

# VISUALIZE YOUR ORGANIZATION'S MISSION AND MESSAGES WITH INSTAGRAM



Rachel Mátos, Social Media Director [LatinaBloggersConnect.com](https://www.LatinaBloggersConnect.com)



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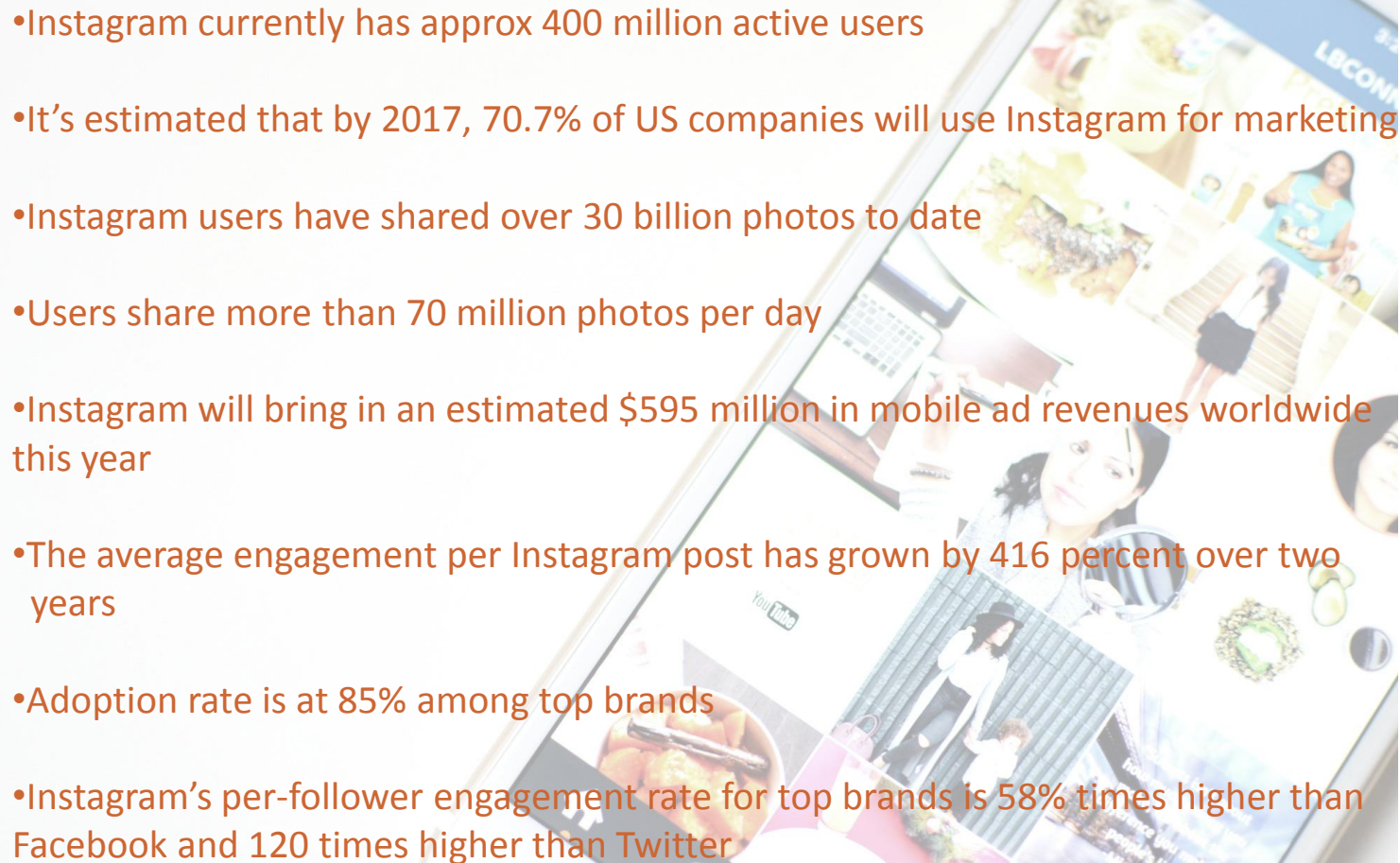
A woman with long brown hair is sitting at a desk, looking down at a laptop. In the foreground, there is a clear glass vase filled with white and green flowers. The background is slightly blurred, showing a computer monitor and a desk lamp.

