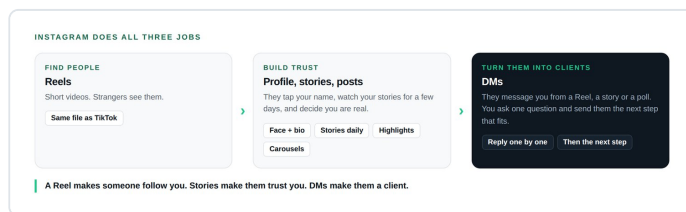


Instagram guide for partners

How to use Instagram as a partner. Setting up the account, what to post in Reels and stories, which videos bring followers and which only bring views, and how people end up in your DMs.

Instagram can feel like a maze: a scrolling audience, strict link rules, and thousands of accounts posting charts. This guide is the way through it. Instagram is the one app where everything works at once. Reels find new people, like TikTok. Your profile and stories show people who you are, so they trust you. And the DMs are where they message you. Accounts still go from zero to 50,000 followers with a phone and consistency. The people who get there are not the most creative. They post useful things every day, in a style that feels like them, and repeat what works.

Part	Job
Reels	Find people. Short videos shown to strangers.
Profile, stories, posts	Build trust. Face, bio, link, your day.
DMs	Turn them into clients. Where they message you and you send them to the next step.



Reels find people. Profile and stories build trust. DMs turn them into clients.

What you will learn

- Why Instagram works for affiliate marketing, and how it works
- Where to send the people you find, depending on what you offer
- The two ways partners run an account, and which one is right for you
- The profile: the bio (description), the DM keyword, and three real examples
- Highlights: why a new visitor taps them first, and the four to set up
- Reels: what to copy, and why useful beats funny
- The caption under the post: three real examples with a CTA, and the comment keyword
- Story sequences that sell: a real one taken apart, and the honest version to copy
- What to do with DMs, and what not to do
- What you are allowed to say, a 7 day plan, top tips, do this not that, and key takeaways

Why use Instagram for affiliate marketing?

Instagram is a strong platform for affiliate marketing next to Facebook, TikTok, YouTube or X because it has image and video, public and private, all in one app. The big affiliate networks all run on it. For a trading partner the reasons are:

- **A huge platform.** More than 2 billion monthly active users. Every demographic and every niche is there, and Instagram's visual nature makes it easy to show what you do, not only say it.
- **An engaged user base.** Stories, Reels, carousels, polls, DMs. Several ways to talk to the same person in one day, and hashtags and topic chips that put your content in front of people who do not follow you yet. Instagram is mobile first, so your posts sit inside people's daily scrolling.
- **Visual, personal, trusted.** People make decisions on authenticity and relatability. Photos of your real day, a Reel of your face explaining one thing, a story of a trade: that is what builds trust, and trust is what converts.
- **Numbers you can act on.** Instagram Insights shows who your audience is and what they watch. You refine your strategy every week.

How does affiliate marketing work on Instagram?

You post content that fits what you offer, you place your link where people can reach it (the bio link, plus stories once you have the sticker), and you earn a commission for every client who registers and trades through your partner link. Instagram lets you add a link from day one, no follower minimum. It is relaxed about trading content and strict about links: a bare broker link in the bio looks like financial advice, a bare Telegram link looks like sending people off the app, and both can get the link removed or your reach cut. So most partners put a link page or their own landing page in the bio and the real destinations behind it.

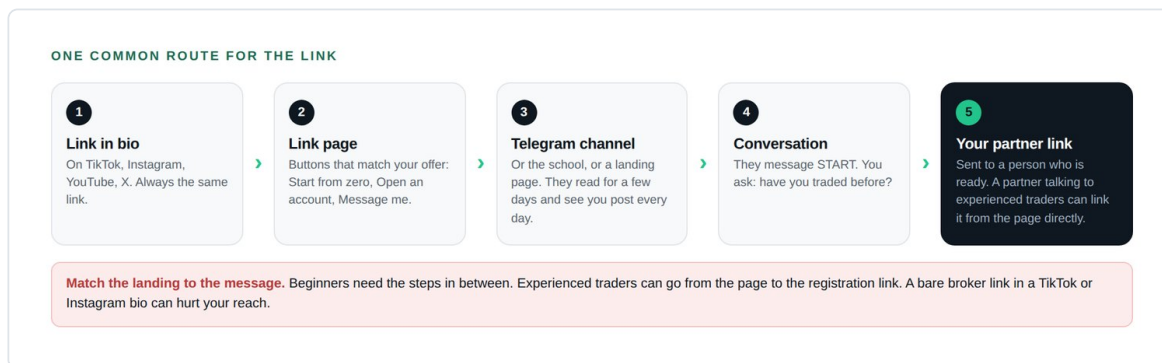
Where to send the people you find

Reels catch attention. Where you send it depends on what you offer, and the bio link is the one door for all of it, so choose the destination before you write the bio. The table below is the same on every platform; the "watch out" column is what is specific to Instagram.

