

Introduction

Hi, This is Sorav Jain! First of all, thank you for registering for Instagram Influence Mastery Webinar. This webinar is going to give you a fresh perspective on how you can grow your influence on the Internet and become a Highly Paid Digital Influencer.

It will help you grow your Instagram follower base from zero to a significant number you have in your mind.



I would like to tell you about myself in 5 lines:

- I am born in Chennai and am a strong believer of universal energy, mindfulness and calmness.
- I started my career at the age of 17 as an SEO executive and a content writer.
- I started my blog www.soravjain.com in 2009 and gathered more than 10 Million Visitors in 10 years.
- I started growing my social media influence on Twitter, LinkedIn, Instagram and Facebook and have more than 5,00,000 followers in total.
- Today, because of my growing Internet influence, I run an agency called echoVME with 40+ brands. I also run an institute called Digital Scholar and have got several opportunities to collaborate and speak with brands across the world.

Instagram

Search



soravjain



Following



1,968 posts

71.7k followers

4,750 following

Sorav Jain

On a mission to reach out to rural india to teach digital Personal Branding, Digital Influencer Coach

Follow me to stay updated in [#NewThingsInDigital](https://twitter.com/NewThingsInDigital)

www.soravjain.com/influencer

INVESTING IN THE MOST EXPENSIVE THING IS A NEW FAD, BUT

HOW ABOUT INVESTING IN YOURSELF?



WHO IS SORAV JAIN?

Sorav Jain is an entrepreneur, digital and social media marketing consultant, trainer, author and speaker. He started his career at the age of 17 and carries about 10+ years of experience. Sorav spearheads echoVME, a self-funded organization which aims at delivering integrated Digital Marketing experience by combining expertise from social media, advertisements, branding and creative positioning.

echoVME reached its zenith when it was recognized as "the best digital and social media agency of 2016" by the South Asian Partnership Summit and has been leading the Digital evolution ever since, providing services across Digital Domain.

BRANDS HE WORKED WITH



RECOGNITIONS

- TOP 50 CONTENT MARKETING LEADERS BY LINKEDIN
- DIGITAL MARKETING 2019: TOP 100 INFLUENCERS BY TWITTER

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TRAINING & WORKSHOP



BOOKS :

- SOCIAL MEDIA FOR BUSINESS - STORY OF INDIAN BRANDS
- 101 CONTENT MARKETING TIPS ON SOCIAL MEDIA
- #BECOME A BRAND - PERSONAL BRANDING

BUSINESS SCHOOLS VISITED

IIM Kozhikode VIT University
Great Lakes Institute of Management
Loyola Institute of Business Administration
M.O.P. Vaishnav College for Women

What do I want you to do before joining my webinar?

You have downloaded this PDF already. These are my top Instagram Secrets and how I have made use of this platform to deliver value in lives of people and in return I have achieved a lot of clients, students, collaborations, endorsements, connections, crew members.

MY LIFE HAS CHANGED!!!!
AND I'M ABOUT TO CHANGE YOURS!

**Weird Looking
Instagram Page
That's Earning
Me 3+ Crores
Per Annum**

Top Instagram Secrets

Ebook By Sorav Jain

Instagram For Personal Branding

The human brain is more of an image processor; we tend to remember things that we see more than what we read or hear. Instagram is all about capitalising on this behaviour. Ever since its acquisition, Facebook has been pushing the photo-sharing platform to a larger audience. People have found it to be fascinating and the best escape from Facebook's cluttered newsfeed.



Fig 5.1 Instagram newsfeed preview

A lot of people today prefer Instagram over Facebook for the reasons stated above. Facebook gives advertisers an option to place advertisements on Instagram stories and news feed.

Sometimes, people are stuck, and they don't know where exactly to begin their Personal Branding journey. Instagram is possibly the best platform at the moment to begin your journey in just 15 minutes. Just mastering Instagram is good enough to become a digital influencer.

5.1 Instagram as a Platform

If you have used Twitter, then know that Instagram is no different. You can discover anyone using the 'search' option and start following them. There is no concept of sending and accepting friend requests unless the account is private. Once you follow someone, their updates start flowing into your newsfeed. You can like, comment and interact with the updates of people you follow or the people you discover through hashtags.

The only difference between Twitter and Instagram is that Twitter is about characters, links, images and videos, whereas Instagram is only about images and videos (of not more than a minute). They say, "A picture is worth a thousand words." Instagram is the perfect platform to showcase your creative photography and videography skills.

Late in 2017, Instagram introduced Instagram stories. 'Stories' are a phenomenon that was originally introduced by the popular social networking app, Snapchat. Snapchat was at its peak when it filed an IPO. Instagram then replicated Snapchat's most crucial feature—the stories. Facebook also introduced or rather, replicated stories for its profiles, groups and even on WhatsApp.

Stories allow us to upload or rewind photos, videos, boomerangs and polls. But they do not last for more than 24 hours. It allows people to continually follow your updates and lets you share a lot of things without holding the information for too long. Today, Instagram stories allow people to share moments from a holiday or an event. It is equivalent to telling a story with no backlogs. As of January 2018, Instagram has about 800 million active users and will soon cross 1 billion.

Personally, I use Instagram to connect with my readers and tell regular stories about my lifestyle, workshops, latest updates and more. The reach on Instagram is a lot more organic than when compared to Facebook. I recently experimented a bit to understand the organic success of a Facebook page vs. an Instagram profile. On Facebook, I have 73,000+ followers and on Instagram, about 30,000+ followers. After posting an update on both platforms, I got more traction and engagement on Instagram than on Facebook.



Fig 5.2 Audience engagement on Facebook vs. Instagram



As shown in Fig 5.2, I have seen the same with most updates shared on both Instagram and Facebook. The years 2018–2020 is all about smart Instagramming. Many are confused about the purpose of Instagram.

5.2 Instagram is for

a. Leaders Who Would Like to Inspire People Every Day with Their Stories:

Lately, Instagram has seen a huge wave of thought leaders and influencers adopting the platform. Some influencers endorse brands, and some thought leaders use Instagram to share their thoughts with the world. As an individual, you can use several third-party tools to make interesting posts. You can place quotes over images of your choice and upload them for daily motivation. Leaders can use Instagram to share quotes, photos of their parties, travel journeys and the innovative products they see. They can also effectively use Instagram stories to engage with polls.

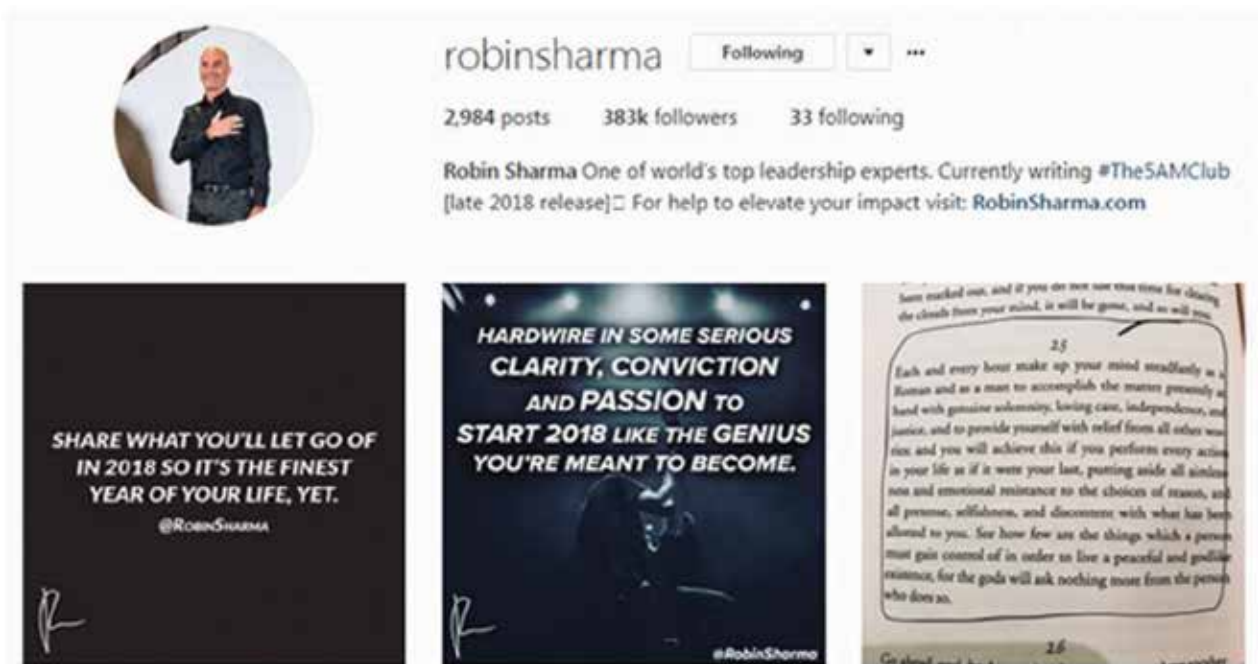


Fig 5.3 Instagram profile of Robin Sharma

b. Entrepreneurs and Celebrities who Like to Show Their Inspiring Lifestyle:

Entrepreneurs, especially the young ones, usually inspire a number of hearts, who eventually follow them on Instagram. They use Instagram to show us glimpses of their lifestyle. They post pictures and videos from their trips, the restaurants they visit, etc.



Fig 5.4 Example: Lifestyle genre Instagram post

Celebrities use Instagram to show their lifestyle, share light moments and endorse brands. Virat Kohli's Instagram is all about his personal life, moments from his shoots, the products he endorses and his festival celebrations.

