



# Start Digital

## Instagram Glow-Up: Optimise Your Business Profile for Growth

HIIT is all about quick, short-burst activities that get you from where you are to where you want to be. In this HIIT session, we will go through:

### Warm Up

A quick few minutes at the start of the session to get you in the zone! We will discuss your main aims and inspirations for optimising your Instagram profile, and go through some best practices to get the cogs turning.

### Main Session

Time to get to business: You will optimise key elements of your Instagram profile, including your bio, contact info, profile picture, and highlights. Your bio is your business elevator pitch and should include who you help, what you offer, and a clear call to action.

And don't think you'll leave the session without ticking one more thing off your to-do list. We'll get you to update your bio and pin your first strategic post during the session.

### Cool Down

In the final few minutes, we'll reinforce the impact of your new Instagram profile strategy. You'll leave the session feeling accomplished, knowing you've created a consistent plan for Instagram optimisation.

It's important to note that having a great Instagram profile strategy (which we recommend you do have) also comes with its shortfalls. You will be made aware of the potential risks that your new Instagram profile strategy could bring.

### What's Next?

Now that you have your Instagram profile strategy ticked off your to-do list, it's time to look at your digital growth strategy. We have dedicated training available for you and your team.

**This training session is designed to be interactive and practical, providing immediate benefits by enhancing the professionalism and effectiveness of your Instagram presence.**