



HOW TO OPTIMIZE YOUR INSTAGRAM BUSINESS PAGE: A GUIDE FOR SERVICE AREA BUSINESSES

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Instagram

With almost **1.3 billion users**, Instagram is one of the world's most popular photo- and video-sharing sites. However, this social media platform is much more than videos of dancing cats or photos of Hawaiian pizzas. It is also a powerful business tool that can help you find new leads, engage with customers, and deepen connections with your community.

This eBook will show you how to achieve these goals with an Instagram business account/page. You will also learn how to leverage powerful capabilities like Reels, Stories, and ads to enhance your brand's visibility and recognition on Instagram. Thanks for reading!

How to set Up Your Instagram Business Page

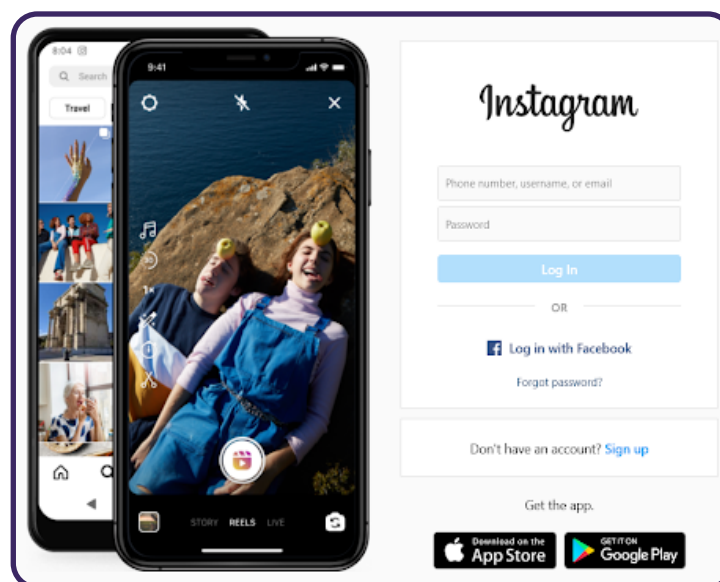
- **90%** of users follow at least one business on Instagram.
- **50%** have used Instagram to discover new brands, products, or services.
- **63%** say that Instagram enables them to form meaningful connections with brands.

These numbers can work in your favor and garner huge benefits for your brand. But first you need to create an Instagram business page. You can do this for free in one of two ways:

I Set up a new account

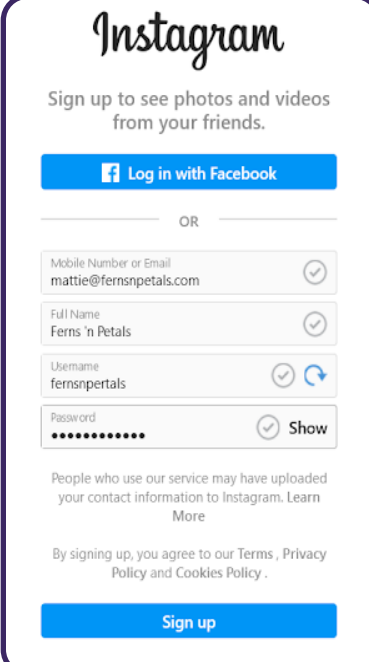
● Step 1

Go to <https://www.instagram.com> and click on Sign up



● Step 2

Add your email address or phone number, full name, and password. Choose a unique username that reflects your business name.



Instagram

Sign up to see photos and videos from your friends.

[Log in with Facebook](#)

OR

Mobile Number or Email
mattie@fernsnpetals.com ✓

Full Name
Ferns 'n Petals ✓

Username
fernsnpetals ✓ ↻

Password
•••••••• ✓ Show

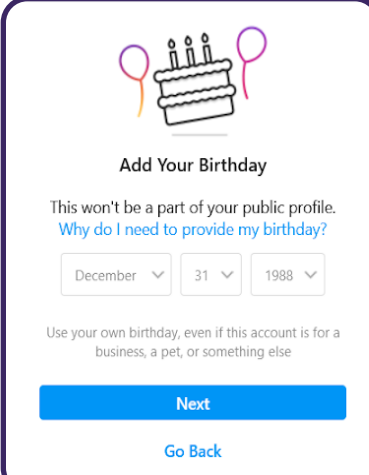
People who use our service may have uploaded your contact information to Instagram. [Learn More](#)


By signing up, you agree to our [Terms](#), [Privacy Policy](#) and [Cookies Policy](#).