Send them to	When it fits	Watch out
The PrimeXBT registration page (your partner link)	Your audience already trades and you talk about spreads, conditions, leverage or a better platform. The shortest path from view to account.	A new account with no trust yet converts badly here. A bare broker link in a bio can get the link removed or reach cut on Instagram.
A PrimeXBT product or campaign page	You promote one specific thing: a bonus, a contest, a copy trading feature, a new asset.	Campaigns end. Update the link when they do.
Your own landing page	One page that explains who you are, what you offer and where to start, with your links on it.	Takes an hour. Worth it once you post daily.
The trading school or free course	You sell education: "here is where I learned this". Beginners who want to understand first.	Slow path. Follow up so they do not stop after lesson one.
Your Telegram channel or group	You post signals, daily analysis or results and want people to see everything and message you.	A link straight to another app is the kind Instagram likes least. A link page in between is safer.
Your YouTube channel	Your offer needs a longer explanation than Instagram allows.	Only if the long videos exist.

Send them to	When it fits	Watch out
Your WhatsApp	A one to one conversation fast, in countries where WhatsApp is the main app.	You answer every message yourself.

Match the landing to the message. A video comparing trading conditions sends people to the registration page. A video about signals sends them where the signals are. A video about learning sends them to the school. Nothing has to go through one app. The rule that never changes: no money promises next to any link.

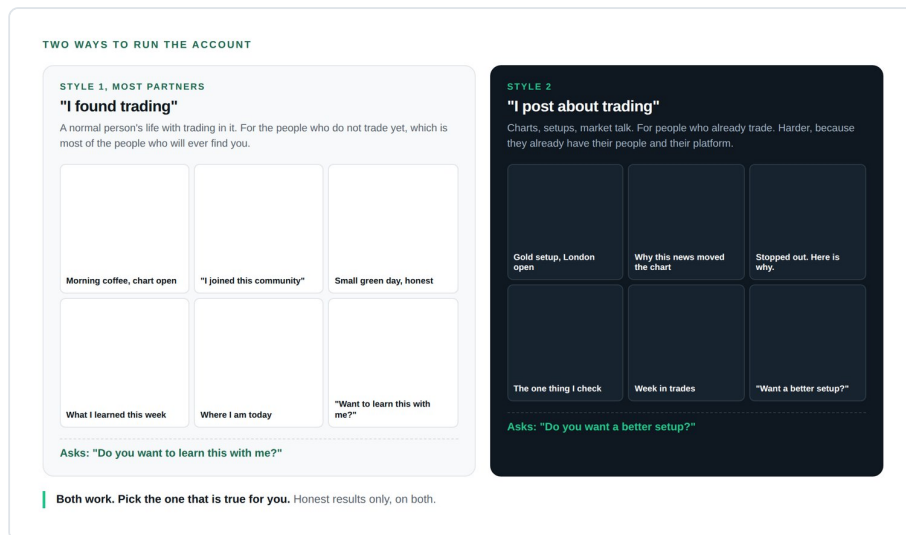


One possible route: bio link, link page, then the destination that fits your offer.

Two ways to run the account

	"I found trading"	"I post about trading"
For	People who do not trade yet. Most of the people who will ever find you.	People who already trade
Looks like	A normal person's life with trading in it. "I started this, I learned this, here is what happened."	Charts, setups, market talk
Asks	"Do you want to learn this with me?"	"Do you want a better setup?"
How hard	Easier. Non traders are curious and there are many.	Harder. Traders already have their people.

Most new partners should pick the first. You do not need to be an expert, only a real person who found trading and is honest about the journey. Honest results only: "Today I made 20 dollars, small but real" builds more trust than a fake screenshot.

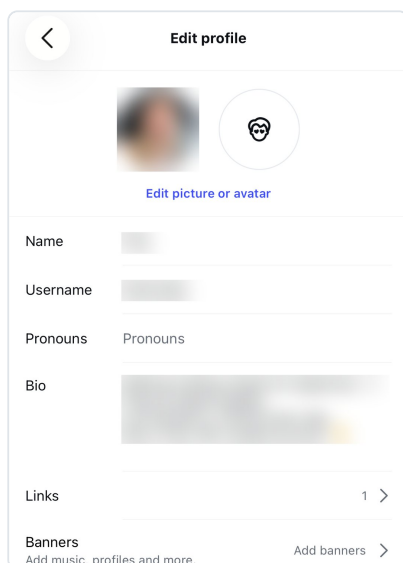


Two ways to run the account. Most partners should pick the left one.

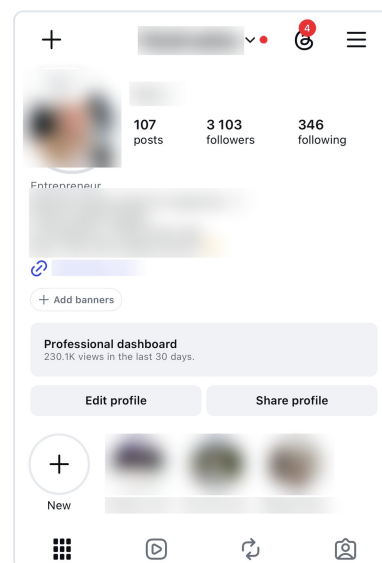
Set up the account in 20 minutes

Your existing account or a new one, both work. New is cleaner if the old one is full of unrelated posts.

Username: same as TikTok and Telegram, your name plus one word. Profile picture: your face, close up, daylight. Then **Settings**, **Account type and tools**, **Switch to professional account**, **Creator**: free, and it gives you your numbers. Everything else that matters sits on one screen, **Edit profile**: picture, name, bio and link.



