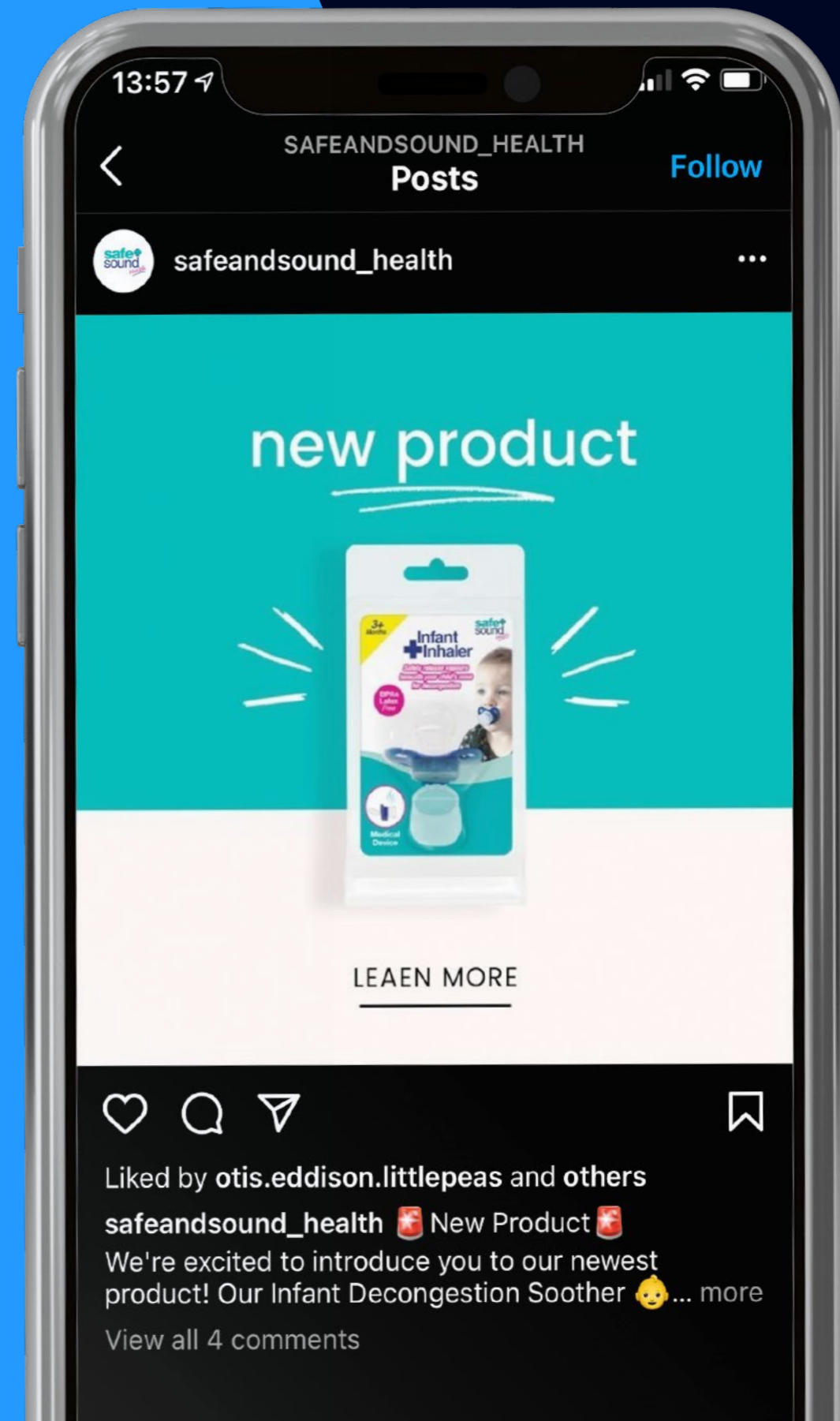




Instagram Guide 5

How to grow your Instagram account





How to grow your pharmacies Instagram business account.

Regularly posting great content and images to your pharmacies Instagram Business account isn't enough to grow your account and establish a reputation in your local community. In order to build a reputation within your local Instagram community you need to interact and join in with your community's conversations. In order to gain engagement, you must first spend it.

Follow other influential and prominent accounts in your local community and industry, as well as other brands and local businesses. Join in the conversations they are having and interact with the content they are producing by liking, commenting and sharing on your Instagram Businesses account. Not only will the owner of the content or account appreciate the support, but other followers and potential customers will take notice. The account owner may mention your shout out or return the likes/shares which will help your account and content reach their followers and even more people.

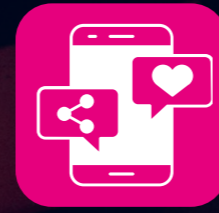
When followers comment and create conversations in the comments section of your posts, join in those conversation and respond to any comments by addressing any concerns, answering any questions and accept any praise.

Growing your Instagram following can take time, but by regularly posting and engaging with other accounts you will build a reputation as a relevant and trustworthy member of your local Instagram community.

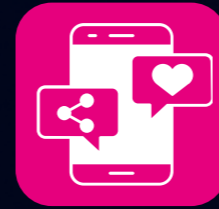
Once you start posting content, try posting at different times and monitor how your content performs. Look for which times you are getting the best results and aim to post at that time. Instagram insights can help you identify when your users are most active and likely to engage with your content.

Things to avoid and common problems with business accounts

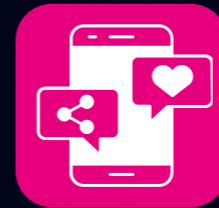
When starting out with an Instagram there are few common issues and pitfalls that can prevent your account from growing followers and engagement. Read below what these are and how you can prevent them when starting your Instagram business account.



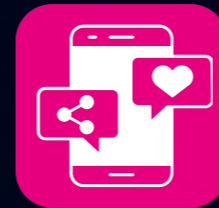
Not posting enough – Not posting regularly enough can prevent your account growing in followers and engagement. Stick to a consistent posting schedule, whether that's once-a-day or once-a-week



Not seeing results quick enough - At first it can feel like you're posting content and not seeing results back, but it's important to remember building a following on Instagram can take time so don't give up and stop posting after a few weeks. This is a marathon, not sprint!



Not engaging enough – Instagram is a community and thrives on engagement and conversation. You will need to spend engagement to earn it.



Posting the wrong content – Not posting content designed to achieve your objectives. If you're looking to grow your engagement, posting a lot of sales focused content may put people off following you. Mix up your content and share posts of value to your audience.



Quality of content - Instagram is a visual platform so it's important the content you share is of a good quality. Avoid posting blurry, stretched or low-quality images and always ensure your content is optimised for Instagram's square 1:1 ratio