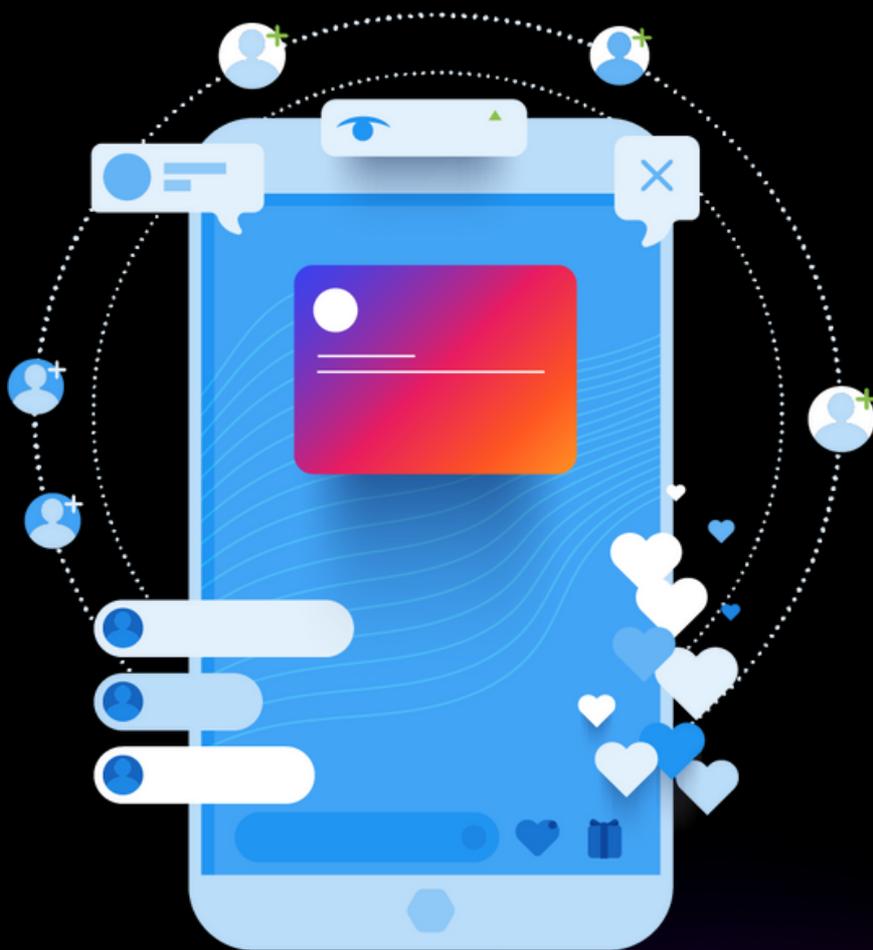




5 ways to skyrocket your IG growth in 2023



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Who we are

We are an enthusiastic and positive group of digital marketing consultants with a passion for growth. What sets us apart is our methodology, although we do separate services like PPC, Social Media, and Automation, We aim to give clients a comprehensive and holistic service that encompasses all aspects of Digital Marketing (and even some aspect of traditional one).

Republic Marketing



Introduction

With 1 billion people using the social platform each month and over 200 million Instagrammers visiting at least one business profile daily, Instagram is a must for businesses. However, as competition is increasingly growing, it has become incredibly difficult for businesses and business owners to grow their channels. Fortunately, we're here to help you solve that problem! Here are 5 strategies for Instagram growth that you can start working on today!



