

# INSTAGRAM MARKETING

## ABSTRACT

There has been a shift toward online marketing, and an increase in the number of online shops as a result of this shift. Jumping on the social media bandwagon is crucial for increasing revenue, building a loyal customer base, and staying ahead of the competition in today's market. The IT industry is booming right now, fueling every facet of companies, from startups to multinationals. This chapter looks at the key features Instagram and benefits of Instagram marketing. Every entrepreneur must weigh the potential benefits of new technologies against the risks posed by a large customer base. Instagram is a great tool for advertising the brand of any business, no matter how big or little. Also, the low marketing costs make it especially useful for startups and other low-capital enterprises. If a firm wants to establish a loyal and active community around its business or personal content on Instagram, then an ample and active audience is crucial. It was an early attempt to meet the needs of the public by providing a comprehensive professional account on Instagram, where additional capabilities are always being added. Some of the features discussed in the chapter include hashtag, guide, image and video editing etc. All the features discussed in this article have great potential for business and marketing objectives on their own, but the best outcomes for the brand can be achieved by combining them and having them function together.

**Keywords:** Instagram, Marketing, features, companies, social media

## I. INTRODUCTION

Clients are the lifeblood of modern businesses, and marketing is a useful medium for communicating with them. The three main responsibilities of a marketer are consumer demand analysis, anticipation, and fulfillment. A successful integrated marketing strategy cannot function without effective marketing communication. Strategic marketing has emerged as a must-do for attracting customers and securing a place in the market. There has been a recent uptick in the use of digital marketing as a promotional medium. As internet access and cellphones have revolutionized how we interact, the digital age has altered the nature of marketing communication. Social media marketing is an integral part of the digital marketing mix. Companies can reach out to their target demographics using social media channels including Instagram, Twitter, LinkedIn, Pinterest, Snapchat, and YouTube (Kotler & Armstrong, 2017). Getting customers involved and turning them into profitable clients is

impossible without marketing (Kotler & Armstrong, 2017). Instagram has amassed a huge user base since it first appeared, making it a serious contender among the top social media sites. In April of this year, the social media platform boasted over 1 billion regular users. This indicates that the platform has reached a critical mass of users that no company can afford to ignore in terms of advertising. It's grown into a major social media marketing hub, frequented by numerous influential people, companies, and advertising agencies.

Instagram, is designed with businesses in mind, so all of its features may be put to use for advertising, whether paid or unpaid. These features are designed to appeal to the site's largely young user base, with the majority of users (64%) falling in the age group of 18 to 34 (Geyser, 2022). It's no surprise that Instagram has over 25 million active business profiles. Instagram is where it's at if the own a business or are trying to sell a brand, since 44% of its active users do their research and discovery on the platform. Instagram is a terrific platform for advertising firm's business, and the best part is that it won't cost the firm's a dime. With so many helpful built-in marketing elements, it's a breeze to set up. Instagram, in contrast to social media sites like Facebook and LinkedIn, is primarily used for the visual exchange of information between businesses and their clientele. Whatever the case may be, Instagram is a platform built around enticing images that users can employ as a means of expression and connection (Hida & Diwe, 2021). Every month, Instagram's active user base uploads several million photos and videos to the service. A comparable study concluded that, on the surface, Instagram can convey all that a company has to provide or express to its commercial clients. That's why so many businesses view Instagram as a crucial tool for reaching their target audience and fostering meaningful connections among their staff and customers via the sharing of common passions and expertise. Instagram's community and unique selling point are its greatest assets. Members of the site share media with one another. Plus, Instagram is quick and simple to use. According to EMarketer's projections for 2020, visual content is processed 60,000 times more quickly than text. Therefore, there is endless entertainment for Instagram users. Instagram also boasts a sizeable and actively engaged user base. With over a billion active users each month, Instagram is the second most popular social media site. A projected total of.

Instagram and other photo-sharing platforms provide businesses with a low-cost, high-quality marketing environment that is both highly focused within customers and competitively advantageous (Safko, 2012). Companies who use Instagram to provide an inside look at their business and operations are singled out by Geyser (2022). The effectiveness of photo-sharing social media as a tool

for Search Engine Optimization is growing, and so is its popularity (Chan, 2011). However, Andersson and Wikström (2017) point out how managing the brand of the company has made Instagram adoption in B2B enterprises difficult. Another report with similar themes emphasizes the use of Instagram for disseminating shared materials and then incorporates feedback from collaborators to improve the final product.

