



INSTAGRAM

BY

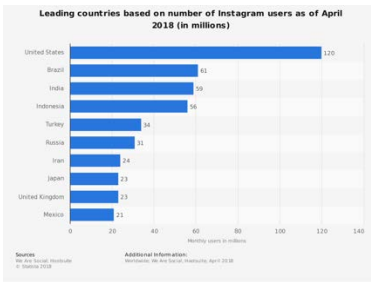
BRYCE NOLOP

Instagram

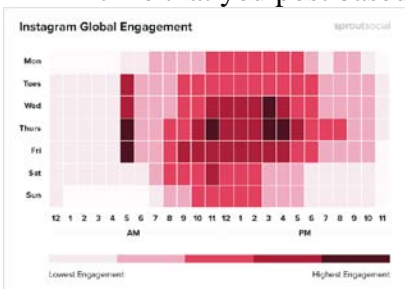
- **What is Instagram and how is it useful for your businesses**
 - Instagram is a social networking app made for sharing photos and short videos. Everyone who creates an Instagram account has a profile and a news feed. Content that you post on your Instagram profile will show up in your follower's news feed. Your followers are able to comment and connect with you in the comments section under each post. In addition to posting photos and videos to your profile, you are now able to post short 15 second videos to your Instagram story that will disappear in 24 hours. Instagram also gives you the ability to go live with your followers and allows you to bring the with you in real time. Furthermore, Instagram offers a direct messaging system which allows your followers to send you private messages and provides you the chance to respond back to them. Instagram is a great marketing tool for all types businesses to use. Instagram provides businesses with a great way to connect and engage with customers. Businesses are able to post eye-catching pictures and videos to their profile to draw new potential customers to their business. Features such as Instagram stories and Instagram live are a great way to make your business relatable to your customers. Businesses are also able to target potential customers through Instagram ads. Instagram ads is a great way for businesses to promote their posts to get them seen by a larger audience. You are also able to track your ads effectiveness through Instagram analytics. With more than 1 billion users businesses have a great opportunity to grow and connect with new people



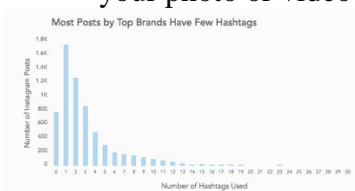
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- **Instagram user segments**
 - Instagram is a very diverse platform with a variety of different users. 70% of all Instagram users are under the age of 35. However, it's not just the younger age groups using Instagram. The age group 50-64 makes up about 21% of the platform's users. 10% of Instagram users are 65+ as well. In addition, more women than men are using Instagram. The split among active Instagram users is closer with females at 50.3% and male at 49.7%. Furthermore, The United States has the most active Instagram users with over 120 million. India comes in second with 67 million with Brazil coming in third with 63 million active users. In addition, people of all different income levels use Instagram. Whether your business is a budget brand or a luxury brand, there is an audience on Instagram.



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- **Best day of week and time of day to post**
 - In general, the best time to post on Instagram is Thursday at 5am, 11am, and 3-4pm. Wednesday at 3pm and Friday at 5am are also among the best times to post. Posting Tuesday – Friday from 9am – 6pm is always a safe bet for good engagement. Once you start posting content on your business page Instagram analytics will help tremendously. Instagram analytics offer specific details on when people are engaging with your content. This tool helps you to optimize the time that you post based on previous engagement on your other posts.



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- **How frequently are users on Instagram?**
 - Users under the age of 25 spend the most time per day on Instagram at more than 32 minutes per day on. Those over the age of 25 spend a lot of time on Instagram as well at over 24 minutes per day. People are on Instagram a lot throughout their day giving business a great chance to have their content be seen.
- **Best content formats to post on Instagram**
 - Instagram allows you to post photos and videos to your profile as well as short 15 second stories that last for 24 hours. There is no black and white guide as to what is the best content to post. Most of the top accounts and top business accounts recommend you use a mixture of all 3. Posting a comment with a hashtag under your photo or video will also help to boost its effectiveness.



