



Outsmarting the Instagram Algorithm in 5 Easy Steps

Think beyond the limitations of your social media strategy and turn your followers into customers with these 5 easy steps



How to Convert Your Followers into Customers

While it is essential to every business's marketing strategy to maintain an active presence on social media, it is equally (if not more) important to put an additional strategy in place to make the most out of all the hard work that goes into building this community.

For many micro to small businesses, having a large following on Instagram doesn't always correlate with having a consistent influx of sales...

In this eBook, we'll walk you through a step-by-step process to turn your followers into customers with SMS marketing



The Problem with Social Media

There's a reason why it's so difficult to generate sales from just your Instagram followers alone. That's because it's designed that way!

1

Limited Visibility to Your Audience

Instagram's curated content feeds can mean your content is getting limited visibility to potential customers. This has caused brands to see major dips in their organic reach and significant drops in their engagement rates.

2

Lack of Control Over Who Sees Your Content

Your engagement rates are at the mercy of this dreaded algorithm. You can grow your lovely list of followers, but you have *zero control* over this list.

3

Having Your Data Tracked, Collected & Sold

While Instagram doesn't sell your business's or your customers' information, it does share general demographic info with advertisers, vendors, third-party partners, measurement partners, researchers and more for the purpose of discovery.

How Do You Outsmart the Instagram Algorithm?

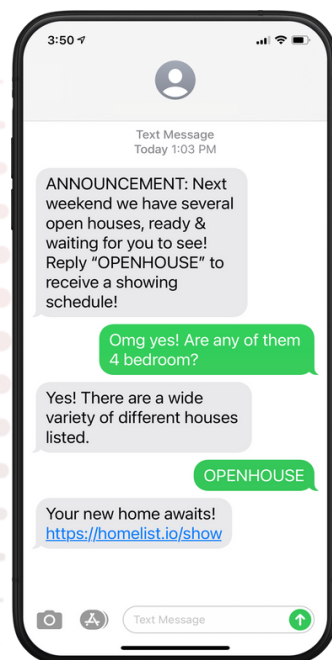
By thinking outside the box with SMS marketing!

You'll never have FULL authority over your following unless you start thinking beyond the limitations of social media. If you want to generate real engagement, the kind that drives your follower to customer conversion rates through the roof – **it's time to develop an SMS marketing strategy.**

SMS marketing is transforming the way that businesses communicate with customers. Text marketing allows businesses to deliver a message straight to their customers' inboxes to generate a more authentic form of communication.



- ✓ Text marketing has a 98% open rate
- ✓ 70% of consumers are comfortable receiving texts from businesses as long as they've given consent
- ✓ Nearly 50 million people chose to receive texts from businesses in 2020
- ✓ 45% of consumers have said they chose a product or brand after receiving a text
- ✓ 82% of consumers open every text they receive
- ✓ 60% of consumers open texts within 1 to 5 minutes of receiving them
- ✓ 66% of Americans check their phones on average 160 times per day
- ✓ 97% of Americans use texting at least once per day



What Are the Benefits of SMS Marketing?

Think of it this way: if your Instagram profile is the rock n' roll concert, SMS marketing is the backstage pass!

You can use social media to put on a kickass show to attract your followers. Then use text marketing to really WOW them, win them over, and turn them into forever fans.



You own your contact list!



You have full control over who sees your content and when!



Reach your customers instantly, any time of the day!



Have authentic, private one-to-one communication



You can think BIGGER with AI automation

5 Steps to Turn Your Followers into Customers

Step 1: Choose the right SMS marketing platform

Find an SMS marketing platform that works for your business. Things to consider when choosing a text marketing partner are the following:

- Price
- Scalability
- Available features
- Ease of use
- Customer support offered by the company



We might be a bit biased, but if you're looking for affordability, scalability, simplicity and a white-glove customer support experience – VOXOX is all of that and so much more!

VOXOX has helped thousands of small businesses increase their productivity and revenue and transform their businesses overnight.