[Sign up](#)

● Step 3

Add your birthday.





Add Your Birthday

This won't be a part of your public profile. [Why do I need to provide my birthday?](#)

December ▼ 31 ▼ 1988 ▼

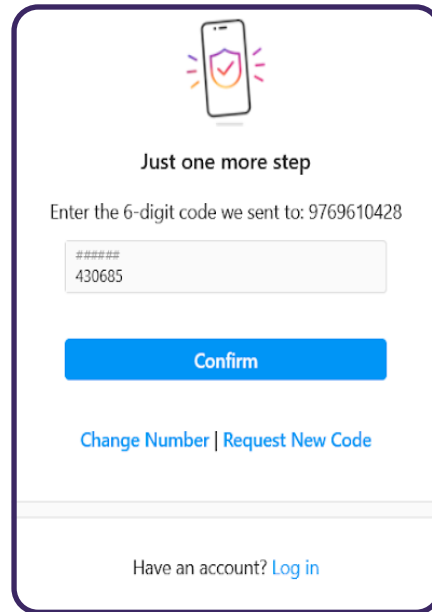
Use your own birthday, even if this account is for a business, a pet, or something else

[Next](#)

[Go Back](#)

● Step 4

Enter the 6-digit code you get in your address or on your phone (depending on what you provided in Step 2).



Just one more step

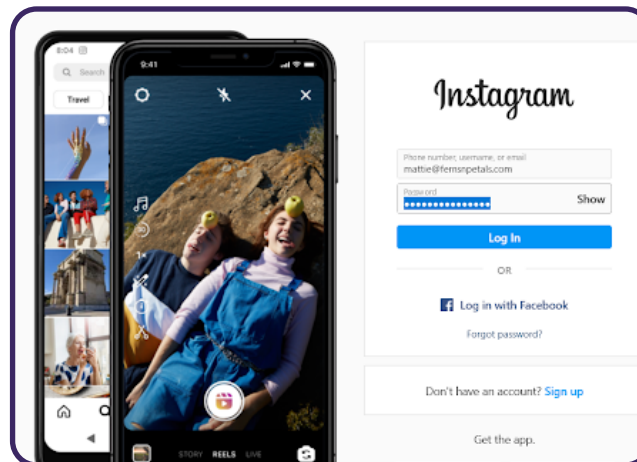
Enter the 6-digit code we sent to: 9769610428

430685

Confirm

[Change Number](#) | [Request New Code](#)

Have an account? [Log in](#)



Instagram

Phone number, username, or email
matthe@femsonpetals.com

Password
Show

Log In

OR

Log in with Facebook

[Forgot password?](#)

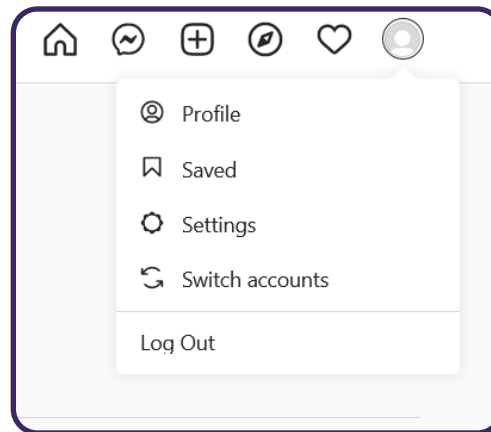
Don't have an account? [Sign up](#)

Get the app.

II Convert your personal account to a business account

● Step 1

Log into your account. Go to your profile in the top right-hand corner and click on Settings.

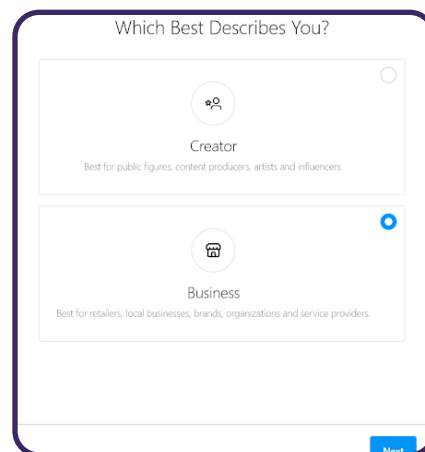


● Step 2

In the left navigation, click on switch to professional account.