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- **How can users interact with businesses on the Instagram?**
 - Instagram allows users to interact with businesses in many ways. One of the many ways is through the comment section. When a business makes a post on Instagram users are able to make comments and tag their friends below the picture. Users are also able to leave a like on a business's post by either clicking the like button or

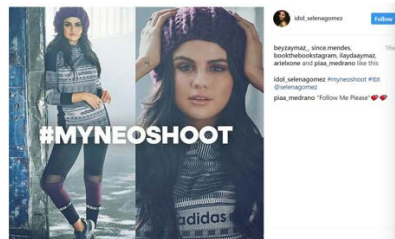
double tapping the picture. Likes are a great way for business to gauge how effective their posts are and allows the customers to share their opinion. Another way that users can interact with a business is by joining the businesses live stream. Within the live stream users are able to connect with the business in real time and leave comments on the live feed. In addition, a business can create a hashtag for their brand or product and share that with their followers. When the followers make a post or leave a comment they can leave that hashtag to connect with the business. Through Instagram users are offered a direct contact to a business through the Direct messaging system. This system allows users to send you private messages and provides you the chance to respond back to them. Instagram provides users a fun and easy way to connect with businesses.



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- **Examples of how businesses are using Instagram**

- Example #1 Adidas Neo

- This is a great example of how Adidas used Instagram, and more specifically a hashtag, to their advantage. With this hashtag campaign Adidas got their audience engaged through the use of a hashtag. Adidas asked their followers to create an Adidas inspired post and use the hashtag #MyNeoShoot. The people who posted the best pictures won the contest and were invited out to model in a professional photo shoot for Adidas.



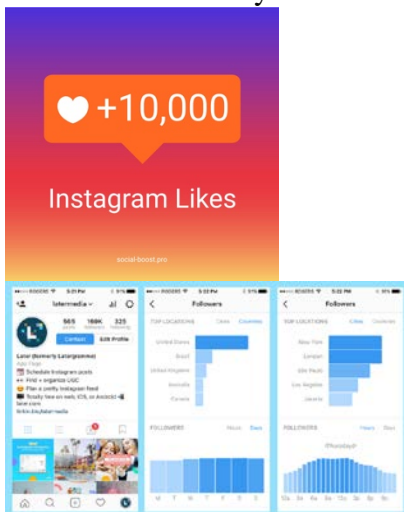
- Example #2 Chanel

- This is a great example of how Chanel used influencers to market for them. Chanel invited some of the top fashion and beauty bloggers to give them a tour of their facilities. Once they took them there they encouraged them to make a post on their Instagram and use their hashtag #newchanel5. By doing this they were able to utilize the bloggers existing platforms to market to their follower.



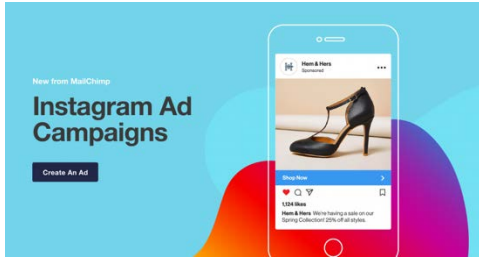
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- How can a business tell if they are successful on Instagram?

- There are many ways for businesses to measure their success level on Instagram. The biggest tool for businesses to use is Instagram analytics. This tool provides businesses with valuable information on how well specific posts are doing, new follower counts, and basic demographic information. Instagram analytics provides Businesses with the details of how may likes a post gets and how any leads it generates. You can compare this information to previous posts to judge the effectiveness of the content your business is posting. Analytics also provides you with the complete breakdown of your follower count. You can compare month to month to see how well your profile is growing. Instagram also provides businesses with a brief demographic break down which can tell you a little bit more about your followers and help you to tailor your content towards them.



- How can a business advertise on Instagram?

- Businesses are able to target potential customers through Instagram ads. Instagram ads is a great way for businesses to promote their posts to get them seen by a larger audience. You are also able to track your ads effectiveness through Instagram analytics. According to Instagram, “60% of people say they discover new products on the platform, and 75% say they take action”. With over 1 Billion users, Instagram is a great platform for businesses to advertise on.



- Trends on Instagram

- The top Instagram trends of 2018 include retro/vintage pictures and Instagram stories. Instagram users are turning back the time and getting inspired with old-school themes. Vintage templates, retro filters, lens flairs, and 1988 timestamps are all very popular among trending posts. Instagram stories are also trending right now with them still being semi new additions to the app. Stories are also trending due to recent updates allowing users to use emoji slider polls and tap to edit filters.



