

Steps to Building a Real and Engaged Following on Instagram

Instagram has become one of the most popular social media platforms in the world, with over 1 billion active users. It's a great way to connect with friends and family, share photos and videos, and discover new things. But if you're looking to build a real and engaged following on Instagram, it takes more than just posting pretty pictures.

Here are 10 steps to help you build a real following on Instagram:



Modern Instagram Marketing: 6 Steps to building a real following on instagram by Michelle Terrell

★★★★☆ 4 out of 5

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1. Define Your Target Audience

The first step to building a following on Instagram is to define your target audience. Who are you trying to reach? What are their interests? Once you know who you're trying to reach, you can tailor your content to appeal to them.

2. Create High-Quality Content

The content you post on Instagram is key to attracting and engaging followers. Make sure your photos and videos are high-quality and visually appealing. Use interesting filters and effects to make your content stand out. And don't forget to write engaging captions that tell a story or provide value to your followers.

3. Use Relevant Hashtags

Hashtags are a great way to get your content seen by more people. When you use relevant hashtags, your posts will appear in the feeds of users who are searching for those hashtags. Do some research to find the most relevant hashtags for your niche.

4. Engage with Your Followers

One of the most important things you can do to build a following on Instagram is to engage with your followers. Like and comment on their photos and videos, and respond to their comments on your posts. The more you engage with your followers, the more likely they are to stick around.

5. Run Contests and Giveaways

Contests and giveaways are a great way to attract new followers and generate excitement around your brand. Offer prizes that are relevant to your target audience, and make sure the rules of your contest are clear and easy to understand.

6. Collaborate with Other Influencers

Collaborating with other influencers is a great way to reach a wider audience. Find influencers in your niche who have a similar audience to yours, and offer to collaborate on a project. This could involve guest posting on each other's blogs, creating a joint giveaway, or hosting a webinar together.

7. Use Instagram Stories

Instagram Stories are a great way to connect with your followers in a more personal way. Share behind-the-scenes photos and videos, give your followers a sneak peek at new products or services, or simply share your thoughts and feelings. Instagram Stories are a great way to build a relationship with your followers and keep them engaged.

8. Track Your Results

It's important to track your results on Instagram so you can see what's working and what's not. Use Instagram Insights to track your follower growth, engagement rates, and reach. This information can help you fine-tune your strategy and improve your results.

9. Be Patient

Building a real following on Instagram takes time and effort. Don't get discouraged if you don't see results overnight. Just keep posting high-quality content, engaging with your followers, and tracking your results. Eventually, you'll start to see your following grow.

10. Be Yourself

The most important thing is to be yourself on Instagram. Don't try to be someone you're not. Your followers will be able to tell if you're not being

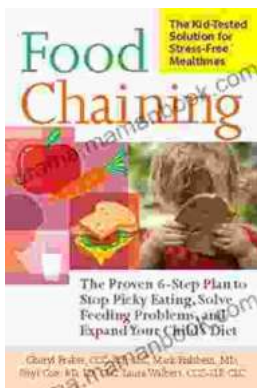
genuine, and they'll be more likely to unfollow you. Just be yourself, share your passions, and connect with people who share your interests.



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