



Instagram

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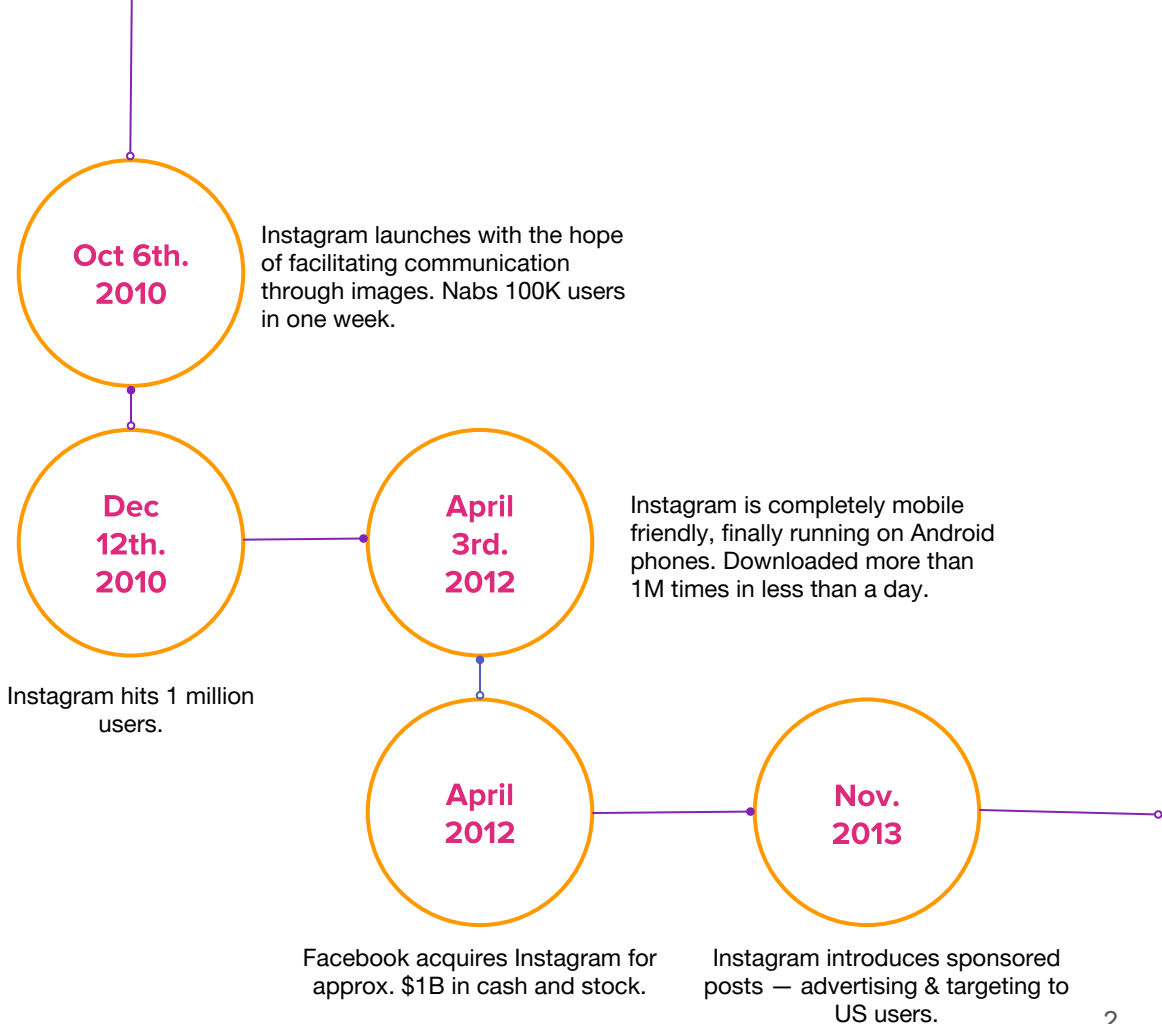


Kevin Systrom (right)

- ☐ CEO & Co-Founder

Mike Krieger (left)

