

# flashstock's INSTAGRAM MARKETING STRATEGY E-BOOK



THE ALL-INCLUSIVE GUIDE  
TO UNDERSTANDING AND  
MASTERING INSTAGRAM  
MARKETING.

LEARN HOW TO CREATE THE  
NECESSARY FRAMEWORK,  
BUILD A SUCCESSFUL  
STRATEGY, AND TELL YOUR  
UNIQUE BRAND STORY.

♥ 27742 likes



# EXECUTIVE SUMMARY

Instagram is changing how brands and consumers interact in the 21st century. Consumers now expect brands to communicate visually, posing new challenges for organizations to adopt new practices in marketing. This is an exciting opportunity for brands to reach out and connect to their consumers in an unobtrusive and natural way.

Many brands have adopted Instagram as a “me too” strategy to cover all their bases on popular social media, but have not made the effort to fully utilize the platform as a marketing channel. Millions of attentive eyes are on Instagram, but brands are delivering messages that are getting lost in the flurry of content. Brands have a problem marketing through a visual medium, creating content at a scale and pace that Instagram moves at, and finding cost effective ways to procure great imagery.

Only four years old, Instagram is a massive mobile social networking platform with over 300 million active monthly users<sup>3</sup> and still rapidly growing. Instagram is a hit with the millennial demographic, a difficult and attractive target group to reach. With the growth of mobile connectivity and the cultural shift towards visual content, Instagram is the right solution at the right time.

Marketers need to learn to become artists and visual storytellers on Instagram to effectively communicate with consumers. Combining elements of strategy, art, storytelling, content development, and content procurement, learn how to connect with your consumers on Instagram with a clear message that produces real results.

This guide contains everything brands need to know about marketing on Instagram. From what makes a

great post, to developing a strategy, utilizing and implementing tactics, creating legal processes, and to creating great content at scale, The Ultimate Guide to Instagram Marketing has you covered.

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♥ 16,948 likes



## SECTION ①

### INTRODUCTION



WHAT IS  
INSTAGRAM?



THE REACH OF  
INSTAGRAM



## INTRODUCTION: OVERVIEW

Instagram, a leading photo community, is shaking up how marketers engage and communicate with their consumers. Consumers expect brands on Instagram to communicate visually and authentically, fitting the aesthetic of the community. This poses new challenges for many brands, forcing both the brand and their agencies to adopt innovative practices. With a growing monthly active user population of over 300 million<sup>3</sup>, brands that crack the Instagram code are able to develop a richer and more meaningful relationship with a large consumer population.

Instagram requires marketers to develop a new, solely visual method of storytelling and brand building. Brands have evolved from advertising producers to content creators, and they are now expected to act as artists and visual storytellers to connect with their target audience on Instagram.



**THE RIGHT APPROACH INVOLVES A COMBINATION OF STRATEGY, ART, AND FOCUS ON THE BRAND'S UNIQUE PROMISE TO THE CONSUMER.**



# WHAT IS INSTAGRAM?



Instagram is an online mobile photo sharing, video sharing, and social networking service that enables its users to take pictures and videos. Users can also share on a variety of other social networking platforms such as Facebook and Twitter. A distinctive feature is that Instagram confines photos to a square shape similar to Polaroid images and digitally applies filters.

Instagram is also a platform for brands to share their unique points of view. Millions of people use Instagram as a source of inspiration, creative outlet, and find amazing imagery. Brands will have no problems in reaching people who are open to new perspectives. This can be attributed to Instagram's simple design always putting visuals in the center stage. Because each image or video fills the screen, there is no clutter to the experience. Users are drawn to Instagram because it is a beautiful environment filled with captivating and inspiring content.

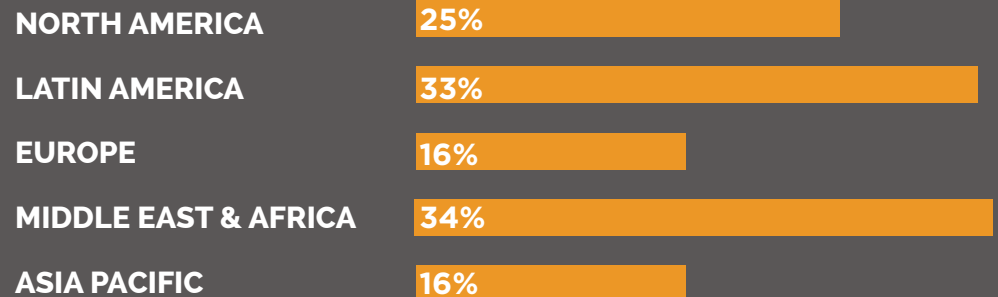


# THE REACH OF INSTAGRAM

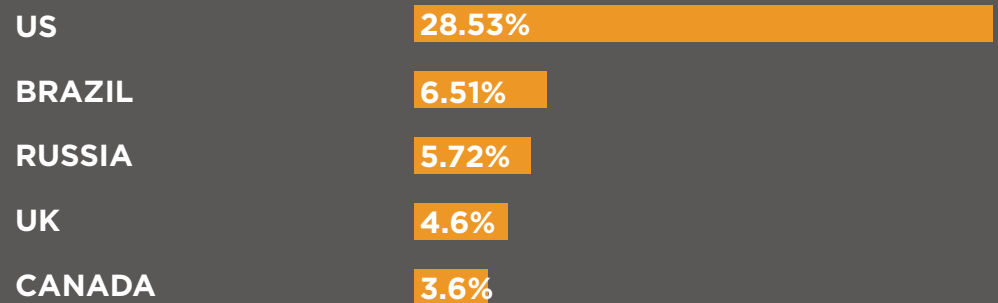
This year, mobile web use and the consumption of mobile apps have surpassed online media in the United States for the first time<sup>2</sup>. Instagram, a millennial favourite, currently boasts an impressive 300+ million active users each month as of December 2014. Instagram reached the 200-million milestone in March 2014<sup>3</sup> growing by 66% in average unique app users per year from an original 150 million in September 2013. As indicated by this rapid growth, Instagram is still a quickly expanding platform<sup>4</sup>.

Instagram now reaches 20% of all Internet users between the ages of 16-65<sup>4</sup>, boasting 40.5 million users in the United States alone. According to eMarketer, the app could have over 50.6 million users by 2016<sup>5</sup>. Instagram's growth is not limited to the U.S., as its user population is becoming increasingly global. Instagram is available in 25 languages, and over 60% of its users reside outside the U.S. Additionally, the app is allowed behind China's Internet barrier, giving users the ability to share and link accounts to Sina Weibo, a Chinese microblogging site<sup>6</sup>. The United States, Brazil, Russia, the United Kingdom, and Canada comprise the top five countries accessing Instagram<sup>7</sup>.

## % OF INTERNET USERS USING INSTAGRAM BY REGION



## SHARE OF TRAFFIC BY REGION JULY – SEPTEMBER 2014, BY COUNTRY



Source: Global Web Index 2014<sup>4</sup>; Share of Traffic 2014<sup>7</sup>

# THE REACH OF INSTAGRAM

The Instagram community is highly engaged, as highlighted by regular uploads of over 60 million photos a day<sup>6</sup>. This impressive figure is unsurprising when the demographics of Instagram users are put into perspective. The average Instagram user spends over 8.6 minutes per day on the platform<sup>6</sup>. The teen

demographic is particularly drawn to Instagram, as 76% of teens actively use the platform<sup>8</sup>. Instagram users utilize the app more often and are far more engaged with its content than with traditional or other digital forms of media. With over 1.2 billion likes and 14 million comments per day, Instagram shows a high level of user

engagement. By Q2 2014, Instagram totalled 3.4 billion actions (i.e. likes and comments), which amounted to 6,932 actions per post<sup>8</sup>.

The rest of this report will outline how to create an effective Instagram marketing strategy and how to best penetrate this user base of consumers.



**AVERAGE TIME  
SPENT ON INSTAGRAM  
8.6 MINUTES / DAY**



**INSTAGRAM  
ACTIVE USER BASE  
300+ MILLION**



**PHOTOS  
UPLOADED DAILY  
60 MILLION**





♥ 17617 likes

## SECTION ②

# INSTAGRAM FOR MARKETING

- 📺 WHY IS INSTAGRAM IMPORTANT FOR BRANDS?
- 📺 WHAT BRANDS ARE ON INSTAGRAM?
- 📺 WHAT MAKES GREAT INSTAGRAM POSTS?



# INSTAGRAM FOR MARKETING: OVERVIEW



Instagram is a powerful marketing channel that brands should be using to its fullest extent. As it stands, Instagram is the right solution for marketing at the right time. The millennial generation has become incredibly proficient in filtering traditional and digital methods of advertising. Some of the most sought after target markets are systematically screening out advertising by consuming content online, using AdBlocker, Netflix, pirating, and many other methods. With Instagram, you can meet these buyers on their home turf and share your story in a memorable and authentic way.



**INSTAGRAM IS ONE OF THE LARGEST SOCIAL-MEDIA MARKETING OPPORTUNITIES FOR BRANDS.**

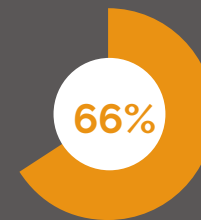


# WHY IS INSTAGRAM IMPORTANT FOR BRANDS?

Instagram provides a unique interactive ecosystem for brands and their consumers. As a result of the platform's highly visual nature, Instagram allows marketers to convey their brand story differently. Through the use of pictures and videos, brands have the opportunity to engage their audience with media that is less inhibited by language barriers. This means that branded content on Instagram resonates with consumers in a way that words seldom can by appealing to an emotional level.

This shift towards the adoption of a visual approach in marketing and the high usage of mobile devices attests to Instagram's key position within a brand's social strategy. Society is increasingly developing an image-based understanding of the world. It is therefore unsurprising that 83% of all human learning is obtained through visual processes<sup>12</sup>. Visuals are highly memorable to viewers. As people spend more time online, sensory experiences also become that much more powerful. The use of powerful imagery can relay more information in a shorter amount of time. Because 44% of users are more likely to engage with brands that use pictures than with those who do not<sup>13</sup>, brands can create a stronger emotional tie with viewers through effective visuals. In a fast-paced generation where consumers' attention can be lost within seconds, a picture may be worth much more than words alone. Posting content on a platform where your consumers are already engrossed provides additional opportunities for engagement.

## INSTAGRAM USER FACTS



**66% FOLLOW THEIR FAVORITE BRANDS**  
(VS. 45% GLOBAL AVG USER)



**50% OF INSTAGRAM'S USERS HAVE LIKED A BRAND OR PRODUCT IN LAST MONTH**  
(VS. 30% GLOBAL AVG USER)



**30% DISCOVERED BRANDS OR PRODUCTS VIA BRANDED SOCIAL NETWORK POST**

Source: TOTEMS<sup>1</sup>; Global Web Index 2014<sup>4</sup>

# WHY IS INSTAGRAM IMPORTANT FOR BRANDS?

The mobile screen, social-media integration, and multichannel alignment are all compelling reasons why brands are flocking to Instagram. Content produced via Instagram and Instagram campaigns are both affordable and extremely effective at complementing digital and traditional media. Additionally, the organic style of Instagram photos increases



**7 IN 10** REVIEWED  
A PRODUCT OR SERVICE

conversion and engagement over traditional photography by 25%<sup>14</sup>. Because 93% of Instagram users are second-screeners and quickly absorb content, consumers can utilize any combination of TV, smartphone, computer, or tablet when engaging with content. Lines are blurring, however, between a person's primary and secondary screens. Users interact



**50%** IDENTIFY AS BEING  
BRAND CONSCIOUS

with so much content on their smartphones that it is becoming increasingly difficult to identify which screen is secondary, as Instagram may be the consumer's primary source of content intake. This digital abundance is promising for brands, since Instagram users are avid consumers of branded content on a variety of devices.



**3 IN 4** REFERRED  
FRIENDS AND FAMILY



# TOP BRANDS ON INSTAGRAM

Instagram has already attracted over 2,500 brands worldwide<sup>1</sup>. Its top 50 brands average an incredible 1.5 million followers and are mentioned in approximately two million posts<sup>1</sup>. Although Instagram is only four years old, the popular app hosts profiles for 92% of prestigious brands<sup>6</sup>. Brands from all industries now possess accounts on the platform. Among Interbrand's top 100 brands, 80 brands operate an active Instagram account<sup>11</sup>. Brands that perform best on Instagram are those with visually appealing products and a unique style. Luxury brands are especially popular: all seven luxury brands listed by Interbrand are active on Instagram. Companies in areas such as media, automotive, luxury, and apparel industries have all found Instagram success, while other industries are slowly adopting ways to break into the platform.

