Instagram
WHITE PAPER

How to significantly improve digital marketing with Instagram and Facelift's solutions as one of the first Instagram marketing partners

Instagram Partner

INTRODUCTION

A lot of criticism surfaced when Facebook took over Instagram in 2012. The sell-out of the app was quickly prophesised; others assumed that Facebook was going to completely shut down Instagram as an app and annex its features. We now know that Facebook did everything right as the owner of Instagram and has ensured that the "social network for images" was able to grow quickly and become more and more successful.

With the launch of Instagram ads, which can quickly and easily be generated and placed via Facelift Cloud and Facelift AdManager, Facebook has begun to monetise the global reach of 400 million monthly active users. Instagram has arrived in the digital marketing mix and plays an important role in the generation of traffic and thus when it comes to producing high-quality leads as well. As such, Instagram is now of interest to all those who use the Internet for marketing their products or company.

Facelift has created this Instagram white paper in collaboration with InfluencerDB. InfluencerDB offers solutions to companies and agencies, via which they are able to identify the relevant users for their Instagram marketing efforts. The focus is on the opportunities that Instagram offers in regards to influencer marketing for brands, companies and products. InfluencerDB identifies influencers and opinion leaders on Instagram, analyses their profiles and checks whether these users might be potential partners for increasing the reach of one's marketing efforts.
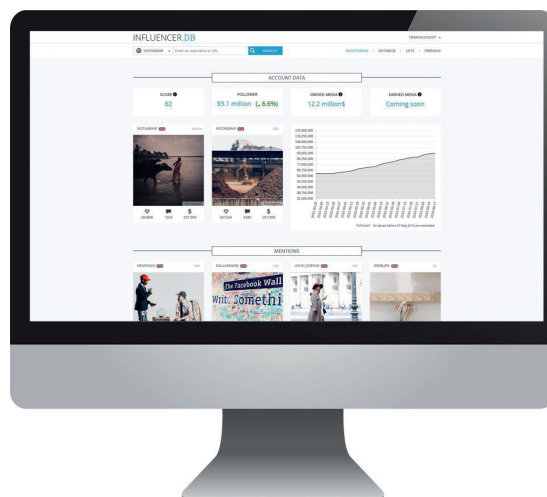
Use InfluencerDB to analyse high-reach Instagram accounts
and find relevant multipliers and influencers

*facelift*cloud

Dashboard
Always keep an eye
on the big picture

Engagement
Social microsites for
maximum user-interactions

Publishing
Cross-channel publishing
with one click

Moderation
Central overview
of all channels

Advertising
A powerful system for
media professionals

Monitoring
Observation of all websites,
blogs and social channels

Social CRM
Entire social media data in
one place

Benchmarking
Comprehensive review of
your social media activities

Via its eight modules, Facelift Cloud allows for the comprehensive and integrated management of social channels such as Instagram

As part of the development of InfluencerDB, countless companies were analysed and many discussions and co-operations took place. This Whitepaper, which was jointly created by Facelift and InfluencerDB, is based on the wealth of experience that resulted from this process and shows how great the benefits of using Instagram are for digital marketing.

Facelift is one of the first members of the new Instagram Partner Programme. This programme was launched to reward companies that produce high-quality Instagram content, run effective advertising campaigns or do an excellent job in community management.

With its Facelift Cloud, Facelift is one of these companies and has been a part of the official Instagram Partner Programme from the start. Awards are available in the following three categories: „Ad Tech,“ „Community Management" and „Content Marketing." Facelift was awarded the „Ad Tech" award.

Facelift and InfluencerDB believe that sustainable success on Instagram is only possible if intelligent technologies are used. For this reason, our Facelift Cloud is one of the world's leading technology platforms in digital marketing. The approximately 200-strong team at Facelift specialises in providing brands and agencies with fully integrated solutions for successful and highly efficient digital marketing on Instagram and Facebook.

