

How can I draw upon the social media strategies of successful fitness bloggers to expand my followers and hits on YouTube, Instagram & Facebook?

Nenn Arabian

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American
University
of Armenia

English & Communications

Armenia

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Abstract

Nowadays, social media plays a vital role in our lives. It is the best source to accompany with individuals in terms of marketing, branding, fame and of course for fortune. In my research I will demonstrate my findings how to get more hits and followers/subscribers on social media. I am a fitness vlogger who makes helpful and motivational contents for other people who are seeking to enhance their health and be in shape. In this project, I have sought to expand the reach of my social media accounts. In addition, most of my other contents are inspirational to motivate people and start the fitness journey with me. The three different social media platforms that I am spending a lot of time are Facebook, YouTube, and Instagram. There are guaranteed strategies to help getting tons of clicks from the business accounts. I have experienced so much from this project. For instance, by the time when I was uploading an image without inserting the caption, I was getting less likes and hits. Strategies for expanding my social media followers included tagging big pages and writing motivational words. Hence, my results indicate the ultimate methods to build a strong community and form great strategies to maximize the results on the social media, which anyone can make it if they apply the tactics in the right way.

Introduction

Fitness allows people to exercise and to keep them bodily “fit”. Fitness culture and blogging had a major impact in today’s world. People insert a value in their content, blogs and their social media to help and acknowledge others. People can learn new materials from daily fitness blogs and the (web) sources can always help people to prevent injuries. It is certainly a

career for many others, especially for those who are willing to learn a new information and then share their knowledge and passion amongst others.

Since I have many goals in life related with fitness, I have decided to write my capstone proposal about fitness blogging. For me fitness blogging is super entertaining and fun, because I really enjoy creating the content and helping people to lose fat, gain muscle and get in shape. The most important component will be the motivation that I am willing to insert in every fitness blog, vlog and unique content that I create. The most famous fitness bloggers are rich with their knowledge and thoughts that they provide daily on their websites. They completely change peoples' mindset and make them strongly desired to transform their body. As a career, I have to be very serious and start progressing and striving forward to eventually reach my goals.

At the same time, working on the social media will be extremely tough and challenging because there are thousands of fitness bloggers out there. For me, increasing the number of followers/fans or subscribers and hits are vital because it signifies that I am indeed attaching all the hard work, knowledge and dedication. Therefore, part of my project will be based on how to build a credibility and gain new followers/subscribers and hits on the social media.

There are many techniques and ways to gain more followers on the social media. I have had my own research and found out the best ways and strategies to increase the number of followers and hits on different platforms. Below I will separately give my helpful thoughts and tips for growing a successful business and social media platforms. In general, the number of followers and subscribers matters because at the end the day I will make a great fortune with my business especially when I have my own branding. Also, sharing the awareness of my contents to people will play a significant role to benefit them in their lives to keep mentally and physically healthy.

The best well known social media platforms are Facebook, Instagram and YouTube. They are the most usable and valuable applications that people still utilize for business purposes, to get feedbacks, helpful information and of course to meet people from all around the world. In general, Facebook and Instagram are great and for posting images and videos. Hence, one can have instant followers. On the other hand, YouTube is extremely strict and have its own advantages and disadvantages, which I will be providing my experience about the facts of YouTube, Facebook and Instagram. In the end, the quality of the content is the most important factor that matters that will essentially bring or drive more people to my social accounts/pages. It is also good to note that being consistent of posting and uploading contents on these three mentioned platforms in the above is vigorous because it is about inserting the hard work and giving value to people, which I will get the value back in return. The beneficial part is when I spend my time creating a content and sharing it on these platforms, then I will gain people. So basically, it is working for people, the more I share contents, the more I am going to gain followers and people will recognize me even more. That is the beauty of social media, there is no magic, but only hard work, consistency and a quality over quantity.

