



It's Only Business

Instagram Marketing

**Level 3 Media - March
23rd 2022**

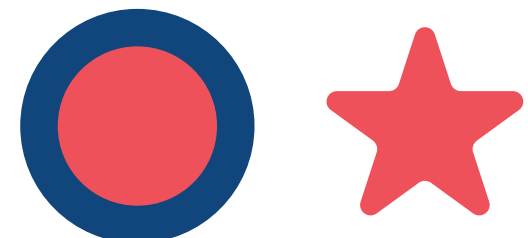


Aims and Objectives



- To understand the business side of Instagram
- To analyse popular brands and content creators
- To discuss popular trends at the moment





MentiMeter

Go to mentimeter and enter the
number code
Answer the questions but serious
answers only please!
Let's discuss the answers
together!



What is Instagram?

Since its creation, it has grown into the ultimate platform for sharing photos.

Over 1.16 billion monthly users are active on the site. Daily users spend about 8 minutes on the app and 500 million use Stories daily.

Our plan

For the upcoming assignment, you will be using social media as a marketing tool.

You need to post the right content to stay relevant to followers while also bringing in new ones.

But it can be hard to know what posts work best for growing your audience.

What's your insta?



Some handy tips...



Please make notes on these, they will really help you in your upcoming assignment



Business in the front

There are some clear benefits to having a business profile.

