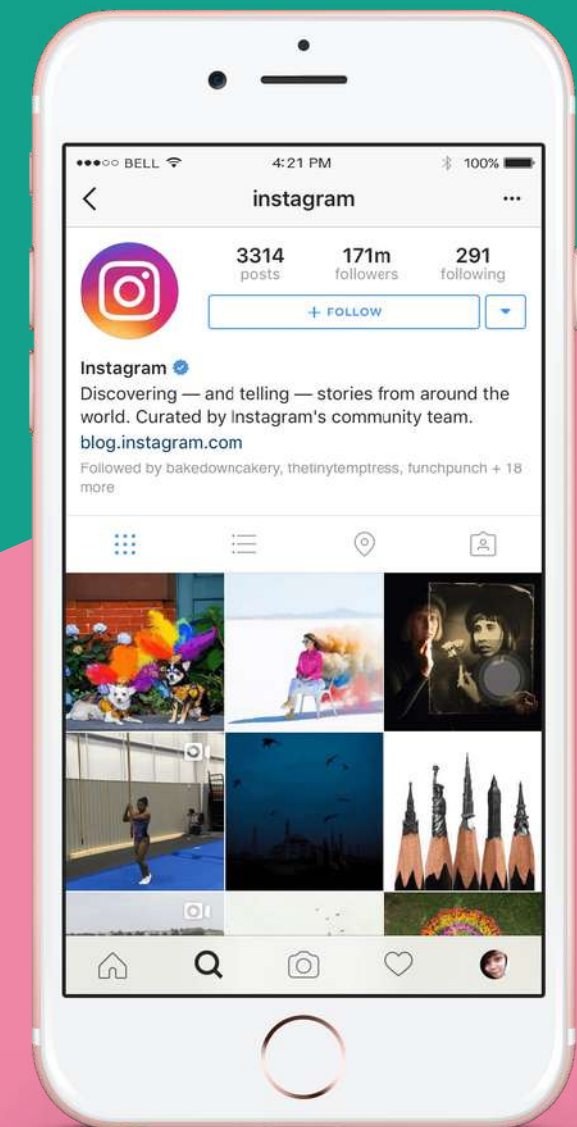


THE ULTIMATE GUIDE TO BOOST YOUR INSTA BIZ

Top Tips On How To Become An #Instaboss



**From our biz,
to yours.**



THANK YOU

First of all, a big thank you for downloading this Ultimate Guide to Boost your Insta Biz.

2020 hasn't been the easiest year - and nearly everyone's business has been affected by the global crisis.

So this is my gift to you. I hope you enjoy the read and the tips. And please, feel free to slide into my DMs and ask as many questions as you like.

Siri xx





Get Started

This guide is filled with insider tips and powerful tools to grow your Instagram business.

We have pulled these secret tips and tricks together so you can dive deep into Instaland.

This guide holds the key to take your account to the next level. Do you want kick-ass results? Check. Up your engagement? Check. More leads and sales? Check. Counting more followers? Check.

Let's become a real #Instaboss!

READY?

SET...

GO!



First Impressions Count

You only have 4-6 seconds to impress your visitor.

Make your first 6 images flow and stand out.

Instagram is a visual platform and it is important to make your feed looking sharp and pretty. Here is how to achieve this:

- Reflect your branding. Use the same colours and fonts as your branding.
- Stay consistent so people will start to recognise your style.
- Use "feed breaks" such as quotes and mood imagery similar to your colours, such as a beach (natural), plants (green), sunsets (orange), desk set up (white).
- Plan out what to post so your feed tells a story and is well-styled.
- Use high-quality images; never post anything blurry.

YOUR BIO IS YOUR BUSINESS CARD

WE CAN'T STRESS THIS ENOUGH: MAKE THE MOST OUT OF YOUR BIO. THIS IS YOUR INSTA BUSINESS CARD.

THE MOST IMPORTANT PART IS TO USE KEYWORDS IN YOUR BIO'S "NAME" FOR INSTA SEO PURPOSES.

TIP:

IF YOU CAPITALISE YOUR NAME YOU WILL RANK HIGHER.

YOUR MINI-GOOGLE



Use up to 30 characters in your "name" - this represents what you do. If you sell handmade knitted baby booties, add it to your name. If you are a dog walker in the Gold Coast - this is where to put it. You will show up if people type in these keywords. **It is like a mini-Google!**

Spruce up your bio by adding a few lines with more info about your business. Keep it short and use emojis to make it stand out.

When you work in specific areas or you have a brick and mortar store, you should add your location too.

VIL: Very Important Link

Make the best out of sending traffic to your page. Here is how:

- **Use a direct URL** to send people straight to your website or webshop by simply adding:
www.siritheagency.com
- **Use a Linktr.ee or Linkin.bio URL.** This is a landing page where you can add multiple links, such as to visit your website, sign up for your newsletter, book a consultation, receive a free guide, etc. These tools also track the clicks (which can be very insightful).
- **Deep links vs standard links.** If you want people to become a member of your Facebook group or subscriber to your YouTube channel, your warm lead could go cold because they need to log in upon clicking your "standard" link. If you create a "deep" link via URL Genius you will bypass the login and create a better user experience.

The # Game

You can use up to 30 hashtags per post and 10 per Instagram Story

The hashtags (#) in Instagram are basically a way to search within topics. This little symbol is essential in Instagram marketing.

Using hashtags ensures your content can be found, the engagement will be higher, the reach will be further, and you can grow your account organically.

There are lots of different ways you can use hashtags, but one thing is certain: **use them in every post.**



#hashtag

Keep 'Em Rotating

IT IS IMPORTANT TO ROTATE YOUR HASHTAGS EVERY SINGLE POST.

But use relevant hashtags only. Don't post #dog when your photo shows a coffee.

Get inspired by looking at competitors.

Mix in popular hashtags with rarer ones (< 100,000 posts).

Don't forget to add a few local, geo-targeted hashtags in there too!

The Ultimate Hashtag Mix

The essence is to find a mix of:

- 12 to 16 rare
- 6 to 8 average
- 3 to 5 geo location
- 3 to 4 popular hashtags

This is the ideal mix for an account with a smaller audience.

The larger your audience is, the more you should use popular and average tags.



Create Groups

After researching which hashtags to use, do yourself a favour and divide them into groups. Copy and paste them when you are scheduling your posts for quick and easy results.

