



Instagram Marketing Unlocked

**STRATEGIES TO GROW AND
MONETIZE YOUR INSTAGRAM**

The Possibility Awaits - Let's get started!

WWW.POSSIBILITYAWAITS.COM

THE CON TENT

CHOOSE YOUR STRATEGY

OPTIMIZE YOUR ACCOUNT

GET CREATIVE WITH CONTENT

CREATE A LEAD MAGNET

SELL IN YOUR STORIES

GROWTH STRATEGY

DEFINE YOUR TARGET AUDIENCE

REELS REELS REELS

ENCOURAGEMENT + TIPS

CONCLUSION

LESSON 1

CHOOSE YOUR STRATEGY



Important Tip

Make sure you mainly engage with people within your niche and target audience so that you don't confuse the algorithm!

Choose Your Strategy

"Should I use my current account or should I create a new account?" is a common question when launching something new. Personally I started a new account because your BUSINESS account will be ALL business if you want to train the IG algorithm effectively and have your content pushed out to the right audience. You DO NOT want to post or engage with cooking content AND making money online. It will confuse the algorithm and in turn, you won't be found by people that are looking for what you have to offer.

Choose your strategy

HERE ARE THE PROS VS. CONS OF KEEPING YOUR CURRENT ACCOUNT OR CREATING A BRAND NEW ONE...

CURRENT ACCOUNT

PROS:

- Already having followers who **know, like, and trust you**. You may have people jump in and purchase your product right away. (and it may surprise you!)
- Authenticity and a personal touch.
- Easier to manage one account.

CONS:

- May not align with your business brand.
- Potential privacy concerns.
- Depending on what you were promoting before, it may not make sense to your followers and can also confuse the algorithm as to WHO they should show your content to.

NEW ACCOUNT

PROS:

- Brand-focused from the start.
- Easier to target a specific audience and tell the algorithm who to show your content to.
- Less of a chance you'll be unfollowed by a ton of people because you will be posting exactly what they followed you to see!

CONS:

- Takes time to build a following and build TRUST with your followers.
- May not have as quick of a success story (keep in mind you're in it for the long game!)
- Requires additional effort to grow.

Choose your strategy

Remember to keep in mind when choosing a strategy, that it takes **time** to grow your business either way.

Just because you start with a following of people who know, like, and trust you doesn't necessarily mean success is right around the corner.

You will still have to work at it daily and be consistent with your efforts, but either way ***I promise you it will pay off!***



Tip

You can create a new account and NOT connect your number or email (this way you won't come up as a suggested friend to people you know OR you CAN connect this so your contacts can find you— however you want to do it)

Choose your strategy

It is very important to know...

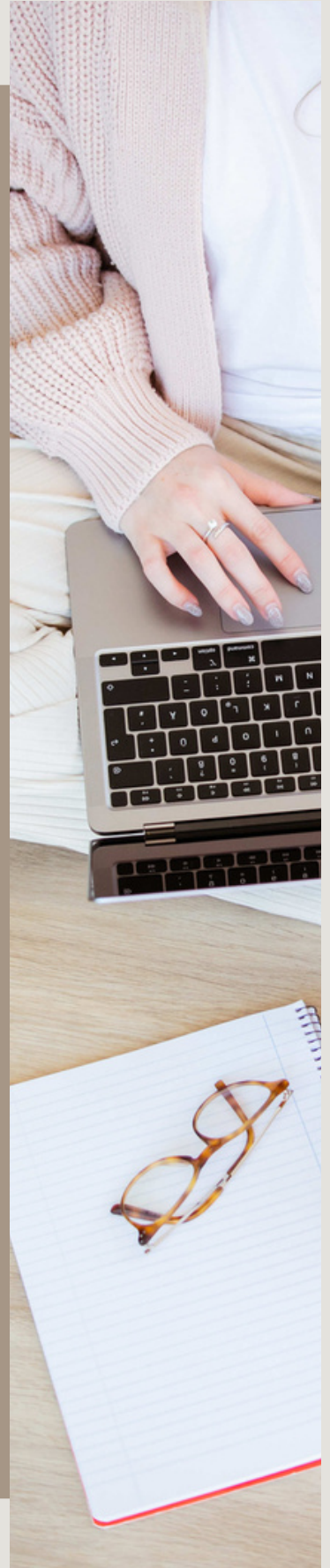
that in the past, the general consensus was that it took about 7 “touch points” (aka interactions with your potential customer) to convert them (aka, for them to buy your product!).