● Step 3

Follow the on-screen prompts.



● Step 4

Select a category for your business. Doing this will help your target audience find you.

Select a Category

Choose a category that best describes what you do. You'll have the option to display or hide this on your profile.

Show category on profile

Search

Suggested

- Personal blog
- Product/service
- Art
- Musician/band
- Shopping & retail
- Health/beauty
- Grocery Store

If your category doesn't show up on the recommended list, type it in the search box, select it, and click on Done.

Show category on profile

Search

florist

- Florist
- Gift Shop
- Sports & recreation
- Real Estate
- Legal
- Restaurant

Back Done

● Step 5

IMPORTANT: Add your business contact details.

Make sure to provide the exact details so people can contact you easily.

Click on Save.

Show contact info on profile

Public Business Information

Email

US +1 ▼ 510.400.6039

548 Market St Suite 59118

San Francisco, California

94104

Don't use my contact info

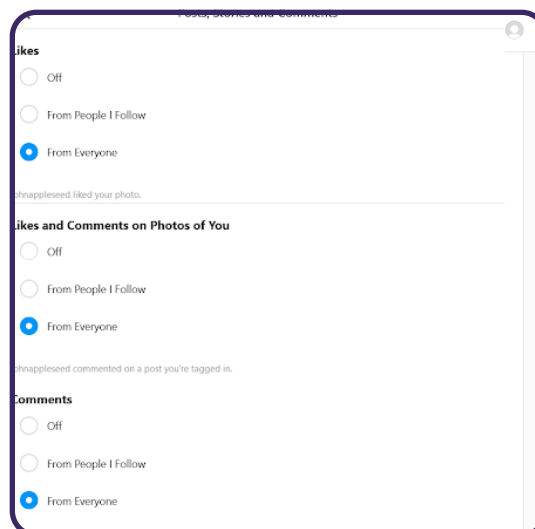
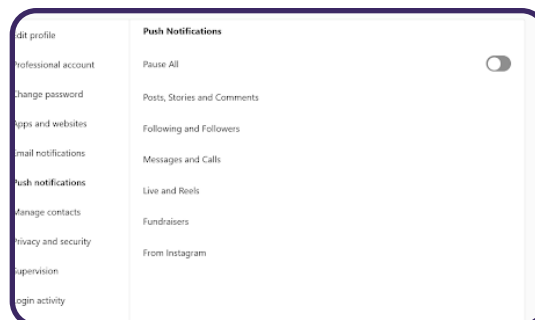
Save

Tips to Make Your Instagram Business Page Stand Out

After setting up your account, edit your profile to add:

- **A profile photo:** Choose a high-quality photo that represents your business well (more on this below).
- **Website:** This is a great time to update your website to impress visitors.
- **Bio:** Describe your business in 150 characters or less.
- **Email:** Make sure this is your current email address and that you check your messages regularly.
- **Phone number:** Add a current phone number.

Under **push notifications**, choose the options that are most likely to increase your business' exposure and reach.



On the professional dashboard, track your account's performance, access professional tools, and explore curated educational information to enhance your Instagram presence.

More tips to optimize your business page:

- Add Stories Highlights to show users what your brand is about.
- Create a contest or giveaway to drive greater brand interest.
- Get on Instagram Live to connect with followers in real-time and expand your community.

Tips to create an eye-catching profile picture

Your Instagram profile picture is one of the first things visitors see. It is also one of the key elements of your brand story, so make sure you get it right with these tips.

● Tip #1

Use your business logo

This is a great way to let visitors immediately get a feel for your brand.



You can also use a photo of your façade or signboard OR a photo of your best offering.



● Tip #2

Choose a high-resolution image

Image quality matters a lot on Instagram and so does size. A lower resolution will affect picture quality but a higher resolution will get automatically cropped. Ideally, choose an image of size 110x110 pixels.

Crop the image so that it appears clear and showcases your business perfectly. A logo profile image should be center-aligned.



● Tip #3

Take photos in good lighting

Choose a well-lit outdoor location or supplement an indoor location with extra lights to make your profile photo eye-catching and appealing. Avoid shadows and remove unnecessary elements that you don't want to show up in the photo.

