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## How to set up an Instagram Business Page and Best Practices

by Red Barn Consulting

More than [25 million companies](#) worldwide use Instagram for business, and more than 200 million users visit at least one business profile every day.

Instagram has become “the new home for brands,” where engagement is high, followers are brand-loyal, and real business goals can be achieved.

Here's everything you need to know about how to use Instagram for business.

### 1. CREATE YOUR ACCOUNT

You have some options with Instagram that vary from Facebook. If you already have a personal Instagram account with brand-appropriate content and an established following, you can actually convert this to an Instagram business account. This gives you access to all the business features but makes the transition seamless for your existing followers.

If not, don't worry, you can simply create a brand-new Instagram business account. This is the right choice if you don't have an existing personal account, or if your personal account does not accurately represent your business.

#### How to set up an Instagram business account from scratch

Download the Instagram app for iOS, or Android. Open the app and tap Sign Up. Enter your email address or phone number and tap Next. If you want to connect your Instagram business account to your Facebook Business Page, make sure to use an admin email address to sign up, or tap Log in with Facebook.



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Choose your username and password and fill in your profile information. (We'll dive into how to optimize your Instagram business profile information later)

10:54 Sprint

NAME AND PASSWORD

Full name

Password

Save Password

Continue and Sync Contacts

Continue Without Syncing Contacts

Your contacts will be periodically synced and stored on Instagram servers to help you and others find friends, and to help us provide a better service. To remove contacts, go to Settings and disconnect. [Learn More.](#)

Once you've filled in all the info, tap done.

10:57 Sprint

✕ Edit Profile ✓

Change Profile Photo

Name  
Jenn Donovan

Username  
jenndonovanrbc

Website

Bio  
I'm a rockstar

[Switch to Professional Account](#)

[Personal Information Settings](#)

**You now have a personal Instagram account that's ready to convert to a business account.** We're almost done!

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### Now you need to convert the personal Instagram account to a business account.

If you are creating a new personal account, you'll see the option to convert your account immediately as you are updating your profile. Tap Switch to Professional Account.

If you are converting an already established account, log into your personal Instagram account on the app. Tap the profile icon to go to your profile. Tap Edit Profile and then tap **Switch to a Professional Account, then Continue.**

(Optional) If you want to connect your Instagram business account to your Facebook business page, follow the prompts to do so.

Add contact information: Your Instagram for business account must include an email address, a phone number, or a physical address (or all of these).

Which Best Describes You?

**Creator**  
Best for public figures, content producers, artists, and influencers.  
Next

**Business**  
Best for retailers, local businesses, brands, organizations and service providers.  
Next

Welcome to Instagram Business Tools, jennndonovanrbc

Continue

**Review Your Contact Info**  
These contact options will be displayed on your profile so people can contact you. You can edit or remove them anytime.

**Public Business Information**

✉ jenn@redbarnconsultingllc.com

📞 US +1 Business phone number

📍 Business address

People will be able to email, call, and get directions to your business from new buttons and links on your profile.

Next

Don't use my contact info

Tap Done.

## 2. CREATE A STRATEGY

Before you can decide what kind of content to post in Instagram, you need to think about who's going to see it. Who is your audience?

The vast majority of Instagram users are under the age of 35, with a fairly close split between male and female users. But we need to dive deeper...

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### **Determine who already buys from you.**

Check the analytics on your other social media channels to learn who follows you there. Do some thorough competitor research.

### **Create a clear value statement for your brand.**

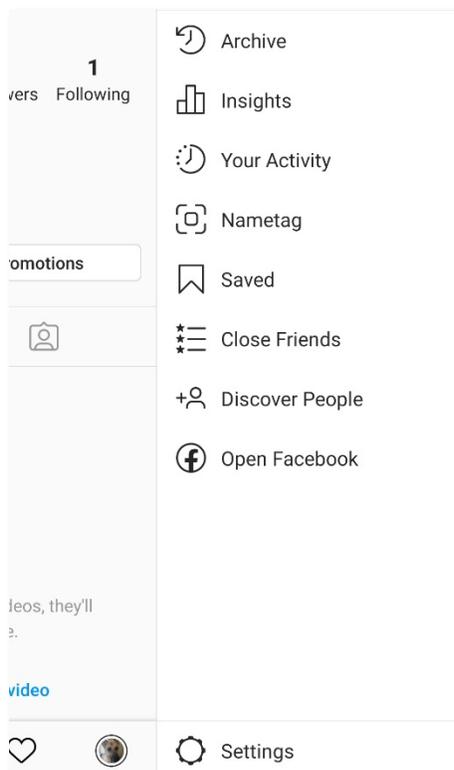
Once you understand who your audience is, think about what kind of content they want to see from you. What kind of content do they post on their own accounts? How do they interact with your competitors or similar brands?

