

## 10 ways to 10K

### Why is it important to get to 10K followers on Instagram?

As creative, we tend to focus on our product. Our creativity is what drives us. Creating new work can be all time consuming. You might be thinking... Instagram is just a vanity platform only used by artist who need positive feedback about their art. So, why is gaining 10 thousand followers on Instagram so important?

Well, its not just an ego stroke to grow your following to 10K. There are huge benefits that Instagram gives to accounts that are considered influencers. One of the first milestones is having 10,000 followers. You are able to add a link to your Instagram story. This is important for a creative/maker because you can add a link to your website or store. This is huge step in being able to monetize Instagram.

So 10K sounds like a huge task. Before you worry about how much ad money you need to throw at this... lets look at some organic ways you can grow your instagram following! There are some practices that you implement to get to your target number quickly. It is possible to get 5 to 10 thousand followers in 3 months by implementing the following strategies. Adding a link is a game changer that allows you to monetize Instagram and gain income from this social media platform. I would focus on getting the numbers first, and refining your audience after you have 10-15K followers.

### How to build your following quickly and organically.

1. **POST EVERY DAY.** You are building a relationship with your audience. They want to know that you are an active account. The numbers vary per source but it is estimated that less than 10% percent of your followers will see your post. You need to be posting on a regular basis to reach more of your followers
2. **POST NEW CONTENT.** Keep your content fresh and new. Yes, you can recycle content but I would recommend that you only recycle on a 3-4 week basis. And archive the older post.
3. **POST ABOUT YOURSELF.** You want 80-90% of your content to be about your product, but don't forget to introduce yourself. Show pictures of your process, your studio and/or your favorite products. Your audience likes to see you too.
4. **COMPLETE YOUR BIO.** Your bio is important online real estate. Make sure that you fill out the description, your website link, add your picture and contact information. Fill it all out!
5. **CREATE A LOOK.** Your page needs to have a look that reflects you. Your page is the where your audience will go to learn about you. If they like what

they see, you will gain a follower. There are several ways to create a look. I have seen fashion influencers use filters to pull together a visual look. You can also create a look by curating your posts. I have a Instagram account for my dog, Beau. He is a Coton de Tuleur, so I only post picture of him. (I don't post picture of my dog on my business page, unless he is looking at a painting)

6. FOLLOW OTHER PEOPLE. Instagram is a social media platform. You have the ability to create social media relationships with other Instagrammers. When you show interest in other people, they will often check out your page or follow you back.
7. COMMENT ON OTHER PEOPLES POSTS. Make intelligent comments that show you are interested in what they are doing. Using tons of emojis will not create a connection.
8. REPLY TO COMMENTS ON YOUR POSTS. Review your posts and reply back to the comments. For the comments that are engaging, take time to send a thoughtful reply. For emojis, click on the heart to acknowledge that you saw their comment.
9. MANAGE YOUR FOLLOW/FOLLOWING RATIO. Instagram only allows you to follow 7500 accounts (this number reduces the more followers you gain). So you need to make sure that more people are following you. As you account moves towards an influencer, you will want to have 2 followers to every one person you are following. The less people you are following the better. After you hit 10K, you will want to start refining your following so that you can grow your following and continue to reduce the number of people you are following. There are phone Follower apps you can download for free. This will help you to see information like: new followers, unfollowers, following not following back, followers your not following. This app helps you to keep your follow/following ratio in check.
10. USE HASHTAGS! Hashtags put your images in streams organized by content. This will put your image in front of a new audience. You are limited to using only 30 hashtags. While you are growing your audience, use all of the hashtags that you can! Your hashtags need to be relevant to your post. The tip to creating your hashtag list is finding a collection that are general and boutique. General hashtags are like #art, #artist #paintings which have hundreds of thousands of posts. Your image will be buried quickly in the post stream. Boutique hashtags have around 20 to 90,000 posts. Your post will not be buried as quickly. I use boutique hashtags like #floralart #wherewomencreate #artbusiness.

You want to learn about best business practices that can help your company run smoothly so you have more time to create? Sign up for my monthly newsletter that highlights best practices for your creative business. Go to [Karenahuja.com](http://Karenahuja.com).