According to a study by Judd (2014) cited by Baruffaldi et al. (2017), the three most popular online channels where business-to-business companies go in search of new customers are Facebook, LinkedIn, and Instagram. That's due to the fact that such a large number of customers have expressed interest in using all three (3) of those digital tools simultaneously. For instance, Facebook paves the way for people to build personal connections by facilitating efficient information sharing and commenting (Schmidt et al., 2017). Concurrently, LinkedIn is a business platform where users can communicate with one another about professional matters (Baruffaldi et al., 2017). Finally, Instagram gives customers a personal feel by showcasing the B2B company's efforts through visuals (Tobin & Chulpaiboon, 2016). While vulnerabilities and entrenched communitarian activities are reduced, it is shown that development of advanced phases is a potential component. As reported by Esposito De Falco et al. (2017). It has been suggested that innovative platforms might motivate growth in organizations, thanks to their promising potential and financial viability (Sedera et al., 2016). Instagram's some biggest weaknesses are as follows. To begin, it is challenging to use Instagram to increase business traffic. Instagram allows users to share links, but only a certain number of characters can be used. Importantly, consumers rarely click on Instagram links. Hence, this chapter looks at the features and benefits of Instagram marketing.

## **II. LITERATURE**

### **Instagram**

According to Bergstrom and Backman (2013), Instagram was established in 2010. It's a piece of software designed for mobile devices that lets its users broadcast multimedia content to their fans (Dubovik, 2013). According to Instagram (2014), as cited in (Dennis, 2014), the app originally only allowed users to edit and share images, but it soon added the ability to share videos and send photos as direct messages to other users. Instagram is a photo-editing app for mobile devices that enables its users to take and share photos from their devices. Twitter, Facebook, Tumblr, Flickr, and Foursquare are just some of the social networks where the photographs can be shared. In terms of user growth,

Instagram has surpassed all other social media platforms (Ershad & Aghajani, 2017). More than 400 million people use Instagram on a monthly basis, and every day, 80 million photographs are uploaded and receive 3.5 billion likes (Hawi & Samaha, 2016). People spend a lot of time on Instagram and other forms of social media, as reported by Kircaburun and Griffiths (2018). Instagram users may take photos and videos from any location at any time and instantly share them with their friends and followers all over the world. A business can benefit from using Instagram to advertise its wares. Instagram is a social networking application for sharing photographs and videos with others, mostly on mobile devices. Facebook offers the software for no cost to its users. (2015, Instagram) Instagram's visual-based strategy is what sets it apart from other social media (Hird, 2013). Instagram is entirely focused on photographs. As the old adage goes, "a picture is worth a thousand words," making Instagram marketing a powerful tool for promoting a product. Instagram is a fun place to hang out and share firm's own original content with others. Instagram users can find more relevant content by using hashtags (Holak & McLaughlin, 2023) to narrow their focus. Therefore, Instagram interacts with its users by displaying content that is very relevant to the interests of the user. Businesses that adapt to the current Instagram climate and learn their customers' preferences stand a much better chance of succeeding in the marketplace. In the past, married couples kept their personal lives and family matters to themselves. Because of social media platforms like Instagram, people no longer keep any part of their lives hidden from the public eye. Because of this, people often pass judgment on, remark on, and even try to imitate the actions of those they see on social media. Depression, anxiety, and low self-esteem are just some of the mental health problems that can result from a lifetime of continual comparison to others (Kircaburun & Griffiths, 2018). Instagram is useful not just for individuals but also for corporations. Companies can advertise their brand and products by creating a free business account on the photo-sharing app. Metrics like interaction and page views are available at no cost to businesses with a business account. More than a million businesses use Instagram to promote their products and services (Holak & McLaughlin, 2023) according to the company's website. Sixty percent of app users also report finding new products thanks to the app.

### **III. FEATURES OF INSTAGRAM**

Instagram users can choose from a variety of digital filters, some of which give photographs a retro or faded appearance. In addition, photo-tuning options let users alter the image's brightness, contrast, saturation, sharpness, structure, straightness, and color, and the Lux effect brightens shadows and darkens

highlights to boost contrast. Photos can also have the tilt shift and vignette effects added to them manually.

