



Instagram

HOW TO PERSONALIZE YOUR INSTAGRAM FEEDS TO ATTRACT POTENTIAL PROSPECT

S1: Welcome back to this video course! In this video, you will learn how to personalize your Instagram profile to attract prospects.

What You'll Learn...

- ▶ The skills to personalize your Instagram feeds with creative
- ▶ Tips on the tools that help



S2: Before I begin, let's go through what you will learn by the end of this video course:

- Techniques to personalize your Instagram feed creatively
- Tools to help you with personalization

Standardize Your Photos

▶ Cropping your photos



Or



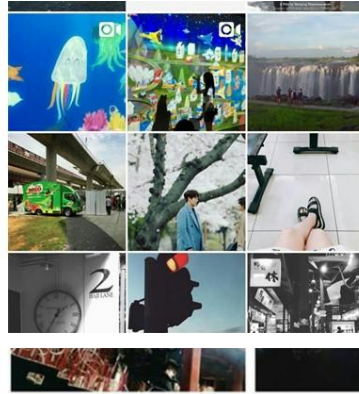
S3: In your profile, you would want to take care of the first impression that you create with your public audience as they are going through your Instagram feed. It is from your public audience where you get potential prospects who then find out more about your product or services that they turn into customers or sales.

In real life, it takes 7 seconds for a first impression to happen. Online however, it takes 3 seconds or less. First step in creating a great impression in your Instagram feed is to standardize your photo sizes. You can do this by selecting only one type of cropping. A feed with different sized cropped photos only makes your profile messy and inconsistent.

That is exactly how your prospect going to go through if you have a messy Instagram feed. And this is why standardizing your Instagram feed is an important step to take. Also, you need to be careful with your consistency. Choose only one type of cropping.

From the slide, there are two ways you can choose to post your photo, either by cropping it or have it to remain the same size.

Unless the intention is to upload full sized landscape and portrait photos and you do not want the photo to be cropped, use the “NoCrop” app available on Google Play and Apply App Store.



EXAMPLES



S4: The example shows two types of standardized Instagram feed. You can choose one of those to work with.



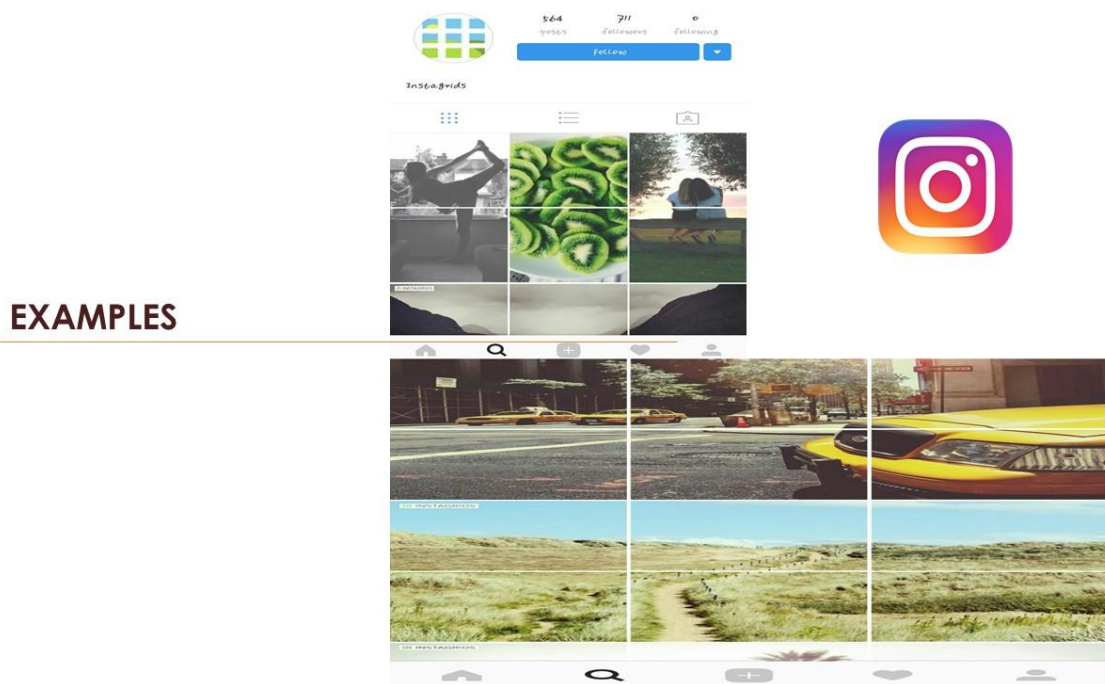
Standardize Your Photos (cont.)

- ▶ Make your photo into puzzle grids

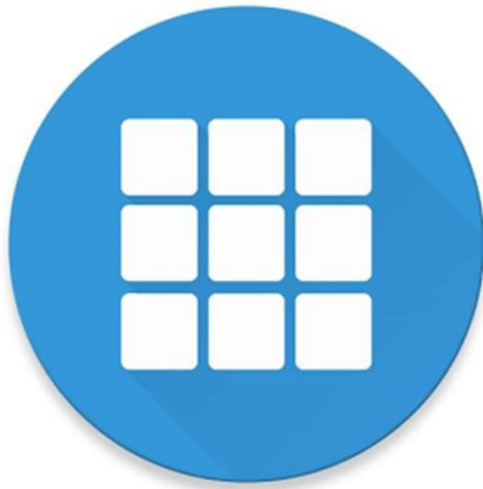
S5: You can be creative in creating your Instagram feed by uploading your

photos in a grid style. What it means is that you crop a photo into multiple photos of the same size and post them one by one on your Instagram.

You can also integrate it into your marketing launch by adding in a hint of mystery as you reveal your latest product using this method. This creates curiosity and encourages your audience to click through and find out more. It is best for you to stick with at most 2 sizes in your feeds. The best grid sizes recommended are 3x3 and 2x2.



S6: The example shows two different gridding sizes, which are 3x2 and 2x2. Different gridding sizes communicate different design and feelings.



Tools That Help

▶ InstaGrid

S7: Recommended app to use to create a grid effect is “InstaGrid”. It’s available for download on Google Play store and Apple App Store and it’s very simple to use. When you have downloaded the app, select the photo you wish to grid, select the ideal size that you want to post and then post to Instagram.