

INSTAGRAM PROFILE AUDIT CHECKLIST

Instagram Name

- Make sure the Instagram user is the name of your business and easy to find. (e.g. "Life in Motion Marketing")

Instagram Bio

- Make sure you include the following: WHAT you offer your audience, a eye catching CTA (Call to Action), and Information that builds credibility.

Instagram Profile Picture

- Use this to brand yourself. Make it simple, clean, and recognizable. A great way to do this is using your company's logo.

Follow

- Follow other businesses in your industry. It's a great way to network and build a following. You can also follow businesses in your target market in your area.

Convert to Professional Account

- Make sure to convert your account to a professional account so you are able to access the business features that are important.

Link in bio

- We recommend you provide a link in your bio that allows you to list multiple offers. These can all direct to your website but it allows the user to click on the service they are looking for right in one click.

Phone Number, E-mail and Address

- Once you convert your Instagram to a professional account you will be able to add in your phone number, business e-mail and address so people can access that information directly from your page.