



# INSTAGRAM BUSINESS

## Step by Step Guide



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THE

# 5 SITE

DIGITAL BLUEPRINT

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Created by:

**ALEX MONTALENTI**

National Speaker and Co-Founder at Real Grader  
Marketing and Sales Leader



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EDITED BY:

**ISHA TORRISI**

# THE 5 SITE DIGITAL BLUEPRINT

## OVERVIEW

This guidebook is part of The **5 Site Digital Blueprint** brought to you by Alex Montalenti, Real Grader and Real Grader University.

## ABOUT ALEX MONTALENTI

Alex is a leading technology innovator, serial entrepreneur, and coach to realtors. With more than 20 years of experience, he is responsible for the creation of multiple companies and the development of training programs for real estate professionals.

Alex focuses on social media growth, digital branding, technology solutions, reputation management, and sales growth

Son of a Romanian immigrant, Alex began developing solutions by helping his mother, now a retired real estate agent. It was 1999, the time when the internet disrupted the industry and hundreds of realtors saw themselves struggling with technology. After he saw the value in using technology, he became the founder of one of the first website and marketing companies for real estate in Long Island. Today, those companies are eRealty Media and Real Grader.

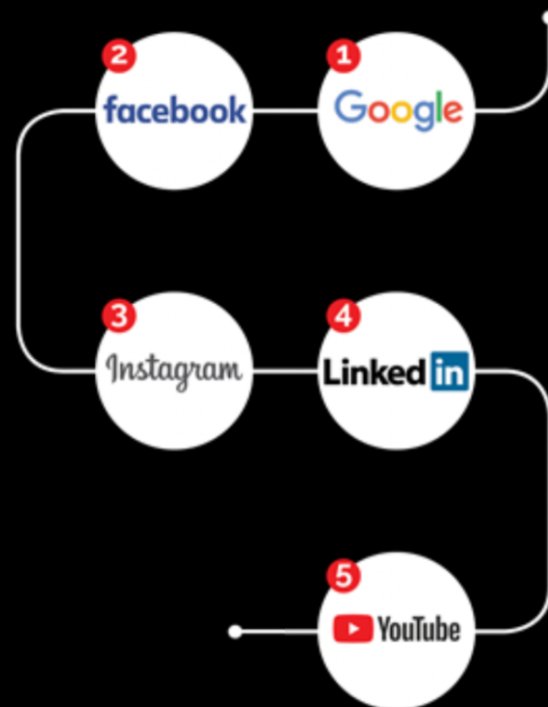


# THE 5 SITE DIGITAL BLUEPRINT

## ABOUT REAL GRADER AND OUR UNIVERSITY

Our mission is to help 100,000 agents reduce frustration and stress. This will enable them to expand their digital footprint and their real estate business. We are here to help you get the information and services to grow your business and enrich the quality of your life. With access to our education and training on digital marketing, you will learn to leverage your time and delegate the rest to us. Our training and our services have helped agents to multiply their business in less than one year with simple yet crucial solutions we developed.

After COVID-19, RealGrader made all their members-only training available freely to all realtors and this has allowed hundreds to grow in social media a reported 600%! And the best way for any new or experienced realtor to begin to see similar results is to enroll in the 5 Site Optimization Plan. This plan is the foundation yet it works in harmony with the InstaCard, a way to share your entire portfolio of online marketing with a single click. Contact us to learn more at [realgrader.com](http://realgrader.com)





## INSTAGRAM FOR BUSINESS

Utilizing Instagram for business can increase audience engagement, increase revenue, and promote brand exposure. Finding customers where they are already spending time is a great strategy. Also, it can give you important audience information that you can apply to all of your marketing strategy plans. Ever since Covid-19, both Facebook and Instagram has increased in engagement by 40%, which you can add that growth to your business.

This will cover everything an agent may want to know about Instagram: creating an account, the difference between a personal and business account, editing your bio, placing a link in your bio, and all of the other incredible features Instagram has to offer.

A clever feature on Instagram lets you connect to your database. Assuming you have a list of 5,000 people, be sure to connect them to your social media accounts so it will be simpler to obtain updates from them, maintain your relationship with them, and increase your sales. Furthermore, the 1.3 billion Instagram users active every month! All of that growth and potential is left for you to explore!

