

6 WAYS TO MAKE MORE SALES ON INSTAGRAM



Social
Friends™

YOU'RE DOING ALL THE THINGS, BUT NOT GETTING SALES?

Sooo...

...you're on the gram and you know who your ideal clients are and what they want from you, but you're not generating leads or making sales.

Instagram is driven by engagement & conversation.

So what is going wrong? Well it could be that...

YOU DON'T HAVE A PLAN

This is the most important step, and most people don't do it. **Plan your posts!** Don't leave it to the day, and think 'Oh yeah, I should probably post something today'. Take the time to really think about the value you can consistently deliver.

YOUR BIO IS CONFUSING

When people go to your page can they instantly tell what you do? You need to be clear & to the point. No sentences, keywords only. Remember the first line is **NOT your business name**, but what your search appears in.

YOUR GRID IS A MESS

You've got about **4 seconds** for someone decide if they like what they see. Instagram is a visual platform so you need quality images that match your branding and get our attention.

YOU'RE NOT TALKING TO YOUR PEOPLE

You wouldn't believe us if we told you the number of business pages that don't respond when people comment on their posts! People c'mon this is a social platform, you know, for being 'social'. This is the goal so **engage at every opportunity**.

YOU KEEP TRYING TO 'SELL'

Being salesy is the quickest way to turn people away - no one likes be SOLD to. Instead **over deliver on VALUE**, be entertaining, informative, inspiring, motivating or funny. Always thinking 'How does this add value?'

YOU'RE NOT USING STORIES & REELS

We can't get enough of stories & reels and if they're not part of your weekly strategy then you're missing out BIG time! Regular and relevant stories & reels will without a doubt give you a **boost in engagement**.

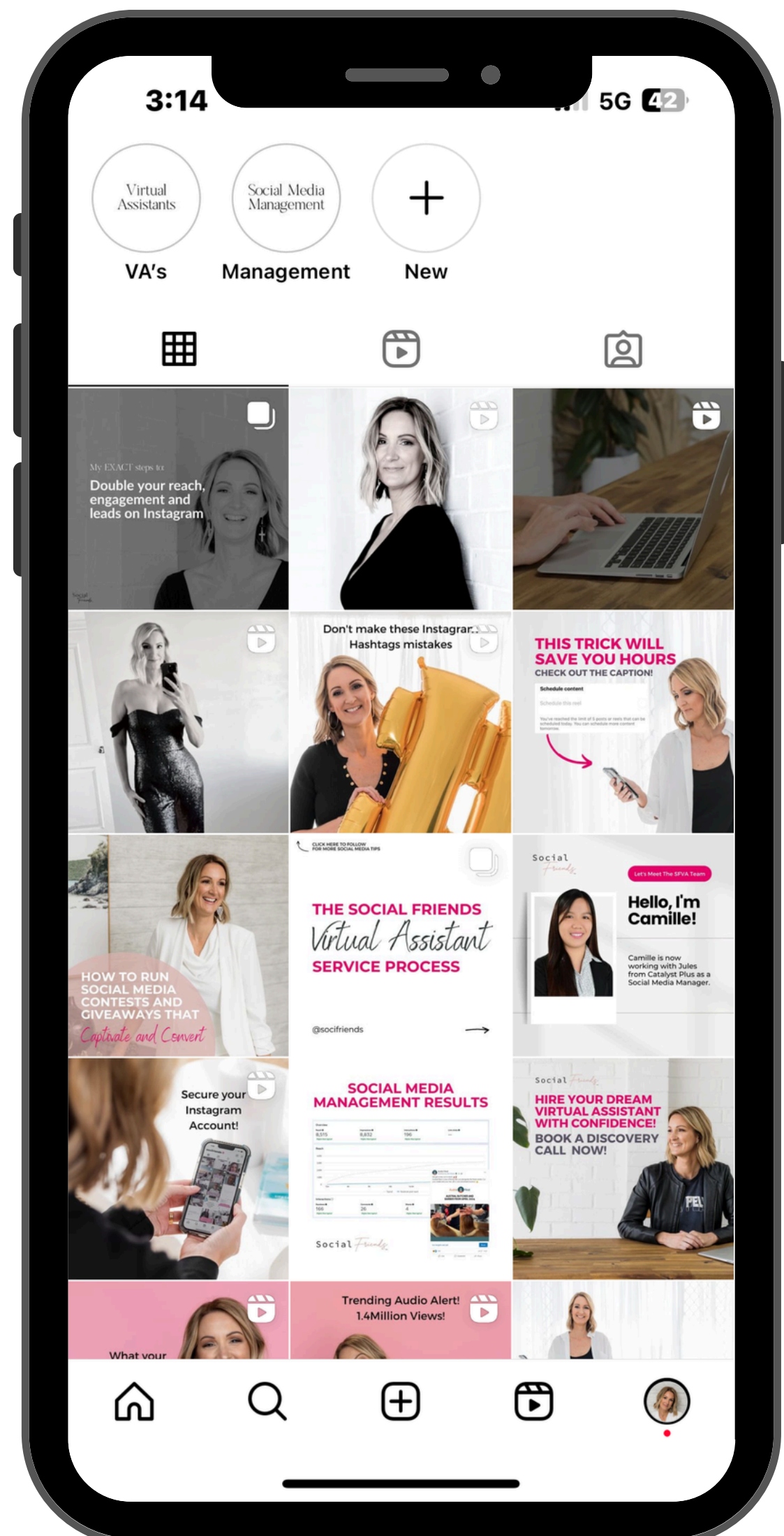
DOING IT DAILY

Build a community around your brand with two way conversation, you know, engagement!

Remember these are 'social' platforms, it's never been easier to genuinely connect with your audience and trust us, they want to hear from you.

Here's some things you can do every day;

- Follow accounts in your network
- Follow accounts in your industry
- Follow accounts in your target market
- Leave 'genuine' comments on posts
- Like posts
- Watch stories
- Respond to stories
- Watch Reels
- Comment on Reels
- Send DM's





Are you ready to take your social media to the next level without breaking the bank? Look no further than The Social Circle—the ultimate resource for anyone looking to master the basics of social media marketing and beyond.

Ready to Ignite Your Social Strategy?

Join the Social Circle today for just \$27/month and gain instant access to high-value insights, tools, and resources that will empower you to grow your brand and boost your business. Whether you're just starting or looking to refine your skills, The Social Circle is your key to success.

Your journey to social media mastery begins here.

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