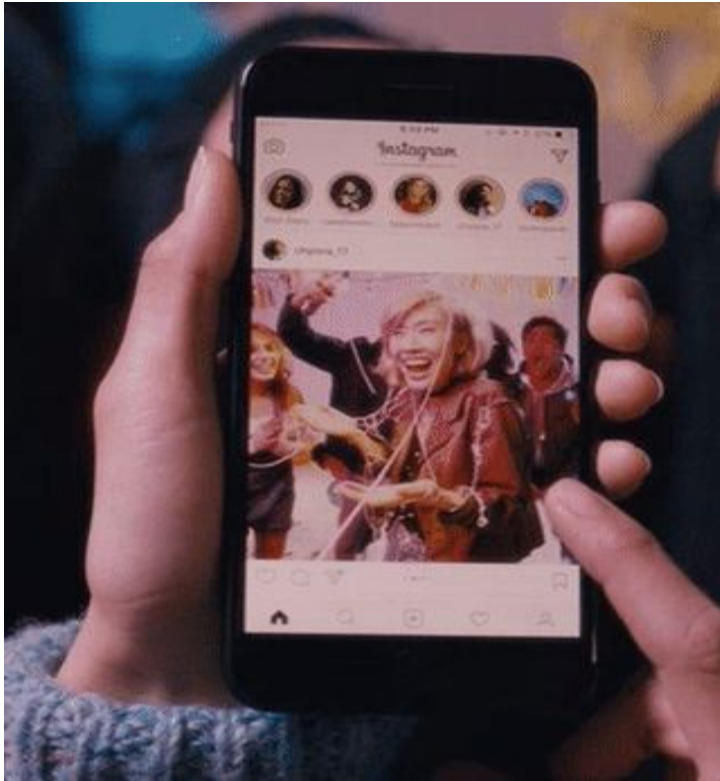
- ☐ Technical Lead & Co-Founder



Instagram

Instagram | Business

The goal for **Instagram** is to
capture and share the world's moments.



The goal for **Instagram Ads** is to
reach the people who matter most to you.



Demographics

User Demographics

700 Million

Unique monthly users on Instagram

400 Million

Daily users on Instagram

95 Million

Photos uploaded per day — up
from 70 million last year

38% - women

26% - men

Instagram is
predominantly female

90%

Users are under the age of 35

53%

Users follow branded content

User Demographics Cont.



39%

Adults in urban areas



31%

Adults in rural areas



28%

Adults in suburban areas



38% make less than \$30,000 a year



32% make \$30,000 – \$49,000 a year



32% make \$49,000 – \$79,000 a year



37% make more than \$79,000 a year

As of November 2017, there are
25 million businesses on Instagram.

User Rules & Regulations

According to Instagram . . .

- ❑ Share Photos/Videos You Have The Right To Share
- ❑ Photos/Videos Should Be Appropriate For A Diverse Audience
- ❑ Foster Meaningful & Genuine Interactions
- ❑ Follow The Law
- ❑ Respect Other Members Of The Insta. Community
- ❑ Don't Glorify Self-Injury
- ❑ Be Thoughtful When Posting Newsworthy Events

Business Rules & Regulations

According to Facebook . . .

- ❑ Community Guidelines (Personal violations, threats, etc.)
- ❑ Illegal Product or Services
- ❑ Discriminatory Practices
- ❑ Tobacco Products
- ❑ Drugs & Drug-Related Products
- ❑ Unsafe Supplements
- ❑ Weapons, Ammunition, or Explosives
- ❑ Adult products or services
- ❑ Adult Content

**How are organizations
using this platform?**

Advertisements

On average Instagram ads
cost-per-click is \$0.70 to \$1.00.

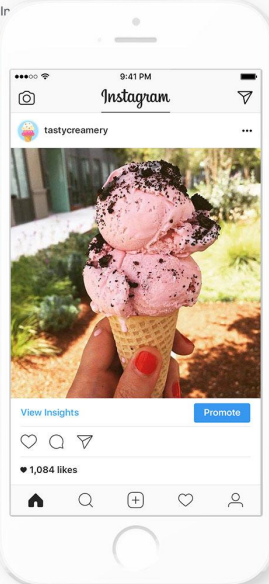
Create New Ad Set | Ad Set Name: Menlo Park - 13+ | Start from an existing Ad Set

Exclude | Create New

Locations: Everyone in this location

United States

Menlo Park, California + 10mi



Audience Definition

Your audience is defined.

