Adobe Brand Stories & Instagram

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Instagram

130M+
user base

40M+
photos shared daily
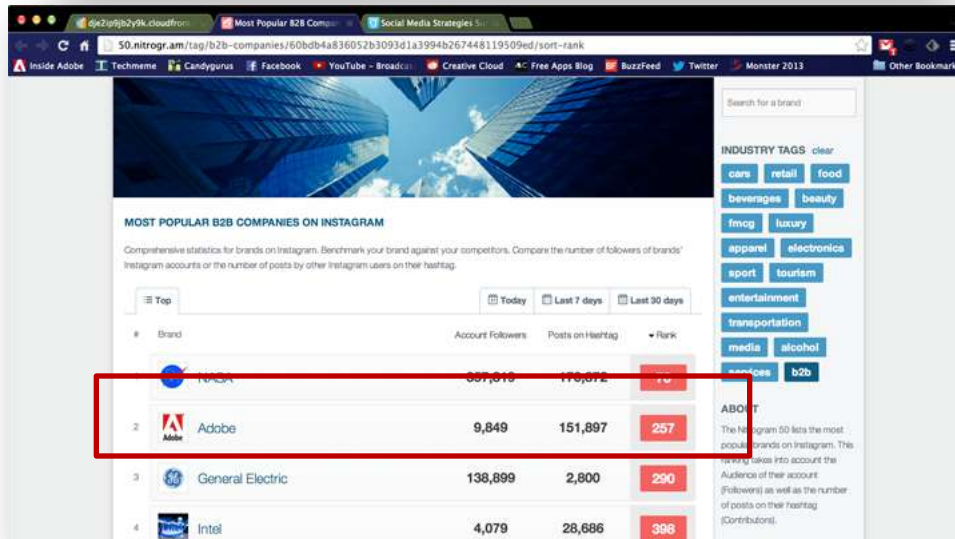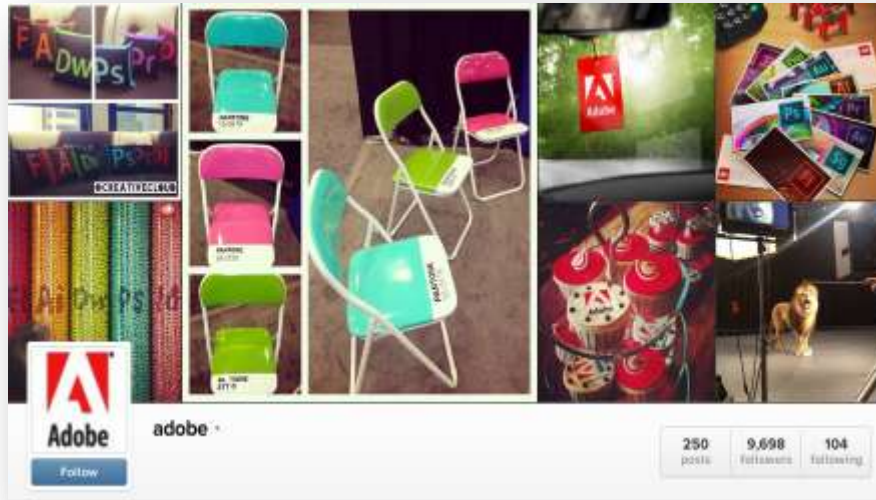
iOS & Android
apps

8,500
likes per second

1,000
comments per second

Video
new capability

Just point and shoot, and get creative with image editing features (e.g., filters)

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Adobe on Instagram

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Yes, we're a B2B brand…BUT Instagram fits our objectives

- Humanizes the brand through visual storytelling

- Plays into our creative DNA

- Engages with a community all about self-expression/creativity

Our Approach

- Provide a behind-the-scenes look into who we are and what we do

- Highlight both our employees' and customers' creativity

- Tap into the Instagram culture – have fun and be a part of relevant themes

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Success Factors

- Close partnership with HR team

- Coordination with brand, event and campaign leads to help with content generation

Learnings

- Keep IG top of mind – don't overlook opportunities

  - Employee events

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Success Factors

- Ask employees to share photos for our team to share…or via their own accounts, so we can re-gram

