

16 INSTANT WINS TO

Massively Grow Instagram Followers

Convert “just-looking” visitors into raving fans by following this checklist for quick, easy wins you can act on immediately. Don’t feel pressured to do everything at once! Each item you check off will bring meaningful, incremental benefits - so the more, the better.

1

Pick Your One Metric That Matters

🕒 Estimate: 5 Minutes

Do you have a clear, measurable goal to track your growth on Instagram? If not, choose from the goal that fits you best from the list below. Make sure to check your One Metric That Matters regularly to stay on-track.

Influencer: Measure followers.

Blogger: Measure traffic.

Business: Measure sales.

Brand: Measure reach.

Deep Dive: Read [this article](#) to set a smarter Instagram strategy that stands out.

FILL IN YOUR ONE METRIC

"I want to increase _____ by this amount: _____ before this date: _____."

2

Post at the Best Times for Your Audience

🕒 Estimate: 5 Minutes

If you can share your images when your fans are most active, you'll get more engagement right away, which, by the way, tells Instagram that your post is worth showing more widely.

QUICK WIN

Use Tailwind's SmartSchedule to automatically adjust every post to go out during the times when your audience is already engaged on Instagram.

3

Tag (Relevant) People to Get More Followers

🕒 Estimate: 10 Minutes

Have you ever shared a quote from an influencer on Instagram? We sure have! When you do, **make sure you tag the influencer**. Not only does this give them the credit they deserve, but they may notice, follow you back, and then people who are interested in them may follow you as well.

QUICK WIN

Identify an influencer in your space with an Instagram account, then create and post a quote image that tags them.

4

Clarify the Need Your Instagram Account Meets and Find the Post Types That Match

🕒 Estimate: 30-45 Minutes

People follow Instagram accounts that make their life better. Take a few minutes to **clarify what your ideal followers need** and how you can deliberately **plan every post to help solve a problem in their life**. It can be as simple as adding a dash of laughter into their day or as compelling as connecting someone to a feeling of deep life purpose - or even a combination of the two. You decide!

Your followers need...

- To be entertained
- To learn
- To discover
- To connect
- To be validated

4 Essential Post types you can use...

- > **Inspire Awe** ("This photo makes me want to explore Yosemite for myself one day.")
- > **Create Want** ("That jacket is perfect. I NEED one for myself...")
- > **Make them Happy** ("My best friend will DIE laughing when I send this to them...", "This baby elephant is WAY too cute not to share...")
- > **Teach Something New** ("I'm definitely saving this marketing launch checklist for later. Super helpful!")

QUICK WIN

Create a weekly template of post types to posting every day easier. Clarify the types of posts your users will engage with post often, then use them as copy-and-paste templates that you can consistently tweak to keep your feed full of great content.

5

Fully Set Up & Optimize Your Profile

🕒 Estimate: 20 Minutes

QUICK WIN

Update these 8 essential details for a polished profile that demands attention and followers.

- > Use a **Profile Photo** That's Really You
- > Set Your Instagram **Contact Options**
- > Choose a Searchable, Meaningful **Instagram Name**
- > Write an **Instagram Bio** that Sizzles & Include Your Branded Hashtag
- > Choose a **Business Category**
- > Pick an Identifiable **Username**
- > Make the Most of Your One Instagram **Link in Your Bio**
- > Create an Instagram **9 Grid** that Dazzles

Deep Dive: [This post](#) details each step to help you create an Instagram profile that truly pops!

TRY TAILWIND FREE

Stop Guessing & Start Growing on Instagram

- > Schedule Directly to Your Instagram Feed With Auto Post
- > Analyze What's Working Across Every Post and Profile
- > Optimize Every Post for the Most Engaging Times
- > Regram Photos Immediately From Anywhere

 **Get Started Free**

No credit card required.



6

Use Geotagging to Attract Local Followers

🕒 Estimate: 1 Minute on Your Next Post

Does your business have any kind of local component? When you add your geotag, people searching your location will spot your posts and may follow you. Or, they may just stop by your store!

QUICK WIN

Tag the most relevant location on your next Instagram post to get discovered more easily.

Deep Dive: Learn the ins-and-outs of Geotagging for posts & Stories in [this article](#).

7

Cross Promote Your Instagram Account Across Other Channels

🕒 Estimate: 20 Minutes

Take inventory of your existing marketing channels where you already have engaged audience members. Could you show them the value your Instagram account delivers so that following you is a no-brainer decision?

QUICK WIN

Evaluate these common marketing channels and publish a short note explaining the value your Instagram followers can expect. Don't forget to add a link!

- › Email list
- › Other social platforms like Facebook & Twitter
- › Website
- › Sticker or sign for physical locations

8

Follow High-impact Users and Hashtags

🕒 Estimate: 20-40 Minutes

Learn from the types of posts which already resonate with your audience by following Instagram users with highly-engaged audiences.

QUICK WIN

Use Instagram's search tab to find and follow at least 5 new users with a highly-engaged following. While you're at it, follow at least 5 hashtags directly relevant to your ideal followers.

Deep Dive: [Carefully examine these 7 inspirational Instagram profiles](#) to identify visuals, captions, moods, and ideas that stand out. Then, take action to see if similar ideas can work for you.

9

Find the Best Hashtags to Boost Your Reach With Every Post

🕒 Estimate: 30 Minutes

Including a highly-relevant mix of the right hashtags increases the chances for fans to find and follow your Instagram profile — and it's 100% free.

