



**MARKETING
IMPACT
ACADEMY**



**HOW TO GET
MORE INSTAGRAM
FOLLOWERS
WITH IGTV**

PART I: SIMPLE STEPS

TO CREATE IGTV CONTENT THAT GROWS YOUR FOLLOWING FAST

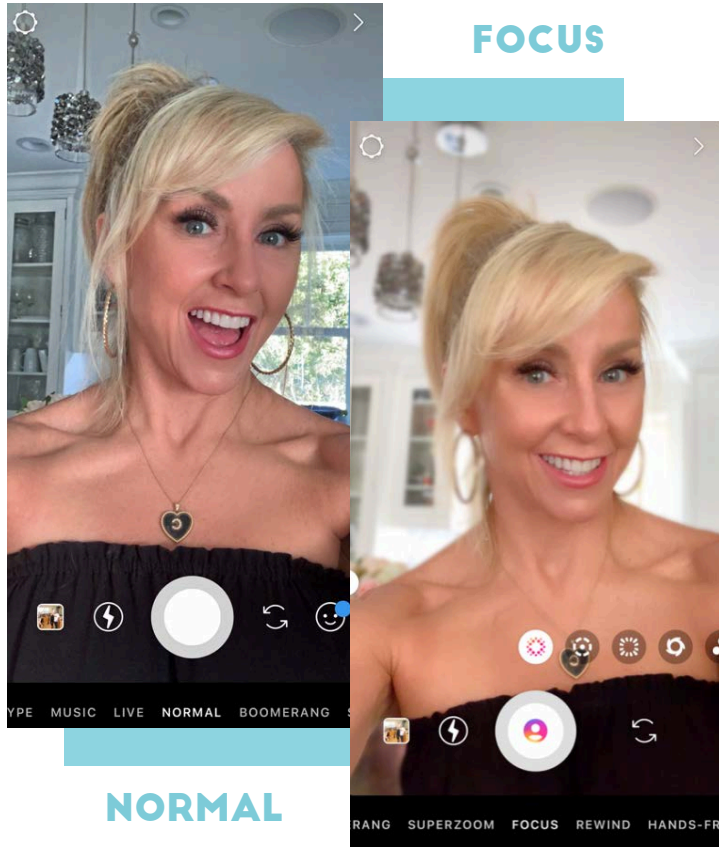


I PREPARE

Begin by writing down a few ideas and bullet points you will cover. Be as brief and direct as possible: shoot to keep your video between 3-5 minutes max. Don't forget a "call to action" at the end of your video that tells people what to do next (i.e. go to a link, sign up here, share, comment, etc.).

2

RECORD CONTINUOUSLY USING THE IG STORY “FOCUS” FEATURE WITH HEADROOM



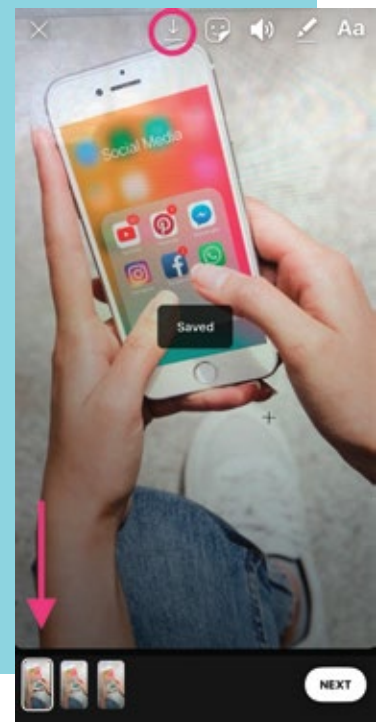
Open Instagram Stories and record a continuous video using the “Focus” feature. Currently, Instagram allows you to record an IG Story for up to 2 minutes at a time. Hold down on the record button the entire time you film or use a bluetooth remote to go hands free. Instagram will automatically crop your video squared when displaying the preview in the newsfeed, so be sure to shoot the first minute with “headroom” or extra space above your head and your face appearing in the bottom half of the screen for nice cropping.

3

SAVE EACH CLIP IN ORDER

Once you’re done filming, instead of hitting post, save each individual clip to your camera roll in order!

As you record, every 15 seconds, an individual clip will appear at the bottom of your screen. Tap each individual clip and save it to your phone in the order you recorded it. You will need to do this for each individual clip.





