



SOCIAL MARKETEER

THE ULTIMATE

INSTAGRAM CHECKLIST

FOR SMALL BUSINESSES

EVERYTHING YOU NEED TO GROW,
ENGAGE & ATTRACT MORE CLIENTS.



01

BIO CHECKLIST

Make a strong first impression with a clear, searchable & engaging bio.



02

HIGHLIGHTS

Organise your highlights to showcase your offers, build trust & guide visitors.



03

PROFILE PHOTO

Use a clear, recognisable photo or logo that represents your brand.



04

CTA (CALL TO ACTION)

Guide your audience on what to do next & make it easy for them to take action.



05

BRANDING

Use consistent colours, fonts & visuals to create a professional, memorable brand.



06

CAPTIONS

Write captions that connect, provide value & encourage engagement.



07

HASHTAGS

Use the right hashtags to increase discoverability & reach the right people.



08

POSTING CONSISTENCY

Show up consistently with a content plan your audience can rely on.



09

STORY IDEAS

Engage daily with creative stories that build connection & trust.

USE THIS CHECKLIST TO CREATE A STRONG,
CONSISTENT & ENGAGING INSTAGRAM PRESENCE THAT TURNS
FOLLOWERS INTO LOYAL CUSTOMERS.

BIO CHECKLIST

YOUR BIO IS PRIME REAL ESTATE.

MAKE IT CLEAR, SEARCHABLE & IRRESISTIBLE.

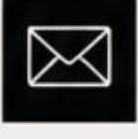


SOCIAL MARKETEEER

REMEMBER

Your bio is often the first thing people see.
Make it count and turn visitors into followers and customers.

6 MUST-HAVES FOR THE PERFECT BIO

- 01 CLEAR BUSINESS DESCRIPTION
Tell people who you help and what you do.
- 02 LOCATION
Add your location to attract local clients & build trust.
- 03 WHAT YOU OFFER
Highlight your services or what makes you unique.
- 04 CTA (CALL TO ACTION)
Tell people what to do next (e.g. DM you, click a link).
- 05 SEARCHABLE KEYWORDS
Use keywords your ideal clients are searching for.
- 06 CONTACT INFO / LINK
Make it easy for people to reach you.

EXAMPLE OF A STRONG BIO

- ✓ Social Media Manager & UGC Creator
- ✓ Helping small businesses grow online
- ✓ Content | Reels | Strategy
- ✓ 📍 Cornwall & UK
- ✓ 📩 DM 'PLAN' for your free content checklist!
- 🔗 [linktr.ee/yourbusiness](#)

QUICK TIPS

- Keep it short & easy to read
- Use emoji's to break it up
- Line breaks are your best friend
- Update regularly
- Make it all about your ideal client!

GOOD BIO



- Clear & to the point
- Shows what you do
- Includes location
- Has a CTA
- Uses keywords
- Easy to contact



YOUR LOGO

Social Media Manager & UGC Creator

★ Helping small businesses grow online

📍 Cornwall & UK

📩 DM 'PLAN' for your free content checklist!

🔗 [linktr.ee/yourbusiness](#)

VS

BAD BIO



- Vague or confusing
- No clear offer
- No location
- No CTA
- Hard to find
- Misses keywords



Just a girl 🎀

Posting pretty things

DM me

xoxo

YOUR BIO IS THE FIRST IMPRESSION.
MAKE IT COUNT.

A STRONG BIO =
MORE PROFILE VISITS,
MORE DMS, MORE CLIENTS.

HIGHLIGHTS THAT CONVERT

Highlights are
prime real estate
on your profile!

MAKE IT EASY FOR PEOPLE TO KNOW, LIKE & TRUST YOU.

Instagram Highlights help turn new visitors
into *loyal followers* & *paying customers*.

7 MUST-HAVE HIGHLIGHTS FOR SMALL BUSINESSES

01



SERVICES

Show what you offer
& how you can help
your clients.

02



REVIEWS

Build trust by showing
off happy clients &
testimonials.

