



HOW TO GROW 1 MILLION FOLLOWERS



Shareflo

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Hi

LET US INTRODUCE OURSELVES

WELCOME

SPREAD THE LOVE TO GROW

So you want a million followers? So do we! There are thousands of resources out there to help you get started so I appreciate you taking the time to read mine! Coming from a gal who has tried nearly all the tricks and is still learning, there's a growth recipe. I know this much is true, you will not grow your account by doing ONE growth hack. Been there, got disappointed by that. The first thing you must do is understand Instagram completely. Whatever platform you are choosing to use you really need to grasp how it works. Instagram is mainly a visual content, and who doesn't love that? No offense in this day and age but the less reading you have to do to get the message across the better. The awesome thing about Instagram is that it allows you to be creative, it forces you to stand out.

WELCOME

SPREAD THE LOVE TO GROW

Once you form a cohesive brand with a recognizable aesthetic followers will be able to tell it's your brand's post by the content not your name. Identifying who your target audience is will help with creating content. Once you know who you're talking to it will be that much easier to reach them. Your target audience will determine on your product and service, but it must be clear and defined.

If you answer who your target audience is and how you plan on reaching them you're ready to premake content. That's right we're not getting to the grown recipe just yet. The bottom line is in order to be successful you must be consistent. You do not want to be struggling to produce content day by day. You will lose motivation.

WELCOME

SPREAD THE LOVE TO GROW

Even pre-making a week's worth of content will reduce a lot of stress when you go to post. Another way to to make your life that much easier is to write the captions/hashtags out in your notepad on your phone or even save it to your google drive account to then access it on your phone. Finally when going to post you have your picture and caption/hashtags all ready to go. The only thing you'll really need to remember is what time to post, but there's an alarm on your phone for that!

Now here is our growth recipe so far:

- Hashtags
- Tagging Influencers
- Spreading the <3

1

H A S H T A G S

1ST INGREDIENT



HASHTAGS

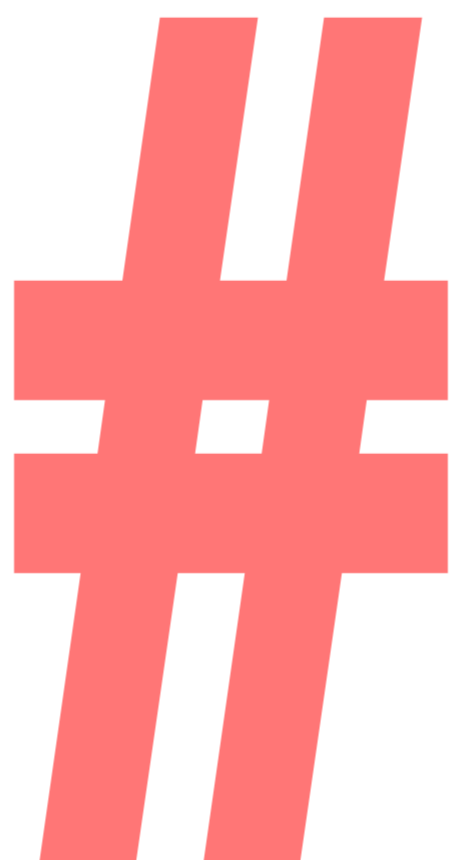
SPREAD THE LOVE TO GROW

What are hashtags and are they important? Hashtags are used to specify a particular message and reach your target audience. The bottom line is you have to find what works for you but hashtags should always be apart of your growth recipe. There will always be the great debate over how many hashtags you should be using per post and there is not one right answer. One thing to remember is that the hashtags that you are using should be associated with the content of your and target audience.

HASHTAGS

SPREAD THE LOVE TO GROW

When the prelaunch campaign started with the simple hashtag approach. We started with 1,329 followers and got a total of 356 likes. After a month of this approach we increased our followers to 1,345 and reached 469 likes. Honestly, it felt defeating at first only seeing a small increase but the key thing to remember with Instagram is you have to be patient.



2

TAGGING INFLUENCERS & BRANDS

2ND INGREDIENT



TAGGING

SPREAD THE LOVE TO GROW

This is another common growth hack that our team has tried and makes for a our 2nd ingredient in our growth recipe. What it means to tag influencers and brands is to shout out any that are associated with your content. A lot of the time brands/influencers will see your post and recognize you which only gives you more exposure. A top influencer we tag in New York City is @GetFitBrooklyn in all of our fitness related posts. She meets our target audience and also is an extremely motivational account to follow with an even more inspirational story.

