

Fact based step by step way to build 100,000 followers on instagram!

(Simple and to the point)

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Build a Following

Building a following on any social media platform, including Instagram, requires time, patience, and consistency. However, based on historical best practices and the experience of successful Instagram influencers, here's a step-by-step guide that can potentially help you achieve 100,000 followers:

- **Content Quality:** Before anything else, ensure that your content is top-notch.
 - High-quality images/videos: Use a good camera and learn the basics of photography.
 - Consistency in style: Have a consistent color palette or theme.
 - Authenticity: Be genuine in your content, ensuring it resonates with your target audience.
- **Niche Selection:** Choose a niche or focus for your account.
 - Selecting a specific niche allows you to target a particular group more effectively.
 - Examples: Travel, fashion, food, fitness, pets, or personal lifestyle.
- **Posting Frequency:**
 - Post regularly. Depending on your niche and audience, this could be once a day, three times a week, or another consistent frequency.
- **Engage:**
 - Reply to comments on your posts.
 - Engage with other similar accounts by commenting and liking their content.
 - Use Instagram Stories and Live to engage in real-time with your followers.
- **Optimized Bio:**
 - Have a clear profile picture.
 - Use a concise bio that tells visitors who you are and what they can expect from following you.
 - Utilize all the links and features provided by Instagram in the bio.
- **Hashtags:**
 - Use relevant hashtags that align with your content.
 - Don't overuse or use the same set for every post. Rotate them to reach different audience segments.
 - Consider creating your own branded hashtag.

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- **Collaborate:**
 - Partner with other Instagram accounts for shout-outs or features.
 - Engage in collaborations or takeovers with brands or influencers in your niche.
- **Instagram Ads:**
 - Invest in Instagram's advertising platform to promote your posts or your profile.
 - This can give your content additional exposure, especially when you're just starting.
- **Utilize Instagram Features:**
 - Use Stories, IGTV, and Reels. Diversifying content increases engagement and platform visibility.
- **Analyze & Adjust:**
 - Use Instagram Insights to track your growth, engagement, and the performance of your content.
 - Adjust your strategy based on what's working and what's not.
- **Cross-Promote:**
 - Share your Instagram posts on other social media platforms.
 - Invite followers from other platforms to join you on Instagram.
- **Consistency:**
 - Whatever strategies you decide to adopt, be consistent.
 - Followers appreciate reliability and predictability.
- **Engage in the Community:**
 - Apart from engaging on your own content, participate in the broader Instagram community.
 - This can include joining challenges, engaging with trending hashtags, or being active in popular niche communities.
- **Run Contests and Giveaways:**
 - Organize contests where participants must follow you as one of the requirements.
 - Ensure that the contest is fair, the rules are clear, and that you deliver on any promises made.
- **Stay Updated:**
 - The Instagram algorithm and best practices evolve. Stay updated with the latest changes and adjust your strategy accordingly.

Lastly, remember that while these steps provide a guideline, there's no guaranteed formula for rapid growth. The journey to 100,000 followers could be quick for some and long for others. What's essential is authenticity, hard work, and persistence.

What to Avoid

Certainly! Avoiding certain practices is as crucial as implementing the right strategies when building followers on Instagram. Here's a list of things to avoid:

- **Buying Followers:**
 - Purchased followers are typically bots or inactive accounts.
 - They don't engage with your content, which can hurt your engagement rate and visibility on the platform.
 - Instagram's algorithm can detect suspicious spikes in followers, which might lead to penalties.
- **Engaging in "Follow for Follow" Tactics:**
 - This may boost numbers temporarily, but these followers are likely not genuinely interested in your content.
 - This method also dilutes the quality of your audience and can lead to a high unfollow rate.
- **Using Irrelevant or Banned Hashtags:**
 - Irrelevant hashtags can mislead users, leading to reduced trust.
 - Some hashtags are banned or shadowbanned by Instagram. Using them can reduce post visibility or lead to other penalties.
- **Ignoring Engagement:**
 - Not replying to comments or ignoring direct messages can make followers feel unvalued.
- **Over-Promoting Products or Services:**
 - If your feed appears overly commercial, it can turn followers away.
- **Posting Inconsistent or Low-Quality Content:**
 - This can disinterest your audience and make them unfollow you.
- **Violating Instagram's Terms of Service:**
 - This includes practices like using third-party apps for auto-likes or auto-comments.
 - Breaches can lead to penalties, including account suspension.
- **Being Inauthentic:**
 - Followers appreciate genuine content. Pretending to be someone you're not can lead to mistrust.

- **Ignoring Analytics:**
 - Not paying attention to Instagram Insights means missing out on valuable information about what's working and what's not.
- **Overloading with Posts:**
 - While regular posting is crucial, flooding your followers with too much content can be off-putting.
- **Sharing Controversial or Offensive Content:**
 - Avoid topics that could be divisive unless they align with your brand's mission and values.
- **Not Having a Clear Focus or Niche:**
 - If your content seems random or directionless, it can confuse followers about what to expect.
- **Neglecting Stories or Other Instagram Features:**
 - Solely focusing on the main feed and ignoring Stories, IGTV, or Reels can limit your reach and engagement.
- **Setting Your Account to Private (unless necessary):**
 - A private account can restrict potential followers from discovering and accessing your content.
 - However, there are certain niches or personal reasons where a private account might make sense.
- **Not Adapting to Changes:**
 - The Instagram algorithm and popular content trends evolve. Not staying updated can make your content seem outdated.

