## Bonus: The anatomy of a viral post built with the Hashtag Ladder



**#Tag Ladder Cheat Sheet** Critical Steps You Need To Go Viral on Instagram

#### The Hashtag Ladder

An algorithm-proof vial strategy business profiles use that personal profiles can't really capitalize on.

Accounts reached 52% weren't following you	or Explor	e page 2,493,557 Accounts reached 99% weren't following you	
ollows	87	Follows	3,339
each	147,302	Reach	2,493,557
npressions	191,991		
om Home	97,287	Impressions	2,851,518
om Hashtags	83,203	From Explore	1,622,501
		From Home	36,456
Total o	daily followers for	'Adventuremafia'	
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0 20. Nov 4. Dec 18. De	ec 1. Jan 15.	jan 29. jan 12. Feb 26. Feb	12. Mar
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#### There is nothing social about using follow-for-follow (F4F).

These profiles get less than 0.05% engagement rate on avg. They're like spam. It breaks the TOC of the platform and you're likely to have your profile shutdown much like MassPlanner.com

#### F4F = Fake Influence

Profiles using obligated followers like those using F4F really have little to no influence.

	FOLLOWERS			FOLLOWIN	10	MEDIA	
Wed	+511	21,721			10	+5	220
Fri	+479	22,200	NO	1-1	10	+5	225
Sun	+449	22,649	F4F	1 - 1	10	+5	230
Mon	+243	22,892	here	-	10	+0	233
Tue	+303	23,195			10	+3	236
Wed	+882	24,077	-	-	10	+3	239
Mon	+3,475	27,552			10	+7	246
Wed	+1,835	29,387		1 - 1	10	+6	252
Sat	+4,013	33,400			10	+9	261
Sun	+1,223	34,623	O LIVE	¥ .	10		261
GE	+445					+2	
You	an add		w you dai	ly, even	on a new	geted fan	
							- Total Follower
	@Advent	ureMaf	ia				
Trav	el - Luxu	ry - Lit	festyle				
	Fri Sun Mon Tue Wed Mon Wed Sat Sun GE ERAGE YOU G	Fil         +479           Bun         +449           Mon         +243           Tun         +303           Wred         +882           Mon         +3,475           Bun         +1,233           Bun         +1,233           Bun         +1,233           Bun         +1,233           Bun         +1,233           ERAGE         +13,350           You can add         tually want to	Fit         +479         22,200           Bun         +449         22,640           Mon         +243         22,892           Tite         +303         23,195           Wind         +882         24,077           Mon         +3,475         27,552           Wind         +1,835         29,387           Ban         +1,233         34,623           Oc         +1,233         34,623           You can add hundraturu         +13,350           You can add hundraturu         Haff	Frid         +479         22,200         NO           Bum         +449         22,449         F4F           Mons         +243         22,892         here           Tue         +303         23,195         here           Wird         +882         24,077        >           Mons         +3,475         27,552         here           Bun         +1,233         34,403         OLIVE           Bun         +1,233         34,623         OLIVE           Cet 4445        >        >           You can add hundreds or the truly want to follow you dai         Tetal instagram for           Wed Adventure/Mafia         >	Fit       +479       22,00       NO         Bun       +449       22,449       F4F         Mon       +243       22,319	Fri       +479       22,200       NO       -       10         Bun       +449       22,449       F4F       -       10         Tim       +03       22,199       here       -       10         Wed       +882       24,677       -       -       10         Mon       +243       22,522       -       -       -       10         Mon       +3,475       29,397       -       -       10       -       -       10       -       -       10       -       -       10       -       -       10       -       -       10       -       -       -       10       -       -       -       10       -       -       -       10       -       -       -       10       -       -       -       10       -       -       -       10       -       -       -       10       -       -       -       10       -       -       -       10       -       -       -       10       -       -       -       -       -       10       -       -       -       -       -       -       -       -       10       -	F1       +479       22200       NO       -       10       +5         Bun       +449       2249       F4F       -       10       +5         Mon       +243       22309       F4F       -       10       +5         Tu       +03       22,195      >       10       +3         Mon       +3,475       25,552      >       10       +3         Mon       +4,013       33,400        10       +3         Bun       +1,223       34,623       OLIVE       10       +9         Bun       +1,233       34,623       OLIVE       10       +9         Bun       +1,233       34,623       OLIVE       10       +2         EBAGE       +1,233       ±4,623       OLIVE       10       +2         Vou can add hundreds or thousands of real, targeted far       tually want to follow daily, even on a new account li       Stal instaum followers for adventuremata

