



UHUBS PRESENTS

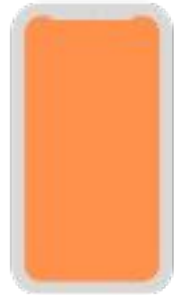
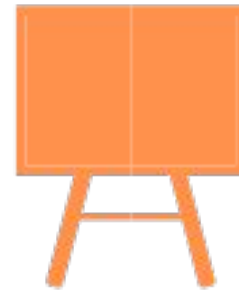
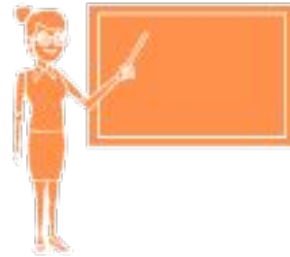
Turning Followers into Clients using Instagram

With **Halima Salim**

Who am I?



Who am I?



What to expect from today...

1. Use Instagram the right way for your business
2. Find and attract your ideal client using hashtags
3. How to stand out and grow your audience



Leave a comment

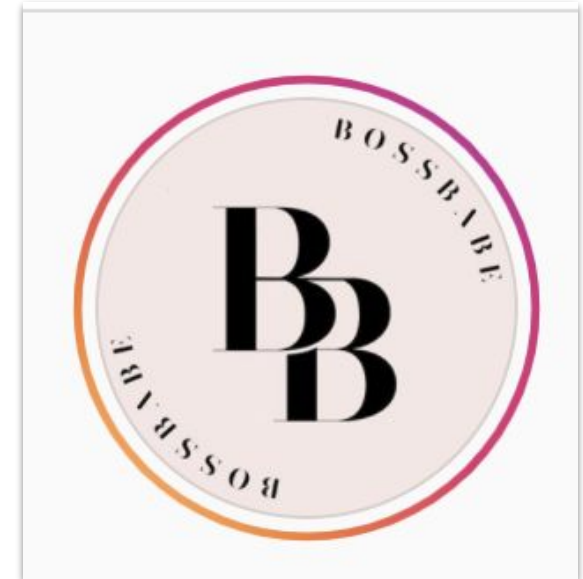
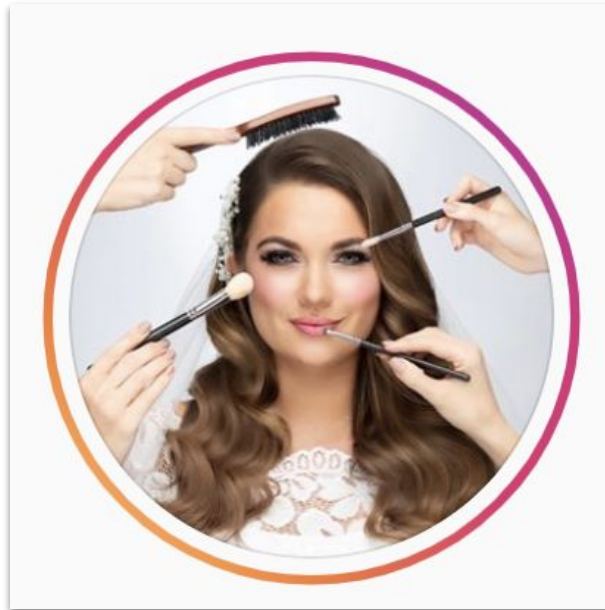
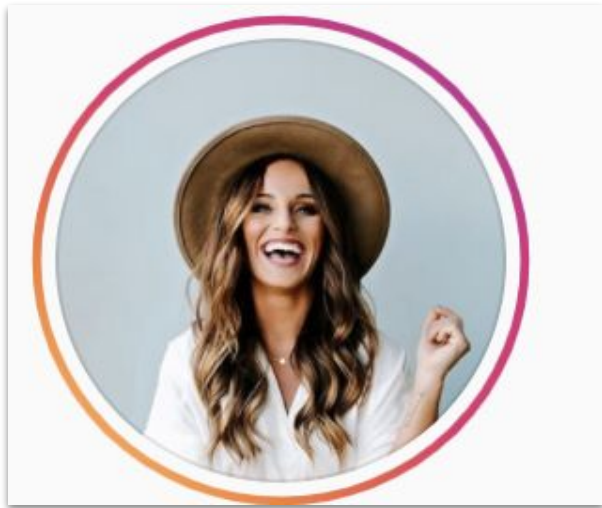
1. Country
2. Your current job/project/startup
3. What you want to get from today



Basics



1. Profile picture



1. Why Instagram



1. Who's your ICA?



1. Name

Halima | Social Media Expert

2. Bio (How you help)

I help entrepreneurs use tech & automations
to level up their online biz

2. Bio

Who do you
help? ICA

How you
solve a
problem?

