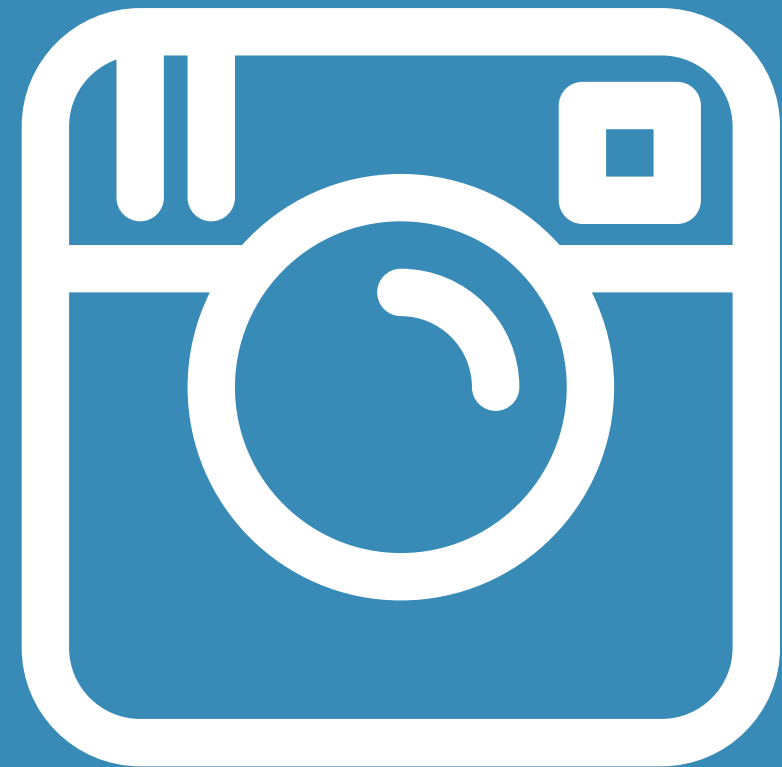


How To Generate Your First 20,000 Followers On Instagram

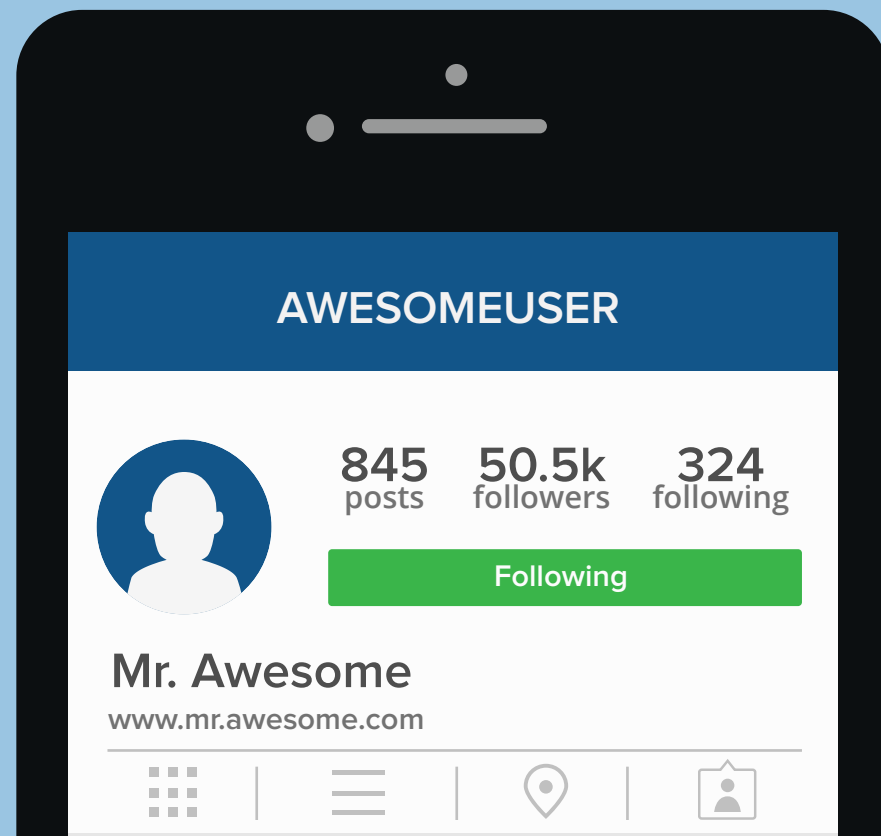
Ross Simmonds | rosssimmonds.com | @TheCoolestCool

Do you have an
Instagram
account?

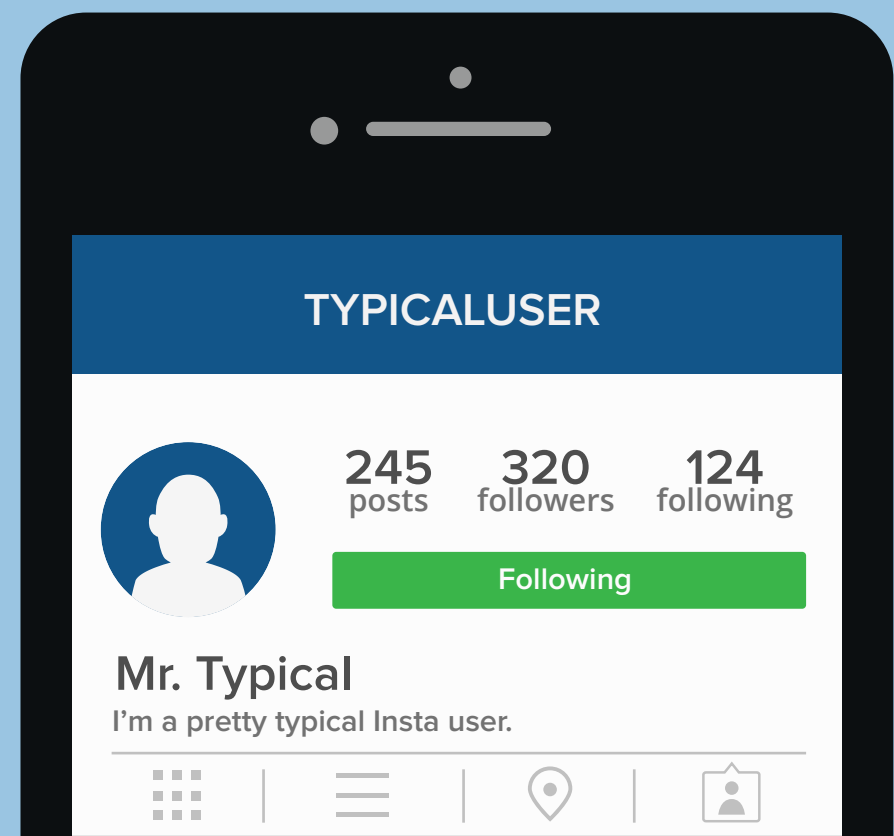


Do you ever wonder why...

Some accounts
attract thousands
of followers



and others
struggle to break
the first 10k?



I DID....

And then I spent months talking to people behind accounts that have hundreds of thousands of followers and took their insights to grow the accounts of both clients and my own company, **@HustleGrindCo** to more than **40,000 followers...**



If you've ever wondered...

"How can I get
more followers?"

"How can I get
more likes on
Instagram?"

"What type of
posts should I be
sharing?"

"How can I
increase
engagement
per post?"

"Where do I
even start?!"

Then this is the deck for you...



IN THIS DECK, I'M GOING TO SHOW YOU EXACTLY

How I've been able to
attract the attention
of followers quickly

——— & ———

How I've been able
create content that
drives engagement...

