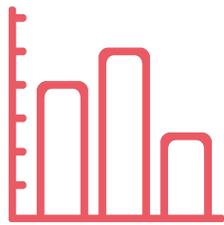


♥ **Assistagram**

Client Onboarding



Growth



Content



Branding



Proven Success

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01

Choosing a great username and SEO hacks

In marketing and branding, one of the most important steps to start a business on the right tracks is to find a good name for your business. If you work in the marketing field, you know what I'm talking about. If you have no clue about branding, you probably think that the first XYZ name for your brand will suffice. But this is simply not true. I'm going to step aside from Instagram for a little bit and show you some branding insights regarding good and strategical business names.

“A good strategical naming for your company can cost you up to a million dollars.”

The Power of a Great Username

To put things into perspective let me tell you this: there are branding agencies entirely dedicated to crafting names for companies, and they are not exactly a bunch of children in a classroom saying the first words that come to mind. Brand naming is science, art, psychology, and minimalism altogether. In fact, a good strategical naming for your company can cost you up to a million dollars. Trust me, if corporations pay that price for their naming research, it's because they know that a proper name is crucial for their business and investing in your name is something worth investing in.

Optimizing Your Account for Massive Instagram Success

There is a marketing effect called Brand Recalling, which is what occurs when you unconsciously think of a brand even if the brand name is not visible at all. You may think that Apple is great because of their phones, or that Sony is amazing because of their TVs, or perhaps that Nike is incredible because of their good-looking shoes.

Don't get me wrong, they all are great products. But the secret behind these companies getting loyal customers is that only 50% of this is done by

having great products. The other 50%? Great branding! ...having the power and marketing to make their companies loved and recalled by everyone. So, what does this mean to you?

In this Guide, I'm going to go dive deep into my marketing skills and teach you a lot of secrets to polish your account, improve your aesthetics, get better reach, have better branding, and give you a considerable advantage against your competitors.

Please follow along on this chapter about optimizing your account, enjoy!

NOTE

Your Name Section is one of the most misinterpreted features on Instagram, most people use it only for writing their names. But there's more to the Name Section than just that.

The best usernames are always shorter.

People value their own time, and having to type 25 characters to find along username isn't efficient. Think of a name that people will more easily remember. The more complex your username is, the more you limit your audience to find you. Make things simple, short, and easy to memorize. Preferably, use English, as it is the most used language on Instagram, & you will have a broader audience reach. You may be creative and combine two keywords to create a username (eg. travel + addict = @traveladdict).

Use the same username for all your social media accounts.

If your username @amazingfood on Instagram links to @incrediblefood on Twitter & to @awesomefood on Facebook, it will confuse people. Don't leave it up to chance. Brand your business or company with consistency, and people will automatically associate your brand across platforms.

Convey your goals through your username.

Be direct and provide insight into your account. In this wexample, the account is conveying a niche (earth) tied to a strong emotion (fantastic). This username isn't only easy to remember, but it is also very appealing, and it conveys strength and awe.

Tie your username with a value, with an emotion, something that describes the mood of your images.

You could use a keyword like colorful, or amazing, or exclusive. Always make it related to your account and to your content.

For example, if your account is about gardening, then @garden.paradise.

Stay away from numbers, underscores, & misspelling words on purpose, unless its part of your brand identity and you absolutely need to use them.

Don't use the word "official"

unless you have thousands of accounts copying yours, as this word looks amateur and unprofessional.

NOTE

It's against Instagram's Terms of Use to include words like 'Instagram', 'insta', 'gram', or domains like 'dotcom' & "www", in your username, including words that allude to nudity, harassment, racism, or that impersonate an account or public figure (if you need a name like this, you need to have their expressed permission to do so, otherwise your account might get banned from Instagram).

Never use more than 34 words.

Try not to use dots or underscores between words. If you must, use a dot, because underscores make your username look unprofessional. (eg. @travel.addict looks better than @travel_addict).

Don't change usernames often.

This will confuse your followers & make them want to unfollow you. It may be tempting to create a username with a misspelled letter due to unavailability of names, but this should be only used as a last resource if there is absolutely zero chance of using other names.

When you use unintuitive names, not only do you look unprofessional, but people may assume or even judge your account before even looking at it. In the worst case scenario, people will confuse your unintuitive username for a similar (and easier to spell) name. And trust me, you don't want your followers to confuse your account with someone else's. The best practice to find a good username is to ensure that you are found easily and without much explanation. If you are using a username in a highly competitive market, then think outside the box.

