welcome to your guide to guide to ENHANCE

YOUR INSTAGRAM PROFILE



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Tips for your **USERNAME:**

Tips _

• Keep it short and easy to pronounce, this way you'll be easier to find. Avoid numbers and special characters if possible.

Examples:

USE THIS

- ⊘ @casamilabarre

NOT THIS

- @accesoriosmafer_mx
- @cabellosanoylindo_salon
- conjuntosdeportivos_beauty1111
- @podcast _sanocorazon



Your profile picture IS KEY:





Use a clear image that reflects your personality.

If you're a personal brand, choose a well-lit photo of yourself.





For branding, use your monogram on a background that creates contrast in your color palette.

Take into account:

Make sure the image is easily recognizable for your profile.
 Don't change it too often to create brand presence.

Your bio SAYS IT ALL:

Your bio must answer these questions:

/ Who are you?

de de la companya de

Introduce your name or the name of your brand. Include a keyword from your field to help you appear in the search engine. E.g., "ATRIUM| Branding • Web"

/ What do you offer?

A brief description of your products or services. Keep it short and legible: Remember to include emojis to grab attention, but keep them to a minimum.

/ Added value:

Include a clear benefit for your followers. E.g., "I help women shine in their businesses."

/ Call to action:

A link to your website or a special offer Eq. "Book now"

/ Add strategic links:

Add a link to your website, your booking calendar, or your online store.

Your bio SAYS IT ALL:



[Your Name] | Entrepreneur: I help women build successful businesses. Schedule your free session here.

GET INSPIRED BY THEM!















Hacks for YOUR FEATURED STORIES

Recommended categories in general:



About me: A brief introduction.



Services:

A summary of what you offer.



Testimonials:

Share customer experiences.



Tips: Mini tutorials or helpful tips related to your niche.



Behind the scenes:

Show the creation process of your products or services.



Use coherent covers that reflect your color palette and visual style.

NAIL STUDIO



Hacks for YOUR FEATURED STORIES

Examples:

01 / Architecture office











SERVICES

PROJECTS

CLIENTS

VALUES

TEAM

02 / Florist











SERVICES

SHIPPING

CONTACT

PROMOTIONS TESTIMONIALS

03 / Coaching / Psychology











TIPS

COURSES

OTHER

CONTACT

TESTIMONIALS

04 / Coffee Shop











MENU

SCHEDULES

LOCATION

US

PROCESSES

Content for YOUR STORIES





Behind the scenes:

Remember that your Instagram stories are like the behind-the-scenes of your business. Show us your day-to-day life.



Testimonials:

Share your satisfied customers' experiences with screenshots or videos.

Very important: Testimonials give confidence to your future clients and can help you achieve new sales.



Tips and Tricks: Provide content that helps your community. This will help you connect with your audience and position yourself as an expert in your field.



For example, Xile Chile always shares recipes that work as tips and help sell their product.



Content for YOUR STORIES



Polls and Questions: Use interaction tools (polls, questions) to get to know your audience and increase engagement.

Remember, they won't always participate.

Don't worry, start the conversation, and you'll see how little by little your audience will join in.







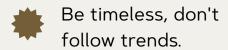
A call to action, also known as a CTA, is an action you ask your audience to take. It needs to be clear so they know what to do with your content.

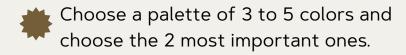
For example, "Save this video," "Send this reel to a friend," "Write me a message to start your process," "Schedule an appointment with me here."

YOUR BRAND COLORS Should always be present

Choose 3-5 colors that represent your brand. Use them consistently in your posts, stories, and artwork.

Here are some tips for choosing your color palette:





Apply them like this:



Choose shades that highlight your personal image.

Opt for colors that make you feel good and that align with your style.



Incorporate elements that represent you.

Accessories like a coffee mug or a notebook can add a personal touch.

YOUR BRAND COLORS Should always be present



Play with lighting.

Natural light can enhance colors and give your photos a warmer atmosphere.



Pay attention to composition.

Use the rule of thirds to create more dynamic and visually compelling images. (At the intersection points, place the most important element or the one you want to highlight.)



Create a visual story.

Publish images in sequence that complement each other to tell a narrative of a day with you.



Be authentic.

Don't be afraid to show your spontaneous moments; authenticity is also part of your visual identity.

Frequency of **PUBLICATIONS**

Publish 3 to 5 times per week. This consistency not only keeps your audience engaged, but strengthens the relationship with your followers. It will ensure your brand remains visible in their feeds.

Vary your content

Keep your followers engaged by alternating between different types of posts. Here are some ideas:



Products in action: Show how your products are used and highlight their features and benefits.







Trends: Search for trends or news based on your business.

Frequency of **PUBLICATIONS**



Plan:

Establishing a content calendar will help you:

- A Organize your posts.
- Identify **what type of content** connects most with your audience.
- Make sure you address **relevant and current** topics.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Tips	Educational reel	Upload a testimonial	-	More relaxed content	-	A day with you



Analyze your results:

Review your post metrics to understand what type of content works best. Adjust your strategy based on what your audience likes best.

Balance YOUR PHOTOS





Use: Capture specific details of your products, textures or ingredients. For example: If you sell cosmetics, a close-up of a lipstick or the texture of a cream highlights the quality of the product.







/ Far away:

Use: Show the context, environment and how your products or services work.

