INSTAGRAM PROFILE CHEAT SHEET

TIPS & TRICKS TO GET YOUR INSTAGRAM NOTICED BY YOUR IDEAL CUSTOMER

10 UPDATES TO MAKE YOUR INSTAGRAM PROFILE IRRESISTIBLE

#1 Convert your Instagram account to a free business account to look more credible and start seeing analytics

#2 Update your profile image to a photo of yourself with no distractions, good lighting, and direct eye contact

#3 Write a bio that tells your brand story and explains who you are

#4 Include a link to your website/shop page/blog.

#5 Provide your business email address for contact

#6 Create a cohesive layout per your brand when posting photos

#7 Write captions that tell a story and engage your customer

#8 Include relevant hashtags for your brand within your posts

#9 Post Regularly throughout the week (1-3 times per day)

#10 Engage with your followers through comments and their accounts