



Home Stream LLC

PROFESSIONAL ORGANIZING
and so much more

Professional Organizing
Sensory Focused Design
Senior Downsizing

Home Staging
Color Consultation
Life Transition Support




PAULA MAYEWSKI
484-302-8208
paula@homestreamspace.com



EMILY MAYEWSKI
484-302-8184
emily@homestreamspace.com

Instagram: home_stream_space
www.homestreamspace.com
P.O. Box 93, Royersford, PA 19468

LEAD GENERATION HACKS ON INSTAGRAM



SOCIAL MEDIA TIPS

By Theresa Mintzer

Have you thought about Instagram for lead generation? If you haven't, I have some hacks to generate leads from your existing followers. As you grow your business account you can use these strategies going forward.

Your profile should have the following:

- A picture that reflects your brand.
- Your bio should be concise and clear about what you offer people.
- A link in the bio — to your website or a link to a newsletter signup.
- Contact options. You have several to choose from including an action button. You can send use the action button to send people to your scheduler so that they can book appointments.

You can't link to a website from Instagram captions, but you can use a



call to action like "To receive information on upcoming events click the link in bio." Then you can have that link going to a newsletter signup. You can use the same call to action in your Stories, just add the link sticker if you have something relevant that you are talking about.

If you are not making Reels, now is the time to start. It will boost you in the Instagram algorithm. They are a great way to give customers a behind the scenes insight into your business. Video is important but people still like to look at pictures on Instagram so mix it up.

One last thing to consider is that even if you don't want to put a lot of effort in building an Instagram following, that doesn't mean that people aren't looking at your account. Use the above advice in so that people know who you are and how to reach you.

For additional information, call 484.686.2995; email: Theresa@MintzerSolutions.com; and visit: www.MintzerSolutions.com.

50+ Years of Future Building

For over 50 years, we've helped our team, our clients and communities realize their dreams. We're proud to be an industry leader, great employer, and corporate citizen – and our culture is consistently recognized as one of the best, with awards that include the Best Places to Work in PA and ClearlyRated Best in Accounting, to name a few.



Herbein is the accounting firm of choice for thousands of businesses and individuals throughout Pennsylvania - and beyond.

herbein.com | 1.855.HC.Today

Service Divisions

- Assurance
- Tax
- Advisory
- Transaction
- HR Consulting
- Risk Management
- Talent Solutions
- Wealth Management*

*Herbein Financial Group, LLC is a registered investment advisor and this presentation contains general information that is for informational purposes only and not to be construed as a solicitation to buy or sell any security, or as an offer of investment advice.

Herbein
CPAs + Advisors

