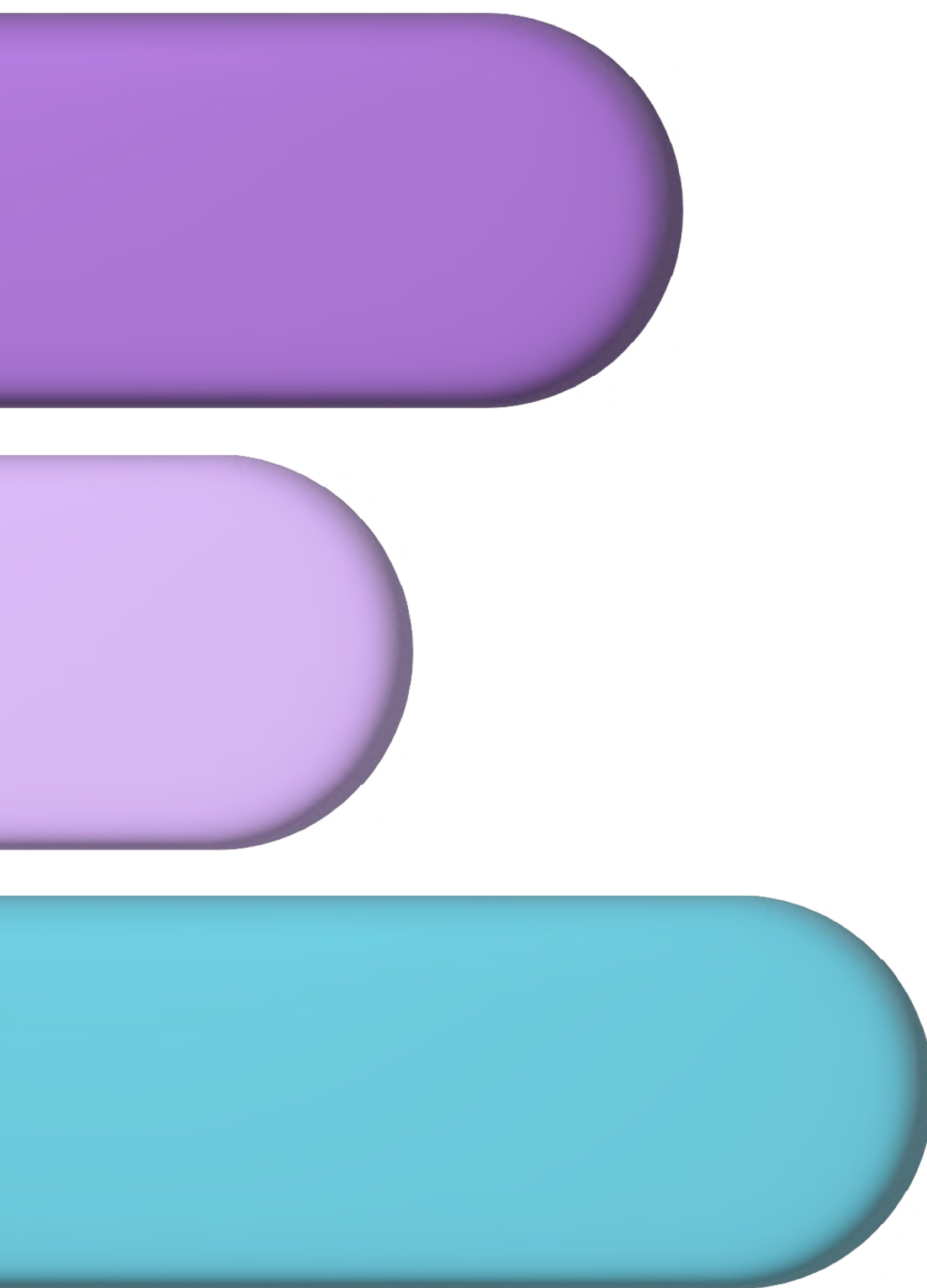


# Instagram Local Pages Explained



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- 04 **How to set up your profile**
- 05 **Optimize your local page**



BUSINESS LISTINGS ARE REPLACING WEBSITES

**Instagram has over 500 million daily active users. Reach these users by making sure your business can be found on Instagram.**



# What is an Instagram Local Page?

LOCAL PAGES ON INSTAGRAM EXPLAINED

# What is a local page on Instagram?

## INSTAGRAM FOR LOCAL BUSINESSES

A local page on Instagram is a profile with relevant business information, just like the Google Business profile. When a person searches for a keyword on Instagram that is related to a local business, a box will appear in the search results on Instagram with all the relevant information of the business itself.