## AUTOMOTIVE



Toyota - [@toyotausa](https://www.instagram.com/toyotausa)  
Mercedes Benz - [@mercedesbenz](https://www.instagram.com/mercedesbenz)  
BMW - [@bmw](https://www.instagram.com/bmw)

## TECHNOLOGY



Facebook - [@facebook](https://www.instagram.com/facebook)  
Google - [@google](https://www.instagram.com/google)  
Samsung - [@samsungmobile](https://www.instagram.com/samsungmobile)

## FAST MOVING CONSUMER GOODS



Oreos - [@oreo](https://www.instagram.com/oreo)  
Bath & Body Works - [@bathandbodyworks](https://www.instagram.com/bathandbodyworks)  
Ben & Jerry's - [@benandjerrys](https://www.instagram.com/benandjerrys)

## LUXURY



Louis Vuitton - [@louisvuitton](https://www.instagram.com/louisvuitton)  
Gucci - [@gucci](https://www.instagram.com/gucci)  
Hermès - [@hermes](https://www.instagram.com/hermes)

## ALCOHOL



Heineken - [@heineken](https://www.instagram.com/heineken)  
Ciroc - [@ciroc](https://www.instagram.com/ciroc)  
Johnny Walker - [@johnniewalker](https://www.instagram.com/johnniewalker)

## FINANCIAL SERVICES



AmEx - [@americanexpress](https://www.instagram.com/americanexpress)  
Mastercard - [@mastercard](https://www.instagram.com/mastercard)  
Citi - [@citi](https://www.instagram.com/citi)

## APPAREL



H&M - [@hm](https://www.instagram.com/hm)  
Zara - [@zara\\_worldwide](https://www.instagram.com/zara_worldwide)  
Gap - [@gap](https://www.instagram.com/gap)

# TOP BRANDS ON INSTAGRAM

## MEDIA



Disney - [@disney](https://www.instagram.com/disney)

Discovery - [@discoverychannel](https://www.instagram.com/discoverychannel)

MTV - [@mtv](https://www.instagram.com/mtv)

## RESTAURANTS



McDonalds - [@mcdonalds](https://www.instagram.com/mcdonalds)

Starbucks - [@starbucks](https://www.instagram.com/starbucks)

Pizza Hut - [@pizzahut](https://www.instagram.com/pizzahut)

## DIVERSIFIED



General Electric - [@generalelectric](https://www.instagram.com/generalelectric)

John Deere - [@johndeere](https://www.instagram.com/JohnDeere)

3M - [@3m](https://www.instagram.com/3m)

## BEVERAGES



Coca-Cola - [@cocacola](https://www.instagram.com/cocacola)

Pepsi - [@pepsi](https://www.instagram.com/pepsi)

Red Bull - [@redbull](https://www.instagram.com/redbull)

## RETAIL



Amazon - [@amazon](https://www.instagram.com/amazon)

IKEA - [@ikeausa](https://www.instagram.com/IKEAUSA)

Ebay - [@ebay](https://www.instagram.com/ebay)

## SPORTING GOODS



Nike - [@nike](https://www.instagram.com/nike)

Adidas - [@adidas](https://www.instagram.com/adidas)

Puma - [@puma](https://www.instagram.com/puma)

## ELECTRONICS



Sony - [@sony](https://www.instagram.com/sony)

Canon - [@canon\\_photos](https://www.instagram.com/canon_photos)

Nintendo - [@nintendo](https://www.instagram.com/nintendo)

## ENERGY

Shell - [@shell](https://www.instagram.com/shell)



## BUSINESS SERVICES

IBM - [@ibm](https://www.instagram.com/ibm)





# WHAT MAKES GREAT INSTAGRAM POSTS?

Great posts leave lasting memorable effects on the viewer. Outstanding photos and videos have its users coming back for more. There are several parts that make up a post that leaves an emotional impression. The combination of copy and content make up the technical aspects of great posts. What drives posts from mediocre to great is how they work in tandem to create experiences. Inspirational, consistent, authentic, and transportive content give soul to your brand. Instagram is a marketplace to sell your unique ideas.

Instagram developed their own brand identity with its inception of iconic photo filters. Developing a unique visual style for the brand within the confines of the Instagram platform is critical to create a strong identity and high consumer recall. Strong visual character differentiates a brand. What makes your visual content different from your closest competitor? What kind of cues can a viewer take from imagery that clearly identifies a photo with a specific brand?

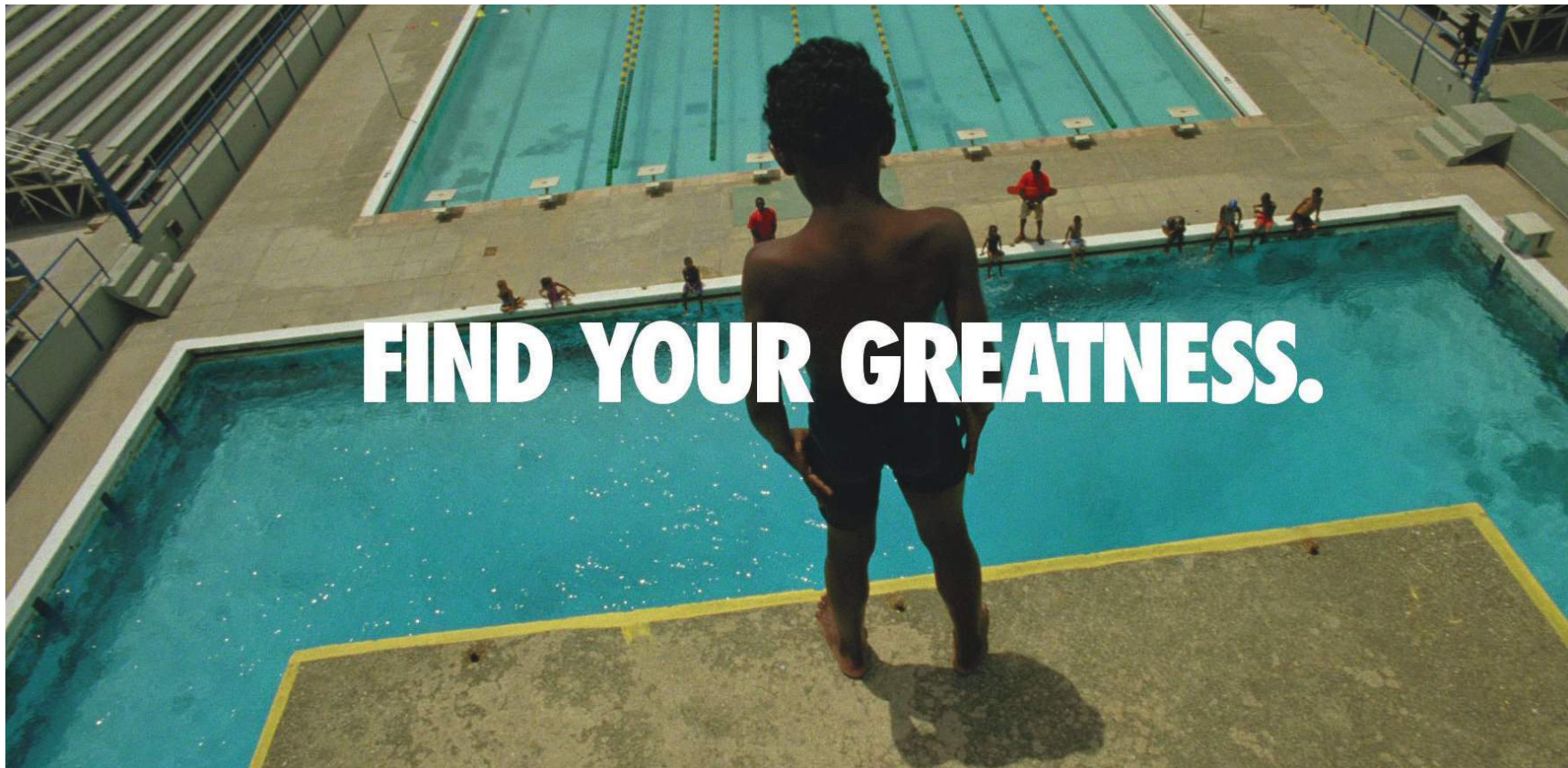


## VISUAL CHARACTER EXAMPLE



Strong visual character is accomplished by framing the subject matter in a unique light. Identify what your brand or campaign stands for. For Nike's Find Your Greatness campaign<sup>18</sup>, the brand adopted the idea of greatness. Nike captured images of everyday athletes as they trained and

competed to create the idea of ordinary made extraordinary. These photos present individual athletes' personal barriers to their chosen greatness, allowing this campaign to become iconic. The result was authentic and allowed viewers to relate to athletes of all ages and levels, leaving a lasting emotional impression. For a time, greatness was equated to Nike in consumers' minds.



Source: Nike<sup>18</sup>



## SECTION 3

# BUILDING A WINNING INSTAGRAM STRATEGY



CREATING YOUR  
VISUAL STORY

♥ 14,588 likes





# BUILDING A WINNING INSTAGRAM STRATEGY: OVERVIEW



Start by creating your Instagram strategy using this overview. By following these action steps, you can outline a clear visual narrative that can be executed when working in-house or with other organizations. The strategy will help shape your brand's vision in creating great on-brand content and delivering the brand promise.

The following are the key steps to building a winning Instagram strategy:

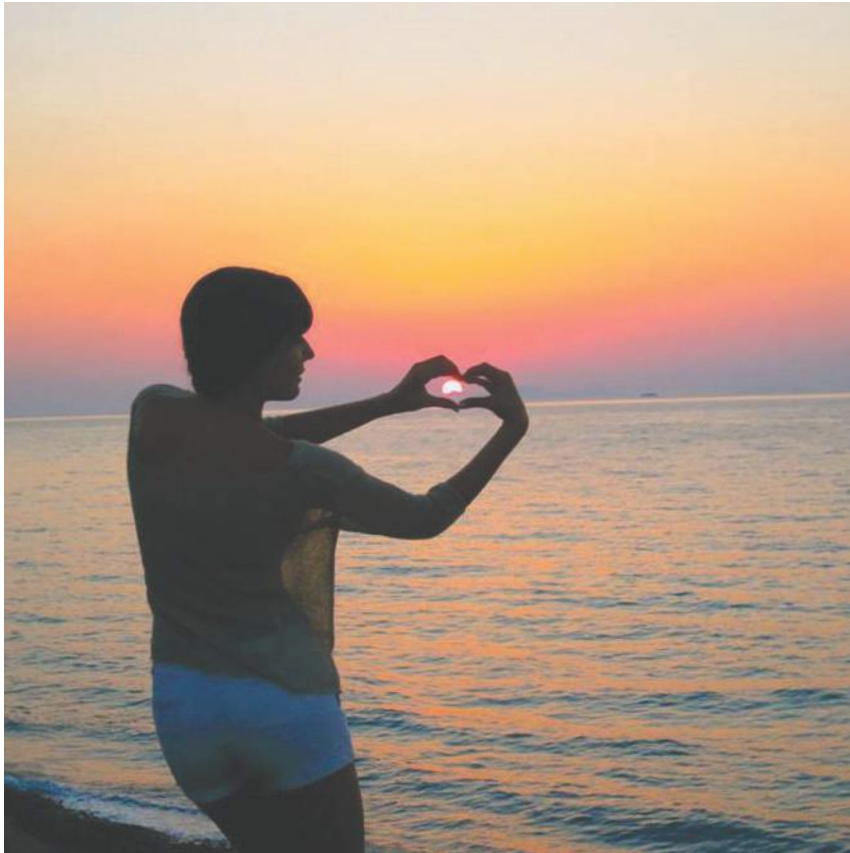
- 1 **CHOOSE A SIMPLE PROMISE AND DELIVER A SOPHISTICATED MESSAGE**
- 2 **CREATE A UNIQUE VISUAL NARRATIVE**
- 3 **BUILD YOUR STORY ON THE FOUR PILLARS OF VISUAL STORYTELLING**
- 4 **PICK YOUR STORYTELLING ROUTE**
- 5 **ASSOCIATE YOUR MESSAGE WITH THE RIGHT OCCASIONS**

**BEGIN YOUR  
INSTAGRAM MISSION** ▶



### ACTION 1

#### CHOOSE A SIMPLE PROMISE AND DELIVER A SOPHISTICATED MESSAGE



The best Instagram brands promise to deliver more than photos and videos to their followers: they forge an emotional connectivity with their brand experience. Like all great marketing, this strategy comes from a unique consumer understanding and brand insights. A brand's promise should be prominently conveyed by its Instagram presence.

