AURORA WEB DESIGNS

MASSACHUSETTS DIGITAL MARKETING SPECIALISTS

HOW TO CREATE AN INSTAGRAM BUSINESS ACCOUNT

A STEP-BY-STEP GUIDE BY AURORA WEB DESIGNS

Instagram is a powerful platform to showcase your business, engage with customers, and drive sales. Follow these steps to create and optimize your Instagram Business account.

1 Download and Open Instagram

- Download the Instagram app from the App Store (iOS) or Google Play (Android).
- Open the app and tap Sign Up.

2 Create an Account

- Sign up with your business email or phone number, or tap Log in with Facebook if you already have a Business Page.

3 Choose a Username & Password

- Pick a username that reflects your business (e.g., @AuroraWebDesigns).
- Set a strong password, then tap Next.

4 Switch to a Business Account

- Tap the menu icon on your profile, then go to Settings and privacy > Account type and tools.
- Select Switch to Professional Account > Business.

5 Enter Business Information

- Choose a category that represents your business and add your contact details.
- Optionally connect your Facebook Page, then tap Done.

6 Add a Profile Picture & Bio

- Tap Edit Profile and upload your logo or a high-quality photo.
- Write a short bio (150 characters max) and add your website link, then tap Save.

7 Optimize Your Profile

- Tap Professional Dashboard to access insights and tools.
- Enable action buttons like “Book Now,” “Contact,” or “Shop.”

8 Post Your First Content

- Upload 3–5 posts before promoting your page — photos or videos, an intro post, and relevant hashtags.

9 Invite & Connect with Your Audience

- Tap Invite Friends to share your new page.
- Post your handle on your website, email signature, and other social platforms.

10 Set Up Messaging & Automation

- Go to Settings > Messages & Story Replies.
- Enable Quick Replies and Automated Responses for instant communication.

11 Grow Your Instagram Business Page

- Post consistently (3–4 times per week) and engage through comments, likes, and stories.
- Use Instagram Insights and try Reels, Stories, and Live to boost visibility.

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WANT US TO SET THIS UP FOR YOU?

Aurora Web Designs can build and optimize your Instagram Business account as part of your onboarding.

Need Help?

Prefer not to deal with any of this? Aurora Web Designs can create and optimize your Instagram Business account for you as part of our onboarding process.

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