



MENTA
Business **ADVICE**
TRAINING EVENTS
NETWORKING SPACE

**GROW
YOUR
BRAND** **ON** **Instagram**

Kit out your business profile

Choose what contact info to display from your email, telephone or address.

- Make sure your logo is your profile image!
- Show your category and if you want to display this
- Show your methods of contact
- Add an effective short bio. This could be what you offer, a tag line or important info you want to show
- Add a shop (if relevant)
- Make sure you include a trusted link in your bio
- Consider using ad tools to push your offering

This can be a quick and useful way to show what your Instagram profile is - for example, 'Marketing agency'.

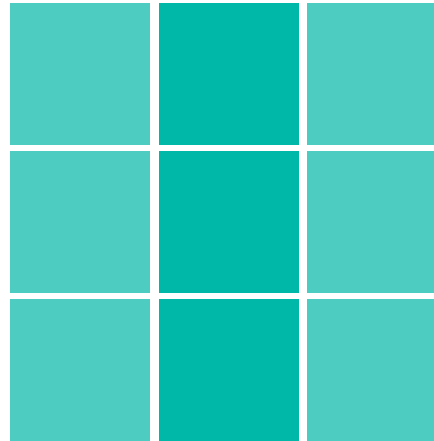
Ads are an additional tool you should utilise to push your business/brand in a more direct way.

It's standard for this to go to your website. But this could also go to a dedicated landing page for an offer, as an example.

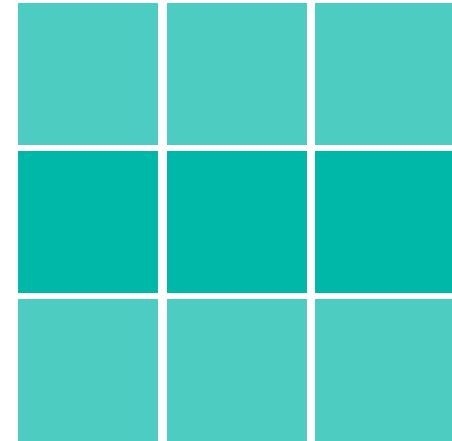
Stylize your Insta feed

Vary the overall appearance of your Instagram profile with a stylized grid layout. Below are 3 examples that you can vary your posts with either imagery, typography or video.

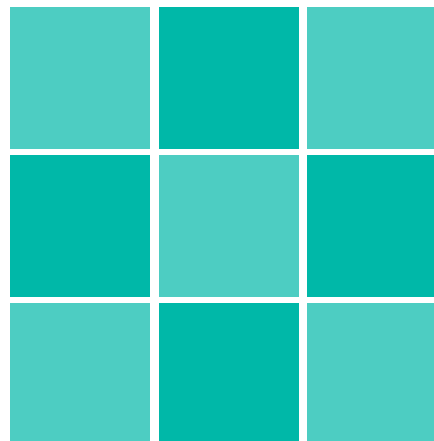
Vertical



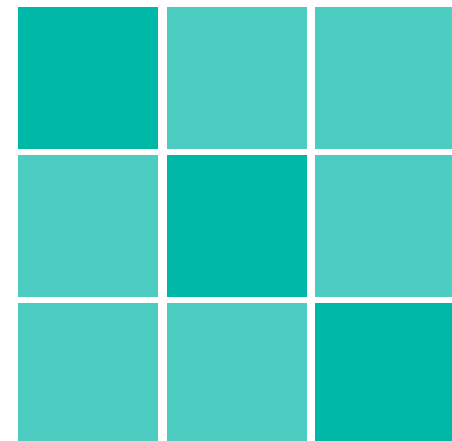
Horizontal



Checkerboard



Diagonally



For example, the lighter boxes could be imagery and the darker boxes could be typographic posts - i.e. quotes, testimonials.





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