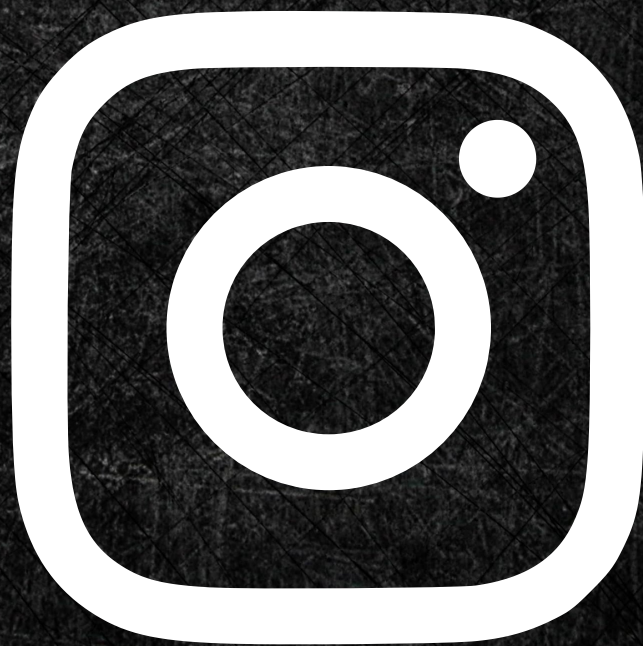


Skyrocket your Instagram

15 INSTAGRAM HACKS



Filip Konecny

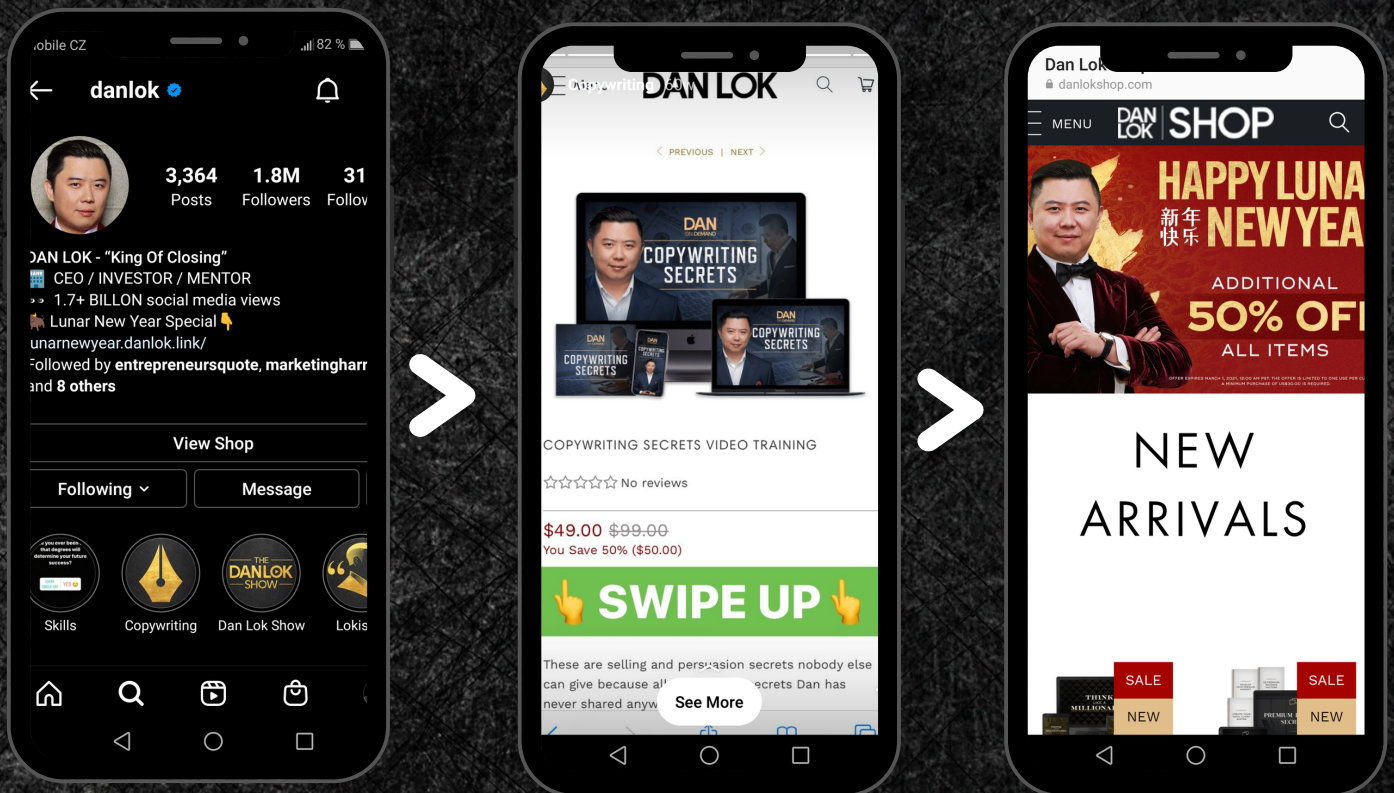
Strong Marketing. Insane Revenue!