03



FAQS

Answer common
questions & remove
any doubts.

04



BEHIND THE SCENES

Give a peek behind
the scenes & show
the real you.

05



RESULTS

Show your results,
case studies &
client wins.

06



PRICES / MENU

Make it easy for people
to find your prices or
packages.

07



ABOUT YOU

Share your story,
your mission & what
makes you, you!

TOP TIP

Keep your covers
on-brand, simple
& easy to understand.

This creates a
professional look & a
better experience
for your visitors!

EXAMPLE OF HOW IT LOOKS



SERVICES



REVIEWS



FAQS



BEHIND
THE SCENES



RESULTS



PRICES /
MENU



ABOUT YOU

WHY THIS MATTERS

- ✓ Helps new visitors find information quickly
- ✓ Builds trust & shows you're professional
- ✓ Answers questions before they even ask
- ✓ Makes it easy for people to take action

A WELL ORGANISED
PROFILE =

MORE TRUST,
MORE DMS,
MORE SALES!



MAKE IT EASY TO FOLLOW. EASY TO TRUST. EASY TO BUY.

PROFILE PHOTO MATTERS!

YOUR PROFILE PHOTO IS THE FIRST THING PEOPLE SEE. MAKE IT COUNT.



TOP TIP
Keep it simple,
on-brand & easy
to recognise even
at a small size!

A clear, professional profile photo helps people *recognise, remember & trust* your brand.

WHAT MAKES A GREAT PROFILE PHOTO?

CLEAR LOGO OR PHOTO	GOOD LIGHTING	SIMPLE BACKGROUND	RECOGNISABLE BRANDING	EASY TO SEE AT SMALL SIZE	AVOID BLURRY OR BUSY PHOTOS
Use a clear logo or a headshot that represents your brand.	Bright, natural lighting looks clean, professional & inviting.	Choose a clean, non-distracting background to stand out.	Use your brand colours, vibe & style so people instantly recognise you.	Your photo should still be clear & readable in a small circle.	Avoid blurry images, filters or backgrounds that distract.

GOOD EXAMPLES

Clear logo
& simple

Clear headshot
with good lighting

On-brand colours
& recognisable

Minimal &
easy to read

Clean background
& professional

Simple, on-brand
& memorable

BAD EXAMPLES

Blurry &
unfocused

Busy background
is distracting

Hard to see who
the brand is

Poor lighting
or too dark

Over-filtered
& unnatural

Too much text
or small details

EXTRA TIPS

- Use the same style across all platforms for brand consistency.
- If using a logo, keep it simple & high contrast.
- Update your photo if your brand evolves!
- Think: would I trust & remember this brand?

A GREAT PROFILE PHOTO =

MORE CLICKS,
MORE TRUST,
MORE FOLLOWERS
& MORE SALES!



KEEP IT CLEAR. KEEP IT SIMPLE. KEEP IT YOU.

BRANDING BUILD TRUST.

BE RECOGNISABLE. BE MEMORABLE.

Strong branding makes your content instantly *recognisable* and *builds trust* with your audience.

People should recognise your *content instantly* even before they see your name.

6 KEY ELEMENTS OF STRONG BRANDING

01 COLOURS Choose 3-5 colours that reflect your brand & stick to them consistently. Example	02 FONTS Use 1-2 fonts only to keep your content clean, consistent & easy to read. HEADING FONT Aa Cormorant Garamond BODY FONT Aa MONTSERRAT	03 CONSISTENT STYLE Use a consistent design style across all your content. This could be minimal, bold, feminine, fun, elegant etc. Example: clean, modern & feminine
04 EDITING STYLE Keep your filters, tones & photo edits consistent so your feed looks cohesive. Example: bright, warm & soft tones	05 FEED CONSISTENCY A consistent feed builds brand recognition & makes your profile look professional. Consistent On-brand Inconsistent Confusing	06 tone of voice How you speak to your audience is part of your brand. Keep it consistent in captions, stories & messages. Friendly Helpful Confident Relatable Inspiring Professional Example: friendly, helpful & down-to-earth