- Hashtags indicating your product or service, like #digitalagency or #kidsclothes
- Hashtags indicating your niche in your industry, like #weddingphotographer
- Popular hashtags such as #supportlocal and #womeninbusiness
- Hashtags using location, like #sydneyshop, #madeinmelbourne or #brisbanebusiness
- Hashtags with phrases relevant to what you do, like #9tothrive, #onlinestore or #becreative

BEWARE OF BANNED HASHTAGS

YEP. THERE IS SUCH A THING.

IT IS VERY IMPORTANT TO AVOID BANNED HASHTAGS TO ENSURE YOU'LL BEAT THE ALGORITHM AND YOU CONTINUE TO SHOW UP IN PEOPLE'S FEED.

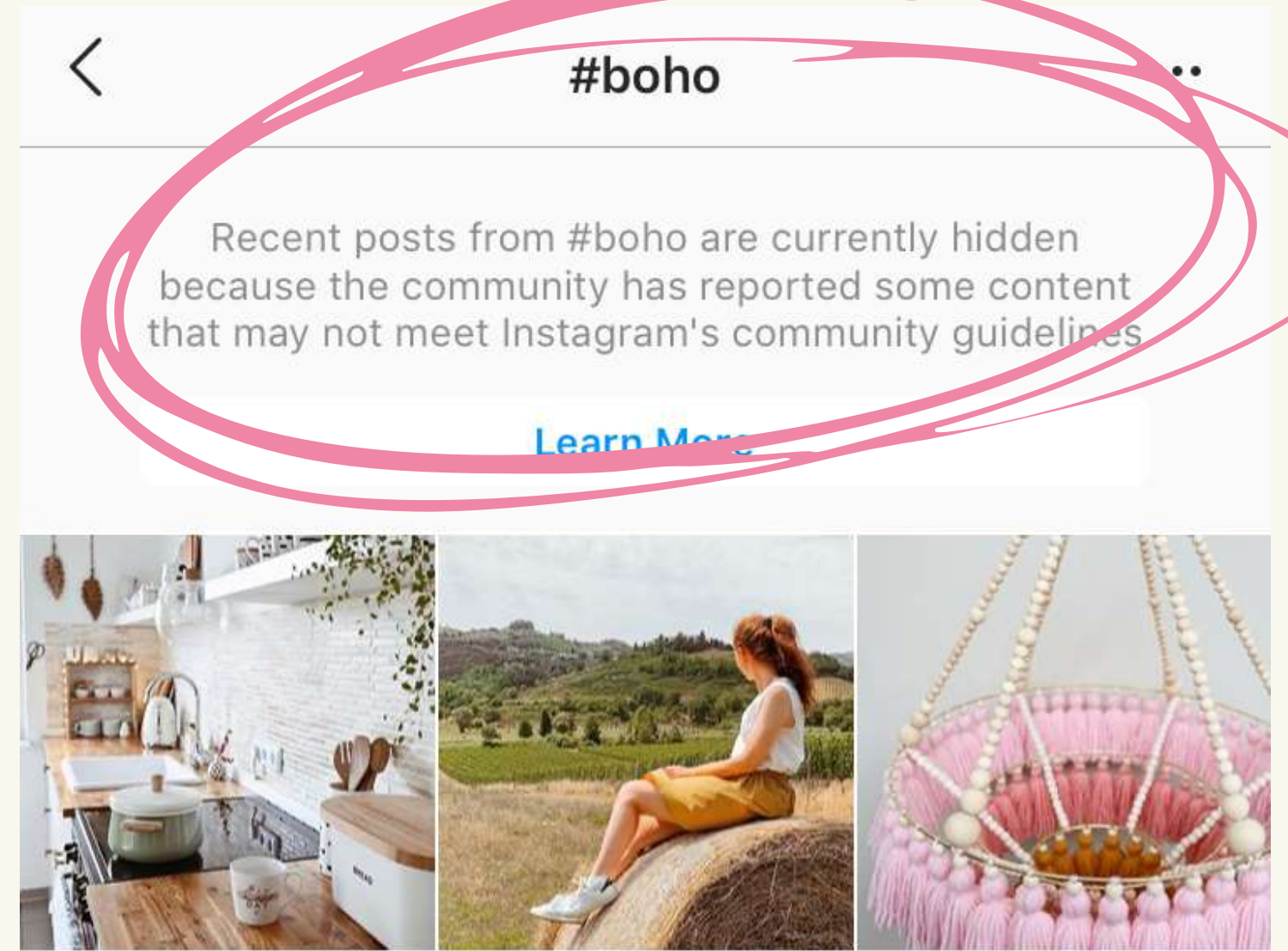
EXAMPLES ARE #HUMPDAY, #BEAUTYBLOGGER, #BOHO, #SUN, #INSTABABY. SHOCKING, RIGHT?