One of my accomplishments was gaining an organic Facebook page likes, which really helped me to be very optimistic in life. In the past, I was struggling to get more followers (page likes) on Facebook and now I have reached almost 20K page likes. I tried to promote my page via Instagram and it worked really well. For instance, whenever I upload a new content on Facebook, I share it on my Instagram story and I highlight that particular story so that the new followers on Instagram would have the glimpse of my Facebook page and like it. Other than that, I discovered a great method to get even more Facebook page likes. I tried to explore on the Facebook search engine to find a great fitness or modeling contents, related to my niche. Then I

sent a message to their Facebook page to promote my contents and get more results. That page contains almost 1M (million) page likes and I did not get any response. However, I found the admin of that page and I private messaged him. After I contacted him, he offered me a shout-out with a low price, \$20. It was worth for trying it, because I gained 1K new page likes on Facebook within two days. He posted one of my top photos, a shirtless, well visualized abdominals, deltoids and chest in one photo. Then, I used that method three times and I have noticed great results. Also, I realized that most of the celebrities use that technique or strategy to share awareness, build a loyal following, maximize their Facebook page likes and to drive more traffic to their pages. Regarding to the commitment and dedication, I keep regularly posting good quality pictures or videos to not lose any followers or page likes. The aftermath is phenomenal; every time I post a new content on Facebook, it gets more engagement, likes, shares and comments.

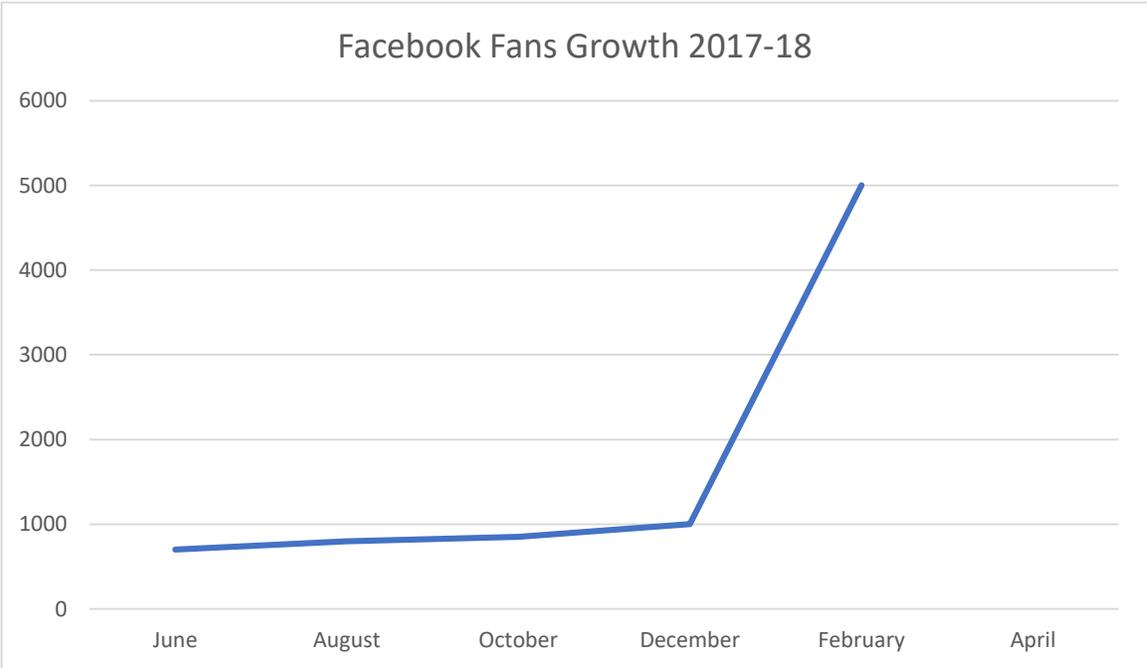


Figure 1: Maximum Results from June to April 2017-18

There is another trick on Facebook that I like to use and usually I get more results whenever I implement it correctly. I share other famous celebrities' photos or videos and I get more engagement. Using this method, I realized that people comment more often and share the post rather than posting my original content. This process is called curation, when people post other users contents and give them credits by tagging their names in the caption section. The purpose from this method is to attract people and gain new followers or page likes. Especially if the curated video is a top post, in other words "viral" posts, then Facebook will automatically will reach the content to more people. It is a simple technique, but it has to be implemented in a correct way. For instance, in the beginning, when I was using this technique, I was not gaining many page likes because I was uploading famous people with t-shirts and tanks. Then, the second time I shared their full upper body, shirtless and I noticed some great improvements. And the third time, I duplicated in the same way with the most popular celebrities and got huge results. I share others' contents two times a day. First one I share it in the morning around 11:00 AM or sometimes in the afternoon between 1:00 PM and 3:00 PM. Second post I upload it in the evenings around 9:00 PM. In addition, I post my photo during the peak time at 6:00 PM. I have tested many times to post the content at the best time, and I finally discovered that 6:00 PM is the most convenient time for me.

