

# Growth software 5.0

Update notes:

Added options to schedule actions manually, such as like (from feed or URL), follows (from username, profile URL, post URL), comments (from posts or received comments feeds), messages (with different tuning opportunities).

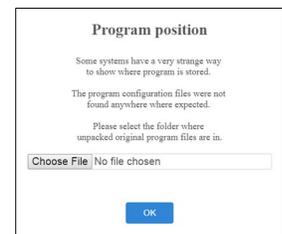
Statistics section is expanded

Added an option to schedule photos to posts and stories (video/album for posts, video for stories and stickers for stories are planned to be added within 6-7 month (Feb 2021) ).

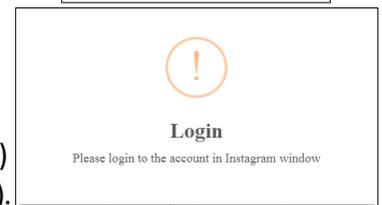
Added statistics option to sources + easier managing tools.

## Quick Start:

- 1) Download the archive for your system – mac or win.
- 2) Unzip the archive
- 3) Run the executable “manager” in the folder
  - a. if you see only one window like on the right, the program can not find the configuration files, click on choose file, find the “manager” executable, click on it, press OK. If you still see that message, contact @alkonaesc



- b. On the first login, the main window of the program will show the “please login” window. The side window will show the standard Instagram login page. Software works by automating your actions in a browser. Before login, please, make sure your Instagram profile has an email or (preferably and) a phone number, attached to your account (both the ones, you have access to).



- c. After a successful login, the license details, will be shown within 3-5 seconds. Statistics about your account will be collected as soon as possible (to make a custom feed, it takes about 24 hours, the furthermore sustaining is a way easier process, and requires about 1 hour after program starts). The followers data that is used for hashtag analysis, time analysis and some tweaked statistical core may take a while (2-3 days). To run the rest of the functionality, you have to setup action timers, white-list data and additional small info (for sources and unfollow limits). All the actions can be turn on with the left menu.

- d. If you do not know your **personal** account’s **limits**, pass the survey on

Quick start

After completing the survey, depending on your activity and data, some action timers will be setup for all actions. The results of that fits 75-80% of people quite well. About 10% will have to lower them down, and a bit less than 10% most likely will want to increase it a bit. It is hard to predict the exact limits, cause they depend on a lot of hard-to-collect factors. Personally, I use the software as the main tool to interact with Instagram, due to increased Instagram tracking abilities. More information is given after FAQ section, and in tutorial videos.

- e. **Follows.**

Follows are scheduled either from manual list or from sources.

**Manual**

Click on [Add accounts](#)

Drop @usernames, profile url links, image url links into a text area.  
Click OK - It may take some time to check all links and profile names  
After all profiles are loaded (the progress is shown), click OK

### Sources

Click on 

Choose the initial source (hashtag, location or profile name)

If needed choose a filter (hashtag or location)

If needed add filter-words, if a such word is found anywhere in the profile, it wont be added into to-follow list.

### Mixed

You can manually filter accounts, software decides to follow. A small list (up to 10-12 profiles) is shown in the “List of usernames to follow” table. The accounts, that are added automatically there, passed the “test” of being a real person + did not have any of the filter-words in them. Clicking on username will load the profile in the side window (Instagram window). Clicking on  will remove the profile from to-follow list. That’s how you get a benefit of both, computer-statistical vision + human (yourself) content recognition.

### f. Likes

Likes can be scheduled manually or automatically.

### Manual

#### From feeds

Click on the

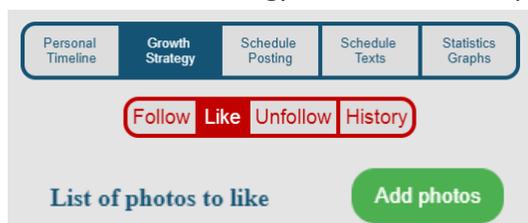


The page will contain photos of your followings in the differently formed feeds (by time, relevancy, likes, likes/followers, comments, comments/followers, hashtag, location). Those feeds are independent from Instagram and build from 1) collected statistics 2) image check.

Click on “Like” to schedule a like, or “Skip” to avoid liking the post.

#### From list of url

Click on the “Growth strategy” → “Like” → “Add photos”



Load a list of posts urls into textarea + wait till data is loaded.

### Automatic

When software does not have an image to like, it will chose the most recent photo, published by your followings, which does not contain any of “filter” words.

### g. Unfollow

Unfollows are done purely automatically by software, if you want to manually unfollow someone, you can do it in Instagram window (as any other action). It is advised not to do it a lot, and rather use filter words for “follow” actions or clear a list of profiles to follow.

### White-list

To avoid unfollowing some accounts, put them up into white list.