In essence, this promise should deliver a unique insight via Instagram in support of the brand. The insight must provide content to capture the audience and bring them closer to the brand. The form of insight can stem from heritage, lifestyle, utility, inspiration, or a variety of other aspects. Above all, the message must be unique, natural, and clearly connected. The insight should imply a storyline of how your brand connects with your mission. The best promises are simple and deliver a sophisticated message.

Successful brands on Instagram fully embrace storytelling through imagery. Storytelling is a pivotal skill in building a brand, and Instagram provides a compelling framework for implementation. A story differs from a conversation or a traditional marketing message in how it is conveyed to consumers. A story brings consumers along for the ride. A story shares a continued journey with the consumer. A story connects the consumer with a brand promise in ways that are engaging, inspiring, and interactive.

## ACTION ②

### CREATE A UNIQUE VISUAL NARRATIVE

Brands on Instagram are rewarded for expressing unique narratives. Consumers expect consistency and high-quality content.

Users are quick to follow great content, but are just as quick to unfollow if content is not engaging or produced slowly. Every brand must find a way to create custom content that adheres to the brand promise, maintain consistency, and balances different themes.





# CREATING YOUR VISUAL STORY

## ACTION 3

### BUILD YOUR STORY ON THE FOUR PILLARS OF VISUAL STORYTELLING

PILLARS OF EFFECTIVE VISUAL STORYTELLING:



*A) Authenticity:* An abundance of content and the extensive reach of the Internet have made it very easy to find almost anything and everything fathomable. As such, the viewer's eye has become significantly more sophisticated in spotting “fakes.” People crave images that are real and appreciate messages that are simultaneously personal, unpredictable, and familiar. Authentic photos do not use excessive editing and obvious postproduction. People relate to apparent flaws because this makes content seem more tangible and real. Perfection is an abstract concept that may be different for each individual, and thus, it should not be the goal of Instagram content.

*B) Sensory:* Images are popular because they use a sensory medium to engage consumers' minds, memories, and sensations. Viewers pay better attention and retain more

information when visuals subtly engage multiple senses. Images can trigger the mind to associate them with an experience, further engaging the senses. Smell, touch, taste, and sound can be stimulated through an image's informational gaps, prompting the viewer to provide the missing details in his or her own mind.



# CREATING YOUR VISUAL STORY

## ACTION 3

### BUILD YOUR STORY ON THE FOUR PILLARS OF VISUAL STORYTELLING

C) *Archetype*: These 12 classical archetypes have evolved from a traditional set of characters and storylines. Archetypes supply a powerful framework by making a story relatable with ideas that are timeless and widely applicable. As such, archetypes can be used to develop a brand's communication strategy and visual story.

D) *Relevancy*: Globalization and expanding Internet usage are constantly changing cultural relevancy and social ideals. Take, for example, the growing cultural scorn towards the use of Photoshop and the subsequent impact on general perceptions of beauty. Dove has prompted considerable notice through The Dove Campaign for Real Beauty<sup>15</sup> by using models outside the stereotypical beauty norms. Dove was a corporation that picked up a cultural shift, challenged it themselves, and created lasting connections with their primary consumers. Brands that challenge norms and deliver localized content have the opportunity to create a lasting relationship with their consumers.





# CREATING YOUR VISUAL STORY

## ACTION 4

### PICK YOUR STORYTELLING THEMES

A powerful Instagram account begins by identifying the key pillars of content that align with the brand storyline. Is the brand storyline linear, circular, or disruptive? What branding archetype is it seeking to tell? These are important factors in mapping out a brand's content roadmap, planning post frequency, delivering photos and videos for each pillar, and highlighting relevant content.

Instagram users want to be sold on a story. Brands need stories capable of being told over an extended period of time. A brand story requires enough depth to carry the storytelling forward by introducing, developing, and twisting new content. The story must be something consumers find unique, deep, and socially relevant. Identifying which archetype or archetypes a brand best represents allows it to deliver tailored results to consumers. Archetypes provide a powerful frame of reference that is understandable and relatable to viewers.

The best brands are story makers. The most memorable stories are those that we tell ourselves. Personal narratives and desires evolve based on the human need to reinforce

their worldview and bolster self-esteem. Consumers want to be able to clearly understand the brand's purpose to gauge its compatibility with their own choices. Authentic brand storytelling highlights product context and features through visual mediums, leaving the consumers to extract a cohesive impression.



### ACTION 4

#### PICK YOUR STORYTELLING ROUTE

To compose a great visual story, a brand team should ensure it possesses a clear understanding of the following elements to the right:

Storytelling routes, a concept from classical storytelling, are powerful narratives that resonate with consumers. They are not the same as the plot, story, or genre. A storytelling route is deeply rooted in essential human desires, fears, and challenges. They evoke emotional elements that drive us, move us, and hold our attention.



**TELL YOUR BRAND STORY AND DELIVER EMOTIONAL CONTENT.**

#### 8 STORYTELLING ROUTES



**THE DESIRE FOR JUSTICE**



**THE DESIRE FOR LOVE**



**THE DESIRE FOR ORDER**



**THE DESIRE FOR PLEASURE**



**THE DESIRE FOR VALIDATION**



**THE FEAR OF THE UNKNOWN/  
UNKNOWABLE**



**THE FEAR OF DEATH**



**THE CHALLENGE OF MORALITY  
WHEN CHOICES HAVE TO  
BE MADE**

Source: The Art and Science of Screenwriting<sup>16</sup>



# ACTION 5

## OCCASIONS

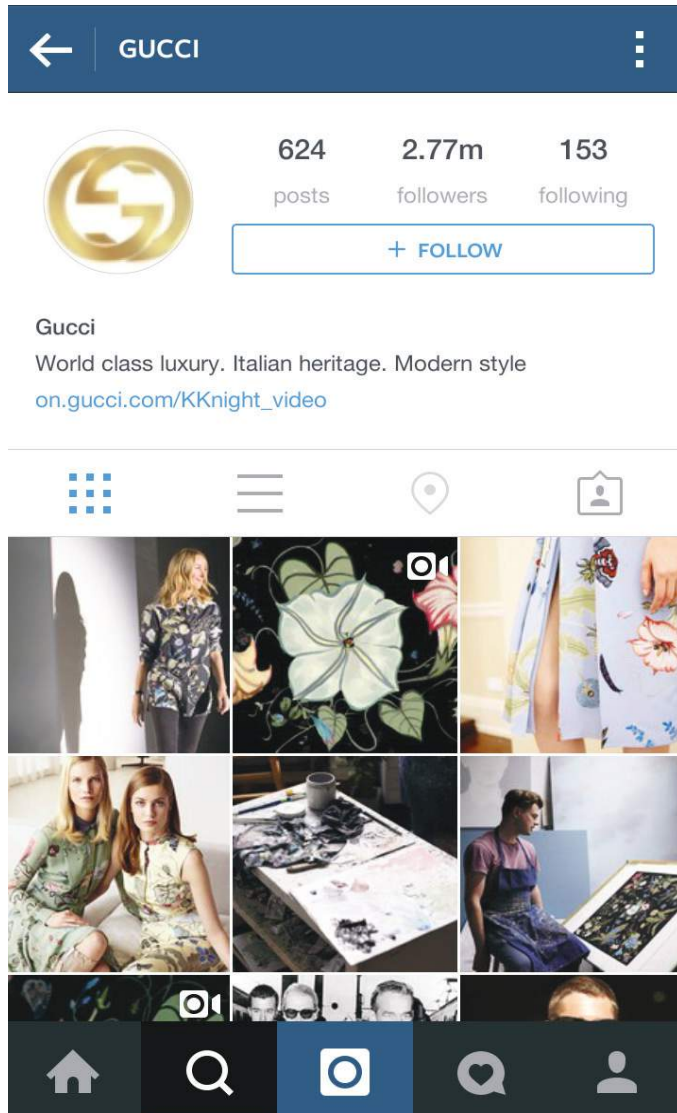
Occasions are the physical manifestation of the character of a brand. It is a moment or experience that represents the brand story. Occasions are the tangible building blocks that supports the storytelling themes. A group of friends camping, a scenic picture of a sunset, or a person mountain climbing are all occasions that can represent an aspect of the brand. Your brand's visual storytelling will be driven by these occasions to create a coherent storyline that your audience can follow.

Viewers can relate to the single moments that create the sum of what a brand stands for. The occasions are specific guidelines of what your content should be. They should be specific topics included in your strategy that can be executed to drive viewers desires, fears, and morality. Occasions are things that your brand advocates do, are inspired by, or can relate to. Having a clear vision of how your brand can express their occasion is important in painting the larger picture of your brand.



# THEMED STORYTELLING BY GUCCI

# GUCCI



To begin, choose up to six pillars aligned with your brand mission that you can deliver consistently. Results are often most powerful when two to three of these themes are maintainable for a year or more, and when two to three are adaptable. Depending on your brand, many pillars may not be relevant. Make sure your selected pillars fit your unique message and vision.

Take luxury powerhouse Gucci, for example. The Gucci brand values a combination of opulence, high artisanry, and contemporary glamour<sup>17</sup>. In essence, Gucci's Instagram appeals to its audience's expectation of love, pleasure, and validation via images featuring models, products, and settings with a contemporary romantic style.



This picture of celebrity Jennifer Lopez captioned “Flawless.” and hashtagged #guccigirl is a perfect example of adopting the brand's theme of validation. In a single image, Gucci invites the comparison of a consumer donning Gucci's clothing to a lifestyle of opulence and glamour.



## SECTION ④

### INSTAGRAM TACTICS

-  **INSTAGRAM BASICS & MANAGEMENT**
-  **PROMOTING YOUR BRAND**

♥ 25131 likes





# INSTAGRAM TACTICS: OVERVIEW



This is where you begin to grow and promote your account to get your message out. Follow this step-by-step guide to starting an Instagram account, building brand awareness, and using tactics to drive your brand narrative. The tactics will give you the know-how to plan and execute building your instagram account.

In this section, you will be shown how to:

- Setup up your brand's perfect Instagram account
- Build brand awareness
- Run campaigns and contests
- Manage your community
- Promote your Instagram account
- Create great content



**A MIX OF VARIOUS TACTICS WILL ALLOW YOU TO TAKE A BROADER APPROACH TO YOUR MARKETING, WHICH LENDS ITSELF BETTER TO INSTAGRAM.**



## INSTA-BASICS

To craft an effective Instagram account, first choose a short and easily recognizable username. This can simply be a brand name or include the relevant region (e.g. @mbusa for Mercedes Benz). Use your brand's logo, graphic symbol, or recognizable mark as your profile picture. Simple is best, as it is going to be a small 150 x 150 pixel image. Next, compose a short, interesting biography ("bio") of your brand's Instagram and add a hyperlink to your main website or a campaign website. The bio is the only place allowing brands to redirect traffic outside Instagram, so it should always contain a relevant link. The brand's main hashtag can also be included within this bio. The copy should be short and sweet, generally filling no more than two lines.

### *Action Items:*

1. Choose a recognizable account name
2. Use a logo, symbol, or recognizable mark for your brand as a profile picture
3. Compose a short biography for your brand
4. Add a hyperlink to your site

# INSTAGRAM BASICS & MANAGEMENT

## BUILDING BRAND AWARENESS

Instagram, first and foremost, is an image-based artistic platform. With this background in mind, brands can take cues from influencers who align with the brand's values. Study and analyze the style and composition of photos taken by influencers as a guideline for attracting your target market. Brand awareness will come from high-quality content that resonates with your followers. Building a solid framework of visual content that prioritizes beauty while posting consistently contribute to brand success on this social network. Instagram is a platform where users gather to share and consume beautiful and original content: viewers are not interested in scrolling through endless advertising. It is incredibly easy for a user to unfollow a brand once he or she becomes disinterested. Brands should therefore aim for one to three high-quality posts per day to keep the brand relevant yet unobtrusive.

### *Action Items:*

1. Study and analyze influencers
2. Build a solid framework derived from influencers
3. Create quality content according to the framework





# INSTAGRAM BASICS & MANAGEMENT

## CAMPAIGNS & CONTESTS

Instagram is an effective platform for hosting your brand's social media campaigns and contests. The platform simplifies the participation process, enabling consumers to engage quickly via hashtags. Campaigns can be customized and made more engaging through the use of Instagram's API (application programming Interface), offering more possibilities. User-generated content can be gathered en masse and displayed quickly and effectively. Contest prizing should be scaled to the level of user commitment. Contests requiring more commitment and effort should feature appropriate prizes to increase the quality and quantity of entries.