1. **Instagram Stories:** Every day, 500 million individuals around the world use Instagram Stories. Under the Instagram logo, in every user's feed, there is a section labeled "Stories." Instagram users can view a slideshow of photos and videos with this Instagram Stories feature. Capturing content and adding it to Instagram Stories is a feature available to all users (Nguyen, 2023). Telling a story is an easy and efficient approach to communicate firm's thoughts and feelings. Users also have the option of adding audio, text, stickers, and GIFs to further enhance the experience. Fun and unique narratives can be created with the use of a wide variety of camera effects like Boomerang and Superzoom (Pham, 2021). The Stories app includes a built-in discussion starter feature where users may engage with their followers. Firms can make Stories more engaging by including question stickers and other features. Sharing and receiving feedback from one's followers is possible. The average lifespan of a news story is just one day (Tankovska, 2021).
2. **Search and Explore:** Firms can use it as a search engine or just to look around. The platform encourages users to delve into trending subjects and inspired discussions. In order to access more relevant content, users can browse groups based on articles they have interacted with frequently in the past (Pham, 2021).
3. **Photo Filters:** Instagram's photo filters are the app's main selling point. The fact that they can make even a novice photographer look like an expert is what initially drew users to the site. A business might experiment with several filter combinations to find the one that best conveys its brand's values. When promoting a company, it's important for all promotional materials to maintain a unified visual and stylistic identity. This can help firm's fans recognize firm's ads and become familiar with firm's unique style (Geyser, 2022). Selecting the settings cog at the bottom of the filter list is one such method. This will make it simple to determine which filters are often used by the company and ensure that all account administrators are on the same page.
4. **Shopping:** Users are able to find and purchase products from their favorite companies and artists with the shopping function. Businesses may reach a large number of potential clients with Instagram's shopping feature. More than 130 million taps are made each month to expose more product details.

(Instagram 2022). Shoppable tags enabled retailers to label items in images with links to purchase them. In this approach, they can advertise their wares online by simply posting a picture and labeling it with a "shoppable" option (Alam, 2022). For retailers, "shops" function as virtual one-stop-shops that showcase their wares in full-screen format and make it simple for customers to find what they're looking for. Users can go to a store directly from their Instagram profile or feed/Stories.

5. **Hashtag:** A hashtag is a term introduced by the symbol #. Hashtags are a quick and easy way to categorize social media posts so that users with similar interests may find and follow them (Foulger, 2014). Perhaps the most often used Instagram function is this one. Hashtags are a type of tag that consist of a series of words and symbols. Users will put this in the post's caption. This tag is a clickable link to all posts that have the same tag. The link will send the reader to a page listing all articles tagged with that term. User-generated hashtag contests can encourage content sharing and hashtag promotion through captioning (Pham, 2021).
6. **Visual Communication:** When someone creates an image with the intention of conveying a certain message, the viewer interprets and understands that message based on his or her own set of personal filters, which includes his or her experiences, cultural and social backgrounds, and attitudes (Jamieson, 2007).
7. **Content Marketing:** Videos, white papers, tutorials, and infographics are all examples of content marketing assets that may be used to attract and keep clients (Foulger, 2014). Content marketing is a strategic approach to creating, publishing, and distributing valuable, relevant, and consistent content to attract and engage a target audience. The goal is to drive profitable customer actions, such as generating leads, increasing sales, or building brand awareness. Content marketing can include various types of content, such as blog posts, articles, videos, infographics, podcasts, and social media posts. The focus is on providing helpful, informative, or entertaining content rather than directly promoting a product or service. Therefore, scheduling material allows for improvisation, and fresh, curated, in-the-moment content can be added throughout the week (Lee, 2014).
8. **Sharing:** Improve firm's content to make its fans more receptive by encouraging them to like, comment, and share it. As a result, there is a greater expectation that future posts will be seen by the followers. (Rohrs 2014) Images that have previously been posted should not be reused. Every

time, the material presented must be different. The images should also make sense in the context of the information they're linking to (Neher, 2013).

**9. Insta-Video, TV-IGTV:** Instagram TV is the most recent and, arguably, most interesting feature to be added to the app. As Instagram's first independent video system, IGTV presents a new opportunity for brands to reach and interact with their audiences. Users must first establish an IGTV channel before adding videos to their feeds. Creating an account is simple; just use firm's Instagram credentials. Firm's Instagram profile will now have a grid for IGTV videos, with an IGTV emblem appearing in the top right. IGTV is a feature of the main Instagram app that lets users publish vertical video content. Long-form, high-quality video may now be uploaded to Instagram with the help of IGTV. There are no restrictions on the length of the video longlines, which fill the whole display. IGTV allows consumers to easily find and watch content from their favorite producers because it is tailored to their individual tastes (Pham, 2021). The IGTV page is accessible via the Explore tab. When users open the IGTV tab, videos will begin playing immediately rather than prompting firms to utilize the search bar. Based on the user's actions and preferences, Instagram will recommend specific IGTV videos (Nguyen, 2023). Anyone with a personal or commercial Instagram account can share videos to IGTV and engage with their followers and friends. If a business looking to communicate firm's brand's story, interact with firm's audience, and expand firm's audience reach, IGTV is the place to do it. Tankovska (2021) estimates that by 2021, mobile video will account for 78 percent of all data traffic.