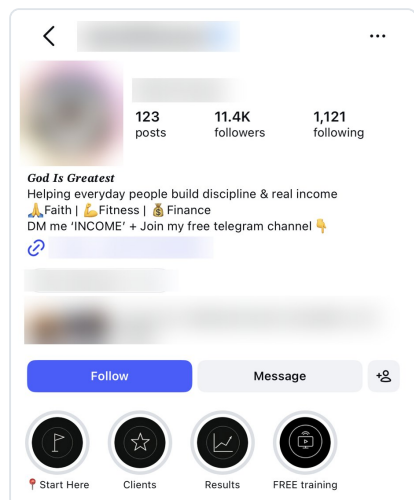
Edit profile. Picture, name, username, bio and Links, all on one screen.



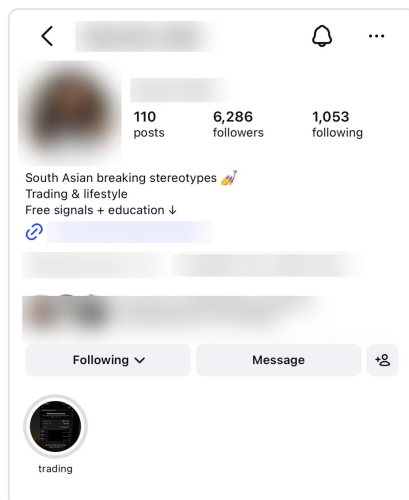
A finished profile: face, name, bio, link, highlights, grid. Details blurred.

The profile: what a stranger sees before they follow

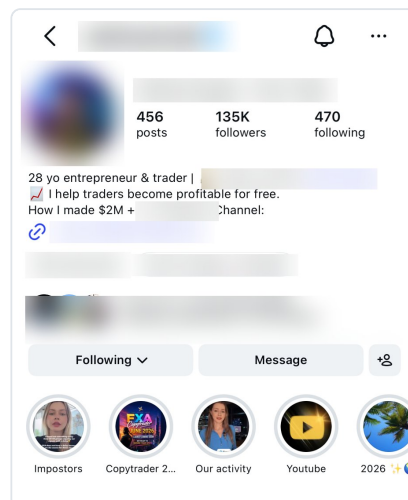
A Reel brings someone to your profile. They spend five seconds there and decide. Three real trading accounts, names and links blurred:



Bio says who it is for, what you get, and what to do: "DM me INCOME, join my free Telegram". Four highlights with matching covers: Start Here, Clients, Results, Free training.



A clear niche: a specific audience, "trading and lifestyle", "free signals + education" with the arrow to the link. One highlight only, which is the thing to fix.



Highlights that answer a new visitor's questions: Impostors (a warning about fake accounts), the product, Our activity, YouTube. The money claims in the bio are blurred because you never write them.

The bio (Instagram calls it the description) is the most read text you will ever write. Three to four short lines, in this order:

- Line 1: who you are and who it is for. "Helping everyday people learn to trade" or "Trading and lifestyle, for people who have never traded".
- Line 2: what you give. "Free beginner tips", "Free signals + education".
- Line 3: what to do. "DM me START" or "Join my free Telegram, link below".
- Line 4: the honest line. "I partner with the platform I use. Trading is high risk."

Then the link. For most partners that is a link page or landing page with the registration link, the school or Telegram behind it. A direct Telegram link in the bio also works, as the examples show, but a link page is safer with Instagram's rules.

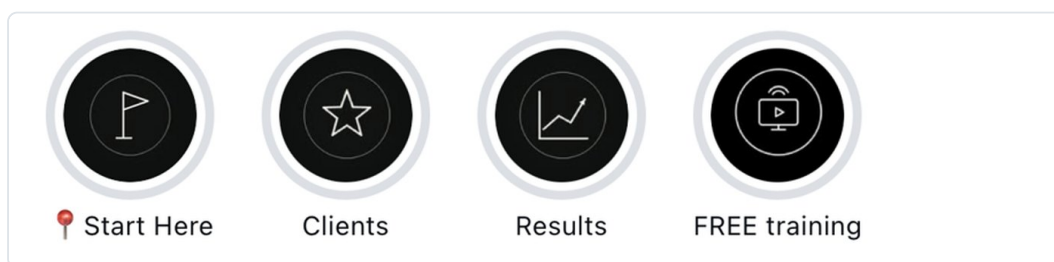
The DM keyword. "DM me START" turns a profile visit into a conversation. Pick one word and use it everywhere: bio, the last story of every sequence, pinned comments. When the word arrives in your inbox you know exactly what they want and you send the right thing in one message.

