

Slvr Wlf 30-Day Social Media Goals Challenge



Week 1

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Goal 1: Increase Instagram Followers by 5%

Goal Description

Aim to increase your Instagram followers by 5% within a week by implementing targeted strategies.

What To Do

Convert 5% into numbers by entering this into a calculator
5 multiplied by (x) (*where x is your present number of followers*) divided by 100.
Write down this figure as your goal.

Why It Matters

Growing your follower base helps increase brand visibility, trust, and engagement. This growth can lead to more sales opportunities and community building.

Note: You are looking to increase the number of your engaged followers—those who really care about your business and what you do.



Step by Step Guide to Meeting the Goal of the Week

Day 1. Optimize Your Profile:

Take a screenshot of your profile page using another account. Does your bio sell you without them clicking “more”? If it doesn’t, you may need to work on your bio. Here is what your bio should say

Line 1: How you can help your customer/client

Line 2: Who you have done it for

Line 3: what you do

Line 4: Any offers you have for them

Your bio, profile picture, and link should be clear and engaging. It should tell people why they should follow your page and do business with you.

Ask yourself: who do I want to follow me? Why?

Something key that many small businesses overlook is the page highlights. For that professional look, your Instagram profile page should have these 4 highlights:

About: Create a carousel post that answers the question, Who am I?

Products/Services: Create a carousel page that highlights the service you offer

Use Cases: How people have used your product/service

Contact: Create an Instagram Story about how people can contact you.

Of course, you can have other highlights as long as they contribute to your growth goals.



Day 2. Content Consistency:

Do you know the best time for you to post?

If you have up to 1,000 followers, it may be easier to tell.

Go to profile > Professional Dashboard > Total Followers > Scroll down to the most active times and see when most of your followers are online.

You might see that you have an equal amount of followers at various times. This means that any of these times would work best for you. Post one hour ahead of your peak time. There are 4 reasons for this:

1. *Increased Visibility:* Social media algorithms prioritize fresh content. Posting ahead of peak times increases the likelihood that your content will already be present in users' feeds when they log in during the peak period.
2. *Positioning:* During peak times, social media platforms experience high traffic, leading to more competition for visibility. Posting slightly earlier allows your content to build momentum before the peak, increasing engagement and improving your chances of being seen.
3. *Platform Processing Time:* Social platforms often take some time to index and rank posts. Posting an hour before peak time allows the platform to process your content and ensure it appears prominently when users are most active.
4. *Engagement Build-Up:* Early engagement, such as likes, comments, and shares, can boost your post's algorithmic ranking, making it more likely to be promoted during the peak time.

If you have less than 1,000 followers, you may need to experiment with posting at different times until you figure out when is best for you.

Post consistently during peak times. Use high-quality visuals and compelling captions to attract new followers.



Day 3. Engage with Others:

Actively engage with accounts in your niche by liking, commenting, and following. This can attract like-minded followers.

Note: The accounts you interact with on Instagram helps the algorithm find and recommend you to people who are interested in similar things.

If you are not sure whether your account is being recommended on Instagram. You can check that:

Go to your profile, navigate to **Settings and Activity**, scroll all the way down until you find **Account Status**, check each of the links to see your account status but especially, **“What can’t be recommended”**.

Important: According to Instagram, each part of the app: Feed, Stories, Explore, Reels, Search have their own algorithms tailored to how people use it. So there is no one strategy you can use for all. Go here if you want to read all about it: <https://about.instagram.com/blog/announcements/instagram-ranking-explained/>

It is not recommended that you use your business page for personal interactions.

Here is something to do to help the algorithm recommend you to people who may be interested in your type of post: Identify 10 people in your niche and follow them. Engage with them by liking, sharing or commenting on their posts. This shows Instagram what your interests are. Create the types of posts that these accounts create and Instagram is more likely to recommend you to their audience as well. This is not about gaming the algorithm, it’s about mastering the algorithm.

If you do not see Instagram recommendations for the same type of businesses you are in, you need to purge your feed.



Day 4. Use Hashtags:

Use relevant hashtags to increase the discoverability of your posts.

Do not use the same hashtags over and over. In all your posts. Think of the relevance of the hashtag to your post. We often see small businesses jumping on hashtags. They feel this will make more people see their product service. But of what use is it to you if someone sees your business because of a trending hashtag and then are annoyed because you are not adding any value to the hashtag?

At the same time, do not overstuff your posts with irrelevant hashtags, even if they are trending. That's unprofessional.

Hashtags should support your post, so you should not use the words in your post as hashtags.

For example, "I'm here trying to live a baby girl life #babygirllife."

You already used the phrase baby girl life in your post. You can add a complimentary hashtag instead. #softlife.

You should create a unique branded hashtag as well. For example, #SlvrWlf. This will help you curate all your content should you need to. It also helps anyone who searches for your brand to see all your posts.

On Instagram, after you post, you will find hashtag recommendations based on your post. You can use them and also include any other relevant hashtags that support your post.



Day 5. Run a Follower Campaign

Now that you have cleaned up and prepared your profile, it is time to run a follower campaign. There are some additional considerations to make this work for you.

You can host this giveaway alone or as a collaboration with another brand that sells a complementary product or service.

For example, a fashion store can choose to work with a model. A restaurant can choose to work with a food blogger. A delivery company can choose to work with any business that makes deliveries.

Slvr Wlf Vendor has partnered with people in the food and fashion industries to help them run their giveaways. If you would like to collaborate with Slvr Wlf to host your giveaway. We have a limited time offer this September for small businesses who sign up for this challenge. With just N20,000 and your product/service offer we will host your giveaway and run a targeted ad for it. Just send us a DM on Instagram or respond to this email and we will get in touch.

For your giveaway to be successful, you need to first decide why you want to host the giveaway. What is your goal?

Increased sales?

Brand awareness/visibility?

Goodwill?

Also, you must create your customer persona. Who is your ideal customer? Think of their age, how much money they should have in their bank accounts to afford your service, where they live, and what interests they have. Why should they be interested in your giveaway? You must pay attention to the psychographics of your ideal customer. This will help you tailor your giveaway to capture their interest.

Also, think of the budget for your giveaway relative to what you will get back. Is it worth it? Your expected ROI from the giveaway should inform your investment.

After these considerations, host a giveaway where following your account is a requirement for participation. Promote this giveaway for at least 4 days. On Instagram, your minimum advert spend for 4 days should be N20,000. Ideally, it should be N30,000.



Real-Life Example:

A small Nigerian fashion brand ran a seven-day giveaway campaign. Participants had to follow the account, like the post, and tag friends. By the end of the week, their follower count had grown by over 7%.

Here is the Action Plan (Checklist) you will be following in the next five days

- Optimize profile and bio.
- Schedule consistent daily posts.
- Engage with similar accounts.
- Create a hashtag strategy.
- Plan and launch a follower campaign.

Do you need help implementing this strategy?

Reply to this email to let us know.

We will check back in four days to see if you met your Week 1 Goal.



We Offer Strategic Solutions that Connect You with the Right Audience

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