Instagram Growth Guide

FOR THE TREMENTO TRIBE

Learn how to reach more TARGETED people, meaning: potential guests, on Instagram!

TREMENTO

HOSPITALITY
MARKETING

HOW TO GROW ON INSTAGRAM?

STEP 1

Honestly, **it all starts with content.**

Because no matter how hard you work on outreach: as long as your content isn't good, people aren't going to stick along. They may be intrigued by a comment or message you leave them, but when they visit your profile, then *that's* where you need to get them engaged. Lure them in. Make them fans. So first of all: get your content sorted. Make sure you upload regularly. Now, as a Tremento Tribe member, that shouldn't be difficult. Because with our Tremento Tribe Calendar, you are set-up for content success.

Use the calendar at www.tremento.com/tribe-area, the editable content calendar and the caption prompts, and get going with that content. Try to schedule ahead, so you can create time for yourself to use the tactics discussed next throughout the week.

STEP 2

Okay, okay, I get it: **you are here because you want to grow.**

So I'm going to assume you just read step 1 and you are taking action upon the tip mentioned there. You are creating good content, and publishing regularly. Then, step 2, would be to identify some good, quality hashtags that have to do with your area or offer. Do some research, and then note them down here on the right!

YOUR HASHTAGS:

You can write here.
....

#hashtag 1
....

#hashtag 2
....

#hashtag 3
....

#hashtag 4
....

STEP 3

So, you got your hashtags. Great.

There are three ways to find your target audience on Instagram: hashtags, geotags, and targeting the most active fans of your competitors. This last one works wonders, but.. it requires a bit more effort (and some software to make it easy). So for now, we are going to stick with hashtags and geotags.

To clarify: geotags are location 'tags'. For example:
- https://www.instagram.com/explore/locations/362176205/the-cotswolds/

You can find a geotag by just typing the name of the location in the search field on Instagram. Please watch the Master Class to see how I do this.

The next step is optional, but highly recommended. It's this:
1. Install Google Chrome on your desktop computer (if you haven't already)
2. And then install the app Inssist on Google Chrome: https://inssist.com/ (scroll down, click 'get free plugin' or click here)

Why I recommend these two things? Because it will speed up your workflow A LOT! **It's not necessary though**, so if you don't use a desktop computer, then you can skip this. But.. still, I recommend it.

STEP 4

Now it's time to get started and grow that gram!

1. Fire up Instagram (on a desktop, open www.instagram.com and then click on the 'open in Inssist' option in the bottom right corner, in case you followed step 3!)

2. Go to the discover tab.

3. Type in #oneofyourhashtags OR your location (geotag).

4. Start scrolling. If you see a picture I like, then click/tap on it. Give the post a like, and a comment.

5. Then go to this person's account. Like two more posts. Not necessarily the last two, just any two that you like.

6. Then click on the 'DM' option (the paper airplane), and them message. You can keep your message quite general. Just send something kind. See examples on the last page of this document.

The result? This person now received about 4 or 5(!) notifications from you. Imagine you received 4-5 notifications from someone, and they were not solemnly likes. What would you do? Exactly, you would check out that person's profile, and if you resonated with the content, you'd start following.

And that, my friends, is exactly what's going to happen. Don't believe me? Check out our case studies! Or better: try it yourself.

How often do you need to do this? Not much, honestly! But yes, it does cost time. I recommend reaching out to about 20 accounts per day. If you follow my method, then at some point, you'll get familiar with it, and you should be able to do this in about 15 minutes per day.

DAILY TASK LIST

Take 15 minutes per day. 5 days a week is enough.
Plan this and make it a standard thing.
For example, each day before or after breakfast.

- [ ] Open Instagram

- [ ] Type in #yourhashtag or your location (geotag)

- [ ] Make sure you vary a little: target 2 or 3 different hashtags per day (or 2 hashtags and your location), or geotags (country + region)

- [ ] Find posts you like and go through the workflow described to you in step 4.

- [ ] Do this for about 15-20 accounts. You can also split it up during the day! That's actually good, because otherwise Instagram might consider you spammy.

- [ ] If someone replies to your Instagram DM, then make sure to keep the conversation going. Don't leave them hanging. Either say something like 'you're welcome', or continue the conversation on a deeper level.

  DON'T try to sell them anything. It simply won't work. You should only try to tell your followers about a deal via DM after they've followed you for a while and have gotten to know you!

Restaurant:
'Hi there [name person]! This is [name] from [restaurant name]. I just came across your photos and see you love food as much as we do! Keep up that food loving spirit ;) Wish you a great day.'

'Hi there [name person]! My name is [name] (from [restaurant name]. Just came across your profile and saw your amazing food pics! Keep up the great work and wish you a great day :)'

'Hi there [name person]! I just stumbled upon your account here on Instagram. Love your food pictures! Keep up the great work and I wish you a lovely day.'

Hotel/accommodation provider:
'Hi there [name person]! This is [name] from [hotel name]. I just came across your photos and see you've been to [your region]. Hope you enjoyed it! Wish you a great day.'

'Hi there [name person]! My name's [name]. I just came across your account and wanted to say, I love your profile! I see you've been to [your region]. I hope you had a good time! What did you do around here?'

'Hi there [name person]! My name's [name]. I just came across your account. I see you love to travel! So do I. Have you ever been to [your region or country]?'

Pro tip:
If you see someone's name on their profile, then add this after the 'hi there'. It will increase the likelihood of them opening and responding to your message.

Pro tip 2:
If possible, then adjust the message to the person's profile. If you see, for example, that someone likes to hike or cook, then include that in your message. If you see someone has a specific talent, then compliment them on this talent. Try to make it personal whenever you can, but do it in a quick and fast way. It shouldn't take you more than 30 seconds to adjust the message.

Why? Because you can dive deeper once the conversation continues. When someone replies to your message, then that's where you can start to establish the relationship and emphasize on details.

After about 3 or 4 messages, invite the person you're chatting with to 'visit you someday'. Does he or she live nearby and is the person highly likely to visit? Then you could offer them a discount if you want to.