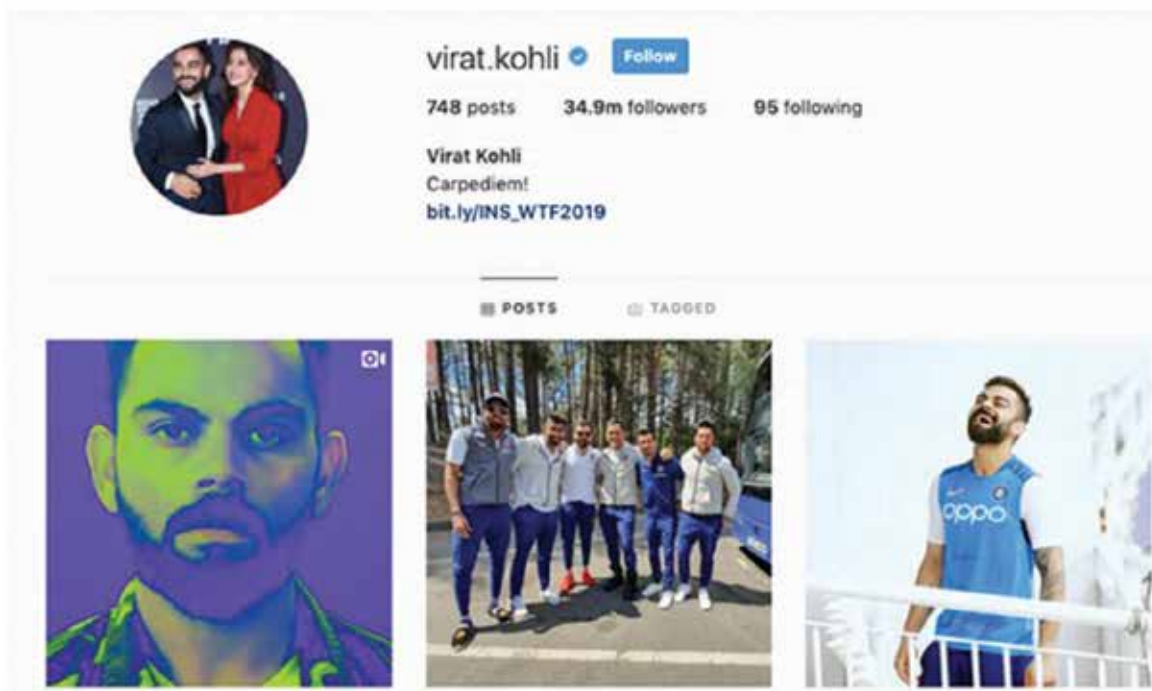


Fig 5.5 Example: Celebrity Instagram profile, Virat Kohli

One of the best celebrities on Instagram to follow is Shilpa Shetty. Her profile has a purpose. She uses her Instagram to talk about wellness, fitness and yoga very often and also covers restaurants every Sunday in the format of 'Binge Eating', which is now popular enough for people to check her profile every Sunday to see where she is eating that day!



Fig 5.6 Example: Celebrity Instagram profile, Shilpa Shetty

c. Food Bloggers:

Food bloggers bait their audience with amazing visuals of food straight out of the oven. They also share the recipe of whatever they've posted to bring in more traction. Sometimes, when the character limit stops them from sharing the entire recipe, they link their blog, which would have the entire recipe. It has the added advantage of gaining blog visitors.



Fig 5.7 Example: Food blogger Instagram profile

Shivesh

Shivesh is an avid food blogger who travels around the world and covers interesting food recipes on his Instagram handle. Being a self-taught baker, the Delhi boy has attracted more than 179,000 followers globally with his consistent efforts.

Instagram has given birth to so many influencers in the domain of Food and Beverages. An intern I work with runs two Instagram accounts: a personal one and the other account she manages along with her friend are of covering food stories. She has earned 40,000+ followers and makes 20 to 25K every month covering restaurants and food products.

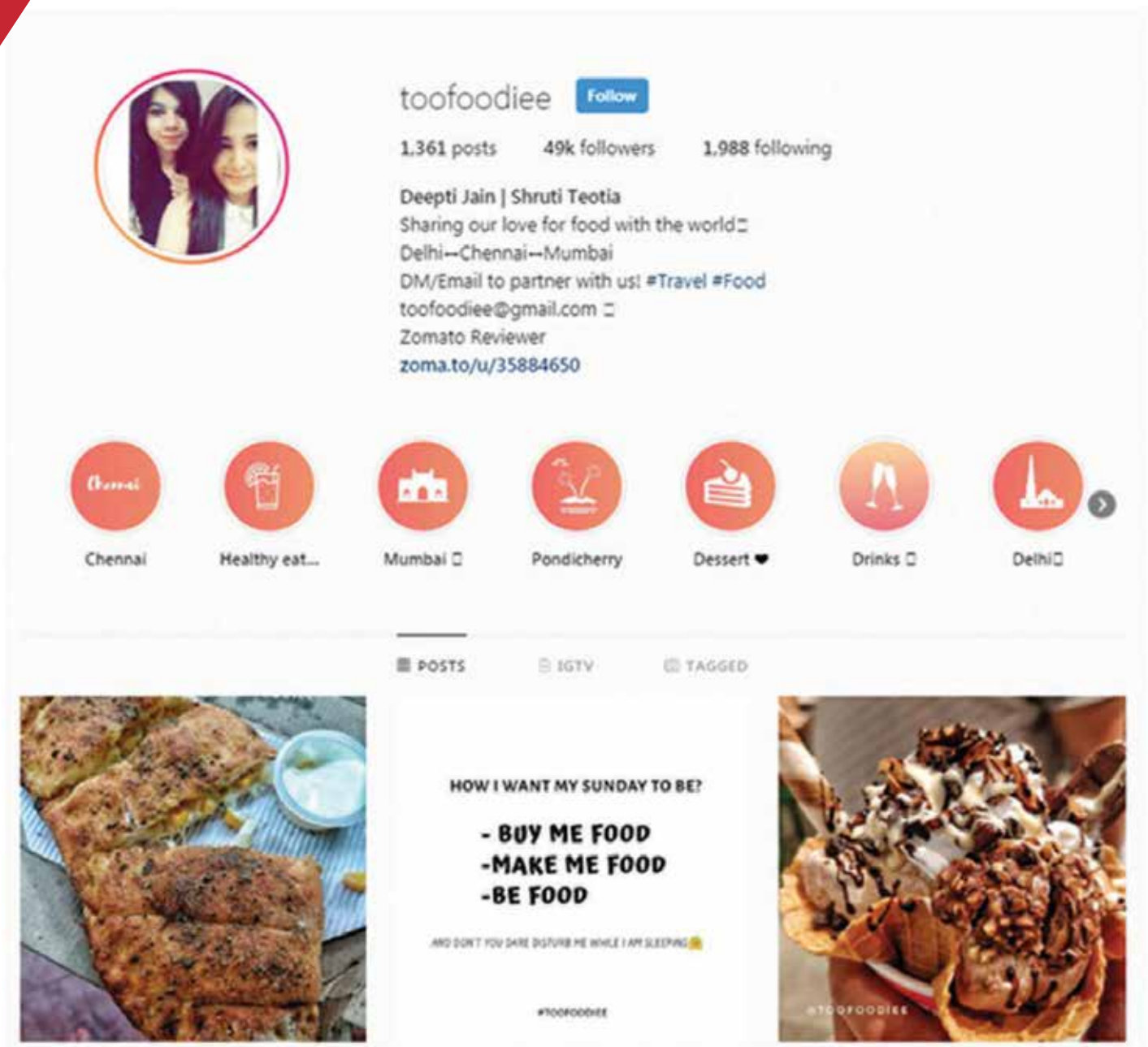


Fig 5.8 Example: Food blogger Instagram profile

d. Travel Bloggers:

Travel is inevitably linked to photography. All it takes to build your traveller brand on Instagram are good pictures and the right hashtags—adding the location is a plus. Use hashtags like #travel, #traveldiaries, #traveller, etc.

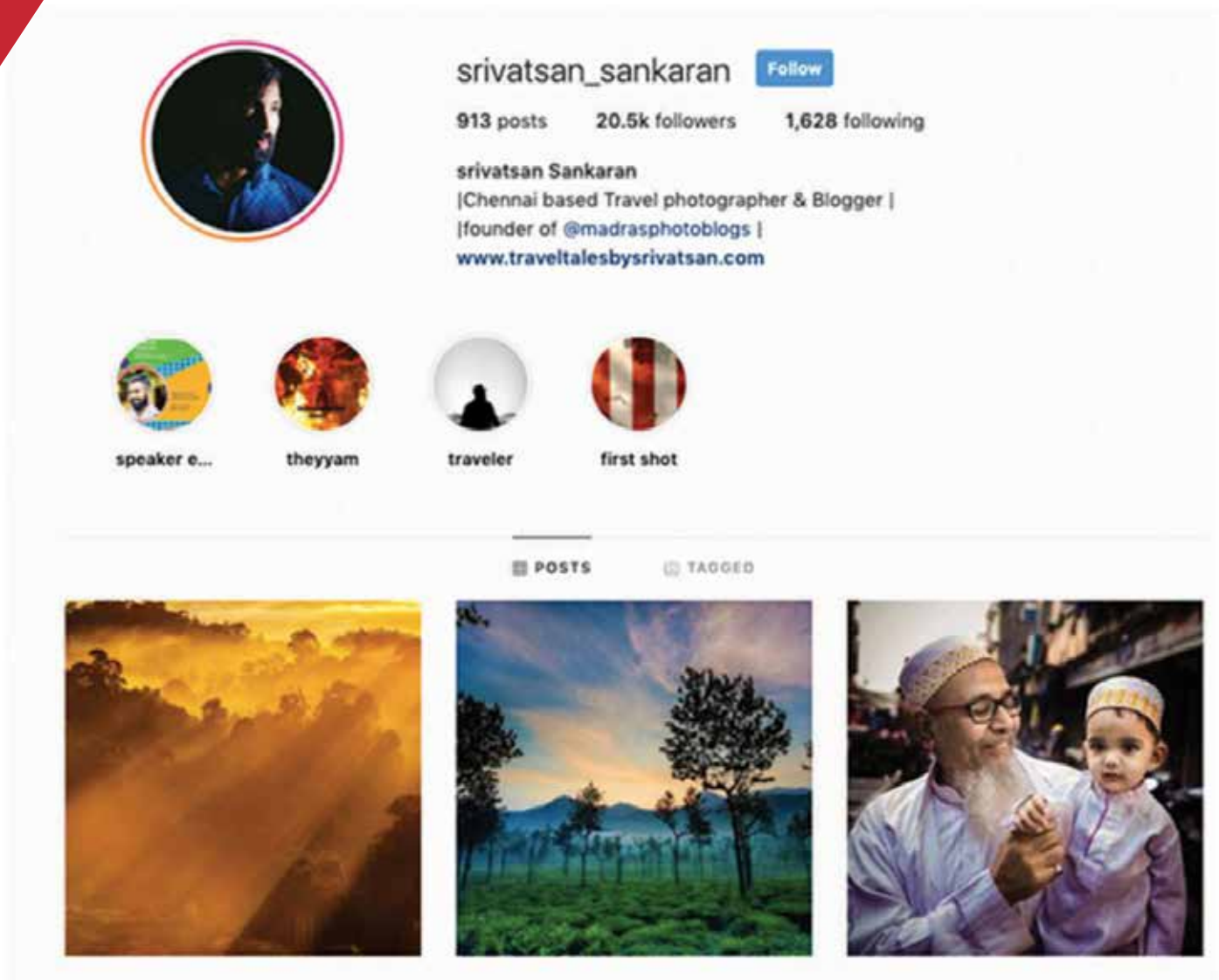


Fig 5.9 Example: Travel blogger Instagram profile

Srivatsan Sankaran

Srivatsan Sankaran is a photographer who travels, and his Instagram is all about his travel stories that inspire.