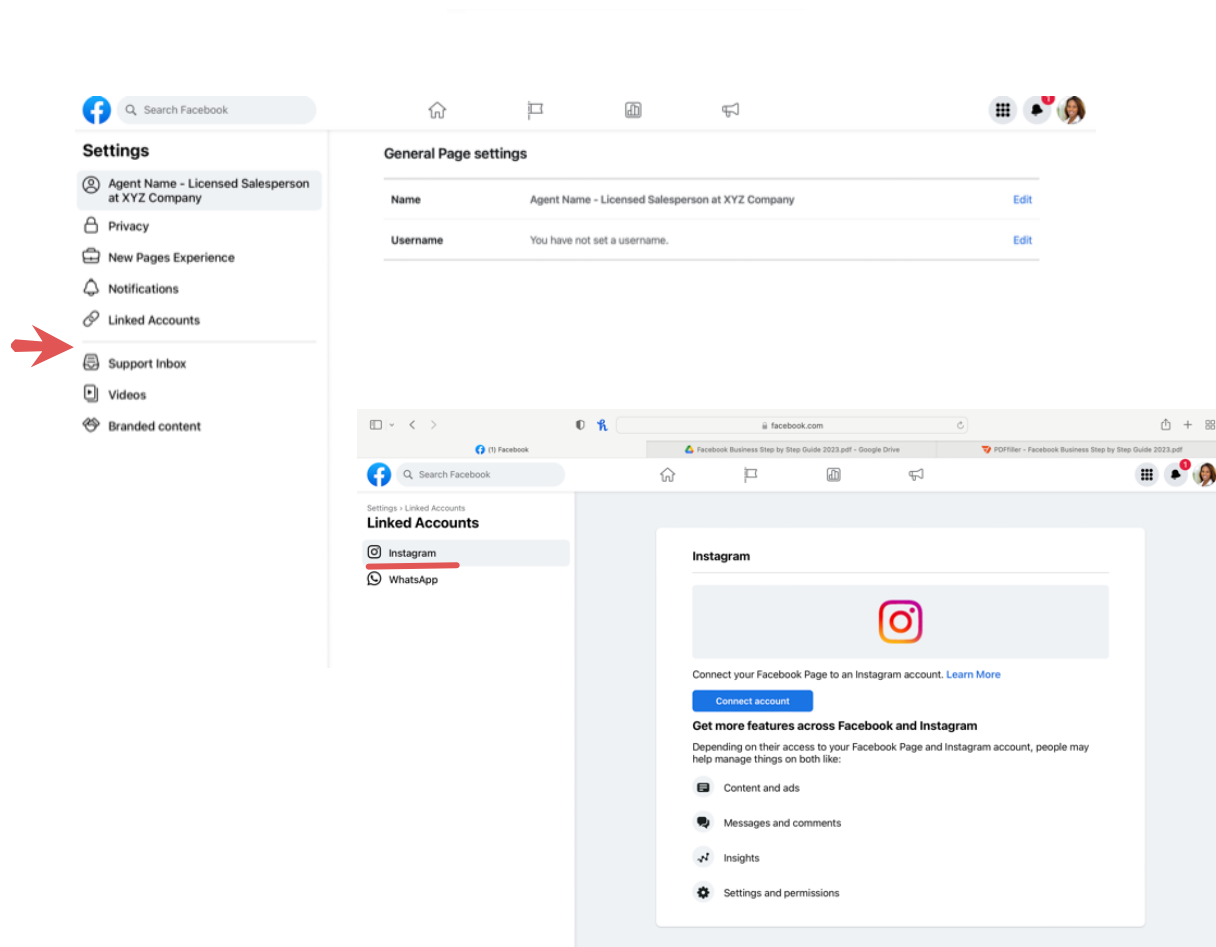




## INSTAGRAM CONNECT ON FB PAGE SETTING

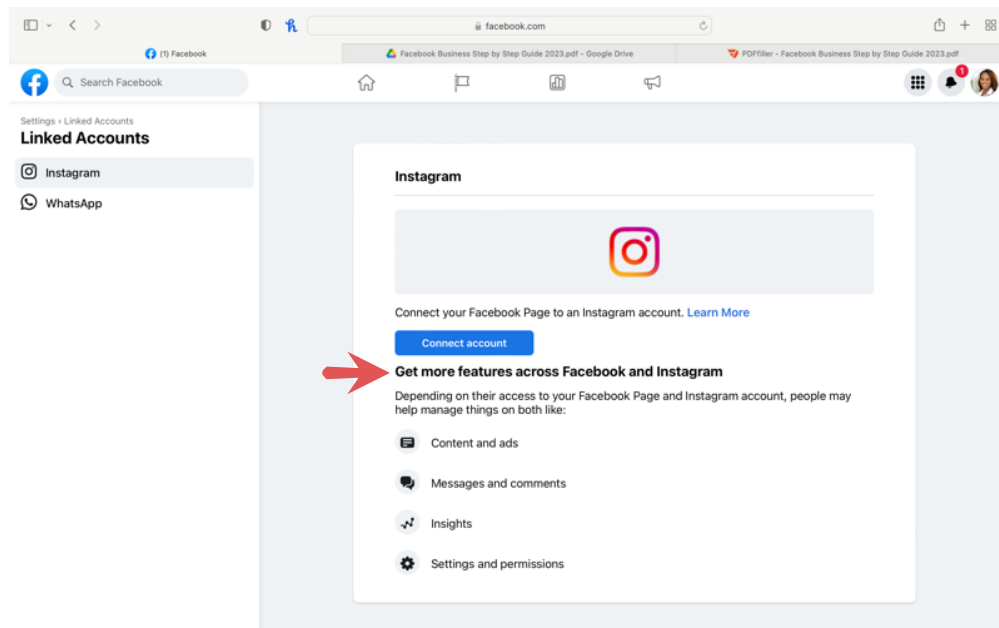
Like we did on Facebook, the first thing you need do is attach a page to your Instagram account so you can formally transform it into a business account.

To unlock all of the capabilities available to corporate Instagram accounts, you should link your Facebook page to your Instagram account. You can see how to connect your accounts on the desktop page in the image below.





Click **Connect Account** button.



## SETTING UP BIO AND LINK IN BIO

Prioritize making your bio unique!

Add your job, emojis, roles, hashtags, and more to show who you are and what you do. Adding a link is also important to promote your website, a current promotion you have, landing pages, or even your Instacard/digital business card to market yourself!

You can always modify what your bio shows as you build your image on Instagram!

# INSTAGRAM BUSINESS

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In case this is all new to you, we've highlighted the key components of Instagram accounts and phrases you should be familiar with below. Both versions have been included because they have somewhat different aesthetics when viewed on desktop and mobile devices.

### DESKTOP VIEW

The screenshot shows the Instagram profile for alex.montalenti. Red arrows point from labels on the left to specific elements on the profile:

- STORIES** points to the profile picture.
- HIGHLIGHTS** points to the 'My Girls' highlight.
- REEL** points to the 'POSTS' tab.
- FEED** points to the first post in the feed.
- MENU** points to the three-dot menu icon.
- HANDLE** points to the username 'alex.montalenti'.
- STATS** points to the '642 posts', '90.9K followers', and '4,843 following' statistics.
- BIO** points to the bio text: 'Alex Montalenti, Public figure, Co-Founder/Visioneer 2CC Winner, #Instacard - Digital Business Card, #RealGrader - Real Estate Reputation, #influencer - Become an Influencer, www.realgrader.com'.
- LINK IN BIO** points to the website link 'www.realgrader.com'.

