Social media platform Instagram

Instagram is a social media platform where users can mainly share photos and videos and interact in real time. With around two billion monthly users worldwide, Instagram has become an important tool in online marketing.

Companies use the platform to showcase their products and build customer relationships. Applications include influencer marketing and sponsored posts. Advertising opportunities on Instagram are diverse, including images, videos, stories and carousel ads. Instagram allows companies to increase their brand awareness and reach their target audience.

Booking options

✗ Demo booking tool*	✗ Programmatic advertising	✓ Marketingportals, Marketing automation platforms
✓ Service provider	✓ Self service tool, media buying platform	

Media segment

✓ Internet	✗ Out of home, digital out of home	✗ Household, office
✓ E-commerce	✗ TV, cinema, moving image	✗ Internet of Things
✓ Social media	✗ Radio, audio	
✓ Mobile	✗ One-to-One	

Media type

✓ Digital	✗ Print	✗ Analogue

Target group

✓ Business-to-Business	✓ Business-to-Consumer	✓ Business-to-Employee

Marketing objective

✓ Brand awareness, increased audience reach	✓ Customer care	✓ Employee recruitment
✓ Lead generation, new customer acquisition	✓ Sales increase	

Customer Journey

✓ Awareness	✓ Purchase	✓ Advocacy

✓ Consideration   ✓ Retention

Ad media

✓ Advertisement, Banner
✗ Advertorial
✗ Annual report
✗ Appointment calender
✓ Audio, radio spot, audio file
✗ Augmented Reality
✗ Beach flag, flag, roll-up
✗ Book, E-book
✗ Brochure, flyer, inserts
✗ Catalogues, price lists
✗ Chat, chatbot
✗ Company entries
✗ Configurator
✓ Contact form
✓ Content SEO-optimised
✗ Credit card
✗ Customer card
✗ Display, monitor, citylight, megalight
✗ Display stand, light box
✗ E-mail, signature banner
✗ E-paper
✗ Event
✗ Exhibition stand, event modules
✗ FAQ
✓ Games, competitions

✗ Google Business Profile
✓ Influencer
✓ Landing-page, microsite
✗ Location Based Service
✓ Mobile payment systems
✗ Newsletter
✗ Newspaper, magazine, periodical
✗ NFC
✗ Offer, quotation
✗ Office equipment
✗ Office files
✗ Operating instruction, user manual
✗ Passers-by addressing
✗ Petrol pump nozzle
✗ Postcard
✗ Poster, billboard, pillar
✗ Product live demo
✗ Product packaging, product labeling
✗ Product sample
✗ Programmatic print
✗ Promotional items
✗ Push, text messages
✗ Quality seal
✓ QR code, link
✗ Rental addresses, target group areas

✗ Roof objekt
✗ Sales talks
✗ Self service terminal
✗ Shopping cart
✗ Sign, labelling
✓ Social media advert
✓ Social media company page
✓ Social media posting
✓ Social media profile page
✗ Sponsoring
✗ Spontaneous event
✗ Structured company data records
✓ Survey
✓ Telephone and video call service
✓ Unboxing
✓ V-card
✓ Video spot, moving image
✗ Virtual Reality
✗ Virtual, voice assistent
✓ Vouchers, coupons, discount cards
✗ Web layer
✗ White paper
✓ WLAN for visitors

Connected media channels

Affiliate programme
App (Advertising medium)
App (Brand, topic)
Audio streaming platforms
Community
Consulting, support, training
Customer loyalty programme
Digital signage, POS TV
Email, email newsletter
Event
Field sales force
Guerilla marketing action
Household distribution
Influencer marketing
Location-based service

Messenger
Navigation system, map tool
Newspapers, periodicals, magazines (publishing objects)
Online comparison portal
Online directory
Online marketplace (Advertising medium)
Online shop (Brand)
Out of Home (OOH)
Podcast (Advertising medium)
Point of sale (POS), Showroom
Print mailing
Product, service (Advertising medium)
Product, service experience
Public Relation
Radio
Recruitment platform
Retail media platform
Reviews, recommendations
Search engine advertising (SEA)
Search engine optimisation (SEO)
SMS
Social media platform Facebook
Social media platform LinkedIn
Social media platform Pinterest
Social media platform Snapchat
Social media platform TikTok
Social media platform X
Social media platforms
Social-Media-Plattform Reddit
TV streaming platform, Connected-TV
Video streaming platform
Video streaming platform YouTube
Website (Advertising medium)
Website (Brand, topic)

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