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A REVIEW ON INSTAGRAM BUSINESS AND MARKETING

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Abstract: From socialising and sharing the one and only social media platform which had officially stepped up into the era of digital marketing is instagram. But using a social networking application for marketing other than application especially designed for marketing is a far more different way. When instagram was launched in 6 October 2010, at a time it is used for sharing photos and videos. In the year 2016 instagram officially announced to use their account as a professional account i.e. a business profile. Nowadays instagram is one of the most popular or say the one and only social networking platform which is officially meant for business as well as social networking. Over the sky of 5 billion users, instagram popularity cannot be neglected when it comes to marketing. This platform is a pool of customers, audience, communities, talent, art and most important memories. In simple words we can say that instagram is an innovation to digital marketing.

- This paper is a brief of the most interesting features of instagram in terms of digital marketing not only in the field of product but also talent.
- It includes the measures to switch to a business account from a personal account and how to use its features in the best way to step up in the business world.

Moreover it also includes the different ways of promotion, marketing techniques and the effective terminologies to use the application in a productive way.

Keywords: Instagram business, digital marketing, promotion, product development.

I. INTRODUCTION

Social networking, by the definition itself means socialising, sharing and interacting. Instagram launched by facebook in 2010 meant for the same purpose. But today it is one of the most known platforms in terms of digital marketing as well. The introduction of business account on instagram brought a revolutionary change not only in marketing but also a very tough competition with the other marketing models which is only meant for that purpose.

When a vendor goes for a start-up through traditional marketing, he/she will be in touch with a few or more customers.

But on instagram the developed as well as developing market are socialising at the same group of customers i.e. the users of instagram. the difference is only the brand name, quality, method of promotion and category.

When you are ready to start your business with this super application, you will be going to be surprised that

the customers are the users with the number of almost 5 BILLION.

Instagram will provide you each and every aspect to business your product. the need is only to use it in a productive manner, not in a random way but in a planned way.

II. INSTAGRAM MARKETING

INNOVATION TO DIGITAL MARKETING AND NEW PRODUCT DEVELOPMENT

The definition of new product development is to introduce a product from an idea to the market. It can be either through traditional marketing or digital marketing.

When we talk about product development on instagram then obviously it's a digital marketing. Product development through instagram has the following benefits:

- First priority of business is to reduce the cost. Most of the revenue is used in test marketing. But if

you are testing your product through instagram then it has the huge cost cutting advantage. Even you can target customers of particular area without physically introducing your product.

- The second priority of business is the customers. No doubt its 5 billion over the instagram.
- The third priority is promotion; you can do free of cost as well as paid promotion on instagram. The detailed information is included in the paper.

2.1 Now the question arises about the result?

Well adding the additional feature of instagram you can even know your stats through insights over this social media platform.

The insights are available from a single post to the full instagram profile. It will also tell you about the audience, reach and yours activity at any time span.

As of the year 2019 Kylie Jenner for the two consecutive years is the richest instagram billionaire, earning \$1.2 M per one post over instagram. The list is published by hopperHQ. Second to her was Ariana Grande with 0.996 M per post.[1]

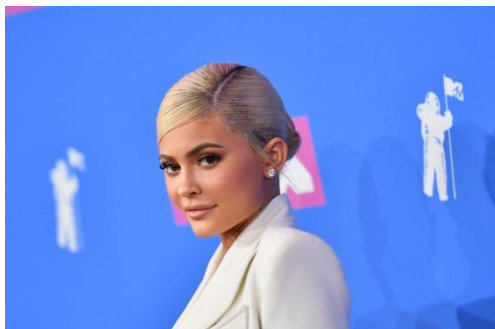


Figure 1: KYLIE JENNER (world's youngest billionaire over instagram)[2]

III.IS INSTAGRAM COMPETING WITH THE MARKETING BASED APPLICATION?

- When it comes to competition, it's between communities of same model.
- Instagram is totally a different model of marketing when it comes in comparison with marketing team like Flipkart and Amazon.
- Flipkart and Amazon are totally product based apps which deals only with marketing of product of trusted and developed companies. But instagram not only deals with product marketing but also socialising, business in terms of art, music etc.
- Customers from all over the world come over these platform but the customers as well as the dealer in the instagram are its users itself.

- Instagram can be used for test marketing but marketing based apps can be only used for final product processing not the test marketing.

From the above mentioned points it is clear the instagram might have the comparable features with marketing apps but it is not competing with those apps which is especially meant for business.



Figure 2: when it's come to competition, its **amazon vs flipkart**, not instagram vs **amazon and flipkart**.[3]

In simple words instagram is totally a new model of digital marketing with no competition with the existing marketing models.