Facebook and Instagram are really supportive to each other. On my main Facebook page, on the left side of the list, I downloaded an Instagram tab, which that will help me to gain my Facebook fans on Instagram with one single click. Especially, my loyal fans, if they really love my contents on Facebook and if they regularly engage and share my photos/videos, they can instantly head to my Instagram and start following me without having any doubts. Also, on Instagram, in the bio section, I can provide my main Facebook page link, so my new Instagram

followers can click and directly go to my Facebook page. As I will discuss separately about Instagram and its special features below.

There is also a hidden technique that I found by myself while doing promotions on Facebook. It is again very simple, but yet effective. Whenever famous fitness pages do a shout-out for me or any other paid promotion by Facebook, I will have the chance to check out who likes my photo. In that point of view, I would enter in the “likes” list and it shows by names whoever like it and what is interesting is that on the right side of their names I notice the “invite” button. Whenever I tap on the “invite” button, they will get a notification to like my main Facebook page. During promotions not everyone likes my page; some of them merely like the precise image or video. Therefore, I found this technique helpful, because it can allow others to like my fan page on Facebook and engage through my previous posts.

The best part that I have experienced while working on Facebook is to receive a free promotion. That was completely shocking for me, because first time I receive a free promotion on Facebook. The reason why Facebook gave this opportunity, because one year ago I paid around \$40 for a promotion, and as for a return and for an encouragement Facebook wants to manipulate and persuade me for another paid promotion. However, I was not expecting to happen, but everything is possible. I did not get any notification, but while I was scrolling on my Facebook profile’s feed I noticed that Facebook was giving me this opportunity. However, Facebook chose the photo to be promoted. The image was not a topless or me flexing, it was a beautiful picture of me standing outside in the nature and staring on the streets. Facebook promoted that specific photo that would normally cost \$30, and I targeted my audience in Brazil because Brazilian people are very friendly and therefore the engagement will be very high. From my personal experience and perspective, the majority of my fans on Instagram are Brazilians and

the engagement per post is significantly high. That is the main reason to target specifically in Brazil. The promotion reached up to 10K people, and I have received few more page likes. I am sure Facebook will give me more opportunities in future, because my page is growing fast. Next time, when Facebook offer me a free shout-out again, I will take the advantage to the fullest and try to target different locations.

Moving on to YouTube, which is the second largest search engine on the social media. Currently, I am trying to find additional ways to promote my YouTube channel to boost the views and gain more subscribers. I create new contents and upload them on different days. Since my passion is a motivation and helping people to reach their goals, I started to make more motivational videos to inspire young generation. Besides, some of my closest friends, and fans ask me to create contents related to fitness instructions such as sharing my tips about nutrition/diet and workouts or exercises.

Once I upload a new video, immediately I share it on my Facebook profile (on the wall), Facebook page and of course on Instagram, providing the link. However, I do not get many views because Facebook will not reach to the max audience. Therefore, I figured it out that sending private message to every individual is much better than sharing on my wall. I implement the same action on Instagram. I “dm” (direct message) to my new followers the main link of my YouTube channel to get more views and hits. This is a great strategy for growth, but it takes a lot of hard work. There is a limit of sending or ”dm-ing” to many people, Facebook or Instagram could temporarily block me if I overuse or exceed the limit. The Instagram has a strict limit of 62 “dm’s”, and Facebook does not have a fix limit as long as it finds outs someone is misusing the tactic.

