# 3.2. Setting Up an Instagram Business Account

3.2.1. Why create an Instagram business profile?

If you're a brand looking to create a following on Instagram and use the platform strategically, you need an Instagram business profile. That's because there are features to a business profile that improve usability as a brand.

Let's dive into a few of the biggest benefits of using an Instagram business profile versus a basic personal profile.

1. You're taken more seriously

Take a look at the differences between the two Instagram profiles below. You'll probably notice a few of key differences.
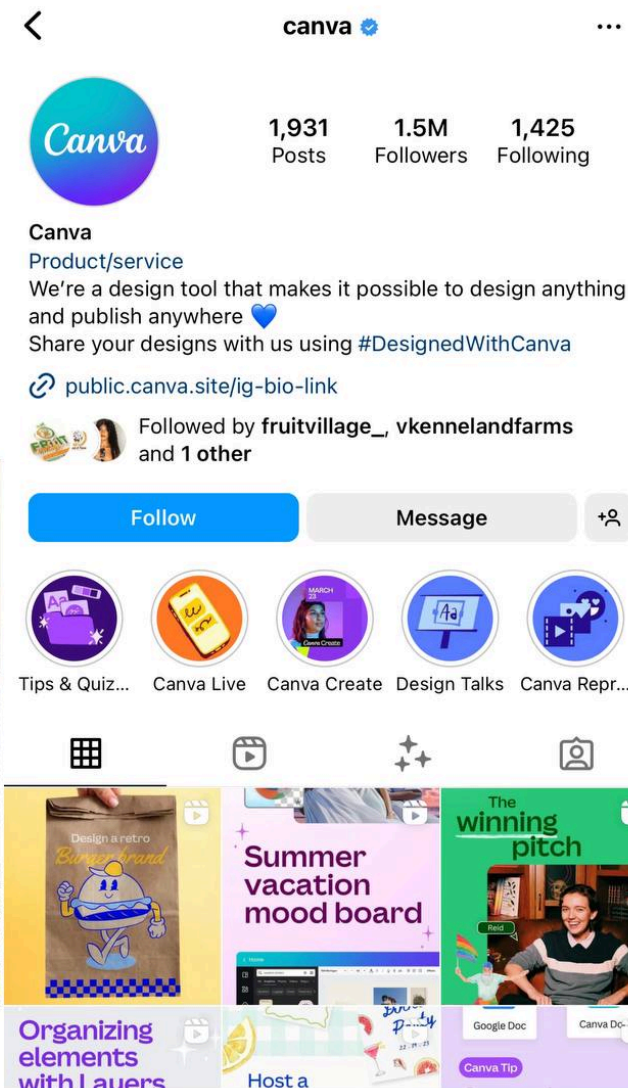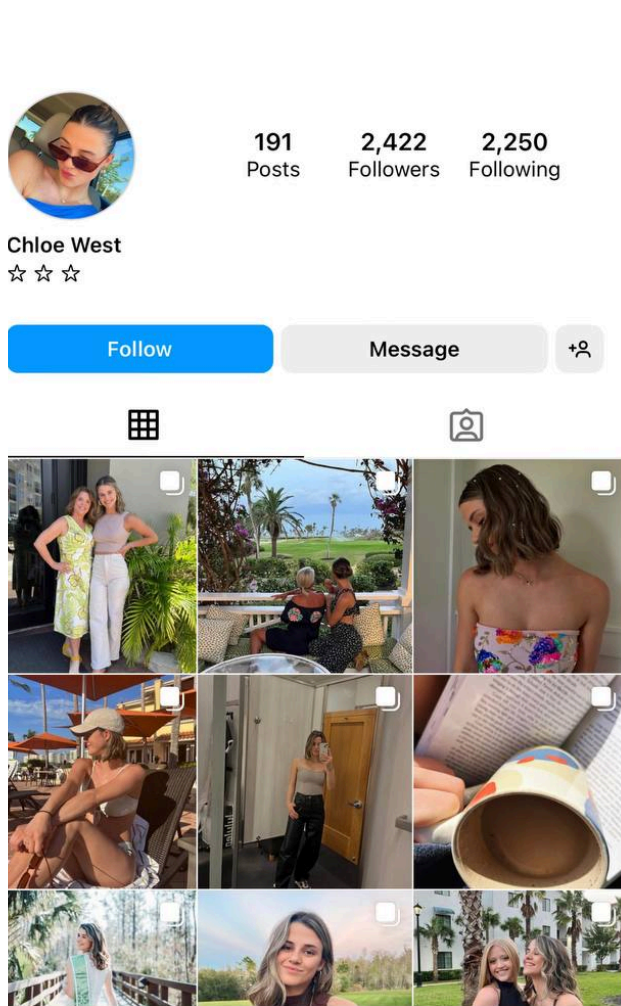
Ignoring the fact that the business profile has Story Highlights and the personal profile doesn't (that feature is available on all profiles), what Instagram business profiles have that personal profiles don't include:

- An industry/niche

- An address

- A contact button right on the profile.

Having more information and a quick contact button gives your business profile a more professional look. And it offers even more ways for your audience to get in touch with you.

Because the differences between the two types are so obvious, Instagram users can automatically tell when a profile is for a business or content creator, and it provides a greater sense of trust.

Another way to build trust is to post and engage consistently on Instagram. But publishing content and engaging with your audience are just two parts of an Instagram marketing strategy.

2. You get access to analytics

This is a big one. Switching to an Instagram business account gives you the ability to access built-in insights about your account and its performance.
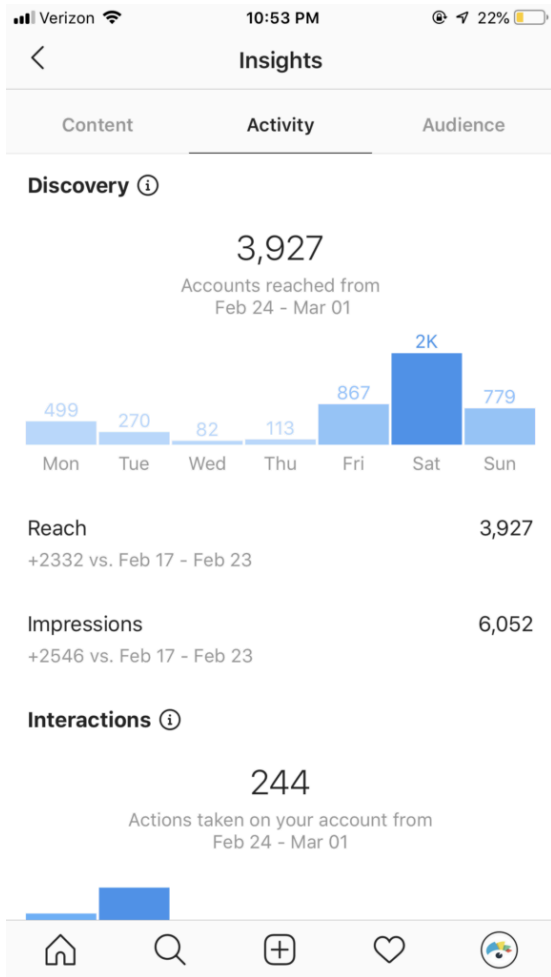
You're able to take a look at your post's performance, follower activity, and audience insights. While this information isn't extremely in-depth, it's a great glance at your account success and can give you a basic understanding of how well your content is doing.

3. You can add links to your Instagram Stories

Instagram is infamous for its inability to link directly to blog posts and landing pages from your posts, hence the popularity of "link in bio" and tools designed to collect all your recent or important links on one Instagram-accessible page.

However, accounts that have more than 10,000 followers gain access to swipe-up links within Instagram Stories, but only if that account is an Instagram business profile.

While it might take a while to get your Instagram account to 10,000 followers, if you create a successful Instagram strategy, you'll be linking content in your Stories in no time. Using Story links is a great way to highlight your latest content, highlight short-term deals or resurface timely content and products based on what's trending.

4. You can take advantage of Instagram advertising

Instagram ads and promoted posts are created through Facebook's ads manager, which means you must have an Instagram business profile that is attached to your Facebook Page to be able to create Instagram ad campaigns.

To help generate leads, increase conversions, and get to that 10,000 follower threshold more quickly, your brand should be taking advantage of Instagram advertising. If you're struggling to increase your reach and overcome some of the challenges brands face from the Instagram algorithm, paid ads can help you target key audiences.

