SUCCESS FACTORS OF INSTAGRAM ACCOUNTS: LEBANESE FASHION STORES

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VICTOIRE BEJJANI

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Notre Dame University - Louaize

Faculty of Humanities

Department of Media Studies

We hereby approve the thesis of

Victoire Bejjani

Candidate for the degree of Master of Arts in Media Studies/Electronic Journalism and Public relations

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Dr. Nadine Mounzer Karam   Supervisor, Chair

Dr. Sam Lahoud   Committee Member

Dr. Joseph Hosni   Committee Member

Dr. Maria Bou Zeid, Chairperson

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Abstract

Constrained by the aggressive field in fashion business, marketers have stated that developing an appealing and friendly brand image on social media most particularly on Instagram is necessary to win better market. Instagram has become part of companies' strategies nowadays in order to enhance growth, increase sales and target a very wide audience. The app that started originally as a gimmick for the public has become a strategic platform for companies especially those playing in the fashion sector. This thesis aims to examine and discern how fashion stores evolve on online social networks. Specifically, the analysis is outlined to explore the new marketing strategies and the fundamental key elements to successfully create a lucrative Lebanese fashion store through Instagram.

Using the framing, influence and persuasion theories, the purpose of the study is to discover the key success factors, guidelines and characteristics to create a successful fashion store on Instagram. To achieve this aim, a qualitative methodology will be applied that comprises a comparative study (thematic analysis) of the components of the top 3 stores Instagram accounts in addition to interviews conducted with their Instagram account managers. This study provides a benchmark, key success factors and plan of action that should be implemented now and down the road.

Keywords: Instagram, Fashion, Marketing strategy, Key success factors, Influence

I.   Introduction

Marketing is defined as the social process by which a company reaches its consumers in terms of needs and satisfaction; it is "the act or process of promoting, selling and distributing a product or service" (Merriam- Webster Encyclopedia, 2017.) The only way to accomplish your objective is to be present where people are engaging and spending time. Currently, people spend the majority of their time on social media platforms while using smartphone (Asano, 2017.)

The Internet is growing in people's life. Consumers are making use of the Internet in order to search for information, this information superhighway has also become a vibrant part of their buying practices. In the matter of advertising and marketing, this has formed many opportunities for businesses to connect with their clienteles. Being available on social media has developed to become an essential part of the entire purchaser communication process for all companies. The innovative tools and social media network have allowed businesses to market its brand and products in an entirely original method.

Nonetheless there are some encounters too. What makes social marketing not the same as traditional marketing is that the consumers' role is becoming more and more noteworthy. Businesses cannot only share the kind of content they want however they have to take into consideration what their followers want to see. Moreover, users can spontaneously express both their negative and positive experiences on social media platforms. This obliges businesses to vigorously network and interact with its customers (Tran, 2015.)

Social media is essentially about connecting consumers and businesses. During the past few years, so many businesses have used social networking. This in turn has led to bigger rivalry and competition in order to win the user's responsiveness. People became

overwhelmed with the content and are trying to find techniques to filter the feed and receive only the information and content they really want. For sellers this means that they have to be more tactical and strategic about producing exciting content that attracts people. Or else they will not be detected (Neher 2013, 1-2.)

Thus, in order to stand out and to be distinguished, people should respect few rules to provide the customer with an amazing one-stop digital experience. Images are playing an important role in social media marketing and especially on Instagram. It is appealingly simple and easy (Danley, 2015.) It's full of people likely enthusiastic to connect with a brand on a more personal and real level. Visual content and images are progressively what persons want to see online. The expression "a picture is worth a thousand words" communicates the fact that our brains can consume, process and understand more information way quicker through images than text. In terms of marketing this means that the consumers' attention is easier to get by using images or videos. Additionally, nowadays it is visual content that is most consumed, viewed and clicked on by social consumers (Neher, 2013.)

Instagram is just one of the many social media platforms that exist. It is a mobile application that allows users to take and share photos from their mobile devices (Neher, 2013.) Instagram has increased its popularity faster than any other social media platform, and this is what makes Instagram so special (Klie, 2015.) In addition, Instagram is the first significant social network built specifically for mobile usage (Miles, 2014.) On Instagram there are 100 million active monthly users worldwide to be reached and this is what makes Instagram such an effective marketing tool for companies (Wood, 2015.)

In this virtual world and despite of the business field, any company is able to design new campaigns on Instagram to reach larger audience, by sharing attractive images and creative captions. Today, a lot of companies are using this marketing tool to share their news, background and vision. Instagram has also created a new approach for customers to interconnect with products they see on a post. Very much alike tagging friends on Facebook, sales persons will tag products (use hashtags)

to make it easier for Instagram users to find out more information on the product. Based on the above-mentioned reasons, Instagram seems to be a good way to attract more potential buyers and promote brands in a much-accelerated manner.

Aïshti World, ABC Lebanon and Le Loft 271 are three companies that almost have the same number of followers as per their Instagram Profile. These businesses use social media as a part of their marketing strategy. These companies have been present on Instagram for couple of years already; yet, they are always looking for the correct way to connect with their followers. These businesses wish to better recognize its work on Instagram. They are concerned in discovering methods to expand their Instagram account so as to market more successfully to its target audience.

The theoretical part of this thesis aims to create a handbook for marketing on Instagram. Henceforth it is essential that the reader also reads through the theoretical part to get a better understanding of the analytics and proposals for the case company in the empirical part of the thesis. Furthermore other businesses can simply adapt the theoretical part and use it to improve their own Instagram profile to raise brand awareness.

A. Statement of the problem

Another feature that makes Instagram an influential for businesses is the fact that companies can sponsor their posts and start advertisements on the app. The more the company spends on advertisements through Instagram, the more impressions the business's posts will get, thus the more engagement. According to Social Fresh, 71% of any companies around the world have adopted Instagram as their platform for selling since 2011. Instagram is a tool for businesses in order to target every single individual out there, whether a student who is procrastinating his studies and is scrolling through Instagram or bored housewives at home scrolling down the app to make time pass (Forbes, 2017.) The top brands (ethical consumerism, business leaders) on Instagram are counting a per-follower engagement rate of 4.21%, which is 58 times better than Facebook and 120 times better than twitter (Hootsuite, 2016.)

However, many people still perceive sort of limitations on Instagram and refuse to use it to promote their companies which is an improper brand image strategy, they are either not considering it as a media marketing platform or misunderstanding the way it should be used, as a result missing out on a 800 million monthly strong user base they could potentially engage (Buffer Social, 2018.)

As stated by research firm *L2*, Instagram shows the most engagement and the highest conversion from browser to shopper (Gillet, 2014.) The report also shows that 92% of luxury brands who post an average of 5.5 times a week on Instagram increase their customer base. Therefore, in the fashion industry an improper brand image strategy could cause the failure of a brand in that progressively competitive environment. But how can a Fashion store know how to use best Instagram platform? How can every fashion company make sure that their products are well promoted and that every single post will push viewers to take action? This thesis aims to provide key success factors and guidelines for fashion stores to help them have a broader knowledge on how they should use Instagram, to promote their products and become a fashion brand.

B. The purpose of this thesis

The purpose of this thesis is to study the trends of Instagram marketing and the present situation and use this info to analyze the case company's Instagram account as a part of their social media marketing strategy.

This thesis aims to provide the case company a set of key success factors and characteristics to create a successful fashion store account and customer communication as well as help them recognize the strengths and areas for improvement in its current strategy in order to get more followers and engagement. This analysis is outlined to explore the new marketing strategies and fundamental key elements to examine and discern how fashion stores evolve in Lebanon through Instagram.

The main idea is to learn to understand customer behavior on social media sites and what customers are looking for when they are following a company's Instagram account or similar accounts specifically in the fashion industry.

While there are already several studies about niche fashion stores, how they are using Instagram and the importance of social media to create and promote brands, there not have been many researches on the guidelines that should be present to achieve a successful Lebanese Fashion Instagram account.

C. Case company information

Aïshti is the definite fashion and luxury products market leader in Lebanon, having brands such as Prada, Dior, Miu Miu, Valentino, Dolce & Gabbana, Fendi, Stella McCartney, Saint Laurent, Marc Jacobs, Burberry, Chloé, Céline and more. It is located in Lebanon. The user account is @Aïshtiworld: The latest fashion and lifestyle trends from Beirut and beyond.

ABC is the most noticeable mall and department store in Lebanon that offers a unique shopping, dining, leisure and entertainment experience like no other. The user account is @abclebanon.

LeLoft271 is one of the trendiest concept stores in Lebanon. The user account is @leloft271conceptstore.

The stores offer the trendiest selection of women's products. The companies use digital marketing in their marketing strategy. In digital marketing it uses social media marketing (Facebook, Instagram). As mentioned above, Instagram is the fastest growing social media platform, it has outpaced all the others platforms by providing new innovative ways, especially for fashion industry companies, to promote, advertise, connect and communicate to their customers. The companies are

very keen to know and recognize the options to advertise in this particular platform and learn how to engage more people on their Instagram profile.

D. The structure of the thesis

This thesis consists of the introduction, theoretical background, research methods, empirical study and discussion. The introduction describes the current situation of social media marketing and Instagram marketing in general. The theoretical background will explore more in the subject and give different ways to both advertise and communicate in Instagram as well as provide the basic knowledge of creating and managing the user account.

The empirical part will analyse and compare the current situation of @Aïshtiworld, @abclebanon and @leloft271conceptstore Instagram accounts in relation to the theoretical findings and other companies using Instagram. The discussion part summarizes the main findings and provides future ideas and development suggestions for other fashion store accounts.

II.   Literature Review

Different research studies have been conducted on Instagram marketing and its effect on niche fashion stores. In the past years, social media has become more and more popular as a communication and business tool. One of the newest social media tools available to brands is Instagram, a mobile app that provides a platform for people to share photos and videos with followers (Instagram, 2015). Instagram was launched in October 2010, and owned by Facebook in 2012 (Instagram, 2014). Instagram app has more than 300 million active users by April 2015 (Costill, 2014; Instagram, 2015) and more than 950,000 active users in Lebanon. A total of 20 billion photos have been shared on Instagram within three years. Even though there are a lot of studies about social media, Instagram research is somehow a new topic. Few studies aimed attention at Instagram as a social media tool. For instance, "How Instagram Can Be Used as a Tool in Social Network Marketing" (Huy, 2015) is a paper that discussed how Instagram can be used to promote brand and create relationships with the users. The study also examined how the platform was popular between consumers as a broadly visual medium in which users could interact with the brands they follow (Huey & Yazdanifard, 2014). Additional Instagram studies have concentrated over acknowledging what type of content users upload on Instagram. For instance, Hu, Manikonda, and Kambhampati (2014) studied Instagram over a study of photo types and content. They gathered a sample of 200 photos uploaded on Instagram by regular users and structured an eight category-coding scheme to detect what types of content were the most popular among users. These categories comprised food, friends, pet, gadget, captioned photo, fashion, selfie and activity.

Instagram users are engaged on Instagram when using different type of activities: "like", "Comment", "Upload photos", "Upload videos", "Tag friends", "#Hashtags" and "View online shop pages". These activities define the Instagram Usage and Social Capital Instagram. Users can click on the "Like" button to convey agreeable and satisfactory attitude of the content, the "Comment" button to communicate in written their opinion on such picture. Users can share photos and videos on Instagram. In addition to that, people can tag their friends in post they upload. The "#Hashtag"

was a recent and particular activity which first appeared on Instagram, this function made it possible to link posts together. For instance, if users take a photo in the Notre Dame University-Louaize, they can add hashtags such as "#NDU", to explain the characteristics of the photo.

Many online startup shops are also using Instagram to promote their products, such as clothes, cosmetics, accessories etc. People are able to follow their online shop pages and search for different products. According to the Washington post (2015), Kevin Systrom and his co-founder Mike Krieger never envisioned Instagram's effect on the Fashion industry: "There's a funny picture of Mike and I wearing baggy shirts and pants. So to say we were thinking about fashion would be an overstatement". But Instagram, Systrom acknowledges, has changed fashion. "Designers are thinking of things to put in shows to encourage people to take Instagram", it is part of the great democratization of fashion, helping to create an entire class of fashion professionals who did not hone their chops as junior editors or assistants. Their message is wholly visual, and it is personal. And for some celebrities such as Chiara Ferragni, it has been profitable, as they become influencers for hundreds of thousands of followers, representors for labels and even designers themselves. This does not only apply for international bloggers, bloggers from Lebanon use Instagram daily to portray their latest fashion trends, their projects and aspirations. For instance, a Lebanese blogger called Karen Wazen has crashed Instagram and now the biggest fashion houses in the world like Dior & Fendi have declared her pictures and style. This presence on Instagram, especially for people in the fashion industry, can create a massive amount of word of mouth leading to a very successful, well known and money generating entity.

Social capital can be developed with the use of social networking sites (SNSs). Social Capital is interpreted as the networks of relationships between people who live and work in a particular society (Coleman, 1988; Lin, 2001; Putnam, 1995, Steinfield, et al., 2012). As stated by Ellison et al. (2007), social networks can be controlled and raised by using social networking sites. Bonding and bridging capital are the two typical types of social capital associated with the use of SNSs (Putnam, 1995). Bonding capital includes powerful and united relationships among similar

people, for example family members, friends, classmates who share common identities like values, religions and interests, and connecting different group of people who have distinct who came from different backgrounds.

Marketing on Social media

The entire marketing scene has altered with the introduction of Social Media. This part will mainly explain the real importance of social media marketing for businesses at every phase and the changes it has initiated in the customer communication management. The part also describes how to use social media to build a strong and vibrant brand and to directly reach a larger number of new and existing loyal customers.

1. **The growing importance of social media**

Earlier, the only methods for a company to communicate and to market to its customers were through traditional marketing channels. These channels comprised of print, TV and radio. After the start of online marketing this technique has changed completely. (Kabani, 2010, 1.) In traditional marketing companies communicated more or less at the consumers and there was no actual way for the customers to answer in return. On the contrary, customers became more interactive and cooperative in the digital channels, such as social media. They can easily comment on the content the company posts, give their opinion and ask questions; which means that the company has to answer back. Therefore, it is no longer possible to reach the customers through one channel nor is it possible for companies to choose the channels they prefer but rather companies need to find the best channels to communicate with their target audience, the right one to use depending largely on what their goals are. (Evans, McKee 2010, 4-5.)

Nonetheless, this doesn't mean that marketers don't value traditional marketing anymore but its importance has differed (Kabani 2010, 2-3). Customers are now spending more time online each day, frequently accessing through their tablets and smartphones. Beneath is the average of time spent

on social media per day.

- Users spend an average of 35 minutes per day on the site.

- Users under 25, now spend up to 32 minutes a day on Instagram, on average, while those 25 and above spend more than 24 minutes per day

- The average LinkedIn user spends 17 minutes on the site per month

- Average time spent on Google+ per visit is 3.57 minutes

- Average time spent on Pinterest per visit is 14.2 minutes.

- Snapchat users under 25 open the app 25 times / day for 30 mins in total

- The average time spent on Youtube per session is 40 minutes (Social Pilot, 2018.)

As the diagram displays, consumers no longer search for news and information from traditional channels, but then again increasingly from social networks. Users also look for information about new products and services through social networks. Consumers are sharing their own experiences with brands, products and services. In addition to that, customers are currently leaning no searching on online platforms in order to find feedback from other customers before buying something. This is the reason why social media is sometimes denoted as *digital word-of-mouth*. (Kabani 2010, 1.) Today the whole purchasing process, beginning with expectations and information search and ending at talking about the real experience frequently happens online on social media networks. (Evans, McKee 2010, 4-5, Kabani 2010, 1-2).

Social media is certainly the key network for getting in touch customers in the 21th century. The Internet has facilitated the communication between companies but it has also made the entire process more hard and complicated. Hence, without the correct kind of knowledge of online marketing and strategy it is most of the time used unproductively and inadequately. (Kabani 2010, 2-3.) Throughout social media channels, companies are looking for customer engagement and accumulative brand awareness. It provides a fast and effectual method to reach their target audience. Companies have gradually understood the usage of social media as a channel for customer service. (Evans, McKee

2010, 4.)

Nowadays, there are many distinctive platforms of social networking such as Facebook, Instagram, LinkedIn, Twitter and Pinterest. Brands are regularly choosing one or more platform as part of their marketing strategy (Hellberg, 2015.) Each social media site has its individual exclusive way of operating and they deliver different possibilities for companies to communicate to their target audience (Evans, McKee 2010, 4). Below is a representation of the most popular social media platforms in 2017.