EXAMPLES OF BRANDS WITH STRONG, RECOGNISABLE BRANDING

♥ Bold & simple ♥ Black, white & pink ♥ Motivational tone ♥ Instantly recognisable	♥ Fun & playful ♥ Black, white & pops of colour ♥ Clear, consistent style ♥ Engaging tone
♥ Minimal & elegant ♥ Neutral, clean tones ♥ Luxury feel ♥ Consistent aesthetic	♥ Clean & minimal ♥ Soft pinks & neutrals ♥ Real, relatable tone ♥ Very recognisable

QUICK REMINDER

- ✔ Be consistent across everything you post
- ✔ Let your brand personality shine through
- ✔ Think about how you want people to feel
- ✔ Make your content unmistakably YOU

Strong branding isn't just about looking good, it's about being *remembered.*

REMEMBER

CONSISTENCY TODAY
RECOGNITION TOMORROW
LOYAL CUSTOMERS FOREVER

BE RECOGNISABLE. BE MEMORABLE. *BE YOU.*

CAPTIONS + CTA GUIDE

WRITE CAPTIONS THAT CONNECT, INSPIRE & CONVERT.



Great captions
build connection.
Strong CTAs
drive action.

01 HOW TO START YOUR CAPTIONS

The first sentence matters MOST.

You want something that makes people stop scrolling and keep reading.

EASY HOOK IDEAS:

- ♡ POV:
- ♡ Things nobody tells you about...
- ♡ If you're struggling with...
- ♡ 3 things that helped my business...
- ♡ Small business reminder:
- ♡ Behind the scenes of...
- ♡ You don't need to be perfect to start...
- ♡ Let's talk about...
- ♡ A little reminder for business owners...
- ♡ This is your sign to...

02 KEEP CAPTIONS SIMPLE

You don't need long complicated captions.

People connect with:



PERSONALITY



STORYTELLING



HONESTY



VALUE



RELATABLE CONTENT



Write like you're talking to
a real person.



03 CTA (CALL TO ACTION) IDEAS

A CTA tells people what to do next.

Without a CTA... people usually scroll away.

- Comment below if you agree!
- Save this for later
- DM me for more info
- Tag a business owner
- What do you think?
- Would you try this?
- Follow for more tips
- Share this to your story!
- Message me to book



Make it easy for people to engage,
reply, save or share!

04 EASY ENGAGEMENT TIPS

- ✓ Reply to comments quickly
- ✓ Use polls & questions in stories
- ✓ Show your face sometimes
- ✓ Talk TO your audience, not AT them
- ✓ Ask questions in captions
- ✓ Be consistent, not perfect
- ✓ Create content your audience finds helpful

Remember:

People follow accounts
that feel REAL.



05 QUICK CONTENT FORMULA



HOOK
Get attention



VALUE
Provide value



CTA
Tell them
what to do

EXAMPLE:

"Struggling to know
what to post?
Here are 3 easy
content ideas for
small businesses...
Save this for later





STORY IDEAS

THAT ENGAGE & CONVERT



SOCIAL MARKETEEER

SHOW UP IN STORIES. BUILD CONNECTION. GROW YOUR BUSINESS.

WHY STORIES MATTER

- ✓ Builds trust & connection
- ✓ Keeps your business top of mind
- ✓ Increases engagement
- ✓ Drives traffic & sales

Stories are
perfect for building
relationships and
showing the real
YOU.



CONSISTENCY
IN STORIES
CREATES
TRUST.



STORY IDEAS TO USE EVERY DAY

01



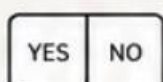
BEHIND THE SCENES

- Show your process
- What happens behind the scenes
- Packing orders
- Office / workspace
- New products coming soon

EXAMPLE:

"A little BTS of how we get everything ready for you!"

