

INSTAGRAM: MULTIGENERATIONAL ENGAGEMENT

PR News Measurement Conference & Social
Media Workshop



ABOUT ME



Melissa Wisheart

Director, Social & Digital Strategy
Moore Communications Group

- 10 years of social media experience
- 12 years of international digital marketing experience
- Twitter: @MooreCommGroup or @m_wisheart
- Clients like:

VICTORIA'S
SECRET



LINCOLN

sears



Picture Instagram's audience.

Did you picture this?



It's just not that simple.

INSTAGRAM BY THE NUMBERS

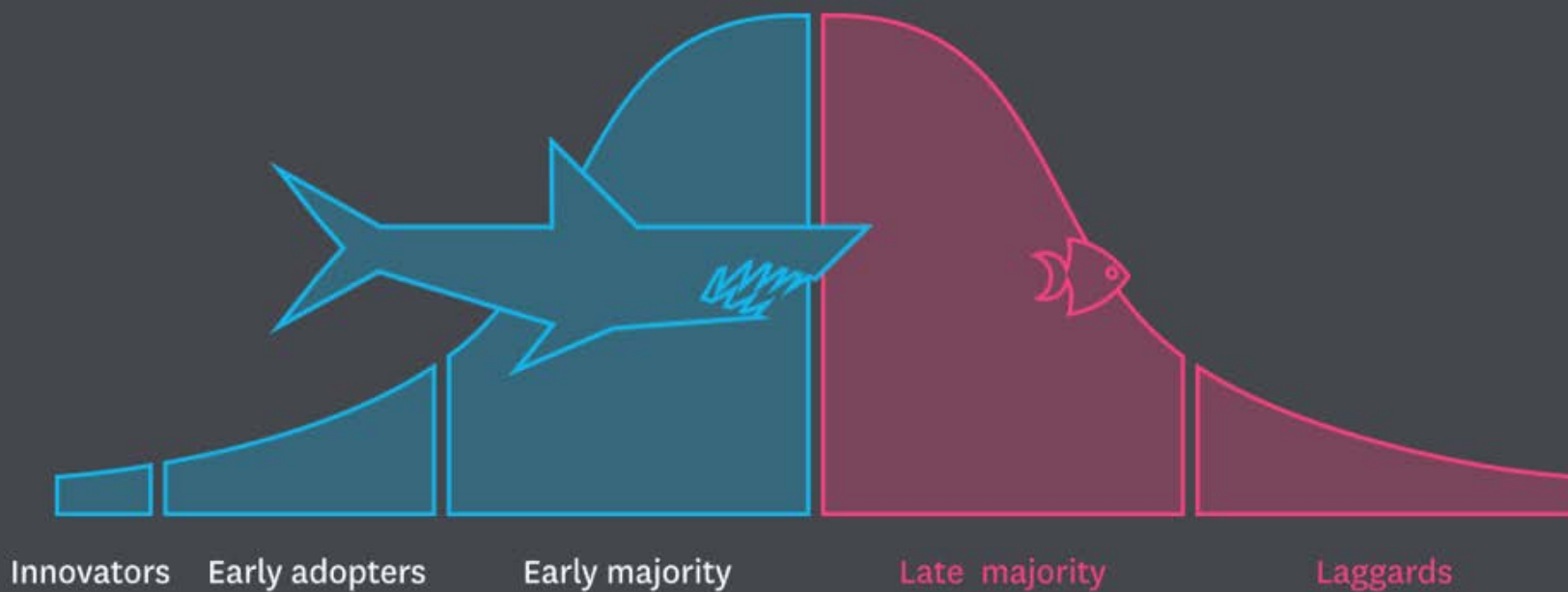
- Over 400 million users
- Estimated 2016 ad revenue: \$1 billion
- Estimated 2018 users within the US: 106 million
- 50% of users over the age of 34
 - BTW, that's about the same as US general population
- 70% of users are outside of the US
- “Most important” social network by American teens
- Per-follower engagement rate:
 - 58x higher than Facebook
 - 120x higher than Twitter
- Ad recall is 2.9x higher than Nielsen's norms for online advertising

It's easy to say that Instagram is only for young people.

However, the Law of Technological Adoption shows that the platform will soon reach Total Assimilation.

SO REMEMBER....

