

POWERFUL

5

SUPER SECRET

INSTA HACKS

**How to get more engagement on the
Instagram platform so you can grow
your tribe, be seen, & get paid**



WIDSIX
AD AGENCY + SOCIAL + DESIGN



How to get more engagement
on the Instagram platform
so you can grow your tribe,
be seen, & get paid

**IT'S MORE THAN A PRETTY LOOKING
FEED WITH CLEVER CAPTIONS:**

The right **INSTAGRAM ENGAGEMENT STRATEGY** will not only drive consistent growth but also create excitement & buzz around you & your business.

So let's say HELLO to winning the Instagram algorithm, **building your brand**, & driving a steady stream of potential clients via the world's hottest social media platform with these **powerful super secret hacks**.

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MAX OUT TAGS ON INSTAGRAM STORIES

Did you know you can use tags to increase discoverability on Instagram Stories?

**YOU CAN ADD UP TO TEN HASHTAGS &
A LOCATION TO YOUR INSTAGRAM STORY.**

Minimize the sizes of both with a couple insider tricks:

1. Use your fingers to grab the text & make it smaller.
2. Hide the text by using the draw tool & painting on top, which keeps it from being seen, but Instagram still counts them & shows them to viewers looking up the particular tags.

This little hack will bring you up to 1,000 new viewers for each story.

CAVEAT: IT WORKS BEST FOR VIDEOS.

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**GET ON INSTAGRAM'S
GOOD SIDE!**

Here's the deal, the Instagram algorithm is real, it's here, & it's not going away.

If Instagram doesn't like your content the algorithm will restrict it's visibility in the feed. Yes, we know, it sounds scary. But don't fret! We know the hack to overcome the big scary algorithm & it's easier than you think.

IT'S ALL ABOUT GETTING ON INSTAGRAM'S GOOD SIDE.

How do you achieve such a feat? The easiest & fastest way is to use **ALL** of Instagram's features. This means that you're not just posting in the feed but using all of the available features within the platform. So, stop holding yourself back & **get to it**, buster! Use Stories, ask questions using the poll feature, follow full hashtags, etc. The more features you use, the higher rated you are as a user & creator on the platform.

HIGHER RATED = MORE FAVORABLE ALGORITHM. PERIOD.

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**USE THE 15:10:5
HASHTAG METHOD**

**YES, YOU ALREADY KNOW THAT UTILIZING HASHTAGS
IS A MUST FOR THE INSTAGRAM PLATFORM.**

It's how new content gets discovered on the platform
(think of hashtags as SEO for Instagram).

Here's how you can use the 15:10:5 Method to get the most
out of your 30 hashtag limit & maximize your Hashtag ROI.

Try:

15 Brand Specific, 10 Local Specific, 5 Post Specific.

For every post you put on the platform, **you can hack** your
way to maximum reach by using a mixed hashtag strategy.

**THE 15:10:5 METHOD IS THE PROVEN STRATEGY
WE USE WITH OUR OWN CLIENTS.**

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GO LOCAL!

If you are a local small business who caters to your community, the best way to get eyeballs on your stuff is to tag hyperlocal.

This includes geotagging every single post that goes live on the platform. This doesn't mean just tagging the city, but tagging the exact location (ie, the exact coffee shop) where your image was taken and posted from.

By getting hyperlocal, you're exposing yourself & your business to the local community on a regular basis.

Note: consistently geotagging is also important if you're a traveling "laptop" entrepreneur because you're showing the #laptoplifestyle in action & continually exposing your brand to multiple locations.

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PRACTICE THE LAW OF RECIPROCITY

The absolute, hands down, best way to encourage engagement is one that includes going a little old school - showing love to others first.

When you give love to other users on the platform first, they are inclined to return the favor.

This is called **the Law of Reciprocity** & here's how it works: using strategic hashtags, search Instagram for others that have also used that same hashtag.

Then, go to those posts & give love & comments.

Sound too simplistic? **Trust us - this strategy WORKS.** Before you know it, others are wanting to like, comment, & follow you (& ultimately, perhaps work with you!) because they are simply following the law of reciprocity.

WIN-WIN, BABY.

THANKS FOR READING!



GIVE US A FOLLOW ON IG

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