4

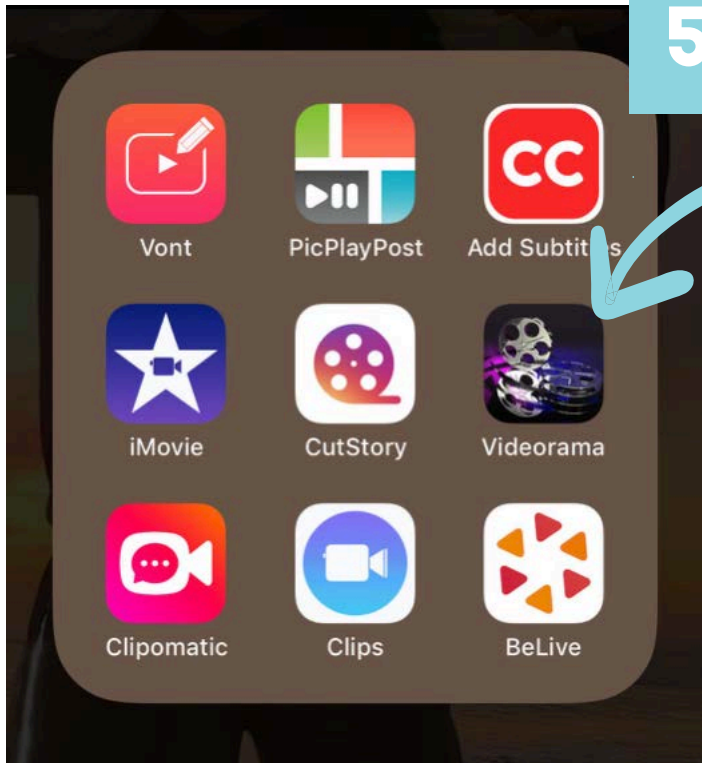
PICK UP WHERE YOU LEFT OF

Once you've saved each individual clip, open Instagram Stories again, choose the "Focus" setting, begin recording and pick up right where you left off. Record another two minutes (8 individual clips). Repeat this process until you've finished your thoughts and ended your video with a CTA (Call to Action). Try your best to stay between 3-5 minutes total; however, the quality of your content is more important than the length of your video.

5

IMPORT VIDEO CLIPS INTO A VIDEO EDITING APP

We like to use Videorama. Open the app, then import the video clips into the app in the order you recorded them. To do this easily, they must be saved in the right order to begin with!



SPECIAL NOTE

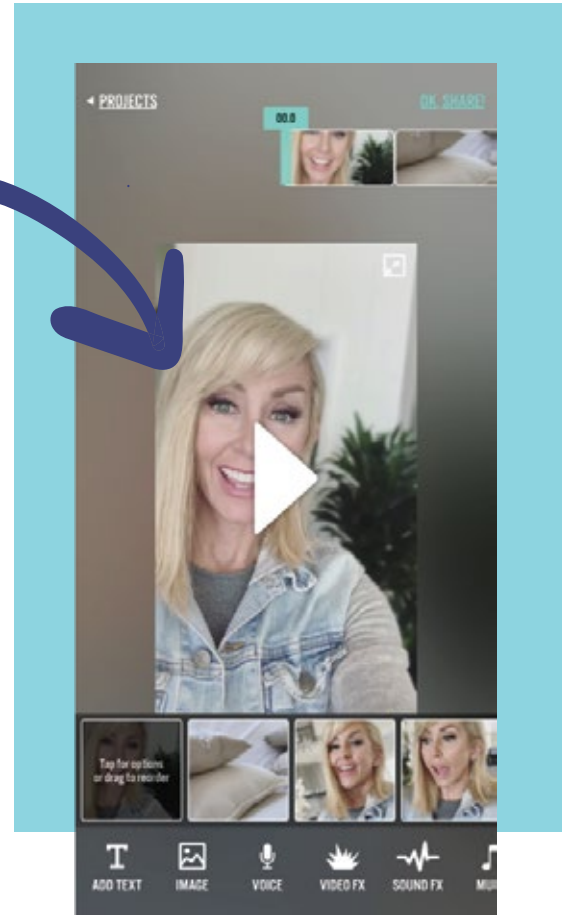
Here on my phone, you will see several of my favorite photo and video editing apps! For this tutorial, I'm using Videorama, but here's a list of others to check out as well:

- Vont
- PicPlayPost
- Add Subtitles
- iMovie
- CutStory
- Videorama
- Clipomatic
- Clips

