

THE COMPLETE INSTAGRAM GUIDE FOR CLEANING BUSINESSES

Attract Clients & Build Your Brand!

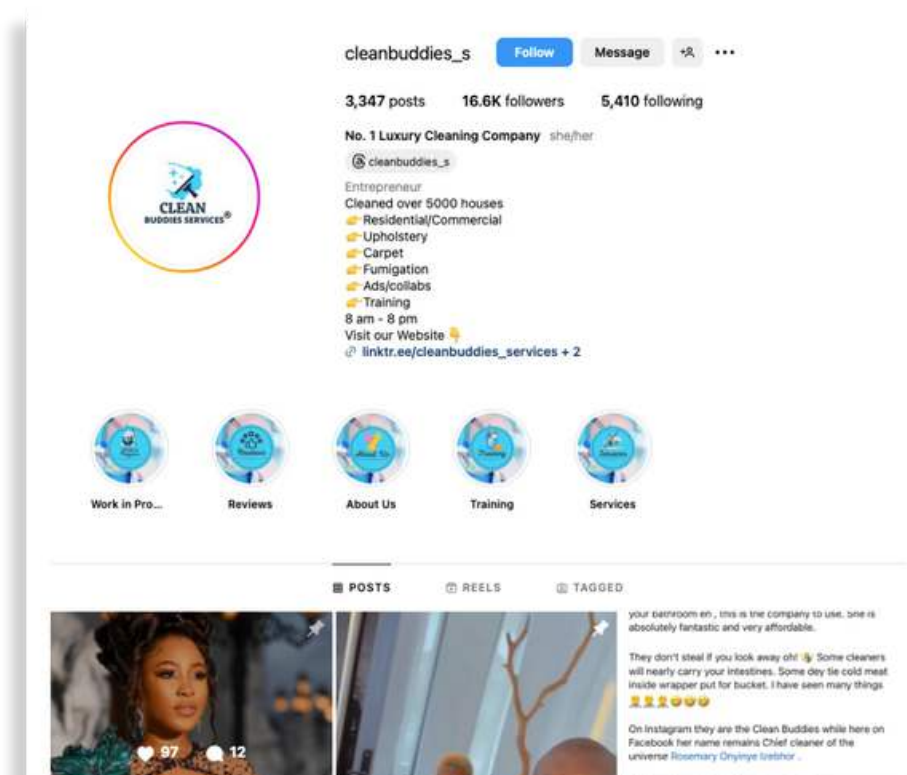


The Complete Instagram Guide for Cleaning Businesses

How to Use This Guide:

Whether you're just starting your cleaning business' Instagram journey, or you're looking to grow your presence, this guide will help you to:

- Generate new leads and upsell to existing clients
- Create engaging content to nurture lead and client relationships
- Solidify your online presence with a professional online presence
- Establish local authority as the leading cleaning service provider
- Take advantage of the latest Instagram tools and features



Notice how this bio concisely includes everything leads need to know about your business.

1. Set Up Your Business Profile

- Create a business account using your company name as your username
- **Write a clear, concise bio that includes:**
 - Your services
 - Service area
 - Contact information
 - Trackable website link (e.g. HubSpot, Salesforce, Bitly, etc.)

2. Create Engaging Content

Before and After Photos

- Showcase dramatic transformations
- Use consistent lighting and angles
 - Natural lighting, ring light, etc.
- Create a branded watermark (e.g. Canva)





Cleaning Tips and Tricks

- Share quick, useful cleaning hacks
 - Odor elimination, organizational tips, etc.
- Create how-to videos for common cleaning challenges
 - Stain removal tricks, soap scum hacks, etc.
- Highlight eco-friendly cleaning methods
 - Homemade natural cleaning products, essential oil blends, etc.

Behind-the-Scenes Content

- Introduce your team members—both office and cleaning crews!
- Show your cleaning process
 - Standard cleaning routine/procedures for specific services
- Feature your equipment and products
 - New equipment/service, in-house cleaning products, etc.