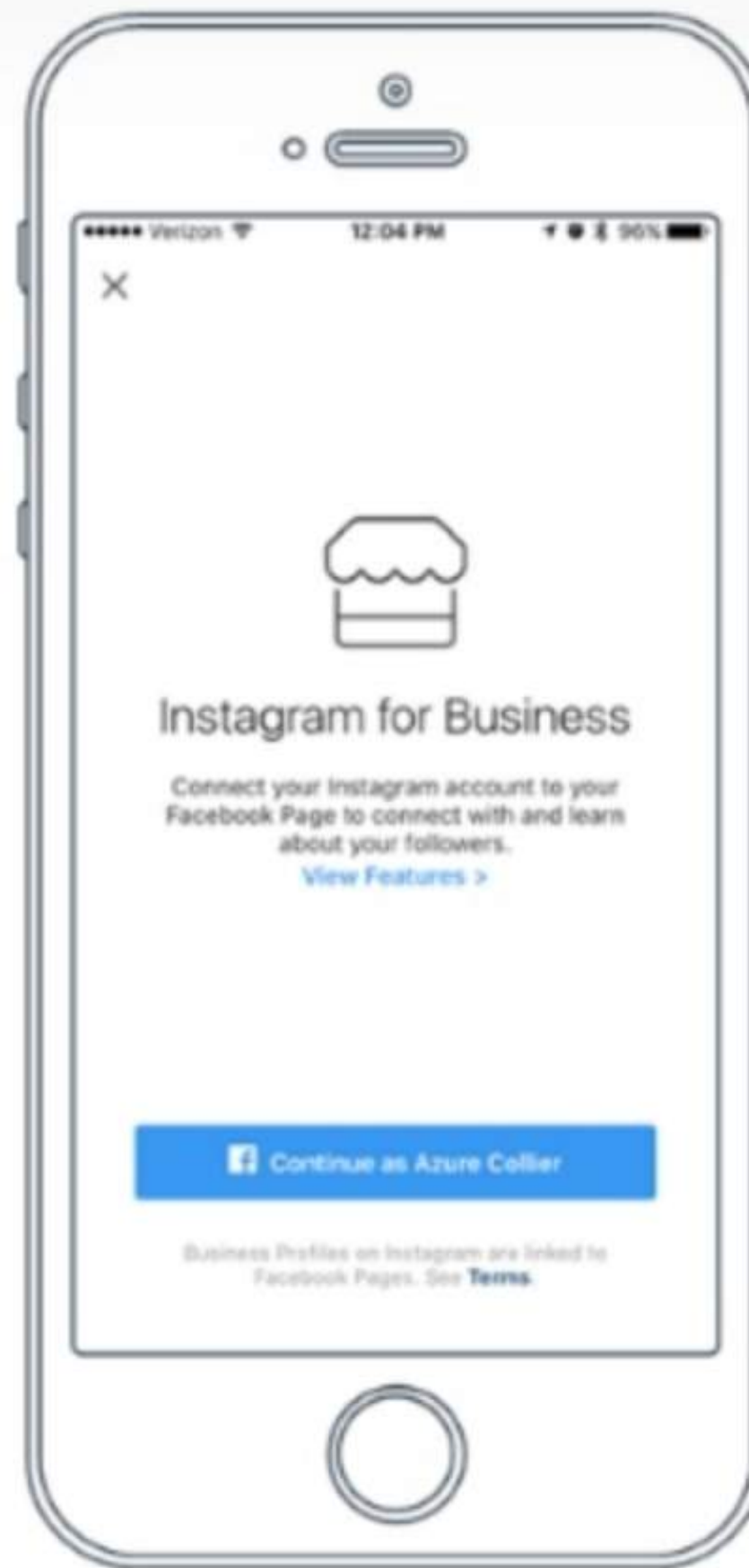
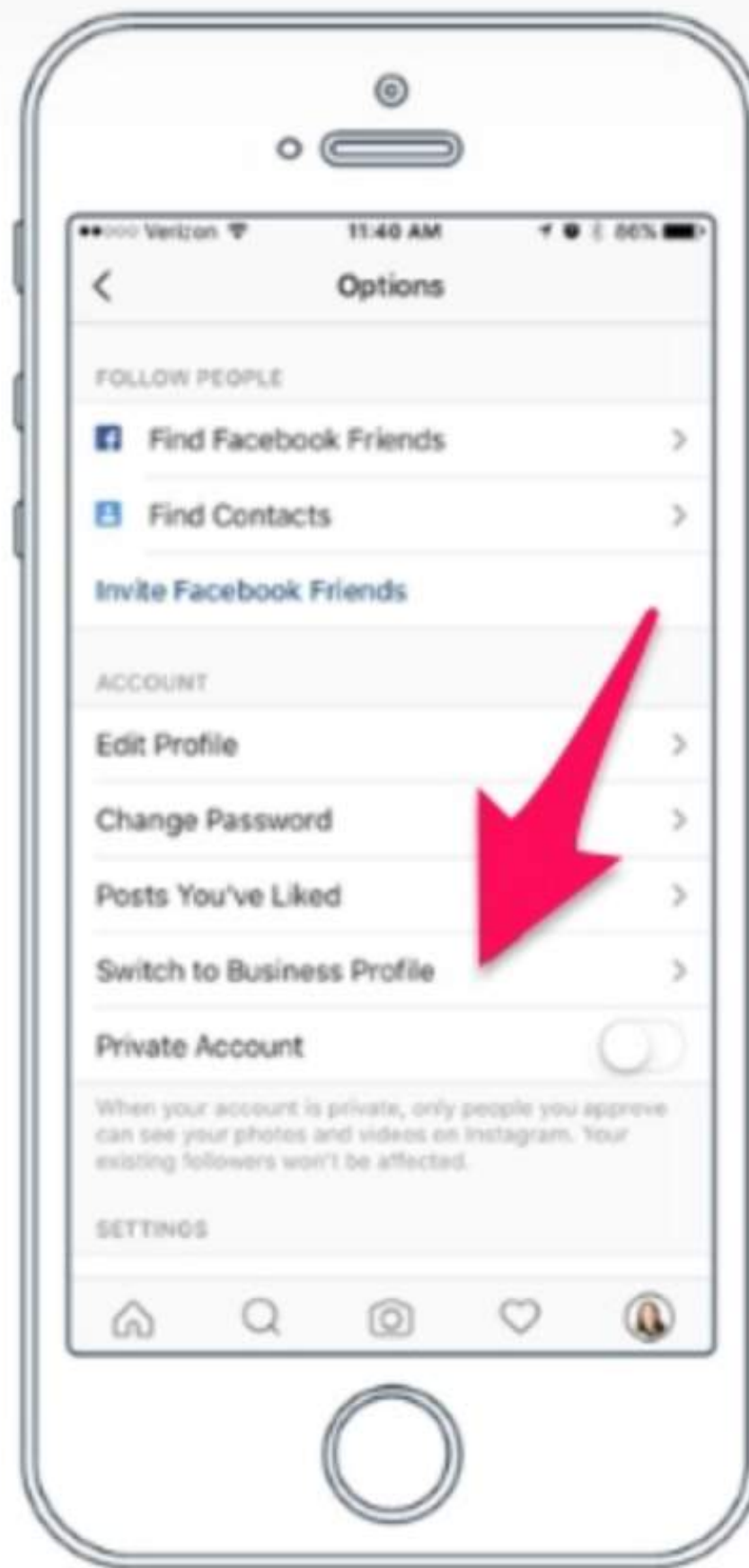
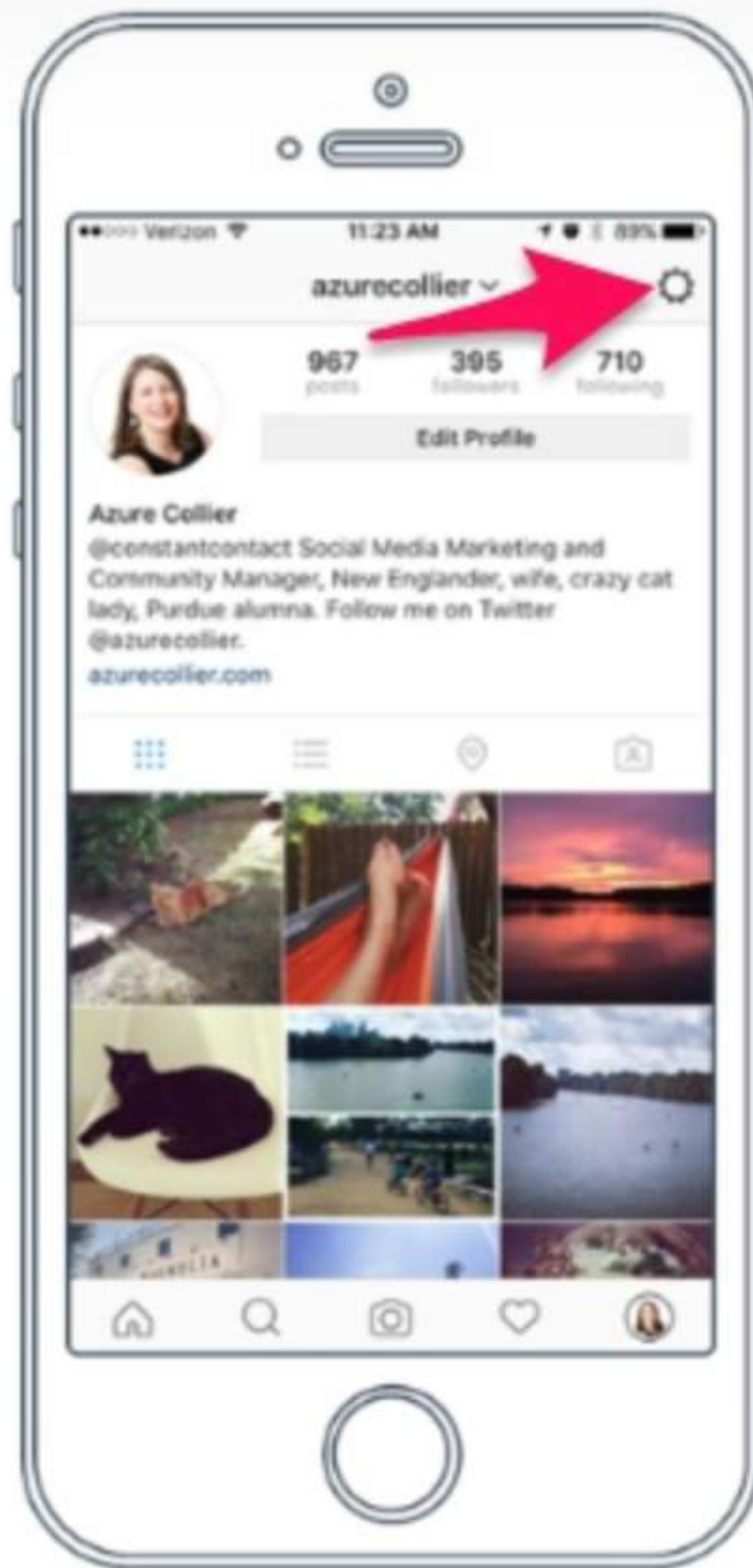
For example, followers can click on your contact button to get in touch with you right from your Instagram page just like they would from your website.

