



Growlg Guide!

By: Di'Bella Journal | For Instagram

Growlg

Free Guide for attracting followers and convert them into clients!

Algorithm, no engagement, no sales...

Sounds familiar?

Every year the competition rises by 150%...

- So, how can you grow your business in a saturated industry? I am here to tell you that it's not impossible if you know the tricks on how to attract your audience's attention.
- Imagine waking up each day seeing a notification of 1, 5, 10, 50+ of payments received thanks to the multiple sales that entered... It is possible!
- What is the difference of other people who are making 7+ figures a month? That they implement Tactics and that's what I am going to show you in this Free Guide!

Instagram Research

- Has 1.1 billion active users a month.
- IG is where many people like to go to when they want to feel entertained.
- Many people tend to purchase more from Instagram, so to not promote your business on Instagram you are actually leaving money on the table.
- You have the option to set the 'mood' on your page and by this I mean, you upload content with well-organized thumbnails that attract more the viewers.
- All of this being said, let's help your business to grow on Instagram!

1. Starting your Instagram account from scratch!

Your Brand Name

- Your brand name is much more important than people mention, it has to be attractive (and I don't mean 'pretty') and it has to be original. Do not use a name that is similar to another company or add words that are overused.

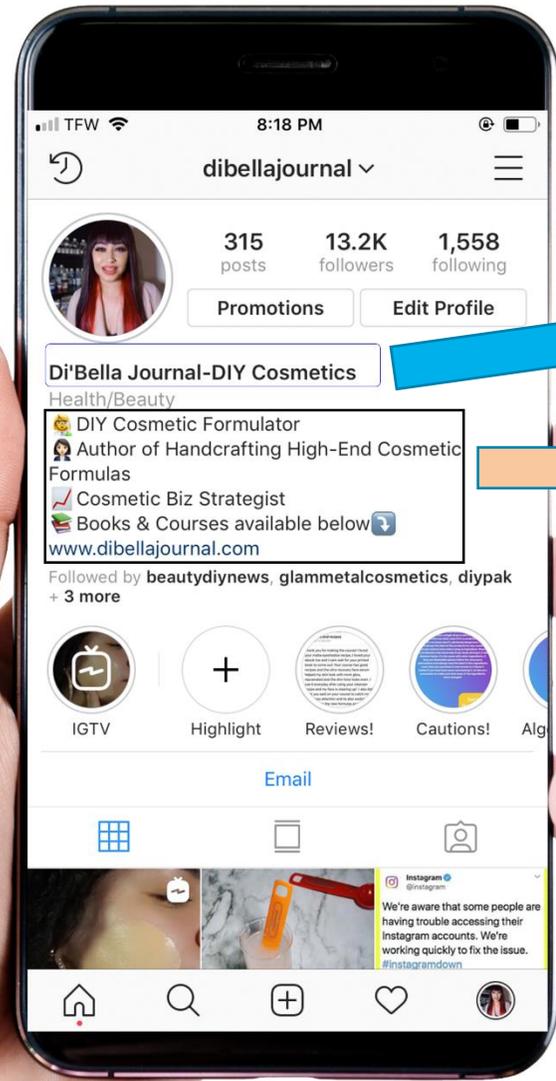
Finding Your Niche

- You need to have your perfect Avatar and by Avatar I mean 'your perfect customer' in mind when you are about to post. If you don't have a specific niche, you will be years trying to grow your business on social media. You need to focus on your niche and provide value always!

Your Profile

- Another thing that goes un-mentioned a lot, your profile. Everything from your name, profile photo and description means a LOT to viewers and if you fail in any of these, they may not understand what your brand is about and they will overlook your account as just a 'normal' one and will keep scrolling.

This is my Instagram account as you can see.



Your name and Keywords

This would be the description area with website.

Your Profile needs to have your name or the name of your brand/company and it also needs to have some keywords so when people are searching for that related topic you teach, they can find you easily. This is a very effective trick!

In the description area, you need to be clear what your brand is about and what do you offer. You could also add that you are the CEO but focus mainly in what it is that you provide.

