

INSTA-HACKS FOR ORGANIC GROWTH!

FREE GUIDE

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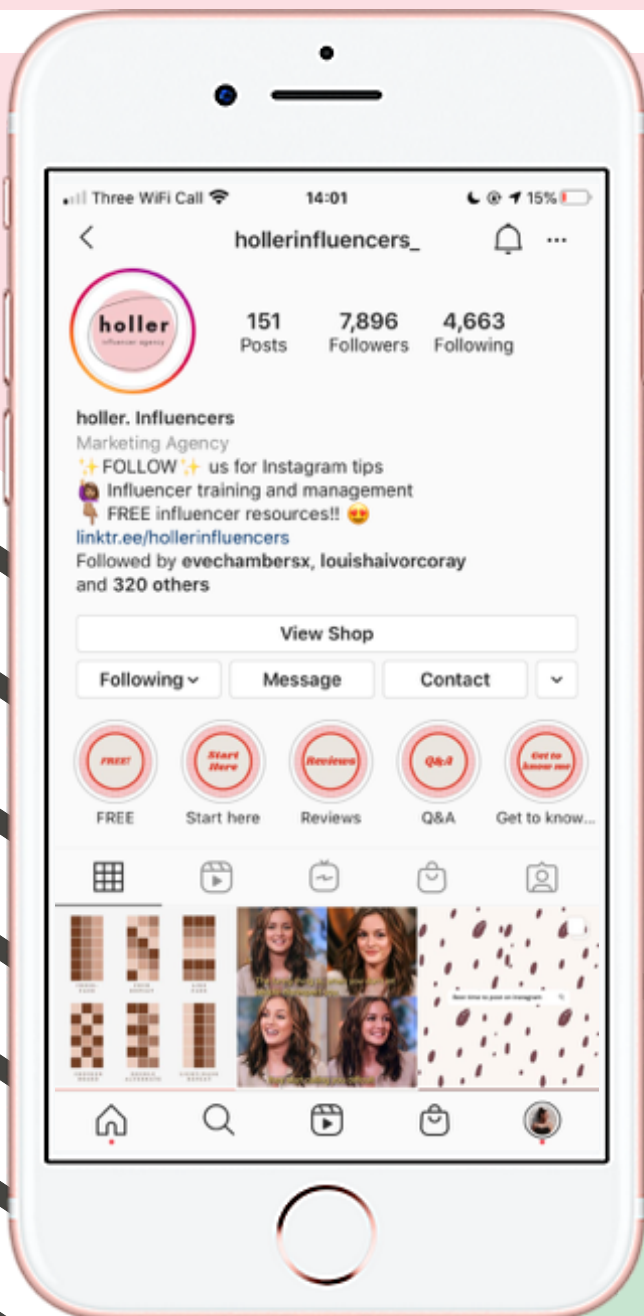
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hey you!

thanks so much for downloading this 5-step guide we've designed to help you grow and optimise your Instagram account and take your gram to the next level, without the tricks!