Client Testimonials

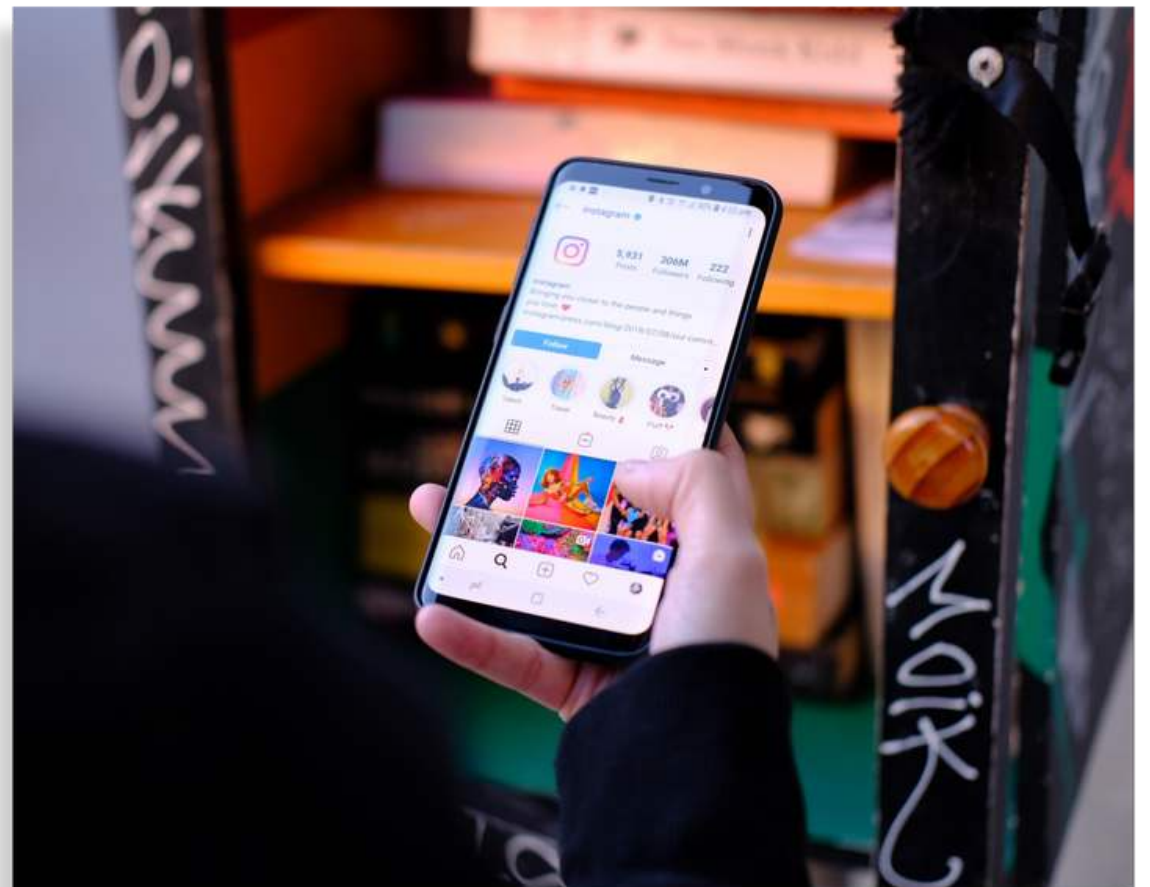
- Share positive feedback (with the client's permission)
- Create graphics with client testimonials and reviews
- Film short video testimonials



3.Utilize Instagram Features

Instagram offers a wide variety of aspect ratio options: 1:1, 4:5, 9:16, and 16:9 for photos and videos.

However, it's generally recommended to use portrait 9:16 since Instagram is primarily a mobile platform.



Posts

Purpose: everyday posts you'd like to appear on your permanent Instagram feed

Target Audience: leads and clients; non-followers and followers

Types of Posts:

- **Photo:** a single photo posted to your Instagram feed
 - **Examples:** cleaner of the month photo, screenshot of a great review, behind-the-scenes photo, etc.
- **Video:** a single video posted to your Instagram feed
 - **Video length:** 3 seconds to 30 minutes
 - **Examples:** short-form behind-the-scenes videos, long-form how-to videos, entertaining GIFs, etc.
- **Carousel:** select up to 10 photos and/or videos to use within a single post to your Instagram feed
 - **Examples:** step-by-step how-to photos/videos, before/after photos/videos, several screenshots of testimonials/reviews, etc.