Despite facing challenges with impaired hearing and verbal communication, Srivatsan has used Instagram to his advantage. He built it as his strength by communicating effectively through pictures and words.

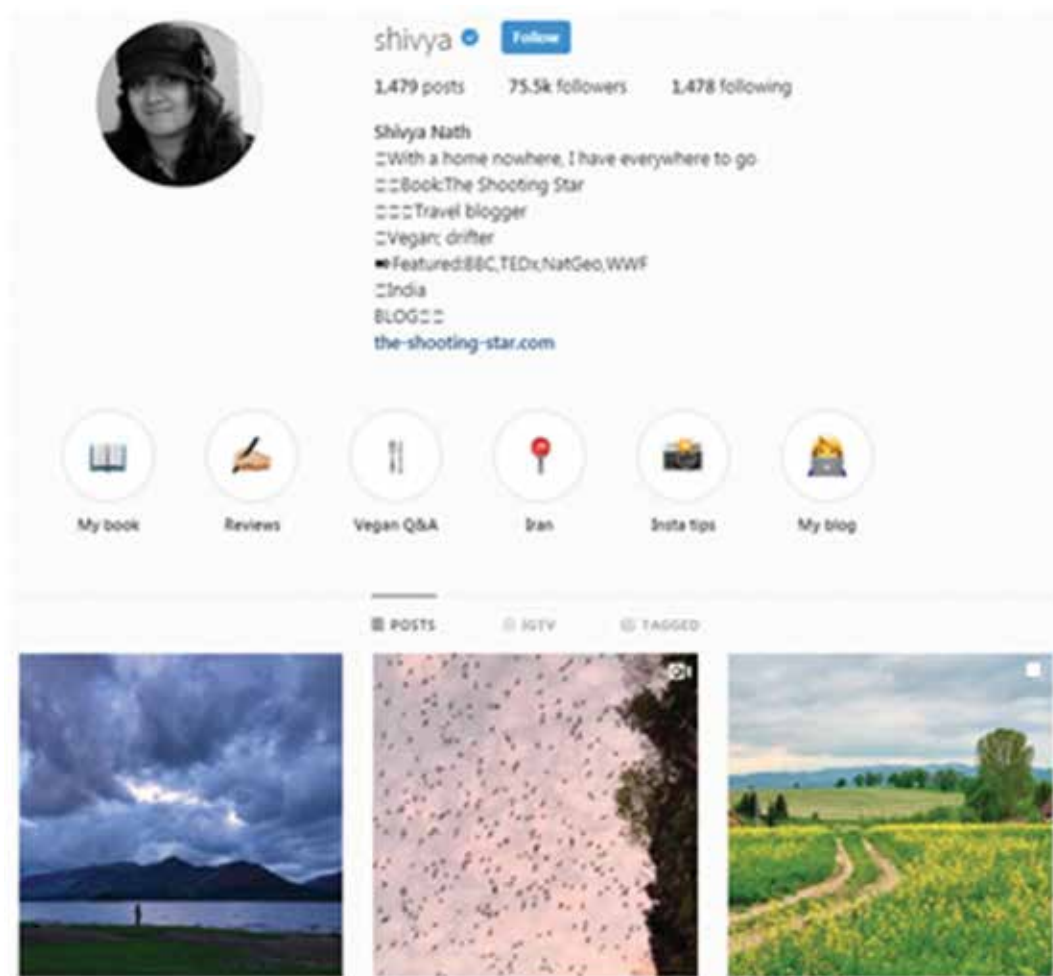


Fig 5.10 Example: Travel blogger Instagram profile

Shivya Nath

Shivya was 23 when she decided to quit her job and quench her thirst to travel around the world. She started travelling with her partner, and soon, her story was shared in leading media platforms such as BBC and National Geography. She released a book in 2018 about her travel journey which was a national bestseller at that time. She uses her Instagram handle to share her daily experience from current travels.

e. Photographers and Models:

Instagram presents its users with an unparalleled photo-viewing experience. It is, with no doubt, the best marketing channel for photographers and models. Some of the amazing photographers on Instagram are:

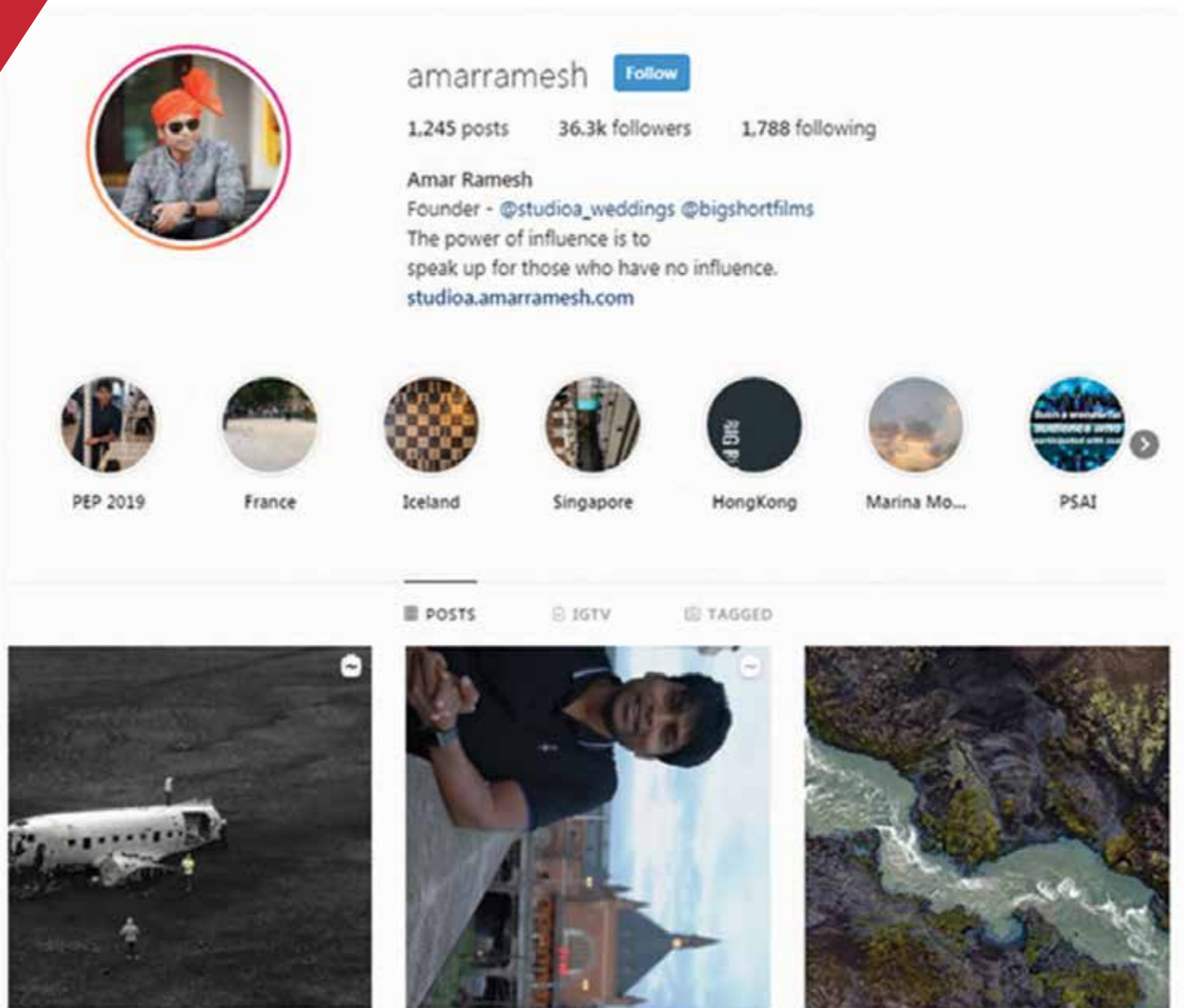


Fig 5.11 Example: Instagram photographer profile

Amar Ramesh

From being a one-member team, Amar Ramesh has come a long way to be one of the renowned photographers in the country. He posts his shots from his travel and workplace to showcase his excellence. He also uses the platform to attract new clients and attendees for his photography workshops.

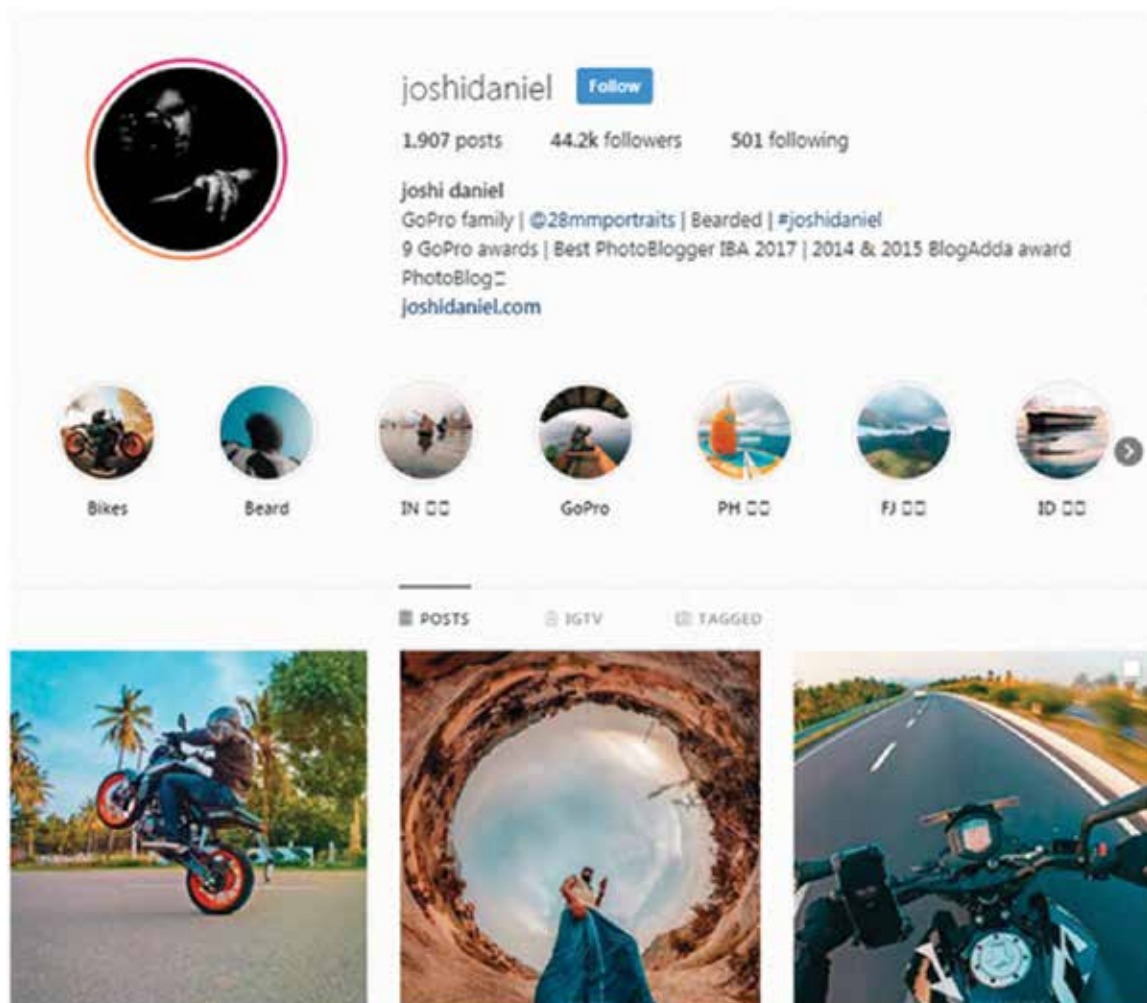


Fig 5.12 Example: Instagram Photographer profile

Joshi Daniel

Joshi Daniel is a guy who makes a lot of noise through his creative photography. A blogger since 2008, Joshi has continued to leverage Instagram to be his main source of blog traffic. He was also awarded the Best Photoblogger Award at the Indian Blogger awards 2017.