trust us

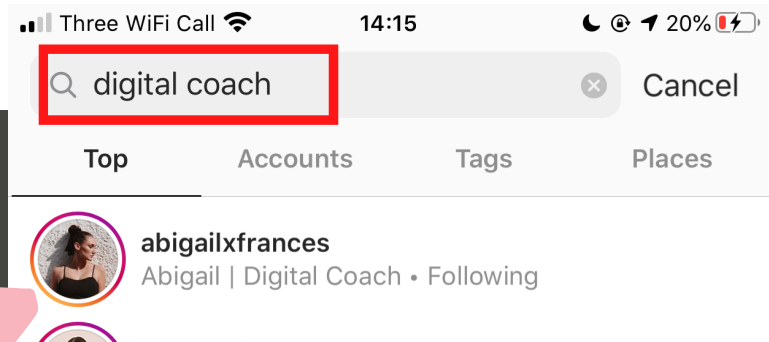
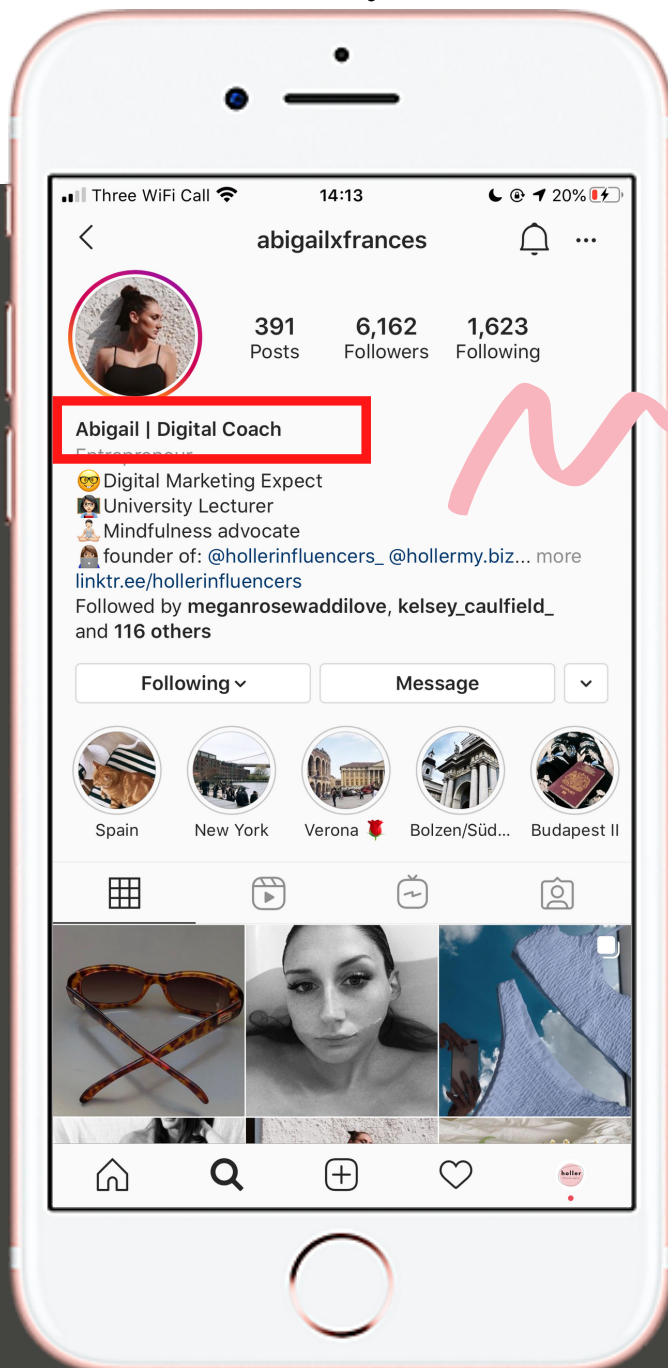
this is not just another gimmicky guide with useless information trying to grab your attention- these are the EXACT tips and tricks that we have used to help grow several brand and influencer accounts!

Speaking of Instagram... why don't you follow us [@hollerinfluencers_](https://www.instagram.com/hollerinfluencers_) we post Instagram growth tips DAILY!

TIP 1...

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Optimise your name
for Search!



OPTIMISING YOUR IG NAME

putting key words in your Instagram name means you will come up in search results for this search term! In this example I've used my personal account - it is set to 'Abigail | Digital Coach' therefore when people search for 'Digital Coach' my profile will come up!

Use words that reflect your content and also that you think your ideal customer or brand you'd like to work with may be searching, for example 'Fashion Influencer' or 'Makeup Artist'

TIP 2...

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Provide value in your
Captions!

