



How to get KILLER growth on Instagram

5 Steps to Success



↖ Digital
Marketing
Hub

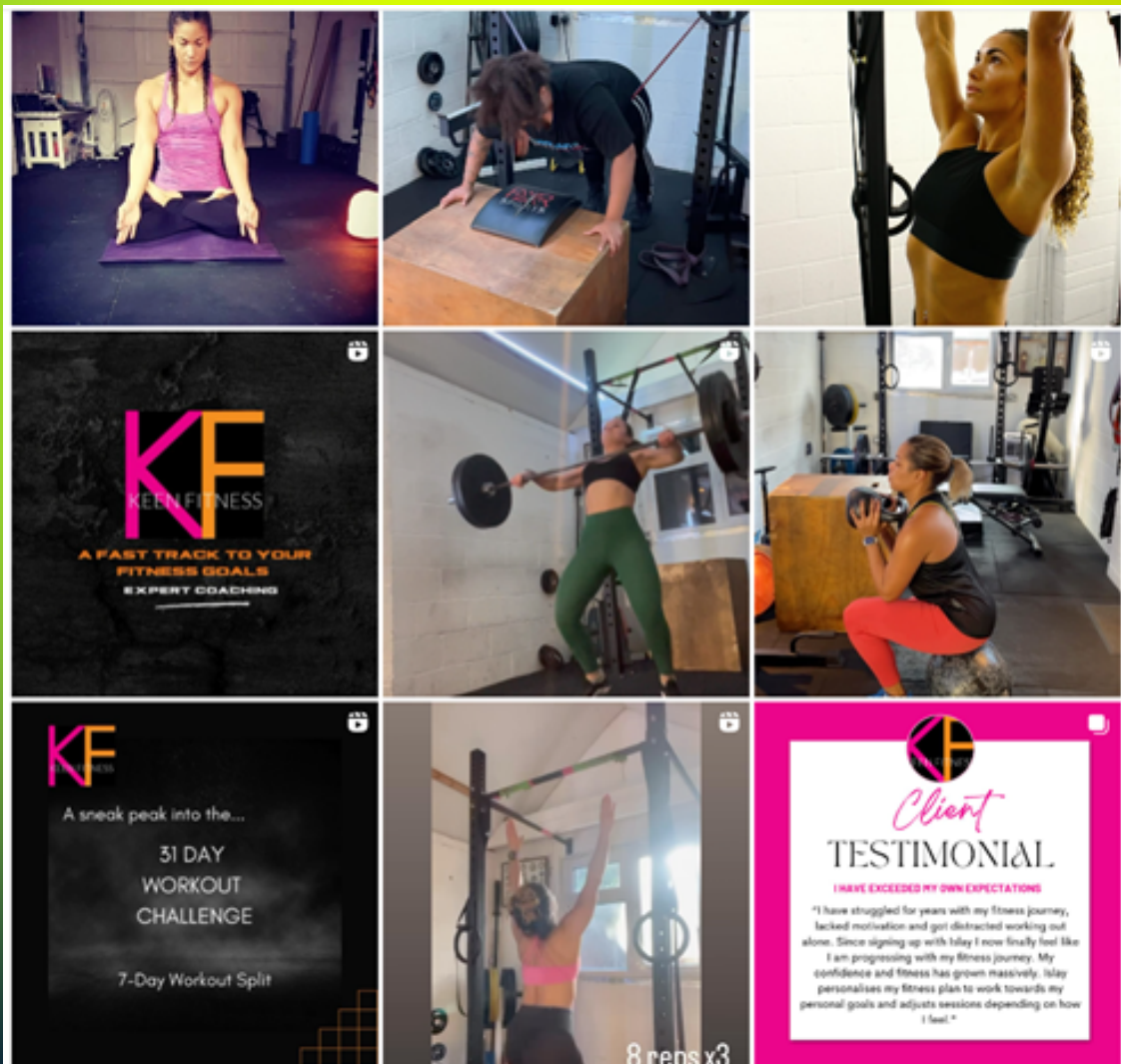




Instagram can deliver awesome results and get you amazing exposure.

