

TYPES OF INSTAGRAM ACCOUNTS

YOU SHOULD KNOW BEFORE
BEGINNING YOUR JOURNEY



**YOU MUST BE THINKING,
YOU ALREADY KNOW THE
ANSWER!**



OH IT'S OBVIOUSLY

- **PERSONAL ACCOUNT**
- **PROFESSIONAL ACCOUNT**

**BUT NO, IF THAT'S WHAT
YOU'RE THINKING
THEN YOU'RE WRONG!**

**LET ME SHARE WITH YOU,
WHAT THEY ARE**

SWIPE NEXT

1. PERSONALITY ACCOUNT

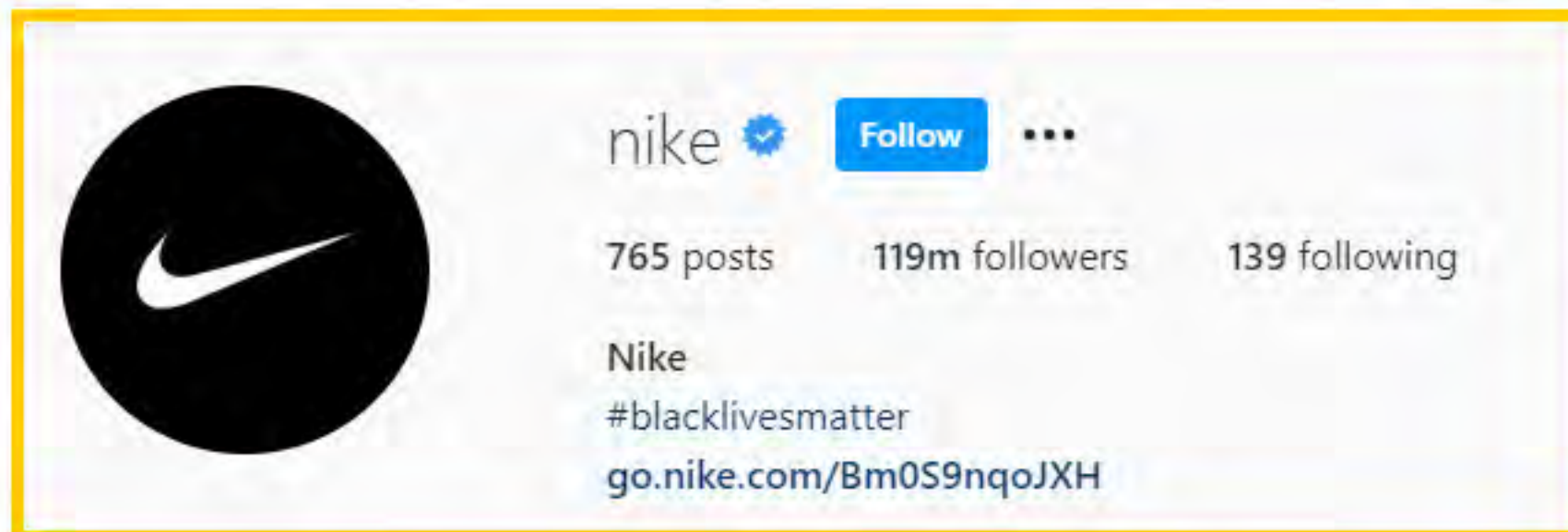
IN A PERSONALITY ACCOUNT, ONE EMPHASIZES ON POSTING RANDOM PICTURES OR VIDEOS, SHARING ASPECTS OF PERSONAL LIFE OR THE WORK LIFE BACKGROUND IN THE FEED.

HERE'S A GOOD EXAMPLE OF PERSONALITY ACCOUNT



2. BRAND ACCOUNT

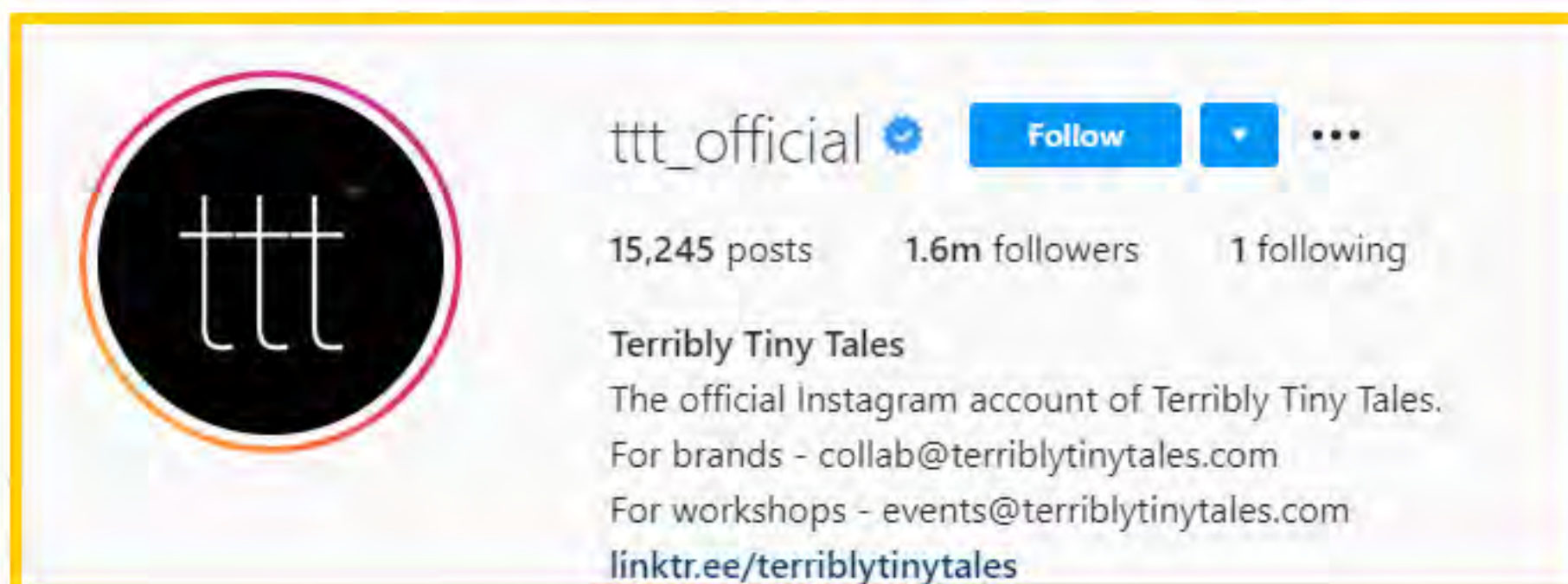
EMPHASIZE PRIMARILY ON PROMOTING
AND SELLING THE PRODUCT. FOR EG.
"NIKE" ACCOUNT