MAKE SURE YOUR POSTS ARE PROVIDING VALUE

A pretty picture may stop the scroll - but to make sure that your followers engage with your posts, and start to know, like, and trust you - make sure your captions are creating sustainable value! How do you make your captions have value, you ask? Just use holler's 'CEEMII' method! This is an anagram, which stands for:

Controversial

Entertaining

Educational

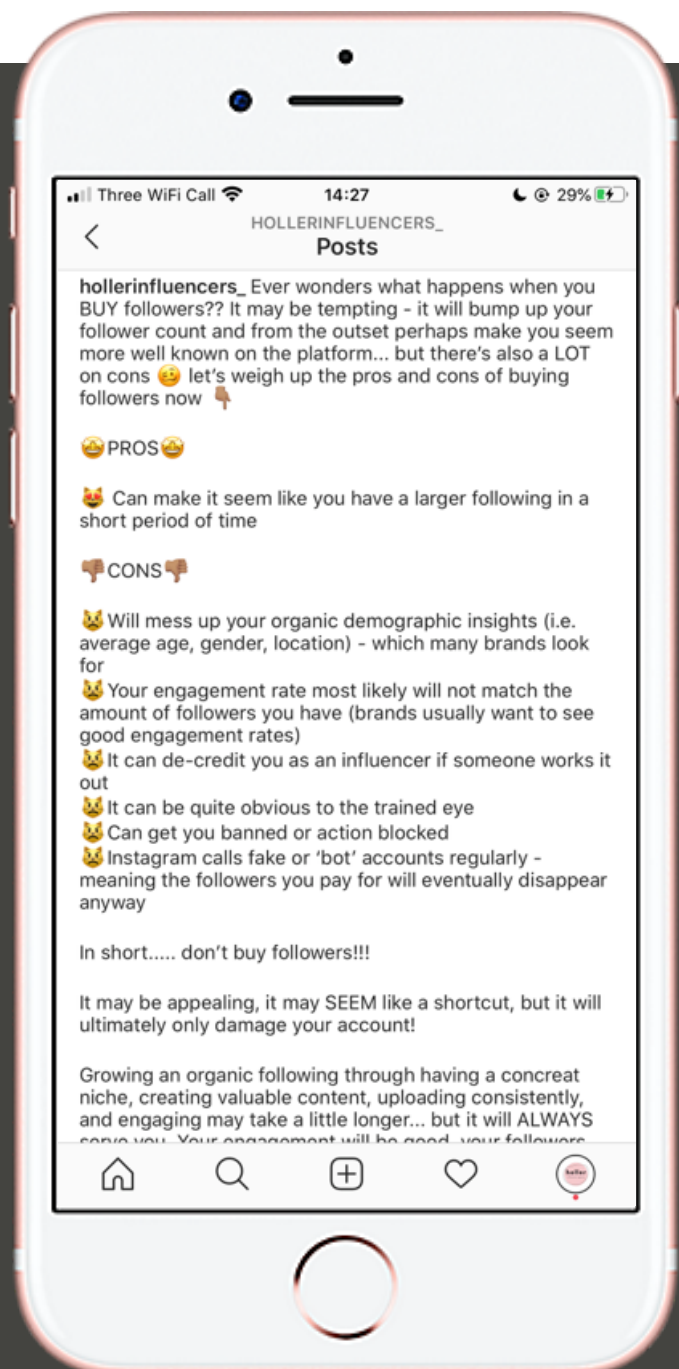
Motivational

Instructional

Inspirational

If your caption is one or more of the above, then you are providing value!

Use your captions like 'mini-blogs' to grab and keep your followers attention. Use paragraphs, white space and emojis to break your caption up and make it more readable!



TIP 3...