Table Of Content

Add Links In Story Highlights.....	1
Comment And Respond.....	3
Share The Story Love.....	6
Discover New Audiences With Hashtags.....	8
Find Your Time Of The Day.....	10
Use Stories To Promote Posts.....	12
Expose People's Deepest Fears.....	13
Take Off Your Mask.....	15
Location, Location, Location.....	16
Take A Shortcut.....	17

Include Your IG Feed On Your Website.....	19
Avoid Using Clickbait.....	21
What do you like the most?.....	23
Stop Caring About Engagement.....	24
Get More With Less.....	26

ADD LINKS IN STORY HIGHLIGHTS



Let's be clear. You are on Instagram for one and one reason only. And that is to get attention and make money. If you are here to be social, you should delete your IG and never come back to it again. If you want to be social, you are wasting time that you can spend on better things.

Well, the best way to make money from Instagram is to drive people to your sales funnels.

And the best way you can do that is through the bio link and story “swipe up” feature.

But, when you put a sales message into your highlights and end it up with swipe up, it can be a machine that generates sales for you 24/7.

It is incredibly powerful to put links into your story highlights, especially when combined with proper sales message. People can check the highlight whenever they want, and you will get new traffic every day.

But you have to note one thing. You can only use the “swipe up” feature if you have reached 10,000+ followers or you have a verified account.

If you haven't matched the criteria yet, try to redirect people to the link in your bio.

That is one of the best things that you can do.