The profile header includes 'alex.montalenti', 'Following', 'Message', and a search icon. The bio lists 'Alex Montalenti', 'Public figure', 'Co-Founder/Visioneer 2CC Winner', '#Instacard - Digital Business Card', '#RealGrader - Real Estate Reputation', '#influencer - Become an Influencer', and 'www.realgrader.com'. The feed shows three posts: a reel about 'Card Sharing', a reel about 'BILLION DOLLARS WORTH OF LISTINGS' featuring Jorge Guerra, and a photo of two men with a green sports car.



# INSTAGRAM BUSINESS

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### MOBILE VIEW

The screenshot shows the Instagram profile of alex.montalenti. Red arrows point from various elements to labels on the right side of the image:

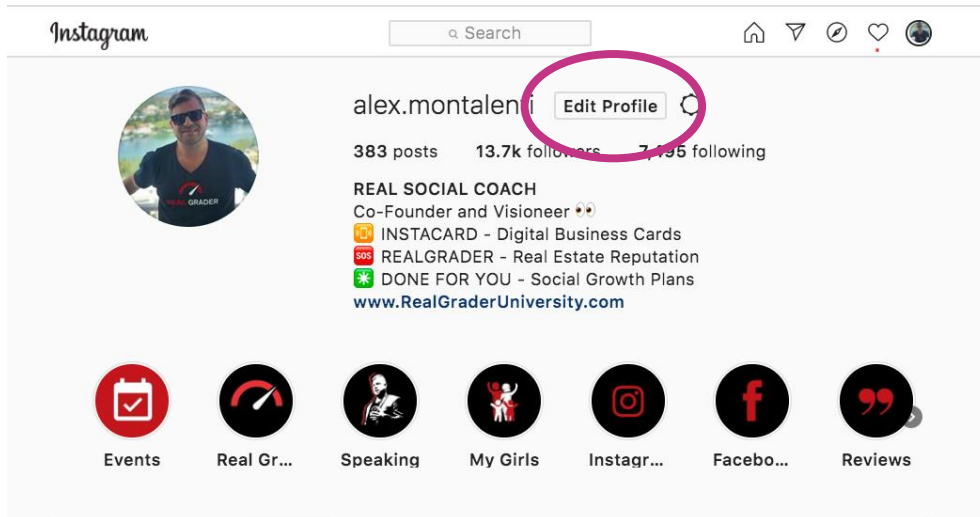
- MENU**: Points to the three-dot menu icon in the top right.
- HANDLE**: Points to the username 'alex.montalenti'.
- STATS**: Points to the statistics: 642 Posts, 90.9K Followers, and 4,843 Following.
- BIO**: Points to the name 'Alex Montalenti'.
- LINK IN BIO**: Points to the website link 'www.realgrader.com'.
- STORIES**: Points to the 'My Girls' story highlight icon.
- HIGHLIGHTS**: Points to the 'Real Grader' story highlight icon.
- REELS**: Points to the 'Events' story highlight icon.
- FEED**: Points to the 'Love' story highlight icon.
- POST**: Points to the 'Podcast' story highlight icon.
- PROFILE**: Points to the profile picture icon in the bottom navigation bar.

# INSTAGRAM BUSINESS

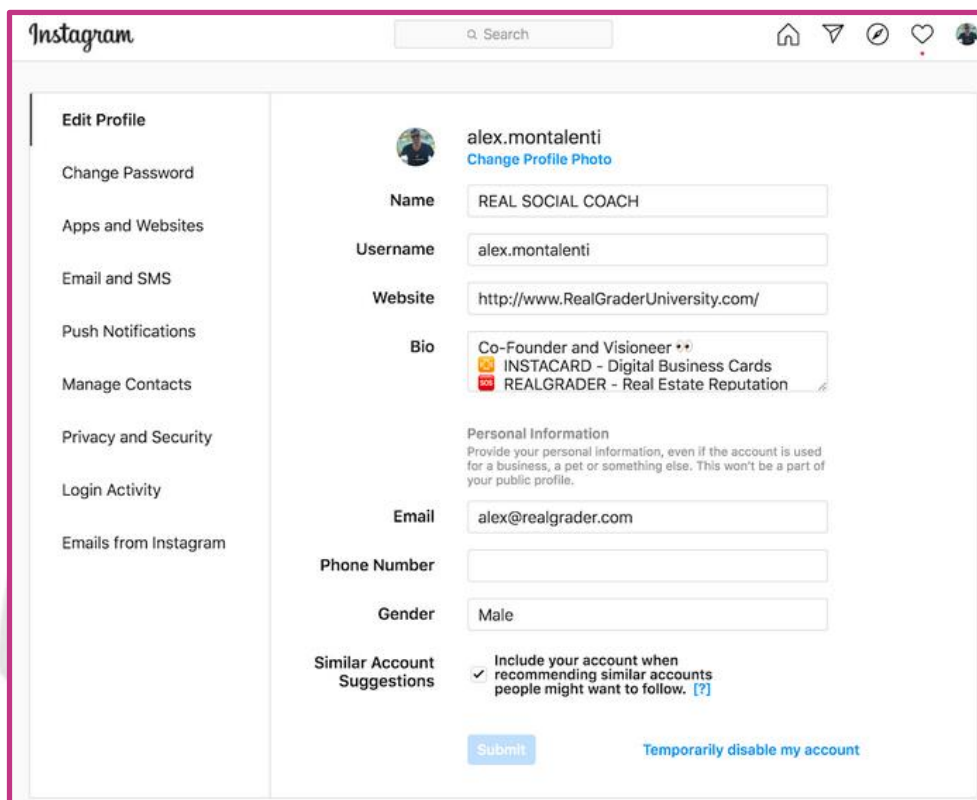
## Step by Step Guide



To edit your profile, press the "Edit Profile" button:



To personalize your bio, put your position, your company, hashtags, emojis, etc:

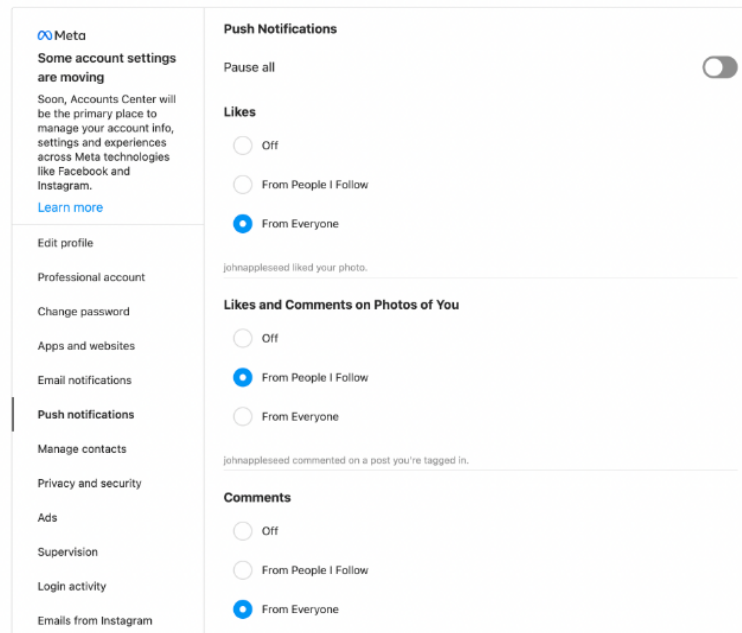


# INSTAGRAM BUSINESS

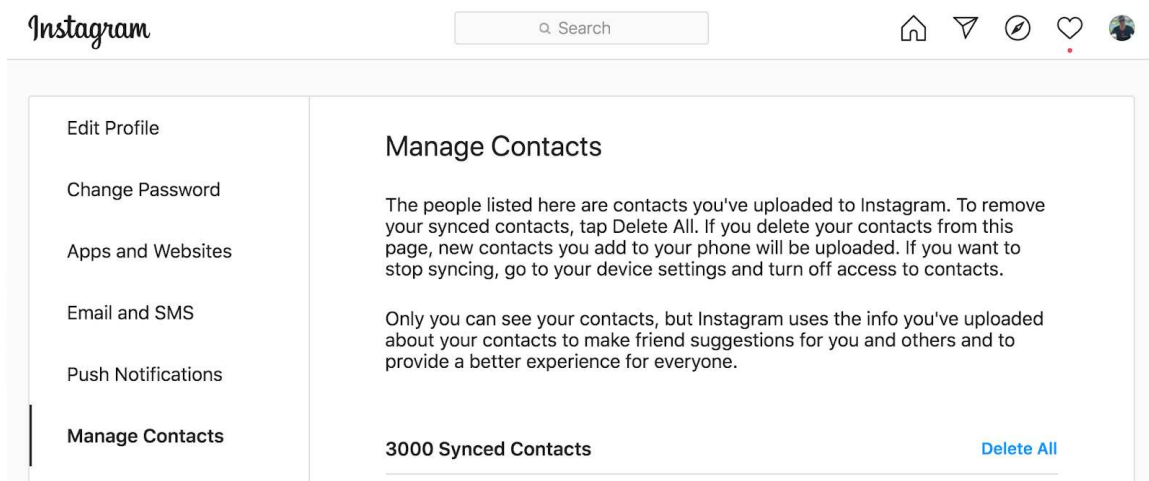
## Step by Step Guide



You can also customize what notifications you want to receive, from likes to new followers. The image below shows some options of under the "push notifications" in settings:



Under "manage contacts" you may make changes to stop your phone's contacts from synchronizing with Instagram. It is highly recommended that you leave this setting enabled if you wish to rapidly link your phone contacts to your Instagram profile in order to expand your following and build a growing platform for your business.



