

5 ROOKIE MISTAKES
INSTAGLAMMERS MAKE ON

Instagram

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Education

- ▶ B.A. in Journalism, M.S. & Ph.D. in Computer Science

Experience

- ▶ NASA Aeronautical Engineer
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As Seen On





*Before I get into the 5 Rookie Mistakes,
let me go over a few important things...*

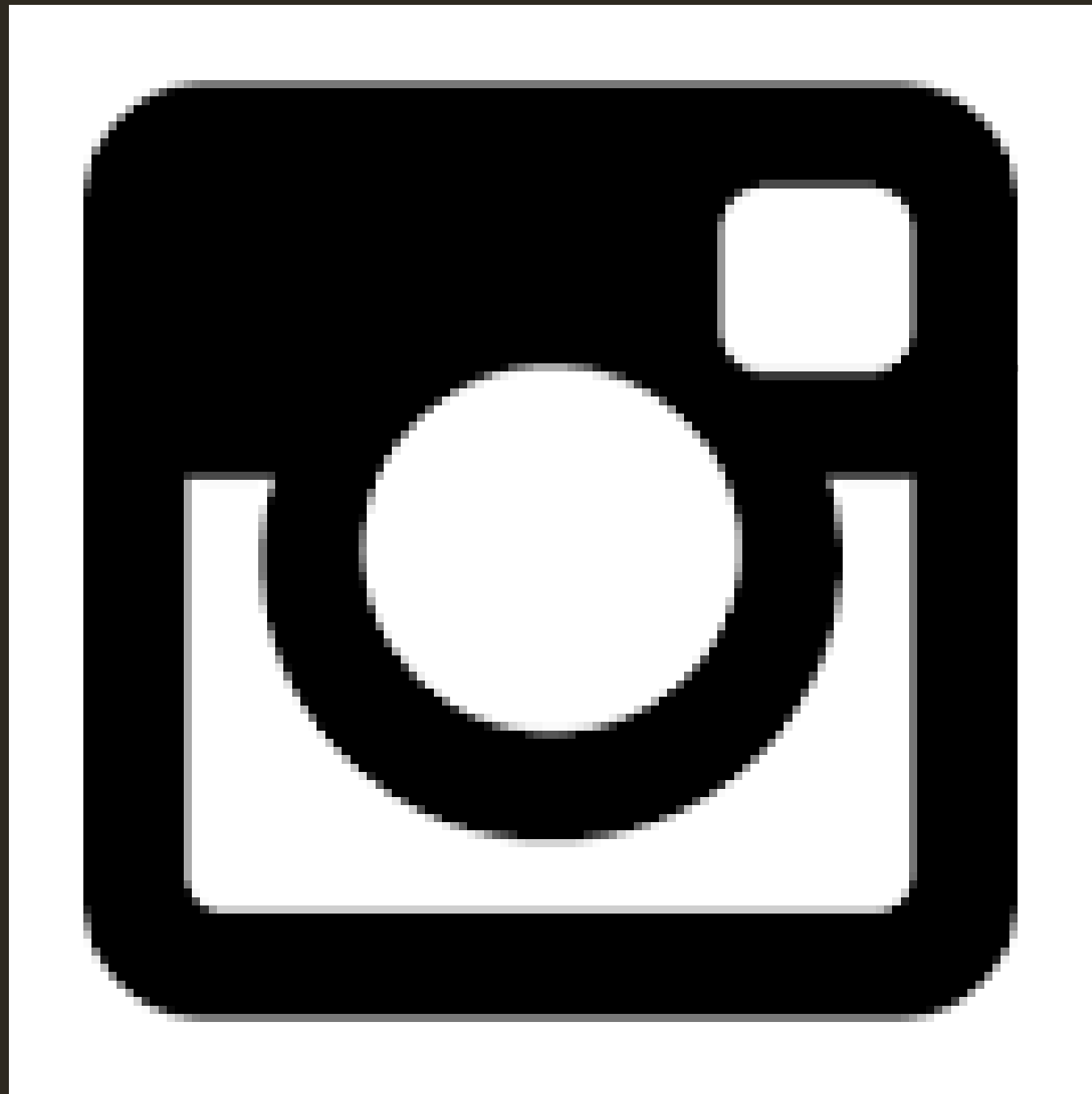
Are You an Instaglammer?

