



5 tips for a professional Instagram account

The introduction

The emergence of [social networking sites](#) is progressing at an accelerating pace and very large these days, and many sites have appeared that have become the most popular in our time, the concept of [marketing through social media](#) began to emerge, as the world began with logins via Facebook and then YouTube, and in 2006 the emergence of Twitter began. As a small blogging and tweeting site, and in 2010, the Instagram platform was launched by Kevin Systrom to be a site for sharing photos over the Internet. This site was purchased by Facebook in 2012, and the social networking site Pinterest appeared in the same year, which led people to become dependent in their company on [influencer marketing](#), which has had actual and clear results on the ground.

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The emergence and development of websites on the Internet

Companies began trying to build social networks based on web technology, although there were many means that provided their users with some of the features of social networking sites, but those advantages were not enough to be called a social networking site, and this matter continued until 1997 when it appeared The first effective social networking site similar to the nature of the social networking sites that are currently used is (Six Degrees), where the site allowed its users to create personal profiles, in addition to the ability to add friends, create contact lists, and send messages to other users

The importance of social networking sites is that they are

Improve visibility on engines

Create a brand identity

Reach the largest audience

Follow competitors closely

Measure your performance

More effective ads

What are the types of Instagram accounts

personal accounts

business accounts

What is a personal Instagram account and what are its benefits

A personal account is one of the various Instagram accounts that provide a person with everything a person needs on Instagram, which is actually called a non-commercial account

Personal accounts have the largest size among Instagram accounts and are only useful for people who are thinking of entertaining and using them

Benefits of a personal Instagram account

The ability to privatize the account

Possibility to add
Close friends list

What is a professional Instagram business account and what are the benefits
According to Instagram, business or business accounts are the best choice for retailers, local businesses, brands, organizations and service providers

No matter how big or small your business is, the important thing is that you can create an Instagram business account for your business

Benefits of a Business Account (Professional) on Instagram:

publicity and announcement

User account analysis

CTA or Request to Action buttons

Swipe up (swipe up)

Instagram store feature

Possibility to get Instagram confirmation

[What are the features and benefits of an Instagram account](#)

There are five features and benefits of an Instagram account. If the ease of creating an Instagram Business account does not convince you to create a marketing account for your project, the following features may convince you
Instagram Analytics: Instagram provides you with its own platform that gives you analytics and data about engagement, engagement, followers, and many other information. Instagram Analytics can track your account's viewers, website clicks, and the number of times you access it

Instagram Ads: Advertising is all about getting your message across to your target audience, wherever they may be interested. With 130 million Instagram users checking out at least one business account per month, it's time to use Instagram ads to reach more customers, increase your sales and followers

Contact icon: With this feature, people who visit your profile do not need to leave the page to contact you. Instead, they can simply choose from the contact information you provide them and get to you quickly. If customers prefer to stay in the app, they will always have the option to send a message via Instagram

Links in Instagram Stories: If you have an Instagram Business account with more than 10,000 followers, you can now include a link to specific pages on your website, podcast episodes, or current promotions in Instagram Stories. Since 500 million people use Instagram Stories daily, and a third of the most

viewed Stories are from companies, this would be a great way to drive traffic to your site

The ability to post to Instagram from desktop: Instagram has announced that their API will allow users to post photos from their desktop, through other platforms. This will help save time and effort. You no longer need to rely on notifications to remind you to post on Instagram or to call your phone. Additionally, if you use some desktop software to create or edit your photos before posting to Instagram, you don't have to worry about how to post your edited photo to Instagram [You may be interested in seeing a set of necessary marketing steps for entrepreneurs](#)



Five tips for using Instagram in a professional way

First: Create an integrated personal account

If you want to compete for customers, you will definitely need to build a strong Instagram business account. Especially after it was estimated that more than 75% of all businesses will use Instagram to promote their business. But, how do you build a great Instagram business account

Choosing the right name and username By creating an Instagram Business account, you aim to build brand awareness. Therefore, we recommend that you use the same brand name as yours. In the future, followers will be able to find, mention and talk about you easily

Upload an account profile picture: As a business, your profile picture should be your logo, and you'll need to make sure it's 110 x 110 pixels in size before you upload it. Followers and visitors should see your logo when they visit and browse your Instagram Business account. This way, when they see your logo somewhere else, they will be better able to remember you and your work

Write a powerful and engaging bio: Instagram gives you 150 characters to tell followers everything they need to know about you. So you have to be clever in expressing with the few letters allowed. And don't forget to use the hashtags and add a link to your website. Also add keywords that attract your customer. And always remember that you can use your CV as a test field; It is not

necessary to prove it

You can test it and see how effective it is and if it doesn't work change it!