Stories

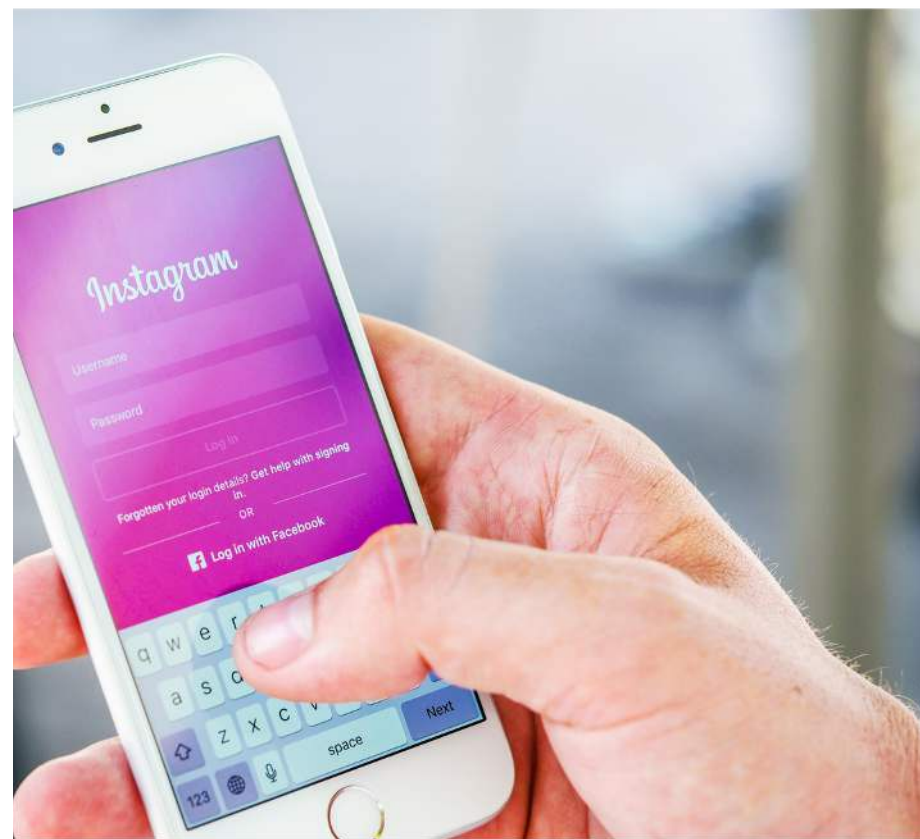
Purpose: everyday posts you'd like to appear on your permanent Instagram feed

Target Audience: clients; followers

Video Length: up to 15 seconds (upload multiple clips in succession for longer videos)