The question is how.

This guide is designed for owners, trainers and influencers who operate in sport, fitness or leisure. To help you get the results you need from Instagram. Without it taking hours or costing the earth.





1 Know Your Purpose



If Facebook is the online equivalent of the community centre, then Instagram is a global art gallery, fashion show, bar and nightclub all mashed up. Ultimately it's a place where people go to be entertained.

So if you want people to engage with your content, then entertainment has to be the number one goal for your content. Take this as a licence to be creative and have fun putting your own spin on things.

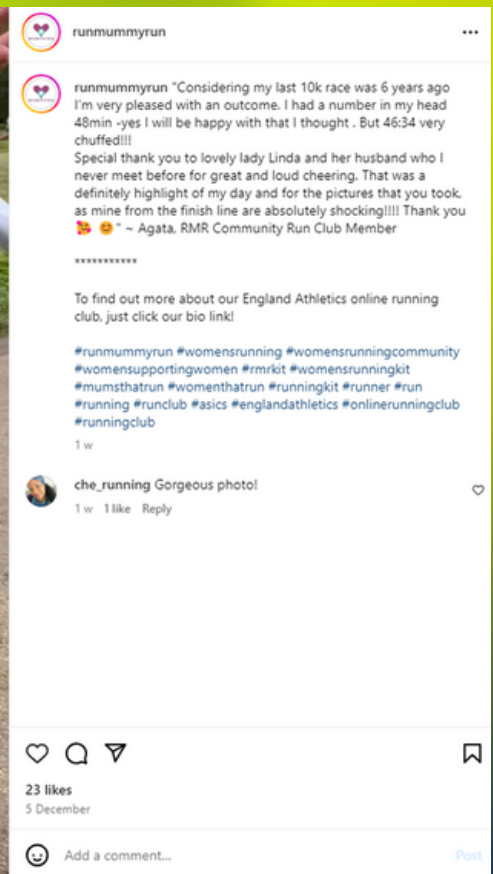
Humour is a guaranteed way to capture interest. You can be silly, funny, amusing, jokey – take your pick. As long as you are making people laugh.

Let people see your personality coming through. If you like to clown around, make some Reels. Or you might have a passion for making memes. Or maybe you always get your class to take a group selfie at the end of each session. There are no right or wrong ways, just different types of content.



People also love to be inspired. Use 'before and after' posts to showcase progress. If you plan ahead, you can show a personal journey of improvement if you capture content along the way. Maybe you have been going through an injury rehab, or you have helped a client learn a new skill. Show the sweat on people's faces and the expressions of triumph when they achieve.

Instagram has its roots in images. Although Reels are incredibly popular, there is always a place for eye-catching photos and scenery. Don't feel you have to look for something extra special. Showcase your local area, the venues you use, your favourite landscapes or city skyline. Get creative with images you can take at your sessions, classes or activities.

