



DRIVING ENGAGEMENT AND REVENUE WITH INSTAGRAM

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CONTENT MARKETING MANAGER



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

SESSION OVERVIEW

- WHY INSTAGRAM?
- HOW TO SOURCE AND CREATE ENGAGING IMAGES
- BEST PRACTICES
- HOW TO DRIVE TRAFFIC AND \$\$\$ TO YOUR BUSINESS
- TAKEAWAYS



INSTAGRAM AT A GLANCE

Instagram Demographics	
<i>Among internet users, the % who use Instagram</i>	
	Internet users
Total	28%
Men	24
Women	31
White, Non-Hispanic	21
Black, Non-Hispanic (n=85)	47
Hispanic	38
18-29	55
30-49	28
50-64	11
65+	4
High school grad or less	25
Some college	32
College+	26
Less than \$30,000/yr	26
\$30,000-\$49,999	27
\$50,000-\$74,999	30
\$75,000+	26
Urban	32
Suburban	28
Rural	18

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

- **400M+** MONTHLY USERS
- **75%** OUTSIDE THE U.S.
- **80M+** AVERAGE PHOTOS PER DAY





48% OF INSTAGRAM USERS
TURN TO INSTAGRAM TO
CHOOSE VACATION
DESTINATIONS

INSTAGRAM + TRAVEL

90% OF MILLENNIALS UPDATE
THEIR SOCIAL ACCOUNTS
WHILE TRAVELING



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CREATING IMAGERY THAT INSPIRES



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WHAT'S YOUR STORY?



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W Hotels Worldwide The latest in music, fashion, and design coming at you from 47 global destinations. Follow along, if you're into that sort of thing.
whotels.ht/WSOUNDSUITE


805 posts 152k followers 1,288 following



thesmithnyc [Follow](#)

The Smith Casual American Brasserie in NYC. NoMad location now open!
bit.ly/MTbfast

1,086 posts 19.9k followers 581 following



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BE AUTHENTIC



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AGGREGATE PHOTOS

- PRODUCE PHOTOS **IN-HOUSE**



- LEAN ON **PARTNERS**



- RELY ON YOUR **FANS [UGC]**



- TAP **INFLUENCERS**



RIGHTS MANAGEMENT 101

- ASK **PERMISSION** BEFORE REPURPOSING FAN PHOTOS



americangirlbrand Love your photo! We'd like to use your photo and username in American Girl social media and emails, and on our site. To confirm the photo belongs to you, you are the parent or guardian of the child in it, you consent & have read & accept our Terms(<http://bit.ly/MattelTC>) and Privacy(<http://bit.ly/MattelPriv>), reply #loveag.

mruse Yes @americangirlbrand we would love that! #loveag

- CREATE A **UNIQUE HASHTAG** FANS CAN USE TO SHARE CONTENT WITH YOU



#UOONYOU



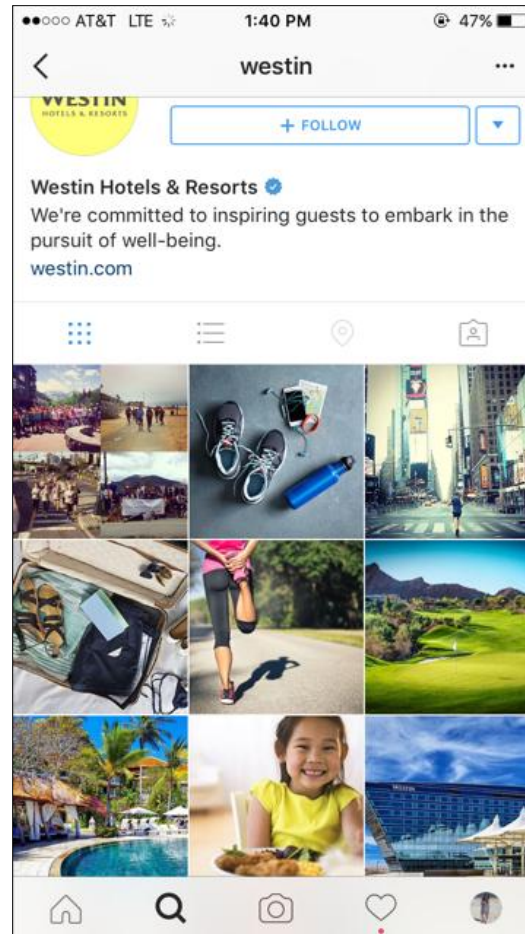
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BEST PRACTICES



