

Finding your Tribe on Instagram



The quickest way to get more followers on IG isn't by quick fix follow schemes but by building with your audience and following the people who you want in your tribe.

Ideal Follower/Customer

It's always great to work out who your ideal customer is and then go out and find them rather than for them to come to you.

Ask yourself: What do they like doing, where do they hang out, what do they want out of life, what picture appeals to them?

Then get straight on what you want your outcome to be: Do you want more followers, feedback, customers or recruits?

Let's go find them....

Search bar

Use the search bar and if you want to attract locals then find something local like an event (so for instance you could search a local food market in the top bar and it will show you all photos of people who have checked in there – you can go through and identify who could be a potential follower for you).

Search by hashtag or by a product name – so if you sell beauty products, search the name of a rival brand in the hashtags and see who you could engage with.

Who has a similar or complimentary audience to you?

Go into their followers list and again identify who could be a potential for you to follow and follow them. Then (and this is the crucial bit) engage with them, over the next week or so post thoughtful comments on their page in a natural way (no stalker spamming please) and build a rapport, who knows, they may not be your super customer but you might make a friend or two.

Shout outs

If you see an image you love then give someone a shout out, repost the image and give them credit in the description by using their @username. You may gain followers from their feeds.

Messages

Direct messages shouldn't be scary. [Gary Vaynerchuk has a brilliant short video on how to do this best]. In short – add more value to the other person. Search the hashtags and then message the person if you feel you can add value to them.





Hashtags

Search hashtags – study them and look at the account and see how you can bring them value...then search tags – so if your niche is beauty then search that and it'll bring up hashtags – go into them and look into each photo and ask yourself if this person looks like they are your ideal customer, follower etc.

Keep your followers tidy

Be ruthless and if you follow a feed that isn't adding value to your life, isn't something you can relate to and you cannot think of anything to comment on....unfollow them. It's a social app and you need to be clear on your tribe.

Also use apps that can help you clean up...such as 'unfollow me' which will tell you who isn't following you and who you aren't following. It's great to get rid of people who you have connected with but after a while aren't engaging back and following you. If you love their feed then stick with them but if you followed with the hope of a follow back at some point and you aren't getting anything then cut them free...you can always re-follow in the future if you miss them.

I have a social Media planner that you may also like so please do get in touch if you found this useful.