

How to Convert Your Instagram Followers into Clients

Instagram is one of the most popular social media platforms for clients and businesses alike. However, it takes a little more work to turn followers you acquire into clients.

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In today's world you have to have a presence on social media, but just having a presence on a platform isn't enough.

Instagram has emerged as one of the most popular social media channels for individuals and businesses alike. If your dental practice has a presence on Instagram, it may be time to start converting your followers into clients. Here are some simple ways to do it:

1. Promotions

You can drive first time sales with your Instagram audience by enticing them with promotional offerings such as discounts, freebies, deals, BOGOs (Buy One Get One), and other similar promotional offers. You can create a sense of urgency by mentioning the date or time of offer expiry. You need to make sure that in your Instagram post you explain the steps a person needs to take in order to avail the promotional offer.

2. Contests

A good way to turn your Instagram followers into clients is by encouraging them to try out your dental services and products. To do this, you can create online contests and ask users to participate by posting

content with a specific hashtag or by following your account. You may offer a rebate or a free dental cleaning service as a prize to the winners.

3. Charity

You can promote your favorite charities on Instagram and encourage your followers to support them. By getting involved in charitable work you can turn your Instagram followers into clients as they build an affinity for your brand. People expect and approve of businesses that give back to the community and society.

4. Teasers

Instagram is the perfect place to keep your audience excited by giving sneak peeks into any new dental procedures or products you may be about to introduce. However, you need to ensure not to spam your follower's feeds.

5. Launch a New Dental Service Live

You can create quite the hype among your target audience by launching a new dental service or product live on Instagram. You can drive sales conversions by adding a quick purchase link as well.

But how do you get more followers on Instagram?

Growing a follower base on Instagram is a time-consuming process that requires dedication and patience. It needs tremendous effort and energy regardless of whether you are an established dental practitioner or a new entrant. You might wonder about quick ways to increase your follower count after you have used all the right hashtags and created good content.

However, it is important that you do not give in to temptation and indulge in dubious Instagram practices such as 'buying' follower lists from unscrupulous online sources. They might increase your numbers but will do nothing when it comes to future engagement.

You need a genuinely interested audience to promote your feeds. Fortunately, there are straightforward and less expensive ways to get followers on Instagram.

As a first step, make sure that your Instagram username is recognizable and searchable. This will make it easier for people to find you. Next, focus your attention towards your bio as it is one of the driving factors that will [prompt the client to take an action](#).

Once you have optimized your Instagram profile as a dentist, you can start posting. But before you start engaging with people, it is a good idea to have at least a few informative and useful posts online so that users who show up can receive some value right away. Additionally, remember that photo and video quality is more important on Instagram as compared to Twitter and Facebook, because your Instagram posts have to include a photo or video in order to post.

After a few postings, you might want to start following other accounts that relate to your dental practice. This works out in your favor as Instagram more or less works like a community. You can even gain influencers by interacting with content on other users' accounts.

This is the most organic way to put your Instagram account in the spotlight, as the account holder will receive a notification when you interact or follow an account. This can lead to them following your account as well. Additionally, always remember to respond to comments and engage with user content. Using this goodwill, the next step is to encourage other users to share your own content.

Lastly, never forget to promote your account on other social media platforms and channels. You can add an Instagram button on your practice website or ask followers on other social media platforms to join you on Instagram. Asking and engaging with your target audience are the best ways to get more followers for your Instagram account.

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