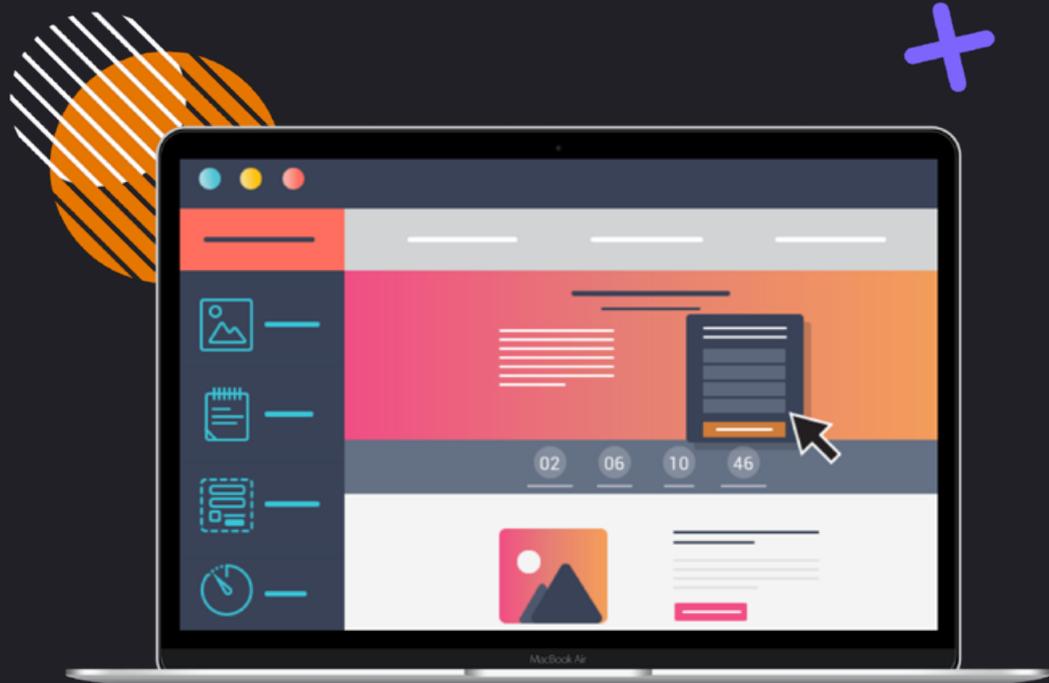
1. Automate your content creation and curation process - Part I

You've probably heard it before, but consistency is the key factor in growing your IG page. Done is better than perfect so don't overthink it and just start posting anyway!!

Also to make sure that you achieve consistency you need to start automating your content creation process.

We've added below a list of some amazing free social media tools you can use today to help you stay consistent with your content.

- ✔ Answer the Public & Google Trends - Idea Generation
- ✔ Canva & Mojo - Content Creation
- ✔ Lightroom - Photo Editing
- ✔ Inshot - Video Editing



1. Automate your content creation and curation process - Part II

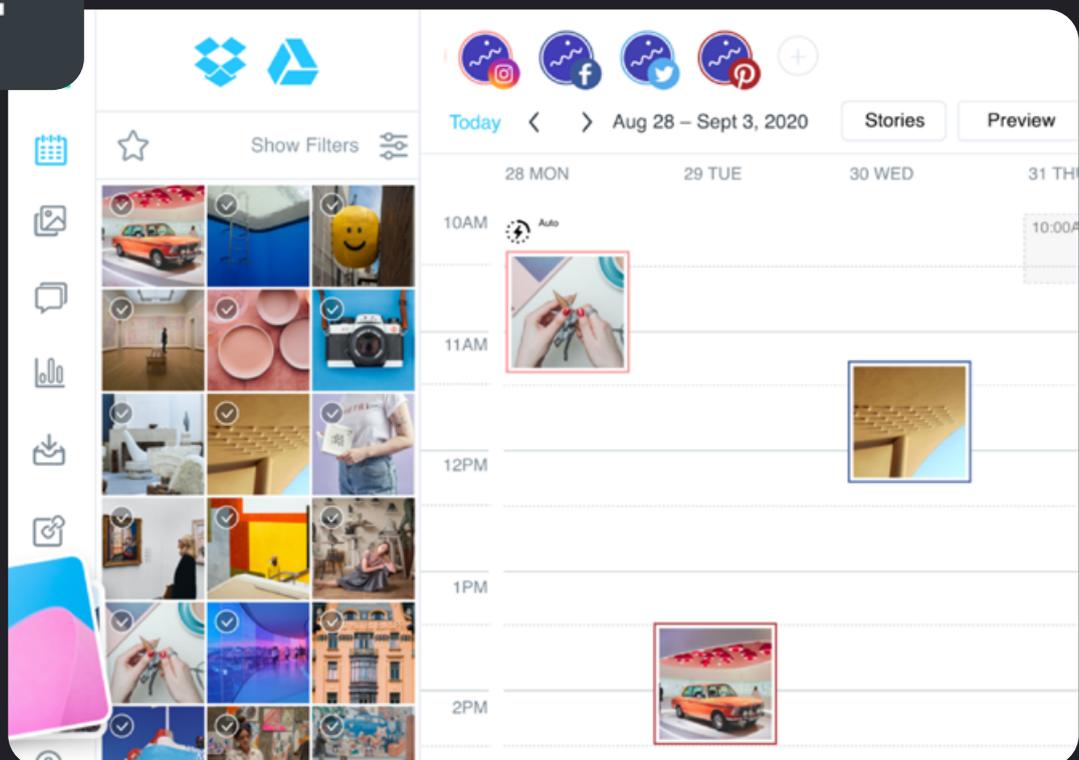
Once the content creation process is finished, schedule all of our posts throughout the week at an optimal time for your audience to see.