@HOLLERINFLUENCERS_

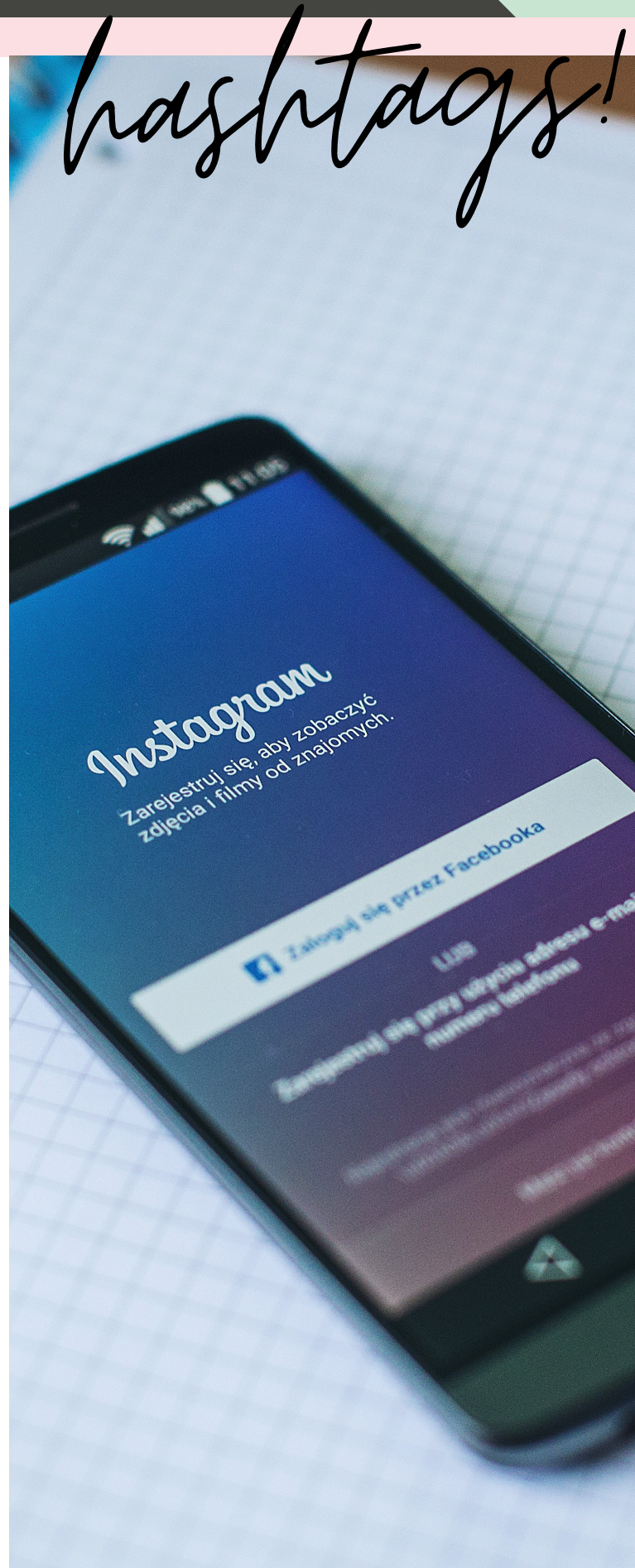
Vary your hashtags!

MAKE SURE YOU ARE MIXING UP YOUR HASHTAGS!

Use a variety of hashtag sizes to have the best chance of being found by the most people! Larger hashtags are used and followed by more people, making the potential audience for your post very large. However using large hashtags can sometimes lead to your post being lost in the noise due to the higher competition, and it is far harder to be ranked higher in these hashtag's popularity ranking - as Instagram's more inclined to only show viral content.

NICHE = UNDER <50K
SMALL = UNDER <100K
MEDIUM = UNDER <500K
LARGE = OVER > 500K

Smaller and niche hashtags have a smaller audience - however they also have less people using them, meaning the competition is far smaller, and the reality of ranking highly on these tags is much more palpable. The people who follow these niche and smaller accounts, are also far more likely to be more dedicated to and active with posts that include them!



TIP 4...