A business profile allows you to create and publish Instagram ads without needing to use Facebook's advertising tools.

You can also access Instagram analytics tools, called Insights, that provide stats about the impressions and reach of your posts.

Business Insta





Just head to your settings and click on "Switch to Business Profile" to get started.



I know the pieces fit!

Through Insights, you can view statistics like impressions, engagement data, and more.

You can even get a breakdown of the demographics of your followers, including information on their age, gender, location, and most active hours.

Insights aren't just generalized, either. You can get specific insights on posts for the week that show you how many impressions you earned for that time period and what your top posts were.

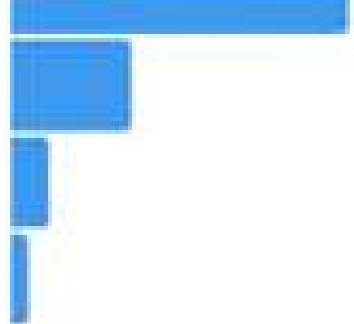
The more that you know about how users are interacting with your posts, the better you can adjust your content to boost engagement.

You're a tool!

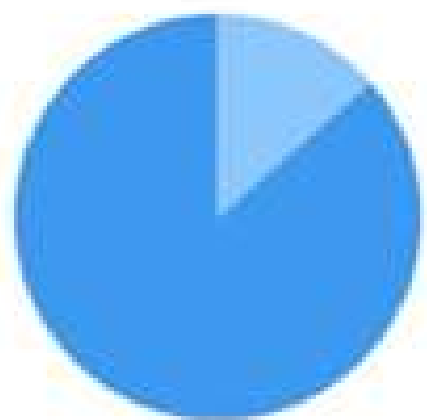


18,467 followers

45-54
55-64
65+



GENDER



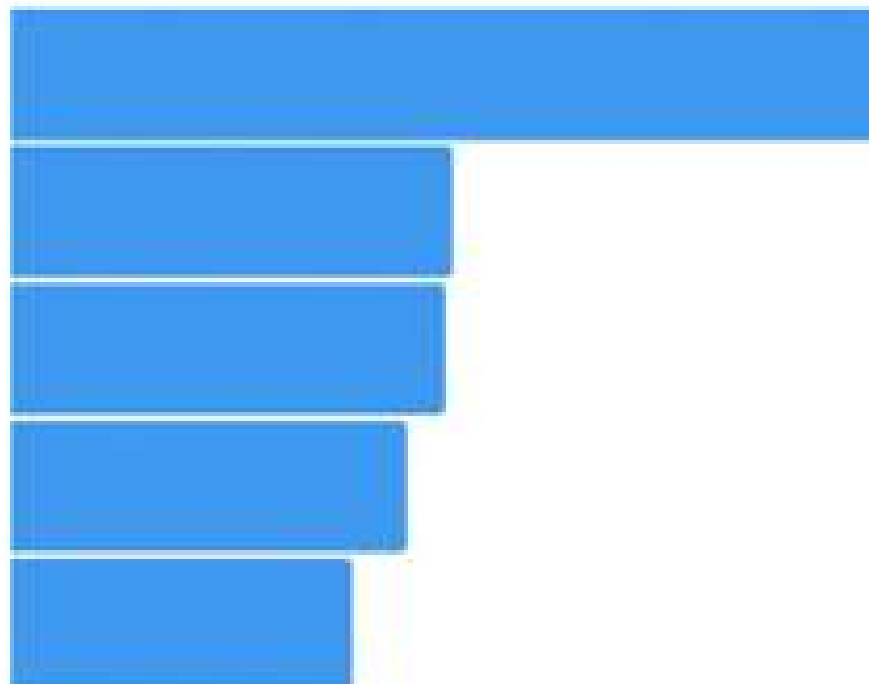
87%
Women

13%
Men

TOP LOCATIONS

Cities Countries

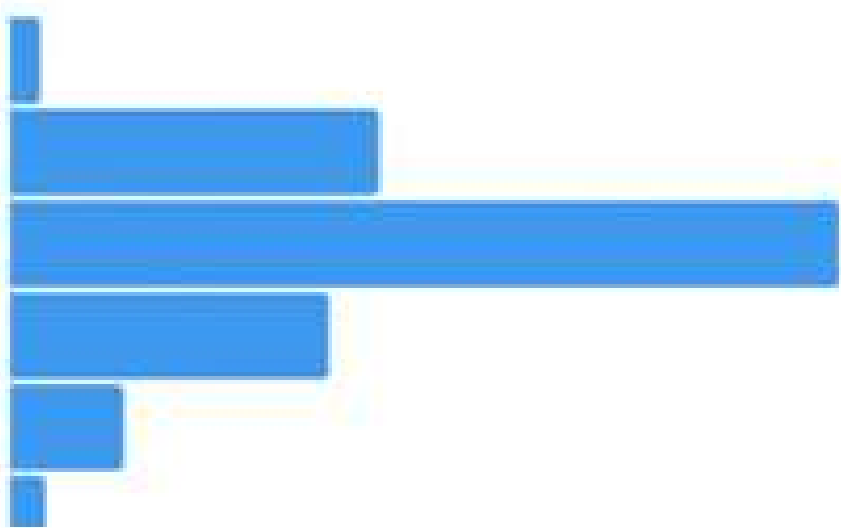
New York
Washington
Houston
Chicago
Dallas



AGE RANGE

All Men Women

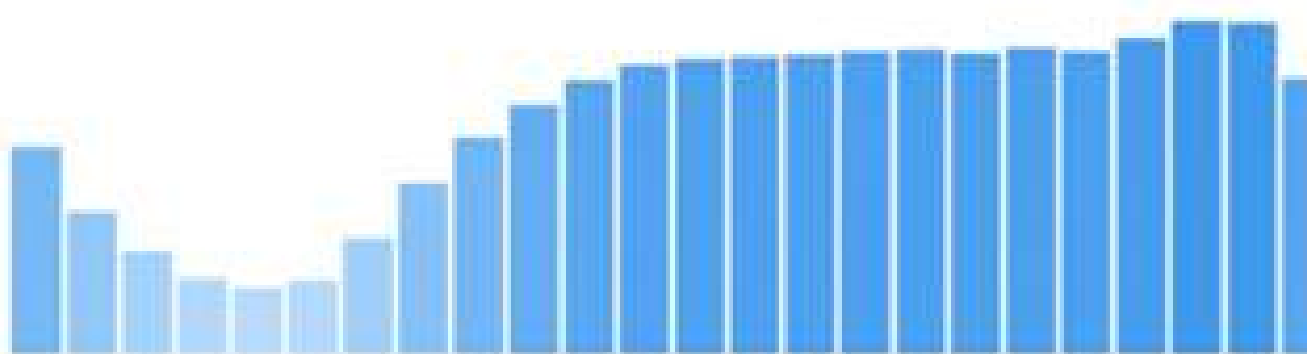
13-17
18-24
25-34
35-44
45-54
55-64



FOLLOWERS

Hours Days

12a 3a 6a 9a 12p 3p 6p 9p



You can see a detailed breakdown of all your statistics on your Insights
Click on the image to find out how!





Such a tease

Instagram is a great place to advertise your products or promote your services (remember you are media students, self promotion is key).

Product teaser posts are a simple way to talk about your product and increase excitement without looking like you're trying too hard.

When you tease people about products they are interested in, and you don't push them into buying anything, they'll be more likely actually buy something.

If not, they'll at least engage with your post by liking it, commenting on it, or sharing it with a friend.

Tease it!





starbucks • Follow

starbucks Strap it to the car, let's go.
🌲🚗
#ChristmasTreeFrappuccino available
now through Monday, 12/11! (US &
Canada)

Load more comments

bfrts @mdejesus_12 vc me mostra isso
agora perto do CARNAVAL

mdejesus_12 @bfrts ahhhhh tá ligado
né

downwithstraws @starbucks Santa
doesn't like straws you know....

gio.pasquazi @alice_cocchia ricordi

mariel.17 @fer_mtzu vamos por uno ❤️

fer_mtzu @mariel.17 si♥

eu.hellena Does Starbucks only work
on hot drinks or do you also have cold
drinks?



632,285 likes

DECEMBER 7, 2017

Add a comment...



Here is an example from Starbucks, as you can see. it is promoting an upcoming product, without bashing you over the head with it. Promo teases can also lead do very successful sponsored ads



I'm just looking for a **SPRITE** sponsorship

Instagram ads have become commonplace on the platform.

You can control exactly how much you want to spend on them by setting an ad budget.

You can showcase just one sponsored ad, a video or multiple ads with the carousel feature.

This gives brands the ability to target their audience in a whole new way. Before sponsored posts, only users following your account could see your updates and photos.

For sponsored ads, use content that is engaging while also appealing to the target demographic you want to put the ad in front of.

#AD





TheLegend27

For sponsored ads, use content that is engaging while also appealing to the target demographic you want to put the ad in front of.

You can turn existing posts into sponsored ads, too, so keep an eye on your top posts.

You can push these high-performing posts out later to potential customers in the form of sponsored ads.