Click on 

Add a profile by its username, or add all current followings to the white list

Accounts are unfollowed based on the order:

- 1) Accounts that followed you in past and decided to unfollow you now
- 2) Accounts did not follow you, if 3 days passed after you followed them
- 3) Accounts whose last detected post was published more than 6 month ago
- 4) If a limit of followings is reached, inactive accounts are unfollowed, based on how many likes you give to them. (If there are 2 inactive accounts, you liked 9 posts on one, and 1 on another – the accounts, you liked 9 times, will be unfollowed earlier).

#### h. **Schedule post or story**

Scheduling is allowed for non-animated photos only (right now) - .png, .bmp, .jpg

- 1) Load photo will load the photo from a standard file dialog menu
- 2) Post - Location is an optional menu, will get you through a similar dialogue to what Instagram provides you with
- 3) Post - User tags (tagged on the photo) – just provide a list of usernames with @, and software will randomly put them to top left corner
- 4) Set time – Clicking on set-time button will set the corresponding time to current one. The time is local (if you change the local time – it will still be posted at the time it was scheduled (at the different local time)
- 5) Schedule will put a photo in a line. The line of scheduled photos can be seen in “Post”, “Story” sections. There are no limits on how many photos can be there.

Software will try to post the photo 1 time (Instagram may respond with some strange unrecognizable responses, nevertheless posting the photo and content). In case you put too many mentions (above 10) or too many hashtags (above 30), the text can be cut down (same happens if you post it with Instagram and is controlled by server side only). In case if there was some error, software will try to re-upload, due to unpredictability of a potential result. (Usually it works fine...)

#### i. **Hashtag analysis**

Software collects the data of the hashtags that your followers use.

When you give it a list of hashtags to analyze and make the best predictions, it will take the highest correlated + largest hashtags it could find. Double-click on a wrong hashtag to remove it

#### j. **Comments**

There are no fully automatically made comments (I am personally against of adding that feature). One way or another, I am trying to build up real people interactions on my page, and I think the worst way of ruining it – is to leave an inappropriate automatic comment on someones page.

There are 2 ways where you can leave a comment.

In the custom feeds



When you typed a comment, any action “Skip” or “Like” will schedule a comment. It allows to quickly schedule either comments without likes, or likes without comments, or both with 2 buttons.

In the feed of comments that were left on your account, the scheduled comments will be a “reply to” if the software finds a proper comment (mostly it does) or just as a regular comment with a mention, if not.



#### h. Direct messages

At a first glance, the messaging is made in a quite complicated manner. This requires some explanations. There are two independent settings, that has to be done, before the message can be scheduled to anyone.

##### Creation of database

One database will hold all users you send a message to. Even if they change their username, the message will not be send twice, if they are already in the database you used.

It is useful when you are testing different messages of the pretty much same theme. Example: greeting message. You do not want a follower to receive 2 different greeting messages, at the same time, you may change the greeting message itself.

##### Creation of a message

That’s the message that is going to be send to different people. The reason, why it is separated to a different entity – to make sure the messages source will never be changed.

After a database and a message were created, you can attach a database, a message and a list of users (@usernames or profile links) together.

#### i. Statistics

It is rather a long story of things being used to track what’s going on on your account. The statistics collected is the most accurate a software can collect. It includes general statistics about growth (followers, followings, likes, engagement rate, comments, relative comments data), about posts activity (how quickly they gain likes vs time), followers activity on images (who likes your posts and how often), map (with usernames in the location of their most recent post), activity heatmap (when the followers are the most active vs the days/hours), hashtags info (which were the most used hashtags among your followers), the list of public emails of your followers, insights (likes, comments, saves, impressions, reach, engagement (for business accounts it works for sure, for the rest – requires testing)).

## FAQ

Through the whole time of my small business existing, I was wondering how to make the use of the software safe and reliable for everyone. The most important mention to say, I use my software almost all the time I have a good internet connection. There are questions, which are being frequently asked by new clients.

Yes, the software requires your Instagram password and potentially speaking I could have a backdoor, which allowed me to check your profile. In fact, I have no interest in your profile whatsoever, my main concern in having this business is to support my traveling and photography life.

Yes, it is true, that automated software should be used with caution of who made it. The software runs locally on your computer; therefore, Instagram sees a usual IP address accessing. The automated browser

performs actions just like you would do it, with searching for usernames, getting to profile etc etc. My research of proper and improper behaviors on Instagram allowed me to make a scheme of how to interact with people, so both people and Instagram are not worried much (of course there are hard limits of Instagram, which are impossible to avoid – like a personal follow, like and unfollow limits)

There is no single method that gives real profile attention below \$100 a month, which is not based on follow interactions and works at the same time. Unless you are ready to invest \$400-500 a month to get about 500-600 real profiles with the same engagement as my software does, you should not worry about it. The only method you can grow, that does not require money is to do, what my software does, manually. If you use the software for 25% of what it can do, you would save about 5-6 hours of intense work a month (which actually means quite intense, the follow/unfollow actions are calculated to have about 5 seconds to be done, a like to be done every 3-4 seconds). Generally speaking it can not be physically done within 5-6 hours, it has to be done with timers and a certain rhyme in between of actions to avoid action blocks, which increases time spending. If you push the software to its maximum, the only possibility to have a human to work like that, is to have 3 or more likely 4 managers working at your account at the same time (20 hours a week each).

