

## 10-0 - Introducing Instagram



**S1:** In this module, we cover the mobile application for photo sharing, Instagram.



**S2:** Instagram allows you to like, capture and share any moments to a worldwide hub. It is mobile and technically, one of the most powerful social

network applications today. Almost everyone with a mobile phone in their possession have Instagram.

## Instagram & Statistics

- ▶ In 2017, 1 billion users are on Instagram, that's 13% over the world's population.
- ▶ It is recorded that 30% of our times are spent online, and most of that time is spent on our mobile phones, thus, 60% of it is from our mobile devices.
- ▶ An average user of Instagram spent approximately 20 to 15 minutes of their time scrolling, liking, posting sharing and socializing through the application.

**BIG TRAFFIC FIRESALE**

**S3:** In 2017, 1 billion users are on Instagram, that's 13% over the world's population! That's not all. As of today, the number of people spending their time on social media is rising.

It is recorded 30% of our time is spent online and most of it is spent on our mobile phones, thus, 60% of it is from our mobile devices. It means the total hours spent on social media, has overtaken the time spent on eating and socializing in person. An average Instagram user spends approximately 15 to 20 minutes of their time scrolling, liking, posting, sharing and socializing.

## The Influence Of Instagram

- ▶ 50% of the world's brand uses Instagram as part of their online marketing strategy.
- ▶ Some of the top brands that have reached more than a thousand followers are, National Geographic, Victoria Secret, The Ellen Show and even Nike.
- ▶ National Geographic themselves have generated at least an average of 400 thousand from a single photo! That's a huge amount of traffic generated.

**BIG TRAFFIC FIRESALE**

**S4:** This information allows 50% of the world's brand to use Instagram as part of their online marketing strategy.

Some of the top brands that have reached hundreds of thousands of followers are, National Geographic, Victoria Secret, The Ellen Show and even Nike.

National Geographic themselves have generated at least an average of 400 thousand likes from a single photo! That's a huge amount of traffic generated.



## Getting Into Instagram

- ▶ It is possible for you, an online marketer, to generate the number of likes and views you wanted from Instagram.
- ▶ But will it even span across multiple users out there?
- ▶ How would you know that your post can be viewed by users worldwide?
- ▶ Are you even aware of the most popular time to be posting on Instagram?



**BIG TRAFFIC FIRESALE**

**S5:** It is not impossible for you, an online marketer, to generate the number of likes and views you want from Instagram. You might think all you need to do is to post an awesome, high-definition picture, and wait for the likes to come in. But will it even span across multiple users out there?

How would you know that your post can be viewed by users worldwide?

Are you even aware of the most popular time to be posting on Instagram?

Worry not, in the next coming modules you learn how these brands have generated tons of traffic by having over thousands of likes on their photos and million views on their video.