QUICK WIN

Use [Tailwind's Hashtag Finder](#) to easily add new, perfect-fit hashtags with 1-tap right before scheduling.

Deep Dive: [Grab this guide](#) for a step-by-step strategy to start getting up to 2.5x likes & comments from Instagram hashtags.

10

Repurpose Other Marketing Materials on Instagram

🕒 Estimate: 30 Minutes

Do you have blog posts, photos, or videos lying around that haven't been featured on Instagram yet? You might be sitting on a goldmine of pre-made content!

QUICK WIN

Take 10 minutes to audit your website and phone's camera roll to see if you have pre-existing photos, text, or ideas you can adapt to help your Instagram followers.

11

Get More Instagram Followers with Advertising

🕒 Estimate: 30 Minutes

With Instagram advertising, you can target the perfect audience of potential followers. Target people who like your competitors, are interested in products like yours, visit your site, or subscribers on your email list.

QUICK WIN

[Create your first Instagram Ad](#) to reach new, ideal-fit followers who haven't discovered your account yet.

12

Schedule Daily Posts to Accelerate Follower Growth by 56%

🕒 Estimate: 15-45 Minutes / Week

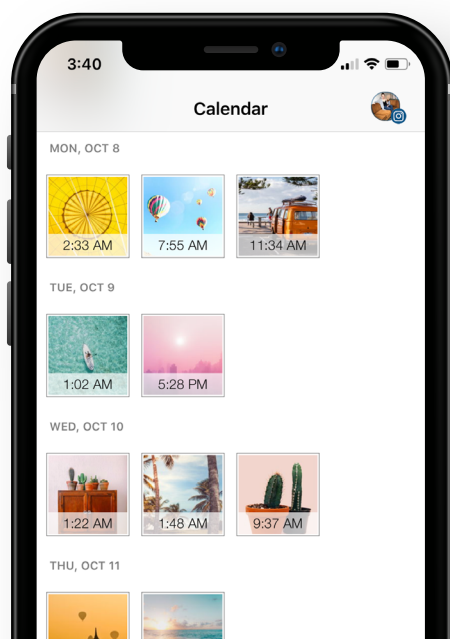
An original study by Tailwind analyzed over 100,000 Instagram posts from a three-month period, to learn how posting frequency affects Instagram success. We found that you can nearly double your follower growth rate by moving from less than one post per week to 1-6 posts a week.

Even better, you can more than double your follower growth rate **again** by moving from posting 1-6 times per week to once or more per day.

QUICK WIN

Schedule at least one daily post for the next 7 days. To make it easier, use Tailwind's SmartSchedule to automatically pick the best times for engagement. Make sure to [use Auto Post](#) so every photo will automatically publish itself.

Deep Dive: Not sure what to post? There's an easy fix! [Sign-up for our Instagram Jumpstart Challenge](#) to get a head start with 30 days of free post ideas.



Optimize Every Post for the Most Engaging Times

SmartSchedule automatically chooses the best post times when your audience is most likely to be browsing their feed.

 [Sign Up with Instagram](#)

No credit card required.



13

Master Instagram Insights and Do More of What's Working

🕒 Estimate: 20 Minutes

Keep a finger on the pulse of your follower engagement with Instagram's built-in analytics. Specifically, you'll be able to understand your audience with a detailed breakdown and spot "winning" content so you can double-down on what your audience is telling you they want.

QUICK WIN

First, make sure you've [converted to an Instagram business account](#). Then, go to your profile's menu and select the "Insights" tab to explore your detailed analytics for activity, content and audience.

14

Leverage Instagram Engagement Strategies to Increase Followers

🕒 Estimate: 20-40 Minutes / Week

Going the extra mile to build a deep, authentic connection with your Instagram followers can make or break your follower count over the coming months. Experimenting with different opportunities to make your followers feel heard can pay off for anyone willing to put in the effort.

QUICK WIN

Pick one of these strategies you're not currently using and test it out.

- › Engage with Instagram Stories
- › Use Direct Messages wisely
- › Spark a real conversation in post comments — both yours and others'
- › Giveaways on Instagram can also bump up your engagement – and fast

Deep Dive: Learn more about how [these advanced strategies](#) can spark engagement on Instagram.

15

Fill Up Your Camera Roll With Original, User-generated and Stock Photos

🕒 Estimate: 1-2 Hours

No one wants to scramble for photos at the last minute. It's way more fun to post daily when you have a sizeable library of ready-to-go photos.

QUICK WIN

Build your photo library with these three post types:

- › Original photos you take yourself in bulk
- › Reshare photos taken by your customers or contacts
- › Sprinkle in tasteful stock photos when appropriate for a quick filler

Deep Dive: Bookmark [these 15 handy resources](#) to never run out of Instagram images, then learn how to create [gorgeous lifestyle photos](#) for lived-in photos that demand attention.

16

Partner With Influencers or Complementary Businesses to Get More Followers

🕒 Estimate: 2-4 Hours

Who is the person or business that all your customers look to for advice? Could you work with them to get your Instagram account in front of their followers? It could be as simple as asking them to regram one of your posts with a mention and a tag.

QUICK WIN

Send a message to an influencer or peer suggesting an Instagram takeover for feed posts or Stories that benefits both your audiences.