

***fp**trading.*

Instagram Strategy





IB PARTNER PROGRAMME

Your Instagram, your client acquisition engine

A guide to strategy, content and a step by step action plan so your presence on Instagram brings you new clients every week, without relying on luck.

Active Partners

5,000+

Trading Clients

150,000+

Monthly Payouts

\$1M+

Excellent



4.9 out of 5

★ Trustpilot

MT4

MT5

cTrader

Regulated across multiple jurisdictions

Segregated funds

| Lloyd's client insurance



The Opportunity

Why Instagram is your biggest growth lever right now

Your future clients are already there, watching reels, comparing brokers, looking for someone trustworthy to explain the market to them. Instagram lets you build that trust in public, every day, without spending on advertising. Every post is an open door towards your registration link.



Reels

The format with the greatest organic reach available today. A single video can reach thousands of people who never followed you.



Stories

Your daily conversation. They keep your personal brand present and create real closeness with your audience.



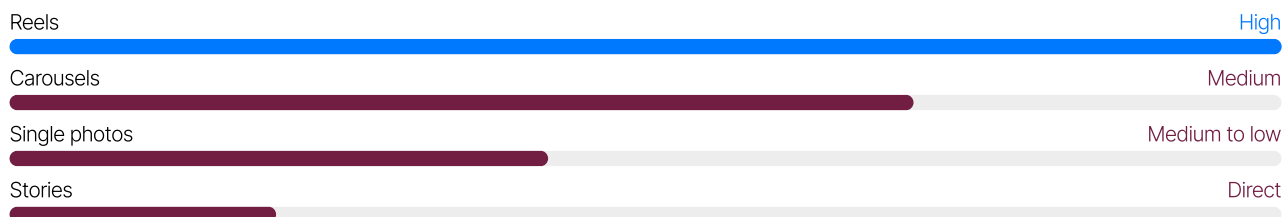
DMs

Where questions turn into registrations. This is where the final step happens: guiding and closing.

Your mission is not to "sell trading". It is to teach, show your judgement, and be the person people think of when they decide where to open their account. Everything else, the rebates, the payments, the growth of your network, follows directly from that.

Typical organic reach by format

How much new content Instagram tends to show for each format, highest to lowest



Indicative pattern based on typical algorithm behaviour. This is why reels are your priority, although stories serve a different purpose: direct closeness.

Step 1, The Foundation

Before you post, prepare your profile

Your profile is your first meeting with a potential client. You have three seconds to convey trust, so make sure every element works in your favour.

Your profile is your shop window

- ➔ Professional or creator account activated, so you have access to insights and a contact button.
- ➔ A clear photo consistent with your niche: you, your brand or your logo. Never a generic image.
- ➔ A bio in three lines: who you are, who you help, and what they get by following you.
- ➔ One single link in bio, pointing to your IB registration. Do not dilute it with other options.
- ➔ A visible risk warning in your bio or highlights. Transparency builds trust.

An optimised profile turns visits into conversations, and conversations into clients registered through your link.

Four mistakes that push a potential client away:

⊗ A broken or out of date link in bio.

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Step 2, Content Strategy

The five pillars that build trust

You do not need to post every day without direction. You need to post with intent. Spread your content across these five pillars and your account will start to move on its own.

01 Education

Simple trading tips, glossary terms, common mistakes. Teach one small useful thing in every post.

02 Behind the scenes

Your day to day as an IB: your process, your setup, your tools. People connect with people, not logos.

03 Social proof

Real client testimonials with their permission, reviews, screenshots of your community growing.

04 Motivation

Mindset, discipline, risk management. Content that inspires people to keep learning to trade better.

05 Direct offer

Openly invite people to register with your link: the benefits of FP Trading, how to start, why today.

Suggested weekly mix:

35%

Education

20%

Behind
the scenes

20%

Social proof

15%

Motivation

10%

Direct offer

Step 3, Idea Bank

Twenty content ideas so you never run out

Pick an idea, adapt it to your voice and post it. Here are four ideas ready to go for each of your five pillars.

Education

Reel: "Three mistakes new traders make"

Reel: glossary in 60 seconds, "what is the spread?"

Carousel: how to read a candlestick

Story: a mini lesson on risk management

Behind the scenes

Reel: "my analysis routine every morning"

Photo or carousel: this is what my trading setup looks like

Reel: a day in the life of an IB

Live: questions and answers on Fridays

Social proof

A video testimonial from a client, with permission

A screenshot of a thank you message

A story: "from curious to registered client"

A featured Trustpilot review

Motivation

A quote plus a reflection on discipline

"What I learned from my worst trade"

Carousel: three habits of consistent traders

A reminder that trading is a marathon

Direct offer

Reel: how to open your account in three steps

Carousel: the benefits of trading with FP Trading

Story: a countdown to a special event

Reel: answer the FAQs about registering

Step 4, The Star Format

Reels that stop the scroll

The algorithm rewards reels with the greatest organic reach available today. You do not need expensive production. You need a structure that works, repeated consistently.

