OPTIMIZE YOUR INSTAGRAM
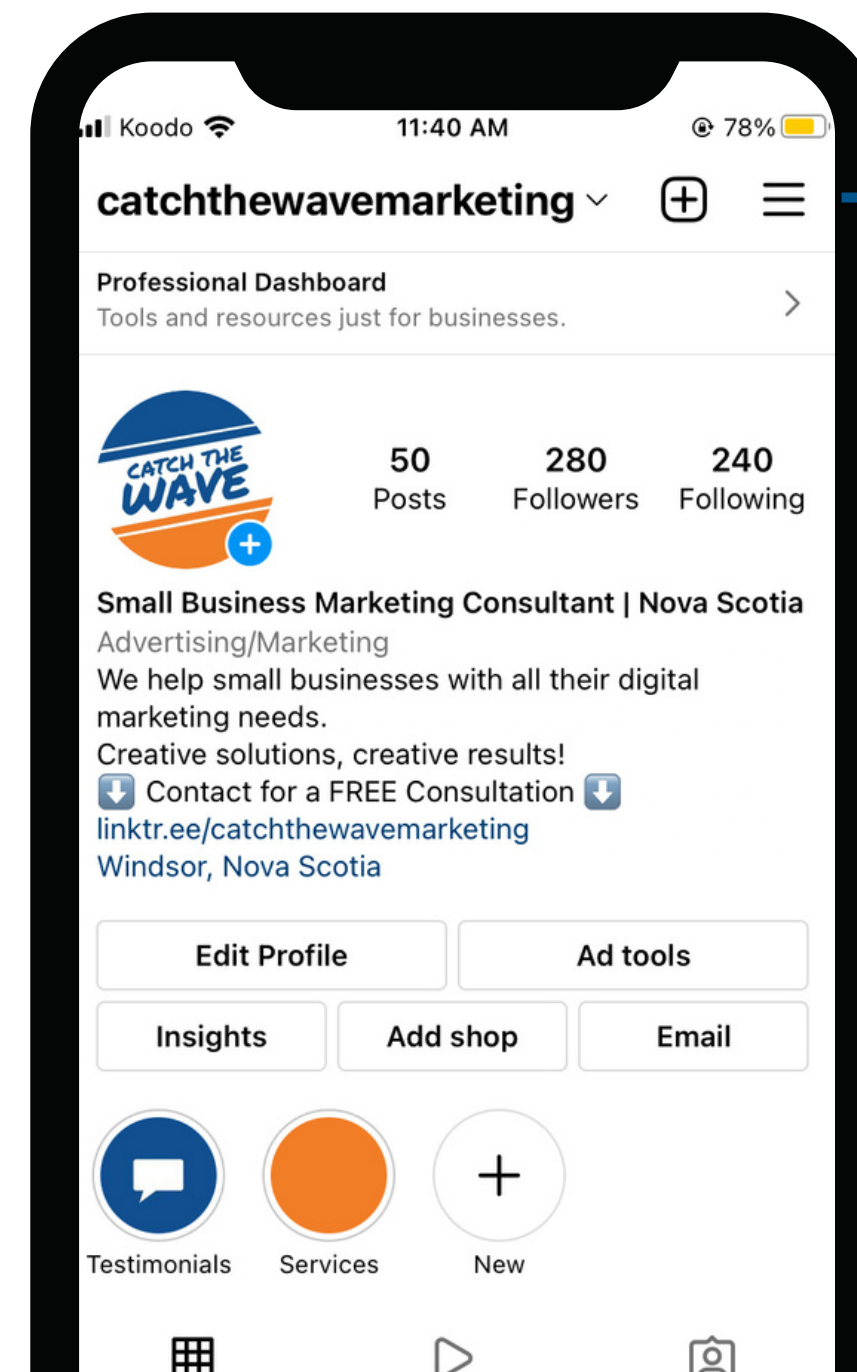
Make sure you are using an Instagram BUSINESS ACCOUNT

To do this go to:

Profile > three lines top right corner>
Settings> Account> Switch account type

If you currently have any reel drafts, please save them to your camera roll before switching account types.

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| Edit Profile | Ad tools |
| Insights | Add shop | Email |

Testimonials   Services   New

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How can you improve your customer journey?

- Think of Instagram as a mini website
- Make things EASY for your audience!
- Clearly explain what you do + who you serve/how they can work with you (business dependent)
- Clearly direct them using strong CTAs (call to actions)
- Keep things short and simple- get their attention quickly

First Impressions matter!

The first thing they see when they visit your profile is your BIO!

When using Instagram for business purposes, your bio is one of the most important parts of your profile.

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Account Handle

Also called "Username". This should be AS CLOSE as possible to your business name. You should refrain from changing this.

Profile Photo

This should be your logo or a high resolution photo of you. Depends on the type of business you are: service vs product based businesses.

Account Name

Also called "Name". The MOST important line in your whole bio!!

This field is searchable, use keywords. Things you could include: your main service, your location, type of business.
Before you edit this, please keep in mind you can only change this field twice in 14 day period.

Category

One of my favourite Instagram hacks! If you update your Category to "Community" or Entrepreneur" you get access to the entire music library on Instagram. You can also simply hide your Category if it doesnt suit your business

Edit profile > Public Business Information> Profile display> turn off "Display Category label"

Location

As a business account you can add your location. When doing so, this is a good opportunity to make sure your other contact options are up to date.

