



Come avere un profilo perfetto su Instagram.

di Paolo Franzese

MarketingThink.com

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Another MarketingThink.com Social Media Blueprint

Rev. May 4, 2013

By @GerryMoran

How To Build The Perfect Instagram Profile

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

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