

# **Welcome to Growth Hacks**

## **Module 3**

# We will be discussing...

- Getting more followers
- Growing your reach and influence
- Finding Niche Influencers
- Networking with Niche Influencers

# Getting More Followers

One of the easiest ways to get more followers on Instagram is finding your target audience and following them.

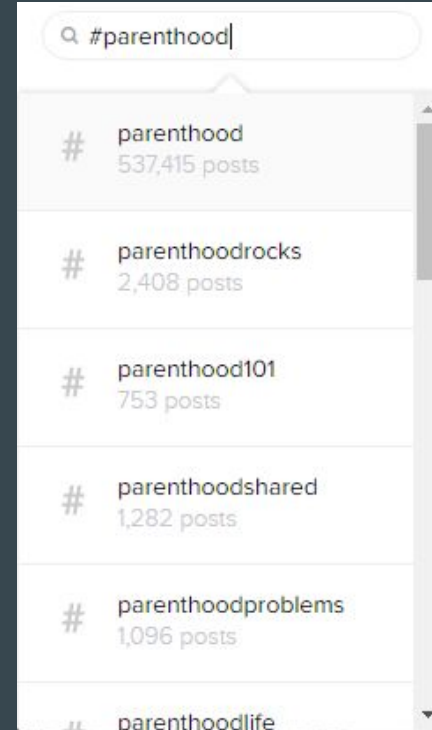
What are the benefits of following your target customer?

- 25-50% of the people you follow, will follow you back.

To find your target customer, use hashtags that are congruent to your business to find their posts.

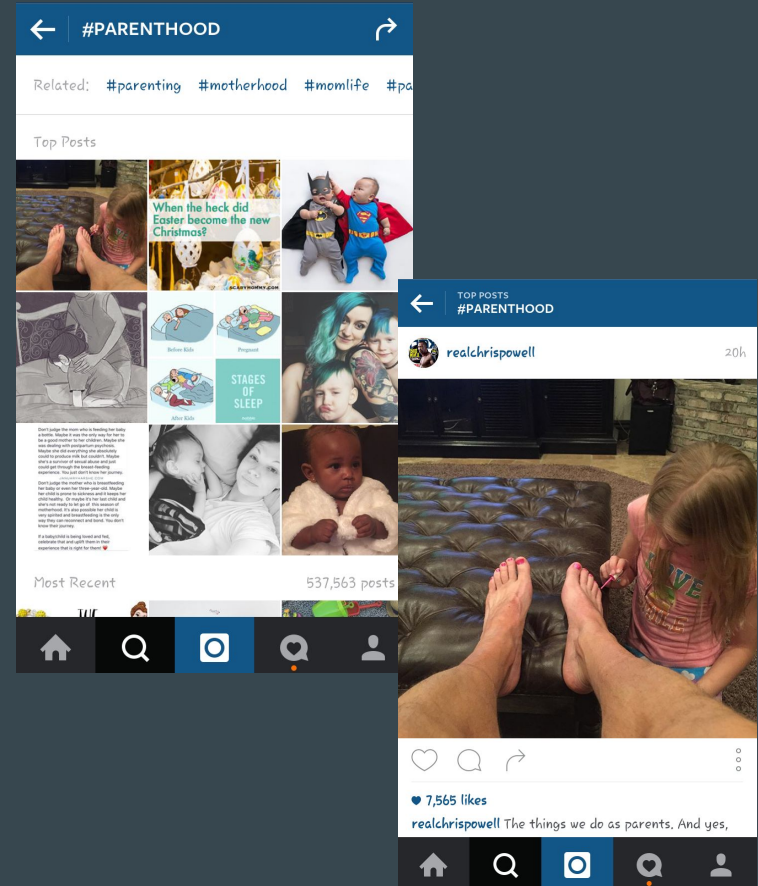
We recommend following 65 people per hour per day until your account reaches 5,000.

From our example in module 2, if we were targeting parents, you could easily find their posts by searching #parenthood in the instagram search bar. As you can see, related hashtags show up in the search results below your entry.