200
followers



20k
followers

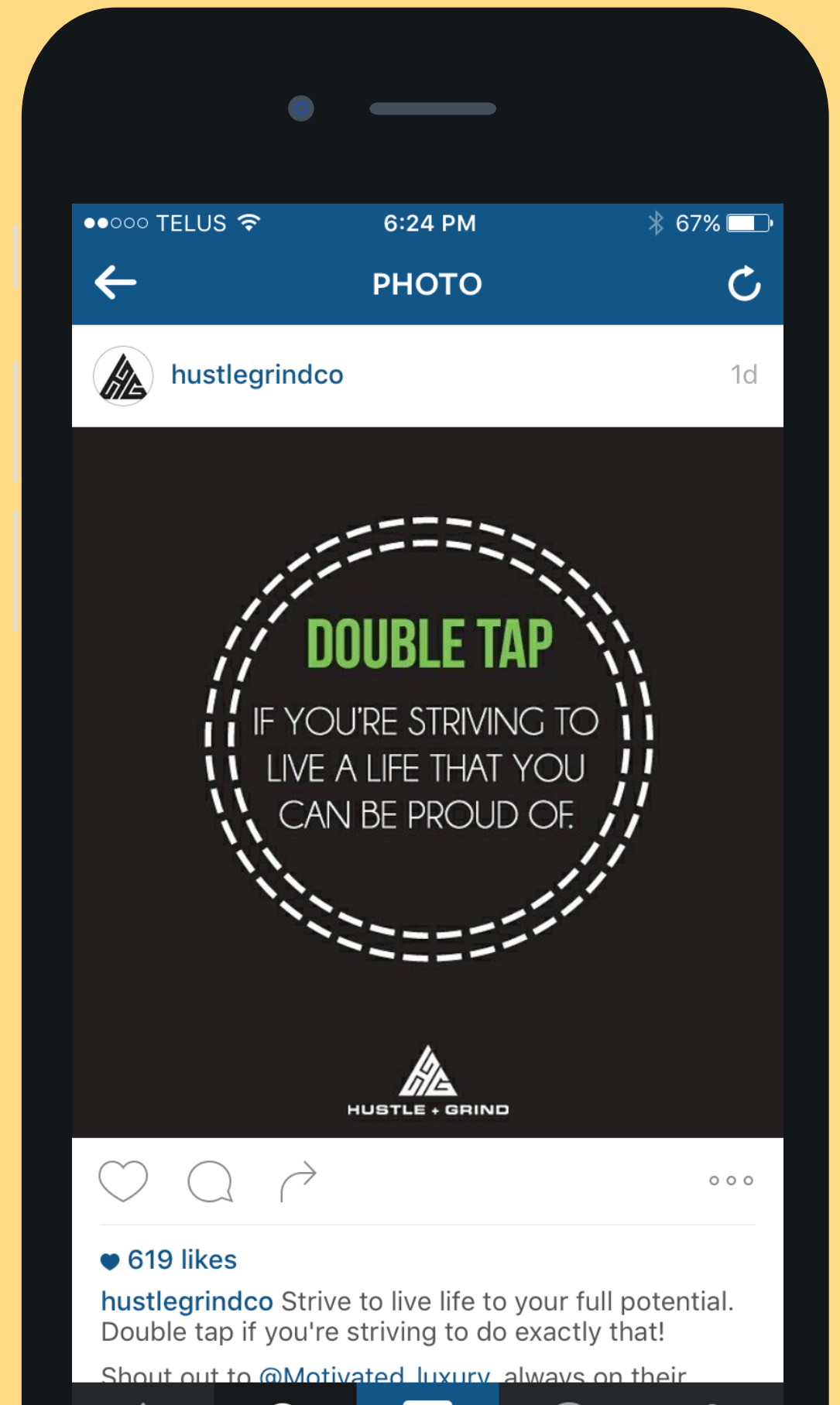
GOAL

First tactic is pretty simple...

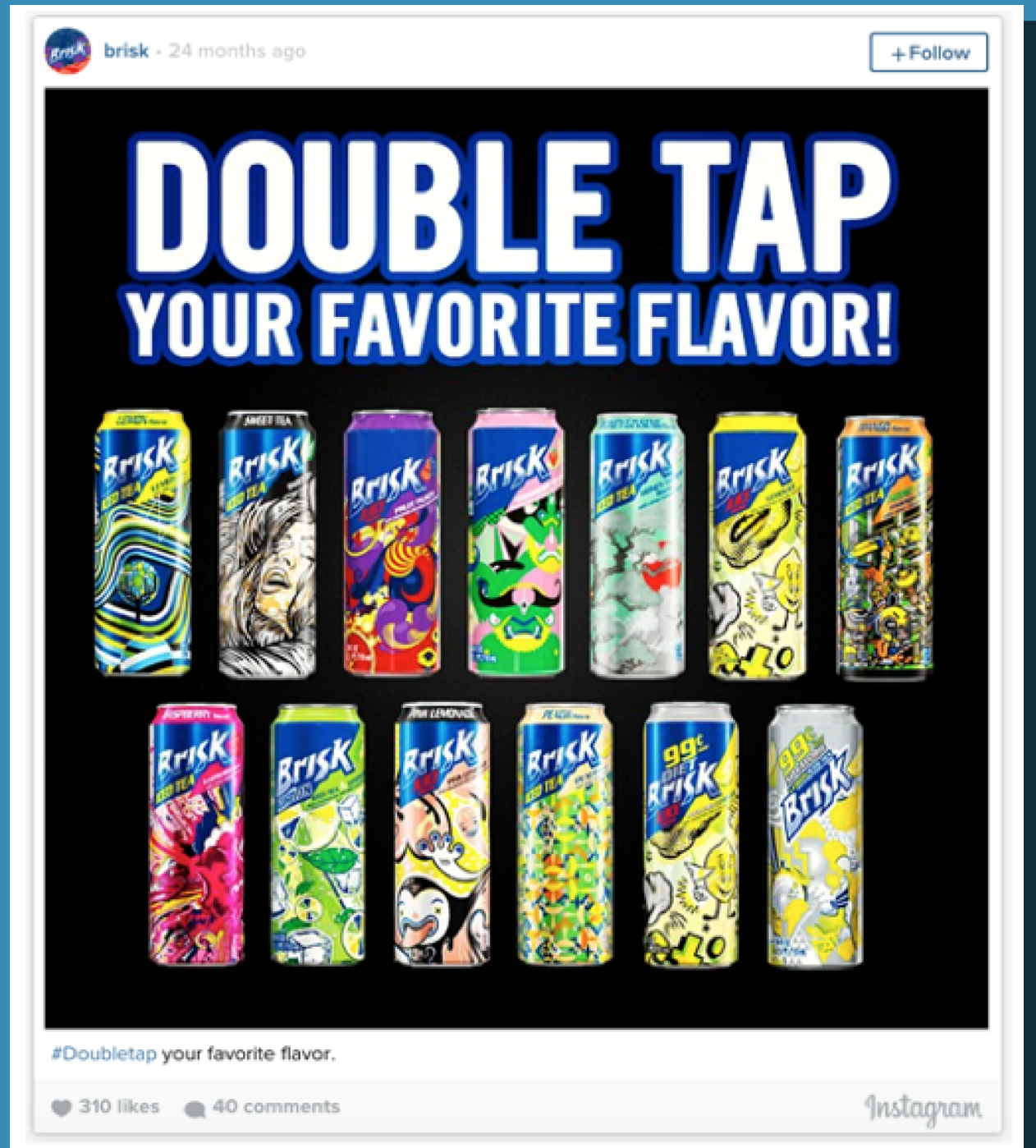
USE OBVIOUS CALL TO ACTIONS



Pro Tip: Include them in your visuals and in the caption.



This fun image approach from Brisk has the like built into the call to action. The company asks fans to double-tap their favorite flavor - any double-tap on the image will result in a like which will ultimately drive engagement.



USING A CALL TO ACTION IS GREAT BUT USING ONE
THAT LEVERAGES YOUR FOLLOWERS CONNECTIONS IS

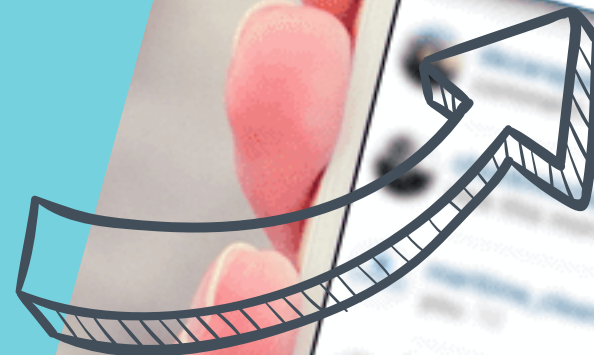
BRILLIANT



UNLOCK THE POWER OF
EMO😊TION😊

One trend I noticed early on when using Instagram was how often my friends would tag me under silly posts or unique content.

It was their way of sharing something with me that they thought I would be interested in.



THEN I REALIZED THAT THIS WAS
HAPPENING EVERYWHERE...