The price for the software is average on the market, while the quality of followers is the highest (we can compare details if you want, shortly speaking, there are barely few companies which do such complicated statistical analysis like I am doing to filter real from non-real profiles, and most of them are above \$50 a month price). The price does not include the fact, that there is no other software I know on the market which combines all the different features, I got so far.

At the end of this manual, you find tricks and ideas I have about targeting the audience. Please keep in mind, that, of course, the software brings the attention to your account, your content has to be at least average to keep good engagement rate.

The software is updated every time you restart it. In case Instagram changes some links or depreciate usual website parts – I will be able to react quickly and fix everything. From your side – just restart a program once a day to ensure you have the latest version. If you see some strange behavior, please tell me, if you find a real bug, I give free subscription time (depending on how hard this bug affects the program).

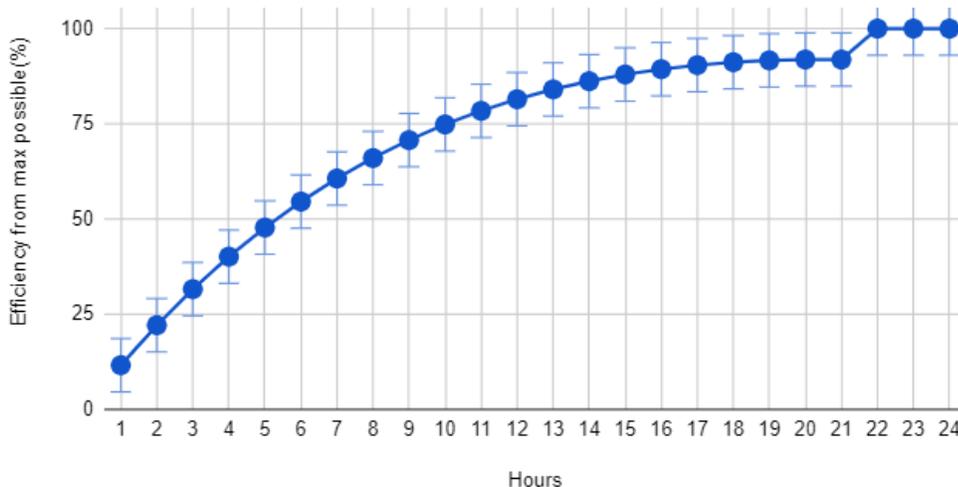
Are your engagement and followers count going to drop after you stop using the software? Yes and no. The general situation accounts are in, is simple, there are people, who are really into your content, and the majority of your followers, are somehow coming to you. By being inactive towards this majority, they will have less chances to finish up on your account. So the engagement will go down until all your engagement would come up from that super loyal group of followers and hashtags/location viewers. So far I have seen, you need to make a person to like 20+ of your photos, to keep on average the follower for more than 2 years. The followers count is almost always “organically” dropping down, if the account size is above 2-3k, the reason is quite simple, the larger the account is, more people who were just “passing by” you get.

## Growth strategy

The software interacts with people by performing actions (likes, comments, follows, dm). Instagram has a specific limit to all of those actions. To utilize the software for the most, there are three main things you can work with.

**1) The total number of actions** can be done is almost linearly dependent on time. It doesn't matter what you do, there is no single way you can follow the same number of people in 1 hour as you can within a day. The approximate efficiency graph shows how much you utilize the software by running it on average n hours a day.

Generally speaking a person, who runs the software 24/7, has an advantage over a person who runs it for 3-4 hours a day, and this advantage is really hard to cover.



**2) The quality of the actions.** Obviously, the best possible action is the one, where you do a single follow, and someone else becomes your loyal follower forever. Obviously, this situation is quite rare. However, the chance of such a thing can be measured and changed based on targeting you do. Sources have explicit statistics like. Unique accounts are the ones, that were detected during work (if you see a specific source, not growing this number much, it means you have potentially detected every single user on that source. Filter out % shows how many of detected unique accounts seems to be real + pass though your secondary filter (if exists) + do not contain filter-words in biography or posts. For most usage, the filter our % should not be lower than 2%. Follow-back % is something you want to maximize. There is no simple way to predict what hashtag will work the best for you. The easiest method is to test different ones. The image below shows my testings for last month.