5. You can schedule your posts ahead of time

Another major Instagram update that's now a few years old, but had significant value for marketers was the ability for users to automatically schedule their posts instead of having to just schedule a reminder to manually post content.

6. You can tag products in your posts

Finally, another great perk that's only available to business accounts is the ability to turn your feed into an online shop.

Tagging products and turning photos into shoppable posts is a great way to open an entirely new revenue stream for your brand, but you have to switch to or set up your profile as a business account first.

Considering that 46% of users make a purchase after seeing a product on Instagram, and even more do further research on that product after viewing, it makes sense to facilitate this type of browsing as much as possible.

3.2.2. How to switch to an Instagram business account

Now that you know the benefits, are you ready to switch your account over to an Instagram business profile? Let's walk you through the process so you can start taking advantage of these great perks.
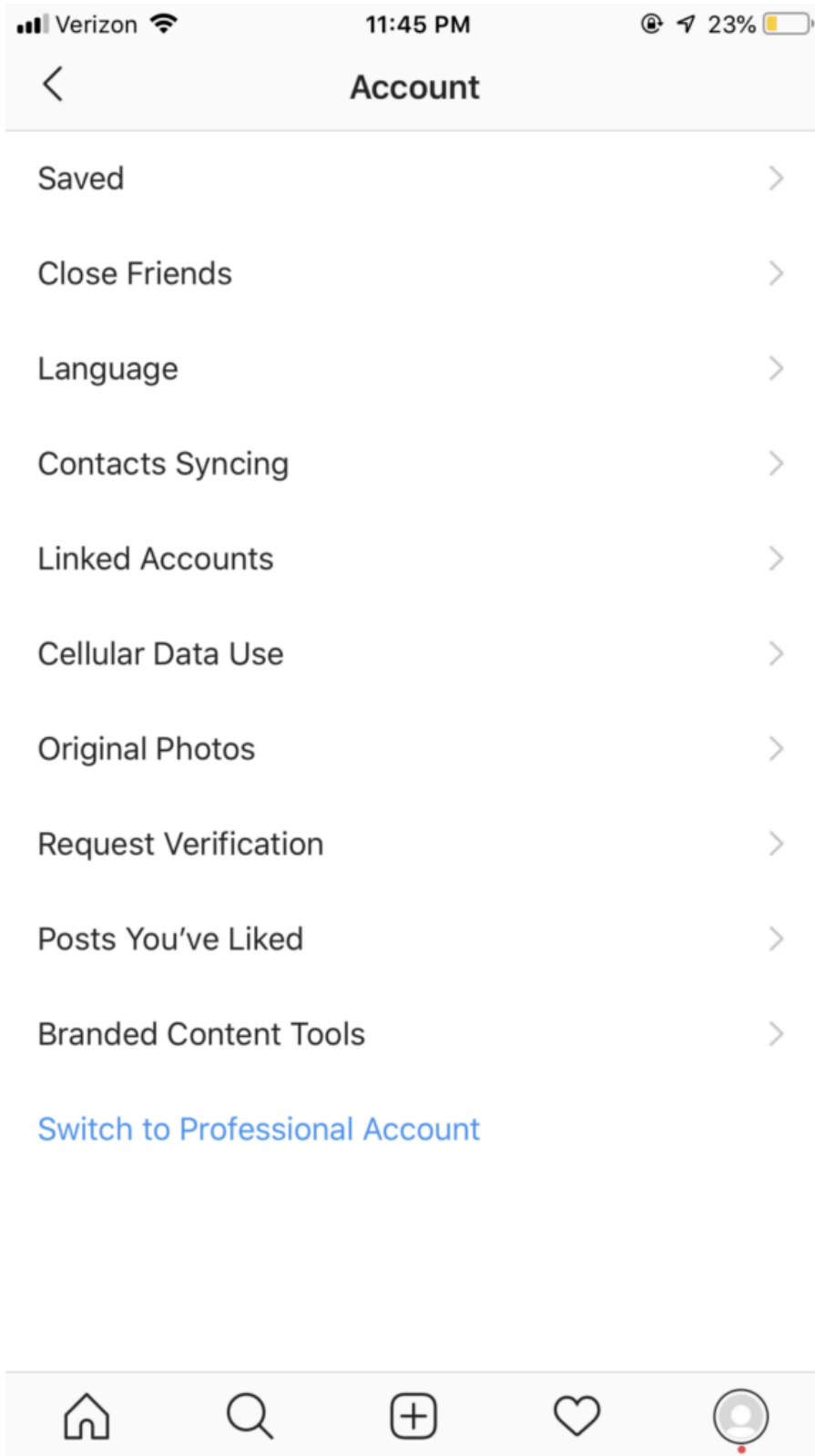
Step 1: Go to your Instagram account settings

Go to your profile, then tap the hamburger menu in the top right corner of the app. Tap Settings and then tap Account to get started.