**10. Guide:** Instagram Guides are a brand new way to discover and follow content on the social media platform. Users can select many items from their feed, annotate them, and then utilize the resulting guide as a reference (Pham, 2021).

#### **IV. INSTAGRAM ADS (PROMOTIONAL POSTS ON INSTAGRAM)**

Paid advertisements on Instagram are essentially commercials. This Instagram function can help firms enhance brand awareness, find new customers, boost website traffic, and ultimately, boost sales (Nguyen, 2023) for a variety of reasons. A Facebook advertising account or a Creator Account is needed to launch an Instagram Ads campaign (Nguyen, 2023). Many marketing objectives can be advanced by using Instagram ads: In order to increase: Brand awareness by exposing ads to more people who may be interested in firm's brand; Reach by exposing firm's ads to a predetermined number of people; Traffic by

directing more customers to firm's website or app store; App installs by directing more customers to the store where they may purchase firm's app; and allows for lead generation by collecting lead emails when they click on firm's ad and confirm their entry; and Conversions by facilitating the movement of leads to the point of purchase.

- 1. Image and Video Editing:** Instagram's image editing functions as a full-fledged image editor system along with a wide variety of helpful filters and editing tools. A picture can be taken or uploaded from within the program, then edited and published. Cropping, rotating, and resizing are just some of the many image editing features available (Nguyen, 2023). With the video-centric Reels section, numerous 30-second videos are made, viewed, and shared by users. By including user-friendly text, augmented reality filters, and remix audio, the functionality encourages users to express their limitless creativity (Alam, 2022). Instagram's algorithm places a premium on Reels as the primary format for social media content marketing. It's hardly rocket science to realize that a short-form video promoted with a catchy soundtrack will outperform a longer-form video in terms of exposure and views.
- 2. Carousels:** When it comes to spreading the word about my work, this is one of my favorite Instagram functions. Instagram's goal as a social media management platform is to help business owners, startups, and other organizations better leverage social media to expand their reach, generate revenues, and better inform their audiences (Alam, 2022). Brands and services may better showcase their wares to potential buyers by using carousels, which feature several images. This style is helpful for making interactive content that brands may utilize to inform their clients about their offerings and solicit feedback (Alam, 2022).
- 3. Live Session/Live Video:** With Instagram's Live Video function, users may broadcast live video to their followers. Direct interaction between users and their followers is possible through the use of comments and likes. While a user is streaming a live video on Instagram, a ring of light will appear around their profile picture in the story area (Nguyen, 2023) so that their followers know they may tune in. Instagram Live is widely popular and widely utilized, making up a large percentage of Instagram's total features. Live videos, if a firm will. In order to make the most of the broadcast, live sessions can be recorded and viewed at a later time. Customers are generated through live sessions because of the authenticity and openness of the brand (Alam, 2022). In addition, Instagram alerts everyone who is following the company's page when firms go live; these blossoms can respond to or remark



on firm's live sessions and even ask to join in on the action. If firms want to have a wonderful discussion that can be observed by firm's guest's audience as well as firm's own, users can invite a co-host or guest to firm's Instagram Live session.

4. **Quizzes and Stickers:** As Instagram adds new features, its Stories feature becomes more refined and sophisticated every day. Stickers are a widely utilized feature in Stories. Tools like emoji sliders, polls, and GIFs can help a firm to communicate with its audience in fresh and exciting ways. Hashtag stickers, for instance, may potentially reach thousands of Instagram users in the area and/or the same field (Geyser, 2022). Furthermore, they can assist reinforce a brand's theme and tie a campaign together. Instagram users can learn about a company's location by using location stickers, and the firm can learn about its audience's passions and priorities by using question stickers.
5. **Geo-Tagged Content:** Instagram's geo-tagging tool lets firm's attach a real-world location to firm's posts. A location library stores all the posts that have been tagged with that location, and when a user clicks on the location they are taken to all the posts that have been tagged with that location (Nguyen, 2023) in random posts or stories. A Facebook account is not required to set up an Instagram location. It allows users to include a location in their posts, stories, hashtags, and story stickers.
6. **Instagram Marketing:** Instagram is a photo and video sharing service that doesn't cost anything to use (Wood, 2015). Instagram, such as Pinterest, which is "social media lite" because it is not primarily a conversational platform. This makes it far more feasible than on a platform with as many opportunities for communication as Facebook or Twitter (Miles, 2014). Instagram is a photo-sharing and video-viewing app that allows users to follow and be followed by other users, businesses, and brands. Instagram is a photo-editing app and a social network for sharing and discovering new visually appealing content created by its members (Pham, 2021). Instagram showed the move of distributing photographs instead of text, and the rise of visual narratives (Pham, 2021). Instagram also draws attention to another movement. Instagram improves the approachability of companies and brands. Customers are more likely to do business with companies whose employees they can get to know, like, and trust, and Instagram is a great way to achieve just that. As cited in (Wood 2015; Zimmerman 2013). The company must recognize and grasp its target demographic. A company's messages may not land with its target audience without first learning about their likes and dislikes (Hellberg, 2015).