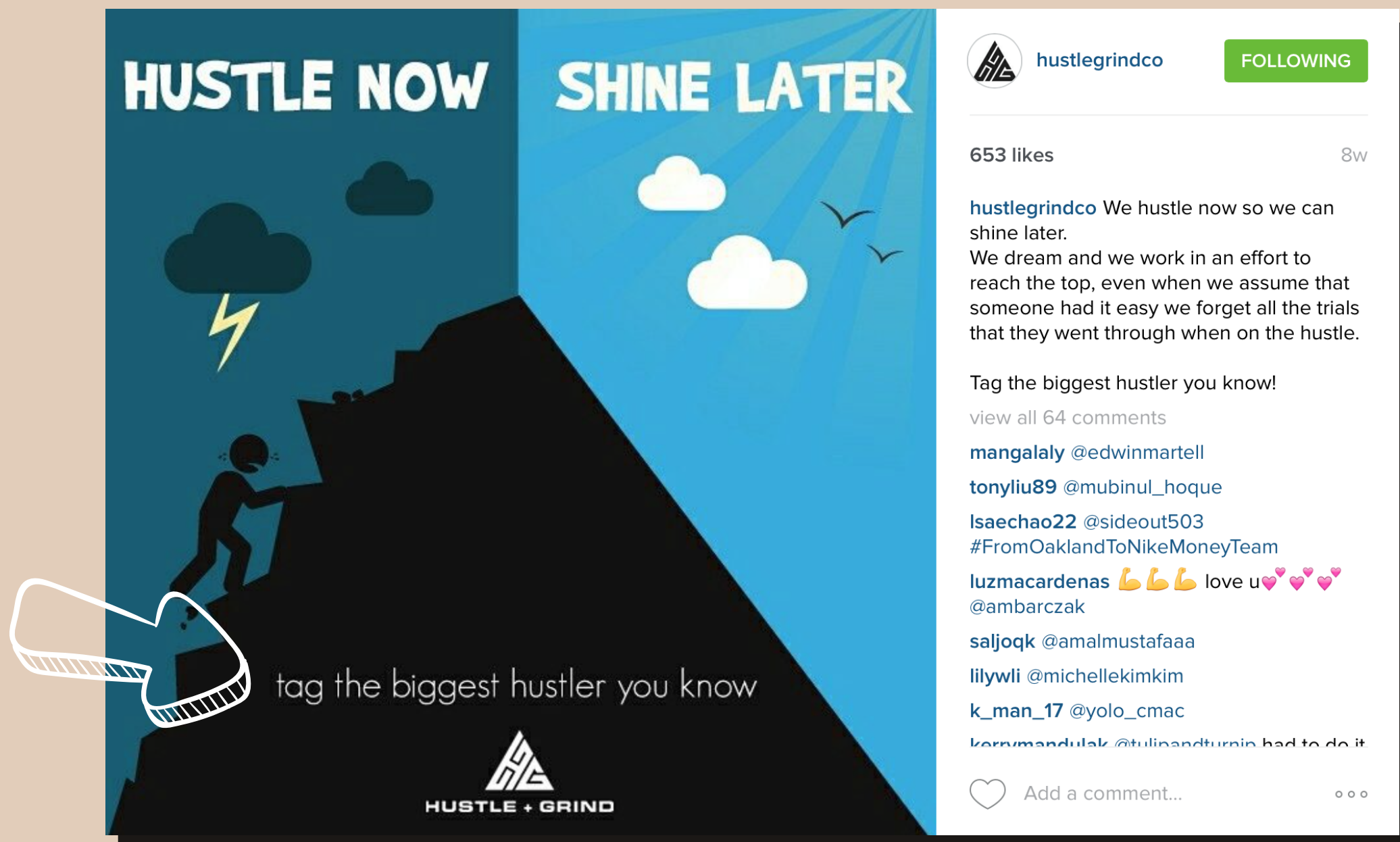


AND THEN IT HIT ME...



LEVERAGE INSTAGRAM CONNECTIONS

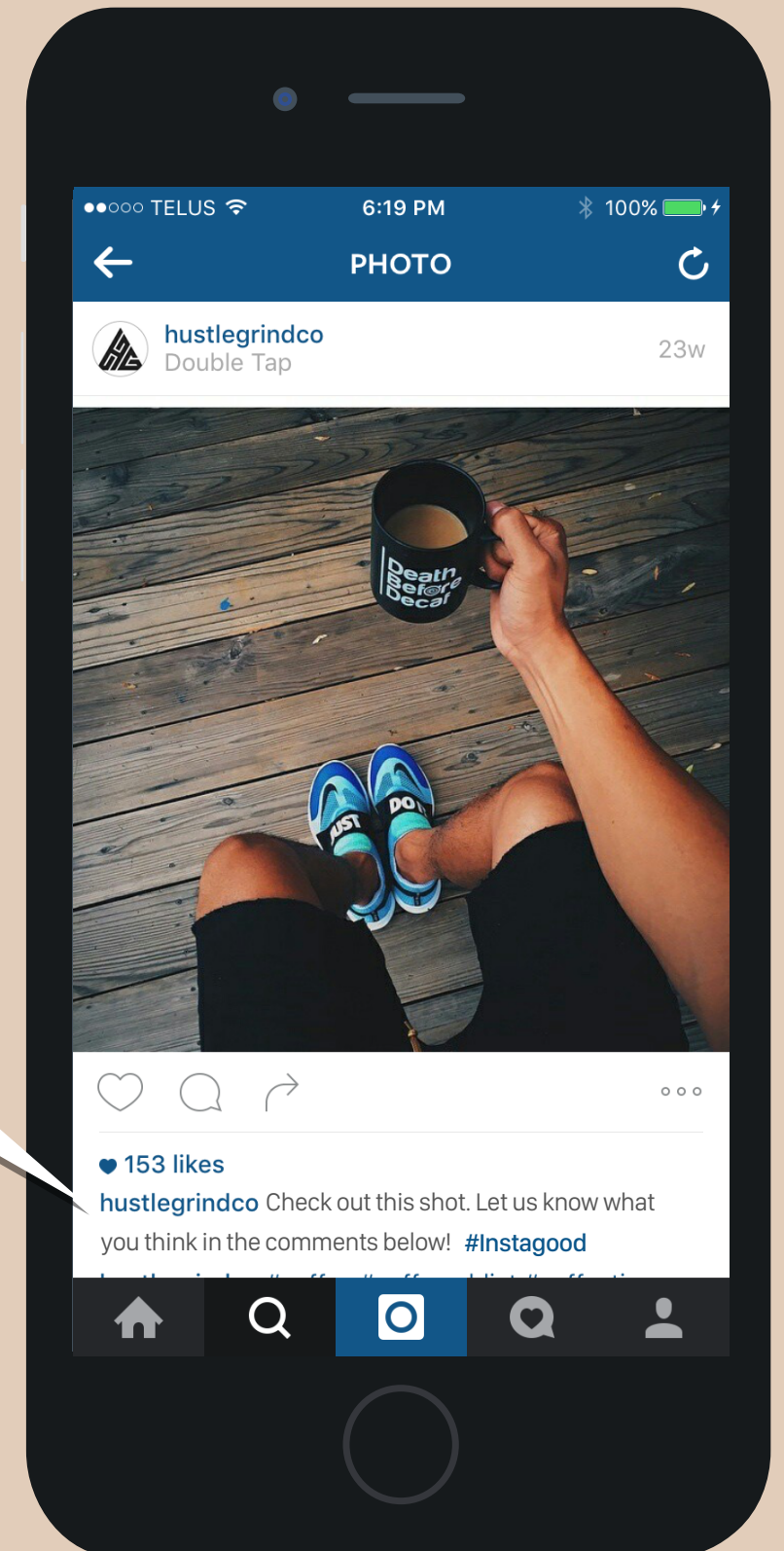
Asking your followers to “Tag their loved ones” or “The person who inspires them” resulted in more exposure and the people tagged sometimes turn into followers.



IMPROVE YOUR CAPTIONS

The next thing to realize is that this looks spammy as a caption:

“Check out this shot. Let us know what you think in the comments below! #Instagood #InstaShot #POTD #Coffee #CoffeeShot #CoffeeArt #BeautifulPics #PicsOfTheDay #Great Pictures #Artistic #Art #Drinks”



IMPROVE YOUR CAPTIONS

So instead of using them directly in the post, use them in the first comment for the same impact!

The image shows an Instagram post by the account **hustlegrindco**, which is being followed. The post features a large red prohibition sign (a circle with a diagonal slash) over a white background. Below the sign, the text reads: **TO ANY ENTREPRENEUR OUT THERE YOU CAN'T TAKE NO FOR AN ANSWER**. At the bottom of the post, it says **-Joe Gebbia, AirBnB** and includes a small logo with the word **HUSTLE**.