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PINTEREST



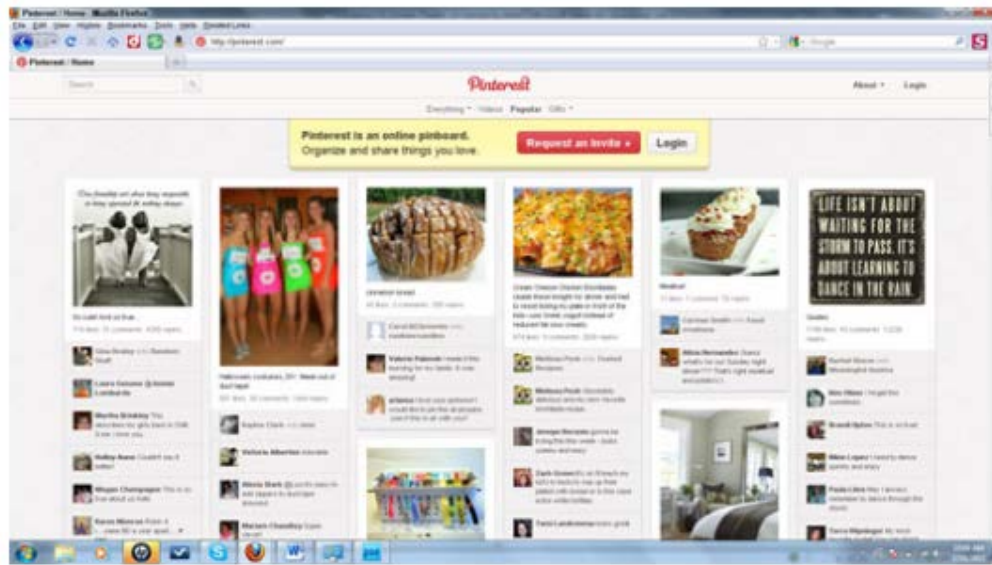
BY

LEILA HOLEN

Introduction

What is Pinterest?

- Launched in March of 2010
- Free website but you must register to use
- Users may upload, save, sort and manage images (pins) and other content through collections (pinboards)
- Share on Pinterest, it is a pin
- Share someone else's pin, it is a repin
- Group pins together by topic and it is a board or pinboards



The Pinterest home page.

- A business may use Pinterest to reach a target audience
 - What is the business objective?
 - What will the business achieve by using Pinterest?
 - Create your boards to share products/services by pinning
 - Content core informs your audience of what you care about and your brand's specialty
 - Companies that currently use Pinterest:
 - Better Homes and Gardens
 - Scholastic
 - Michaels
 - Whole Foods
 - And many other nationally known companies.

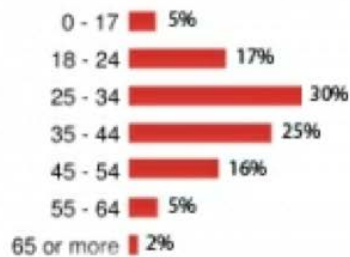
Who Is Using Pinterest?

- 81% of users are Female and 7% are Men
- 40 is the average age (majority are under 40)
- 30% share of all US social media use
- 50% of Pinterest users are from the US
- 1 of 2 Millennials use Pinterest daily
- Shoppers, savers and planners are the most dedicated users of Pinterest

Pinterest Demographic Data

(According to ComScore)

Age



- 30% of Pinterest users are 25-34 year olds.

Gender



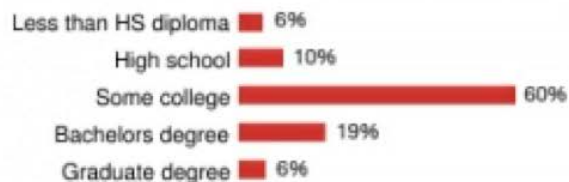
- 80% of Pinterest's users are female

Household income



- 60% of Pinterest members earned a college degree.
- Only 25% of Pinterest users have earned a bachelors degree or higher