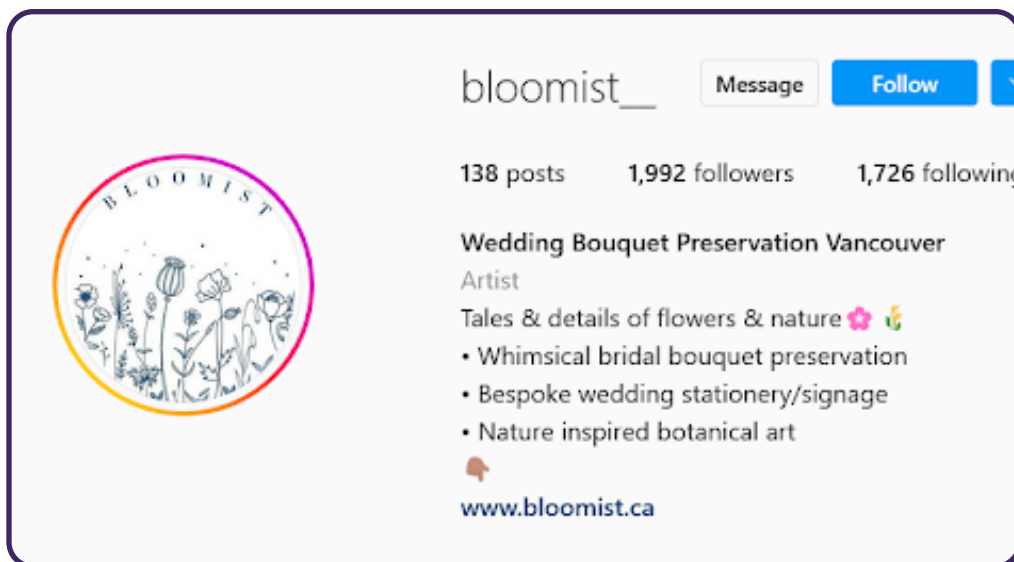
Tips to create an engaging profile bio

Your bio, which appears beneath your profile picture, describes the contents of your business page. You only have 150 characters so make this space count with these tips:

● Tip #1

Include targeted keywords

Use your name field to reach more users as they search for businesses like yours. Think about the keywords customers might search and include them in the name field. Here's one example where the florist uses the keyword "wedding bouquet" in their bio:



● Tip #2

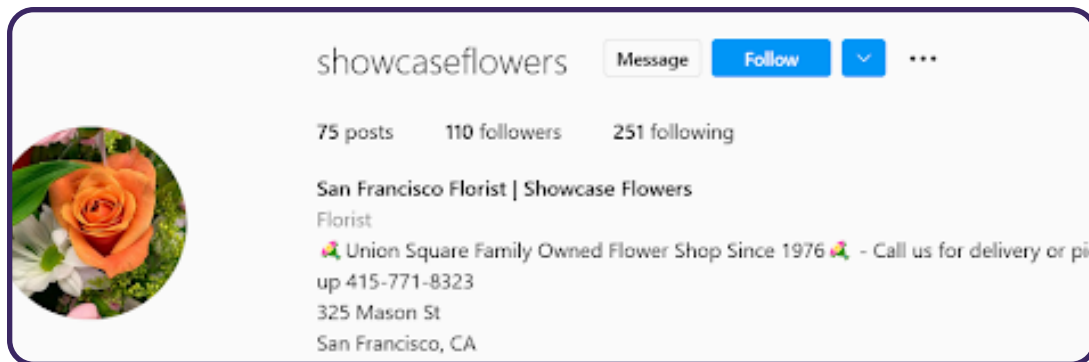
Include a link

A link to a landing page or website encourages visitors to further engage with your brand outside Instagram. You can only use one link, so choose wisely.

Tip #3

Add call-to-action (CTA) text and contact information

CTA text helps drive more engagement with visitors. Are you offering a new promo or service? Running a limited-time sale? Requesting visitors to follow your page? Let them know by adding the CTA in the bio! You can also add contact information so an interested visitor can connect with you.



Captivate Audiences with Instagram Reels and Stories

Instagram **Reels** are short, entertaining videos that can be up to 90 seconds long. **Stories** are also short, vertical videos. They can also be converted into ads. **Stories** disappear after 24 hours while **Reels** remain on your business page until you delete them.

Reels can include video clips, filters, captions, interactive backgrounds, stickers, and more. The Instagram algorithm recommends Reels to people who don't follow you, making them very effective at grabbing attention. They can also expand your reach, get you new followers, and help you promote your offerings to a wider audience.