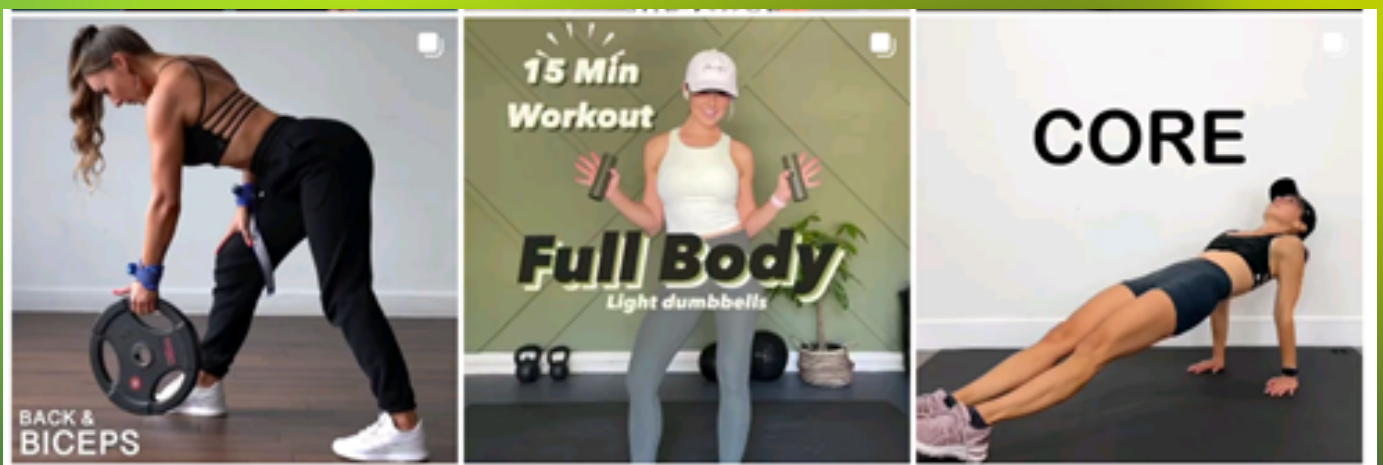




2 Get Trending

Instagram is where people go to be on trend, or set the trend. So either way you need to spend a bit of time knowing what the current trends are, and deciding if you have any trends to set yourself. This might sound time consuming, and even scary but it doesn't have to be either.

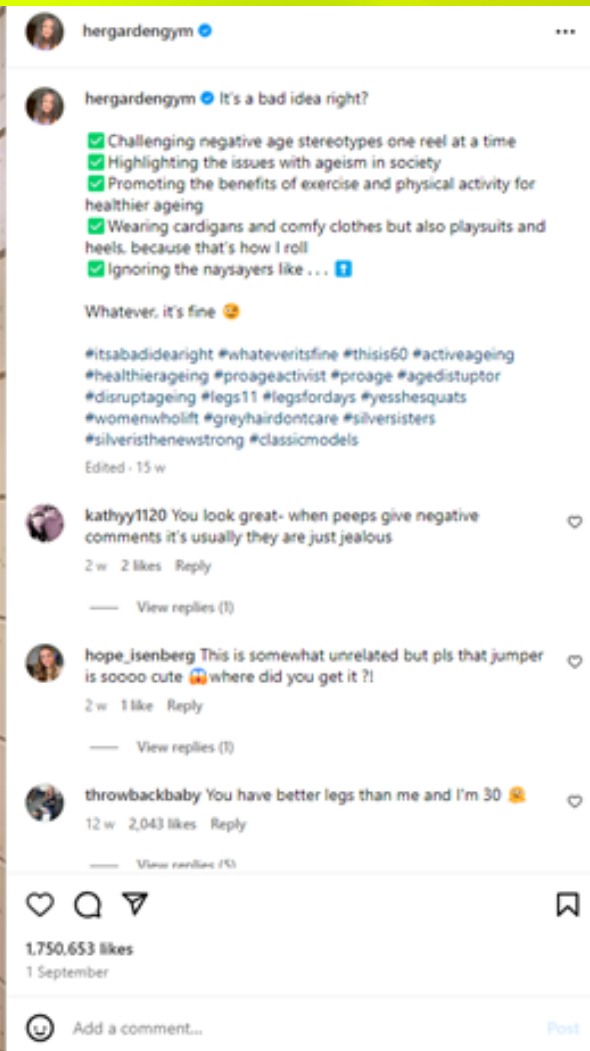
Find creators who make posts that you enjoy and follow them. Do this for accounts who do similar things to you, eg if you are a gym follow other gyms who make great content, and accounts which are different. So anytime you are scrolling you are also researching trends.





For Reels, it's easy to find which songs are trending. Simply go to make your Reel and then select the 'trending' option. The top 50 trending songs are listed. You might even do this before deciding what you are going to make to get inspiration. So select your song and then plan your Reel.

“
Challenges continue to rule on Reels. Look out for dance challenges, exercise challenges, riddles, tests of strength or smarts – or any other kind of challenge.
”





3 Assisted Production

It's easier than ever to make engaging and trendy Reels. A great place to start is to use templates. Take an existing Reel from templates and replace the existing footage or photos with your own, to create a new version.

