Social Network Marketing: The Understanding of Marketing Promotion through Instagram

Dr. Prashant Namdev Phule

Assistant Professor

Sinhgad Business School-Pune

Email: prashantphule@gmail.com

Abstract

Market Promotion is considered as one of the prime activities in the market. Especially in today world of dynamic market, the importance has reached to sky high. However, gone are those days when there were only limited and expensive ways available for promotion? In today's era one of the emerging tools of promotion is highly prevalent in the market known as Social network marketing. There are many different available ways under social network marketing such as Facebook, web-promotion and Instagram etc. Instagram is one of the highly used social media network and now becoming as a strong marketing tool by many International companies. Marketers are now using this tool to interact with their customers by sharing photos and videos and leaving comments as a way of sharing information; receiving comments and likes as a way of gaining feedback from customers. This study is limited to Instagram only and not exploring other social networking marketing tools. The phenomena studied and explored is related to the effectively use of Instagram for Marketing promotion, increasing the visibility in the market along with increasing customer reach. Researcher has used descriptive research methodology for conducting this research wherein both primary and secondary data have been used for analysis. To understand the well-verse of this tool, approx. 78 respondents of Deccan area Pune were interviewed with a structured questionnaire.

Keywords: - Social Network Marketing, Instagram, Promotion tool Etc.

Introduction

Instagram is a social networking app made for sharing photos and videos from a smartphone.Similar to Facebook or Twitter, everyone who creates an Instagram account has a profile and news feed. When you post a photo or video on Instagram, it will be displayed on your profile. Other users who follow you will see your posts in their own feed. Likewise, you will see posts from other users whom you choose to follow. Pretty straight forward, right? It's like a simplified version of Facebook, with an emphasis on mobile use and visual sharing. Just like other social networks, you can interact with other users on Instagram by following them, being followed by them, commenting, and liking, tagging and private messaging. You can even save the photos you see on Instagram. As previously mentioned, Instagram is all about visual sharing, so everybody's main intention is to share and find only the best photos and videos. Every user profile has a "Followers" and "Following" count, which represents how many people they follow and how many other users are follow them.Instagram has come a long way since its early days in terms of posting options. When it first launched in 2010, users could only post photos through the app and add filters without any extra editing features.

Today, you can post either directly through the app or from existing photos/videos on your device. You can also post both photos and videos up to one full minute in length, and you have a whole bunch of extra filter options plus the ability to tweak and edit.

Objectives and Scope

Objectives

- ➢ To understand the age group of people using Instagram for purchasing products online
- ➢ To study the factors influencing the purchase decision of the consumers
- ➢ To study the effect of hashtags used in order to generate greater sales.

Scope

The research has been carried out among people of different age groups and to educate them of how to do business on Instagram. The study will help to know the awareness of the respondents, their understanding of the social media website, and option for getting to know how to run their business with the help of Instagram. This project report would help us to understand the perceptive of the respondents and their preferences.

Instagram for Business

Ways to Sell on Instagram

Open an Instagram Business account

"You can now create your own Instagram Business account," says Shaun McGuire, senior product analyst for social media, Netsertive. "Having a business account lets people find you in searches on the platform," and 70 percent of Instagrammers follow at least one business, according to the site. Moreover, Instagram Business is "packed with tools [that give you] insight into your social following and [provide] analytics on your posts. [So] if you've been using a personal account on behalf of your business, convert it to a business account."

Maximize your Instagram bio

"Create a catchy bio, have a good profile picture and [include] a link [to your website or a landing page] where [Instagrammers] can easily buy [your products]," says HuseyinAksu, CEO & webmaster, Fantasy Couch.

Post great photographs (and videos) – preferably ones that tell a story or show people using your product

"Instagram is an almost entirely visual medium," says Jennie Pastor, founder & CEO, Kavador, an online jeweler. So to catch someone's eye, "images must be crisp [not blurry or hard to see] and interesting." Moreover, "images [should] tell a story to help potential buyers imagine themselves using or wearing the product, to compel a purchase."

Focus on lifestyle

"Instagram's success is rooted in the ability of its users to offer glimpses into their lives through compelling imagery," explains Nate Stewart, group product manager, BigCommerce. "Brands should take that same approach, and aim to convey the lifestyle their product enables rather than overtly selling the product itself."Furthermore, "build up a 'lifestyle' theme" on your Instagram page, says Pastor. And make sure your photographs and videos are "cohesive and consistent," so customers immediately get the feel for your brand.

Use hashtags (wisely)

Research hashtags to find the ones best suited to your product and/or business. "I personally use http://hashtagify.me/," says Jeff Moriarty, head of marketing, Tanzanite Jewelry Designs. "It's free and allows me to easily find the hashtags related to the product I am trying to sell. I

then make sure to include all those hashtags in my post. This makes it much easier for users of Instagram to find my items."

