

# The Anatomy of the Perfect Small Business Instagram Profile



Leverage the leading social platform to tell your small business' story.



## Create the Perfect Bio

**Tell Everyone Who You Are**  
Let Instagram's 800 million daily users know exactly what your business is about.

**Show Your Personality**  
Don't be afraid to use some of the 2.6B available emojis to let your customers who you are and what you're about.

**Highlight Promotions**  
How is special deal coming up? Use your bio to make sure followers never miss out on the best.

**Use the Right Hashtags**  
Make sure you're focused on using branded hashtags that showcase your best content.

**Incite Customers to Take Action**  
Include a link in your bio to your site or blog and drive followers there with each photo you post.



## Share the Perfect Mix of Content

**Monitor What's Working**  
Clearly define your KPIs for the platform and track your content based on performance.

**Use Instagram Stories**  
Authentically connect with the estimated 480 million people that use this feature daily.

**Leverage Influencers**  
30% of consumers say they're more likely to buy a product recommended by an influencer.

**Get Smart About Hashtags**  
Adding just one hashtag to your post can increase engagement 12.6%.

**Invest in Stellar Photography**  
Photos continue to perform better than video, generating 34% more engagement.



## Perfect Your Engagement Strategy

**Involve Your Followers**  
User-generated photos are 3x more likely to convert customers than other content types.

**Know When to Post**  
Maximize engagement by posting Tuesday through Friday between 9AM and 6PM.

**Make Your Feed Aesthetically Consistent**  
Using a consistent color scheme or palette will draw in new followers and customers.

**Get Generous With Giveaways**  
Grow your following while promoting your products.

**Tell Them Where You Are**  
Posts with a location receive 79% more engagement on average.

