

CRIMSON SOCIAL

# HOW TO OPTIMISE YOUR INSTAGRAM BIO

And Make People Want to Follow You

# Hello!



I'm Cass!

I spent 5 years deep in the real estate industry, working inside one of London's biggest estate agencies. And the last 3 years building my own marketing agency for estate agents. In short, I know how estate agencies actually work AND how to market them.

Over the past few years, I've focused on one thing: helping estate agents grow online in a way that brings real leads and real instructions. I've worked with everyone from independent agents to some of the biggest names in the industry, including Knight Frank and eXp, turning social media into a genuine business tool, not a time-wasting vanity exercise.

This workbook breaks down six practical tips that are quick to amend but make a huge impact to your visibility and credibility.

*Cassandra Humbert*

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# Why Your Instagram Bio Matters More Than You Think

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Your Instagram bio is your first impression. Most people decide whether to follow or message you in a few seconds.

If they do not quickly understand:

- What you do
- Who you help
- What to do next

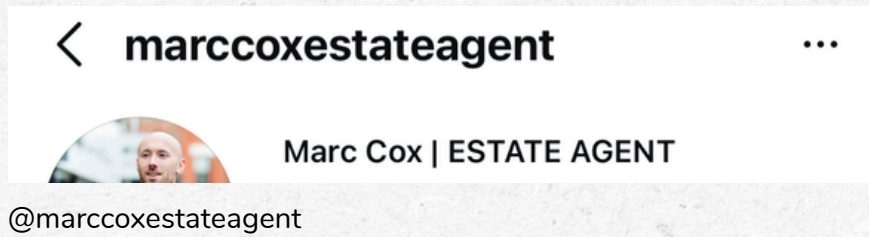
They leave.

A strong bio turns profile visits into:

- Follows
- Messages
- Enquiries

This guide shows you how to optimise the key parts of your bio so your profile works harder without posting more content.

# 1. Handle and Name



## Why it matters

The Name field is searchable on Instagram. It helps your profile appear when people search for estate agents by location or role.

## Best practice

- Include what you do, not just your name
- Add location or niche where possible
- Keep it simple and readable

## Good format

Name + Location + Role

## Example

Grant Bates | London Estate Agent

Marc Cox | Estate Agent

## Actions steps

- Go to Edit Profile → Name
- Rewrite it so a stranger instantly knows what you do
- Remove job titles that mean nothing to clients

## 2. Profile Picture



@tim\_prime\_property

### Why it matters

Your profile picture is your first trust signal. It appears everywhere your account shows up.

### Best practice

- Clear head-and-shoulders photo
- Face fills most of the frame
- Neutral background and good lighting
- Smart, approachable, and current

### Extra engagement tip

- Try to keep a live Story on your profile
- A live Story makes your profile feel active and gives visitors an easy way to engage

### Actions steps

- Check your photo at small size. Can you clearly see your face?
- Replace logos or distant photos
- Post at least one Story on working days

# 3. Description

Real Estate Agent  
🏆 eXp UK Breakthrough Agent of the Year (2025)  
🌟 Over 135 5\* reviews on Google  
📅 15 Years Experience  
📍 Manchester, Salford & Stockport  
[linktr.ee/marccoxestateagent](https://linktr.ee/marccoxestateagent)  
@marccoxestateagent

## Why it matters

Your bio answers one question:

Why should I trust and contact this person?

## Best practice

Use short lines. No paragraphs.

## Simple structure

- Who you help
- Why you are credible
- Areas you cover
- What to do next

Avoid vague words like “passionate” or “results-driven”.

## What link to include

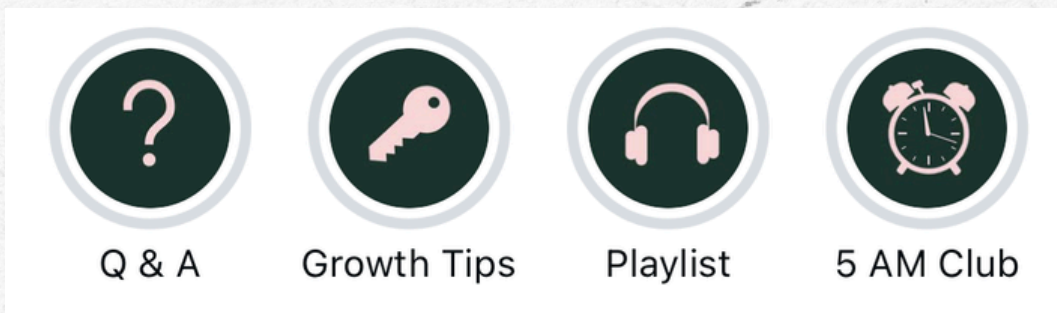
Your bio link should point to one clear action. Best options:

- Valuation booking page
- Seller guide download
- Simple enquiry page

## Actions steps

- Rewrite your bio into 3 to 4 short lines
- Choose one primary action
- Match your final line to the link, for example:
  - “ ↓ Book a free valuation ”
  - “ ↓ Download the seller guide ”

# 4. Highlights



@grantjbates

## Why it matters

Highlights act as your profile navigation. They show visitors what you want to be known for.