Highlights: the first thing a new visitor taps

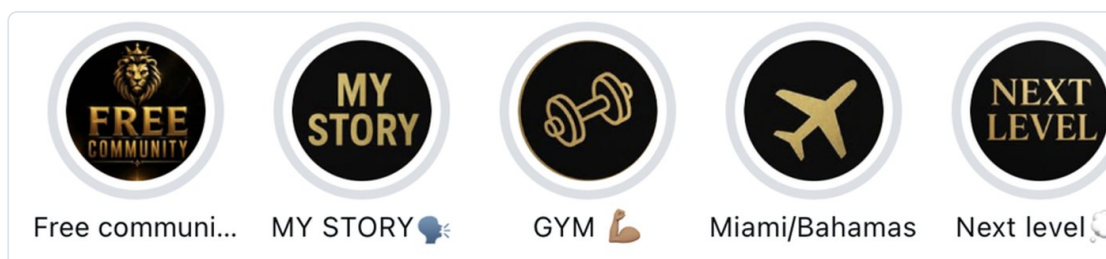
Highlights are the stories you keep, shown as circles under the bio. They are the only part of your profile that works like a website: a stranger taps **Start here** and gets the whole story in five slides, without you being online. Partners who skip highlights lose most of the people a Reel brings in, because a grid of posts does not explain anything.

Highlight	What goes in it
Start here	Who you are, how it works, the honest bit, what to do. Five slides, numbered. The sequence below.
Results	Your own trades, wins and losses, screenshot and one line each, risk line on every slide.
Clients or People	Messages from people you helped, name hidden, with permission, no numbers.
Free training or Tips	Your best tip stories, so a new visitor sees you teach.

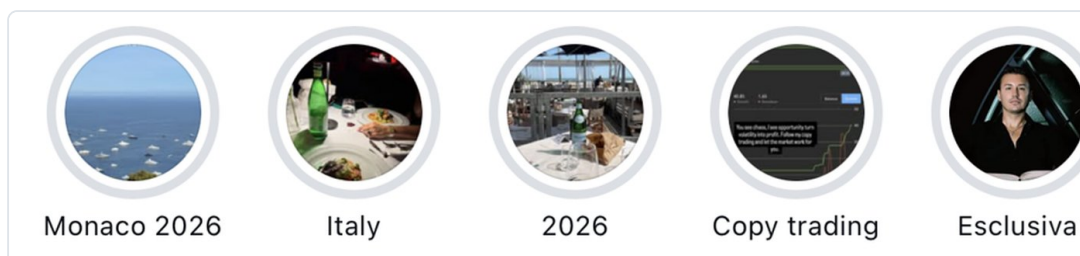
Four real highlight rows, from the same accounts as above:



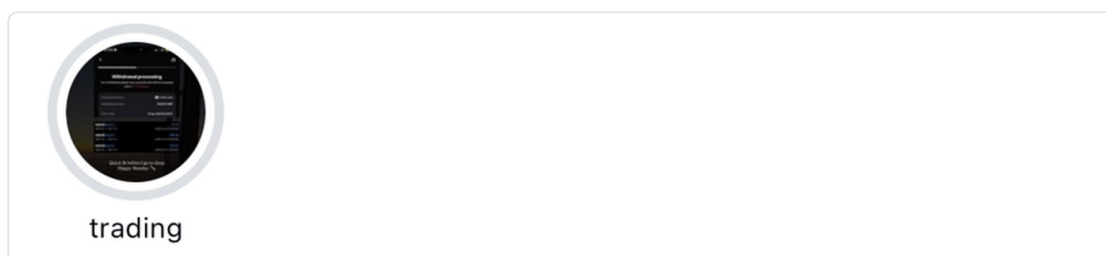
The clean version: four matching dark covers with one icon each. Start Here, Clients, Results, Free training. A stranger knows where to tap.



The branded version: gold on black, one icon or two words per cover. Free community first, then My story, then lifestyle. The free community is the funnel, the rest is trust.



The lifestyle version: travel and food first, then Copy trading and an exclusive one. Works for a big account with a known name. For a new partner, put the trading ones first.



One highlight only. The account looks half finished, and a visitor who wants to know how to start has nowhere to tap.

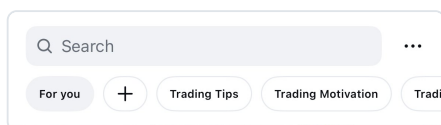
Covers: the same style for all of them, a plain icon on a dark circle like the first row, or your own photos if they are consistent. Mixed random circles look like a personal account. Make the covers once in Canva in ten minutes, name each one with one or two words, and put **Start here** first on the left.

Open a story, tap **Highlight**, name it. To build a highlight from scratch, post the slides as stories one after another, then add each one to the highlight the same day.

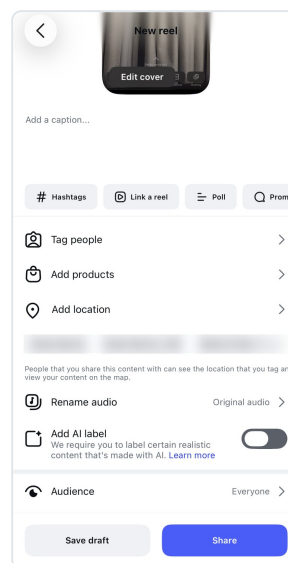
Reels

Reels are short vertical videos, the same format as TikTok. If you already film for TikTok, post the same file with the same caption: **+**, **REEL**, pick the video from Recents, **Next**, caption, **Share**, then share the Reel to your story in one tap. If not: your face, one idea, 20 to 40 seconds, the most interesting line first, captions on, and one line at the end pointing to your bio. Two things are different on Instagram.

Copy what is already working. Open the Reels tab and scroll for ten minutes, or open Search and tap a topic chip like "Trading Tips". Find the trading videos with a lot of views. Look at how they start, where the text sits, how long they are. Make a similar video with your own words. If one of your videos works, make five more like it.