But now, the number is much higher. More like 100 touch points! But have no fear, almost every interaction counts as a touch point whether you realize it's happening or not.

Each story = 1 touch point, each post or reel = 1 touch point, each comment/reply interaction = 1 touch point, and so on and so forth.

If you're posting 6 intentional stories per day, that's 180 touch points in a month just from your stories alone! That doesn't even count your reels or comments. So, it can happen quickly.

This is where ***content*** becomes ***key***.



LESSON 2

OPTIMIZE YOUR ACCOUNT

Optimize Your Account

Whether you're choosing to convert your current account or you're choosing to create a brand new account, you need to optimize it to make sure people know what you stand for and what you can do for them.



YOUR PROFILE PICTURE

Choose a clear, close up picture of you or your logo. Not a cat, not an inanimate object. Your beautiful face or if you have a faceless account like I do, your logo!

YOUR BIO

Your bio should clearly communicate what you do, who you help, and how you help them.

Immediately upon glancing at your bio, they should know what you can offer them. Whether it's an opportunity to build a business, instagram growth strategies/tips, helpful guides for busy moms, a podcast, a YouTube channel, etc. whatever your product is, they should know how it can help them in the first glance at your bio.

Optimize Your Account

YOUR BRANDING

Everything on your account should flow together to reflect your branding. This also helps with the trust factor and will help people become familiar with you more quickly. For example, I like to keep all of my content with a soft color palette throughout everything I post on my feed. It is important to remain consistent with your branding because this will help separate your account and make it more memorable.

You may also choose a few emojis that reflect your personality and brand and stick with those in your captions or bio! Emjois can look messy when overused, but they can help speak to your brand when used correctly!

DO NOT let others follower count or success make you question your own. They all started from scratch at some point and almost all of them follow the exact strategy in this guide. Also don't be fooled, even if accounts have a smaller following, this does NOT mean they aren't successful. Followers don't equal sales!



LESSON 3

GET
CREATIVE
WITH
CONTENT

Creating CONTENT that CONVERTS

COPYWRITING is the name of the game these days. And reels are the way to go. Unfortunately, there's not much point posting a static post unless it's an informative carousel that requires someone to swipe to gather information or an introduction post.

People want the **REAL** and **AUTHENTIC** you! Notice girls aren't as done up with make-up, cute outfits, hair styled, or perfectly cleaned homes. They are recording behind the scenes footage of them doing everyday things like playing with their kids, cleaning their homes, organizing, working out, reading, driving, walking their dogs, just being. What a time to be a content creator!

As far as faceless accounts go, this is where it's really important to be authentic and genuine in your posting and interactions. People appreciate and are attracted to **REAL**.



Important Tip

Most people who aren't seeing growth aren't posting regularly enough, or they just haven't been consistent long enough. Experts say it took 3-5 weeks of consistently posting 3x/day to START seeing growth so DON'T GIVE UP!

TYPES OF CONTENT

The last thing you want to do when it comes to content is to throw something up and just hope it sticks. You need a strategic plan! (Don't worry, I got you covered.)
Get your **FREE** 60-Day Content Calendar [HERE](#)

Attraction with Problem Solving

This is the content where you'll address pain points, and not just address them, but SOLVE them! Don't just state their pain point...they are aware they have it. They need a solution, and here you come to provide it!

This is where you'll want to take the position of the expert, OR if you aren't an expert YET, let your product be the expert!

For example, if you sell a digital marketing course for beginners, letting the COURSE take center stage!

Example: "I didn't know X, but now I do and I learned it from (fill in blank)!"



TYPES OF CONTENT

Your journey will paint a visual and provide the proof people need to see, in order to relate to you.

If you choose to share income earned, share something it's attached to that could tie into peoples emotions.

Example; your second sale afforded your daughters martial arts and piano lessons for the month.

SALES is an emotional journey you take a buyer through.

Your Story

Share your story often. Daily, if you post 3 reels/day. Even when you've been posting for months, you want to always act as if you are speaking to a NEW follower who has no idea who you are and what you offer. Because if you're growing as fast as you'd want, you WOULD be gaining at least 1 new follower/day.