Once you've found out the best times to post, check out Later, Hootsuite or Sproutsocial to schedule your content in advance! These are among some of the best tools out there when it comes to content scheduling.

Pro Tip:

You can use your Instagram Insights or the Insights section in Facebook Business Suite to find which times your followers are most active.

Later



2. Tag large industry-related accounts for a chance to be featured.

Increasing your chance of getting more impressions on IG is essential when it comes to growth. That's why tagging big accounts from the same industry will make a huge difference in terms of your reachability.

Furthermore, if you succeed in getting those account's attention, there's a high chance they will like your content and repost it on their own page.

This will drive their followers to your page, increasing your page views and consequently your chances of growing your audience. You can tag up to 20 accounts in each of your post, so don't be shy and get your account's name out there!



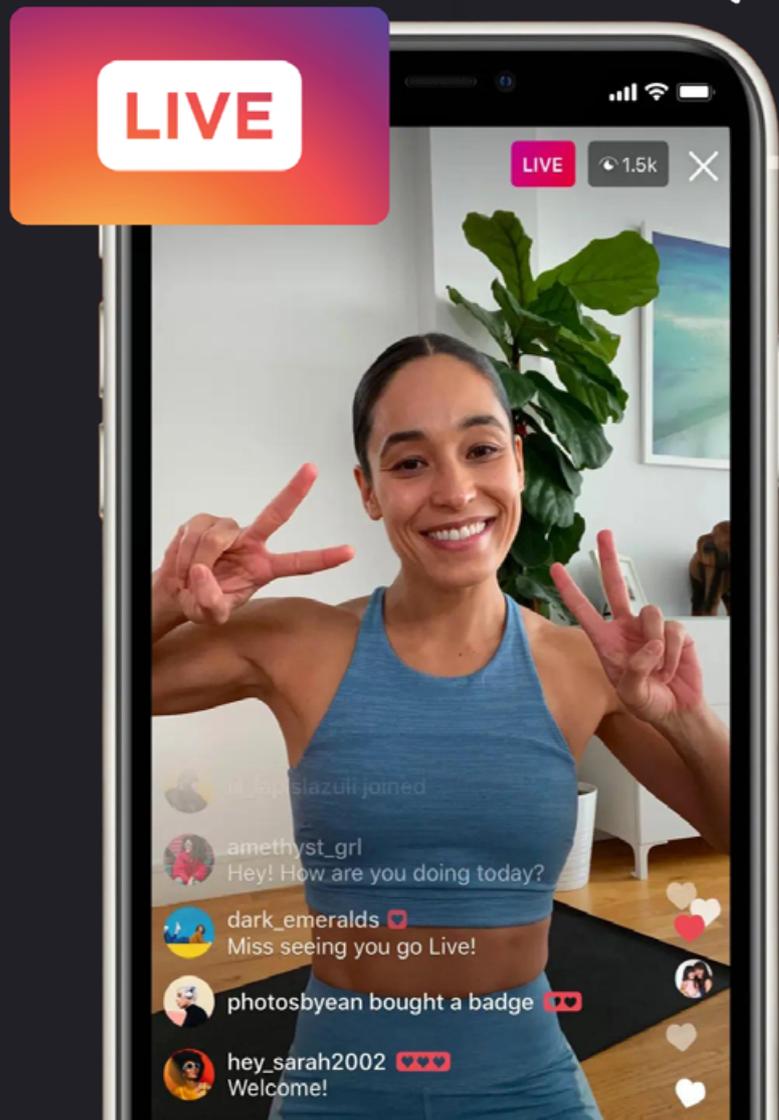
3. Leverage every single new IG feature (Reel, Live etc)

There's no secret that IG wants its users to be constantly active on the platform. Therefore with every single feature and update they release, it's important that you keep up and adapt your content to leverage/utilise every new feature.

Also you need to remember that you'll also need to diversify your content as much as possible. With Instagram pushing video more than ever, it's crucial that you start using features like **Reels** and **Lives** to get as much exposure as possible.

