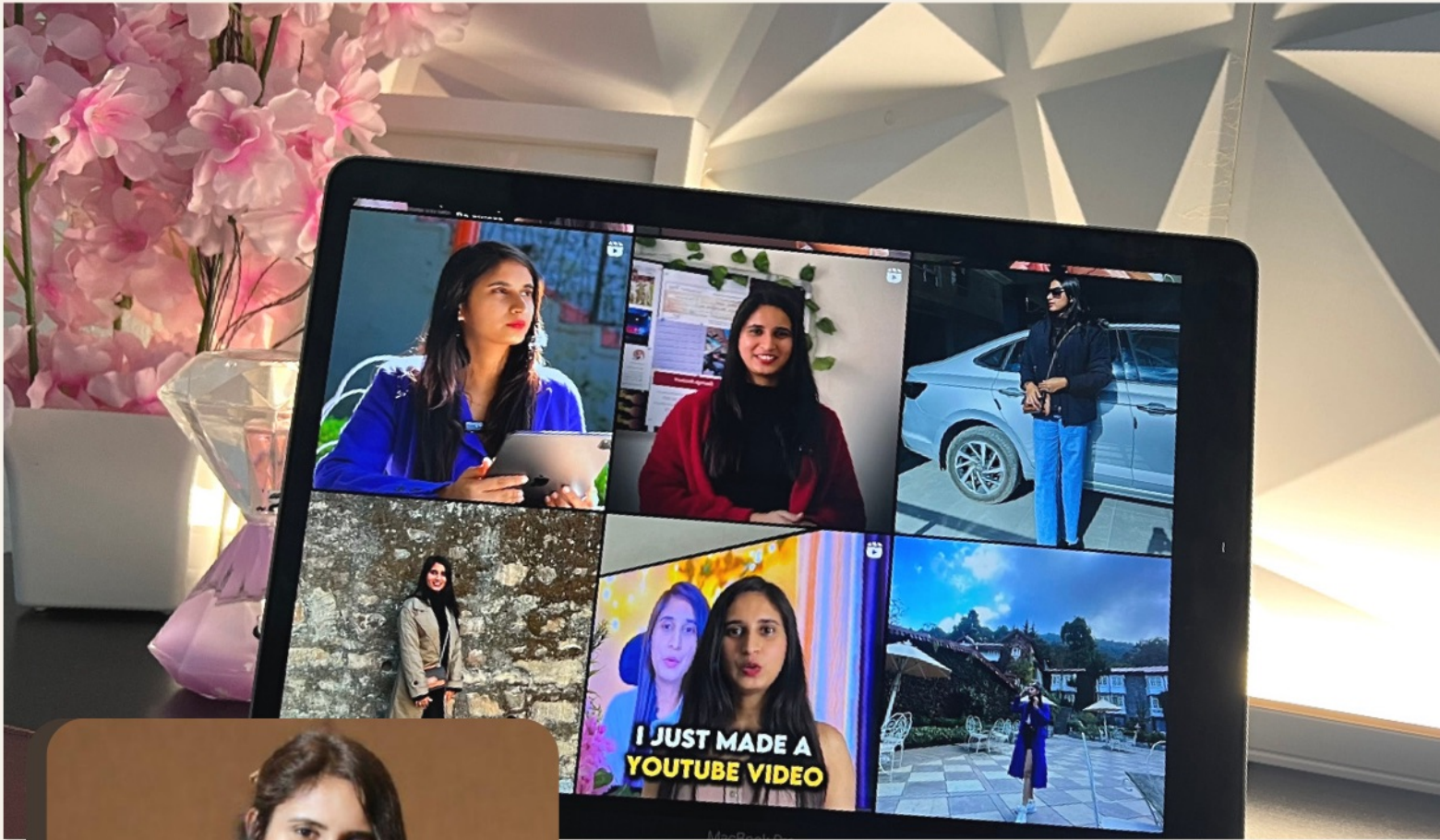


# INSTA AFFILIATE CHECKLIST



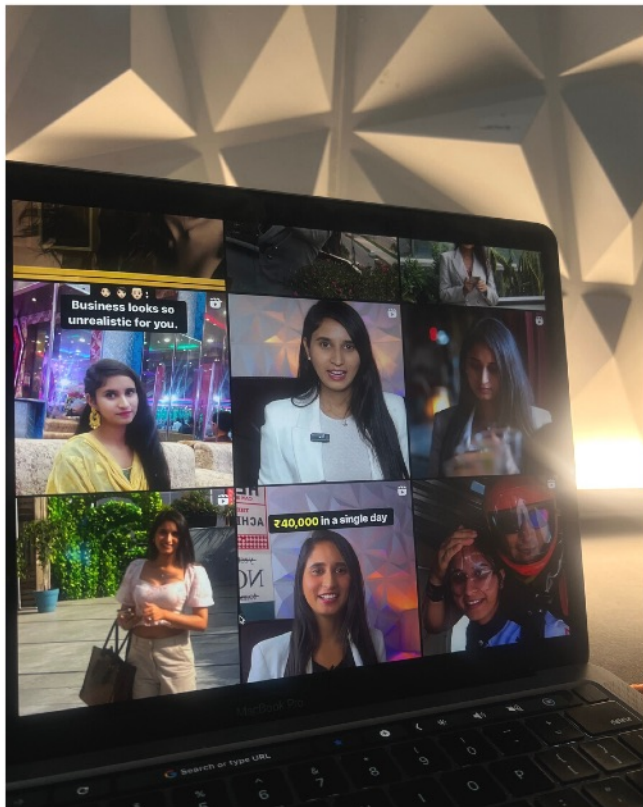
A CHECKLIST OF ALL  
INSTAGRAM FEATURES TO  
LEVEL UP YOUR AFFILIATE  
MARKETING JOURNEY.