The four step formula:

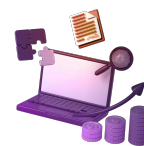
Hook in the first three seconds

a question, a surprising fact or a common mistake.



One message per video

If you try to explain everything, you explain nothing.



Subtitles always on

Most people watch without sound.



Close with a clear action

"Save this video" or "Link in my bio".



Publish three to four reels a week. Consistency matters more to the algorithm, and to your audience, than perfection.

Hook templates that

Direct question

"Did you know that ___ can ruin your first trade?"



Fact or figure

"90% of new traders make this mistake with ___."



Common mistake

"Stop doing ___ if you want to trade with more judgement."



Before and after

"This is how I traded before I understood ___, and this is how I trade now."





Step 5, Daily Contact

Stories, your daily conversation

Reels bring you new followers. Stories turn them into a community. Use them to be accessible, close and present, every single day.

Quick poll: "Forex or metals?"		A question box about trading	
A countdown to your next live		A testimonial in story format	
Behind the scenes of your day		A link sticker straight to registration	
A weekly summary of what you learned		A repost of a DM, with permission	

Recommended frequency, three to five stories a day. They do not need to be perfect. They need to be you, being consistent. That closeness is what later turns into a direct message and a registration.

The stickers that generate most interaction:

Poll Choose between two options	Questions Receive open questions	Countdown Build anticipation for an event or live	Quiz Test what they have learned
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Step 6, Extend your Reach

More strategies to bring clients into your community

Once your organic content is flowing, these tactics accelerate your growth and help you turn followers into an active community around you.

1

Giveaway or competition

Give away something of value, such as an ebook or a one to one session, in exchange for a follow, tagging friends and commenting. It multiplies your reach in days.

2

Free lead magnet

Offer a free guide or checklist in exchange for a DM or an email address. It is your first real conversation with a potential client.

3

Weekly Instagram Live

Run live sessions to answer questions in real time and show your judgement in front of your audience.

4

VIP broadcast channel

Create an exclusive broadcast channel for your closest community, with content and updates you do not post in the feed.

5

Paid collaborations

Invest in joint posts with finance micro influencers to reach new, aligned audiences.

6

Content challenge

Launch a five to seven day series such as "Learn to read a chart" in reels, so people stay with you to the end.

Combine two or three of these tactics a month, not all at once. It is better to execute a few things consistently than to spread yourself across too many initiatives.

Step 7, Discoverability

Hashtags and smart reach

Good content with poor tagging goes unseen. Help the algorithm understand what you are talking about and who to show it to.



Combine three levels:

niche hashtags (#tradingforbeginners), community hashtags (#forextrading) and brand hashtags (#fptrading).



Cap the count:

use 8 to 12 relevant hashtags rather than saturating the caption. Quality beats quantity.



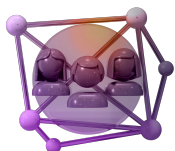
Write the keyword in:

put it into the text, not only into hashtags. Instagram indexes your copy too.



Switch on location:

turn it on if you make local content. It improves your reach in your region.



Collaborate on posts:

make collab posts with other traders or educators. You double reach without doubling effort.

A hashtag bank ready to use (Combine them using the three level rule):

Niche:

#tradingforbeginners

#learntotrade

#financialeducation

#technicalanalysis

Niche:

#forextrading

#forexcommunity

#tradingcommunity

#financialmarkets

Niche:

#fptrading

#fptradingpartners

#ibfp trading



Step 8, The Funnel

Your link in bio, the bridge to registration

Everything you post has one final destination. This is the path every follower travels to become your client.



A reel or story
captures attention

With a strong hook and a clear
message.



Your
profile builds trust

Clear bio, social proof, visual
consistency.



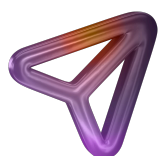
Your link
in bio receives them

A simple landing page or link hub
carrying your registration link.



They register
with your IB link

ib.fp trading.com/register, always the
same one, always visible.



You follow up by DM

You guide them through their first questions
and build the relationship.

Always use the same registration link across every channel, in your bio, your stories and your DM replies. That way you can measure clearly which content is genuinely generating registrations.



Step 9, Real Conversion

The sale happens in the comments and DMs

Posting is only half the work. The other half, the half that actually converts, happens when somebody writes to you. Show up, do not disappear.