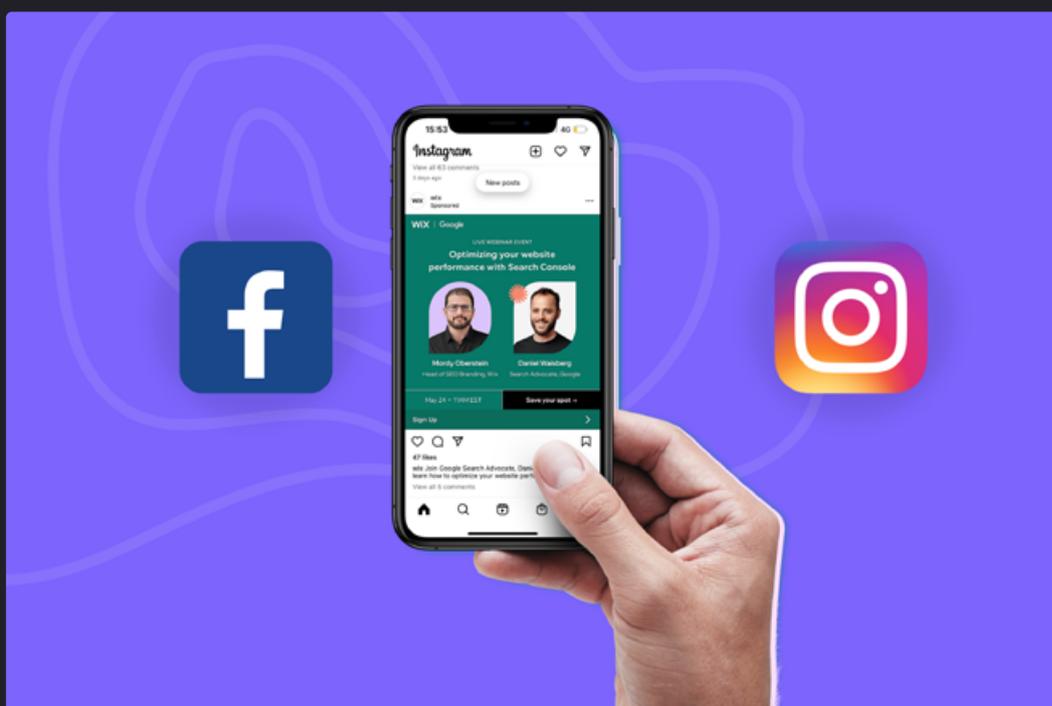
Pro Tip:

While IG Live video gives you the top spot on your followers' story feed, Reels boost your organic engagement by ensuring that your videos are seen by as many people as possible.



4. Run highly targeted ads

More often than not, posting organic content has proven to be simply not sufficient when it comes to growing an account. As more people are joining and posting on the platform with each and every day, it's becoming increasingly competitive for businesses and creators to get their content in front of their audience.



Furthermore, with the latest algorithm updates, it's been proven in fact that only 10% of your followers are able to see your posts. The reason: Instagram's main goal is to monetise!

On average IG advertising costs between .. and ... so set a budget, create a target and start running your ads!

Pro Tip:

Use your insights to define your target audience and run highly targeted ads that will have a huge ROI.

5. Outsource your social media management

As you might have noticed till now, managing your social media channels requires constant attention and it's more like a long term investment as opposed to a quick win. If you're struggling to grow your IG account alone, you may find that working with an agency can not only be more time efficient but it can also save you money by taking the guesswork out of the process.

It can also reduce overall the costs by saving on staff training and recruitment costs.

Here, at republic marketing, we're currently working with accounts from multiple industries, creating and sharing valuable, optimised content for a wide a range of audiences.

We also believe that results speak louder than words so we've added below just a few snippets of the results we have obtained so far.



Account Performance

Account Performance Summary for a skincare client within 3 months.

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions	Engagements	Post Link Clicks
565,942 ↗42.9%	38,262 ↗146.7%	1,398 ↗526.9%



Total Engagement

Massive increase in engagement through use of new content style & creative, focusing on the main channel for the target audience.

Engagement Metrics	Totals	% Change
Total Engagements	38,262	↗146.7%
Twitter Engagements	1,236	↘21.9%
Facebook Engagements	31,566	↗305.3%
Instagram Engagements	5,460	↘11%
Engagement Rate (per Impression)	6.8%	↗72.6%



Conclusion

We're here to help :)

If you need any support or advice in regarding to your social media marketing, we can certainly help :) Outsourcing to Republic means that we can take care of your social media marketing while you take care of your business!

Let's Have a chat

Book your 15 min consultation with us

[Book Your Call](#)

