

the marketing agent

HOW TO USE LINKS ON INSTAGRAM

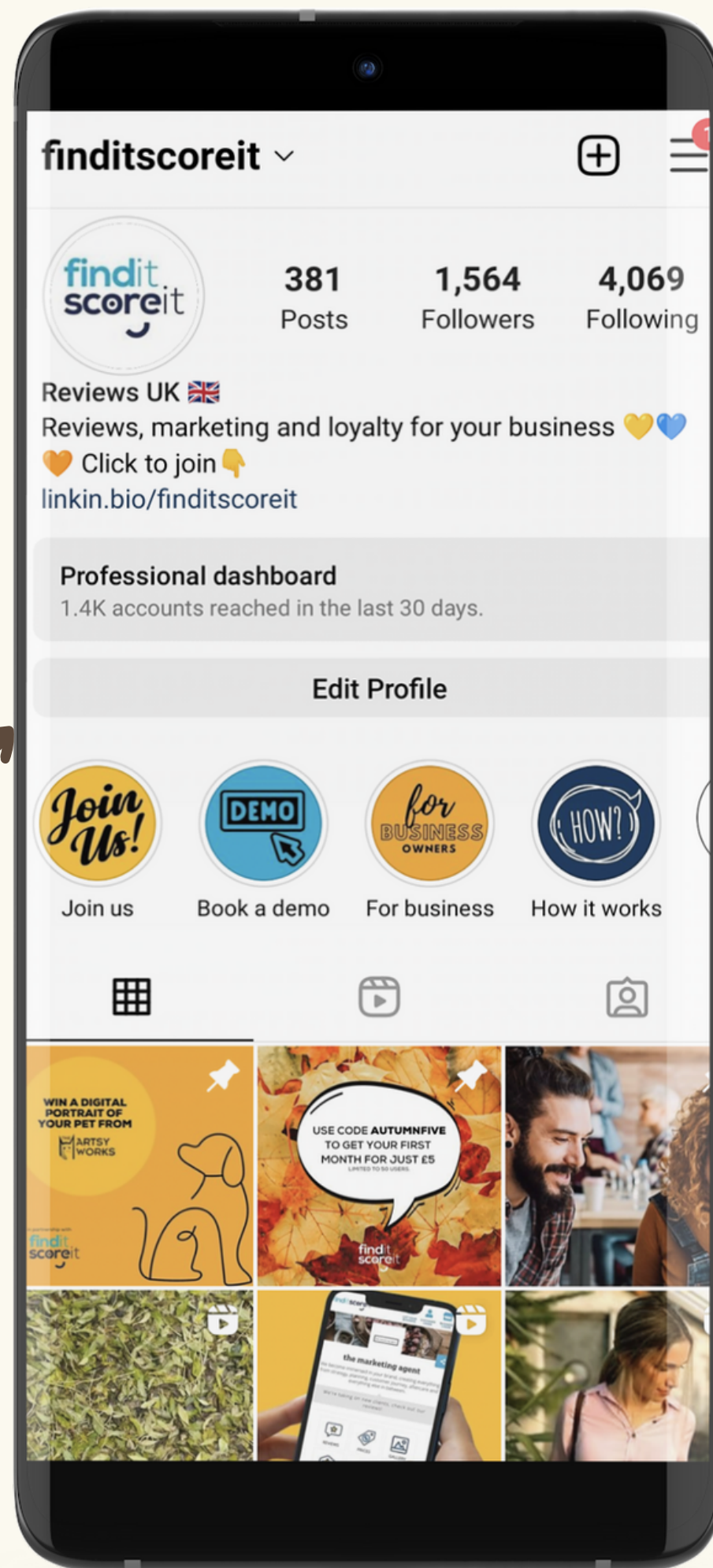


the link in
your bio

To edit this...