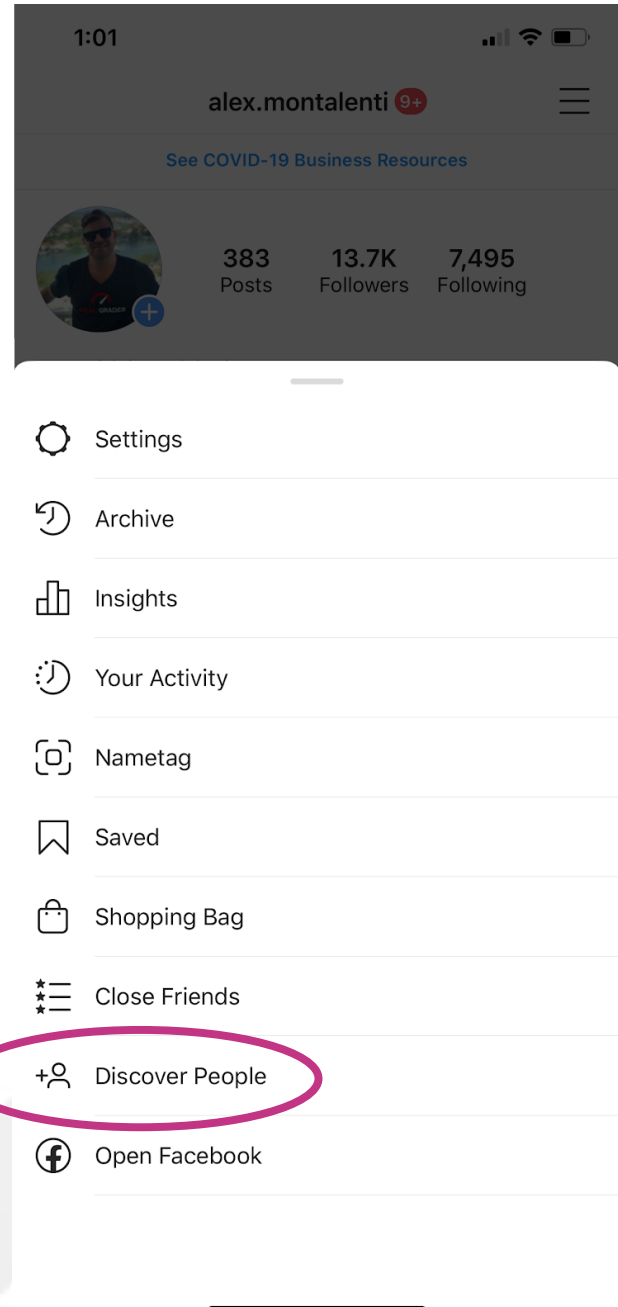


## IMPORTANCE OF FOLLOWER GROWTH

In order to get results, you need a following. To create a solid following on your page, you need to connect with your people, start conversation with them, and just make genuine engagement and effort into those who will support your company or brand.

Three ways to create a solid following:

- **Search for contacts**  
(connect your phone contacts under the "manage contacts" in settings)
- **Discover People feature**  
(the "discover people" feature discovers people and accounts on instagram)
- **Follow local people and organizations**  
(following local restaurants, spas, and anything else in your market can create an audience that are your consumers)



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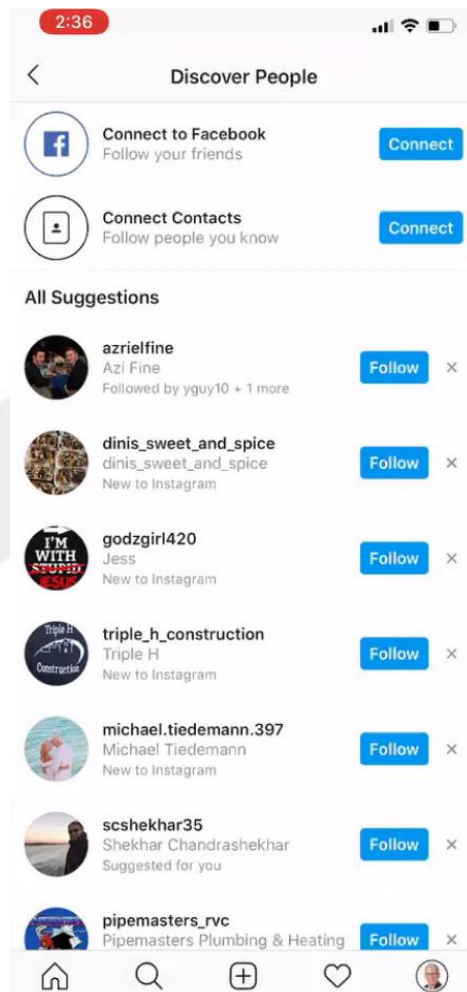


Connecting your contacts is simple, and you can even search for people on Facebook!

Instagram offers a list of suggested accounts that you should follow right now. Instagram discovers accounts that resemble your current contacts automatically.

You only need to return to Manage Contacts (already mentioned), erase synced contacts, and it will let you link again if you don't see the connect contacts and Facebook button.

When you click on the Explore People link, this is what you see:



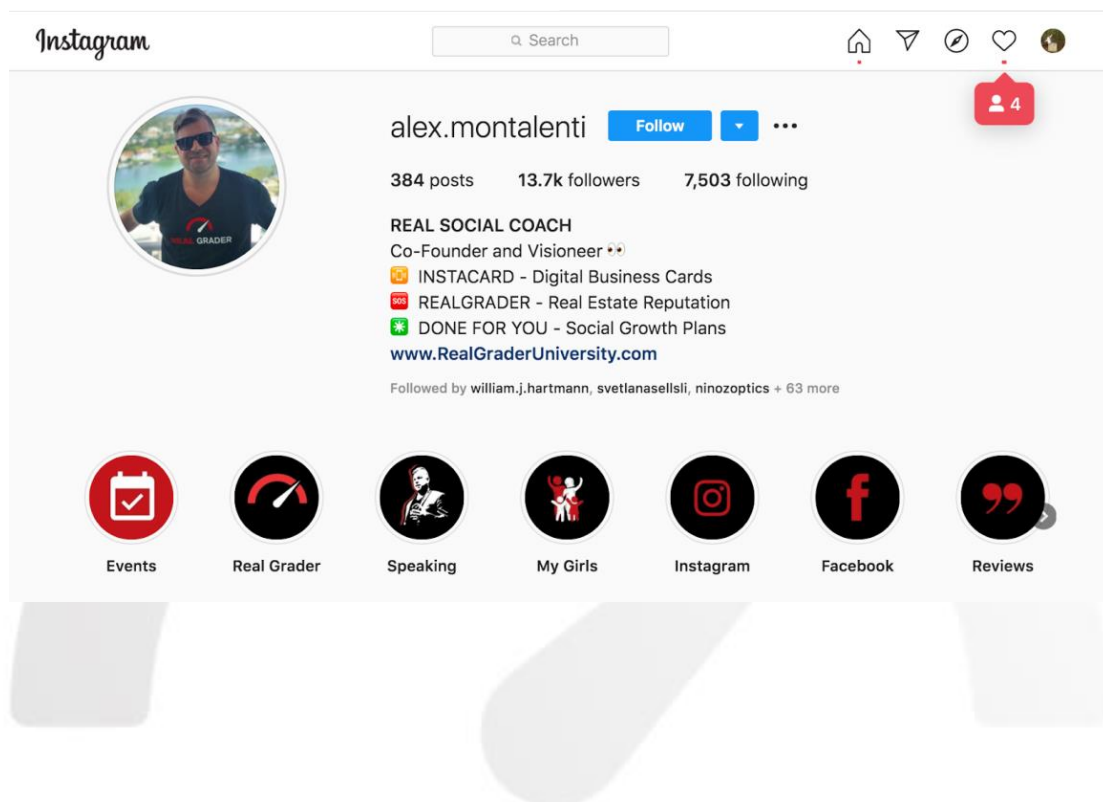


### HIGHLIGHTS BEST PRACTICES

Past Instagram stories that have been turned into permanent elements of your profile can be found in your highlights, which can be found in your Instagram bio. To make it simpler for other people to navigate, you are free to add any information you like and organize it into separate categories like Events and Reviews. We have accomplished this for many of our clients. Canva (a free application) can be used to create the visuals for the circle and with a more deluxe premium version, includes more features.

To manage, produce, and post elegantly branded Story highlights that appear aesthetically on your profile everytime someone sees it, we have this unique lesson on [RealGraderUniversity.com](http://RealGraderUniversity.com).

Here are some of the clients including myself that we have handled:



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porterteagleteam

Follow

Message



249 posts

1,773 followers

4,380 following

### Porter Teagle Team

Real Estate Team at Daniel Gale's Sotheby International Realty

Christina "Christy" Porter & Christina "Tina" Teagle

📞 516.635.8679

[linkin.bio/porterteagleteam](https://linkin.bio/porterteagleteam)

Followed by [realgrader](#)



Properties



Team



Area Info



Events



Market Repo...



Buyers



Sellers



carusoantoinette

Follow

Message



506 posts

3,422 followers

7,167 following

### Antoinette Caruso

Genuinely invested in each client's purchasing or selling experience. 🏡

"The Right Agent Is Key" 🗝️

#DouglasElliman #LongIsland #NY

[linkin.bio/carusoantoinette](https://linkin.bio/carusoantoinette)

Followed by [realgrader](#)



Reviews



Properties



Tips



Motivation



Staging



Power of Elli...

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tripodishemtovteam

Follow

Message



206 posts 1,262 followers 3,503 following

**Tripodi Shemtov Team**

• #1 Team at @douglaselliman on #LongIsland  
• Representing Luxury Properties On The #BarrierIsland & #FiveTowns  
[thetripodishemtovteam.elliman.com](http://thetripodishemtovteam.elliman.com)

Followed by [realgrader](#)



Properties



The Team



Reviews



Elliman



#NumbersD...



Press



Beach Condos



marymacalusohomes

Follow

Message



621 posts 2,677 followers 5,620 following

**Mary Macaluso**

Licensed Associate Broker, CBR, Notary - COMPASS - 485 Underhill Blvd, # 200  
Syosset, NY 11791 516-410-6193 c 516-517-4866 o  
[instacard.co/mary-macaluso](http://instacard.co/mary-macaluso)

Followed by [realgrader](#) and [alex.montalenti](#)



Properties



Reviews



About Us



Community



Inspiration



Open House



Local Areas

Each of these profiles have highlights that are unique to each of their brand or image.





## STORIES

What type of stories content can I include?

Some examples are as follows:

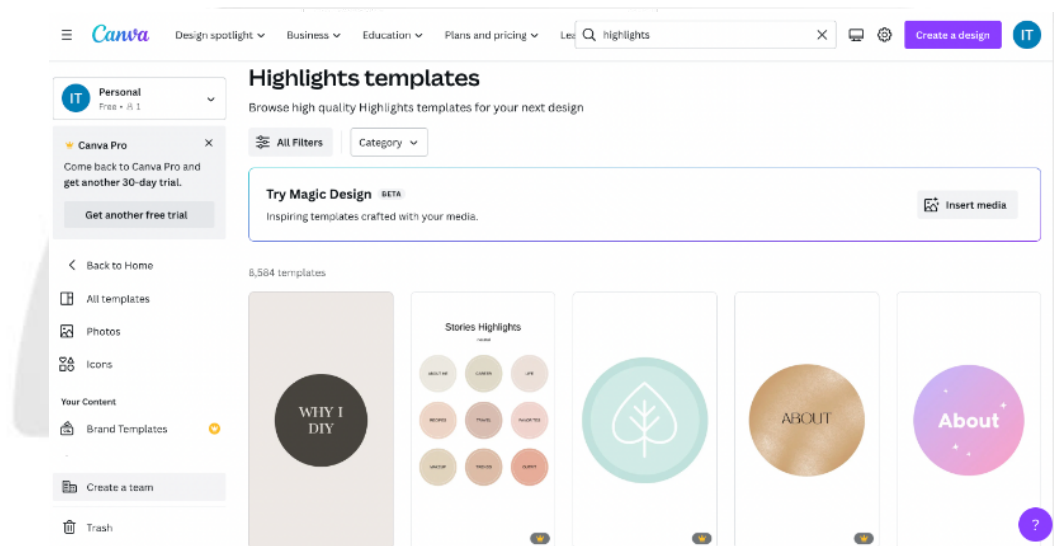
- Meet Me
- Local communities
- Brand
- Personal Interests
- Properties
- Sold
- New Developments
- Buyers
- Sellers

Once you add any stories to a highlight, they will remain on your profile forever even after the 24-

## USING CANVA

You can sign up on their website: <https://www.canva.com/>

Once you do that, you can press "templates" and search "highlights" to get countless highlight templates for instagram, ready to use! It is completely customizable in terms of colors to match your brand!





