

# Instagram Traffic for E-Commerce

## Instagram Basics

Instagram is a mobile social network created that is geared strictly to images and videos. Think of it like Twitter but for images and videos. The social aspect comes from the ability to like, comment and share interesting images and videos with your followers.

Launched in Oct 2010, Instagram reached 1 million users in JUST TWO MONTHS! Within a year, they reached 10 million users!

Why is Instagram good for E-Commerce?

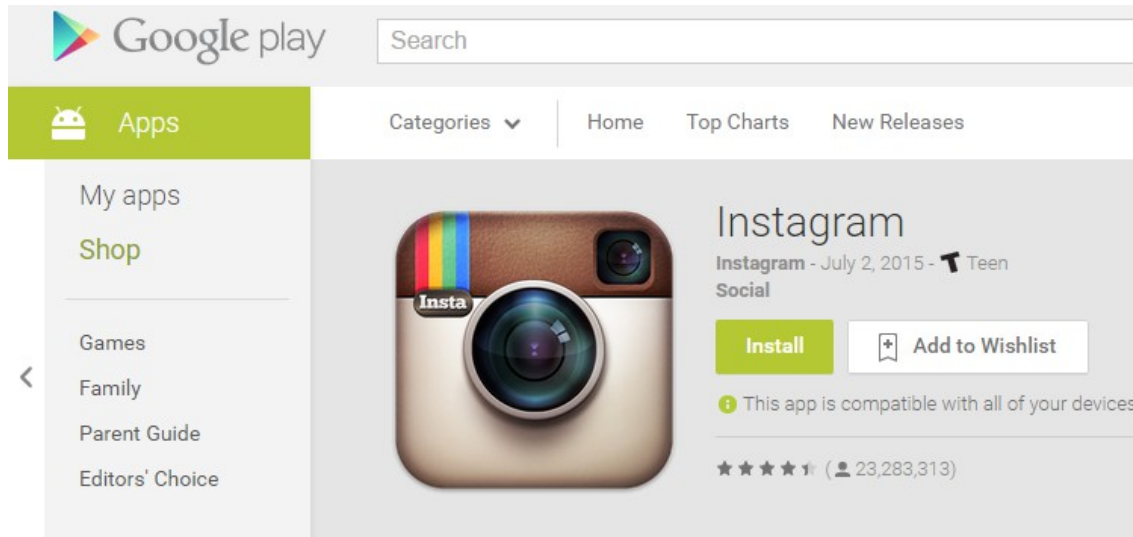
- ✔ Easy to grow a huge following
- ✔ Very little competition (people don't know much about Instagram marketing, trust me!)
- ✔ All FREE traffic
- ✔ Your posts reach EACH FOLLOWER (Unlike Facebook where you have to pay for ads)
- ✔ More engagement than any other social network
- ✔ Increasing number of users every month

There's SO MUCH TRAFFIC AVAILABLE!

Although Instagram is one of the most well-known social networks out there today, there are still very few people who know how to take advantage of the potential traffic.

## Joining Instagram

Signing up for an Instagram account is as simple as going into your smartphone's “app store” (for Android phones it's called Play Store) and downloading the app.



Once you install the app, open it, and you'll be asked to create an account.