Two blue callout boxes provide instructions:

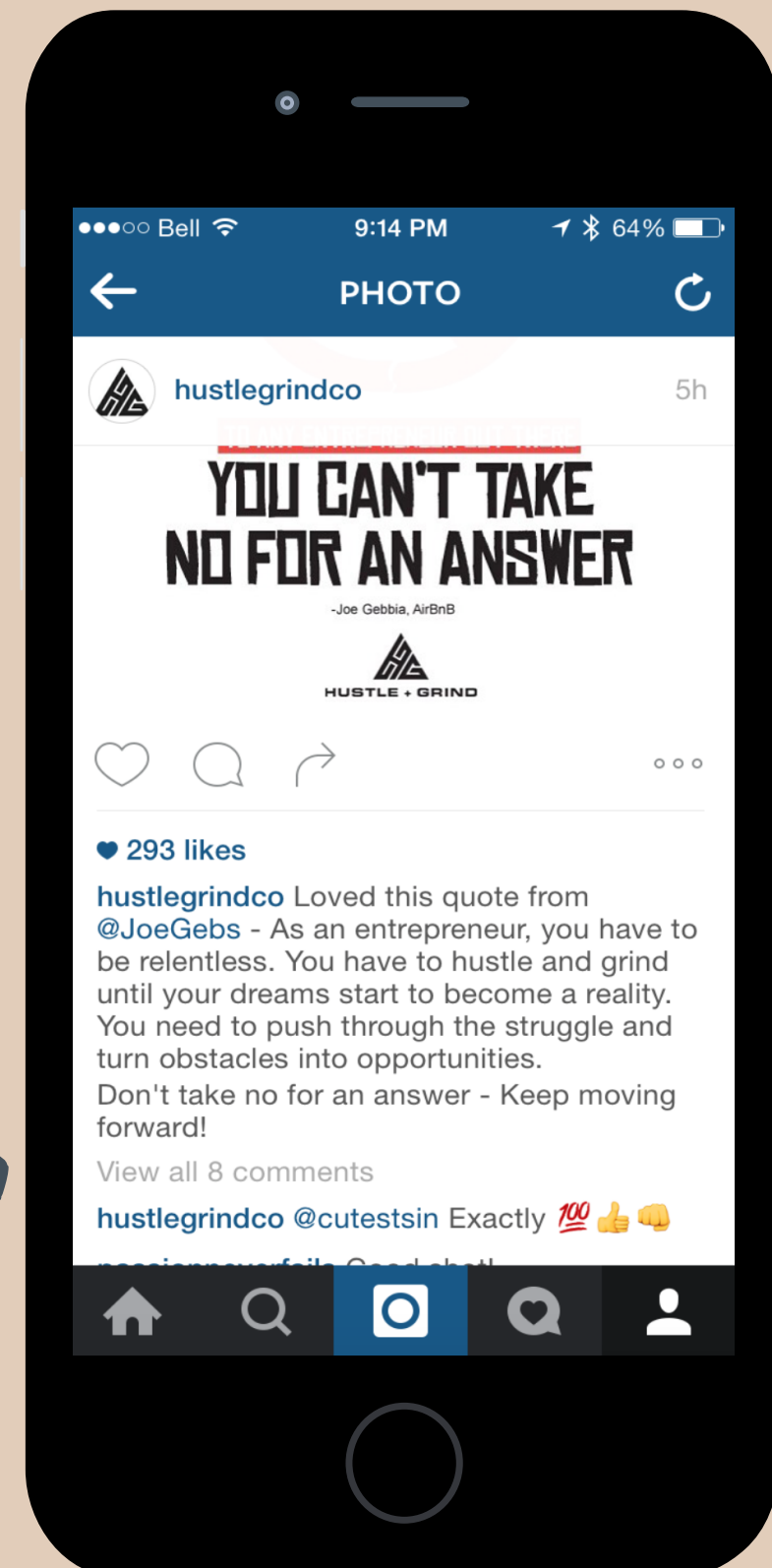
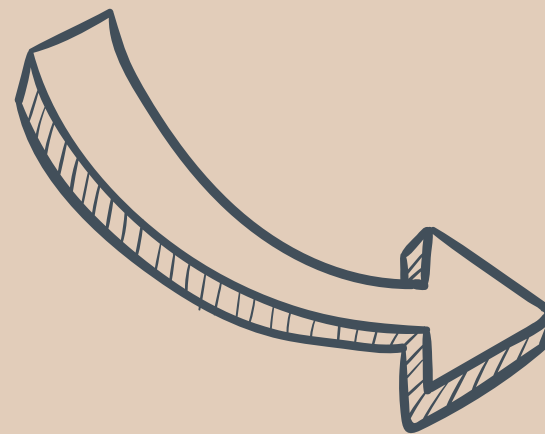
- Step 1: Make the post.** This box points to the post itself.
- Step 2: Comment on your own post with hashtags.** This box points to the first comment.

The post has 385 likes and was posted 5 weeks ago. The caption reads: "Loved this quote from @JoeGebbia - As an entrepreneur, you have to be relentless. You have to hustle and grind until your dreams start to become a reality. You need to push through the struggle and turn obstacles into opportunities." Below the caption is the text: "Don't take no for an answer - Keep moving forward!".

The first comment, posted by **hustlegrindco**, contains the following hashtags: **#entrepreneur #entrepreneurs #entrepreneurship #entrepreneurlife #businessquotes #businessman #quoteoftheday #businesswoman #InspireMe #inspiration #success #fitspiration #Motivational #Inspirational #hustleteam #StartupLifestyle #MillionaireLifestyle #hustle #moneymaker #BillionaireLifestyle #startuplife #successful #InspirationalQuotes #inspiredaily #hardworknavsoff #hardword #startunlife**. At the bottom of the comment area, there is a heart icon and the text "Add a comment..." followed by three dots.

IMPROVE YOUR CAPTIONS

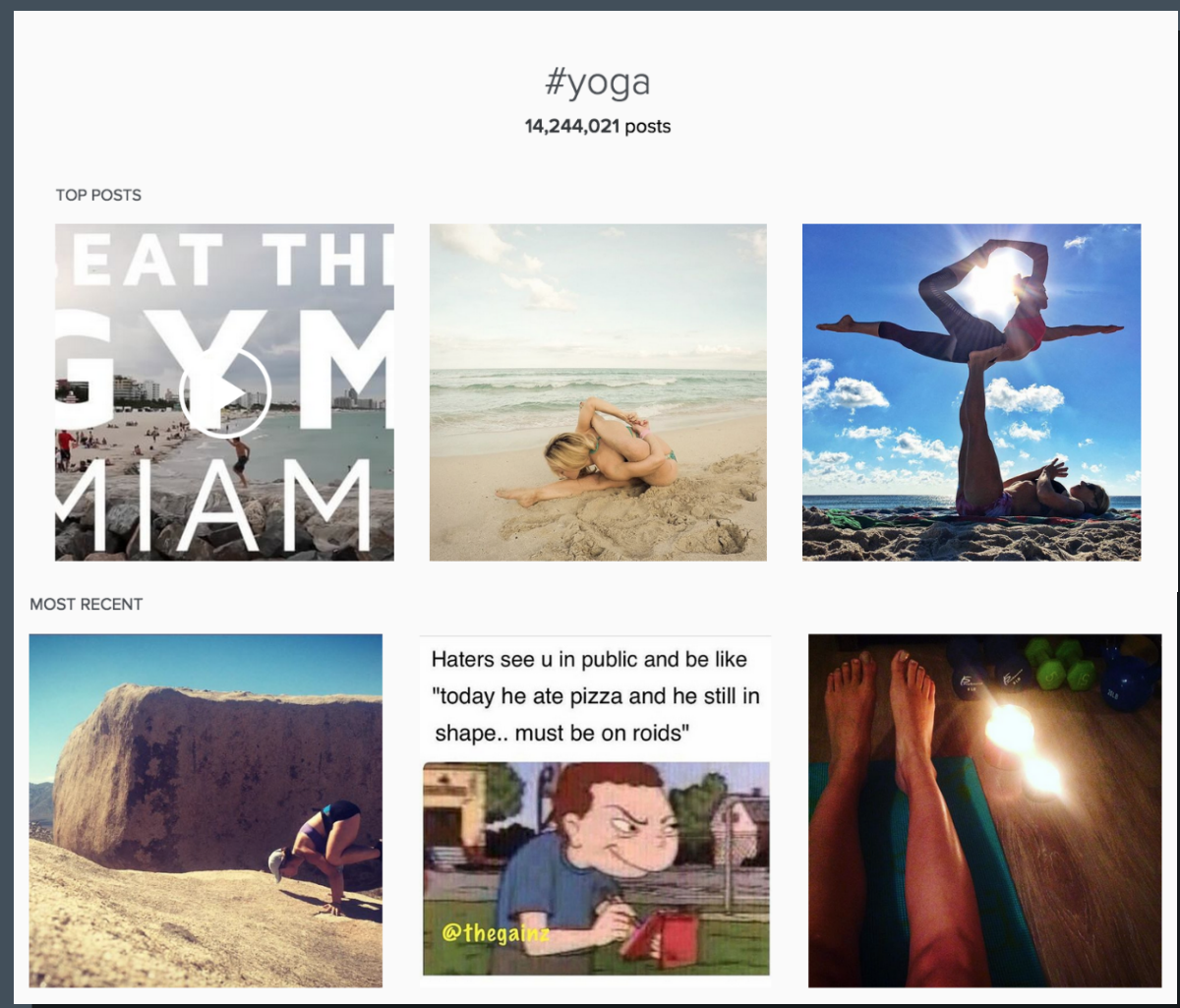
As the other comments start rolling in, your comment with hashtags disappears...



HASHTAGS

Hashtags help organize and categorize images and video content, which aids in the process of content discovery.

