

# GROWING YOUR INSTAGRAM ORGANICALLY



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# WE'VE BEEN THERE...

Trying to figure out how to grow  
your following and audience  
quickly and efficiently.

Through our years of experience  
we've narrowed it down to 5  
things that you can do to grow  
and sustain your audience in one  
of the top most used social  
media apps, Instagram.

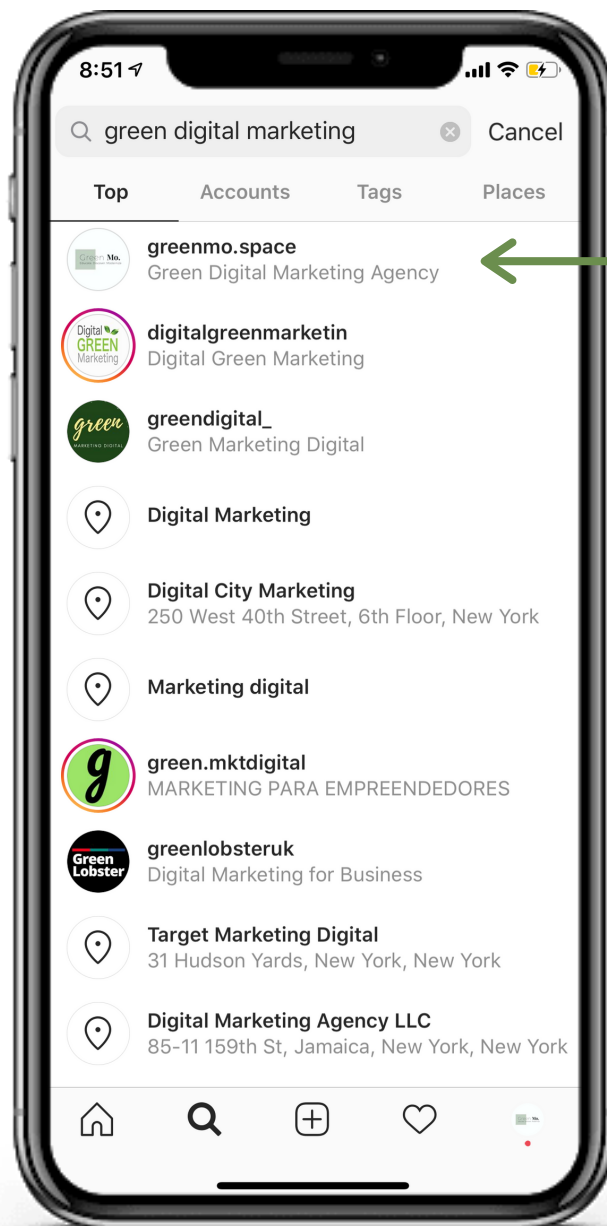
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# 1

## OPTIMIZE YOUR IG NAME FOR SEO

Write essential keywords in the name section of your Instagram so you can easily be found on search, even when people aren't searching for your name.



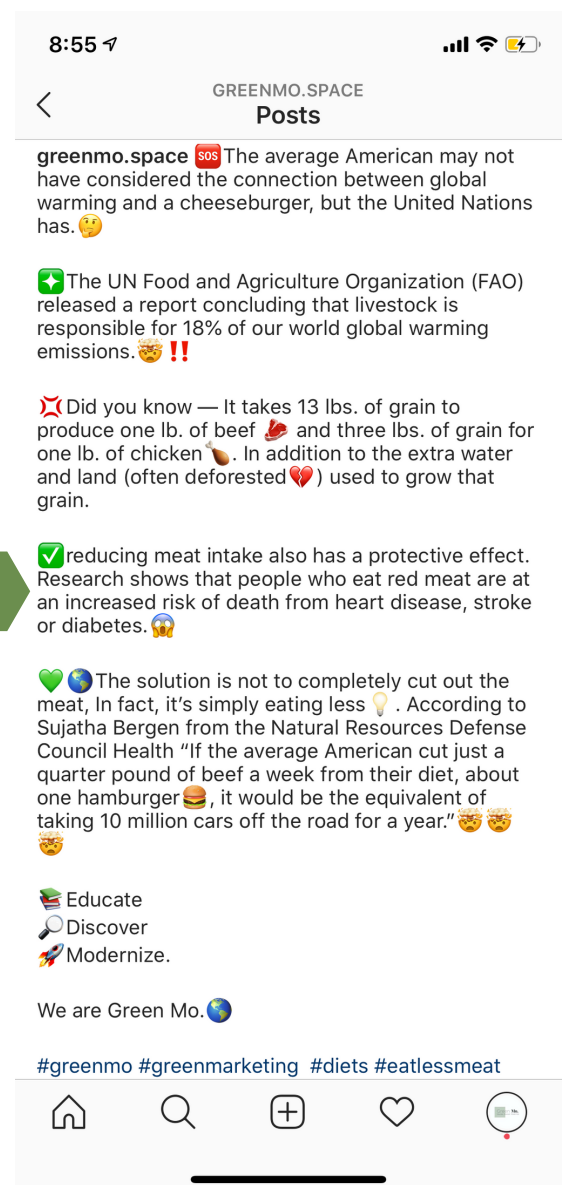
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## 2