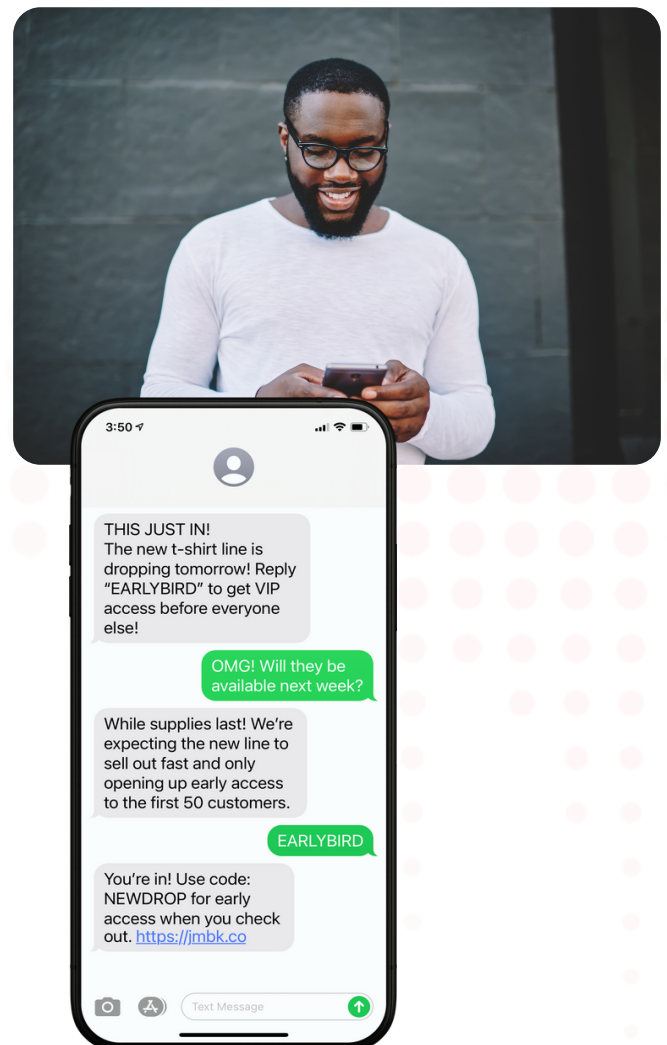
Text "VOXOX" to 800-335-1552
to see how it works!

Step 2: Create a social media strategy to gain subscribers

You'll want to develop a strategic social media campaign that encourages your followers to opt-in to receive messages from you.

Start using your platform to notify your followers that they can now text you to receive special discounts, updates, and other awesome deals. Spread the news like wildfire!

- ✓ Add your phone number to your Instagram bio
- ✓ Include your phone number in every caption, Story, and Reel
- ✓ Team up with influencers and provide them with a unique keyword & discount to share with their following
- ✓ Host a giveaway contest and require followers to subscribe to your texting list to enter
- ✓ Offer discounts, promos or other special offers



Step 3: Build your text marketing campaign

The recipe for an effective SMS marketing campaign requires a splash of creativity, a handful of exciting incentives and a heavy-handed serving of consistency.

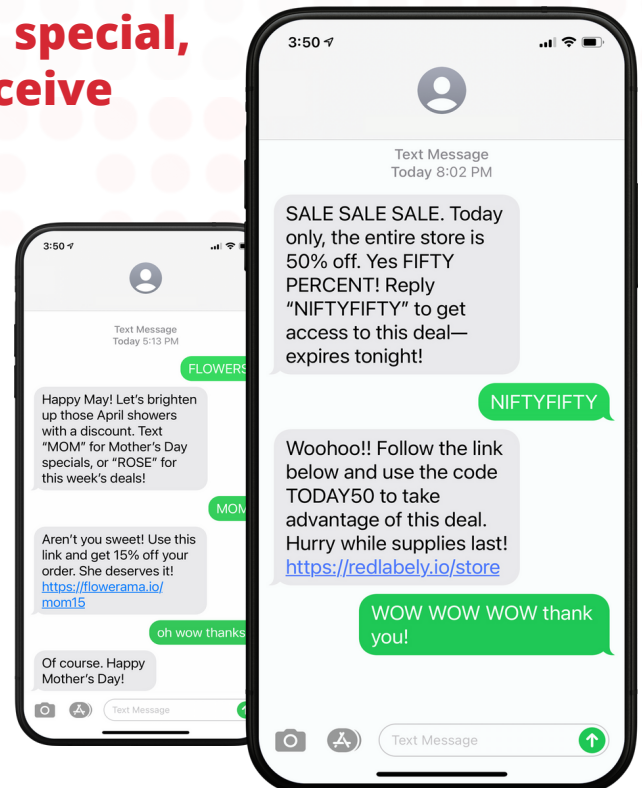


First thing's first, you're going to want to **choose a keyword**. This is typically a 5 to 6 letter word – one that relates to your business, industry or the campaign in general.

Next, you'll want to decide what you want your customers to do and what you plan to offer them in return.

Incentives make your customers feel special, and feel more inclined to opt-in to receive your texts

Send new subscribers an automated **Welcome text!** Utilize automated drip campaigns, so you can connect with your subscribers on a continued basis.



4

Step 4: Segment your subscriber lists



As you begin racking up subscribers, it's important to **segment your customers into specific lists** based on certain criteria such as location, age, interests, and other aspects that pertain to your business.

Segmenting your audience helps you personalize your messaging, develop more effective campaigns and increase click-through rates.

Step 5: Repeat, repeat, repeat!

Keep it up! Stay active on social media → blast your text campaigns to your following → segment your customers and keep the creativity flowing with powerful text marketing campaigns that convert your followers into customers and leave them saying WOW this is SO cool!



WOW



Aha!



Yes



Hello

Start Gaining ACTUAL Paying Customers from Instagram with VOXOX!

Say goodbye to ever-changing algorithms, limited visibility to your audience, poor engagement rates and lousy sales numbers. Say hello to SMS marketing to start generating REAL engagement!

VOXOX is an AI-powered SMS marketing platform on a mission to help small businesses take their customers from that first hello to becoming a raving fan. Multiply your efforts with advanced automated features and amplify your marketing efforts with authentic, direct and instant communication.

Let's talk!
Book a demo here