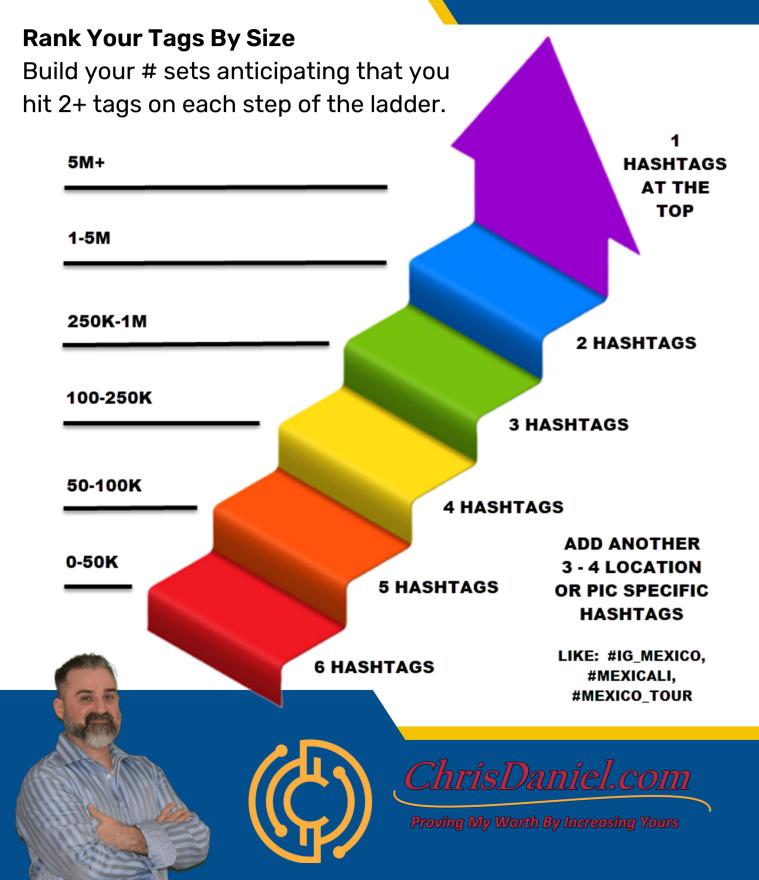
#### **Stop Chasing Customers**

Using F4F is like chasing customers to tell them about your widgets. Have Customers Chasing You When customers find your viral content on the Explor page it's like them chasing you.





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**Using This Strategy** 

Spend a few days and do your homework here.

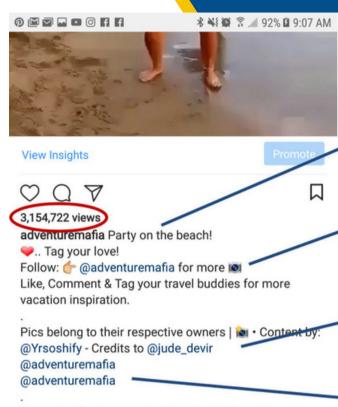
- 1- Rotate hashtags.
- 2- Develop #tag sets.
- 3- Have 12+ tag sets.

- w/ no repeat #s

4- Use 21 #s in your #tagladder.

5- Add 3-5 specific #s 6- Add your own @ & #

Listen, Linda. Be original in your caption but learn to automate your #tags & posts.



