



Checklist: Set Up Your Instagram Profile For Success

Quick Intro

Why Instagram at all?

Instagram has many characteristics that make it great as a platform to promote your business:

- 1.** Reach up to 100% of your followers
(not possible in Facebook or Twitter)
- 2.** Excellent engagement
(10 times greater than Facebook and 20 times greater than Twitter)
- 3.** Instagram keeps growing exponentially and recently surpassed 1 billion usersw
- 4.** 650+ million active monthly users
- 5.** Instagram consistently deletes fake and spam accounts, keeping the engagement real
- 6.** 96% of marketers are on FB, only 36% are on IG. Less competition!
- 7.** Shopping features (some industries only) allow you to sell directly through Instagram, for example clothing and accessories
- 8.** Small amount of clutter and highly visual
- 9.** 99% of Instagram happens on mobile, and your followers are hooked to their phones
- 10.** Get instant feedback on your content, your posting strategy, your captions, etc. You can see very quickly what works and what doesn't.

If you can craft engaging pictures and videos that represent your brand or business well, you need to be on Instagram!

Basics of Instagram Marketing

There are a few key considerations that you need to keep always in mind to succeed. These are obvious, but it is easy to forget them or their implications!

1. Instagram is almost 100% mobile:

- a.** Your followers will land into your sales funnel through a mobile device.
- b.** All your efforts need to be mobile-optimized for easy viewing, booking, shopping, etc.

The upside: people are addicted to their smartphones and it is very easy for them to click if you caught their attention.

2. Instagram is HIGHLY visual. Any decent smartphone can take great pictures. Therefore:

- a.** High quality content is a must.
- b.** Discard any content that is low resolution, pixelated or simply not stunning. It will just be skipped over.
- c.** Invest a few minutes in editing your pictures to make them more attractive. Bright, warm and rich colors work best, but don't overdo it to the point of appearing fake

3. Attention spans are extremely short:

- a.** It bears repeating: you need striking, high-quality content that will stop users from scrolling.
- b.** Clear and concise calls to action are very important.
- c.** Once they click on your link, everything on the other side must be equally streamlined, clear and congruent, otherwise users will just leave your sales funnel.

The Checklist

Now that we've covered why you should be on Instagram and a few basics of the platform, let's jump into how you should setup your profile to ensure it is helping your business, rather than deterring potential customers.

First off, let's ensure your account is setup as a **Business Account** on Instagram.

This is very important for two big reasons:

1. Insights – A business account will open up insights into your account, which allow you to see data on:

- a.** Your account: Impressions, Reach, Website Clicks, Profile Visits.
- b.** Posts: Quickly find the posts with best impressions, reach, engagement, comments, likes, clicks etc.
- c.** Discovery: Find out how users are coming across your posts, e.g. from the home feed, your profile, the explore page, hashtags etc.
- d.** Audience: Find out the demographics of your followers by seeing data on their location, gender, age, language and their most active times.

2. Contact Info – Give your followers a quick and easy way to get in touch with you by adding at least one of your email address, telephone and physical address.

Having your account as a business account makes it very easy to see what is working and what isn't and is therefore critical to your Instagram success. If you don't know how to convert to a business account, [follow these simple instructions](#).

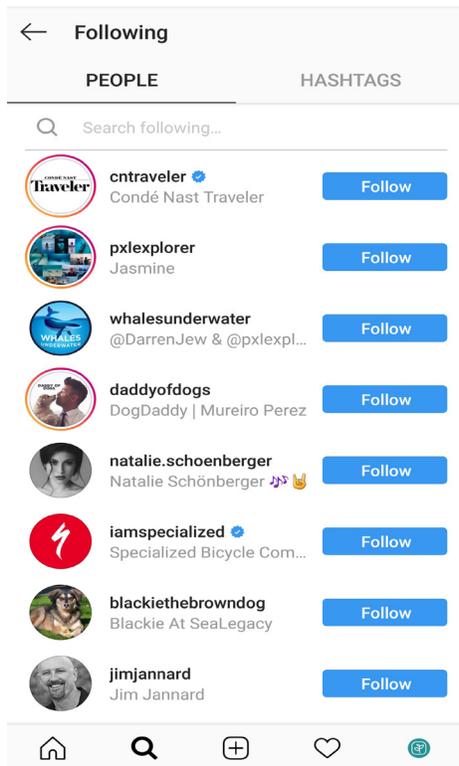
Your Name

Your Instagram name and username must be consistent with what your business or brand represents.

This is what people will call you and how they will search for you and it needs to be recognizable. And the consistency needs to extend to the content and every promotion, shout-out, etc. that you create. Very basic and common sense, but if you miss part of this, you will confuse people.

Further considerations for your name:

- Should be easy to pronounce
- Should be unique
(usernames are unique by design and your name must closely match it)
- Avoid using periods or underscores, though the uniqueness factor may force you to use them. If you have to, never use more than 2 in a row.
- Keep your username and full name short, so that your name is never cut off, for example when looking at who other users follow. Also, short names are easier to search for. See the highlighted profiles below whose names get cut-off.
- Do not include anything related to gender/religion/ethnicity unless this is part of the niche you are targeting. Otherwise, you may be excluding large groups of people just with your name.