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FOLLOW THE 80/20 RULE



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#TWO IS THE MAGIC #NUMBER



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POST 1-2 TIMES PER DAY

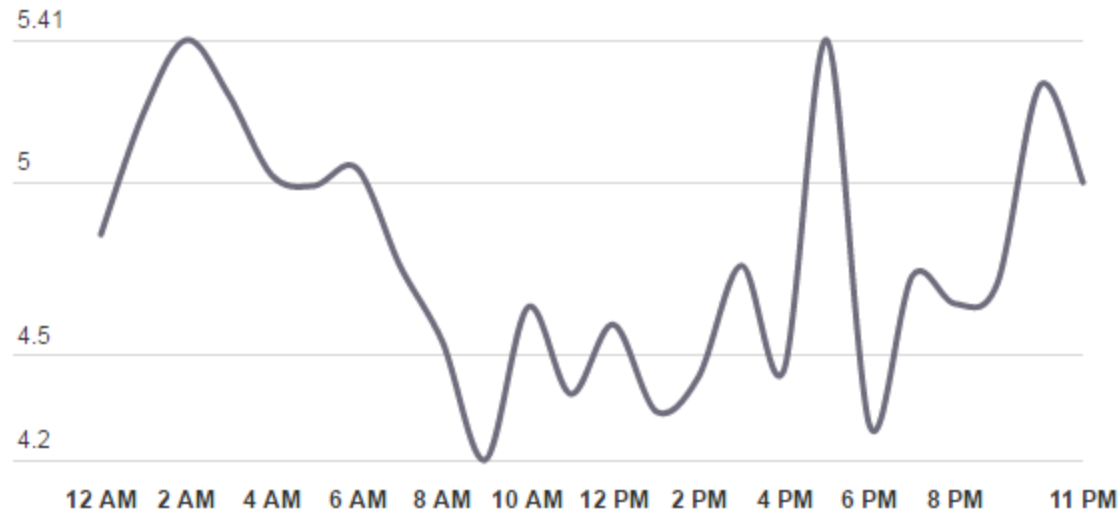


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BEST TIME TO POST? 5 P.M.

The Best Times, On Average, To Post On Instagram

Instagram scheduling service Latergramme looked at over 61,000 posts to determine when they got the best "engagement" -- meaning "likes" and comments divided by a user's number of followers. This chart shows the most successful times on average: 2:00 a.m. and 5:00 p.m.



Hours listed are Eastern Standard Time.

Source: [Latergramme](#)



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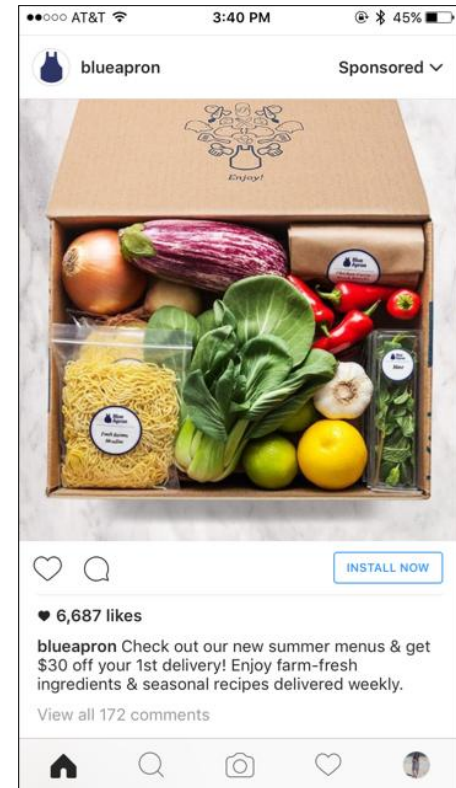
DRIVING TRAFFIC & REVENUE BACK TO YOUR BUSINESS