...do this.

click on edit
profile



Here is where
you add the link
in your bio

Add contact
details here

These are action
buttons you
should use

*We'll come to
this shortly...*

✕ Edit Profile ✓

findit scoreit

Change profile photo

Name
Reviews UK 🇬🇧

Username
finditscoreit

Pronouns

Bio
id loyalty for your business 🧡💙🧡 Click to join 📌

Links 1

Public business information

Page Find it. Score it. >

Category Entrepreneur >

Contact options Email address, Phone number >

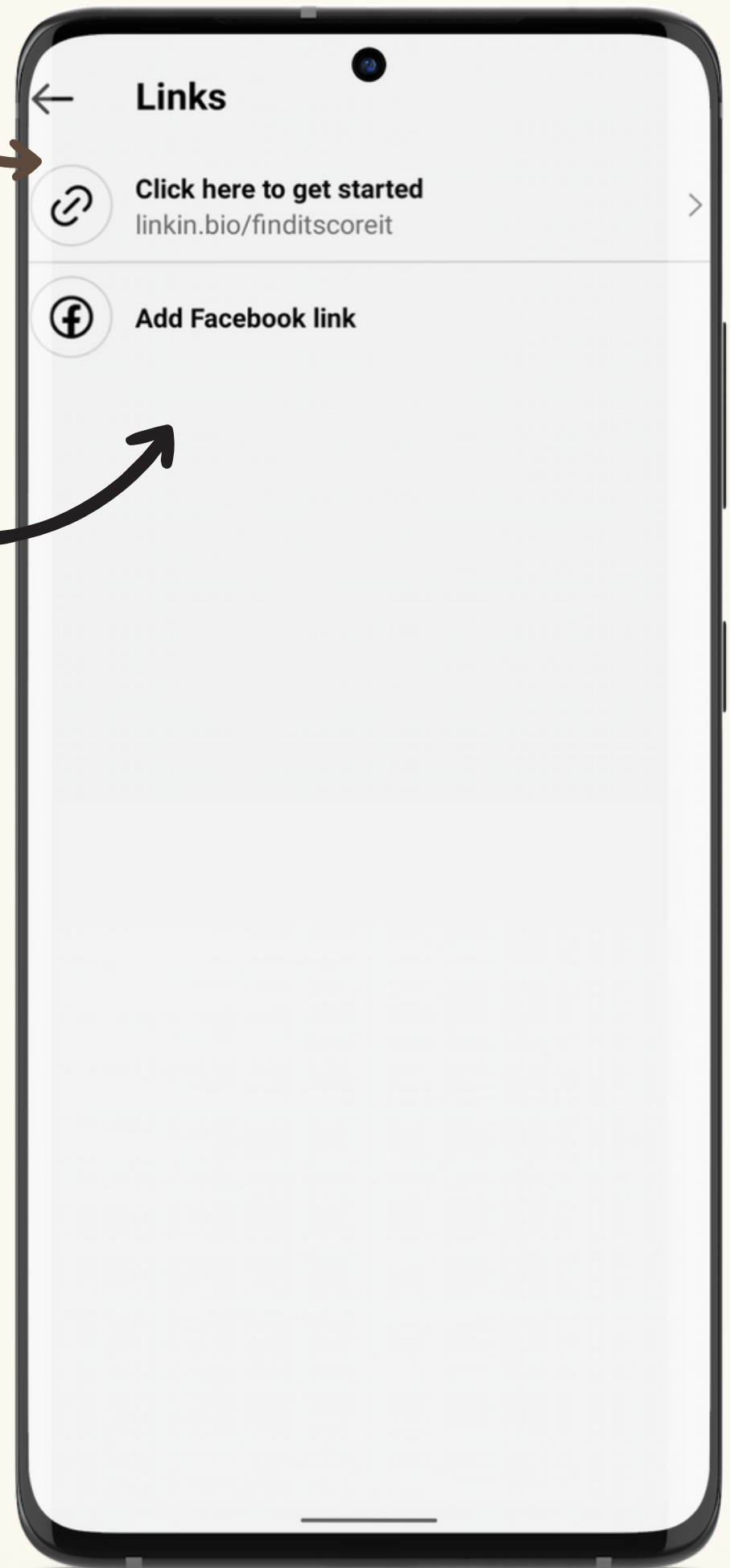
Action buttons None active >

Profile display All hidden >

This is where you add
the link in your bio.