How To Check For Banned Tags

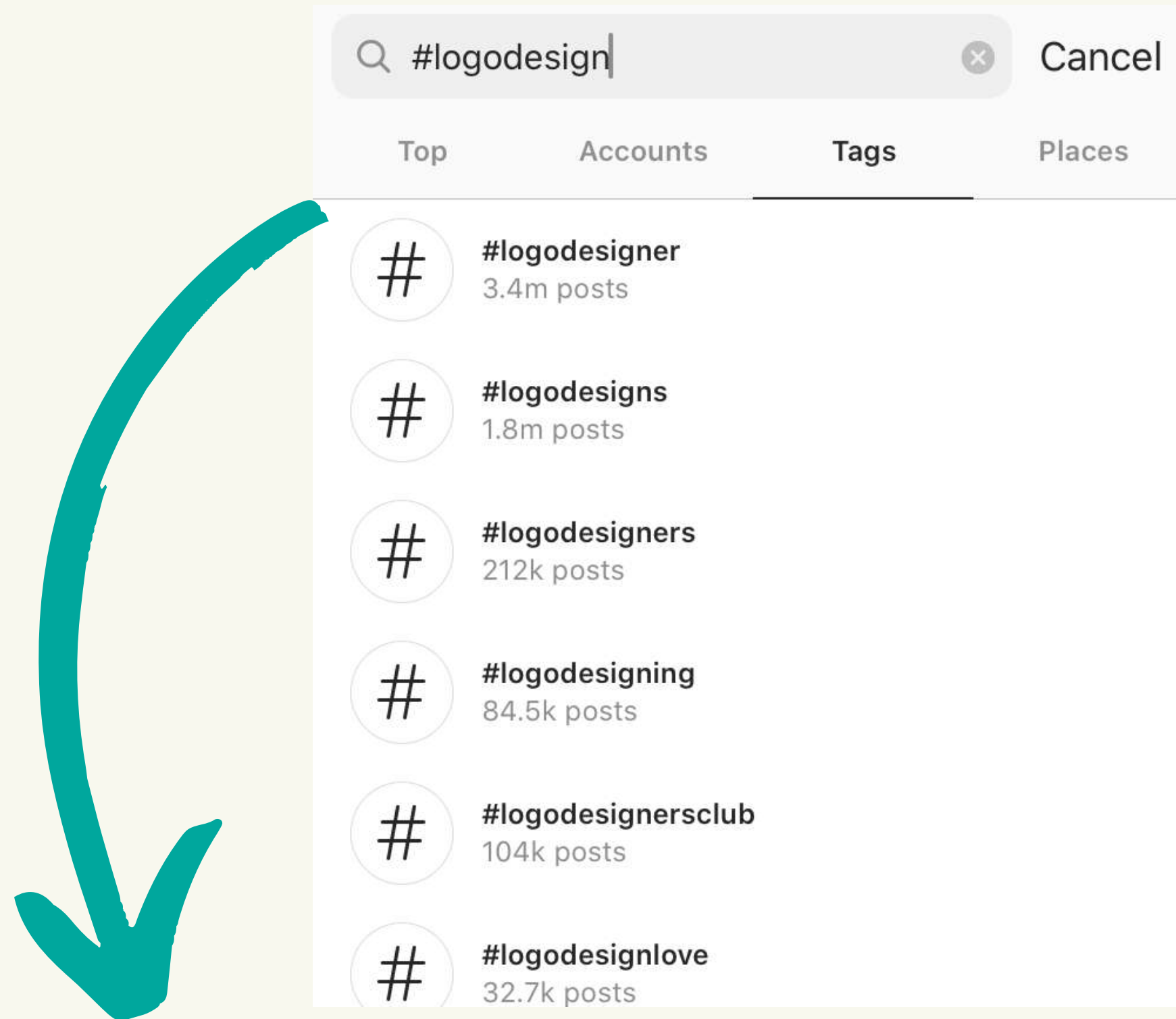
- Open your Instagram app on a phone
- Go to the Explore tab
- Click on the Magnifier button
- Enter a hashtag in the search bar
- If the tag doesn't appear in the search results, you will know that it is banned.

OR

- If you click on the hashtag and you see the message "Recent posts from # are currently hidden."



THE HASHTAG MAY BE BLOCKED TEMPORARILY OR PERMANENTLY. IT CAN COME OUT OF THE BAN ONE DAY, SO PERIODICALLY CHECK ON YOUR TAG!



SEE HOW YOU CANNOT FIND THE HASHTAG IN THE SEARCH RESULTS? THIS MEANS THE HASHTAG IS BANNED.

2020 List of Banned Hashtags

A

#alone #always
#asiangirl #adulthood

B

#beautyblogger #brain
#boho #besties
#bikinibody

C

#costumes #curvygirls

D

#date #dating #desk
#dm #direct

E

#elevator #eggplant #edm

G

#girlsonly #gloves

H

#happythanksgiving
#humpday #hawks
#hotweather #hustler

I

#ilovemyinstagram #italiano
#instababy #instasport
#iphonegraphy #ice

K

#killingit #kansas #kissing
#kickoff

L

#leaves #like #lulu #lean
#logodesign

M

#master #mileycyrus
#models #mustfollow

N

#nasty #newyearsday

2020 List of Banned Hashtags

O

#overnight

P

#parties #pushups #prettygirl

R

#rate #ravens

S

#samelove #skateboarding #skype #snap
#snapchat #single #singlelife #stranger
#saltwater #shower #sopretty #sunbathing
#streetphoto #snowstorm #sun

T

#tanlines #todayimwearing #teens
#teen #thought #tagsforlikes

U

#undies

V

#valentinesday

W

#workflow #wtf

X

#xanax

CLICK ON THE LINKS BELOW TO:

1- FIND AN UPDATED LIST OF THE 2020 BANNED HASHTAGS

2 - WALKTHROUGH A STEP-BY-STEP TUTORIAL ON HOW TO CHECK IF THE HASHTAG YOU WANT TO USE IS CURRENTLY BANNED.

YOU COULD ALSO USE [IQHASHTAGS.COM](https://iqhashtags.com) TO SCAN FOR BANNED HASHTAGS AND TO CLEAN UP YOUR ACCOUNT.

[BANNED LIST](#)

[CHECK](#)

Top Tips To Make Hashtags Work

- Use hashtags with less than 100,000 posts. The more competitive the hashtag is combined with your lower following, the more your post gets lost.
- Use hashtags relevant to your content so people will engage more.
- Give them a try. Keep track of which ones are working by trying them 5 times. If your reach is still low, it might be time to try out something new.
- Make your content worthwhile. Take a look at the top performers in your hashtags and try to evaluate where your content could be falling short.





