

LinkTree

A free service that will track and monitor the behavior of your Instagram traffic

1. **Create a free account:** www.linktree.com
2. **Verify:** your account on your email
3. **Update your profile:** display name, contact info, etc.
4. **Add:** your photo
5. **Customize:** the layout and colors of your LinkTree
6. **Add links to the tabs:** so the links will be ready for your clients to click!

Examples:

'Want to learn more about wealth building?'

'My Website'

'Amazon Favorites'

'Read our blog'

'Follow us on Youtube'

'Leave a review!'

'1031 Exchange Tools'

'Let's find you a home!'

7. After the link tree is created, copy the link, and go back to your Instagram profile:
 - Click on 'edit profile'
 - Paste the link into the 'website' section of the profile
 - All done!
8. Create a post with a **'call to action'** caption that will drive your audience to the new link in your bio. The post can be anything from a picture of clients that you just closed a deal with, a picture of a new listing, a screenshot of your YouTube page, etc.

*See the **'Call to Action'** handout for examples of captions for your posts that you can use to drive traffic to your link in bio.*