*Remember, you can only add
one link! Choose wisely.*

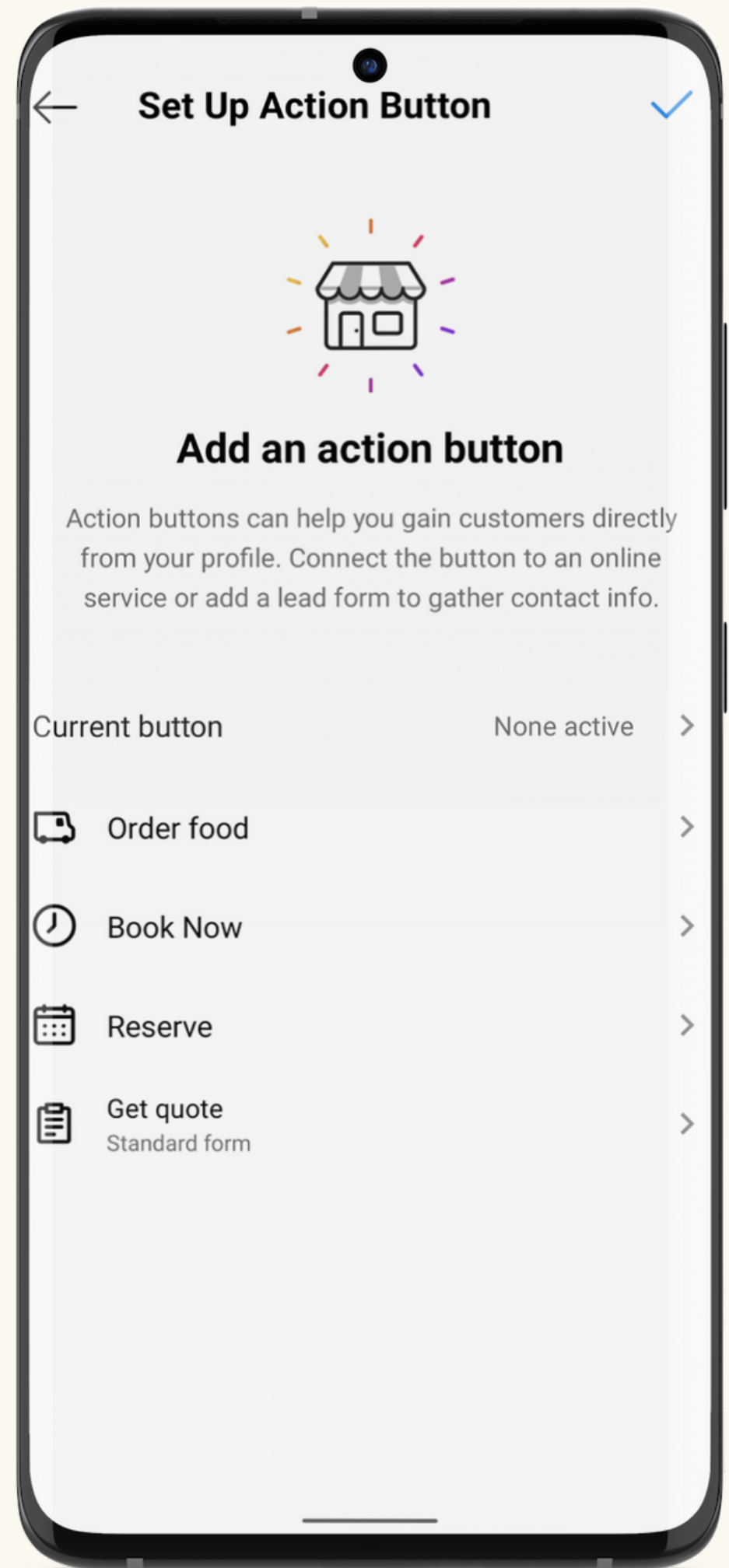
Instagram & Facebook
are owned by the same
company, Meta so you
can also add your
Facebook link here.



