

How to Boost Posts



Instagram

Instagram is a picture sharing tool. One of the most important things to remember on this platform is pictures show up in searches most often if you own a “public page”.

PRO-TIP: Be sure to post from your agency account. It’s always a good idea to keep your personal photos private. We recommend building a separate public Instagram page to boost engagement. Make sure to have your contact information, email (for bookings, email abc123@gmail.com), other forms of social media, and a professional picture.



Natural Post Boosting

#Hashtags are used within the Instagram community to search for posts. Hashtags are also the best route to finding your page and contacting you.

- a. The more hashtags you use, the more potential traffic you will have to your photo. Make sure the hashtags you use are relevant so followers don’t consider it spam.

- b. Sometimes users search for different variations of similar words/phrases, so use multiple hashtags to increase the likelihood of your post being seen. Here are some great hashtags to boost your post views:

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|-----------------|---------------|-----------------|-------------------|
| #AppleVacation | #TropicalTrip | #Dream | #AllInclusive |
| #AppleVacations | #RIU | #Now | #PUJ |
| #Vacation | #IBEROSTAR | #Secrets | #PuntaCana |
| #FamilyTrip | #Barcelo | #Sunscape | #CUN |
| #FamilyVacation | #Occidental | #Zoetry | #Cancun |
| #AdultsOnly | #Melia | #Luxury | #MBJ |
| #AdultsOnlyFun | #AMR | #LuxuryVacation | #MontegoBay |
| #InfinityPool | #AMResorts | #Villa | #Yoga |
| #SunAndFun | #Breathless | #Yoga | #YogaEveryDamnDay |
| | | | #FitFam |

Paid Post Boosting

- a. Influencer Ad Purchase
Instagram has users called “influencers.” These are individuals with large followings and will often post an ad on your behalf for a price. You can contact them by reaching out to the booking information in their bio.
- b. Popular Pays
Similar to Influencers described above, you can reach out to a company that will find an Influencer for you and get the ad posted on your behalf. They charge per reach, so the more followers an account has, the more it will cost to have them post your ad.

Go to www.popularpays.com to learn more about the advertising options available for your agency

