

Universal Laws of Instagram Marketing

The Law of Power - The true power of Instagram is missed by most. Instagram is really a fluid visual content website driving visibility, traffic, subscribers, and sales

The Law of Profile Name & Photo - Use an inviting picture of you and your name as your profile name. Your profile name cannot be changed.

The Law of Profile Title - Include keywords and a benefit here. This title is changeable, and you'll want to try various ones.

The Law of Profile Offer - Most Instagram Profiles you see have bulleted features with emojis. It's much better to have a brief benefit driven description of what you do with a link to join you. This one is changeable too. Check out [Instagram.com/thejeffherring](https://www.instagram.com/thejeffherring) for an example

The Law of Posts - Your Instagram updates with a graphic and caption are called posts. Include a compelling graphic and a caption that engages your prospect.

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The Law of Engage - Talk with your prospects in your post caption. Make suggestions. Ask questions. Include a call to action.

The Law of Next - Every post caption should have an invitation about what to do next - get a freebie, make a purchase, follow you on Instagram, even if it's just your version of "Go Use This Stuff!" 😊

The Law of ALL - Most Instagram Marketers do not use all of Instagram. Did you know there are 5 WAYS to use video on Instagram? In your posts, stories, highlights, IGTV, and Live. A good goal is to have one post and one use of video a day...