



# HOW TO GROW YOUR INSTAGRAM HANDLE IN 2022



You probably came here looking for tips or hacks on organically growing your Instagram handle and establishing yourself as an authority in your niche. For starters, let us assure you that you have arrived at the best possible destination.

Here, we will break down this seemingly complicated but simple methodology of growing on the world popular image and video sharing platform.





# TIPS TO GROW YOUR INSTAGRAM HANDLE QUICKLY

## 1. CONTENT IS KING

You probably heard this before, but it's the Holy Grail when you want to grow fast on Instagram.

When browsing online, you will come back with multiple ways to up your content game. But we found the following three to have produced positive results.

## 2. TAILOR YOUR CONTENT FOR YOUR AUDIENCE

Purpose of your page, your target demographics and presentation style - emphasizes these things when producing your content.



## TIPS TO GROW YOUR INSTAGRAM HANDLE QUICKLY

### 3. ENSURE CONSISTENCY IN AESTHETICS

Your first impression is significant. It takes 5 seconds for average use to decide whether they want to follow your page. Hence, a dynamic theme for your Instagram feed can help you grow organically.

### 4. CREATE CAROUSEL POST

The carousel feature of Instagram permits you to upload up to ten images. This comes in handy when you want to create a thread or tell a story.



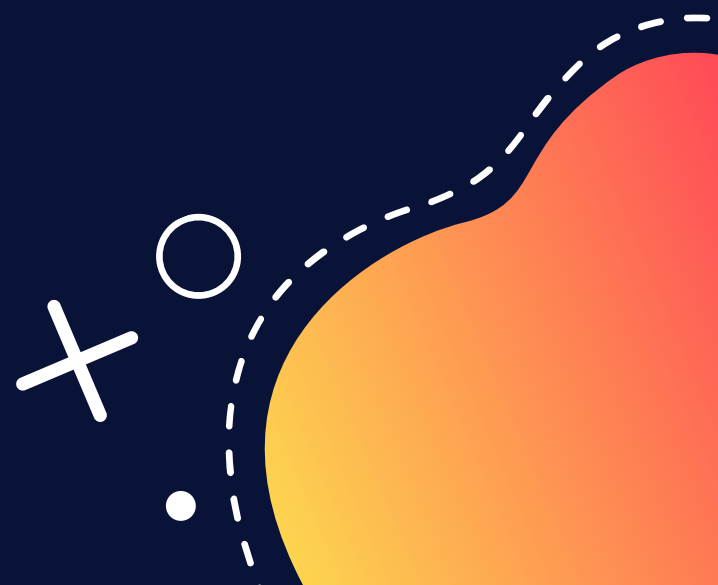
## POST CONSISTENTLY TO GROW YOUR INSTAGRAM HANDLE

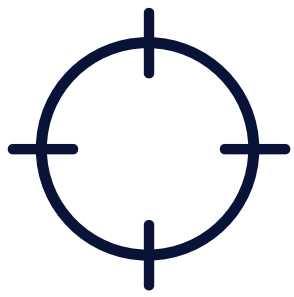
### CONSISTENT INSTAGRAM POSTING IS VITAL

Your content is the only reason people visit your profile. Hence, if you don't post regularly, your follower count will drop drastically. By uploading new content periodically or multiple times a week, you create a chance for your audience to see one of your posts even if they missed the previous ones.

### PLAN YOUR INSTAGRAM UPLOAD

It would be best if you created an upload schedule to maintain quality in posts. Organic Instagram growth depends on how consistent you are in coming up with new content.





## REACH YOUR TARGET AUDIENCE WITH THE RIGHT HASHTAGS


### INSTAGRAM HASHTAGS ARE ESSENTIAL

You've no doubt heard this a gazillion times. Yes, using the right hashtags are vital. Consider hashtags like beacons that help your target audience find your content. In short, they help you gain more exposure.

### HOW TO DISCOVER AND USE INSTAGRAM HASHTAG

Instagram posts can hold up to 30 hashtags. To avoid using hashtags that have high competition, you should select those used in less than 100,000 posts.

Hashtags help you reach your target segment. Hence, only use quality hashtags to attract relevant users.

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## DO NOT FORGET INSTAGRAM REELS