On the other hand, fix scheduling posts are important because it will allow people to know the exact time for the posts/uploads and the day throughout the week. However, I upload videos two times in a week on my YouTube channel. Sometimes, I post once in a week and I do not have a specific schedule time for posting the contents because I have other priorities to follow such as updating my other social media accounts and my studies. Hence, YouTube is surely a time-consuming platform to create a well-produced content. I will make sure to schedule posts once I build up a huge community on my other social media platforms. There are successful YouTubers out there, their career is to only make creative contents and upload them daily on YouTube. It is considered to be a full-time job, because they make a lot of profit and monthly income. While I was doing my research online, I find out a great source to change the game of the YouTube's algorithm. Lately, I added an extension called "TubeBuddy" on the Google Chrome, which is a certified tab for YouTube. This application can guide me to have more views and subscribers. It shows the best keywords or tags to type in with ranking. This tool can be extremely helpful, because people search for specific title and this application can give the user the precise finding to make the results better and easier. I tested this and I earned few subscribers. However, there is a full version of the application that can allow me to access for more options and make a huge influence on YouTube. Many famous YouTubers have done the same thing and they are satisfied with the results. As I am looking forward to purchase the full version of the this tool and have the best options in front of me for the fullest potentials and outcomes.

There is also a tool called Google ad sense. It is a popular utilization by Google and it is extremely powerful. This tool is similar to "TubeBuddy", but it is only available in a paid version. However, "TubeBuddy" has more options in terms of keywords and hashtags. Google

Ad sense is used by professional or expert YouTubers. They pay a lot of money to gain subscribers. The way it works is that when people search on YouTube, it pops up the precise title with some random and suggested titles. This will allow the users to explore and find out what people are really looking for on YouTube. It is a solid technique to use in the upcoming days and check how it works.

Now, as I mentioned in the above that YouTube is complex and much more difficult than Facebook and Instagram. There are further steps that should be executed accurately in order one to see results. The YouTube interference must look elegant, so whenever someone visit to my channel, it looks professional and elegant. Starting from the profile picture, it can be used a personal photo or a logo instead, but it should absolutely relate to my same fitness niche (category). The second part is called the banner, which is the cover photo for YouTube. This is another important part that should be taken into consideration because in the past my cover photo did not look beautiful or professional. In fact, the logo that I attached in the banner was called “Nerses Fitness”, while my name of YouTube channel was “Nenn Fit”. I altered and switched back to my name” Nenn Fit”, so they can match perfectly fine. Also, I did some customization by adding my Instagram and Facebook pages on the banner. In general, the profile picture and the banner (cover photo) may seem straightforward, but they are additional keys for gaining organic subscribers and hits on my channel. The same steps must be evaluated on Facebook and Instagram, but YouTube has to be more detailed and precise.

Regarding for the famous YouTube videos, I started to search about the best fitness and motivational videos. Then, the next step I contacted them via Instagram and Facebook for a shout-out. I did it exactly the same way on Facebook. I have received a free shout-out video, because the author loved my physique and because of my good way of communicating.

However, I did not get many views, because some of his previous videos are not popular. His channel on YouTube has 22K subscribers. The video reached up to 700 views with 17 likes. In addition, I contacted another person who owns a bigger YouTube channel, 73K subscribers, where he uploads mix of motivational videos. At first, he offered me \$15, a very low price, less than an average price that he usually offers to different clients. Then I have had the opportunity as a shout-out video for free because I advertised a website for products for him and he included that as an outro of the video. Now, the video got roughly 3K views, 155 likes and it is still growing. Of course, I have gained couple of new subscribers to my main YouTube channel by optimizing these methods on two different channels. In future, I will cooperate with many more successful YouTubers to grow my channel faster than ever. It will take time, but it is worth building a fame over a fortune.

The two different types of videos that I upload on my channel are motivational and instructional videos. Although, they both fall into the same niche related to fitness, but both have its special features that can send as a helpful message to the audience. Motivation is something that we all need as a human being. For example, every time I go to the gym, I need a good motivation to lift more and have better results. The fact of the matter is motivation plays a big role in our daily lives. I believe if one has a strong belief and a motivation inside of him/her, then they can live their life optimistically and they can even achieve more in life. Therefore, I love creating motivational videos and touching people's lives, so they can start their journey as well whether in the fitness industry or in other aspects of life. So, I compile great shots of me lifting in the gym, edit the video in a professional way, and alter audio and video transmissions. On the other hand, making instructional videos can give a value to the people. In other words, providing free healthy tips and teaching them the proper way of exercises will certainly affect their mindset

and help them to live in a healthy environment. Eventually, both types give a special value to the people. In addition, they both leave a legacy behind if its built right. The only difference is sometimes the motivational videos can easily manipulate with individual's emotions and it can inspire them. Especially when the videos have strong graphics or if some parts of the scene are absolutely tremendous.

