



INGAGER
INSIGHTS
WHITEPAPER

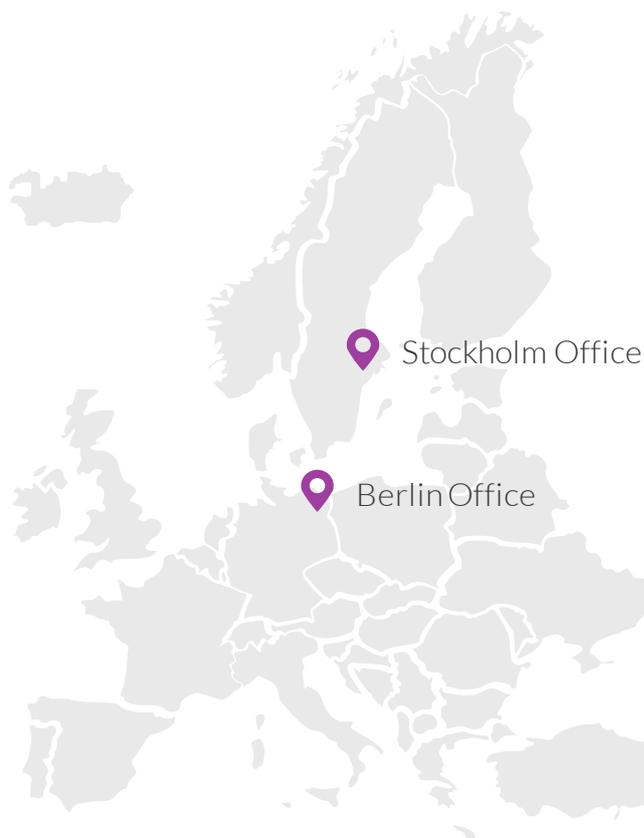
A WHITE PAPER FROM
INGAGER INSIGHTS

**INSTAGRAM THE
FACEBOOK WAY**

THE INDUSTRY LEADER IN **FACEBOOK MARKETING**

Ingager is a fast-growing digital communications agency exclusively focused on the Facebook platform. Using in-house technology, Ingager provides its clients throughout Europe with profitable and measurable marketing services on Facebook, Instagram, Messenger, and WhatsApp. The company has offices in Stockholm and Berlin.

Ingager is part of Egmont, a leading Nordic media group.



SALES@INGAGER.COM | WWW.INGAGER.COM

STOCKHOLM OFFICE: +46 (0) 8 410 726 00

BERLIN OFFICE: +49 (0) 30 65 2122 848

INSTAGRAM

A PLATFORM FOR INSPIRATION, ENGAGEMENT AND CONVERSIONS

What did we do before Instagram was introduced into our lives? It's a relevant question due to the fact that many of us spend plenty of time in the app today and most brands also want to be a part of the image-sharing service. Instagram is a platform that has been in transformation since day one, today is it a very different service compared to the yearly days. Over one billion users are active on the app which is an astonishing number.

Brands that consider using Instagram for marketing might be afraid to enter, assuming that the platform is crowd. There is no need to be afraid, if you create great content and place your ads in a smart way are there plenty of opportunities.

As we see user behaviour and preferences shift it is more important than ever to have an understanding of the user and how to adapt your marketing to an updated customer journey. At Ingager we believe in sharing knowledge and experience with others with the ambition to build a stronger understanding for how business can use the Facebook platform to drive results over the years most exciting commercial period.

We hope that you'll find new insights and inspiration.



SIMON BEYER

CHIEF STRATEGY OFFICER

LEVERAGE INSTAGRAM

Since the launch 2011 have Instagram come to be the place people go for inspiration to discover new things – including content from brands and businesses. A few stats to prove the power of the platform:

60%

of people say they discover new products on Instagram

+200 M

Instagrammers visit at least one Business Profile daily

1/3

of the most viewed stories are from businesses

+ 500M

Instagram accounts worldwide are active every day

90%

of accounts follow a business on Instagram

Ad spend on Instagram Stories jumped 70% in Q3 from a year earlier. Instagram Stories made up about 10% of total ad spend on Facebook apps in Q3, while 62% went to Facebook's news feed, which is the centerpiece of the social network. However, marketing budgets are shifting to the Instagram feed, whose share of total ad spending on Facebook apps grew to 21% by the end of September from 18% a year earlier.