Facebook Is Still the Fastest Growing Social Network
Increase in monthly active users over the past two years (Q3 2017 vs. Q3 2015)

527m — Facebook*
400m — WhatsApp
400m — Instagram
313m — WeChat*
87m** — Snapchat*
23m — Twitter

* Q2 2017 vs. Q2 2015
** Snapchat's growth refers to daily active users
@StatistaCharts Source: Company reports
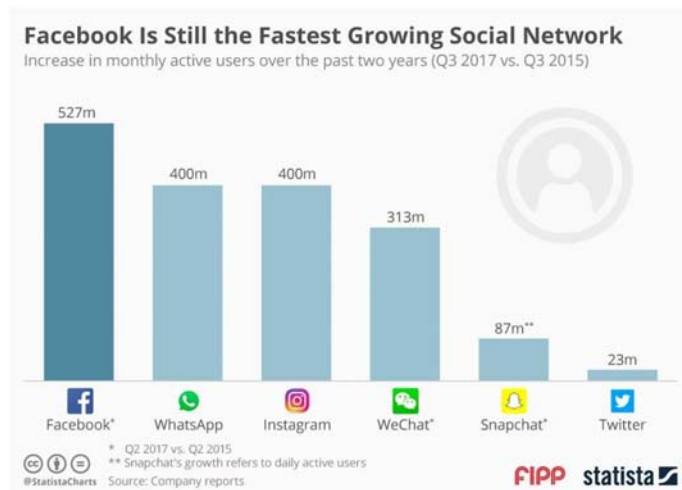
Figure 2: Top social platforms, growth in active users during 2017 (Smart insights, 2018)

2. Social media for business

Knowing that people are searching online beforehand when looking for products, brands and

services to purchase, therefore it is necessary to know how to use social media in order to benefit from it. (Rouhiainen, 2015) Business-to-consumer markets are shifting due to the commercial progress and this has made reaching customers for companies easier, even on a worldwide scale. More than 800 million shoppers per year are purchasing online. The Internet gives easy access to an entirely new environment where we can find distinctive ways to communicate and sell to consumers globally. (Chaffey, Ellis-Chadwick, Mayer, Johnston 2009, 619.)

Operations and Marketing are the basic elements that help the business process in social media (Evans, McKee 2010, 62-63). Though companies also have to understand how to connect customers to business.

By understanding and actively listening to its customers, employees and stakeholders, the company could gain important promotional worth, as the business will react better to marketplace dynamics and competitive opportunities. (Dave, McKee 2010, 4-5.)

Most businesses can benefit from a social media plan and use social media as a key part of their sales cycle. However, if the company does not have the resources, knowledge or time to be active on the social media sites they should not be doing it. (Miles 2014, 39.)

Social media is a relatively inexpensive way of marketing. With social media marketing companies can promote its products and services for a fraction of the cost, compared to the traditional medias. With the right strategy a company can reach more customers and build awareness regionally, nationally and even globally. Thus, an effective approach re- quires commitment, planning and persistence. (Sedrati 2015.)

3. Content planning

As said by Miles (2014, 39) most types of businesses can benefit from a social media plan and

use social media as an essential part of their sales cycle. Being active does not, nonetheless, mean that it has to take a lot of time. The social media content can easily and certainly be planned and scheduled earlier. The company can form a content calendar in order to plan beforehand their next days, weeks or even months posts for their social media platforms. Scheduling part of the social media content can be really worth it and save a lot of time but not everything can be planned beforehand. Thus, planning content gives flexibility to the schedule and the new and curated real-time content can be added as the week progresses. (Lee, 2014.)

The Golden Ratio

Create balance in the social media content you share

promotio...
10%
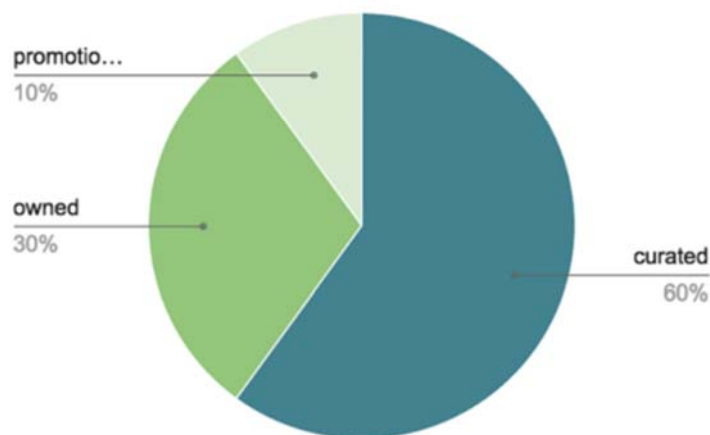
owned
30%

curated
60%

Figure 3: The Golden Ratio - 30/60/10 by Kevin Lee (2014)

According to ʹ*Golden Ratio*ʹ -ratio there should be a balance in the content that is shared on social media. The figure shows that 30% of the content should be owned, 60% curated and 10% promotional in order to create the right kind of variety to the content. To sum up, when doing a social media plan it is important to find the right times and right kind of content. When planning the content the marketer should think about the upcoming events, product launches, posts scheduled on other marketing channels, how much content is needed and what images can be created beforehand.

(Lee, 2014.)

A. Instagram marketing

This chapter will concentrate more deeply on Instagram and how it can be used effectively as a part of the company's social media marketing strategy. The chapter will present the different objectives of Instagram marketing and how to use them efficiently in business communication and marketing. The following chapter will also discuss what not to do and what to avoid when creating content and communicating on Instagram.

1. Instagram at a glance

The cofounders Kevin Systrom and Mike Krieger launched Instagram in October 2010. Instagram was the first free social networking online photo-sharing application on mobile acquired by facebook in 2012. (Klie, 2015). While other social media sites have a mobile application, Instagram was utterly created for mobile usage. This latest application became a hit promptly. One-month later it gained a million users. (Bertoni, 2012, Malin 2014, Miles 2014.)

Generally, Instagram is a free online photo-sharing application that allows you to post pictures and videos (Wood, C. 2015). Similar to Pinterest, Instagram is not founded on conversation, which makes it "social media lite". This makes it much more reasonable compared with an intensive conversation platform like Twitter or Facebook. (Miles 2014, 11.)

Anybody can create an account on Instagram to start sharing content and follow other individuals, companies, brands and celebrities. (Tran, 2014.) Instagram has two main features; it allows users to make effects in order to edit their photos and create beautiful images and it functions as a social network for image sharing (Neher 2013, 64.) Instagram allows users to (Tran, 2014, Rohrs 2014, 164):

- Post photos or videos

- Make effects by choosing filters

- Add a description

- Follow or add a hashtag

- Tag people in their pictures and videos,

- Locate their photos and videos,

- Browse and search other people's images and videos,

- Like, comment, or share

- Share their content on other social media channels like Facebook, Twitter, and other followers.

Instagram has doubled its users base, in December 2016, there were 600 million monthly active users on Instagram and in late April 2017, Instagram had already surpassed 700 million monthly registered users. (Techcrunch 2017) Knowing that Instagram is only four years younger than Twitter, however it has already exceeded Twitter in the number of users. In addition to that, Instagram is defeating Facebook in the number of posts and demonstrating a 49 percent year-over-year jump. Moreover Instagram is gaining new users quicker than any other social media platform before and audience engagement than any social media platform by 2014. It has 58 times more engagement to brands than Facebook and 120 times more engagement than Twitter. Whether you are looking to market your brand, Instagram offers a massive consumer audience. This audience uses their Instagram account to generate awareness of the brand, products, as well as sell an experience by generating photos and videos (Klie, 2015.)

Some inconveniences for Instagram are that the users cannot use their computer in order to edit or share photos and videos, the application is rather limited and the user cannot update their account without third-party apps. Additionally Instagram does not currently offer many possibilities for advertisers, like for example Facebook does. This may though, be expected to be modified in the near future (Rouhiainen, 2015.) Unlike Facebook and Twitter, for example, Instagram does not offer conversion optimization for its users nor it allows the user to share the content they liked. Also,

adding "clickable" URL in the description or adding a clickable URL in a comment is impossible on Instagram.

2. Marketing on Instagram

More than 50 percent of top brands are currently using Instagram in order to influence the audience. Instagram is therefore absolutely an important tool for marketers who want to get their brand known. (Miles 2014). All trades or businesses, both small and large, can find it beneficial in creating and using an Instagram account. This platform specifically can grant customers a personal vision into the company and can create a sense of community among the followers. It is easy to share on Instagram the company's story and provide behind the scenes look at how the company is ran. (Zimmerman 2015.) Setting up and sharing posts on an Instagram Business account differs from a personal account. For example, the images the company makes, the frequency or occurrence of the posts, the messages attached to the images and possible images you will share from other accounts will be very distinctive from the content the individual users are sharing. (Asad 2014, 2-6.)

Furthermore, Instagram is distinctive from other social media apps. Instagram users tend to be a little pickier in what they post. As Instagram is completely visual it allows brands to promote their products in an entirely new style. As well as publishing their own photos, marketers can also highlight the things their consumers are doing with their products or brand. (Klie 2015.) The followers on Instagram also appreciate when their content is commented on or liked on (Miles 2014, 42.)

Instagram moved the trend towards visual narrating; clients are sharing pictures rather than writings (Neher 2013, 63.) Instagram features additionally another trend. It makes business and brand proprietors more related. Usually, clients like to work with individuals they know, like and trust and Instagram gives you the chance to show customers whom are the real people working behind the company (Wood 2015;, Zimmerman 2015.) It is essential for the company to comprehend and distinguish their target users.

There are distinctive explanations for the social networking use. The distinctive online networking sites can be separated into five unique classifications which are information seeking, focused entertainment, purpose driven, socially driven fun and in the middle. Instagram is classified as a socially driven fun app where online networking is utilized for fun, entertaining and to share beneficial experiences. This sort of online networking usage is does not include a lot of content and is usually fun-centered which makes the content personalized and amusing (Malin, 2014.)

As indicated by Rouhiainen 2015, effective Instagram marketing comes basically from being dynamic, posting incredible content, following interesting accounts and leaving comments, likes and questions to those people and establishing relationships with influencers and followers on your business area. Creating a connection with the customers online makes them loyal, and generates a consistent word-of-mouth in order to promote or market the brand or product. Instagram additionally enables the companies to have free statistical surveying. By taking a gander at what the clients are sharing the company can realize what is most intriguing content to their followers. Having an insight to what the follower shares can help the company shape the account content. (Zimmerman 2015.)

Images, frequency, messages, comments, likes, dynamic, interesting, questions, connection

a) Branding on Instagram

Instagram is a perfect tool for brand building, since the company can efficiently challenge other companies on Instagram by utilizing the brand characteristics. Therefore, in order to deal with a brand on Instagram the company should also be able to successfully oversee it off Instagram. As indicated by Miles, when the brand is all around outlined and oversaw it has a genuine energy to drive sales. Its energy originates from a blend of invisible aspects, the visible aspects and the prospect's experienced with the brand. (Miles 2014, 105, 110, 114.)

The skillful usage of words and pictures woven together to recount a fascinating story about the company is the way to fruitful and successful marketing on Instagram. As indicated by Miles,

individuals tend to like pictures that associate with them inwardly. Such pictures to raise feelings are for instance get-away goals, sandy shorelines, gourmet cooking, nightfalls, shoes, dresses, pretty places and pretty faces. Not at all alike some would think, that they need to see more relatable content rather than perfect, splendid photos. The pictures on Instagram incite the moods and sentiments of customers that are the basis for selling the product. There are many enthusiastic triggers that advertisers have found throughout the time of marketing. (Miles 2014, 71, 83, 85.)

Miles (2014, 85-87) showcase the 12 causes that seem to be specifically important in Instagram marketing efforts, which are:

1. Love

2. Desire

3. Involvement of ownership

4. Justifying the purchase

5. Desire to belong

6. Desire to collect

7. Curiosity

8. Storytelling

9. Greed

10. Urgency

11. Instant gratification, and

12. Exclusivity

The most effortless approach to get eager and passionate users reaction is to have followers that are raving fans. Companies should figure out the follower strategy and distinguishing its passions and cravings in order to make him loyal to the brand. (Miles 2014, 91.)

Moreover, Instagram isn't conversationally serious, yet at the same time requires social activities. Being proactive and not falling into the propensity for simply posting pictures without connecting

with socially can prompt the danger of having low outcomes despite the fact that the content itself would be decent. (Miles 2014, 60.)

Branding, skillful usage of words and images, incite feelings and moods, figure out the followers' passions.

b) Visual communication

Because of the photo-sharing/visual component of Instagram, it is significant to understand the idea of visual communication. This picks up an understanding of how pictures function and how they influence the audience (Hellberg, 2015.) Basically, visual communication is data exchanged through pictures, where the photographer has made a picture particularly to convey something through which the audience at that point translates and comprehends through personal filters which are comprised of personal experiences, cultural and social backgrounds as well as attitudes (Jamieson, 2007.)

In utilizing pictures as an instrument for mark communication, the visual perception allows the shoppers understand brand messages significantly speedier than through textual means (Jamieson, 2007.) Visual communication can influence a man, both logically and emotionally.

By simply seeing visual advertisements, the audience attitudes and perception can be influenced towards a brand, and which can afterwards turn into convictions about that brand. The visual communication is therefore an efficient tool when it comes to connecting with the customers.

Though, it doesn't ensure or determine the nature of the convictions created in the audience mind. By figuring out how to comprehend the importance of visual communication, the brand can utilize the distinctive parts of visual advertising as an advantage in their brand communication (Hellberg, 2015.)

Regarding Instagram brand posts, for instance Nike posts pictures of individuals and famous people doing sports, with the caption "just do it". In this example, they are using people-based

advertising in order to identify known individuals within an advertising ecosystem also known as the rise of "social realism" (Bacon, 2016), the represented aspect to the image are the people in the picture, the products they are wearing, the activity happening, and the caption of the brand slogan however the shrouded perspective is the audience mind and the convictions the photos will generate, such as taking part of a similar group or wanting to adopt a comparable lifestyle (Hellberg, 2015.) To visualize the discourse above, beneath are screenshots taken from Nike's official account in February 2018.

Figure 4: Screenshot from Nike's Instagram account (@nike)

Many feel that Instagram is bringing the people around the world closer to each other and this applies also between companies and consumers. If the story and content attracts the consumer they want to engage with the brand and they might start ordering the products around the world. However, the social media marketing channels forces the companies to act faster and in real-time (Vaartimo, 2015.)

The instant swift from traditional media to digital media and globalization is producing new difficulties, challenges and necessities for marketers. Because the world is getting smaller,

companies can effortlessly reach the people around the globe, small or large companies can easily run worldwide with low expenses. Instagram is based on networking and it will give content to its audience that shares related interests. This creates a relation or connection among individuals that they generally know. In addition to that, liking and commenting is supporting the profile surfing. A lot of users around the world consider that Instagram is bringing people closer and this applies likewise amongst companies and customers (Vaartimo, 2015.)

Convey data, cultural and social background, people-based advertising, attract.

---

c) Attractive Instagram profile

Similar to all social networks, a company on Instagram can create a profile with the fundamental data about the company (Neher, 2013.) The Instagram profile should express the brand values for a business to get the most incentive out of. The profile needs all the essential data and furthermore extra data that make the profile fascinating (Zimmerman, 2015; Wood, 2015.)

Sharing the correct pictures to the Instagram account is critical however in the event that the basic data on the account profile isn't appropriately set up it can significantly decrease the number of visitors and the number of followers. There are a few restrictions too (Asad, 2014.)

The company profile picture should support the business vision, mission and values. The audience ought to directly perceive these ideals on the profile page. The profile picture for the record ought to either be a professional photograph or a logo of the organization to precisely characterize to the brand (Asad, 2014, 2-6.)

The user name ought to be easy to perceive in order to incorporate also the brand name. The name ought to be either the same or as similar as possible to the others social media platforms (Asad, 2014, 1-2.)

Notification section enables audience to find the site from anyplace and enable them to get data or information when something new is a posted, or when a new picture is shared on the Instagram account page (Asad, 2014, 2-6.)

The site URL that leads to the company's web page must be unmistakably obvious. If the user does not know where to find the company outside of Instagram, the link between marketing on Instagram and developing the business will fail (Asad, 2014, 2-6.)