### **Set goals and objectives**

Knowing what you want to accomplish by using Instagram for business is the first stage in creating an effective Instagram strategy. Understanding your goals keeps you on track and allows you to focus all of your efforts on achieving real business objectives.

As you build your Instagram presence, it's okay to have goals based on vanity metrics like likes, follows, and comments.

You can view your analytics by clicking on the Profile Icon, then clicking on the three bars on the right, and then clicking on Insights.



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## Commit to a regular posting schedule

Once you start building a following on Instagram, your fans will expect to see posts from you on a regular basis. You want to keep them aware of your brand and engaged with your content without overwhelming them to the point that they tune out—or worse, unfollow.

There's no one time that's best to post for all businesses. Different industries find success at different times, so you'll need to determine the best time to post on Instagram for your brand.

The key factor is to understand when your audience is online. Remember that they may not be in the same time zone as you are. Instagram Insights shows you exactly when your followers are online, broken down by day.



To access this information, click on the Audience tab within your Insights and scroll down to see active times.

Once you determine your best time to post, create a content calendar to plan and schedule your Instagram content in advance.

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### 3. OPTIMIZE YOUR PROFILE

You've already entered your basic profile info, but now we need to optimize it.

#### **Tweak your bio**

Your Instagram bio is only 150 characters long, but it needs to do a lot of heavy lifting. It tells first-time visitors who you are, what your brand is all about, and why they should care.

How do you cram so much information into such a small space, while also conveying brand personality?

- **Use your brand voice:** Convey your personality. Go casual, or professional, or a little bit cheeky, depending on what makes the sense for your business.
- **Include hashtags:** Instagram bio hashtags are clickable and are a great way to show off user-generated content.
- **Try emoji:** These little symbols can help you convey a lot of information in just one character.
- **Use spacing and line breaks:** Line breaks make your bio easier to read online.

#### **Optimize your profile pic**

For most businesses, the best profile pic is some version of your logo. Use the same picture you use on other social profiles to help people instantly identify your brand.

Your profile photo displays as 110 x 110 pixels, but it's stored at 320 x 320 pixels. That means it's a good idea to upload a photo at least 320 pixels square to ensure you're ready if Instagram changes how profile photos are displayed.

Your profile pic is cropped into a photo on the app, so make sure your logo is fully visible in this shape.

Make sure your profile is complete

Use all the components of your Instagram business account to their full advantage.

**Name and username:** These are the only parts of your Instagram profile that are included in Instagram search, so use them wisely. Include your real brand name as well as any variations (like a common abbreviation). Using the same username (or handle) on all social networks makes it easier for fans to find you.

**Website:** This is the only spot on Instagram where you can post an organic clickable link, so be sure to include one! Link to your website, your latest blog post, a current campaign, or a special Instagram landing page.

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Take advantage of Instagram business profile features

Whether you're converting a personal account or starting from scratch, make sure you take advantage of these business-only options:

**Contact information:** Include your email address, phone number, or physical address so fans can connect with you directly from your profile. When you add contact information, Instagram creates corresponding buttons (Call, Email, or Get Directions) for your profile.

**Category:** This appears under your name and shows people at a glance what you do.

**Call-to-action buttons:** These allow users to book an appointment, make reservations, buy tickets, and more, right from your Instagram profile. From your business profile, tap **Edit Profile**, then **Contact Options**, then **Add an action button**.



#### 4. SHARE GREAT CONTENT

Instagram is all about the visuals, so it's important to have a recognizable visual identity.

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First, think about what you will showcase in your posts. In some cases, the content will be obvious: a clothing line might showcase its clothes, and a restaurant might post photos of its food.