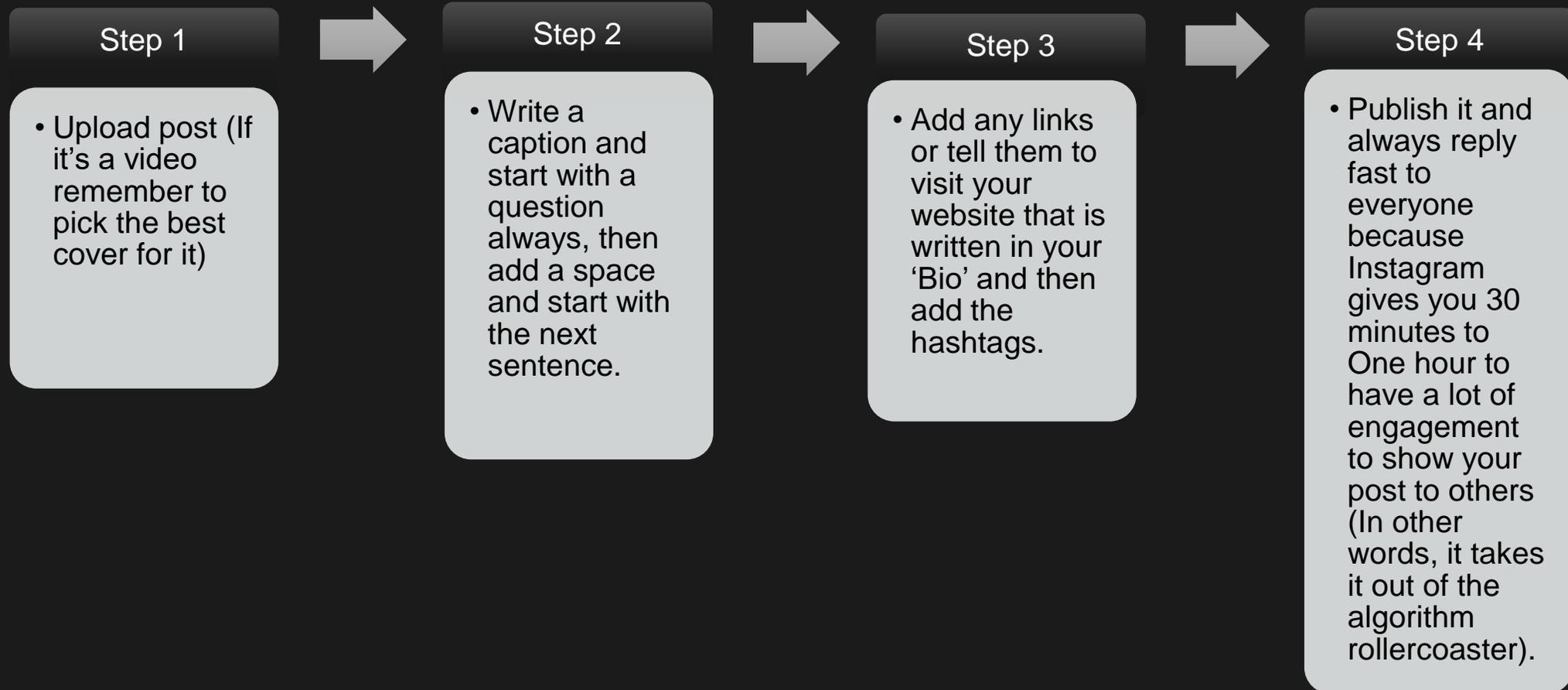
Your profile photo needs to also be eye catching so when people see your account they stop scrolling.

You also need a website because it makes your brand look more professional and trustworthy, as well as having a business e-mail that ends in 'example@yourcompany.com' instead of a gmail, Hotmail or yahoo account, but you can always start with those e-mails.