Contests are a good way to drive user-generated content. One of the most basic and easily executable contests is the "like and comment" contest. Users like and comment on a photo or video published by and are entered into the contest within a designated submission period. Use of the instagram api can help with tracking the entries. Winners are contacted through instagram or external methods. Simple additions can be made to this framework, such as asking users to take a picture and add a specific hashtag. When relying on user-generated content, brands must establish clear and unique hashtags to review and curate submissions. Engaging the

audience and validating work through likes and comments personalizes the relationship between brand and consumer. Attributing images or videos to the original creator further increases a brand's reach. It is important to possess any necessary permission from the original creator of the content for its use. Ending contests with a post covering the winning submission(s) also strengthens future campaigns and contests by attracting users who may have missed the submission period. Brands should also establish a curation process for user-generated content and obtain the necessary rights and legal permissions for use to avoid infringement.

### *Action Items:*

1. Set goals for your contest/campaign
2. Build your contest/campaign
3. Set legal processes for rights management
4. Set processes for submissions
5. Scale your prizing
6. Contact winners
7. Follow up with winners

# INSTAGRAM BASICS & MANAGEMENT

## COMMUNITY MANAGEMENT

Being active within the Instagram community builds brand awareness. Following brand partners, spokespeople, brand advocates, and key influencers allows you to learn about the evolving landscape of the brand's community. Engaging with these users will spur conversation and build brand awareness amongst their respective followings. Community management on Instagram is generally low-impact, as most engagement takes place through likes. Tracking the comments that do appear, however, allows you to continually add to the conversation.

You can reward your Instagram followers for their brand loyalty. Simple perks can go a long way in establishing a lasting and rewarding relationship for both users and brands. Discounts, promotional codes, product samples, and unique opportunities through contests can create lasting impressions and become a vital promotion strategy. Community management is a natural process that happens as you create great content. As an image driven platform, the lion's share of communication between consumer and brand is through the creation and sharing of content.



### *Action Items:*

1. Follow brand partners, spokespeople, brand advocates, and key influencers
2. Engage and interact with community
3. Like and comment to add to conversation
4. Reward followers for loyalty through perks





**AIM FOR 3-4 CORE METRICS AND TO RUN BENCHMARKS ON A WEEKLY BASIS.**

## INSTAGRAM MEASUREMENT AND ANALYTICS

The main metrics for instagram brands are reach and engagement. While tracking other data is important, reach and engagement are the most common KPIs (key performance indicators) in gauging the effectiveness of a brand's instagram.

Reach is the total number of different people who have seen your content. Reach is one of the measures of a photo's or video's impact. Content that performs well will have far more life on instagram's "explore" tab, resulting in further reach. Continuous benchmarking will further improve the content and accelerate the growth of your following. This will allow you to calibrate the type of photos and videos that resonate with your instagram audience. The more eyes

that see your content, the more people will be drawn to the profile, and the more users will follow your brand.

Engagement is measured on instagram through likes and comments. This also includes the brand's hashtag(s), which help to measure the community's activity. Likes and comments are great indicators of what kind of content works and what does not. Tracking this data can indicate a variety of information: the effectiveness of filters, subject matter, mood, tone, and style. Using a trial-and-error approach, tracking engagement and benchmarking can improve the quality and consistency of your brand's instagram presence.



## INSTAGRAM MEASUREMENT AND ANALYTICS

Measurement is ultimately driven by creating and promoting top-quality photography. By continuously improving content and increasing reach, brands will naturally grow their audience. Marketers should always strive to provide high-quality photography and videos to excite and connect with their consumers and validating work through likes and comments personalizes the relationship between brand and consumer. Attributing images or videos to the original creator further increases a brand's reach. It is important to possess any necessary permission from the original creator of the content for its use.

### *Action Items:*

1. Identify KPIs (Reach and Engagement)
2. Measure KPIs
3. Benchmark activity
4. Analyze the data
5. Improve your posts



# PROMOTING YOUR BRAND

## TOP LEVEL ACTION ITEMS

1. Integrate social and digital channels
2. Leverage digital and physical assets
3. Build a hashtag strategy
4. Gauge viability of paid marketing
5. Create influencer partnerships

## INTEGRATING SOCIAL AND DIGITAL CHANNELS

Integrating instagram in existing social channels allows a brand to begin building its audience. Announcing your Instagram account on existing and established social channels attracts followers from existing brand ambassadors. A press release on the brand websites and blogs informs the Instagram community that the new account is authentic and not an imposter. Initial content is important for establishing a strong rapport with followers by letting them know what to expect. High-quality brand content shared amongst Facebook, twitter, and other social-media accounts is the fastest way to attract followers on Instagram.

### *Action Items:*

1. Announce your Instagram on social channels (Facebook, Twitter, etc.)
2. Press release on Instagram on websites and blogs



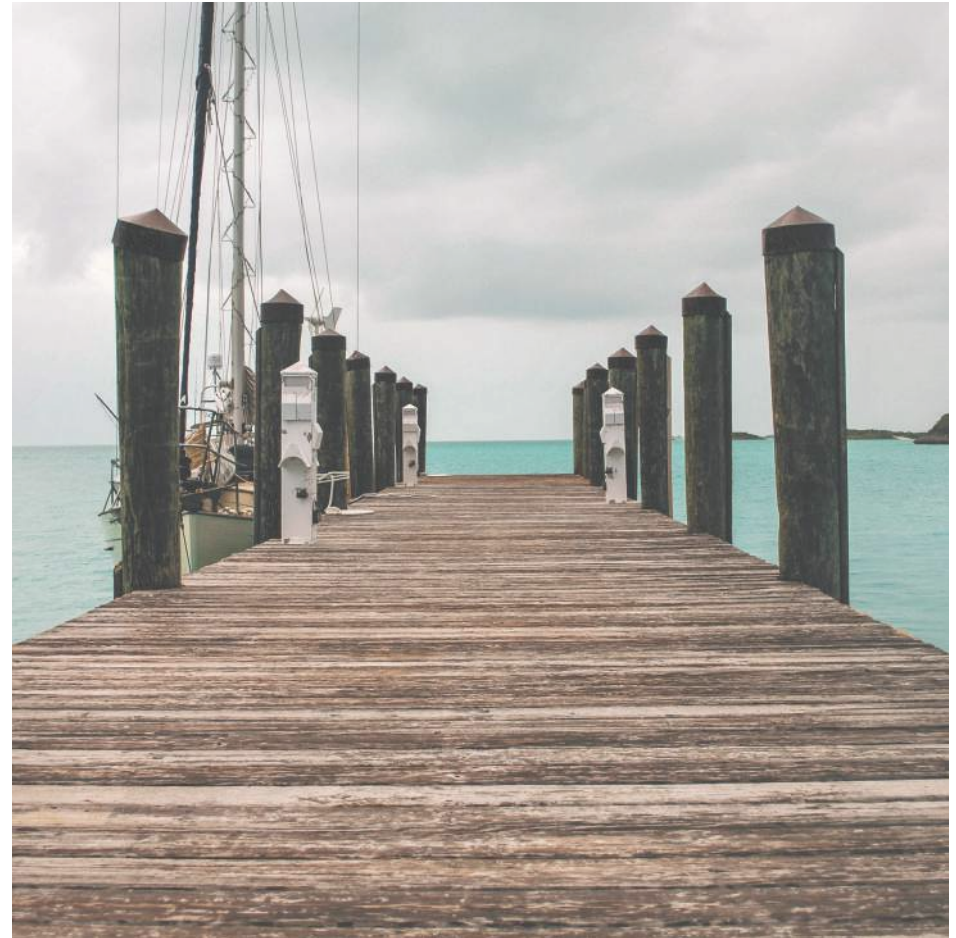
# PROMOTING YOUR BRAND

## LEVERAGING EXISTING DIGITAL AND PHYSICAL ASSETS

The brand's existing digital and physical properties can serve as ways of notifying people about its new Instagram account. An Instagram badge on your websites and in communications such as e-mails can draw users to the brand's account. Signage in physical locations is another way of promoting your new account.

### *Action Items:*

1. Link Instagram account on websites and communications
2. Use Instagram handle on signage and print



# PROMOTING YOUR BRAND

## HASHTAGS (#)

Hashtags serve many purposes for instagram content. Hashtags are a method of grouping posts in diverse categories. They are used to classify posts and can be utilized in a variety of ways. A brand should establish certain hashtags that are easily associated with the brand. Initially, you should try limiting the brand to five or fewer hashtags. These hashtags should be relatable to the brand and its promise: they can be your brand name, a slogan, or a new product line. Hashtags can also be used to support campaigns, events, or contests aimed at driving awareness by involving users. Brands should use hashtags in moderation, however, as too many hashtags can quickly become unwieldy and potentially alienate users. Brands can utilize third party sites to register hashtags to stake claim to them. Registering hashtags does not give ownership of the hashtag, but adds your brand to a directory of hashtags to add clout in the social landscape.

### *Action Items:*

1. Establish set hashtags for use
2. Establish hashtags for regular use
3. Use hashtags to support contests/campaigns
4. Don't spam hashtags
5. Register hashtags





# PROMOTING YOUR BRAND

## PAID MARKETING

Instagram offers two methods of paid advertising in the form of sponsored photos and videos. Instagram's paid advertising platform is not currently open to the public, and only super brands with existing accounts have the opportunity to use it. However, Instagram ads have proven very effective in increasing engagement and followers. Due to Instagram's commitment to retaining the user experience within the app, Instagram works closely with brands to ensure ads do not disrupt the platform's flow.

Sponsored photos are Instagram's form of paid advertising. Brands retain the ownership of the photo and supply their own content. The content is distributed on users' feeds that match Instagram's algorithm, as determined by data such as who they are following, which photos and videos they have liked, and basic Facebook information. Users are able to either provide feedback or hide the ads, a choice which aims to create a seamless integration between ads and a user's feed to enhance user experience. Sponsored posts are currently available in the United States, the United Kingdom, and Canada.

The first sponsored ad was by designer brand Michael Kors. The ad was displayed in the feed of targeted users once. Engagement was four times higher than for usual posts by

Michael Kors. The brand's Instagram account also saw an enormous increase in new followers: 33,000 in 18 hours. This was 16 times the number of new followers the brand would receive on any other day<sup>19</sup>. German auto manufacturer Mercedes Benz also experienced great success via paid ads, increasing brand recall by 14%<sup>20</sup>.



# PROMOTING YOUR BRAND

## PAID MARKETING

Sponsored videos are just making their way onto the platform. Sponsored videos must adhere to a 15-second restriction, and Instagram is very selective of the brands it chooses to work with. The ads are currently only available for American audiences, and prestige brands with large Instagram presences are the only ones with the opportunity to use sponsored videos. Disney (Big Hero 6), Banana Republic, CW (The Flash TV program), and Activision (Call of Duty) were the first to implement sponsored videos<sup>21</sup>. Sponsored videos are integrated into a user's feed based on user data in the same manner as sponsored photos. Due to the recent release of sponsored videos, additional details are not available at this time.

### *Action Items:*

1. Sponsored Photos avail. US, CAN, UK
2. Sponsored Video avail. US







## SECTION 5

# CREATING GREAT INSTAGRAM POSTS

-  COPYWRITING FOR INSTAGRAM AND FILTERS
-  GUIDE TO PHOTO DEVELOPMENT
-  GUIDE TO VIDEO DEVELOPMENT

❤️ 14,540 likes





# HOW TO CREATE GREAT INSTAGRAM POSTS: OVERVIEW



Creating great content comes from a deep understanding of your brand's personality. Use the guide provided to identify your brand's photo personality and mitigate risk in sourcing imagery from other organizations and individuals. This guide will teach you how to use filters, copy, and content in tandem to change okay content into great content. Sharing these photo guidelines with photographers you work in the future will help expedite the process of creating great content.

In this section, we'll cover:

1. How to use filters and write copy
2. Create great photography for Instagram
3. Create great videos for Instagram

# COPYWRITING FOR INSTAGRAM & FILTERS



## CREATING GREAT COPY

Text usage on Instagram ranges from short captions to longer narratives. Captioning a picture should aid in telling the brand's story. The image seeds an idea into the viewer's mind, and then the copy creates a deeper connection. Writing a strong Instagram copy adds intrigue and depth to an image or video, engaging the brand's audience. A short message of inspiration, a lengthy description of the subject matter, or a call to action can each create a deeper connection with the viewer by establishing an emotional bond. Although the image is the primary focus, supplementary text supplies additional value for the viewer.

When including captions, first ensure the text will add value to the image and deepen the viewer's understanding. Determine whether the post should be informative or

emotional. A short caption can sometimes create an information gap, forging a greater engagement with viewers by inviting them to fill the blank.

A lengthier explanation, however, can include vivid, article-type stories. In either case, an effective copy can describe the photo and help the viewer understand the brand message.