Early adopters always win

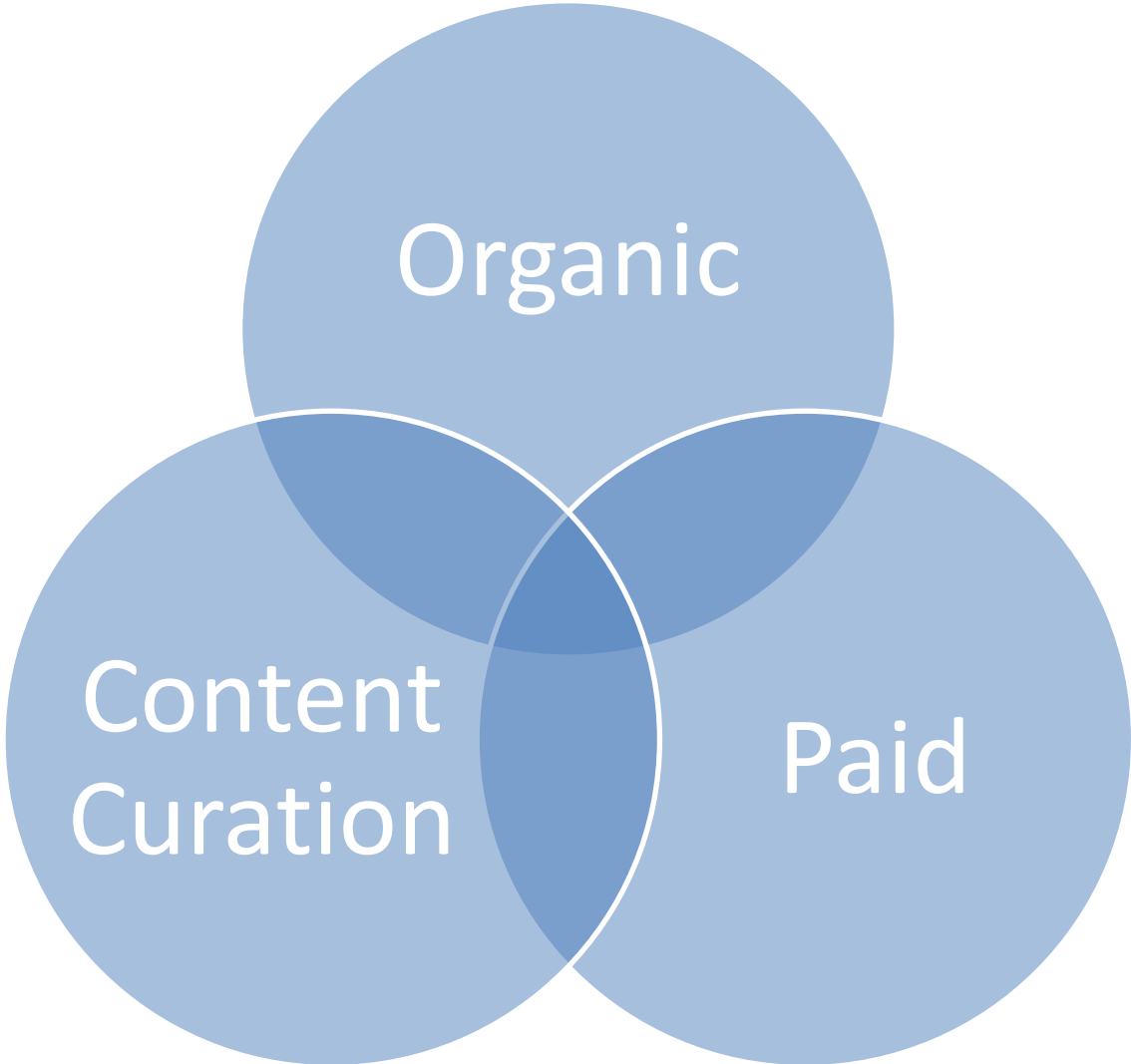


nect.
ow you how.

PUTTING INSTAGRAM TO WORK FOR YOUR BRAND



REACHING YOUR AUDIENCE IN THREE WAYS

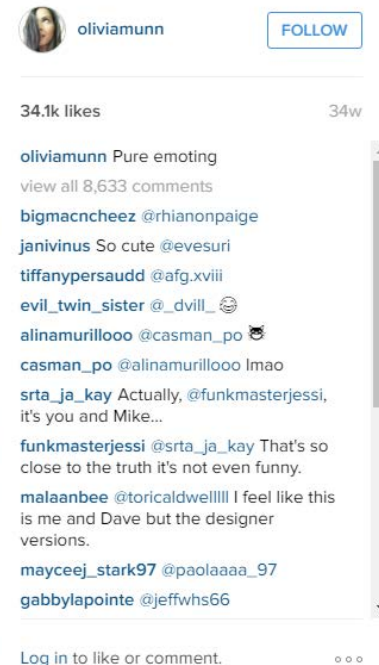


ORGANIC REACH



ORGANIC REACH – CONT'D

- Open, global platform
- Visual representation of your brand's story
- You can follow anyone – and they can follow you
 - *Even Olivia Munn and Aaron Rodgers doing a killer Whitney Houston dubsplash*



PAID REACH

- Powerful targeting and ad creation capabilities
- Reach more niche segments
- Leverage immersive experience and higher ad recall



Passionate Community

Instagram is a highly engaged global community with more than 400M active accounts.