The Instagram profile includes opening hours, business address, contact information, link to website and a link to the businesses Instagram profile.

### Instagram Local Page



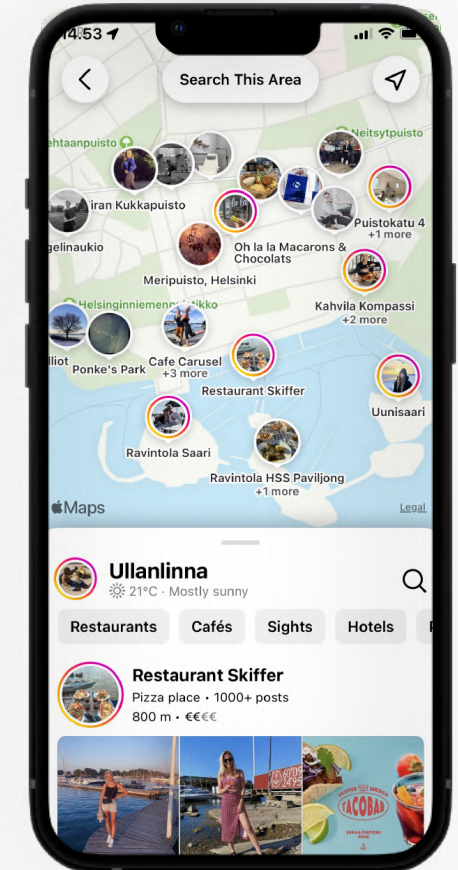
The Instagram Local Page is similar to a Google Business Profile. This one includes address, opening hours, link to website.