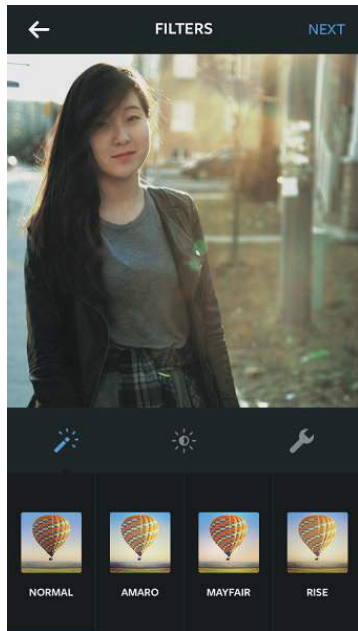
### *Action Items:*

1. Determine subject matter of content
2. Align copy with content (e.g. inspirational usually short copy)
3. Add additional emotional or informative value
4. Create information gaps
5. Amplify the brand message/promise

# COPYWRITING FOR INSTAGRAM & FILTERS

## FILTERS - LIST 1

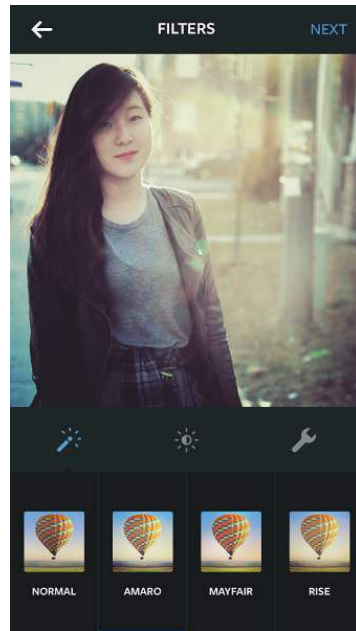
Filters are a key facet of Instagram, and are an available tool for brands to use to edit their photos.



### **NORMAL**

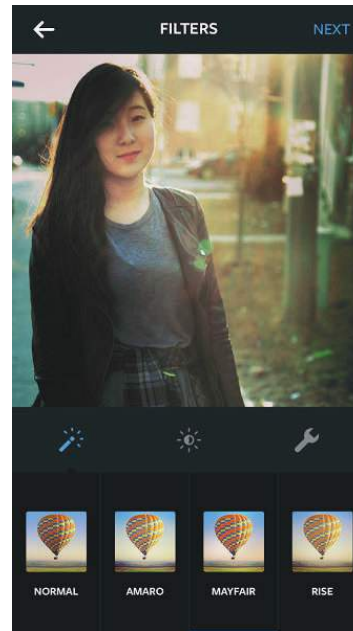
Effect - None

Usage - Use normal for most pictures done professionally



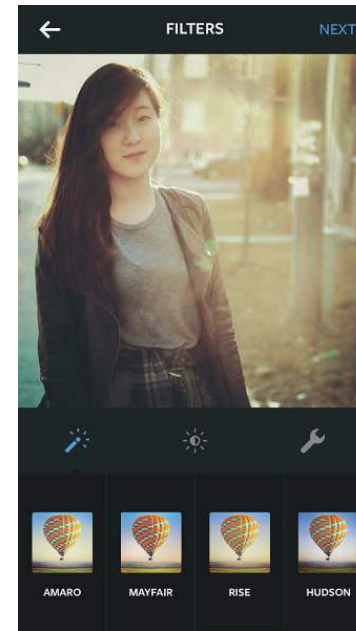
### **AMARO**

Effect - Adds more light, often making photo appear harsh  
Usage - To give an aged and vintage appearance



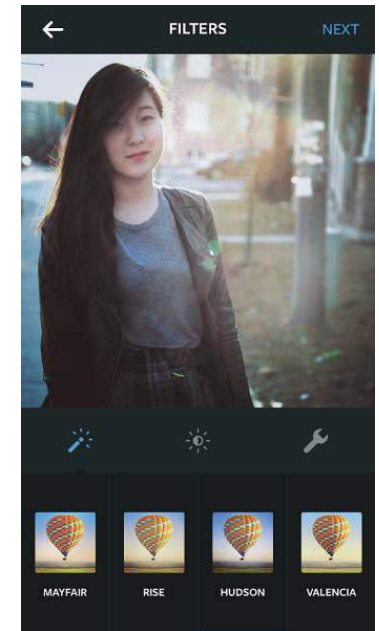
### **MAYFAIR**

Effect - More light and a yellow tint  
Usage - To create a brighter image with a rustic feel



### **RISE**

Effect - Adds a golden glow, giving softer and more forgiving feel  
Usage - To create a softer and warmer image



### **HUDSON**

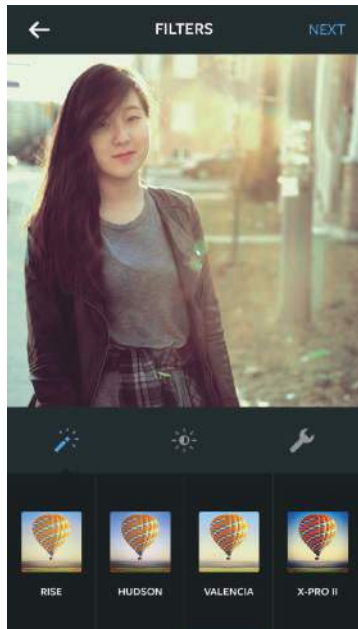
Effect - Makes it appear cooler  
Usage - To create a colder, modern, and sleeker vibe



# COPYWRITING FOR INSTAGRAM & FILTERS

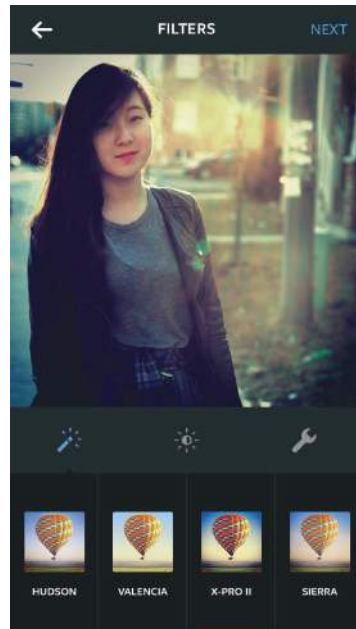
## FILTERS - LIST 2

Filters are a key facet of Instagram, and are an available tool for brands to use to edit their photos.



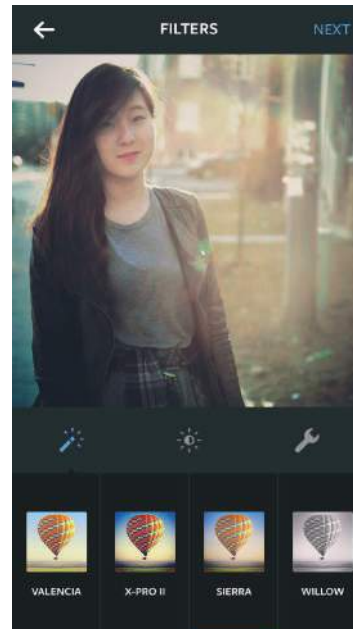
### VALENCIA

Effect - Adds faded quality without heavy washing of colour  
Usage - To create subtle and antique look



### X-PRO II

Effect - Adds a high contrast between colors and golden tint  
Usage - To make photos “pop”



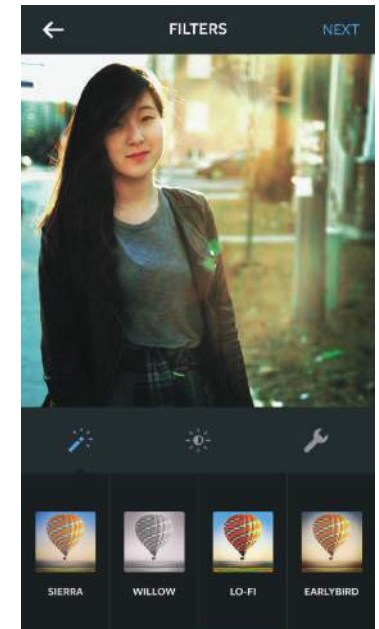
### SIERRA

Effect - Adds a cloudy quality to photos  
Usage - For still pictures or landscape shots



### WILLOW

Effect - Adds a black and white filter with purple undertones  
Usage - For still life, portraits and architecture



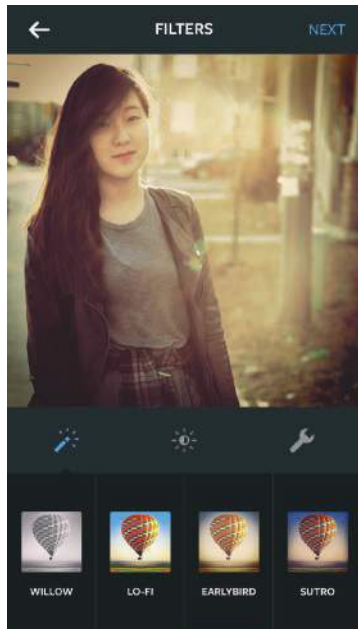
### LO-FI

Effect - Adds rich colours and strong shadows  
Usage - For pictures of food or to enhance colors

# COPYWRITING FOR INSTAGRAM & FILTERS

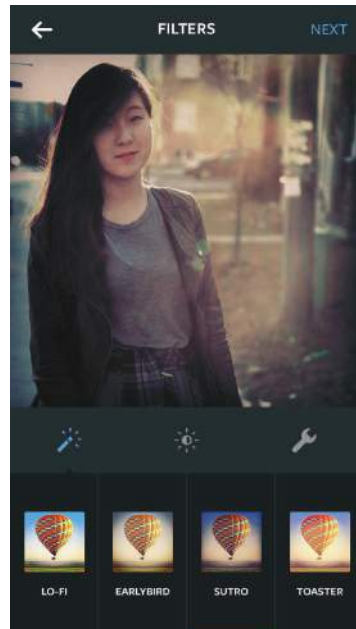
## FILTERS - LIST 3

Filters are a key facet of Instagram, and are an available tool for brands to use to edit their photos.



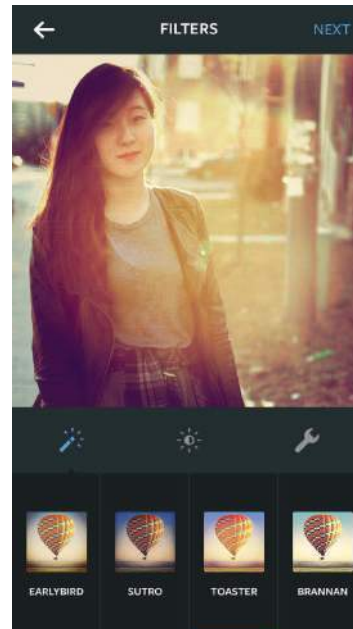
### EARLYBIRD

Effect - Adds a golden red tone creating a more aged feeling  
Usage - To create aged, vintage feel



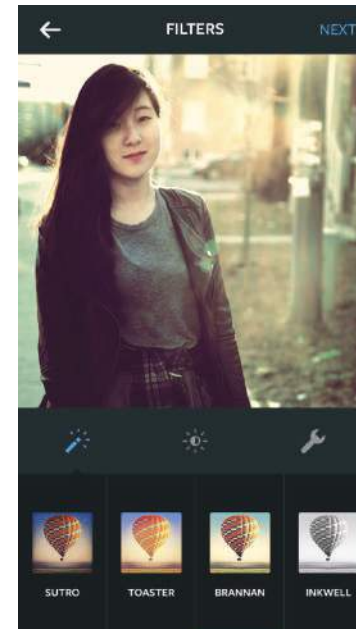
### SUTRO

Effect - Adds a sinister, dramatic tone with heavy shadows  
Usage - To create a “gothic” feel



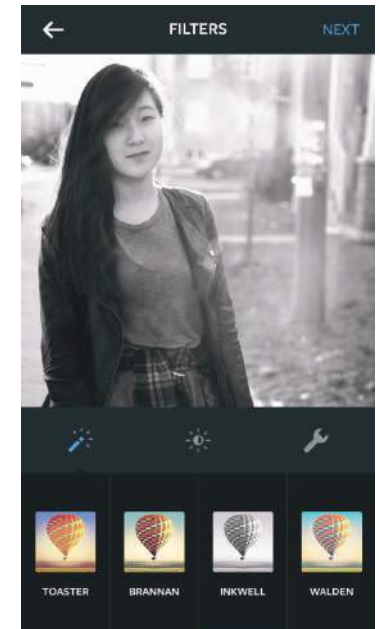
### TOASTER

Effect - Adds an aged and burnt quality  
Usage - To focus on a subject or object in the center



### BRANNAN

Effect - Richens deep colors and softens neutral colors  
Usage - To create dramatic shadows and a 19th century feel



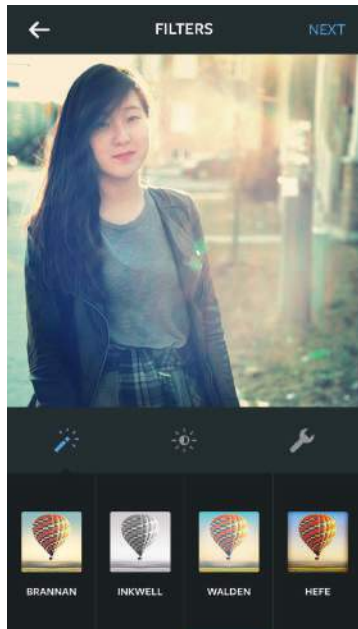
### INKWELL

Effect - Creates a black and white image  
Usage - On plays of lights or for black and white images

# COPYWRITING FOR INSTAGRAM & FILTERS

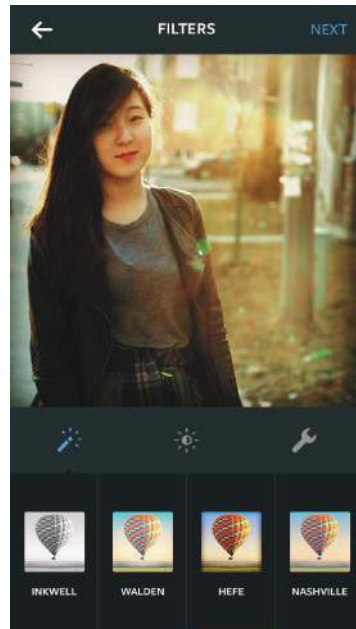
## FILTERS - LIST 4

Filters are a key facet of Instagram, and are an available tool for brands to use to edit their photos.