Specific | Broad

- Location:
 - United States: Menlo Park (+10 mi) California
- Age:
 - 13 - 65+
- People Who Match:
 - Interests: Ice cream, Soft serve, Frozen dessert, Frozen yogurt, Cake, Cupcake, Gelato or Desserts
 - Behaviors: Cookies
- Placements:
 - Facebook Feeds and Facebook Right Column

Potential Reach: 120,000 people

Estimated Daily Reach

Facebook: 1,300 - 3,300 people on Facebook (of 74,000)

Instagram: 640 - 1,700 people on Instagram (of 55,000)

This is only an estimate. Numbers shown are based on the average performance of ads

Location

Target people based in specific locations like states, provinces, cities or countries.

Interests

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

Custom Audiences

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

Automated Targeting

Instagram helps you quickly create an audience who might be interested in your business using a variety of signals including location, demographics and interests.

Demographics

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

Behaviors

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

Lookalike Audiences

Find new people who are similar to your existing customers.



Instagram Partners

If you're short on time or need additional help, an Instagram Partner can help you with everything—from buying ads to sourcing and delivering creative. All Partners are proven experts in their field and vetted by Instagram.



tastycreamery

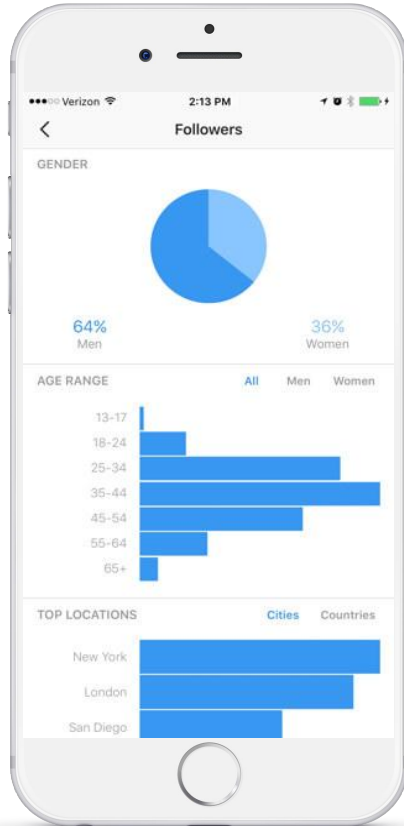
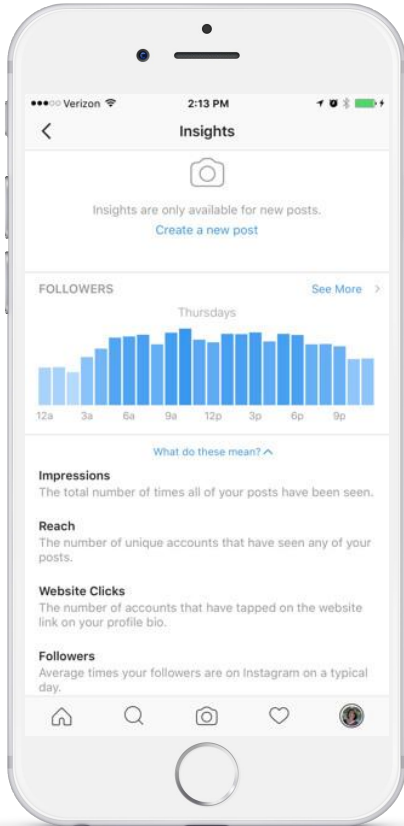


View Insights

Promote

Within the App

Just select the post you want to promote, and then track how many people are seeing and interacting with your promoted post in the app.



Audience Insights within the App

After you post something, you'll get details on the **impressions** and **reach** from your posts, plus the **number of website clicks**.

You can also get a breakdown of your followers by **gender**, **age range**, **location**, and the **times/days they're most likely to be online**.

