

# Come avere un profilo perfetto su Instagram.

di Paolo Franzese

**SCALE:** 1936px by 1936px

Another MarketingThink.com Social Media Blueprint

Rev. May 4, 2013

**Captions.** Use relevant photo captions, including asking questions, to grab attention  
**Coaching:** Include your URL in your comments to help drive website traffic

**Notifications.** Allow your photos to be found From Everyone for Like and Comment notifications  
**Coaching:** Remove privacy barriers to make it easy for customers to find you

**Profile Pic.** Use your company logo

**Company Name.** Select a user name closely resembling your company name  
**Coaching:** Make sure your user name is similar to your Twitter handle

**Profile.** Explain your business and its purpose for being on Instagram  
**Coaching:** Profiles cannot be searched by keywords or hashtags

**URL.** Include your company website or Facebook URL

**Location.** Geo-tag photos so customers can find your business  
**Coaching:** Connect geo-tagged photos to the mapping function promote multiple customer or store locations

**Photos Of You.** Choose to include relevant Photos Of You pics in your profile  
**Coaching:** Tag customers in your photos to begin a dialogue

**Hashtags.** Use multiple hashtag, including your company hashtag, to reach people searching on relevant topics  
**Coaching:** Add hashtags to past posts to refresh content with timely keywords to further increase reach

**Reply.** Send a short note to people liking, commenting or mentioning you (in News tab) to start a 2-way conversation  
**Coaching:** Keep comments to a conversational level by asking a question

**Branding.** Integrate your company logo or presence into your photos  
**Coaching:** Don't rely on your profile to make your brand connection, since most experience Instagram through the feed

MarketingThink.com | Social Media & Marketing Coaching Blog

Please pass this blueprint on to help build better social media messaging throughout the world  
Reach me @GerryMoran with any questions!

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Fonte: <http://brandongaille.com/instagram-profile-optimization-guide-and-cheat-sheet/>



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Da un articolo scritto da Paolo Franzese il 23 Settembre 2013