

Reclaim the Eyeballs 🙄🙄 Instagram Stole From You

If you rely solely (or even primarily) on *Instagram* to communicate with your audience, **you have a problem.**

That problem is that what YOU want (a spot in all your followers' feeds) is **diametrically opposed to what *Instagram* wants** (a **paid ad** in that spot).

Given that you're using their platform, you just have to take whatever crumbs *Instagram* sees fit to throw your way.



I deliberately chose accounts with substantial numbers of followers for the above image to show it's not only small accounts struggling with their reach.

If an account with **100k followers** is concerned nobody sees their posts, I think we can agree there's a real problem.

I highlight this only because it's easy to assume **all your followers** see **everything you post** – after all they decided to follow your stuff...

Unfortunately, when a platform's primary source of income is paid advertising, other concerns get pushed lower down the pecking order leaving the **average reach rate** (what % of your audience **actually see your post**) around **10%**.

So while you think you're talking to 100k followers – **only 10k see it** at all.

Alex Micu, one of the guys behind *Instagram's "Viral Egg"* thinks things will only get worse...



He says: ***"My feeling is they are completely culling organic reach and pushing their ads."***

Comms consultant Ste Davies agrees:

"It seems that the Instagram algorithm is going the same way the Facebook page algorithm did in 2014. The golden age for engagement is over and they'll be ramping up the monetisation from now on."

Even *Instagram's* own CEO, Kevin Systrom admits...

"On average, people miss about 70 percent of the posts in their Instagram feed."*

*(I underlined because this sounds like you have to make it *into* the feed first)

What's the Harm?

Well, besides not reaching all the people who raised their hand saying they want to hear from you...

...your efforts could even be selling a **competing product**.

What??!!

How is that even possible?



A couple weeks ago I purchased this necklace for my partner.

It's from a company that works to save bees around the world.

Very soon after, I started seeing this advert all over my *facebook* and *Instagram*.

This company sells bracelets to support conservation efforts around the globe.

I think *Instagram* figured because I interacted with the "save bees" campaign I was a good bet to be interested in other wildlife conservation projects.

Just imagine I **didn't buy** the sunflower necklace the first time I saw it (*most people don't*)...

The **Legend Bracelet** might have got a sale initiated by **Bee Kind**.

Follow Your Legend
Sponsored

Get any Legend Bracelet FREE when you buy all 3 bracelets in our Ocean Collection:

- The Shark Bracelet
- The Sea Turtle Bracelet
- The Coral Bracelet

THE OCEAN BUNDLE

THE SEA TURTLE BRACELET THE CORAL BRACELET THE SHARK BRACELET

BUY ALL 3, GET 1 FREE
CODE: **ONEFREE**

While we can't stop competitors advertising, we *can* remind people who've shown interest WHY our product is **better**.

And we can do so in a vacuum.

Email & SMS are Far from “Dead”

I know you’ve probably heard the recurring “*email is dead*” claim.

It may be “*old*” and it certainly isn’t a “*sexy new tactic*”...

But it’s shown **reliability** and **staying power** over the years.

And continues to bring in **\$36 for each \$1** companies spend on it.

Compared to *Instagram*, email’s **average open rate of around 20%** sounds pretty good now, doesn’t it?

Double the eyeballs👁👁 and they’re away from the newsfeed’s distractions 🐼

Kind of like going to their house rather than meeting in a bar.

Emails can be sent daily without people getting upset with us.

In fact, if we’re segmenting our readers correctly they should look forward to a daily communication about something they’re interested in 😊

For messages we REALLY want people to see, though...

➡📱 **SMS is tough to beat**

With open rates **above 97%** we’ll want to use this more sparingly but let me paint a picture for you...

You’re gearing up for **next** Black Friday...

Between now and then you’ve run 6 or 7 giveaways, making a profit from each one and you’ve got **¼ of your *followers*** to give you their SMS number.

Are you in a better or worse position than you were this year?

Want to know how *Instagram* have actually made this easier?