Learnings

- Remind employees of key hashtags to use (e.g., #Adobe or #AdobeLife) and/or tag @Adobe

Featured on @Adobe

Featured on Individual Accounts

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'Day in the Life'

24-hour stunt for a look at Adobe employee work-life around the world

Execution Details

- Each office had 3-hr channel ownership; 8 offices took part
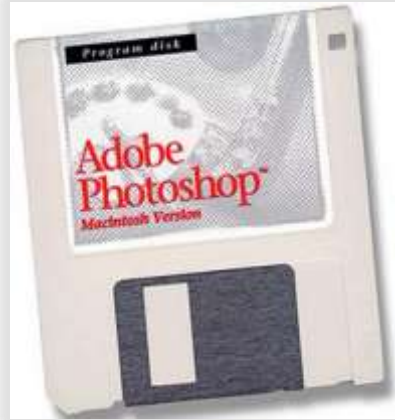- Corp social team provided Instagram 101 & guidelines

Results

- 86 photos within 24 hours
- 5,853 likes + comments

Learnings

- Ensure employees have fun, but not too much
  - Some got "photo happy" posting more than our recommendations
- Too much posting = spam

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Success Factors

- Integrate our visuals into popular themes and hashtags that play out well (e.g., #TBT, #design, #NoFilter)

Learnings

- Monitor closely what hashtags are in use about the brand to get indicator into what to post

- Secure resources to manage engagement on- and off-channel

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'Conversation for a Cause'

Engage SXSW-goers to raise funds for STEM to STEAM by tweeting and IG'ing pics

Execution Details on Instagram

- Snap a photo of what inspires creativity = $1 donation

Results

- Almost 3000 mentions of #AdobeSXSW
  - Only 22 on Instagram

Learnings

- Be more specific about the ask
- Need greater integration efforts with other marketing teams to raise awareness

Conversation for a Cause

Snap a photo of something that inspires your creativity at SXSW then share it on Instagram using #AdobeSXSW and we'll donate $1 to STEM to STEAM.

ADOBE & SXSW INTERACTIVE
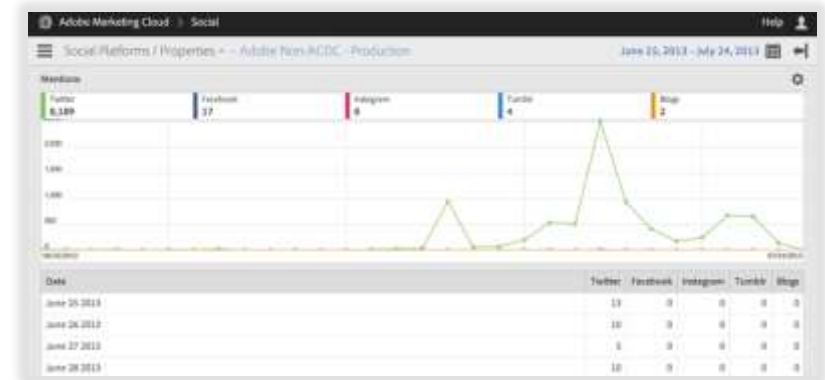
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Measuring Instagram Success

Key Metrics to Start

- Brand mentions
- Engagement (e.g., likes/hearts and comments)
  - On Instagram *AND* other platforms (e.g., Facebook or Google Plus)

Measurement Tool Options

- Statigram
- Nitrogram
- Adobe Social (newly available)

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Convince Your Boss & Get Going

- Home in on the importance of telling your brand's story through humanizing it
- Easy to resource and sustain when you activate employees
- Little training needed. Many employees may be on Instagram now.

Step 1: **Audit** — your team and manager. Is IG right for you? What are your objectives?

Step 2: **Organize** — who will take on mgmt. of the account, including moderation? How often will there be posts? Where is content coming from? Do you want to activate others? Are there guidelines for them?

Step 3: **Listen** — or in the case of IG, "look". Are there people the brand should follow? What hashtags relate to your brand best?

Step 4: **Snap** — start slowly but get into the game. Find the right conversations, use the right hashtags, stay active listening, posting, commenting

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