COMMENT AND RESPOND

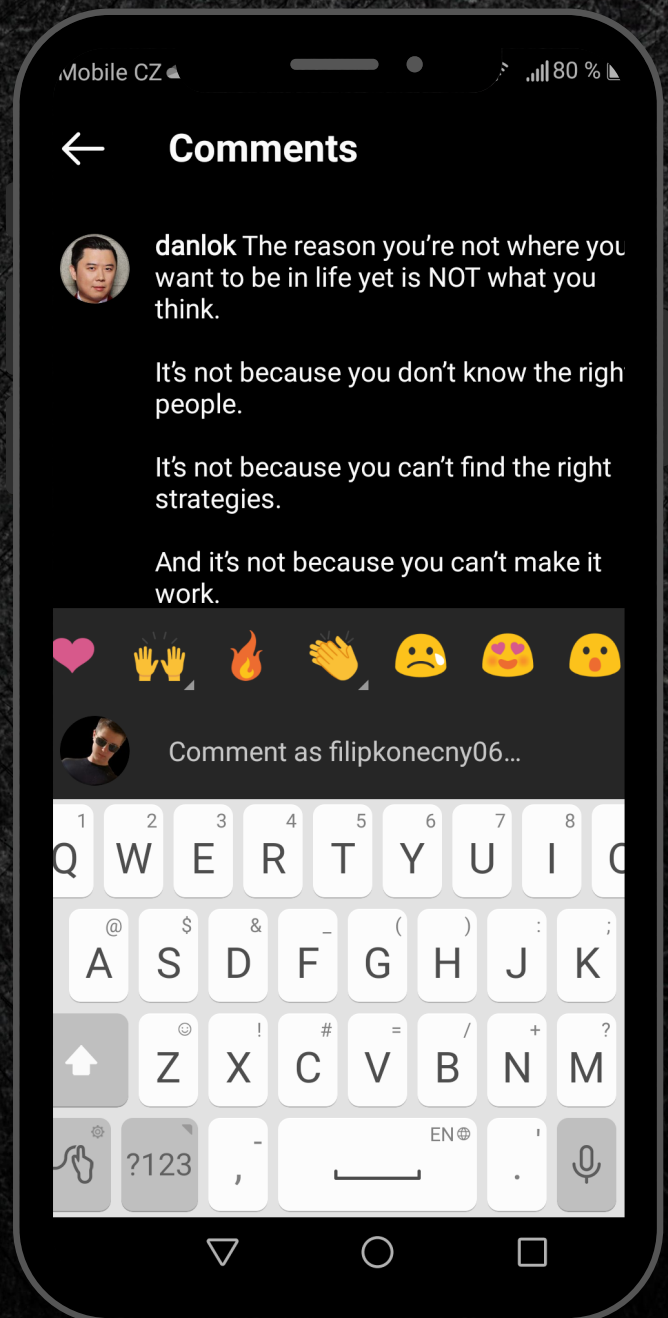
Commenting is one of the best growth hacks out there.

It is a great way to get more exposure and get more people to visit your profile and follow you.

And it is a great way to build massive engagement as well.

That is why you want to dedicate some time to commenting every single day.

But there are some mistakes that you want to avoid.



Here they are:

- **Commenting for the sake of it**
- **Commenting only emoji crap**
- **Not going through the post before commenting**
- **Commenting on irrelevant accounts**

These are really deadly and you should avoid all of them.

First of all, you want to avoid commenting for the sake of it. What I mean by that? This means commenting something like “Fantastic!” and moving on.

These comments give you exposure, but they don't convert anybody into your followers. And that is not what we want.

Second, is commenting only emoji crap. You should avoid that for the same reason as the first mistake.

Third, not going through the post before commenting. That is dumb, because in order to get their attention, you need to be relevant. And the only way you can do that is by going through the post first.

And the fourth and the biggest mistake is commenting on irrelevant accounts.