### POSTING STRATEGY

- Use **CANVA.com** for posts (You can use other programs but Canva is free and very user-friendly, even has a mobile app!)
- Use **LATER.com** for analytics (Measure which areas need more attention so you can grow better. Later is a scheduling tool which has a robust analytics feature as well. Sprout Social is also a great alternative. See what works for you!)
- Use **VIDEOBOOST** for videos (You can take advantage of not just photos but also videos in Instagram to increase engagement)

### CONTENT CATEGORIES

These are the types of content you should generally be posting on Instagram:

- Spontaneous Posts (listings, reviews) - 20%
- Consistent Branded Content - 40%
- Community Content- 20%
- Local Events and News - 10%
- Value and Offers - 10%

Despite the temptation, resist the want to constantly bombard your followers with listings and sold property information. You need to offer value as well as sell; hence, we recommend to post about free home analyses, local events in the area, or anything else that's popular in the news!



# INSTAGRAM BUSINESS

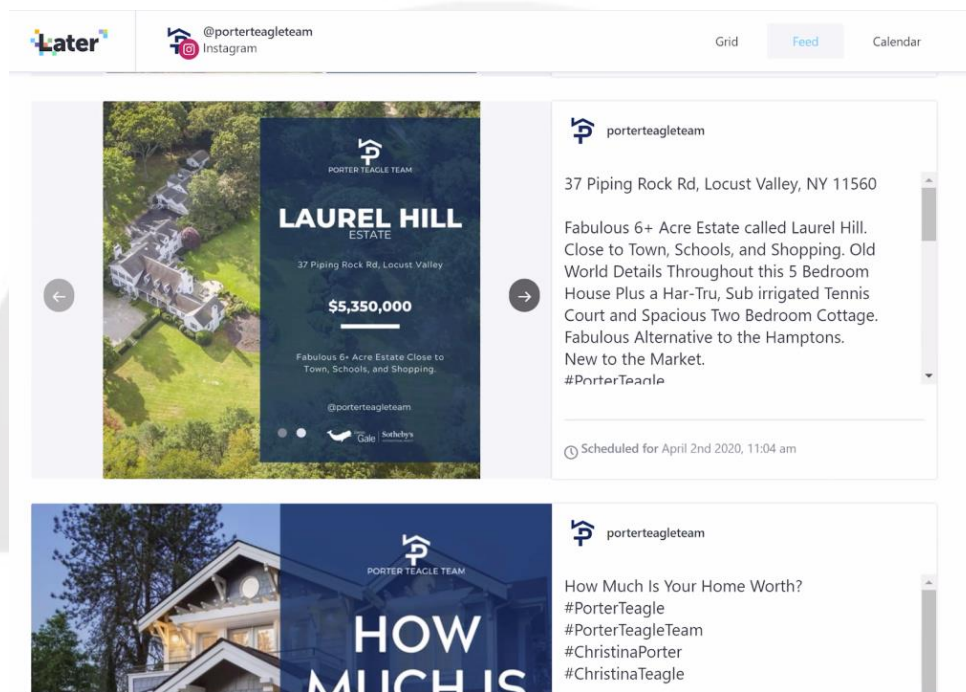
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Take a look at one of our clients with a flying theme:



Then this consistent branded content for another client:



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This is how we did a community post:

THE PERFECT PLACE TO SETTLE  
**LATTINGTOWN**

@porterteagleteam

PORTER TEAGLE TEAM

Daniel Gale Sotheby's INTERNATIONAL REALTY

porterteagletea • Follow ...

porterteagleteam The perfect place to settle...LATTINGTOWN, NY People are drawn to this unique area for its natural beauty retained through vast land preserves, botanical gardens and arboretums. Locust Valley village proper is the cornerstone for many surrounding villages including Lattingtown, Mill Neck and Matinecock. The charming village offers simple yet delightful conveniences such as restaurants, antique shops, cafés, clothing stores and even a shoe cobbler. Locust Valley is the perfect place to

21 likes  
JANUARY 27

Add a comment... Post

Real Estate Tips:

PORTER TEAGLE TEAM

@porterteagleteam

**Real Estate Tip**

You're not required to hire a Real Estate Advisor, but we recommend it. Why? Because they are aware of local market trends and can best advise you on how to get top dollar for your home. They also have access to local market pricing and sold data. A realistic price for your home makes it very attractive to potential home buyers.

Daniel Gale Sotheby's INTERNATIONAL REALTY

porterteagletea • Follow ...

porterteagleteam Real Estate Tip

STEP 1: FIND THE RIGHT REAL ESTATE ADVISOR. You're not required to hire a Real Estate Advisor, but we recommend it. Why? Because they are aware of local market trends and can best advise you on how to get top dollar for your home. They also have access to local market pricing and sold data. A realistic price for your home makes it very attractive to potential home buyers.