Step 2: Switch to Instagram professional account

Once in the account settings, you'll see a blue call-to-action at the bottom of the page for you to Switch to Professional Account.
Tap that to move forward with your big switch.

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<   **Account**

Saved	›
Close Friends	›
Language	›
Contacts Syncing	›
Linked Accounts	›
Cellular Data Use	›
Original Photos	›
Request Verification	›
Posts You've Liked	›
Branded Content Tools	›

Switch to Professional Account

Step 3: Choose a Business account

Selecting Business will allow you to start gathering impressions, reach, and video views within your reporting insights, as well as schedule content ahead of time using third party tools.

Instagram recently rolled out a new type of business account – an Instagram creator account. These are more specifically for influencers, public figures, or other types of content producers, whereas a business account is better for brands and businesses that sell a product or service.

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Which Best Describes You?

Creator

Best for public figures, content producers, artists and influencers.

Next

Business

Best for retailers, local businesses, brands, organizations and service providers.

Next

This is a part of Instagram's effort to further separate influencers and businesses, making it more obvious for its users when a partnership is an influencer promotion rather than an ad.

The tools surrounding a creator account are slightly different from those accessible in a Business account, but they were created with influencer marketing in mind. There are also more features surrounding messaging and profile flexibility.

The core business profile features are still available, including shoppable posts. This means influencers will be able to tag the products they're recommending directly within their Instagram posts, offering even more streamlined shopping for all parties involved.

If you plan to partner with businesses as an influencer, you'll want to create an Instagram creator account. If not, including if you plan to partner with influencers to promote your products or services, you'll want to create an Instagram business account.

Step 4: Connect your Facebook Page

If you're moving forward in creating or switching to a business profile, your next step is to connect your Facebook Page. You must have admin access to your business Facebook Page to take this action.

Once you confirm which Facebook Page you want to connect to, your business profile is ready to go!

If you're switching to a creator profile, all you need to do is select a category for the type of creator you are.

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Select a Category

Choose a category that best describes what you do.
You'll have the option to display or hide this on your
profile.