If you offer services, try showcasing customer stories (maybe gathered through a branded hashtag). Or go behind the scenes to highlight office life or introduce fans to the people who make your company tick.

Once you decide on a content theme, go for a consistent visual look. That means consistent colors and filters and an overall aesthetic that is easy to spot as your fans scroll through their Instagram feed.

### **Take amazing photos**

To make Instagram work for your business, you've simply got to have great photos. But you don't need to be a professional photographer, and you don't need a lot of equipment.

Your mobile phone is your best friend when it comes to Instagram photography, since you can post straight from your device. Here are some tips to get the best photos when shooting with your phone:

- **Use natural light.** No one looks great with a flash lighting up the oiliest parts of their face and casting weird shadows on their nose and chin. The same is true for product shots. Natural light just makes shadows softer, colors richer, and photos nicer to look at.
- **Avoid harsh light.** Late afternoon is an unbeatable time to take photos. Cloudy days are better than sunny ones for mid-day shooting.
- **Use the rule of thirds.** Your phone camera has a grid built in to help you follow this rule. Place your subject where the grid lines meet to create an interesting photo that's off center but still balanced.
- **Try different angles.** Crouch down, stand on a chair—do whatever it takes to get the most interesting version of your shot (as long as it's safe to do so, of course).

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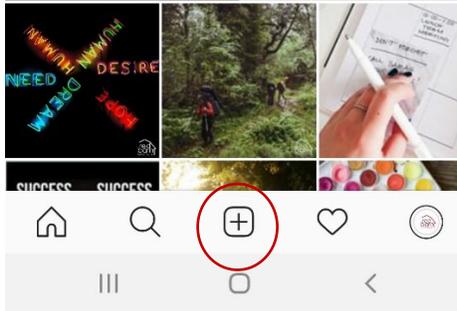


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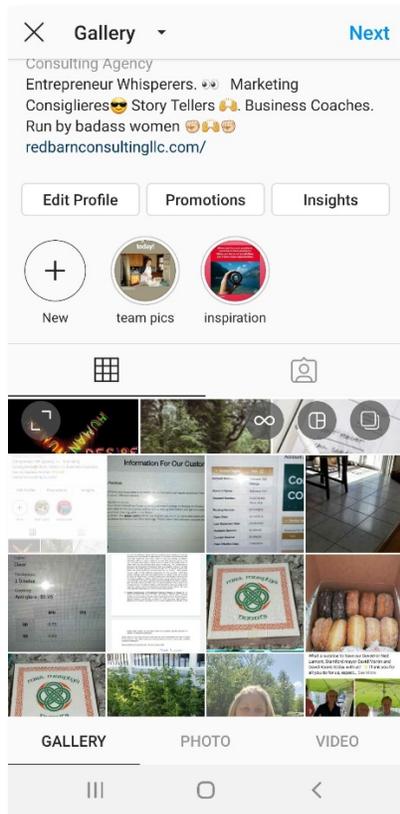
## Step by Step Posting

You can only post on Instagram via the mobile app or using a 3<sup>rd</sup> party tool like Hootsuite.

Click on the plus button at the bottom of the screen



Now you have the option to use a photo from your gallery, take a new photo, or take a video – choose the option that applies



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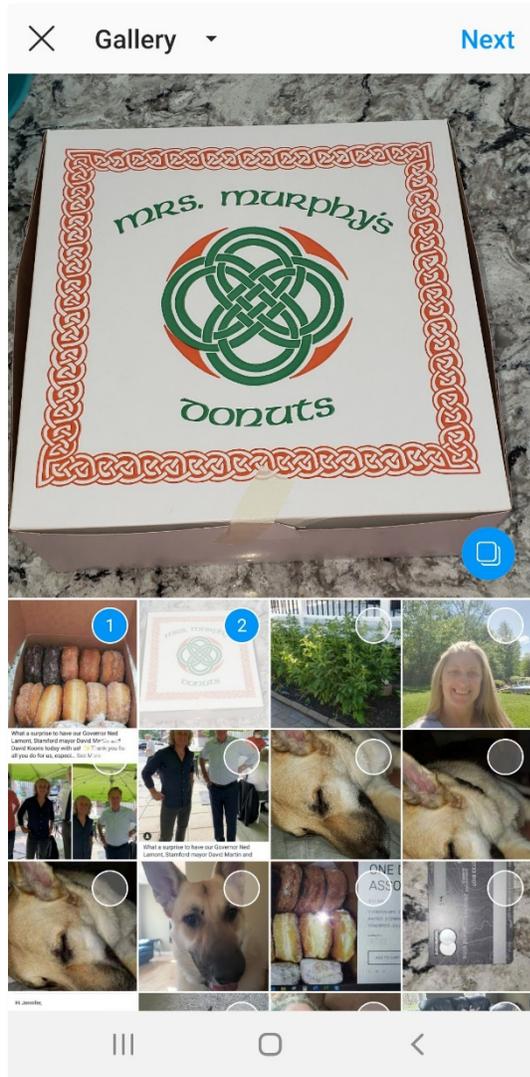
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Typically it's much easier to take your photos in advance and just select them from your gallery. If you choose photos you have already taken, you can choose multiple photos to post.