## WRITE CAPTIONS THAT ENGAGE

A beautiful photo stops people from scrolling, but a meaningful caption is what sparks a conversation. If you want to develop a deeper relationship with your audience ; you need to Start writing engaging captions.



PRO TIP: If you'd like to add line breaks in your captions like we did; you can do so [here](#)

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# 3

## USE DIFFERENT SIZED HASHTAGS

Do not just use the most popular hashtags like #digitalmarketing which has over 12.5M posts to date. Instead, add niche hash tags that have under <500K posts so it's easier for your post to be found when people search that tag. Remember, the larger the tag, the more popular it is. But popular doesn't always mean effective!

### RULE OF THUMB FOR HASHTAG SIZES:

**VERY Small = UNDER <50k**

**Small = UNDER <100k**

**Medium = UNDER <500k**

**Large = OVER > 500k**

**Very Small/Small** = This is where actual communities are. The people who look for these hashtags are most likely to engage with your content. Since it's small, you'll most likely end up on the front page of this hashtag search.

**Medium** = Decently niche. There is a chance you may end up on the front page of this hashtag search if you actually have good engagement. It's important to still tag since more people use more popular hashtags. You don't want to neglect this.

**Large** = Good to still tag larger hashtags to increase reach. These are the MOST popular tags that people are searching for and are the most commonly used. However I wouldn't use too many of these as you'll get drowned out in 5 minutes.

# 4

## ALTERNATE YOUR HASHTAGS

Rotate your hashtags every time you post. DO NOT use the same ones over and over again or Instagram may think you are spamming! The more variety in hashtags you use per post the better. It's good because you're mixing up the people you're reaching and therefore expanding your overall reach.



