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## What to write in ig bio

Instagram has over a billion monthly active users from all over the world, and at least half are logging into the app almost every day. Even better, these users are engaged and are excited to interact with (and purchase from!) brands they discover on the platform, making it an exceptionally powerful platform for businesses. And when it comes to attracting new users and gaining followers, a strong Instagram bio is key. Some brands forget about their Instagram bio or neglect to see its importance. They go all-in on hashtag research and creating high-quality newsfeed and Stories content. All of these aspects are important, but a great Instagram bio matters just as much, too. In this post, we're going to go over how to write the perfect Instagram bio for your business, organization, and brand. We'll talk about what this bio should accomplish, what information you need to include, and some excellent examples to draw inspiration from. What's Included in Your Instagram Bio Your Instagram bio is the small section on your profile page that lets you tell the world what you're all about, and it's the first thing that people will see when visiting your profile on both desktop and mobile. Your brand name is featured above the description (as it may be slightly different than your actual handle). You get 150 characters to write a profile description, which can include the full range of emoticons that are available through your keyboard. Underneath your written bio, you can share contact information with viewers, including a business phone number, email, and physical address. Include these always as long as they're meant to be customer-facing. In my own business, for example, I only share my business phone number with customers by appointment, so I wouldn't place it on an Instagram business page. Your bio also includes a single link. Most businesses use this to link to the homepage of their own site or high-value landing pages, though others use it to feature shoppable galleries. We'll look at how to use both a little further on in this post. What an Instagram Bio Should Do for Your Brand Having a 150 character count limit for your bio can feel a little tight, especially considering this is your chance to explain to new users why and how they should get in touch or shop from your brand. Character count limitation or not, there are a few core things that your bio needs to do: Clearly define your value proposition. Your value proposition is all about how your business's products or services are unique and how that can benefit the person reading the bio. You're explaining why people should care about your business, and why they should follow you. This is the most important part of the bio. Highlight your brand voice. If you have a distinctive brand voice, this is a great place to introduce it to new users. Your bio needs to align with your brand as a whole, or there will be a clear disconnect. Include a clear call to action. Your bio is short, but if it's effective, it will still encourage users to take an action, like sharing UGC, visiting your site to purchase, or registering for an event. Let users know what you want them to do and how. Your bio is all about solidifying what your brand does and why it's superior to competitors. You need to grab user attention and convince them that you're worth following. Let's take a look at exactly how to do that. How to Edit Your Instagram Bio You can edit your Instagram profile bio from (you guessed it) your profile's home page! Now available on both desktop and mobile, you'll see an "Edit Profile" button next to your handle. Click there. Here, you'll be able to edit your account username, your business name, your website address, your bio, and your email and phone number. Once set up, hit save, and your new profile will be live! How to Write The Perfect Instagram Bio For Your Business Let's go through how to write a strong Instagram profile bio for your business with some examples for how to get started. 1. Think About Your Target Audience Before you even start writing, think about your target audience. This will help you determine what value proposition, brand voice, and actions you want to optimize for. Younger B2C audiences are going to respond better to slang that they're familiar with, for example, than older audiences researching a B2B brand. Think about your audience as a whole, too, instead of just one segment. This isn't a singular, hyper-targeted ad campaign; it needs to appeal to your audience as a whole. 2. Define Your Value Proposition Your value proposition or unique selling proposition focuses on what you can give your audience that's unique. This should be the focal point of your Instagram bio, because it's highlighting why users should care about your brand at all. Are you offering quality products at affordable pricing? Are you a sustainable brand meant to be eco-friendly? Do you offer products that are organic, that use cutting-edge technology, or that have unique features? What features makes you special, and how does they impact your potential customers? Here is a great example: This bio explains that they offer organic home essentials that are better for everyone involved, including the environment itself. It's a simple statement (there are only 150 characters available, after all), but it still clearly explains why organic matters. Here's another. They mention science-based training, and that the trainer is certified. These are two things that help the account stand out and find their target audience. 