If there are a thousand accounts with the same names and a thousand variations, then it's most likely a better idea to simply find a less competitive set of words so that your name is easier and more appealing.

Don't combine 2 underscores at the same time or in the same username

(eg. @travel__addict) (eg. @travel_addict_jack). A good rule of thumb is: if people can spell your username, then you have a good username. Look first for easier names. Use dots if needed, use underscores as a last resort.

Let me explain:

name & username
Instagram & Google

Whenever someone makes a search online (either in Instagram or a search engine), the results show accounts with those keywords in their usernames and names. This means that the more keywords you have on your account, the more chances you will be found online! Not just on Instagram, but in the entire world!

So for example:

If my name is Jack Cooper, and I post travel photography around Europe, then:

A poorly ranked name would be Jack Cooper. Unless you are already famous and you have a huge account on Instagram, you have a better chance of being found with keywords than with your actual name. That is why keywords are so important for smaller accounts, especially while starting out! Don't worry, you will still use your real name, but it will not be used in the Name Section. In the example given, there is a higher chance that people find that account by searching renown keywords such as 'travel', rather than by trying to find a name such as 'Jack Cooper'. This ensures that more people will find my account based on content-related keywords that people are searching for.

NOTE

Include a city name or country when applicable.

NOTE

Use a few emojis to be more visual. Keep them related to your niche. However, don't use too many or your account look unprofessional. Avoid emojis if they don't follow along with your brand personality or you are offering premium services. Emojis can be used as keywords and hashtags on Instagram. Be creative and use them to illustrate your account AND to increase your traffic & reach.

QUICK TIP

You can use up to 30 characters on your name section. Include your name & business location (if available) to build trust in your account.

Your name on Instagram has two functions:

- 1) to display your name on your profile
- 2) to rank your account in search engines like Instagram, Google, Yahoo, Bing, etc... The "Your Name Section" is keyword-sensitive, meaning that it is used by Instagram's search engine and other web search engines such as:

Examples:

Miami 🚗 Auto Repair Shop
Alex 🏊 Cape Town Athlete
Sarah 👗 Fashion Blogger 🧘
Mike 👨 Chef in NYC

Yet another way to optimize your name section is to make efficient use of the 30 character space availability. Keep in mind that spaces also count as characters, and some large emojis count as 2 characters per

emoji. After you fill up your name with a few niche keywords, think of ways to efficiently use the remaining count of characters that you have available. In this example @tribeinfluencer, you can see 3 niche keywords for a more optimized ranking, such as travel, nature, and lifestyle.

02

Using an Effective Profile Picture

A good profile picture will provide visual insight into what your account is about, and it should catch the attention of new users of the picture is effective enough. If you are an influencer or physical person, you can either use a logo or a clear, bright head shot. If you are a brand or company your best bet is to use your business logo and stick to your branding. If you are a hub or community create a logo with a background that catches people's attention.

“When your account is searched for, people will see 3 things about you: your username, your name, and your profile picture.”

Why You Should Care About Your Profile Picture

When your account is searched for, people will see 3 things about you: your username, your name, & your profile picture. The username and name are great for ranking and showing your niche, but your profile picture should be creative & show your character. A picture is worth a thousand words, and a good profile picture can attract potential followers if done right.

If you are an influencer or physical person, you can either use a logo or a clear, bright head shot. If you are a brand or company your best bet is to use your business logo and stick to your branding. If you are a hub or community create a logo with a background that catches people's attention.

Guidelines to create an effective profile picture:

- Choose a photo that is consistent with your account's branding and niche.
- Use the same profile picture across social media. Be consistent!
- Use a profile picture that has a good contrast over a white background.
- Choose colors that stand out from other accounts' pictures in the Search Page.
- Make your picture relevant to your account, not boring!
- Use a high resolution photo with dimensions of 1080 x 1080 pixels (don't use the minimum of 110 x 110 pixels or it won't look as sharp).

Creating a Powerful Bio – part 1

Here's our 7 Step Method to Create a Powerful Bio

Your bio (short for biography) allows you to use up to 150 characters. People value their own time & if they already found your account, liked your posts, and related to your content, then they are ready to tap the Follow button. You have only a few seconds to convince them to, & your bio has to create impact, show your goals, be an invitation to follow you, and to let them know everything about you. (Quick tip, write out your bio in NOTES or a Word Document, and copy and paste) because if you try and type it out in instagram things won't line up on mobile.

1

Include your name

Write your name in the bio. You want people to know the person or brand behind the account! Tell people who you are or who your brand is about.