While finishing up the profile, the company ought to incorporate the appropriate data a customer may require in order to get in contact with the company. This incorporates a company's phone number, email address, location and URL to the website page. Moreover a company can include a link or the usernames to another social media platform, as Facebook…

The more ways is to provide the clients to reach the company, the more probable it is they will get in touch with them, to visit the online store or to visit the physical store (Asad, 2014, 1-6.) For the description the user has 150 characters to make an intriguing content. It ought to be smart, to the point and clarify what your company does and speaks to (Zimmerman, 2015.)

Besides the company should ensure that the profile isn't set to private. Instagram allows making a private profile, however for organizations this isn't really a successful approach. Therefore, to get many followers and engagement, the privacy settings should be turned off (Wood, C. 2015, 98.)

The company needs to follow the community guidelines, which are laid out when creating an account. Sharing pictures of new products, future item or events will upgrade the presence on Instagram. It will likewise enable clients to interface or connect with the company in a visual way instead of only reading about what the company from different sources (Asad, 2014,1-2.)

Instagram brand posts, for instance Free People is exceptionally dynamic on Instagram and posts an awesome wide range of substance like; videos, pictures, campaign and so forth. To represent the exchange above, underneath are screenshots taken from Free People's official account in April 2018.
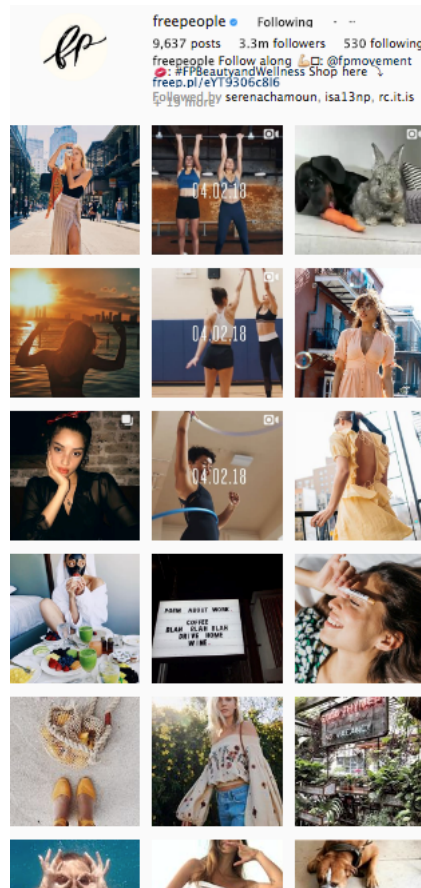
Figure 5: Screenshot from Free People Instagram account (@freepeople)

Despite the fact that Instagram is for the most part centered on the visual the language utilized on the descriptions is a necessary tool in clarifying the pictures in order to make connections. Numerous brands use English on Instagram. Likewise the language used in hashtags is most of the time English focused. The explanations behind using English rather than native dialect are both to increase visibility and to pull in multilingual users (Malin, 2014.)

Express the brand values, mission and vision, professional photograph, easy username, obvious URL, easy to reach, intriguing content, remove privacy, dynamic, English language.

d) Anatomy of posts

The initial phase in sharing a post on Instagram is sharing an intriguing picture. It is essential to have quality pictures with awesome focus, and additionally significant content for your business and

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your brand. The best pictures are the ones that will have some enthusiastic connection with the user (Zimmerman, 2015.)

In the wake of taking the picture for the post the company can expand the quality of the picture with 20 filets and 4 control highlights. These highlights likewise permit turning the picture, including a border, including water dew impacts and changing the exposure of the photo. There are likewise some third-party applications that can additionally be used to change elements of your pictures.

Next, include a description. Description is an essential piece of the post. There are a few components that can help getting the most reach. Initially, @mention "tags" the user in the post and enables them to be notifies about the mention. Tagging different clients is an incredible method for sharing the posted content (Zimmerman, 2015.) Using the right hashtag on pictures can mean getting the most reach. Hashtags will be examined all the more profoundly in next. A good description directs more traffic to your account. A viable method to catch attention and increase engagement among followers is by making inquiries and beginning discussions. Beginning a discussion can likewise help creating a sense of community. These components convey an incentive to the Instagram account and increase traffic (Zimmerman, 2015.)

A company can easily connect with their followers by sharing pictures that intrigue and interest them. A picture of new product item will be significantly more elucidating than any paragraph. Individuals can see color, the texture, the surface and the details – all in a couple of moments. When choosing which pictures to share it is vital to dependably recount a story. By including both fun and individual pictures in connection with the brand a company can influence the brand to emerge and to motivate individuals to interface with them on a human level. There are numerous. The posts can be about; product lines, employees, occasions or other intriguing marvels. With the correct blend of content about the business, the product or service and the type of customers that draw in with the business the story is complete. " The more you can connect with people and the more you can connect to those who are seeing these photos you add over time, the easier it is going to be to build your brand " (Asad 2014, 7-11.) According to Neher (2013, 115) posting 3-5

times each week on Instagram is more than adequate. Consequently there ought to be a variety in content and also the company is expected to be proactive in commenting and liking different clients' content.

In terms of Instagram brand posts, for instance Tiffany and Co., Starbucks and Coca Cola utilizes description is available in their posts. The companies need to create a content that anybody can relate to, and the objective is to link the item and the user's personal life. To explain the discourse above, beneath are screenshots taken from Tiffany and Co.'s, Starbucks' and Coca Cola's official account in October 2015.

Figure 6: Screenshots from Tiffany and Co's. and Coca Cola's Instagram accounts (@tiffanyandco, @cocacola)

> Intriguing picture, quality pictures, awesome focus, significant content, @mention "tags", use the right hashtag, good description, begin discussions, color, texture, surface, details, posting 3-5 times each week, variety in content.

3.

a) Instagram contests, coupons, and giveaways

By giving away some free things or discounts we can increase engagement on Instagram. This works greatly in each industry and in different circumstances. The following is explaining three altogether different procedures or strategies for Instagram (Miles, 2014.)

Challenges function well on Instagram and a powerful contest is an extraordinary way to generate a surge of enthusiasm and interest. There are numerous sorts of challenges for the company to look

over, and the company ought to find the best way to help their brand. As Instagram is primarily based on visual content therefore the challenges concentrated on pictures are the best (Miles, 2014.)

Another awesome method to improve engagement is posting coupons on Instagram. Coupons generally comprise discounts such as "30% off today only" or special offers. Also an awesome method of extraordinary offer is to deliver without charge during a certain period of time (Miles, 2014, 130.)

Another approach to get attention is giveaways. This mean isn't utilized as commonly as the other two yet by offering giveaways the company can attract loyal and prospective clients. There are distinctive varieties of this theme and the company needs to locate the best one that fits to their business. (Miles, 2014.)

Contest, giveaways, challenges, coupons.

b) Who to follow?

When talking about Instagram, it isn't sufficient to get followers yet it is critical to follow others as well. In the event that somebody follows you and you don't follow back, the later may unfollow you. In addition to that when a company is dynamic by liking and commenting others' content the followers are more motivated. Therefore, this communication gives the follower a motivation to engage with the company and visit their page (Wood, 2015.)

"Explore" page on Instagram includes random pictures trending on Instagram. By searching in for the company's page other remarkable profiles will erratically show to follow. The company should choose to follow profiles that are linked to their business and recognized as pioneers in their industry. The company can find different companies by typing their name into the search bar (Zimmerman, 2015.)

When the user starts interacting with the company by liking and commenting on their post, the company should follow them back. The company can easily recognize who is interacting on the "news" tab. The company ought to learn if the follower liking the post could be important to their network. The company can simply unfollow other followers if they don't seem significant to their record (Zimmerman, 2015.)

c) How to get followers and engagement?

On Instagram, everyone has to start without any follower, yet one can work through that rapidly by including an incentive for existing clients. First and foremost, the time ought to be strategically engaged with the correct prospects, not simply random individuals. Similarly there are some negative obstacles that may back off the development (Miles, 2014.)

To get followers on Instagram the most effortless approach to begin is by influencing the networks on different platforms. The company can do this for instance by essentially sharing the Instagram posts on their other web-based social networking sites and invite users to follow them on Instagram. Moreover, the company can tell their clients through different channels like printed advertisement or newsletter that they are now on Instagram (Zimmerman, 2015.)

The key characteristic of followers is that they're looking for curate information and they frequently need the social consideration that originates from sharing it. Every one of the followers don't really have an enthusiastic relationship towards the brand however are searching for information, bits of other content that interests them (Rohrs, 2014.)

Engagement is the key metric to provide information about the audience improvement. Engaged audience is dynamic and responsive (Rohrs, 2014). The dynamic audience is commenting, sharing and liking the posts (Miles, 2014.) Interfacing with the followers and intensifying their content can expand the level of engagement. Conversely, by bombarding them with superfluous or unrequested messages they may as well be provoked (Rohrs, 2014.) There are numerous approaches to get more followers and greater engagement.

This can be executed by:

Sharing captivating content. With better content that motivates the followers to comment, like, and share the followers will be more engaged and corresponsive. This thusly, improves the probability that the followers will likewise see the next and coming posts (Rohrs, 2014.) Similar pictures ought to never be posted again. The content ought to be distinctive every time. Additionally, the pictures ought to be logically significant to the content that they connect to (Neher, 2013.)

Promoting other individuals. A company can like and comment different followers' posts. Moreover the company can request authorization to post images of their very own event or product taken by others and giving them the credit by tagging them to the post. This consequently will promote their profile (Wood, 2015.)

Asking questions. To get the users participating and commenting progressively on the post depiction ought to incorporate an open-ended question(s). The company can for instance make inquiries about their items, about recommendations for gowth, improvement or for instance which of the displayed items they might want to have or loved the most (Wood, C. 2015; Neher, 2013)

Mixing both branding and fun. It isn't preferable to only post fantastic or professional look book photos of the items. The company ought to likewise post pictures for no particular reason and just for fun, or videos of their representatives having a fun time at work for instance. By being somewhat perky and posting more about what is occurring behind the scene, this makes the brand more relatable and simpler to stand up to (Wood, 2015; Neher 2013.)

Communicating with the followers directly. By listening to the criticism and reacting to the comments left by the users gives the supposition that the company truly thinks care their clients. The clients can likewise make inquiries about the issues they may have with an item and get an answer speedier than by sending an email (Wood, C. 2015.)

Using good photography. As Instagram is made to take picture with a cell phone it is hard get incredible quality. Nevertheless, the nature of the pictures can easily be improved for instance by using filters, effects, shooting the photographs from various angles or shooting them in better

lighting. Also, there are third-party applications accessible that enables the client to exchange the photos from different devices, similar to a PC, to Instagram (Wood, 2015.)

Using third-party applications. There are endless of applications that will help the client to improve the Instagram experienced as was said on the past section. Notwithstanding the third-party applications for improving the pictures and videos to look better there are some applications that enable you to post more, schedule your posts and some will check on current trends or give analytics about your Instagram account (Wood, 2015.)

Using Videos. Videos are getting increasingly popular in online media marketing thus likewise on Instagram (Heinerth, 2014). Nonetheless, despite the fact that the Instagram videos are getting exceptionally well known additionally in the methods for advertising, the environment is still genuinely unique in relation to other video streaming (Delo, 2013.) Like another video sharing application, Vine, the videos are limited in length. Instagram enables you to share videos that are just 15 seconds long. (Wood, 2015; Zimmerman, 2015.)

Learning from others. There are various powerful companies exhibiting on Instagram. By looking on other accounts profiles and bringing out new ideas. By considering what they post, how they usually do it, and what sort of hashtags they use. The best hotspots for learning are the successful companies that look like the company's brand. (Wood, 2015.)

Experimenting. Regardless from the fact that learning from others is a good idea to get new ideas; nonetheless, this does not work for everyone. We have to try something new every once in a while. The most ideal approach to genuinely understand what really works to a one brand is by experimenting different content and finding the best ways to convey to the users. (Wood, 2015.)

Share captivating content, promote other individuals, ask questions, mix both branding and fun, communicate with the followers directly, use good photography, use third-party applications, use Videos, learn from others, experiment.

d) Best time for engagement

Knowing that Instagram is usually used through mobile phones, users can easily check their accounts anytime. In addition to that, the company can easily find out the correct times to share posts on their social media platforms by using analytics.

Nonetheless, the interaction, posting and viewing habits are somehow different on Instagram, it is difficult to define at what time the users are active. Therefore, when a company needs to find out at what time they should post content, they have to be based upon factors such as: age, lifestyle, target audience, demographics and time zone differences. Working adults from 9 to 5 are usually active in the morning and during lunchtime. However, young adults are active late in the evening. In addition to that and according to analytics, the most popular day to post photos is on Thursday and the highest level of interaction happens on Wednesday and Sunday.

Videos should be posted after work/school hours (Moreau, 2015.) Additionally if the company has audience around the world the process is harder and posting at exact times of the day may not get the same results. The best way to find out the best time to post content is simply by experimenting the habits of the target audience (Wood, 2015.)

e) How to use Hashtags?

Hashtags are an important part of Instagram marketing. Correspondingly to Twitter, Google+ and Pinterest, Instagram also uses the hashtag system of categorization (Miles, 2014.) That is, Instagram let the client post hashtags and make their content searchable (Wood, 2015). The pictures would then be found by utilizing hashtags. By choosing or inventing an exceptionally prominent hashtag with the picture, it will probably be at the trendiest for only a couple of moments, yet numerous individuals may see it. Interestingly by picking a less known hashtag, it will remain on the first page of the feed for a more extended timeframe, however less individuals might see it. (Miles, 2014.)

Miles (2014) declares five strong methods for business marketers to influence the hashtag system:

1. Generating hashtags and using them imaginatively and innovatively in business

2. Using hashtags to inquire about mainstream business.

3. Using hashtags to participate in discussions inside the business or niche.

4. Distinguishing new prospects by using hashtags.

5. Sharing posts with a larger scale of people than simply the followers.

Besides, business' can use hashtags to specify unique campaigns. A business should utilize hashtags that are applicable to their brand. (Asad, 2014; Wood, 2015.) They may likewise make up another hashtag particularly made and that can be used when referencing to the company itself. This can be for instance the company's name or one made for their campaign. Miles (2014) presents tips for marketers in order to create hashtags:

1. Hashtag ought to be brief – a single word or a short expression

2. Hashtag ought to be important and effectively understood

3. Hashtag ought not to have numerous explanations

4. Hashtag ought not to be already used

5. Hashtag ought to exclude another company's image or name

6. After the creation the hashtag will turn into a specialized tool for anybody to use and the creator can't control this.

At the point when the tweaked hashtags are used constantly it will help the development of the brand awareness. For instance, a company name ought to be incorporated into each post the company shares. The followers can likewise reuse the hashtag to link their post to the brand (Asad, 2014; Wood, 2015.)

An extraordinary method to get attention with hashtags is running a challenge that has a hashtag exceptionally made for it. With a challenge the company can urge the users to share their photographs using the company's hashtags. Another viable method to promote the hashtag is to advance it among employees, ambassadors, partners and customers (Neher, 2013.)

In the matter of Instagram brand posts, for instance Mango uses the #hashtags successfully in their campaigns. For spring 2015 they have a battle called #SOMETHINGINCOMMON and they utilize the hashtag on each related post and furthermore on their other marketing channels. To outline the discourse above, underneath are screen captures taken from Cara DeLevingne official account in September 2015.

Figure 7: Screenshot from Cara Delevingne's Instagram post for #SOMETHINGINCOMMON campaign on Instagram (@caradelevingne)

Instagram has its own trends and regularly utilized hashtags; the companies should utilize the in trendy hashtags in the posts when they are significant to the content. While popular hashtags change, there are few that have been enormous for a long time, such as #tbt, #instamood, #photooftheday, #follow #tagforlikes, #nofilter. Other well-known hashtags are the ones that are identified according to your location: town, country, and building (Wood, 2015.)

According to #TopHashtags 2018, the three most popular and current hashtags are #love, #instagood and #photooftheday.

When the company adds trendy hashtags hey are more probably going to get more engagement. More users will probably take a look at images that have an attractive headline and hashtags. Likewise the users will probably share these with other potential followers. All of this will be as free exposure for the company and it is an incredible path for the company to engage in with their followers. The more attention the company can get the more users will see the brand and will find out about the company and the items (Asad, 2014.)