You have the option to add an action button to your Instagram profile.

Dependent on your industry to add an action button to 'order food' or 'book an appointment' with you.

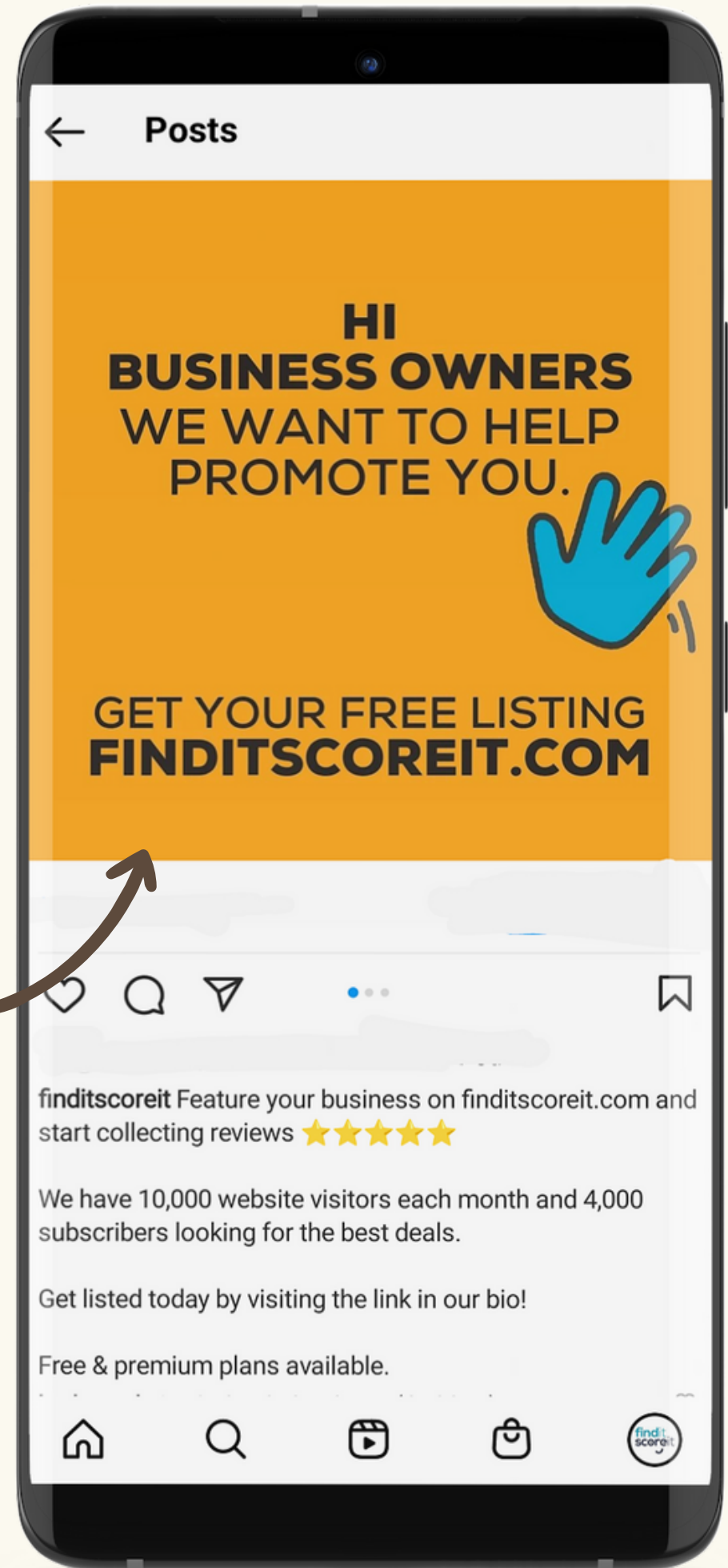
Options include Deliveroo, Treatwell and more.



How to add links to your posts

Instagram posts don't allow clickable links so you would have to depend on the user to navigate elsewhere.

