

## HOW TO OPTIMIZE YOUR INSTAGRAM BUSINESS PROFILE BIO

Optimizing your bio can be crucial in **captivating new customers**. Follow these **6 STEPS** to create an Instagram bio that stands out and leaves a **long-lasting** impression on potential clients.



### 2. PROFILE PHOTO

Leave a great first impression with new customers by capturing a quality profile photo that reflects **YOU**. Include fun makeup and a genuine smile!



### 3. ABOUT YOU

Tell your new customers a little bit about you. You can include **keywords** like **beauty, makeup** and **skin care**. Adding the **city or area** that you live in can make your profile appear in more **search results**.



### 1. ACCOUNT NAME

Use a **Company approved name** for your business profile like **Maria R, MK IBC** or **Maria R, Mary Kay IBC**. Visit **Social Media Guidelines on Mary Kay InTouch®** for all the best naming practices.



### 4. ADD A LITTLE BIT OF SPICE

Add line breaks, emojis and special characters to **personalize your bio**.



### 6. PERSONAL WEB SITE

Make shopping Mary Kay® products just **one** click away by adding a link to your **personal web site!** Follow this **Mary Kay® Personal Web Site Quick Start Check List** to get started on obtaining your own personal web site today!



### 5. CONTACT INFO

Get your new customers connected! Add a phrase in the last line of your bio that **leads your customers to click on your personal Web Site** or contact information. You can **raise awareness** on a new **promotion** or the latest Mary Kay® products you are loving!

For more Social Media tips visit Social Media Central on Mary Kay InTouch®  
**MARY KAY INTOUCH® > RESOURCES > DIGITAL ZONE > SOCIAL MEDIA CENTRAL**