#americanforkcanyon #mansworld #clibergirl #appreciatenature #seekthetrail #discover\_earthpix #exploring\_the\_earth #vacationfun #outdoorsports #sunsettime #goprotravel #appalachia #hikelife #coloradoinstagram #instatree #traveltime #great\_captures\_nature #sunrises #lovetotravel #serenity #seaview #travelawesome #lovenature #view #traveler #sicily #dance #dancing #couple #couples

View all 1070 comments

Anatomy of a Viral Post Going Viral on Instagram

1) Use the top 2 lines to capture the attention of your audience.

2) Your tagline needs to be on the 3rd line so that viewers don't have click "more" to follow your link.

3) Give credit to the pic owner. Consider also tagging them in the photo as well.

4) List your taghandle again so that post views can easily follow you over to your profile.

5) List your hashtags using a Hashtag Ladder. I prefer having 21 tags in my ladder and I use the last 4 to get very specific about what is in the pic/video.

Notes on tags: Your tags need to be niche specific but they do not necessarily all be pic specific. My above example has nothing to do with hiking or Sicily but the people view those tags liked this post.

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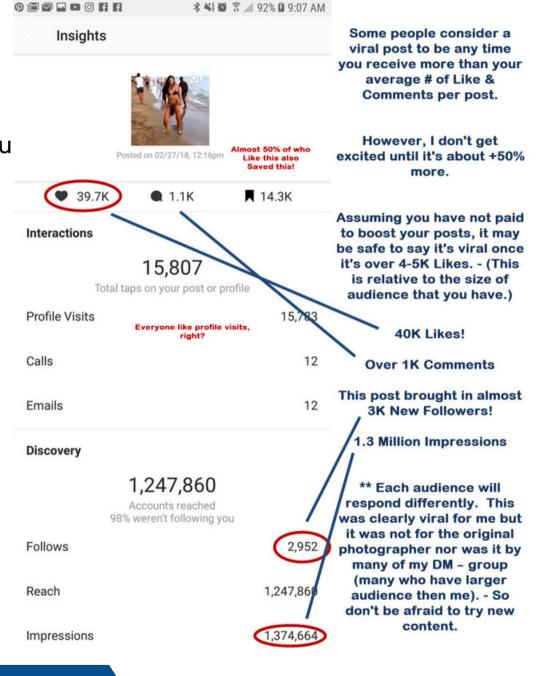
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#### Not a Miracle4Noobs

Content is still king here. This strategy won't fix your shit if you have:

Crappy content Scattered interests \$0 marketing budget

However, it will allow some of your other strategies to become even more effective. <u>chrisdaniel.com/instagra</u> <u>m-for-business</u>





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### **Helpful Tips**

Brand yourname.com & whatyoudo.com

Stick w/ one theme per Instagram.

Drive traffic to your link-in-bio.

Link-in-bio should go to an easy-to-remember domain name.

Use retargeting pixels, lead magnets & deliver massive value to everyone.

# View Insights Promote Image: Second state of the second state of t

Pics belong to their respective owners | DM for credit. Special Thanks to Matt Wizey & Jorden Bennett @azure\_co @ @adventuren afia for more @ L, C & T your travel buddies for more vacation inspiration.

Pics belong to their respective owners | by for credit. @adventuremafia #adventuremafia

#surfsup #surfing #surfergirl #hangloose
View all 269 comments

Test, Test, Test

Instagram has changed their algorithm several times in the past 6 months. Pics always do better with #hashtags, but not always with video. There seems to be some inconsistency in this area.

So you will have test often.

Here, I used the same formula for the caption.

Capture their attention, in the first 2 lines, even if it's something simple.

Added your tagline/handle on the 3rd line so new viewers don't have to click "more" to check out your profile.

Give credit to the original author when know and add your tagline again.

Here I used only and handful of #hashtags and this still went viral. - Insights on the next page.





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#### A Student Success Story

Watch the video. It's only like 15 minutes and you can find it at <u>ChrisDaniel.com</u>

#### **IG Guru - Full Interview**

Don't start your second IG profile until you watch my exclusive one-on-one with Ben O'Berg. A jam-packed hour of advanced Instagram strategies.



**ChrisDaniel.com/Instagram-for-Business** 