Instagram claims that its algorithm's primary function is to generate a user's feed at the home page. Instagram's complicated algorithm can anticipate user behavior, allowing the platform to serve up content it already knows will be popular. Insightful processing by Instagram's algorithm allows for the creation of a comprehensive digital profile for each user. Instagram's home feed content is often the result of a two-step design selection process consisting of candidate generation and candidate selection (Pham, 2021). Throughout the entire process of generating potential candidates, Instagram only shows people content that they are interested in. Engaged, interested, and relevant users are used to curate this content. As a result, users will be exposed to more content from their preferred sources (followers, friends, and people they have interacted with via likes and comments) after 2021. Also, let's say that a user frequently interacts with a particular account's post by liking it and adding comments. Instagram will then suggest content of a similar genre or category to continue the brainstorming process. (Pham, 2021). The top postings excel in all areas, including reader participation, content quality, timeliness, and general interest. Candidate creation, in a nutshell, is user-defined content.

## **V. BENEFITS OF INSTAGRAM MARKETING FOR SMALL BUSINESS**

- 1. Brand Awareness:** Due to its massive user base, Instagram is a very cost-effective way to raise exposure of the company. In addition, the visual element of Instagram aids in making a lasting impression on firm's brand's patrons, clients, and prospects. However, building strong networks and raising brand recognition through platform engagement takes time. In addition, a firm may ensure that a massive audience engages with firm's brand by purchasing followers on Instagram (Dailyiowan, 2021). While the platform itself may be useful, in order to get a sizable following, a firm will need to provide content of exceptional quality. Additionally, from that link, a firm can check out a few places to purchase likes and followers on Instagram. Using hashtags and collaborating with social media influencers businesses may expand their Instagram reach and boost their brand's visibility. A high level of brand awareness indicates that consumers are knowledgeable about and open to trying out the brand in question. Instagram is only one of several marketing channels used to spread the word about a product and get people talking. Businesses can raise awareness of their products or services and solidify their customer base through strategic branding and marketing on the platform. A company's Instagram brand awareness can be boosted in a number of ways, including through the use of visually appealing and consistently posted material, audience engagement, and the strategic use of hashtags and other Instagram features. Businesses

can boost their brand recognition and revenue in the long run if they establish an authoritative presence on the platform and constantly provide value to their followers (Medical Device News Magazine, 2021).

- 2. Instagram is Useful for Businesses of All Sizes:** Instagram's diverse user base makes it a fertile ground for businesses of all sizes and in all sectors (Kuligowski, 2023). Instagram may assist a marketing team get their company noticed, however it won't happen overnight.
- 3. Instagram is a Time-Saver:** Many clients have successfully launched their mini-firms into the global marketplace (Dailyowan, 2021). The innovativeness of one's brand is being touted by all. Starting a company of any size calls for extensive market analysis and a dedicated customer base. Companies can save users time by purchasing Instagram followers to help the firm quickly expose its brand to a huge audience.
- 4. Interaction with Customers:** Using Instagram's commenting, liking, and direct messaging features, businesses may interact with their customers in real time, which can increase brand loyalty and trust (Medical Device News Magazine, 2021). "Opportunities for customer engagement" in the context of Instagram marketing refers to the different methods through which brands can interact with their audience and inspire them to participate with their material. Instagram marketing relies on customer interaction to foster brand awareness, loyalty, and ultimately, revenue (Medical Device News Magazine, 2021).
- 5. Instagram Offers a Lucrative Opportunity for Businesses:** Instagram has developed to support in-app purchases via electronic commerce. Instagram now features a dedicated shopping feature, accessible from the app's main menu (Kuligowski, 2023) called Shop. Instagram now supports "shoppable posts," which allow retailers to tag products in photographs with links that contain a product description, price, and the option to "shop now," ultimately redirecting users to the retailer's web store.

