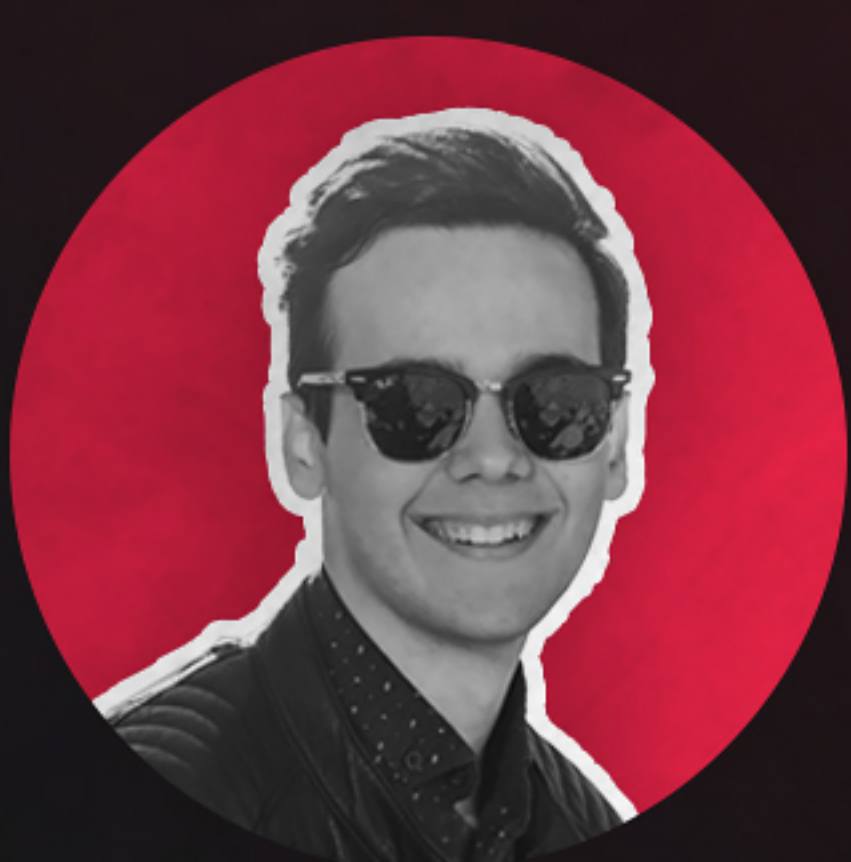


HOW TO DOMINATE INSTAGRAM

Actionable tips
from my experience of
0 to 50K in 5 months



Brave Social Media Marketer
@marketingharry

INTRODUCTION

This book has been inspired directly from YOU.

My fans and supporters who interact with me daily.
Asking questions and seeking knowledge.

Seek no more. As this book is all you need to dominate your social media presence.

A to Z. From the first steps in launching your presence to the domination of growth and the daily actions needed to achieve it.

Be brave enough to not only consume what you read but also implement it through the numerous exercises I have created for you.

Marketing Harry

MENTALITY

It only makes sense to start off our journey with the most underestimated yet crucial element of your social media presence.

Your mentality.

Pay close attention.

Nothing else in this book will be of value to you unless you get this part right.

Not even the practical resources, tools, templates and lists, I have prepared for you.

Here are 5 mentality rules you should engrave in your mind if you seek social media domination.

