

# 5 QUICK TIPS: FOR INSTAGRAM MARKETING

**Have a bio that tells potential customers who you are and what you offer!**

Use a photo or logo that represents your business as your profile image.



**The Instagram algorithm loves daily posts and stories. Try to post at least 3-5 times a week.** Using a scheduling tool through Facebook (free) or Later (paid) can help with this.

**Check your camera angles!**

When creating content try to keep videos and pictures vertical, not horizontal.



**Try out a reel.**

The algorithm loves video content! When possible, opt for reels that are 10 seconds or less using trending audio.

**Don't forget to be yourself!**

Bring humor to your reels. Have special guests, interact with other accounts, and seek collaborations with other businesses.