🔍 Search Categories

Suggested

Websites & Blogs

People

Public Figure

Blogger

Artist
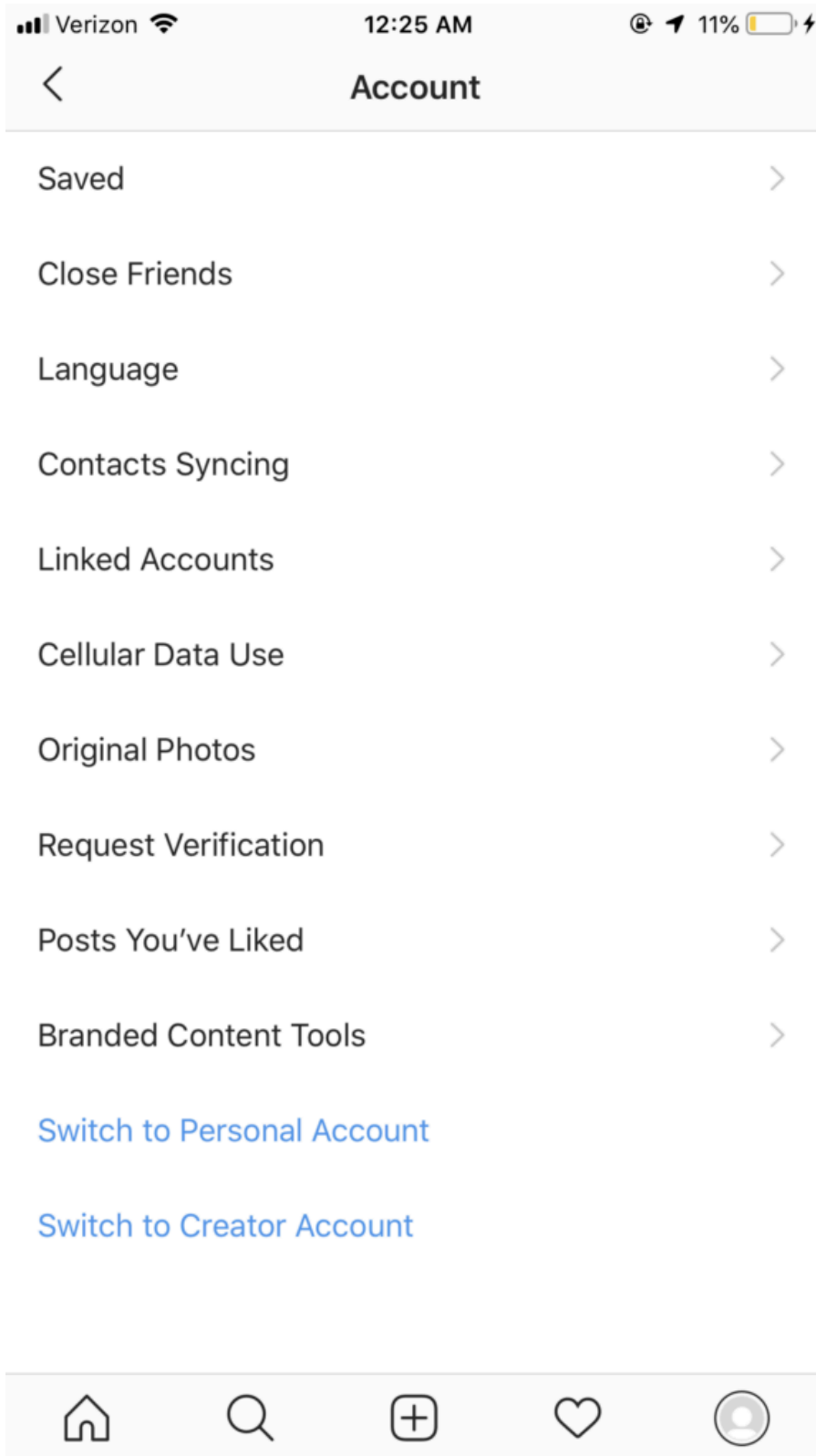
All Categories

Actor

Architectural Designer

Done

3.2.3. How to switch back to a personal Instagram account

If you decide an Instagram business or creator account isn't for you, it's possible (and extremely easy) to revert right back to a personal account.

You can also switch between business and creator accounts to find the one that makes the most sense for your brand.

All you have to do is head right back to your account settings, and this time the blue Switch to Professional Account call-to-action will be replaced with two different options: Switch to Personal Account or Switch to Creator Account.

Saved >

Close Friends >

Language >

Contacts Syncing >

Linked Accounts >

Cellular Data Use >

Original Photos >

Request Verification >

Posts You've Liked >

Branded Content Tools >

Switch to Personal Account

Switch to Creator Account

3.3. Creating and Curating Content for Instagram

When it comes to curating content for your Instagram, you don't need to overthink it. You just need to do what is working already. There's absolutely no reason to re-invent the wheel.

Instagram is all about aesthetics. Depending on the industry you are in, make sure your pictures are clean, evenly spaced, and accompanied by the right caption.

To make this easier, check out the Templates Section for all content and design templates related to Instagram. All you need to do after then is just choose a particular theme, stick with it and use it in all your posts. This will give the Instagram page a uniform look.

Now, let's dig deeper into the process of Curating your content.

3.3.1 The Curation Process

Your content can literally be anything – from flatlays of your favorite things to beautifully composed and brightly colored shots of your recent travels. Creating a feed that highlights the bits and pieces of your life is not only a great creative outlet, but a way to discover what your audience likes.

Below, let's see how you can build an Instagram feed that is not only follow-worthy but one you can be proud of.

1. Plan it all out

Every well-curated Instagram feed starts with content planning. More than just thinking of what caption best matches your photo, you should also consider if it matches the overall look and feel of the feed you are going for.