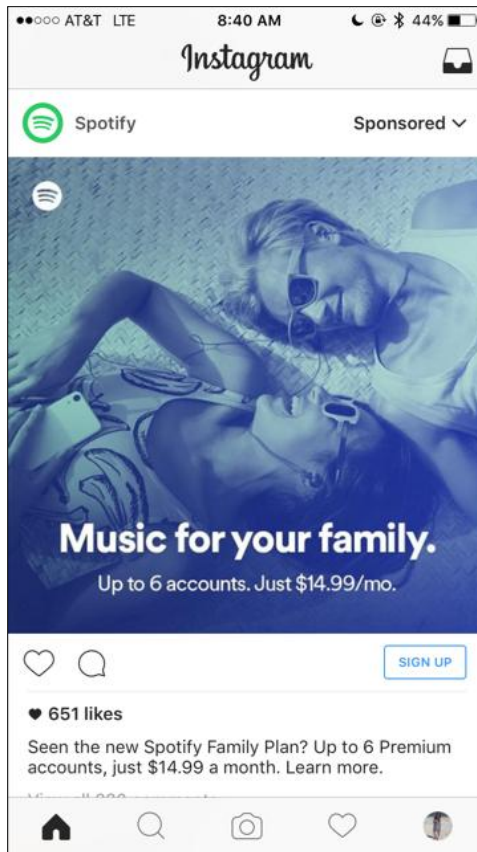
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INSTAGRAM ADS: THE BASICS

- COST IS RELATED TO YOUR **BUDGET**
- YOU CAN SELECT A **DAILY**, **MONTHLY** OR **LIFETIME** BUDGET
- YOU NEED A **FACEBOOK PAGE** TO PURCHASE INSTAGRAM ADS
- TARGET PEOPLE WHO HAVE SHOWN INTENT TO PURCHASE WITH '**LOOKALIKE AUDIENCES**'



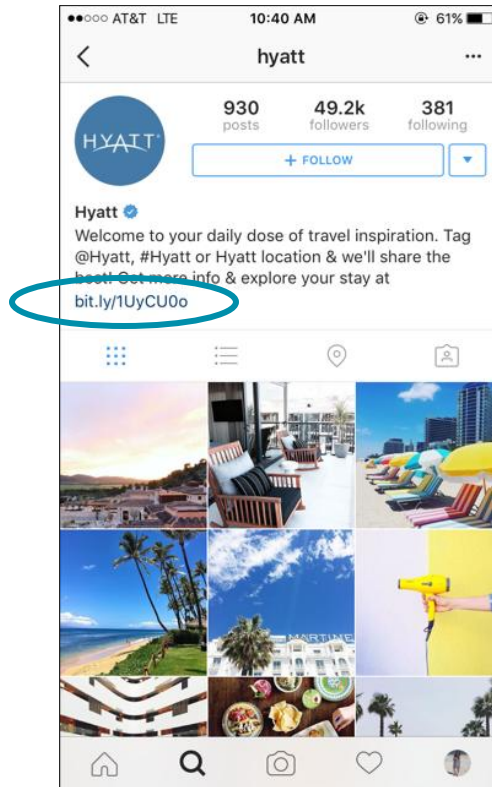
INSTAGRAM AD PRO-TIPS



- DON'T CRAM **TOO MUCH CONTENT** INTO THE POST
- THINK ABOUT **WHAT YOUR CUSTOMERS LOVE**
- MAKE SURE YOUR LANDING PAGE IS **MOBILE-OPTIMIZED**
- DOUBLE CHECK **DATES** FOR TIME-SENSITIVE CONTENT



MEET YOUR NEW BFF



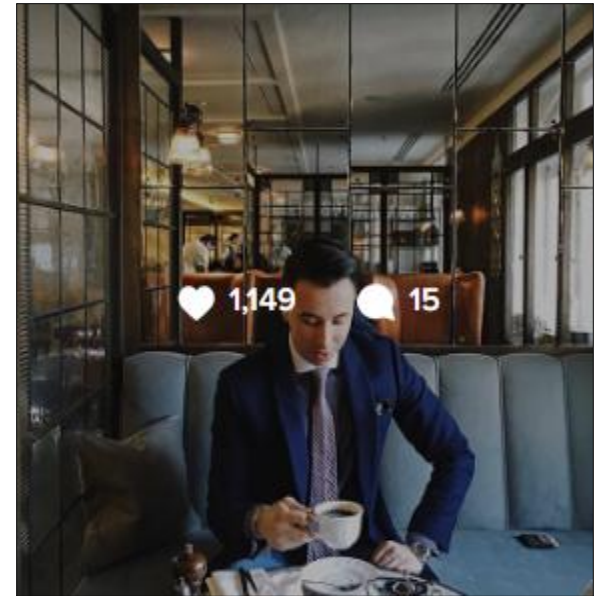
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INFLUENCER TAKEOVER