6

REVIEW & EXPORT YOUR VIDEO

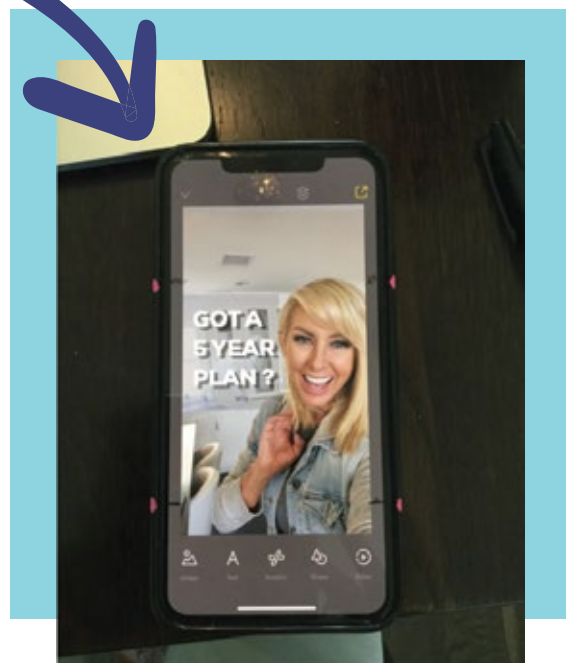
Review your complete video to make sure you've pasted your clips in the right order. Now, you can add intro music, transitions, text overlays and other effects if you want to be fancy.

**7**

CREATE A COVER THUMBNAIL FOR YOUR VIDEO

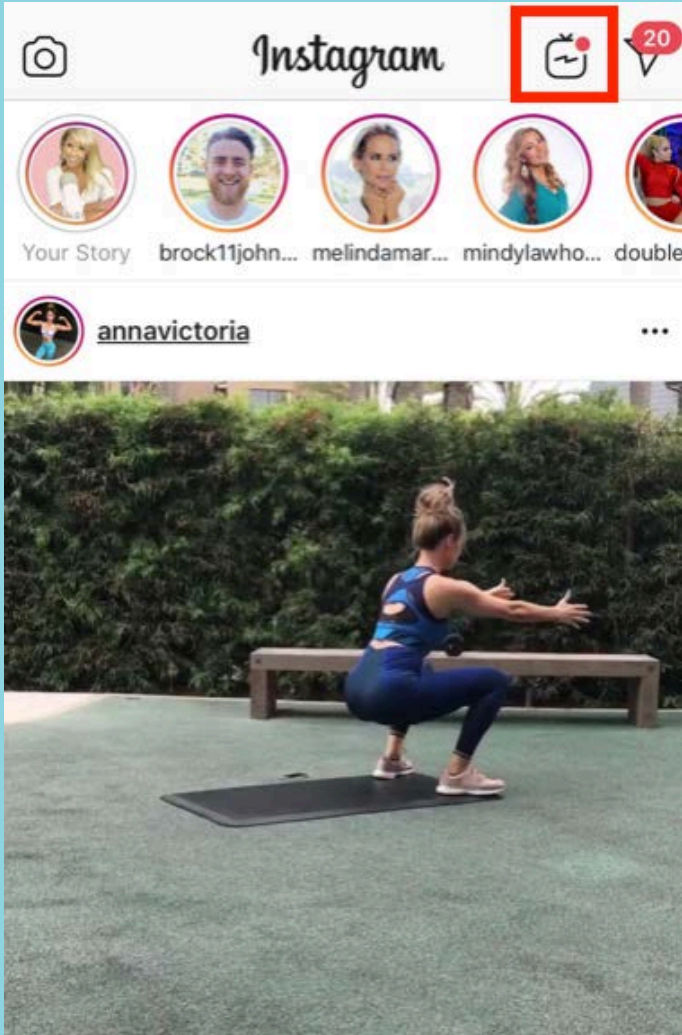
Open Instagram Stories again selecting the Focus lens and take a selfie with your face or subject matter in the center of the screen, leaving space in the top 1/4 of the screen for cropping. This will ensure that the thumbnail for your video preview fits nicely when cropped in a square for the Instagram feed. Save that photo to your camera roll.

Upload that photo to a font app such as Over to add title text. Keep in mind that Instagram will crop your thumbnail squared, so be sure to keep your text in the center of your screen like the example here. Once you've created your thumbnail, export the photo to your camera roll.