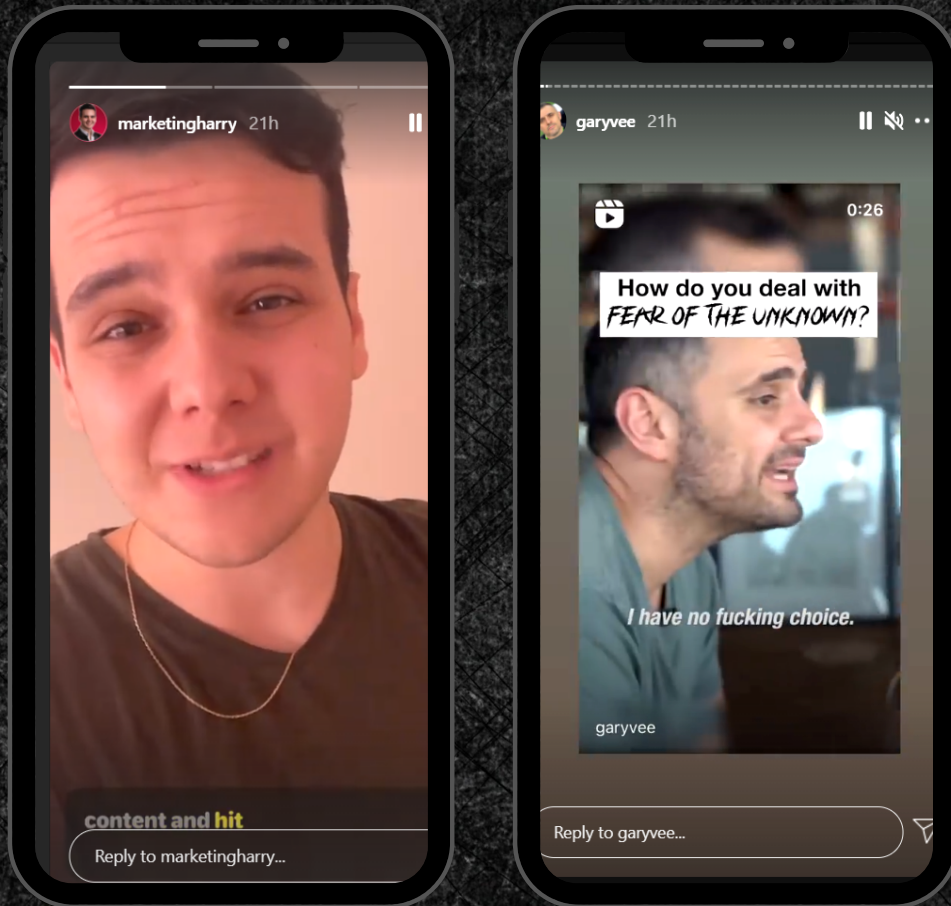
You see, when you comment on irrelevant accounts, you will never get any results. Unrelevant followers are not good.

You want to comment on accounts that are in your niche. And the way you find them is by going to a relevant hashtag, or by going into the comment section of the industry leader's post and engaging with the accounts there.

If you want to grow your account effectively, [click here](#), and discover more about Dollar Eighty right away.

Engagement with this tool is literally a joyful and funny experience.

SHARE THE STORY LOVE



Add a story you were mentioned in to your story. When someone mentions you or your brand in their story, you can capitalize on the free mention and show your appreciation by reposting their story to your own.

You'll see a notification appear when your brand is tagged in someone else's story. Just go to the notification and click "Add This to Your Story," then you can customize and add GIFs, stickers, and text to their story in your story. It's story-ception.

It is a fantastic way to build relationships, and build a massive engagement.

Do not neglect this fantastic thing.

DISCOVER NEW AUDIENCES WITH HASHTAGS



Use hashtags in Stories to find new audiences. You can shrink them and make them unobtrusive while still attracting people and possibly appearing on the Explore page.

After you've tried adding hashtags in your Stories, you can analyze their reach in "Insights" and see how many people discovered your page from a given story. 70% of Instagram hashtags are branded, so don't miss out on an opportunity to get your brand out there!

Make sure to get involved in popular hashtags and jump on trending topics.

If you want to maximize your hashtag reach and make the most out of your strategy, [click here](#), and discover more about Flick right away.

It will help you maximize your Instagram potential and make the most out of Instagram every day.

FIND YOUR TIME OF THE DAY



You see, your followers are not on Instagram 24 hours per day. They are here from 15:00 - 17:00, or from 10:00 - 12:00.

And the thing that you want to do is to post at the time they are active.

However, you don't want to assume that based on your Insights. If you have already set up a business account, you probably see the same time as everybody else. And that is 15:00 - 18:00.