### Instagram Profile



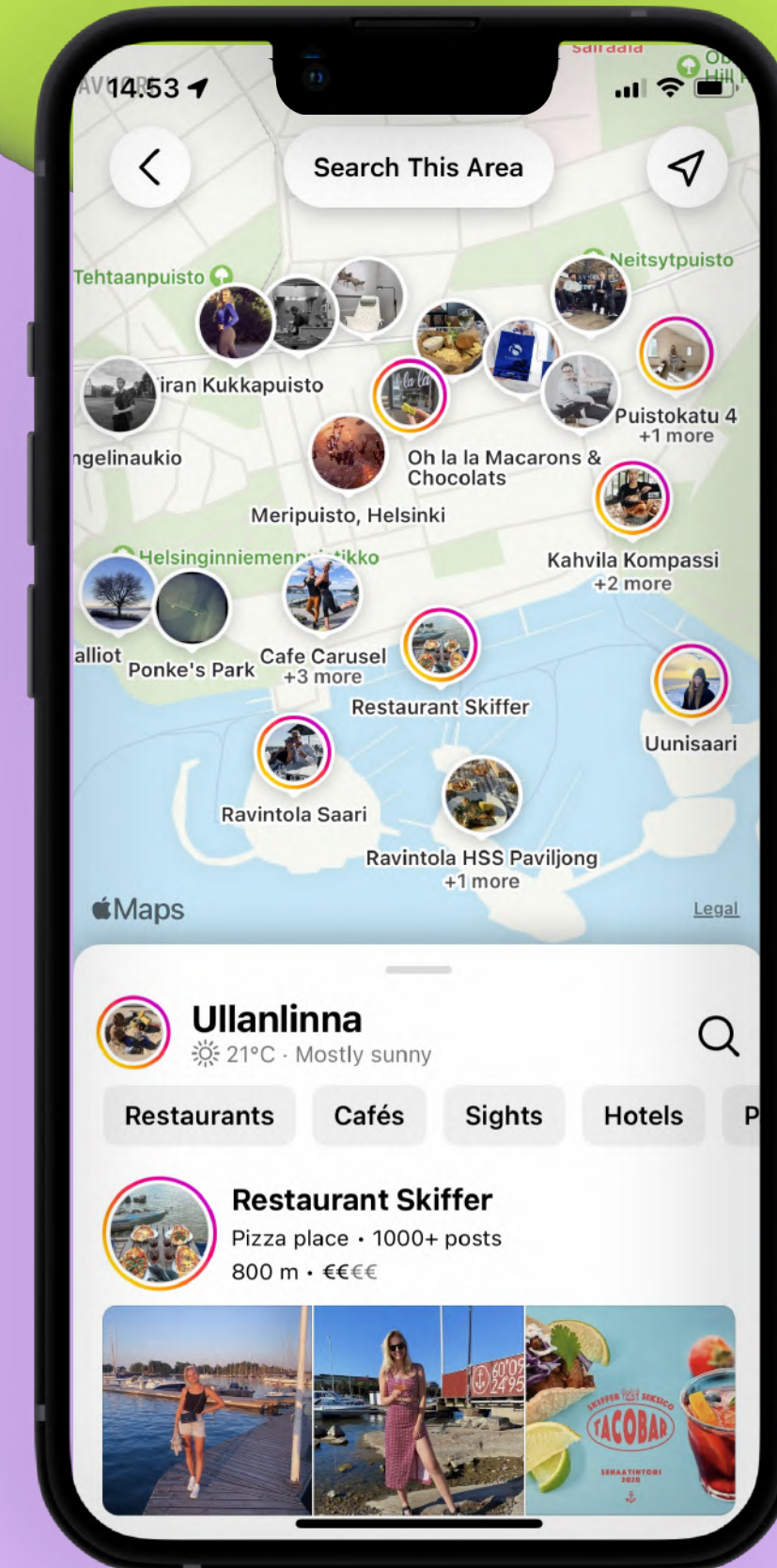
The Instagram profile is the official profile of your business. Here you can post pictures, stories and reels and stay engaged with your community.

### Map on Instagram



Local Pages on Instagram are displayed on a Map and when searching for keywords in a list format.