Run multiple posts to different audiences simultaneously for even more engagement. Keep in mind that there are many different forms of sponsored ads that you can post, such as:

Express VPN



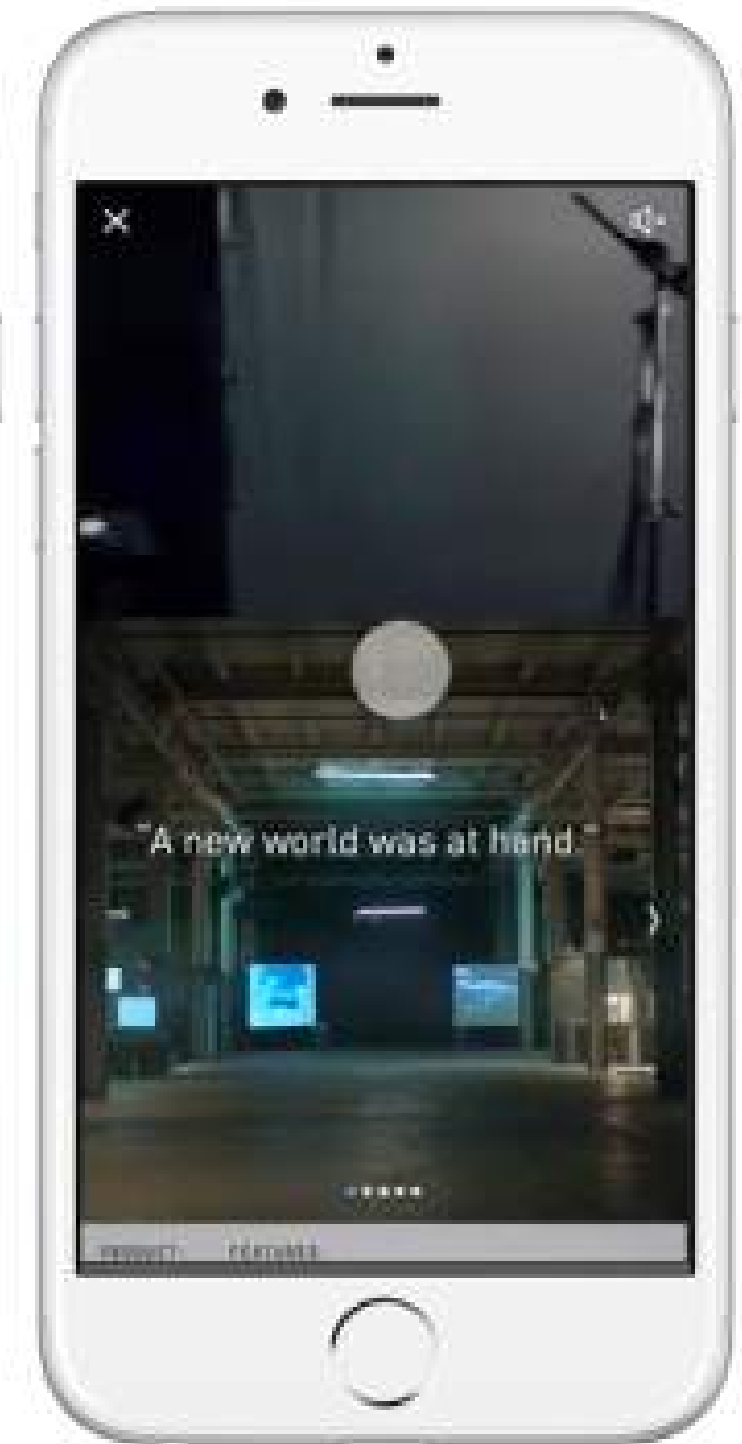
PHOTO

VIDEO

CAROUSEL/
DYNAMIC ADS

STORIES

STORIES CANVAS



**Example of some of the ads you can use in your upcoming assignment:
Photo post, video post, carousel/dynamic ad, story, story canvas**



What's the Story Morning Glory

Instagram stories differ from regular Instagram posts because they come in a 'slideshow' format.

The benefits of Instagram Stories for brands are truly endless. For starters, Stories are displayed at the top of follower timelines where users already look daily.

Brands can use stories to capture behind-the-scenes insider posts that may not be as 'high-quality' as regular posts.

And you don't have to worry as much about posting content that aligns with the 'aesthetic' of your brand or your Instagram page when it comes to Stories.

Let me tell you a story





What's the story in Balamory?

Instagram also makes it easy to experiment with different types of content in the Stories feature, like photos, short video, rewind video, live video, or Boomerangs. You can use tools like Canva and InVideo to create amazing images and videos for your stories, so please do this!

You can tag other accounts in Stories, which is great if you're collaborating with another brand or influencer. You can promote each others work, which would be nice!

The amount of posts that you can add to Stories at any given time is unlimited, and the feature is available to all businesses globally.

Cool Story, bro





#likeforlike

Customers can then use the tag to post user-generated content. This allows users to search through all posts relating to your brand.

It also lets you easily search through images that you might want to consider re-posting on your own page.

Creating a hashtag that your brand (and other users) can search for is essentially free advertising.

Every time someone posts a photo using the tag, they're exposing your company to their followers.