- Make it as similar to your website name as possible, so that people can search the same term on browsers and find you.
- Ensure you can use the name on other relevant platforms you may use: Facebook, Twitter, Pinterest etc. You may not use them now, but it is a good idea to register them so that no one else can take them and in case you want to use them in the future.

Your Logo

Your logo is key. It is the first thing users will see on your page and it represents you. It also appears on searches, above each post in the home feed and at the very top on the stories bar. Your logo is how users recognize content you've posted.

If you don't have one, consider having an Instagram-specific logo. Why? Instagram is mobile, so your logo shows as a very small picture. In that small image, you need to be recognized, catch a user's attention and send a message about your brand.

Criteria for your logo:

- **Bold and simple:** think Nike, Apple, Uber, Airbnb. These are all bold, simple, contain almost no text and are instantly recognizable. You may not have instant recognition yet, but you can have all other aspects of their logo.
- If you are a business, consider using just text on a solid background with contrasting colors. If your name is long, use an acronym.
- If you are an influencer, a good portrait that captures your personality works best. Look at the top brands on Instagram and check their logos. Do they match up to these criteria?

For example: Nike, Apple, National Geographic, Victoria's Secret, Chanel, Adidas. All of these are rather simple, their logo is perfectly readable even at small sizes and there is no chance to confuse them. You should aim for the same.

Your Bio

The bio is the description of your account. This is where you tell users what you do and what you are about.

It is also one of the very few places where you can create a link to your website to drive traffic to your sales funnel. In other words, your bio is very important. It needs to be clear, concise and informative. It also needs to be attractive enough to get users to click on your website link. Here we are going to differ a bit from the large accounts given as an example above. Why? Those brands are incredibly popular worldwide and do not need an introduction.



129

posts

1087

followers

888

following

Message



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Product/Service

 Real Users, Organically

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Followed by [victoriafoodieyyj](#), [mishell_12_hernande](#), [calderonvivi](#) + 7 more

Email

But chances are that the account you manage is not that popular. So, until you reach that point, make sure you introduce your brand properly so that people start creating an association between your logo, your name and what you do.

For maximum readability, conciseness and information, you should have three to four bullet points as follows:

- 1.** Your slogan/catchphrase, etc. Using Instarise as an example, we have “Real Users, Organically”.
- 2.** Your WHY. Why does your brand exist, what is its goal? In our case, we want to help users get more out of their Instagram efforts and this is what we state.
- 3.** Your WHAT. What are you offering, what are you promoting, what can people get from you? This is where you specifically state the product or service that you are currently promoting.
- 4.** This is your Call to Action for your followers, where you clearly state what they have to do in order to get the benefits you listed on the line above.

You can play with emoji or other types of bullets to create a list that is a great representation of your business, brand and products or services.

A bio like this is easy to read, concise and gets your followers to act with a clear expectation of what they will get once they click on your link, which is also a very important component of your bio and deserves its own section.

Your Link

The link is very important because it is the tiny piece of text that stands between a potential customer and the sales funnel it will guide them to. This is what you should consider regarding your link:

- Ensure it works. Nothing will defeat your sales funnel better than a broken link or to a page that doesn't exist.
- Ensure it directs the user to the right page. Maybe you offer more than one kind of product or service. If your bio is promoting Product A and your link takes them to Product B, the user will not appreciate the inconsistency and will likely exit your page.

- When setting up your link, remove the “www.” part of it. It will look cleaner and helps position your brand better, especially if you capitalize the first letter.
- Ensure that the name and/or benefit of the product or service you are promoting is included in the link. This way, users will know exactly what they are clicking on and what to expect on the other side.

A link is a very small thing that matters a lot and it is important to set it up correctly to maximize your chances of success.

Behind the Link

It is outside of the scope of this checklist to tell you how to optimize your website for sales, but there are a few things to keep in mind:

- Wherever your link takes your followers to, it **MUST** be mobile-optimized. This is extremely important because most of the clicks you get on the link will happen through a mobile device!
- You need to focus on the benefits of your product/service, rather than its features.
- Repeat exactly what it is they are getting from you. Clear expectations are always best.
- To the extent possible, make sure the look & feel of your website matches your design on Instagram. Again, consistency and congruency are key.
- Include testimonials where possible. A third party recommending your service is more credible.



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Conclusion

You now have a recipe that will help you maximize your chances of getting more Instagram users to your sales funnel.

Make sure to experiment with different wording, different promotions, content, direct messages etc. Use Instagram Insights to see what gets more engagement, more clicks, more reach etc.

And do more of what is working. Lastly, ensure you are engaging with your followers by responding to their comments, answering their DM's, liking some of their pictures etc. It will take work, but it will pay off!

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