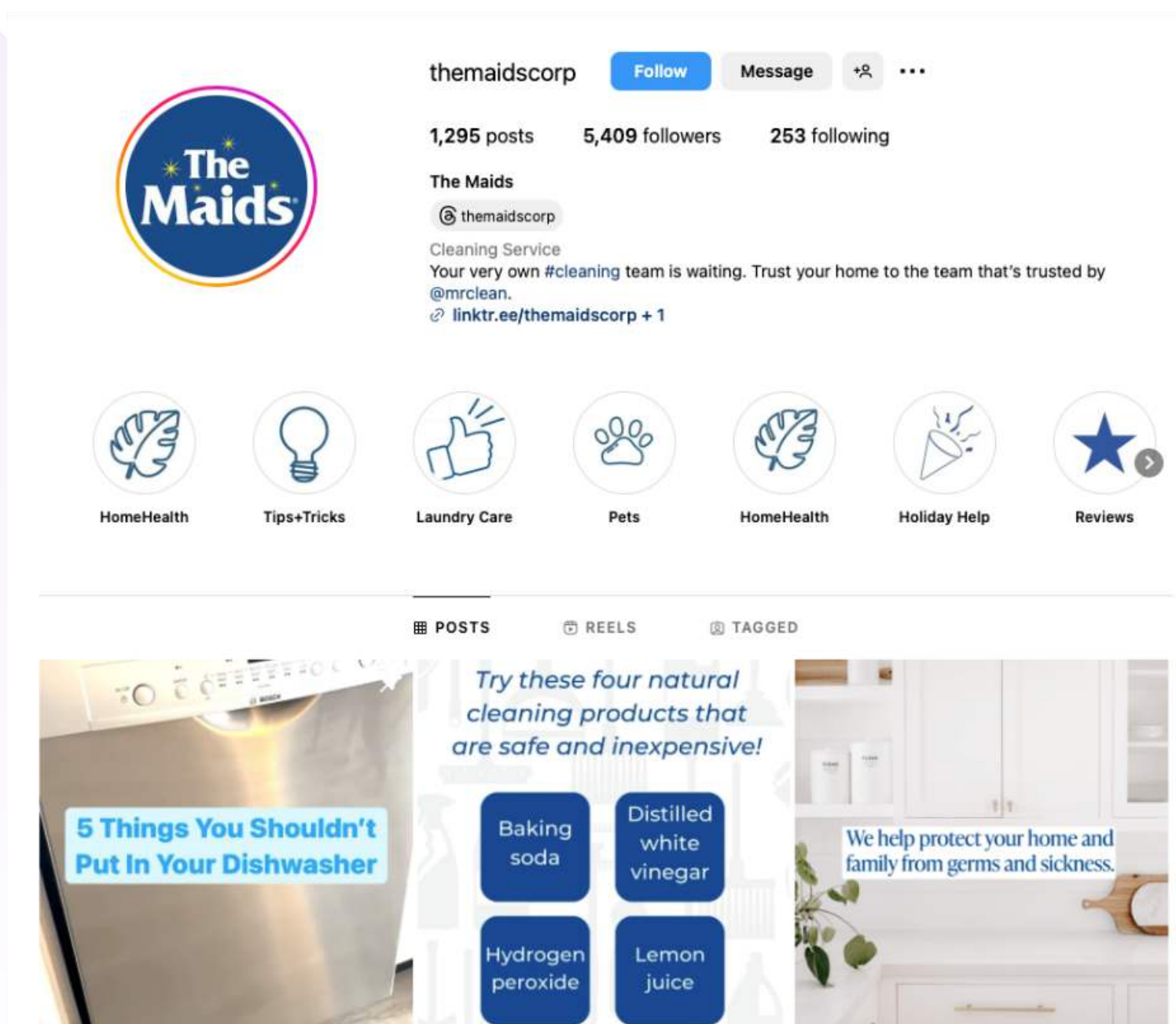
Examples:

- Share daily updates or quick tips
- Use interactive features like polls or questions
- Create highlight collections for FAQs, services, etc.



PRO TIP!

Stories disappear within 24 hours so add them to your highlights to permanently keep them on your profile. Create different highlights categories to easily promote content you want to appear for anyone viewing your profile (e.g. reviews, testimonials, tips, tricks, about us, etc.).