#DEEP

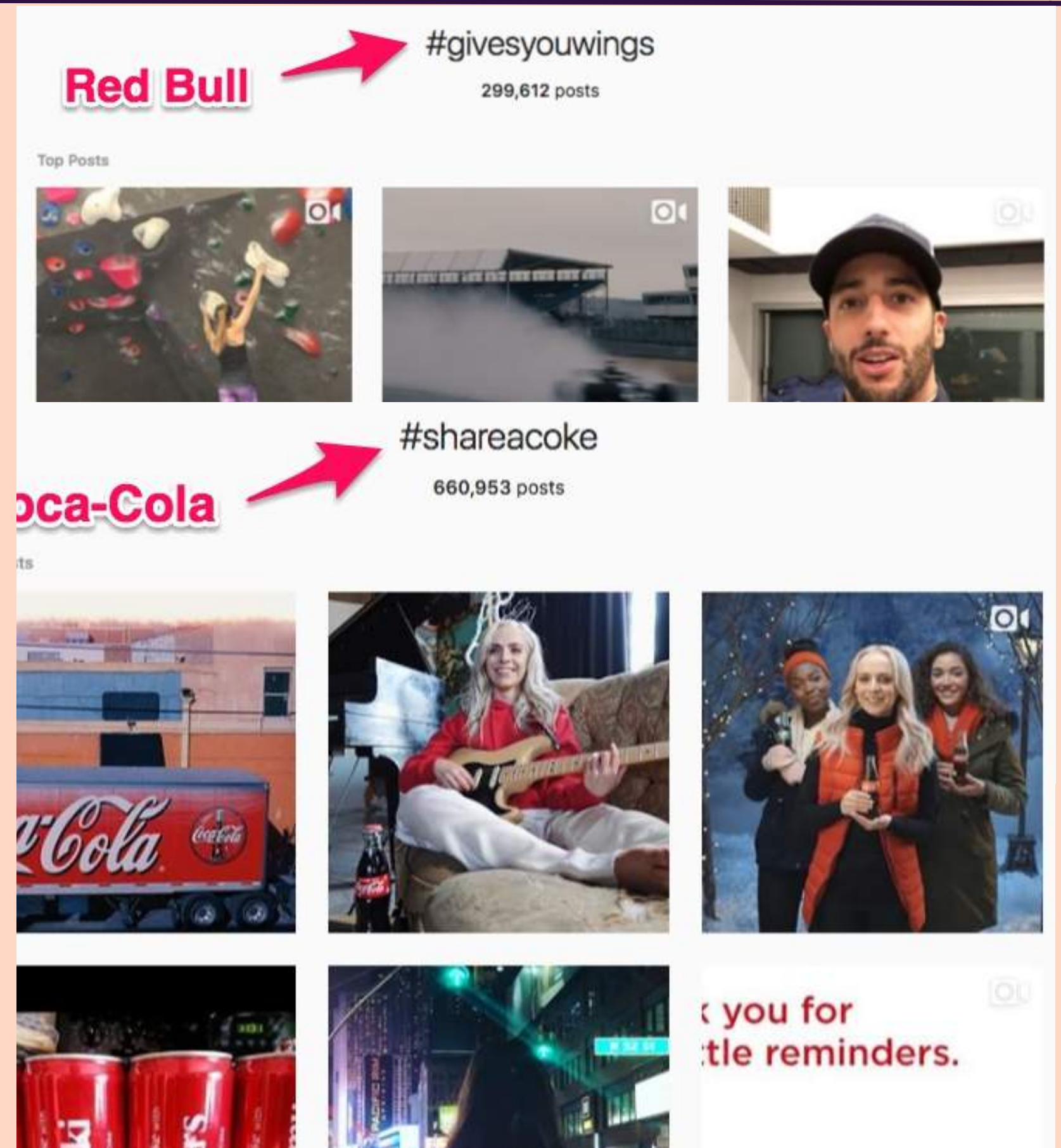




#ifyouarejustice

If you already have a popular brand slogan or phrase, consider making that your branded hashtag. Coca-Cola successfully accomplished this with their hashtag, #ShareACoke.

