Instagram

marketing secrets

Social Media

account

678 likes

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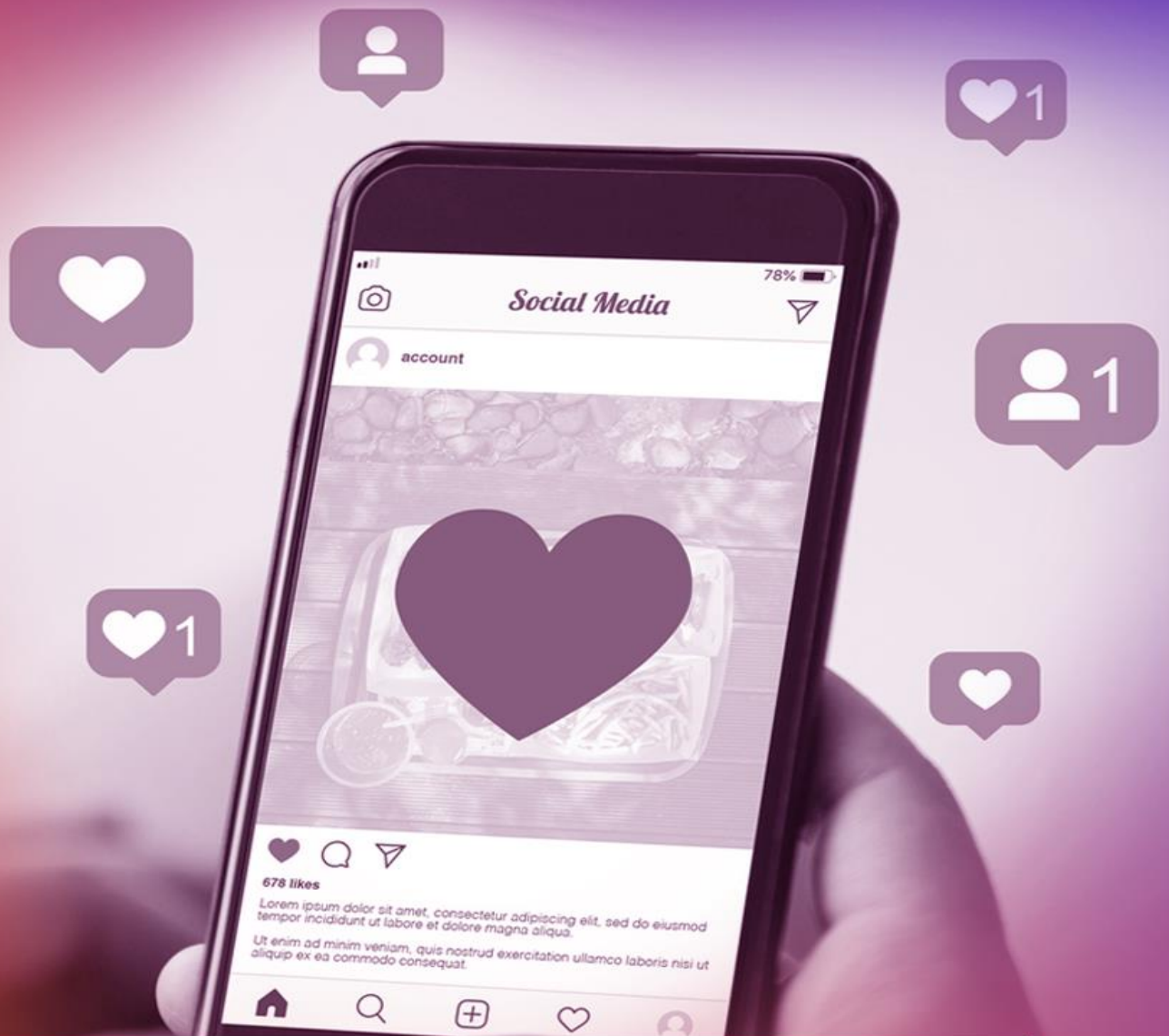
RESOURCE CHEAT SHEET

This resource cheat sheet will talk you through the process of creating a highly successful Instagram account and will provide useful resources and tools at every stage to help you get started.

Getting Set Up

Bitly
https://bitly.com

When getting started you should consider using a tool like bitly to add a shortened URL to your bio. This will help people to quickly visit your site from your page.