RULES

- 1. Don't have any expectations.** This does not mean to not set goals. But the sooner you drop the expectations such as: "This post is good, it should get 1000 likes" or "I spent so much time working on this, I bet I will grow like crazy" the easier it will be to achieve your goals on social media. Be brave enough to keep going even after you don't see results overnight.
- 2. Don't compare with others.** Just don't. It will eat you from the inside. You don't know the journey of the other person. Don't compare someone's highlight reel with your behind the scenes. Be brave enough to focus on winning, rather than the winners.
- 3. More action, less over analyzing.** You want everything to be perfect and I know that. But "perfection" does not exist. Your work might look godlike to you, but what about in the eyes of others? Stop wasting time chasing something that doesn't exist. Be brave enough to take massive daily action and analyse only after you have implemented for a good amount of time (30 days at least).
- 4. Give, before you ask.** This concept makes the world spin. You scratch my back and I will scratch yours. It is called reciprocity and is as ancient as the world goes. Be brave enough to give before you ask and results shall soon follow.
- 5. Remember your why.** A strong why can overcome any how. There will be times in which you question your decisions. And that is normal. It isn't easy to dominate on social, but it wasn't meant to be that way. Be brave enough to remember why you started and what this can do for your life if you want to succeed.

EXERCISE

Write down your "why" statement for developing your social media presence.

Is it because you want to grow your business?

How exactly will it impact it?

How will this change your life?

How will this change the lives of your family?

Whatever the reason is, write it down.

- 1. Spend 30 minutes on answering the questions I shared above**
- 2. Write down their answers on a sheet of paper (physical)**
- 3. Put it in a place where you can clearly see it**
- 4. Read it daily and/or in the times you feel lost**

VISUAL IDENTITY

Instagram is a visual platform.

You have to make sure you have a recognisable and appealing visual identity. Optimising each element of your posts in order to be consistent with your brand positioning and persistent throughout time.

These are the resources I use, not necessarily the ones you should too.

Fonts:	Bw Stretch + Helvetica
Colours:	#e31b40 (red), #1b1c1e (gray)
Textures:	Concrete photoshop texture
Diagrams:	Bold with sharp edges
Pictures:	Dark with simple backgrounds

EXERCISE

Create a consistent visual identity to follow in all of your posts.

This will make you recognisable in the feeds of your followers and increase your engagement.

Fill out the following lines with your information after looking at what others in your industry are using and making sure you are different.

Fonts:

One font for headlines and one for body text

Colours:

Main and supportive

Textures:

For backgrounds, for text, for graphic elements

Diagrams:

With detail, without detail, bold or not, etc

Pictures:

The general theme of your images

Save this page and create a consistent look for your social media pages

SIZES

Sizes on social media are extremely important.

Making sure your posts are properly optimised can save you time and make you look professional. Nobody likes a cropped out cover photo.

Instagram Feed

(1080x1080px)

Margins: 50px

Instagram Feed

(1080x1350px)

Margins:
135px - top/bottom
50px - sides

Instagram IGTV and Story

(1080x1920px)

Margins:
250px - top/bottom
50px - sides

RESOURCES

A lot of different elements go into the creation of a single post for social media. You need images, font, pictures, diagrams and a place to edit them all together.

These are the resources I use when creating my posts.

Software: I use Photoshop (free alternative is Photopea)

Font:

- CreativeMarket (Advanced - Paid)
- GoogleFonts (Basic - Free)

Brushes:

- CreativeMarket (Advanced - Paid)
- Brusheezy (Basic - Free)

Textures:

- CreativeMarket (Advanced - Paid)
- Freepik (Advanced - Free/Paid)

Diagrams: Freepik/Vecteezy (Advanced - Free/Paid)