02



POLLS & QUESTIONS

- Ask for opinions
- Get ideas
- Make it fun
- Increase engagement
- Start conversations

EXAMPLE:

"Which one do you prefer?"

03



FAQS

- Answer common questions
- Save to highlights
- Build trust
- Show you care
- Educate your audience

EXAMPLE:

"Here's the answer to something I get asked a lot!"

04



TESTIMONIALS & REVIEWS

- Share kind words
- Screenshot reviews
- Tag your customers
- Build credibility
- Show real results

EXAMPLE:

"Nothing makes us happier than happy customers!"

05



DAY IN THE LIFE

- Take people with you through your day
- Show the real you
- Build connection
- People love relatability
- Doesn't need to be perfect!

EXAMPLE:

"A day in my life as a business owner"

MORE STORY IDEAS

- ✓ New product / service
- ✓ Before & after
- ✓ Tips & quick advice
- ✓ Myth vs Fact
- ✓ Weekly wins
- ✓ Client shoutouts
- ✓ Offers & promotions
- ✓ Countdowns

QUICK TIPS

- ✓ Use text, stickers, gifs & music
- ✓ Keep it real, not perfect
- ✓ Engage back - reply to DMs
- ✓ Post consistently
- ✓ Save important stories to Highlights



REMEMBER:

Stories disappear,
but the **connection**
you build stays!

YOU'VE
GOT
THIS.



SHOW UP, SHARE VALUE & BE YOU.
YOUR PEOPLE **ARE** WATCHING.

@SOCIALMARKETEER_

POSTING CONSISTENCY

BE CONSISTENT, NOT PERFECT. ♡ CONSISTENCY BUILDS TRUST & GROWTH.

1 HOW OFTEN TO POST?

Quality over quantity,
but consistency is key.

	INSTAGRAM	Feed: 3–5 times per week Stories: Daily Reels: 2–4 times per week
	FACEBOOK	Feed: 3–5 times per week Stories: Daily
	TIKTOK	3–5 times per week
	LINKEDIN	2–3 times per week



Show up regularly so
your audience doesn't forget you!



2 CONTENT BATCHING

Create more in less time by batching your content.
It saves time, reduces stress & keeps you consistent!



PLAN your content ideas
(1–2 hours)



CREATE your photos, videos
& graphics (1–2 hours)



WRITE your captions
(30–60 minutes)



SCHEDULE & POST
(30 minutes)



3 PLANNING AHEAD ♡

Plan ahead so you always know what
you're posting (no more last minute stress!).

- ✓ Plan weekly or monthly
- ✓ Use a content calendar
- ✓ Plan around key dates & events
- ✓ Prep content in advance
- ✓ Leave room for flexibility & trending topics



A plan today = less stress tomorrow!



4 CONTENT PILLARS ≡

Content pillars help you create content that
is strategic, consistent & valuable.



EDUCATE

Teach, tips,
how-tos,
advice &
answers.

Builds trust
& authority.



INSPIRE

Motivate,
share stories,
behind the
scenes &
encouragement.

Builds
connection.



CONNECT

Engage, ask
questions,
polls, UGC,
testimonials
& community.

Builds
relationships.



PROMOTE

Share your
offers, services,
products,
discounts &
announcements.

Drives sales.

A good mix of these pillars keeps your feed
balanced & your audience interested!



BONUS TIPS



POST AT THE RIGHT TIMES

Post when your
audience is most active.
(Check your Insights!)



REPURPOSE CONTENT

Turn one piece of
content into many!
Reel → Post → Story



FOCUS ON VALUE

Provide helpful, entertaining
or inspiring content that
your audience loves.



TRACK & IMPROVE

Review what works,
what doesn't &
keep improving!



YOU'VE
GOT
THIS!



PLAN IT. CREATE IT. POST IT. REPEAT.

Small steps, big results. ♡

Need help with your
social media?

@SOCIALMARKETEER_

HASHTAGS & REELS

MORE REACH, MORE VIEWS, MORE CLIENTS.

1 HASHTAGS THAT WORK

Use a mix of different hashtags to increase your reach.

