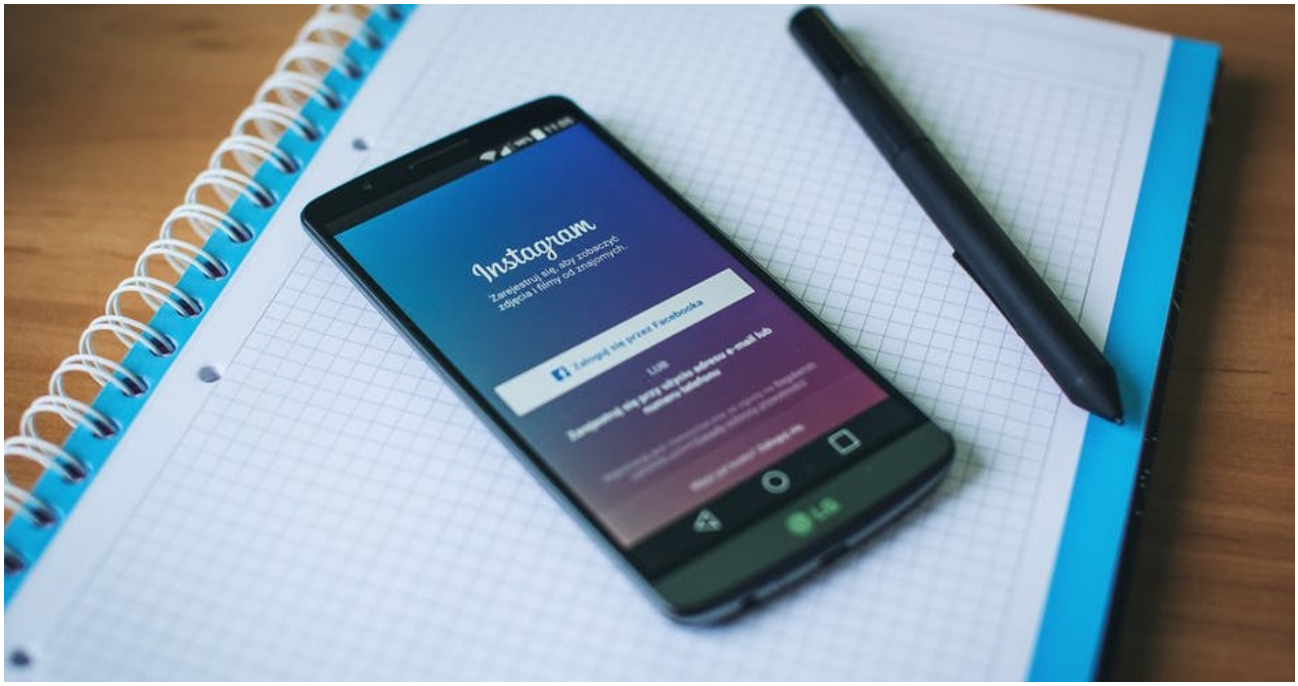
Grow your following on Instagram

Here's what to do, what not to do, and more you haven't even thought about...



- [ ] Define your audience
- [ ] Follow specific people
- [ ] Offer relevant and wonderful posts for your catered audience
- [ ] Post regularly, roughly 1 post/day
- [ ] Finalize a theme for your feed
- [ ] Be authentic in your posts
- [ ] Be strategic with your posts (be sure of what want to achieve or convey)
- [ ] Don't feel like you need to open up for other market segments - stay focused!
- [ ] Be insightful! Share your story to be relatable
- [ ] Pay attention to times during the day and week that are most conducive to audience engagment

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