If a user searches for #Yoga, they'll be met with the top posts and recent posts that used that hashtag:

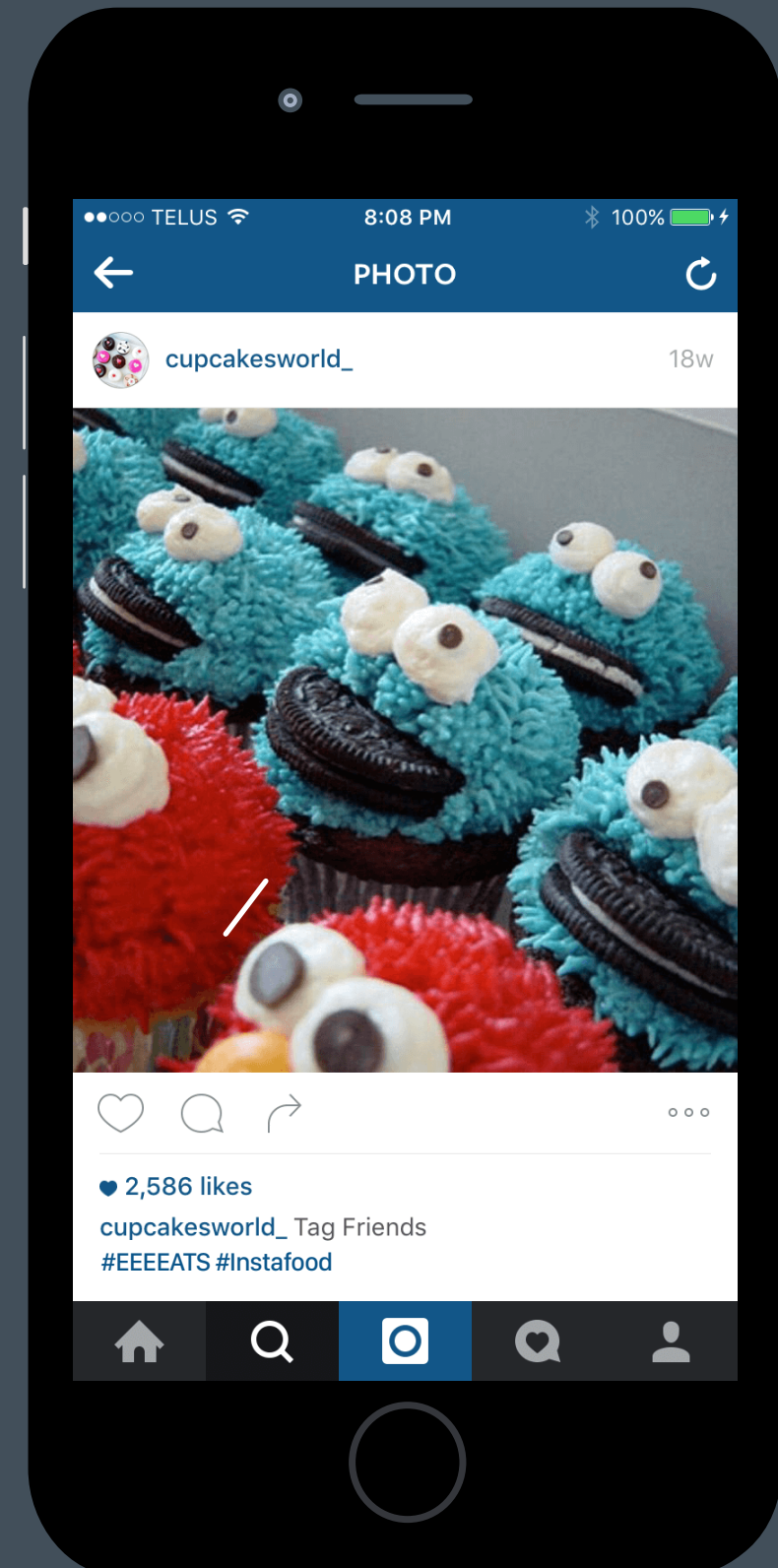


HASHTAGS

Make sure to use Instagram hashtags that are relevant to the audience you're attempting to reach.



A cupcake company should add Instagram hashtags that are specific to their industry, like #EEEEATS or #Instafood, rather than hashtags like #Inspiration or #Fitspiration. No one likes a brand that stuffs posts with unrelated hashtags. **#PartyFoul**



HASHTAGS

One of the most popular (and all-purpose) hashtags on Instagram is #TBT, or Throwback Thursday.

For example, Pepsi leverages the hashtag's popularity by adding a relevant image.



WHEN YOU'RE BUILDING UP FOLLOWERS ON INSTAGRAM, REACH IS

EVERYTHING

YOU NEED TO DO WHATEVER IT TAKES TO GET YOUR CONTENT
IN FRONT OF THE RIGHT AUDIENCE AT THE RIGHT TIME.

NOTHING HELPS INSTAGRAM VISIBILITY LIKE A RELEVANT

#HASHTAG

A row of stylized, light blue silhouettes of people's heads and shoulders, arranged in a slightly overlapping manner, serving as a background for the bottom section of the graphic.

WELL, THAT WAS WHAT I ORIGINALLY
THOUGHT...UNTIL I MET THE WONDERFUL
WORLD OF...

“SHOUT OUTS”

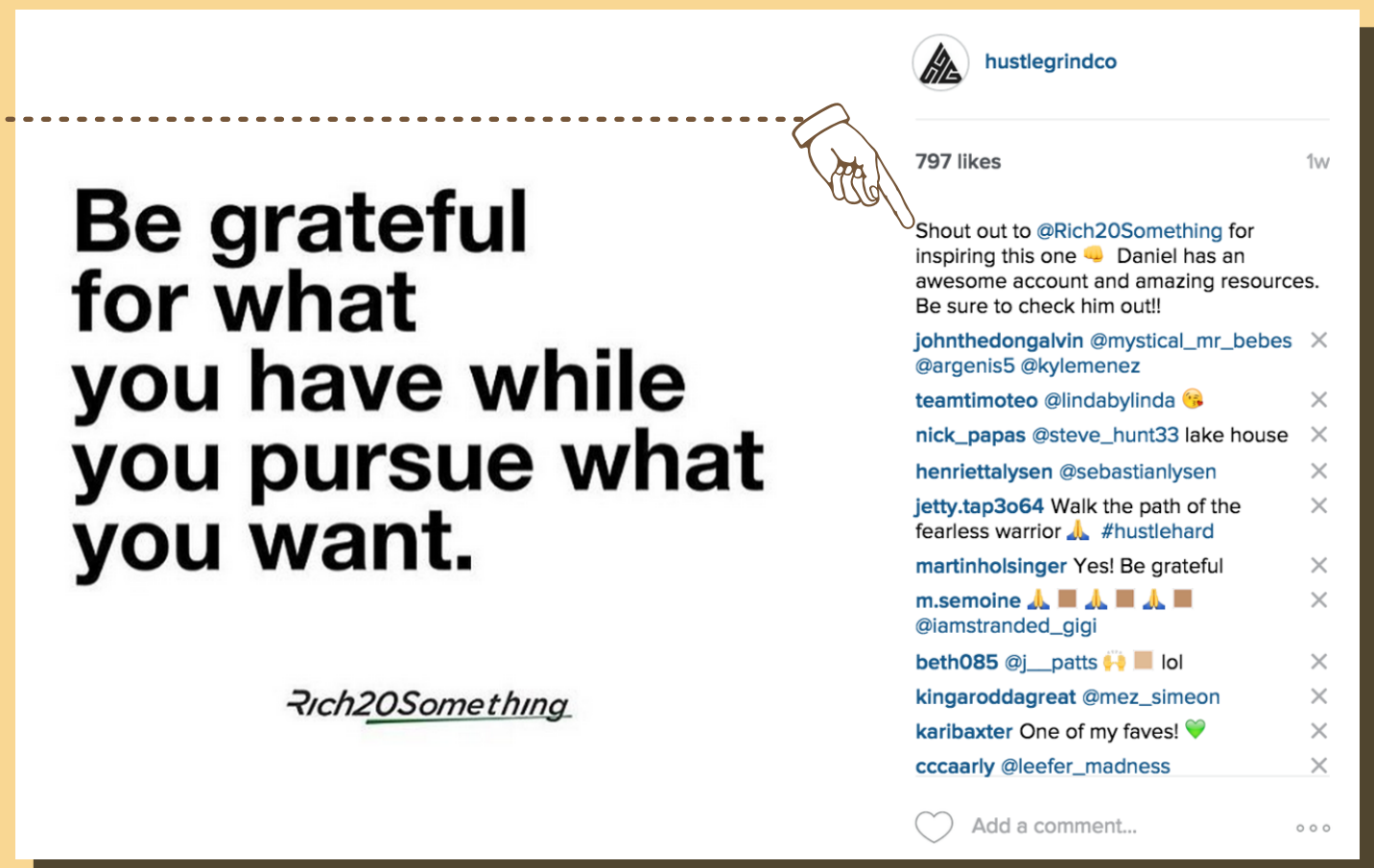


SHOUT OUTS

On Instagram, you might notice people commenting on your photos with the acronym S4S, which stands for shout-out for shout-out.