The accounts that grow the fastest consistently share who they are, how they started, and what their offer has done for them thus far. It WILL feel repetitive to YOU. And you may feel "my current followers must be sick of me" but REMEMBER, people need to hear something a million times before they buy.

TYPES OF CONTENT

Story Example:

"I'm a mom of 2, former burnt out corporate employee who was looking for a way to monetize the time I spent on social media. I came across a mom posting about earning a significant income from a course she purchased that offered resell rights. I had ZERO experience selling a digital course or products but after I purchased it I learned everything I needed to know to begin and succeed! (Insert any wins, sales, things you've learned)."

Objection Busting

Speak to objections that you are maybe running into in private conversations, or even objections you had yourself. Why did you take however long to jump into digital marketing/products?
Create content around that!

Objection Example:

"I used to think that to make money in digital marketing, I had to make a fancy course or even have my own digital product. I was SO wrong! I was able to get started in digital marketing by selling a course someone else created and it taught me how to market ANY digital product & make it profitable with automated systems that work for me well after I created it."

TYPES OF CONTENT

Conversion Content

This is the hard sell content. You only want to post this type of content once a day if you're posting 3x/day or once every 3-4 days if you're posting only once/day.

This is where you can use testimonials from your customers (or others in your community if you don't have any results yet), and even your own results! Social proof converts! Not everyone is a fan of this but I do feel that showing your results and what you have made shows people what's possible. This type of content is what made me jump on board.



You don't have to be an expert, you just have to show that you (or your product) can help someone get from point A to point B.

TYPES OF CONTENT

Chat GPT Content Ideas

Free Chat GPT websites like Chat GPT are a great tool for almost anything. Need wording for your website? Help with your bio? Want to create an email campaign? Want a month's worth of topics to post about speaking directly to your buyer persona and to sound like you? Yep, you can train AI to do all of this.

Here are some helpful prompts/tips to train your AI tool.

DO NOT start a new chat message if you want it to utilize the prompts and information you gave it already. If you start a new chat it doesn't know what you previously taught it to do.

Prompt 1:

"Your first task is to ask me questions to learn my tone, communication style and voice." It will give you a list of 10 questions to respond to.



TYPES OF CONTENT

Prompt 2:

"Your next task will be to understand my writing style based on examples that I give you. After that, we'll create some content. To start, please say GO AHEAD and I will paste examples of my writing. Keep saying GO AHEAD and I will paste new examples. When I am done I will say FINISHED. At this stage, please do not do anything except confirm that you have saved the writing style."

Prompt 3:

"Ask me questions to learn about my business and product I'm selling on instagram."



Important Tip

The more detailed information you can give ChatGPT, the more the generated content will sound like you.

TYPES OF CONTENT



Prompt 4:

“Ask me questions to build a persona for the person that wants what my digital product offers.” The more detailed responses you give the better.

Prompt 5:

“Always write my content in the first person.”

Prompt 6:

“Act like you are a highly experienced social media copywriter and provide me X amount of trending topics within my niche that directly speak to my buyer persona. Include at least 5 keywords for each topic that will improve my SEO.”

LESSON 4

CREATE A LEAD MAGNET

Creating Your Lead Magnet

THE BEST way to attract leads into your sales funnel is to create a lead magnet (AKA a free offer relating to your niche).

Ask yourself two things before you decide on what your offer will be.

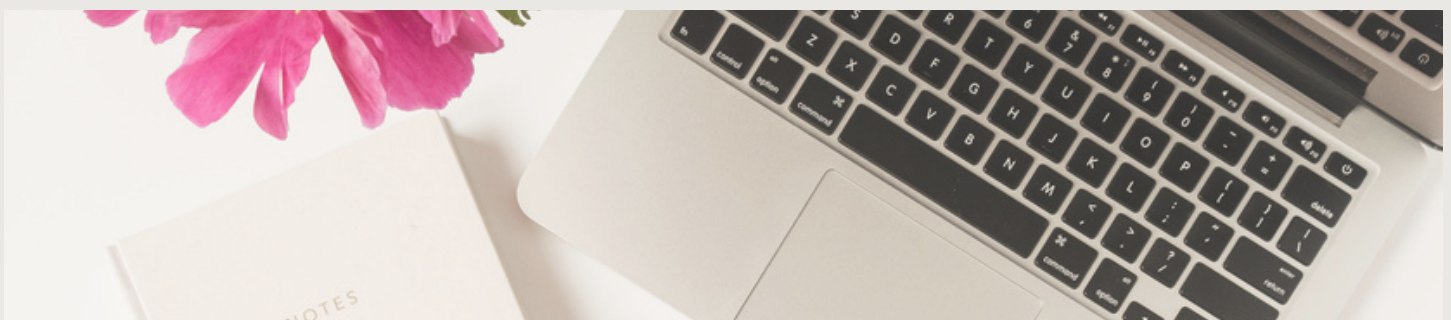
Who is your target market and what are they interested in?

