



NNOMY INSTAGRAM SEMINAR

SAI REDDY



5 TIPS FOR INSTAGRAM SUCCESS

TIP 1: FIND YOUR AUDIENCE

CONSIDER...

AGE

RELIGION

LOCATION

SEX

GENDER



IF YOUR TARGET AUDIENCE ARE AMERICAN TEENS, YOU WOULDN'T POST
"WHY YOUR 401K PLAN IS AFFECTED BY JOINING THE MILITARY ETC."

TIP 2: STAY RELEVANT

POP CULTURE

MEMES

CURRENT EVENTS



REFERENCES

BE RELATABLE

STAY RELEVANT

TIP 3: SHORT AND SWEET DOES THE TRICK

BE MINDFUL OF SHORT
ATTENTION SPANS



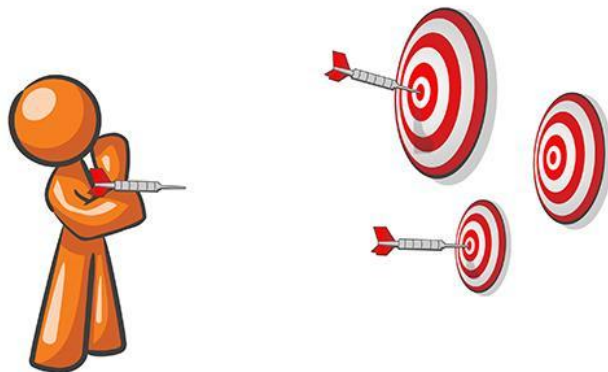
LONGER ISN'T ALWAYS BETTER

GRAB THEIR
ATTENTION IN THE
FIRST FEW
SECONDS

KEEP IT SHORT, BUT MAKE SURE TO GET THE POINT ACROSS.

TIP 4: CONSISTENCY IS KEY

APPLIES TO ALL PARTS OF LIFE, ESPECIALLY SOCIAL MEDIA LIKE INSTAGRAM



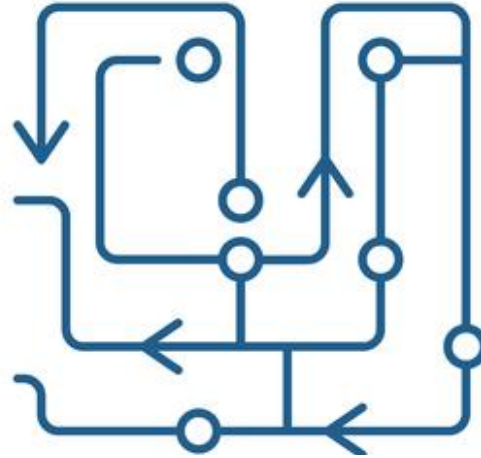
HELPS YOU WITH THE ALGORITHM

TIP 5: THE ALGORITHM IS YOUR FRIEND, NOT YOUR ENEMY

WORK WITH THE ALGORITHM, NOT AGAINST IT

THE CORRECT
CONTENT GOES
TO THE CORRECT
PEOPLE

RELEVANT



#HASHTAGS

CONSISTENCY

ANALYTICS



HOW TO USE
INSTAGRAM
INSTRUCTIONAL
VIDEO **LINK**