A shout-out is when you promote someone else's account to your own followers.

This is an example:



TO GET THE BALL ROLLING:

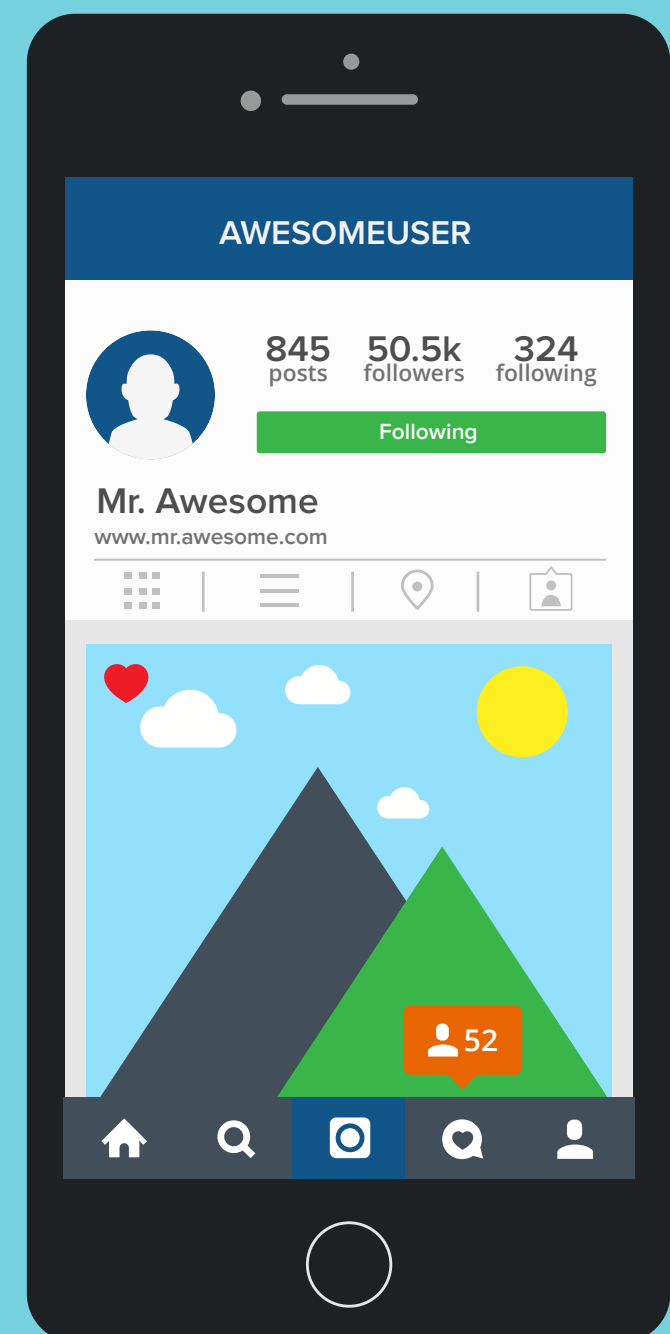
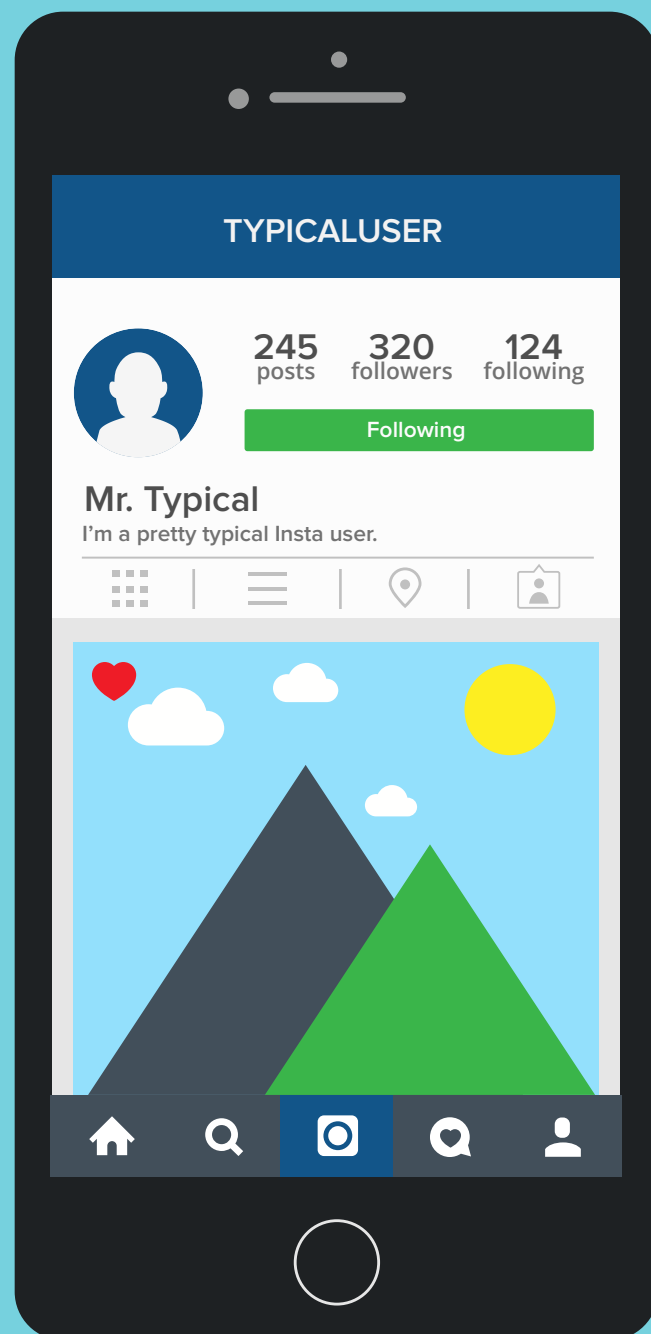
1. Look for pages with a similar target audience
2. Look for companies with a similar or greater following than your page. → That way it's a mutually beneficial situation.

To find these accounts, type keywords in the Instagram user search or do a web search for your specialty plus “Instagram accounts.”



