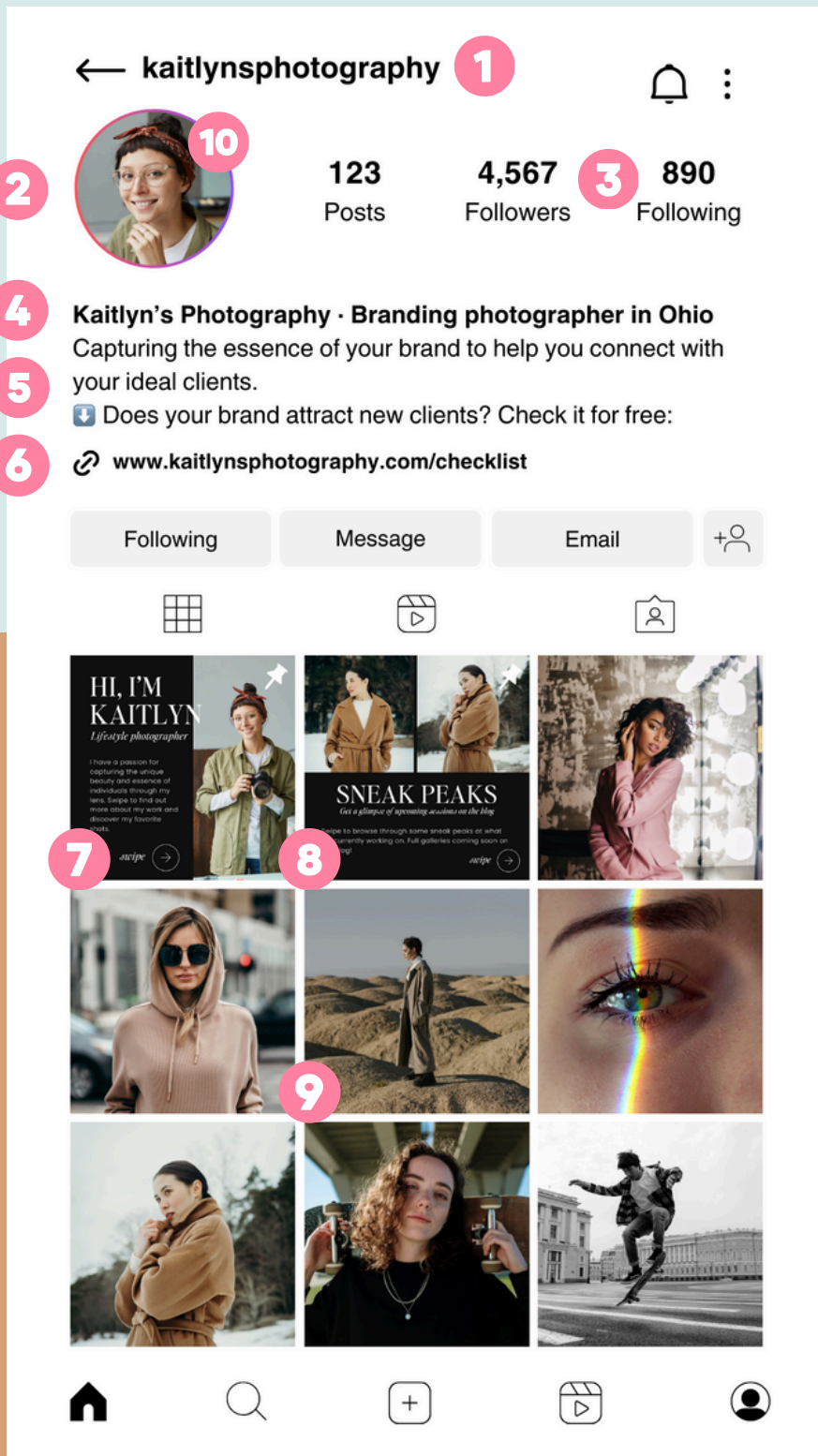


The Photographer's Instagram Profile

blueprint



Attract your ideal clients with these

10 *profile elements*

- 1** When it comes to choosing an Instagram username, consider using your studio name or your full name to boost your personal brand and search engine optimization efforts.
- 2** Your profile picture should feature your face—after all, people connect with people, not just logos, so let your personality shine through.
- 3** Maintain a balanced following ratio by avoiding following thousands of accounts, as this could give the impression that your followers are merely reciprocating, undermining the social proof of your genuine following.
- 4** Craft your Instagram name in two parts: the first part should include your studio name or full name, while the second part, separated by a symbol of your choice, should indicate your photography style and location—Instagram uses this to show your profile in search results.
- 5** In your bio, clearly describe what you do and, more importantly, highlight the direct benefits your work offers to your clients—this helps them envision the value of working with you, potentially converting them into customers.
- 6** End your bio with a compelling call to action that directs viewers to the link in your bio, ideally offering something enticing like a freebie, upcoming sessions list, or a special gallery—make it concrete and more appealing than a generic "visit my site."