HACK: Hide Hashtags In Your Stories

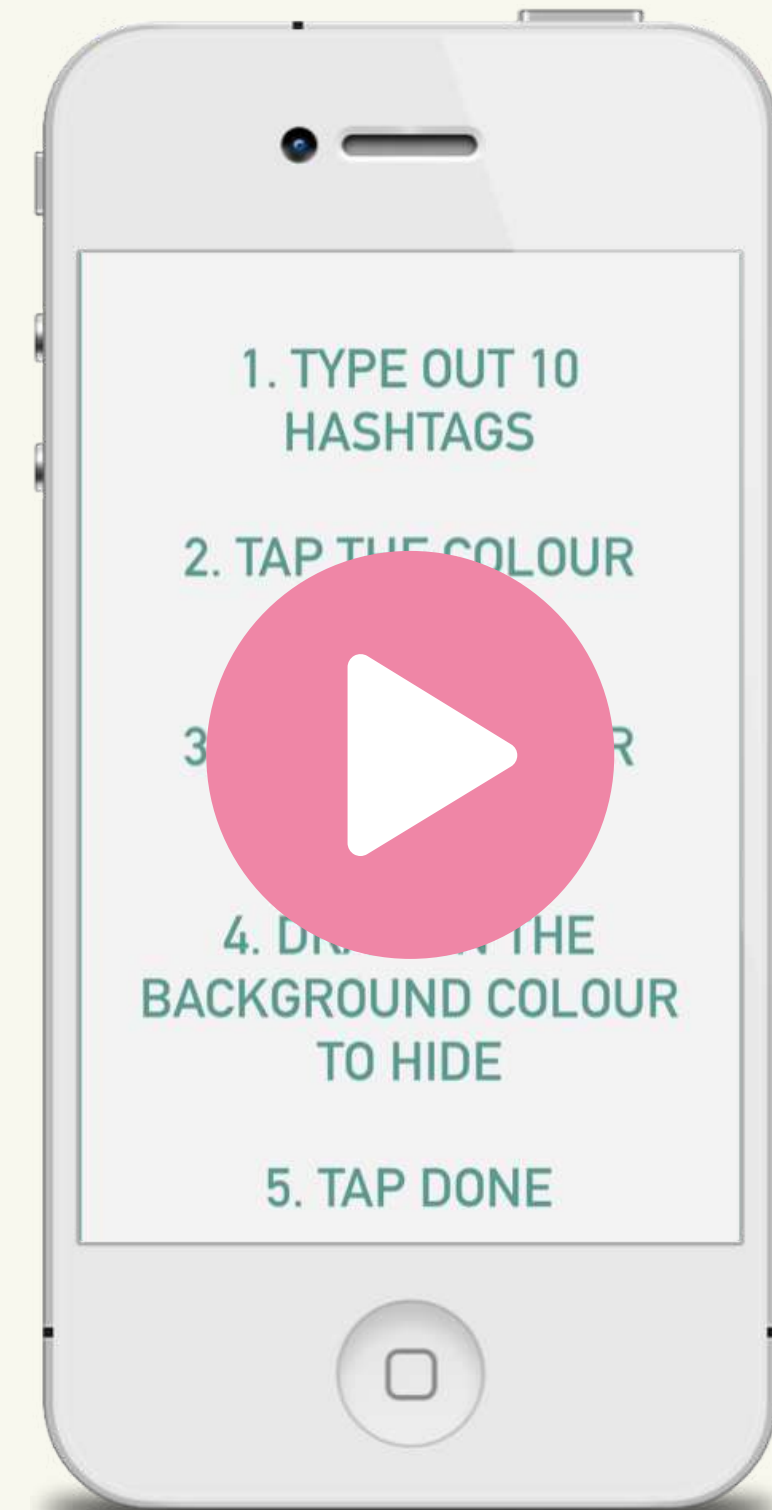
You can add up to 10 hashtags per story - so use them! This will boost your content to travel further. Hide the hashtags in a few simple ways so no one even has to know they are there.

But don't make your hashtag text too small - it will become illegible, Instagram won't pick up on it and it's unlikely your post will appear in any hashtag searches.

#1 Hack: Same background colour

Click the button to view our Story Highlight "Tips" and watch step-by-step how we do it!

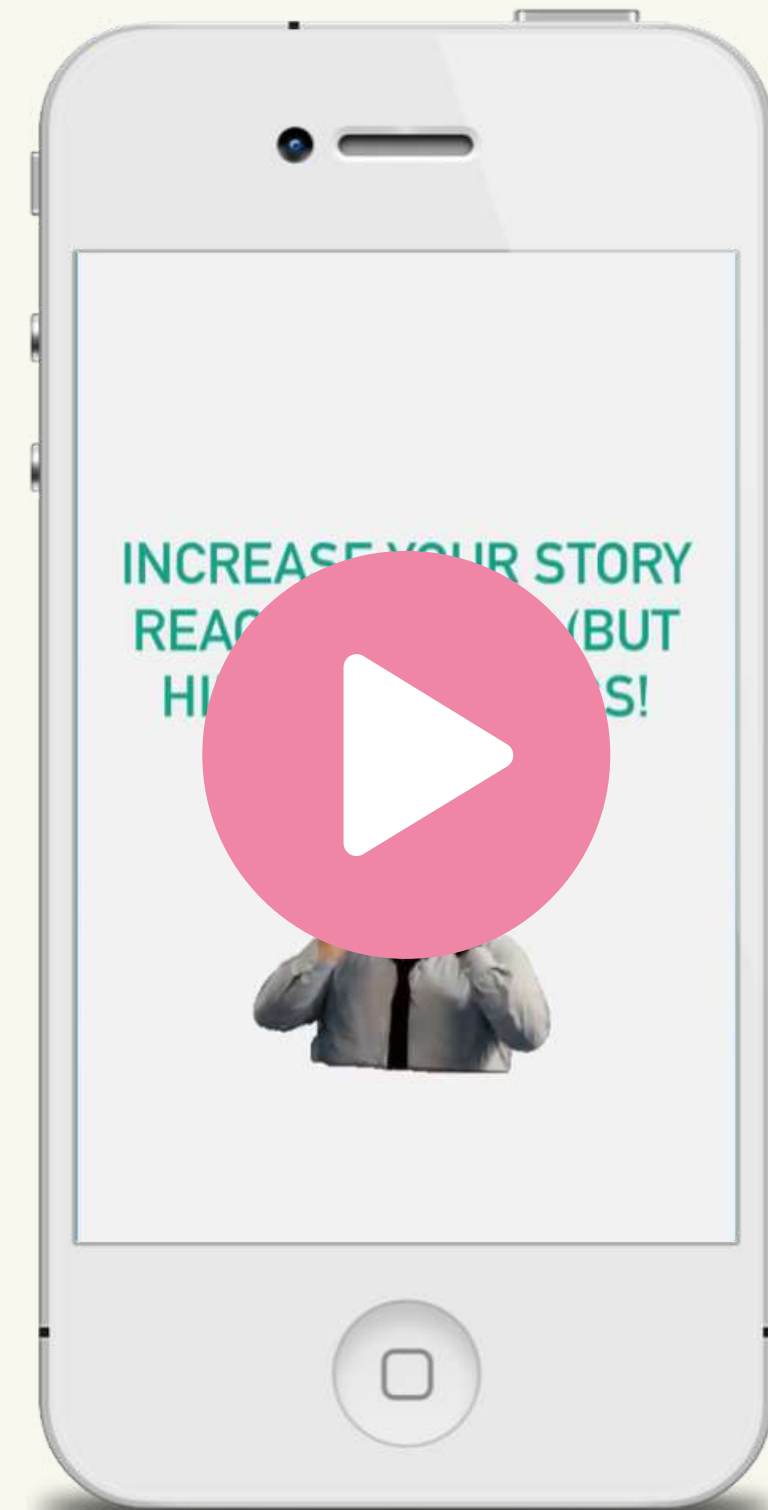
- Type out your (10) hashtags.
- Make them small but, remember, not too small.
- Tap to open the colour picker.
- Tap on your background colour (it does not work on white though).
- Voila! They are perfectly hidden, but there to reach a broader audience.