Add the link to the image posted or ask your followers to 'click the link in your bio'

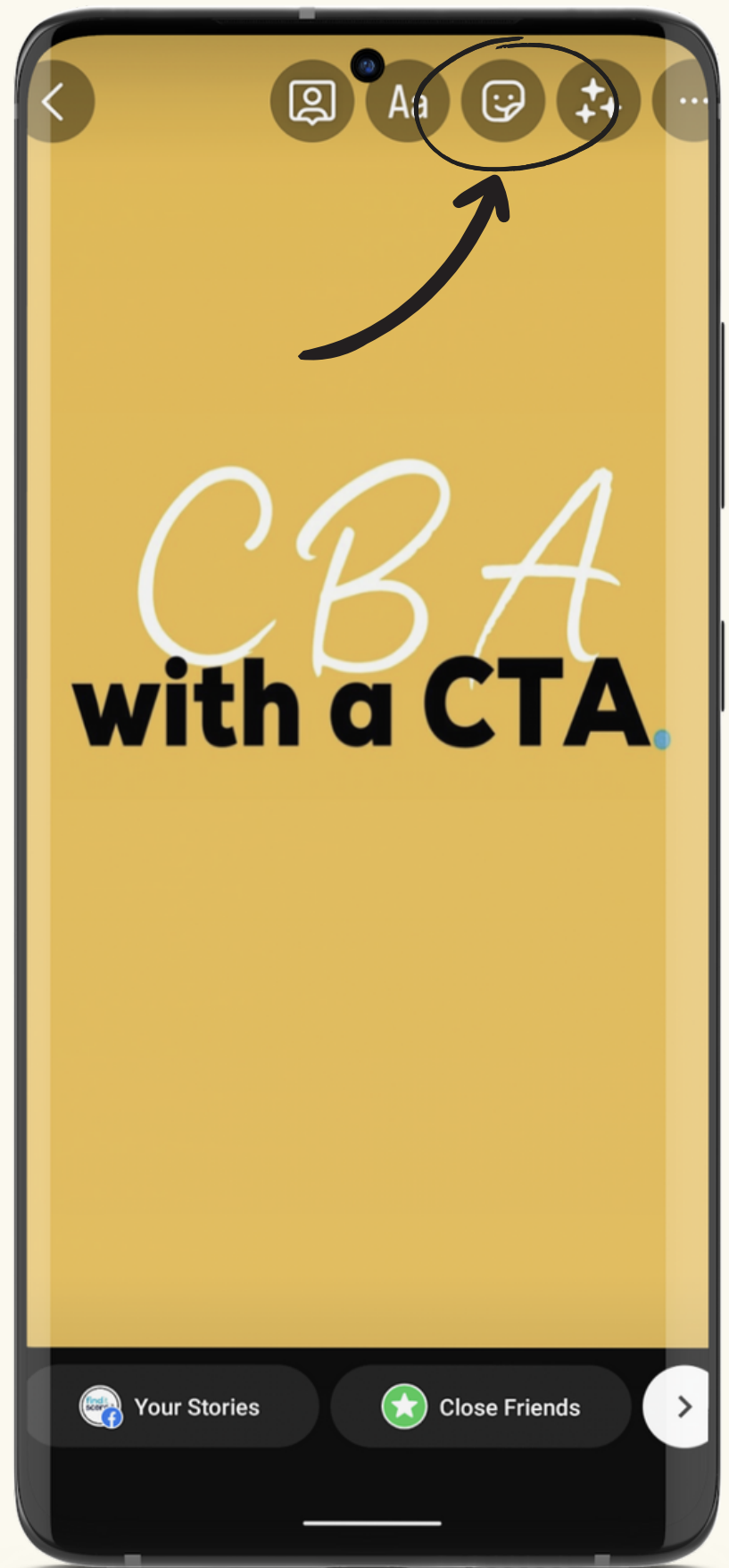


Adding a CTA to Instagram stories

Instagram stories allow you to add a clickable link, yay!