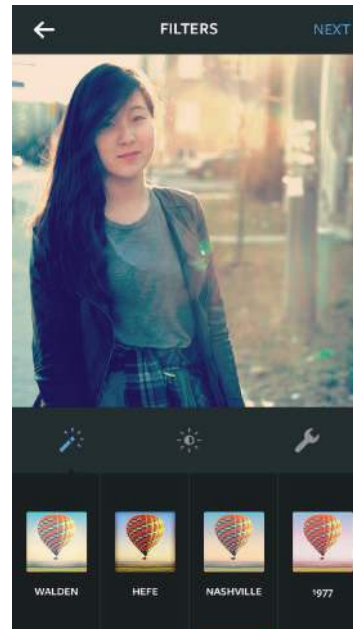
### WALDEN

Effect - Adds a pleasant and warm light  
Usage - To create brighter and warmer images



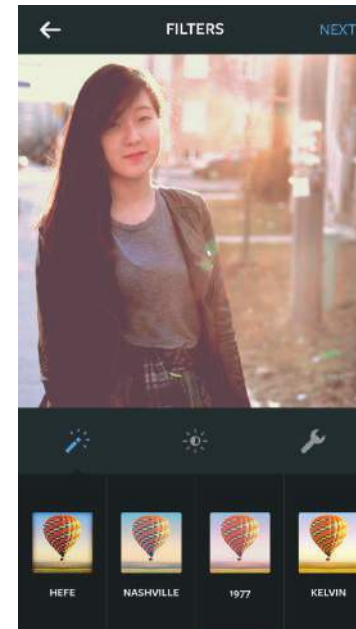
### HEFE

Effect - Adds a vibrant and cozy layer high-lighting color  
Usage - To enhance vibrant color



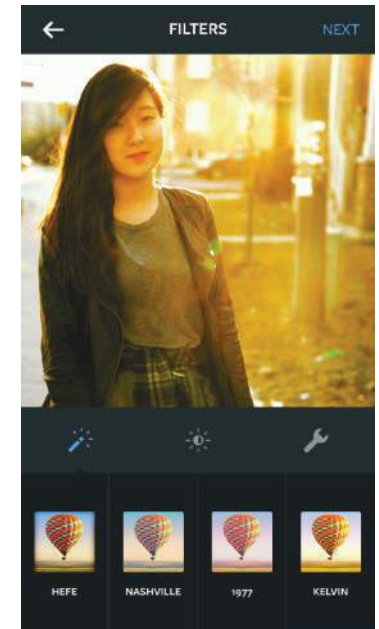
### NASHVILLE

Effect - Adds a soft pinkish filter and a pastel tint  
Usage - To romanticize images



### 1977

Effect - Adds rosy tones with a red tint  
Usage - To flatten pictures or create much warmer images



### KELVIN

Effect - Adds a bright sunny glow  
Usage - To add a warm and lazy feel



# GUIDE TO PHOTOGRAPHY DEVELOPMENT

Storytelling exclusively through pictures and videos poses a major challenge for most brands. Visual content from existing or previous campaigns is rarely suitable for Instagram's platform. Images shot for campaigns or sourced via stock-photo sites often perform poorly with consumers. Instead, brands must source and develop images specifically for Instagram. Consumers have specific expectations for brands. As a result, using images that have been borrowed, reused, or repurposed from other channels hold little meaning.

Instagram is an artistic platform for imagery, primarily photography. Brands can take creative cues from influencers that align with the values of your brand. Studying and analyzing the style and composition of photos taken by influencers can help shape your brand's guideline in what attracts your target market. Brand awareness will come from quality content that resonates with your followers.



# GUIDE TO PHOTOGRAPHY DEVELOPMENT

## CREATING GREAT PHOTOGRAPHY

Creating great photos comes from building an emotional connection with the viewer. Amazing photos are not always “perfect.” Thousands of online photo communities have amazing images, but often tend to push postproduction to a point where they appear “fake.” There are two aspects of creating great pictures; getting the right shot and cleaning up in postproduction. Four technical elements are involved in creating a great photo: exposure, focus, ISO, and white balance.

Exposure is the amount of light per unit-area that reaches either a film or image sensor. This is determined by the shutter speed, lens aperture, and scene luminance.

Focus is self-explanatory. The subject of your image should always be sharp and without any camera shake. The use of in-camera sharpening is discouraged, as sharpening can be handled in postproduction.

ISO is the level of sensitivity of the camera to available light per-unit. Levels of ISO should be changed depending on the subject matter and the environment.

White balance is the digital camera’s ability to capture light colors. White balance can change the mood in a variety of

ways, depending on the desired look of the image. Fine-tuning the white balance is best left until postproduction.

Postproduction includes ways to change the look and feel of the image. Photo-editing software can be used to emphasize certain aspects of the image or to create a more-realistic rendering. Because digital cameras do not capture images the way our eyes do, postproduction can be used to create more authentic-looking images or to emphasize different emotions. These techniques include changing the levels and curves, correcting color, sharpening, and implementing other effects to achieve the desired outcome.



# GUIDE TO PHOTOGRAPHY DEVELOPMENT

## CREATING GREAT PHOTOGRAPHY (CONT'D)

Achieving great photos is not something that can be learned within a week. Luckily, various resources exist that brands can utilize for their Instagram marketing. Keep an eye out for influencers within your community and industry who create inspiring pictures. Brands can leverage the following and expertise of their influencer network. Brands can also leverage professional photographers, who may already be Instagrammers, who can take high-grade photography and create a specific look. Many professionals and influencers have built their following by perfecting a certain type of subject matter that they are passionate about. Find and build relationships with image specialists that relate to your brand to expand your image quality and expertise.

Brands can also leverage FlashStock's network of consumer photographers to create custom photography. A photographer network allows brands to capture a large pool of talent with expertise in a variety of subject matters and styles, such as macro shots, lifestyle photography, and sports photography. FlashStock also aids brands through curating usable and effective rights-managed images to create an authentic, natural feel.



### *Action Items:*

1. Identify and define key brand drivers
2. Deliver consistent visual narratives
3. Develop a brand photo personality (mood/tone)
4. Create technical guidelines for your brand
5. Create a moodboard
6. Calibrate the look and feel through post production
7. Develop legal processes for photo usage



# GUIDE TO PHOTOGRAPHY DEVELOPMENT

## IDENTIFYING & DEFINING KEY BRAND DRIVERS

Identify what the key brand drivers are that makes your brand what it is. This can be escapist, inspirational, cultural, or anything that personifies your brand. Define what these brand drivers in how they can deliver a consistent visual narrative. Define the drivers by what your brand loves to show, share, and capture with your consumers. Key brand drivers must be descriptive and actionable enough to produce visual content for.



**PRODUCE CONSISTENT, HIGH-QUALITY, AND ON-BRAND PHOTOS AND VIDEOS.**





## DEVELOP A BRAND PHOTO PERSONALITY (MOOD/TONE)

Take a sample of all types of photos that your brand has used or photos that your brand loves. Clearly identify what kind of personality your brand is through internal review. Some of this information may be retooled from a brand guideline. Consider surveying some of your most adamant brand advocates and creating adjustments based on the survey. Brand advocates can provide invaluable insights into the personality of the brand that can clarify the quality of content. A clear photo personality is an incredibly powerful tool for photographers and content creators to keep content on-brand and consistent.

# GUIDE TO PHOTOGRAPHY DEVELOPMENT

## DEVELOP A BRAND PHOTO PERSONALITY (MOOD/TONE)

Take a sample of all types of photos that your brand has used or photos that your brand loves. Clearly identify what kind of personality your brand is through internal review. Some of this information may be retooled from a brand guideline. Consider surveying some of your most adamant brand advocates and creating adjustments based on the survey. Brand advocates can provide invaluable insights into the personality of the brand that can clarify the quality of content. A clear photo personality is an incredibly powerful tool for photographers and content creators to keep content on-brand and consistent.

The mood and tone describes the look and feel of your brand images. Through postproduction and the use of photography techniques, the subject matter can take on a completely unique feel. Mastery of these techniques to match images with your brand increases the level of quality and cohesiveness of your visuals. Images will fit within a story and will not be seen as a random collection. The mood and tone give viewers a discernable pattern to follow logically.



Photos: Andrew Gibson



# GUIDE TO PHOTOGRAPHY DEVELOPMENT

## CREATING TECHNICAL GUIDELINES FOR PHOTOGRAPHY

It is important for brands to develop photo technicalities to keep content consistent and work within the confines of a guideline. Clearly identifying how a photographer should take the shot and instructions on post-production can create a much smoother process between photographers and brands. A guideline of do's and don'ts in terms of product use, lighting, and post-production creates a faster process between the photographers and brands.

## INTERNAL BRAND SURVEY

Conduct an internal review on how your brand should be presented. Survey your consumers and create adjustments based on the survey.



**INSTAGRAM IS AN ARTISTIC PLATFORM: BE SUBTLE ABOUT MARKETING TO THE COMMUNITY.**

FEMININE	1	2	3	4	5	MASCULINE
YOUNG	1	2	3	4	5	MATURE
LUXURIOUS	1	2	3	4	5	ECONOMICAL
MODERN	1	2	3	4	5	CLASSIC
PLAYFUL	1	2	3	4	5	SERIOUS
LOUD	1	2	3	4	5	QUIET
SIMPLE	1	2	3	4	5	COMPLEX
SUBTLE	1	2	3	4	5	OBVIOUS
COOL	1	2	3	4	5	WARM



## CREATING A MOODBOARD

A moodboard allows brands to streamline the photography process and to provide imagery that aligns with the brand story. A moodboard is an arrangement of images, materials, and photos intended to evoke or project a particular style or concept. Pick and choose 30 photos that best represent the mood and tone of your brand. Pick images that clearly portray the mood and tone. A moodboard communicates abstract ideas of designs and feelings. It lays out a thematic setting for a brand to accurately convey to photographers and designers what words cannot.

Try and find a central image to anchor your brand's moodboard. It is important to keep a larger picture in mind, as it is far easier for a viewer to follow a central image with supporting images. Try to use a general theme: while obscure references can be fun, you should incorporate several touch points that are relatable for your larger target audience.

# GUIDE TO PHOTOGRAPHY DEVELOPMENT

## SAMPLE MOODBOARD

The moodboard provides a visual rulebook and is a comparative framework for all brand imagery. It allows teams to understand what fits and what is out of place. Find Instagrammers and top consumers who produce work in your area who inspire you to create a deeper understanding of your content. A moodboard includes examples of images, characteristics that describe the brand, and provides rules for visual storytelling. Do not restrict yourself to only past work. Find inspiration on the Internet, from influencers, or from the world around you. Because your moodboard is for private use, do not be concerned about rights to the images. Update and renew your moodboard as your brand and vision evolves.

Look for examples that inspire you. This moodboard was created for Purple Can (a fictional brand) to create a central theme of what the Purple Can brand represented: a playful, young, urban drink. Inspiration can come from anywhere, and in this case inspiration included summer, playful colors, physical activities, and many others. Add any and every inspiration you have, then narrow down your moodboard until your message is clear. This sample moodboard comes across as young, modern, and playful. Central themes such as summer and a map of London are emphasized by taking up a larger space on the board. The moodboard therefore shapes how the brand can use images in the future to match this profile.