FUNDAMENTALS OF INSTAGRAM MARKETING

What goals should you pursue on Instagram and what prerequisites are needed to reach these goals? The answer to this question depends on several factors, such as the specific target audience. On Instagram, there is more than one group of users: So let's have a look at the differences.

USER GROUPS

There are three types of Instagram use. Note: The individual types are not mutually exclusive, but each user can use Instagram in all of these ways:

1. Private Use (about 30 to 40 per cent)

Private use means that people use Instagram to share photos with their friends. They follow people who are part of their real-life environment and publish private photos.

2. Following (more than 95 per cent)

Following means that users use Instagram to follow people, media and brands and let themselves continually be inspired and informed by content.

3. Publishing and Marketing (5 to 10 per cent)

Publishing and marketing describe the publication of content with the aim of reaching even unknown Instagram users and ideally generating planned reactions.

These basic definitions are useful for better understanding what makes influencers (who belong to the third user group) different from other users!
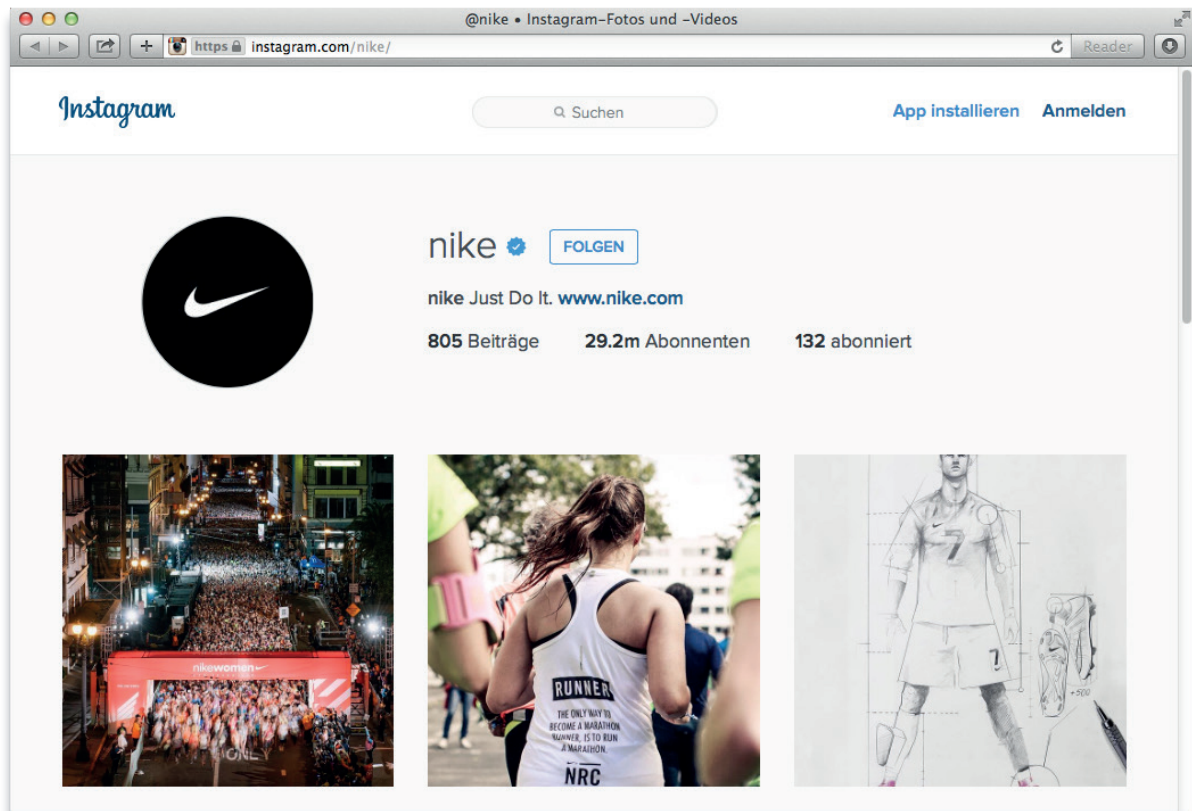
Global brands such as Nike showcase themselves and their products on Instagram