IV.PRIVATE TO BUSINESS: BASIS TO BUSINESS ON INSTAGRAM

Well instagram at first is a social media platform, therefore its first priority is socialising Instagram offers you to create your profile in three modes:

- Private
- Public
- Business

To business over instagram, your profile must be on business mode. At any point of time you can switch your profile from a business account to a personal account.

Moreover you cannot enjoy the features of a business profile until you are switched into another mode.

In order to business over instagram you must go through its terms and conditions and its policy so that you can go through a legal process.

4.1 Below are the guidelines for the new users to switch over a business account.

- Create an instagram profile by default its public.
- Go to homepage.tap on the three dots over top right corner.
- Click on settings, a popup menu appears.
- Click on account.
- Click on switch to business account.
- Under business account section you will be asked :
To enter your category
Business account contacts
Link to your webpage and then proceed.

You will be then available to enjoy the business features of instagram which no other social media platform is able to do so.

The difference between the instagram business and private mode is up to many numbers. But the most important ones are promotion, insights, text/contact push button, sponsorship etc.

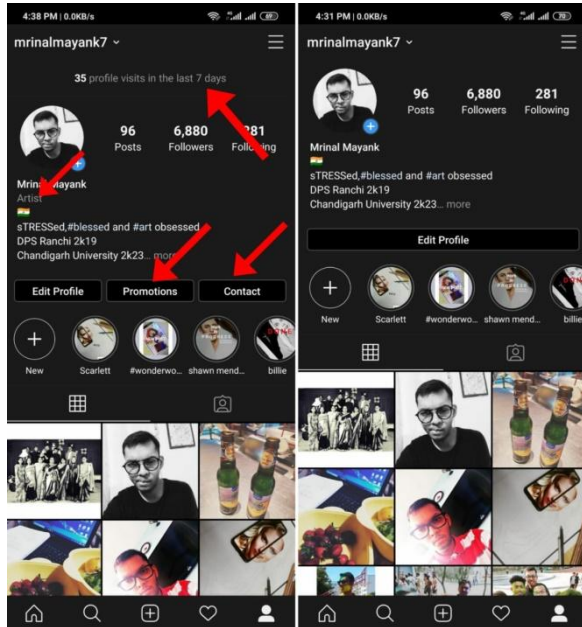


Figure 3: Comparison between business profile (left) and a non business profile (right)[author 1 profile example]

V. TOOLS AND FEATURES OF A BUSINESS ACCOUNT ON INSTAGRAM

Instagram business profile adds one of the best features to grow your business.

- First of all, it allows you to add the link of your webpage to your home profile. It will increase your view to your webpage as customers will be able to visit your page not only through Google but also instagram.
- In order to get knowledge at the first sight to which profession you belong, instagram adds a subtitle to your page by your choice, for example art, music, etc.
- The profile also shows your visits to your profile to get the knowledge of how much number of people is actually interested towards your product/business.
- To connect to the business owner you can add push button to the homepage. Contact can be done through multiple push buttons:
 - 1). Text
 - 2). Call
 - 3). Email
 - 4). Direction.

- Promotion tool: Instagram allows you to use paid promotion tool to sponsor your product through post, stories etc.
- INSIGHTS: This feature of business profile is divided into three subgroups:
 - 1). Content
 - 2). Activity
 - 3). Audience

Content will show you the insight of post ranging from first post to the end. To how many people it reached and actions taken to your post.

Next it target yours activity in a day/month/week/year. And it will show you the account reached to people in that time limit.

Audience is the most essential part in order to grow your business .Instagram shows the number and percentage of your audience based on:

- 1). Age
 - 2). Gender
 - 3). Location
- Another feature of a business account, you can also add a shopping tag to your product if you want to commercialize your product.

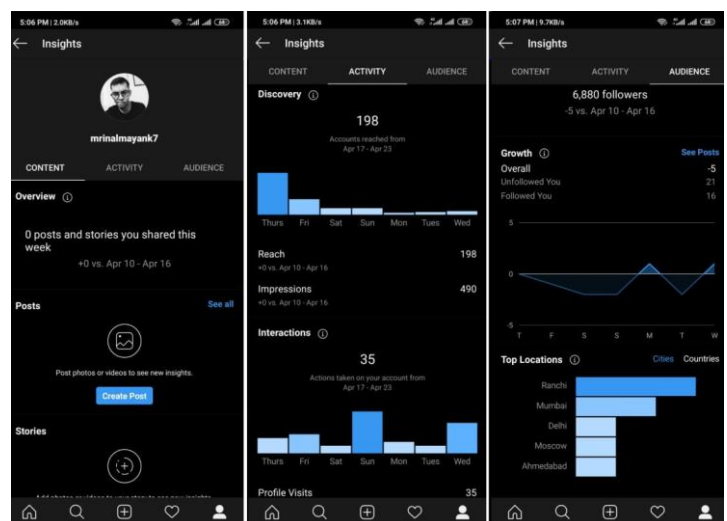


Figure 4: INSIGHTS representation on business profile (authors 1 profile as example)