E.g.: An image showing your products in use, allowing you to see how they fit into the environment.

Balance YOUR PHOTOS





Use: Present your product or service in a natural setting to create an emotional connection.

For example: Capture a group of friends sitting in your establishment, laughing and sharing an afternoon. Showcase steaming cups of coffee, the house specialty, and the atmosphere.



/ Close-Up of Hands:

Use: Highlight the handmade work or dedication behind your products.

E.g.: If you offer art services, show your hands, like when painting, which conveys your effort and work.



Balance YOUR PHOTOS

#/ Medium Shot:

Use: Shows people from the waist up, ideal for portraying interactions or presentations.

E.g.: A portrait of a team member explaining their process, allowing followers to get to know the team behind the brand.







Use: Capture specific elements that add value to your product.

E.g., focus on the unique finishes or details of a jewelry accessory, highlighting its quality and design.

Balance YOUR PHOTOS



*/ Action Shot:

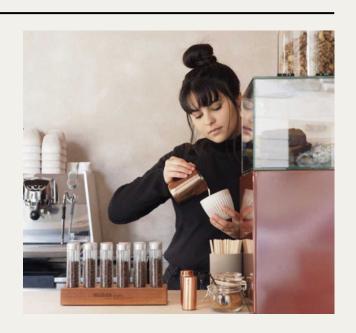
Use: Capture moments in motion, showing how your products are used.

E.g., a dance or yoga class to capture the movement and professional steps of your service.

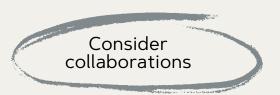
/ Portrait Shot:

Use: Focuses attention on a person or group, highlighting their emotions.

E.g.: Your baristas preparing a delicious hot latte.



How to get FOLLOWERS





Use strategic hashtags:

Research and use hashtags relevant to your niche. Here are some tips for you



Hashtags específicos:

Include specific hashtags that accurately describe your content. For example, if you own a coffee shop, use #CraftCoffee, #CupOfCoffee, or #LocalCoffee, in addition to more general hashtags like #Coffee or #Food.



Vary your hashtags:

Mix popular hashtags (those with a high volume of posts) with lessused hashtags (which may be more specific). This will help you reach both a broad audience and more specific niches.



Number of Hashtags:

Use between 5 and 15 hashtags per post. Instagram allows up to 30, but a smaller number can be more effective.

Note: Review and update your hashtag list regularly, always making sure that the hashtags are relevant to the content of your post.

Recommendations for **PERSONAL BRANDS**



1 BE GENUINE:

Share your personal story and life experiences.

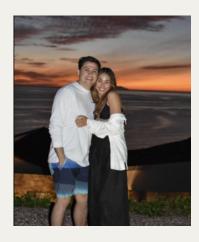
Show who you really are and what motivates you.

You don't need to be anyone else; you need to be more of yourself.



2 INTERACT WITH YOUR AUDIENCE:

Every message your audience sends you counts. Respond warmly and responsibly. Also, invite them to chat with question boxes.



3 DIVERSIFY YOUR CONTENT:

Alternate your content. Of course, we want to see the more formal side of your business, but we also want to see your day-to-day life and relaxed content.

Recommendations for

PERSONAL BRANDS



4 SHARE EDUCATIONAL CONTENT:

Offer value to your followers by sharing tips, tutorials, or relevant information about your business. That's probably why you see so many Get Ready With Me videos: influencers are implicitly sharing tips and telling a story.



5 CELEBRATE YOUR ACHIEVEMENTS AND CHALLENGES:

Don't be afraid to share both your successes and the obstacles you face. This can inspire others and show that the path to success isn't linear.



6 CREATE A COMMUNITY:

Foster a sense of belonging among your followers. Consistency is key to building community. Don't give up on us too quickly, keep creating.

Recommendations for **COMMERCIAL BRANDS**

1 BE CONSISTENT:

Maintain a consistent visual style across all your posts.

This includes colors, typography, and filters. Consistency not only reinforces your brand identity but also makes it easier for your audience to recognize.







2 SPECIAL OFFERS:

Promote discounts, product launches, and special events through your Stories. Create fun concepts that engage your audience.





Recommendations for COMMERCIAL BRANDS

3 COLLABORATIONS

Work with influencers or brands that share your vision and values. Collaborations not only expand your reach but also build trust, as your products are recommended.



HAT MAKES YOU HAPPY? MADRIDO GoodNews

4 INTERACTIVE CONTENT

Incorporate polls and questions into your stories to encourage your followers to participate.

5 STORIES BEHIND THE BRAND

Share your brand story, including its mission, vision, and values.

This helps create an emotional connection with your followers and allows them to better understand what you stand for.

¿NUESTRA MISIÓN? Llevar el buen rollo y el buen café a todos los barrios

Recommendations for **COMMERCIAL BRANDS**

6 SHOW THE USE OF YOUR PRODUCTS:

Post content that shows your products in action. This can include videos, customer testimonials, or tutorials. Seeing your products in use helps customers imagine how they would fit into their lives.







7 TAKE ADVANTAGE OF YOUR CUSTOMERS' MENTIONS:

Encourage your customers to share photos or reviews using your products. Reposting this content not only demonstrates your customers' satisfaction but also fosters a sense of community.









THESE STEPS

You will be able to create an attractive Instagram profile that will help you **connect** with your audience and strengthen your brand.