BY: PRAGYA DUBEY

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## Why Instagram is mandatory ???

Instagram is the most important tool for affiliate marketing for several reasons. I myself have been into this industry for almost 3 years now, after training almost 1500+ students, I realised, if your instagram is up to the mark, if it is optimised rightly, you can excel in affiliate marketing like crazy, no matter what platform you are using !!!



*important tip*

See, when I was a student, never love to read paragraphs, as it's a boring and too basic form of educating people. So I will be sharing all the important notes in pointer form .

Getting back to the topic, why instagram particularly ?

There are even the other platforms, still why are all the top performers using instagram particularly ?

Why not LinkedIn, youtube, tiktok, google or twitter ?

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## HERE ARE SOME OF THE REASONS WHY !!



- 1. Visual Platform:**

Instagram is primarily a visual platform, making it perfect for showcasing products or services that affiliates are promoting. With high-quality images and videos, affiliates can capture the attention of their audience and effectively communicate the value of the products they're promoting.
  - 2. Large and diversified User Base:**

Instagram has a massive user base, with over a billion monthly active users. This means affiliates have access to a vast audience to promote products to, increasing the potential reach and exposure of their affiliate link
  - 3. Storytelling and Branding:**

Instagram allows affiliates to tell stories and build a personal brand around the products they're promoting. Through carefully crafted captions, stories, and highlights, affiliates can create a narrative that resonates with their audience, making them more likely to trust and engage with the affiliate recommendations.
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## *important tip*

Instagram is the game of consistency. The more you post, sooner you will be able to figure out what's working for you and what not.

- 4. Easy to use :** Instagram's ease of use in comparison to platforms like LinkedIn, YouTube, and others stems from its simplified interface, focused content types, and mobile-centric design. Unlike LinkedIn, which emphasizes professional networking and textual content, Instagram prioritizes visual communication through photos and videos, making it more intuitive for users who prefer a less formal environment. On top of it, Instagram is primarily a mobile app, and its layout is optimized for smartphones. This means users can access Instagram anytime, anywhere, making it convenient to use on the go.
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Here is the checklist for you, to optimize your instagram for best output.

### Type of account

Is your account a personal or business account?

Are you posting at your optimal posting times?

Are you utilising your insights and checking them daily?

Have you set up 2 step identification for account safety?

Is your IG linked to a Facebook account/page?

Have you checked your account status lately?



## Instagram BIO

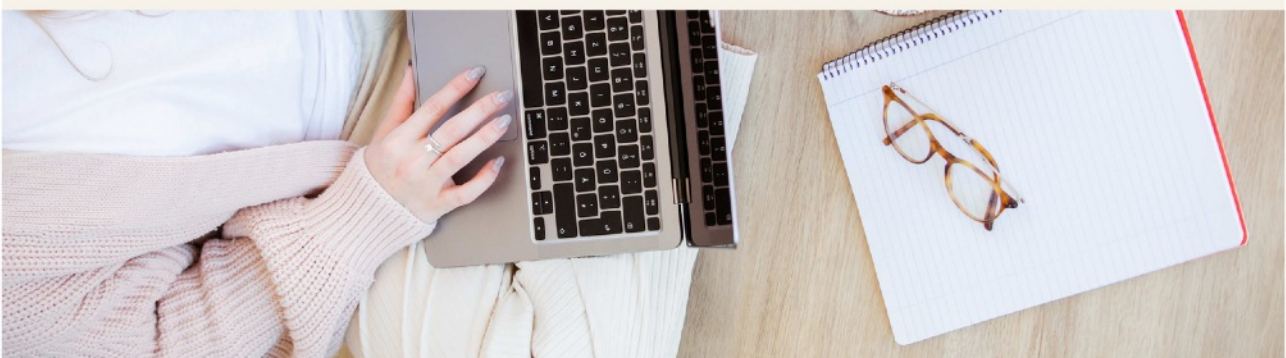
Is your profile picture clear of your face?

Do you have a call to action statement on the 4th line?

Do you have a strong first line that lets people know about your work and about you ?

Do you have contact buttons set up?

Are you utilising the name section of your bio for SEO?



## Instagram Highlights

Do your highlight covers on all Your highlights ?

Have you updated your highlights with accurate info?

Do your highlight contain: team earnings, testimonials, offers, about you, FAQs, legalities and trainings section ?

Are the first 5 highlights shown on your profile the most important ones?

Are you using the same 2-3 fonts on your posts and reels?

Does the info in your highlights match the title of the highlight?



## CONTENT

Do your posts look professional and not like they were taken on an iPhone ?

Do you shoot your content in proper lighting ?

Are you responding to all of your comments?

Are you active on your Instagram story ?

Do you spend at least 5-10 minutes a day engaging with your followers?

Are you using interactive features on your story to connect with your followers, like QnA or polls ?

Have you responded to all of your DMs

Did you put hashtags in the caption?

Do you post consistently and stick to your strategy?

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## ENGAGEMENT

Are you responding to all of your comments?

Have you shared your story recently?

Do you spend at least 5-10 minutes a day engaging with your followers?

Are you using interactive features on your story daily to connect with your followers?

Do your captions match your niche?

Did you add a location to your post?

Have you responded to all of your DMs?



## Conclusion and Next Steps

Hi, my name is Pragya Dubey ! I am your personal Affiliate Instagram coach. If you loved this checklist then you will LOVE the other resources I have created for you including other important things related to affiliate marketing . I am so excited to help you grow your insta and your affiliate marketing business.

**Make sure you join my WhatsApp group for more updates related to Instagram and affiliate marketing.**



**Join my WhatsApp group:**

<https://chat.whatsapp.com/lplv91OGF8BGLr3I9E3IZ>

*Thank you!*

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