

# INSTAGRAM ROADMAP

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**Using Instagram to Grow  
Your Business**

## Welcome!

You are most likely here because you are looking to implement an **Instagram marketing strategy** but don't know where or how to begin!

No worries, we've created this easy to follow **Roadmap** to help you **get started**, but before we get into it I want you to remember one thing that is crucial to your success: The **amount** of followers you have does **not matter**, it is about **engagement!**

In order to use Instagram to help grow your business, you have to let go of the "idea" that you need thousands or millions of followers to be successful. Depending on your line business of business, these numbers can vary greatly. For example, a dental practice could reach mid-hundreds of followers and be successful, while a fashion or travel blog can reach the thousands or millions.

Instead of obsessing over new followers, **concentrate on the ones you do have** and get them to engage and help sell you. **Build your community and the rest will follow.**

Now when it comes to any social media platform, there will always be algorithm updates that affect how often your posts are shown, and post engagement plays a key role in the constant success and growth of your Instagram account.

Before you begin posting random quotes or a picture with a succulent in it with a "witty" caption, think about the purpose that this post will serve your business.

Don't waste time obsessing over the wrong stuff. Organize a plan of action that is relevant to your **brand** and your **community**. Bring your followers into your world, into your business, and make them part of the story - **this** is what will help your business grow outside of the Instagram platform.

If you have any questions, make sure you give us a follow on Instagram and ask - you can find us **@cliccmedia**. We look forward to engaging with you!



**Marli Espinales**  
Co-Founder and  
Internet Marketing Director

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## Setting Up Your Account & Profile Photo

Grab people's attention with a clear photo of either you (if you are your own brand) or your logo (icon only). Add a bio that will help you get more followers, which quickly explains what you do and links to your website or free offer.

2

## Decide On Your Theme

It is important to settle on the tone of your profile through design and writing. Example: it can be using the same filter for all posts on your feed and stories, or bright lighting with minimalistic imaging. It can be witty and personal captions or serious and informative. Whatever the route, keep consistent.

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## Post Content A Few Times a Week

Consistency is key. Just like your theme, posting on your feed consistently is very important, but also analyze and pay attention to how your followers engage with what you are sharing. Some posts may perform better than others, understanding why will help your growth.

4

## Don't Forget to Post on Your Stories

Instagram Stories are a great way to stay in front of your followers and keep them engaged. Show them some behind-the-scenes action of what you are working on - people love this!

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## Engage More Than You Post

You must give to receive. People pay attention to those who like and more importantly, comment on their posts. Spend as much time as you can engaging with others - through their feed and stories.

# Don't Make These Mistakes

Whether you are brand new to the 'gram or have been on it for a while, we want you to avoid doing the following:

## Mistake #1

### Spending So Much Time Obsessing Over the "Perfect" Photo

Don't get sucked into the wormhole and obsess over your photo and caption! While it can easily happen, keep in mind that having the "perfect" photo doesn't matter as much to your followers as it does to you. Don't let this become an excuse for your lack of posting.

## Mistake #2

### Posting Too Much, Too Often = Overkill

Remember this: you cannot beat the algorithm by posting more often - **it is not about quantity, it is about quality!** So no, you do not need to be posting on your feed 3-5 times a day, you're burning through your content and making it harder on yourself.

## Mistake #3

### Not Establishing a Clear Path on How to Get Your Followers Off of Instagram

The goal is to use Instagram to grow your business, so it is important to know where you are going to **send your followers next** to keep your relationship growing. A like and a follow is wonderful, but it's doesn't produce revenue. Use your Stories to literally **tell** them what to do or invest in a platform that lets you to add individual links to your posts.

## Before You Go!

We wanted to share two of our favorite tools to help you get more organized when it comes to growing your Instagram.



### Later App

<https://later.com>

Top marketing platform for Instagram. Allows you to plan and schedule your posts and stories for the weeks at a time. They offer Free and Premium plans, and you can also post on Pinterest, FB and Twitter.

### Metricool

<https://metricool.com>

This social media platform gives you the ability to associate links to your individual Instagram posts. Great for businesses who are selling multiple products. While they offer a Free account, you will need to upgrade to Premium to use these feature.

**metricool**



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## ONE More Bonus!

We have just created this easy to use **Instagram Scheduling Template** to help you get more organized with your Instagram posting and better track your individual post metrics. If you want to become more successful at using IG, then start putting this into practice.



[Get Your Template Here](#)