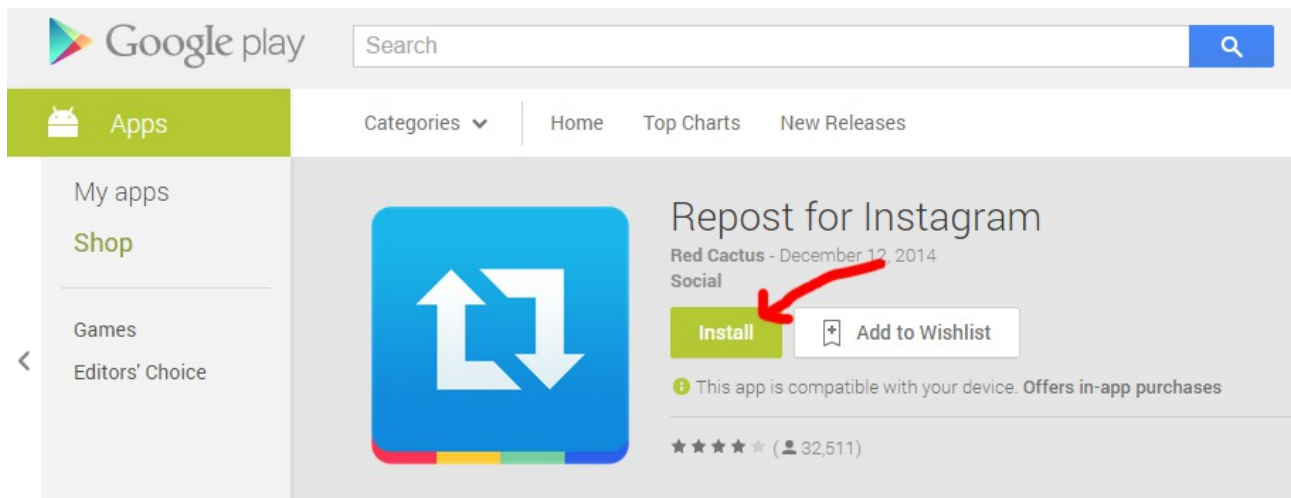
*NOTE: Make sure you pick a username that relates to your niche. Why? It just makes it easier for followers to find you, and if your username is clear on what niche it's in, chances are you'll get more followers.*

## Setting Up Your Instagram

Once your account has been created, you'll need to make it look more “complete”.

1. Add a profile picture that relates to your niche
2. Post at least 3-5 pictures or videos with a cool caption underneath. Ideally, try asking questions in your captions so that you're encouraging engagement on your photos once people start following you.

If you're having difficulties finding content and/or coming up with captions, there are plenty of “repost” apps for Instagram. The one we use is called “Repost For Instagram”:



This app basically allows you to repost content that other pages in your niche are posting. It's a pretty neat app and also saves you a lot of time having to constantly come up with content for your own page.

## **How To Post On Instagram**

Posting on your Instagram page is as simple as tapping on the “camera-looking” button on your app as shown below (next page):



## Why Followers Are Important

Like any social network, you will be judged based on the number of followers you have as well as the quality of your content.

Having followers on social networks like Instagram, Facebook, Twitter, Pinterest and YouTube is the only way you'll be able to drive traffic to your sites. **MORE FOLLOWERS = MORE TRAFFIC = MORE MONEY!**

As an internet marketer, you need be able to spread your message as quickly and cheaply as possible. For the first time in history, social media gives entrepreneurs like us the unique opportunity to reach thousands of people for FREE (social media sites = FREE traffic sources). However, you can't post images and videos on Instagram in isolation. In order to experience the commercial benefits of Instagram, others need to see your content.

Due to the viral nature of social media in general, the more followers you have, the greater the exposure and the more likely you are to make money from these social networks.

### **The Basic Jist**

We're going to show you, in detail, how to get tons of Instagram followers and have them engage with your content, to the point that they become so loyal and obsessed with your page that they will gladly join your email list, which will in turn allow you to market and sell to them often!

