



**DAY 4**

# Nail Your Insta

**Instagram Settings to Attract Local Clients**

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## **Day 4: Optimizing Instagram Settings to Attract Local Clients**

Today, we will focus on setting up your Instagram to attract local clients, and to do so; we need to understand the key settings that will help increase your visibility to people nearby.

Optimizing your location tags, profile, and hashtags can make a big difference in connecting with your target audience.

By the end of today, you will have a profile tailored to attract and engage local clients looking for services like yours!

Ready?

Let's get into it.

Ela xoxo



## Reaching Local Clients

Here are six organic ways to reach local clients on Instagram, combining features like Reels, Explore, user sharing, and strategic location-based settings.

### Include Your Address in Your Profile and Every Post/Reel

- **Why It Works:** Displaying your address directly on your profile and posts/reels immediately lets local clients know where you're based. This makes your location easy to identify and can increase foot traffic from people nearby.
- **How to Use It:** Add your business address or at least your city or neighbourhood in your bio. You can also enable the "Contact" button for a direct address link if you're a business profile, making it easy for people to get directions. Add your salon name, address, or city in every caption.

### Keyword Search on the Explore Page

- **Why It Works:** Instagram's Explore page now uses keyword search (just like Google), letting users find posts even without specific hashtags. This means local clients can discover your posts when searching terms related to your services.
- **How to Use It:** Use location-based keywords in captions and your bio. Instead of only using "nail art," try phrases like "nail art in [City]" or "gel nails in [Neighborhood]." This helps your posts appear in local searches, as the algorithm identifies your profile and posts as relevant to nearby users.

**Therefore, it is so important to use captions full of various keywords, instead of just #s**



## Local Hashtags

- **Why It Works:** Local hashtags let your content appear in area-specific searches, reaching users interested in local businesses. These hashtags make your posts easier to find for locals actively searching for nearby services.
- **How to Use It:** Research hashtags popular in your area and add them to posts, like #CityNameNails or #NeighborhoodBeauty. Combining location hashtags with service-based tags (e.g., #CityNameNailTech) lets you target clients looking for nearby services.

## Encourage Sharing through DMs or Stories

- **Why It Works:** When followers share your posts via Direct Messages or on their Stories, your content reaches their friends and followers, who may be local. Shared content often builds credibility as it's personally recommended by someone they trust.
- **How to Encourage Sharing:** Create content like client transformations, tutorials, or seasonal designs. Use captions that encourage sharing, such as "Tag a friend who'd love this look!". Engaging Stories with interactive polls or quizzes also encourages followers to share. IG algorithm pushes sharable content.

## Use Instagram Geotags

- **Why It Works:** Tagging your location in posts and Stories makes your content discoverable to users browsing that area, increasing the likelihood of reaching people nearby.
- **How to Use It:** Tag your business location on every post and Reel to appear on the location's feed. In Stories, tag your area or popular nearby spots to show up in location-based Stories, giving you even broader local reach.

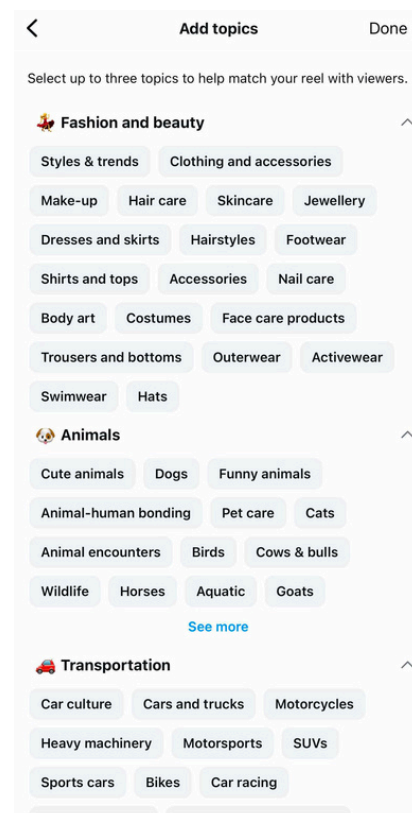
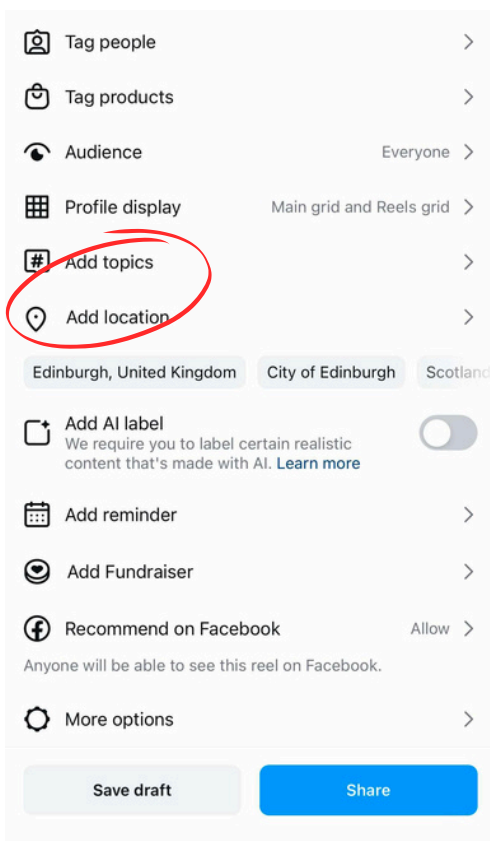


## Reels Tab: Get Discovered on the Reels Feed

- **Why It Works:** Reels are one of Instagram's most promoted content types, providing high visibility. By creating relevant, engaging Reels, you increase the chance of appearing on the Reels feed of users in your area.
- **How to Use It:** Make Reels showcasing your work (e.g., time-lapses of transformations or behind-the-scenes looks) and tag your location. Use trending sounds and relevant themes (like seasonal designs).

### Settings - before you post a post/reel

Always ADD LOCATION and TOPICS relevant to your ideal client and their interests. You may also TAG PEOPLE and RECOMMEND ON FACEBOOK





## TASKS

- ✔ Add salon name and address/city to EVERY post/reel in the caption
- ✔ Always tag your business location in posts/reels/stories to help locals discover you.
- ✔ Tag popular nearby spots, like local cafes or landmarks, in Stories to increase reach.
- ✔ Use Nearby Places when tagging in Stories to get additional exposure to people who browse that tag.
- ✔ Include your city or neighbourhood in your bio to attract local clients.
- ✔ Add location-based keywords, like nail artist in [City] or beauty services in [Area], to increase your profile's discoverability.
- ✔ Ensure your contact information is up-to-date and accessible.
- ✔ Research and use 3-5 location-based hashtags, like #CityNails, #CityBeauty, or #NeighborhoodName.
- ✔ Combine local hashtags with industry-specific tags (e.g., #CityNailArt or #NeighborhoodBeauty) to reach potential clients interested in your services.

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