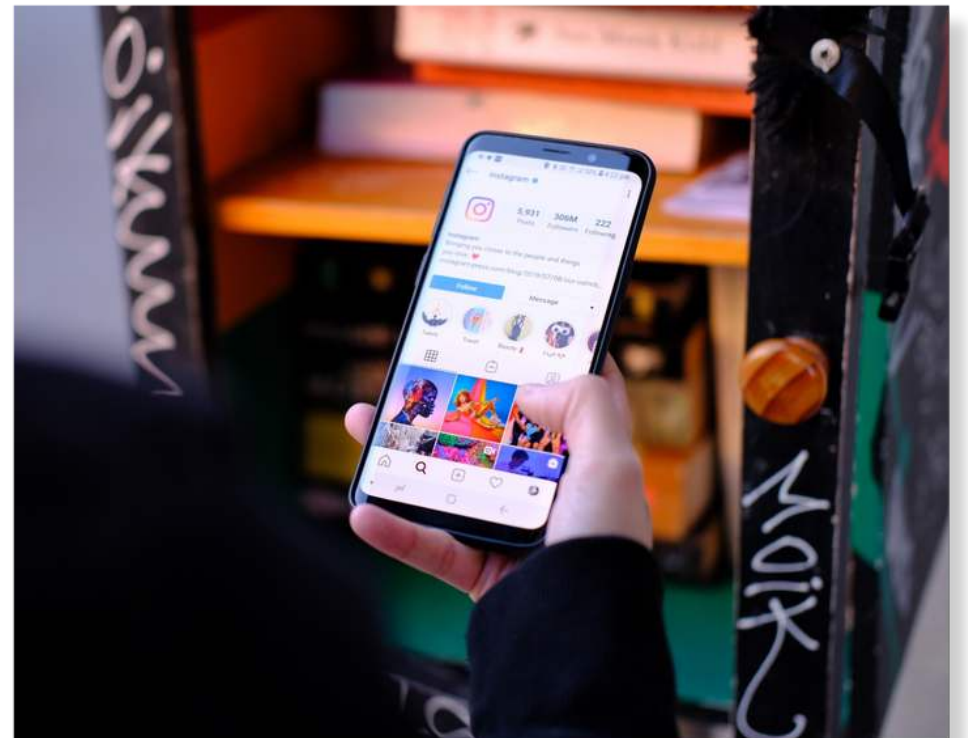
Reels

Purpose: everyday video posts you'd like to appear on your permanent Instagram feed

Target Audience: leads and clients; non-followers and followers

Examples:

- Create short, engaging videos (e.g. 15-60 seconds)
- Demonstrate cleaning techniques
- Participate in trending challenges relevant to cleaning



PRO TIP!

Reels are one of the most effective ways to increase engagement and build your following because they allow you to become more discoverable to those who aren't already followers.



Lives

Purpose: live broadcast to followers that allows them to interact with you in real-time

Target Audience: clients, followers

Examples:

- Announcements, Q&As, fundraisers, event appearances, etc.



4. Hashtags

Hashtags increase your discoverability which will help to generate more leads for your cleaning business while also growing your Instagram account.

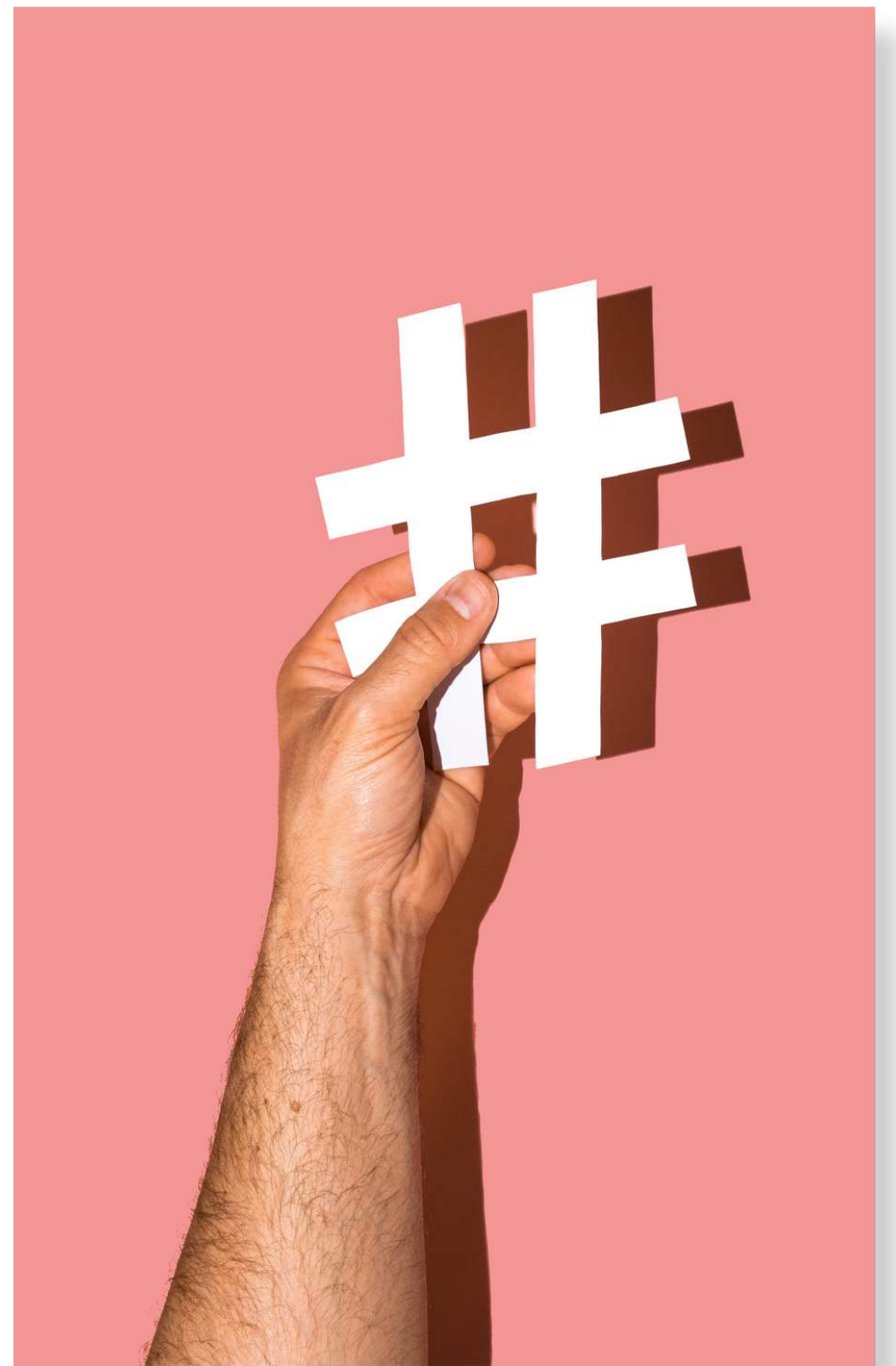
Instagram allows you to add up to 30 hashtags with [20-30](#) hashtags being the ideal length. Avoid stringing too many words together, and try to choose hashtags local to your service area.