Red Bull has racked up over 299,612 posts featuring their tag, #itgivesyouwings





Its 5pm somewhere

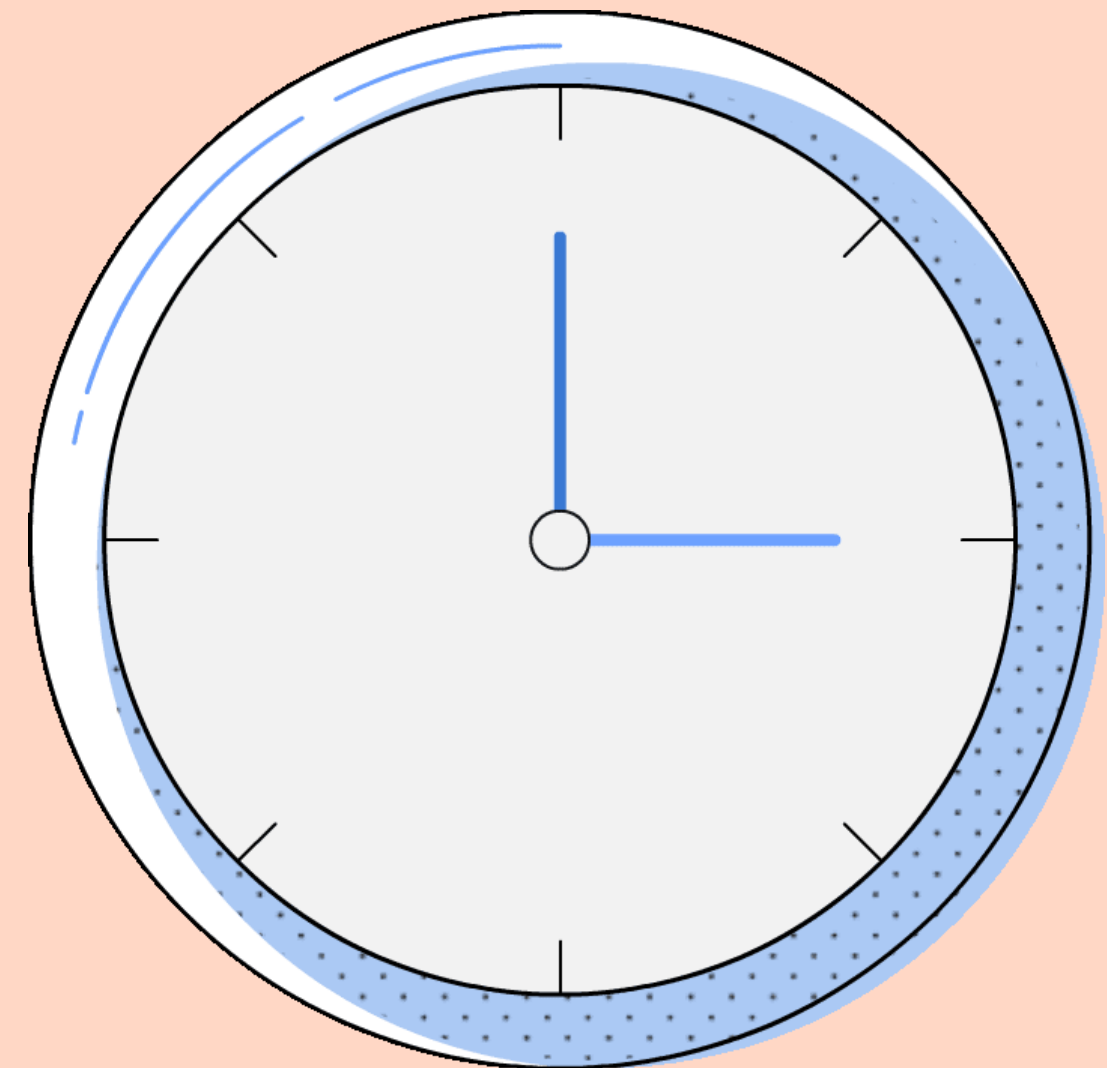
Over-posting on Instagram is a surefire way to turn off your existing followers.

If all they see is your brand on their news feed, they're probably going to unfollow you as fast as possible.

But you want to post on a consistent basis so that you stay in their news feed regularly. One of the best ways to do this is to only post during peak days and hours when your followers are online.

According to research from CoSchedule, the best times of day to post are between 8:00 AM and 9:00 AM

Father Time





Rock out with your clock out

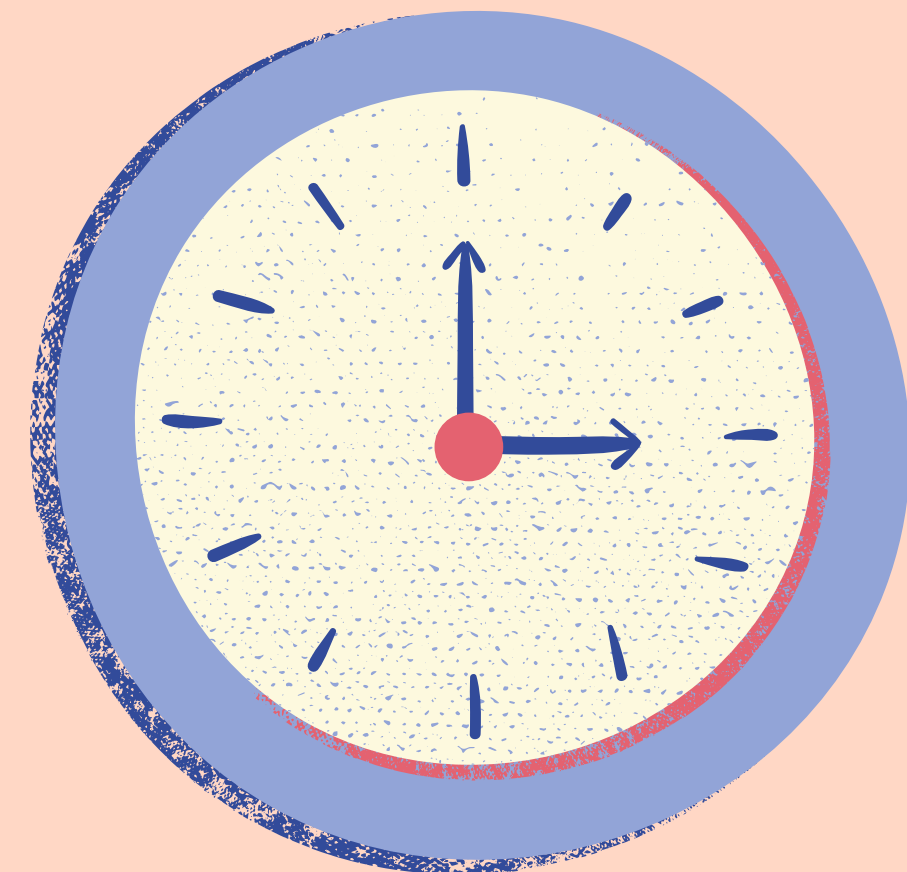
The hour between 8:00 and 9:00 AM correlates with the time of day when people are getting ready for work or commuting to their jobs (and checking social media for the day).

You can find when your followers are most active in Instagram Insights, so your best days and times to post might be a bit different depending on your specific audience.

After you've made these changes, track your metrics to keep an eye on areas where you can improve.

