

# JAMES SCHRAMKO

## 17 Ways to Improve Your Instagram Strategy

- 1. Leverage unique strengths:** Using individual strengths in content creation is significant. If you have a unique background or talent, showcase it.
- 2. Diverse content types:** Cater to different audience preferences by providing a mix of pictures, reels, captions, and stories.
- 3. Use carousels for storytelling:** Carousels can be used to present information usually confined to captions and can increase visibility due to the Instagram algorithm.
- 4. Embrace Reels:** Instagram is nudging users towards Reels. They don't need to be elaborate; focus on the core message.
- 5. Don't buy followers:** Buying followers offers a false impression of authority and can ultimately impact genuine engagement.
- 6. Adapt to changing trends:** Consumer behavior evolves; hence, adjust content strategies periodically based on engagement metrics and platform shifts.
- 7. Consistency in branding:** Establish a consistent visual style and branding, making your profile memorable and easily recognizable.
- 8. Involve primary figures:** Even if there's a team handling content creation, the primary figure behind a brand should be the driving force, ensuring authentic and genuine content.
- 9. Test and tweak content:** Regularly experiment with different content types and formats to see what resonates best with your audience.
- 10. Stay updated:** As platforms evolve, keep updating your content strategy. Understand the changes in Instagram updates and adapt accordingly.

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- 11. Seek verification:** The "blue tick" can serve as "insurance" for your account, offering additional security and credibility.
- 12. Ensure content compliance:** Always refer to community guidelines to ensure your content aligns with the platform's policies.
- 13. Authenticity and relatability:** Showcase real-life moments, mistakes, and behind-the-scenes snippets. People appreciate realness, leading to increased trust and stronger connections.
- 14. Content funnel strategy:** Start with broad top-of-funnel content to attract a more extensive following and gradually become niche as you hone in on your target audience.
- 15. Quality over quantity:** Post based on your specific goals, resources, and personal bandwidth. Ensure content frequency aligns with intent and remains enjoyable.
- 16. Use simple equipment:** You don't need a high-end setup to start content creation. Use readily available tools like smartphones, tripods, and basic microphones.
- 17. Engage with your audience:** Respond to comments and messages, create polls or quizzes, and always seek feedback to understand and cater better to your audience's preferences.

Remember, while these insights provide a general guideline, the best strategy always depends on your specific goals, audience, and brand. Regularly review your performance metrics, adapt to changing trends, and never stop experimenting with your content to find what works best for you.

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