Latina Bloggers Connect started  
with a simple idea: community.  
Together, we support content  
creators and brands in building  
authentic collaborations that  
deliver measurable results.

Blogs • Twitter • Facebook • Vine • Youtube • Periscope • Snapchat • Instagram



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- 
- Instagram currently has approx 400 million active users
  - It's estimated that by 2017, 70.7% of US companies will use Instagram for marketing
  - Instagram users have shared over 30 billion photos to date
  - Users share more than 70 million photos per day
  - Instagram will bring in an estimated \$595 million in mobile ad revenues worldwide this year
  - The average engagement per Instagram post has grown by 416 percent over two years
  - Adoption rate is at 85% among top brands
  - Instagram's per-follower engagement rate for top brands is 58% times higher than Facebook and 120 times higher than Twitter

# TELL YOUR BRAND'S STORY WITH INSTAGRAM

B2B and B2C companies both

benefit ...

- Instagram is part of your larger online marketing strategy
- Do not treat Instagram as your marketing strategy
- Use the platform to promote your brand values
- Capture moments that humanize your brand
- Illustrate that your brand stands for something beyond products and services
- Gives your brand a personality with the power of visual storytelling
- Thinking in pictures is in our nature
- A great picture can make you feel emotions or evoke a memory
- 90 percent of information transmitted to the brain is visual
- Establish a deeper connection with industry thought leaders and prospective clients during their past time
- Create a community by illustrating how your services solve a problem



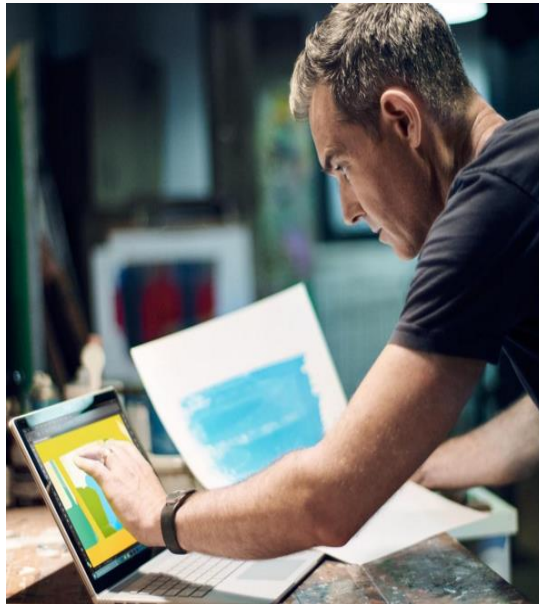
# TELL YOUR BRAND'S STORY WITH INSTAGRAM



microsoft [FOLLOW](#) ...

**Microsoft** The official Instagram account of Microsoft. Celebrating people who break boundaries, achieve their goals, and #DoMore every day.  
[msft.it/MSFTDoMore](https://msft.it/MSFTDoMore)

226 posts 355k followers 181 following



[FOLLOW](#)

5,408 likes 14w

**microsoft** According to Jordan Crane, there are yellows, and then there are yellows. Color is his passion. When he illustrates comics, he devotes countless hours to each piece, first working meticulously by hand and then in digital on his new Surface Book. @jdrancor knows every line, angle, and most importantly color counts. He then translates these details into his screen printing, mixing his own colors based on his digital renderings. This unique integration of material craftsmanship and digital technology brings each vivid comic to life.

