



# Come avere un profilo perfetto su Instagram.

di Paolo Franzese

SCALE: 1936px by 1936px

Another MarketingThink.com Social Media Blueprint

Rev. May 4, 2013

**How To Build The Perfect Instagram Profile**

**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

**URL.** Include your company website or Facebook URL

**Hashtags.** Use multiple hashtags, including your company hashtag, to reach people searching on relevant topics  
**Coaching:** Add hashtags to your 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 or presence on your profile to create your brand connection, since most experience Instagram through the feed

Photos Of You. Choose to include relevant Photos Of You pics in your profile  
Coaching: Tag customers in your photos to begin a dialogue

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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/>

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Da un articolo scritto da Paolo Franzese il 23 Settembre 2013