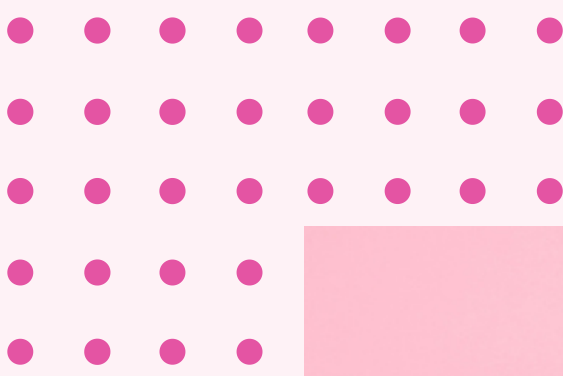


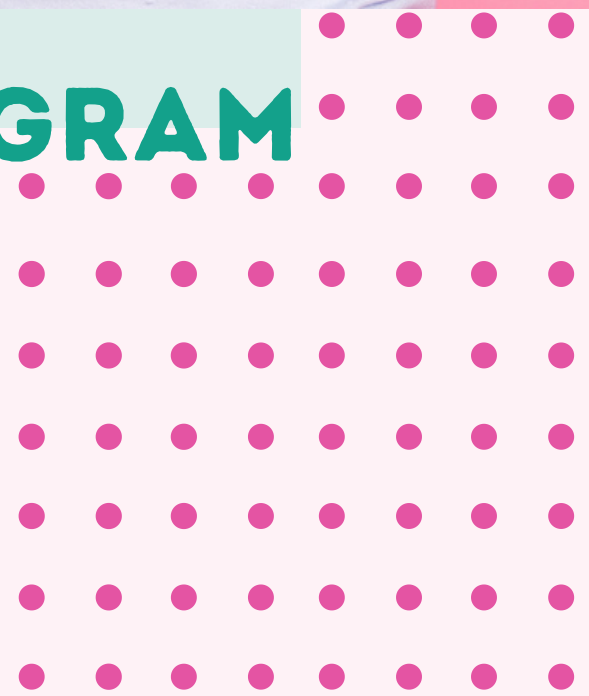


@SIRITHEAGENCY



# GROW YOUR GRAM

30-Day Checklist



# PREPERATION

Are you ready get to work and start boosting your Instagram the next 30 days?

Let's kick off with some homework, so you are all set to dive in!

**1** Identify your ideal customer.

**2** Find 9 niche hashtags where your customer hangs out.

**3** Clean up your account and remove any spammy followers and/or bots.

**4** Write down your engagement rate and number of followers.

**GET READY TO HAVE  
SOME FUN!**



# CHEATSHEET

## Find your niche hashtags

Use [BigBanGram](#) for Hashtag research to identify your top 9 niche hashtags.

Type in keywords to find your target audience's hashtags.

Pick small/rare hashtags with less than 250k posts.

Use geolocation hashtags.

Check out competitors.

## Calculate your engagement rate

Use [Planx](#) to calculate your engagement rate.

The average engagement rates:

1M+ Followers	1.97%
1M-100k followers	2.05%
20k-100k followers	2.15%
5k-20k followers	2.43%
1k-5k followers	5.60%

**ENGAGEMENT =  
A GENUINE COMMENT THAT ADDRESSES THE TOPIC OF THE POST.**

## DO

Respond to the call to action.

Keep the conversation going. Ask questions and keep responding to comments.

Take your time.

## DON'T

Use the same comment.

Drop emojis.

Go too fast (you don't want to be flagged or seen as a bot)

## KNOW YOUR INSTAGRAM LIMITS

**10 FOLLOWS PER HOUR / 100-150 FOLLOWS PER DAY**

**300-400 LIKES PER DAY (OF FOLLOWED ACCOUNTS)**

**20-30 COMMENTS PER DAY**

**UP TO 10 DMS PER HOUR**

**30 HASHTAGS PER POST**



# 30-DAY CHECKLIST

**1** Leave a comment on the 3 most recent posts in 3 niche hashtags

**2** Like + comment on your newsfeed posts for 10 minutes

**3** Watch 10 minutes of stories and engage with them

**4** Start 5 conversations in DMs

**5** Leave a comment on the 3 most recent posts in 3 niche hashtags

**6** Return engagement for everyone that engaged on your last posts

**7** Start a poll or quiz on your stories and DM the people who answered

**8** Check who watched your stories and watch theirs (+ engage)

**9** Like and reply to your comments on your latest posts before posting

**10** Leave a comment on the 3 most recent posts in 3 niche hashtags

**11** Go to your 10 newest followers, like their 6 pics + leave a comment

**12** Like + comment on your newsfeed posts for 10 minutes

**13** Post to Instagram Reels (have fun with it and be creative)

**14** Share a post from a bigger account in your stories & tag them

**15** Leave a comment on the 3 most recent posts in 3 niche hashtags

**16** Open up: share something personal and show your face

**17** Return engagement for everyone that engaged on your last posts

**18** Check who watched your stories and watch theirs (+ engage)

**19** Post to Instagram Reels (have fun with it and be creative)

**20** Leave a comment on the 3 most recent posts in 3 niche hashtags

**21** Like + comment on your newsfeed posts for 10 minutes

**22** Watch 10 minutes of stories and engage with them

**23** Start 5 conversations in DMs

**24** Create a valuable and saveable post, share your knowledge

**25** Leave a comment on the 3 most recent posts in 3 niche hashtags

**26** Go to your 10 newest followers, like their 6 pics + leave a comment

**27** Find a bigger account in your niche and comment on their posts

**28** Watch 10 minutes of stories and engage with them

**29** Go to your 10 newest followers, like their 6 pics + leave a comment

**30** Leave a comment on the 3 most recent posts in 3 niche hashtags