

YOUR INSTAGRAM FIVE A DAY

Are you looking to gain extra exposure on Instagram and build your following? The secret to success on Instagram is simply consistency.

1. Post a minimum of one photo a day

Post a minimum of once a day to your main Instagram feed, however consider posting up to a maximum of six times a day on Instagram stories.

2. Comment, Double Tap on Your Feed

After you have posted, then check your newsfeed, and your stories feed. Don't just double tap, try to comment as much as possible.

3. Follow a minimum of 10 people a day

If you are serious about using Instagram for your business then you will need a strategy for following and engaging with your target audience.

4. Respond to your audience

As with all social media accounts, it is important that your audience know that you are listening. Always respond to every single comment with a minimum of four words.

5. DM Your New Followers

Ensure that you send a nice, personal message to your new "quality" followers. Have a set image or video ready.

It's time to get creative and stand out from the crowd.