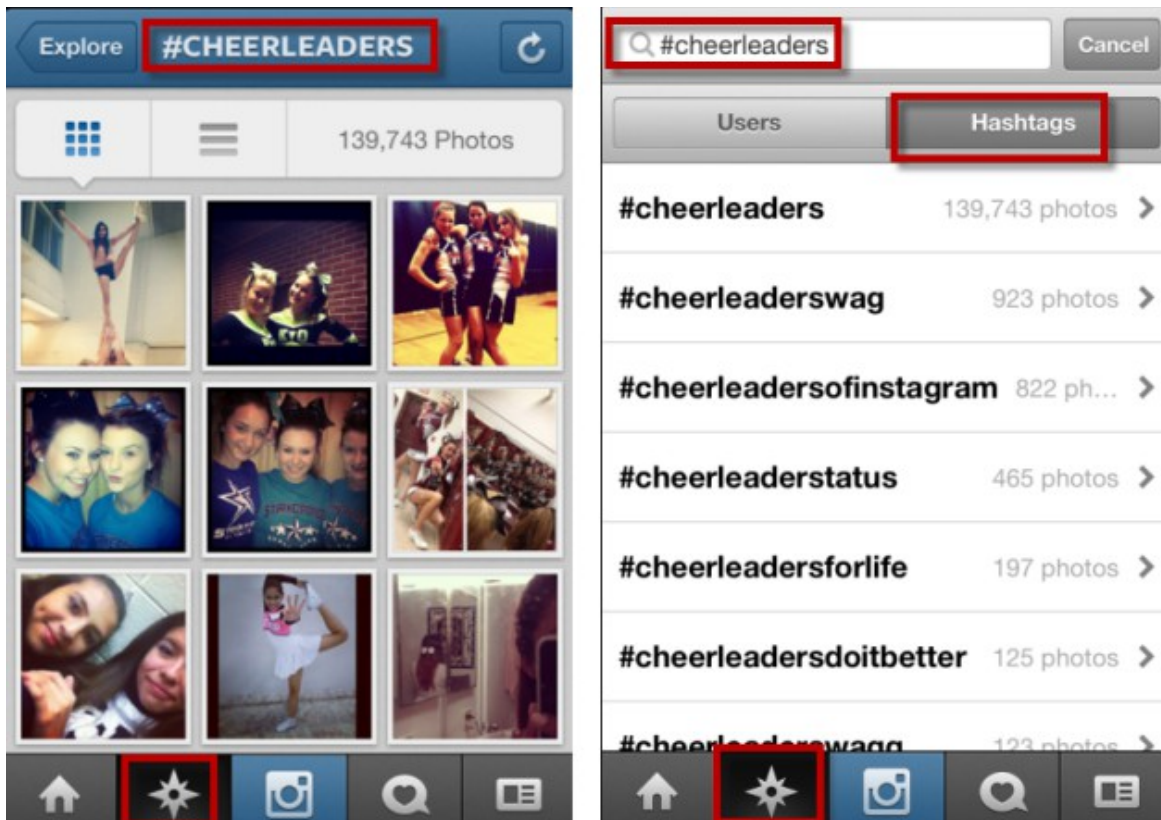
To be able to accomplish this, you will only need a few things:

1. Two Instagram accounts (1 main one and 1 for spying... I will explain in greater detail shortly)
2. A smartphone that is able to access Instagram
3. An "unfollowing" app (We'll talk more about it later)

### **Picking Your Niche**

Before we do anything, we need to make sure there's a market out there on Instagram for our niche. How do we know if our niche is viable for this method? Simple...

Go to Instagram and search a keyword... let's use "Cheerleaders" for example... here's what it should look like on your phone:



Here are some hints that help show whether or not a niche will work:

1. If there are a lot of “hashtagged” posts for the keyword
2. If there are a lot of “users” in the same niche
3. If there are users with a lot of followers in that niche

As a rule of thumb, if the niche has at least 4-5 pages with 20,000 - 50,000 followers or more, then it's a niche that should do well with our method. The more pages in the niche, the better because it means there are lots of passionate people out there for the niche we are looking to tap into.

If there are a lot of people in the niche you're trying to get into, then that's PERFECT. The more pages in the niche, the better because it means there are lots of passionate people out there for our niche target audience.

## **Growing Your Instagram Niche Page To 10k+ Fans**

### **Step 1: Niche Research (Find 4-5 Instagram Pages In Your Niche With 20k-50k+ Fans)**

As previously mentioned earlier in the report, for this “follow method” to work well, you'll need to pick a relatively broad niche that has active Instagram pages that post almost daily with a lot of followers, lots of activity (likes, comments, etc).

Keep track of all the popular pages in your niche that fit the criteria. To stay organized, I like to write everything in an Excel spreadsheet.

Simply use the “search” feature on Instagram to find popular pages. Use several keywords that would fit your niche (Ex: In the food niche, search for keywords such as “recipes”, “health”, “food”, “organic”, etc). Also, more and more brands are using Instagram to market their products. If you know any big companies in your niche, definitely search them up and note them in your spreadsheet. We will refer back to this list of pages continuously throughout this process. The more big pages we have on this list, the better your niche is!

Try to find around 10 big pages in your niche. Of course, the more you find, the better the success of this method will be.

