

# Lisa's Top Instagram Tips

Instagram is the fastest growing platform, you might know how to use it, but do you use it WELL? Here are some tips...

## Make your presence great:

- Are you a business? Then have a Business account.

---

- Change your name field to Your Business Name.  
Your name field is searchable and if you put what you do there people can find you.

---

- Your username should be easy to find.

---

- Include the following in your bio:
  - what you do
  - where people can find you and location
  - HOW to book you! / BUY from you.

---

- Add a bonus incentive.  
Like 10% off if they book you via instagram (or something of value).  
Use Website link, Vimeo/Youtube link or blog link.

---

- Think about WHAT your clients would be searching for.  
Using the hashtag "melbourne" isn't going to get you clients. I suggest you look at similar businesses/ people and see what they are using (also if you search a hashtag on instagram it will give you MORE similar options).

---

- Don't use hashtags with more than 100,000 posts already.  
You will get lost in the numbers.

---

- Interact regularly with the hashtags you use.

---

- Plan and design your feed to make it attractive as a feed. Keep it consistent.  
Content marketing plan, make sure you have one! You have more chance of success this way.

---

- Know your Target audience.  
This will make providing them with engaging content easier.

---

- Add to your "story" regularly.

---

- Save stories to your highlight reels.

---

cont. over page...

# Lisa's Top Instagram Tips

- Complete contact details.

---

- Review your insights regularly.  
This tells you which posts performed and which didn't, helping you plan future engaging content.

---

- Interact with your fans and followers - show them some love!  
This will build trust and increase your authenticity as a business.

---

- Support others.  
Those on your street, in your industry or those you genuinely like.

---

- Post regularly!  
Use a scheduling app if you can't manage to remember.

---

- Don't use dodgy photos that don't represent your brand professionally.

---

- REMEMBER: Quality over quantity!  
If you're doing it to get more customers/sales - don't get concerned about 'Vanity likes'

---

- Enjoy it!

---