What problem can you solve for your target market?

The point of the free offer isn't to give away all your “secrets” for free. The point is to provide enough value for your potential customers that it warms them up to some of your other offerings and how they could potentially help them.

Example of a free offer:

- A guide outlining 5 ways to do something (5 ways to earn money from home, 5 ways to gain instagram followers, 5 high protein recipes, etc)
- A mini-ebook with your favorite Chat GPT prompts 50 Most Scroll Stopping Reel Hooks



Creating Your Lead Magnet

How To Advertise Your Lead Magnet

- Post about it often by creating a CTA (call to action) at the end of a reel.
- Example: “Comment “ME” below and I’ll DM you my FREE guide on exactly how to do this!”
- “DM me the word “GUIDE” and I’ll send you my FREEBIE that will help you get started today!

The more you can offer **FREE** value the more leads you’ll have.

Reels when you are new and starting out should be **VALUE, VALUE, VALUE, VALUE, OFFER, VALUE, VALUE, VALUE, VALUE, OFFER.**

More value = more leads = more potential customers!



Creating Your Lead Magnet



Important Tip

Canva is a great tool to help you create beautiful things like ebooks, guides, templates, journals, checklists, pamphlets, etc.

The ebook templates on canva are perfect and easy to use. I actually used one for this guide! So don't overthink it.



[GET STARTED WITH CANVA - CLICK HERE TO CHECK OUT THE CANVA GUIDEBOOK](#)

PRO TIP:

If you offer a free guide/ebook, put a blurb about your paid offer on the last page, don't forget to include what **PROBLEM** your product/service can solve for them! Make sure your message is always focused on the customer and solving their problem.

EXAMPLE:

"If you feel ready to start monetizing your expertise but still feel like you could use additional resources or you prefer to leverage a done for you product, I've got you covered! (INSERT your paid offer link to website info page). "

LESSON 5

SELL IN YOUR STORIES

Sell in Your Stories

If showing up authentically in your stories daily isn't in your business plan, you're missing out. I saw a **SIGNIFICANT** increase in sales when I started utilizing my stories!

Instagram Stories are like the secret weapon in your digital marketing arsenal. They're your direct line to your audience, offering an authentic, unfiltered peek into your world and your brand's personality.

Facts tell, stories sell.

You want to be connecting with your audience daily.

What should go in your stories?

1. Behind-the-Scenes (BTS):

Show the people, processes, and stories that make your brand unique. Whether it's a quick office tour, a look at your workspace, or a sneak peek of an upcoming project, behind-the-scenes content builds trust and makes you relatable. Don't be fancy, BE REAL.

2. Product Teasers:

Create anticipation by sharing teasers of upcoming product launches, events, or promotions. Use countdown stickers or polls to engage your audience and get them excited about what's coming.



Sell in Your Stories

3. User-Generated Content (UGC):

Showcase content created by your customers or fans. Share their posts and stories that feature your products or services. Show a screenshot from a customer sharing great feedback! It not only fosters a sense of community but also acts as social proof.

4. Interactive Features:

Use Instagram's interactive features like polls, questions, and quizzes to engage with your audience. It's an excellent way to gather feedback, conduct market research, and keep your followers actively involved.

5. Educational Content:

Position yourself as an authority in your niche by sharing valuable tips, how-to's, or industry insights. Whether you're a fashion brand sharing styling tips or a tech company explaining a new feature, educational content adds value and builds credibility.



Important Tip

Just because something may be common knowledge to you doesn't mean that it is to someone else. You probably have more valuable information than you realize!

