

WE BRAND YOU PLAY

# FREE E-BOOK

## GAIN FOLLOWERS

We will give you the insights of what the top social media agencies are using to grow followers.

## TIPS AND TRICKS FOR YOU

Learn the basics for taking the right photos to attract followers.

## ON THE COVER

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## CONTENT

*Social media today is a much tougher climate than a year ago. Our followers are way more picky on who to follow and demand higher quality content in every post.*

- 1 Gain followers
- 2 Attract followers
- 3 How to take good photos

# 1

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# GAIN FOLLOWERS

## ENGAGEMENT

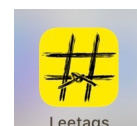
The latest Instagram algorithm favours posts that receive a high engagement from your existing followers. Unfortunately, whenever you post, your post will only appear in a certain amount of feeds of your followers (typically 10%) based on the Instagram feed algorithm. By interacting with your already existing community we are able to help you to increase your reach to your followers. This will result in a boost of the total number of people who end up seeing your content in their feed and as a result increase your engagement and chances to get your post on Instagrams explore page.

**ATTRACT FOLLOWERS WITH YOUR PHOTOS AND PROFILE  
READ MORE ON THE NEXT PAGE**

## USE HASHTAGS

Hashtags are an excellent way to follow conversations within your niche and discover followers who'd be interested in your field. Tip: Make sure to put your hashtag in your comment right after posting. This makes it much cleaner and your followers will appreciate your clean look.

DOWNLOAD THE APP: LEETAGS



The app will give you the most popular hashtags in your niche.

# GAIN FOLLOWERS WITH YOUR PROFILE

# 2

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Your Instagram bio gets scanned in seconds-make sure it has the following:



Include a Self Description

List Your Interests

Share Your Contact Information

Add a Call to Action

Chose a signature color that will be consistent throughout the feed.

A well-known fact of Instagram photography is that blue images get more likes.



Create a profile that keeps the same aesthetic (same filter in all photos). This will help your audience to recognize your signature feed and attract followers.



# ATTRACT FOLLOWERS WITH YOUR PHOTOS



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## 3 photo tips - how to take good photos!

### Natural light

Natural light is free of charge and by far the best way to photograph. Make sure to take your selfies close to a window or outside facing the sun. A cloudy day is the best day!

### Avoid blurry photos

Avoid taking blurry photos by setting the correct focus before snapping. Use Portrait Mode or Instagram's Tilt shift edit to set the focus.

### Selfies gets 38% more likes!

Get used to taking selfies. Use wallpapers, buildings with a colorful tone and start practicing. You have to give the people what they want!



90% of all Instagram users are using it through the app which means the quality has to be good and also not too much background noise. Clean photos are the best!

### FILTERS

Use apps such as VSCO and Lightroom to level-up your Instagram photos!

These apps have lots of free filters to choose from to edit your photos and create a beautiful Instagram feed. People are very keen on following accounts with the same kind of filter throughout all your posts.

# JOIN US

It doesn't matter where you are or how many followers you have-we have the fastest educational program and team to take you to the next level -  
Madeleine Ziegert