In contrast, Miles (2014) displays a thought that rather than just using well known hashtags, the company may look into hashtags that are normally used inside their industry and use them as the most regularly used hashtags. Miles says that it is smarter to attract prospective clients that are keen about the industry instead of random individuals.

In terms of Instagram brand posts, for example Perfectly Basics is posting relevant pictures of their products and also effectively using business related hashtags. Even though it is a fairly small business and only based on the Internet it has been able to raise awareness and get a loyal customer base in a fast and cost-efficient way. Mainly they have done this by effective social media marketing and communication. To illustrate the discussion above, below are screenshots taken from Perfectly Basics' official account in April 2018.

Figure 8: Screenshot from Perfectly Basics' Instagram account (@perfectlybasics)

There are also a couple of things to avoid when using hashtags. For instance avoid using hashtags that are excessively broad or general your content won't be found among the other client's post in the search. Some hashtags are restricted, which means they don't appear in the search. However, other's should be used, such as: #iphone, #photography, and #loseweight. It is likely to use many hashtags. An excessive number of hashtags can also make the profile look messy and distractive. It is usually recommended to use around 2 and 10 hashtags in one post, yet no more (Wood, 2015; Miles 2014.)

Brief, effective, no interpretations, not used, unique

f) Mistakes to avoid

As said by Rouhiainen (2015), the main error for Instagram marketers is probably not having a strong and clear strategy. Furthermore, it is very essential to understand the protocol or etiquette of

Instagram and use the diverse methods properly in order to appeal the right followers and share the exact content (Zimmerman, 2015.)

Zimmerman (2015) provides beneficial tips to efficacious marketing on Instagram. Initially, avoiding the same content. By bombarding followers feed with similar content might just overwhelm or annoy them. Then, to grab attention on Instagram the content has to be motivating, noteworthy, creative and interesting. If a company is posting the same content as everyone else they will not be spotted or noticed. (Zimmerman, 2015.) Rather than using déja-vu the company has to share material that is obvious and will stand out (Wood, 2015.)

Avoid using to many hashtags and fill follower's feeds with a superfluous number of hashtags (Zimmerman, 2015). Furthermore, the content should be shared constantly, minimum, once a week. However, too much sharing is not right either otherwise followers may want to unfollow the account (Wood, 2015.)

Avoid taking others content and without giving credit, this is neither decent nor good for the company image. When sharing another users images credit can be given by @mentioning them in the description or caption of the post. Using the content from other accounts and reposting them can be an amazing way to interact with other users on Instagram, however the authorization for use should mainly be asked from the concerned person whom has the copyright to that image (Zimmerman, 2015.)

Dissimilar to traditional marketing, in social media the clients don't want to see too much branding, nonetheless, they want to see what's behind the scenes instead of only getting posts about the brand and products. Customized content also makes the brand much more significant and relevant (Wood, 2015.)

g) Social Analytics

While using Instagram the followers might comment or like one of your photos, or both. If the clients like the post they will tell this by commenting or liking the image. Then again, the followers

may also hate the picture or appear to be insulted or generally offended by specific images, therefore they will either not engage or clarifying this by commenting. This will help the company to know which sort of content they ought to share. To ensure that the users are getting the most out of the mutual content the company needs to tune in to the criticism they get. It is essential to analyze the comments, likes and dislikes (Asad, 2014.)

The engagement occurring on Instagram additionally introduces talks and discussions about the brand and the products. By staying aware of the comments, interaction and connection between followers is an amazing approach to find out about what they think about the brand and the content posted on Instagram.

By breaking down the results the company will get the chance to share intriguing and interesting thus to emerge from their rivals (Asad, 2014.) Instagram does not have its own analytics tool. However, there are numerous third-party applications giving analytics to Instagram. By utilizing analytical tools the company can improve their work on Instagram. The analytical tools will help the company to dial in the Instagram sharing so they can achieve more in less time (Miles, 2014.) The analytical tools can give the answer to the inquiries below (Miles, 2014, 201):

1. Instructions to increase the number of followers more rapidly

2. What time should the content be posted?

3. What day of the week should the content be posted?

4. What sort of content ought to be posted?

5. What number of individuals is originating from Instagram to the company's website?

6. Which are the best hashtags?

h)   Useful third-party tools for Instagram

A lot of tools are accessible in order to manage their posts on Instagram. The apps are able to develop the Instagram content in order to work based on the company's strategy. For instance, they

can be used to: manage the account, edit the images, and integrate Instagram into other social media account or a specific website (Miles, 2014.)

Just to give a couple of examples, below are few of the most popular third-party tools to be used for Instagram. Iconosquare - Iconosquare gives the client the key metrics about their Instagram account.

The app gives the client data about the total number of likes, the average number of likes and comments per post, the development diagrams and more advantaged analytics (Iconosquare, 2015.) Simply Measured - Simply Measured offers marketers analytics tools for online networking platforms, such as Instagram. It offers full reports on web, excel and power point (Simply Measured, 2015.)

Latergramme - Latergramme enables a client to oversee and plan their posts. This empowers them to ensure that the posts get the most engagement expected. The app likewise empowers the client to add team members to cooperate on Instagram (Latergram.)

Splitpic 2.0 – Splitpic is utilized to make creative and imaginative pictures. It gives the client the aptitude to divide their camera numerous sections in order to take some fascinating shots (Google, 2015.)

Instasize – Instasize enables the user to edit and post entire photos and videos. It provides also professional film inspired filters, creative stickers and borders, perfect touch-up adjustments and unique collage frames (Apple Inc. 2015.)

#TopHahtags – displays the recent most popular hashtags on Instagram (#TopHashtags 2015). InstaFollow – enables the user to see who is following them, who they follow that is not following them and who is following them but they are not following (Miles, 2014.)

e)   Intellectual property rights on Instagram

Intellectual property rights apply likewise on Instagram. Instagram is helping their clients to secure their Intellectual property rights. The Instagram Terms of Use don't allow posting content that abuses another person's Intellectual property rights. This incorporates the two copyrights and trademark (Instagram, 2015.)

Copyright keeps and protects the original works of authorship, like books, music, art and film. Usually, copyright protects original expression such as images or words. Moreover, trademark protects work, symbol, slogan and design that identify the products or services offered.
Instagram enables clients to inform in case of infringement or violation of one of the two on the site (Instagram, 2015.)

Instagram does not claim ownership rights of any content posted through the service. Rather, the user grants a non-exclusive, fully paid and royalty-free, transferable, sub licensable, worldwide license to use the content to Instagram (Instagram, 2015.) This means that the photos posted on Instagram is still owned by the user who posted them.

When user shares a photograph on Instagram they are not giving ownership for most uses outside of Instagram, any outsider ought to acquire authorization from photograph proprietor (Harris, 2015.)

III.   Theoretical Framework

The following section will discuss the theories that will be used for the analysis of data.

In addition to other social networking platforms as Twitter and Facebook, Instagram is the latest bound in marketing. Actually, revealing the power of Instagram to increase sales, evolving number of customer, and increasing engagement is crucial while working on an influencer marketing campaign on Instagram (Daley, 2015). In Lebanon, many fashion stores spend an amount of $10,000 per month on Instagram advertisements in order to bring up and well market their company (Clouds Media, 2016). Consequently, many elements contribute to the range to which a message will be spread. These comprise the use of hashtags retweets, the number of followers a user has and the use of addressing. Therefore, two theories are appropriate to acknowledging the impact of this influence: framing theory and persuasion theory.

To start with- an influencer is any user of media platform who has acquired a considerable influence over those who follow them. Usually, influencers are settled leaders in a particular field, such as startup founders, authors, and bloggers. However, they can also be common users who share

important and engaging content, which create a trust between their followers. In 1955, Katz and Lazarsfeld declared within their two-step flow communication theory, that there are people who have the capacity to share media facts they get to others and accordingly give that information more meaning and value (Katz & Lazarsfeld, 1955). Hereinafter, it's not just a huge number of followers that describes an individual as an influencer, but the power and capability to bring out an answer or action from their contacts or network. It's this feature that makes an influencer specifically beneficial to brands that are looking to extend their reach and evolve their own influence on the social web. The more interaction an influencer's posts receive, the better the results you will achieve when working with them.

As number of followers' means audience size and influencers share their ideas between them, having more followers increase the spread of information. A large number of followers could in this manner be favorable to the activity of opinion leadership as ideas are diffused more extensively and very quickly; social influence is improved (Cha, 2010). In accordance to this interpretation, an influencer, who is seen as popular, draws out an interpersonal communication mediated by the motives of persuasion.

A. Framing Theory

Framing theory is established on the idea that "an issue can be viewed from a variety of perspectives and be construed as having implications for multiple values or considerations" (Chong & Druckman, 2007, p.104). Chong and Druckman outlined framing as "the process by which people develop a particular conceptualization of an issue or reorient their thinking about an issue" (p. 104). In the communications field, framing theory gives meaning to stories or events by planning "everyday reality" (p. 105). The theory demonstrates how mass communication affects people and the social networks. One important characteristic of framing theory is that it entails connections between the features of a message because a discourser coordinated the message (Baran & Davis, 1995). Frames are necessary in communications as they assist analysts find trends, correlate media

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coverage, and check the disparity of ideas across media (Chong & Druckman, 2007). Frames also aid analysts comprehend the manner in which companies brand themselves on social media. Framing has been used as a theoretical support for many studies including media and media impact. De Vreese, Jochen, and Holli (2001) studied the framing of news when converting into euro as a common European currency. While aiming attention at media and audience frames, the communicators could find out that there were disparities in media coverage of the event in various countries, journalists were stressing on the conflict instead of framing it as economic or political news. Alternative framing research has been based around acknowledging the theory itself and its role in media networks. Weaver (2007) explained framing theory and its function in communication. He stated that framing analyses were the most common type of theory arranged by Communication Abstract from 1971 to 2005, but he added that research should conceptualize more this theory. Researchers can check hidden ideas framed in messages and figure out the substance of issues throughout the stories. Therefore, framing can be used to analyze branding on social media by searching for diversity of messages on social media to find out the brand as a whole. McClain (2011) employed framing to acknowledge branding in social media. While employing the framing theory to study the framing of news on Twitter, Wasike (2013) stated, "In a broad sense, framing refers to the selection of certain aspects of reality in order to make them more salient in a bid to promote a desired interpretation" (p. 9). This means that scholars are able to study the elements that were chosen to be posted on social media sites as specific choices with aspired understandings to recognize more branding on Instagram. Another relevant study of framing theory that is associated to advertising message is the Message Framing for Brand Communication (MFBC) Model, (Tsai, 2007, p. 365) Tsai (2007) projected two essential frames for advertising: positive and negative framing. Positive framing aims attention at the positive results of the product, and negative framing aims attention at roll away from negative consequences of the product brand. Tsai (2007) defines Tsai (2007) tested both negative and positive framing against three criteria- self-construal, consumer involvement and product knowledge- and found that brand communicators can enhance

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persuasiveness of a brand by carefully choosing the brand message exposure scenario. If the consumers have low motivation to process the content of advertising, then it's better to frame the message in a positive way. Negative framing works better under the condition of high consumer motivation, but might present an ethical challenge. Marketers are to decide which of these scenarios might fit into general brand strategy and will benefit the brand. Media messages are framed in terms of a "metamessage" which influences the understanding of the message. As a result, a message may be framed as a "crisis" or "general advice" and this affects how people interpret it. According to Baran and Davis (2009), the framing theory intends to be a vehicle for adding more ideas, making the ads more versatile.
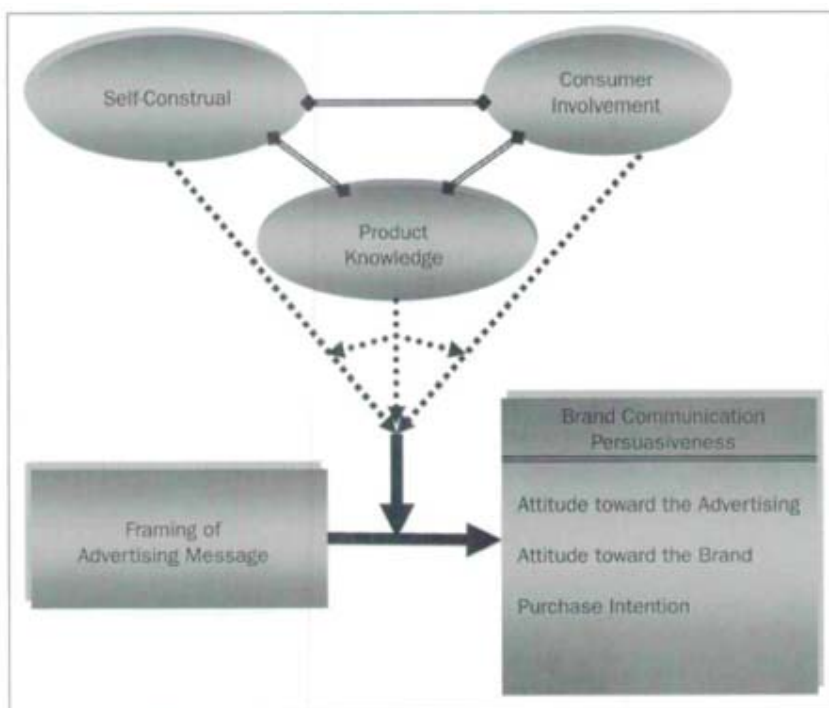
Figure 9: Message Framing for Brand Communication (MFBC) Model, (Tsai, 2007.)

This study demonstrates the impacts of user-generated content on Instagram and body-positive versus body-negative captions. The next sections will briefly focus on Instagram Fashion images and the effects of their text frame. Likewise, framing theory has guided research in a variety of mediated contexts.

B. Semiotic of Images

When Image Isn't Everything: The Effects... (PDF Download Available). Available from: https://www.researchgate.net/publication/313905386_When_Image_Isn't_Everything_The_Effects _of_Instagram_Frames_on_Social_Comparison [accessed Apr 16 2018].

In addition to that, the semiotic analysis of images on Instagram is also an important element of the framing theory. According to the book*, A theory of Semiotics* by Umberto Eco states that Saussure and Peirce were the first to create a definition of the discipline in the nineteenth century (1976, 14.) According to the Encyclopedia Britannica Academic Edition, Saussure studied "the life of signs within society" and Peirce's work defined a sign as "something that stands to somebody for something" and categorized signs into three main types: an icon, a symbol, and meaning (2013). Eco says in terms of Peirce's definition, "…a sign can stand for something else to somebody only because this "standing-for" relation is mediated by an interpretant" (1976, 14.) Interpretants will the function within the framework of a code theory, which cover three semiotic categories: meaning, intentional, and units (Eco, 1976, 72).

Therefore, according to Jewitt and Oyama in the book *Handbook of visual analysis* states, "social semiotics of visual communication involves the description of semiotic resources, what can be said and done with images (and other visual means of communication) and how the things people say and do with images can be interpreted" (135). Kress and Van Leeuwen wrote *Reading images: The grammar of visual design* and states, " In our view, most accounts of visual semiotics have concentrated on what linguists would call "lexis" rather than "grammar", on the "vocabulary"- for instance, on the "denotative" and "connotative", the "iconographical " and "iconological" significance of the individual people, places and things depicted in images" (1996, 1.) Kress and Van Leeuwen described "visual grammar" in a way that depicted people, places and things combine in visual "statement" of more or less complexity and extension (1991, p.1).

When looking at advertisements they are persuasive in nature. Percy and Rossiter, in *Advertising Strategy: A Communication theory approach* state that, "Advertising may persuade consumers by

creating or maintaining a favorable product attitude which then forms the basis for subsequent purchase behavior" (1980, 65.) The advertisement intends to draw in consumers so they will purchase their product. Johnson wrote the book *Imaging in advertising: verbal and visual codes of commerce* and states that, "Advertising as ever-present in the cultural environment circulates images of cultural importance by contributing to socialization and honing attitudes and behavior" (2008, 1.) People are exposed to many advertisements in one day and they have associated brands in their own identities.

Hélène de Burgh-Woodman states that, "Visuals are used not only to illustrate news and features genres but also in advertising and campaigns that attempt to persuade their target audience to change attitudes and behaviors" (2008). Advertisements are supposed to evoke emotions. Hélène also states that, "Visuals are thought to send people along emotive pathway of thought" (2008). Viewers will interpret the advertisement according to their own life experiences. Kress and Van Leeuwen (1996) state, " Visual structures realize meanings as linguistic structures do also, and thereby point to different interpretations of experience and different forms of social interactions" (1996, 2.) People put their own meanings to advertisements and have their own thoughts based on their own experiences.