### **Step 2: Follow These Big Instagram Pages Using Your “Spy Account”**

Next, you'll have to create your “spy account”. Using the “spy account” that you created (can be called anything... like @JohnSmith for example), go ahead and follow the pages that you noted on the spreadsheet. To avoid any further confusion, I will just leave it at that. It will make more sense as you continue reading on this report. This step will save us a TON OF TIME when we start building our Instagram page and will help us gain followers much faster than not using a “spy account” for this method of generating leads on Instagram.

### **Step 3: Post 5-10 Times On Your “Real Instagram Account”**

What you will have to do now is go to your “real account” that you are aiming to build up, and post 5-10 times. They can be anything from funny images, videos, quote images, etc. If you're struggling to find content, then you can always use a “repost” app (there are plenty of apps out there) that allows you to post someone else's post on your Instagram account. This is for people who are lazy and feel uninspired!

But do take this step very seriously. If we begin follow people on our “real account” it must look like a REAL ACCOUNT... with images, posts, people liking our stuff, etc.

Or else, we look spammy and Instagram could very easily ban our account it looks like a “bot account”. We want people who follow your niche page to be able to engage with your content, so it's also important in that sense.

### **Step 4: Follow People Who Follow The “Big Pages” From The Spreadsheet**

Ok, so what you will have to do now is refer to the spreadsheet where you have added a list of popular Instagram pages in your niche.

Then using your “real account”, you will visit these big pages and go to their followers, and begin following them one by one (I hope that's not too confusing haha).

It's as simple as following each user one by one until Instagram tells you to stop. You will have a better sense of Instagram's limits, but usually you're able to follow around 40 users every 5-10 minutes, which is really good.

I know it sounds like a lot of “manual work”, but honestly... it's really not. I do this whenever I have 5 minutes and I'm just checking my phone. Takes 10 seconds, seriously!

I'll also show you another cool way to find ACTIVE followers to get you to follow back on the next step. This is something I do when I have a lot more free time.



## **Step 5: Follow People Who Like Big Pages' Latest Posts**

I'm going to try and make this the least confusing as I can. Let's say I'm in the hockey niche. Using my “spy account” and research from Step 1, I've determined that the page “@NHL” is a very popular page in that niche and I've included them in my rolodex of popular pages I will continue to refer to.

What I then do is check out the @NHL page and see if they posted anything recent (within the hour).

If they're a popular page, chances are they have posted within the last hour or so. In this example, I go to look at the NHL page's recent photos, and I click on “Likes”. This allows me to see which users have most recently like the photo I'm looking at. If the user liked a photo of this NHL page, chances are they will also be interested in my content since we are in the same niche (for this example). What I do is follow the users who recently “liked” the post.

Do not expect everyone to follow back, but many will decide to follow your page. And many of them will even become loyal fans, will become a part of your email list, which in turn will become sales! That's why it's important to already have pictures and videos added to your Instagram page prior to doing this method (I mentioned this earlier in the report) because we don't want to look like a “SPAM” page in the eyes of Instagram.

Why do we like following people who “like” big pages' posts?

1. “Likers” are people who actually engage with the content, are actually passionate about the niche. Those are the kinds of fans we want on our Instagram page.
2. It'll be much easier to get them to becoming a part of your email list. They basically are already pre-qualifying themselves to you by saying that they're interested in posts in the same niche that you're in.
3. If they like content from pages in your niche, they're more likely to follow back and start liking your photos and videos too!

4. We're going to be following RECENT LIKERS, which means that they're likely still on their Instagram app and will see the notification right away that shows that you followed them. This increases your chances of getting followed back within a couple minutes!

### **Step 6: Send Traffic To Your Store or Build Email List**

Once you grow your page to a significant amount of followers, what you can do is send your followers to your website directly from Instagram.

Similarly, you could also get creative and do a giveaway on your Instagram page and build an email list. With your email list, you can send your leads to your e-commerce store.

So to conclude, there's two ways you can benefit from Instagram and Shopify:

1. Directly from normal posts on Instagram
2. Doing a giveaway post and building your email list. Then sending promo emails to your list that sends users to your store.