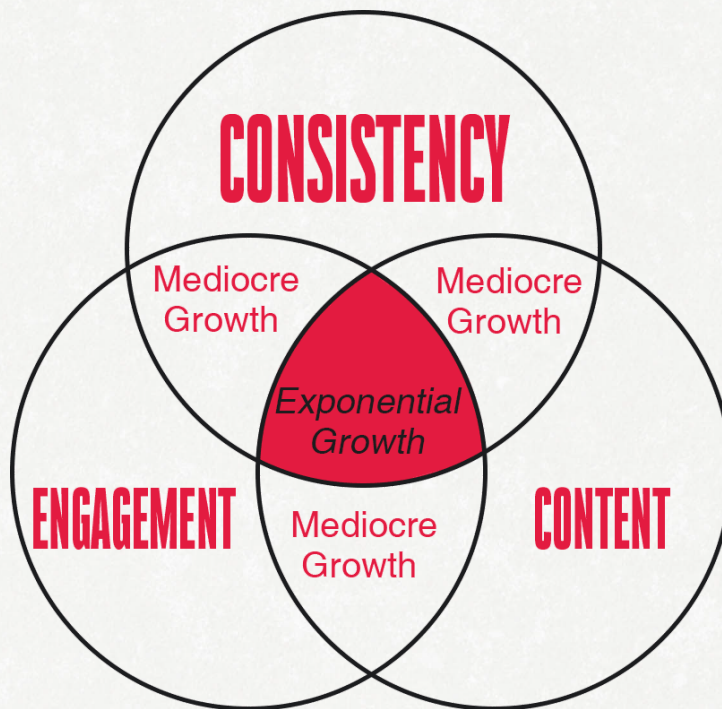
3D Imagery: Envato (Paid)

Image Banks:

- Freepik (search based on photographers - these are their names)
- Behance (filter based on colour and field of work)
- Instagram (search in photographer curation pages)

BODY CHAPTER

Dominating social media growth has **3 main pillars**



Content - It should be solving a specific problem of your audience and doing it in a simple way.

Engagement - It should help you become a part of a community and create one of your own.

Consistency - This is the booster to the other 2. It multiplies your efforts.

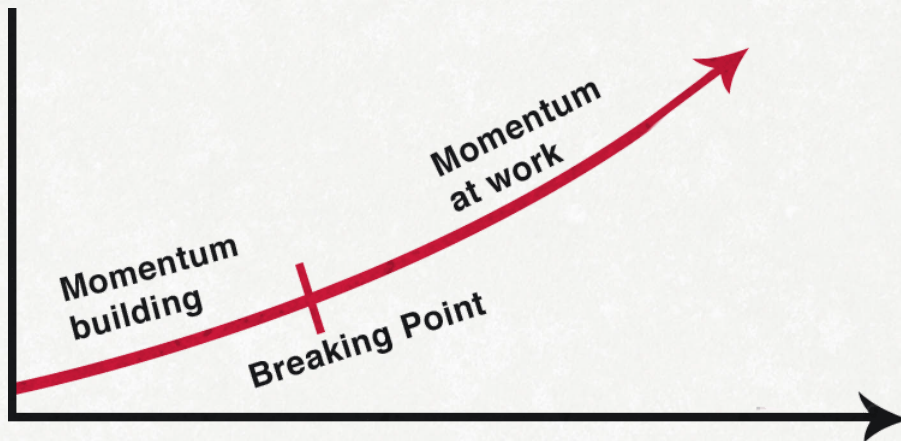
In the following pages, we will cover exactly how to create content and engage in order to conquer your goals.

I will also share with you the process that has enabled me to do it consistently for 120+ days whilst running 3 other businesses.

GROWTH EXPLAINED

But before we move forward, you have to learn how growth works

It isn't linear, it is exponential.



In order to accomplish it, you have to build momentum. Like a snowball going down a hill. The more it falls, the more snow it gathers and the bigger it gets.

There are certain rules that one has to follow in order to achieve this snowball effect.

