



Checklist 1 - Optimising Your Instagram Profile and Creating Call-To-Actions

Project Name: _____ Date: _____

Yes No

If you're someone who wants to find ways to create such an Instagram profile that will give your followers a quick review of your brand, then you are at the right place. Are you searching for ways to optimize your Instagram profile and make it more accessible to gain more followers and enhance your marketing skills? Millions of people make Instagram profiles, but not all of them know how to make it interactive and informative for their followers.

Here is how you can do what others can't, just follow the steps below and enjoy an optimized profile that will prove to be very beneficial for your marketing:

Converting Profile to Business Profile:

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | First, start up your marketing by converting your normal profile to a business profile. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | By doing so, you'll get access to many additional features that are not provided by a normal Instagram profile. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Now use this business profile to get your profile insights and check your audience demographics regularly. | <input type="checkbox"/> | <input type="checkbox"/> |

Choosing a Simple and Authentic Username:

- | | | | |
|---|--|--------------------------|--------------------------|
| 4 | After making your profile, it's time for you to select a unique and simple username. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | By choosing a recognizable username, you'll allow people to find your profile more easily. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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- 6 You can use your brand name as your Instagram username as well, as it will bring more interaction for you and your site.

Setting the profile Picture:

- 7 Now that you're done making your profile and setting its username, it's time to choose a profile picture.

- 8 Make sure to choose such a profile picture that will draw the attention of more people to your profile.

- 9 You can use your company logo as your profile photo as well.

Writing an Informative Bio:

- 10 Now organize your Instagram profile by first creating an informative bio.

- 11 This bio of your profile should be for your followers to make them understand what you're selling. Make it clear.

Creating Call-To-Actions:

- 12 Now to make your profile more clear and interactive for the followers, develop a call-to-action button on your profile.

- 13 To add this button, go to your Instagram profile that is now a business profile.

- 14 First, chose the "Edit Profile" option from there.

- 15 Now from the "Public Business Information" section, chose "Contact Options".

- 16 There you'll see an option to "Add an action button", chose that.

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17 Now, add the action button of your choice by selecting from a list of different types of action buttons.

18 After all this, your profile will be containing Text, Call, Email, and Direction options that will allow your followers to reach you and contact you more easily.

Notes