When we were looking for models for one of our jewellery-based clients, we used Instagram extensively to search for #IndianModels, #MumbaiModels, etc., and we found quite a lot of them. Instagram is the new portfolio. We pitched a few people, initiated the conversation, closed the deal and got them on-board.

Most models today are not just hired for their great looks and attitude, but also for their ability to persuade people on Instagram. If they are influencers,

they can charge 2x more than their normal costs. Instagram makes models celebrities. Provided he or she has defined the purpose.

f. **Solopreneurs:**

Instagram is giving birth to a whole new segment of entrepreneurs. They are solopreneurs. Their job is to inspire people through their Instagram profile, share tips, run ads to grow followers, sell their courses, consulting packages and more.

Some of the solopreneurs are becoming Instagram traders; they display great products on Instagram, sell it through images, get paid through online payment gateways, easy transfers, etc. and then place the order to local retailers. This way, retailers save on the cost of marketing and solopreneurs (fashion, accessories, stationery, crafts, paintings, jewellery) benefit the most out of it. I see a lot of young folks today using Instagram to be a solopreneur.

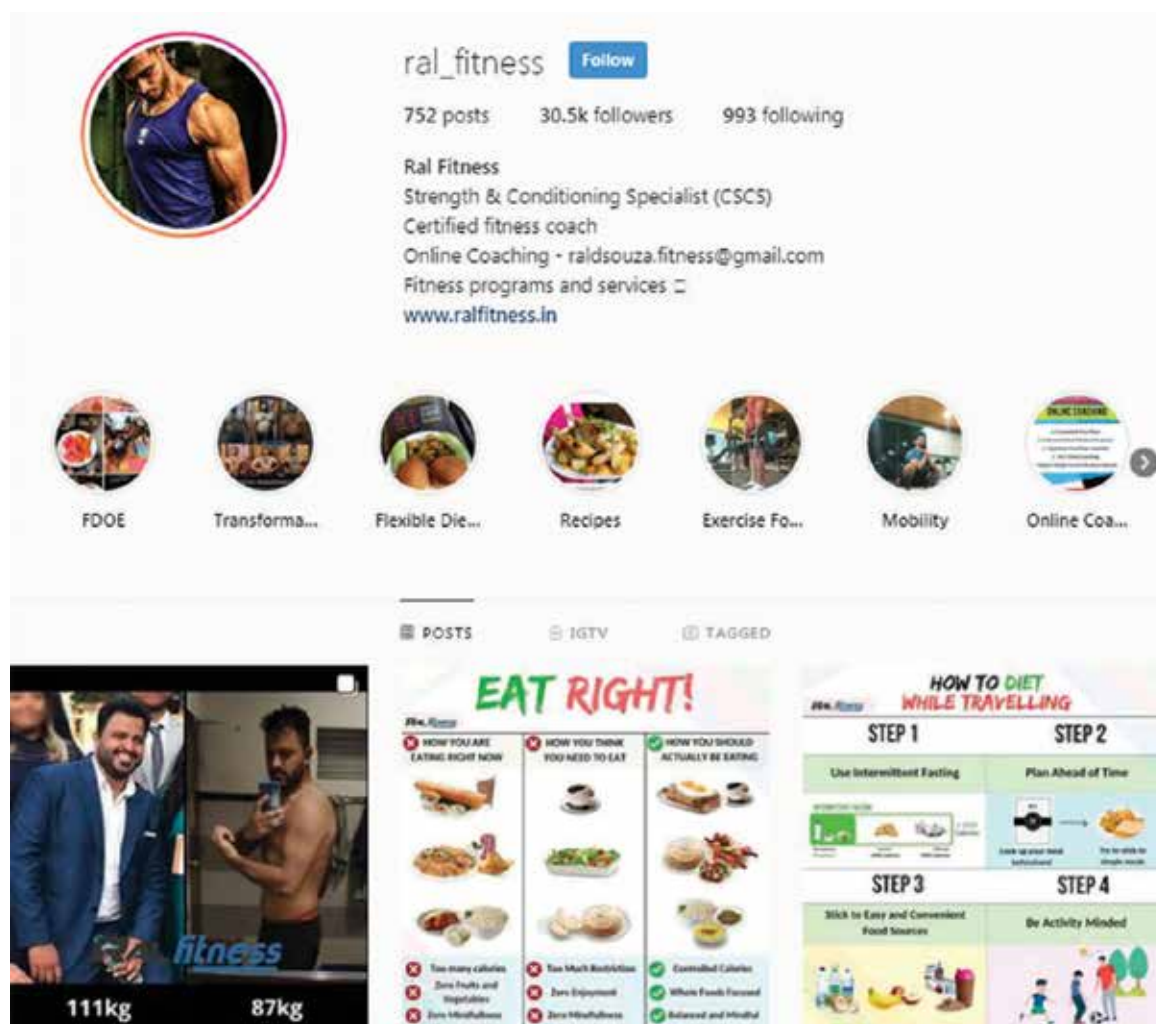


Fig 5.13 Example: Solopreneur

Ralston D'Souza is an online fitness coach, certified as a strength and conditioning specialist (NSCA-CSCS). He is 25 years old and the founder of ral_fitness. He provides customisable nutrition and training guidance that aids in lifestyle improvement and subsequently, weight loss. He started by uploading fitness content on various platforms mostly YouTube and Instagram. His continuous efforts evolved phase by phase over time, leading to tangible business growth. At present, he and his team aid around 100 clients per month. Each post is posted after careful consideration of the value it adds and the impact it will have on his niche audience. Ralston D'Souza uses Instagram to live his passion for fitness and also as a source of income.

5.3 The Stages of Personal Branding on Instagram

Instagram is a mobile-friendly app and doesn't allow you to operate out of your desktop. There are a few things you need to do in order to drive traffic to your profile. First of all, download the Instagram app onto your mobile if you aren't already using it. This book talks about the stages of personal branding on every single platform. On Instagram, your personal branding needs to follow three stages as given in Fig 5.14.

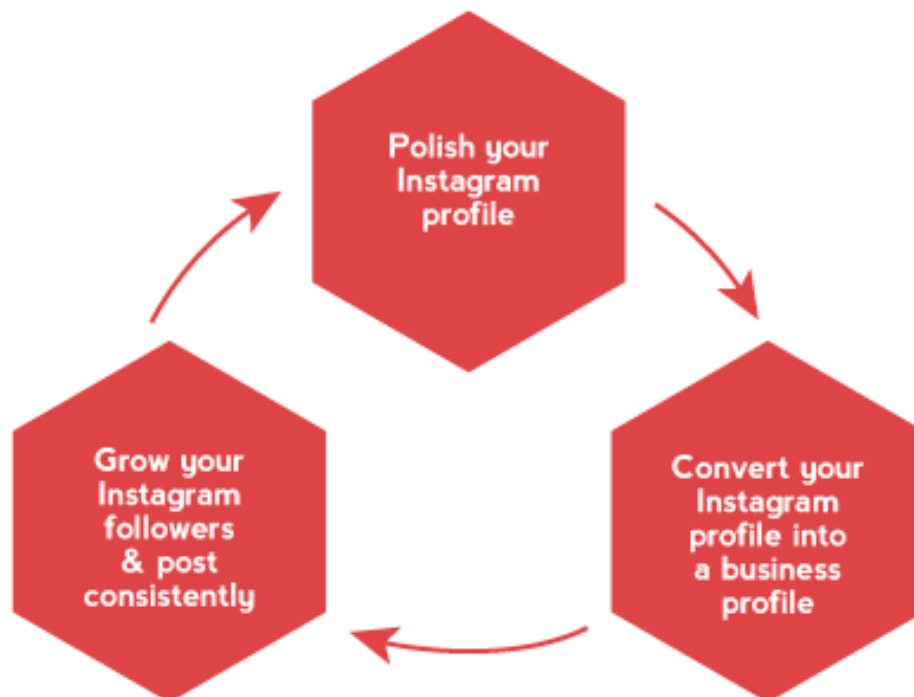


Fig 5.14 Stages of personal branding for Instagram

5.3.1 Stage 1: Polish Your Instagram Profile

a. Profile Picture

The first thing to note about your profile picture is that it can't be clicked on or zoomed into. So, don't use pictures that have been taken from afar. Make sure your face is visible.

b. Your Username

Please use your full name. When you comment on someone's profile, a fancy username doesn't make your comment look serious. When someone is going live and you are commenting, the person wouldn't know how to address you if your username doesn't hold your name.

c. Bio

Your bio is something people notice so give them a reason to follow you. Describe your purpose instead of what you like, dislike or your date of birth (I see that most people follow this). It is always good to address the question of why someone should follow you.

d. URL

This space is the best place to link your other social media profiles or blogs. Since Instagram doesn't allow you to publish links in the posts, many people use the URL space to share links, which require registration or a click.

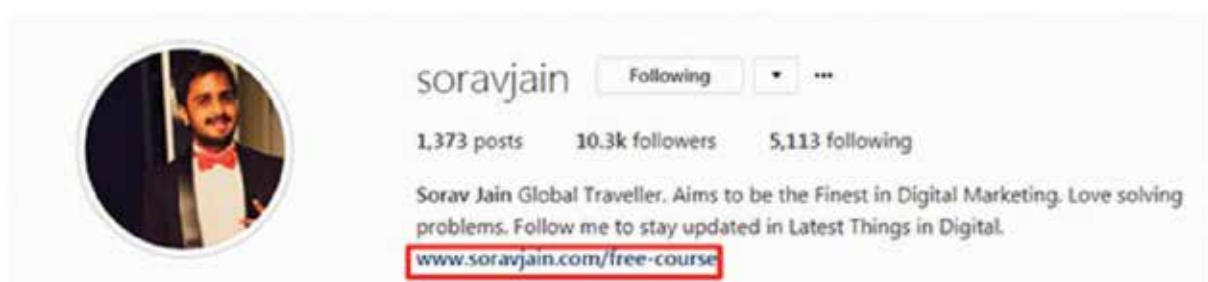


Fig 5.15 Example: Promoting links via Instagram bio

e. Adding Elements of Branding

To make your Instagram look classy, you can follow a grid model or a template-based model.