DIFFERENTIATION OF COMMUNICATION METHODS

There are basically two ways of reaching users on Instagram:

1. Publishing content on your own channel

The reach and the potential of a private channel can be limited if you only have a certain number of followers as a publisher can only publish a limited amount of content. However, you are 100 per cent in control of the content and are moreover always linked to the quality of the content published, although you can extend the reach of your content by using Instagram ads.

2. User-generated content

The potential reach of user-generated content is ultimately only limited by the number of active Instagram users. This cannot be fully planned or controlled. Companies cannot control the content design, both visually and in terms of the message, 100 per cent - this distinction is important so as to define the right Instagram marketing approach.

PREREQUISITES FOR SUCCESSFUL INSTAGRAM MARKETING

1. Aesthetic and visual presentation

Instagram is almost exclusively based on images. If your products or services cannot be displayed in a visually appealing manner, it will be difficult to wow Instagram users. The only remaining alternative is to focus on an emotional issue. Red Bull, for example, was able to add an emotional charge to its brand by using extreme sports stories and without its products ever being displayed.

2. Focus on young target audiences

On Instagram, you will mainly be able to reach a young target audience that uses Instagram for private reasons. Accordingly, it is challenging for B2B providers to efficiently reach their goals. Even companies that appeal to a target group that is older than 40 are not going to be able to use Instagram effectively at this point, because this target group is not yet adequately represented.

INSTAGRAM MARKETING GOALS

In principle, the following objectives can always be pursued on Instagram, which can be met in regards to two different consumer groups:

1. Develop, sharpen or break down brand perception

Due to the pronounced focus on images on Instagram, all users can perceive the identity of a brand, a person or a medium within a very short amount of time. Therein, the users process the individual posts and the overall impression, which is the result of looking at the feed as a whole. As a brand, you can thus not only use Instagram to sharpen the existing brand identity, but to also revamp an antiquated brand image by way of using modern and aesthetic imagery.