# Instagram Local Business Profile



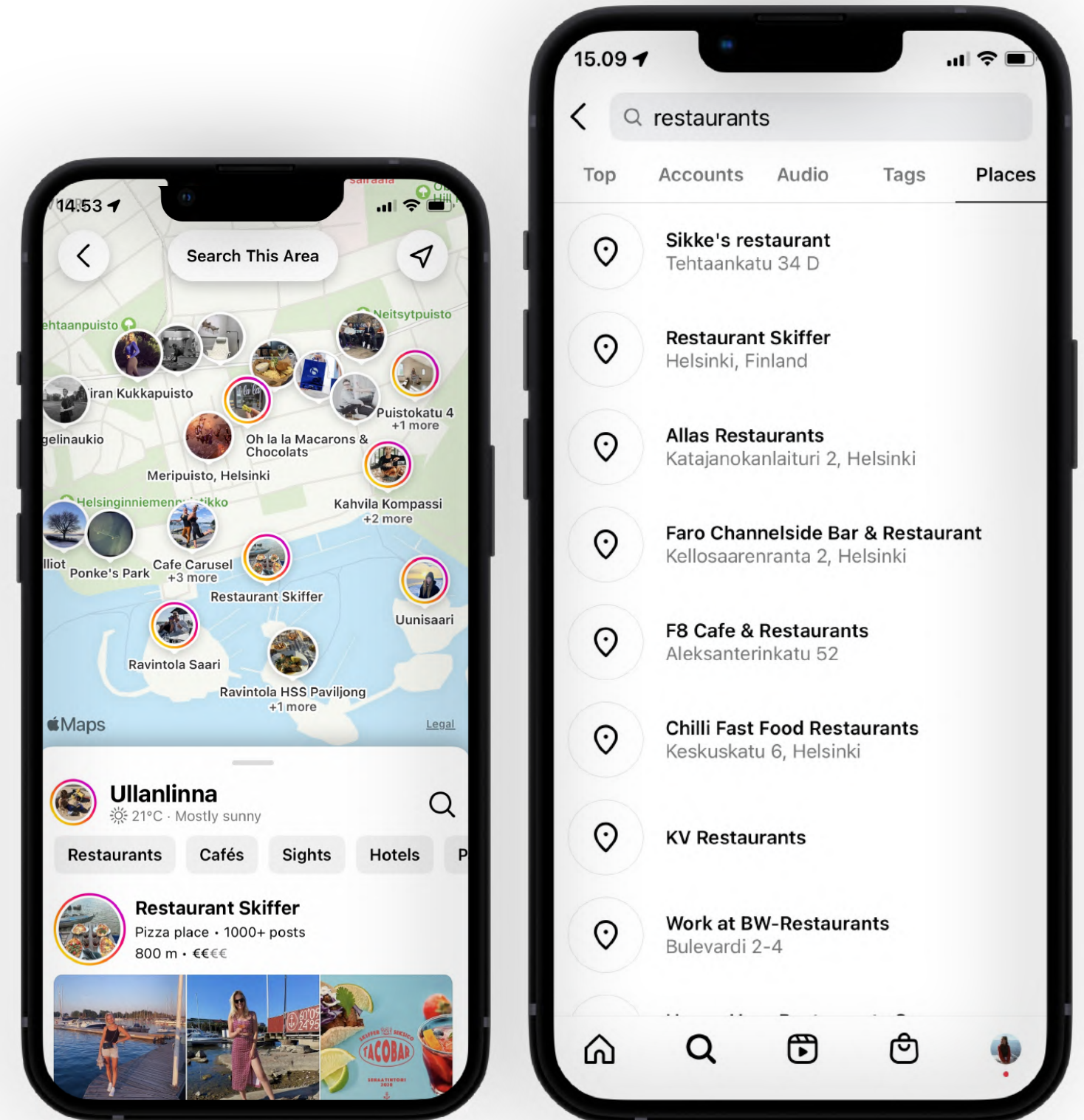
# Places on Instagram explained

## PLACES ON INSTAGRAM

Instagram Maps let you discover businesses in your area by watching stories, find new profiles to follow and make your travel plans and much more.

You'll find **Places** in the top right corner when tapping the search icon on the menu bar. From here, you can filter and search for local businesses in your area.

Once you open the Map you can zoom in and zoom out while exploring places near and far. When tapping **search this area** the menu will update and show you the most popular places in the area. Tap either the spot on the Map or select the spot from the list below the Map.





# How to set up your profile

GET STARTED WITH INSTAGRAM FOR LOCAL BUSINESSES

# Create a business profile on Instagram

01

SET UP AN INSTAGRAM  
BUSINESS ACCOUNT

02

GO TO SETTINGS AND  
SELECT ACCOUNT

03

SELECT SWITCH TO  
PROFESSIONAL ACCOUNT

04

CHOOSE THE COMPANY  
CATEGORY

05

REVIEW CONTACT  
INFORMATION

06

LINK TO YOUR COMPANY  
FACEBOOK PROFILE

07

START POSTING POSTS AND  
REELS

08

SET UP YOUR SHOP

## Tips and tricks

Try to have the same name on your Instagram profile as on your Google Business Profile and website. By having the same name across all platforms it is easier for users and search engines to find your business.

The same applies for your business information. The information you add in your Instagram Profile should always match the information you have on Google Business and your website. The more consistent you are, the better. Lastly, make sure to add a compelling bio text in your Instagram Profile.

# Getting started

Getting your business visible on Instagram Places is easy. The first thing you need to do is to make your Instagram profile a Business Profile and connect your Facebook account to the Instagram profile.



## SET UP AN INSTAGRAM BUSINESS ACCOUNT

Create business account on Instagram. Tap **Settings**, then **Account** and lastly Switch to **Professional account**



## REPOST LOCAL CONTENT

Repost content from your visitors and customers.