# GUIDE TO PHOTOGRAPHY DEVELOPMENT

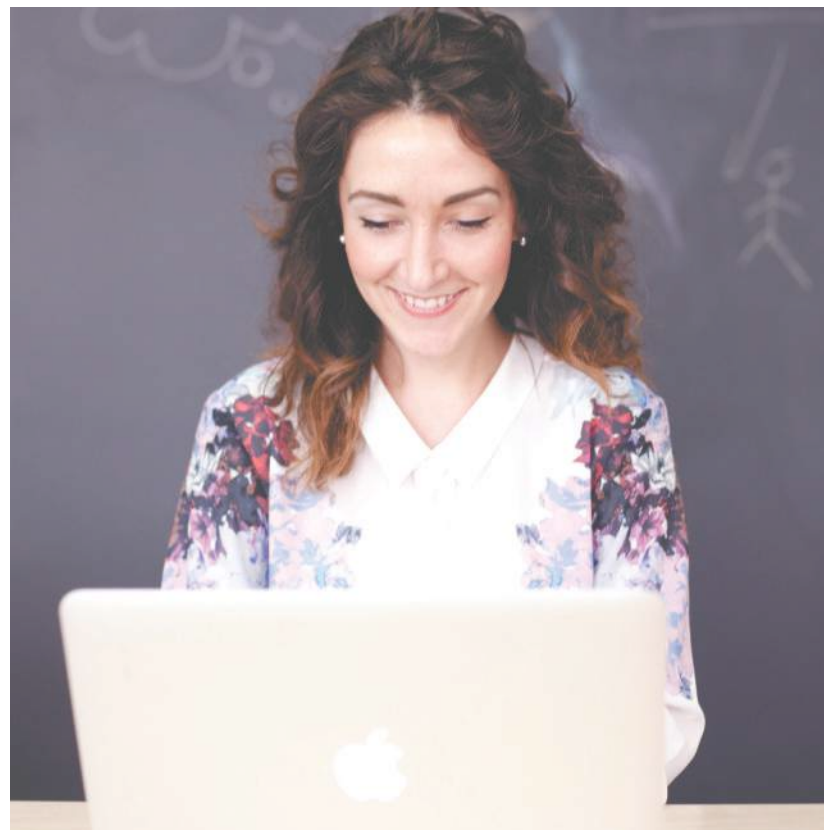
## CALIBRATE THE LOOK & FEEL WITH THE BRAND PERSONA

Instagram's realism appeals to users beyond the staged feeling of stock-photography. Consumers want to believe that what they are seeing is real, which is why candid shots perform so well. Consumers find them relatable. Brands must balance between being too branded and too personal. Consumers expect different content from brands because they are not individuals. Try to incorporate unexpected photos occasionally to add layers of interest to branded content.

Evaluate the sample photos against stylistic elements of your photography. Comparatively review each photo against the moodboard and see if it looks out of place. You can further edit the image to match the style of the moodboard or use a different image. The photos will involve a specific style to enhance the emotional effect. This guideline does not restrict what the subject matter of your photography should be, as viewers love to see new things or things they know in an unfamiliar light.

Using the moodboard and the mood and tone criteria, brands should calibrate their photos to match their brand persona. Determine what type of content the image is and decide if editing or retouching is necessary. Frame

and composition, aspect ratio, depth of field, lighting angles, lighting distance, color temperature, and exposure should all be reviewed and corrected by a professional or a specialist.



**MAKE SURE YOU HAVE THE NECESSARY RIGHTS TO USE THE IMAGES AND VIDEOS.**

# GUIDE TO PHOTOGRAPHY DEVELOPMENT

## BASICS ON PHOTO RIGHTS

Creating, sourcing, and curating original images have become crucial investments for a brand’s marketing mix. Having high-quality images benefits brands: high click-through on posts, increased engagement, and stronger brand sentiment. A brand’s use of imagery has several associated legal ramifications and rights, such as ownership of images and media. With the rapidly changing tastes of Instagram’s community, keeping content relevant is important to keep viewers interested.

It is important to know who owns the rights to an image. Every image shared on social media should be either owned by the brand or have a recorded rights holder. It is important to have consent and a definitive record of agreement for the brand’s use when curating user generated content.

Brands should know who or what is contained in the image. Using images for commercial purposes requires model releases, and any brands, logos, locations, or artwork displayed may also require releases.

It is important to establish a process to respond to copyright claims to mitigate risk. Establish a process that allows your

brand to track and archive all image uses so that you have a clear and safe response if a claim arises.

The new social and digital involve an enormous amount of content. As a result, it may seem easy or harmless to gloss over the legal ramifications of using branded content. As the media landscape evolves, brands can prepare by finding trusted partners and new technology to source and manage visual content on their behalf.

DO'S	DON'TS
Credit images properly if sourced from user-generated content (UGC)	Use another person’s content without permission
Obtain documentation and correct licenses if use is granted or purchased	Use past UGC on Instagram if permission was not given for Instagram
Go through legal processes in sourcing UGC	Use an image if you are unsure whether it is safe to use
Reach out to photographers for permission for their content	Infringe on the copyrights of users or brands
Have the necessary model releases	Use Google images

# GUIDE TO VIDEO DEVELOPMENT

## CREATE YOUR VIDEO STORYLINE

The Instagram platform limits videos to a maximum of 15 seconds. Within this short period of time, it is important to convey your message and its emotional effect to your consumers. Even though videos are extremely short, it is still possible to lose the viewer's interest. Authenticity, cultural relevance, and character archetypes are points of establishing instant connections with consumers. For maximum impact, create a storyline emphasizing one or more of these points.

For candid videos such as event coverage, choose the best 15 seconds, or cut and assemble exciting or meaningful footage. For creative content that supports your brand story, outline the dominant message you want to convey to your viewers. Find a way of delivering your message that is memorable but not tacky. It can be tempting to use memes and cheap laughs, but these types of

content quickly become uninteresting and overused. Instead, deliver bits of insight to viewers. One way of establishing insight is by humanizing the brand through showing team members creating the product in a humorous or sentimental way.

## CALIBRATE LOOK AND FEEL WITH THE BRAND PERSONA

Video is a medium that gives brands many ways to express their message. Do not reuse or retool promotional content for Instagram, as it will not have the same impact. Additionally, video can create deeper sensory connections with viewers through the use of music. Sensory appeals to sight and sound can evoke other senses, creating a more-memorable impression.

Videos can be calibrated through postproduction as well. Candid videos should be left alone, unless adding additional sound or music can improve the quality. Postproduction of videos

can touch up elements that may not be visible or sounds that cannot be heard. It can also allow cutting and splicing to create a unique feel. In creating original branded content, the use of music and sounds can quickly set the mood and tone.

### *Action Items:*

1. Create video storyline
2. Calibrate look and feel
  - a. Music and sounds
  - b. Candid vs creative
  - c. Delivery of message
3. Develop legal processes for video usage



**REGULARLY ENGAGE AND INTERACT WITH YOUR COMMUNITY.**



## SECTION ⑥

# CREATING GREAT PHOTOGRAPHY AT SCALE



♥ 16206 likes



# CREATING GREAT PHOTOGRAPHY AT SCALE



One of the greatest challenges that brands face today on Instagram is creating great photography at a scale and pace that can keep up with the community. It is difficult to create authentic photography that communicates an experience that is

relatable to the consumer. Instagram's expectation of speed and quality is stressing the current processes that brands are using to create content. Brands have to find a balance in the trade-off in creating quality content or creating content faster. Traditional methods of professional studio photography offer great quality, but cannot be created at a scale that makes sense.

Luckily, there are many methods available to brands to create and source original imagery.

- Internally
- Agency
- Partner
- Co-create
- UGC

Brands can create content from within the organization, keeping full control of the process at lower costs. With extensive knowledge of the organization, content will be on-brand all the time. However, it will be difficult for most brands to keep up with the scale of the images needed. As more images are needed for different pieces of subject matter, it becomes increasingly difficult to create content internally. Brands simply lack the process and the talent pool to create the quantity of imagery they want at a price that makes sense.



## CREATING GREAT PHOTOGRAPHY AT SCALE

Agencies are a different avenue brands can take that creates both strategy and content on behalf of brands. Agencies typically have a larger access to talent and are familiar with current trends and capabilities. Quality is typically high but can become extremely expensive very quickly. With so much focus on creating content for specific briefs, agencies can lose sight of what is important within a business and what makes it sell.

There are several partners that brands can work with to create Instagram content. Celebrities, influencers, famous Instagrammers, media organizations, and publishers all have their users own loyal communities. These communities have been built on a specific style of content and have built expectations around them. This means that brands have to give up a lot of control over the creative process in creating content with a partner, which may be risky in what the outcome may be. Through the power of association, your brand could be attributed to something that your partner represents in their audiences' eyes. Partners can provide a powerful amount of reach and clout. Brands should do thorough research when approaching these individuals and organizations.

Brands can also co-create custom content through collaborative global marketplaces. Similar to crowdsourcing, brands work with an intermediary organization that

deploys your imagery needs to a global network of content producers. It is highly scalable, cost-effective, and is completely rights managed. However, brands must give up some of their creative control over the images that are produced. Brands become curators of their custom content and pick and choose the best type of content most suitable to their needs.





## CREATING GREAT PHOTOGRAPHY AT SCALE








User generated content is content directly coming from your own consumers via campaigns or contests. UGC is low in cost, scales well, and engages your consumers. While UGC is incredibly powerful, it is difficult for the majority of consumers to capture the specific look and feel of a brand. This leads to a quality and reliability problem resulting in lots of unusable content. There is also the problem of obtaining all the legal rights and permissions from each submission for use.

Brands need to find a balance in sourcing content striking the right amount of control and scalability. All five methods of sourcing content will yield different types of images and opportunities to engage consumers. More brands are learning that co-creation gives the right balance of control and scale, while maintaining a level of quality that is expected from their consumers. It is important to be resourceful and diversify where these images are coming from.

## SECTION 7

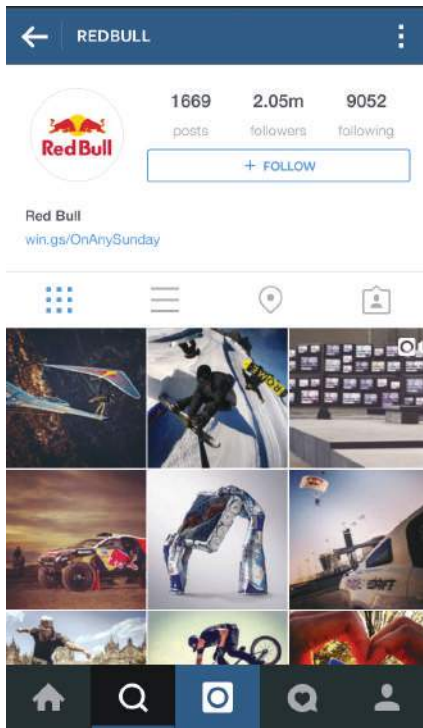
### INSTAGRAM CASE STUDIES

-  REDBULL
-  PETBOX
-  SHARPIE
-  NIKE
-  GOPRO

♥ 15089 likes







## RED BULL “RED BULL GIVES YOU WINGS”



Content from Red Bull serves as an exemplary case of using interchangeable pillars in a fluid process. Balancing extreme sports, music, Red Bull events, promotional content, and art, Red Bull ties every thread back to the brand. The majority of the brand’s content can quickly be associated with Red Bull’s extreme-lifestyle image.