For Facebook, the jump in Instagram Stories ad spending is another sign that Instagram has become a key growth engine, and important way to

remain relevant with a younger audience. Because the company doesn't break out sales for its apps – which include its main social network, Instagram, WhatsApp and Messenger – it's difficult to measure which platforms are seeing the most growth. Facebook's advertising revenue climbed 28% to \$17.4 billion in Q3 from a year earlier, while daily active users (DAUs) expanded by 9% to 1.62 billion worldwide, per the company.

Instagram is still on the rise and if you want to access the one billion users is the best way to start your own account on Instagram.

Starting an account is quick and easy

Set up an Instagram Business Account to give people more information about your products, service or business.

1

DOWNLOAD AND LAUNCH THE APP

Download the Instagram app for iOS from the App Store, Android from Google Play store or Windows Phone from the Windows Phone Store. Once the app is installed on your mobile phone, tap to open it.

2

LET US KNOW WHO YOU ARE

Tap Sign Up, then enter your email address and tap Next, or tap Log in with Facebook to sign up with your Facebook account.

3

SET UP A FREE BUSINESS PROFILE

Within the app, find settings, then scroll down to Switch to Business Account. Once you have a business account, you can add in pertinent business information like store hours, business address or a phone number. **Create a Business Profile.**

4

POST AND FOLLOW USERS

Start posting content you'd like to see in your feed using relevant hashtags, and start following similar accounts. **Go to Instagram to get started.**

BE RECOGNIZED AS A BUSINESS

Make your account on Instagram a Business Account to get insights about your stories, posts and followers. With a business account you can:



Get realtime metrics on how your stories and promoted posts perform throughout the day.



Get insights into your followers and how they interact with your posts and stories.



Add information about your company like business hours, location and phone number.



Convert to a Business Account within your app account settings.

If you ever experience challenges when working on the Instagram platform please give us a call – we are here to help.



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ADS ON INSTAGRAM

STORIES ADS

Complement your feed content with ads on Instagram Stories. Connect with the 500M+ accounts using stories daily.

PHOTO ADS

Tell your story through a clean, simple and beautiful creative canvas. Photos can be in square or landscape format.

VIDEO ADS

Get the same visually immersive quality as photo ads—with the added power of sight, sound and motion. And now, you can share videos up to 60 seconds long in landscape or square format.

CAROUSEL ADS

Bring another layer of depth to campaigns where people can swipe to view additional photos or videos in a single ad.

COLLECTION ADS

You can use Collection to visually inspire and help your audience discover, browse and purchase products. Tell an integrated story with a product or lifestyle focus, through video, images or both.

ADS IN EXPLORE

Reach people in a discovery mindset by extending your feed ads to audiences who are looking to expand their interests beyond the accounts they follow.

ADS MANAGER

BUY, RUN AND TRACK INSTAGRAM ADS

You can manage your Instagram Ads using the same tool as you do for Facebook – Ads Manager. The tool allows you to set up, make changes and see results for all your Instagram campaigns, ad sets and ads in one place. Ads manager is available on both desktop and mobile.

Reach the people you want to communicate with. Instagram, and Facebook, makes it possible for brands to reach an exact audience using the targeting options available in Ads manager.



LOCATION
target people based on specific locations such as cities, regions or countries.



CUSTOM AUDIENCES
Run ads to customers you already know based on their email addresses or phone numbers.



DEMOGRAPHICS
Narrow your audience based on information like gender, age and languages



LOOKALIKE AUDIENCE
Find new people who are similar to your existing customers.



INTERESTS
Reach people based on interests like apps they use, ads they click and accounts they follow.



AUTOMATED TARGETING
Instagram can help you create an audience in Ads manager that has a potential interest in your business. The audience is built on a variety of signals including location, demographics and interests.



BEHAVIOURS
Define your audience by activities they do on and off Instagram and Facebook.

METRICS THAT HELPS WITH YOUR BUSINESS GOALS

The overall goal of businesses is to create revenue in order to pay bills, salaries and invest in new projects that attracts new clients and keeps existing clients loyal. Revenue is the result of various actions from the company creating revenue, it is not easy to create revenue. Different channels and tools play different roles during the customer journey, it is crucial to understand the role and function of each

channel or tool. The possibilities, limitations and risks vary, by understanding the opportunities of a channel can you optimize the usage of the channel or tool.

Instagram is a great tool for those that want to achieve awareness, consideration or conversion. On Instagram are you able to inspire people and drive them to action.