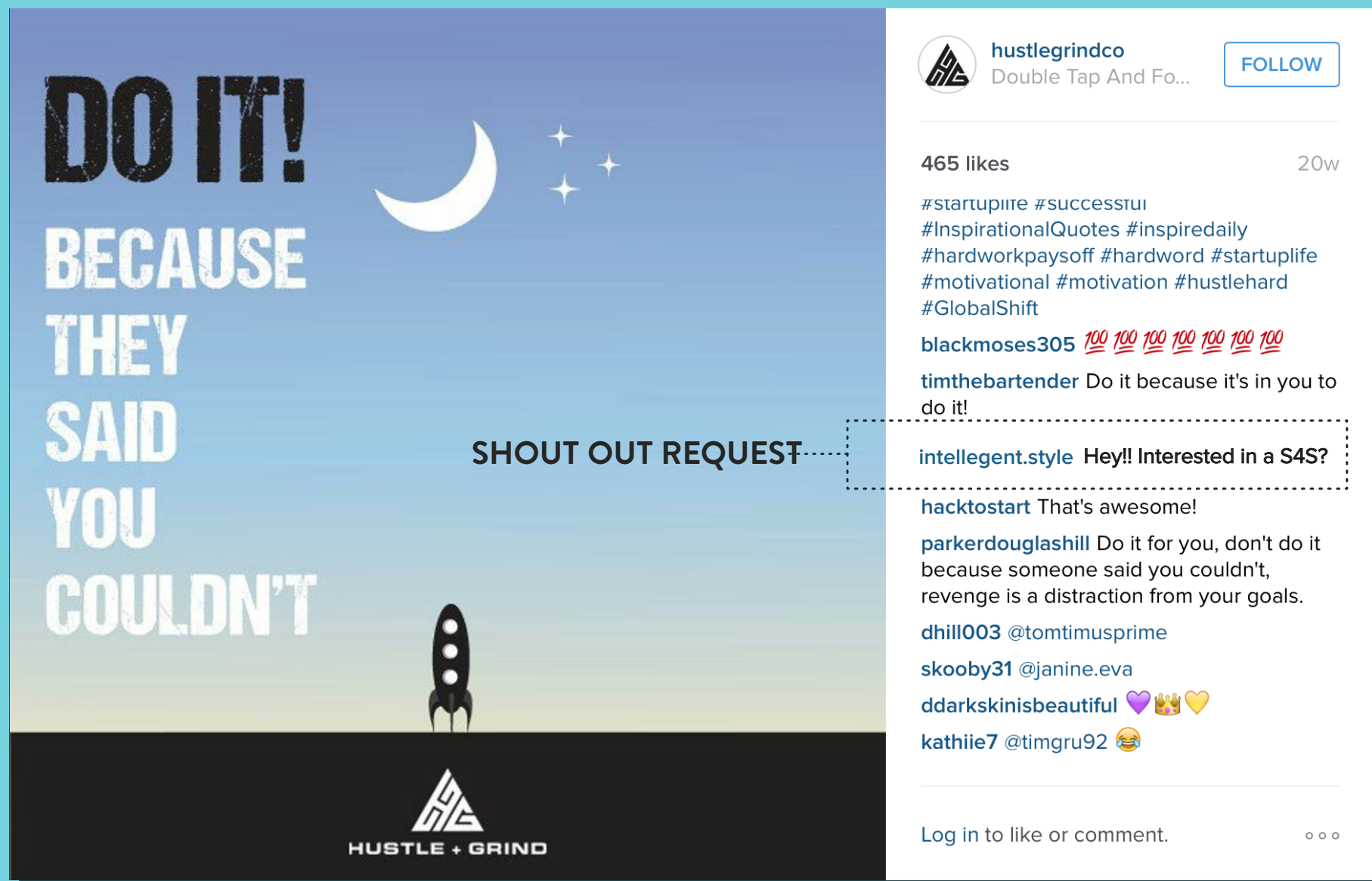
Specialty + Instagram accounts

After you find appropriate pages,
reach out to make a request
publicly or privately...



MAKE A PUBLIC REQUEST

To make a public request, comment on one of the page's posts. Request a shout-out for shout-out in the comments, like this user.



OR, SEND A DIRECT MESSAGE

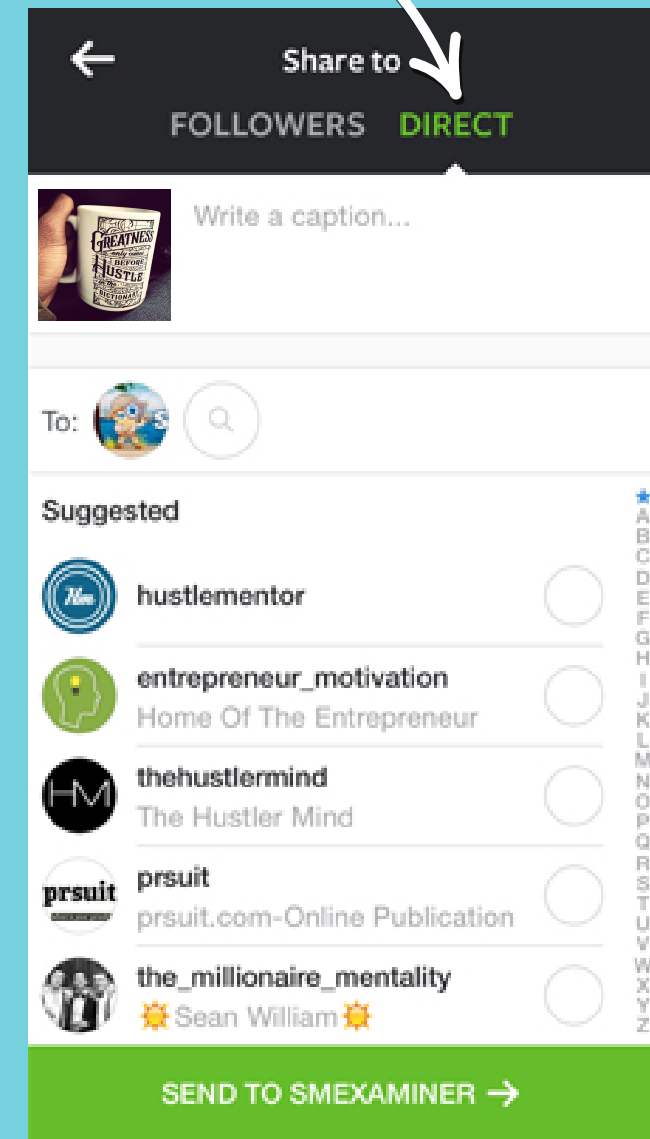
1

Upload a photo as you would any other image on Instagram.



2

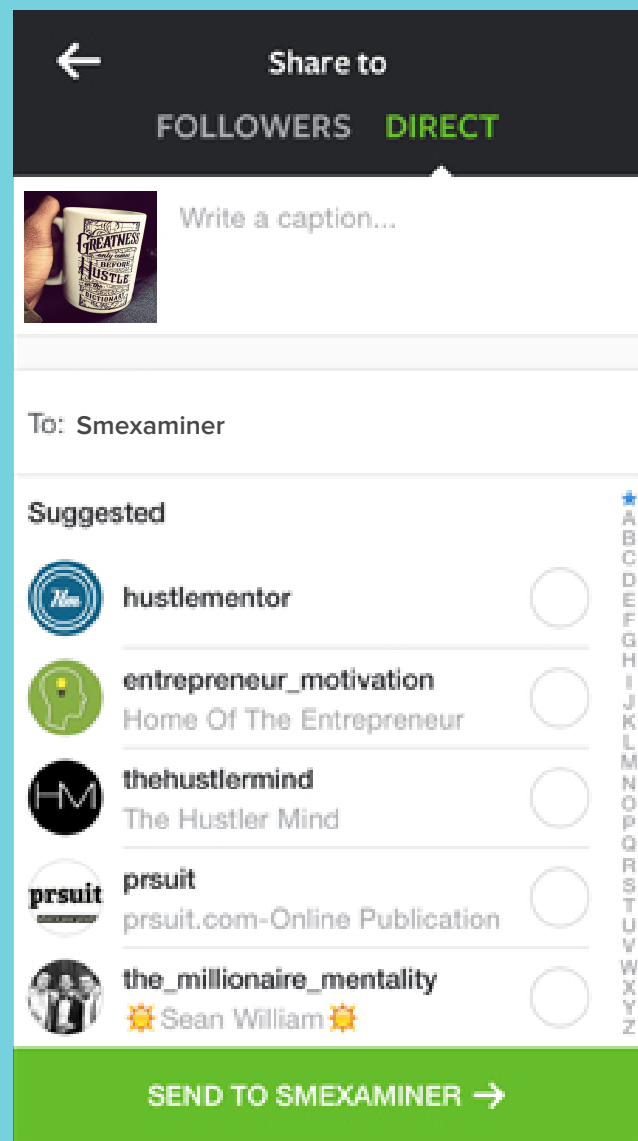
However, instead of selecting Followers, click 'Direct'



OR, SEND A DIRECT MESSAGE

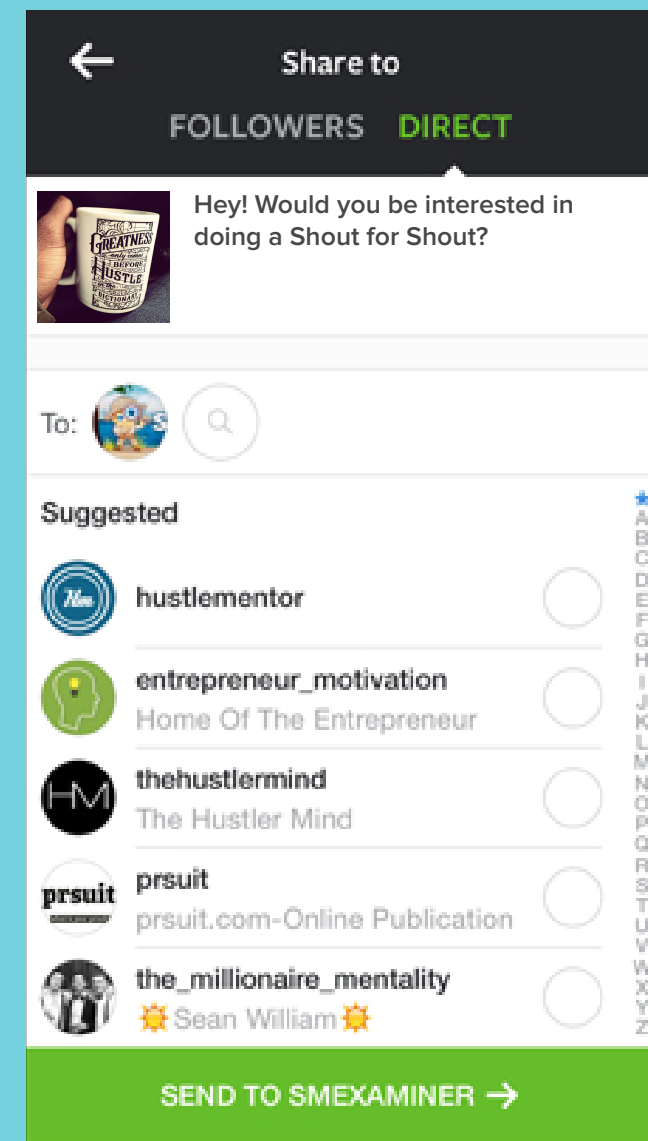
3

Then type the name of the user you would like to message in search, and select the correct name.