3. THEMED ACCOUNT

IT'S AN ACCOUNT WHICH SOLELY EMPHASIZES ON ONE PARTICULAR NICHE.
FOR EXAMPLE: POEMS,
TRAVELLING,
FOOD ETC.

LOT OF YOU MIGHT NOT KNOW ABOUT THIS BUT
CHECK THE AMOUNT OF FOLLOWERS THEY HAVE
TTT_OFFICIAL, IT'S ONLY A POETRY-FOCUSSED ACCOUNT.

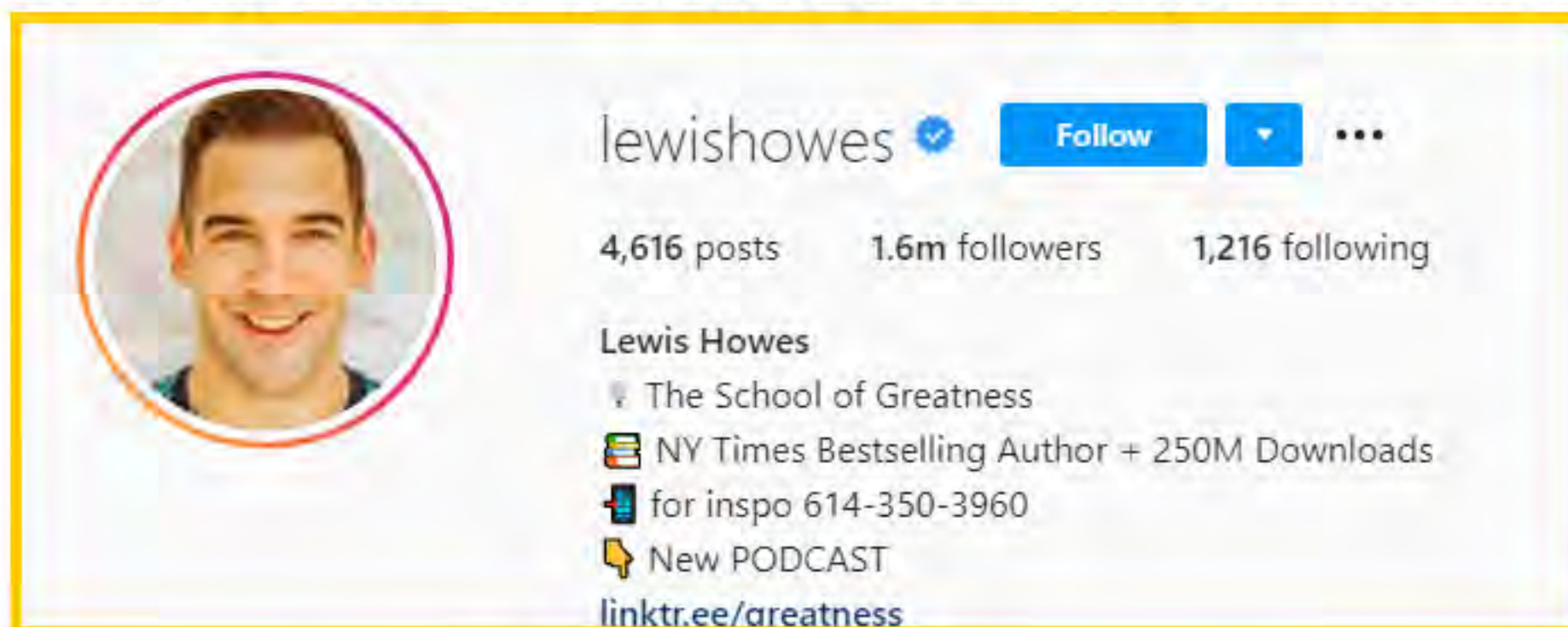


4. HYBRID ACCOUNT

A HYBRID ACCOUNT CAN BE A COMBINATION OF EITHER 3 OR 2 ACCOUNTS THAT HAVE BEEN MENTIONED IN THE PREVIOUS SLIDES

YOU CAN HAVE A PERSONAL ACCOUNT AND STILL SELL PRODUCTS YOU ENDORSE

GREAT EXAMPLE HERE IS **LEWISHOWES** WHO IS A AUTHOR, LIFESTYLE ENTREPRENEUR, HIGH PERFORMANCE BUSINESS COACH AND KEYNOTE SPEAKER





**SO WHAT TYPE OF
ACCOUNT YOU ARE
OPERATING ?**

DO YOU KNOW ABOUT IT OR
YOU GOING FIND OUT AFTER
READING THIS ?