Overall, whenever I post a motivational video, I get more attention from people and the engagement goes higher especially when the video has an emotional music background with a motivational speech. This combination would certainly have an impact to the audience and it will allow them to share the content with their friends. Now, I am not saying that the instructional videos are useless for my fans, but the motivational ones rank way higher than the instructional videos. Again, if the quality of the video is great, then it can have a higher assignation. For the last couple of weeks, I uploaded two new instructional videos. The first one is about cheat meal, giving my opinion and tips. One of my friends left a comment under my previous posts and asked me to make a video about cheat meals. After uploading my videos on my channel, I promote them by mentioning on my story on Instagram and asking other people's ideas to upload new videos on my channel based on their thoughts/ideas. This process can grab their attention immediately and then most likely they will reply back by "dm-ing" and telling their thoughts about the next video. This works really well, especially when I talk on my story instead of writing or inserting captions. The second video was about Protein and BCAA. The BCAA stands for Branched Chained Amino Acids, which is a protein synthesis and it can help for recovery and to build muscle. Actually, one of my fans on Instagram suggested me to make this type of instructional video.

On the social media, there are plenty of communities to exchange information and share ideas and contents. Facebook is one of them, especially in the groups that can help the members to take a full advantage and achieve more in any endeavor of life. For my case, I was looking ways to get more subscribers and drive traffic to my YouTube channel. Therefore, I joined a group called “YouTube- Sub to Sub”. I joined three groups, and I linked my main channel in each of the groups and subscribed to the new members to get back in return. They subscribed me back, I got more than 40 subscribers a day. However, I realized that it was pointless because whenever I upload a new video I did not get any engagement from the new subscribers. After passing few days, I did a small test by unsubscribing them and they unsubscribed me back. This method was only to help each other to establish a good number of subscribers. Obviously, the group members have different perspective that fall in different type of categories or niche, but they belong in the groups because of YouTube. In addition, I shared my contents on the Google plus, in the community section, but I did not get as many results as I expected. In the end, it was good to experiment and learn more to get attention from people.



Figure 2: Maximum Results from July to April

I will keep uploading regularly to reach up to 1K subscribers very soon. YouTube is definitely one of the hardest social media platforms. Most of the YouTubers struggled to reach in between 1K to 5K subscribers. That is the initial kick, then YouTube will automatically highlight and share the suggested videos or contents to the audience, which means my channel will be boosted to maximize its outcomes. YouTube has also its own algorithm and they changed it in 2018. I cannot monetize my videos because there are certain requirements that I need to complete in order to start monetizing for every single content. “The new 1,000 subscriber/4,000 hours of watch time threshold will be difficult to reach for those who have only just started a channel, especially with mysteries of YouTube's algorithm dictating which videos get pushed in front of users' eyeballs” (Palladino, 2018). However, this will not stop me to upload new contents every week. I will upload mix of motivational and instructional videos weekly and share them on different social media platforms for the best results.