Unique accounts	Filtered out (%)	Followed back (%)	Followed	Gain
3045	32	19	979	188
2165	28	19	614	117

<p>Initial source : #wildlife Secondary filter :</p> <p>Unique accounts: 744 Filtered out: 25% Followed back: 15% Followed : 191 Gain : 29</p> <p>Restore source</p>	<p>Initial source : #wildlifeplanet Secondary filter :</p> <p>Unique accounts: 598 Filtered out: 26% Followed back: 15% Followed : 158 Gain : 24</p> <p>Restore source</p>	<p>Initial source : #wildlifeconservation Secondary filter :</p> <p>Unique accounts: 630 Filtered out: 25% Followed back: 11% Followed : 163 Gain : 18</p> <p>Restore source</p>	<p>Initial source : #wildlifebiologist Secondary filter :</p> <p>Unique accounts: 198 Filtered out: 21% Followed back: 0% Followed : 43 Gain : 0</p> <p>Restore source</p>
<p>Initial source : #nature Secondary filter :</p> <p>Unique accounts: 587 Filtered out: 21% Followed back: 11% Followed : 126 Gain : 14</p> <p>Restore source</p>	<p>Initial source : #photography Secondary filter :</p> <p>Unique accounts: 468 Filtered out: 18% Followed back: 12% Followed : 85 Gain : 11</p> <p>Restore source</p>	<p>Initial source : #travel Secondary filter :</p> <p>Unique accounts: 244 Filtered out: 28% Followed back: 11% Followed : 70 Gain : 8</p> <p>Restore source</p>	<p>Initial source : #travelphotography Secondary filter :</p> <p>Unique accounts: 88 Filtered out: 25% Followed back: 9% Followed : 22 Gain : 2</p> <p>Restore source</p>

You can find similar data for archived sources clicking on “Archived sources”. The general strategy is to keep 2-4 active sources, where 1 is an experimental one. Wait till the N of followed accounts on the source becomes larger than 30, wait for 3 days → the follow back % is going to be accurate up to 5%. The “perfect”

accuracy (+0.5%) for the current filter words and your current content will be achieved at 3000 followed accounts. The follow back % depends on your username, profile picture and recent content (last 9 shots). Changing your username to some senseless words + numbers may decrease the %. Profile picture is something that is hard to quantify as a thing that matters, most likely it does, however if you do not have a colored (like all photo is just red, black, white, gradient), a selfie, or a petshot – you will be different from the majority of the users, and the overall improvement in that direction may cost quite a lot, while benefiting quite a little. The content indeed matters in the speed you gain followers, if you do have people who actually view your profile. Keep in mind, that vast majority of users decide if they want to follow you, by actually going to your profile. Any single way, that makes your profile look “nicer”, “friendlier” should bring a good benefit over long time. (I will not be able to help you with that, if you struggle, try to hire a professional writer (yeah, sounds crazy) for you bio and/or post captions). Be careful by focusing on the perfection. After certain step, the “perfecting” your content even more, becomes way more expensive. The “balancing” point in this – is to be better than roughly 70-75% of users at the same hashtag. (Obviously, if you can, without spending much more money and/or time, do things better than that – go for it!). How to understand how good your content is.

- 1) Take a random shot from your feed
- 2) Take a random hashtag attached to that photo
- 3) Take a look at the most recent shots (30 shots) and group them into groups, comparing with your post  
Definitely worse, Somewhat worse, Somewhat same, Somewhat better, Absolutely better
- 4) Photo “compared quality” will be  
$$100 * (\text{Definitely\_worse} + \text{Somewhat\_worse} + \text{Somewhat\_same} / 2) / 30$$
- 5) Repeat 9 times with different photos.
- 6) Average the score in between those 10 photos.

Depending on that average

below 50 – you should for sure focus on your content before doing anything else

50-65 – you should spend more time with your content.

65-80 – you should start thinking how to optimize content creation to not spend much time on it, while keeping the quality high

80+ – congratulations. If you do this for cheap and reliably, you can absolutely relax.

The quality of likes can be controlled by either manually setting up likes, or by using filter-words.

The quality of comments is hard to estimate. The general rule is, if you see that a person is not your loyal follower, try to make a comment that way, that he understands that you are a real person. Words like “Your pic is great” etc are hardly abused by bots. You should say something like “Wow the cloud looks like a castle” (when it actually does, ok....) Try to be funny and friendly, it will return back quite nicely (not just in likes and comments, you will be eventually capable of getting clients). But again, dont do it, just because you want clients, people do feel, if they tried to get manipulated. Honest reactions and emotions pays off a lot. With the loyal followers, you can be a bit simpler, they know you are a real person, therefore they will appreciate you saying that the show is beautiful, because they know you are saying it, cause you mean it.

The quality of messages. Shortly speaking, there could be a whole book written about it. Connecting with people with cold messages is a complicated thing to do. The general advice is to use statistics everywhere you can. Making one message, dont repeat it over and over, try to experiment with a tone, words, sentences (pretty much everything you can do). The difference between the worst and the best reactions in terms of how many clients you get per number of messages you send is up to 3-4 times. Moreover, you have no real clue, of what your clients expect or like to see, unless you do a preliminary statistical study (which is again either expensive or complicated to do).