1

Reply within the hour

Speed conveys seriousness and real availability.

2

Thank every comment

even briefly. Every reply increases your reach with the algorithm.

3

Ask questions in your captions

to invite comments. More comments means more reach.

4

Personalise your DMs

A generic message gets ignored. One that uses their name and their question gets a reply.

5

Create your own space

a group or a channel, to bring your most engaged community together.

Quick reply templates (Adapt them to your voice. Never copy them word for word twice.):



Comment on a reel:

"Thank you for commenting. That is exactly what my next reel is about, I will let you know when it goes live."



First DM:

"Hello. I saw you asked about _____. Tell me a bit more about your situation and I will help you work out where to start."



Follow up after interest:

"Did you get a chance to look at the guide I shared? If you have any questions about registering, I am here."

Step 10, Authority

Build social proof that cannot be ignored

Trust is borrowed. Lean on real testimonials and on the backing of the brand you represent to speed up the decision of the people who follow you.



Ask satisfied clients for testimonials and share them, always with their explicit permission.



Collaborate with other IBs, traders or educators for joint lives and cross shoutouts.



Show your community growing: screenshots of comments, new followers, thank you messages.

Your authority argument:

Remind your audience that you represent a broker **regulated across multiple jurisdictions**, with **client insurance through Lloyd's of London**, a **certified member of the Financial Commission** and rated **4.9 out of 5 on Trustpilot**. It is not a promise of profit. It is the reason they can trust where they open their account.

How to ask for a testimonial without it feeling forced

A suggested message after a good client experience

"I am really glad it is going well for you. Would you be up for recording 20 seconds about your experience? It would help a lot in encouraging more people like you to get started, and of course I will only share it if you give me the go ahead first."



Step 11, long Term Trust

Post with confidence and responsibility

The credibility you build patiently can be lost in a single badly judged post. Follow these simple rules and protect both your personal brand and FP Trading's.

! ALWAYS REMEMBER

CFD trading carries a high level of risk and the majority of retail accounts lose money. Communicate that clearly. Do not hide it.

✓ **Do:** share your process, your analysis and your judgement as an educator or trader.

✗ **Do not:** promise guaranteed returns or assured results. Nobody can promise that.

✓ **Do:** include the risk warning on posts about results or performance.

✗ **Do not:** present screenshots of profits without context or a risk warning.

✓ **Do:** check FP Trading's geographic restrictions before targeting campaigns at a region.

Words and phrases to avoid:

Guaranteed profits

Risk free

Easy money

Assured returns

Get rich quick

100% safe

You never lose



Step 12, Continuous Improvement

Measure what matters every week

What gets measured improves. This is roughly how the funnel of a post that works looks, from views to registrations.



Illustrative proportions to guide where to put your attention. Your real numbers will depend on your niche and your audience.

Metric	What it tells you	Frequency
Reel reach	How well your hook and your subject are performing	Weekly
Saves and shares	The most reliable indicator of genuinely useful content	Weekly
Qualified followers	Real growth in your target audience, not just numbers	Fortnightly
Registrations with your link	The final result: new clients in your structure	Monthly

Suggested weekly mix:

3 to 4

Reels published

20+

Stories published

100%

Comments and DMs answered

1

Collaboration or live

Time to Get to Work Your 30 day plan to get started

You do not need everything to be perfect before you start. You need to start so that it becomes perfect. Follow this calendar week by week.

Week 1 - Prepare your foundation:

Optimise your profile, define your five content pillars and publish your first introduction reel.



Week 2 - Find your rhythm:

Publish three reels and daily stories. Start replying to every comment and every DM without exception.



Week 3 - Amplify:

Launch a collaboration or giveaway with another profile in your niche and ask for your first testimonials.



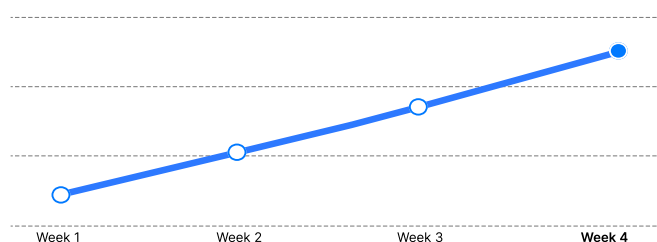
Week 4 - Analyse and scale:

Review your metrics, identify which content converted best and repeat it the following month.



What you can expect if you stay consistent

Approximate weekly reach and interaction during your first month





*fp*trading.

Every post you share today is a client
who could arrive tomorrow.

Activate your strategy today

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[IB.FPTRADING.COM/REGISTER](https://ib.fptrading.com/register)