The goal is to strike a balance between high traffic hashtags and specific hashtags in order to reach the right local audience.

The best hashtags answer who, what, and why by following the [rule of three](#):

- **One that describes your business:**
#atlantacleaningservices, #atlantahousecleaning
- **One that describes the content of your post:**
#cleaningtips, #housecleaners
- **One that describes your audience:**
#atlantafamilies, #atlantahouses

If you need help generating hashtags, then consider using a tool like Later or Hootsuite.



5. Engage with Your Audience

- Respond promptly (within [one hour](#) during business hours) to comments and direct messages
- Like and comment on posts from followers and industry peers (especially the local ones)
- Collaborate with local businesses and organizations with cross-promotions
- Use relevant hashtags to increase discoverability



6. Develop a Consistent Posting Schedule

- Most experts recommend businesses post [3-5](#) posts per week on Instagram
- Use a social content calendar to plan ahead (e.g. HubSpot, Hootsuite, Later, etc.)
- Post at times when your audience is most active (use [Instagram Insights](#) for this)



7. Run Instagram Promotions

- Offer exclusive discounts to followers
- Host giveaways (e.g. free cleaning session)
- Collaborate with complementary local businesses

8. Analyze and Adjust

- Use Instagram Insights to track engagement
- Identify which types of posts perform best
- Adjust your strategy based on these insights

9. Stay Professional

- Maintain a consistent brand voice
- Ensure all content reflects well on your business
- Address any complaints or negative feedback professionally
- Answer questions and initiate conversations in the comments
- Take client conflicts offline and into private conversations as soon as possible



BONUS: Pro Tips for Success!

Remember, building a strong Instagram presence takes time and consistency. In most instances, it takes businesses anywhere from 6 months - 2 years to establish a moderate following.

During your quest to develop a strong Instagram presence for your cleaning business it's important to remain consistent, stay patient, keep learning, and adjust your strategy.

When you follow these key strategies, you'll be well on your way to growing your cleaning business' Instagram account in no time!

Add the new leads you generate from social media to your automatic lead conversion email campaign in Service Autopilot! Plus, save their contact information for continued targeted marketing so you never let another lead fall through the cracks.

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