## USE GEOTAGS

Make sure to always tag your posts or reels with a geotag. The geotag is crucial for showing up on Instagram Places.

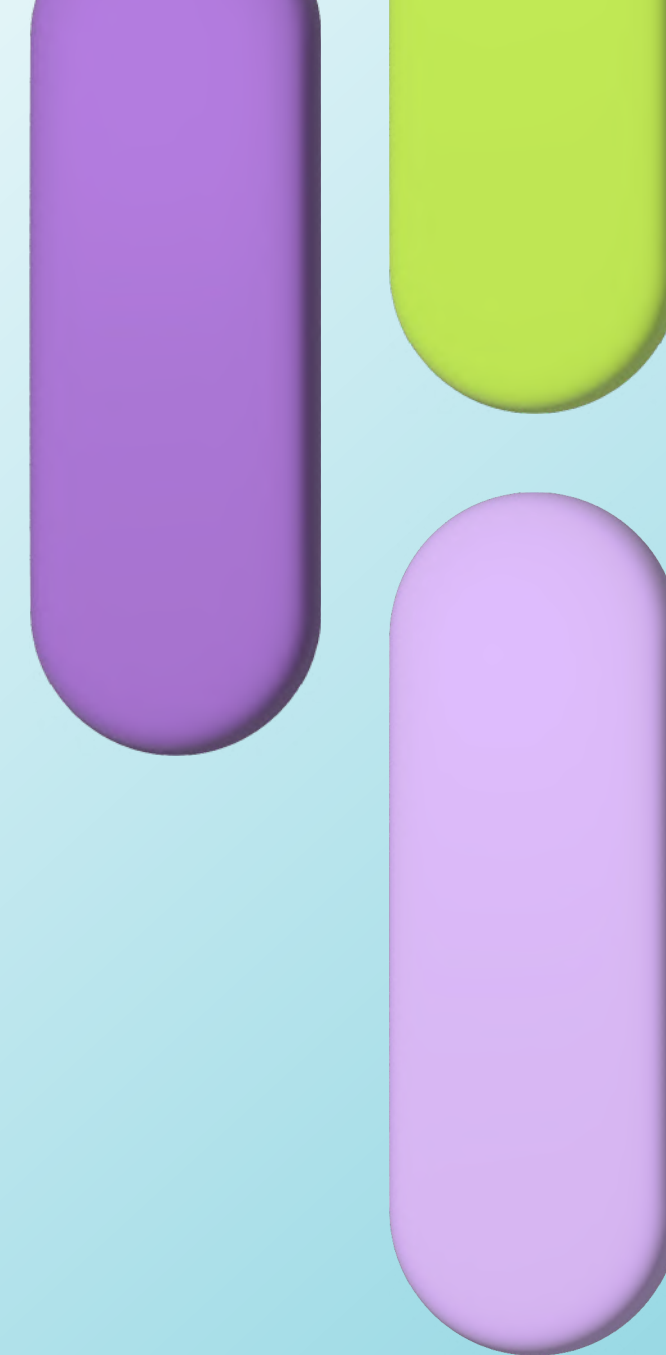


## POST IMAGES, STORIES AND REELS

People want new content all the time, stay relevant by posting several times a week, we recommend 2-3 times per week.



