



# Hacking Growth



An initiative by Odanta

Creators know what they're doing. Small or big, you guys want to be left alone. Who needs some good old-fashioned advice and a warm hug when you are out conquering the world? Well, why can't you eat the cake and have it too?



# What NOT to do. Duh.

**"Someone else will make my videos!"**

Make video editing and sound mixing your best friend. Video is the future and if you can master its production on your own, you are set for the next 10 years!

If capitalism has taught us one lesson, is that brands don't care for us. If your content is only brand promotions, then you will quickly lose out on your audience.

**"Work with as many brands as possible!"**

**"Join an agency first thing!"**

Do not sign a contract with any agency that claims to get you a million followers and brands! There is a reason you started on your own. Focus on your content until you get a real offer.

# Make it look good.

There are many free tools that help you make your content more *☆☆aesthetic☆☆* Use them.

For designing literally anything



For research and captions



For storing all your links together



For building strong engagement



For editing reels and YT videos



# Teamwork is God's work.



Growing your brand doesn't have to be a lonely journey. You might already know someone in your field. Otherwise, a bit of research doesn't hurt. Slide in their DMs and ask to work together.

**COLLABS!!**  
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Collaborations make your content more relatable because essentially, you just made a friend online. You also capitalised on the other's popularity and reach, which is just working smart not hard. Plus, you learnt how to work with someone else. That's a win in our books.



# Timing is everything.

When it comes to posting on Instagram, the algorithm matters a lot. We've listed out the best times to schedule posts. But rule of thumb, any time people get done with work or sit down for lunch, is a good time to post!

## Monday

7:30 am,  
3:15 pm,  
7:30 pm.



## Tuesday

11:30 am,  
1:30 pm,  
6:30 pm.

## Wednesday

8:30 am,  
4:30 pm,  
5:30 pm.

## Thursday

4:30 am,  
6:30 pm,  
9:30 pm

## Saturday

4:30 am,  
5:30 am,  
8:30 pm.

## Friday

12:30 am,  
2:30 pm,  
10:30 pm.

## Sunday

2:00 am,  
4:30 pm,  
5:30 pm.



# Last but not the least...



Video is king. Learn how to edit and design videos. Learn to spot trending audios and mix them up a bit. Learn to use high quality images and relevant keywords in your YouTube videos.

Don't put all your eggs in one basket. It's very important to focus on affiliate marketing & other sources of revenue using apps like Odanta sooner to go from a creator to an entrepreneur.

Your success won't come overnight. MKBHD posted 100 videos before reaching his first 100 subscribers. Carry Minati barely got 200 views per video in his first 4 years. Only perseverance can push you to the top.