Google URL Shortener
https://goo.gl

This is another URL shortener to let you create shorter URLs for your bio.

99designs
www.99designs.com

Looking for a new logo for your brand? This site provides a useful tool for creating one.

Fiverr
www.fiverr.com

Another useful place to find designers and others.

Google Trends
https://trends.google.com/trends/

The most important aspect of your Instagram account is not the quality or type of images, nor is it the hashtags. Rather, it is the niche that you choose. Your niche will determine the subject of photos you post, the types of hashtags, and your money-making potential. Google trends can help you learn what is popular right now when making this choice, but will also be useful when finding hashtags.

List of Most-Followed Instagram Accounts
https://en.wikipedia.org/wiki/List_of_most-followed_Instagram_accounts

This is a Wikipedia page that does exactly what it says on the tin. It is a list of the most popular Instagram accounts by the numbers, which will then allow you to easily research some of the biggest names in your niche and to see what they are doing right. Some of these are celebrities, and that in some ways could be considered to be 'cheating'. Keep in mind though, that there are millions of celebrities that aren't as successful – what are these ones doing right that others aren't? What can you learn from them?

Creating Your Content

Envato Elements
https://elements.envato.com

This is a site that contains stock photos, videos, fonts and more. This is the perfect place for finding content that you can then simply share. Just search for terms relevant to your niche, and you can then post them to your account. This is an extremely well to fill an account with beautiful, ready-made images.

What's more though, is that you can also use this as a place to find images to *edit*. It's even better then that you can also get fonts here. This way, you can take an image, then apply some basic editing, and then add text on top. Add the same color changes to every photo of people climbing mountains and then paste inspiring quotes with a set font on top and this can be enough to build a highly popular Instagram account with no need to be a pro photographer!

Envato Elements is a little expensive and is therefore one that won't be suitable for the smallest businesses or those with no investment capital. However, as an investment, this is an excellent way to get started and can massively increase the value and quality of your account.

Front Squirrel

www.fontsquirrel.com

This is a site where you can find free fonts to use in your site. This works similarly to Envato, but with no monthly fee. That means you can use it in conjunction with images you've taken/purchased elsewhere, OR you can use it on your own. In the latter example, you might simply take a font and then use it to write an inspiring quote, or perhaps a quote for a movie or something else that has a good chance of being liked and shared.

Compfight

www.compfight.com

This is another option for finding creative commons images. The quality and variety is lesser compared with a bigger site, but of course it's free… so that's going to make it much more appealing for many users!

Adobe Photoshop

https://www.adobe.com

This is the number one photo editing software used by the vast majority of pros. It's extremely powerful and can take any relatively dull photo and turn it into something eye-popping and beautiful. For the best success, aim to take your photos in a raw format with the color profile set so that contrast is low and colors are flat. This gives you the maximum amount of 'raw information' that you can play with in the editing stage in order to make something that will look really amazing at the end.

GiMP

www.gimp.org

Photoshop may be industry standard, but it is also extremely expensive whether you pay for it on its own, or as part of the creative cloud. The good news is that Gimp can do nearly everything that photoshop can do, except it is completely free!

Pixlr
https://Pixlr.com

If you want to create photos that look stunningly edited without paying or taking the time to use professional photo editing software, then Pixlr has you covered. This is also one of the best apps for making collages out of your photos – and is much better in this capacity than the same offering from Instagram.

Lapse It
Download
Available through the Play Store and iTunes store, this is an app that lets you make a time lapse. This is a great alternative form of content to share that plays really well!

TOTEMS
http://totems.co/

An extremely useful tool for getting in-depth analytics from your Instagram account. It's more flexible and powerful than the official option.

Ultimate List of the Most Popular Instagram Hashtags on the Planet
https://influencermarketinghub.com/25-most-popular-instagram-hashtags/

If you're finding yourself unsure of what to tag your latest image with, then this list can help you to find the answer. The right hashtag will give you a way to easily reach a large audience and gain traction. You can also use trends and look in the news for ideas.

Creative Bloq
http://www.creativebloq.com/tag/Photography

This is a great blog with tons of useful tips and information for photographers. If you want to succeed on Instagram the old fashioned way – with great pictures – then this site can help you to do just that.

Instagram Blog
http://blog.instagram.com/
The official Instagram blog is useful for learning what's new with the platform and getting the latest scoop on how to use it.