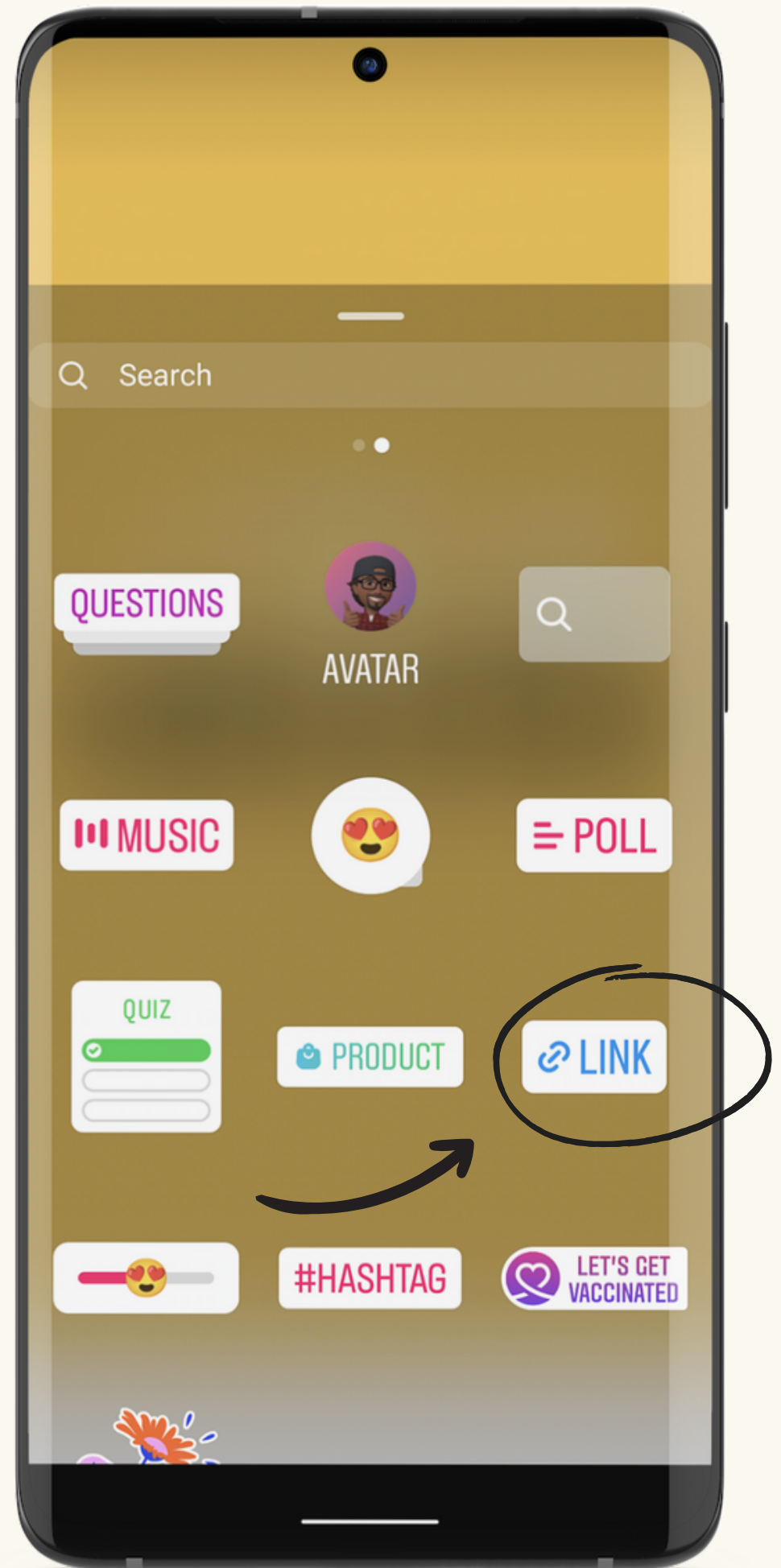
We're going to show you how...

