

10X- INSTAGRAM SECRETS!

Why do you want to market on Instagram? Because it is the fastest growing social media!

That is why Facebook owns it! It will dominate all social media in the next few years, set up your foundation.

1. Sign up for Instagram download the app <https://instagram.com/>
2. Sign up for <http://iconosquare.com/>

For Stats, who added you, who took you off, highest converting hash tags, How to optimize for more leads

(It give you analytics for your Instagram account)

3. Once you add your photo: In your Instagram bio, write about what you do and add a link to either your leadpage (to capture emails and phone numbers) with an offer.

*If you don't have leadpages, use wufoo

Make sure you use bitly to mask your link and to see how many clicks you get: <https://bitly.com/>

Example: <https://instagram.com/ajmihrzad/>

To build followers:

1. Use hashtags example #fitness #love #me , people that like fitness will follow you.

2. Free contests: example:

“Post your favorite healthy food, in the comments below to get 12 week of fitness transformation coaching. Winners will be picked by Aug 15th.”

3. You can also Buy Followers for cheap (target people who have 10,000 followers or more.) sometimes they will make shout outs to promote your page for almost nothing.

4. Use same sales process on Facebook to get leads on the phone!

A. Direct message them. (if they don't respond, comment on their pic and tag them with @symbol

B. Send a Short email : “Hey thanks for liking my pic”

C. After they respond, “What are your fitness goals?” Start a convo, then:

Set up a 10 min call. (Warm up and SELL)

Goal of short emails

1. Get a Response
2. Ask them what their ideal future looks like
3. Discuss the Problem and it's impact (the challenges, struggles)
4. Promise that you can help, book 10 min call

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Follow Successful Fitness IG accounts: (Model what they do)

<https://instagram.com/thebettyrocker>

<https://instagram.com/morellifit>

<https://instagram.com/paigehathaway/>

<https://instagram.com/joeyswoll/>

Apps to download:

<http://schedugr.am/> -Schedule instagram posts

TOP TAGS ON INSTAGRAM (COPY AND PASTE INTO THE NOTEPAD ON YOUR PHONE)

EACH TIME YOU POST A PIC OR VIDEO, USE POPULAR HASTAGS AND "CLICK ON THE LINK IN MY BIO"

DIRECT THEM BACK TO THAT LINK, OR DIRECT MESSAGE ANYONE WHO LIKES YOUR PHOTOS OR FOLLOWS YOU

#love #instagood #me #tbt #follow #cute #followme #photooftheday #happy #tagsforlikes #beautiful #selfie #fitness #like4like #picoftheday #smile

Instagram Tips & Tricks from IG ALL Star

Celeste Rains-Turk

@celestial_fit https://instagram.com/celestial_fit/

- 1) **Be consistent with posting people don't want to follow someone whose last post was 2 weeks ago**
- 2) **Offer something of value to followers in terms of information, motivation, or inspiration**

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- 3) Use hashtags relevant to your post, do not use in the original caption, make sure you have no more than 30 pre written hashtags from your notes section that you can immediately copy and paste as a comment on your post right after you post it. If you wait two hours no one will see it unless they scroll that far through the tagged section
- 4) Tag your photo with pages that have big following count, give shout outs/features, or can relate to your post. More people will see you in that pages tagged photos and you could be up for a feature (ex: if you are wearing or using bodybuilding.com stuff tag them)
- 5) Comment on other fitness account posts that you genuinely like and only like things that you really like, people can see that and will see you interacting on IG which is good
- 6) Utilize the explore posts to find posts related to you and things you've liked in the past to interact on
- 7) Find a page with similar style feed to yours, go to their followers list and go through their followers liking and interacting on those pages, chances are if they follow them they will want to follow you too, same with fitness famous ppl like Paige Hathaway and others, a lot of those people love it.
- 8) Get a follower/unfollower app and unfollow pages and ppl who do not follow you back or who unfollow you (unless it is someone super famous that you really enjoy following) you want your followers above the number of who you are following. I use "followers"
- 9) Also download "social blade" it basically charts your pages statistics like a website stats so lets say on 7/30 you post a picture you may gain 4 followers and three days later you post another and gain 20, you will be able to monitor which posts are most successful and mirror that, (of course on your own you can compare photo likes) and download later gramme to schedule posts you can add posts to the list and schedule date and time with a caption then it will give you a notification on that date and time for you to click open in app and then it takes you to Instagram with that post and caption ready to go. I recommend setting it at least 5 min before the best time to post in case you have a set back and also to allow time for tagging and hashtags
- 10) After you post make sure you take the time to like other peoples post and be as interactive as possible in this timeframe

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- 11) Share your post on other social media once you hit a little lull in your likes so wherever you stop seeing consistent likes and you are at around your avg like count then share on twitter and facebook
- 12) Post at the best times on Instagram. I use http://www.huffingtonpost.com/2015/02/25/get-instagram-likes_n_6751614.html which isn't mobile friendly really so take 8 min to just look it over on the chart for each day and write down the best times on your phone notes, I am on the west coast so if anyone wants those times PM me and I will forward them to you.
- 13) Find fitness shoutout pages (no matter their following count because that could be 68 ppl who didn't know about you before), follow them, spam them with likes then wait a little and DM them asking for a shoutout or feature. I never use the ones who want shoutout for shoutout because that clutters your own feed. You have to make them want you on their page (make the picture relevant to what their following likes) ex: @myfitnessidol features "sport beauties" most of their page was mostly more sexy fitness pictures or woman just rockin the fit look so I sent them a picture of mine in the DM that is relative
- 14) When pages with lots of followers like your stuff their followers see it so spam them with likes and they may spam you back which will look really good
- 15) Make your bio easy to read (pre type in notes and copy to bio section so it has the bulleted look rather than a run on sentence)
- 16) Every time someone likes your post go to their page and like their posts back, if they follow you then comment on something of theirs or like even more, interaction keeps them on your feed and following you, you want followers who are alive and liking your stuff not just duds.
- 17) Be invested in people who comment on your things, reach out to them and make them feel special and noticed
- 18) Marketing is marketing and there are things people prefer to see over other things. Know and monitor what the fitness famous people post and mirror that. To the ladies, you may feel like posting body or booty pics is not your thing or you do not respect it but followers equate to opportunities in the industry and growth of recognition, I do not mind posting those types of things because I would like to eventually model in that way all I am trying to say is #bootybuilding is going to get that follower count up! (followers could be leads)
- 19) If it is a fitness page do not post non fitness related things, period.

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20) Be connected as a human not just a seller

21) Post clear videos with great content and use it to elude to a YouTube or other social media and make sure they can benefit from it or be motivated

22) Be relatable but also come off as the superior in the nicest way possible. You are a down and cool person but you are also someone with valuable info, don't let people forget that. You have to make them see your posts and kind of get that feeling of oh wow if they can and are then I can and will