10 RULES FOR EXPONENTIAL GROWTH

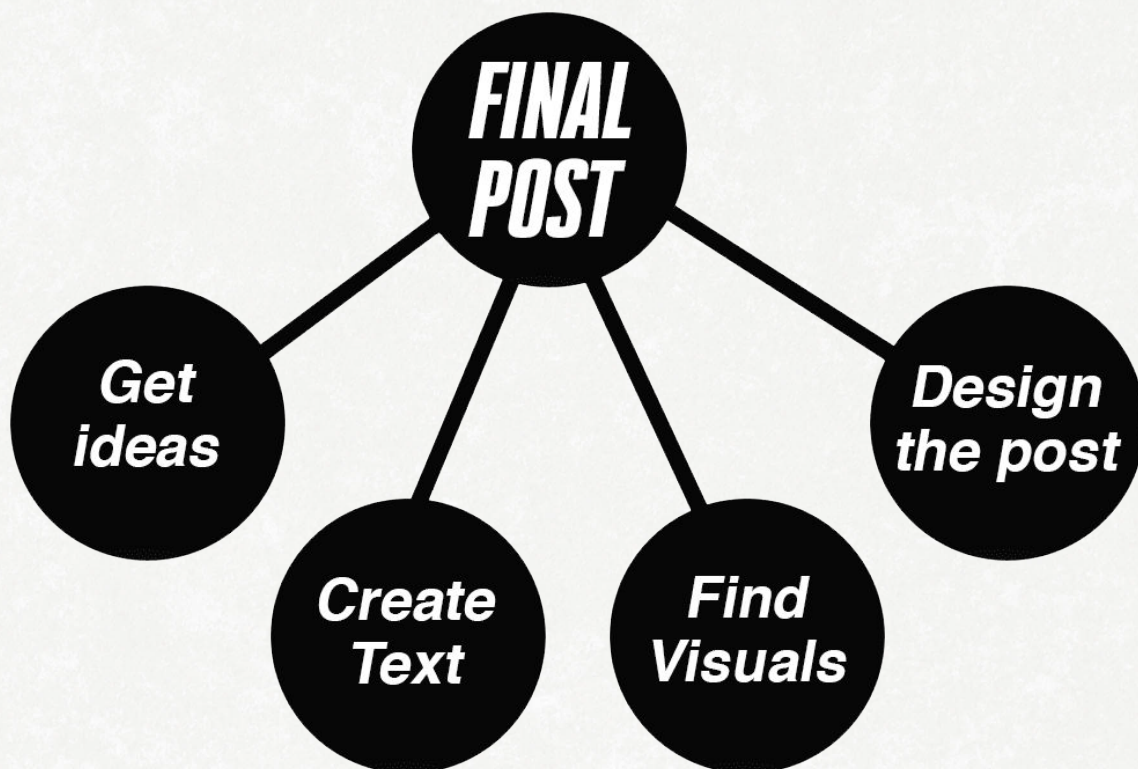
- 1** Growth isn't linear - don't give up too early
- 2** Customise your growth strategy based on the stage you are in
- 3** The beginning is for experimentation (content / positioning / etc)
- 4** Create content that you think your audience wants
- 5** Analyse the data in order to find winning/losing trends
- 6** Replicate what works, learn from what doesn't
- 7** Find your recognisable way of expression
- 8** Be consistent in each touchpoint (account, content, comments)
- 9** Find account with your audience and interact daily with them
- 10** Be brave enough to be social on social media

HOW TO **DOMINATE CONTENT**

Now that you understand how growth works on social media.

You know what is needed in order to sit on the throne. But in order to get to that level, you have to master the king of social media - **content**.

But content creation ain't easy. That is why we break it into smaller pieces.



WEEK DAY SCHEDULING

Once we know what is needed to create a single post. We can batch the creation of the individual elements in separate days. This will increase our efficiency.

Monday/Tuesday

M: Research ideas
T: Organise them
per days (1 hour)

Wednesday/Thurs

W: Write text draft
T: Correct errors
(1 hour)

Friday

Find
relevant
(1 hour)

Saturday/Sunday

Put the text + images together in a post
and schedule them for the upcoming
week (5-7 hours)

EXERCISE

Create a similar content creation schedule.

By breaking up tasks, documenting your workflow and batching the steps which are similar you increase your efficiency and will be able to reach a point in which you can create content for the whole month in the matter of days.

