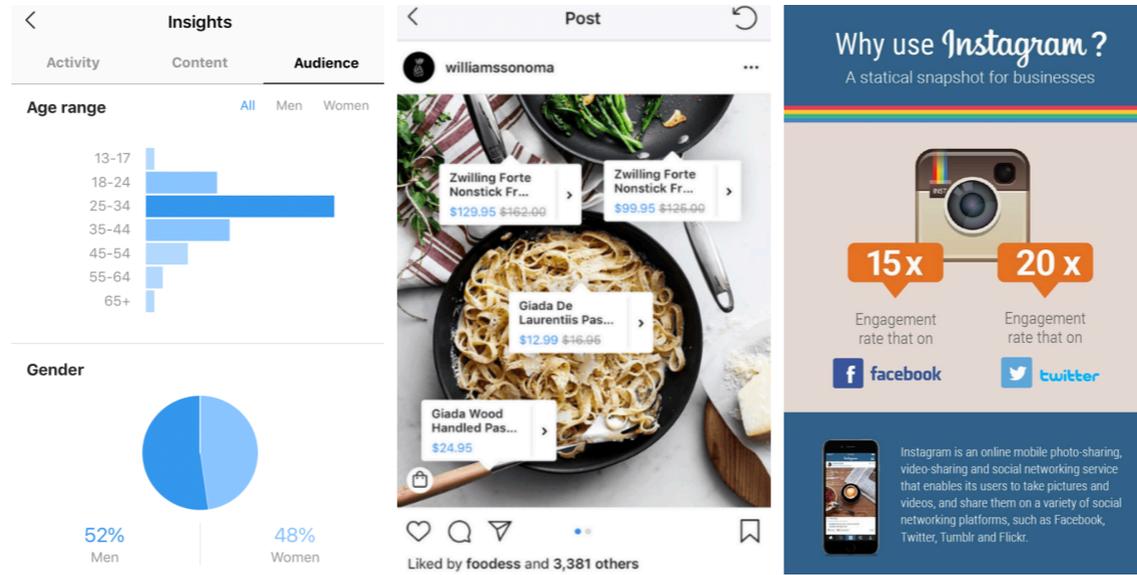


Attraction Studio

BNI Education Piece

Is Instagram Worth It?



Definitely.

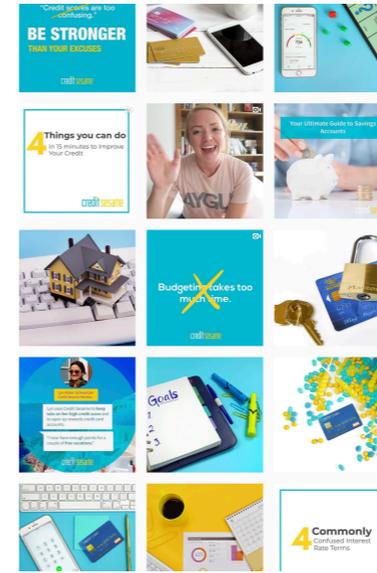
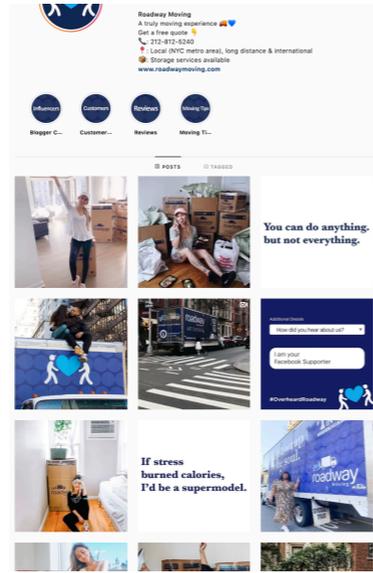
But just like any other marketing channel, it might not be the perfect fit for your brand.

If you're wanting to target a younger demographic 25-35, Instagram has a better engagement rate for that age group than Facebook, which generally results in higher quality leads to a website. If you're a product based company, you can also create shoppable images which a person can purchase directly from on Instagram :- making it even easier for the end user.

Images:

1. Highlights the average instagram user within NZ.
2. Shows shoppable posts which people can purchase directly through from Instagram rather than having to go to a website.
3. Shows average engagement on Instagram compared to that of Facebook and Twitter.

**Numbers come from Neil Patel #marketinggod*



For Instagram to be worth it...

It requires a consistent stream of quality images, videos, the right hashtags, and reaching out to influencers. Having someone who isn't camera shy is also important for doing stories on Instagram.

You need to think strategy and the right angle for your target market: How you're going to promote your brand story visually, not only for each specific post, but also as a collection. You'll want to post more frequently on Instagram than any other platform - 3/4 times a week at a minimum. The best way to get engagement and traffic is a daily post.

Basically if you want to tell your story in a visual way, you have a younger target market, and you have the resources to post frequently, then go for Instagram. If you're better at writing content and find it hard to do images or videos around your brand for every post, then I would stick to Facebook. Best option - do both. But adjust your content for each platform. Don't use the same content on the same day on both platforms.

Images:

1. A moving company
2. Salon Parlour
3. A financial company

Is Instagram worth it?

Yes, definitely if:

- ◆ Your target market includes 25-35 year-olds.
- ◆ You sell a product online (not a necessity but there's more functions available e.g shoppable posts).
- ◆ Time and resources available to devote to Instagram posts, stories and replying to comments.
- ◆ You have a strategy around why and how you're going to use Instagram.
- ◆ You have appealing visual imagery available (or happy to get) around your brand, product or service.