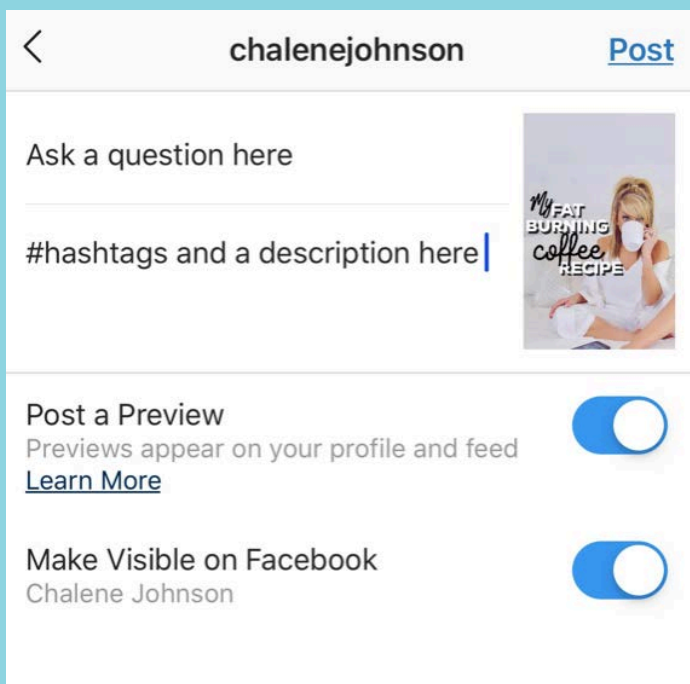


8

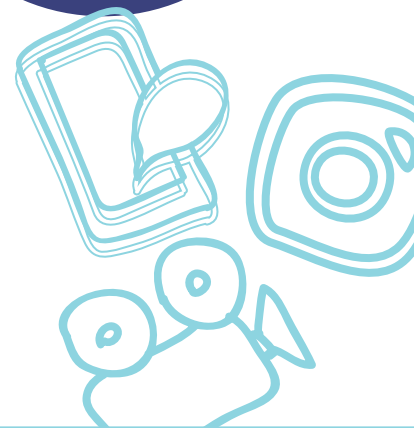
UPLOAD YOUR VIDEO TO IGTV



Tap the IGTV icon on your feed or under your bio and upload your new full length video. You will also have the option to select the thumbnail you created from your camera roll. You will be asked to title this video with limited characters, and it will appear as your first comment under your preview on your main page. For that reason, it's smart to use a question or comment that gets people to take action as your title! Also, under the description, use 3 very qualified hashtags that relate to your video to help your IGTV video get discovered! Select "post preview" to allow the first minute of your IGTV video to appear in the news feed, explore page and on your profile. Lastly, hit POST!



Since releasing the ability to post video previews to the newsfeed, IGTV viewing time increased up to 400%!





9

SHARE YOUR IGTV VIDEO TO YOUR INSTAGRAM STORY

Share your IGTV video to your STORY and give followers a GOOD reason why they should click to watch it!

***This one tactic has helped my IGTV views triple, and more importantly, my insights show this is helping me get more new followers than all of my other activities on Instagram!



BONUS HACK

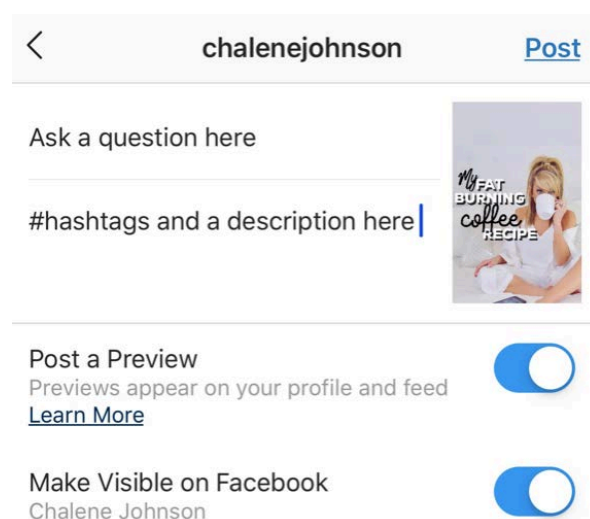
REPURPOSE YOUR CONTENT ON YOUTUBE & OTHER PLATFORMS!

Did you know YouTube has recently allowed you to post vertical videos? Previously, all videos had to be displayed horizontally. It's about time, right? This is AMAZING news! Now, you can repurpose your IGTV videos on YouTube, and on any other social media platform for that matter!