Different Advertising Options

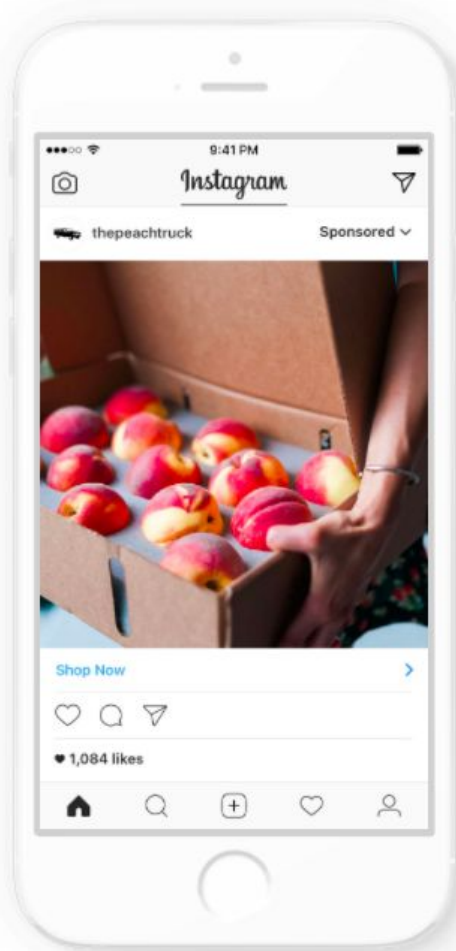
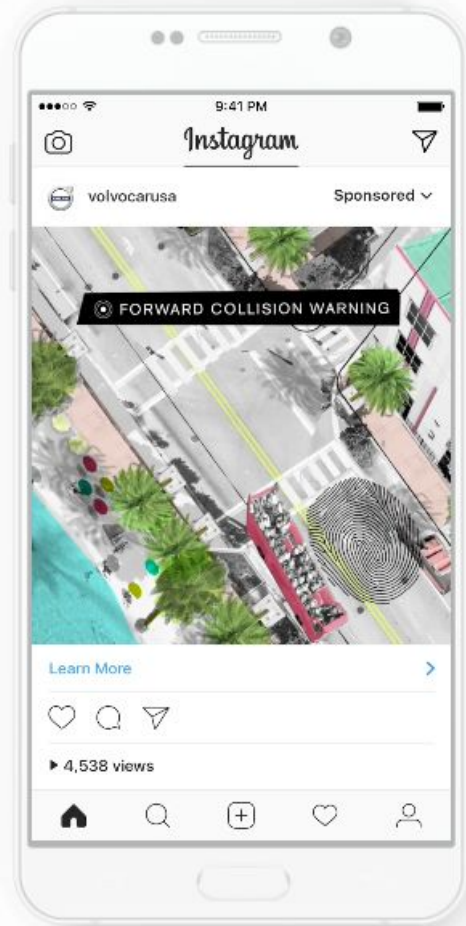