Start by opening and add an image/video to your story. Click on the icon (top right)



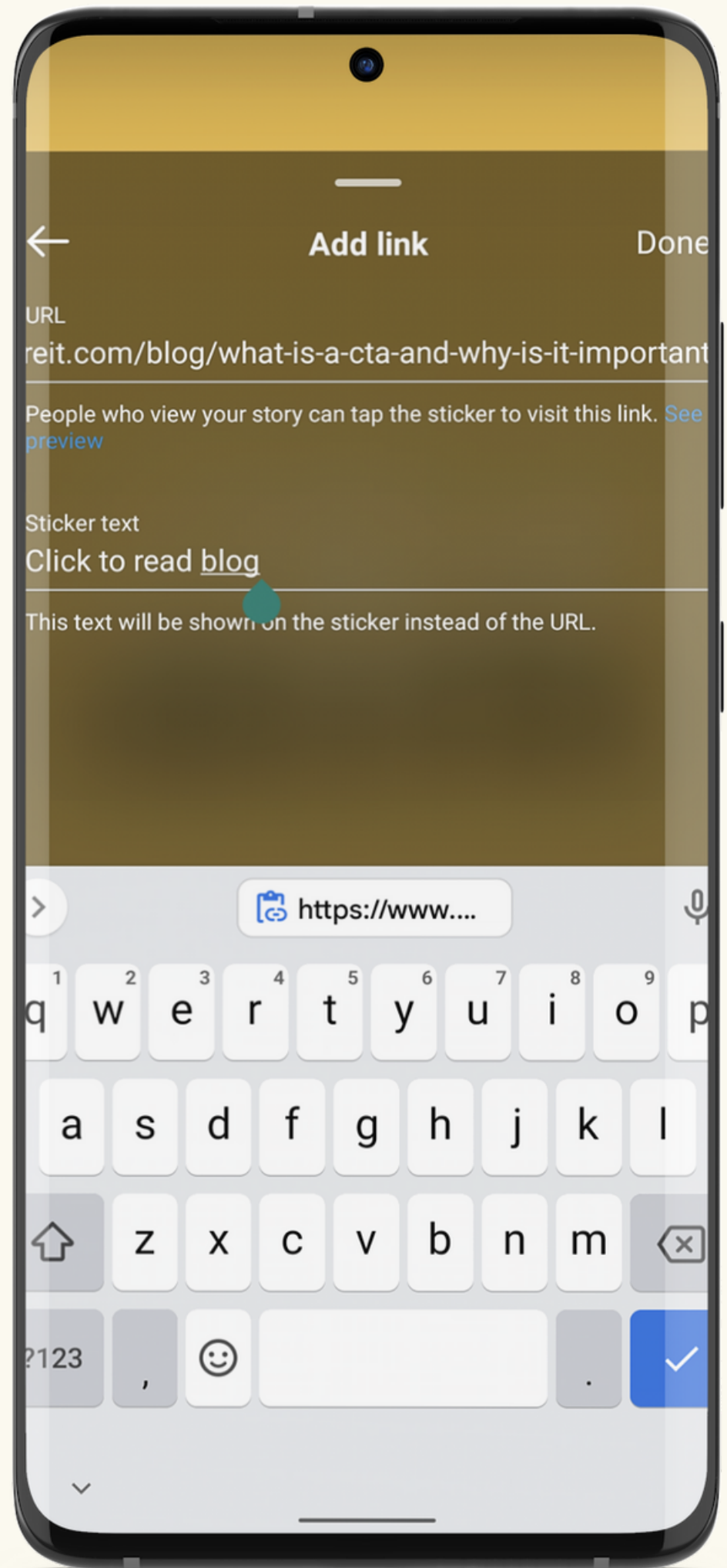
Choose the link option

Simply click on the LINK option from the options available.



Add your link and how you want your link to display.

Simply copy and paste the link into the top bar and write something like 'Read blog', 'Visit website' or maybe 'Shop now' - something that relates to the link you have added.



This is how your clickable link will look

Simply tap the link to edit the colour from white to grey and more.





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**GIVE IT A GO & TAG US
@THEMARKETINGAGENT**

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