Furthermore, Boeriis and Holsanova wrote an article that suggests that social semiotic approach is traceable in the behavior of the viewers who perceive images while creating meaning (2012). Images can stand-alone and provoke emotions. In the book *Handbook of visual analysis,* Van Leeuwen and Jewitt says, " Images carry connotations and invite individual reminiscence. They may convey a sense of duration or of nostalgia through codes of color, framing and through their public context" (2001, 27.) Many people follow Instagram because they feel they have a connection with the user or images produced. People like to feel and be connected to things that they can identify with. Van Leeuwen and Jewitt also state, " An image can engage the viewer in a fetishistic and compulsive urge to look and look again, encouraging the sense that the viewer "own" the image or that it is part of his or her "identity"" (2001, 27).

C. Persuasion Theory

Persuasion has always been an element of the marketing strategies. It is usually used to convince people to buy a brand's product, and to increase the brand's customer base. Accordingly, the brand release new product information and implements branding strategies to boost the brand and product awareness of the consumer. For that reason, it is essential to comprehend how persuasion alters our point of view or decision. Cialdini creates six principles of persuasion and influence that assists to understand what engages people. These six features are consistency, reciprocity, authority, social proof, scarcity and liking. While using these principles on our current situation, they can be interpreted as "boosting conversations in online marketing" (Ioanid, Militaru & Mihai, 2015.)

Reciprocity means that people in general tend to return a favor when someone gives them a gift or something for free. Cialdini indicates that the possibilities that people will get you something you want increases when you offer something beforehand. Social proof is an important factor in taking decisions. It shows that consumers want and need to know, what everyone else around them is doing. It provides them with sensation of security and gives them a feeling of security and affirmation regarding what's happening around them. The principle of consistency is accompanied with commitment. People try to be steady and to be faithful to one's word. Thus people preferably are dedicated to something if they have been strongly involved in a decision. In 1996, Cioffi & Garner asked people to volunteer for at an AIDS charity event. Those people who were more involved in this case were more likely to really volunteer than those who made an apathetic choice (Cialdini & Goldstein, 2004, 591-621.) The principle of liking asserts that people would say "yes" to others when they already know them and like them. We usually like people that are very much alike us, appealing, or who compliments us (Cialdini & Trost, 1998.) Authority is somewhat imbued into our lives throughout social norms. People have a tendency to trust specialists and experts whom seem to have more awareness than themselves (O'Shaughnessy, 106.) Accordingly, human attitude is constructed upon shared methods or ways for social behavior. For instance, if many users

imply via any social network that they are going to do vaccination or taking medication, this can develop a social norm approved by a lot of people.

Instagram posts take part in the process of audience persuasion by studying this mechanism through social media, interaction between audience and Instagram accounts; the audience plays an active role in the development and narration of the story.

D. Research Hypotheses

Based on both the literature review and the theoretical framework, we will address the following four hypotheses:

The hypotheses of the research are:

H1: There is an impact of marketing strategy on successful Lebanese fashion Instagram account.

H2: Influencers are important to create traffic on Fashion Instagram accounts

H3: Creative concept and design identity is a key element for fashion Instagram accounts success

H4: Innovative content is vital for successful stories and ads

E. Research Questions

RQ1: How to use Instagram effectively as part of the social media marketing and communication strategy?

RQ2: Do visual semiotics and framing of photos/videos posted on Instagram effect persuasion and social engagement with a brand?

By answering these questions the thesis will provide the case company with a better understanding of how to market itself on Instagram and allow it to increase its brand awareness. This in turn will help the company grow their sales and business as a whole.

IV. Methodology

This chapter will present and discuss the choices we made when it comes to methodology and how the research process has proceeded. We will argue about both the positive and negative aspects of our decisions and the impact of them. We want to show that we are aware of the consequences our methodological choices had on our thesis.

I. Choice of method

The study employed a mixed research method of data collection. When choosing a research method it is important to have the base in the research purpose to decide if the study will have a qualitative or a quantitative approach (Trost, 2010). Trost (2010) states that the quantitative approach analyzes relations between variables. In this study we have analyzed variables such as top posts, hashtags and number of followers to name a few. We considered our study to include both qualitative and quantitative variables.

If the purpose is to find out how fashion stores evolve in Lebanon through Instagram or to distinguish different behavior patterns the qualitative method should be chosen (Trost, 2010). By including qualitative data in our study we can analyze in order to examine and discern the new marketing strategies and fundamental factors of engagement on Instagram.

Qualitative method

Using qualitative factors of engagement, which comprised of comparing three Instagram accounts based on the factors selected from the literature; hence, the results were used to compare the accounts qualitatively. Therefore, we will be able to answer the question about what are the fundamental key elements in order to have a successful fashion store on Instagram and most important why we need a specific communication. The factors added were based on previous studies and information gathered from practice, from Instagram and the fashion industry. Some of the characteristics for a qualitative method are that the methods are flexible, the research problem is analytical and descriptive and also that it is proximity to the respondents (Grønmo, 2006). Unlike other qualitative research where you would transcribe interviews, this research is visual. Formally it would be referred to as document analysis, which has also expanded to video and photos. While gathering posts we took notes in order to move on to a future step called reporting the results.

Quantitative method

A quantitative method should be done in order to collect data in percent or frequency and to avoid misleading. We considered a quantitative data collection to strengthen our result and give us numbers that contributed to an interesting analysis. The numbers *we gathered are from a site called Napoleoncat.com. This is free and pulls directly from Instagram.* A quantitative method, as simple as counting how many times a behavior occurs. For example, how many likes, comments to help us answer our research questions.

Therefore, in our study this combination, the triangulation, has been used.

Triangulation

The triangulation of both qualitative and quantitative data is often used to avoid mistakes that the quantitative method might have (Halvorsen, 1992). According to Grønmo (2006) there are different ways of categorizing which data that is quantitative and which is qualitative. Some researchers draw the line with metric data (quantitative) and data explain in text (qualitative) when others draw the line in between where non-metric data is explained in numbers or data are presented in other amount terms. Further, Grønmo (2006) states that the qualitative and the quantitative

methods often are best used together as complements to each other. For our study we were determined to use both qualitative and quantitative data to answer our research questions. We started by collecting qualitative information in order to extract the fundamental key elements or factor of engagement and finding our themes we did a quantitative data collection from Napoleoncat.com.

The quantitative method, using this site, gave us a chance to collect numbers of frequency, which strengthen our result. Because it is an explanatory research we started with the qualitative factors to realize a relevant qualitative data collection.

The theoretical part is based on the concepts and theories from relevant academic and other literature. The data was collected in order to answer the five factors and the two research questions of the thesis.

The methodology used in the research is a case study research. The methodology includes three tasks: choosing themes, collecting the study's data, analyzing and comparing the data, and presenting and reporting the results. The case study research was used for the following fashion stores: Aïshti, ABC and LeLoft271. Fashion businesses have especially found Instagram marketing as a very effective marketing tool and this makes these three accounts good case candidates for this type of research.

II. Sample

Instagram samples taken cover Aïshti, ABC and LeLoft271, which use the platform to communicate to their clients and also gives them the opportunity to follow other designers and brands in the same field.

III. Procedures and Instruments

By looking to the big picture and drilling down to the details and back out again, the study revealed from the literature review and theoretical framework the key elements in order to have a successful Instagram fashion store account in Lebanon.

REACH	ENGAGEMENT	CONTENT	HASHTAGS	INFLUENCERS
-The number of followers	-Top 20 most engaging posts	-The number of posts (photos and videos) published on analyzed profiles.	-Hashtags used in posts published by analyzed profiles.	
-The number of followings	-The number of interactions (likes and comments)	-The number of different types of content published by page admins and their respective average Engagement Rates	-The number of admin posts published with different no. hashtags and their respective average Engagement Rate. It allows you to identify optimal number of hashtags for highest organic reach.	

-Follower growth	-Asking questions	-Captivating content		
-Following growth	-Communicating with followers directly	-Branding and fun		
	-The number of admin posts published on different days of the week and their respective average Engagement Rate. It allows you to identify optimal times to post for highest organic reach.	-Using good photography		
	-The number of admin posts published on different hours of the day and their	-Using good videos		

	respective average Engagement Rate.			

How to evaluate: Although there's not much reliable data out there, according to Digiday, engagement rates below 0% are considered LOW, rates between 0–5% are AVERAGE, 5–10% are ABOVE AVERAGE, 10–20% are GREAT and anything above 20% is EXCELLENT.

The following section will evaluate and compare the current situation of the three Instagram accounts: Aïshti, ABC and Le66Paris during the past two-month, i.e. March and April, 2018, given that the software only gives an average data to cover two months only. In addition to that, making additional recommendations for improvement in accordance with the theoretical background.

IV.   Research process

This is a combined research data gathering / data analysis / qualitative research / quantitative

research and must be read in that way.

AÏSHTI

Aïshti Instagram account's profile is informative but not very clear. The company has the

spring/summer 2018 spring collection by Juergen Teller as a profile picture, which doesn't make it

easy for customers to directly recognize the brand. The description includes the company's name

as well as simple sentence of what it has. The description also includes the Snapchat account and

the Urban Retreat Instagram account in order to make it easy to find all their services. There is also

the link to Aïshti's website which is easy to reach, so that the viewer can visit their website and

know everything related to their news, wellness, art foundation etc. with just one click.

REACH

The company´s Instagram account has many followers compared to the number of users it is following. By following interesting users Aïshti is more likely to attract new followers and the exact target audience to the account.

Number of followers: 73.8K followers

Number of following: 327 following

Follower growth rate:

	4/7/18	4/8/18	4/9/18	4/10/18	4/11/18	4/12/18	4/13/18	4/14/18	4/15/2018
# of followers	73856	73934	73977	74033	74078	74106	74185	74236	74255
#of new followers	26	52	43	56	45	28	79	51	19
Growth rate		0.10%	0.05%	0.07%	0.06%	0.03%	0.10%	0.06%	0.02%

Following growth rate:

	4/7/18	4/8/18	4/9/18	4/10/18	4/11/18	4/12/18	4/13/18	4/14/18	4/15/2018
# of followings	327	328	328	328	328	329	329	330	330
#of new followings	2	1	0	0	0	1	0	1	0

ENGAGEMENT

Profile admin activity

PROFILE	POSTS		PHOTOS		VIDEOS	
aishtiworld	92	+2% +2	77	+18% +12	11	-48% -10

Posts: increasing by +2%

Photos: increasing by +18%

Videos: decreasing by -48%

Top 20 most engaging posts:

Date		Content	Type	Likes	Comments	ER
2018-04-04 08:09		"With love, Maria Grazia Chiuri" #Dior #Aishti	image	402	0	0.545
2018-04-04 16:12		The latex has been introduced in #SpringSummer18 Collection as innovative material to give a more cheeky feel to the always modern and elegant silhouettes #GianvitoRossi #Aishti	image	371	1	0.504
2018-04-05 10:07		Funner together! #Chloe #AishtiMinis	image	345	0	0.467
2018-04-04 14:07		Reaching new floral heights #LaDoubleJ #Aishti	image	342	0	0.463
2018-04-04 10:07		Upgrade your kicks #Diesel #Aizone	image	252	0	0.341
2018-04-05 12:05		#Kenzo's in bloom, as always! #Aizone	image	219	0	0.297

2018-04-05 08:07		Gather 'round in the sun this Sunday and Monday for a #BBQbytheSea while your kids enjoy Easter activities at #ArtPeopleRestaurant's terrace #AishtibytheSea #Aishti T. 04 725 725	image	214	1	0.291
2018-04-05 06:02		Seeing green in #DionLee #Aishti	image	214	0	0.290
2018-04-04 06:02		Precious things #Burberry #AishtiMinis	image	187	0	0.253
2018-04-05 14:06		The statement shoes of the season, #JimmyChoo x #OffWhite as seen on #StyleHeroine #Aishti	image	186	0	0.252
2018-04-04 12:02		Easter fun! Don't miss the uber-fun Easter parade this Sunday, April 8, at #AishtibytheSea's terrace with fun games, a #BBQbytheSea and other kids' activities! Enjoy an Easter special on Monday, too, with an egg hunt, BBQ and outdoors kids' games! T. 04 725 725 #PlaybytheSea #AishtiKids	image	184	0	0.249
2018-04-05 16:06		Details of excellence #MaxMara #Aishti	image	171	0	0.232
2018-03-17 06:06		Your kids won't get enough of their day by the sea! Outdoor fun and games every sunny weekend! You can also book your kids' birthday celebrations! #AishtibytheSea #PlaybytheSea #AishtiKids	image	236	1	0
2018-03-11 07:07		Let your little ones indulge in some games by the sea! #AishtibytheSea #PlaybytheSea #AishtiKids	image	288	0	0
2018-03-01 13:10		Color-blocking in this #StellaMcCartney dress #AishtiWinterDeals	image	196	0	0
2018-02-06 10:03		Women renowned for nurturing experimental thinking: #ElleFanning #MiuMiu #Campaign #SpringSummer18 #AishtiValentine #Aishti	image	182	0	0
2018-02-16 15:14		The retro inspired design of the #GucciAce sneaker features a Kingsnake print along the sides, a symbol of the House #Gucci #Cruise2018 #AishtiMen	image	298	3	0
2018-03-18 07:36		It's your chance to pick up your favorite sneakers from #NewBalance and more at unparalleled prices! #AizoneWinterDeals	image	390	8	0
2018-02-17 09:13		The picture speaks for itself - the famous club sandwich! • #PeopleDT T. 01 994 994 • #ArtPeopleRestaurant #AishtibytheSea T. 04 725 725	image	245	2	0
2018-02-07 17:23		Love is in the air! #AishtiValentine #AishtiDowntown #AishtiLovesBeirut	image	377	0	