Creative Context

People come to Instagram for visual inspiration and the simple design allows captivating visuals to take center stage.



Visual Language

Advertising on Instagram has the power to move people — inspiring them to see a business differently or take action.

CONTENT CURATION

- Capture content from brand advocates
- Share throughout all of your marketing efforts



A group of people in a meeting, with a man in the foreground looking at a laptop screen. The man is wearing glasses and a light-colored shirt. The background is blurred, showing other people in a professional setting.

CASE STUDY: ECP, #NOWBOARDING

NORTHWEST FLORIDA BEACHES INT'L AIRPORT

- The Problem:
 - Near zero brand recognition in a crowded marketplace
 - Minimal social presence
 - Most social engagement was negative, surrounding expensive fares
- The Assignment:
 - Generate positive PR around the airport
 - Find a way to change the conversation to something positive
 - Make sure the message resonates in silent mode
 - *most video views occur without sound!*
- The Plan:
 - Launch #NowBoarding video to highlight non-stop destinations
 - Increase awareness of airport among key targets
 - Leverage social channels to appeal to emotional decisions around travel choices, not just financial
 - Oh, and you have like....zero budget.

#NOWBOARDING

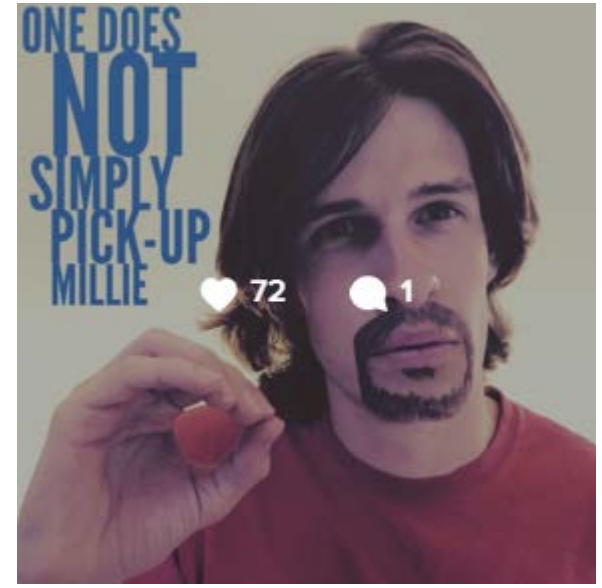
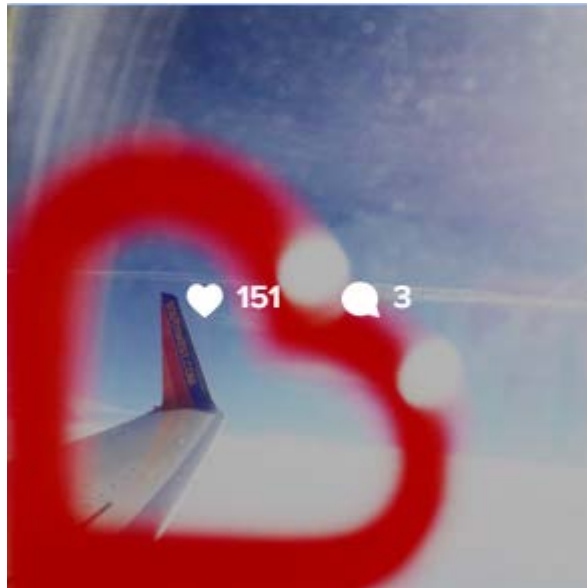


THE FIRST 48 HOURS....

- Reach: 43,205
- Views: 21,514
- \$0.008 per video view (less than a penny)
- Highest response from Women 45-55 (primary demo)

INSTAGRAM LAUNCH: LEVERAGING CONTENT

- Positive conversation was already surrounding the brand
- We curated and surfaced content throughout all marketing materials
- Visual content changed the conversation to appeal to emotions and consider more than just price



FINAL THOUGHTS

- Instagram's age demographics closely mirrors the population of the US
- You *can* reach your target on the platform – through a combination of paid and organic.
- Consider Instagram for social listening and user generated content, not just an outward message about your brand.
- Early adopters will have the most success.

THANK YOU!

Have more questions?

Tweet them to @MooreCommGroup and include #social16