TAGGING

SPREAD THE LOVE TO GROW

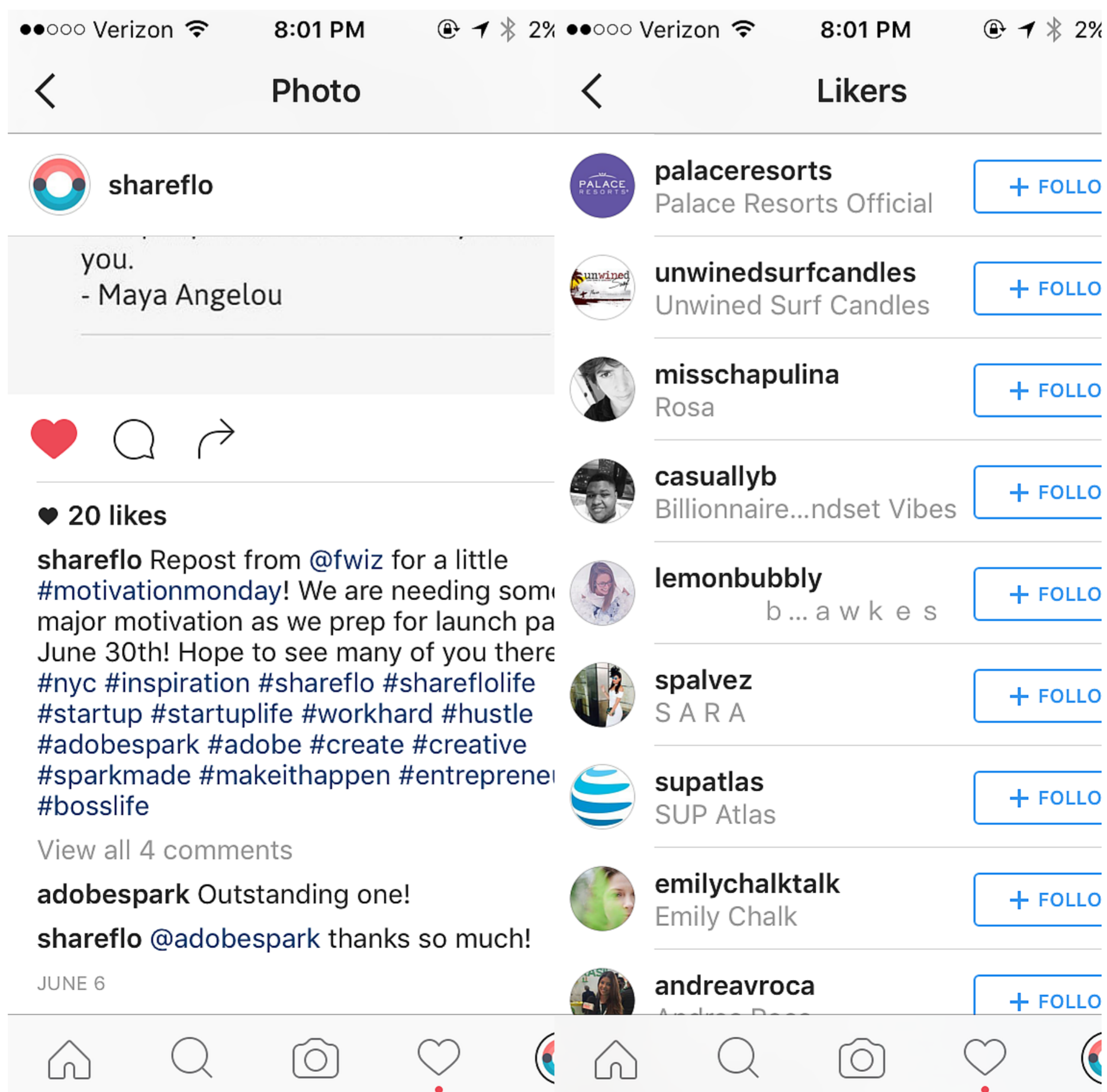
Another case for tagging brands of software programs/applications your startup loves using. From a graphic designer's perspective it's never been easier to create high end looking content. Here at Shareflo we're obsessed with @WordSwag and @AdobeSpark apps. There have been several occasions where these brands actually liked and commented on our posts. These may seem like little pointless "wins" in the beginning but they end up becoming extremely important. Your ultimate goal with tagging influencers and brands is to establish a relationship with them.