#2 Hack: Place sticker or GIF over them

Click the button to view our Story Highlight "Tips" and watch step-by-step how we do it!

- Type out your (10) hashtags.
- Make them small but, remember, not too small.
- Find a sticker or GIF and place this over your hashtags.
- They are now perfectly hidden!



Climbing the Algorithm Ladder

Insta's algorithm decides which posts you see every time you open your feed.

This smart bot is your frenemy. There are some genius ways to improve the feed position.

The key is to be consistent and to continue to trial, learn, and replicate what works. Find your sweet spot of posting 3-4 times a week (daily or multiple times a day has not proven to beat the algorithm) and post quality content only. Make sure your images and captions are worthwhile.



THE ALGORITHM IS BASED ON YOUR OWN ACTIVITY

THE TOP OF YOUR FEED IS DETERMINED BY WHAT POSTS AND ACCOUNTS YOU ENGAGE WITH THE MOST, AS WELL AS HOW OFTEN YOU USE INSTAGRAM, HOW MUCH YOU ENGAGE, HOW MANY PEOPLE YOU FOLLOW, AND HOW OFTEN YOU USE INSTAGRAM FEATURES.

**PUT THE SOCIAL IN SOCIAL MEDIA AND START TO BUILD
QUALITY RELATIONSHIPS.**

WAYS TO BEAT THE ALGORITHM

DON'T GET FLAGGED AS A SPAMMER

- Do not tag other accounts (especially brands) in your photos and captions. A shoutout is fine, but don't make it a habit.
- Avoid words such as "Check Out", "Click on Link", "Link in Bio", "Contact us Now".
- Use only hashtags that are relevant to your post.

MAKE PEOPLE STAY AS LONG AS POSSIBLE

- You can use up to 2200 words in your captions. Use them (but keep it interesting)!
- Post video content (up to 1 min in posts and 15 sec per story). Or go live / use Insta TV.
- Write out what you are saying in stories so people have to tap and hold to view.
- Make use of photo carousels.

ENGAGE, ENGAGE & ENGAGE SOME MORE

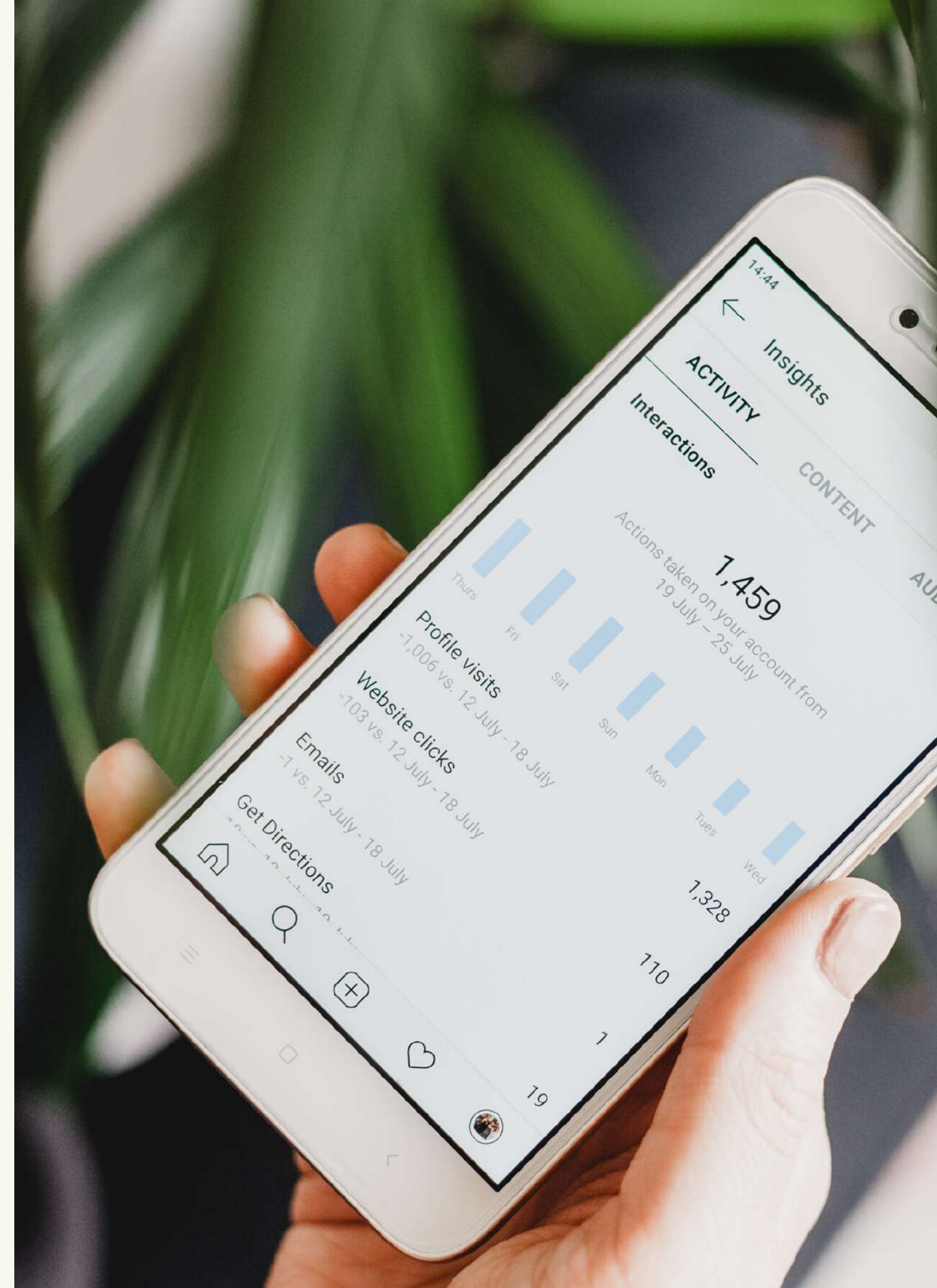
- Post relevant content to stimulate interaction.
- Heart and reply to comments.
- Take 5 min every AM to like, comment and view your own feed and 5 min every PM to engage in hashtag feeds.
- DM people and use voice recording plus end every DM with a heart.

