

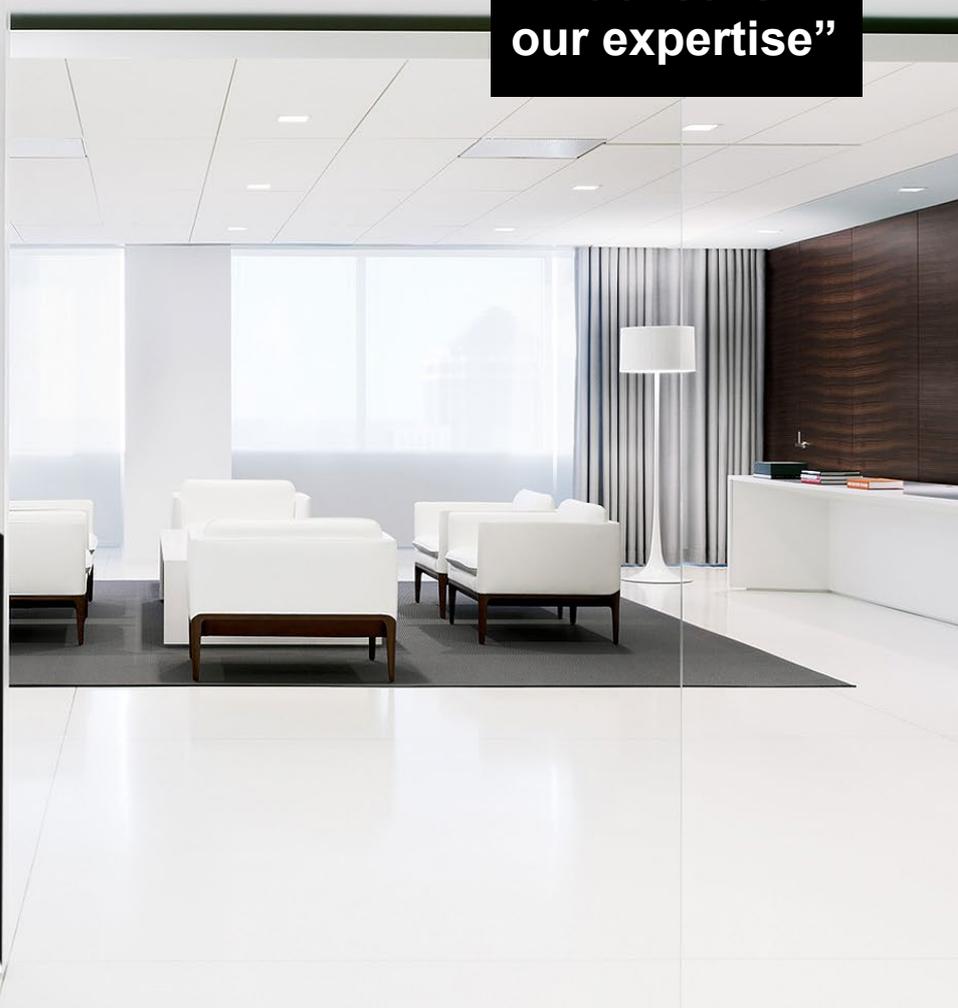


Engaging with the Instagram Revolution

**"Building
influence is
our expertise"**



ADVISIGHT



Instagram has 1 billion users, and half of them login every day. The image led social network has gained huge ground in the last few years and only Twitter and Facebook have more users. 72% of teens use Instagram every day, and almost 60% of all users are under 30. For targeting younger age groups Instagram is on message! Research by eMarketer.com shows that Instagram is used by 25% of all smartphone owners, and 34% are millennials. The under 25 age group use Instagram for 32 minutes every day!

According to Pew Research Centre 39% of online adults use Instagram and that usage increases with levels of affluence and disposable income. With 95 million posts and 400 million stories every day Instagram is a powerful tool which should not be underestimated.

Today 71% of US businesses, and 96% of all fashion brands are using Instagram, more than those using Twitter. There are over 17.25 million business profiles and 200 million users visit at least one business profile every day. 60% of users discover new products on Instagram and the site has a 2.2% interaction rate. There is a reason why 90% of the world's top brands have adopted Instagram within their social media strategies.