We can notice that the average number of likes per post is (Number of likes/post)/20= *265 likes*. The comments are very rare: *16 comments/ 20 posts*. Users tag each other's in the picture when they like the product, however it is very obvious that the post that got the most comments is the one where they mentioned "unparalleled prices!"
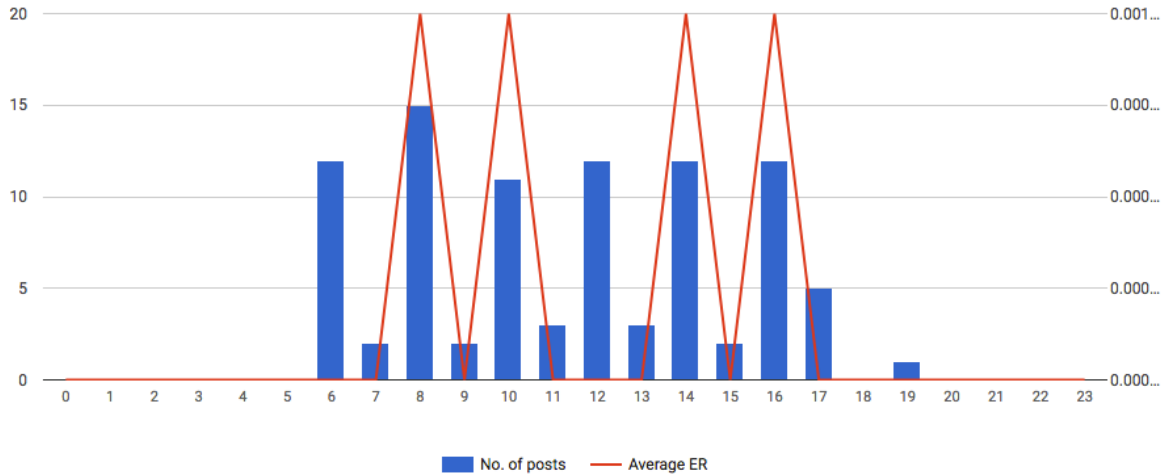
Profile post engagement by day
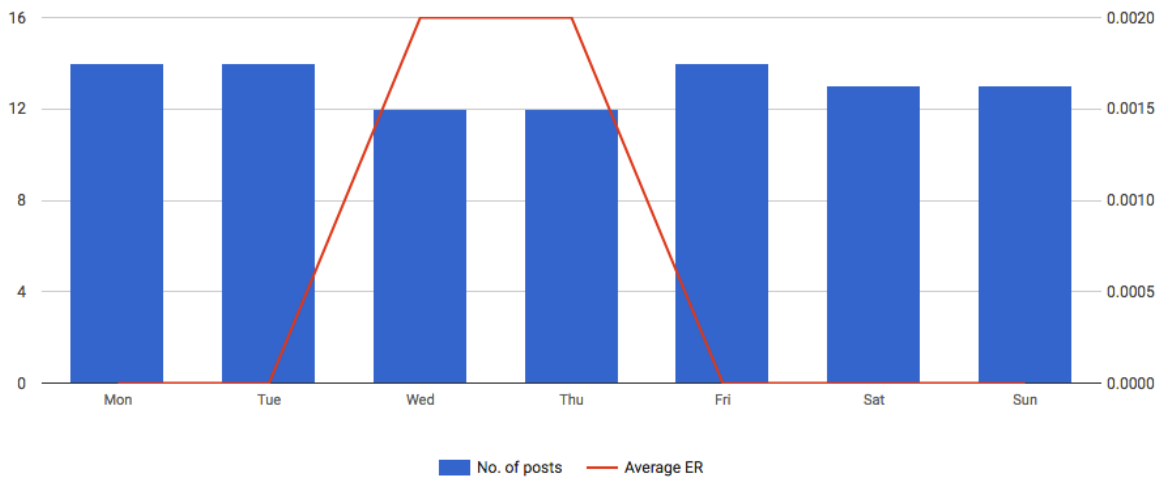
As per the above picture, the respective average Engagement Rate is at its maximum when sharing 12 posts per day on Wednesday and Thursday. Therefore, the optimal times to post for highest organic reach is during the week, on *Wednesday and Thursday*.
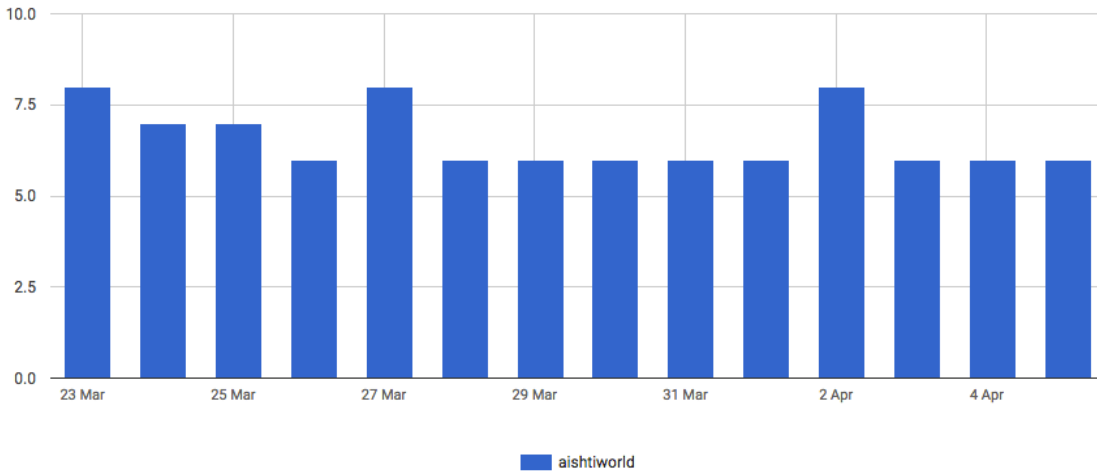
Profile post engagement per hours

As per the above picture, the optimal times to post for highest engagement rate is at *8:00 a.m., 10:00 a.m., 14:00 p.m., and 16:00 p.m*.
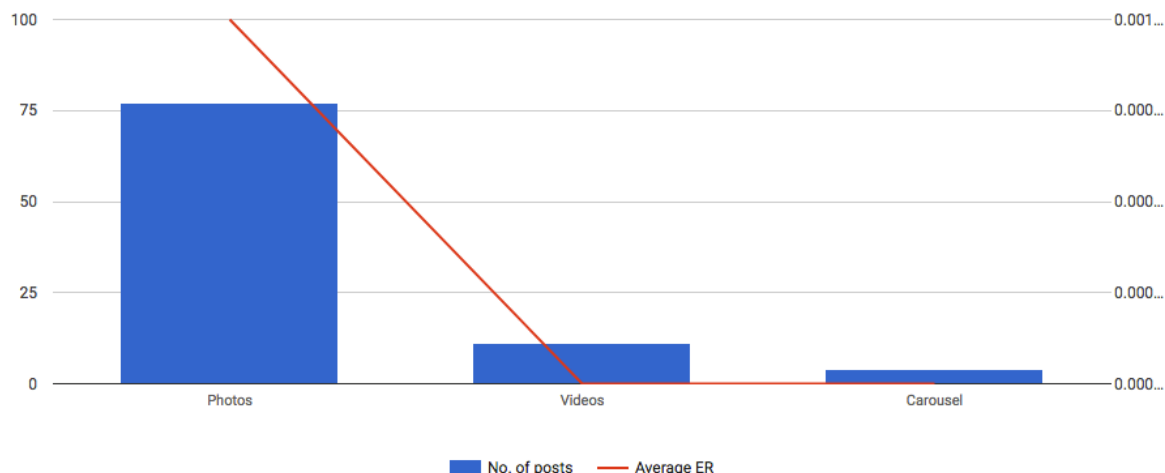
CONTENT

The average number of posts per day is *6* and maximum 8.

Engagement rate by post type

The number of photos: 77 and the average Engagement Rate: 0.001

The number of videos: 11 and the average Engagement Rate: 0

The number of carousel: 4 and the average Engagement Rate: 0

Captivating content:

Aïshti's Instagram account is full of gripping images, from gorgeous bags, accessories, and lovely apparel to Art People restaurant to #Matto and #MeatTheFish, they've got it all, professional pictures and amazing videos. Aïshti is the commercial proof of the upper's class lifestyle. Women regularly try to look superhumanly (ideal model) perfect and become shopaholic due to the consumerist mentality they were fed. The process of promoting a consumerist lifestyle, with all the sexism, beauty myths, sexual intercourse, class segregation and racism that are it's marketing tools in their Instagram account, and which has been successful due to people's general consent towards media.

HASHTAGS

Tag	Posts	Comments	Likes
Aïshti	233	289	60062
Aïshtibythesea	55	45	12223
springsummer18	42	26	10006
Aïshtimen	31	29	6444
aizone	26	32	6766

Aïshtivalentine	25	17	5394
gucci	23	35	6238
amag	20	13	4776
prada	20	17	4486
Aïshtiwinterdeals	19	153	5066
issue93	19	13	4649
Aïshtilovesmoms	16	43	5198
mothersday	16	43	5239
Aïshtikids	15	14	3483
chloe	15	11	4813
Aïshtiminis	14	22	5627
playbythesea	14	14	3370
celine	13	7	2825
fallwinter18	13	7	1855
fendi	13	14	3451
offwhite	13	26	3447
artpeoplerestaurant	12	6	2579
issue82	12	23	3826
lofficiellevant	12	23	3826
miumiu	12	2	2522
saintlaurent	12	3	3064
campaign	11	8	2429
loewe	11	9	2085
stellamccartney	11	10	2626
wearethepeoplebeirut	11	19	2756
Aïshtieyewear	10	10	3030
peopledt	10	14	2404
pfw	10	4	1701
aizonewinterdeals	9	17	2449
dolcegabbana	9	8	2386
gianvitorossi	9	10	3114
valentino	9	10	1753
dior	8	30	3003
jimmychoo	8	28	2134
mfw	8	7	1501
palmsunday	8	8	3240
watpbeirut	8	6	1758
Aïshtidowntown	7	9	1883
bbqbythesea	7	5	1681
buccellati	7	5	1262
giftideas	7	7	2545
rtw	7	4	925
Aïshtidestinations	6	16	2882
albertaferretti	6	11	1877
kenzo	6	30	2081
Aïshtibeauty	5	6	1624
Aïshtixaudi	5		915
audi	5	1	955
balenciaga	5	3	1143
bottegaveneta	5	6	1225

burberry	5	1	1212
cartier	5	3	1395
dsquared2	5	6	987
idayspa	5	16	1237
ladoublej	5	24	1852
madetomeasure	5	5	1617
maxmara	5	3	2033
nourarida	5	11	1689
soniarykiel	5	3	901
zegna	5	6	1594
alexanderwang	4	1	838
audirs5	4	1	999
balmain	4	2	1089
christianabouhaidar	4	8	730
davidyurman	4	1	611
dionlee	4	3	1023
diorhomme	4	3	643
fallwinter17	4	137	3822
juergenteller	4	3	688
thekooples	4		1090
thevolon	4		1083
abetterwaytolive	3	1	351
Aïshtihomesolutions	3	1	351
alaia	3	1	754
alexandermcqueen	3	7	882
alexis	3	1	729
blaze	3		650
borgodenor	3	1	667
christoscostarellos	3	2	828
devpatel	3	5	439
georgehakim	3	3	843
javierbardem	3	5	439
jjmartin	3	13	998
justeunclou	3	3	1163
oliverpeoples	3	2	803
proenzaschouler	3	2	704
seasideroad	3	1	351
vittoriaceretti	3	2	909
weekendmaxmara	3	1	412
zimmermann	3	4	821
50years	2	1	197
Aïshtixjuergen	2	2	228
alainmikli	2	2	426
artpeople	2	5	547
azzedinealaia	2	1	674
babydior	2	2	754
bellahadid	2		490
blazemilano	2		364
britneyspears	2	13	1083
buccellatibythesea	2	2	479

bulgari	2		203
chloegirls	2	1	386
clarins	2	2	359
corneliani	2		336
cruise2018	2	4	506
cultgaia	2	1	523
cushnieetochs	2		586
definingmoments	2	5	311
delirious	2	5	815
diesel	2	1	574
downtown	2	1	1155
ermenegildozegna	2	5	272
fallwinter2018	2		384
georgehakimbythesea	2	3	625
gigihadid	2	1	712
johnvarvatos	2	1	200
jvxnj	2	1	200
lajoliefille	2	1	442
livelovelebanon	2	5	889
malone	2		586
marcjacobs	2		445
matto	2	5	547
meatthefish	2	5	547
moncler	2		282
nickjonas	2	1	200
osereeswimwear	2	4	633
peterlindbergh	2	13	1083
philosophy	2		393
resort2018	2		329
sagmeisterandwalsh	2		262
srmanifesto	2	1	197
ss18	2	3	1140
staud	2	2	318
theattico	2		333
toryburch	2	2	695
Aïshtifoundation	1		119
Aïshtilovesbeirut	1		377
aishtvalentine	1		170
aizoneglflpromo2018	1	1	263
aizonexjuergen	1	1	228
alessandromichele	1	2	100
aliceandolivia	1		143
allenschwartz	1		185
altuzarra	1		208
anyahindmarch	1	2	112
armanibeauty	1	1	465
armanijunior	1	2	334
armanikids	1	16	644
artevetrinaproject	1	1	227
autismawarenessday	1	7	601

becoolbenice	1	1	353
biologiquerecherche	1	2	210
bobbibrown	1	2	209
bridal	1		188
brunellocucinelli	1	8	514
buccellatimacri	1		214
burberryshow	1		193
byterry	1	1	131
cabanromantic	1		143
caci	1	2	210
camper	1		231
canadagoose	1		229
canali	1		189
caradelevingne	1	1	208
carita	1	2	210
carolinasantodomingo	1		174
cartierlove	1		117
chanel	1	3	450
chloedrewbijou	1	2	443
chloenile	1	1	262
chouf	1	5	512
christopherbailey	1		193
clarinsextrafirming	1		149
collectionmemento2	1	1	378
countyofmilan	1		189
daretodeclare	1		117
davidadjaye	1		119
davidyurmanbythesea	1		231
dgfamily	1		174
dgfashiondevotion	1	3	364
dgfw19	1	3	364
dgwelcomebag	1		100
diptyque	1	1	396
driesvannoten	1	8	514
eclypse	1	2	439
elenaazzaro	1	2	101
ellefanning	1		182
emiliopucci	1		210
emmaroberts	1		208
ermannoscervino	1	8	514
etro	1		229
fabianafilippi	1	8	514
fendifuture	1		90
fenditriplette	1	1	227
fisfendi	1	1	227
fusalp	1		160
giambattistavalli	1	2	280
gildaambrosio	1		255
glfl	1	1	263
gucciace	1	3	298

guccikids	1		210
guinot	1	2	210
hipletballerinas	1	1	84
itsallaboutyou	1		149
jackie	1		194
jeremyscott	1		194
joansmalls	1	1	282
kaiagerber	1		386
kenzomemento	1	12	705
lachanceparis	1		90
laklouk	1		330
larastone	1		127
lebelik	1	8	514
leightondenny	1		111
lesilla	1		142
lfw	1		193
lightitupblue	1	7	601
lilisumner	1	2	101
livelovejezzine	1	3	570
maisonmargiela	1		182
malonesouliers	1		301
marceloburlon	1		189
mariagraziachiuri	1	1	213
mcqueen	1	3	411
milan	1	9	669
milo_daou	1		377
mjsnapshot	1		284
monclermoonray	1		150
moschino	1		194
mostlyheardrarelyseen	1	11	512
mykita	1		215
mymiu	1		208
nancygonzalez	1		170
natacharamsaylevi	1	1	166
newbalance	1	8	390
newyorktimes	1		119
oliviapalermo	1	1	234
olivierrousteing	1		237
oscardelarenta	1	8	514
oseree	1	1	385
palzileri	1	1	114
petersyn	1		192
philosophydilorenzoserafini	1		278
pierpaolopiccioli	1	2	176
poppykain	1		127
pradacloudbust	1	1	123
promo2018	1	1	263
ragandbone	1	1	84
redvalentino	1		206

robertocavalli	1	1	108
samsung	1		80
sarahpaulson	1	2	280
sisley	1	2	210
solace	1		322
soundhigh	1	1	89
sportmax	1	1	98
springinyourskin	1		149
stellastar	1	1	303
stoneroses	1		146
streetstyle	1		172
styleheroine	1		186
swipe	1	7	601
thombrowne	1	1	446
truereligion	1		168
urbanretreat	1	1	162
valentinogaravani	1	1	89
valmont	1	2	210
victoriabeckham	1		217
virtualreality	1		89
weekend	1		135
westvillage	1		244
youbelongbythesea	1	3	239
yproject	1	5	485
zahahadiddesign	1	1	181
zenga	1	4	126
zhangziyi	1		214
zplayottomans	1	1	181

The hashtags used are mainly brands available at Aïshti. However, we can notice that they created many hashtags for women #Aïshti, for men #Aïshtimen, for kids #Aïshtiminis/ #Aïshtikids, for the new collection #springsummer18, for cosmetics #Aïshtibeauty, for home décor #Aïshtihomesolutions, for locations #Aïshtibythesea / #Aïshtidowntown / #Aïshtidestinations, for contests #Aïshtixaudi / #Aïshtilovesbeirut, for discounts #Aïshtiwinterdeals, for campaigns #Aïshtilovesmom / #Aïshtixjuergen / #georgehakimbythesea / #wearethepeoplebeirut / #Aïshtivalentine.

Profile post engagement by number of Hashtags
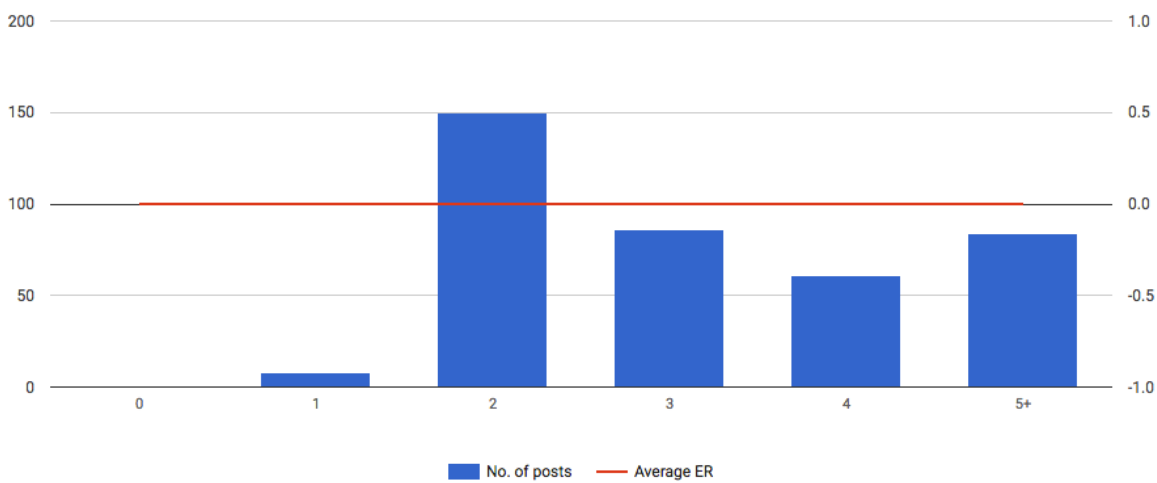
The optimal number of hashtags for highest organic reach per post is *2*.