# How to optimize your Instagram Page



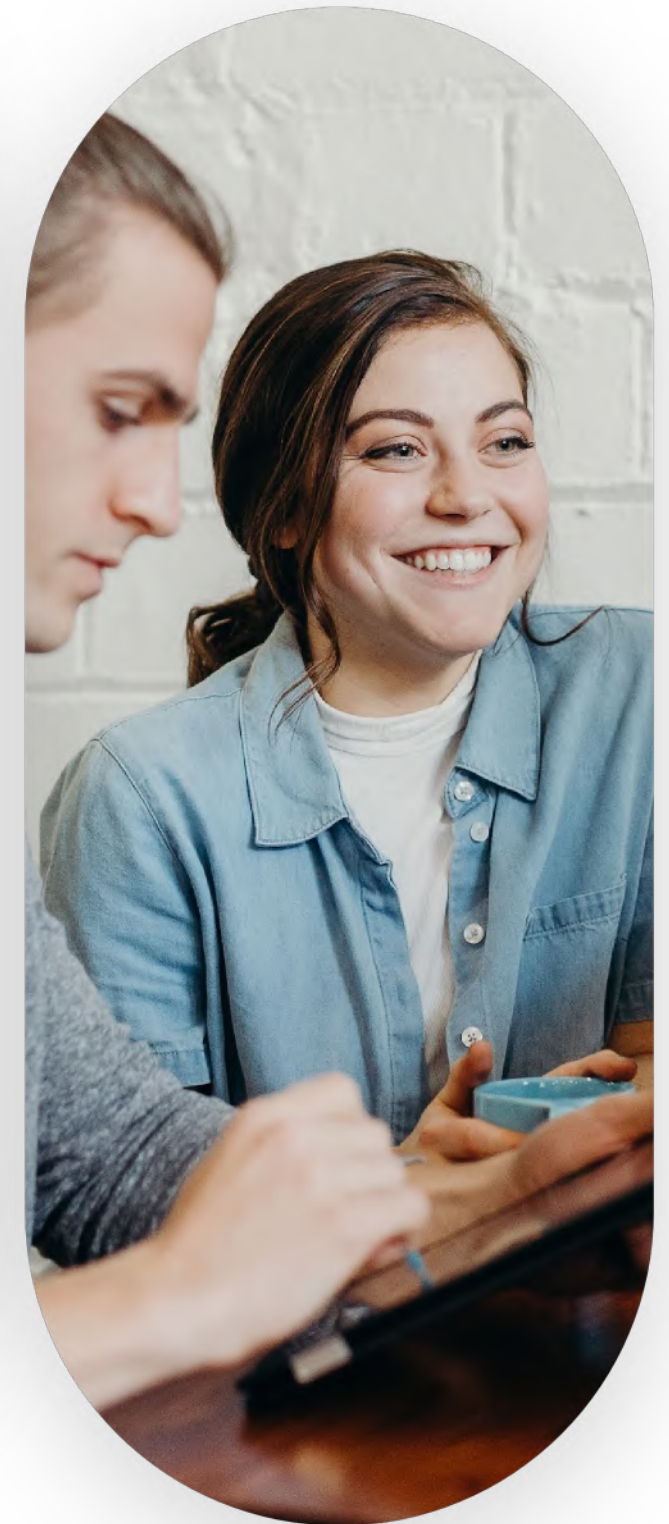
# Instagram for a local business

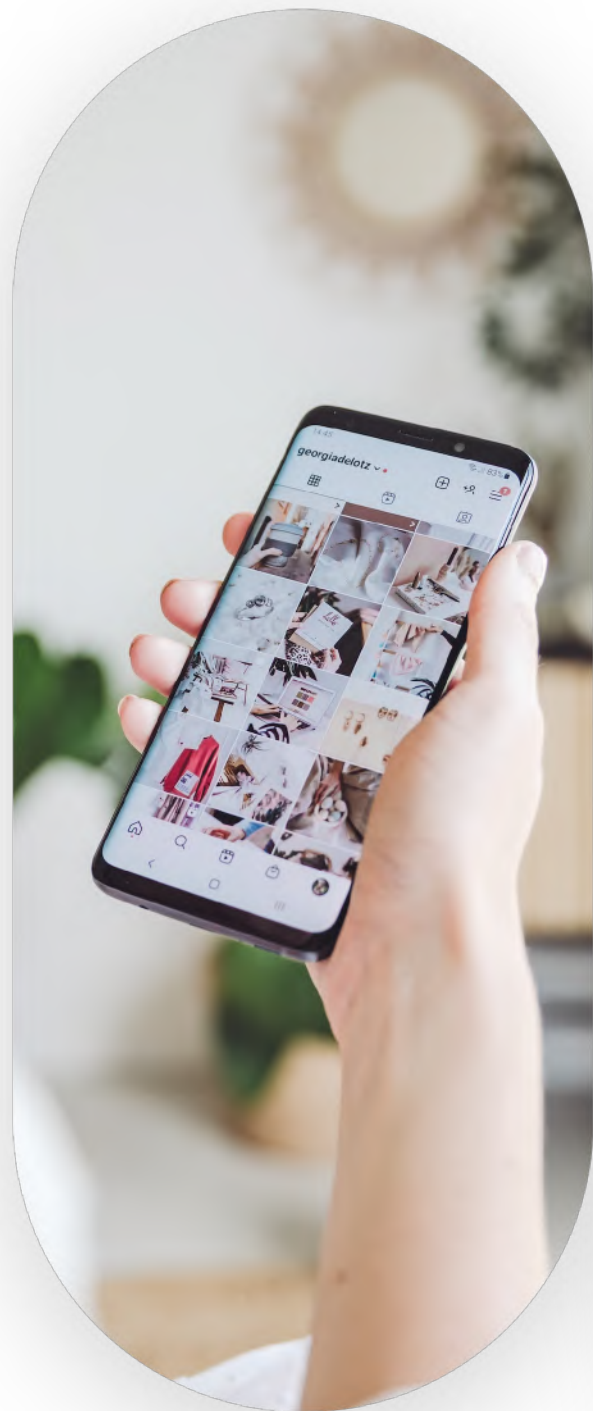
**Username.** Try to use the same username across all platforms to make it easier for customers to find your business online.

**Location information.** Add any available location information to your profile so that it matches your Google profile or website.

**Bio.** Modify your bio so that it speaks to the audience you're trying to target, while still being true to your brand.

**Business account.** As mentioned above, make sure your Instagram profile is set up as a business account.





# Stories, posts and reels

Instagram is a truly visual platform and is therefore the perfect place to demonstrate your products or services in action. Your Instagram profile is also an extension of your brand, make sure to maintain a consistent brand identity.

## What to post on Instagram?

- Brand information
- Pictures of your products
- Special promotions and campaigns
- Events
- Entertaining posts
- Repost customers posts

# Engage with the community

*Having a marketing strategy and posting high quality content on Instagram isn't enough. It's crucial to interact with your followers and show that you listen to them.*

Building an Instagram community for your business is one the most powerful ways to gain loyalty, boost engagement and create stronger connections to your customers and followers.

## A few tips and tricks

*Reply to the comments your posts get, run competitions and ask questions on your stories to get to know your followers better.*

1. **Make it personal** - humanize your brand to create a deeper and more emotional connection.