Digital Savvy Consumers are influenced by Social Platforms

Real-time updates, user-generated content and engaging images are crucial elements of the contemporary marketing mix. Whilst traditional forms of media still have an important role to play, the B2C market is increasingly dominated by e-WOM (electronic word of mouth) and it is images, rather than words, that are defining those engagements.

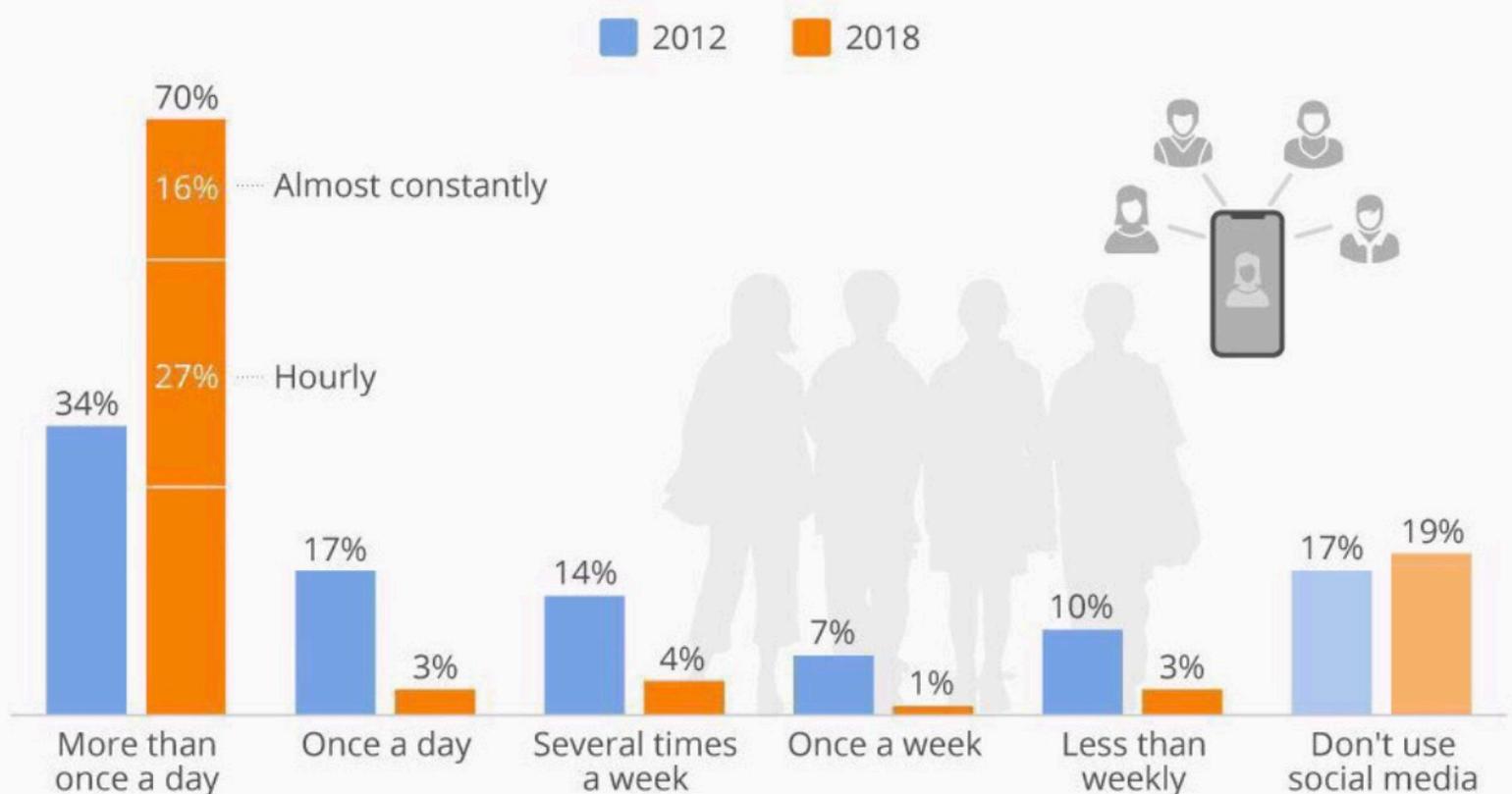
Research by Media-Marketing.com demonstrates that Instagram generates more sales and consumer responses than any other social network. In the first three places are friends, family and partners, followed by consumer reviews and television. Instagram comes in sixth place, in front of Facebook which is seventh, YouTube (eleventh) and Twitter (twelfth).