Or if you're making your own, don't over complicate things. Often a short simple video of 10-15 seconds is all you need. Just choose your music and add a simple caption. That's it.

Take videos and photos directly on your phone and then use the 'Made for you' option when you go to create a Reel.

This is where Instagram uses AI to draft a Reel for you from the content on your phone. Review the draft, edit and then publish. Another great way to speed things up.



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Instagram carousel posts have the highest engagement rate for business accounts

”

If you use software like Canva, then there's lots of additional templates available. Use these to speed up the time it takes to make your Reels. Explore these for inspiration and avoid getting stuck in that creativity rut. Take this one step further and explore AI reel creator like OpusClip that take one long video and create a batch of short form Reels.





4 Be Search Ready

There's a global trend where people are searching for things within a social platform, instead of going to a search engine.

So rather than going to Google and searching for a gym near me, people are going to platforms like Instagram and search within the platform for whatever they are looking for.

This means that content which is primed for search will be found more easily. First of all make sure you are using keywords in your post copy. In the same way you use keywords for website copy, this now applies to your Instagram posts. If you know that people are searching for 'fitness trainer' or 'yoga classes' then be sure to add this to your copy. Put your keywords in captions too.

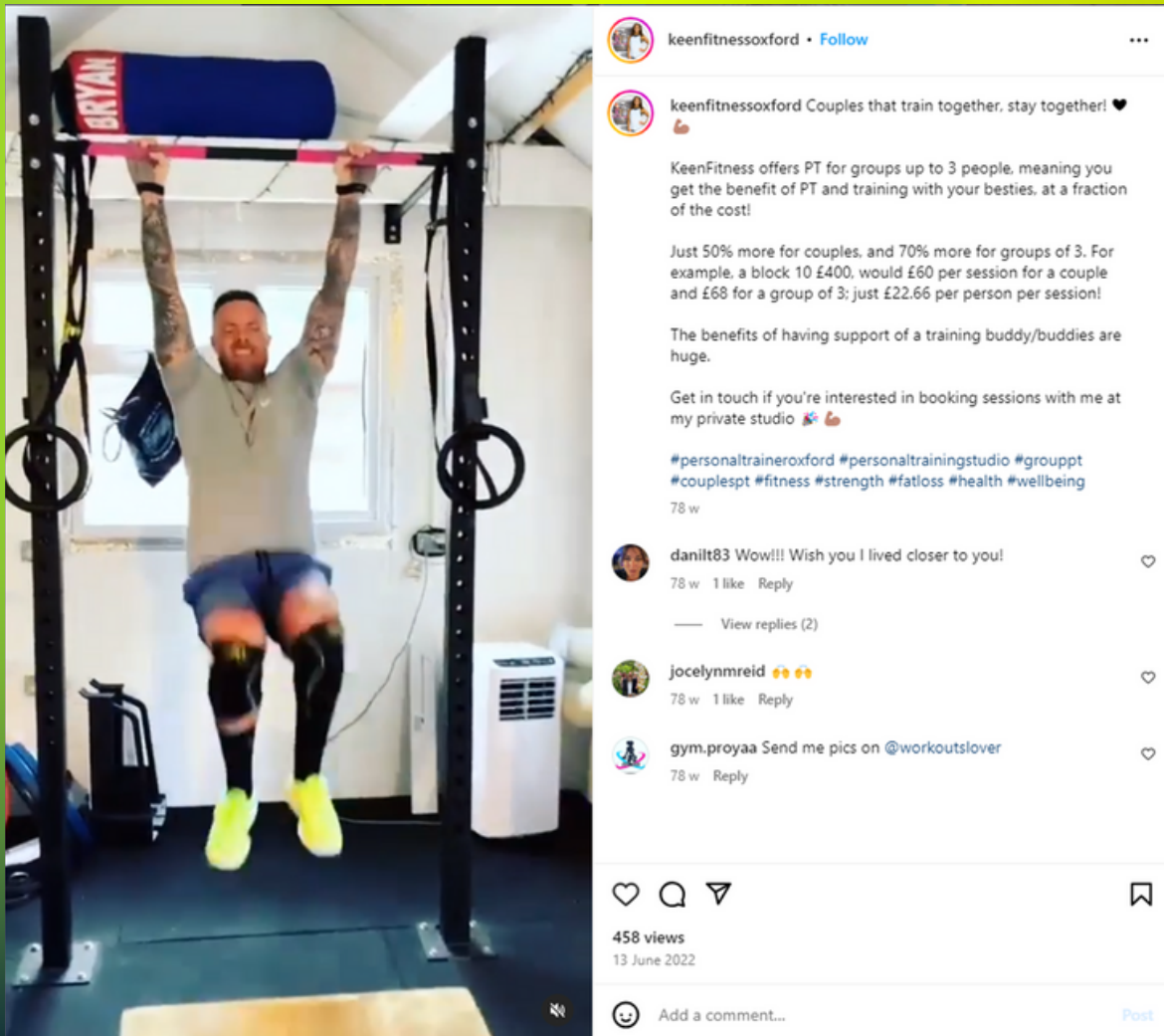


Use up to three hashtags per post, and again focus on keywords. Use these to make your content easier to find when someone is searching. You can also tag your location in posts, for example if you use a specific venue or location. You might need to add a location, which needs to be done via Facebook first. You can also add an address if you have setup a business Instagram account.

“

The most used Instagram hashtag is
