



**By Tobi Awoyemi** - Get More Leads & Generate More Sales with Instagram

# **InstaBizGrowth** by Tobi Awoyemi

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with Instagram*





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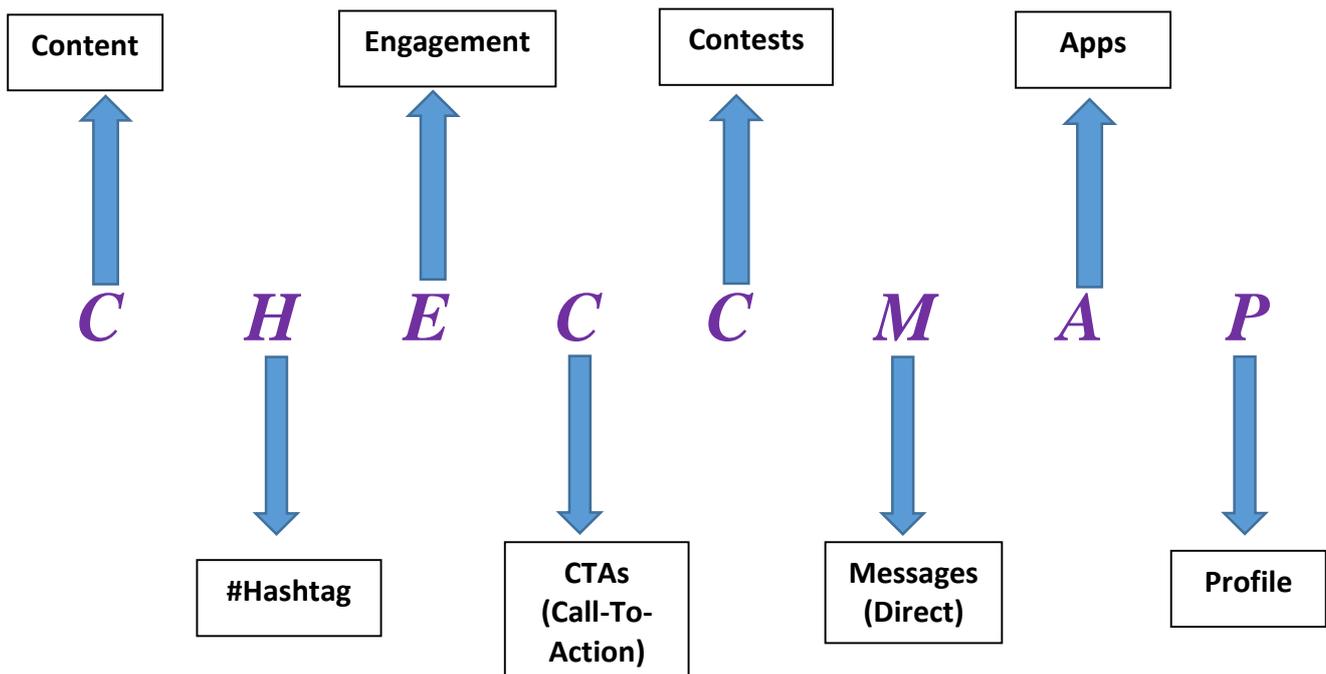
## *Module 9*

# *Instagram Contests*



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*The  
7 (+1) Instagram Strategies to Grow Your  
Business by up to 200% we will be  
covering throughout this Online Training  
Course:*





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## ....And C is for Contests

Instagram has become one of the biggest social media platforms for people to share their pictures and to market their brand. With over 300 million active users, and 75 million daily users, the growth of this photo sharing site is scaling new heights.

Apart from the candid photos of slumber parties and the monstrous number of selfies that are put up every day, Instagram has become a rostrum for small businesses to come up with marketing strategies to increase the sale of their establishments, one of which is the ever-popular Instagram contests!

Using Instagram is fun and an Instagram contest is probably one of the smartest way (not to talk of it being FREE) to garner a huge audience or followers in a short span of time. You can simply start hosting a contest by giving away small prizes as incentives, for the number of “likes” or “reposts”. Gift cards, travel and retail vouchers, food coupons, electronics, discounts cards, are some really good options to starts with.

Below are the basic yet powerful steps to discover for you to run a winning Instagram contest:

### **1. Organise Your Contest**

Planning is one of the first things that you should do before starting an Instagram contest. You need to organize a strategy that will help you reach the goals you have for your campaign. You can begin by setting out objectives to achieve so you can work on it and be successful on every part of it. It’s important to prioritise your goals and achieve them one goal at a time until you’ve achieved all these objectives of your campaign. For example, you can set a goal that by the end of this contest, the number of your followers will increase up to more than 50%. Remember to set credible objectives for you to measure it effectively after the contest.