The Search tab shows topic chips. Trading Tips and Trading Motivation are where you look.



The share screen. Caption, Hashtags, Edit cover, then Share.

Useful beats funny

The most important thing in this guide.

Video	What it gets you
Funny, entertaining	Lots of views, very few followers
Useful: a tip, a life hack, "this changed how I trade"	Fewer views, many more followers

Followers watch your stories, check your profile and message you. Viewers scroll on. One partner grew 30,000 followers in 44 days posting only useful videos, most of them very similar to each other. Funny now and then is fine. It is not the plan.

USEFUL BEATS FUNNY

FUNNY, ENTERTAINING

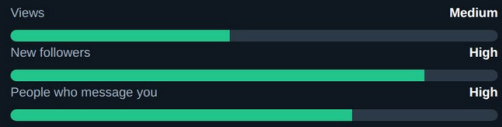
Lots of views, few followers



Example: "POV: you got tired of trading." People laugh and scroll on.

USEFUL: A TIP, A LIFE HACK, WHAT CHANGED

Fewer views, many more followers



Example: "What this news does to the gold chart, in 20 seconds." People save it, follow you, and ask.

Followers are what you want. A follower watches your stories and messages you. A viewer scrolls on. Make most of your Reels useful.

Funny gets views. Useful gets followers, and followers are the ones who message you.

The caption under the post: three real examples

Most partners write one line and a hashtag. The caption is where a viewer who liked the video is told what to do next, so it needs a job. Three real captions, names blurred:



Comment "GROUP" to join me to trade together!
and for more insights and free access to: daily signals, outlooks,
breakdowns, courses, pdfs, guides and 1-1 calls! 🔥

Short version: one comment keyword, then the list of what you get for it. "Comment GROUP to join me." Everything in one sentence.

Blurred profile picture
Daily profile explained

Curious how I approach the markets? 📊

Join my Premium Membership for immediate access to daily live sessions, a beginner starter course, advanced training, weekly classes, daily bias, and much more.

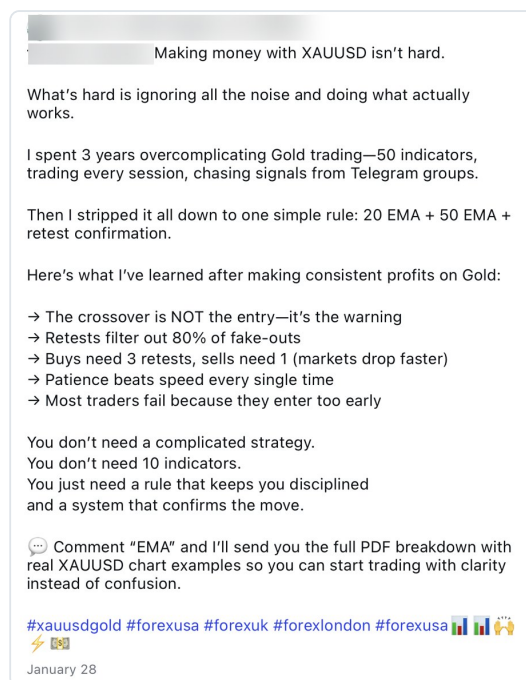
Link in bio 🔗

Follow [blurred] daily trading content

#trading #forextrading #nasdaq #daytrading #tradingstrategy

February 24

The explainer post: a title line that matches the video, one question, what the paid thing includes, "link in bio", "follow for more", five hashtags.



The long version: a story in short lines, five arrows of what they learned, then "Comment EMA and I will send you the PDF". The comment keyword is the whole point of the post.

What all three share: the first line says what the post is about, there is exactly one call to action, the action is one word or "link in bio", and hashtags come last. The long one works because every line is one sentence on its own line, easy to read on a phone.

The comment keyword. "Comment EMA and I will send you the PDF" does two things. Comments push the Reel to more people, and every comment is a person who asked for something, so the DM you send is a reply, not spam. Instagram allows it, and tools exist that send the DM for you when the word appears (month three, after you have done it by hand). The PDF is the free thing from your link page or Telegram.

What to change. "Making money with gold is not hard" and "after making consistent profits" are the lines that get a partner account flagged. Say what you learned, not what you earned, and add the partner line. Three captions you can use as they are:

I used to put a stop loss where it felt safe. Now I put it where the idea is wrong. Three ways to do that in the video.

Comment STOP and I will send you the one page checklist.

I partner with the platform I use. Trading is high risk and most people lose money.

#trading #forex #tradingforbeginners

Day 40 of learning to trade in public. This week: one win, two losses, and the lesson in the video.

Free beginner tips and every trade I take, link in bio.

Not financial advice. Trading is high risk.

#tradingjourney #forextrading #learntotrade

3 things I wish I knew before my first trade. Number 2 would have saved me a month.

Want the full list? Comment LIST.

I partner with the platform I use. Trading is high risk.

