

IHS DAILY BUSINESS GUIDES

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Top Tips For A Great Instagram Profile

In today's digital age, a well-crafted Instagram profile is more than just a visual representation of your brand; it's a gateway to connect with your target audience on a personal level. Whether you're a seasoned marketing guru or just dipping your toes into the world of social media, a compelling Instagram presence can't be overlooked.

A well-written Instagram bio is essential in targeting the right audience. With limited space and character numbers to work with, writing the perfect Instagram bio needs focused attention.

In this Daily Business Guide, we have curated a list of the top ten tips that will transform your Instagram profile into a powerhouse of engagement, reach, and influence.

TOP TIPS FOR THE PERFECT INSTAGRAM BIO

1 Optimize your Instagram name:

Your Instagram bio is your Instagram name or handle.

- Does it clearly portray who you are or what your business is?
- Will your bio name allow your audience to find you?
- Keep it simple! Use your name, brand name, or business name.
- Remember, you only have 30 characters!

2 Explain why people need you:

The ultimate goal of your bio is to convey what you offer and why people need your services.

You can also set up a category visible on the top of your bio on your business account. This will instantly display what your page is about and is also a different font colour to attract the eye.

3 Add personality and character:

- What makes you stand out from the crowd?
- What value does your account provide to your target audience?

- Is it distinct from other accounts that offer a comparable service?

4 Do you have a compelling call to action?

A call-to-action offers profile visitors the next step to engage with you.

- Be clear and succinct. Encourage viewers to share your content/hashtag
- Add a button to promote a competition/contest

Instagram business accounts have several available call-to-action buttons.

5 Relevant keywords:

Include keywords to help your profile rank higher in search engine results pages (SERPS).

6 Emojis:

Emojis add fun and personality, and you can also add them to your Instagram bio for extra interest.

7 Links:

A “link in bio” invites visitors to go to your profile’s bio section to get a clickable URL for a website or page with your call-to-action content.

8 Popular hashtags:

Tap Edit Profile and navigate to your bio section to add a hashtag or profile link to your bio. When you type a # or @, you’ll get a list of suggested hashtags and accounts.

9 Contact information:

Include contact information in your bio. Add your phone, email, and location information.

Use the email and contact buttons to highlight your contact information without occupying space in your bio profile.

AUDIT YOUR INSTAGRAM ACCOUNT

You should audit your Instagram bio and Profile to review areas of improvement:

- Make small changes to enhance your full potential.
- Does your Bio convey who you are and what you do?
- Why should people follow you? What pain points can you solve?
- Check your profile photo and/or business logo.
- Optimise your profile name with one or two “SEO” keywords.
- Does your Bio include a call to action?

CONDUCT AN IN-DEPTH CONTENT AUDIT

Are you providing valuable content to promote your brand?

Are your images, photos, reels, carousels and videos engaging and visually eye-catching?

REVIEW YOUR INSTAGRAM INSIGHT METRICS

Remember to regularly review and remove fake and bot accounts from your followers.

Assess your content value and performance.

Filter top-performing content by Insights goal-related metrics, i.e. reach, engagement, or profile visits.

MONITOR YOUR COMPETITORS

- What content are they publishing and where?
- Can you learn from, adapt and do better?

REQUIRE INSTAGRAM ASSISTANCE?

Looking for help? The IHS Marketing Team can support all your marketing needs, including Instagram content development and planning, website and social media audits, research and analysis, actions and activity.

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