Bio

Your Bio should clearly explain WHAT YOU DO + WHO DO YOU SERVE

Things you could include: your tagline/mission, your services/products/offers

make sure to leave room for CTA

CTA (Call to Action)

Your CTA is the last line of your bio and appears directly above your website link. You want to tell your audience what you want them to do! Think of a sales process and what is the first step: send a DM, email, Book now, fill out contact form.

Website

Either your website link or a linktree (website landing page, booking page, etc.)

When using a linktree, place your links in order of RELEVANCE! Your CTA in your bio should align with the first link.

Highlights

Highlights are a great way to showcase your business and keep your audience updated. Whether it's what you offer, upcoming availability, testimonials, services, FAQ etc. In short they are albums of anything you've posted to as a story before.

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THE PARTS OF A PROFILE CHEAT SHEET

Your business name — **Account Handle**

Logo or High Res photo of you — **Profile Photo**

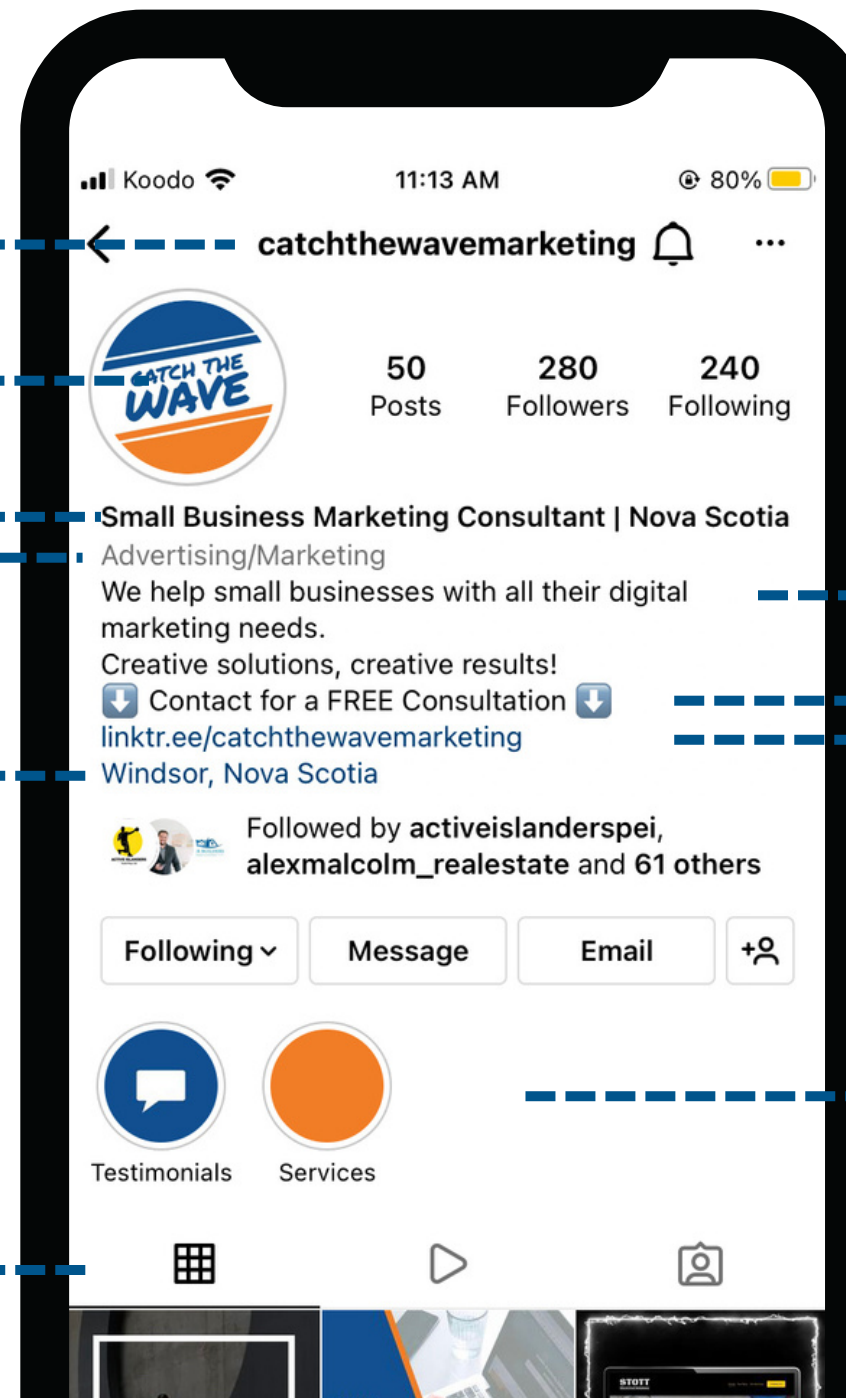Searchable field, use keywords — **Account Name**

Category

Add your location! — **Location**

BIO — What do you do + Who do you serve

CTA — Direct the people to the good stuff.

Website — (website, bookings, promo etc.

Services, FAQ, Testimonials, About You, Etc. — **Highlights**

Your posts — **Grid**

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Phone screen content:

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