

INSTAGRAM PROFILE *optimization*

STARTING FROM SCRATCH

A Guide to Creating or Updating Your Instagram Profile

Hello!



I'm Caitlin and I created Sage Studios and lead this team of remarkable women.

With more than 12 years of experience in strategy and management of all things marketing I am confident in providing knowledgeable feedback while staying on top of new, cutting edge trends and strategies.

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Get to know your profile

In essence, your Instagram profile refers to all the details displayed above your actual posts.



But more than that, your Instagram profile is a crucial opportunity to connect with others.

WHY IT'S IMPORTANT:

Your profile is the first thing people see when they visit your page.

It's a brief summary of who you are, what you do, and what kind of content people can expect from you.

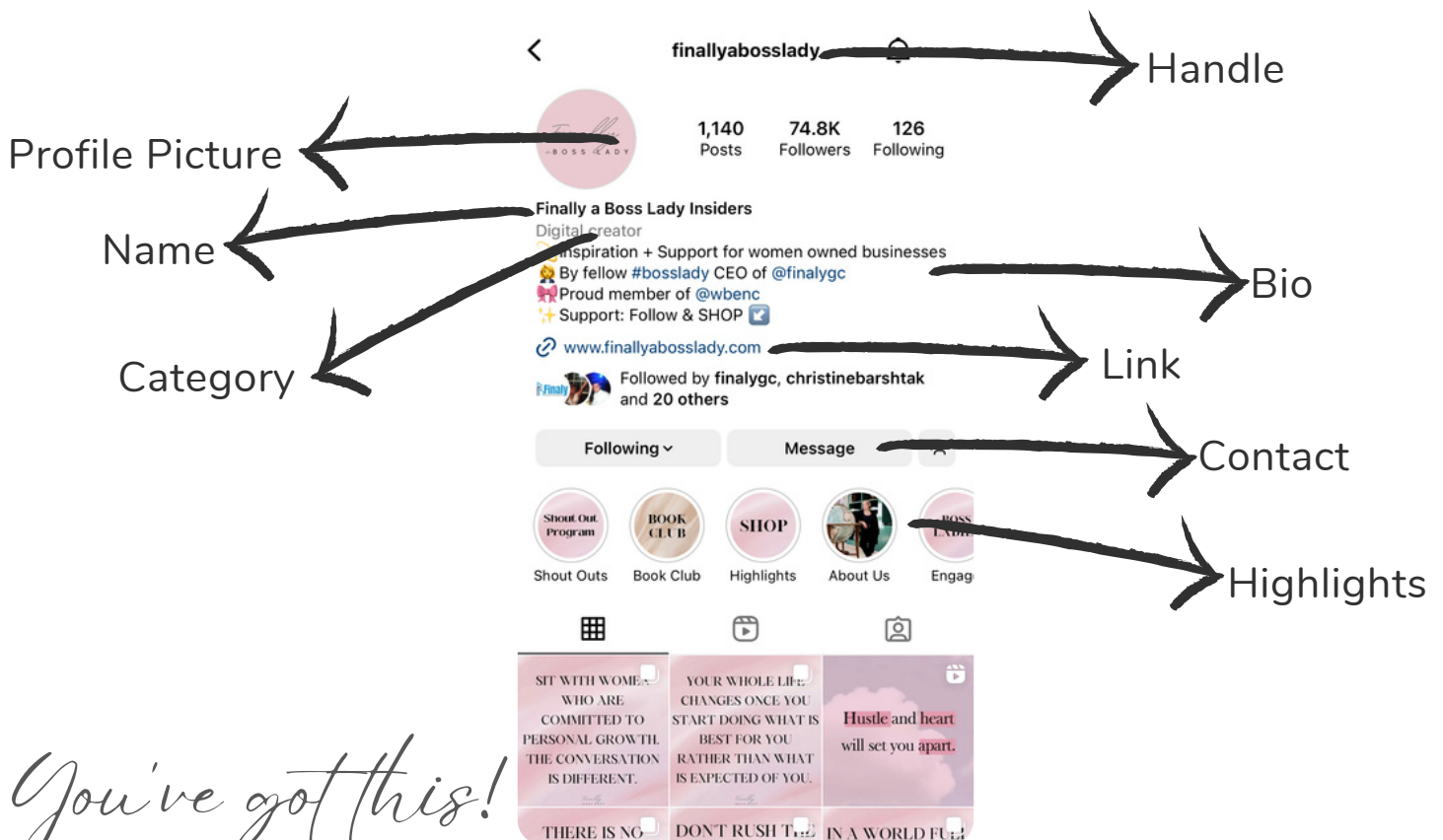
A well-crafted bio can attract more followers, enhance your brand, and help you build a community of engaged followers. It's also a great opportunity to showcase your personality and make a strong first impression.

A concise and informative bio can make people more likely to follow you and engage with your content.