4

Add a caption asking if the user is interested in doing a shout-out for shout-out.





Build relationships with the people behind large accounts and ask them to give shout outs to your account. Sometimes you have to shout them out twice to get one in return.

Or you pay for shout outs! Whether it's in the industry of fitness, food, inspiration, fashion or gaming - the possibilities for building a following from shouts are endless.



Get in touch if you'd like to learn more



WHY BLEND IN
WHEN YOU WERE
BORN TO

Stand Out



80 Million +

that's the average number of photos uploaded to Instagram per day...

So how does one go
about standing out?

UNDERSTAND HUMAN BEHAVIOUR & PSYCHOLOGY

People engage with posts that make them laugh.



UNDERSTAND HUMAN BEHAVIOUR & PSYCHOLOGY

People engage with posts that make them feel good about themselves.

**People may Hate You For
Being Different and Not
Living By Society's Standards...**



-Kevin Hart

**...But Deep Down, They Wish
They Had The Courage To
Do The Same.**



HUSTLE + GRIND

 **hustlegrindco**

882 likes 4w

hustlegrindco Wise words from
[@KevinHart4Real](#) - Loved this!! Double tap
if you agree!

view all 37 comments

[bansariidave](#) [@mimo1603](#) hi im moha X
and i would love if youd tag m too

[achieveyourgoals1](#) Super cool!!! X

[liitsfotiii](#) [@donnykhan](#) X

[truthtrax](#) [@sofi2227](#) X

[dove_girl09](#) [@akashubrani](#) X

[ignatiuscosta](#) [@shadyhjy](#) true bro X

[adir99199](#) Totally true X

[buenojenn](#) [@jessa_merritt](#) X

[jessa_merritt](#) [@buenojenn](#) awe thanks X
babe 🥰

[wahrsxheinlich](#) [@jonasheck](#) [@die_vivii_](#) X
deswegen trag ich jogginghose

[nasseralenezi](#) [@nassorlicious](#) X

♡ Add a comment... ○○○

UNDERSTAND HUMAN BEHAVIOUR & PSYCHOLOGY

People engage with posts that are remarkable.

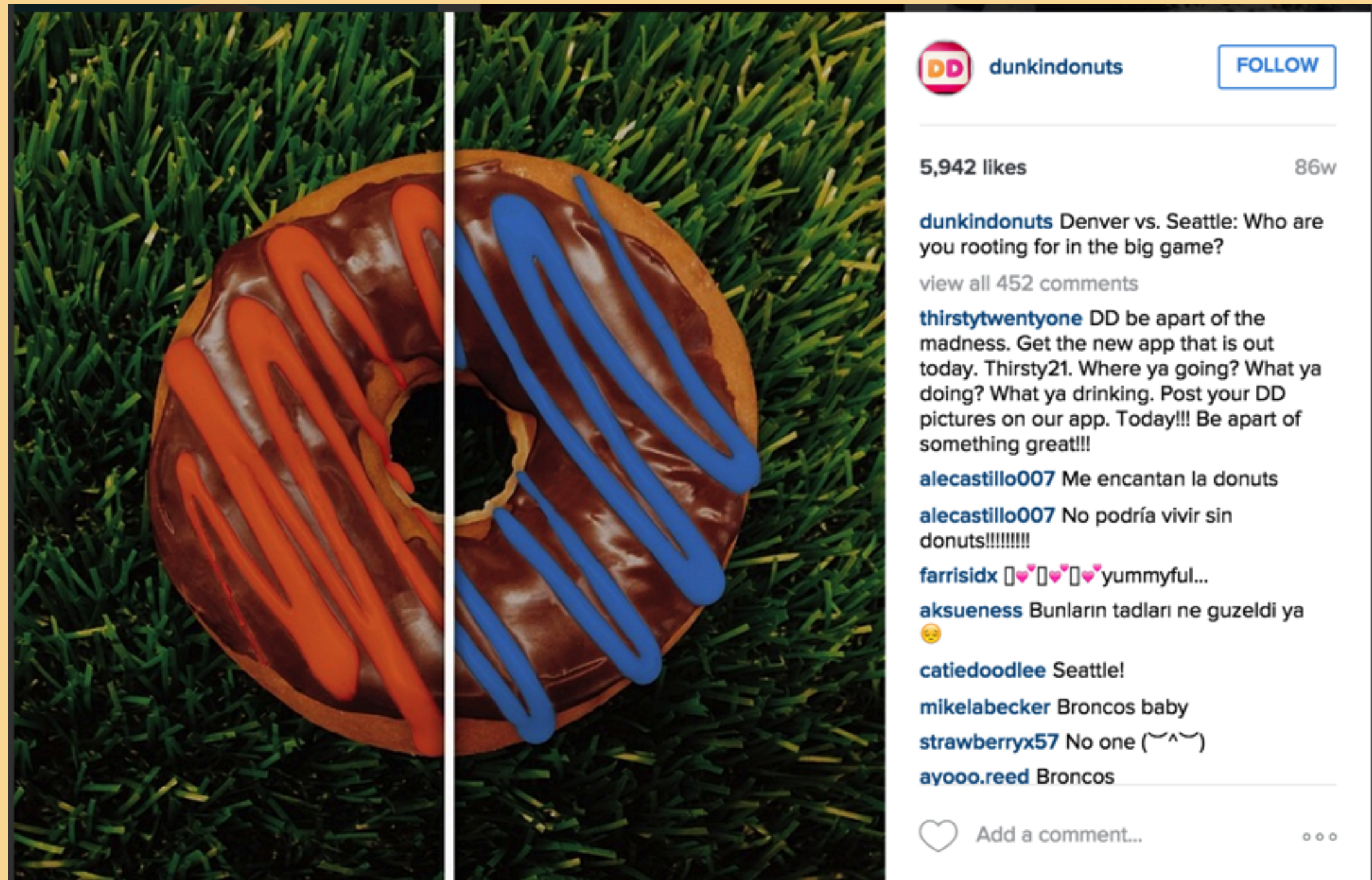


WOAH..



UNDERSTAND HUMAN BEHAVIOUR & PSYCHOLOGY

People engage with posts that are top of mind stories.



UNDERSTAND HUMAN BEHAVIOUR & PSYCHOLOGY

People engage with posts that are filled with the right emotions.



UNDERSTAND HUMAN BEHAVIOUR & PSYCHOLOGY

People engage with posts that deliver valuable information.

EXCELLENT TIPS by Warren Buffet

On Earning: Never depend on single income. Make investment to create a second source.

On Spending: If you buy things you do not need, soon you will have to sell things you need.

On Savings: Do not save what is left after spending, but spend what is left after saving.

On Taking Risk: Never test the depth of river with both feet.

On Investment: Do not put all eggs in one basket.

On Expectations: Honesty is very expensive gift. Do not expect it from cheap people.



hustlegrindco

Double Tap And Follow!

713 likes

8w

hustlegrindco Knowledge can unlock your true potential.

These tips from Warren Buffet should be the foundation of every business decision you make.

[view all 47 comments](#)

mandis06 @californian_pioneer love this.. ✕

nanenanigan @arendale @migzboink ✕

mariaasc92 @lafamilia_gnz keeping this.. ✕

laci.lace @_kyonte_ ✕

mjwall_ @briporreca 💰💰💰 ✕

jeregarciaa @lautamcci 🍌🍌🍌 ✕

mpresslive @glamchicmtl ✕

hir4l @ujash23 ✕

hir4l @nirdosh.patel ✕

dayan... @... ✕

♡ Add a comment...

...

Now that you know
what to put into your
account, don't forget
to promote it...



Star Wars ✓
@starwars



Follow

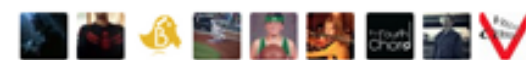
Follow us at [instagram.com/starwars](https://www.instagram.com/starwars). It is
useless to resist.



Follow @StarWars on Instagram!

RETWEETS
845

FAVORITES
602



So there you have it...



With more than 300 million monthly active users, it's no wonder more than 40% of Fortune 100 companies are using Instagram.



With the right Instagram
marketing plan

you can drive great
return for your brand.



Remember...



I uncovered these insights from months of interviews, discussions and hands-on trial & error.

Instagram is a channel with potential that I believe is still **untapped..**



If you're looking for someone who can help you **tap into the opportunity...**



LOOK NO FURTHER

I'd be happy to show you a few more tips and tricks that you can use to grow your account or help deliver the content you need to take your account to the next level...



Get in touch!
The team and I would
be happy to help...



✉ ross@rosssimmonds.com

🌐 www.rosssimmonds.com

🐦 [@TheCoolestCool](https://twitter.com/TheCoolestCool)