Add a Second Call-To-Action

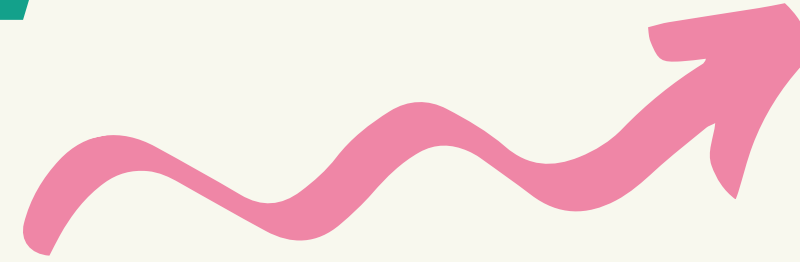
Sure, by adding call-to-actions to your comments such as "double tap if you agree" or "comment below and let me know what you think" you create engagement. However, **Instagram cares about recency**. This means, that after 24-48h your post is not important (to them) anymore.

This is why you create a second call-to-action such as "PS: Sign up to our newsletter to receive special discounts".

Now you can reap the **long-term benefits** for people that scroll through your feed and posts at a later time whilst still enjoying short-term engagement.

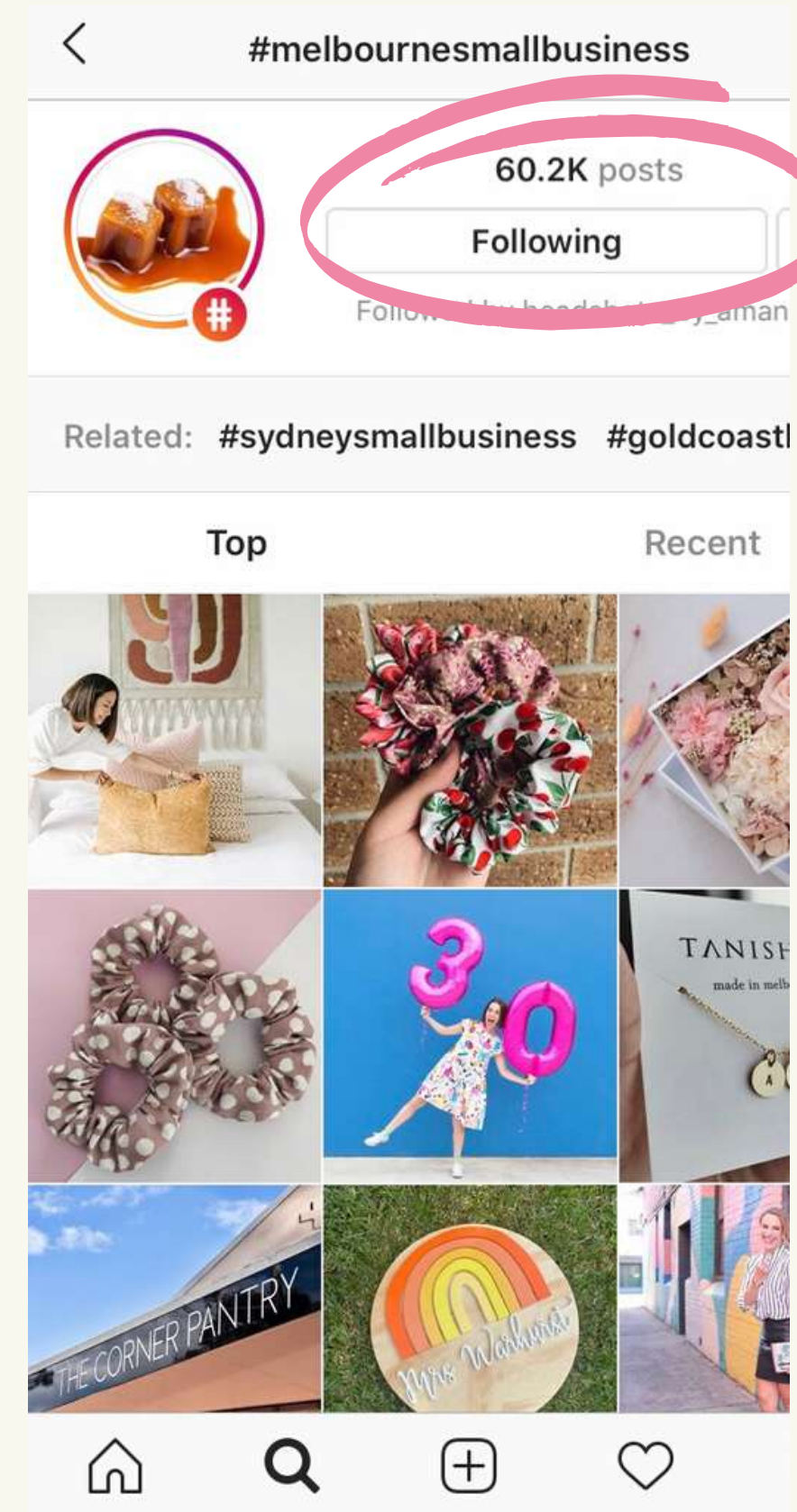


Tip: Follow Hashtags



WHEN YOU FOLLOW HASHTAGS THAT ARE RELEVANT TO YOUR BUSINESS, SOME OF THESE POSTS WILL AUTOMATICALLY SHOW ON YOUR FEED.

THIS MEANS YOU CAN ENGAGE STRAIGHT AWAY!





Tips to Improve Your Algorithm

1 - Post during peak times

Posting when your followers are online increases the engagement rate. The app Plann shares insights to when your audience is online so you can schedule strategically.

2 - Have a story gap

It is wise to post to your stories every single day. But make sure to have at least 1 gap every week (of about 12-24h) so the potential reach can be reset.

3 - Analyse & replicate "This post performed better"

Ask yourself why have these posts performed better than others? Which hashtags did you use? What type of content did you share? What time of day did you post?

DAILY ENGAGEMENT CHECKLIST



PICK 10 ACCOUNTS

Choose accounts you genuinely like and/or who could be a potential customer.

Like 3 of their posts.



FIND 20 NEW ACCOUNTS

Dive through your hashtags and competitor's accounts.

Find 20 new accounts and leave **meaningful** comments on at least one of their posts.

You could use emojis too!