1. Grid Model

- A grid model is when you break a picture into multiple boxes and upload it all at once. However, I wouldn't recommend breaking of photographs as it is too difficult to maintain it later.

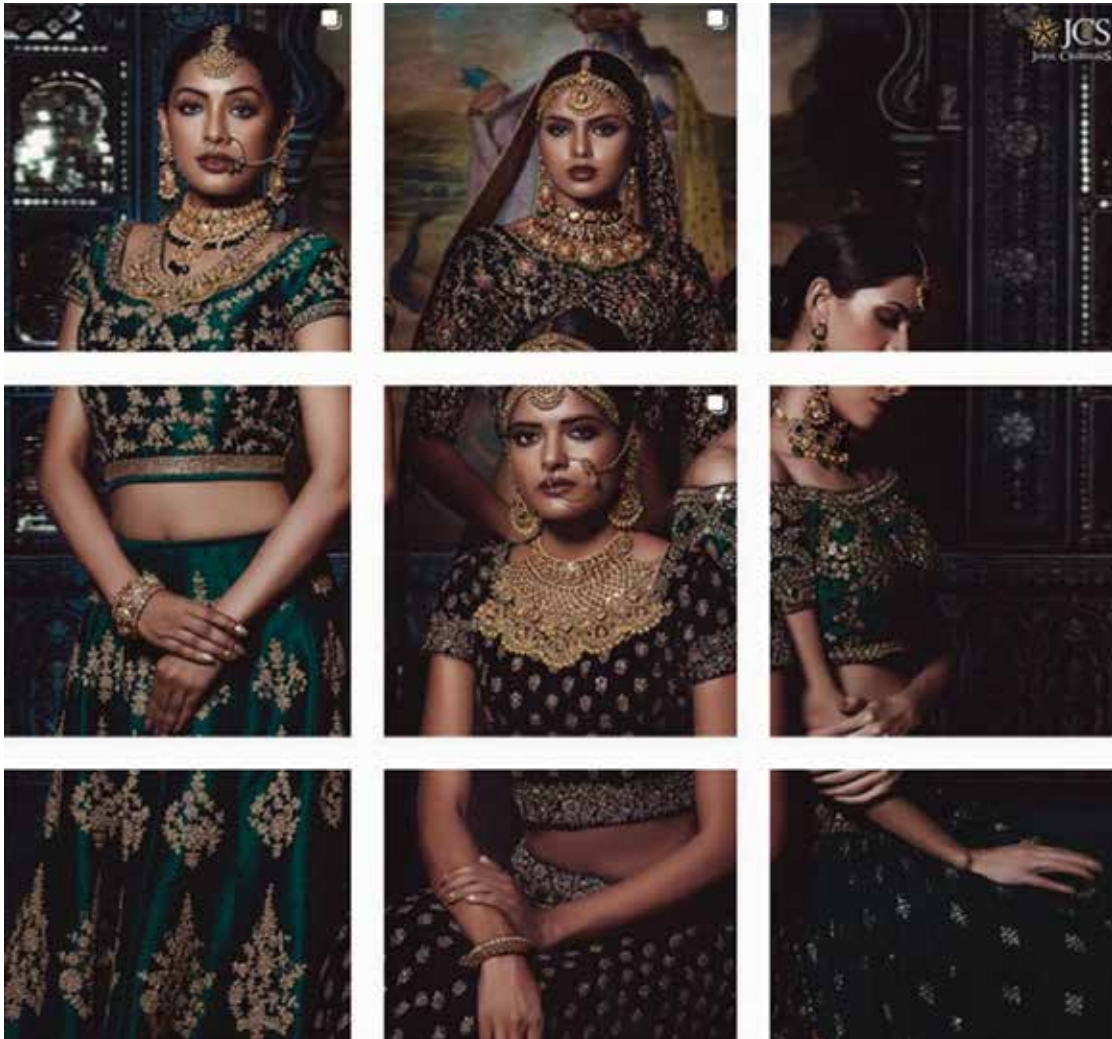


Fig 5.16 Grid of a single image

- The other version of grid is when you use images of the same pattern or theme together., A celebrity makeup artist Samantha Jagan and many fashion bloggers use 3 pictures from the same story to share it on their feed so as to give the page an even look and feel. Once you commit to this, you need to stick on to this.

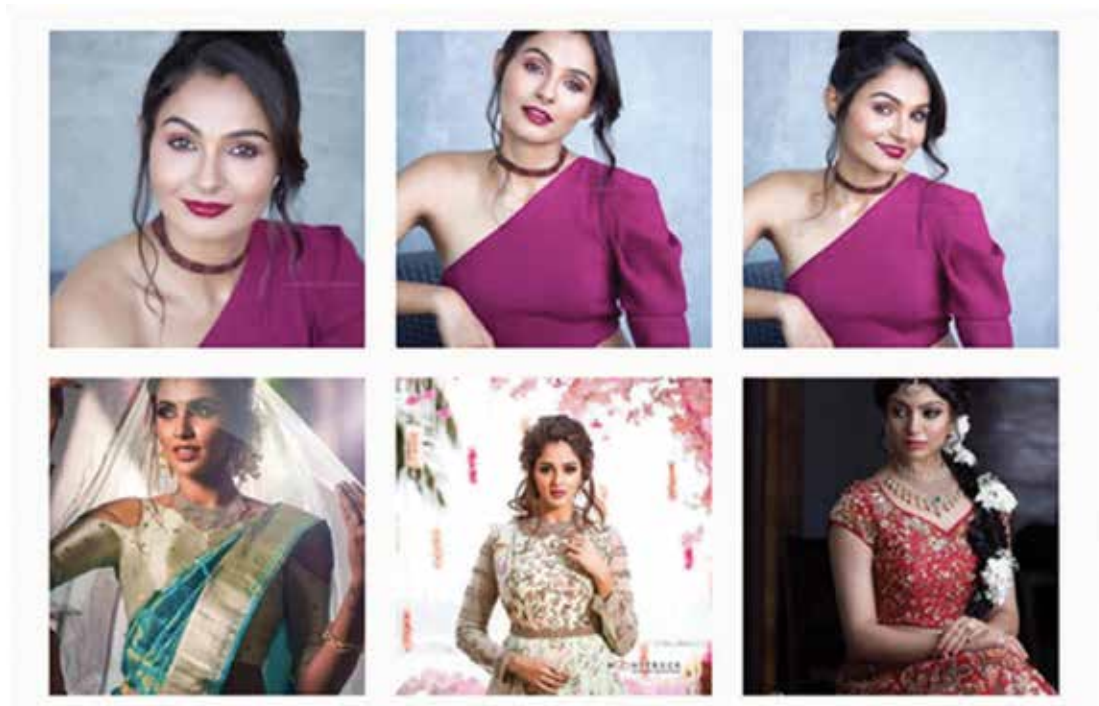


Fig 5.17 Grid of multiple images of the same theme

2. Template-based Model

A template-based model is what I follow. I involved my designers to build my profile according to branding guidelines. These guidelines will cover the font, colours, caricature, shapes used by creative, etc. so as to remain consistent throughout.



Fig 5.18 Example of Template based model

5.3.2 Stage 2: Converting Your Instagram Profile Into a Business Profile (If You are Aiming at Paid Promotions)

With a typical user profile, you can only reach people organically on Instagram. But if you're willing to park a budget for paid advertisements, then you can switch to a business account. For a regular profile to be converted into a business account, you need to sync it with your Facebook business page. The perks you get with a business account are:

- It allows you to post and boost promotional content
- It allows you to drive more traffic to your profile and grow your follower base
- It gives you the option of adding your contact details and your business location
- You get follower insights

I use an Instagram business account and invest in growing my relevant follower base. I can target people by age, gender, location and interests. This way, I can reach out to people who are interested in social media and Digital Marketing.

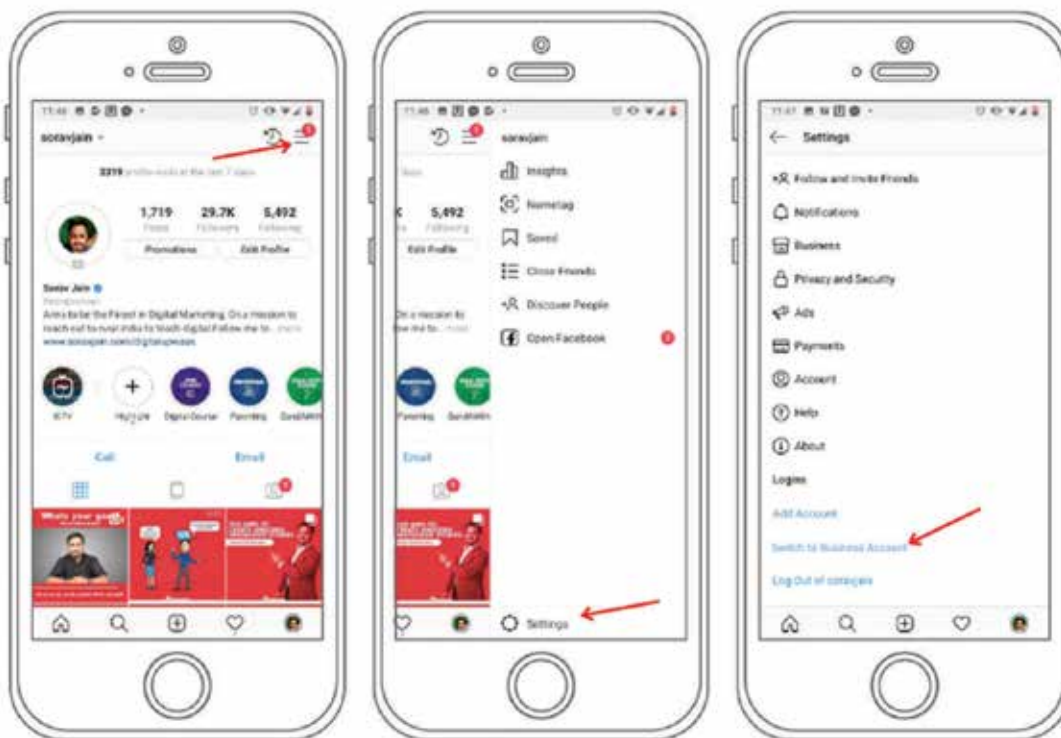


Fig 5.19 Switch to Business Account option

5.3.3 Stage 3: Growing Your Instagram Follower Base

Without growing followers, you will not find Instagram interesting. You can't keep adding friends like on Facebook or LinkedIn. Instagram needs some effort, style, fashion statement, storytelling and the ability to click some great photographs. Before you start your Instagram journey, invest in a good camera. I use Mi3, iPhone and Google Pixel 2 because they have fantastic cameras that allow me to tell great stories. Here are some tips you should follow to grow your Instagram followers:

a. Set Expectations

- Every Monday, I have an audience visiting my channel to check out #NewThingsInDigital.