Sell in Your Stories

How to Build Know, Like, and Trust

Genuine connection with your audience is the secret sauce to converting followers into loyal customers. There truly is no other way, and your IG story is the PERFECT place for that!

1. ***Authenticity:***
 - Be yourself. Share your brand's values, mission, and even vulnerability. Authenticity resonates with people and makes your brand relatable.
2. ***Consistency:***
 - You will slow down growth if you go MIA for days or a week at a time. A day here and there is fine!
3. ***Engagement:***
 - Respond to EVERY comment and message (within a day if possible). Create two-way conversations with your audience. Make them feel heard and valued.
4. ***Story Highlights:***
 - Use Story Highlights to curate and showcase your best and most valuable content. This is a chance to organize your stories into categories, making it easier for new followers to explore your brand.
5. ***HUGE stories engagement tip:***
 - If you find that your engagement is down at any point, delete all previous stories to reset the algorithm. You will see an INCREDIBLE spike in views just from doing this! You can also repost content, the pro's do this ALL the time.



Sell in Your Stories

More eyes on our posts = more sales = more impact.

Step one:

Reply or like all comments on your previous post, this will have a notification pop up on their phones and they might click on your profile afterward and see your new post.

Step two:

Ask 2-3 questions on your stories with polls around the topic that your post is related to so that your audience become invested and activated (or help them to identify that they have a problem).

Step three:

Tease them and let them know if they voted that you are dropping a post on the grid real soon that will help them to solve (INSERT PAIN POINT).



Important Tip

Polls are a great way to see what type of content your audience wants to see the most.

Sell in Your Stories



Step four:

Once you have posted, share your post to your stories with a hook on the story slide too.

Example...

If you struggle with losing weight... YOU NEED TO READ THE CAPTION!

[Get your Instagram Story Guide HERE](#)

Story Highlights:

Use Story Highlights to curate and showcase your best and most valuable content. This is a chance to organize your stories into categories, making it easier for new followers to explore your brand.

LESSON 6

GROWTH STRATEGY

Growth Strategy

**If you plan to grow your business on instagram,
you need to get familiar with instagram.
Commit to being a student of the app!**

A good strategy for growth is to aim for....

2–3 reels per day

Two reels per day is ideal for account growth. Make sure you are speaking to your audience, though. Don't just put up content just to post. If you feel compelled to do that, it's best just not to post at all until you DO have something of value to post! I noticed a HUGE increase in engagement when I started speaking directly to my target audience and started adding value. Pick one of the three content types we talked about earlier in this guide.

6–8 stories per day

Your stories should be intentional, and only about 6–10 slides long each day. I don't know about you, but when I see one thousand little dashes across the screen on someone's stories, I exit out. I feel like I won't be caught up until I watch all of them, and so I just don't bother.

10–20 minutes of engagement per day

Instagram is a social media app. That's literally the point of the app...to be social! Use it to network with people. It's a two way street and Instagram WILL reward you for traveling it.

Growth Strategy

Find an account you resonate with and interact with the commenters on that account's posts. It truly can be that simple.

INTERACT 10 MIN BEFORE AND AFTER POSTING REELS OR ANY CONTENT.

Spend 50% of this time commenting on posts/reels (or liking & responding to comments on your own content), and 50% interacting with the stories of your followers. I feel this is most important to do if you are just starting out with a new account or have a very small following.

THE ALGORITHM WILL WORK FOR YOU IF YOU TRAIN IT TO.

Anytime you interact with a post, you tell the algorithm to show you more of **THAT** kind of content. So be very intentional about what kind of content you're interacting with most often. **DO NOT** combine your hobbies/interests with BUSINESS when engaging with accounts on your BUSINESS ACCOUNT. ***You will confuse the algorithm and it won't push your content to your ideal customer.***

Liking and supporting a bunch of other people in your niche? That's what you will start to see the most of (this can work both FOR and AGAINST you). Balance here is key.

PRO TIP:

Save any reel from accounts who you want their followers to see your content in a folder you label as "interact". This way you can access their account easily through that reel!

LESSON 7

DEFINE YOUR TARGET AUDIENCE

DEFINE YOUR TARGET AUDIENCE

For me, my target audience is anyone who wants to make money online without showing their face. Make sure to get specific when defining your BUYER PERSONA.