On the other hand, the fastest and the easiest social media platform is to work on Instagram. According to “statica” the statistics portal, On October 2016, the Amount of daily active Instagram users was 100M (Million) and on September 2017 reached up to 500M (Million) of active users. Now, this indicates that Instagram is growing much faster than any other social platform. “Pew Research Center reported this month that Instagram use is higher than that of Twitter, Snapchat and WhatsApp, at least in terms of the percentage of Americans who say they use it” (Fortin, 2018). However, the risky part is extremely competitive because there are many users who switch their profiles to business pages. This means that if I do not post a high-quality picture or make a creative video; chances are that nobody will give a value and therefore the engagement will be very low. Good fitness star like Christian Guzman always posts a quality images and valuable videos on his Instagram to always impress his fans. Most of his pictures are shirtless, aesthetics and sometimes he posts a short video flexing his muscles. Also, he uploads a lifestyle videos on his YouTube channel. He has lots of photos about his lifestyle on Instagram, which includes family and friend’s photos. I am doing the same continuously. However, my target is to motivate more people rather than being merely a lifestyle. In other words, I will only appear in most of my photos and videos and have a strong message to touch peoples’ heart instantly. It will be all motivational, but perhaps sometimes I may include posts related with my lifestyle but I will not try to show off the price tags of my tangible items in future. I remember during summer, 15th of June 2017, I had 1K followers. I did not know the tricks and the strategies to build up my followers or fans until I studied and experienced them. On 8th of March, 2018 I have reached up to 40K followers on Instagram and it still growing day by day.

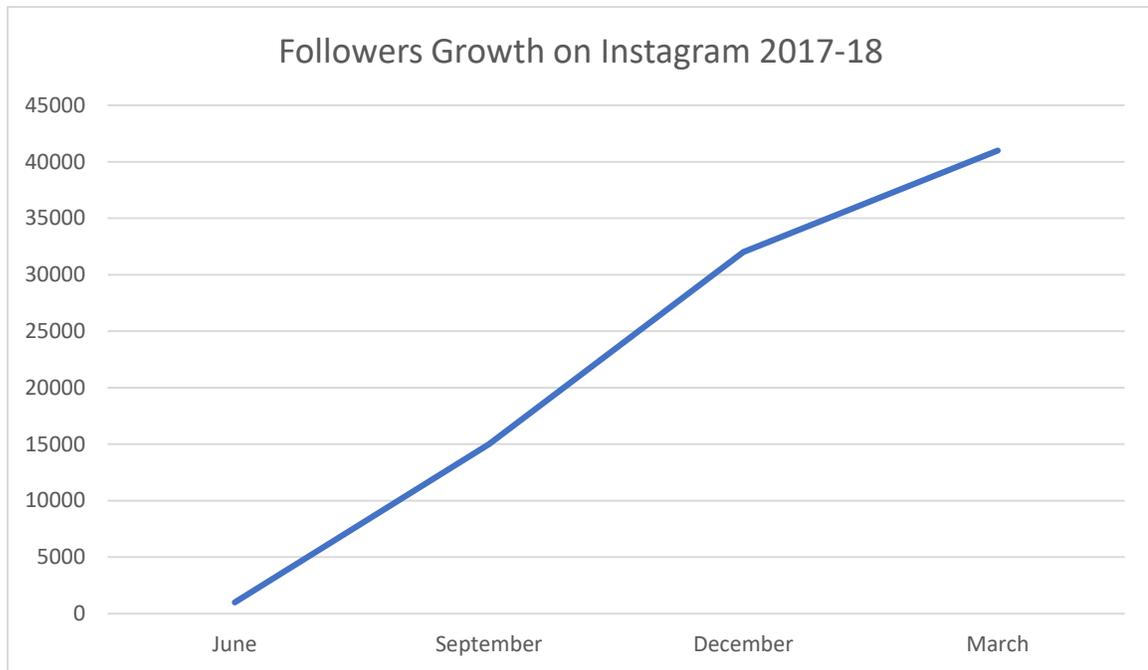


Figure 3: Growth from June to March 2017-18

At the very beginning, I was struggling to know some of the best ways to earn more followers. Then, I did my research, and watched great YouTube tutorials about the Instagram following guideline to find out the solution. There are many ways to increase loyal followers and make an impact on the Instagram.

The best and the most effective way to gain followers on Instagram is to find the appropriate niche on the famous pages and start following the people who like their content. That is how I started gaining followers. I keep following people who are interested in the fitness category. Also, I comment on their posts, which means I am giving them true a value and I will have the comments and the followers back in return. The more I apply this strategy, the more I am going to gain followers and have a better quality of engagement. It may sound very simple, but it requires a lot of hard work, dedication and in the end, it is about a consistency. Sometimes I comment on people's post, but I do not get any response or a follower back, but I keep

repeating the same action over again, nonstop. Another way to gain an instant follower on Instagram is to search for the best keywords related to fitness niche such as “aesthetics” “bulking” “motivation” or “bodybuilding”. Then, random people post their content based on certain hashtags and I try to follow them again. This method is guaranteed, but it is a slow growth.