Fig 5.20 #NewThingsInDigital post example

- Every Tuesday, I share #SuperToolsTuesday



Fig 5.21 #SuperToolsTuesday example

- Every Wednesday, they look out for #CartoonWednesdays.



Fig 5.22 #CartoonWednesdays example

Going live once a week helps me address the questions of my audience. I use the hashtag #SocialMediaRoadShow every time I share workshop stories and posts. I encourage others to do that as well.

Like that, I have set certain expectations. Each of these will have its very own following. So, make your Instagram journey organised, and let people be fans of your specific piece of content.

b. Start Posting Great Images

The key to success on Instagram is creative Instagramming. Anybody can click and post random pictures. The key to your images standing out is giving them a creative edge. Use tools that can help you create good infographics. Instead of sharing every moment from a particular scenario, club them and use Instaframe to post them or upload them together as an album. People love to see your lifestyle as an entrepreneur or a professional on Instagram. The following posts work best:

- Work captures
- Festive celebrations
- Pictures that show your passion and hobbies
- Pictures that show your fitness regime that can inspire the world
- Pictures from your travels
- Make a quick, one-minute video about your experiences at particular events, or make business announcements using the video feature

I have a habit of posting photographs of hoardings, advertisements I come across, interesting stalls I see at expos, marketing techniques adopted by vendors that can inspire people and bloopers. It's all about setting the right expectations concerning your niche.



Fig 5.23 Instagram post with Hindi caption for niche connect

c. Boost Your Instagram Posts

When you convert your profile into a business profile, you can run advertisements on Instagram. Through these advertisements, you can set 2 key objectives:

- Drive people to a specific website or landing page
- Drive people to your Instagram profile

I did a small experiment. I spent \$100 in 30 days and boosted the post below to people in India who are interested in Digital Marketing and are in the age group of 21+. It immediately got me close to about 1000 relevant followers.



Fig 5.24 Example: Instagram boosted post

When you design posts like these:

- Content should be minimal, with not more than 20% text.
- The description should clearly state why someone should follow you. You should also tag your profile with an arrow and a clear call to action. In the campaign above, the description says, “Follow @ SoravJain3 to stay updated on #NewThingsInDigital.”

d. Run Your Instagram Story Advertisements

One of the other paid ways to grow followers is by running Instagram story advertisements using Traffic Campaign in your Facebook advertisements dashboard.

In one of the traffic campaigns we ran, the link given was of our Instagram profile and the result was exponential. The video I made was a 15-second one which prompted people to follow me on a swipe up to learn #NewThingsInDigital and to learn Digital Marketing for free.



Fig 5.25 Example: Instagram story advertisement

Results	Reach	Impressions	Cost per result
6,887 Link Clicks	218,816	282,034	₹1.43 Per link click

Fig 5.26 Results of the Instagram Story Ad

e. Tell Your Story Through Captions

The captions you use play a vital role in enhancing your pictures. The best types of captions are questions. It will drive more engagement in the form of likes and comments. Ensure that the caption you use goes well with the picture. Ask for tags to get more engagement; talk about giveaways/prizes if there are any for the product/contest. You don't have to be a writer or use difficult words to write a caption. The simpler it is the better. When explaining a particular concept, let your captions be well expressed and detailed.



Fig 5.27 Example: Storytelling on Instagram

f. Maintain Hashtag Consistency

Use popular hashtags that would be in sync with the industry you are in, as it would help you get more visibility. Some of the most trendy and common hashtags that can be used anywhere are #instadaily, #photooftheday, etc. Remember to use them but don't overuse. Your picture shouldn't come out cluttered and overzealous.



Fig 5.28 Example: Using relevant hashtags on Instagram

g. Follow Hashtags and Relevant People

Instagram is a platform for discovery where you can discover people by using hashtags. Ask yourself this question: what hashtag would my target audience or people in my industry use when they talk about this subject? List them down:

For example: In the Digital Marketing industry, people often use #SocialMedia, #DigitalMarketing, #SEO, #SEM, #SMM, etc.

Instagram has a search feature that allows you to discover relevant people and content. People often use the search feature to:

- Check the latest content updates in the industry domain.
- Find relevant people and strike conversations with them.

Have a habit of following a minimum of 30 people every day as it is one of the most effective ways to win follow-backs. While following people, ensure that you don't do it continuously at a stretch. Take an interval of 2 hours to follow around 20 people.



Fig 5.29 Hashtag search on Instagram

There are tools that do this on your behalf. These tools discover relevant people and comment on their Instagram profiles, which in return makes them visit your profile and follow you. However, such tools ask for your personal details to access your profile and it could be risky.

h. Keep Up With Your Schedule

- If you are posting every day, at a particular time, ensure you regularly post at that time. You can either post once or twice a day, as long as you follow a consistent schedule. Ensure you use 10 to 15+ hashtags that people are searching for as these hashtags matter. I am not a big fan of posting 30 hashtags. I've tried it and it looks shabby and devoid of any personal touch, especially when used without captions.



Fig 5.30 Adding the relevant description and hashtags on Instagram

- As you post these photos, ensure that you use long descriptions as it engages the audience and gives them a chance to like your post. Remember, sometimes, descriptions add more value to the story you are trying to tell through the image. If you are posting about a location, don't forget to tag it.



Fig 5.31 Custom hashtag example - #newthingsindigital

i. Run Campaigns That Allow Your Followers to Tag Their Friends

‘Tag a friend’ is one of the easiest ways to drive traction to your post. Whenever I make posts asking people to tag their friends concerning their behaviour on social media, I get a lot of traction. You have to find a common ground where you can add a call to action like ‘tag someone you think will benefit from this post’ or ‘tag a friend who needs motivation right now’.



Fig 5.32 Example: 'Tag your friend' post

j. Host Contests and Giveaways:

As a digital influencer, you can get 10x the engagement by hosting regular contests and giveaways. Recently, we reached out to one of the influencers for a coffee brand we work for with a gift hamper. She smartly used the hamper given to her by hosting a contest around it. This got her great traction and helped the brand spread the word through her efforts.

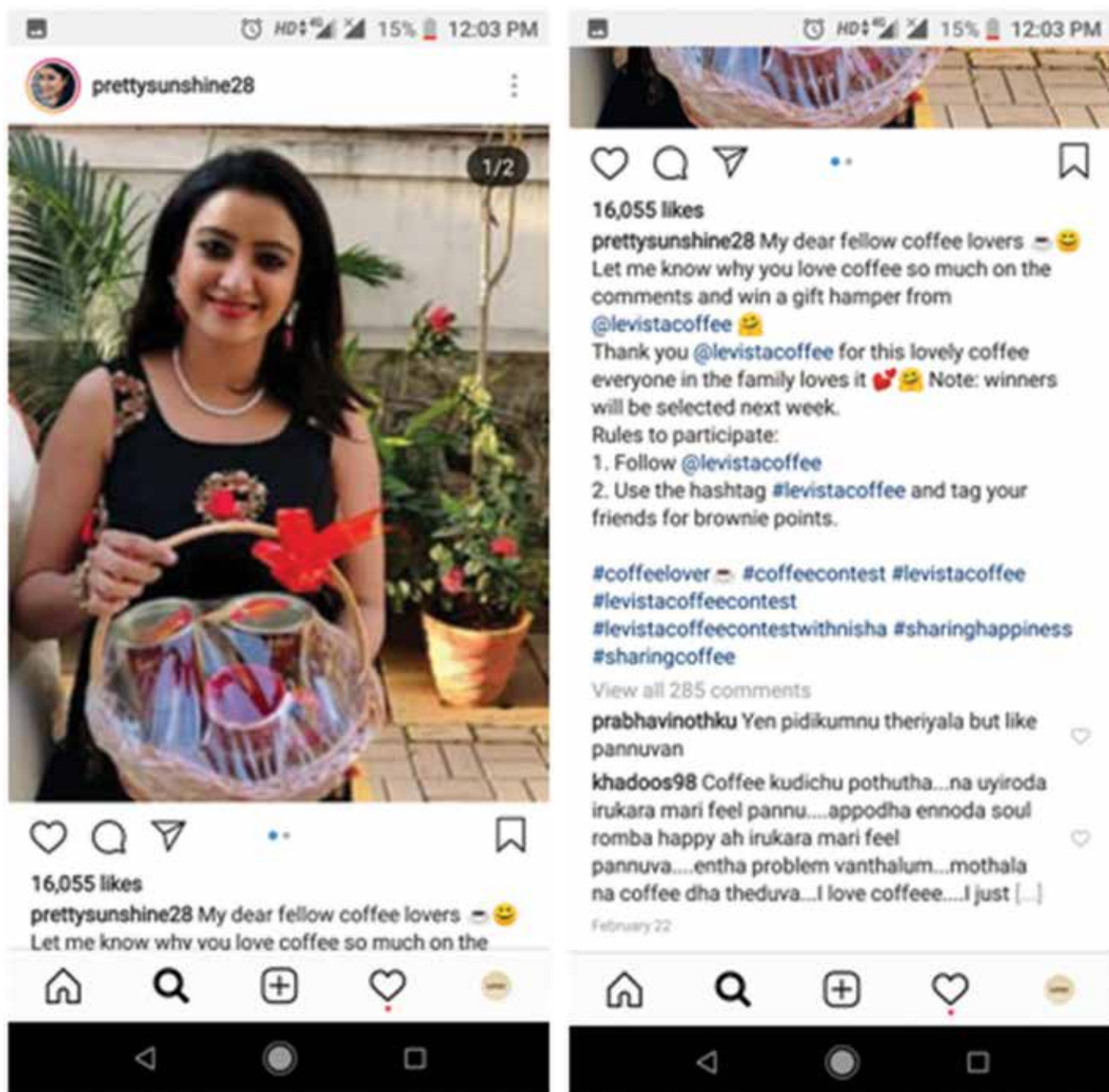


Fig 5.33 Example: Running a contest for engagement

Every week, I too make it a point to run engaging contests on my page. The objective is to draw user-generated content and build a sense of excitement. I usually get about 100–200 participants per contest without investing in any promotional activity.