Also consider creating a unique hashtag for your brand. And use a minimum of five hashtags per post. (Research indicates that no or a few hashtags will make your posts practically invisible, whereas 10-12 relevant hashtags seems to be the sweet spot for attracting the most Instagram followers.)

Interact with followers

Just like on other social platforms, "it is important for brands to engage with their [Instagram] followers by following them back, reposting relevant content and maintaining a two-way conversation," says Moses Velasco, chief product evangelist, Social bakers.

"Engage with comments and questions on your own posts and use hashtags, location tags and content your business is tagged in to discover and join the conversation on other community members' posts," says Jim Squires, director of market operations, Instagram. "A lot of great small business accounts feature content posted by followers, which helps strengthen the relationship between a business and its most enthusiastic customers."

Court influencers

"Building a strong influencer relations program is essential to your company's Instagram strategy, especially if you are a small business and this is your first Instagram account," says McGuire. "To start your influencer relations program, identify non-competitive Instagram accounts in your customer vertical with a strong following. Begin engaging with those accounts by liking and commenting on their posts, possibly even 'programming' their posts on your own account. "Once you've established a relationship, "send a direct message to the account about ways to cross- promote each other's content," he suggests. "Developing a relationship with a [popular] Instagram [user] in the same industry is a great way to get in front of new leads and expand your company's social visibility."

Make your photos shop able

"In November, Instagram began testing shop able photos, giving a small group of brands the ability to share product details, pricing and a 'Shop Now' button directly within the app," says Stewart. And "empowering consumers to make a purchase whenever the inspiration strikes [has] become increasingly valuable as buying behaviour continues to evolve."Therefore, brands would be wise to take advantage of this feature as soon as they are able – "or go a step further by

migrating to an ecommerce platform that can sync these social stores to your branded store, [to] create a more seamless shopping experience for your customers," he suggests.

Brands can also use a third-party service, such as Sold site, to sell products on Instagram now.

Conduct flash sales

"We run bi-weekly flash sales at a specific day and time via posts on Instagram," says Felipe Vasconcelos, owner, Elastic Band Co. "These sales train users to keep coming back to engage and shop multiple times a month."

Offer Instagram only promotions

"Every shopper loves a percent off their product," says Emma Vince, digital PR lead, Tinder Point. And "Instagram is the perfect place to put such promotions. [Just] create an image [or post] based around the promo code to entice people to stop scrolling [and go to your website]."You can either put the promo code in the caption, letting people know when and where they can use it, or embed it in the photo. Just be sure to delete the photo/post when the promo code is no longer valid.

Use Instagram ads

"To find new customers, consider experimenting with advertising on the platform," says Squires. "Instagram offers all of the same targeting capabilities as Facebook while utilizing the same simple ad buying interfaces. We also offer many ad formats – landscape, up to sixty-second video and multi-image, for example. You're also able to promote a post directly from the Instagram app."

Once you've set up a Business profile on Instagram, which is free (you just need to have a Facebook page), you can then determine how much you want to spend, where you want your Instagram ad (target audience) and how long you want it to run for.

How to Use Instagram to Promote Your Brand and Drive Sales

If you're new to the Instagram world, no worries. Everything you need to know to market your brand on Instagram is covered here. And if you aren't a noob, we've got you covered, too, with the more advanced tips you don't usually see.

Let's get started.

1. Set Up Your Optimized Business Instagram Account

If you're going to Instagram for your business, your account must be separate from your personal one. Keep in mind that marketing is all about the audience and not about you, so selfies and

snapshots of your Costa Rica trip with the significant other should stay personal. They're not relevant to your customers and won't get you sales!In fact, "you" should rarely appear on your brand's IG page, or even not at all. We will get to more about what to post in the next section.

First, here is the rundown on how to optimize your professional Instagram presence for greater customer appeal.Include a Link to Boost Traffic to Your SiteOn Instagram, you have only *one* opportunity to directly lead a click over to your website.Your bio is the one place where your link is clickable, right under your name and description at the top of your Instagram page. Always include the link to your online shop or a targeted landing page in this spot.

Stay Recognizable with a Consistent Name and Photo

All your Instagramming will be for nothing if the pieces do not easily fit together to show what your brand actually is. The key is to stay recognizable! Choose an Instagram name that is the same as, or related to, your business's name across other social media channels.

Keep your profile image consistent as well. All your interactions and engagement on Instagram will be accompanied by the little thumbnail of your profile pic. Make sure it's something recognizable and professional!Sometimes you might want to include a hashtag in the bio. For instance, if you run a hashtag campaign (we'll get to that a little later), then including the #hashtag you're known for could be useful. You can always change your bio to promote your latest campaign, sale, or launch. And, again, don't forget a link!

2. Create Popular Instagram Posts That Users Want to Follow

You've heard that a picture is worth a thousand words, so let's use this power to its full, customer-hooking advantage.