#trading #beginnertrader #riskmanagement

Stories: half the job

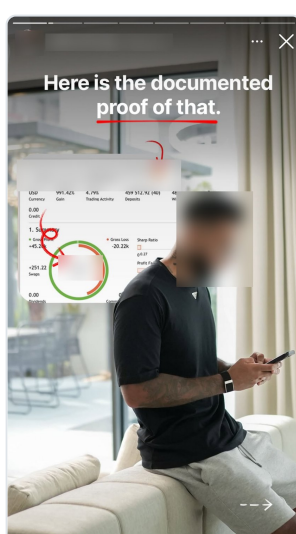
On TikTok stories are a small extra. On Instagram they are half the job. A story lasts 24 hours and shows at the top of the app for everyone who follows you. A Reel makes someone follow you. Stories make them trust you. Two to four a day, a minute each: your real life, a trade with one line why, an honest result, a poll or question box, a message from someone you helped with the name hidden, and "new tip today, link in bio". The story camera: **STORY** at the bottom, **Aa Create** for text, the gallery square for a photo, **Stickers** for Poll and Questions.

Story sequences that sell

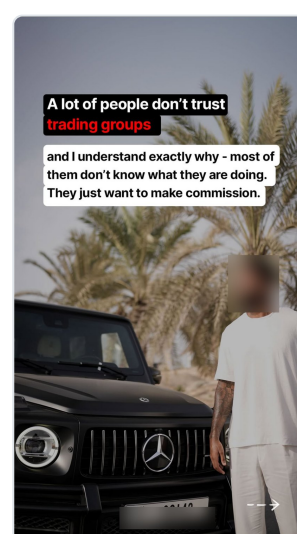
Single stories keep people warm. A **sequence** is five to eight stories posted in a row that walk a stranger from "who is this" to "DM me START", and it is how the accounts with 10,000 followers and the accounts with 100,000 followers both turn followers into messages. Below is a real one from a large trading account, faces, names, account numbers and amounts blurred. Study the structure. Do not copy the content.



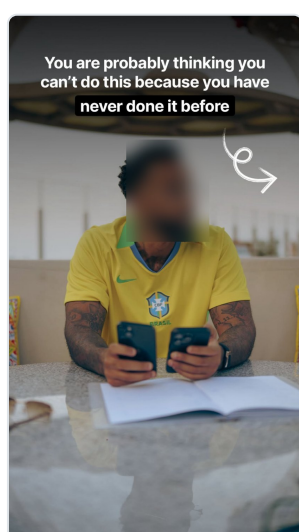
1. The hook: a result and a number. This is the slide you cannot copy as it is. A money figure and a luxury car is what gets accounts banned.



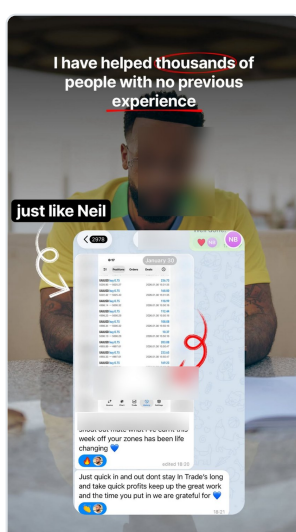
2. The proof: a screenshot of the account, arrows on the number. Your version: your own screenshot, risk line, one line why.



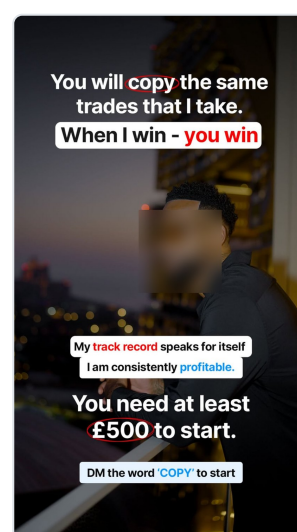
3. The objection, said out loud: "A lot of people do not trust trading groups, and I understand why." This slide builds more trust than the proof.



4. The reader's fear: "You are probably thinking you cannot do this because you have never done it." Then an arrow to the next slide.



5. Someone they helped: a chat screenshot, name hidden. Your version: the message, with permission, without the numbers.



6. The offer and the keyword: what you get, what you need to start, "DM the word COPY". One word, one action.

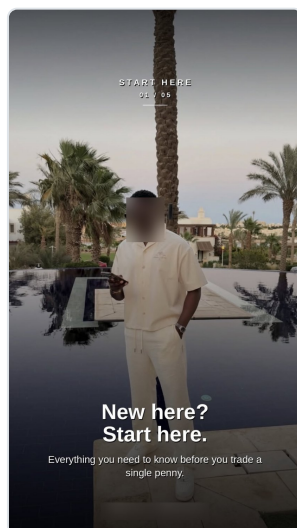
Why it works: every slide answers the question the reader has at that moment. Who are you, can I believe you, why should I trust a group, can I do this, has anyone like me done it, what do I do now. The arrows and the circled words keep the thumb moving. The keyword at the end turns the whole thing into a DM.

What you must change. The money numbers, the cars, the cash and "fastest way to make money" are the parts that break platform rules and the partner rules, and they are not what makes the sequence work. The structure is. Here is the same sequence in the honest version, which is also the one Instagram does not take down:

Slide	What it says	Your version
1 Hook	A number that is true and not money	"Day 60 of posting what I learn about trading." Or: "Three months ago I did not know what a pip was."
2 Proof	Your own screen	One trade, win or loss, screenshot, one line why, risk line
3 Objection	The doubt everyone has	"Most trading accounts are selling you something. Here is what I actually do."
4 Their fear	"I have never done this"	"Neither had I in January. This is what I did first."
5 Someone like them	A real message, name hidden, with permission	"Got this yesterday", no amounts
6 What you get	The offer, plainly	"Every trade I take, the losses too, explained. Free, in my Telegram."
7 The honest bit	Risk and partner line	"Trading is high risk and most people lose money. I partner with the platform I use."
8 The step	One word, one place	"DM me START" or "link in bio"

Post it once a week, Sunday evening or the day after your best Reel. Then save the whole thing as your **Start here** highlight, so it keeps working.

