

Come avere un profilo perfetto su Instagram.

di Paolo Franzese

SCALE: 1936px by 1936px

Another MarketingThink.com Social Media Blueprint

Rev. May 4, 2013

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

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 hashtag, 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

Profile. Explain your business and its purpose for being on Instagram
Coaching: Profiles cannot be searched by keywords or hashtags

URL. Include your company website or Facebook URL
Coaching: Don't rely on your profile to make your brand connection, since most experience Instagram through the feed

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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/>



Da un articolo scritto da Paolo Franzese il 23 Settembre 2013