREATE A BIO THAT STANDS OUT!

Link to your URL, opt
in page, Etsy store or
social media channel



Call to Action
(CTA)



**ADDING EM  JI'S
TO YOUR BIO CAN MAKE
.....
YOUR PROFILE SEEM
• **MORE** • RELATABLE
AND FRIENDLY
➡ **-#SUEBTIP** ⬅**

← HELLOLIMELIGHT →



209

posts

781

followers

654

following

✓ Following

Marketing Consultants

📌 Create Great Content 📌

📌 Be Heard

📌 Be Seen

📌 #StandOUTSocial

Social Media & Online

👉 Marketing Strategies 👉

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← MAKETHEGRADE →



88

posts

296

followers

128

following

✓ Following

Steve Greene 🎓 Academic Tutor

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← THEINSTAGRAMEXPERT →



252

posts

2794

followers

352

following

✓ Following

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DAILY #InstaAwesome

INSTAGRAM for Biz

👉 TIPS

📌 TOOLS

📌 RESOURCES

Creator of #InstaResults

👉 10 FREE TIPS to Grow your Instagram

Account Today!!

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← JILLABOUDREAU →



291

posts

523

followers

356

following

✓ Following

Luxury Property Specialist

▲ Wellesley's Premier Real Estate Broker

▲ Follow #WellesleyLife

▲ Mom of 4

▲ Marathoner 26.2

▲ Fashion Devotee 🐾

👉 Feature Account @REexpert

jillboudreau.com/

#2 Post with Purpose

Post a variety of content that provides value, shows your personality, and is entertaining.



- Events you attend live and virtual
- People that inspire you, thought leaders
- Behind the scenes of your business
- Books you're reading
- Weekly themed posts like #TBT or #motivationmonday
- Happy customers or clients
- Your products in creative ways





InstagramGal Tip:

3C's

- 1 Connect with your Ideal Followers
- 2 Communicate a Great Visual Message
- 3 Comment & Engage


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#3 Hashtag Strategy

The magic is in the hashtags!
Use hashtags your ideal customers
would be searching to attract your
target audience.





- C.L.E.E.P
- use a variety of popular ones mixed with very specific ones related to your niche
- Add them to a secondary comment
- Keep lists on your phone of different hashtag categories to make it easy to post

#4 Engage With Your Audience

The more you engage, the more engagement you will receive.

Answer questions, leave comments on others' posts, and repost others' posts to your account





lovepeacesweets

@bakeddesigns She has some awesome tips!



browneyedcuties

Ok, I watched your video and did this for one of my old post, but I just assumed "refresh" meant that it would post again?!?! What does it exactly mean???? That when searching those #'s it will pop back up????



kitty_tonkinese_burmese

Thank you!



suebzimmerman

@browneyedcuties click on your hashtag and it w curate to the top of the hashtag feed Make sense?

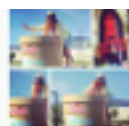


flyforeignn

Love this :)



dunkindonuts left a comment on your photo: We ❤️ you Sue!! 😎
21 hours ago



socialmediadirect

9h

@suebzimmerman, am writing an article on social media post themes and would love to include this as an example.. A screenshot, of course with credit.. Will that be okay with you?:) Thanks so much!!



suebzimmerman

now

Sure @socialmediadirect you can 🙌



blackgirlmarketing

Luv the pink and green together 2 of my favorite combinations!



suebzimmerman

They are my brand colors for @suebdo.capecod 💚💖



blackgirlmarketing

Awesome! Luv it!



jetsetfamilies

Can't wait for your new course!

#5 Use Calls to Action

People need a reminder to take action. Tell people exactly what you want them to do!



In Your Bio

Tell people to use
your custom hashtag
in their posts.

Direct people to
your URL.

In Your Post Descriptions

Remind people to double
tap your posts.