TAGGING

SPREAD THE LOVE TO GROW

The last key piece to tagging is the location/establishment the picture was taken. We have definitely tried this one with our Travel Tuesday post and have received engagement from the resort where the footage was taken.



TAGGING

SPREAD THE LOVE TO GROW

Incorporating hashtags and tagging influencers and brands together increased our amount of likes and followers. At the end of May we had 1,345 followers and a total of 469 likes. After a month of both methods being used by the end of June our amount of likes were up to 1,343 and followers were up to 1,356.

BOTTOM LINE: These influencers, brands, and location check ins should also fit your target audience. If it does than your target audience is more than likely viewing all the images with the same tags you're using. Help them FIND YOU.



3

SPREAD THE LOVE

3RD INGREDIENT



THE LOVE

SPREAD THE LOVE TO GROW

This is the glue of the recipe. The idea behind this ingredient makes sense because all of your life you're taught:

Do unto others that you want other's to do unto you.

This is a very simple concept and completes the growth recipe. To get started it's a good idea to start tracking your top engagers and target audience hashtags. Start by compiling a list that you go through every day. Liking the pictures of your target audience and top engagers will give them acknowledgement and that you are paying attention to them.

THE LOVE

SPREAD THE LOVE TO GROW

The spreading the love concept helps answer another major question of when it's the perfect time to post. It all boils down to your target audience and when they would be active on social media. Another deciding factor is when you have time to spread the love on Instagram and with your most recent engagers. The goal is to attract potential users and start a conversation with them - building a relationship.



THE LOVE

SPREAD THE LOVE TO GROW

As you can see from our metrics our followers have grown from 1,329 in the beginning and now after using all three ingredients we have reached 1,400. In the beginning we were getting less than 500 likes a month and now we've reached 1,500. If you decide to track your top engagers in the beginning and continually updating your lists it will make it a lot easier to be sure you're engaging on their page as well. After a while you will see the same accounts engaging on your content. Slowly but surely you will see a community form.

THE LOVE

SPREAD THE LOVE TO GROW

BOTTOM LINE: Only post in prime times where you can dedicate two hours to spread the love. Keeping engaged with your target audience and top engagers. Keep the conversation going and you will see more genuine exposure. (Genuine exposure= when people talk about you online and truly believe in your startup).





5 KEYS TO SUCCESS

SHARE THE LOVE TO GROW

5 KEYS

SPREAD THE LOVE TO GROW

5 KEYS TO SUCCESS:

- Post at least once a day
- Commit to a schedule and Spreading the Love
- Commit to Tracking your Analytics
- Be a Risk Taker (Try out new Growth Recipes)
- Focus on building relationships and the followers will come.



THANK YOU!

SPREAD THE LOVE TO GROW

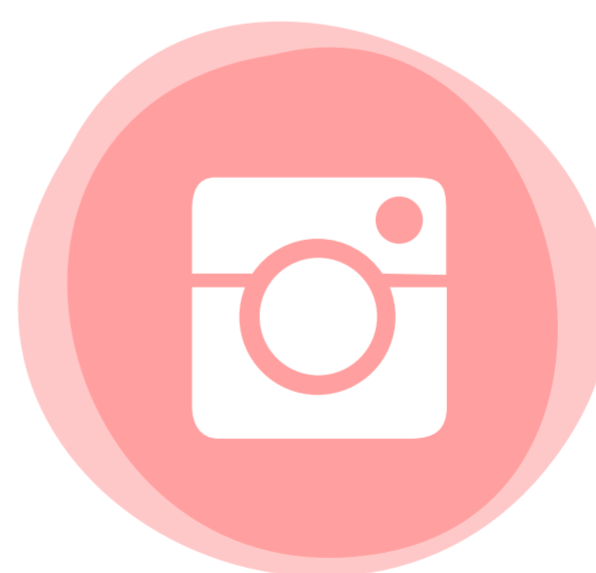
THANK YOU

SPREAD THE LOVE TO GROW

Note: We are not saying we're experts. These are real life examples from our growth so far. We are always looking for new ways to grow and connect with other growth gurus out there. If you have any tips and trick you'd like us to try email us at support@shareflo.com or join the conversation:



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