

The image features two sets of interlocking gears. One set is in the top right corner, with a small red gear meshing with a larger light pink gear. Another set is in the bottom left corner, also with a small red gear meshing with a larger light pink gear. The main text is centered in the middle of the page.

Create Captivating Captions For Instagram

*25 Instagram Caption Starter Templates
for your business*

While tips on how to create an engaging Instagram post are awesome, it's always handy to have some templates to work from.

Here we've compiled 25 engaging Instagram captions starters for all different purposes, that can be personalised for your business.

A collection of Instagram caption starters by category:

1. Ask your followers a question:

Asking your followers questions creates great post engagement and provides an opportunity to get them sharing their thoughts and ideas on a topic of your choice. Asking questions is also a great tool to help you source new content ideas for future posts!

- What do you struggle with most when it comes to your (business concern)?
- What do you think about (some recent news event in your industry)?
- If you could partner with anyone (in your field), who would it be?

2. Promote your products & services:

Showcasing the products and services you offer is likely one of the key reasons your business has an Instagram account. Providing details on your current collection of products, introducing new products and upcoming product launches is a great way of keeping your followers up to date with what you offer. It's also a vital opportunity to get your followers buying or signing up! Remember to always provide a clear CTA so that followers are easily able to purchase or get in touch with you.

- The perfect companion to your (x), the (product) is...
- You asked and we listened! We're excited to announce the launch of... tap photo to shop.
- We have something exciting in the works.... Watch this space and keep an eye out for an upcoming announcement.
- Which do you prefer? Are you more of a (this product) or (that product) comment below and let us know...?

3. Go behind the scenes:

Going behind the scenes of your business is key to showing off your brand's personality. Let your followers in on what your values are, who is in your team and what you get up to behind closed doors.

- An open letter from us to you...
- We've got a new face in the office! Introducing our brand new team member...
- Something that our business holds dear to us is our...
- Meet our resident office...

4. Share valuable information:

Establish yourselves as a thought leader in your industry by sharing useful information and tips specific to what you do. You are the most knowledgeable about what you do, so make sure to share some of that information with the people who follow you to create brand loyalty.

- Here are our five top tips for...
- Save this post for when you need x...
- A common question we're often asked is...
- Do you have a question about...? We know a thing or two about...

5. Q&A with industry experts:

People love to hear from people who are doing great things! Sharing insights from industry leaders is a great opportunity to align your brand with people who are doing positive things. It's also a good chance to build relationships and show a bit of brand personality.

- Introducing... the woman behind (x company) and someone we're super excited to speak with...
- Q&A time! Meet...

6. User generated content:

One of the best ways to engage your followers is by showing them some love, sharing their content via your Instagram account! It's also a great way to source fresh imagery, and reach new people by encouraging your followers to tag you or use your company hashtag. Putting a call-out to your followers to share content with you is easy, just make sure you seek the right approvals to use the content.

- We want to see your (product) photos. Share your photos with us using our #hashtag...
- We love seeing what you're up to! Tag us in your photos when you're out and about this winter...
- Share your photos with (@business) and be in with a chance to WIN!

And, on the flipside - when it comes to sharing the user generated content you've sourced...

- @follower having the best time in their (x product)!

7. Competitions:

Running competitions on your Instagram page is a fun way of building relationships with your followers. It also provides a great way of gaining new followers, requesting content such as new imagery, or asking for feedback. It's hardly surprising that competition posts on Instagram often receive the most engagement - everyone loves a freebee!

- It's competition time! To celebrate (x event/product launch) we're giving away (product/service). To enter simply comment below with who you would like to take along/give this to and you're in the draw...
- Be in with a chance to WIN! All you need to do is participate in our (competition). Check out details in our bio...

8. Events:

If you have an event coming up, or an event your business is excited about attending, then Instagram is a great way to promote it.

- We'll be in (x town) for (x event) on (x date). Make you stop in and say hello/register your interest. Find out more by clicking on the link in bio.
- Don't miss out! Register now for (x event) at (x venue) on (x date & time) Click here/link in bio to register.