Attract your ideal clients with these

10 profile elements

- 7 Pin an introduction post to the top of your feed, showcasing yourself as the person behind the lens—remember, people connect with people, and in the personal realm of photography, clients want to know who they'll be working with.

Time saving tip: Strawberry Kit offers this introduction carousel post as an easy template in three professional styles you can choose from.

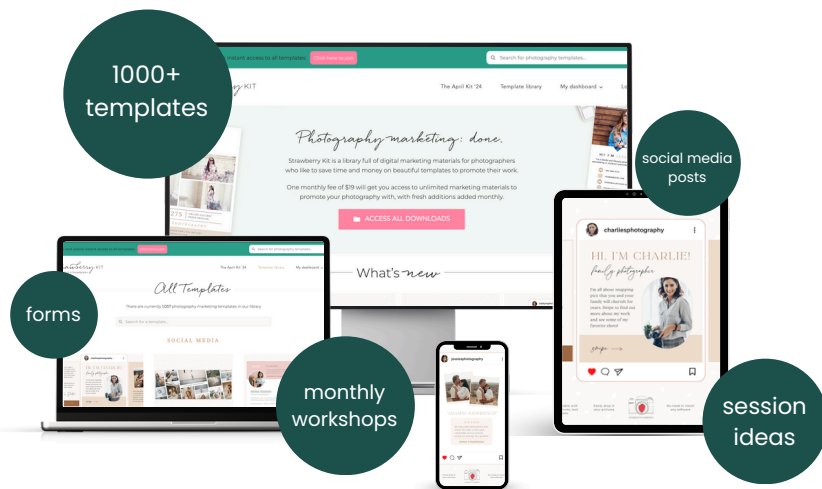
- 8 Also pin a gallery carousel post to the top, offering a curated selection of your best work as a sneak peek or monthly favorites—an intriguing glimpse that entices viewers to explore your portfolio further.

This **photo gallery carousel post** can also be found in the template section of Strawberry Kit.

- 9 Maintain a cohesive look and feel throughout your feed, allowing your unique style to shine through and setting accurate expectations for the kind of images clients can expect when working with you.
- 10 Regularly share Instagram stories to nurture your most loyal followers with new work, behind-the-scenes glimpses, and even personal snippets—this also gives interested new followers a taste of your personality and creative process.

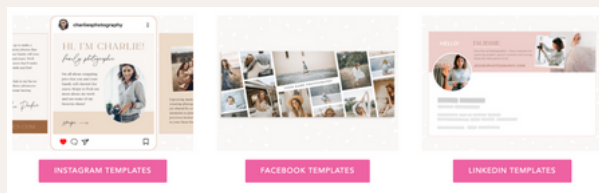
NEED help?

Check out the Strawberry Kit membership – it's got you covered for all your marketing content & more. It's simple to use and packed with all the essentials to flourish your photography business:



- Access to 1000+ marketing templates you can easily change up to make your own
- One monthly fee of just \$24 makes your photography business look top notch, while saving time
- 12 brand new templates and a marketing workshop each month
- Downloaded templates are yours to keep and use forever

1000+ EDITABLE TEMPLATES



- Social media posts
- Mini sessions marketing
- Forms & contracts
- Promotional flyers & much more

MARKETING TIPS & TOOLS



- Video workshops
- Monthly content ideas
- Marketing guides
- Newsletter with tips and ideas

grow YOUR BUSINESS

Strawberry Kit is a subscription-based library of digital marketing templates and workshops for photographers.

It is run by solopreneur and designer Debbie Mansour, and every single template is designed and handcrafted by her ever since she founded her photography design studio back in 2016.

Studio Strawberry provides you with beautiful templates that leave a professional impression on your clients, while you save a lot of time and money not having to hunt down or create it all yourself.



See you there!

Debbie Mansour