


# 24 GROWTH STRATEGIES FOR INSTAGRAM





FREE RESOURCES FOR CREATIVES WRITTEN BY

# WHAT ART SCHOOL DIDN'T TEACH YOU

an artist development blog

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WHAT ART SCHOOL DIDN'T TEACH YOU IS A RESOURCE FOR ARTISTS, MAKERS, AND CREATIVES WHO DESIRE TO IMPROVE THEIR ENTREPRENEURSHIP - FROM BUSINESS TIPS & MARKETING TO BALANCING ART, LIFE, AND OUR INNER CRITICS - THIS BLOG IS HERE TO HELP BUILD BALANCE BETWEEN YOUR CREATIVE PASSION AND YOUR BUSINESS NECESSITIES.



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## WHAT ART SCHOOL DIDNT TEACH YOU

LOOKING TO GROW YOUR INSTAGRAM? TRY THESE 24 STRATEGIES ON YOUR ACCOUNT TO IMPACT YOUR ACCOUNT GROWTH.

### **PROFILE PHOTO**

If you haven't changed your profile photo in the last 6 months, it's time to update it. The best profile photos of are you, but you can always use an art piece.

### **HASHTAGS**

Use all 30 hashtags available to you and make sure you have spent some time researching specific hashtags and tailoring them to your post. Include your brand hashtag in every post.

### **BATCH CONTENT**

Spend 2-4 hours planning out multiple posts and pieces of content. This will save time! More importantly, this method will help you learn that engaging with your audience consistently is better than spending an hour crafting the perfect post.

### **CALLS TO ACTION**

Get bold and tell your audience what you want them to do. Click the link in bio, subscribe to your email list, download your freebie. Use a direct call to action to elicit a response.





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### **POST CADENCE**

Change the number of posts you share each week. For most creators, this would mean increasing the amount of posting. Instead of posting once or twice a week, double it for the next two weeks, then analyze your results.

### **WHO YOU FOLLOW**

Take a look at whom you follow. Are you following possible audience members and collectors, or are you following other artists and creatives? Spend some time following new audiences.

### **ENGAGEMENT**

Feeling like your engagement rate is low? Engage with others. Like, comment, and share content from other accounts if you expect the same in return.

### **COMMENTING**

Anytime a fan or follower comments on your content, comment back, even if their comment is an emoji. Commenting back impacts your engagement rate. Respond back with an open ended question to keep the conversation going, write thank you or send back a smile.

### **ASKING QUESTIONS**

People love to share their opinion. Ask your fans and followers questions to elicit a response, conversation and engagement. It's a great way to get to know your audience better as well! Don't worry if the first few times you try this you don't get a response, keep at it.



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### **ASKING FOR FOLLOWS**

Use other methods of marketing to let people know you have an Instagram account. Mention your account in your email campaigns, share it on Facebook, and use the logo on your website. Encourage people to follow along with your creative journey.

### **MARKETING PRIORITY**

Every topic you share on Instagram cannot be a high marketing priority. Balance the need to promote every aspect of your business. Be choosy and curate your content, but go all out when it's a big marketing priority.

### **CHAMPION OTHER BRANDS**

Call out other brands, organizations, businesses, and creatives that you love, support and shop from. Sometimes an honest shoutout can get you noticed and in front of other audiences.

### **RE-MARKET CONTENT**

Instead of trying to share new content, find a piece of fan-favorite and re-share it. Use the opportunity to give yourself a break from starting from scratch and use something that has already resonated with past fans and followers to attract new

### **SALES VS NON-SALES**

Determine the focus of your recent posts, have you been posting nice inspirational posts without asking for a sale? Or maybe you've been sales heavy. Flip the focus of your content to the opposite messaging.



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### **POST TIME**

Do you normally post in the evenings or on weekends? Try posting during a time and day of the week you normally don't post.

### **INTRODUCTION**

When was the last time you posted an introduction of yourself? Welcome your new followers and post a selfie of yourself. Share a bit of personal information and introduce your brand to your audience.

### **CONTENT CADENCE**

Take a look at the type of content you are sharing. Is every photo a piece of art? Change the cadence of your content and include progress shots, behind-the-scenes, video, selfies, studio shots, quotes, and more.

### **GIVEAWAYS**

A way to grow many followers quickly is with a giveaway, but you may experience a drop off following giveaway growth because some followers only follow to win. You must provide the winner with the prize when the giveaway is complete.

### **CHANGE YOUR INDUSTRY**

Instagram business pages allow you to select a "category" or industry you identify with. This can be done on the settings page. Different industries have different algorithms. Select or change your category if it applies to your business.



# 24 GROWTH STRATEGIES FOR SOCIAL MEDIA

## WHAT ART SCHOOL DIDNT TEACH YOU

### **PERSONAL VS BUSINESS**

Determine if you are currently using a personal versus a business page. A business or professional account on Instagram can unlock ads, Insights (analytics), and additional account features. You can toggle this on or off in the settings.

### **VALUE PROPOSITION**

Demonstrate to your audiences the value you have by sharing knowledge, offering a freebie, and sharing content that isn't always sales based.

### **FOLLOW THANK YOU**

draft up a short 3-5 sentence thank you to send to new followers. This will get your brand noticed. If you want to take this even further, add a call to action or provide some value proposition so your customers can engage further right away.

### **FOMO**

Using stories to share daily relevant content can create FOMO, or the "fear of missing out." Your biggest fans will check in with you on Instagram and engage daily as stories only last for 24 hours. Stories are more casual and less curated than posts.

### **WORK WITH A COACH**

Try getting an outside perspective on your business and social media approach for new ideas and strategies. Work with a small business or artist coach to tailor strategies specific to your account and business.





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## WHAT ART SCHOOL DIDNT TEACH YOU

### **WORK WITH A COACH**

What Art School Didn't Teach You assists hobbyists, art students, emerging artists, and mid-career in tackling your creative and business goals. Consultations are perfect for:

Emerging artists looking to establish their career and find their voice and style

Creatives coming back to their art after years of creative hiatus

Mid-career artist who needs help with some business skill-building

Consultations are designed with your needs and your creative style in mind. We are here to assist, coach, talk and mentor you along the way towards your own success.

### **WHERE ARE CONSULTATIONS HELD?**

Consultation sessions are held digitally over Skype or Google Hangouts. There are options for consultations by phone as well.

### **CONSULTING IS NOT...**

Therapy, art therapy, or counseling.



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## WHAT ARE THE BENEFITS OF CONSULTING?

- Personal one-on-one arts business training and strategies
- Active learning and skill-building set at your pace
- Self-directed curriculum, you decide on the consultation topic and direction
- A new sense of possibility increased productivity and supported creativity
- Affordable coaching aimed at emerging and mid-career artists on a budget
- Accountability, follow-up, and feedback aimed at helping you succeed

## WHAT CAN I WORK ON IN A CONSULTATION?

- New business launch and Creative business management
- Social networking and content creation
- Digital marketing strategies
- Product development & merchandising
- Creating your artist website
- Artist statement and resume review
- Creative project launch
- Creative blocks, imposter syndrome, and your inner critic

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Kate Renee is a professional artist and creative entrepreneur from Minneapolis, MN. She has been a blogger since 2011 and loves to write about arts business topics on her blog, What Art School Didn't Teach You. Recently, Kate received her Masters of Arts in Art and Cultural Management from St. Mary's University where she focused on Arts Entrepreneurship. She also has a Bachelor of Arts in Art and Art History from the University of Minnesota. Kate runs her own consulting business where she guides emerging artists and creative entrepreneurs through their various goals and projects.



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