AWARENESS

You can drive awareness of your business, organization, product, app or service. Choose between the following metrics to increase your awareness:



Reach



Reach & Frequency



Brand Awareness



Local Awareness

CONSIDERATION

Prior to conversion is it necessary to create a feeling of consideration. You want potential customers and users to learn more about your products or services. You have a few different metrics that enables you to increase consideration:



Website Clicks



Video Views



Reach &
Frequency

CONVERSION

As a final step in the customer journey is action desired. On Instagram can you increase product sales, downloads of apps, subscription of newsletters and even visitors to your store. Instagram has some really useful metrics for this purpose:



Website
Conversion



Dynamic Ads
on Instagram



Mobile App
Installs



Mobile App
Engagement

Get started

Working with Instagram is easy if you already work with Facebook since the two use the same advertising tool. This means that you can set up, run and track campaigns in the same way you do for your Facebook ads.

CREATE A BUSINESS PAGE AND PROFILE

You must have a Facebook Page to run ads and to create a business profile on Instagram. In the case you don't have one yet, create a page.

SET UP AD

In Ads Manager can you select your ad objective, target audience and ad format. There is also the option to select a post you've already shared on Instagram and tap "Promote". It is recommended to let Instagram automatically create an audience of people similar to your existing followers.

HOW MUCH TO SPEND?

Now it's time to decide how long your ads should run for and what budget you're comfortable with spending

PUBLISH

Once your ads are ready to go, simply press "Publish". Notifications will be sent to you once your ads are approved and ready to run.

ACCESS A PROFESSIONAL ACCOUNT

On Instagram, you can convert your personal profile to a professional account to access features that can help you grow your business. To switch your profile to a professional account:



With a professional account, you'll be able to access business features and Instagram Insights. These tools can help you understand who is engaging with your business on Instagram.

You also have the option to display or hide your business category and con-

tact information on your profile. After setting up, go to your profile and tap **Edit Profile**. Go to **Profile Display** under Public Business Information to choose whether you want to hide or display your category label and contact info. Then, tap **Done**.

UNDERSTAND YOUR PERFORMANCE AND AUDIENCE ON INSTAGRAM

Businesses have different goals on Instagram, like finding new customers, building an engaged community or driving sales. Whatever your goals may be, learn about the metrics that can help track growth progress by using Instagram Insights.

First step is to think about your business goals and decide which metrics you want to select. Below are a few examples of goals and metrics to track progress against.



If your goal is to increase your brand awareness, select metrics like profile visits, impressions, reach and follows, which you can find in the Content or Activity tab, and number of follows by day or week in the Audience tab. These metrics allow you to track the number of people who are viewing your profile, posts and stories. You can also tap 'View Insights' on a specific post, so you can also learn where people are discovering your posts whether that be from hashtags, home, or your profile.



If your goal is to connect with your community, select metrics that measure engagement on your content such as likes, shares, comments, and saves, which you can find in the Content tab of your Insights. These metrics allow you to track how people are interacting with your photos and videos. In addition, you can also take a closer look at metrics like emails, texts, and/or calls to learn how people prefer to communicate with your business.



If your goal is to drive sales, a metric you can select is website clicks, specifically whether people are clicking the link on your bio. You can also track specific metrics on your shopping posts like outbound clicks and product opens. These metrics allow you to see whether people are going to your website, and which products they're most interested in.

SUMMARY - NEXT STEP

Instagram has emerged as a key platform for many businesses due to the enormous attention Instagram gets from its one billion users. Brands such as Daniel Wellington has created their success almost entirely by using Instagram. If done in a correct manner can the results from your efforts on Instagram have a positive effect for you and your business. But remember that there are many brands trying their luck on Instagram, hence competition is fierce. Even if it is technically manageable to create an account and build a presence is it important to team up with people that possess relevant competences, adequate experience and state of the art Instagram skills.

The pace of development and new opportunities presented to us will only increase from here on. This is why it is crucial for all of us to start preparing and adjusting now – and not later. Ad spending on social media is predicted to increase with 20 percent globally during 2020, hence competition will increase.

Understand the expectations and needs that your customers experience, meet their expectations and you will be more likely to succeed.

REFERENCES

INSTAGRAM BUSINESS

<https://business.instagram.com/getting-started>

FACEBOOK FOR BUSINESS

<https://www.facebook.com/business/marketing/instagram>

SPROUT SOCIAL

<https://sproutsocial.com/insights/instagram-best-practices/>

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FACEBOOK MARKETING

STOCKHOLM

ÖSTERMALMSGATAN 87 C
114 59 STOCKHOLM SWEDEN
+46 (0) 8 410 726 00

BERLIN

BRUNNENSTRASSE 18
110119 BERLIN GERMANY
+49 (0) 30 65 2122 848

SALES@INGAGER.COM | WWW.INGAGER.COM