INFLUENCERS

In accordance with the hashtags, we can also notice that Aïshti has many influencers, nonetheless, Nour Arida is one of the Lebanese influencers that team up with Aïshti in order to promote their products.

ABC

abclebanon Following ▾ ...

2,025 posts   65.8k followers   355 following

ABC Lebanon Welcome to the official Instagram of ABC Department Stores –
ABC Mall ✨ The world of Lifestyle and Fashion.
www.abc.com.lb

ABC Instagram account's profile is informative and very clear. The company has the *logo* as a profile picture, which make it easy for customers to directly recognize the business. The description includes the company's name as well as simple sentence of what it exactly is. The description also includes the link to ABC's website which is easy to reach, so that the viewer can visit their website and know everything related to their ABC Loyalty, entertainment, services etc. with just one click.

REACH

The company´s Instagram account has a lot of followers compared to the number of users it is following. By following interesting users, brands and a lot of influencers ABC is more likely to attract new followers and the exact target audience to the account.

Number of followers: 65.8K followers

Number of following: 355 following

Follower growth rate:

	4/7/18	4/8/18	4/9/18	4/10/18	4/11/18	4/12/18	4/13/18	4/14/18	4/15/18
# of followers	65858	65884	65926	65952	65962	65990	66018	66060	66098
#of new followers	10	26	42	26	10	28	28	42	38
Growth rate		0.03%	0.06%	0.03%	0.01%	0.04%	0.04%	0.06%	0.05%

Following growth rate:

	4/7/18	4/8/18	4/9/18	4/10/18	4/11/18	4/12/18	4/13/18	4/14/18	4/15/18
# of followings	355	355	355	354	355	355	355	355	355
#of new followings	0	0	0	-1	0	0	0	0	0

ENGAGEMENT

Profile admin activity

PROFILE	POSTS	PHOTOS	VIDEOS
abclebanon	16 -16% -3	12 -14% -2	3 +50% +1

Posts: decreasing by -16%

Photos: decreasing by by -14%

Videos: increasing by +50%

Top 20 most engaging posts:

DATE		CONTENT	TYPE	LIKES	COMMENTS	ER
2018-04-06 08:08		Have a blessed Friday! #ABCLebanon	image	556	11	0.861
2018-04-05 12:35		Excited to announce Jennifer Lopez Inglot collaboration launching April 26th at ABC Verdun Level 1 @jlo #JLOxINGLOT #JLO #INGLOT	image	474	0	0.720
2018-04-05 16:19		Visit any Tommy Hilfiger boutique and get an instant chocolate bar with a chance to win a $500 golden ticket with every purchase of $200 starting April 6.	image	192	2	0.295
2018-04-04 14:07		April is back! Enjoy your shopping and get 0% interest for 3 months upon every purchase of 300$ from all ABC Department Stores with your ABC Credit Card.	image	163	2	0.251
2018-03-23 15:13		The new SS18 collection is now available at Hackett Kids. Visit us at ABC Achrafieh Level 2, ABC Dbayeh Basement, ABC Verdun Lower Ground Floor Department Store.	image	331	0	0
2018-04-01 06:56		Wishing you a blessed and happy Easter from #ABCLebanon!	image	347	2	0

Date		Description	Type	Likes	Comments	
2018-03-28 14:28		Make your moisturizer do more with Clinique Fresh Pressed Daily Booster with Pure Vitamin C 10%. ☀ For a healthy glow plus a jolt of repair, pair with Dramatically Different Moisturizer Lotion+. Visit Clinique at ABC Dbayeh Ground Floor, ABC Achrafieh Ground Floor, and ABC Verdun Ground Floor of the Department Store.	image	184	0	0
2018-03-26 11:44		Stay tuned as we reveal our Easter activities and surprises! #abclebanon	image	175	4	0
2018-03-26 14:02		Closer than most: @kimkardashian, @kyliejenner, @kendalljenner, @khloekardashian + @kourtneykardash. Shot by @willyvanderperre. OUR FAMILY. #MYCALVINS available at ABC Verdun Ground Floor.	image	289	0	0
2018-04-02 13:48		Enjoy an afternoon with #FlikFlak new C'est Chic collection, whose dazzling array of colorful butterflies can only compete with the rainbow of scrumptious sweets on display! Available at ABC Dbayeh & Ashrafieh.	image	282	0	0
2018-03-25 08:31		Have a blessed Palm Sunday!	image	344	2	0
2018-03-30 07:53		Have a blessed Friday!	image	535	2	0
2018-03-27 14:10		#ABCLebanon opening hours this Easter. Have a blessed week!	video	134	1	0
2018-04-03 14:02		Get picture-perfect skin with your perfect shade of Double Wear. Visit your nearest Estée Lauder counter now at ABC	video	165	0	0
2018-04-02 11:07		Don't miss Ghinwa's show tomorrow, April 3rd, at ABC Verdun. Join us for a fun show to celebrate Easter holidays! #ABCLebanon	image	207	0	0
2018-03-25 06:48		We switched off to reconnect with our planet for a better future. Who joined us? #earthhour #earthhour2018 #connect2earth #abclebanon	video	238	4	0
2018-03-31 07:07		It's an "EggCiting" Easter at ABC! Join us for fun activities that are ongoing from 4-7 PM, and amazing shows that will dazzle you and your kids!	carousel	242	6	0

We can notice that the average number of likes per post is (Number of likes/post)/20= *243 likes.* The comments are around: *36 comments/ 20 posts*. Users tag each other's in the picture when they like the product and other's react, however ABC communicates directly with the customer in order to give information, it is very obvious that the post that got the most comments are the one related to kids activities.

Profile post engagement by day

As per the above picture, the respective average Engagement Rate is at its maximum when sharing 2 posts per day on Thursday. Therefore, the optimal times to post for highest organic reach is during the week, on *Thursday*.
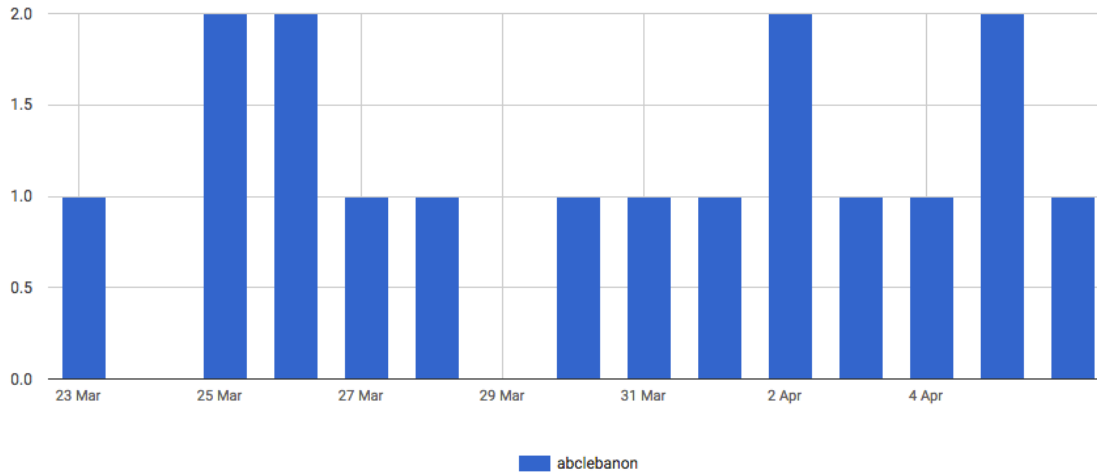
Profile post engagement per hours

As per the above picture, the optimal times to post for highest engagement rate is at 8:00 a.m., 12:00 p.m., 14:00 p.m., and 16:00 p.m. The maximum engagement is at *12:00 p.m.*
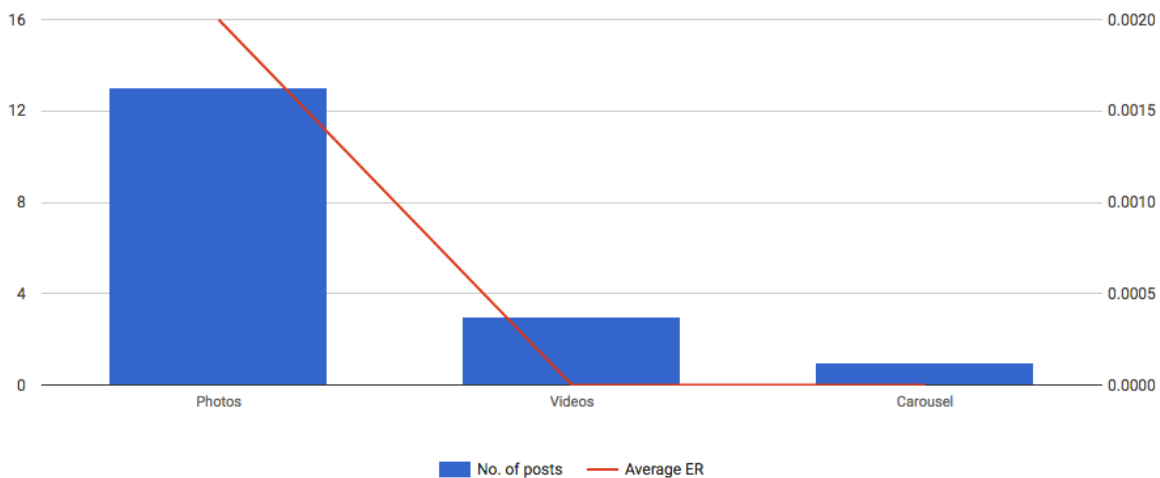
CONTENT

The average number of posts per day is *1* and maximum 2.

Engagement rate by post type

The number of photos: 13 and the average Engagement Rate: 0.002

The number of videos: 3 and the average Engagement Rate: 0

The number of carousel: 1 and the average Engagement Rate: 0

Captivating content:

ABC's Instagram account is full of nice images, from fashion highlights, events, celebration wishes, fragrances, discounts, shops and new launching; professional pictures, ads, and specific videos related to available products. ABC is one of the premier shopping and lifestyles destinations

in Lebanon. With 6 branches, including 2 flagship stores that combine world-class shopping, dining and entertainment, ABC Instagram account is perpetually reinventing itself to create a marketing tool in order to keep everyone updated about the events and news.

HASHTAGS

Tag	Posts	Comments	Likes
abclebanon	6	22	1657
connect2earth	1	4	238
earthhour	1	4	238
earthhour2018	1	4	238
flikflak	1		282
inglot	1		474
jlo	1		474
jloxinglot	1		474
Mycalvins	1		289
	1		

ABC barely uses hashtags.

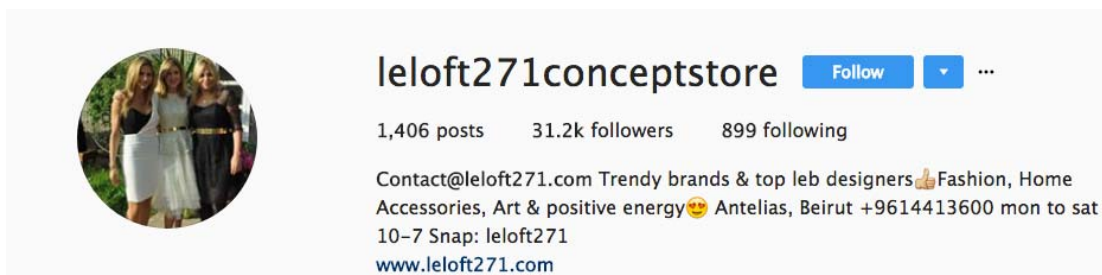**Profile post engagement by number of Hashtags**
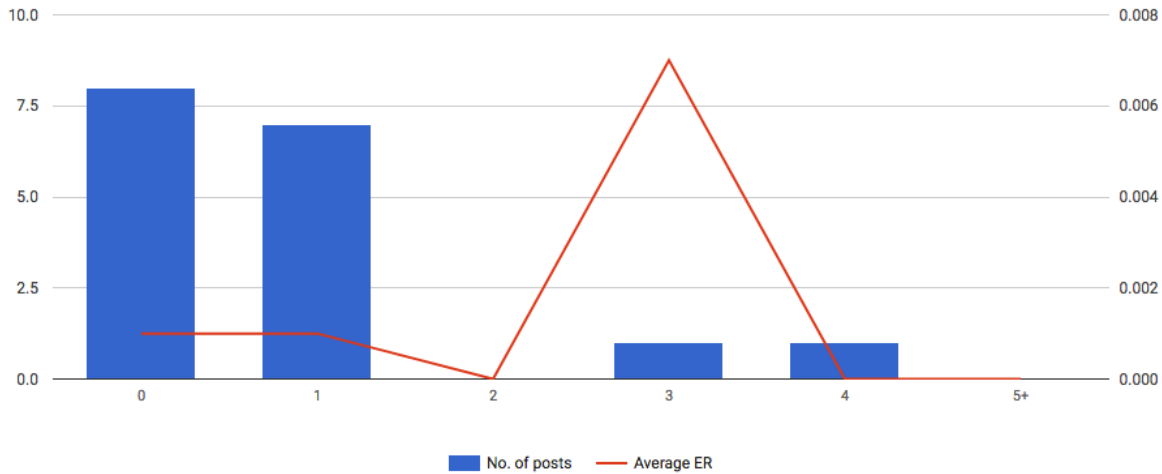
The optimal number of hashtags for highest organic reach per post is *3,* although ABC barely used 3 hashtags in one post only.

INFLUENCERS

In accordance with the hashtags, we can also notice that ABC doesn't have many influencers.

LELOFT271

LeLoft271 Instagram account's profile is informative but not clear at all. The company has the *owners picture* as a profile picture, which doesn't make it easy at all for customers to directly recognize the brand. The description includes the company's name as well as simple sentence of what it has. The description also includes the Snapchat account and the opening days and hours. There is also the link to LeLoft271 website which is clear but can't be reach.

REACH

The company´s Instagram account has many followers compared to the number of users it is following. By following Lebanese shops, Instagram accounts, influencers and brands LeLoft271 is likely to attract new followers and the exact target audience to the account. Nonetheless LeLoft271

communicates directly with the user in order to give information, it is very obvious that the post that got the most comments are the one related to kids activities.