**3) The quality of your account itself.** Instagram has a certain score, that is hidden and attached to your account. This score is something that your personal actions limits are dependent on. You decrease the score, by getting action blocks, getting fake followers or likes, interacting with low quality accounts in engagement groups. Why does it even happen? Shortly speaking, Instagram declares a quite simple rule, if you interact with a low quality account (presumably bot), you are one too, therefore you should be punished. Does it influence my bot? In a way. If you do get action blocks, you do need to

- 1) turn off actions
- 2) log off the account in Instagram window
- 3) log in back
- 4) drop the number of actions twice
- 5) wait for at least a day before using it again

If you notice, that everything is going fine, you can slowly (super slowly) increase the actions. Once you felt a more or less estimated limit, just stop on it. Example: you started with 10 follows in hour, Instagram blocks you, you do the actions and change to 5 follows in hour. If you didnt get a ban in a week, increase it by 1 follow. At some point you will get a ban (if you continue increasing the action numbers). When you get it, drop the activity by half, use it for a week, and go back to the maximum possible number of actions you've discovered so far. The general limit is from 4000-4500 follows a month (some accounts went up to 5400, it is not advised to do so, without a knowledge of what you are doing). The number of unfollows you can do is the same as the number of follows. The number of likes is about 2 times larger than the number of follows (depend on an account, it can be as low as 1.5 times of the number of follows).

Instagram tracks a lot of data. On average, a month, Instagram downloads from your phone about 1.5Gb of data. It includes the phone networks you are connected with, the locations, the battery charge, all the information about things it can get from the OS (like installed software (like Facebook, whats-app, google account)), IP addresses, some advertising ID-s etc, etc. Instagram most likely sell this data, and use to identify accounts. Shortly, if you want to run your phone and the software at the same time, please, make sure, your GPS is off, your wifi point is the same as the software ones, that you don't do actions on your phone, while software is working. Why? Instagram rise the suspicion, when more than one login is active at a time. It includes the situation, when you would just login into your browser + phone + start being active on both devices. In practice, this change of actions is not noticed by people, because they simply never tried to push for the limit (which is considerably low – somewhat like 20-30 likes in hour is not an unreal thing to do by a person, however the average number of likes an average person leaves – is about 8-12 a day). Personally, I use the software as the main tool to do things on Instagram.

Does Instagram notice that the bot works, because of time or actions itself? Roughly speaking no. I either collect data, or perform actions like dm, follow, etc for last 2-3 years with an average time a day like 20-21 hour. My actions' limit is somewhat average. The reason why Instagram does not suspect much – is the avoidance of potentially fake accounts, my software does with a statistical recognition part. That was something that I have done long time ago, I did not care about the number of followers as much as I cared to get real followers. Due to this simple thing, software tries to interact with the best accounts it finds out of sources. Most likely, Instagram detects those people as real ones too, therefore it does pay a close attention to the actions. Does it mean I have never got an action block? I do indeed get them, either when I check if I can get higher number of actions, or when I test new functions for the software. Sadly enough, one of the reasons why lets say video posting is not setup yet, is the strange “fishing” action block I get, after I post a video automatically. I am still trying to understand what I should do with it.

Current followers. What to do, if you bought a lot of fake followers. Short answer is – I dont really know. Most likely if your limits are low, and you do not interact with low quality accounts, you would have to manually

go through the list of your followers and start blocking them if you think they are bots. Yeah crazy. Yeah waste of time and effort and money. Nothing I can personally do in this case.

Current likes, What to do, if you bought a lot of likes. Pretty much nothing, this is a relatively soft “suspicion”, after 10-15 posts in 2 weeks, the action limits most likely will go up again.

## Sources

The sources are the feeds, where the accounts for analysis are taken from.

### **The initial source – Hashtag, Location, Username**

#### **Hashtag**

Hashtag is a feed of a corresponding hashtag. When you put #nature, the accounts, which posted recently with the #nature will be added for the analysis. On average, one check will bring 40-50 accounts (up to 80 accounts) for the request. General advice is to take hashtags above 100k posts in it. On average an active-now person posts about 10-20 posts per hashtag (on average people post 1-2 times a week + have an account for about 4 years + they don't use as many hashtags + they experiment with hashtags one way or another). On average a hashtag with 100k posts had 10k of active users on it. Hashtags larger than 1mln are the minority + exceptions to that rule. On average – the larger the hashtag, the more average the follow back % you get. Try to find as large (to not to be forced to find another one soon) and as niche hashtag as you can.

#### **Location**

Location will grab the feed from the actual location feed on Instagram. On average a check will bring 20 accounts, (up to 30). Size-wise the location feed is technically the hashtag feed attached to a specific point on a map (larger the location – better it is).

#### **Username**

By getting a username, you will get the recent public profiles, which left a like recently to that username. From one side, it gives the highest number of potential found accounts per request (up to 900), however the feed has a tendency to drop the number of filtered accounts with time quite faster than any other method (you will interact with loyal followers quite quickly, and the rest will be the accounts of pretty much random people, who found out the post through hashtags, locations, expose or recommended sections).