Ideas:

- How will I generate them:
- When will I generate them:
- How many will I generate:

Text:

- When will I write the draft:
- Where will I edit the draft:
- Where will I store the final version:

Images:

- How will I find them:
- When will I find them:
- Where will I store them:

Post Creation:

- Which software will I use to combine the above mentioned elements:
- When will I combine them:

Post Scheduling:

- When will I schedule my posts:
- How many posts will I schedule at time:

10 RULES TO DOMINATE CONTENT

But a kingdom without rules can't succeed.

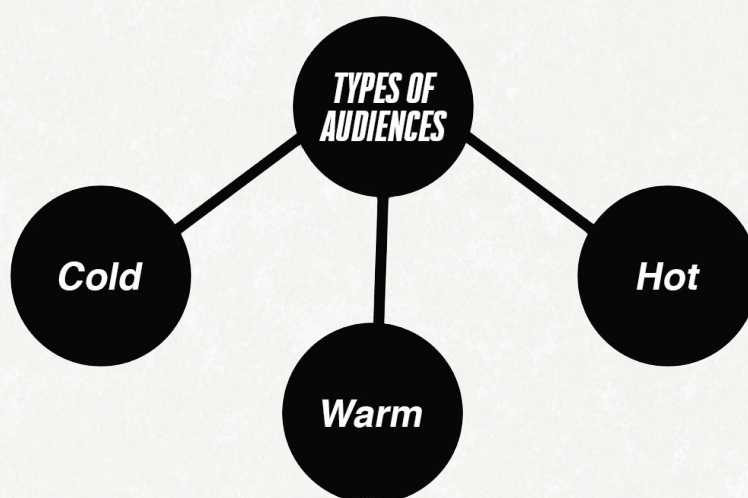
Here are 10 rules for dominating content.

- 1 Don't make people work for your content**
- 2 Spoon feed them the information they seek**
- 3 By avoiding walls of text, jargon and vague concepts**
- 4 And using stories, analogies and practical information**
- 5 Keep your content simple with 1 idea per post**
- 6 Use the KeepItSimpleStupid principle**
- 7 Utilise diagrams for complex subjects**
- 8 Give out lists that your audience can follow**
- 9 Talk about the benefits of following and the pain of ignoring it**
- 10 Be brave enough to create for your audience, not yourself**

HOW TO DOMINATE ENGAGEMENT

Whilst content is king, engagement is queen. Especially in the beginning. This will be your primary source of followers. You scratch my back and I scratch yours. Give attention and you shall receive attention. This is the reciprocity effect in action.

There are different types of audiences you can use reciprocity on.



Cold - people you don't follow and they don't follow you back, so they have no idea who you are, thus their attitude towards you is cold.

Warm - people a part of your community or whom you have engaged with and have broken the ice with, thus warm.

Hot - the truest supporters of your craft. The people who always comment, always share posts, always have your back with honest feedback, making them too hot to pass on.

Engagement takes a lot of time. With a proper structure, it can become first nature to you, allowing you to respond a lot quicker and save time.

STEP-BY-STEP HOW TO **CREATE** **AN ENGAGEMENT LIST OF PROFILES**

1. Determine what you want to be known

2. Create 2 engagement lists:

- 2.1. 10 big profiles in your industry (25K+) - gather these big profiles from the top ranked hashtag posts
- 2.2. 20 fast growing but less popular profiles - gather these fast growing profiles from the Suggested For You Lists of the big ones

3. Engage with both lists:

- 3.1. Turn post notifications and be one of the first to comment = gain more traffic
- 3.2. Attract the audience of the 2 lists to your profile with valuable comments
- 3.3. You will rank on the small profiles first, later climbing the pyramid to the top

ENGAGEMENT ROUTINE

This was my schedule in the beginning, you can customise it to your liking, but the basics should be there (posting/engaging):

06:30AM:	15 minutes warm engagement
06:45AM:	15 minutes cold engagement
08:00AM:	Create my post for the day
12:00PM:	15 minutes for cold engagement
02:00PM:	15 minutes for cold engagement
04:00PM:	15 minutes for cold engagement
07:00PM:	30 minutes for cold engagement
07:30PM:	Publish my post
07:30PM:	60 minutes warm engagement

You don't have to implement this much time, you just have to put efforts daily

7 GROWTH TEMPLATES

Template for commenting on posts:

"This is a fantastic post! You did a great job explaining [CONCEPT]. I especially liked [FAVORITE PART]. One thing that has helped me in my journey has been [GIVE VALUE]"

Template for answering comments:

"Thank you for the support! I am glad that you enjoyed [SPECIFIC PART]. What are your thoughts on [Question in SLIDE 10]?"

