

# 5 Best Tactics to Grow your Business Profile on Instagram

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### In brief

To grow your business profile on Instagram, focus on five key tactics: create engaging Instagram Stories with short, creative videos, post longer videos in 15-second segments, design custom filters featuring your brand logo, use trending hashtags relevant to your products, and leverage third-party tools for scheduling.

If your brand is not visible on social media in this digital era, you can't grow up. Social media could play a vital role to make a business successful. Meanwhile, Instagram is one of the best tools for businesses to target a high potential market. It is a highly targetable visual marketing channel for businesses. Instagram has millions of profiles daily searching for brands and purchasing products online. If you are starting a new business, it is important to target the market to boost rapidly. If you want to target an audience in the USA and UK, you can get Instagram followers.

Instagram helps target a high potential market and provides a significant opportunity to build a loyal audience that grows your business. Over 500 million Instagram users daily browse for a new brand. On Instagram, you can build your business profile worthy.

## Creative Instagram Stories Can Attract More Followers

For business marketing purposes, Instagram is one of the best platforms. It's one of the important features Instagram stories help to showcase your brand to your followers. If your stories have something unique and interesting, they grab more followers.

It allows brands to post different types of content to showcase their brands, pics, videos, and animations. It grabs more Instagram likes and comments. You can post full pictures and videos as you can. If you have a lengthy video for advisement, you can go with Instagram stories.

Your story must be creative and short that could appeal to your product. In 15 seconds, the video must define your product. Short video with quality content makes people more curious and interactive. Your video remains for 24 hours. After that story will disappear. After 24 hours, you can put your same stories again to make them visible for the maximum audience.

## Post Long Video in Parts

It often happens that you can't cover up all the brand's quality in a single video. It may be a longer video, more than 15 seconds. It is frequently asked how they can showcase their full video? You can post 15 seconds of a short video on your stories. Instagram also provides an option for longer videos can be posted as stories. If you have 1 minute of video, you can put it in parts divided by 15 seconds on Instagram.

You don't need to use a third-party application to cut videos into short clips. These short clips can help to get more attraction. Followers can see stories in one-by-one parts continuously. Stories including short video clips could be more effective than visualizing the product via photos. Using these tactics, you can also grab more likes on Instagram on your business profile.

## **Create Your Filter**

If you have social media account and you post your pics daily, you may also know about filtering pics. Instagram provides an option of custom filters. You can create your custom filter. At the same time, the custom filter comes along with the company name, logo, and other short statements. So if someone wants to apply your filter, your company name and logo will be shown on his profile. The more attractive filter, the more Instagram profiles you will be grabbing.

The filter must be creative and appealing to the latest event. At any event celebration, people used to filter their pics and showcase the event with the profile. It can help to advertise your brands without any effort.

## **Use Trending Hashtag**

Well, it is frequently asked what hashtag is and why it is used. Hashtag displays something trending and most searching viral keywords. You can search for the keywords relevant to your brand. These keywords must be relevant to your products. Make creative content and post it with the hashtag. Usually, people used to search keywords using hashtags, including keywords.

If you use the hashtag with your brand post, it may help to be visible in search. As the more people search for the '#', the more your brand will be known. In addition, if your brand's visual presentation is creative and genuine, it can convince customers as the best brand at itself.

## **Use Third-party Tools**

Well, Instagram comes along with many great features and tools that can be enough for any purpose on Instagram. But they may not be enough to give a rapid boost to your business. To make your profile highly professional and creative to compete with competitors, Instagram also makes you enable a used third-party tool. A business profile is the first expression of any customer.

A complimentary Instagram tool helps you to do more with your account to give it more creativity. It ultimately helps to make you distinguish from the competitors. It can help fill up your schedule, Instagram automation application can do more you may never imagine.