Just long press on a photo until you get the circles so you can select multiples. The photos will post in the order that you select them.



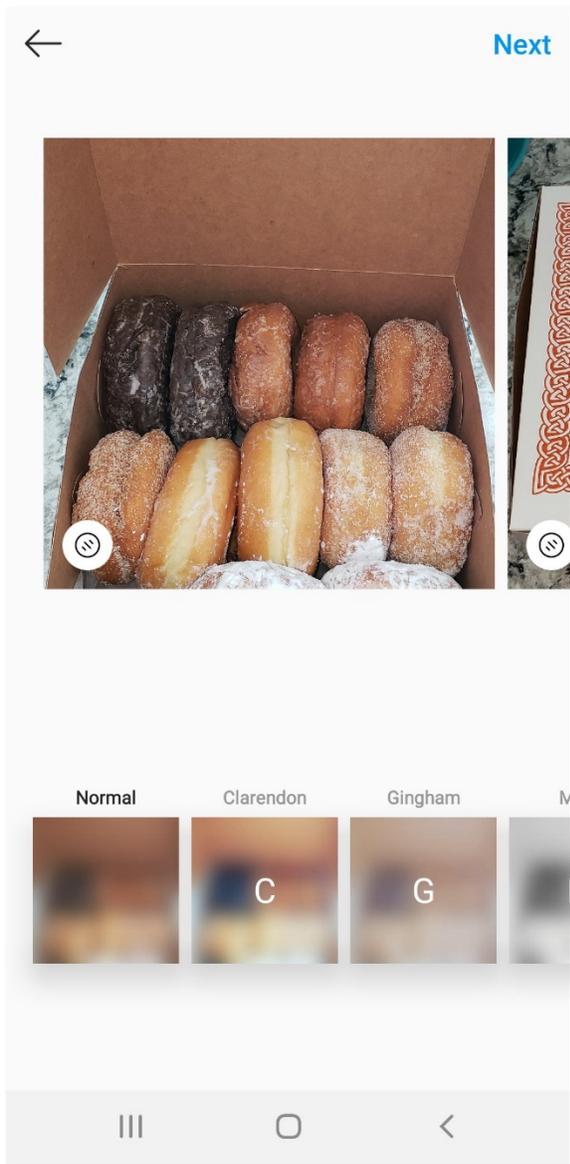
Now you can add filters if you like or crop your photo

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Click Next once done.

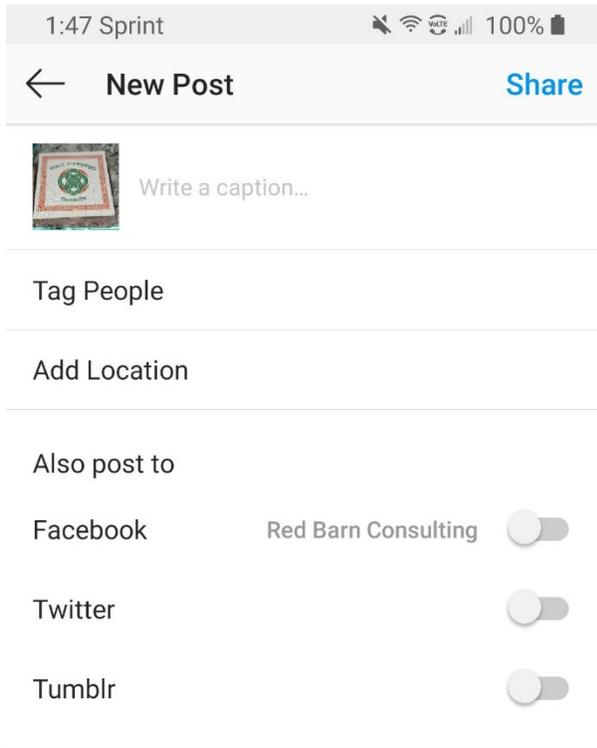
Now you can add your caption, tag people, add a location, and post to other linked accounts.