TARGET AUDIENCE:

As a marketer, understanding your target audience is vital. In addition to increasing ROI, understanding your target market allows you to build relationships and better communicate with consumers. You can develop creative content that speaks to specific personas, and develop brands that coincide with the interests and values of those most likely to purchase the product you are offering.

CREATING A BUYER PERSONA

WHAT IS A BUYER PERSONA?

Buyer personas are a detailed representation of your ideal customer. These are fictional characters created based on real data and insights about your target audience.

Buyer personas contain information such as age, gender, education, and professional experience. It also includes psychographic details such as goals, motivations, challenges, values, and personality traits.

When it comes to crafting your ChatGPT persona, keep in mind the incredible value it can bring, particularly for businesses and digital marketing. A thoughtfully crafted persona empowers you to truly grasp your target audience's language and craft personalized content that truly resonates.

LESSON 8

REELS

REELS

REELS

Reels Reels Reels

TRENDING AUDIO

Trending sounds are a **MUST** for posting reels! You can still gain traction on a reel without a trending sound, but it's getting harder and harder to do. The algorithm rewards trends, and sounds are the best way to take part in that reward system! If you don't want to choose a trending sound, original audio is the next best thing.

How do you find a trending audio that's ABOUT to go viral?

Look for the arrow pointing upwards at the bottom of any reel! You can actually click on that arrow and it will take you to the top trending sounds! You want to find sounds that have less than 10k reels (under 5k is even better!) and look at the comments of the top 4-5 performing reels to see how old the comments are. If they are more than a week old, that sound probably isn't on an upward trend anymore!

Some accounts like to go over the top with branding and consistent look by adding reel covers or uploading reels in the same filter/color. I don't do this but you can to go the extra mile!



Important Tip

Make sure the speed of your audio matches the speed of your video. For example, don't put an upbeat song to a slow motion reel.

Reels Reels Reels

Tip:

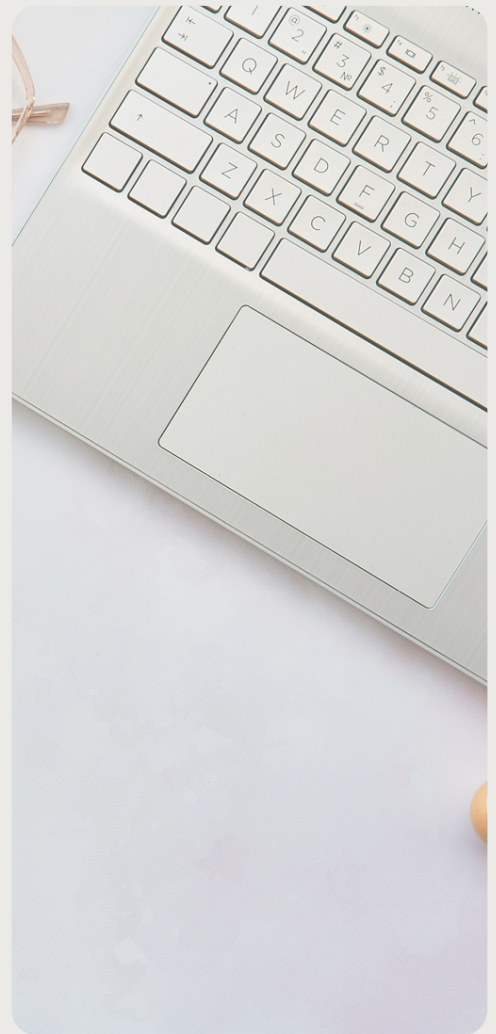
If you are struggling to make a caption, ChatGPT is your best friend! Type in all the points you want to get across and ask ChatGPT to write up something for you. Of course you will need to edit this response to make it sound more personal.

MAKE PEOPLE WANT TO READ THE CAPTION!

Don't put ALL of the tip or story in the caption ON SCREEN. Either end it randomly so they go searching in the caption or add at the end "see caption".

You can see the first line of text in the caption without actually clicking on it, so I recommend something that makes them want to open/expand it! Example: if your text on screen says "5 tips to help your garden grow more tomatoes" the caption could start with "HERE! " then put a space so they have to open the caption and continue reading.

LONG CAPTIONS are best to keep people on your content longer, which helps the algorithm .