ENGAGE WITH STORIES

Watch your follower's stories and reply or engage with 10 stories.

Tap into the stories' hashtags and find someone new to engage with.



FOLLOW UPS

Reply to all your DMs.

Reply to all post's comments and always end with hearting responses.

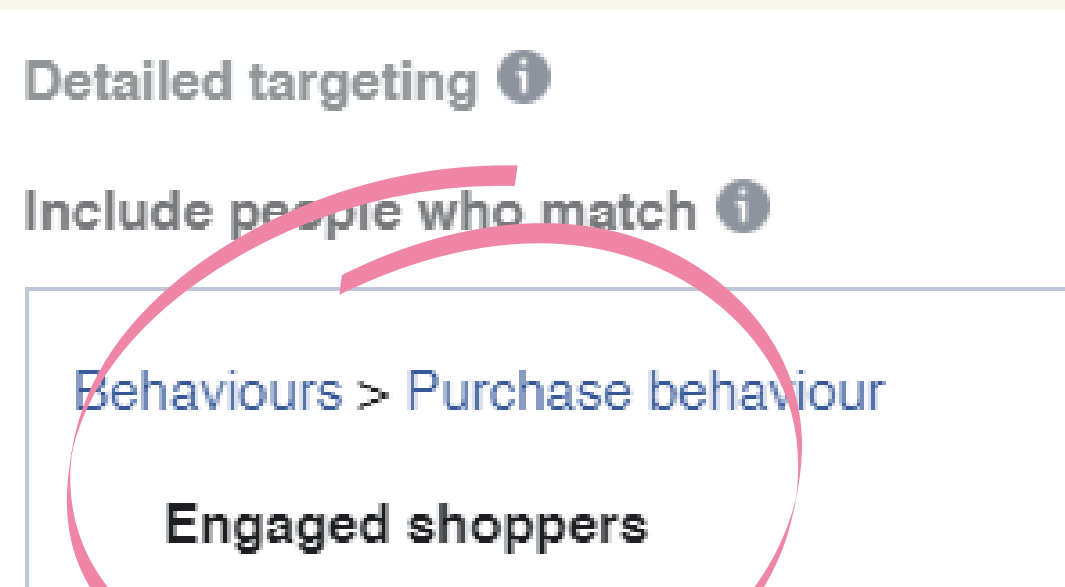
Send a DM with a tip to someone who could use your product/help!



HACK: Target Engaged Shoppers

Honestly, by spending time to actually engage with your audience you'll receive more warm leads and sales out of your efforts than to spend (or waste...) money on a boosted post.

When you boost posts, you are targeting just those people who engage with you, but your goal is to find new customers or remarket to existing customers!



IF YOU CHOOSE TO BOOST POSTS THEN PLEASE:

- Add a target filter choosing the "Engaged Shoppers".
- Place a Facebook pixel on your website to create lookalike audiences and remarket to abandoned carts.
- Continue to analyse and tweak your ads when they are (not) working.

*** AVOID BOTS ***

TEMPTING AS IT IS... DO NOT BUY FAKE LIKES OR FOLLOWERS, AND AVOID "ENGAGEMENT PODS".

THE ALGORITHM DOES NOT LIKE BOTS OR FAKENESS. IF YOU USE THESE, YOU'LL RISK DROPPING ALL THE WAY DOWN THE LADDER.

SPEND YOUR TIME ON GENUINE AND AUTHENTIC FOLLOWERS TO GROW YOUR ACCOUNT ORGANICALLY.

IT TAKES TWO...

If you have used bots or pods, the algorithm unblocks you after 2 weeks and starts showing your account to “real” people.

Spice Up Your IG Stories

It is easier to get on top of your followers' story feed than get your posts to move up.

Hence why posting to stories should be a big part of your strategy!

So what should you post to your stories?

People love to see more behind the scenes and don't forget to show your face. There is a person behind your account - so this creates a lot more engagement.

You could also share sneak peeks, announcements and tips.



SWIPE UP FEATURE

AH, THE AMAZING SWIPE UP FEATURE. THIS IS ONE WE ALL WOULD LIKE TO USE, AS IT'S A LOT EASIER TO SEND TRAFFIC TO YOUR WEBSITE OR SHOP.

TO ACCESS THIS SWIPE UP FEATURE
YOU'LL NEED TWO THINGS:

- 1) A BUSINESS ACCOUNT
- 2) MINIMUM OF 10,000 FOLLOWERS

JUST NOTE THAT IG IS CRACKING DOWN ON THE FAKE FOLLOWERS, SO BUYING 10K FOLLOWERS WON'T HELP!



Make Use Of Story Features

Instagram and the algorithm love it when you use their features. And what better way to use them than in your stories!

- Create polls and ask questions
- Use stickers and GIFS
- Use the special stickers such as Stay Home, Support Small Business and Thank You
- Use the emoji slider, questions
- Add the DM Me
- If you have a shop, don't forget to add the shoppable sticker to your product (you have to set up an IG shop first)

TIP:

Use your brand colours in your stories.

Tap and long-hold any of the default colour options at the bottom of the screen to open the colour slider.

Then pick your brand colour.

IG Story Hacks: Collage Effect

You can create a collage effect with multiple photos in one story.

Simply copy your pics from your camera roll and paste them into the story.

Tap to type, then tap again to show paste and tap on "Paste" to place your photo.



#CLEANDESKDAY

DON'T FORGET TO SIGN UP TO RECEIVE OUR FREE INSTA GUIDE!



siritheagency [Insta Guide }

...

#BOOSTINSTABIZ

IG Story Hacks: Share your Posts

By sharing your posts (or posts from any accounts you want to share) you increase the opportunity to reach more eyeballs.

Go to the post and tap on the Envelope (next to Comment) and tap "Add post to your story".

