



7 SIMPLE WAYS TO INCREASE YOUR

**INSTAGRAM
ENGAGEMENT**



WHY INSTAGRAM?

- There are now more than 9 million Australians on Instagram
- 80% of users follow at least one business
- 72% of users have purchased a product or used a service they found on the 'gram.





The Instagram landscape has changed dramatically in the last 12 months, with organic reach (that's the followers that see your posts) now at 3.5% on average. The Instagram algorithm tries to select the best, newest, most relevant, and most engaging content for each follower.

Want to improve your organic reach?
You need to focus on **ENGAGEMENT.**

But what is Instagram engagement? Likes, comments, saves, story replies, and profile clicks are ALL counted as engagement by the algorithm. The more your followers engage with you, the more likely they are to see your content in future.

#SIMPLE.

1. FIND 10 MINUTES A DAY

Good things take time, and social media is no exception. For your social media engagement to really grow, you'll need to spend at least 10 minutes of your day on increasing your social media presence.



BRINDLE TIP: *Set a reminder or diary invite at the same time each day, so you don't forget!*



2. QUALITY OVER QUANTITY



A lot has changed since Instagram burst onto the social media scene in 2014. It used to be all about the frequency of your posts. Now quality is everything, so make sure your content is high quality and relevant to your audience. Image and photo quality are essential on such a visual platform but don't discount your captions either.



BRINDLE TIP: *Photos with faces get 38% more engagement on average than those without. Try sharing photos of yourself, your team, or your customers (with permission) as part of your content*

3. TIMING IS EVERYTHING

When is the right time to post on Instagram? It's the time that results in the most organic engagement for your account. Maximise your organic engagement by making sure you post when your community is likely to be online. Not sure when that is? Click on the Insights feature (you'll need to have a business account) and then head to the Audience tab to see where your followers are located and when they are online each day. Then post around those times.



BRINDLE TIP: *Make sure you are online and have the time to engage directly before and after you post.*



4. USE THE RIGHT HASHTAGS



Sounds obvious right? Hashtags are still an excellent way for new customers and followers to find your posts. But (and this is a BIG BUT) make sure they are relevant to your business. #Love might be popular, but it's being used millions of times a day, so the likelihood of your post being seen by the right people is incredibly unlikely. Instead, use relevant localised hashtags. For example, if you are a bar in St Kilda, hashtags like #melbournetodo or #stkildatodo will be far more effective, even if their reach is smaller.



BRINDLE TIP: *Don't use the same hashtags all the time, mix things up! Then use the insights feature on each post to measure your engagement and reach to find out which ones work best for your business.*

5. BE SOCIAL

INSTAGRAM TRUTH BOMB: Engagement feeds engagement, so take the time to be social. And we don't mean with random emoji drops or generic 'cool pic' comments. Identify like-minded accounts, for example, if you are a restaurant or café, then local food bloggers, suppliers, and even other venues are your sweet spot, and engage with them authentically. The more you engage, the more visible your account will become to your audience.



BRINDLE TIP: *Having trouble identifying like-minded accounts? Use the Instagram account recommendations feature, find one account, and then when you click follow, take note of the recommended accounts that appear underneath.*



6. KEEP AN EYE ON THE COMPETITION!

Know who your competitors are and keep an eye on their social activity. DON'T copy them (you do you boo) but look at who is following, and who's engaging with them (commenting and liking on their posts).



BRINDLE TIP: *Want to work with influencers but not sure where to start? Your competitor's accounts are a great place to research for aligned micro-influencers that might also be interested in your product or service.*

7. USE INSTAGRAM STORIES

Instagram stories are an excellent place to share behind the scenes photos and video of your business. The quality of the imagery isn't as crucial as your feed posts as it only lasts for twenty-four hours, and you can be creative with your brand. Don't forget to tag relevant users, add a location, and hashtags to your stories to extend the content reach. Then use stickers, polls, and gifs to increase engagement.



BRINDLE TIP: *Posted something important in your feed? Promote it in your stories. Tap the aeroplane symbol under the post, it will bring up an “Add Post to Your Story” option. Then add a New Post or Tap Here sticker to direct viewers to your feed before you share.*



ABOUT

BRINDLE MARKETING

We're a Melbourne-based boutique marketing agency passionate about marketing that deliver results.

We're brand storytellers, content creators, and digital experts.

With decades of marketing experience across a range of industries including liquor, retail, property, fashion, tourism, and hospitality, we pride ourselves on delivering intelligent, creative marketing solutions.

Need some help with your social media marketing?

We'd love to chat. hello@brindlemarketing.com.au

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