

// AS A BUSINESS IT'S SO INCREDIBLY IMPORTANT TO HAVE ALL THE RIGHT DETAILS READY FOR YOUR TARGET AUDIENCE WHEN THEY COME LOOKING FOR YOU.

THIS COULD BE THEIR FIRST EXPERIENCE WITH YOU & YOUR BUSINESS, SO MAKE SURE YOU'RE LOOKING GOOD!

ACCOUNT NAME

// Make this VERY obvious!
This is how people will find you, don't make it hard for them.

// PROFILE PHOTO

- // Whether it's a logo or photo, make sure it's legible at 5mm for when you comment on other accounts.
- // Logo - You may need to create a social media version so it stacks and fits in the circle.
- // Photo - use something that is obvious as to what you do & again make sure it's legible at the smallest size. If your profile photo is interesting and / or obvious as to who you are, it will attract other accounts to come and check you out.

// BUSINESS ACCOUNT

Advantages of having a Business account are:

- // Contact button up the top for your phone number, email and even directions
- // You're able to view analytics of an individual post and the overall account
- // You can now access Instagram ads through Facebook.

TAGLINE

// This is the bold text at the top of your bio. You already have your business name at the very top and you may also have your logo as your profile photo. This line is an opportunity to strategically use your keywords for when people search Instagram.

// BIO

Describe a bit about you and the business. If you want people to follow your other social media accounts, include the handles of them.

// CONTACT DETAILS

You're in business! Make it as easy as possible to be found and contacted.

// WEBSITE LINK

YES! Have a link, even if it's your facebook page. Take advantage of this extra information field to promote yourself.

// LOCATION

Please let people know where you're located, even just your state is fine. It saves potential clients from having google to find out where you are or they might skip you altogether.

PHOTOS

// The best looking Instagram accounts have a consistent style, filter & look. Scan through your account and delete any posts that stand out for the wrong reason. Then make a conscious effort to only post photos that suit your brand and aesthetic.

// PUBLIC ACCOUNT

If you're a business, you must have a public account. Double check your account is public and if it's still private, switch that button over NOW!

CONGRATULATIONS!

// A big pat on the back for you!
Your bio should now have all your most important details and start to attract potential couples to you.