



INSTAGRAM MARKETING GUIDE

From Zero Followers to Paying Customers

Accounts posting Reels 3-5x/week grow 2x faster. Consistency wins.

1 CONTENT FORMULA (Never Run Out of Ideas)

- ◆ 20% Education: Tips, how-tos, industry secrets
- ◆ 30% Entertainment: Behind-the-scenes, humor, stories
- ◆ 30% Inspiration: Before/after, wins, transformations
- ◆ 20% Promotion: Products, services, offers (never more!)
- ◆ Post every format: Reel, Carousel, Story, Static — rotate

2 HASHTAG STRATEGY

- ◆ Use 3-5 hashtags (IG 2024 recommendation — not 30)
- ◆ Mix: 1 mega (#career 50M+), 2 mid (#jobsearch 5M), 2 niche
- ◆ Create ONE branded hashtag (#YourBrand) and use always
- ◆ Research competitors' hashtags — they're gold
- ◆ Rotate sets of 10-15 hashtags to avoid shadowbanning

3 REELS THAT GO VIRAL

- ◆ Hook in first 0.5 seconds — text overlay + visual action
- ◆ Keep under 30 seconds for maximum reach
- ◆ Add captions — 80% watch without sound
- ◆ Use trending audio (search 'Popular') within 72hrs
- ◆ End with soft CTA: 'Save this' or 'Share with someone'

PRO TIP: Your best content comes from answering the question your ideal customer asked you last week. DM replies = free content research.

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