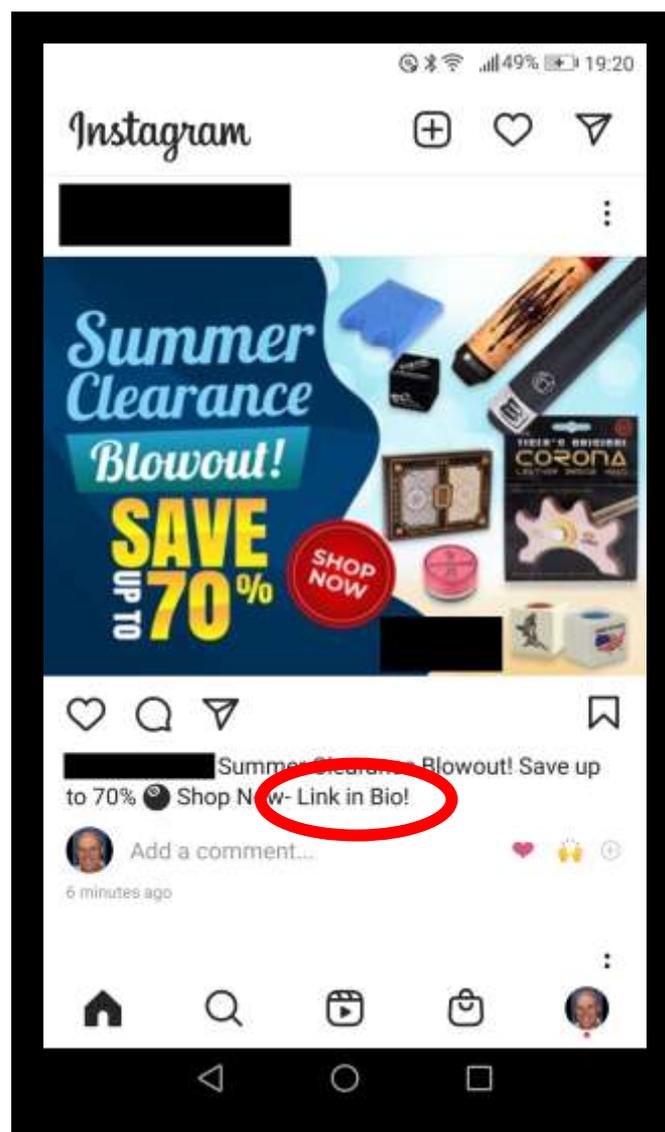
Read on...

Instagram DM Automation...

A few months ago *Instagram* themselves made it possible to automatically reply to DMs.

What this means in practice is that YOU can now use your (*and influencers'*) *Instagram* posts, reels and stories to **drive sales conversations** much more effectively and efficiently...