## PRO TIP:

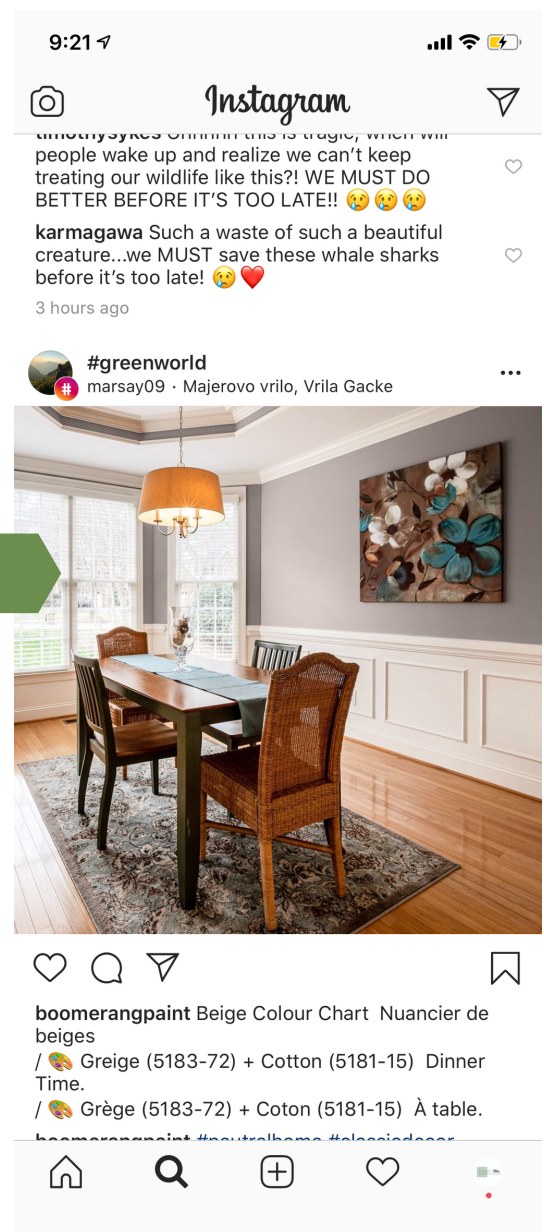
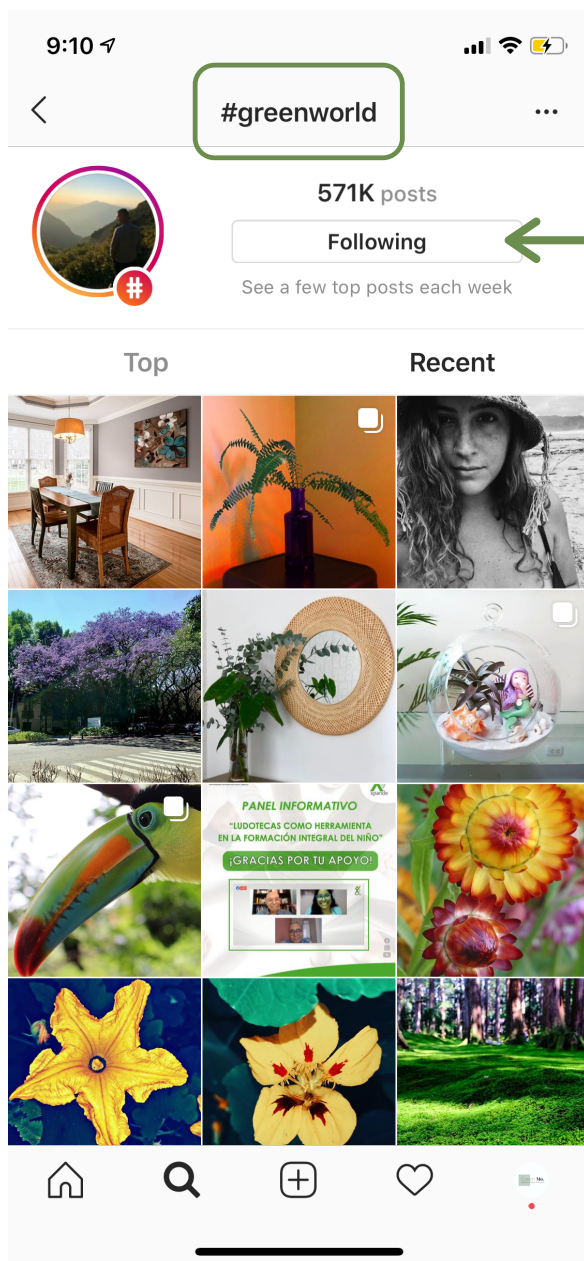
**We have multiple groups of hashtags to use depending on the type of post. ALWAYS BE ON THE LOOK OUT FOR EMERGING ONES !**

**We constantly alternate between our groups to ensure we're not using the same hashtags too consistently**

# 5

## FOLLOW HASHTAGS

Follow hashtags that are related to your niche so it can be easier for you to engage with the community outside of the people you currently follow. When you engage on other people's posts, it will increase your reach and give opportunity for people to find you and follow you!



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# Green Mo.

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## ABOUT GREEN MO.

Green Mo. helps brands reach consumers to engage with their products and services. We partner with you to increase traffic, expand your digital social presence, create modern marketing strategies and/or even build a dynamic website from scratch.

We donate up to 7% of our monthly transactions on your name to charities focused on helping the environment. By working with us, you too can be part of the change. Isn't it great?

## WHAT YOU CAN EXPECT:

Bi-Weekly reports with customized and interactive data-boards.  
100% Activity Transparency.  
24/7 Direct support with account executives.

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