Tell people to tag a friend
that would enjoy your
content

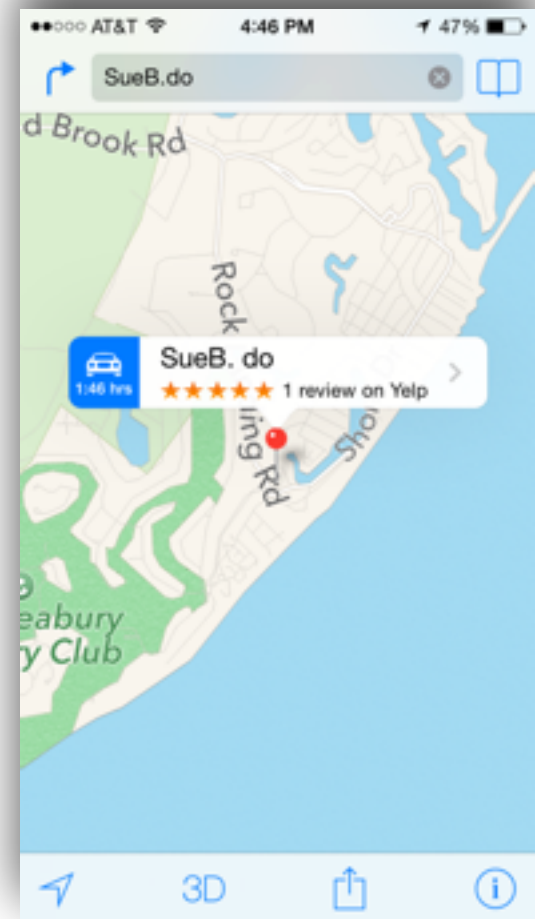
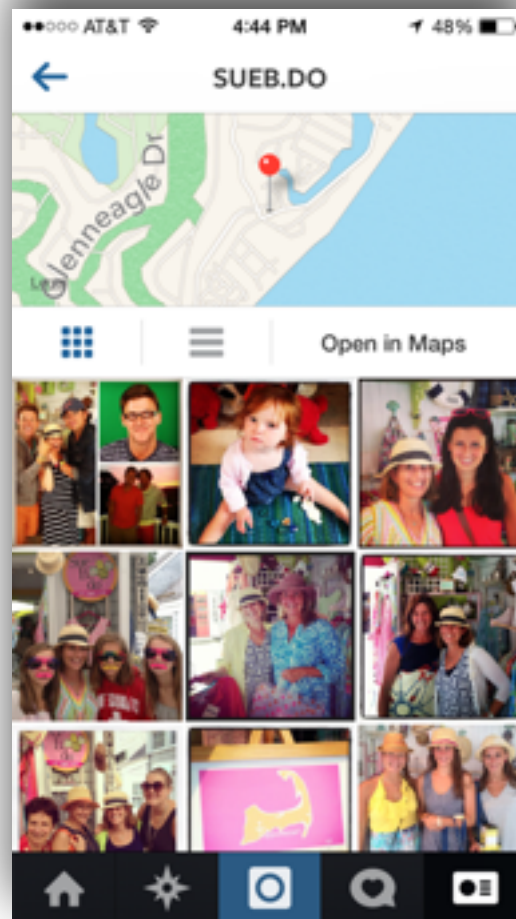
Ask questions that prompt
people to leave
comments.



#6 Geotag Your Posts

Geotagging your location gives people an easy way to find where you do business.





#7 Direct Messaging

Send private messages to up to 15 people at a time. You can provide exclusive information, special discounts, or show customer appreciation.



Verizon LTE 9:03 AM



DIRECT



theinstagramexpert

Sue B. Zimmerman 😊

Photo >



kathyizms

Kathy Oliver

1w



tammymalone

Tammy ✨ PaperCra...

1w



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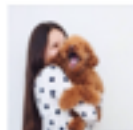
1w




instagallive

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1w





vp 17 hours ago [Follow](#)

Found a friend to join my first selfie on Instagram. Thanks for following and stay tuned. -VP

♥ suebzimmerman, nrrrrrdgrrrrr, amandaguslani and 35.3k others like this.

thestanfordadmissions
@ade_622 they have the same teeth!

cookseywrko
So presidential....two clowns

optimusprime05
Awesome!

love4ilisha
Love this!

1misscnn
I loooove it!! Our presidents have been in pictures for yrssss!! Ugh...@selfie controversy!! Mr @vp glad to know WE can still have a #laugh together & still remain human. You two have some pretty tough jobs!! ★★★ Nice to know my #Government is just like me. I will miss ya'll when it's time. I am only one of many, that do appreciate all..... Take plenty more, pictures are needed memories sometimes. ♥♥

@suebzimmerman @theinstagramexpert

SueBZimmerman.com

InstagramResults Facebook Group



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#DSS14 TO
SHARE LEARNINGS!