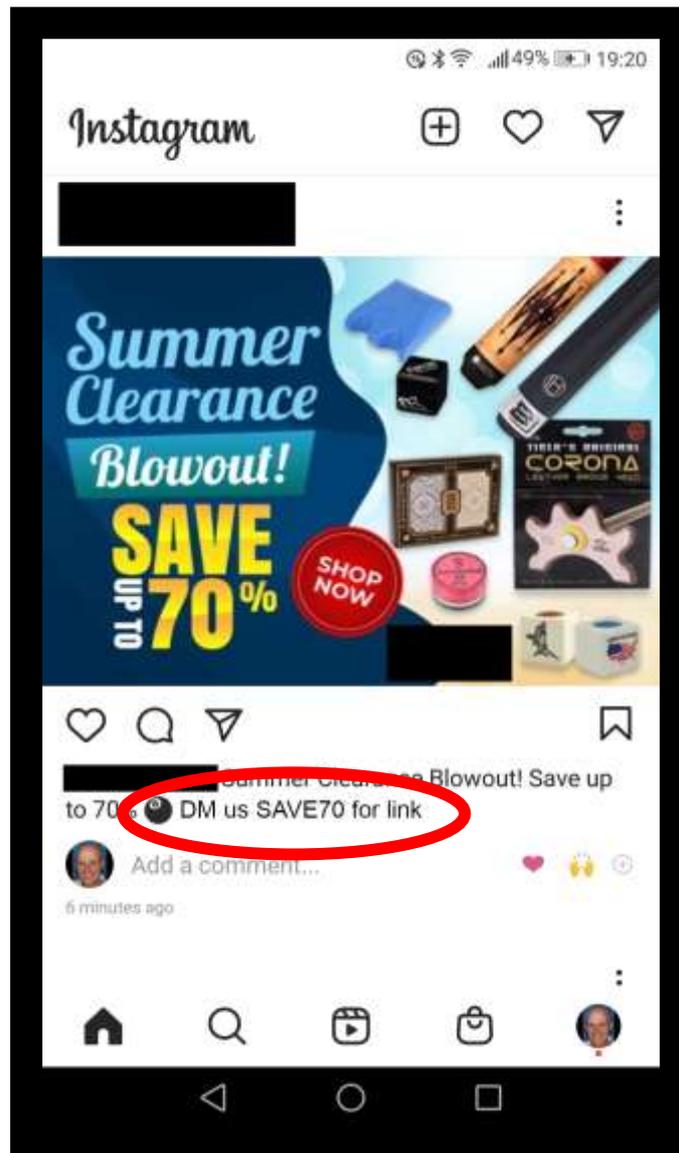
Let's look at an actual example...



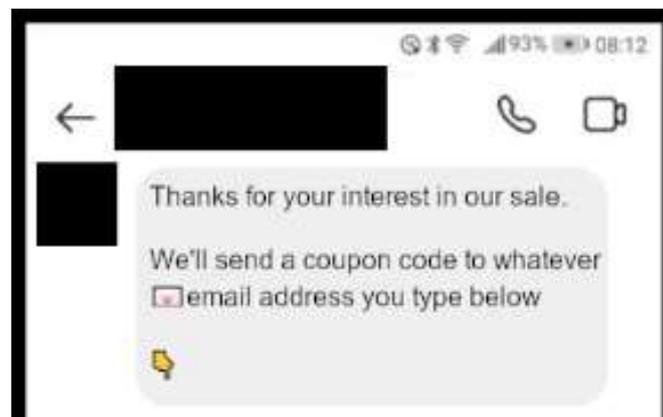
I've obscured the identity of the poster because that doesn't really matter.

The important point here is that they want me to search out their **"link in bio"**.

What if, instead...



Now, whenever anybody DMs this account **SAVE70** they will automatically receive the following reply:



Want a free SPECIFIC ACTION PLAN for YOUR business? [Email Alan](#) 😊

They're already **collecting an email address** of somebody very interested in buying from them.

This can be sent over to their autoresponder and tagged with whatever information the conversation goes on to gather (*what I'm interested in buying? what level I play at? where I live? Whatever...*) before using my answers to send me **the most perfect clickable link** right inside my DMs.

Maybe they could throw in some freebie if I give them my SMS number?

Next time they run a sale they'll **definitely be able to reach** me and the other people who signed up to get links to this one – **whatever Instagram does**.

Because I feel like you've taken the time to *listen to what I want* then recommended a *specific solution* based on that...

I'm **way more likely to buy** from you than had you just said "*here's our website... have a look around.*"

You've activated something called RECIPROCITY...

Which basically means because **you went out of your way** to help me (*even if it's automated people feel the same*) I feel like **I owe you something** back.

The easiest way to repay that debt is to buy what you're recommending.

I wanted to keep this introductory report easy to read in one sitting.

So we haven't mentioned the **free retargeting** DM automation provides...
Or **how to run *giveaways* at a profit** to build your email & SMS lists...

If you want any more info or for me to put together a **specific action plan** guiding YOUR business **out of Instagram's algorithm tyranny**...

...and **into self-sufficiency**...

I'm happy to help completely free of charge 😊

Email Alan at cartoonportr8s@gmail.com