I help entrepreneurs use tech & automations
to level up their online biz

2. Bio (call to action)

Learn the 5 Writing Mistakes You Can't Afford
To Make In Business (FREE CLASS) 

4. Set up a business

- Analytics
- Features
 - Vouchers
 - Food delivery
 - Shop

5. What to post...

- Questions from your ideal client
- Behind the scenes of your business
- Quick tips - hacks - (solving a problem)
- Useful/helpful - books, podcasts, fave business tool
- Social proof - testimonials, celeb endorsement, press etc.
- Fun posts: quotes, memes, etc.

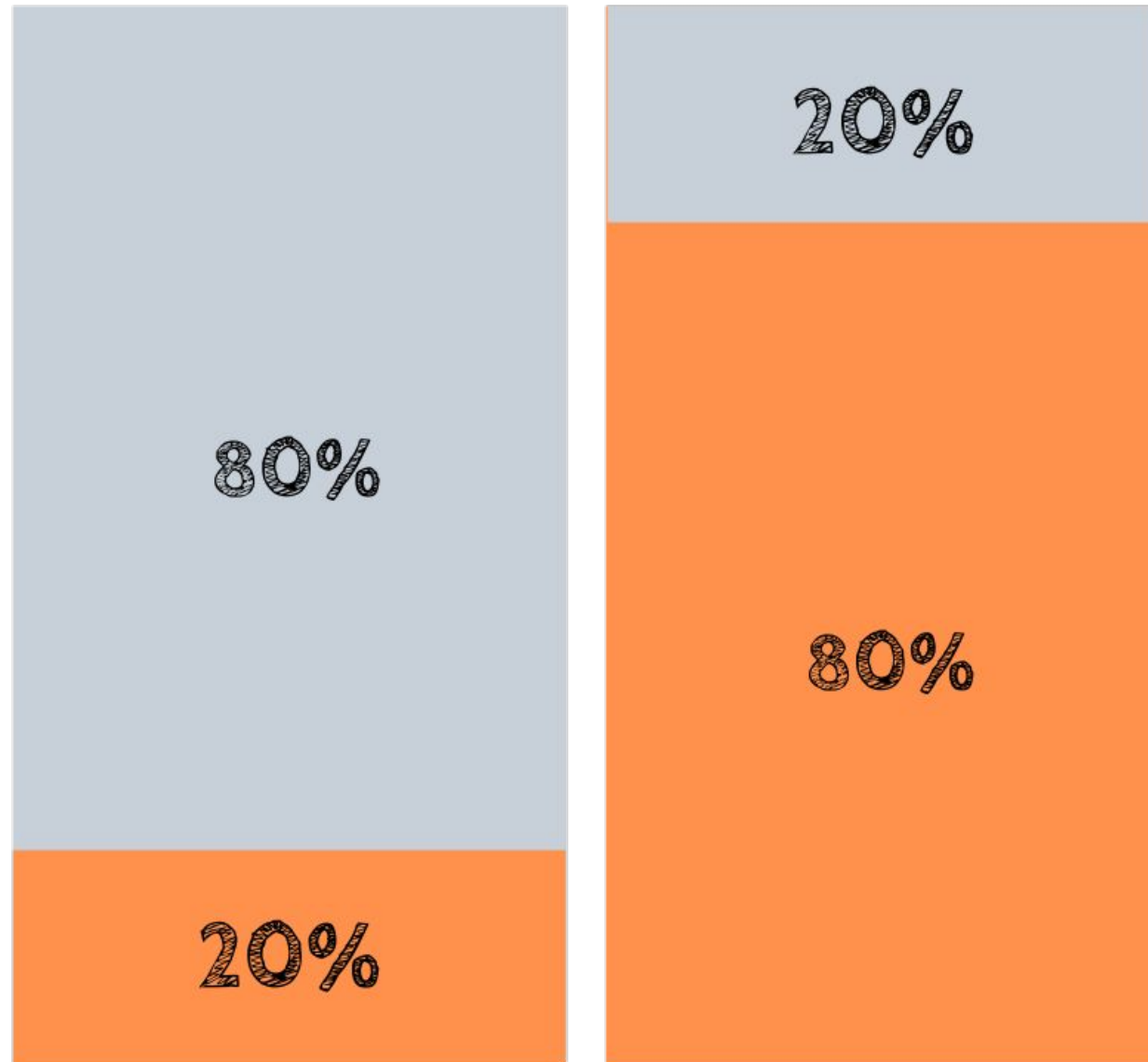


#1: Use Instagram the right way for your business



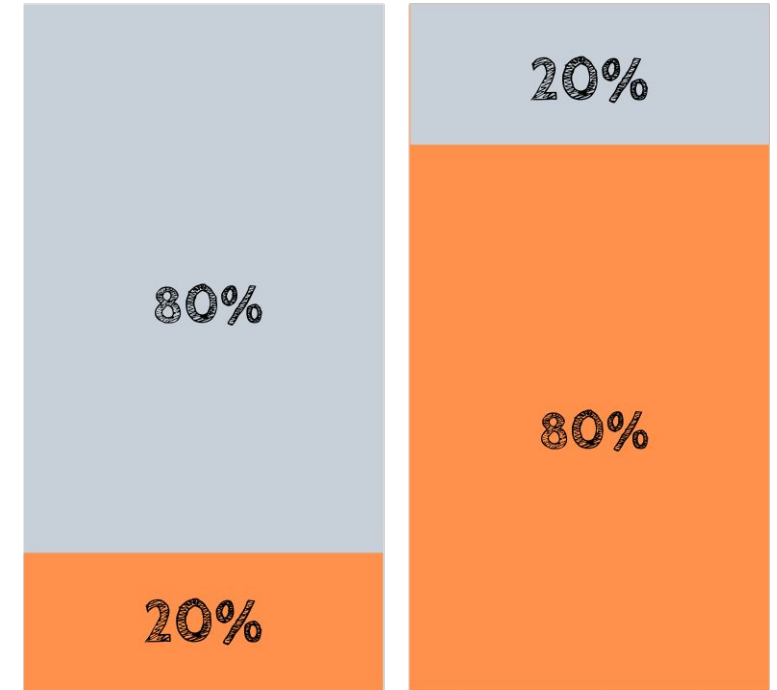
1. Time

Where should your time be spent?



Is your time spent well?

- Creating posts
- Creating Stories
- Comment section
- Direct messages (DM)
- Other accounts
- Replying to comments
- Collaboration with other Accounts
- Sharing other people's content
- Networking & building relationships
- Who are you following?



Quick Q&A

#2: Find and attract your ideal client using hashtags



What are Hashtags?



