How to

Set Up An Instagram Business Account

Set Up An Instagram Business Account

In recent years, Instagram has become a hub for small businesses. Instagram is an excellent way for customers to hear about brands and get to know their products and services. Instagram Data says that 90% of Instagram users follow a business, while 50% are more interested in particular products when they see them on Instagram. Setting up an Instagram business account also allows you to access a professional dashboard with data analytics to track your engagement and discover more about what your audience wants.

Ready to start building your social media presence? Follow these simple steps to set up an Instagram Business account:

STEP 1 Download the Instagram app and **register** with either your email or phone number.

STEP 2 Create a username that is as similar as possible to your business name.

STEP 3 **Add a profile picture.** Use your business logo or an image that encompasses your business.

STEP 4 Click on the three bars on the top right of the screen, click on "Settings" followed by "Account".

STEP 5 Tap "Switch to Professional Account" and select a category that most accurately describes what you do.

STEP 6 Certify that you are a **"Business"** rather than a "Creator."

STEP 7 **Add contact details** - your business email, phone number, and physical address.

STEP 8 If you already have a Facebook Page associated with your business, you can follow the steps to connect your Instagram account with your Facebook Page. **This step is optional, but they are benefits to connecting the accounts.**

Now that you're all set up, use our tips to get the most out of Instagram for small businesses.

Optimize your profile

Be sure to upload a profile photo recognizable for your business - such as your logo. Then, add a short but catchy bio expressing your business's vision and personality. The bio section is also the only place you can add a clickable link. Use the bio section to add a link to your website. Then you can add the recognizable phrase "link in bio" to your graphic posts to lead people to your website.
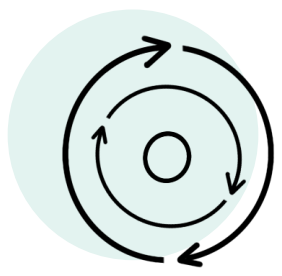
Consistency is critical

Establish a consistent look and feel to your posts to make your brand more recognizable. Post regularly and consistently to get more followers and expand your organic reach. Research recommends posting once post a day. We know you're busy, so if this is too much, aim to post at least three times a week.

Learn how to use Reels and Stories

Reels and Stories have become key for organic reach on Instagram. They are a great way to advertise your business and gain more customers by posting videos featuring your products. As well as Reels, Stories are a great way to engage your audience. Through Stories, you can even ask your audience what they love most by using question stickers and polls. Using Instagram Insights, you can discover what types of content and format perform the best, then optimize for future content.

Schedule multiple posts ahead of time

If your business Instagram and Facebook accounts are connected, you can use the "Planner" in Facebook to schedule posts ahead of time. The Planner allows you to schedule a post and whether you want to post it to Facebook, Instagram, or both. This can save you lots of time if you spend one or two days a month creating and scheduling several posts.
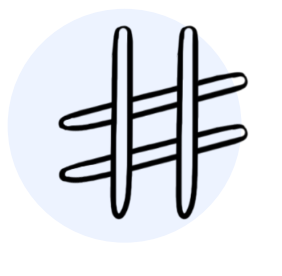
Don't forget the hashtags

More organic reach depends largely on hashtags. Try adding different hashtags to your posts. Don't choose hashtags with more than 100,000 posts because your post is less likely to show up in the feed of those following the hashtag. Instead, choose hashtags with between 7,000 and 25,000 posts. Use Insights in Instagram to find out which hashtags were most effective, save those, and reuse them for your next posts. Pro Tip: boost your posts to increase reach significantly; a budget of $100 per month is enough for good results.

With Instagram becoming a creative tool for small businesses, following these tips will help build your brand's presence on social media and connect with your target audience. As a result, your business will attract more loyal customers by generating trust and recognisability online. And if you lack time for learning digital tools and nurturing your Instagram profile, you can always hire an external agency to bring life to your brand online.

For more "How To's" on using social media for business growth, head over to getpromenade.com where we have lots of tips to help local small businesses thrive.

Learn More