

# How To Leverage Instagram To Grow Your Blog

These days, Instagram is one of the most powerful social media platforms on the planet. There are more than one billion users on Instagram worldwide at the moment, 500 million of them being active daily, sharing around 100 million photos and videos every day. Considering this, Instagram is a great platform to build a loyal audience for your blog if you know how to leverage it. Here are a few tips on how to use Instagram to grow your blog:

## ***1. Be Consistent***

It is quite apparent that in order to gain a dedicated following on Instagram and your blog, you should be posting quite frequently. The key to consistency on Instagram is to create a schedule of when you are going to post. It's also very important to post at least once a day, in order to keep your followers engaged.

This way, your followers always know when to expect a post from you. You can use this to your advantage in promoting your blog by highlighting the parts you are most proud of and linking your blog.

## ***2. Post "Call-to-Action" Content***

Another trick that will help you boost traffic on your blog with the help of Instagram is by posting call-to-action content. This refers to captions such as "tag a friend who loves blogs!" or "LIKE if you agree!". This type of post helps determine if and how much your followers to interact with your posts.

Moreover, you can also do giveaways because who doesn't like free stuff? Not only does hosting giveaways make your followers interested in your account, but it also helps you gain a substantial audience that will most likely visit your blog often to check-in.

## ***3. Use Quality Images and Videos***

It is no surprise that images and videos are the most efficient type of content on social media. A well-thought and an aesthetically pleasing picture will attract a lot of engagement to your Instagram account and your blog. Make your profile stand out from the crowd by choosing images and videos that will help earn your followers' trust or entertain them. Choose topics and content your followers will find relatable, and use it to steer them toward your blog.

#### ***4. Follow Popular Blogs in Your Niche***

In order to stay in touch with your niche and fellow bloggers, you need to follow popular Instagram accounts related to your passions. You'll always be up to date with what other blogs are doing, and you can even interact with their posts and their followers to indirectly promote your account and blog.

## **Final Thoughts**

Using Instagram to grow your blog is something you should most certainly try if you wish to build a broad and loyal audience for your blog. This is even more true if you have any hope of doing this as fast as possible. It's not easy to build traffic, but following these tips will help you succeed.