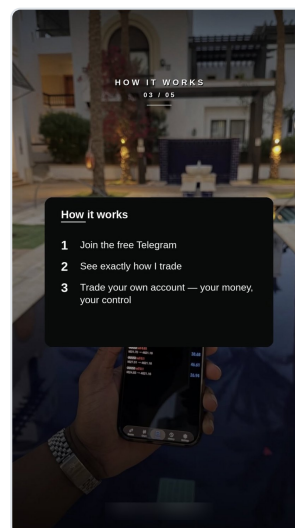
The calm version. The second sequence is from a smaller account and is already in the honest form. Five numbered slides, one look, one line each, the risk line on its own slide, and the keyword at the end. Numbered slides ("01 / 05") make people watch to the end, because they know how long it is.



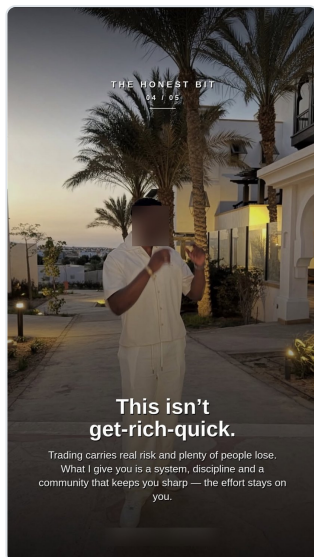
01 Start here. "New here? Everything you need to know before you trade a single penny."



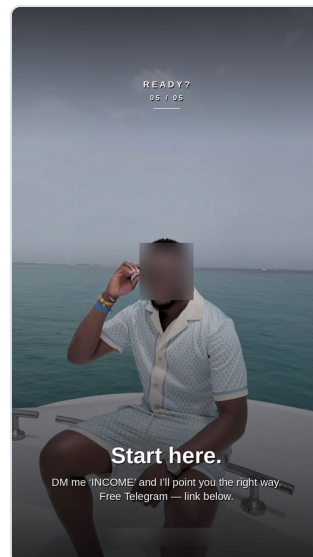
02 Who I am. One line of values, one line of what they do: "I trade my own account every day and show it real, the wins and the losses."



03 How it works. Three steps in a box: join the free Telegram, see how I trade, trade your own account.



04 The honest bit. "This is not get rich quick. Trading carries real risk and plenty of people lose."

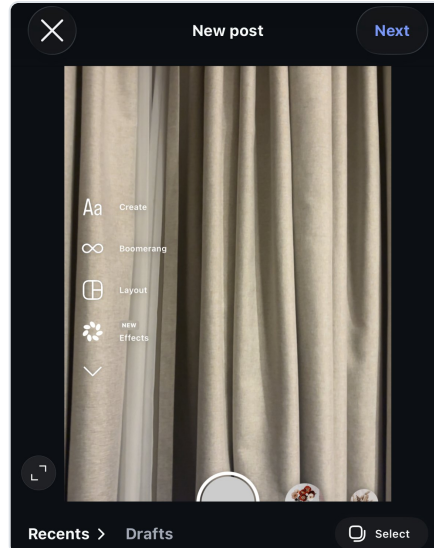


05 Ready? "DM me INCOME and I will point you the right way. Free Telegram, link below."

This is the sequence to copy slide for slide, with your own words and photos. It sends people to Telegram and to your DMs at the same time, and nothing in it can get your account suspended.

Posts

Reels find people. Posts stay on your profile. You do not need many, but an empty grid looks like a fake account. Two a week: one carousel (several images to swipe, "3 things I wish I knew before my first trade", last slide "link in bio") and one photo of your real life with one line.



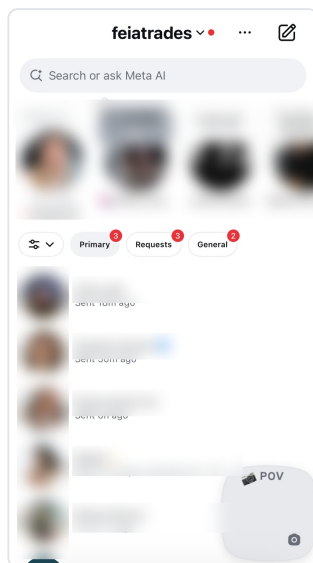
New post. Tap Select in the Recents row and pick several photos, then Next.

DMs

Instagram DMs are the easiest in any app. People message you from a Reel, a story, a poll. This is where they become clients.

Reply to everyone, fast. Ask the one question: "Have you traded before?" A first timer gets the free course or the school. Someone who already trades gets what you use and why, and your registration link. If you run a Telegram channel, send them there so they see everything and can message you daily.