Similarly, **Stories** can benefit your brand by building greater awareness and driving traffic to your website. They make full use of the mobile screen so you have an opportunity to tell an immersive brand story to your audience. You can also tag products in Stories to deliver seamless shopping experiences and increase brand discovery.

Tips to create amazing Instagram Reels that hook people in

Before creating a Reel, create a storyboard. To do this, ask yourself questions like:

- Who is your target audience?
- What kind of Reel is most likely to appeal to them?
- What is the topic of the Reel?
- How will the Reel progress from the first second to the last?

If the Reel will consist of multiple clips, break them down so you can shoot accordingly and ensure that the final Reel matches your conceptualization.

Add music to the Reel from the Instagram music library. You can also add your own audio by recording a Reel with it. Be careful not to violate any copyrights. Edit your Reel to add stickers, text, drawings, voiceovers, filters, etc. Also add a Reel cover, location, and a captivating caption that captures your brand's essence. If possible, enable Facebook recommendations so Facebook users will also enjoy your content.

Tag people or invite them as collaborators. If they accept your invite, your Reel will be shared with their followers and increase its reach. You can also use hashtags to get more engagement. For the best reach, share the Reel to the Instagram Feed.

Finally, make sure your Reels are not too "salesy". Focus on providing value to the visitor, whether it's in terms of information, assistance, or simply entertainment.

How to create Instagram Stories

Millions of people watch Instagram **Stories** every day so you have a chance to reach them with compelling content that drives tangible business results. To create this content, follow these best practices:

- Use automatic placements to improve delivery and results
- When designing **Stories** ads, use full-screen, vertical assets
- Integrate your brand's logo and products at the start of the Story to capture attention
- Enhance the Story with music, voiceover, motion, and other creative elements
- Use text sparingly so it doesn't distract from the video or image

You can also include polls and CTA text to get people to interact with your **Stories**. Where possible, use Shopping Stickers to tag products and encourage people to shop.

Drive User Action and Greater Conversions with Instagram Ads

In January 2021, a Facebook survey found that Instagram ads could potentially reach 1.22 billion. That's 20% of the global population aged 13 or older. Ads are powerful since they enable businesses to reach their target audience with precise targeting, engaging formats, and actionable insights.

You can display your content to a wide yet targeted audience in order to:

- Guide users' shopping journey
- Make valuable connections
- Build brand awareness
- Create a loyal community of brand advocates

The ad will appear throughout the app, including in users' feeds, Instagram Stories, and Explore.

Instagram also provides a Meta Ads Manager feature to create more advanced multi-platform campaigns to:

- Increase your brand's overall visibility
- Use shoppable Instagram posts to promote a limited-time sale
- Add branded hashtags to ads to collect user-generated content

How to boost a post to create an ads

Convert or “boost” any post into an ad in four simple steps:

- 1** Choose which post to boost: Select a post with attractive photos or videos that are most likely to grab attention.
- 2** Select the destination: The destination is where you want people to go when they click your ad.
- 3** Define the audience: Select a specific demographic or target people similar to your biggest fans.
- 4** Define your budget and duration: Give the ad enough time and budget to reach the audience.

Tips to boost ROI with Instagram ads

You can create many types of ads on Instagram, including image ads, video ads, Stories ads, and Reels ads. Choose the ad type and CTA that best match your goal and audience. Avoid making changes to the ad after it is already running. If you do, you will have to delete it and boost the post again.

After posting your ad, check your Insights dashboard to measure impact with these metrics:

- **Likes, comments, saves:** To understand if the ad resonated with your audience
- **Interactions:** To find how many people tapped the ad’s action button
- **Reach:** The number of unique people who saw your ad
- **Impressions:** The number of times your ad was viewed

Use these learnings to improve your advertising strategy and copy. Whenever possible, test your messaging with different captions or imagery to see what captures visitors’ attention. Experiment by sending the ad to multiple audiences based on different traits (age, gender, etc.) to find who is more likely to become your customer.

Boost Your Company's Reputation on Instagram with Broadly

Ready to attract more members to your business with Instagram? Contact [Broadly!](#) We will help you make the most of your Instagram presence, and improve your reputation and visibility. [Book a free demo](#) to know why 6,000+ local businesses rely on Broadly for Instagram reputation management.

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