In consideration of foregoing, I follow the best fitness pages that has a lot of followers and the highest engagement for each post. Then from the top of the right corner of the page, I turn on the post notifications. This is by far the effective way for exploitation. What this method allows me to do is that whenever the author of the page posts a content, I will be notified instantly. Then I head to the post and start following people who like the content. This is also considered as an alternative way of self-promotion on Instagram instead of paying. If the feed of my Instagram looks clean and professional, then when I target the audience as the same niche as I have I will make an impact. Especially, when I leave a comment and like their content. However, I use this method every day to earn new subscribers and implementing this method daily, I drive a lot of traffic to my page.

Instagram has its own unique style in promoting photos or videos. However, it is not free and Instagram can give access only if the account is switched from profile to business page. A great example of promotions, Marc Fitt has invested lots of money by promoting it on Instagram and Facebook to appear his work in front of millions of followers. It has a great feature like Facebook; it can allow to target people. I can set the promotion to target different age and countries to achieve my direct goals. I paid \$20 to promote my latest photo in Armenia, age in between 19 and 20 years old. I gained 35 Armenian followers. The issue is that doing once is not adequate; to see results I have to promote it multiple times and pay more than usual. In future, I

will try again, but targeting worldwide and setting the budget up to \$100 to get the maximum results. There is also another spectacular feature that Instagram includes in promoting the page. Before filling the requirements, it mentions people's interests to make the promotion smoother and more effective. Hence, it will definitely help the user to get the full advantage of it.

Instagram has the hashtag setting that can even bring more people or followers if it is used in the right way. However, in 2018, Instagram has changed its algorithm and it is now very strict. "There's no question about it, Instagram posts are no longer getting the amount of exposure they used to. Now, it's estimated that only 10% of your audience is actually seeing your posts" (Carbone, 2018). This means that the moment I post a new content, it should get as many likes as possible in order to reach Instagram the remaining 90% of my followers and to go viral. The reason why Instagram is behaving in a strict way because there are many fake accounts out there, and Instagram wants to get rid of those fake ones. I have had a little experience by following the new algorithm and it makes sense. For instance, Whenever I post a new content, I insert the hashtags in the comment section, which can be counted as a comment. However, now the hashtags should be posted in the captions section, right underneath my motivational words or captions. In addition, regarding to the algorithm, there is a limit to the hashtags. Out of 30 hashtags, it should be inserted only 5-25 hashtags. For example, before I used to have the full advantage and put all the 30 hashtags. Now I started to put less hashtags, between 5 and 25. I place hashtags related to my fitness niche such as (#fitness #aesthetics #model, etc..) and every time I change the order of hashtags. However, If Instagram find outs that I am putting the hashtags in the comment sections or not respecting the new rules, it will automatically shadow Bann me. This means Instagram will not show my post to the people, even to my loyal followers without giving me any sign or an attention.

Most of my captions on Instagram are “personal” and motivational words. Sometimes I attach famous quotes, but of course in quotation marks to give the author a credit. The captions should be strongly connected with the image or the video. For instance, If I am smiling in the photo and pointing right in the camera, then of course in that case the caption would be humorous. The writing or the captions play a significant role in persuading others, therefore I always make sure to think critically before posting an image. In some photos, it has to be a strong meaning, and the best way to express my feelings is to write psychological and strong words to have an impact on my fans.

Another important factor is to manipulate with the filters. Most of my photos have no added filters, because I want my photos to look aesthetically clean, simple, and natural. I notice that some people change the filters whenever they post an image, which can affect the whole quality of the picture. However, I may use filters and tweak the contrast or the brightness if I see the photo is dark. That would make sense and help a lot in terms of leaving more eyeballs on the image.