2

Name more keywords related to your niche

Include either your profession, job title, or passion (eg. traveler, influencer), name whatever you are good at, and what distinguishes you from other people or brands.

3

Clarify your goal on Instagram

Tell people what you do on Instagram, what you want to share with the world, what you have to offer to your followers and audience.

4

Name awards and achievements

Treat your bio as a résumé. Share a few wins, give yourself credibility, tell people about your credentials, diplomas, studies, or let people know about your success or achievements.

5

Point yourself in map

Let people know your whereabouts. If you are a traveler, tell them where you are heading to. If you are a business, tell them where to find you. Make sure to analyze the most convenient method to convey your location.

6

Share a method of communication

Let people know you are open for business. Put in your email address, phone number, or tell them about other social media accounts such as your Facebook page or Twitter account.



7

Make your call to action

The last step is to ask your potential follower to do something. This could be a request like “sign up now”, or “download my ebook”. It’s a very powerful command to monetize your account & to get your followers to download, or buy something (eg. say hi, read my blog).

NOTE

Please double check if using special characters (eg. Chinese, Japanese, Arabic letters, special symbols) as sometimes they are not correctly displayed across different devices.

NOTE

It isn’t possible to skip or break lines (or spaces) while Editing Your Bio, but you can either

- 1) Start editing your bio from your computer and finish customizing it on the Instagram app on your phone
- 2) Start writing your bio in the Notes app on your phone, copy and paste in the Bio Section on the Instagram app, & finish customizing it on your phone.

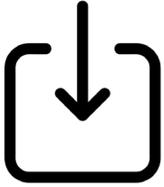
NOTE

Are you an international brand? Maybe you want to emphasize on the country or city you are in, so people can distinguish you and locate your position around the globe. Are you a brick and mortar business? Maybe you want to emphasize on the actual address (or point of reference) so people can reach your physical location.

03

How to Set Up an Instagram Business Account

Before we begin, if you don't have a business Facebook account set up already, you won't be able to complete the steps below or take full advantage of using Instagram for Business. Once you have a business Facebook page, you can create your Instagram business account. Already have a business Facebook page? Then let's do this. Here is how to set up an Instagram business account.



1

Download the app

Tell people what you do on Instagram, what you want to share with the world, what you have to offer to your followers and audience.

NOTE

For example, janejones_NYC_realtor or janejones_ins will work. Instagram will generate a username for you based on the name you input, which can easily be changed as you go through these prompts.



2

Create an account using an email address

While it might seem easiest to use your Facebook account...don't do it! That will create an account based on your personal Facebook page, and since this is for your business, you should use your business email address.

4

Find Facebook friends & contacts

Then, you'll be asked to find people to follow via Facebook and within your contacts. It's best to have your account completed and a photo or two posted before you start following people so it's okay to click "skip" for now. Instagram gives you the opportunity to find Facebook friends whenever you want from your page settings so this is not a one-time offer.



NOTE

If you use your personal work email address, contacts may be able to find you more easily using the "Find Friends" feature.

3

Profile basics & choosing a username

Next, you'll create a username and password. If you're setting up Instagram for a company, the username should be the company's name. If you're a real estate agent, insurance agent, or the like, you should choose a variation of your name, business, location — whatever distinguishes you from a personal account.

“While it might seem easiest to use your Facebook account... don't do it! That will create an account based on your personal Facebook page”



5

Quick button tutorial

Now that you're finally in the app, the home screen is the first screen you'll see. Once you follow other accounts, their photos will show up here.

Top buttons:

- Camera (camera): Tap here to start sharing videos or photos.
- Direct messages (paper airplane): If someone sends you a direct (private) message, you'll be notified here. You can also send direct messages from there.

Bottom buttons, from left to right:

- Home (house): See the latest photos from accounts you follow.
- Search (magnifying glass): Look up top accounts, people, places, and hashtags, and content or accounts suggested for you.
- Camera (square with plus sign): Tap here to upload and share videos and photos.
- Notifications (heart): See the most recent likes and comments to your photos and what people you follow are liking.
- Profile (circular photo): Your full account, everything you've posted, and access to the settings menu.

Picking the right profile photo

Picture time! Your profile picture should be your logo or something recognizable that's associated with your brand if you don't have a logo. If you're the face of your business, use a professional headshot you like from your photo library or take a new one. After tapping "Add a photo," you'll be given a few photo import options. Do not import from Facebook; that will pull in your personal account info. You can import from Twitter as long as it's your business account. Once you've uploaded your profile picture, you'll be asked if you want to save your info. This is to expedite future logins. You can opt to save, or you can hit "Skip" again. After that, you'll see a page with suggested accounts to follow. You don't have to follow any of them – and you shouldn't if they don't fit your strategy. For example, you don't need to follow Entertainment Weekly if you're setting up a business account for a real estate company. Click "Done" in the top right corner.