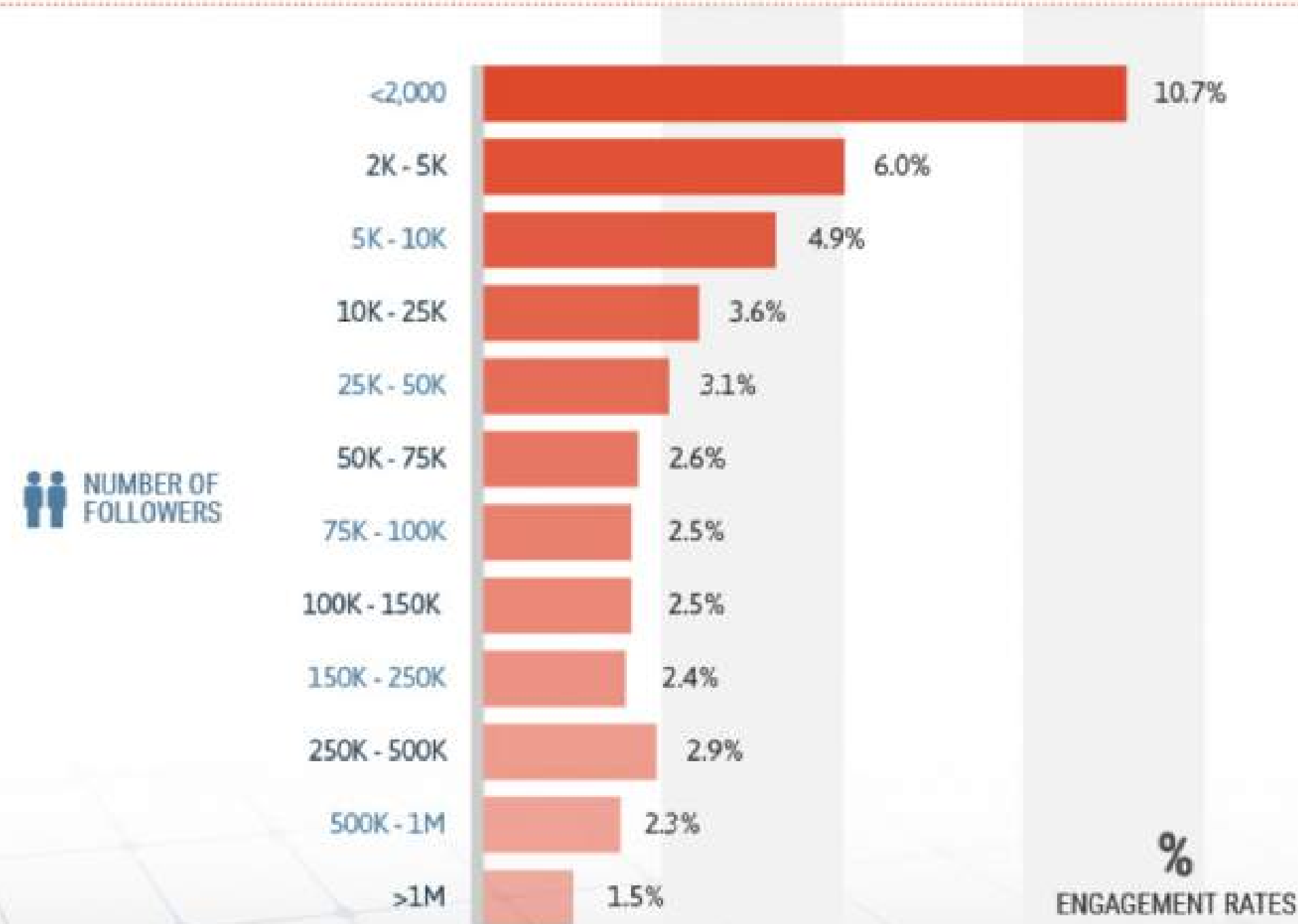
Schedule your posts to go live during these days and times with apps designed for this!

Let's do the time warp again



INSTAGRAM INFLUENCER AVERAGE ENGAGEMENT RATES BY FOLLOWERS

Influencers with smaller followings have higher engagement rates.



A recent survey has found that smaller instagram profiles have a higher average engagement rate on their posts and stories.

Why do you think this is?
What could be a good way to drive engagement to your profile?

Let's gooooo

On Instagram, find a person/influencer/company/brand to analyse

Using their insta, make notes on the following:

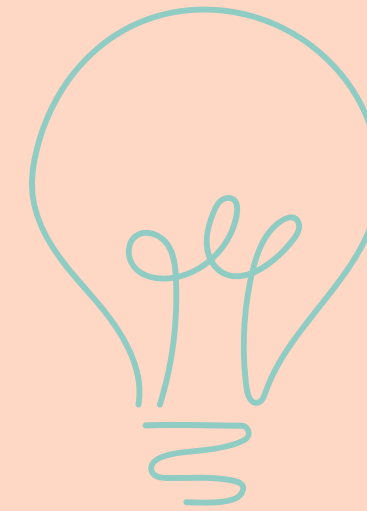
- Hashtags used and why
- Do they have a certain aesthetic or look, if so why?
- Do they collaborate with other brands or people?
- Do they use: stories, reels, highlights etc...? If so, what kind of thing do they do?
- Number of followers vs number of likes and comments (how much engagement does each post get)
- What do they do to engage/interact with their followers?

Today's Task



Bonus Task

Make notes from today's slides on things such as...



Question 1

Outline 3 tips from today's slides for your branded insta

Question 2

How could you implement these tips into your upcoming work?