The Elements

Whether you're new to the platform or revamping your profile, it's important to start from the beginning.

Here, we will go over the different sections of your profile to make the process easier.



Action Steps

1

Handle:

This is how others will tag you and find you so be sure it effectively reflects your business.

2

Profile Photo:

Either your logo formatted to be round or a headshot of you shoulders up with your brand colors and personality.

3

Name:

Use keywords in your name and if you are an individual led business include your full name to apply for verification.

Your brand's initial impression is crucial, so ensure that these items are cohesive, align with your brand criteria, and accurately represent your business.

Naming Examples



@influencingla

Christi Mills | Influencer Marketing Agency Los Angeles



@lou.the.architect

Louis Jones | Designing Modern Homes in Chicago



@ambition.collection

Sam Tracy | Women's Workwear Dresses



@yogaone

Yoga One | Miami Yoga + Meditation Studio

**These are fictitious account to serve as examples*

Write an Impressive Bio

When visitors land on your page, it's important to capture their attention and make a lasting impression. Crafting a compelling bio is a crucial step towards improving your conversion rate. This is your chance to shine, so make it count!

THE NUMBERS

KEEP IT TO 4 LINES

150 CHARACTERS MAXIMUM

- Line 1: Your Help Statement / What They Get Out of It
- Line 2: Your Offering
- Line 3: Awards/Accolades/Accomplishments
- Line 4: Call To Action / What You'd Like Them to Do Next

WRITING TIPS

Keep it brief yet captivating

Include keywords

Make it about your viewers

Show your personality

Help from a Template

Here's a simplified template to get you started but your bio should be as uniquely you as possible.

Your Full Name or Company Name | Your Industry and Core Service/Offer/Product

Helping you go from _____ to _____ by ____.

Creator of____ (or listen to our podcast xyz)

Our core offer is

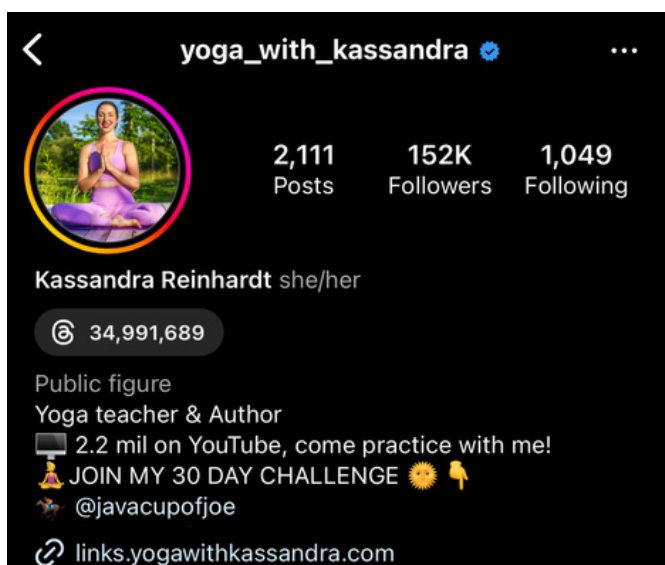
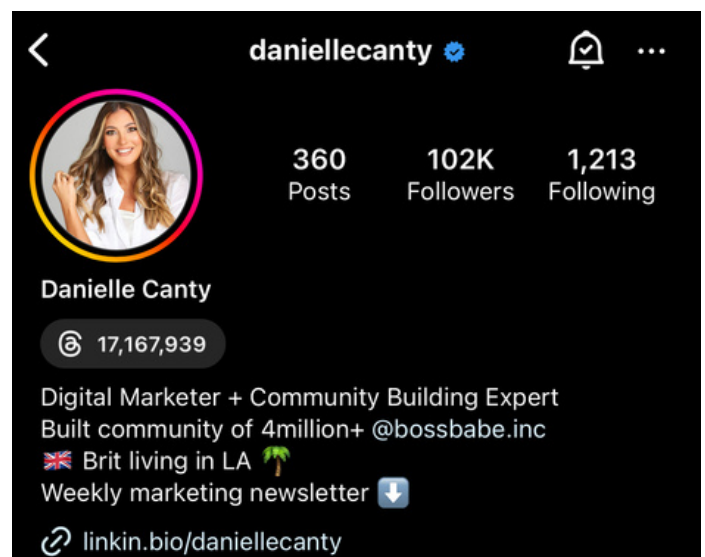
This is what's in our link below 📌



Now you give it a try...

Taking it a Step Further: Instagram Bio Examples

Here are some Instagram bio examples to get you started, but be sure to make your bio unique and avoid copying others. If you're looking for industry-specific examples, try searching relevant hashtags for well-written bios and profiles.



For more resources check out our website
sagemarketingstudios.com



Every moment is an
opportunity to change
your perspective.

Thank-you!

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