

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

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

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

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 hashtags, 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/>



Da un articolo scritto da Paolo Franzese il 23 Settembre 2013