When you are getting

28 likes  
FEBRUARY 11

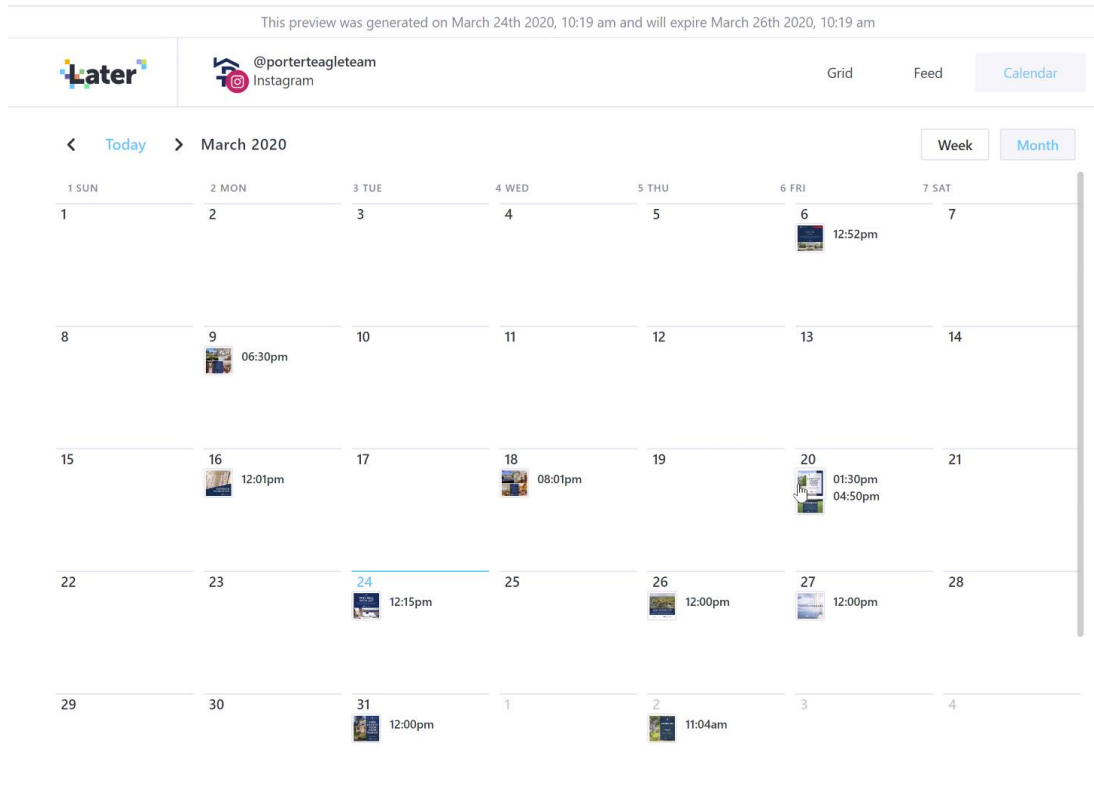
Add a comment... Post

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Later is a platform that takes the stress off of posting consistently and often. Every post is can be scheduled in Later so that you do not forget to post! The layout of Later is shown below:



## IG STORIES BEST PRACTICES

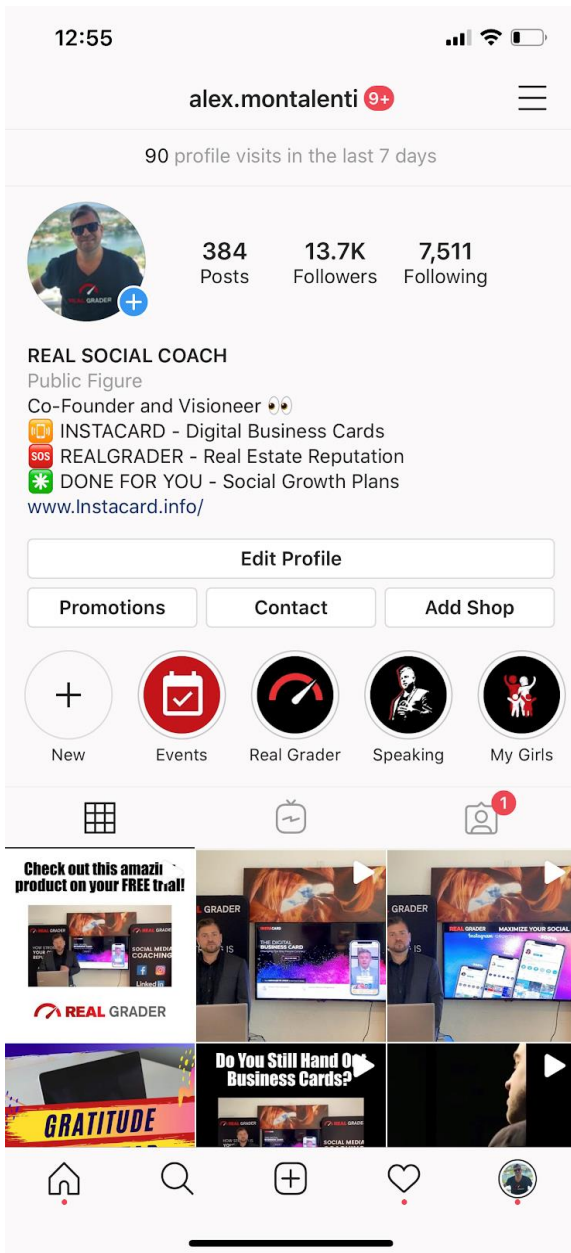
On RealGraderUniversity.com, a course devoted solely to Instagram Stories is offered. This area of Instagram sees the most frequent interaction, which can increase your engagement. People are continuously observing these, but they appear and vanish within 24 hours. You can add fresh content to your image or even share existing posts with your audience by posting them on your narrative.

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Here is an example of what it looks like:



# YOUR INSTAGRAM BUSINESS CHECKLIST



- Connect to Facebook
- Create Your Bio
- Put Link in Bio
- Edit Your Profile
- Manage Notifications
- Manage Contacts
- Search For Contacts
- Discover People
- Follow Local Places and Organizations
- Curate Highlights
- Create Posts in All Content Categories
- Establish Consistent Branding
- Schedule Posts
- Post Stories