### **The secondary filter – hashtag, location**

Usually it does make sense to use a hashtag as a primary source (the most optimal one). However, in some cases, where local activity (location) or niche activity (username) is quite low, compared to the main trend, it makes sense to get the feed, from the niche or location first, and then filter it with the account information (like hashtag or detected location).

Good combinations for the sources are (Primary source → Secondary filter):

- Hashtag
- Location
- Hashtag → Location
- Location → Hashtag

Average:

- Username
- Username → Hashtag
- Username → Location

Bad:

Location → Location  
Hashtag → Hashtag

The statistical recognition is quite simple and complicated at the same time. Shortly, the general data about the account is taken from its profile (n posts; followers; followings; likes (and distribution characteristics like average, median, std, min-max), comments (and distribution characteristics like average, median, std, min-max), public/private profiles ration for followers, followings, likes, comments;). This data is transformed into certain additional parameters, the most known by people are – followers/followings ratio, engagement rate, comment rate. In total there are 45 parameters obtained from initial data. The statistical recognition was taught the proper accounts characteristics with a quite large data set (1200 accounts, where 1000 was used for study, and 200 for testing). The result is that the analysis shows fake accounts with 99% accuracy (for randomly taken out of Instagram fake accounts). I am not sure what exactly you'd be interested to talk about, if you have any question, ask them directly. I will not show up the exact coefficients for a decision making tree, but I can generally explain what happens. It is not a neural network (it is something better, tons of math, statistics, and calculations).

## White list

There are always people you want to keep no matter what. The good question is – are you sure you should have them on your public profile? The profile we are growing is going to become your face with multiple followers – it is a media platform. I highly suggest keeping everyone important or relatives on your private account. In case, you are afraid that your friend is not so active on Instagram and software can define him/her as an inactive user – put his username into the white-list. No worries, in case your friend changes the username – white-list stores unique identification so he won't be unfollowed even then.

## Statistics

It is important to keep track of what goes wrong/good on the account. The problem is that sometimes it is not so obvious what is going on. The general trends are easy to see, like the growing linear pattern, however if there is no such pattern things become quite confusing. There are good free courses where you can get knowledge of statistics itself of (for example Coursera – <https://www.coursera.org/specializations/business-statistics-analysis>).

Real life examples.

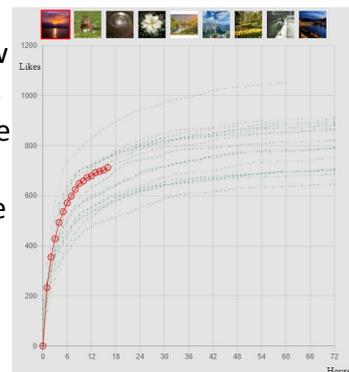
Followers count. If it is increasing – there are no questions. What if it doesn't? The average large account is losing followers with time. The red arrow – I added my profile to final test of the software, yellow arrow – turn on the follow action, green arrow – time when sources efficiency is larger than the account loss.



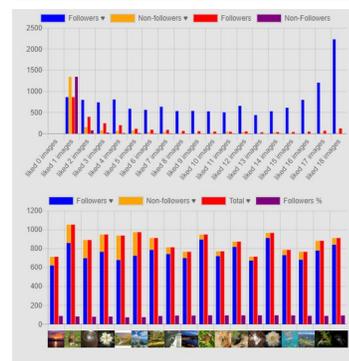
Likes. It is obvious on green arrow there is a growth pattern. Also it is obvious that red arrow shows the decrease. What does yellow arrow show? The sad story is, that all except green arrow, show no statistical difference. Likes show a quite large spread in their "3-days-final" quantity. Roughly speaking, if there is a variable, that is +50% random, even if you have +10% growth, you may not be able to detect it right away. The reason why green arrow exists – on red arrow I started posting at the worst possible time with hashtags from display purposes, and on green arrow – I started posting at optimal time + own calculated hashtags.



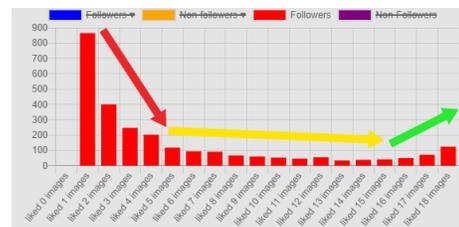
Post comparison, how do you know 1 shot is more popular than others? The raw number of likes may not mean that your followers liked your content more (yeah sounds quite crazy). The proper way to compare a post, that was posted a week ago, and the one that is posted 5 hours ago – is to compare the actual number of likes both posts got in a particular time. Whenever you post a new post, you drop the rate of likes growing for the previous one, so it may be that your post was actually the best for some time, but you shut it down with a new post. Sad story, right?



Loyalty. How do you know how many loyal followers do you have and if this number grows with time? The number of likes may not mean much, what's the point if on an account with 100k followers, 500 likes are left by actual followers, and 4500 are given out of nowhere (that happens way more often than you think so.)