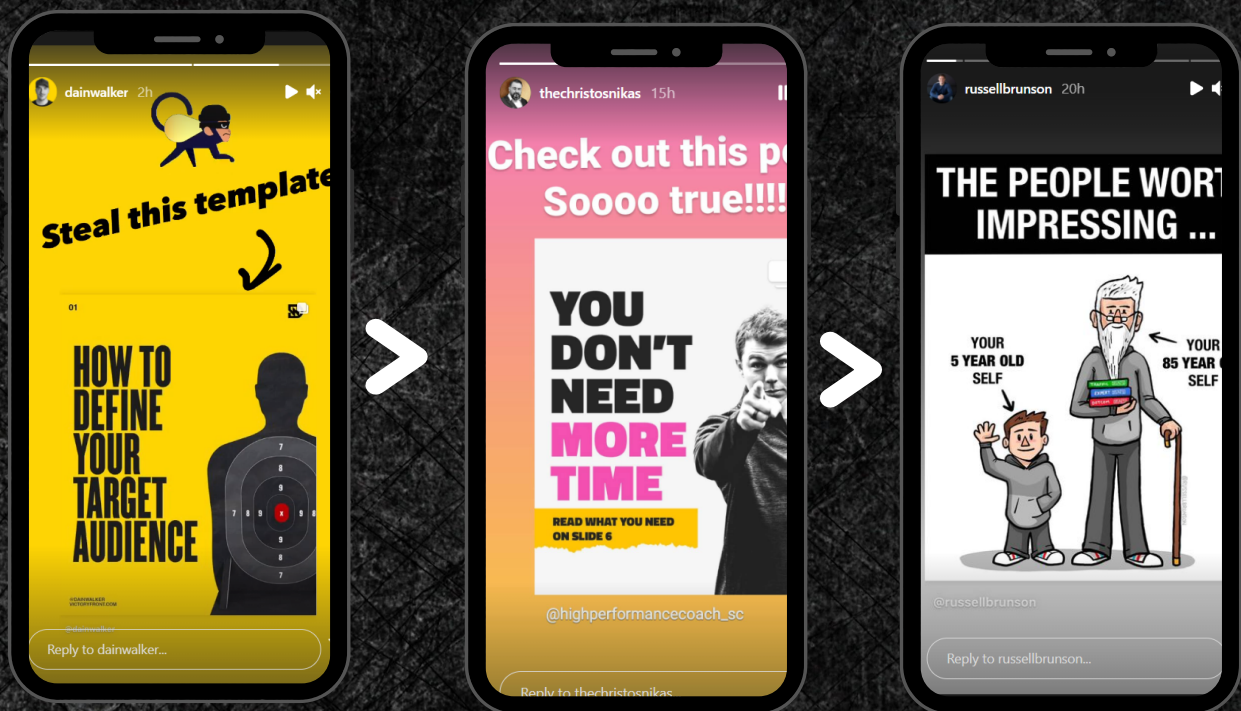
The problem is that this time is extremely competitive because everybody is posting at it.

What you want to do is to use external tools like IGBlade and find your time based on the post activity.

But to find that out, you have to test. So, try one day posting at 11:00, second day at 15:00, third day at 19:00, etc. and find the time that works the best for you.

But don't choose it just based on the IG insights. It is not relevant.

SHARE YOUR POSTS IN STORIES



Sharing your posts in stories is one of the hacks I use quite often, It is amazing how well it works.

When you share your posts in stories, you have an extremely high chance of catching up those 50% of followers who are more likely to see your story than feed post and get them to check it out. That way you will increase your engagement, traffic and also sales.

EXPOSE PEOPLE'S DEEPEST FEARS



Why does it matter what people fear? We are motivated more by our fear than by our desire to gain.

But fears aren't what we see just on the surface, they are far greater than that.

Instead of focusing solely on external problems, dig deeper to create stronger emotional connections with your followers.

external problem

I need more followers and engagement.

internal problem

Do I have what it takes? I don't know where to start? What if no one likes me?

philosophical problem

I believe in genuine and ethical methods.

Use external problems to decide content ideas first, then use internal and philosophical problems to develop these ideas and inform your choice of words.

TAKE OFF YOUR MASK



I always get a lot of questions when it comes to showing your face. So, do you need to show your face?