VI. TOOL PROMOTION (PAID): TEST MARKETING

- Instagram offers you to use paid promotion tool to sponsor your product via post and stories.
- The first step of promotion asks you about your target i.e. your profile, your website or your direct messages.

The second step is to target your audience.

- This is the real step of test marketing where you will target your audience/customer according to location and interest. Your audience could be targeted on the basis of their interest (multiple interest could be

included). Now the location will be the cost factor of your promotion based on the geographical area.

- Thirdly it will enable you the duration of your promotion. Based on that it will show the budget and the estimated reach in advance.
- You can target lakhs on people only in few thousands which are very low cost as compared to testing in traditional marketing.

6.1 Now the question arises will instagram promote any product?

NO

It will take duration of at least one day to start your promotion. Instagram will itself verify the content which is being promoted. Any illegal post will be rejected.

The sponsored product/post will be available to even the audience who are not following you and with different push buttons to your link profile and many more.

One of the best things about marketing on instagram is that the promotion can be created not only of products but to also showcase your talent which opens the door to many sources of employment *which no other digital marketing application is able to do so.*

NOTE: Tool promotion is only available to a business account.

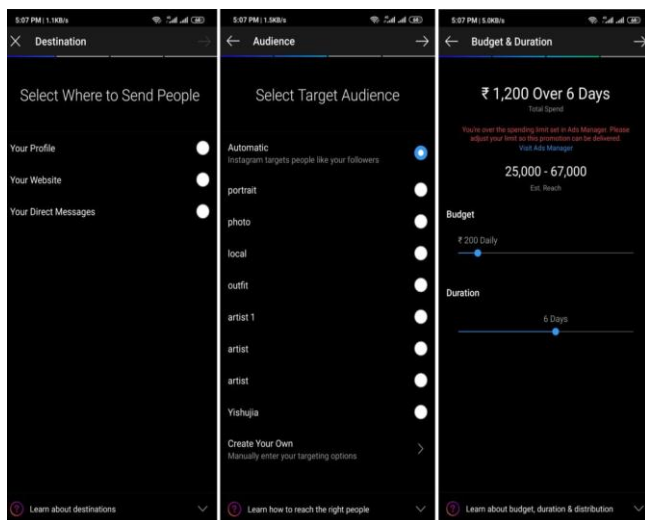


Figure 5: Promotion tool sub menu (authors 1 profile as example)

VII. IS IT POSSIBLE TO PROMOTE YOUR POST FOR FREE?

- Yes, it's possible but in a totally different way.
- Through this type of promotion you will be unable to sponsor your product to which you are not following. You will only able to target them through the following mentioned methods mentioned below. This can be more fun as compared to paid promotion as

here you are free to tag anyone but only to their permission as it might violate the instagram policy.

- **HASHTAGS:** To target any audience of particular interest add it with a hashtag and all the keywords related to it while posting. Try to post during daytime as most of the users are active at that time and will be able to see your post at the top.
- **TAG:** You can tag a particular brand or community on instagram based upon your interest so that people connected to them will be able to reach your product/post.
- **LINK:** You can add the link of your webpage at each and every post to increase the visits at your webpage.
- **FOLLOWERS:** Your followers are your real audience who can promote you through their profile. Try to grow your as much as you can and interact with them directly to know about the pros and cons about your business.
- **STORIES:** Try to tag as much people as you can and add location of your business as well so that people of that geographical area will be able to catch your profile.

VIII.CONCLUSION

Any social networking platform will allow you to interact with people globally. Instagram link the existing feature of socialising with the world of digital marketing which is far more different from any application. The existing feature of this application will give you the wings to fly over the sky of audience without physically meeting them and to advertise your product in the best way you can.

Marketing application can market their product in the best way which is highly appreciated by instagram. Adding onto this feature instagram not only promotes a product but also your talent. Marketing not only deals with the product but also talent which opens the door to employment and economy.

Instagram is a community of millions of communities and individuals. It provides easy access to target the community of your particular interest through many ways. All you need to put a little more effort to understand this innovative way of digital marketing in terms of globalising.

The choice is yours, to be the audience or to earn the audience.

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