

GROWING YOUR INSTAGRAM



ESTHER CHLAD

PHOTOGRAPHY

We've all been there, trying to navigate the minefield that is Instagram and Social Media Marketing. It's a nightmare. But, I'm here to help you!

This guide will (hopefully) help you build your Instagram presence to one that people won't forget!

I'm going to share with you ways you can grow your Instagram, which will help boost your bookings!

If this sounds like something you need, read on!



TIP #1

UP YOUR CAPTION GAME

One thing I noticed was whenever I would write longer captions, people would engage more, I would have more comments, more likes, and evidently, I would end up with a couple more followers every time!

Write about the photo shoot you're posting about, write about how busy or quiet your week was! Here are some ideas:

- Why your products/services are worth investing in
- a story about overcoming adversity
- talk about why you love your job
- where has this job taken you
- a story about when and why you fell in love with photography
- a story about one of your most inspiring clients

TIP #2

INSTAGRAM STORIES

When someone visits your instagram profile for the first time, the first thing they will go to is your story. Be active on it!

Post about what you're doing during the day, mini galleries, sneak peeks to exciting projects, share other creators posts! The list is endless!

Stories are a great way to interact with others, using polls, question boxes, playing a quiz with them!

You get one chance at a first impression, so make it count!

TIP #3

CURATE YOUR FEED

Arranging your grid in a way that will catch someone's eye is key!

Organise light photos against dark to create contrast, mix golden hour shots with blue hour shots. Post outdoor shoots next to cosy indoor photos. You get the drift!

Some accounts to check out for grid inspiration:

@dawn.charles

@katiegriffphoto

@courtthomasphotography

@dirtybootsandmessyhair

TIP #4

REELS

Reels are a great way to expand your reach, if you're growing your account - using trending sounds, lip syncing to them, and applying them to your niche is the best way to use them!

Using videos you've taken behind the scenes of your business, and putting a trending song over the top will boost your reel!

Using longer captions on reels also helps, as if the viewer is still reading your caption, the reel could have played at least twice, which sends a message to the algorithm that the content is worth boosting!

TIP #5

FRESHEN UP YOUR HASHTAGS

Using up to 10 hashtags that fit your niche, location, and style are the best way to go forward.

Search up hashtags on instagram that have your location in them, your style, your niche, so for instance one of mine is #familyphotographyscotland or #stornowayphotographer - these are things people will search when they're looking for someone!

I hope this helps you! If you have any questions do not hesitate to ask! My insta is @estherchladphotography or you can email me at esther@estherchladphotography.com!