Well, it depends. If you're a business it is not necessary at all. But if you are building a personal brand it should be a part of your strategy.

People need something that they can relate to and showing your face is necessary for that reason.

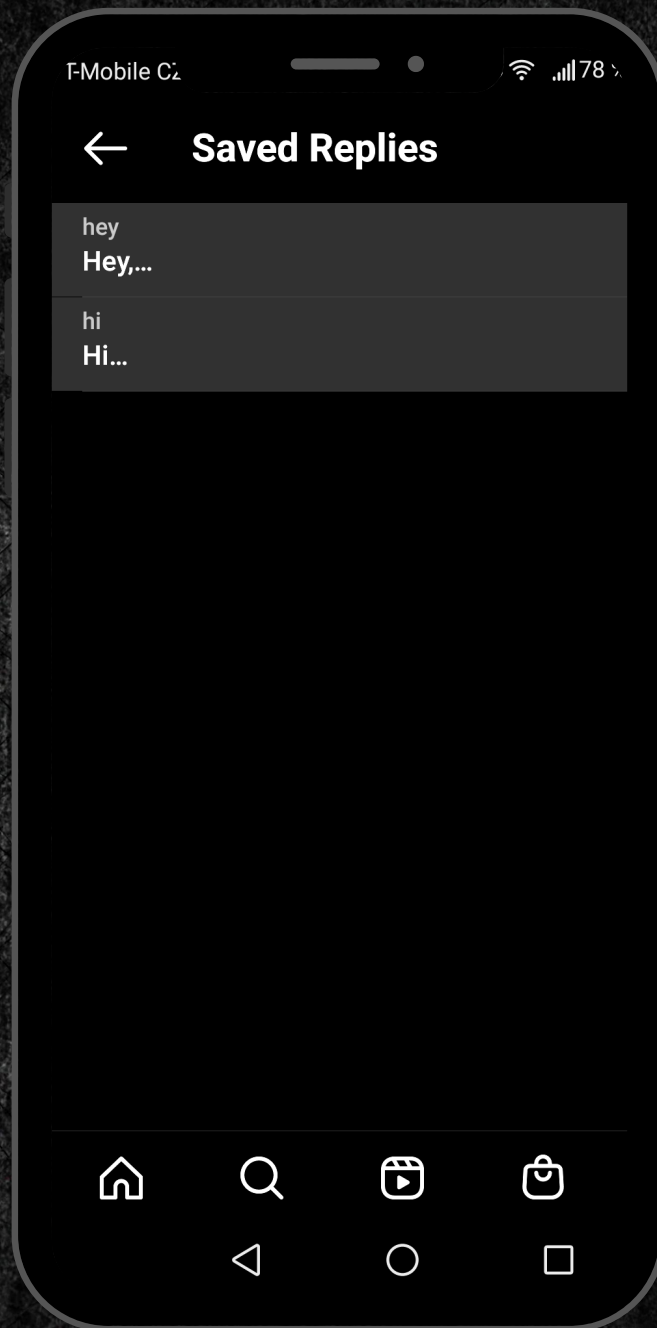
LOCATION, LOCATION, LOCATION



Tag your location in photos and Stories and use local hashtags. Posts that include a location tag see 79% more engagement than those without!

To find popular local hashtags, try exploring the area's local accounts like the city's tourism account to see which hashtags they use. Lots of areas have local accounts and communities for Instagrammers or "IGers"- tag them!

TAKE A SHORTCUT



Write pre-filled comments to quickly reply to questions.

Replying to same questions can be a really frustrating thing.

Maybe you have a list in Notes that you copy and paste from or if you're super hacky, you've added shortcuts on your iPhone.

Instagram actually added a feature so you can do this right from the app.

Go to "Options," scroll to "Creator" and click "Saved Replies."

You'll never have to write the same thing to hundreds of people ever again.