To learn more about how Jordan uses tech to enhance his design, visit [blogs.windows.com](https://blogs.windows.com)

[View all 103 comments](#)

**sofil.v** I have a ps4.

**welting37** Hi, is the Microsoft visitor center opened on thanksgiving week, Friday?

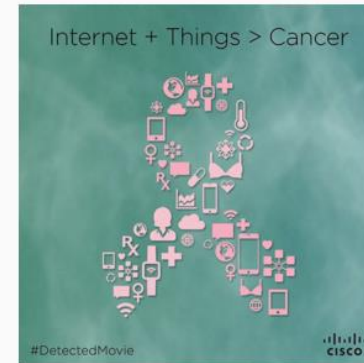


**microsoft** The line between ideal and human imperfection is where Frankie Cihl makes art. Now, she's blurring the line further with the help of her @Surface. To learn more about @furpuff's work, visit [surface.com/art](https://surface.com/art)



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# TELL YOUR BRAND'S STORY WITH INSTAGRAM



771 likes 21w

cisco Happy #BusinessWomensDay to our fearless female leaders & all the other women in the workforce!



cisco  ...

Cisco Managed by Social Media Communications. Got a photo or question? Contact @JoieHealy or @kchiala [newsroom.cisco.com/](http://newsroom.cisco.com/)

575 posts 58.3k followers 71 following



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*Neutrogena, Johnson & Johnson's,  
L' Oreal Paris, Ragu, Montejo Beer,  
KFC, Nesquick, Lubriderm, Tide,  
Dove, Aveeno, Degree, Glade,  
Angel Soft, Huggies, Tylenol,  
Allstate, Mc Donald's, Barilla,  
Hunt's, Crest, Evenflo, JC Penney,  
Honda, Pine-Sol, Lexus*







# TIDE



735 likes 19w

**beautybynena** 🇲🇪 Unete a celebrar "Nuestra Raza Latina" comenta abajo el adjetivo q mejor nos describe! 🙌📝

—  
Como Mexicana, me siento orgullosa de mi gente y de mi país que aunque lejos, lo seguimos celebrando, somos gente trabajadora y alegre! 🇲🇪🇲🇪🇲🇪

—  
•Checa el video📺 de este increíble movimiento, link directo en mi perfil!👉🙌🥰  
"De acuerdo al último Censo en USA la población Hispánica es de 55 millones o 17% de la población, el grupo étnico o minoría más grande en Estados Unidos"

♦ beautybynena.com  
#WashAwayLabels #sponsor  
#beautybynena @tidelaundry @ncrl

View all 49 comments

bl.arre @beautybynena yo quiero esa



The primary objective of this campaign was to create awareness and engagement around Tide Pods® Hispanic Heritage Month campaign: Wash Away Labels. The Wash Away Labels campaign presented by Tide Pods® and The National Council of La Raza invited everyone to replace labels that negatively impact the Latino community and instead recognize the positive contributions Hispanics bring to the United States.

## #WashAwayLabels

- Images 42
- Contributors 34
- One week time-frame



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## CERVEZA MONTEJO



Jay Mendoza and Oscar Miranda

## CERVEZA MONTEJO



355 likes 34w

rachaelraymag @sweetlifebake is getting fancy on us! We are loving her frosty beer raspado topped with whipped lime cream. Don't forget to tag your #cocktail photos with #RRMagFan and we might feature you!

view all 36 comments

ckrusch Yummy!!!👍👍👍

lorrainecladish Love this and love @sweetlifebake!

sweetlifebake Thanks @laflovers -- my new summer addiction #vivamontejo

sweetlifebake Thanks @chantillypatino @myfriendbetty in love with this shot. 🍷

sweetlifebake @enmicocinahoy true, Texas summers are brutal - thanks!

yoursassyself Yum, raspado with lime cream, come on...delish ;) @sweetlifebake

sweetlifebake Thank you @tanyasalcido @mammazucchero v @lildiasaqastume 🍷

❤️ Add a comment... 🗨️

The primary objective of this campaign was to create awareness about Cerveza Montejo and their recent arrival to the US from Mexico. Each video and post focused on their Authentically Mexican main messaging.

### #VivaMontejo

- Images 591
- Contributors 224
- 4 month time-frame

Repost from Vianney Rodriguez



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# Rachel Mátos

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@weallgrowsummit

@theartmuse



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