2. **Promote your brand values** - talk about what your brand stands for and champion the lifestyle your brand stands for.
3. **Have a consistent UGC strategy** - make your followers feel like they're part of your brand.
4. **Give back to your followers** - discounts, giveaways and loyalty programs.



# Instagram Shopping

The Instagram shopping features lets you integrate your product catalogue with your Instagram profile. This makes it easy to promote your products directly via posts or reels.

Instagram shopping lets you tag your products in posts, just like you'd tag friends. When you tag a post with your products, it will end up in the Shopping Feed on Instagram.

## Set up your shop:

### 1. Meet The Eligibility Requirements

You need to meet all the requirements to be able to set up a shop. You must sell physical products, not services and your business must comply with Instagram [commerce policies](#).

### 2. Link your Instagram Business Profile to your Facebook Business Page.

Instagram pull all the product information from Facebook Shops. Therefore you need to add your product catalog to your Facebook Shop. Add every product to the [Commerce Manager](#) or set up a Shopify account.

### 3. Submit for review and set up your shop

The review will take a couple of days. When its approved you go to your Instagram profile and turn on the shopping feature. Lastly, add the right catalog.



# Benefits of using Instagram

Reach new  
customers

Make sales directly  
through the app

Build customer  
relationships

Instagram has very  
high engagement  
rates

# Manage your Instagram local pages from Mobal

[Create a free account](#)