Instagram accounts that are personable are a great approach to humanize firm's brand and reassure consumers that firms are not just another faceless corporate. Particularly useful for this purpose are live events and Instagram Stories (Kuligowski, 2023) to give firm's brand a human face. A firm may use Instagram Stories to give an inside peek at the business and its employees. Posts about the company's involvement in the local community, films of the manufacturing process, and workplace anecdotes are all great

ways to demonstrate corporate social responsibility (Kuligowski, 2023). Having an Instagram live event is a great approach to connect with firm's audience and earn their trust.

- 6. Legitimacy Branding:** People who like a particular brand often look that brand up online. Customers are more likely to take a company seriously if they see consistent brand messaging across all of their preferred social media platforms.
- 7. Numerous Active Users:** Many of Instagram's 1+ billion monthly users spend significant time each month interacting with the app and its content. As a result, firms have access to a sizable prospective customer base. According to Medical Device News Magazine (2021), a successful Instagram marketing strategy requires attracting and maintaining a sizable and active audience on the platform. This includes responding to postings with likes, comments, and shares and using the account's other interactive features and contests. For several reasons, it is essential to have a large and dedicated user base. To begin with, it can aid in expanding one's Instagram following and exposure. In addition, having a sizable and active following can be an asset for brands and individuals trying to make money out of their Instagram accounts. Advertisements and paid collaborations are two ways that brands and influencers can monetize their online followings.
- 8. A Cheap System:** Social media advertising can reduce lead generation expenses by 80 percent, compared to more conventional channels like commercials, radio, and newspapers (Dailyiowan, 2021). Additionally, businesses have benefited greatly from social media networks due to their ability to scale up with low-cost leads. If firm's want people to care about small business, needs to make sure firm's brand material is reaching them.
- 9. Beautiful Interface:** Instagram accounts and profiles that are both visually appealing and interesting to users are considered to have a visually appealing platform in Instagram marketing. The visual appeal of an account might be a factor, as can the quality and presentation of posted media (Medical Device News Magazine, 2021). An engaging interface is crucial for attracting and retaining users. Users are more likely to stop and engage with an account when scrolling if the material is visually pleasing and stands out. In addition, a well-designed website or app is more likely to leave a lasting impact on its target audience. Instagram accounts with high visual appeal can be achieved in a number of ways. High-quality, attention-grabbing visuals are one option, as is maintaining a consistent style or theme across the profile. Filters,

images, and text overlays are just few examples of visual features that can be used to improve the aesthetics of an account's content.

**10.Content Marketing:** In order to pique firm's audience's interest, firm's social media posts should reflect the brand's values. There has been a dramatic increase in both the speed and ease with which media can be shared (Dailyiowan, 2021). However, firms need a foolproof plan to get firm's message out to the right people.

**11.Instagram Increase Sales:** The more invested firm's customers are in firm's brand, the more likely they are to purchase from the firm. Firm's brand significance and credibility will increase in direct proportion to the number of people who follow it (Dailyiowan, 2021). In the quest to increase revenue, small businesses have found that purchasing followers might be helpful. Many users will be drawn in, and if they like what they see, they may buy and spread the word about firm's goods.

**12.Effective Organic Reach:** The term "strong organic reach" is used in the context of Instagram marketing to describe the amount of exposure a post receives without any paid promotion. How many people see a post depends on how interesting or useful it is, how many people interact with it, and how many people follow the account (Medical Device News Magazine, 2021). Organic reach refers to the number of people an account's content reaches without the use of paid promotion. This is crucial since it allows the account to communicate with its target demographic at no extra cost. To increase organic reach on Instagram, it is essential to provide high-quality content that is tailored to firm's audience and stimulates interaction. Instagram's features (such as Stories and IGTV) and the use of relevant hashtags are other great ways to get firm's content seen. Instagram's algorithm favors giving people content they are more likely to interact with, providing businesses with a great opportunity to reach a huge audience without paying for ads (Medical Device News Magazine, 2021).

**13.Provides Deeper Understanding about Firm's Target Demographic:** Promoting a company effectively requires reaching out to clients and getting to know them better. It's simple to get information on firm's target market's linguistic preferences, favored topics of conversation, demographics, and more. A firm might get a greater return on investment because it helps firm's strategy in designing campaigns and product offers.

**14.Facilitated Use:** Because of Instagram's friendliness and simplicity, it may be used by companies of any size or in any field. Instagram is a photo and video sharing app that lets users interact with one another through likes, comments, and private messages (Medical Device News Magazine, 2021). A user-friendly Instagram marketing plan would take a streamlined approach to engaging with followers and analyzing the performance of marketing activities, as well as a straightforward method of developing and distributing content (Medical Device News Magazine, 2021). It can be good to have well-defined goals and objectives, a content calendar, and tools and resources that make it simple to manage and monitor the efficacy of marketing activities in order to make Instagram marketing more user-friendly. It might be beneficial to develop a recognizable brand voice and visual identity, as well as a strategy for engaging with firm's audience and responding to their feedback (Medical Device News Magazine, 2021).

