

# TOP INFLUENCERS & EXPERTS

## to Learn From for Instagram Profile Optimisation

A well-optimised Instagram profile isn't just about aesthetics - it's a strategic tool that grabs attention, builds trust, and drives sales.

One of the best ways to master profile optimisation is by analysing successful examples.

Here's a list of influencers and experts who excel at profile design, bio optimisation, content creation, and visuals.

# PERSONAL BRANDS & BUSINESS EXPERTS



## Alex Hormozi — @hormozi

- Clear positioning as a business and sales expert.
- Minimalist yet memorable visuals.
- Powerful headlines and high-value content.



### **Tai Lopez — @tailopeez**

- "Luxury lifestyle" branding to attract attention.
- Smart content monetisation.
- Bold calls to action in his posts.



### **Grant Cardone — @grantcardone**

- Bold personal branding as a successful entrepreneur.
- Builds authority through expert content.
- Strong balance between business and personal life.



### **Thomas Kralow — @thomaskralow**

- Mixes expertise with lifestyle content.
- Engaging storytelling in captions.
- High-quality Reels and Stories.



### **Leila Hormozi — @leilahormozi**

- Female business branding with strong visuals.
- Clear and structured content delivery.
- Great example of an expert Instagram profile.



## **Mikhail Gribov — @instacoachmike**

- Instagram growth and marketing expert.
- Breaks down profile optimisation strategies.
- Creates educational carousels and Reels.

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# **FACELESS AVATARS:**

Globant ▶

## **Globant — @globant**

- Stylish, tech-driven content.
- High-quality presentation of business and technology insights.
- Great profile example for corporate branding.

INSIDER  
**Tech**

## **Insider Tech — @insidertech**

- Visually engaging tech content.
- Profile optimised for educational value.
- Excellent use of Reels and Stories for information delivery.