Fig 5.34 Example: Running a contest for engagement

k. Go Live on Instagram Stories

The Instagram live feature is a great way to grow your thought leadership. You can capture moments from events or have a Q&A session with your followers. Keep your audience informed about this session through a post or earlier stories. Going live on Instagram is fun. You can store the live session for about 24 hours. It helps you stand distinguished.



Fig 5.35 Instagram story option preview

Gary Vaynerchuk is a multi-faceted personality and is involved in the fields of business, writing, speaking and Digital Marketing. He uses Instagram stories to effectively sell his products, like his book and speeches. In the first image, you can see how he keeps his audience informed about his latest book and the time to pre-order it.



Fig 5.36 Instagram story by Gary Vaynerchuk

He also takes advantage of stories with his innovative video-in-video posts, which are mostly a compilation of his speeches.



Fig 5.37 Instagram video story by Gary Vaynerchuk

1. 10 Ways to Tell Instagram Stories in a Creative Manner

- i. Post, pre-post or repost content from your stories on your feed. Or put up a story that says a new post is up. But don't give it away in the story. If there is a new giveaway or a contest you are conducting, then the story can be a post that says, "Something new is coming up. Stay tuned to know more."
- ii. What comes along with Instagram stories is Instagram live. These lives can now be seen on the explore page, as well as the 'top live' posts. Remember to go live only when you have great content in hand, as people would remember and look forward to seeing more of your live videos. This is a great way to gain more followers.
- iii. A story storm is when videos are uploaded in a series format to deliver a longer message to the audience. Since the stories have a time period of hardly 15 seconds, this can be used to tell your message in a better way. You can split the story into multiple 15-second videos and upload them together.
- iv. Capture the image you want to upload, and add the effects/filters and stickers you need through other apps. Then upload them to Instagram.
- v. Stop motion is a creative strategy that has been adopted by a lot of people these days. It comes in a video format.
- vi. When running polls, using the stories' question feature is one of the finest ways of driving a lot of interaction.
- vii. Boomerangs and zoom-ins add a cool factor to your Instagram stories. So wherever possible, try to do something creative with boomerangs. Every time I am on stage and with my audience, I make it a point to do boomerangs. They all enjoy participating, and I get to share the wonderful experience with everybody.
- viii. Create your very own GIFs by creating your profile on GIPHY; you can use them for swipe-ups or any emotion that you might want to show creatively.

- ix. To get more views for your Instagram stories, use #Hashtags in your stories and add locations – this will generally bring more views even if you don't have a great number of followers.
- x. To make Instagram stories highly creative, there are multiple templates on apps like Unfold, Canva, etc. I use these to enhance the outlook of my stories.

m. Tell Stories Consistently

If you really wish to test your creative genes, then you need to make use of Instagram stories daily. Through stories, you can earn impressions for your updates that will stay for 24 hours. Instagram stories have various features like: stickers, fonts, GIFs, filters, the rewind feature, a video feature, superzoom (with different kinds of music), polls, etc. Stories raise curiosity and don't force your updates on people's newsfeeds. If they are genuinely fond of your stories, they are more likely to view by choice, or they'll swipe through if they want to switch over to the next story. Fig 5.38 is an example of a poll I ran on Instagram stories.

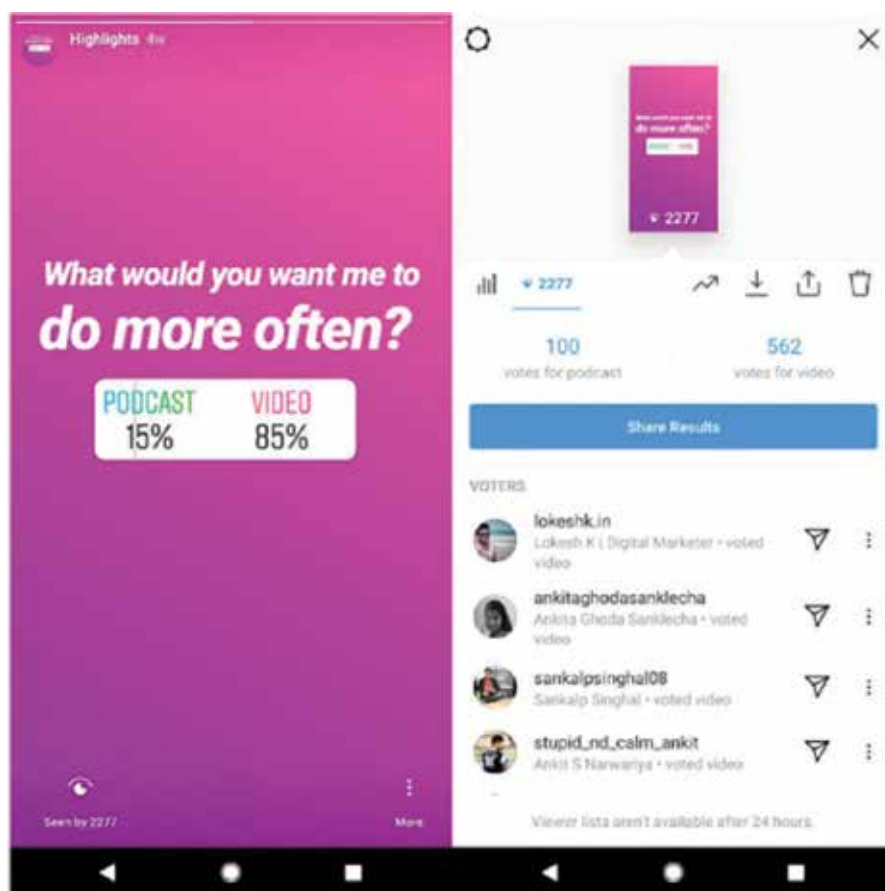


Fig 5.38 Example: Poll option on Instagram

Since stories are lively, it's best you store them as highlights. And add a cover picture to your highlight to make your profile look organised.

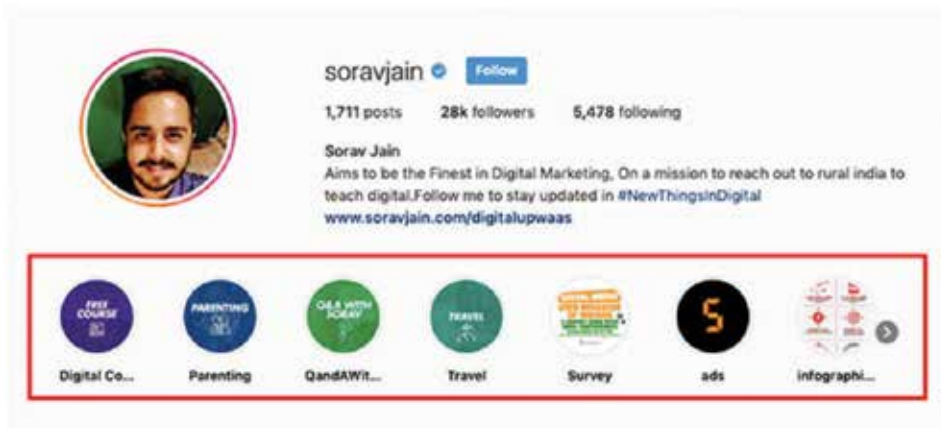


Fig 5.39 Prolonging stories as highlights

n. Lookout for Shoutouts

There are many pages on Instagram that are just built to showcase a particular genre of people. For example, there are many pages like team_ibbotw, bodybuildersofindia, etc. which give shoutouts to Indian bodybuilders. If you are a bodybuilder and you request to be featured, they would oblige. It gets you a lot of followers. It's a matter of consistently searching for shoutouts or requesting popular pages or influencers for one.

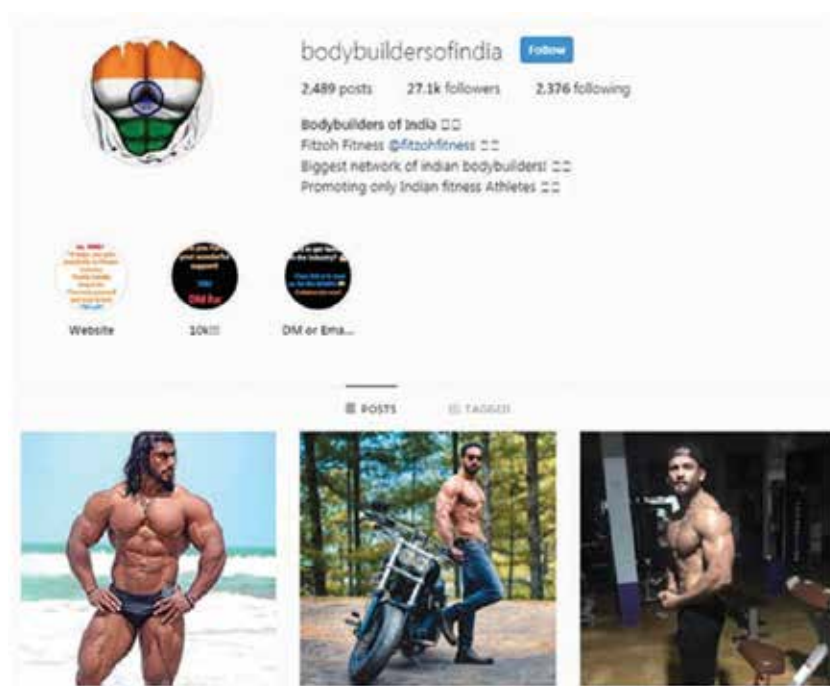


Fig 5.40 Example: A shoutout page

5.4 10 Different Styles of Posts Observed on a Thought Leader's Profile

As an entrepreneur/professional, you will always be confused about what to post and what not to post. To help you better understand what kind of posts would work on your profile, I have listed 10 different styles below. These styles are easy to follow and will help your viewers keep up with you.

a. Post About Your Business Announcements

Instagram is a great handle to make announcements for anything new that your business/brand is doing. You can make videos talking about the announcement or the product you are going to launch. Stories of the same can also be posted on Instagram. Gary Vaynerchuk extensively used Instagram to promote his upcoming book. He spoke about what was in it and had contests where he gave away signed copies of his book. While promoting, he also talked about the status of his book in the market, urging more and more people to read it.



Fig 5.41 Example: Business announcement post by garyvee

b. Post Related to What Your Brand is Currently Doing

People will only remember you if they see you posting things on your handle every now and then. It shows that you are consistent and that

your brand is active. You can keep your viewers informed on what your business/brand has been currently doing or venturing into.

If you are a social media addict and you love travelling, you would have come across Nas. Nas makes one-minute videos on his travels around the world. He is one of the top personal brands on social media. He doesn't use Instagram to push his videos but to talk about the advances in his mission. He then updates his viewers in his next video. Here is an example of him updating his audience on the progress of his brand.