Reels Reels Reels

HOOK IDEAS

"Watch until the end!"

"Quick hack"

"I don't know who needs to hear this but _____" List the but, in the caption to get them watching longer and reading more.

"If you're a _____ you need to hear this."

"This will blow your mind."

"Struggling with (PAIN POINT OF TARGET AUDIENCE)? Here's a secret tip I wish I knew earlier"

"Struggling with creating high-quality videos? Here's a secret tip I wish I knew earlier"

"This one mistake could be costing you (NUMBER)."

"What moms are REALLY doing while the kids are at school."

"This may be an unpopular opinion but..."



Reels Reels Reels

You want to focus on **how to increase your watch time** which is amazing because you can now track this in your insights, if the algorithm picks up you have a longer watch time it will push it out to more accounts leading to increased visibility.

HERE'S SOME STRATEGIES THAT HAVE BEEN WORKING FOR ME & MY CLIENTS RECENTLY:

Keep your audience's attention

Keep your audience's attention on your reel by frequently changing the background to disrupt the attention and keep them hooked.

Prolonged text technique

Instead of having all of your text show up at once after the hook, spread it out so it shows up on the screen timed after another so your audience have to wait for all the information before scrolling by.

Use curiosity techniques

Tell them the hook, have the reel really short & then tell them to read the caption to get the info they want to know (your hook has to be very strong for this to work).

Looping

Make your video look like it flows into the start from the finish so it loops round and your viewers won't know they are watching it over and over again as they are so hooked on the transition then reading the information.



LESSON 9

ENCOURAGEMENT + TIPS

ENCOURAGEMENT + TIPS

SOCIAL MEDIA IS A SKILL

Just like anything else, social media is a skill and it takes time to learn. It takes time to get into a groove and make certain things a habit (like stories...i do those on auto pilot now without even thinking twice or planning content!). It takes time to find your individuality and your voice! But it's so worth finding, my friend, because if you commit to the process and find it, I have no DOUBT you will find success.

ENDLESS, EFFORTLESS CONTENT

Always have an arsenal of B-ROLL content ready to go!

What is B-ROLL content? Footage of yourself doing ANYTHING. Eating, cutting strawberries, doing dishes, vacuuming, driving (hands free of course, safety first!), reading to your kids, working on the computer, drinking coffee, doing cartwheels on the beach....or if you are like me and have a faceless account, there are apps such as Canva and Temply that have thousands of stock videos you can use!

Doing this one thing will save your SANITY when it's time to hit post on a reel!

EVERYONE STARTS AT ZERO

Everyone starts somewhere, and usually that somewhere is at zero. When I started my online business, I have never done digital marketing before or made money online in my life. I had no idea how to run this type of business at all. What matters is that you **don't let starting at zero stop you from starting at all.**

ENCOURAGEMENT + TIPS

TRACK YOUR ANALYTICS

When you aren't seeing the sales avalanche you'd hoped for, look to your instagram analytics for encouragement.

Is your reach going up?

Engagement looking better than last week?

If you're trending upward, you're on the right track! Do more of whatever you're doing. If you're trending downward, it could be one of two things (or both).

1. You've had a real go viral, so IG is measuring your current growth against that mega-growth. Keep that in mind!

2. You need to switch up your strategy! Try something different with your reels (or a few things) to break out of your norm.

FOLLOW YOUR COMPETITION

Find others who are successful in your industry/niche and follow them! Keep track of what type of content they are creating that is generating a lot of engagement and put your own twist on it. It's great to look to others for inspiration but make sure you make things your own so that you will stand out instead of blending in!



CONCLUSION

CONCLUSION

I hope you found this guide helpful and that you will consistently execute these strategies to help you grow your business on social media (and in life)!

Also, one more thing. If it's a truly automated business you're after, it's important that you automate most of your processes, especially regarding social media, so you don't get burnt out. So take advantage of b-roll content, write captions for posts ONE day a week, batch create your reels, and interact for 15 minutes a day and then GET OFF.

Can't wait to see your business THRIVE on Insta!

I would love for you to reach out to me to hear your feedback and if this guide was helpful to you! I can't wait to watch your growth!

Best Regards,

Possibility Awaits

Don't forget to follow us on Instagram
@possibility_awaits

Check out more blueprints for your business

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