PART 2: QUICK TIPS

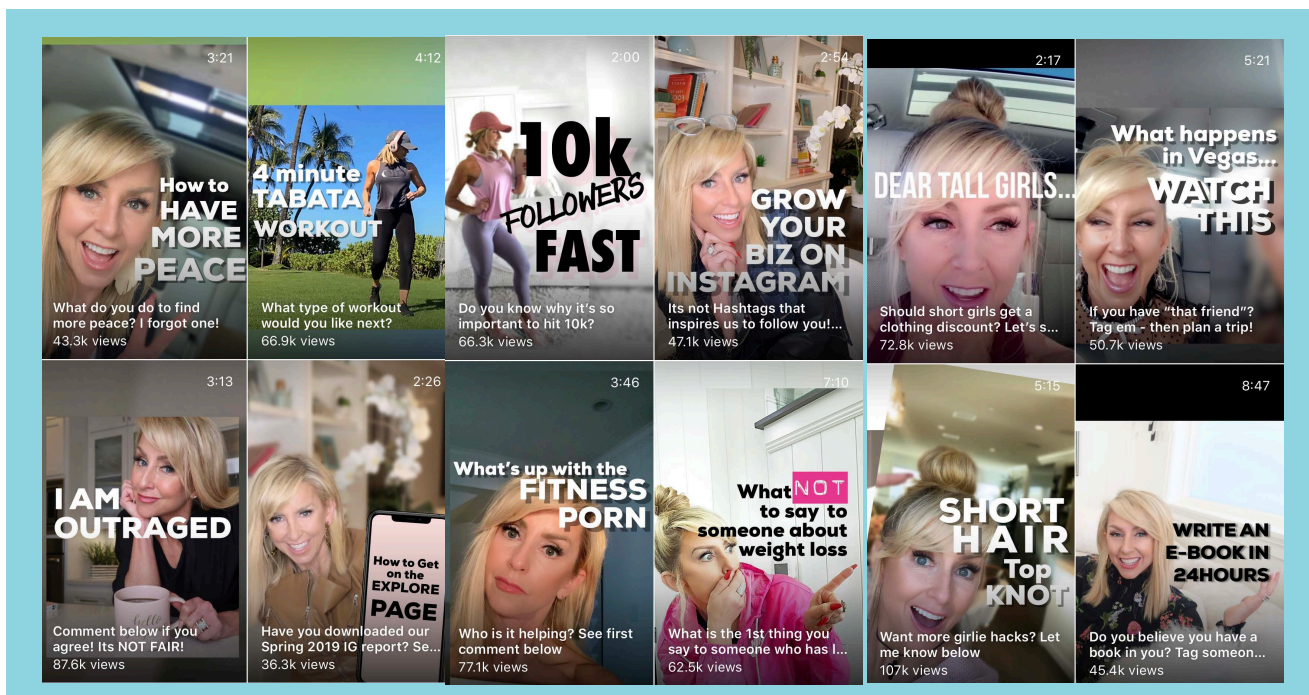
TO OPTIMIZE YOUR VIDEOS & GROW YOUR PAGE

- **Record vertical videos.** IGTV is a vertical platform.
- **Start with a hook.** Tell people why they should watch to the end.
- **Get to the point.** Keep your videos as short and to the point as possible. They can be anywhere from 15 seconds to 10 minutes for most accounts. If you're on the longer side, just make sure there's a reason for it and that you're delivering valuable content.
- **Share content your target customer is looking for.** Tutorials and Q&A videos on niched topics do best. Create content that the person you want to attract is searching for.
- **Use catchy titles and descriptions.** Before creating your video, do a little keyword research. What topics and titles related to your topic are working well on other platforms like YouTube? Rather than being super creative, make sure your title clearly conveys what's covered in the video with words people are using when searching your topic.
- **Create an eye-catching thumbnail.** Use an app like Over to create a thumbnail for your video with the title as text over a captivating screen capture from the video. For more on how to do this, [see Part 1](#).
- **Use the title space to post a creative question.** Rather than posting the title of your video twice in your preview (once as the text overlay in your thumbnail and again in the comment or "title section" for your IGTV post), use the title space for a creative question.



For instance, in the example above, my video title is "My Fat Burning Coffee Recipe." Instead of repeating that again in the title text that Instagram puts over my video, I put the video title on the thumbnail, and a question "Does Your Morning Start With Coffee?" in the title space that Instagram provides.

IGTV TIPS CONTINUED



- **Post consistently.** Think of your IGTV channel like your own show. Post consistently and on the same day at the same time if possible. Then, your audience will know to look for your content.
- **Answer questions from your audience.** Not sure what to post? Try doing a Q&A based on your audience's questions. Use a poll or the question sticker in your stories, collect your followers' questions, and make short videos answering what they want to know. Also, reply to comments on your video quickly.
- **Add a preview and promote your video.** When publishing your video, choose to add a preview to the newsfeed and your profile page. For more on how to film your video to allow for an awesome preview (that doesn't crop your head off), see the IGTV guide. Don't forget to also promote your video in your Instagram Stories.
- **Check out your analytics to see what's working.**

After publishing your video, you can click the button with three dots and "View Insights" to see the analytics on your video. Check these regularly to see what your audience is responding to - type of video, topic, length, descriptions, content, etc. - and what types of videos you can create more of.

