

24 Quick Tips to Rock Instagram

- ✓ **Make your profile searchable:** Include searchable keywords in your Username and Display name.
- ✓ **Create an eye catching Bio** that tells people who you are and what you do. Use emojis to add colour and emotion.
- ✓ **Include a call-to-action and link** to where you want to send people to. Ideally your email list page.
- ✓ **Switch to a business or creator account** you'll have more contact options and valuable insights.
- ✓ **Make it Public** If you want people to follow you then you'll need to make it as easy as possible for them to do so.
- ✓ **Add photo of you for your profile image** to give that personal touch and help build a connection. Having a background colour will also help it stand out.

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- ✓ **Branding** Have a consistent look and feel to your account. Stand out, be authentic and put a face to your brand.
- ✓ **Have a Strategy/Plan** how you are going to increase your followers and just as importantly how you are going to convert those followers in to customers.
- ✓ **Share a variety of posts** Videos, photos, Instagram stories, IGTV or Reels.
- ✓ **Hashtags** Use at least 12 hashtags with a mix of popular and some less popular more niche specific hashtags. Use keywords that relate to your industry, life and your location. Use hashtags that your niche is interested in.
- ✓ **Give value** People are not on Instagram to sold too. Focus on giving value rather than selling. Think about how you can educate, add humour and improve personal connection.
- ✓ **Build a community** Connect and engage on other peoples pages. If you show that you are interested in their pages too they are more likely to engage with you.

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- ✓ **Location and Geotags** Instagram allows you to search by location. You can add your location by geotags or hashtags that include your location.
- ✓ **Direct messages** are a great way to connect one on one. Don't send a generic message to everyone. Make it personal. Focus on building the relationship further rather than focusing on selling.
- ✓ **Share your story** Sharing your personal story can help people connect with you on a deeper level.
- ✓ **Instagram Insights** are great to help you work out what's working. When looking at the data bear in mind that some posts may not get as much engagement but are needed to help you convert followers into customers.
- ✓ **Don't buy fake engagement and followers** You run the risk of getting your account shut down. They may give your ego a boost but they rarely translate in to long term success.
- ✓ **Be consistent** Social media and Instagram in particular needs consistent content and engagement for it to be successful.

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- ✓ **Engaging, shareable captions.** Use the text description to add even more value to your post. Tell your audience what you want them to do and include a call to action.
- ✓ **Use Instagram Story Design Templates** [Canva](#) has some great Instagram story designs to add more creativity to your story posts.
- ✓ **Use GIFs and Stickers in Your Instagram Story Designs** Instagram has a library of stickers and gifs that you can use. Use questions and polls to encourage engagement
- ✓ **Highlight Instagram Stories** Pin popular and highly relevant IG stories to your profile.
- ✓ **IGTV** Keep your videos short and to the point. Ideally 5-8 minutes you can then share a 1 minute preview to your page.
- ✓ **Instagram Reels** Instagram has created reels to compete with Tik Tok. Take a look at what other people are doing to get ideas on how you can share engaging content. You can also add stickers and hashtags to increase views.

Have fun and enjoy Instagram's amazing community

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Information alone will only take you so far.

If you're committed to growing your business and ready to take action my '[Rock Your Business](#)' coaching programme may be just what you need to get the results you deserve.

This programme contains a unique blend of mindset and strategy to ensure you get results as quickly as possible

- ❖ 1-2-1 business coaching & mentoring
- ❖ Accountability & support between sessions
- ❖ Worksheets and Templates

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