2. Emotionally charging your brand

Emotions are what makes brands desirable in the first place. Classic image photos, texts, information, etc. can assist in making a purchase decision, but are of little help in the subconscious assessment of a brand. Instagram is the perfect tool for universally bringing about this emotional charge independent of language. Once again, you must consider both the individual posts as well as the interplay of all images as part of the entire feed.
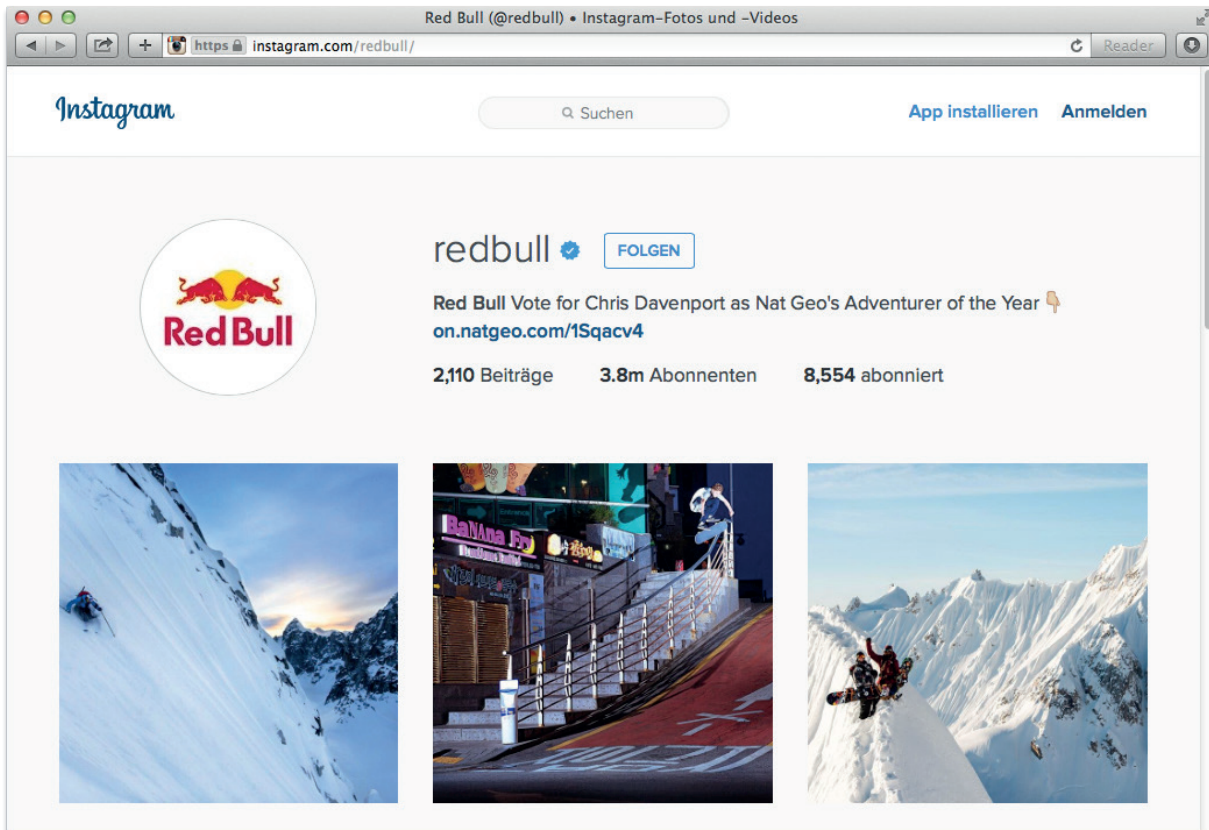
Brands such as Red Bull do not emphasise their products on Instagram and draw the attention with spectacular actions and images instead

FOCUS ON TARGET AUDIENCES

1. Engaging existing fans

Instagram is the perfect customer loyalty tool. Great efforts are not required with regards to imagery and content creation. As long as the user finds you to be authentic and tangible as a company and you are offering quality images, your existing fans, who are already excited about your brand, will also become your Instagram followers. The higher the quality and the more you point out Instagram as a new communication channel to your already existing brand community through additional channels such as Facebook, your website, newsletters, flyers or similar measures, the greater the proportion of those whom you can ultimately convert into fans on Instagram.

2. Reaching new customers

A greater effort and a more sustainable approach are required in order reach new people via Instagram and to thus generate sustainable growth. In this part of this white paper, we will show you exactly what you need to do in order to reach this goal.