6

Complete your profile

Tap on the profile button on the bottom right to see your account, then tap on the "Edit Your Profile" button. This is where you complete your profile info.

Fill out bio and contact information fields. This is the only place on Instagram that allows you to use a clickable URL. For example, if you were to post a URL in the comment of a photo you post, people who see it won't be able to click it, so this is the only place you should put your URL – preferably directing people to your website, or wherever you want them to go. As for your bio, you're limited by character count. At a minimum, briefly summarize what you do and where you're located. You can edit this section whenever you'd like so don't worry if the perfect words aren't coming to you.

7

Now comes the business part!

Click “Try Instagram for Business Tools” and follow the self-guided steps and instructions to complete your profile and take advantage of the tools offered. Here is a walkthrough from Instagram about getting started with their business tools.

8

Link your business Facebook page

Remember in the beginning of this journey when we said you needed a business Facebook page to be able to use the Instagram for business tools? We have reached the reason why. Instagram will ask you to link your business Facebook page or create one.

9

Start posting

Get to it! As we mentioned earlier, it’s a best practice to have a photo or two posted to your account before you start following people. There isn’t much incentive for people to follow an account with no content.

10

Write captions and use hashtags

Caption your photos but keep them brief and use hashtags. Hashtags are often used in a joking way, but they are also how millions of photos are found, and in turn, your account can be found. You can also check out Top Hashtags to see what’s popular on Instagram. The most popular hashtags (like #love, #happy, #tbt) range in the hundreds of millions of times used, so if you’re targeting a particular niche, consider using a more specific hashtag.

11

Follow People and Engage!

You’ve got a complete profile, a couple posts shared, and now it’s time to start following people so they start following you. From your profile page (bottom right icon), go to the options page (gear in the upper right corner). From here, there are two options near the top, under Follow People.

Tap either of these and Instagram will connect to Facebook and your address book. If you’ve got past clients and connections stored on your phone, you’ll be able to see their accounts. Instagram will show you all of your friends on Instagram that are in your contacts list or logged in using Facebook. Start following other accounts and commenting and engaging with them. This is how you get people to start following you back. As you

post more to the network and follow more people, you can check your notifications page (heart icon) to see who has liked your photos, started following you, left a comment, or mentioned you in a post.

12

Find and Define Your Brand’s Story

Once you’re set up and ready to go, it’s important to decide what your brand’s purpose on Instagram should be and keep it on message. A real estate agent might use Instagram to establish and expand their positive public perception through photos and engaging with followers. They would post photos of houses they are listing, neighborhood spots to check out — not selfies at the gym or pictures of their new doctor’s office waiting to get a flu shot.

13

Get Your Name Out There

Once you’ve got your account established, be sure the Instagram icon is on your website (perhaps in your contact/about me section) and in your email signature. You can also include your handle on your LinkedIn page or any other site that drives visitors to contact you. Instagram is a colorful, visual and expressive social network. Have fun using it to connect to your network and enrich your relationships.

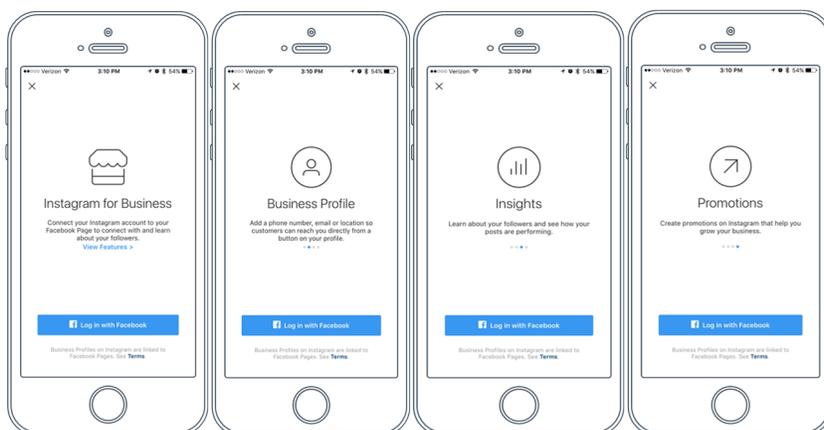
04

Instagram Business Profiles: How to Set Up and Analyze Your Activities

Do you use Instagram for your business?
Wondering if an Instagram business profile is right for you?
Making the switch to an Instagram business profile will give you access to a number of features that business owners may find useful. In this article, you'll discover what marketers need to know about the new Instagram business profiles.