Education

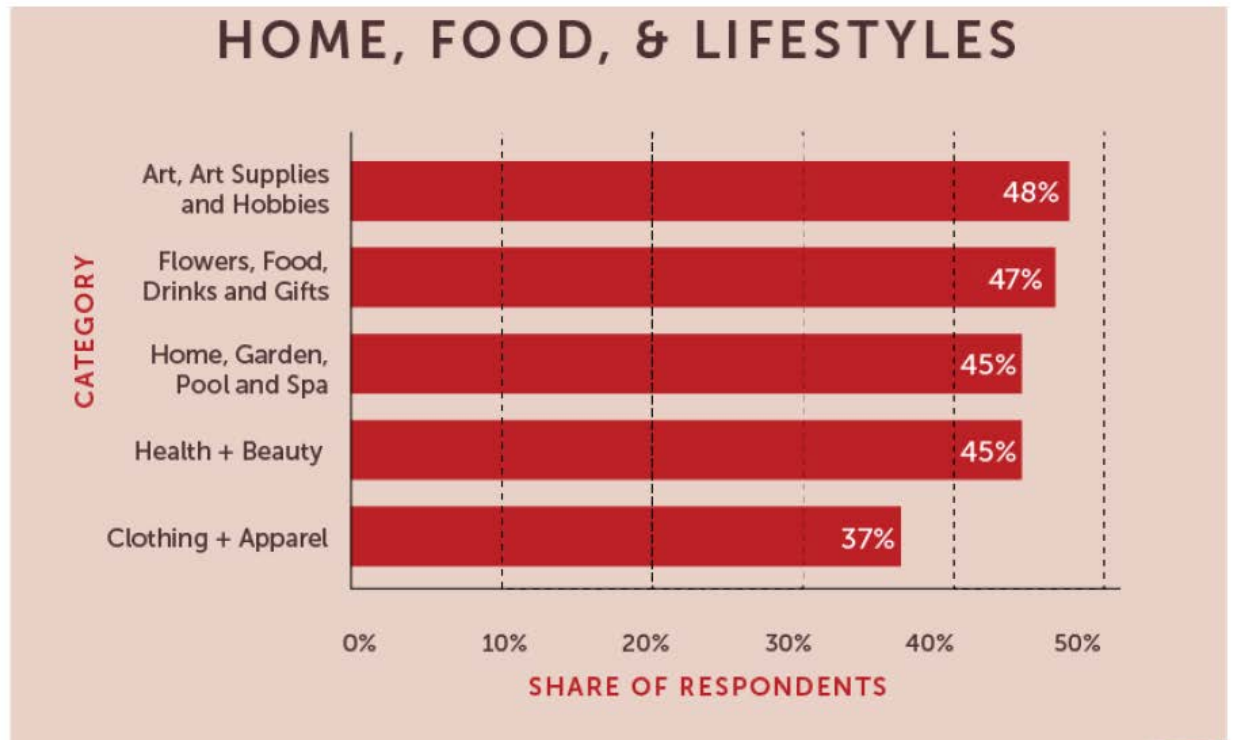


- The majority live off a household income of \$25-75K.



- Pinterest users in the US are more likely to live in mid-west than your typical social networker.

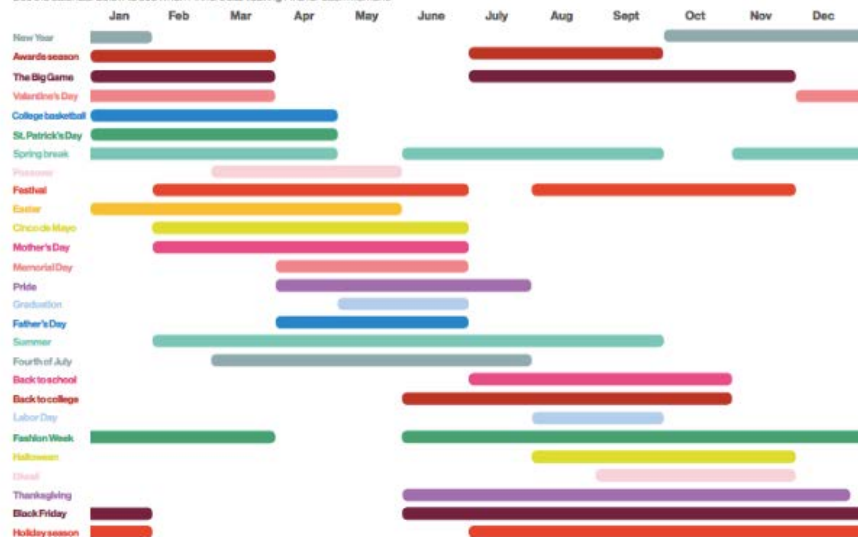
Share of Pinterest Users



- 93% of active pinners said they planned to use Pinterest to plan for purchases.
- 50% have made a purchase after seeing a promoted pin
- Almost 85% of searches happen while on a mobile device
- Almost 80% of users say it is useful to see Brand content on the site
- Users spend 29% more on retail purchases than those who do not use Pinterest