3. Decide What Action You Want to Optimize For Do you want to drive people to your site to purchase? Are you interested in increasing event sign-ups or newsletter registrations? Want to book consultations with clients, or to increase user-generated content? All of these goals are great, but it's really best to prioritize what you want to optimize. Plenty of brands on Instagram choose to use their main CTA to encourage users to create UGC by leaving instructions about how to do so. Vuori does this below, telling users to "show us your inspired life" and linking to the branded hashtag. Which brings us to our next tip... 4. Include a Branded Hashtag and Sister Accounts Do you have a branded hashtag or sister accounts? An Instagram update that rolled out over a year ago allowed users to create clickable hashtags or tags for other accounts. You should always included your branded hashtag in your profile if you have one, even if there's no explanation around it. This helps users know what to type when they're creating UGC, but it also gives them easy access to a feed filled with content created by your customers. This can be incredibly appealing to new potential users, as they'll see engaged customers who are thrilled with the experience they had with your brand. And if you have sister accounts, linking to those is always an excellent choice. StitchFix shows exactly how to do this in the example above. They've created dedicated accounts for each individual audience segment they have to ensure they're showing relevant content to the right people each time. They know that all customers will end up on their primary account, and then they direct them to the correct place. Some businesses also do this with partnerships they have with other businesses, especially during special promotions. 5. Make Use of Emojis Remember that 150 character count limit? Emojis can be your best friend here, and the easiest way to work around that while driving your point home. Instead of spelling out "spaghetti and meatballs," or even just "pasta," you get a lot of characters back just by using the spaghetti emoji. The emojis are also visually striking, allowing you to capture user attention in a memorable, interesting way. You can see a great example here, which uses emojis to highlight key features of the organization and encourage users to visit their YouTube videos. Emojis that reinforce CTAs are typically a great call, especially since they focus user attention exactly where you want it most. 6. Add in Keywords Whenever possible, including keywords in your profile bio is a good choice. It can help you show up in relevant searches. Even though hashtags are the primary method of search on Instagram, throwing in a few key phrases here never hurts. In the example below, they make sure to mention "event planning" and "style firm." Not only is this explaining what they do, but these are also keywords, too, that users may be looking for. 7. Fine-Tune the Tone After you've compiled the information that you want to share in your bio, put it all together and then look at brand voice. Are you going for quirky, or professional, or funny? Does the text align with your brand voice? Consider writing a few drafts and versions, and see which you like best. If you're looking for an example of an Instagram bio that really nails a unique brand tone, Dollar Shave Club is a great one. They know that their name explains their USP, so their bio is all about propositioning value in a unique, creative way. Four Types of Instagram Bio Ideas & Examples There's room for so much creativity when it comes to your Instagram profile bio as long as you're hitting your USP and a strong CTA. This is exciting but can also be overwhelming to brands who aren't sure where to start. To help you, we've compiled some strong examples of four different types of Instagram bio ideas to draw inspiration from: Funny, creative, ethically-driven and special events. Funny Instagram Bios Humor can go a long way on Instagram, especially since a large percentage of users are relatively young, with more than half of all users worldwide being under the age of 34. If you're going for humor, have a few honest friends and colleagues read it to make sure that it hits just right. You don't want to come off as insensitive or like you're trying too hard. Here are a few great examples of bios that nail a great sense of humor: Creative Instagram Bios Creative Instagram bios typically use some aspect of storytelling to show essential facets of the brand that go beyond "our product is great." In the examples below, you'll see that Ford and Tree House Brew focus on unique elements of how the business started, and all use creative formatting, language, and storytelling to stand out. Ethically-Driven Instagram Bios As you'll see below, while emotion is typically used most heavily in ethically-driven brands and organizations as the core appeal, logical appeals are most common for ethical businesses in an Instagram bio. This is largely because of the tight character count, and it's so easy to state facts of the good you can do to grab user attention. Special Event Instagram Bio Ideas Do you have a big sale coming up, or an event (virtual events included!) that you want to promote? You only get one link on Instagram, Stories aside, so it's often helpful to temporarily repurpose part of your bio profile and your profile link to drive users towards this event. You can then post about it in-feed and encourage users to "check out more on our profile page." Here are a few examples: Final Thoughts Your Instagram bio needs to do several very important things with only 150 characters. You need to: Tell your audience what to expect from following your profile. Connect with people on a real level. Get followers to click back to your website. A great Instagram bio does all of these things, helping to drive traffic back to your website. The perfect bio for you might be funny, it could be serious, include social proof, or help build community. See what your audience wants and find out what works best for your company. When you optimize your Instagram bio, it can help drive relevant and interested traffic back to your website. We've reviewed a lot of examples, each of them different from the other, and we hope you found out what works best for your brand. Think about your brand voice and what your audience is likely to want to see, and this will help you determine how you want to write your bio and what to include. When you take everything into consideration and focus on your audience, that's how you get your best bio for Instagram. What do you think? What do you include in your Instagram bio? Is there anything that seems to improve the performance of your campaign? Share your thoughts, knowledge, and experience in the comments below! what to write in your ig bio. things to say in ig bio

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