Photo Ads

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

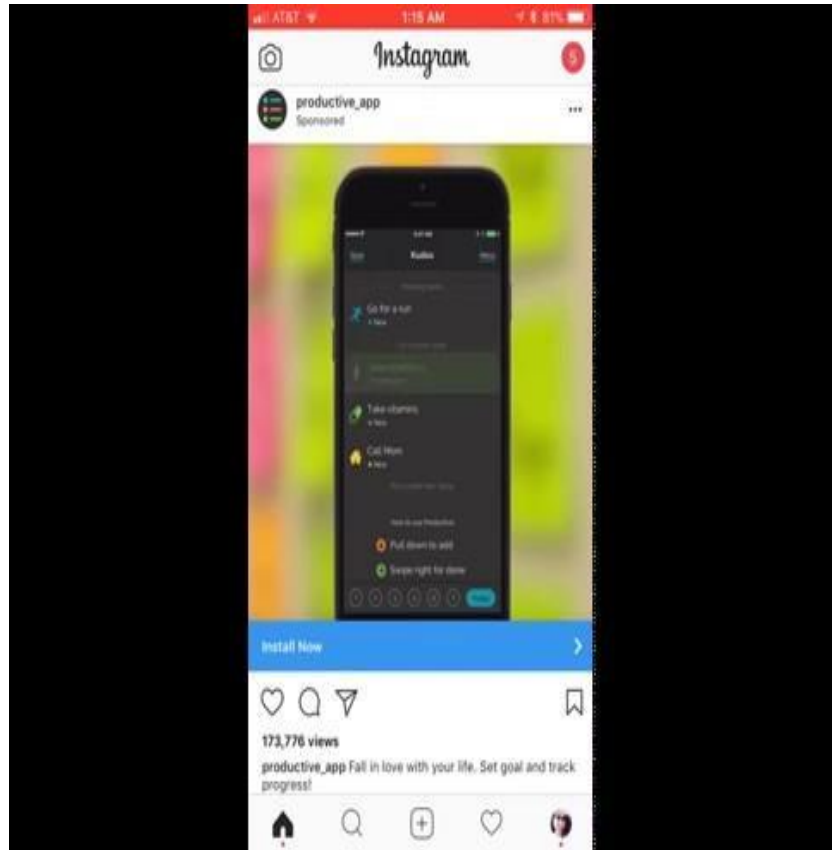
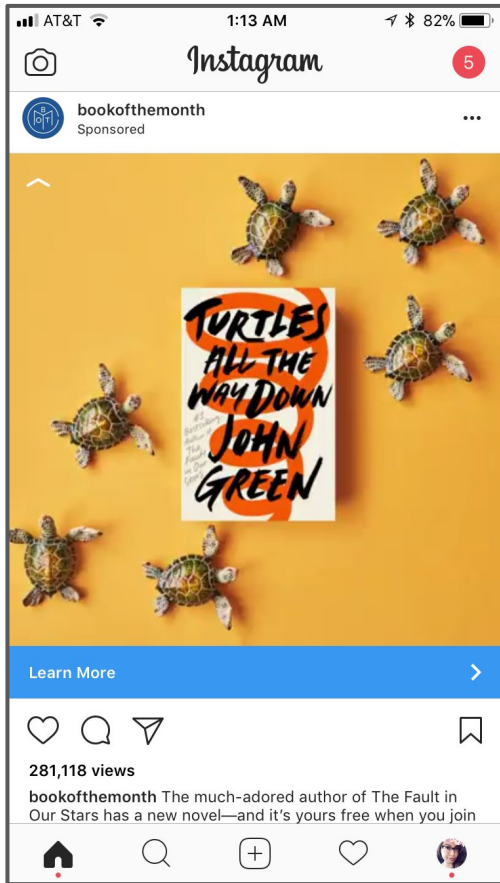
Bring another layer of depth to campaigns where people can swipe to view additional photos or videos in a single ad.

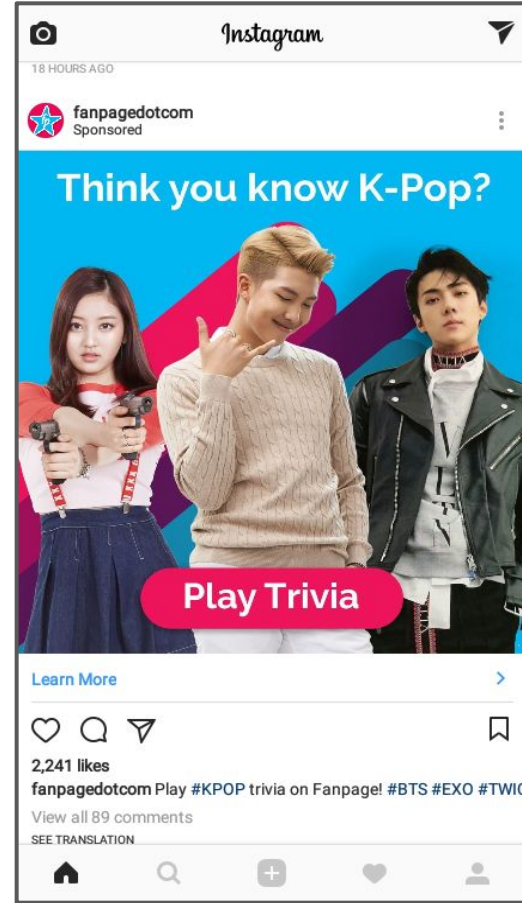
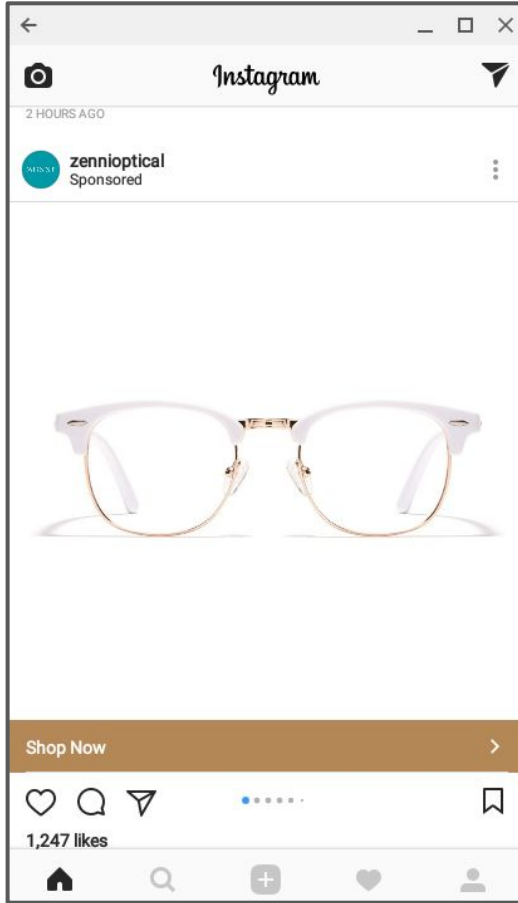