Interest spikes early on Pinterest

Use the calendar below to see when Pinners start saving Pins for each moment!



Social Media Usage Share

- If you have a message, do not post during work hours
- Include a call to action (80% of viewers will not interact otherwise)
- Best time to post is between 8-11 pm

Substantial 'reciprocity' across major social media platforms

% of ___ users who also ...

	Use Twitter	Use Instagram	Use Facebook	Use Snapchat	Use YouTube	Use WhatsApp	Use Pinterest	Use LinkedIn
Twitter	-	73%	90%	54%	95%	35%	49%	50%
Instagram	50	-	91	60	95	35	47	41
Facebook	32	47	-	35	87	27	37	33
Snapchat	48	77	89	-	95	33	44	37
YouTube	31	45	81	35	-	28	36	32
WhatsApp	38	55	85	40	92	-	33	40
Pinterest	41	56	89	41	92	25	-	42
LinkedIn	47	57	90	40	94	35	49	-

Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

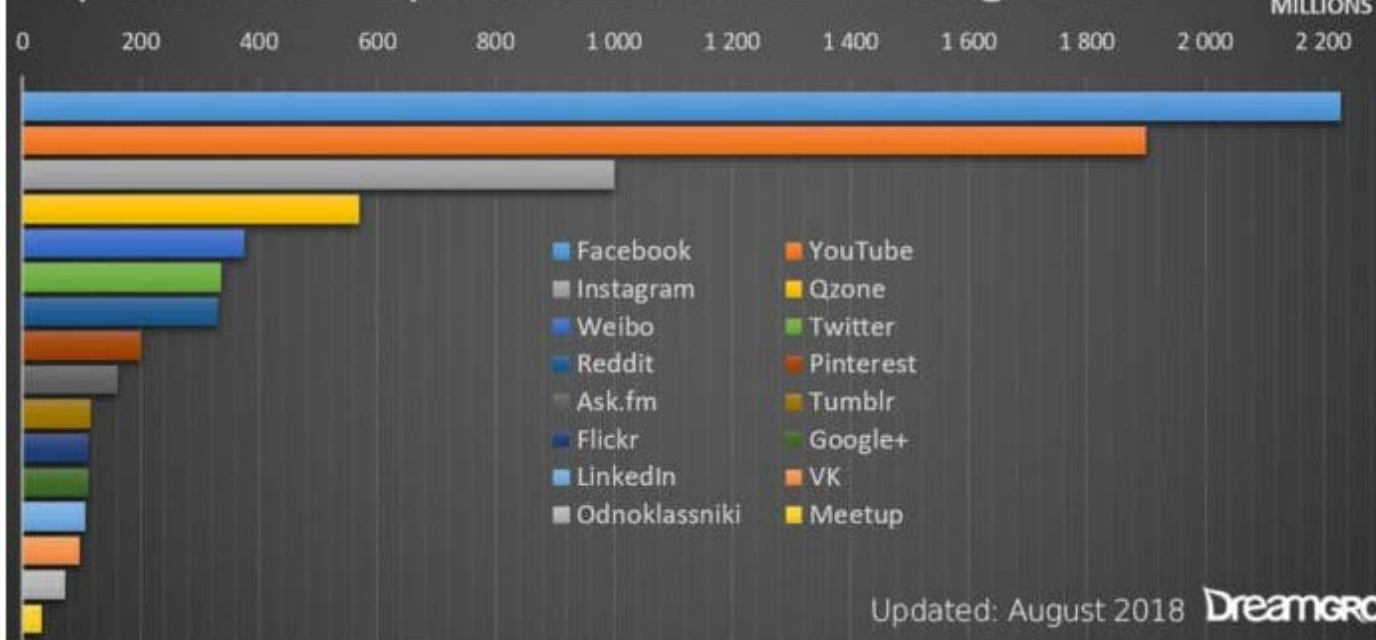
PEW RESEARCH CENTER

90% of LinkedIn users also use Facebook

- Top subjects of the day:



Top 15 Most Popular Social Networking Sites



Updated: August 2018 Dreamgrow

Businesses and Pinterest

- 175 million active users globally
- 57% Pinterest users are also on Instagram
- Favorite Topics:
 - Art, Art supplies and Hobbies (48%)
 - Flowers, food, drinks and gifts (47%)
 - Home, garden, pool and spa (45%)
 - Health + Beauty (45%)
 - Clothing + Apparel (37%)
- Pins to use:
 - Helpful
 - Beautiful
 - Actionable
- Awesome visual Pins:
 - Use prices in your images
 - Use 735 px X 1102 px for size
 - Use the Pinterest Button
 - And color matters!
- What to Write:
 - Use just over 300 characters
 - Always add a link and a price
 - Write Calls-to-Action
 - Use keywords for searching
 - Mention others
- Special Types of Pins:
 - Promoted Pins
 - Increase your traffic
 - Engagement shows increase of 2-5%
 - Buyable Pins
 - New Feature!
 - Users purchase product within Pinterest App (Shopify users)
 - Rich Pins
 - Allows you to define additional info using meta-tags
 - Five categories
 - Product
 - Recipe
 - Article
 - Movie
 - Place
 - Repins
 - Over 80% of all pins are repins
 - Grow content by collecting great content

- Is your audience on Pinterest?
 - What is your product, message and target audience?
 - How do you determine if the target audience fits the bill?
 - Is your product of interest to Pinterest users?
 - Do your business objectives match what Pinterest has to offer you?
 - Can you spread your message on Pinterest effectively?

 - How do you find the business objectives?
 - We want 65% of our audience to be the millennials.
 - How will going on Pinterest benefit my business?
 - What is the business objective?
 - Then, is this media channel going to help me achieve my goal?
 - How do I create my Pinterest boards?
 - First you need an account!
 - Add boards:
 - Topics that your audience care about
 - Content which is the value that your business provides
 - Make Content Pin-Worthy
 - Pin to most-browsed categories
 - Food & Drink
 - DIY & Crafts
 - Home Decorating
 - Home Feed
 - 100 Trend Predictions for 2018
 - Food
 - Travel
 - Home
 - Kids & Parenting
 - Women's Style
 - Men's Style
 - Health & Wellness
 - Beauty
 - Celebrations
 - Hobbies & interests
- Times to Pin
 - Saturday morning & 8-11 p.m.
 - Any day 2-4 a.m., 2-4 p.m. and 8 p.m. to 1 a.m.
 - Fridays at 3 p.m.
- How to set Marketing goals on Pinterest
 - Goals should relate back to your business objectives and contribute to success
 - Increase percentage of millennials reached to inform them of your product?

- S – Specific- set firm numbers & percentages to hit
- M – Measurable. Progress supported with data
- A – Agreed Upon. Team agrees on goals to reach.
- R – Realistic. Ambitious but attainable.
- T – Time based. You need a deadline.
- Measure your Success
 - What metrics will you measure?

Objective One	Objective Two	Objective Three	Objective Four	Objective Fiv
Progress to Goal	Progress to Goal	Progress to Goal	Progress to Goal	Progress to Goal
Progress to Goal	Progress to Goal	Progress to Goal	Progress to Goal	Progress to Goal
Progress to Goal	Progress to Goal	Progress to Goal	Progress to Goal	Progress to Goal
Progress to Goal	Progress to Goal	Progress to Goal	Progress to Goal	Progress to Goal

You can schedule your pins to the best available time for your pin.

Summary

Who uses Pinterest?

- 81% are women and 7% are men

Pinterest is not for planning weddings but more! Pinterest has a 75% increase in viewers from last year, and not just saving crafts!

- 115% - Products they love
- Style Ideas – 38%
- Art – 50 %
- DIY Projects to try – 35%

Businesses can post content about their product or services, and information will be circulated. You can schedule your content and sit back and review the results and tweak for optimal strength in the search engine search.

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