YOUR OWN CHANNEL

Your corporate channel is the central point of contact for users, customers, fans and interested parties within the Instagram universe. It is the fundamental and visual showcase of your brand to new and existing customers. In order to successfully manage your channel, solutions for two of the most import-ant factors are required: content and reach!
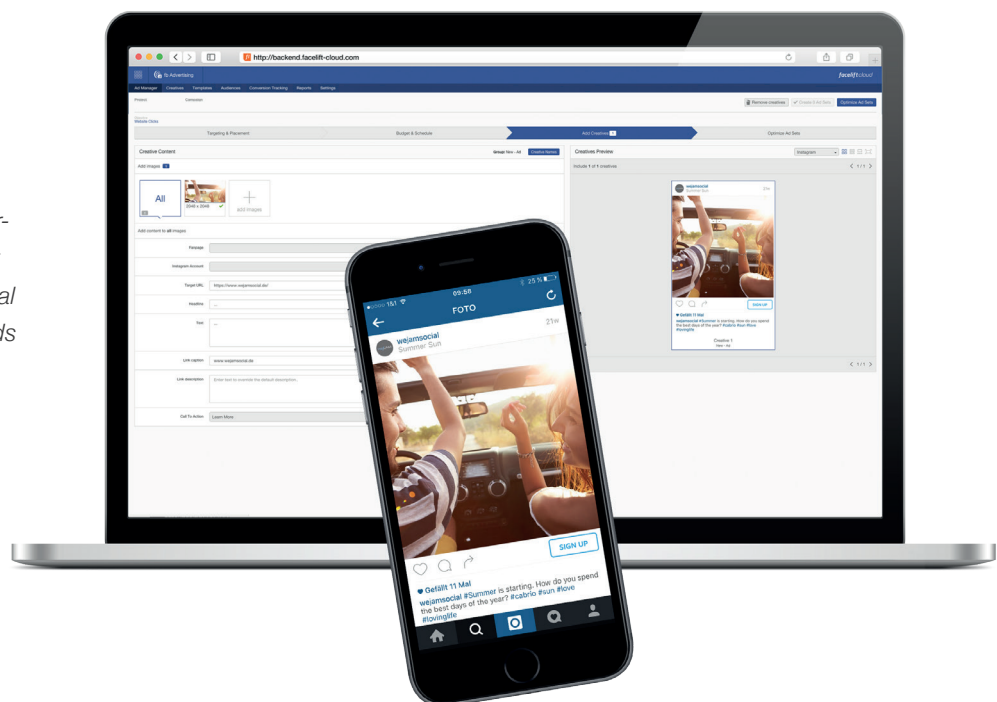
CONTENT

The biggest and most fundamental challenge is creating engaging content. In regards to user attenti-on, each Instagram publisher is in competition with all other publishers. Besides, many companies are using blunt wooden swords to fight influencers and their tanks in terms of content quality! This might sound a tad dramatic, but it gets the message across clearly - in order to survive despite the competiti-on or even become a leader, you need one of the following three solutions:

1. Become a content machine. Nike, Red Bull and Victoria's Secret have led the way. Great content, which is not only published once every four weeks, can turn you into an internationally successful brand, among other things.

2. Alternatively, you can also try to find appropriate, reproducible, low-budget content that is easily scalable or that your agency can produce at a reasonable cost while ensuring sufficient quality. Check out the MyMüsli Instagram channel, for example. You will see largely self-produced content that follows a fixed scheme. But what about fashion manufacturers that would like to rely on various beautiful mo-dels to showcase their clothing, for example?

Using the Facelift Cloud Adver-tising Module, you can quickly and easily produce professional and very efficient Instagram ads

3. This is where the users once again come into play.

Users generate all kinds of content about countless successful brands. And if they are not doing that yet, you can get them to publish great photos with the help of influencer marketing.

Usually, the use of such images is completely unproblematic. If in doubt, contact the author in order to get his or her consent. As long as you publish the picture while providing a hyperlink back to is creator, legal problems are very unlikely.

Each contribution is subject to different characteristics, which are summarised in the following table:

1. Types of Content

a)   Product Photos (user-generated in the typical Instagram manner vs. image photos, isolated photographic images etc.)

b)   Photos of people

c)   Sayings & graphics

d)   Still life, nature, artistic photos

2. Types of Added Value

a)   Entertainment (aesthetic, inspirational, funny, sweet, erotic, etc.)

b)   Positive charisma, image boost

c)   Information (Products, prices, „behind the scenes," employer branding, etc.)

d)   Activation (sweepstakes, contests, promotions, etc.)

When compiling and publishing content on your channel, you must ensure that each individual image corresponds with the best possible visual language, is conducive to the perception of your brand and generates a clearly evident added value for the user. Moreover, the individual contributions must yield a coherent overall picture. It is therefore essential to team up with creative experts in order to create and to concretise an imagery concept that clearly pays tribute to the identity of the brand and supports this brand.