An Instaglammer is anyone who showcases their love of fashion, décor, makeup, beauty or style on Instagram

The Power of Instagram

Instaglammmers can use this powerful social media platform to drive traffic to their blog and generate income. Use this cheat sheet to start harnessing Instagram's power for your benefit today!

Some Instagram Facts



- ▶ 500 million users daily
- ▶ 51% of Instagram's audience is male, 49% is female
- ▶ 41% of Instagram's audience are aged between 16 and 24.
- ▶ 70% of Instagram users come from outside of the U.S.



Okay, now let's find out the 5 Rookie Mistakes Instagrammers should avoid

MISTAKE #1

Posting Blurry Pictures

Get Rid of Bad Photos

That's right. If you have a photo on your Instagram feed that isn't great, then delete it. I know that is difficult for some to do, especially if that photo has garnered lots of likes and comments. But each photo must be crystal-clear, in focus and purposeful. Before you post any photo, say to yourself, would a company or brand pay me to represent them if they see this photo. Every photo must be great.

Show Beautiful Photos

The great thing about cell phones is that everyone has one. So, it makes it super easy to get great snaps. If you can't pull off a great shot on your own, find someone close to you who can. Lots of great Instagram accounts are teams of couples, siblings or friends where one person is the star of the Instagram account and the other is the person behind the lens. If you don't have a friend or loved one who can help in this area, here is the time where you need to invest in a photographer. Don't skimp. You must create drool-worthy pics that have viewers dying to see more.

MISTAKE # 2

Not Staying on Brand

Get on Brand

The death knell to any Instaglammer's account is just posting any kind of photo on a whim. Do not post personal pics on your Instaglammer account. Get another account to post your personal pics. If you want brands and sponsors to send you free swag to showcase in your Instagram posts, or pay you to represent them, then each post and picture needs to be focused on your business. If your Instagram account focuses on nail art, then each post should reflect that and nothing else.

MISTAKE #3

Not Posting Every Day

Post Every Day

Every day? Yes, every day. In order to gain a huge number of followers, likes and comments, you have got to be consistent. You have to post original content daily on Instagram for your followers. If you post daily, your followers will check in with you daily and thus create a loyal following. Some of the more popular Instaglammmers post two and three times a day. However, if you are just starting out, try posting once a day.

MISTAKE # 4

*Not Responding to Your
Comments*

Create Interaction

It is important to respond to every comment and direct message that you receive. Why? Because your followers will learn that you will respond to them and interact with you even more. And nothing is better than building a community of your own followers that interact with you on a regular basis. Companies and brands love to see interaction on Instagram. If you have a big enough following, they will pay you to showcase their brand in your photos and get your followers feedback on it.

MISTAKE # 5

*Not Putting Your Contact Info
in the Bio Section*

Let People Know How to Contact You

I see so many Instaglamers who have great accounts but post no info about how to contact them. Sure I could send them a direct message but why not tell people your intentions from the start. Put your contact info in the bio section. Also, use the link to send people to your blog (if you have one). If you don't tell people that you are open to collaborations and other opportunities, they may assume that you are not interested. So let people know upfront what you are all about.

Thank You!!

Thanks for taking the time to read this and kudos to YOU for doing something to improve your social media skills. I'm always doling out lots of info about social media, blogging and how to make money online. So, if you haven't done so already, please follow me on [Instagram](#) and like me on [Facebook](#). Have a good one!



Now take this info and be amazing!!!