**15.Customers are Attracted to the Images:** Instagram has a large effect on startups due to the widespread acceptance of visual communication. The goal of this app is to attract a large number of users. Videos and images must also be displayed, however this is a simple method of advertising firm's brand. Numerous filters are available for use in order to make firm's profile more aesthetically pleasing. Buy Instagram followers, though, and firms can alert others to the fact that firm material exists. Images are not limited to photographs. Words on colorful backgrounds are another option. Some brands only employ words, no symbols at all.

**16.Advanced Targeting Options:** The term "advanced targeting options" is used to describe the many channels through which Instagram marketers can zero in on a certain demographic for their promoted posts. Instagram provides a lot of targeting options for businesses to reach specific audiences based on user demographics, hobbies, and actions taken within the app. Advertisers may reach the most valuable and relevant audience for their products and services with the use of sophisticated targeting tools. Advertisers can increase the possibility that their material will be noticed by people who are interested in their offerings by targeting their adverts to certain groups of consumers (Medical Device News Magazine, 2021). Instagram provides granular targeting options such as geographic, demographic, linguistic, and interest-based. In addition, advertisers can employ bespoke audiences to zero in on certain user subsets using data they've already collected.

**17.Capacity for Performance Monitoring:** Ability to assess and analyze the results of Instagram marketing campaigns is referred tracking performance. Instagram has a number of built-in tools and features that let users monitor the reach, engagement, and conversion rates of their content. Instagram marketers should keep tabs on their campaigns' success rates to figure out what's working and what isn't, and then alter their tactics accordingly. Users are able to better understand their target demographic, spot trends, and improve their marketing strategies by monitoring critical indicators. Instagram has built-in analytics capabilities, such the Insights section for business accounts, that may be used to monitor the platform's efficacy (Medical Device News Magazine, 2021). Users can also make use of other analytics solutions to learn more about their activity on the site. Users may make educated decisions regarding their marketing strategies and tactics by frequently evaluating and assessing performance.

## **VI. IMPLICATIONS**

Instagram is a social media platform for sharing images and videos. Instagram is a great way for companies to connect with their customers, what with its billion-plus user base and high engagement rates. A thorough profile serves as a company's initial impression, giving potential clients a glimpse into its history, operations, and future plans. Managers must recognize that Instagram profiles might include brief descriptions of the company's philosophy and ethos. When compared to Facebook and Twitter, Instagram is the cutting-edge platform in terms of potential. As a result, the site still offers untapped potential to commercial enterprises. Companies that get on board with this system early will have a leg up on the competition. They can also experiment with different forms of engagement content and establish new norms with more ease. Therefore, the company will stake its claim on this system. Instagram marketing relies heavily on the app's aesthetic appeal to win over users, who may then be exposed to the brand's message and personality in a way that resonates with them.

## **VII. CONCLUSIONS**

Instagram, originally designed as a photo-sharing software, has rapidly transformed into a powerful advertising platform. Its fast expansion highlights the many commercial possibilities available there. Its visual appeal and novel ad format contribute to a company's success in social media marketing. In light of Instagram's rapid evolution, this section describes the functionalities that make it suitable for strategic marketing purposes. Instagram has quickly become one of the most well-liked mobile social networking apps available. It's useful for

stimulating communication on a national and international scale. Because it is primarily a photography-oriented program, Instagram has attracted users from all around the world. In addition, it's emerged as a fresh method of promotion in the realm of social media. Advertising products and services online is nothing new, and neither is using social media to promote a business. In recent years, an increasing number of businesses have turned to social networking platforms for marketing and sales purposes. Instagram, a social networking site accessible via a smartphone app, is very popular among internet users. As a result, businesses now have access to a new channel for communicating with their target audience. Instagram is also totally costless to use. Instagram is a powerful social media marketing tool since it is unlike any other social media platform. It has improved the ease with which people may communicate with one another and provided a more visible platform. While conducting business on social networking sites has unique opportunities and challenges, there is always the potential for harm when employing the resources of another person or organization. It can be understood that Instagram has quality features to enable firms benefit from Instagram marketing.