REACH

In order to exploit the potential of your great content, the necessary second step is to generate greater reach for your channel. Reach can be generated in different ways:

-        Brand and owned media awareness (Success is dependent on external factors)

-        Instagram ads, hashtags, Instagram recommendations based on the interests of users (Success is dependent on content quality)

-        Viral campaigns (sweepstakes, contests, hashtag campaigns)

-   Influencer marketing for links within Instagram

Both in terms of content and reach, influencer marketing is thus a very elegant solution for the usual problems and therefore plays a central role in regards to a successful Instagram marketing strategy. Success stories from Nike and the like are difficult to reproduce, though the situation is a different one for young companies such as Triangl and Kapten & Son. These companies owe their success not least to great Instagram marketing because they have intensively and extensively worked with the right influencers from day one.

INFLUENCER MARKETING

In addition to creating excellent and ideally also recyclable content and drawing attention to your channel, influencer marketing offers another key advantage: a credible and wide-reaching recommendation by an influential star within the social network. This factor alone is often a profitable investment when paired with a clever approach as well as the matching products.

Currently, the market opportunities are still huge because many companies shy away from the effort that is required and service providers and agencies often prove to be inefficient. Many influencers are not yet able to fully assess their value, even though a marked professionalisation process has taken place in the past.

Example of Instagram monitoring regarding Nike "sneakers" with InfluencerDB
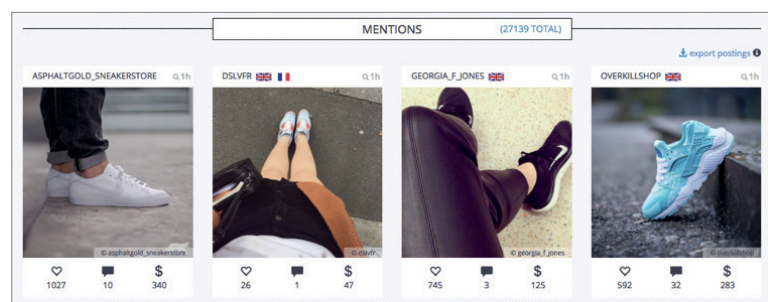
To successfully work with influencers, you need manpower, the right budget, expertise, a structured approach and interpersonal skills – that is why we have created a guide on how to take the right approach for you:

1. Finding Suitable Influencers

-        Pay particular attention to the target audience and the appropriate imagery
-        Influencers that solely engage in a single issue are often not useful, unless you have a product that you especially want to make known among power users or within a thematic scene
-        Celebrity-like influencers who are known for their star appeal can more widely and credibly position products as cool it-pieces while theme influencers can credibly report on quality even to a critical audience

2. Adressing Influencers

- Always choose to personally address influencers via e-mail
- Credibly show your interest
- Opt for a respectful and friendly tone
- Do not be too personal or too distant
- Quickly make the matter at hand and what you have to offer known
- Have realistic expectations (remuneration and added value in relation to costs and reach)

3. Briefing

- Devise concrete requirements (visibility of products, influencer as part of the image, links, hashtags, competitive products, approximate image concept)
- Give the influencer artistic and creative freedom

4. Monitoring

- Rely on technical support in evaluating the influencer
- Monitor the resulting contributions in detail and evaluate them both qualitatively and quantitatively

5. Execution and Compensation

- Despite their high quality and reach, influencers can sometimes be lacking in terms of professionalism
- Be prepared for incorrect invoices, publication delays or long e-mail response times, etc.
- Stay calm and remain flexible by being ready to help in case of problems

In light of these requirements, Facelift and InfluencerDB are the best partners for you. Facelift is able to assist you with managing your channel, community management and the efficient use of Instagram ads via its Facelift Cloud. InfluencerDB is the best contact for influencer marketing and content generation and can assist you in regards to these issues either by way of technology or as an operational service provider. Together, they thus make for the ideal partner for successful Instagram marketing.

Contact us now!