@marriotthotels
+
@blakescott_

#BSTravels

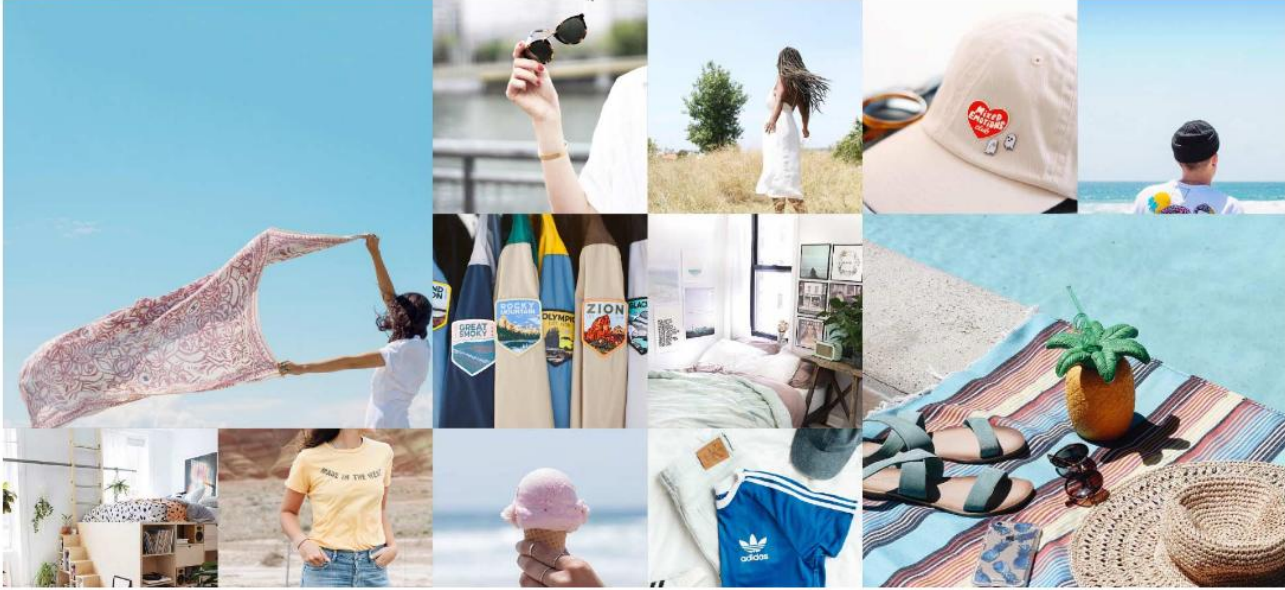


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TAKE THOSE INSPIRING PHOTOS TO YOUR SITE

← → ↻ www.urbanoutfitters.com/urban/index.jsp ☆ ☰

UO COMMUNITY #UOONYOU *FOLLOW US ON INSTAGRAM @URBANOUTFITTERS*



FREE STANDARD SHIPPING On All Orders.

The image shows a screenshot of a web browser displaying the Urban Outfitters website. The browser's address bar shows the URL 'www.urbanoutfitters.com/urban/index.jsp'. The website content features a grid of 12 lifestyle photographs. The top left photo shows a woman holding up a large, patterned scarf against a clear blue sky. The top middle photo shows a hand holding sunglasses. The top right photo shows a woman in a white dress standing in a field. The middle left photo shows a collection of surfboards with various stickers. The middle middle photo shows a bedroom interior. The middle right photo shows a beach scene with a person's back to the camera. The bottom left photo shows a woman in a yellow t-shirt. The bottom middle photo shows a pink hat. The bottom right photo shows a beach scene with a pineapple, sandals, and a woven basket on a striped towel.



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TAKEAWAYS

- THINK MOBILE
- PAY ATTENTION TO WHAT'S WORKING
- AUTHENTICITY IS EVERYTHING