	LOCAL HASHTAGS	Use your city, area or neighbourhood hashtags to reach local people.	EXAMPLES: • #londonbusiness • #manchestermua • #miamilashes
	NICHE HASHTAGS	Use hashtags specific to your industry or niche.	EXAMPLES: • #smallbusinessowner • #aestheticmedicine • #coffeelovers
	INDUSTRY HASHTAGS	Broader hashtags to get discovered by more people.	EXAMPLES: • #smallbusiness • #supportsmallbusiness • #entrepreneurlife
	BRANDED HASHTAGS	Create your own branded hashtag to build community & UGC.	EXAMPLE: • #YourBusinessName (have customers use it!)



TIP: Use 5–10 relevant hashtags (not too many!)

2 HOOKS THAT STOP THE SCROLL

The first 1–2 seconds are EVERYTHING. Use these hooks to grab attention fast!

- "POV: You finally found a ..."
- "Things I wish I knew before ..."
- "Stop making this mistake ..."
- "3 reasons why ..."
- "This changed my business ..."
- "Watch this before you ..."
- "If you're a business owner, you need to hear this ..."
- "Don't skip this if you want more ... (clients/sales)"
- "Here's how I ... in less than 30 seconds"



TIP: Keep your hook short, bold & curious. Make them want to watch!

A strong hook
= more views
= more reach
= more clients!

3 TRENDING AUDIO

Using trending audio can help your Reels get in front of more people!

- ✓ Check Instagram's 'Trending Audio' daily
- ✓ Choose audio that fits your content & brand
- ✓ Trending audio = higher chance of going viral
- ✓ Save trending sounds to use later
- ✓ Add your own twist to stand out!

WHERE TO FIND:

-  Instagram Reels tab (Trending Audio)
-  Creator tools (inspiration)
-  Save audios that fit your niche



BONUS TIP:

You don't need to dance! Use trending audio for:

- Voiceovers
- Behind the scenes
- Text on screen
- Tutorials & tips



4 QUICK REEL TIPS

- ✓ **KEEP IT SHORT** – 5–15 seconds works best
- ✓ **ADD TEXT** – Helps people watch & understand
- ✓ **USE GOOD LIGHTING** – Natural light is your bestie
- ✓ **BEFORE & AFTER** – Always performs well
- ✓ **SHOW YOUR FACE** – Builds trust & connection
- ✓ **ADD VALUE** – Educate, entertain or inspire
- ✓ **CLEAR CTA** – Tell people what to do next!

Helpful content always wins!

Create reels that help, inspire or entertain your ideal client!

HASHTAG FORMULA



EXAMPLE COMBINATION:

#londonlashes #londonbeauty #lashextensions
#lashesonfleek #smallbusiness #beautybusiness
#supportsmallbusiness #yourbusinessname



YOU'VE GOT THIS! 

BE CONSISTENT. CREATE VALUE.
The right people will find you. 

Need help creating content that converts?
Let's grow your business together!

@SOCIALMARKETEER_

Need help growing your business online?

I'M HERE TO HELP YOU CREATE CONTENT
THAT CONNECTS, CONVERTS & GROWS.

I CAN HELP YOU WITH:



CONTENT CREATION
High-quality, on-brand content
that grabs attention.



REELS & SHORT FORM VIDEOS
Engaging reels that stop the scroll
and get results.



SOCIAL MEDIA STRATEGY
A tailored strategy to attract your
ideal audience and grow.



SOCIAL MEDIA MANAGEMENT
I take care of your content,
scheduling & engagement.



BRANDING SUPPORT
Creating a consistent, professional
brand that stands out.



“

My goal is simple:
**TO HELP SMALL
BUSINESSES GROW**
with content that
FEELS REAL
& gets results.

”

Let's work together!



DM
@socialmarketeer_

Let's chat & bring
your vision to life!



Message me
on WhatsApp

07544 946741



LET'S GROW YOUR BUSINESS *together!*