

# Make Instagram Impersonal To Gain More Traffic

## TechRounder PDF Edition

Live article: <https://www.techrounder.com/social-media/make-instagram-impersonal-to-gain-more-traffic/>

By Vipin PG | Published June 12, 2019 | Updated March 7, 2026 | Format: Article | 5 min read

### In brief

Instagram is not just for personal use anymore. Today, more and more business owners are using this platform for promoting their business, brand, product or services.

Instagram is not just for personal use anymore. Today, more and more business owners are using this platform for promoting their business, brand, product or services. There are several reasons and an equal number of statistics that will throw some light on this changed attitude of the business owners when it comes to marketing their products and services online.

On October 6, 2010, Instagram turned eight years old. Even being in its infancy, this social media platform has evolved in leaps and bounds since its launch. This platform has taken the world by storm and everyone, even dogs and cats are on this platform.

People are often found fiddling with their mobile phones to scroll up and down their personal feed on Instagram and look for their favorite brand and product on it. The images shared to make their buying decision making process easier, faster and most importantly, more informed.

If you are a business owner and strangely enough are still wondering whether your particular brand will be a good fit on Instagram, here are a few statistical figures that will prove to be convincing to you.

- Instagram has over 800 million active monthly users
- There are more than 25 million business profiles on this platform
- 60% of adults use Instagram
- 50% of Instagram users follow at least one brand or business
- 60% have reported having come to know of a particular product service through this platform and
- 80% of all app users base is outside the US.

Therefore, considering these facts and figures it is clear that Instagram is not for personal use anymore. Instead of sharing a picture with a furry pet, businesses are sharing the photos of products they deal with and the Instagram followers are also responding to them with a high engagement and click-through rate.

With its high growth rate of followers for Instagram, this has now become the global platform for brands to use it for a diverse range of purposes to increase the traffic towards their site such as:

- To share their message and mission with the world
- To humanize their content
- To showcase their products
- To recruit new talent and
- To inspire their audience to make a buying decision.

Another significant difference between Instagram and other social media platform is that Instagram users are not only just active but they are highly engaged. This results in more traffic making this photo and video sharing app quickly turn into one of the most favoured and popular social media sites.

Through different studies, it is found that:

- More than half of the active users on this platform visit the site daily
- 70% of all the Instagram users spent time on it to look up a brand and amazingly
- More than 35% of the users actually visit the site to check their Instagram account several times in a day.

This means this is the most effective platform that will help you to reach more and more people instantly and surely. This will not only help you to grow the number of traffic towards your site but will also help your business to grow and build better brand awareness or to introduce new products.

Instagram actually allows you to promote your product and brand in the most authentic way and friendly manner without having to 'hard sell' or 'push sell' to the customers.

So, as said, Instagram actually helps to grow in the social media world whether it is personal as well as business. But the achieving it with its traffic resource, we need to have a good number of followers too.

There are a number of legitimate and legal ways to gain Instagram followers in a proper way. For example, you might be questioning the various growth services that you could use, so you might want to research some more to see if Mr Insta is legit or if you should be opting for another Instagram growth firm available. There are also many other alternatives to grow your follower base on Instagram, read on to find out more.

## **Creating an instagram business account**

Now that you are convinced, hopefully, to join the bandwagon and flow with the Instagram wave, it is time for you to know how exactly you should create an Instagram Business Account. Yes, at first the platform may seem a bit intimidating to you but if you follow a specific guideline it will be easy for you to create your business account. But, before you start there are a few points to remember.

This platform is intended more for the in-the-moment content and therefore it is paramount that you meet its requirements and at the same time ensure that you stay relevant to your target audience.

You will also require investing proper resources and efforts to choose the right elements for your posts. In addition to that, you must make sure that you post on a regular basis to keep your content fresh, new and appealing all the time compelling the followers to come back for more and new information.

Apart from that, you must keep your profile updated so that you ensure that the users are kept around and engaged.

To build your Instagram Business Profile you must first download the Instagram app from the App Store or Google Play Store if you do not have it already which is very peculiar. You will need the app to upload and view the content on the website of Instagram which you cannot do using your desktop.

Set up your Instagram account from the two choices offered to you when you open the Instagram app. These two choices are 'Log In With Facebook' or 'Sign Up With Phone or Email.' Make sure that you choose to sign up with a business email. This will prevent your Instagram account to be linked with your personal Facebook account.

Next, you must enter the details of your account. Enter the actual name of your business under 'Full Name' so that your business profile is easily recognizable to the visitors. This is the name that will be displayed on your profile and not the account username or handle.

Select a unique username to your profile that will allow other accounts to engage with your brand. Make sure that you select a username that is easy to find and is recognizable. If you find that the username or your business name is already taken, break it up and try to retain the first part of the name of your business in your username.

Finally, choose a good profile picture and write an Instagram bio and switch to a business profile after you check the account settings. You are ready to go and see increased traffic to your website.

Here are a few other articles that you may read next

- Here are a few other articles that you may read next
- How to Get More Likes on Instagram?
- Reasons To Get Verified Instagram Blue Tick And Tips To Overcome The Challenge