# Getting More Followers (cont.)

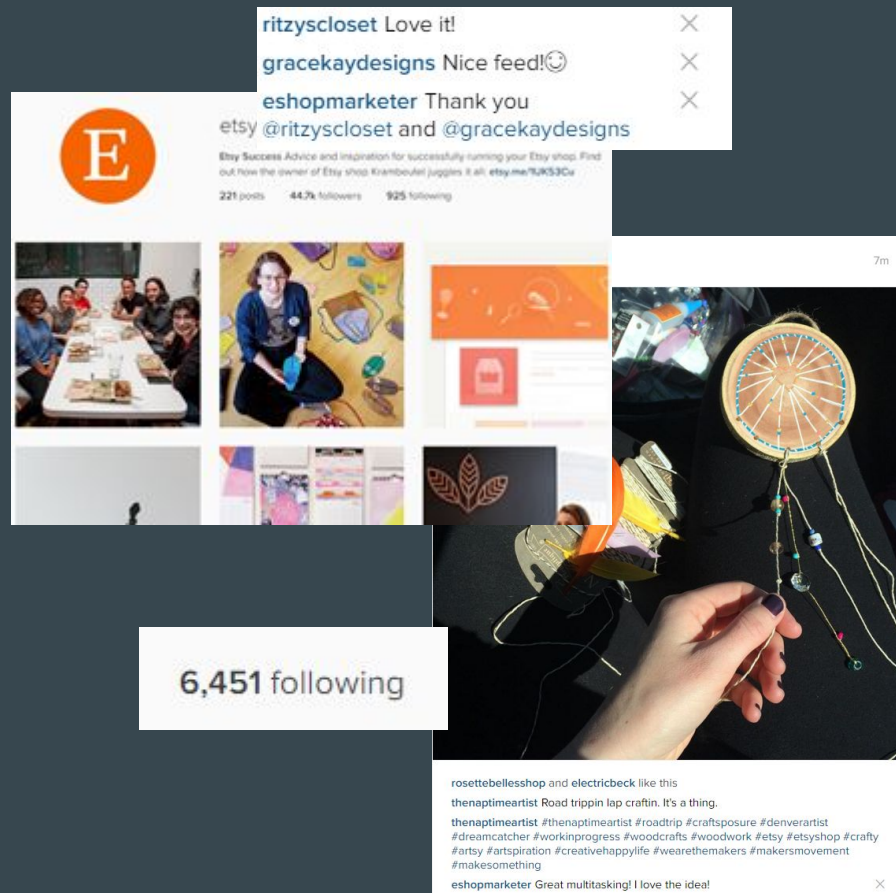
- Search hashtags that fit your niche
- Open the top posts and most recent posts
- Go to the user's profile by clicking the blue hyperlink name
- Click Follow on their profile
- Click the back button twice to return to your search results



# Grow Your Reach and Influence

An easy way to establish yourself as a niche influence is by engaging your audience.

- Reply to the comments you receive from other Instagram users
- Follow your target audience
- Find and follow leaders in your niche
- Comment on other IG user's posts



# Finding Niche Influencers

The total number of niche influencers will vary based on your products or services. You can find them in a number of ways:

- Look for blogs with content similar to your products or service
  - E.g. If you offer bibs and baby blankets, you would aim to network with shops like these: Maternity clothing, baby clothes, Baby shower supplies, baby shower gifts, etc.
- Find successful shop with products or services that compliment your product or service to network with
- Locate these bloggers/shop owners on instagram (and other social sites), follow their profiles
  - You may already know or be aware of large influencers in your niche, we also recommend researching the top posts on the hashtags you plan to use to find additional leaders you may not be aware of.

# What do I do After I Follow Niche Influencers?

- Grow your follower list by following Niche Influencers' Followers
  - Follow 65 followers per hour, for most niches, at least 10% will follow you back. You will want to follow users until you reach 5,000 people you are following.
  - Then every other day, unfollow 65 people per hour. This will give you more space to follow other instagram users and have another chance to grow your following. This also gives people you follow more time to follow you back.
- You are welcome to use automated processes to assist you with this. Here are a few that we have used in the past:
  - Crowdfire - allows you to copy audiences from other pages to grow your followers - there is a free memberships available
  - Instagress - allows you to target your niche specifically
    - We are not affiliated with this service. There are monthly fees associated with memberships. You may be able to get a free trial at sign up.

# Then Network with Niche Influencers..

- Engage with their content by liking and commenting on relevant posts
- Introduce yourself to these influencers and start building a relationship/rapport
- Get their attention by re-sharing their posts

The goal of networking with niche influencers is to create a relationship to help you grow your business. When you engage with their content you are putting your name out there for their audience to see, giving you more opportunities to gain traffic.

You will want to work towards sharing content from these influencers and having your content shared in return. We will discuss shares for shares in more depth in Module 4: Shoutouts.



**This concludes Module 3! Join us in the  
next video for Shout Outs!**