

Grow your following on Instagram

Here's what to do, what not to do, and more you haven't even thought about...

- Define your audience
- Follow specific people
- Offer relevant and wonderful posts for your catered audience
- Post regularly, roughly 1 post/day
- Finalize a theme for your feed
- Be authentic in your posts
- Be strategic with your posts (be sure of what want to achieve or convey)
- Don't feel like you need to open up for other market segments - stay focused!
- Be insightful! Share your story to be relatable
- Pay attention to times during the day and week that are most conducive to audience engagement