

Instagram mini-audit cheatsheet

Trying to build your Instagram following? I get it, it's tough! But don't worry, there are ways to make it easier. Ever heard the saying "you can't manage what you don't measure"? That's where my free mini-audit and cheatsheet comes in.



Vicky Stokes - Founder

Profile makeover

- Showcase your best self clearly with a profile picture
- Craft a memorable handle and keep it short and relevant to your niche
- Focus on the quality of followers DON'T follow for follows!

Bio breakdown

- Tell your story and what value you bring
- Don't be afraid of emoji's to make your profile stand out. Perhaps use them as bullet points
- Include a call-to-action (CTA) with links
- Highlight testimonials and pin them to the top of your profile
- Add 'highlights' and group important stories together

Engaging your audience

- Slide into the DMs and connect with your followers in a more personal way
- Write captions to grab the attention of your audience
- Create content that's shareable and relatable

Stay ahead of the pack!

- Keep an eye on what's working for your competitors
- Clean up your profile by removing unused highlight categories and pin recent content to keep it fresh
- Follow relevant accounts that relate to your values, mission or audience's interests

Our values and mission

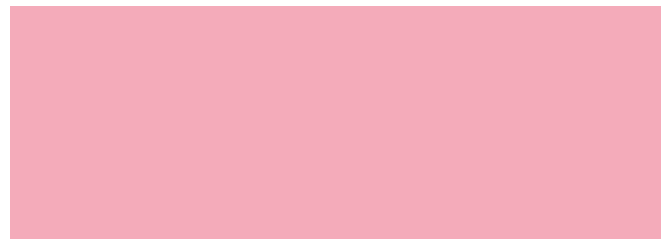


Your goals

- Increase brand awareness
- Grow my audience
- Lead generation
- Increase engagement
- Increase web traffic

Your target audience

What problems do they face? How do we help?
What content do they want to see?



BONUS TIP

Watch time is key for Reels so keep your audience hooked as long as possible!

Instagram mini-audit checklist

Here's a handy ticklist to guide you through the audit process. It also helps to revisit this and give your profile an update every few months to ensure it's still relevant.

Profile audit

Current followers (/ /)

Target followers (/ /)

Engagement rate (/ /)

Target engagement rate (/ /)

Checklist

- Profile picture updated
- Bio updated
- Call-to-action added
- Relevant highlights added
- Consistent branding across content
- Pinned at least 3 posts to your profile (one to be a testimonial)

Stepping it up!

- Ask my target audience for feedback on their 'needs and
- Create SMART Instagram goals
- Add a calendar reminder to analyse my competition regularly
- Create a content calendar
- Commit to a range of content (reels, stories, carousels) in my content plan
- Add a calendar reminder to complete another audit in ___ months

How often I will review my competitors

Date of next audit (/ /)

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