When it comes down to the business, I will start making profit from those three different social media platforms. They are not only utilized to gain likes, hits and followers, but they surely are for huge incomes. It is a competition, especially when the celebrities have big number of followers. It will specifically work on Instagram, because there are many online users, which the celebrities will easily persuade them in a good way to buy their products or services. One of my plans is to put a lot of hard work on creating an E-book about 6-Pack abs (abdominals) and fat loss. Once its complete, I will start selling them on Instagram and if I make good profit, then I will create persuasive promotions on Facebook as well to make more sales. In addition, when I successfully create my own website (nennfit.com) I will link my E-book, diet and workout plans

in the website so the hits and followers can head to my network. Also, I am planning to include my gallery, high quality pictures, motivational, instructional, and transformational videos. The preference and layout of my main page will look professional and very welcoming to the audience.

There are many influencers on Instagram such as Marc Fitt, Christian Guzzman and Rob Lipsett. They usually link their main website or their YouTube channel in the bio (main page of Instagram) to grab people's attention. They especially focus on their diet and workout plans to make huge profit. In addition, those fitness models and entrepreneurs tend to get sponsored by great companies like Gymshark or Under Armour by promoting their products such as tanks, shirts, hoodies and shoes. Also, they make huge income by promoting supplements from well-known companies like Optimum Nutrition (ON), Muscle Pharm, MuscleTech, MET-Rx, BPI Sports and Cellucor. Big companies notice if the influencer has a big number of real/active followers, then they give the opportunity to the celebrities or influencers to maximize their sales. When I reach up to 100K Instagram, I will contact one of the companies and start promoting their products or services on my page.

I have plans to launch my brand with my coworkers, especially when I get more than 100K likes and many comments per post. I will do my research well and accurately to make sure that the brand sound very unique. There will be many great items available such as tanks, hats, bracelets and protein shakers, well designed with our special logo on each item. About the logo, it will be "NF" which will be standing for two meanings, first one is "Nenn Fit" and the other one "Navigate Fitness".

I will try these methods and see what works for me the best. I have tried some of them already like following people in the same niche and the results are perfect. A lot of people use

that method, but not the celebrities because they have their automated following methods and Instagram promotions. I also tried the shout-out opportunity, but I did not notice good results because doing once was not adequate. However, many celebrities do the paid shout-outs and they receive high engagements and a huge traffic. So, I will definitely consider that method to try again in the future by spending more money to grab peoples' attention. At the same time, I will link my official website under the precise content to promote it faster and to make sales. "You can promote your latest products, acquire new customers, or even communicate directly with your existing ones. Instagram has reached 800 million monthly active users" (Haran, 2018). Instagram is definitely a great platform to make commissions, and of course to sell products or goods and services. Therefore, I will always attach my hard work day in and day out to motivate thousands of people, help them to obtain information and to gain loyal followers on my social media platforms. At the meantime, the more I promote and work harder, the more I am going to make profit.

My future goals from now to ten years later are the following: For Instagram and Facebook, by using all the methods that I mentioned I will gain up to million followers for Instagram and a million fans for my Facebook page. Especially including the shout-outs, shout-out for shout-out and paid promotions to maximize the results much faster. On the other hand, YouTube, which is very difficult to handle; I will do my best to reach over 250K subscribers. It is time consuming to create and edit a video to make it look like professional. However, I will promote each content on my Facebook, Instagram and on my website in future to make tons of hits. Besides, I will find big YouTube channels and communicate with them to upload my motivational videos on their channel. It is the ultimate way to increase the eyeballs and get one step closer to fame.

In the end, this was a great experience for me because I really enjoy motivating people by posting inspirational contents on social media. The important factor is that I truly enjoy what I do, and it empowers my life to do and create more. In addition, I learned the true meaning of dedication and commitment especially when I arranged my time to dedicate filming myself whether in the gym or anyplace to deliver my actions through different social media platforms, and to speak my thoughts loudly to give helpful information to my loyal fans. I still have a lot to give daily to start earning profit from my own branding and personal programs. All the important methods and tactics that I mentioned above will pay off sooner or later. Branding is not easy, there are important components that involve to reach success such as consistency and the right mindset. This journey will continue further without any boundaries to make sure I reach my goals and crush every obstacle that I face in the future. I believe that any individual can accomplish certain tasks and reach higher places if they are fully determined, because everything is possible.

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