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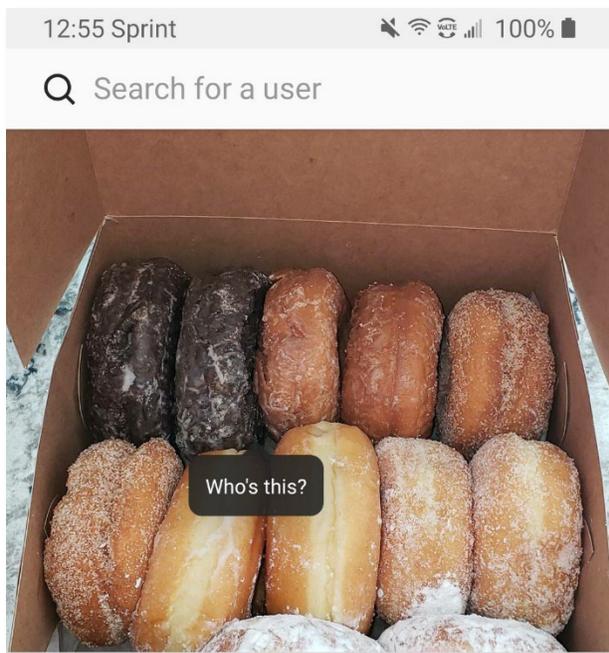
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To tag people “Click Tag People” and then touch where you want to tag them on the photo, then search for their Instagram handle.



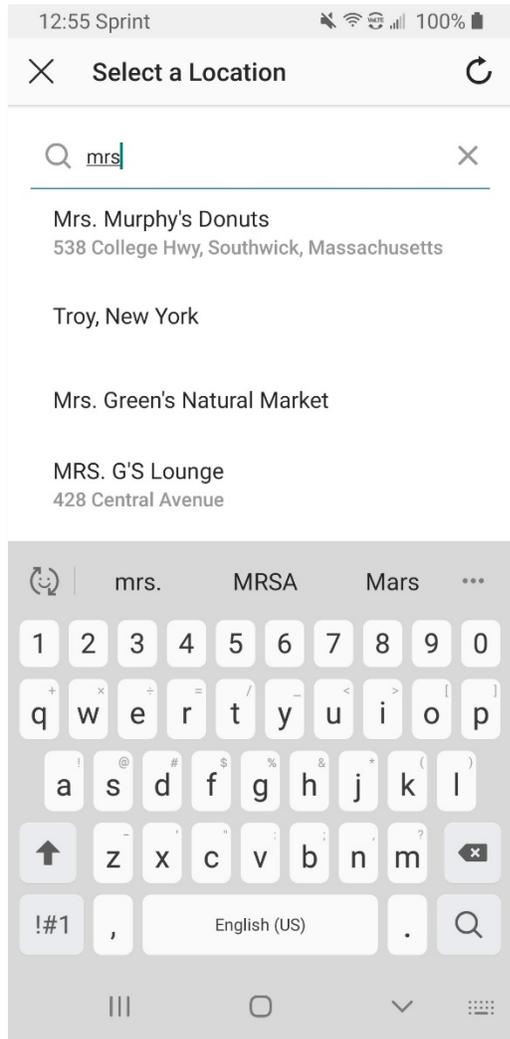
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You can choose Add Location next if you want to tag a location in your post. Just start typing the business name in the search field and select the right one.



Now you are ready to add your caption and your hashtags. If you are using a bunch of hashtags, you should add them as the first comment vs. in your post. You can add a few in your post though.