Take these things into consideration when planning your Instagram feed:

1. Have a theme and be consistent to have a visually attractive and cohesive profile grid.
2. Gather photos and videos that will make up your feed.
3. Plan your Instagram feed and think about how your posts will look next to each other. Create a balance and make sure that it is not too busy or cluttered.
4. Captions are just as important as your posts and it makes the content whole. Compose it in a clear statement of what you want your audience to do or feel about that certain post.
5. Schedule your posts with the help of Instagram planner apps.

Planning out your content in advance is really what is going to make or break your Instagram aesthetic.

2. Themes make a big difference

Aesthetic is the key to turning visitors into followers and growing your account. The first thing you want to do is decide on the Instagram aesthetic you want for your profile and a great way to get started is by looking for inspiration. Do you want it to be pretty in pastel, black and white, or warm and earthy?

The next thing you want to do is pick a theme and create a cohesive Instagram aesthetic. Choosing the same set of filters and editing it in a way you have sort of rules, will help you keep your photos looking consistent and fit together.

There are tons of different apps that you can use to edit your posts. Do not be afraid of experimenting with filters, fonts, and colors. Find out what works best because the more you post, the more you can understand which tools and effects look good.

And once you have a clear picture of what you would like your Instagram feed to look like, it will make the editing process a breeze.

3. Trade flat lays for a more candid presentation.

Still shots and flat lays are so years ago. Pose with some drama! You'll want to get creative by incorporating movement into your shots. It would not hurt to shake things up a little and to change your #aesthetics game.

You might want to opt to post a mix of candid and posed shots. Sure, posed photos may look cool, but try to throw a few candid ones into the mix. Not only do candid posts allow your followers to get a glimpse of the real you, but they also give a more effortless quality to your feed.

4. High-quality post is the ultimate game-changer

Aesthetic Instagram feed, candid shots are nothing if you post low-quality images or videos. Gone are the days when you need a fancy camera and expensive editing software. Thanks to our smartphones and editing apps that you can download for free.

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Smartphone camera shots tips and tricks:

1. Use your grid lines
2. Set your focus and have a subject
3. Use natural lighting
4. Set the exposure by using AE/AF lock feature
5. Avoid zooming in

5. Post consistently to Instagram

Consistency is key! You need to update your followers on a regular. That way, you are setting their expectations for you.

You may want to start posting at different times of the day and figure out when your followers are most active (is it on a weekday or weekend? Is it during their lunch break or before bed?

Now that you know when they are most likely to interact with you, you need to set a schedule for your posts and stick to it. Map out your week and in that way, your followers get to see all your posts and even know when to expect one from you.

Having a clear Instagram aesthetic is the first step in creating a strong Instagram feed — but it does not end there. Taking time to think about how your posts will look next to each other on the feed, the quality, and your consistency in posting is just as important.

No matter what editing style you choose, it is also important to create balance on your feed and make sure it's not too busy or cluttered.

New visitors to your profile are much more likely to convert into followers when they know exactly what they can expect from your feed. And now that you have learned these Instagram feed hacks, you are ready to plan, design, execute, and show off your very own beautifully-crafted Instagram feed.

3.3.2. Here are some apps to complement your creation process on Instagram

1. **Canva:** If you want to create stunning graphics and visuals for your Instagram feed, Canva is an excellent choice. It provides a variety of templates, fonts, and design elements to help you create eye-catching posts and stories.

2. **Adobe Lightroom:** This powerful photo editing app offers a wide range of tools and presets to enhance the colors, tones, and overall look of your photos.

3. **Snapseed:** Developed by Google, Snapseed offers professional-grade editing tools and a user-friendly interface. It allows you to fine-tune your images, apply filters, add text, and even remove unwanted objects.

4. **InShot:** For video editing on the go, InShot is a popular app. It allows you to trim, merge, and add effects to your videos, as well as adjust the aspect ratio for different social media platforms.

5. **Unfold:** When it comes to crafting Instagram Stories with a sleek and polished look, Unfold is a fantastic app. It provides a variety of stylish templates and fonts that can elevate your visual storytelling.

6. **VSCO:** Known for its beautiful filters and editing capabilities, VSCO is a popular choice among Instagram enthusiasts. It allows you to adjust various aspects of your photos, including exposure, contrast, and saturation.