Fig 5.42 Example: Brand story post from nasdaily

c. Post Depicting Work Culture

Every festival celebrated at echoVME is shared on my profile. It is the little things we do that keep us together. Posting stories from echoVME help me talk about the work culture we maintain in the company.



Fig 5.43 Example: Post depicting work culture

d. Post About Your Experience at a Particular Event

Mentioning 'more information is given in the story' will make the viewer check your story. You can speak about being a part of an event, however big/small. Your experience and views on the event can make a huge difference. You're basically promoting the event. If you meet your cohorts and take pictures with them, upload them and tag the person.



Fig 5.44 An event posted by rich20something

e. Post Related to Festive Celebrations

‘Festive posts’ is another segment that you should incorporate for personal branding on Instagram. A creative post, depicting the festival/occasion you are celebrating, helps you stay connected to your audience. It can be a festive post wishing people or a post depicting your way of celebrating the festival. It could even be a video where you wish your audience. Here is an example of Manu Kumar Jain, the managing director of Xiaomi, India, wishing his followers on Diwali.



Fig 5.45 Festive post from Manu Kumar Jain

f. Posts that Showcase Your Hobby

Pictures that showcase your hobbies help your viewers connect better with you. For better personal branding, you must show your audience what you are doing when you are not working. Joythebaker is an Instagram handle run by a food blogger. It has about 426K followers. Along with the pictures of her food, she includes photos of her hobby. It brings to light a different side of her.



Fig 5.46 Post showcasing the hobby of joythebaker

g. **Posts That Highlight Your Fitness Regime and can Inspire the World**

When you become a pro at the things you do, people draw inspiration from you and follow your every move. Why not use that for the best? Akriti Sachdev, of mesmereyemakeup, is a beauty blogger with 36.6K followers. She uses Instagram to its best advantage.

Aside from showcasing her work, she ensures that she posts pictures of her time at the gym, her family, the food she cooks and the places she visits. Sharing pictures of her day-to-day activities help her connect better and be an inspiration to her followers.



Fig 5.47 Daily fitness regime post example by Akriti Sachdev

h. Post Pictures from Your Travel

Then there are entrepreneurs/working professionals who work even while enjoying a vacation. For instance, look at the profile of officialthatbohogirl. Along with the picture—which is colourful and depicts a serene place—the fashion blogger has mentioned her latest published blog in the caption. While a vacation is imperative, as it provides a much-needed break, it is also important to stay connected to your readers.



Fig 5.48 Vacation/travel post example by officialthatbohogirl

i. Post About Your Personal Life

Make sure your handle doesn't lose touch with your personal life. It could be a festival that you are celebrating, a vacation with your family or pictures of when your family visits your workplace. People who follow you every day would love to know about your family and your children. You can even post TikTok videos or anything you do at home.

Use Instagram to show your crazy and fun side. It is a platform where you can put both personal and professional posts together. Branden Hampton, an investor, adviser, author and one of the top influencers on Instagram, is often seen sharing personal pictures of his family.



Fig 5.49 Post giving a glimpse of personal life by money

j. Motivational Quotes

Use your page to inspire others. When you are successful, people tend to be receptive to your wisdom and encouragement. You can use your page to inspire people to achieve more and hang on when all seems lost. As a successful entrepreneur, Patrick Bet-David uses his position and outlook to motivate people through his Instagram page. His page is full of quotes that drive people to work harder and never give up. Your page does not have to be about yourself. You can also share general quotes on

life and inspire positivity among your followers. Pages like thegoodquote, motivationmafia, etc. share impactful quotes and are well received.



Fig 5.50 Example of motivational post

5.5 6 Things Not to Post on Your Instagram Profile

- Don't use a million #LikeforLike
- Don't post anything disgusting, even if it is memorable to you
- Don't post a picture and claim it as yours when it's not
- Don't leave nasty comments on anybody's profile
- Don't use a hashtag that has no relevance to the picture
- Don't say that no filter is used in the picture when there clearly is

5.6 Tools That Will Make Instagram More User-friendly

a. Like

Like app is one of my personal favourites. It allows you to add amazing special effects and gives more life to your videos.

b. **Quik**

Quik is a video editing app that offers 26 great video styling templates, each designed with different transitions and graphics. The key feature of the tool is its easy saving and sharing option. It's the simplest way to make a quick video of your perfect day out and post it on Instagram. You can get some cool videos done in a 9:16 ratio.

c. **Typorama or Wordswag or Over**

Typorama is an iPhone app that automatically creates amazing visuals by turning words into beautiful typographic designs. With Typorama, you can create stunning posts with random quotes and wallpapers and stylish text designs. Wordswag, a tool with the same features, is available for Android users. Over allows you to add a lot of fonts and make the best of cool images.

d. **Unfold**

This app will help you make great edits to your Instagram stories. You can club 2 to 4 videos in the same frame (top and bottom).

e. **Social Hashtag**

This is an app that will help you fetch a lot of hashtags with relevance to the picture.

f. **Planoly and Hootsuite**

These apps allow you to schedule your posts and stories from a desktop. They make your Instagram easily manageable.

g. **Repost**

You must have the app if you want to share someone else's post on your feed.

5.7 Case Studies

5.7.1 Case Study 6: How a Millennial Entrepreneur and the Author of Rich 20 Something, Daniel DiPiazza, Uses Instagram to his Advantage

With a base of 240K followers, Daniel DiPiazza is running a great Instagram handle. His content portrays a picture of how to develop financial stability and

maintain income sources. He is consistent with his posts on Instagram and uses videos for enhanced communication. He imparts the life lessons he's learnt from his everyday experiences. All of his posts have a detailed explanation. With his Instagram page, he motivates and informs young business people around the world.



Fig 5.51 Motivation post by rich20something

5.7.2 Case Study 7: A Fashion Blogger who is a Rock Star

Who would've thought a pre-school teacher would make heads turn and become a top-tier fashion blogger?



Fig 5.52 A product feature post by aashnashroff

With 438K followers, this dynamic Mumbai-based fashionista, Aashna Shroff, is ruling Instagram with her personal style. After trying her hand at photography, interior design and teaching, she stumbled upon an entirely new career path—writing. With a passion for writing, she became a fashion blogger synonymous with beauty, fashion and makeup. Her charming personality leaps out at you through her Instagram handle.

She talks about everything from fashion trends to makeup tips and owns an online store called the Snob Shop. Her tone of communication is detail-oriented, with a lot of hashtags. The products she uses are tagged as well, which made her famous in the industry.

That is why, these days, you will see her featuring a lot of giveaways, products and events for brands like @TitanWatchesIndia, @maccosmetics, @vivo_india, @allaboutyoufromdeepikapadukone, etc. By talking about these brands, she has gained immense popularity and has made herself a memorable brand.

5.7.3 Case Study 8: Rukmini's Art Showcase

The page of Rukmini Vijayakumar is a mesmerising one. A brilliant Indian classical dancer, she takes her followers through a captivating journey, sharing

her dance routines, fitness workouts and gracefully switching between being a practitioner and teacher. Her interaction with her students is truly endearing. She is trained in Bharatnatyam as well as Western ballet.

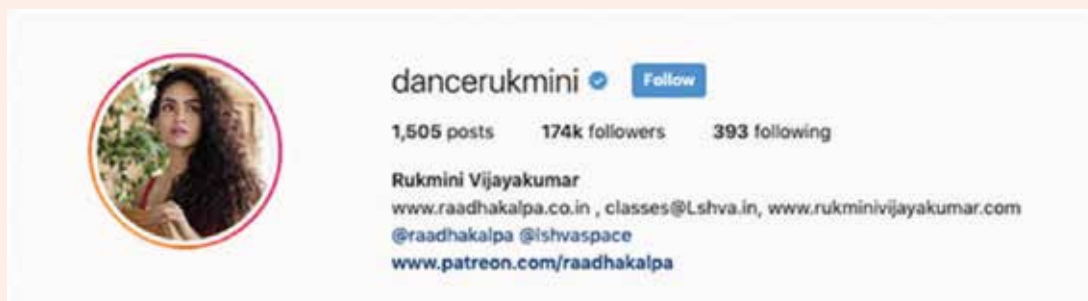


Fig 5.53 The Instagram handle of Rukmini Vijayakumar

Rukmini has about 1,74,000 followers, and 80% of her communication is about her profession. Pictures and videos from her performances, quick tutorials, stories of her students. She is inspiring the world with her Bharatnatyam skills.



Fig 5.54 Rukmini Vijayakumar's Instagram page showcasing her profession

Her Instagram stories are about the questions she answers, world tours, pictures from photo shoots, performances, students, her love for nature and more.

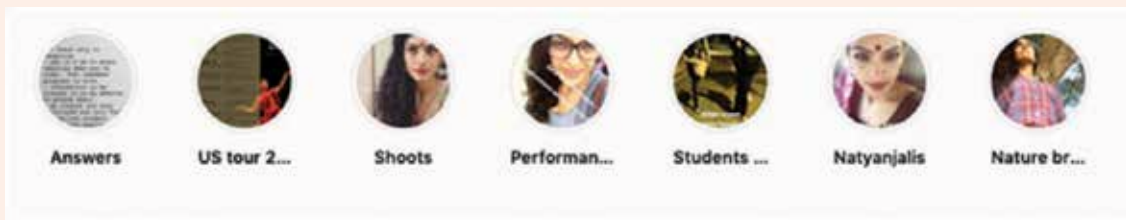


Fig 5.55 Rukmini Vijayakumar's Instagram stories

One thing I noticed on her profile is the opportunity of endorsing brands, which Rukmini has done in her very own style. It shows the influence she has got.



Fig 5.56 Rukmini Vijayakumar endorsing a brand

5.8 Recommended Activities

1. Create and polish your profile with the same username that's on your other social media channels. Follow the guidelines given in this chapter.
2. Take quite a few great pictures of yourself in exotic locations (use the HD mode of your camera).
3. Use Canva.com to create great quotes on the pictures and upload them on Instagram.

4. Write a description with at least 15 hashtags. Use the Social Hashtag app to find the relevant hashtags.
5. Make one post per day (get some ideas from this chapter on the kind of posts you can make).
6. Create a poll on your Instagram stories.
7. Use the story questions feature and ask people if they have any questions related to your niche that you can answer.
8. Go live after you build your first 100 followers and keep this alive, week after week.
9. Activate listening: Search for #SpecificToYourIndustry (e.g. #DigitalMarketing), follow 10 people, and like and comment on their posts. Ask them to follow you back.
10. Promote your Instagram presence on your YouTube video description, blog posts and cross promote it on other social media channels.

**“THE HUMAN BRAIN IS MORE OF AN IMAGE
PROCESSOR; WE TEND TO REMEMBER
THINGS THAT WE SEE MORE THAN WHAT
WE READ OR HEAR.”**