Template for collabs with other creators:

"Hey! I found a great opportunity for both of us. Was looking at our profiles and our audiences are quite similar! This is a great chance to unite them in a collaboration between us. Interested?"

Template for curation pages:

"Hey! The curated posts on your feed are stunning. You have a great eye! I'd love to bring to your attention my profile, I have 3 particular posts which I know will be incredibly helpful to your audience. Let me know, if you'd like me to send them over."

Template for outreaching clients:

"Hey! Just saw your business [NAME] at [LOCATION]. It has a ton of potential and I'd love to help you develop it."

I am a [speciality] that focuses on helping businesses generate [RESULTS] If you'd like to learn more about how I can impact your business, do answer this message"

7 GROWTH TEMPLATES (CONTINUED)

Template for answering people begging for follows:

“Glad I met a fan of mine. Unfortunately, I won’t follow you back. It would hurt you more than you think. But I hope the lesson I am about to share with you will help you grow.

‘Don’t ask for followers. They are earned. Seeking short-term, vanity metrics is pointless and will only bring your short term results.

Focus on being genuine, coming from a place of abundance and being patient. This will help you grow your page way more than me following you back.’

*Hope you understand. I’d love to follow you, when you earn it.
Sincerely,
[YOUR NAME]”*

Template for showing gratitude to new followers:

*“Hey [HIS NAME],
Appreciate you following me! It truly means the world to me. I checked your profile and I enjoyed [X]. If you ever need help with [YOUR INDUSTRY].*

Don’t be afraid to reach out!

*Sincerely,
[YOUR NAME]”*

10 RULES TO DOMINATE ENGAGEMENT

Not every type of engagement works. Be on the brave side of engagement

- 1 Give the kind of attention you'd like to receive
- 2 By engaging with your target audience and triggering reciprocity
- 3 Be genuine, transparent and honest even when it hurts you
- 4 Don't copy/paste - a single personalised comment > 10 copy/pasted ones
- 5 Give value by sharing your personal experience
- 6 Create discussions by asking a question
- 7 Offer constructive feedback
- 8 Follow the sandwich method - compliment, feedback, compliment
- 9 Like your own comment to push it forward
- 10 Be brave enough to do this every day

SUMMARY

You have learned how growth works on social media and how to dominate it with content + engagement.

But in order to achieve optimal results, you have to focus on different aspects of growth based on your current journey

E

Under 1000 Followers

80% of efforts should be focused on cold outreach engagement + **20%** on creating content

E

Under 5000 Followers

C

50% on engagement (20% with your followers, 30% with potential fans) + **50%** on looking for content trends

C

Under 10000+ Followers

20% focus on engagement with your community + 80% focus on replicating content that has been proven to work

BRAVE GROWTH CHALLENGE

Congratulations, Brave One.

You have learned everything there is to dominating social media.

Now, in order to make the most out of your knowledge, you have to take it into action.

I have a challenge for you.

The Brave Apprentice - 30 days of daily posts

The Brave Warrior - 60 days of daily posts

The Brave Master - 100 days of daily posts

Take any of these challenges, stay consistent throughout them and share your results by tagging me in your stories for a chance of a **SHOUTOUT**.

A SPECIAL MESSAGE TO YOU

If you are reading this, know that I am grateful to have you, brave one.

I shared my knowledge, now it is up to you to implement it.

If you need help along your journey to domination, you know where to find me: www.marketingharry.com