Analysts credit the growing popularity of Instagram to its image-centric platform, especially since other social media sites (for example, Facebook) get twice as many comments on posts that contain an image versus just text or links.

Our preference for images is bio-engineered into our brains. In fact, 90% of information transmitted to our brains is visual.

So let's harness the beloved and effective visual world of Instagram and post some product photos that really make sales! But remember that while Instagram is full of shoppers, it's not necessarily a shopping destination. Here's a quick note on the Instagram culture and how not to annoy your followers:

Avoid Hard Selling to Appeal to Instagram's Social Culture

Buyers report strong influence from social media when considering a purchase. While the number one influencer is their friends' social media shares, a solid 38% say they're influenced by a brand's social media, and 35% are influenced by retailers on social media. So your brand has a lot of sway here!That being said, let's bring attention to the universal mistrust of the used-car salesman.Visuals show your products without you yelling about how great they are (I'm picturing OxiClean commercials). Images allow viewers to make their own decisions without feeling pressure from your business, removing the dreaded used-car salesman from the scenario.So walk the line between wielding your influence and coming off too pushy, which means you'll need to get creative with your product photos.

Promote Your Products with Creative, Professional Photos

The power of product photos has always been essential to online shopping, and Instagram's visual platform takes that power to the next level! 67% of consumers consider detailed images to be more valuable toward making their purchase than the product information or even ratings from other customers.

Do not discount the damage a used-car sales representative effect can have on your bottom line. Posting product photo and description after product photo and description is just going to come off sales. And Instagrammers aren't there for straight sales pitches.

Instagram is a social marketplace that directs traffic that turns into sales. How do you do that? You share photos that are attention grabbing, unique, and full of personality.

By closing the gap in communication between online buyer and seller, Instagram offers the opportunity to enhance your customer service, receive direct feedback from consumers, and create relationships that convert visitors into loyal customers. Here is how to maximize your engagement: Write Active, Inviting Captions

Research Methodology

Research has used Descriptive Research and Sample Size 78 Respondentsin deccan area PuneData Collection through Survey / Questionnaire with sample random Sampling Technique

Primary data is the one, which is collected by the researched himself/herself. It is the 1st hand data which is true and fair according to the researcher.Secondary data is the one, which is collected from external sources like newspapers, books, journals, website articles, etc. These are

the sources where the research might have been done earlier and is referred by the researcher but to be mentioned in the literature review.

Data Interpretation

In Demographic analysis, it is observed that maximum people belong to the age group of 18-25 years from population selected. It means that approximately 61% of the young population uses Instagram followed by 26% in the age group of 26-40 years, 10% in 41-60% and lastly 3% in 61 and above.Men are responsible for making future Business plans compared to women hence it is observed thatapproximately 61.4% of males choose to do business as compared to 38.6% of women and approximately 52.9% of Student followed by 22.9% of Self Employed, 21.4% of Employed and 4.3% of Retired people.The 95.7% of People said Yes followed by 4.3% said No about shopping online.64.3% of people buy clothes, 54.3% of people buy electronics, 25.7% of people buy books, 21.4% of people buy household and remaining 18.6% of people buy others things online.The factors influence your service judgment when shopping goods online.11.6% Daily, Weekly 39.1%, Monthly 37.7%, Half-Yearly 4.3% and Yearly 7.2% of people check the updates from the seller on Instagram. On data has fund scale the social media websites in order to purchase products online (scale 1-5 1being the lowest and 5 being the highest)2.9% Daily, Weekly 7.4%, Monthly 27.9%, Half-Yearly 30.9% and Yearly 30.9% of people shop through Instagram.Organic Followers as 80.3% and In-Organic Followers as 19.7% As per analysis31.3% of people saying they follow the Instagram sellers to increase the number of followers and remaining 77.6% of people says they actually want to purchase their products.Hash Tags on Instagram posts which influence the purchase decision as 41.2% of people say No while 58.8% of people say Yes. Search products on Instagram through Hash Tags and respondents said 41.2% No while 58.8% said Yes. Why you like or follow brand on Instagram.

Findings

Data interpretation also helped me find new things in regards to do Business with Instagram.
1. Firstly, it is observed that Age factor, Gender & Occupation matters a lot while shopping online.2.Every alternative person shops online. 3. Purchasing clothes is one of the major items that are being sold online. 4. People have knowledge about Organic and In-Organic Followers. 5.

People have the knowledge of Hash Tags on Instagram and they know how to find their perfect products through Hash Tags.6 People love to follow their brands on Instagram; they love to get fashion updates over Instagram.

Conclusion

By doing this project, it helps me to understand more about Instagram, which is a popular application among the teenagers nowadays. Instagram will continue becoming the number one Business application if it continues giving good services to the users. Furthermore, it will further prove that multimedia elements in database are very useful to applications despite the disadvantages. I sincerely hope that Instagram will continue improving their services to attract more users and maintain as number 1 Business application.

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