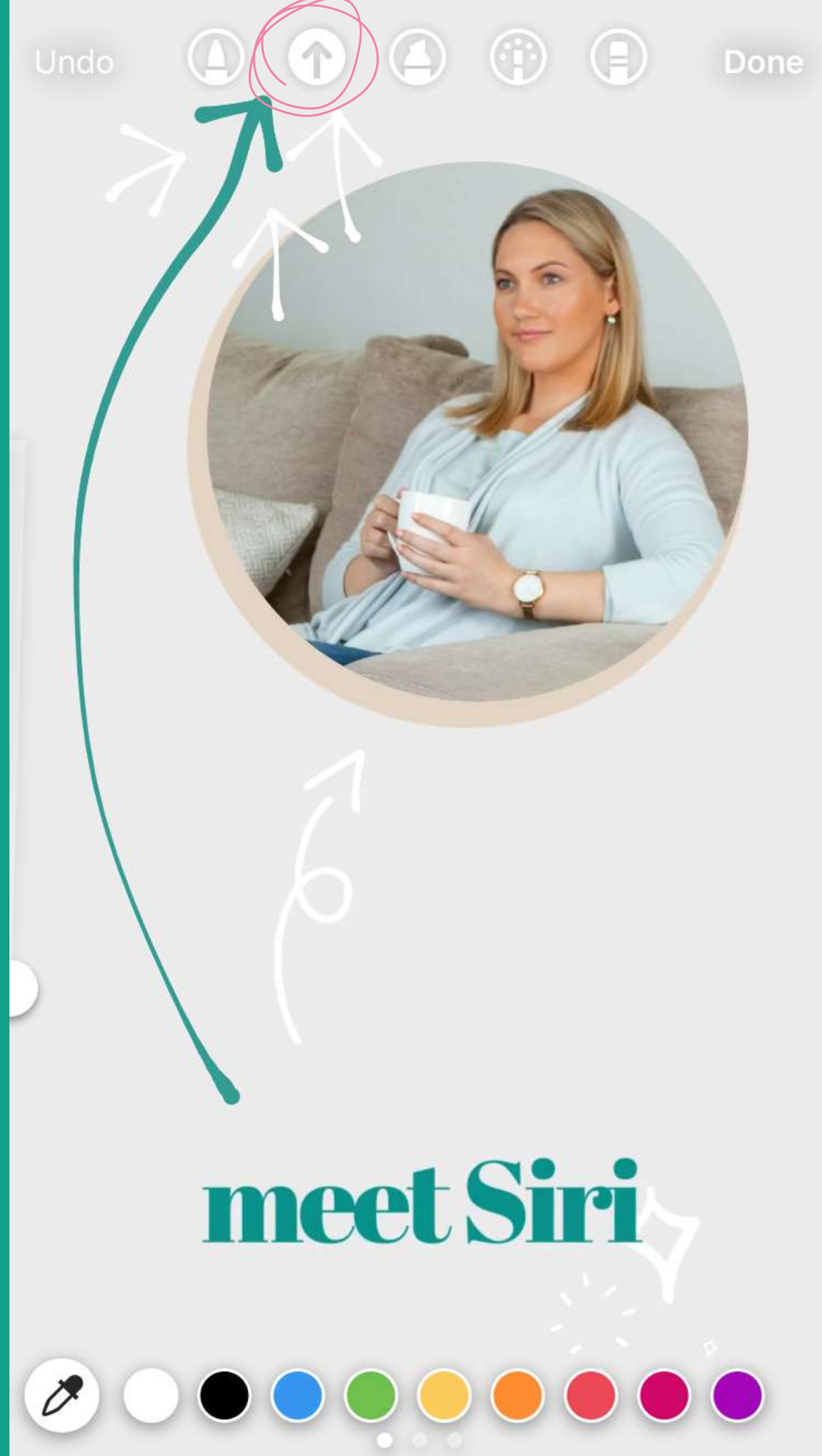
That's it!

PS: watch [THIS](#) video on how to add a cool background to your shared story.

IG Story Hacks: Arrow Brush

Move over the stickers and stop fiddling with a pencil. Just use this simple hack:

Tap the Brush icon (next to Aa, top right) and tap the Arrow Brush. It draws arrows for you!



THAT IS A WRAP.

**DO YOU FEEL MORE LIKE
AN IG PRO NOW?**

OUR FAVOURITE APPS AND TOOLS

PLANN

For scheduling, hashtag groups, hashtag research, best times to post.

LATER

For scheduling, great drag & drop system and can link other platforms as well.

HOOTSUITE

For scheduling, if you want to quickly schedule the same content across all platforms.

HASHTAGIFY

For hashtag research. Find related hashtags, popularity ranks & competitor analysis.

IQHASHTAGS

For hashtag research, find your banned hashtags and fake followers.

HASHTAG GENERATOR

For hashtag research, find popular, average and rare hashtags at one instance.

OUR FAVOURITE APPS AND TOOLS

CANVA

For designing your posts, stories and more.

EASIL

For designing stories.

MOJO

For designing videos for your stories and posts.

GRAMMARLY

Check your spelling and grammar whilst planning posts on your computer.

BOLD / ITALIC TEXT

Generate bold or italic text to stand out. Simply copy & paste into your caption.

LINE BREAK

Copy and paste your captions showing line breaks (blank spaces).

NOW WHAT?

At Siri The Agency we genuinely care about helping businesses grow their digital space. Should you want to work with us, we would feel very honoured!

We love to see you take these tips into action. Don't forget to follow, engage and tag us so we can follow your journey.

Plus, we will continue to share more tips and tricks on our own IG page!

@SIRITHEAGENCY



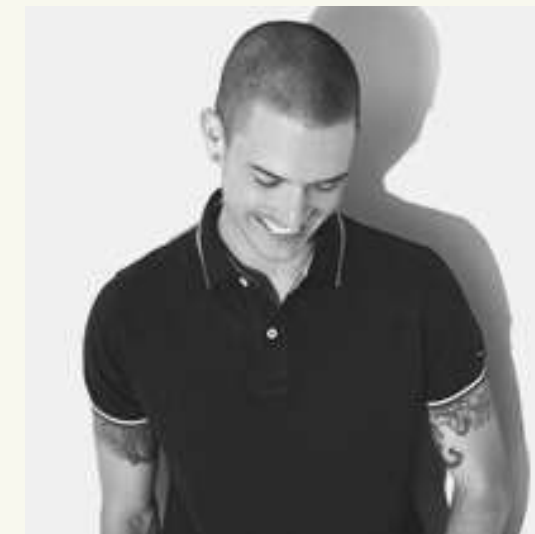
Meet the Team

Siri The Agency is run by a husband & wife team in the heart of the Dandenong Ranges in Melbourne.



SIRI

Our star in anything digital, the queen of social media, website wizard and virtual assistant, who can push any business into a creative direction.



HARLAN

Our graphic designer, IT-nerd, Wordpress specialist and email marketing guru, who works very hard to make all your visions come to life.



Get In Touch

**We are here to provide you
honest advice and guidance.**

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- 30-MIN STRATEGY CALL