Stories Ads

Complement your feed content with ads on Instagram Stories. Connect with the 250M+ people using stories daily.

**So what do we see
on our own feeds?**





Verizon 3:55 AM 44%

Instagram 3

Add a comment...
13 MINUTES AGO

headshoulders
Sponsored

SOFT, BEAUTIFUL,
PHOTOBOMB WORTHY HAIR.

3,656,591 views

headshoulders Hair so soft you have to feel it to believe it!

View all 201 comments

been.milky

Home Search Add Heart Profile

Verizon 10:08 AM 100%

Instagram 7

anese.co
Sponsored

Shop Now

8,637 likes

anese.co We literally made a product just for your booty that targets cellulite, stretch marks and... more

Home Search Add Heart Profile



COVERGIRL

I am what I make up.

Case Study

the story

Iconic Cosmetics Brand

Founded in 1961, the American cosmetics brand COVERGIRL was acquired in 2016 by Coty, Inc. COVERGIRL makes a wide variety of cosmetics available at affordable prices.



the goal

A beautiful evolution

As part of the company's sweeping *brand overhaul*, COVERGIRL wanted to broadcast the message that it was *replacing its decades-old tagline* with a powerful and inspiring new one—**"I Am What I Make Up"**—and ensure that people quickly associated the new tagline with the brand.



tactics & strategies

Celebrating diverse beauty

Multicultural — The brand used affinity metrics to identify & target ads to over 20 million US Hispanic women and 16 million African American women on Instagram. COVERGIRL also used broad targeting to reach US women between the ages of 18–54.

Brand Ambassadors — 6 brand ambassadors who challenge outmoded perceptions about how makeup “should” be worn. Katy Perry, Ayesha Curry, Maye Musk, Issa Rae, Shelina Moreda and Massy Arias exemplified how makeup can be a palette for self-expression and transformation, regardless of age, ethnicity, culture or profession.



the results

Capturing Attention Through Video

A 15-second video ran in Instagram Stories.

Personalized video cuts were created for the brand ambassadors, who then posted this influencer content from their own Instagram handles, tagging COVERGIRL.

5-point

Lift in message
association (for
new tagline)

30.1M

People reached on
Instagram

15M

Overall video views

Some Takeaways

What Works?

- ❑ **Minimal text**
- ❑ **Delicate branding**
- ❑ **Lighting and detail**
- ❑ **Short video ads**
- ❑ **Attention grabbing photos**
- ❑ **Using hashtags**
- ❑ **Instagram contests**

Because most people on Instagram are finding you for the first time via the ad, it is recommended that you use this chance to give something away for free: a webinar, ebook, quiz, or download.

The idea is to get them to your website to opt in, so even linking to a blog post will work.

What can businesses do? **BUDGET!**

How much it costs to advertise **depends entirely on the amount of money you'd like to spend.**

A young, **new-business** can spend in small increments to gain a following, whereas **big companies** can spend upwards of **thousands of dollars to really maximize their reach.**

To summarize ...

Good Practices

Applicable to both regular and business accounts

- ❑ **Visually Appealing Feed**
- ❑ **Being on Trend**
- ❑ **Audience Participation**
- ❑ **Post Frequency**
- ❑ **Telling a Story**
- ❑ **Get Discovered**
- ❑ **Utilizing Analytics**

What **user/business practices** do you believe work best on **Instagram**?

Do you think campaigns like **COVERGIRL's "I Am What I Make Up"** become **memorable** via social networks?



Thank You!