### INSTAGRAM REELS

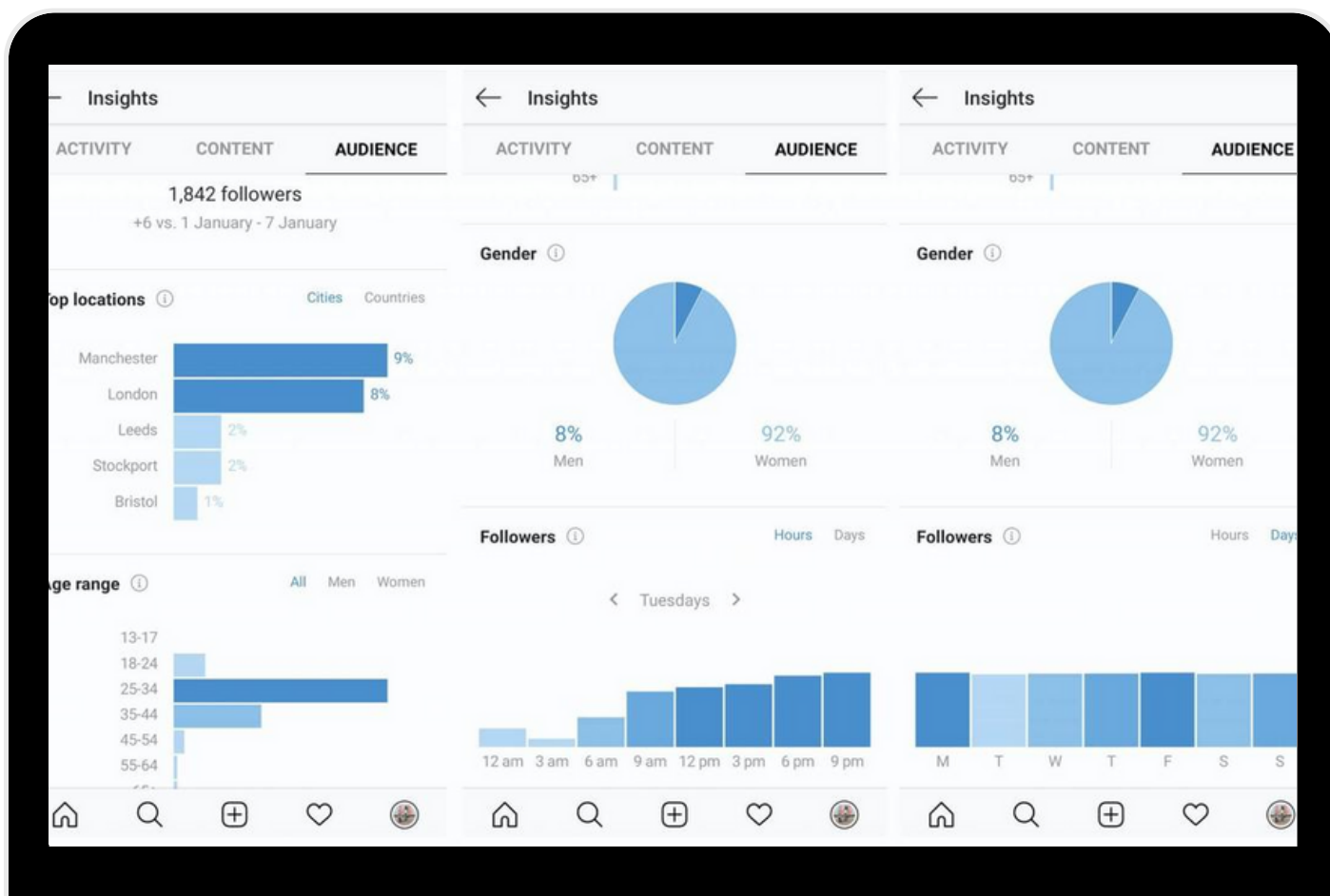
The Instagram reel is a new feature that allows users to create short videos in vertical format. You can manipulate speed, add music and insert multiple artificial reality filters to breathe life into your posts.

### HOW CAN REELS HELP INCREASE INSTAGRAM FOLLOWERS ORGANICALLY?

Simply put, creating reels is a great way to interact with your audience and save time. When combined with the right hashtags, reels get a ton of exposure in the explore section. Also, you may be surprised to know that every month reels bring 7 million views to fashion brand Louis Vuitton. Hence, there should be no doubt that this feature can help you grow your Instagram handle.



# BE PRESENT DURING PEAK HOURS



Peak hours are when your target audience is most active on Instagram. You have to be available at this time because by posting during peak hours; you are guaranteed more likes, comments, saves and shares for your posts. You also get the opportunity to interact with your audience in the comment section - this helps in organically improving the engagement rate on your IG handle. All in all, this is one of the best ways to organically grow Instagram.





## CREATE CATCHY CAPTIONS

### WHY ARE CATCHY CAPTIONS CRUCIAL?


An effective way to differentiate yourself from your rivals is to give captions to your post that arouse unique thoughts, which lingers for a long time in the minds of your audience.

### CALL TO ACTION

It will help if you include a call to action in your captions. You can ask your viewers to like, share or save your posts or follow you on Instagram.

### EMOJIS 🤪

Admittedly, some may consider emoji's to be insignificant. But in reality, it is the fastest way to grow Instagram organically. It has the power to grab your viewers' attention, compel them to stop scrolling and read your message.



## # HASHTAGS

Utilizing appropriate and robust hashtags in your captions help your post get found by searchers. Ensure that your content is coupled with unique, targeted hashtags as it is vital in attracting a quality audience.



## CROSS-PLATFORM PUBLICITY

Cross-platform publicity implies endorsing your IG profile and posts on other social media sites like Twitter, Facebook and Pinterest. This is a sure-fire way to gain maximum exposure, draw a high volume of traffic to your Instagram page and grow Instagram organically.