Do not send the same message to many people. Do not send links in every message. Instagram can block you from sending messages at all. One link to someone who asked is fine. Ten a day to strangers is how you lose your DMs. Auto-DM tools that reply when someone comments a word exist and work, but they are for month three. Start by replying yourself. Balance is the rule: mostly useful content, promotion only where it fits, so your audience keeps trusting you.



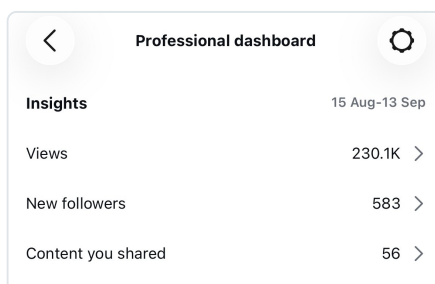
The inbox. Check Requests too, that is where new people land.

Your website next to Instagram

Your own page is the headquarters. Your bio link sends people there, so it has to work on a phone, load fast, and say in one screen who you are, what you offer and where to start. One clear button per offer: open an account, join the channel, start the course. If you do not have a website, a link page does the same job in an hour.

Once a week, three numbers

Profile, **Professional dashboard**, Insights. Few new followers: videos are entertaining but not useful, more tips. Few profile visits: show your face more, say "link in bio". Few link taps: rewrite the bio, check the link.



Insights: views, new followers, content shared. Tap any for profile visits and link taps.

What you are allowed to say

Instagram is softer than TikTok on trading talk, but it still removes money promises. Same rules as everywhere in this library: what you are learning, small honest results, losses included, the risk line, "I partner with the platform I use". Never "easy money", "guaranteed", "risk free", a broker link in the bio, or links to everyone.

Your 7 day plan

Day	Reel	Stories	Post
1	"Day 1 of posting what I learn about trading"	Your desk, a poll: "have you ever tried trading?"	
2	One useful tip	Coffee, a trade, "link in bio"	
3	A result, honest, with the lesson	A reply you got	Carousel: 3 things I wish I knew
4	Another tip	Your day	
5	Real life, one line about trading	Question sticker: "what stops you from starting?"	
6	The one habit every beginner gets wrong	Weekend	Photo: you, one line
7	"Week one. What I got wrong and what I am changing"	Recap	

Set up the four highlights on day 1 from your first stories. Then repeat.

Top tips for Instagram affiliate marketing

- 1. Build your own brand.** Pick a niche inside trading (day trading, learning from zero, a market you know) and become the person for it. Then engage: answer comments, reply to DMs, ask questions in stories. A niche plus a real person people can talk to is what builds a loyal audience.
- 2. Use your own images.** Your desk, your chart, your morning, your face. Original photos and videos of your journey build a trust that stock images never will. Canva is enough for the graphics you need.
- 3. Get the most out of the app.** Stories for what happens today and for polls. Reels to reach people who do not follow you. A bio that says who you are, who it is for, and one call to action to your link.
- 4. Use hashtags.** Instagram allows 30, quality beats quantity. Mix broad (#trading, #forextrading) with specific (#forextips, #tradingforbeginners, #cryptotrading). 3 to 5 that fit the post.
- 5. Place your link where it fits.** Bio link, "link in bio" at the end of Reels and captions, a link sticker in stories. Naturally, next to content it belongs to. Not in every post, not to strangers in DMs.
- 6. Useful beats funny.** Tips and life hacks bring followers. Jokes bring views. Followers are the ones who message you.
- 7. Make your website support Instagram.** Mobile first, one screen, clear buttons. Your bio link is only as good as the page behind it.
- 8. Measure and optimise.** Insights once a week: new followers, profile visits, link taps. Keep what works, make five more like it. Stay aware of algorithm changes and market news, and adjust.

Do this, not that

Do this	Not that
Useful videos, most of the time	Only funny videos: views up, followers flat
Copy formats that work, repeat your own winners	A new style every week
Two to four stories a day	Reels with no stories, a face with no person behind it
Coffee, desk, where you are	Only charts
Link page or landing page in the bio	A bare broker or Telegram link
Reply to every DM one by one, send the next step that fits	The same message to many people, links to strangers
Creator account from day one	No numbers
Two posts a week	An empty grid
Small honest results, the risk line	Big money claims

Key takeaways

- Instagram does all three jobs: Reels find people, profile and stories build trust, DMs turn them into clients.
- Over 2 billion monthly users, image and video in one app, a link in the bio from day one.
- Pick your style: "I found trading" for non traders (most partners), "I post about trading" for traders.
- Where you send people depends on your offer: registration page for traders, a campaign page, your landing page, the school, Telegram.
- Useful videos bring followers. Funny videos bring views. Copy formats that work, repeat your own winners.
- Stories every day. That is where people see the real you.
- Build your brand, use your own images, use hashtags, place your link naturally, measure and optimise.
- Building a platform takes time. Start by earning attention and connections, and refine as you go.

Figures: Meta reported Instagram passed 2 billion monthly active users (2023).

Before you post

- ☐ **Account created or cleaned.** Same username as TikTok and Telegram, face photo, three line bio.
- ☐ **Link page added,** Telegram behind it.
- ☐ **Switched to Creator.**
- ☐ **Scrolled the Reels tab for ten minutes,** saved five trading videos that work.
- ☐ **Then:** one Reel a day, stories every day, four highlights, two posts a week, every DM answered.

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