Add contact information: Make sure to add your contact number and address on Google Map. By adding this information, you will gain the trust of your followers and help them reach you at all times

Second, build a content strategy

First you have to understand your followers and target audience, and then take a look at what your competitors are posting. Then select the type of content you want to post. Plan what you will post at least weekly, if not for several weeks at a time! Posting regularly and consistently helps you maintain your followers. Today's social media pioneers prefer videos, especially educational videos. Try to create some of these and study how they affect interaction, participation, and reach

Third: Using Instagram Stories and Featured Stories

The Instagram Stories or Status feature was a huge hit. Stories appear at the top of your followers' photos, making them stand out - and they're more active than regular posts. If you want to keep a story, add it to Featured Stories, in this case, your followers will be able to see your story even after 24 hours of publishing it. Then think about the types of posts you usually share in your story and how they can be sorted into categories and groups to be featured in Featured Stories

Fourth: Actively interact with users

If you want a strong presence on Instagram, you need to do more than post content. You must interact with followers on posts and comments. This will show that you genuinely care about them and are not just trying to get their money. And remember, the more times you see notifications, the more times they think of you.

Fifth: Consider Instagram ads

As you know, social media marketing and digital marketing has become a paid world. Instagram ads are expected to earn over \$12 million in ad revenue in 2020! So, in short, you need to invest in ads to enhance the visibility of your content. On the other hand, before you start your paid advertising campaign, post at least 30 posts. In this way, your account will look real and more useful, [you may be interested to see 8 essential elements for success in Snapchat marketing](#)



Top 9 ways to get more Instagram followers

If you are just starting out on Instagram and are looking for opportunities to increase the number of followers, here are a group of ways that will help you increase Instagram followers

Look for interaction, not followers

Success in Instagram, like other social media, depends on interaction in the first place, not on the number of followers, of course the number of followers has a positive image to some extent, but it is useless if this number is fake and unreal

Create a professional account to get more Instagram followers

A personal account is different from professional accounts on Instagram. If you want to compete with business owners in increasing the number of Instagram followers, you should be sure to build a professional business account. Building a professional account allows you to gain the trust of the audience, and show how reliable your business is. Fortunately, Instagram is simpler. Less time consuming than other platforms

Invite contacts to follow you

As soon as people interested in your field, or even your friends, know that you are there, they will seek to follow you, and the only way for them is likely to know this is to tell them directly, you can take advantage of the option to add contacts online, in the settings menu, use the option "Invite your friends on Facebook" Facebook" to send a notification to your entire Facebook network of friends, if you link your Instagram account to your Facebook account

Create your own #hashtag

You can certainly use a torrent of well-known, generic hashtags, that are used by audiences interested in your niche, your competitors, or influencers in your industry, but it would be better to come up with your own hashtag, that reflects your business, tells a story about you, or carries Have fun about your products, make sure you have them on your profile, and always use them in your posts, and in your online marketing campaigns

Be creative

It is not enough to publish attractive and high-quality visual content of images or videos on your account, in order to get an increase in Instagram followers for your account, it is necessary to be creative in adding a description of the visual content that you publish, so the written content cannot be dispensed with even if the visual content is great .

Pay attention to the element of gravity

In Instagram, it is all about the element of attractiveness, if your photos that you share with your followers are not attractive, they will not receive any interaction.. Try to take care of the filters that are gentle and not exaggerated, Mayfair filter for example is one of the best filters used in Instagram, as it can attract the most Number of followers, [you may be interested in viewing e-marketing, the comprehensive guide](#)

Encourage them to interact and share

On Instagram, try to encourage the follower to interact with you, ask for their opinion on your photos, ask some questions, talk to them, and your brand will instantly connect in their minds. For example, you can make the follower feel special by designing a cute picture in which you write “special offer for our followers on Instagram.” This offer can contain discounts, gifts, special offers, or anything else.

Take advantage of Instagram to promote your website

On Instagram, you only have one chance to lead your audience to your website, your account's brief is the only place you're allowed to include your store or website link. You can also share your success story with your audience through the same window, or include a video link telling your success story and sales

Use Instagram stats

Instagram stats allow you to monitor your progress in promoting your brand, as well as measure the results of your efforts to produce your unique content. With Instagram stats, you can monitor the number of comments you've received, and the number of visitors who have followed you recently. There are some great and free tools that give you detailed reports of Instagram stats, for example there are Instagram Insights, Socialbakers, Simply Measured, Union Metrics

Conclusion

If you want to use any of the professional [e-marketing](#) and social media

advertising companies, you can contact [the digitmark](#) team, where we offer you a group of specialists in professional web design services, social media and SEO services, and many various digital marketing services. Hurry up [to contact us](#) through our various digital platforms, or visit the [digitmark](#) website on the Internet

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