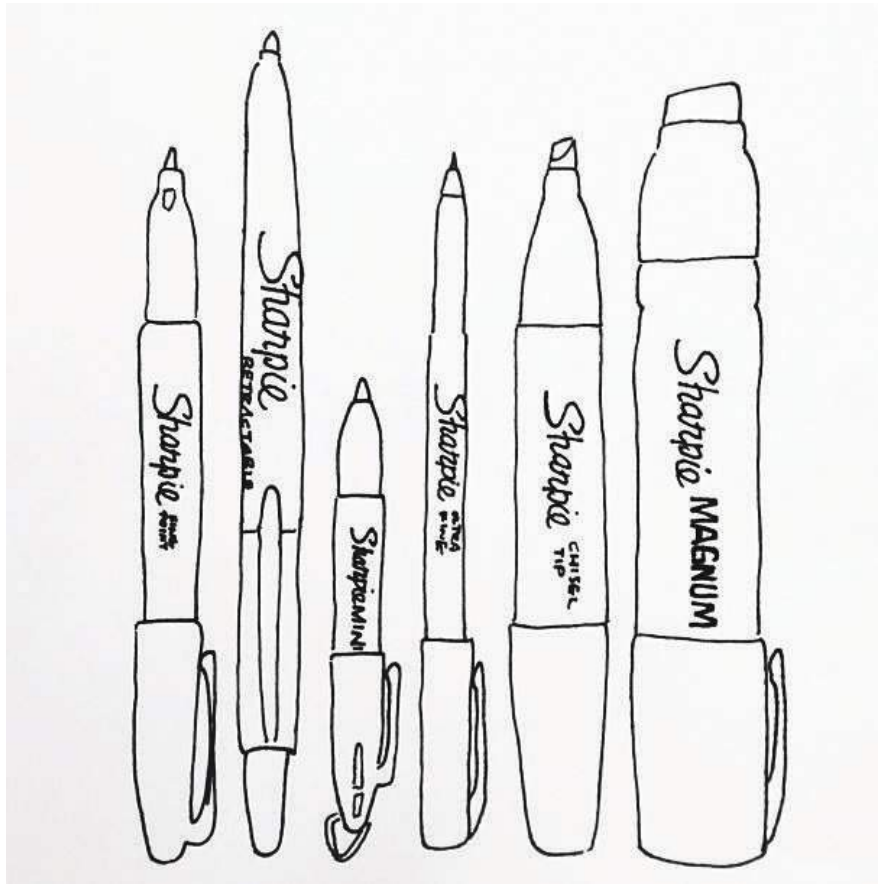
Red Bull utilizes three key pillars: the desire for validation, the desire for pleasure, and the fear of death. The fear of death is the most powerful imagery-driving pillar, as the brand commonly features death-defying stunts in extreme sports. The mantra “Red Bull Gives You Wings” is reinforced through imagery of pushing human capabilities to the limit. Additionally, Red Bull uses a variety of archetypes, most prominently the outlaw figure. Images of adrenaline-fueled activities emphasize danger in free-climbing, parkour, and racecar driving. This strategy aligns the brand with breaking the status-quo in sports.





## SHARPIE: "DOODLE"

*Sharpie*



Although Sharpie's Instagram account has been inactive since 2013, the account is a prime example of curated, artistic, user-generated content. Sharpie's profile features various "Doodles" created with its Sharpie pen products. The creator receives credit for their work via tagging. Despite Sharpie's account inactivity, hashtags such as #sharpie and #sharpieart have remained strong and active among consumers.

Like many other brands, Sharpie's Instagram crafted its strategy solely on the pillar of the desire for validation. Sharpie's Instagram is a platform for showcasing high-quality Sharpie art and creativity from talented community members. Sharpie drives user-generated content and engagement by asking users to submit their works of art using its products. Users are encouraged by the validation that comes from having their artwork featured on the main profile. In that sense, Sharpie's storytelling is literally fueled by the creator.



## GOPRO: "BE A HERO"

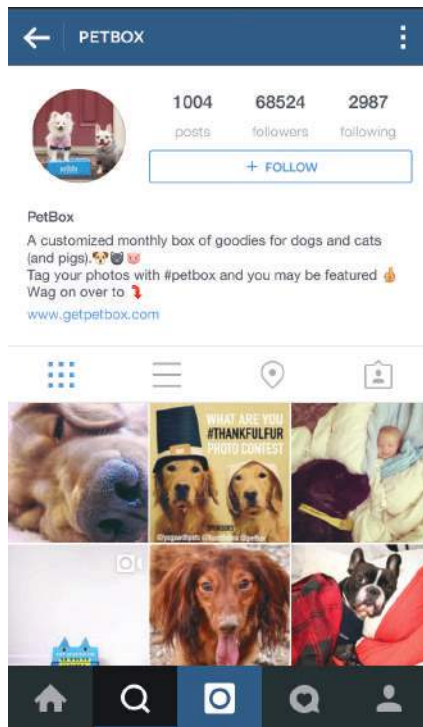


Perhaps the poster child for user-generated content curation, GoPro accepts user-submitted videos and photos and shares them with the world. A user whose content is shared is formally recognized by GoPro, resulting in a vibrant community of brand advocates sharing diverse content. Because of its high influx of submissions, GoPro does not have to hunt for Instagram content. GoPro videos on Instagram possess an embedded product promo, highlighting the brand website, hashtag, and brand promise in an unobtrusive way.

GoPro's pillar is the desire for validation. However, due to the nature of curation and user-generated content, GoPro can be extremely flexible in featuring submitted media. To avoid a one-dimensional message, GoPro diversifies its content by selecting different types to appeal to a variety of viewers. Content ranges from videos of mountain biking in high-altitudes to pictures of riding enormous waves in picturesque oceans. In addition, GoPro uses many archetypes; as the brand slogan would suggest, the hero is its focus. GoPro was created to film a unique perspective so people could share their world and convey a personal definition of what it means to be a "Hero."



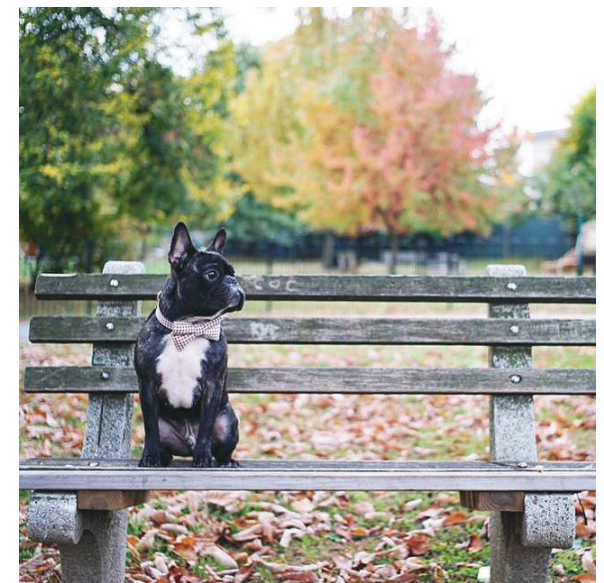




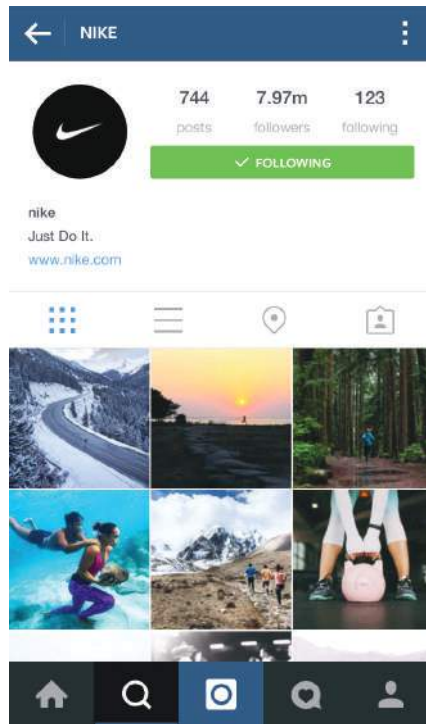
## PETBOX: "#PETBOX" **petbōx**

Although PetBox is not a F500 brand, it has enjoyed substantial Instagram success. PetBox is a service that sends out customized monthly boxes of goodies for cats and dogs. All its Instagram content is user-generated. Users are encouraged to share photos of their pets with their monthly box of goodies using the hashtag #petbox; photos are then featured on the brand's profile. As a result, Petbox has built a niche community with loyal product users and advocates. This community is comprised strictly of pet-based content by their owners, as all featured photos and tagged users are Instagram profiles created specifically for dogs or cats.

PetBox uses the pillar of the desire for validation. In this case, validation is evident through user-generated images of pets and PetBox products. The pets featured generally have more than 5,000 followers each, allowing PetBox to leverage a vast niche network via tagging. To prevent content from seeming repetitive, images are kept fresh through the use of seasonal and cultural elements. PetBox's specific archetypes, however, seem harder to pinpoint. Many potential figures come to mind: lover, caregiver, explorer, everyman, and innocent. The abundance of possible archetypes is not a problem, as a modern pet owner often shares many or all of these characteristics. Because the amalgamation of these archetypes represents the community, the brand appears relatable and unique.





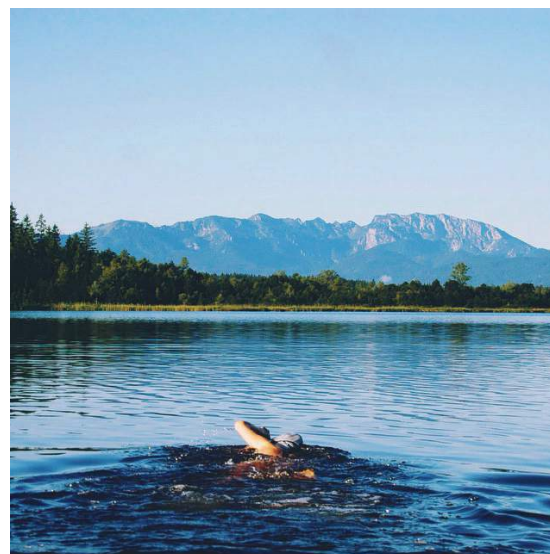
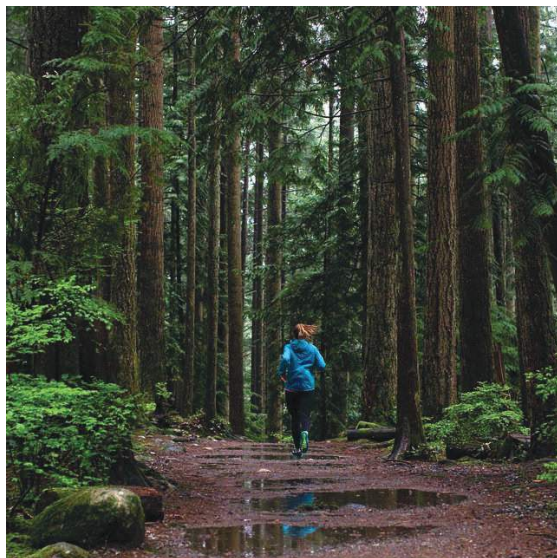


## NIKE: "TO BRING INSPIRATION & INNOVATION TO EVERY ATHLETE IN THE WORLD"

Many useful lessons can be learned from Nike, the most-followed brand on Instagram. Nike's simple narrative of inspiration and innovation is clearly discernable in all content. Using beautiful sports-related images, motivational one-liners, and its trademark hashtag #justdoit, Nike adheres to its core brand promise. Nike regularly leverages its vast network of sponsored athletes, featuring and tagging their personal Instagram content. Nike maintains several specific Instagram accounts (e.g. Nike Basketball) and cross-tags to promote certain products or content.



Nike's main pillar is the desire for validation. Through diverse inspirational images and captions, Nike urges viewers to place themselves in the scene of pushing themselves further in the pursuit of greatness. Nike's portrayal of greatness and athletic success are abstract concepts, as one can always improve in a variety of areas. Nike establishes a spin on the hero archetype, using two interchanging methods of telling this story. First, it creates a prestigious stage for the amateur athlete. The brand promises consumers they can achieve something greater. Secondly, Nike elevates the journey of modern "heroes" by backing distinguished athletes who are respected by many.



## INSTAGRAM COMMANDMENTS

**1 PHOTOGRAPHER FIRST,  
MARKETER SECOND.**

**2 BE AUTHENTIC, SENSORY  
AND RELEVANT.**

**3 APPEAL TO CONSUMERS'  
DESIRES.**

**4 BUILD EMOTIONAL  
CONNECTIVITY.**

**5 BE BOLD ABOUT BRANDING  
THROUGH OCCASIONS.**

**6 DON'T STEAL IMAGES.  
GET PROPER RIGHTS.**

**7 MEASURE AND BENCHMARK  
YOUR KPIS.**

**8 DEVELOP AND LIVE YOUR  
PHOTOGRAPHY GUIDELINES.**

**9 ONLY POST HIGH QUALITY  
CONTENT.**

**10 DELIVER WHAT YOUR  
AUDIENCE WANTS.**

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## ABOUT FLASHSTOCK



**flashstock®**

FlashStock was founded upon the belief that marketers need additional assistance in obtaining the images they need: images of real people enjoying their products at a sensible price and in appropriate quantities.

FlashStock connects organizations with content needs to consumer photographers who are interested in creating images. We are striving to create the world's largest on-demand photo service, transforming the stock-photography industry and providing brands with cost-effective alternatives to conventional and expensive image procurement.

FlashStock makes it effortless for brands to procure custom images of what they want and how they want it quickly.

For more information, visit our website at **[www.flashstock.com](http://www.flashstock.com)** or contact us directly at **[info@flashstock.com](mailto:info@flashstock.com)**.