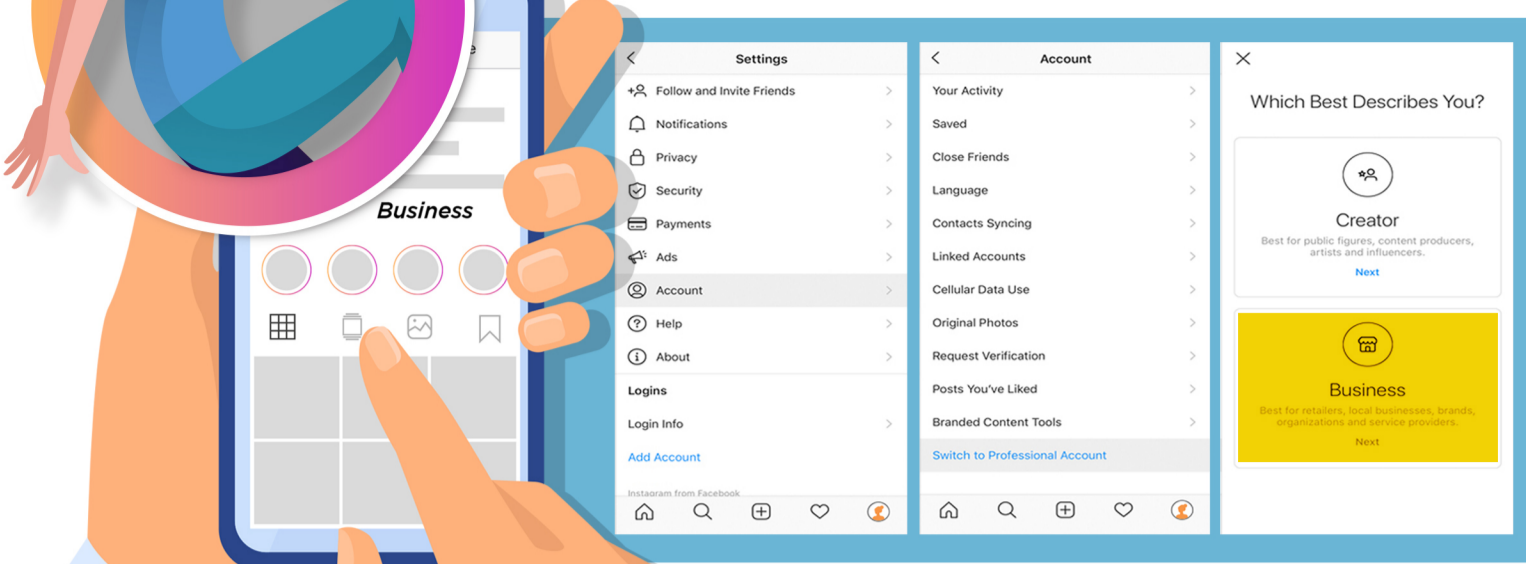




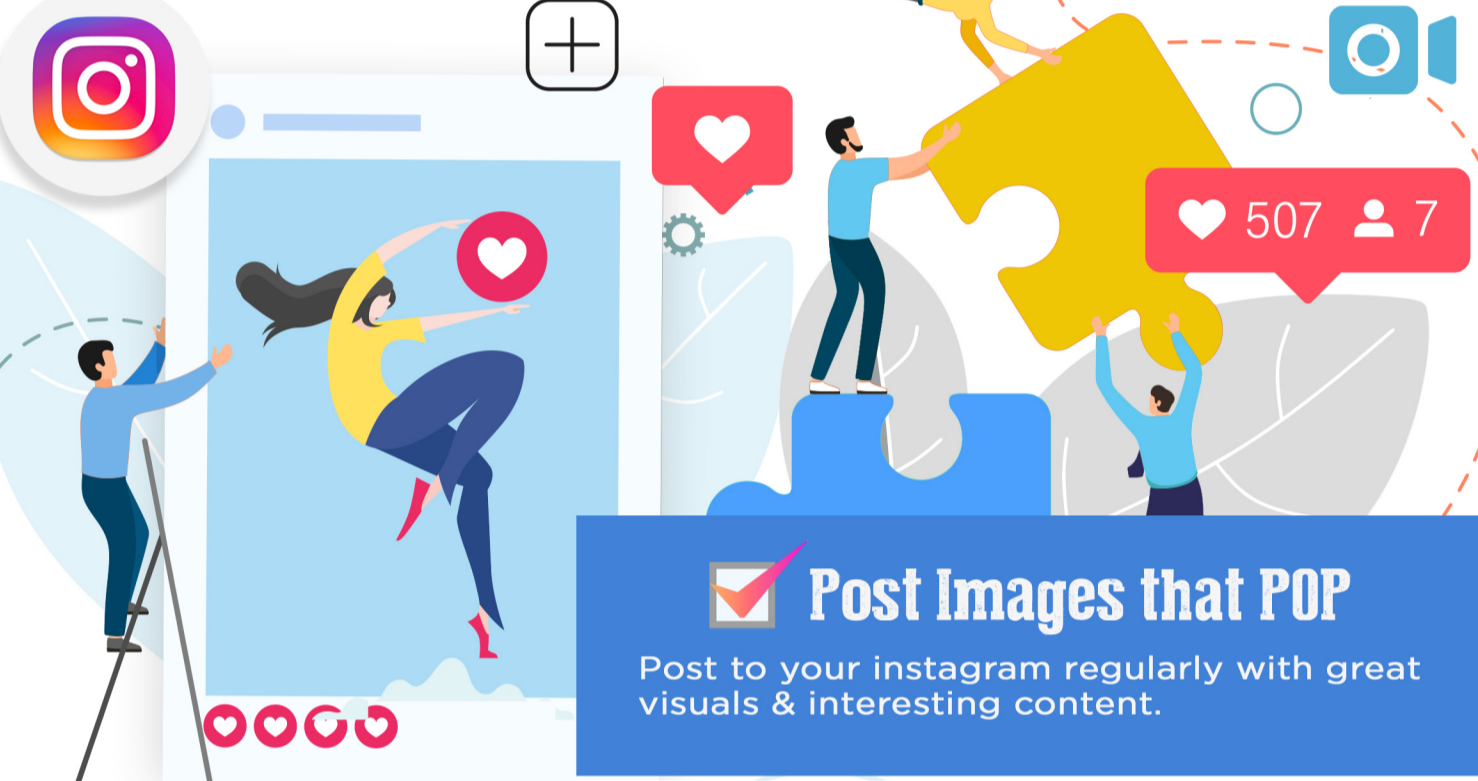
# INSTAGRAM MARKETING CHECKLIST



**Converted to Business Yet?**  
 Create a separate account for your business, and make sure to switch it to "professional"!

**Get Found on IG**

Add important details like location, contact email, and website to your bio so customers can find you more easily



**Post Images that POP**  
 Post to your Instagram regularly with great visuals & interesting content.

**Turn the Camera ON!**

Stories give you another key way to interact with your customers. Make sure to use these daily!



**Save and Highlight!**  
 Add highlight stories to your profile so customers can easily access information about you!



**It's all about Visibility**  
 Use hashtags, location tags, and profile tags to make your posts visible to as many people as possible!

**Follow**

**Follow, Love & Comment**

Engage with other accounts, follow your ideal customers, and respond to direct messages!