1. Access Your Instagram Business Profile

To find out if you have access to the new Instagram business profiles, you'll first want to make sure that your Instagram app is updated to the latest version. Then go to your Instagram app and tap on your profile photo at the bottom right. Next, tap on the settings wheel icon at the top right. If you see Switch to Business Profile, you have access to the new Instagram business profiles.



2. Set Up Your Instagram Business Profile

Tap on the Switch to Business Profile option, and then the View Features link to learn about the features that come with switching to a business profile. From here, you can flip through screens that tell you how you'll be able to use your business profile to: Connect to your Facebook page. Add a phone number, email, or location so customers can reach you directly from a button on your profile. Learn about your followers and see how your posts are performing.

NOTE

Because Facebook tends to limit business pages from being seen in the news feed with their algorithm, it is possible that they will do the same in the future to Instagram business accounts.

Create promotions on Instagram that help you grow your business. Instagram may require that anyone with an obvious business profile (i.e., Joe's Crab Shack) to switch to a business account, so there may be no getting around it. You may want to consider the benefits of a business account versus potential limitations, or having both a personal profile and business account.

When you're ready to make the switch, click the blue button to continue and connect to your Facebook business page. Now enter your business contact information, and Instagram will

automatically pull information from your Facebook page. You can choose to use this information or remove it, based on your preferences.

Once you're finished, you'll be taken back to your Instagram profile, which will now be a business profile.

3. Explore Your Business Profile From a Visitor's Viewpoint

If you have another Instagram account, you can switch over to it to see how your new Instagram business profile looks. Or you can tap on the Contact button to see which engagement options your visitors will see when they view your profile. You can decide at this point whether you want to remove some information such as your location, for example, if it isn't complete or people don't need to visit your business. You can also edit your business profile to change the option from Call to Text.

4. Explore Instagram Insights

To access your Instagram Insights, look at the top right of your new business profile next to your settings wheel icon. You'll see a bar graph icon that will take you to your Instagram Insights.

After you post something to your new business profile, you'll get details on the impressions and reach from your posts, plus the number of website clicks from your business profile.

When you tap on the See More link for your top posts, you'll see a screen dedicated to your posts. Each post will show the image and the number of engagements currently on the post. You can also tap on any of the links for Impressions, Reach, or Engagement to bring up a filter to see posts based on that specific criterion.

Go back to the original Insights screen, tap on the See More link for your Followers. Here, you'll get a breakdown of your followers by gender, age range, location, and the times/days they're most likely to be online. The latter may prove useful when planning your Instagram posting schedule.

5. Promote Posts With the Instagram App

Want to get more reach for your Instagram posts? You can now promote them in the Instagram app, similarly to how you boost a post from your Facebook page wall. Simply tap on a post and tap on the Promote link.

First, you choose your call to action button. Then enter the link for

NOTE

Either option will show the visitor your phone number, so if you're a freelancer or consultant and don't want to share your phone number, you may want to remove it from your Instagram profile.

NOTE

Note that your Facebook page is linked to business accounts instead of your Facebook profile, and that can't be changed. Hence, if you want to share your Instagram posts on your profile, you'll have to go to your Facebook page and share the posts from Instagram to your profile.

the landing page that the button will take the visitor to. Now you'll set your audience, budget, and duration of the promotion. Note that the audience can be automated or defined by you with the following demographics.

You can customize your own audience as opposed to letting Instagram take the wheel, or do a little testing to see which option gets the best results. Once you're finished, you'll get a chance to review your promotion settings, add your payment method, and then submit your promotion for review. Once accepted, your promotion will begin running, based on your setup and configurations. While your promotion is running, or anytime after, you can go to your post on Instagram and click on the View Insights link to see if the promotion is still running and what the results are.

If you have multiple promotions going on, you can also click on the heart icon at the bottom of your Instagram app to see a quick link to all of your promotions.

6. After you Switch to the Business Account

When you switch to a business account, you can still go to your settings and connect with friends on your personal Facebook profile. You also have the option to switch back to a personal Instagram account, which may or may not be available.

You also still have the ability to link to other social accounts (Twitter, Tumblr, Flickr, etc.) for sharing your Instagram posts across multiple platforms, and to add multiple Instagram accounts to your app.