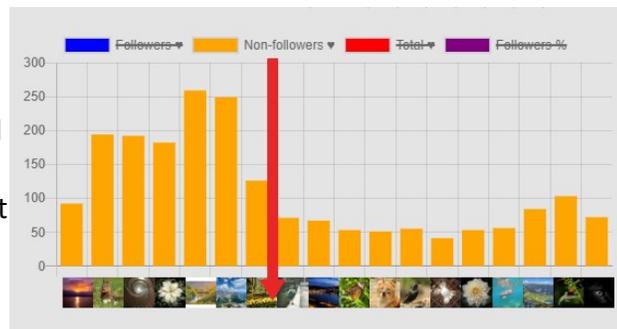


What do you expect to see on that graph. More loyal followers you have more you will have 1) them 2) their likes. How do you know that you get more of loyal followers? The graph will move right as a certain wave. Red arrow show recent followers, who interact with your posts, however they dont do it all the time. Yellow arrow – not-active-now loyal + semi-loyal followers. Green arrow – loyal followers, that mostly come to your profile directly, and who likes almost every single of your posts. The final goal of a business, or an account, is not to get an enormous number of followers, it is to get those people. They are priceless. They are potential friends, clients, supporters.

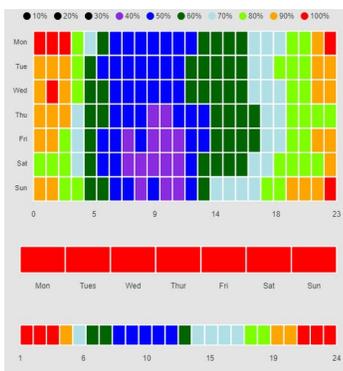


How do you know if your hashtags are better or worse?

The red arrow separates the posts, which used my hashtag system (left), to the ones display purposes advised to. I dont pretend my hashtag system is the best, it works well for me, and you personally need to test what works the best for you. You need to get the number of likes that are coming from non-followers and see what changes, when you change the system of hashtag/locaiton posting.



Map allows to understand where your followers are located. It is more used for business purposes. If you zoom in, you will be able to see usernames on the locations, where they recently posted a photo.



Heatmap shows when your followers are the most active. Keep in mind, that it does not exactly mean that posting at active times will increase your engagement. The general rule I have seen is – the lower the engagement, the lower activity time is more beneficial for you. The more realistic approach – test times based on what colors next 6 hours are. Generally speaking 6 red squares next to the time I posted will provide 1 effectiveness vs 5 red 1 orange. Etc.

Hashtags show top 100 hashtags that are used by your followers. It may be used as an initial idea for the sources, or as initial idea for hashtags for your post.

Nº	Hashtag	Count
1	nature	38038
2	photography	25091
3	naturephotography	24709
4	photooftheday	19561
5	instagood	15551
6	travel	15067
7	love	12973
8	picoftheday	12070
9	landscape	12026

Emails show the list of your followers emails. Be careful about spam legislation in your country. Generally speaking, you are absolutely allowed to contact your followers, however there may be consequences, if you actually start spamming them with your offers. The idea is not that you get tons of free emails to start spam with, but rather a possibility to get those people to know your offer if they missed one. Always allow them to unsubscribe, tell them about Instagram account connection etc. Make it personal.

Insight offers same insights Instagram would give to you. It includes N of likes, comments, views etc.

## Monetization

Growing an account is not a simple thing, neither is the monetization. I, personally, divide the profit you can potentially get from a profile into 3 profit groups: **direct, indirect and social proof.**

**Direct profit** is the monetization of the place on your account. It can be based on feature, shoutout, your actions (follows, likes, comments), or account itself. Direct profit is generally quite low and inefficient, compared to other possibilities, however it requires the least of knowledge to be used, and is technically the simplest method to get anything out of an account. Feature/shoutouts are commonly known on Instagram, you can either do paid promotions with your account/website or to join marketplaces like <https://www.influencer-cart.com/>, <https://shoutify.io/> or communicate with companies/directly directly (through IG profile or email) or with a marketplaces like <https://influence.co/> I have heard there are companies, that would buy your account activity to someone else for \$0.1 per follow, \$0.05 per like while charging a person who “bought” your likes somewhat like \$10 per 50 real users follows. I dont have any link for that, and I do not advise to try doing such schemes. If you really want, I know that freelancers marketplaces still have some of the advertisement of that sort of services. Account has its own price, and despite it is prohibited by Instagram to sell the accounts, they are being sold. It is hard to estimate the profit. The sad truth is, that they are full with robotic accounts for sale, and no-one would

bother to check up nothing, so your account with real followers will be sold for the price as any “bot” account would be. A fake account with 100k followers can be sold for +- \$1k, and 10k followers for more like \$50-100. Lets be quite honest, no matter what work you do, you can earn more with that work, than by growing accounts. In terms of automation, in theory I could have been growing accounts with my software, however I would not physically be capable of supporting them with content, vast majority are simply stealing the content from reddit or Instagram itself without mentioning the authors; and that’s not what I personally want to do.