A study at University of Zaragoza in Spain was able to prove that the originality of content is decisive in creating a hedonic and satisfactory experience; in turn, these factors positively affect the intention to interact, which finally influences the number of “likes” and comments that a post receives on Instagram.

All of this exciting data is also supported by the information presented in the chart below which shows just how strongly younger audiences are influenced by Instagram.

Teens' Social Media Usage Is Drastically Increasing

Percentage of 13- to 17-year-olds in the U.S. who check social media...



The Power of Images

Visuality defines our understanding of the world – before we learn to speak images and pictures have become powerful forms of communication. Instagram leveraged this with carefully crafted images created through the use of some very clever, but very effective filters to enhance even the most average of pictures. These edited images can be very emotive when it comes to consumer purchase decisions.

Instagram Stories take this a stage further, with images that are only available for a short period of time. Businesses who understand how to use Instagram have embraced this feature and use it to launch offers and vouchers which are available for just one day. First-time followers can also be targeted with compelling and exclusive discounts. Used for celebrity endorsements and brand building, Instagram quickly becomes an indispensable marketing tool – especially for businesses targeting the millennial market. As Instagram is continuing to invest and innovate it is a good bet for long term marketing investment.

Advisight's market leading insights

At Advisight we use innovative cutting-edge proprietary techniques developed in partnership with expert neuroscientists and data scientists to gain critical insights into consumer habits, beliefs, and behaviours. When coupled with our marketing expertise we are able to deliver consistently outstanding results to elite clients across the globe.

Our technology enables brands to understand how specific advertising elements affect consumers, their decision-making process, and how to reach consumers on a subconscious and emotional level. Every purchasing decision contains a strong emotional element and the technologies at Advisight provide specific ways to leverage that information. The impact of our work is demonstrated through the significant return on investment enjoyed by our clients across a breadth of different sectors.

Indeed, the digital marketing universe has been quite receptive of Advisight's contribution. Top journals such as Forbes, Success, Time, Fast Company, Inc., Entrepreneur, and many others have all reported on the company's positive reputation and enviable results.

“Our whole passion and purpose is to build influence and it is something that we are always working hard to perfect on social media, one of the most important places for a new company to have a strong presences today... it was a big decision to accept qualified new clients but we know we can bring them huge value and help companies rise to higher levels than they thought possible when it comes to their social media marketing efforts”

Brian Klock, CEO of Advisight

About Advisight

Advisight is the world's premier marketing research center located in Los Angeles, CA. The agency is a leader in building global influence and manages a network of more than 500 million people. Advisight captures long-term attention, creating loyal super fans for brands. Advisight's revolutionary neuroscience research creates premier marketing insights which produce notable proprietary systems that cultivate real fans and viral reach. We work with the world's largest influencers and brands, identifying target market attention and how to capture it efficiently. Connect with Advisight on Instagram, Facebook and Twitter.

Advisight also utilizes the expertise of technology experts, digital marketers, social media gurus, and SEO professionals to ensure that appropriate techniques are employed across all media and online channels. Content is provided that entertains, engages, and captures interest. Specific demographics prefer some types of social media networks over others and the agency can reach the desired target audience with pinpoint precision to create brand loyalty.

“Our company was seeing results, but when it came to trying to handle our social media strategies we were really off base. It’s just not an area we have experience in.

Advisight turned all that around for us and now this is a space that not only helps build our positive reputation, encourages customers to connect with us in a deeper way, but even brings in more business. Fully recommended in every way.”

Chris S, California