## VIII. FUTURE RESEARCH DIRECTION

Instagram marketing, like other kinds of social media marketing, is growing in popularity and is always evolving, and managers need to be aware of this. More and more companies are prioritizing social media advertising. However, research into the efficacy of Instagram advertising for business purposes is scant. Developing a solid strategy for promoting the business on social media is going to be increasingly crucial in the coming years. As a result of new entrants and digital advancement, businesses need to be more imaginative than ever before, both in terms of human resources and technology. The implication that marketers who can think of the most creative ways to attract attention will be successful. Future research into how to compete with the third party to develop content is also an intriguing area.

## REFERENCE

- [1] African Business (2020). How can Africa monetise big data? African Business. <https://african.business/2020/12/technology-information/how-can-africa-monetise-big-data/>
- [2] Alsghaier, H., Akour, M., Shehabat, I., & Aldiabat, S. (2017). The importance of big data analytics in business: A case study. *American Journal of Software Engineering and Applications*, 6(4), 111-115. <https://doi.org/10.11648/j.ajsea.20170604.12>
- [3] Alam, T. (November 21, 2022). A Complete List of Top Instagram Features for Marketers in 2023. <https://www.socialchamp.io/blog/instagram-features/>
- [4] Dailyiowan (October 1, 2021). Instagram marketing benefits for small businesses. <https://dailyiowan.com/2021/10/01/instagram-marketing-benefits-for-small-businesses/>



- [5] Ershad, Z. S. & Aghajani, T. (2017). Prediction of Instagram social network addiction based on the personality, alexithymia and attachment styles. *Sociological Studies of Youth*, 8(26), 21-34. Retrieved from [http://ssyj.baboliau.ac.ir/article\\_533425.html](http://ssyj.baboliau.ac.ir/article_533425.html)
- [6] Emarketer. (2020). Social networks see a boost in engagement among users but not equally. Retrieved on May 15, 2021, Available at: <https://www.emarketer.com/content/social-networks-see-boosts-in-engagement-among-users-but-not-equally>
- [7] Geyser, W. (June 6, 2022). The Complete List of Instagram Features for Marketers. <https://influencermarketinghub.com/instagram-features/>
- [8] Hida, A. R. N., & Diwe, Y. R. (2021). Marketing Strategies Through Instagram to Increase Sales (Study on Description on The Account @berkahsay). *Advances in Economics, Business and Management Research*, volume 193. Proceedings of the BISTIC Business Innovation Sustainability and Technology International Conference (BISTIC 2021)
- [9] Hawi, N. S., & Samaha, M. (2017). The relations among social media addiction, selfesteem, and life satisfaction in university students. *Social Science Computer Review*, 35(5), 576-586. doi:10.1177/0894439316660340
- [10] Holak, B., & McLaughlin, E. (2023). Definition of Instagram. <https://www.techtarget.com/searchcio/definition/Instagram#:~:text=Instagram%20allows%20users%20to%20edit,other%20users%20within%20the%20app.>
- [11] Kircaburun, K., & Griffiths, M. D. (2018). Instagram addiction and the Big Five of personality: The mediating role of self-liking. *Journal of behavioral addictions*, 7(1), 158-170. doi:10.1556/2006.7.2018.15
- [12] Kuligowski, K. (2023). 12 Reasons to Use Instagram for Your Business. <https://www.business.com/articles/10-reasons-to-use-instagram-for-business/>
- [13] Medical Device News Magazine (December 21, 2021). Top 8 Advantages of Instagram Marketing. <https://infomeddnews.com/top-8-advantages-of-instagram-marketing/>
- [14] Nguyen, W. (2023). A Detailed Look At The 10 Most Important Instagram Features. <https://blog.kicksta.co/most-important-instagram-features/>
- [15] Saffo, L. (2012). *The social media bible [Electronic resource]: tactics, tools, and strategies for business success*. (3<sup>rd</sup> Ed.) Hoboken: John Wiley & Sons.
- [16] Pham, N. (2021). Marketing strategy on the Instagram platform. Published Bachelor of Business Administration Thesis. LAB University of Applied Science. [https://www.theseus.fi/bitstream/handle/10024/503372/Huyen\\_Pham.pdf?sequence=2](https://www.theseus.fi/bitstream/handle/10024/503372/Huyen_Pham.pdf?sequence=2)
- [17] Salunke, P. and Jain, V. (2022). Instagram Marketing (2015–2021): A Review of Past Trends, Implications, and Future Research. In: Rana, S., Sakshi and Singh, J. (Ed.) *Exploring the Latest Trends in Management Literature (Review of Management Literature, 1)*, Emerald Publishing Limited, Bingley, 129-146. <https://doi.org/10.1108/S2754-586520220000001007>
- [18] Tankovska, H. 2021. Number of monthly active Instagram users from January 2013 to June 2018. Statista. Retrieved on February 13, 2021. Available at: <https://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/>