**Instagram Marketing**

**14 April 2022**

I completed First Module of the Instagram marketing out of 9 modules.

**First Module :**

~ There are 3.5 distinct types of Instagram accounts.

1. Personal
2. Themed
3. Brand
4. Hybrid

~ Value of a account is decided by Selling Products, Selling Advertising space and Affinity.

~ Followers, Reach and Affinity are the three factors that determines how much money you can make.

~ Perfect Instagram handle – It refers that a account should have a simple and unique identifier. Adding full stop / underscore, Initial behind the name, niche, Domain etc., will help you chose a Perfect Instagram handler.

~ Instagram Name – It should Define and decide your Instagram Name based on your purpose. It should be easily searchable, SEO optimized and easy to understand.

~ Instagram Display / Profile photo – There are three main points should consider before choosing a perfect image.

1. Symbolic Representation.
2. No Noise (It should be subtle).
3. High Quality Image.

~ Creating Bio – The Bio or Biography of your Instagram account should be Effective for your business.

1. Don't explain your purpose but sell your benefits.
2. Using emojis may yield attention of the viewers.
3. SEO rich words should be used.
4. Using hashtags and tags to boost SEO score may contribute additional viewers or followers to your account indirectly.

~ Call To Action (CTA) - It is an instruction to the audience to prompt an action or response.

Attaching links, Highlighting offers that you have in your websites or promoting your business by understanding demand in the market should be in your Bio.