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## 2. Type of Contest

There are several types of contests to run and you can simply pick one to start, take it from there and see how it works once it's over. Fortunately, Instagram has no limitations on this type of marketing strategy to use compared to other social media platforms. Because of this, you have a great opportunity to be creative with the contest you're about to organize. To start, here are some fascinating contests that you can choose from.

**Like Contest** – It's the easiest contests to host. You just have to simply ask your followers to like your posts and get a chance to win a special prize from you. It's easy and the amount of time you need to plan this contest is short yet the amount of engagement to your followers is high.

**Comment Contest** – The entry for this contest is to ask your followers to comment on your posts and get a chance to win a prize from you. It's as easy as the like contests. This contest is best to run if your objectives are to get valuable feedback and increase post engagement with your visitors.

You can also combine the Like and Comments Contests and even ask your audience to Tag a friend in their comments on your post!

**Photo Challenge** – This is probably the most famous type of contest on Instagram. Simply tell your followers who want to join and win by posting a photo on their personal account and use a specific hashtag you created. In this way, you have visibility of all the photos contestants share by searching the unique hashtag, for example, [#InstaBizGrowthGiveAway](#), which I created for my recent Instagram contest.

Once you've already chosen the type of contest you want to run, it's now time to determine the duration of this contest. There should be a deadline so you can encourage your visitors via a sense of urgency. However, you need to make sure you run the contest long enough to get the most out of your campaign.

**Email-gated Contest** – You can direct your audience to a webpage outside of Instagram where you collect their email address to be entered into competition.

You can also make use of third-party apps such as Wishpond.

A typical contest can last between three days to a week.



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### *Building your Contest*

In order to build your contest, you will need to create a post/an image and upload to your Instagram account, which should include:

- What you want people to do to take part, e.g. like your post, Tag their friends, etc
- Let your audience know the start and end dates of the competition – you can include this in the image or simply put it in the text area
- Decide on a prize / prizes and let your audience know what this will be, FREE coaching, training, products, etc are options you can choose from



**Above is an image from an Instagram Contest I run**



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### **3. Choose a Theme for the Contest**

You should decide on a theme that will reflect on the story of the brand that you promote. Being creative with your theme will help you attract more people to join your contest.

If you want to attract formal and professional followers to join your contest, you can make a simple theme for them not be overwhelmed. However, if your ideal audience is made up of people who are creative, making use of a colourful and vibrant theme might be the better option.

### **4. Create a Hashtag**

You should create a hashtag that is unique. It needs to be relevant to the theme of the campaign you're running and it should be easy to read and search for, so you can gain more followers to join the contest. Always remember to keep your hashtags consistent with the brand you're promoting so that your audience will always recognise you online.

### **5. Promote Your Contest**

Of course, one of your objectives for this contest is to expose your campaign and brand to the world. One of the best ways to do this is to promote your contest across other social media platforms like Facebook and Twitter. This is often referred to as cross-promotion.

You should also inform your email subscribers about your contest and promote your contest on your website.

Lastly, you can also ask others to promote your contests for you either via Instagram shout-outs or simply sharing your contest with their own audience.



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### *Promoting your Contest*

Remember, how popular your contest is going to get will depend highly on your promotions and marketing:

1. Update and announce your contest on Instagram, post the requirements and challenges, and build followers.
2. Post a blog about it on your website / blog
3. Promote it on other Social Media Networks – Facebook, Twitter, Pinterest
4. Send an email to your email list and let them know about the contest and what they can win
5. Inform your friends and colleagues and ask them to help spread the word.

Be sure to use Hashtags, for example, [#InstaBizGrowthGiveAway](#) is the Hashtag I used for my recent Instagram contest.

Using hashtags will help you to collect and organise the numerous entries that may pour in. Remember, your hashtag should be unique to your brand or company.

### **6. Keep your audience engaged during the contest**

Continue to share value as the contest is going on. Also continue to remind your audience that the contest is still on, as well as the Prizes they can win by entering!

If your contest entails people voting for a picture to win, let your audience know which picture/image is leading at the said time.



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## **7. Decide on a Winner / Winners**

Pick a winner, or winners, based on the time frame and the entry criteria you made available to your audience at the beginning of the competition. If you are choosing a winner through a public-voting system, let the audience know how many votes the winner or top winners received that enabled them to win.

Once the winner(s) have been decided on, immediately notify them through your Instagram account or via email if relevant.

## **8. Measure the Success of Your Contest**

Once you have determined a winner and made an announcement, you should then measure to see how much your contest helped you to reach your goal(s).

It's important to document every contest you run so as to be able to draw conclusions as well as make improvement to any future contests or campaigns you may be running.

### **Outcome of Contest**

At the end of the contest, you should have more followers, have exposed your brand to even more people and grown your email list of leads if you required participants to give their email addresses.

**Happy Instagram-Contest Hosting!**



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**Get Ready for Module 10**