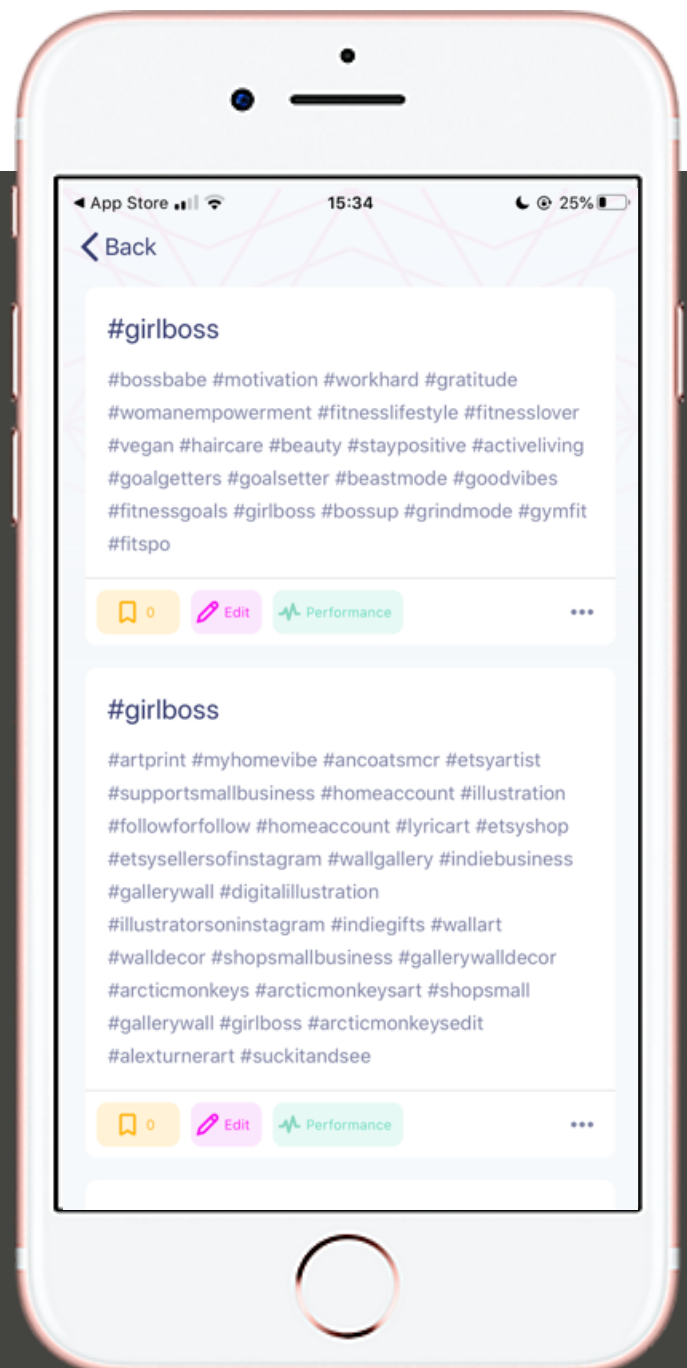
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Don't use the Same Hashtags all the time

USE DIFFERENT HASHTAGS EACH TIME!

If you use the same hashtags over and over again in each piece of content you post, one of two (or even both) of these things will happen:

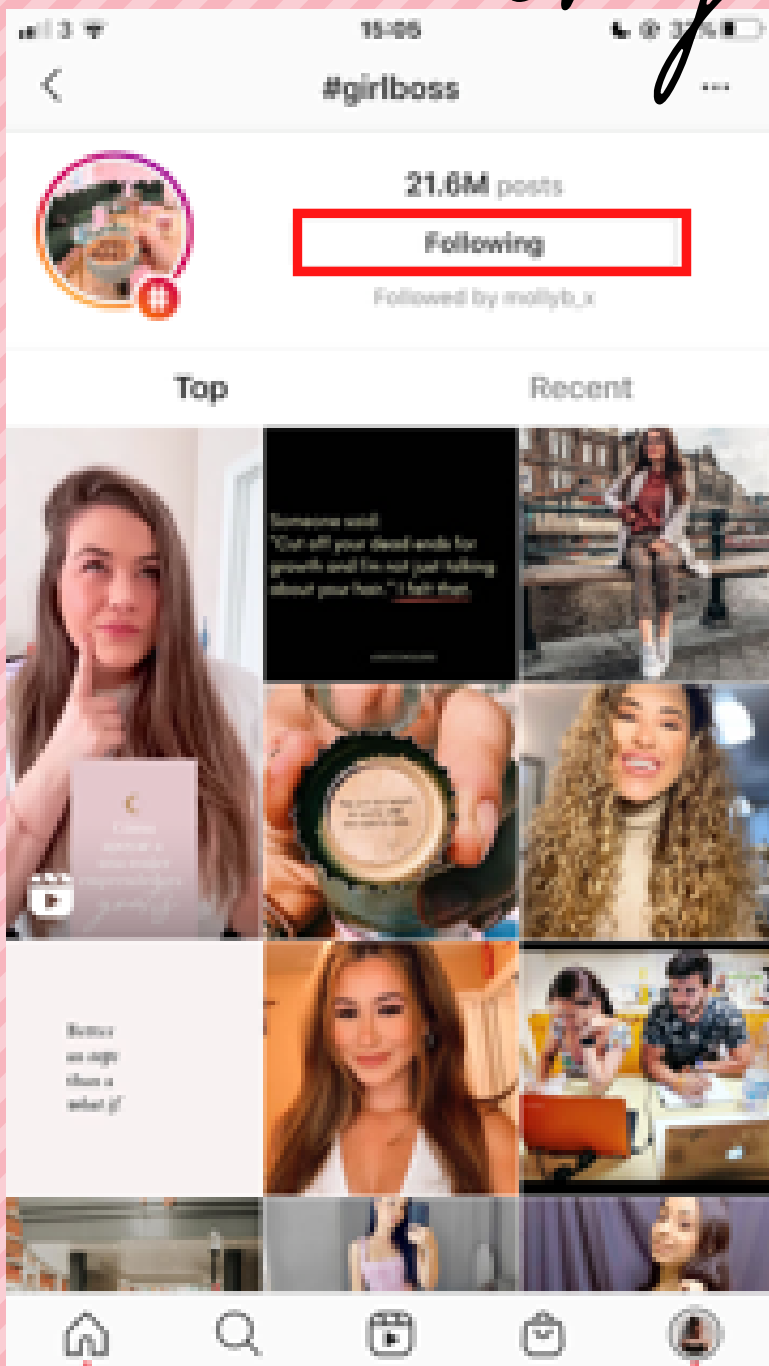
- 1) Instagram will signal your account and content as 'spam' and significantly reduce your potential reach
- 2) the hashtags you use won't be appropriate for every one of your posts, and so will get low engagement on irrelevant hashtags, and lower your ranking in relevant hashtags!



TIP 5...

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follow hashtags &
engage



ON THE OTHER END OF HASHTAGS IS FOLLOWING HASHTAGS!

We recommend you don't just use hashtags in your captions, but also actively follow and engage with hashtags in your niche! When you follow hashtags, Instagram will show you a few posts from these hashtags every day - this makes it more than easy for you to find, and engage with new accounts, that share the same niche, passion, or industry as you! When you engage with their accounts, there's a good chance they will engage with, or even follow yours back too!