**Indirect profit** is the profit associated with redirection of the views/likes/loyal followers to your website one way or another. This is the most healthy profit, in terms of amount of work you do and the profit you get. The technical problem is that you have to have a product.

Generally speaking, it is easier to grow an account, and then to find out something to sell on it, rather than doing it in the reverse. Why? Most people have struggles at the point of analysis of their own clients. There are not so many businesses nowadays, which tries to be “broad” and avoids creating a niche. It is quite simple, when you choose a niche and get successful in it, you pretty much become a monopolist, and no-one notices that. It is clearly seen on large companies like Facebook, Google, Amazon, Airbnb, Uber. Yes, they do have some competitors, but when you look into details, vast majority of those competitors are not directly competing with the company itself. Airbnb competes with Booking in a way, that they both provide the rental, however the exact rentals are quite different in style/price/expectations. In practice it means, that people who use Airbnb, are different from the one, who uses Booking. Do you think that an “average” person uses Instagram? Well no. The average statistics for the % of educated people on Instagram is that at max 34% did not obtain their high-school diploma, while there are about 48% of uneducated people worldwide. Yeah, the statistics I just gave you is questionable, and we can try to discuss other possible metrics how to detect who exactly uses Instagram, while it being rather a minor point. Every company tries to get a domination in a particular place/time/age/niche, due to a ridiculous power of being a monopolist.

Why is it so hard to grow an account knowing what a product you want to sell? Because majority does not know how to use statistics and analysis to predict what kind of a person they want to get. On the other side, growing an account with some content, already prepares your audience to be in a specific niche. At least in a niche of people who likes your content. Generally speaking it is easier to look at what is needed by your followers and try to sell it. The worst indirect income happens, when people ignore their own followers niche, and try to sell the product that is no-how associated with them. The most common mistake is when one photographer is trying to sell his/her photography to another photographer. In theory it may work, in practice, any business like hotels, restaurants, offices, rentals, websites, buy way more photography a year, than just a regular photographer.

**Social proof** is a chimera of what people think you are, and what you can actually do. It helps to cover your back, when you do some small things wrong, at the same time rising an expectation of what you could do. One of the best examples out of my personal experience is the volunteer work I have done one day for a hotel. They needed a photographer to take shots of their 15-16 apartments in exchange of one of their 2bdrm apartment for 3 weeks. One of the reasons why they decided I’d be their best choice was my Instagram account. Let’s be quite honest, the number of followers has quite nothing to do with how I shoot photos. I for sure can not tell I am the best photographer, I am better than average and managed at some time to sell photo-prints, nevertheless apartment photography is not something I usually do. Some of the shots I made were quite bad, obviously I had a reasonable explanation, some rooms/bathrooms were really small, and had almost no good light on site. When the job was done, we both were happy of the overall process, and the reason for that was, that instead of focusing on bad things I have done, they concluded that those bad things were really hard to do differently, and they focused on the strong sides. Social proof can not be measured in money quantity or in certain efficiency per account, but it definitely plays a certain role in what you get and how get reacted upon.



The evil side of social proof is how it is used to start teaching people, for example. Imagine a situation, when buy a large account and then promote yourself as a professional Instagram guru or influence, without knowing of what you are doing. Can you sell your services? Sadly – yeah, to people who doesn't know nothing about Instagram. Is it a scam? Well pretty much yes, if you cant teach them nothing.

One of the funny recent examples of a similar thing, is the <https://www.instagram.com/hushpuppi/> account. <https://www.bbc.com/pidgin/tori-53300260> The short story: A person with scam earned a lot of money, pushed his account, got actually famous among Nigeria, and got jailed for the scam. During the whole time his Instagram was a form of social proof, when he got into fashion industry or scammed people, promising good investments. And dont get it wrong. He is not the only one.

The large trouble of online businesses, I'd say, is a general lack of knowledge and initial funding for people who tries to start things. Monetization is a thing that is really hard to do, which comes with knowledge of the theory + practical niche specifics. While theory can be found online (again, coursera, udemy or even youtube). The niche specifics have to be discovered on your own. It takes quite a long time to actually learn all of that + grow an account. Roughly speaking after 2.5 years of having this business I have 130-150k views on Instagram, which finishes up with about 350-450 unique people landing on my website, which finishes up in total with 8-12 clients a month. It is not El Dorado neither Klondaika, rather an optimization of money on certain things. In my estimation by now my profile is equal to \$500-700 marketing campaign on Instagram or Google, when I sell my personal products (software, statistical analysis, maps, features). Realistically, if I was a part of a large company, this saving would be almost useless in compare to the time and effort I spend. For small businesses, where the owner maintains the account personally, this can be an enormous gain, cause it works like a ride on a bicycle - you learn once, and it is helpful for years.