2. Essential things to do when uploading posts

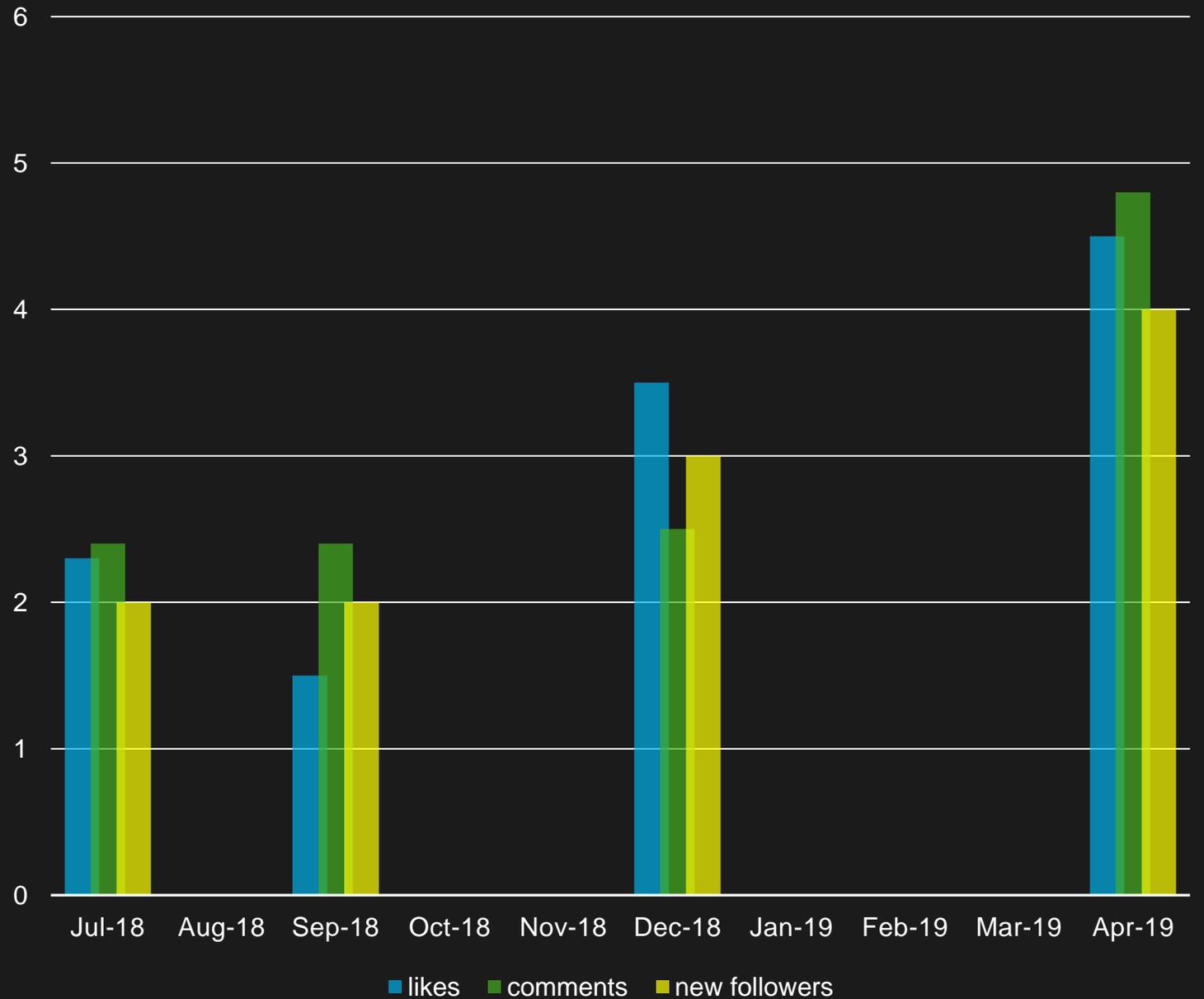
Photos	Videos
They need to look professional	They need to look high-quality
Always ask questions in your captions FIRST (the first sentence is the first thing they always read)	Always add a cover that attracts your audience
Add hashtags	Add hashags
Try to have the same 'look' in your photos. For example, if you take photos with clear background, then try to upload photos similar to that one so your content looks organized on your account.	Always ask questions so they engage with your post. If your product is shimmery or very 'glittery' make sure to grab the sparkle in the video.

3. Procedure when posting on Instagram



Data/Observations

This is an infographic of how my IG analytics went up after following the same steps I just mentioned (and in 2018 I did not post everyday like I should've and I still got results).



Conclusion of Profile and Posts

- When having your own brand you need a professional headshot or a nicely done logo as your profile's photo. Please avoid any selfies that look unprofessional.
- A clear description about what your brand is about and your services.
- Any credibility you have. Examples: Featured in popular magazines, websites or shows.
- A link to your website.
- You need to add an e-mail so anyone interested can contact you.
- The category of your business niche.
- A call-to-action in your posts (Example: "If you would like to purchase this pigmente and 'glittery' pressed glitter eyeshadows, CLICK the LINK in my BIO) Or Click the link tagged in the post.
- You also need a set of Story Highlights that contains any reviews, important information, photos of your products, etc. This tool is actually very valuable so use it!
- Post always in the times that your Instagram Analytics tell you that your followers are more active.

Conclusion of Hashtags

- You cannot use the same hashtags in every post, you need to use different hashtags because if you don't your posts will stop appearing in those hashtags.
- Use hashtags that are relevant with your post and content.
- Try using popular hashtags that have less than 1 million posts.
- If you can use hashtags that have from 5k to 50k posts it would be perfect because your content will more likely stand-out! This is another great trick so new people can find you.
- Follow hashtags that are relevant with your niche so you can interact with new people who are not aware of your company.



Please follow these rules!

And you will notice the engagement rising and new followers finding your account!

More advanced and highly converting methods are available in my Di'RoCK BLUEPRINT and Courses! Visit www.dibellajournal.com for more information! Good Vibes your way!