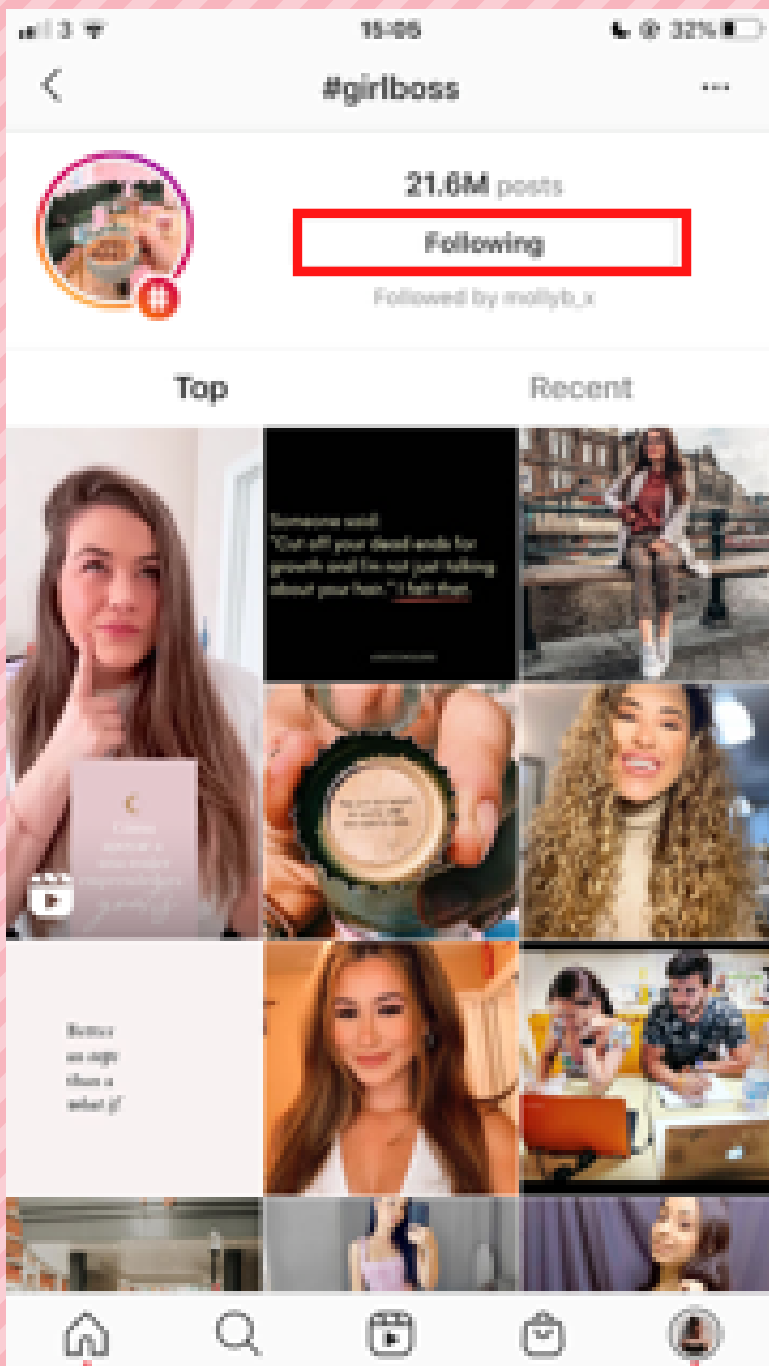
Following hashtags can also serve as great inspiration- as it gives you an inside look into what other people in your niche are posting and engaging with, and what types of posts in your niche do well!

TIP 6...

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follow us on

Instagram



WE POST FREE TIPS AND TRICKS EVERY SINGLE DAY!

If you enjoyed this freebie and want to see **more** tips and tricks from Instagram experts, then you have to [follow us on Instagram!](#) We post informative content on how to grow your account, get more followers, engagement and reach, create value and work with brands; every, single, day!!

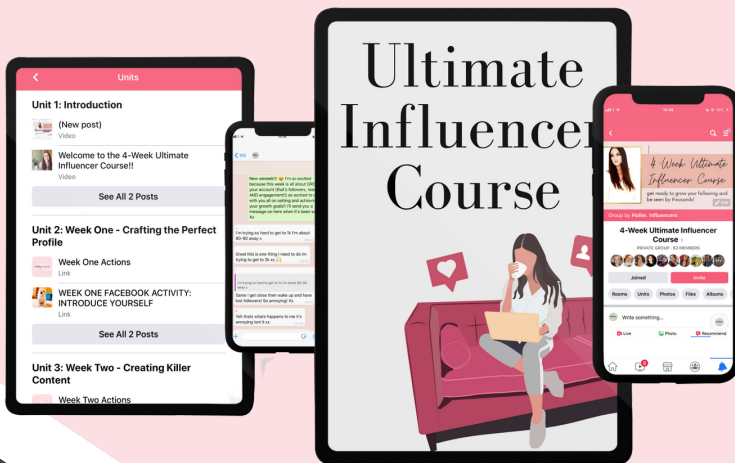
We post will all manner of creators in mind, from influencers and content creators - to educators, small businesses and entrepreneurs! Come and join us [@hollerinfluencers](#) and take in all of that juicy daily knowledge for **FREE!**

FOLLOW HOLLER

did you enjoy
this guide?



Then you will love our 4-Week Course!



Every single month, we run our 4-Week Ultimate Influencer Course!

The course covers absolutely **everything** you would need to know as an influencer, content creator, or anyone else who wants to grow on IG!

The course has **no live aspects** so you can learn completely in your own time!

There are however **groups & a community** for those of you who want to learn alongside and meet others doing what you do! Want to find out more? **Click the button below!**

[**LEARN MORE**](#)