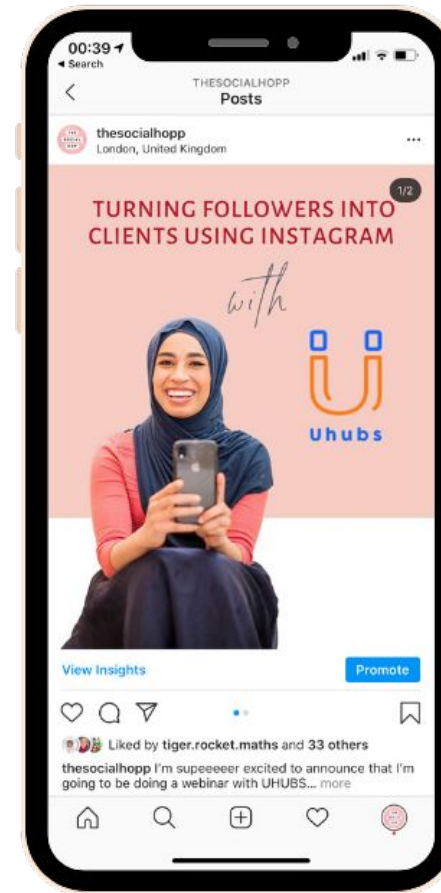
Using Hashtags

Popular Hashtags
seconds +

Moderately popular
hours +

days +
Unpopular hashtags
(Niche specific)
Long tail hashtags

Number of hashtags



POST = 30
IGTV = 30

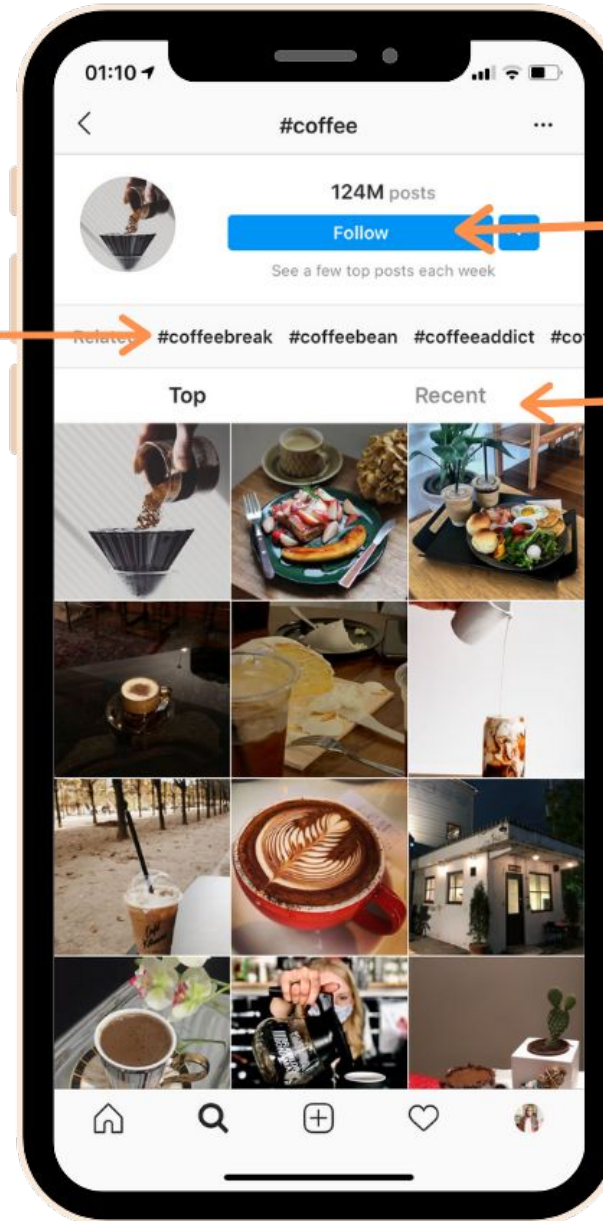


STORY = 3

Find Hashtags

- Explore page
- Other accounts
- Follow Hashtags
- Analytics

Suggested hashtags



Follow hashtags

Recently used hashtags

Quick Q&A

#3: How to stand out and grow your audience



It's easy as ABC

Authenticity

Branding

Consistency

Authenticity

*I was afraid no
one would buy
from me.*



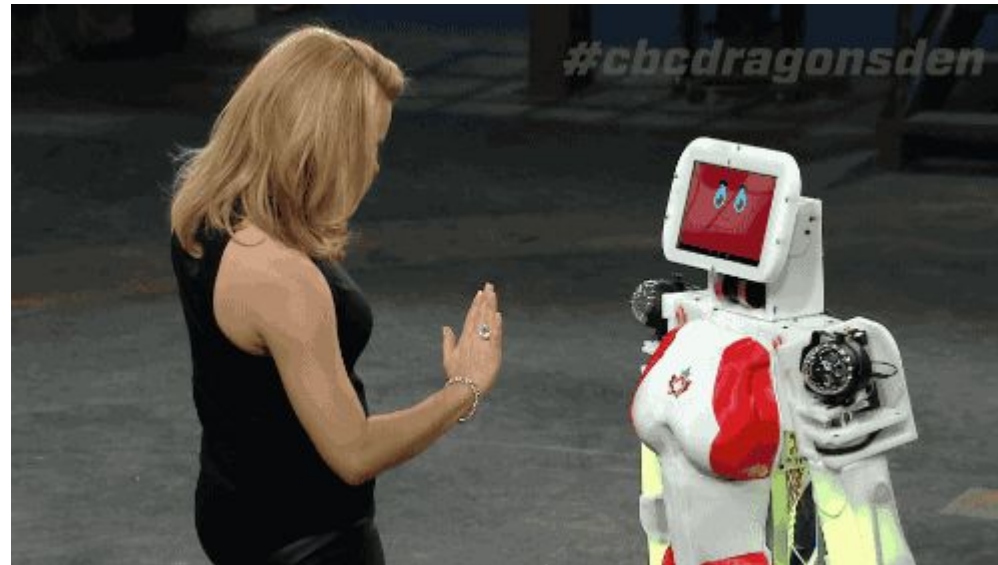
Branding

*Uniform
Structure
You*

Consistency

- *Decide how often you'll post*
- *Plan*
- *Focus on quality*
- *Schedule*

Congratulations!



What you have learned

1. Use Instagram the right way for your business
2. Find and attract your ideal client using hashtags
3. How to stand out and grow your audience



Q&A



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Stay in touch :)

www.theSocialHop.com/u hubs