## Best practice

- 5 highlights maximum
- One clear purpose per highlight
- Simple titles clients understand

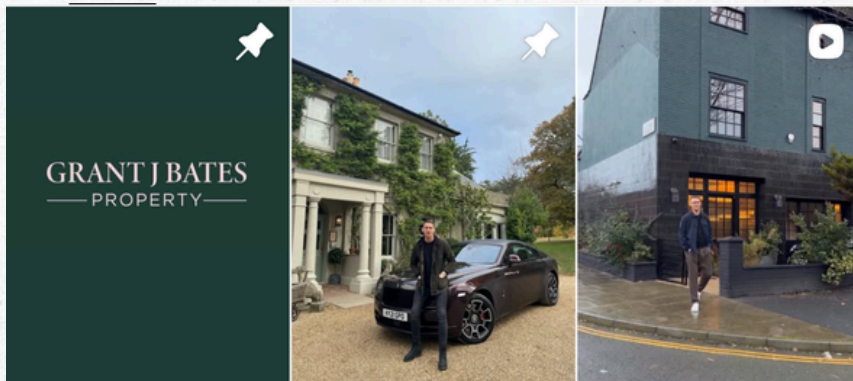
## Strong highlight ideas:

- Sold
- Reviews
- About
- Guides
- Market Updates
- Q&A

## Actions steps

- Remove outdated or unclear highlights
- Rename them so homeowners understand them instantly
- Add at least one highlight focused on trust or education

# 5. Pins



@grantjbates

## Why it matters

Pinned posts control first impressions. They decide what people see before they scroll.

## Best practice

Pin posts that:

- Explain who you are
- Show credibility or results
- Answer a common client question

## Avoid pinning:

- Generic listings
- Trend content
- Anything time-sensitive

## Actions steps

- Choose three posts to pin
- Order them intentionally:
  - Introduction
  - Proof or credibility
  - How you help
- Review and update monthly

# 6. Grid

## Why it matters

Your grid sets the overall aesthetic of your profile. After reading your bio, people glance at your grid to decide if you look professional and credible.

## Best practice

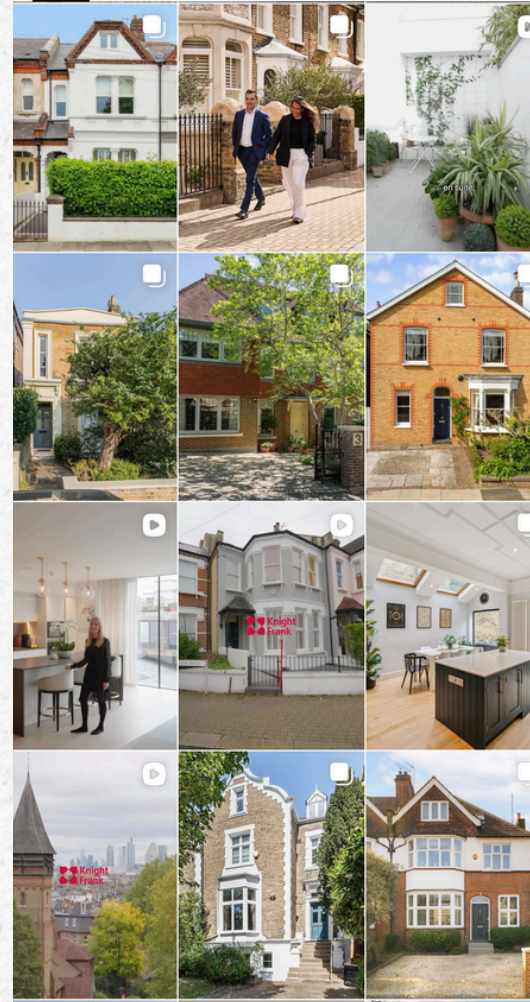
Aim for a clean, consistent look.

## What works well:

- High-quality photos of yourself
- Simple, well-shot property listings
- Minimal or no text on images
- Consistent colours, lighting, and style

## Avoid:

- Large blocks of text on images
- Overcrowded designs
- Low-quality or rushed photos



@knightfrankswlondon

**Top tip:** Use your professional property photos as cover images for reels

## Actions steps

- Review your first 9 posts together
- Archive anything that breaks the clean look
- Prioritise quality over quantity. Fewer, better posts build more trust

# Final Check

Ask yourself:

- Would a stranger instantly know what I do?
- Do I look credible and active?
- Is the next step obvious?

If the answer is no, your bio is costing you opportunities.

# Next Steps

Once your Instagram looks the part, it's time to get people seeing it. We offer a low-commitment Meta ads service designed for estate agents who want:

- Seller-focused credibility
- Predictable visibility
- No daily posting
- No influencer nonsense

It is built to amplify a small number of high-quality posts and keep them working for you consistently. You can explore it when it makes sense.

# Client Testimonials



“Crimson Social have been handling all of our social media since November 2023 and we couldn't be happier! Cass and her team are very professional and super responsive. They always go the extra mile to create the best content. I would definitely recommend Crimson to anyone looking to grow their social media presence.”

*Chris Hogan*

Owner of The Chant Group



“Big thanks to Cass and the team for the consistently high standard on our Instagram and Facebook presence. Their paid ads work has been exceptional too! Strategic, efficient, and fully managed end-to-end. Highly recommended.”

*Pei Li Lee*

Marketing Manager at Druce



# Thank-you!

Hope these tips help you land more instructions!

If you want to work with us, feel free to drop me an email below and I can advise on how best to help you!



## Contact:

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