#love

”





5 Batch and Repurpose

We know that the time it takes to make content is a big challenge. So finding ways to be efficient and get the most amount of content from the smallest amount of time is critical.

One of the smartest strategies is to collect your starting content in batches. Then with a range of images and videos to hand, repurpose content into lots of different posts.

Let's say you want to produce posts that include people having fun at your sessions. Batch collect videos and photos. A tip when recording video is to get fewer longer clips that you can edit in different places. Getting lots of short clips takes more time and it's harder to find the specific clip you are looking for after.

From these you can then select images to post, images to make into a Reel, and video footage to go into a Reel (or both images and video).



Don't be afraid of posting content that is similar or obviously taken on the same day or with the same people. As humans we like familiarity, this builds a sense of connection and safety. So don't worry about feeling like you are repeating yourself. Take a look at accounts with lots of followers and you will see lots of content that is similar.

Think about those programmes we watch again and again at Christmas. Or the favourite movies we've watched twenty times. If you think about your content in this way then you start to realise that you only need a small amount of original material. Then repurpose this across a wide range of final content. Better for engagement, and much better on your time.



maddybiddulphpt

Follow

Message



253 posts

653 followers

270 following

Personal trainer Oxford (Maddy Biddulph)

Fitness trainer

👉 I help busy people get fit for life

📍 Circuits at @tapsocialwhitehouse

👉 Start your fitness journey

👉 linktr.ee/maddybiddulphpersonaltraining



Our best advice is to just do it!

Mindset

Press

Gratitude

Reps

Fun stuff

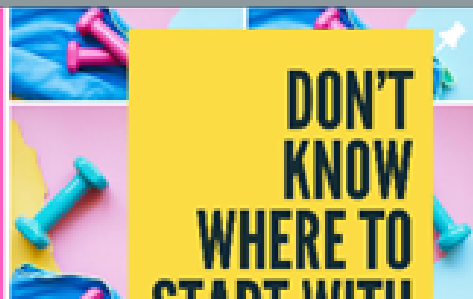
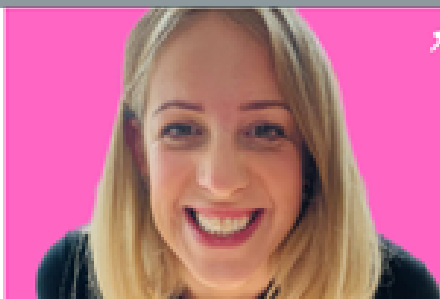
Circuits Club

Nutrition

POSTS

REELS

TAGGED





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