INCLUDE YOUR IG FEED ON **YOUR WEBSITE**



Add a feed of your Instagram posts to your website using a plugin. This will showcase your latest content and attract website visitors to your social media account. For those early in the sales cycle, following your brand will keep you on their mind as they consider a decision.

To add your Instagram feed to your site, you can embed it using Instagram's native code or an app like Pixlee which is easier for those without coding experience.

There are many plugins and app options

if you want a different style or look and feel of your Instagram feed on your website.

Do you have to do this necessarily? No.

But it can be really helpful.

AVOID USING CLICKBAIT



What is clickbait?

“Clickbait is a form of false advertisement...with a defining characteristic of being deceptive, typically, sensationalized or mislead.”

I want to make one thing clear. Clickbait works. But it destroys your brand. There are absolutely no reasons for using it, but there are tons of reasons for avoiding it.

Here are some reasons for avoiding clickbait:

- It damages your brand
- You'll be seen as unprofessional by your peers
- It destroys trust. (And trust = money)
- It will be harder to collaborate with large accounts in the future.
- It can create negative emotions.
- You will attract the wrong visitors.
- It makes you look fake.
- It shows that you only care about one thing. (And it's not your audience.)

It's good to sometimes use headlines to evoke curiosity and resonate emotionally with people.

But if you have 0 facts to back up your crazy claims, you are doing yourself more harm than you realize.

So, try to avoid clickbait as much as possible.

WHAT DO YOU LIKE THE MOST?

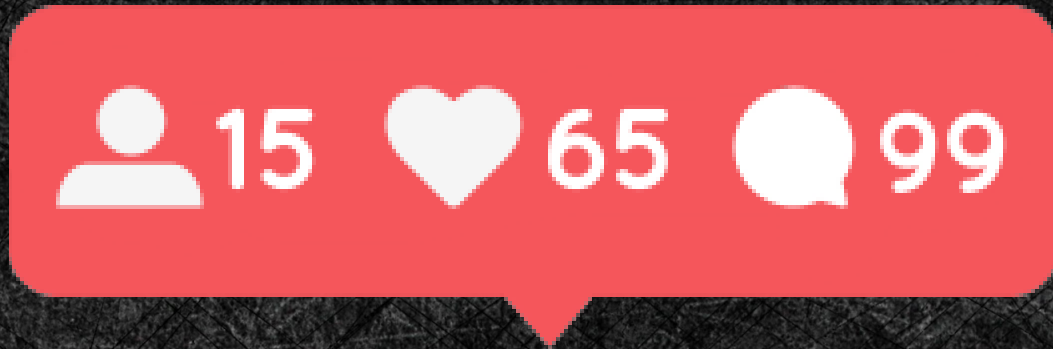


I will never be able to emphasize it enough. You need to **SURVEY YOUR AUDIENCE**.

How the hell can you know what they want unless you ask? You need to gather the data and you need to start testing things now.

In stories, it is easy - create a poll, quiz, or ask a question. But with posts you need to start testing different headlines, topics, etc. Do what works the best!

STOP CARING ABOUT ENGAGEMENT



Before you start yelling, “What the hell, Filip?” Let me explain...

In this community, engagement on posts helps you to achieve one thing:

- **GROWTH**

But it doesn't give you money. If you are looking to monetise your page, realize this:

There are two types of followers - those who engage and those who don't. But guess what. Those who don't engage are those who buy.

The moral of this story is that you shouldn't be blinded by the amount of engagement you do/don't get.

People who are serious about investing in you will approach you **when they're ready**.

Whether they engage with your content or not doesn't change that.

GET MORE WITH LESS



This is a very simple concept that is not going to take a long time to explain...

Want more comments? Ask less difficult questions.

Want more likes? Make your content less self-oriented.

Want more engagement? Add less CTAs in captions.

Want more saves? Include less text and make it clear.

Want more productivity? Start consuming less content.

Want more beautiful carousels? Less visual distractions.

And on and on. I believe you get it.