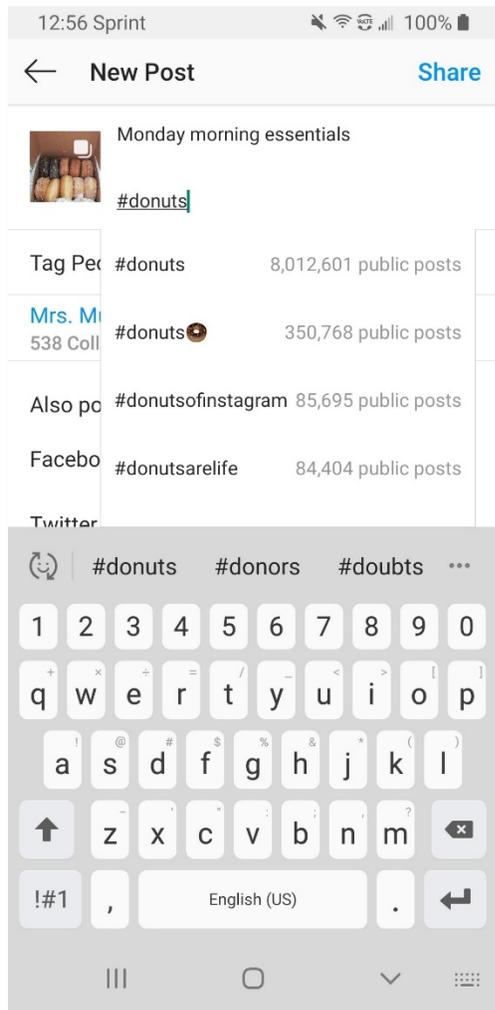
Once you are done – click SHARE!

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### **Tell great stories with Instagram Stories**

More than 400 million people use Instagram Stories every day, and 39 percent of people surveyed said they became more interested in a product or brand after seeing it on Stories. In fact, a third of the most viewed Instagram Stories are posted by businesses.

Content that disappears after 24 hours and live broadcasting features make Instagram Stories the perfect place to take creative risks with attention-grabbing photos and videos.

Tell authentic brand stories that have a beginning, a middle, and an end. Get creative with Stories slideshows and provide real value for your viewers to get them in the habit of watching your Stories consistently.

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End your Stories with a powerful call-to-action to convert your Stories views into measurable business successes.

Want to extend the life of your Instagram Stories content beyond 24 hours? You can do that with Instagram Stories Highlights.

### **Write compelling captions**

Instagram may be a visual platform, but that doesn't mean you can neglect your captions. Captions allow you to tell the story that makes the photo meaningful. Captions can make your followers think, laugh, and feel a connection to your brand.

To create compelling captions, you need to develop a clear brand voice. The most important thing is to be consistent. Do you use emoji in your captions? Are there grammatical guidelines your brand follows? What hashtags do you use? A good set of style guidelines will help keep your captions distinct and on-brand.

## **5. GROW AND ENGAGE YOUR AUDIENCE**

You have to be social! Start by monitoring industry hashtags and commenting on appropriate Instagram posts. Follow the people who participate in these discussions. This is a simple way to make your presence known to people who are likely to be interested in your content.

### **Use the right hashtags**

Hashtags help make your Instagram content easier to find. Captions on Instagram are not searchable, but hashtags are. When someone clicks on or searches for a hashtag, they see all the associated content. It's a great way to get your content in front of people who don't already follow you.

You might want to consider creating your own branded hashtag. A branded hashtag embodies your brand and encourages followers to share photos that fit that image. It can be a great source of user-generated content and encourage community among your fans.

### **Respond to comments and mentions**

Remember: this is social marketing. You can't neglect the social aspect. That means responding to comments and mentions of your brand on Instagram, so users feel motivated to keep engaging with your brand.

You might be tempted to automate your engagement using bots. Don't do it. Dedicate some time to responding authentically when someone mentions or tags your brand.

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### **Promote your account on other channels**

If you've got an established following on other social networks, let those people know about your Instagram business account. Make sure to tell them what kind of content you'll share on your Insta profile, so they know why it's worth their time to follow you in more than one place.

Include your Instagram handle in your email signature, and don't forget about print materials like business cards, flyers, and event signage.

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