Building a genuine and engaged follower base on Instagram requires time, patience, and authenticity. Cutting corners might offer short-term boosts, but for sustained growth and engagement, it's essential to avoid these pitfalls.

Boosting your Instagram followers largely revolves around engagement, authenticity, and understanding the platform's nuances. Here's the top way, or a combination of methods, which has proven effective for many:

Fastest Way To Boost!

1. Engage Authentically and Consistently

- **Consistent Posting:** It's crucial to maintain a regular posting schedule so that your audience knows when to expect content from you.
- **Engage with Followers:** Respond to comments and DMs to foster a sense of community and show your followers that you value them.
- **Engage with Other Accounts:** Like, comment on, and share content from accounts in your niche or related niches. This increases your visibility to potential followers.
- **Use Instagram Stories:** They're prominently displayed at the top of user feeds, so regularly posting stories can increase visibility and engagement.

2. Leverage Hashtags Effectively

- **Relevant Hashtags:** Use hashtags related to your post and niche. This increases the chances of your posts being discovered by a relevant audience.
- **Avoid Overused Hashtags:** Extremely popular hashtags can cause your post to be lost in the shuffle. Instead, use a mix of niche-specific and moderately popular hashtags.
- **Rotate Your Hashtags:** Using the same set of hashtags for every post can lead to diminished visibility. Make sure to change them up regularly.

3. Collaborate and Cross-Promote

- **Influencer Partnerships:** Collaborate with influencers in your niche. This exposes your content to their followers.
- **Shoutouts:** Engage in shoutout-for-shoutout arrangements with accounts that have a similar follower count and audience.

4. Host Contests and Giveaways

- This tactic can lead to rapid increases in followers, as users often need to follow your account as a participation requirement.

5. Leverage Instagram's Latest Features

- Instagram frequently introduces new features, such as Reels. Early adoption of these features can provide increased visibility as Instagram tends to promote new features.

6. Instagram Ads

- If you have the budget, investing in Instagram advertising can help in boosting visibility and attracting followers.

7. Optimize Your Profile

- **Profile Picture:** It should be recognizable and related to your brand.
- **Bio:** Make sure it clearly communicates who you are and what followers can expect from your content.
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- **Highlight Important Stories:** Use the Highlights feature to keep your most important or valuable story content accessible.

8. Engage Outside of Instagram

- Share your Instagram posts on other social platforms.
- Collaborate with blogs or websites for features, ensuring your Instagram handle is prominently displayed.

9. Analyze and Adjust

- Use Instagram Insights to understand what's working and what isn't. Adjust your strategies based on the data.

Remember, while these methods can boost your follower count, genuine and sustainable growth takes time. Prioritize engagement and authenticity, as these will result in a more loyal and engaged follower base in the long run

How The Famous Did It!

While the journeys of top Instagram influencers may vary, several common strategies and factors have contributed to their massive success on the platform. Here's a breakdown of how some of the top influencers achieved their large follower counts:

- **Quality Content:** Consistently delivering high-quality photos, videos, and stories has been a hallmark of top influencers.
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- **Niche Mastery:** Most top influencers started with a clear focus or niche. Whether it's travel, fashion, beauty, fitness, or food, having a clear theme or subject matter provides consistency and attracts a targeted audience.
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- **Engagement:** Successful influencers engage with their audience by responding to comments, using polls in stories, hosting Q&A sessions, and more. This builds a loyal and interactive community.
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- **Collaborations:** Teaming up with other influencers or brands for shout-outs, takeovers, or collaborations can expand one's audience.
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- **Personal Branding:** Top influencers cultivate a unique and recognizable personal brand. This might involve a consistent aesthetic, tone of voice, or values that resonate with a specific audience.
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- **Diversified Content:** Using all the features Instagram offers, from IGTV to Reels to Stories, allows influencers to reach a broader audience and keep their followers engaged.
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- **Consistency:** Regular posting schedules help keep followers engaged and attract new ones.
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- **Authenticity:** Followers gravitate towards influencers who come across as genuine and relatable. Sharing both highs and lows, or behind-the-scenes content, can make influencers feel more accessible.
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- **Trend Adoption:** Many top influencers are quick to jump on emerging trends, whether it's a new content style, challenge, or feature on the platform.
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- **Cross-Promotion:** Leveraging other social media platforms or external media outlets to drive traffic to their Instagram profiles has helped some influencers grow their following.
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- **Contests and Giveaways:** Organizing these events encourages participation and can attract a lot of new followers.

- **Endorsements & Sponsorships:** Partnering with brands for endorsements not only monetizes their platform but also often introduces the influencer to the brand's audience.
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- **Storytelling:** Many successful influencers weave compelling narratives through their posts, creating a deeper connection with their followers.
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- **Continuous Learning:** Adapting to changes in the platform, algorithm, and audience preferences is vital. The most successful influencers often educate themselves continuously about the platform's best practices.
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- **Overcoming Controversies:** Some influencers have faced challenges or controversies. How they handle these situations, whether by addressing them head-on, apologizing, or taking corrective actions, can impact their follower count.

To illustrate with specific examples:

- **Chiara Ferragni** started as a fashion blogger and leveraged her unique style and collaborations with fashion houses to become a global fashion icon.
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- **Kayla Itsines** built her empire by offering fitness routines and transformations, ultimately leading to her own fitness app and program.
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- **Selena Gomez**, while already famous, used Instagram to give fans a personal insight into her life, sharing candid moments, and promoting her projects.

It's essential to understand that while strategies play a significant role, timing, luck, and individual personality also contribute to the explosive growth of some influencers.