Number of followers: 31.2K followers

Number of following: 899 following

Follower growth rate:

	4/7/18	4/8/18	4/9/18	4/10/18	4/11/18	4/12/18	4/13/18	4/14/18	4/15/18
# of followers	31241	31263	31279	31288	31359	31385	31410	31529	31542
#of new followers	7	22	16	9	71	26	25	119	13
Growth rate		0.07%	0.05%	0.02%	0.22%	0.08%	0.07%	0.37%	0.04%

Following growth rate:

	4/7/18	4/8/18	4/9/18	4/10/18	4/11/18	4/12/18	4/13/18	4/14/18	4/15/18
# of followings	899	899	899	899	899	899	901	902	902
#of new followings	0	0	0	0	0	0	1	1	0

ENGAGEMENT

Profile admin activity

PROFILE	POSTS	PHOTOS	VIDEOS
Contact@leloft271.com	15 -29% -6	12 -14% -2	0 -100% -2

Posts: decreasing by -29%

Photos: decreasing by -14%

Videos: decreasing by -100%

Top 20 most engaging posts:

| Date	Content	Type	Likes	Comments	ER
2018-04-06 08:56	Arrival of new bathing suits □😊 #swimwear #sexyswimsuit #leloft271 #ss18 #beach #collection #lebaneseconceptstore #happyplace #antelias #lebanon.	carousel	142	3	0.464
2018-03-26 06:24	Find your mini biker jackets and berets in store !😊 All S/S18 trends are being displayed 😎 #fashionlover #trend #musthave #minibiker #beret #metallics #trendystore #leloft271 #happystore #conceptstore #antelias lebanon	image	83	1	0
2018-03-26 19:30	Find this amazing skirt in store 📐 Add colors to your wardrobe #striped #longskirt #colorful #happy #rainbow #spring18 #collection #leloft271 #conceptstore #antelias #lebanon	image	116	1	0
2018-03-27 09:11	Dress available in white 😍 #longdress #lacedress #beautiful #elegant #ss18 #leloft271conceptstore #antelias #lebanon	image	116	0	0
2018-03-28 07:23	Ana wearing the tulle and lace dress & the pearl earrings from our "romance" collection 👰 Photo @eliasabkar Styling @cedrichaddad Makeup @joaboujaoude #Ss18 #collection #photoshoot #lacedress #romanticdress #leloft271 #happystore #conceptstore #antelias #lebanon	image	385	15	0
2018-04-05 12:13	Our beach collection is starting to flow 🌊□🌴 Update your vacation wardrobe with unusual styles #swimwear #newarrival #summer18 #leloft271 #conceptstore #antelias #beirut #lebanon	image	104	0	0
2018-03-30 05:00	Find those looks in store 😍 open today only until 2 pm for Good Friday.	image	99	2	0
2018-03-29 22:23	Here are our opening hours for this Easter weekend Friday From 10 am to 2 pm Saturday open all day Monday closed. Have a blessed weekend !🙏□ 😘😍	image	395	1	0
2018-03-23 08:24	How gorgeous is she ????👰💝😍👰 #lebanesedesigners #metallic #gold #dress #short #glamour#shine #bright #leloft271 #conceptstore #notyourusualdress	image	272	14	0
2018-04-03 07:47	Beautiful ladies flying in pastel colors welcoming spring 💝 #shortdress #overall #pink #nude #gold #dress #overall #greekdesigner #exclusive #leloft271 #ss18 #collection #nowinstore 💝 thank you all❤ for this amazing photoshoot @roulakehdi ❤@nadinedaccache❤ Stylist @cedrichaddad Photoshoot @eliasabkar Makeup @joe.aboujaoude Together we make it happen ❤😘😍□	image	552	17	0
2018-04-05 12:33	How gorgeous is she ?! 😍@dianat023 Posing elegantly for our SS18 collection photoshoot 😎 Styled by @cedrichaddad Makeup @joaboujaoude Photo @eliasabkar #dots #highwaistpants #elegant #stylish #leloft271 #conceptstore #antelias #lebanon	image	235	11	0
2018-03-23 15:42	Stand out! 💚💚💚 Dania dared the green😍 #stunning #stylish #trendy #green #generationgreen #unusual #standout #leloft271 #conceptstore #antelias #lebanon	image	131	0	0
2018-03-23 16:45	Always fun in store 💃 Happy people happy store #positive #shopping #friends #stylist #fashionlovers #happystore #leloft271 #conceptstore #antelias #lebanon	image	176	0	0
2018-04-04 06:58	They've got the look😍😍Roula & Roula rocking in their outfits from our favourite #greekdesigner #exclusive #collection #cropped #tops #black #white #pants #photooftheday #lookoftheday #standoutfromthecrowd 👌□ 💗scroll for more ❗ Thank you 💝💝💝 Stylist @cedrichaddad Photographer @eliasabkar Makeupartist @joaboujaoude	carousel	699	18	0
2018-04-04 09:15	straight from the runway to LeLoft271 ! 💝💝shine bright ✨✨🌟 scroll for more #gleamingwaves #shadesofblue #dazzling #dresses for your parties & special occasions💝💝 #standoutfromthecrowd 👌□ 💝	carousel	110	1	0

We can notice that the average number of likes per post is (Number of likes/post)/20= *181 likes*. The comments are numerous: *84 comments/ 20 posts*. People usually interact when they tag someone

they know in the picture, in addition to that, LeLoft271 communicates directly with the user in order to give information, it is very obvious that the post that got the most comments are the ones in which Lebanese influencers or fashionistas are tagged in.

Profile post engagement by day
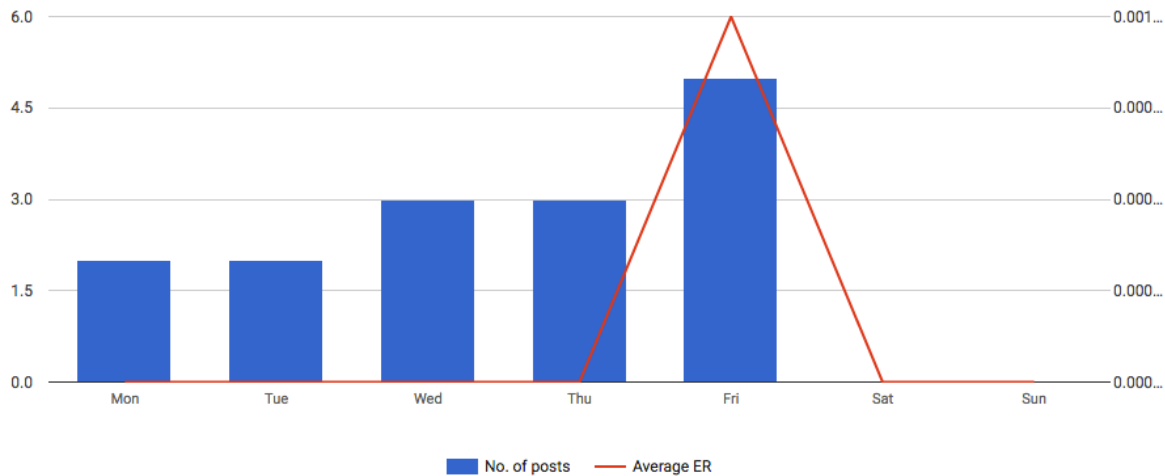
As per the above picture, the respective average Engagement Rate is at its maximum when sharing 5 posts per day on Friday. Therefore, the optimal times to post for highest organic reach is during the week, on *Friday*.

Profile post engagement per hours
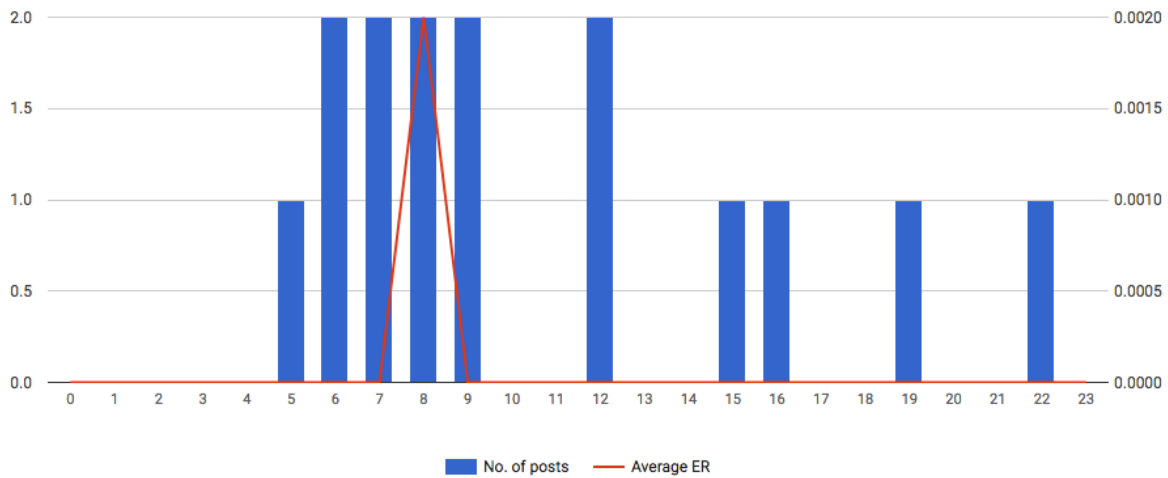
As per the above picture, the optimal times to post for highest engagement rate is at *8:00 a.m.*

CONTENT
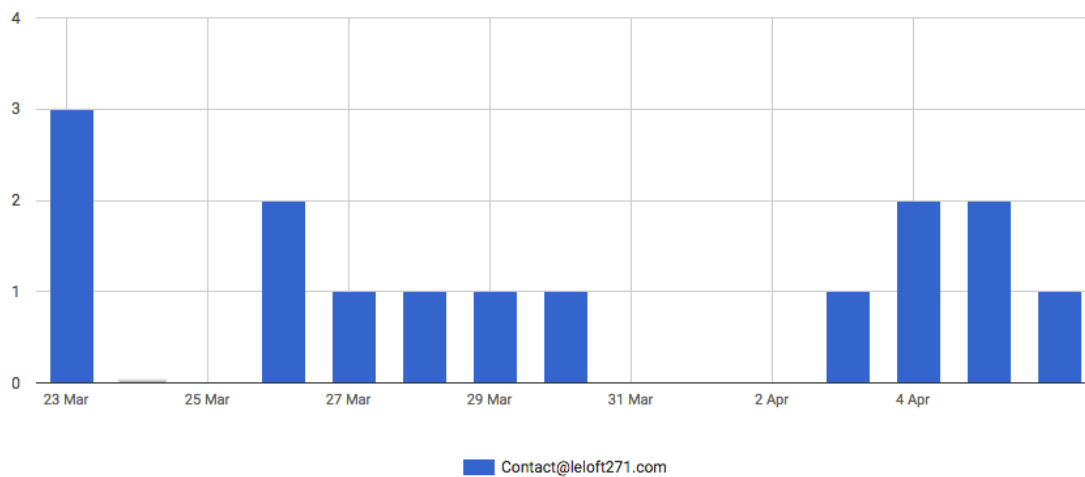
The average number of posts per day is *1* and maximum 3 or 2. However, we can notice that they don't share post daily.

Engagement rate by post type
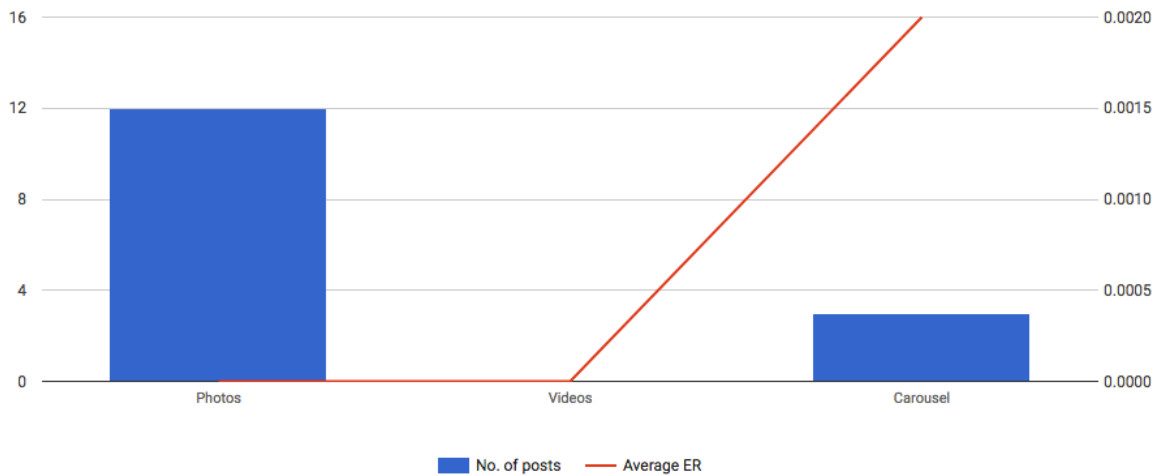
The number of photos: 12 and the average Engagement Rate: 0

The number of videos: 0

The number of carousel: 3 and the average Engagement Rate: 0.002

Captivating content:

Leloft271's Instagram account is full of attention-grabbing images, for outfits; the pictures are professional and they never post videos. However, they use Instagram as a very effective marketing tool when sharing posts of Lebanese fashionistas wearing their outfits, and which has been successful due to people's general interaction towards them.

HASHTAGS

Tag	Posts	Comments	Likes
leloft271	10	62	2196
antelias	9	31	1488

conceptstore	8	42	1502
lebanon	8	30	1405
collection	5	54	1894
ss18	4	35	1195
happystore	3	16	644
dress	2	31	824
elegant	2	11	351
exclusive	2	35	1251
gold	2	31	824
greekdesigner	2	35	1251
lacedress	2	15	501
standoutfromthecrowd👋 💔	2	19	809
stylish	2	11	366
swimwear	2	3	246
beach	1	3	142
beautiful	1		116
beirut	1		104
beret	1	1	83
black	1	18	699
bright	1	14	272
colorful	1	1	116
cropped	1	18	699
dazzling	1	1	110
dots	1	11	235
dresses	1	1	110
fashionlover	1	1	83
fashionlovers	1		176
friends	1		176
generationgreen	1		131
glamour	1	14	272
gleamingwaves	1	1	110
green	1		131
happy	1	1	116
happyplace	1	3	142
highwaistpants	1	11	235
lebaneseconceptstore	1	3	142
lebanesedesigners	1	14	272
leloft271conceptstore	1		116
longdress	1		116
longskirt	1	1	116
lookoftheday	1	18	699
metallic	1	14	272
metallics	1	1	83
minibiker	1	1	83
musthave	1	1	83
newarrival	1		104
notyourusualdress	1	14	272
nowinstore	1	17	552
nude	1	17	552
overall	1	17	552

pants	1	18	699
photooftheday	1	18	699
photoshoot	1	15	385
pink	1	17	552
positive	1		176
rainbow	1	1	116
romanticdress	1	15	385
sexyswimsuit	1	3	142
shadesofblue	1	1	110
shine	1	14	272
shopping	1		176
short	1	14	272
shortdress	1	17	552
spring18	1	1	116
standout	1		131
striped	1	1	116
stunning	1		131
stylist	1		176
summer18	1		104
tops	1	18	699
trend	1	1	83
trendy	1		131
trendystore	1	1	83
unusual	1		131
white	1	18	699

The hashtags used are fashion hashtags such as #trendy, #shine, #overall, #sexyswimsuit etc. However, we can notice that they didn't create any specific hashtag related to the store, however they tag people in the post description.

Profile post engagement by number of Hashtags
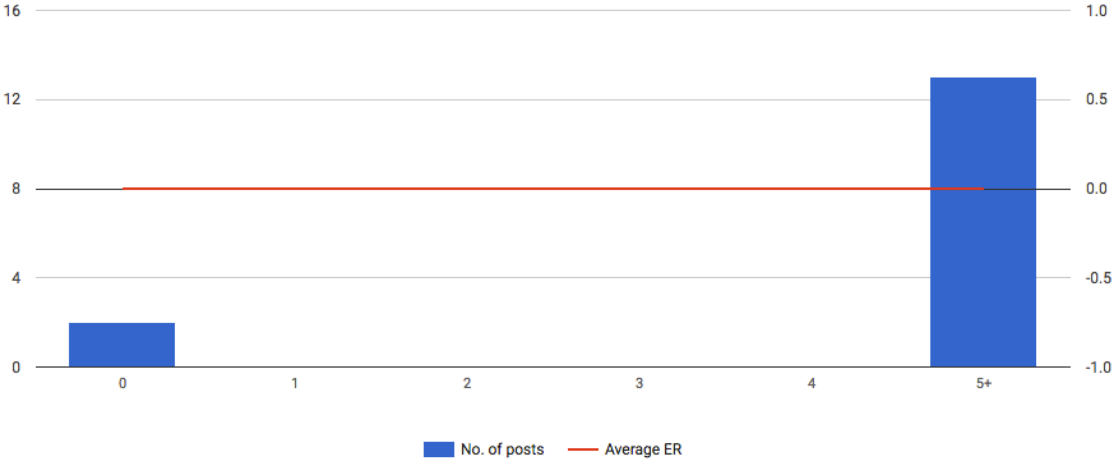
The optimal number of hashtags for highest organic reach per post is *unobtainable.*

INFLUENCERS

In accordance with the tags, we can also notice that LeLoft271 has many influencers, nonetheless, Roula Kehdi, Cedric Haddad (stylist), Aimee Sayah are one of the Lebanese influencers that team up with LeLoft271 in order to promote their products.

V.   Results and Analysis

Five key elements were tackled. The study aimed at identifying information about the important factors in order to have a successful Fashion Instagram account in Lebanon. Three Instagram accounts were analyzed and results were positioned in five categories.

The first category is *reach*.

REACH	AÏSHTI	ABC	LELOFT271	RESULTS
-Follower growth	0.06%	0.04%	0.11%	Increasing

The second category is *engagement*.

ENGAGEMENT	AÏSHTI	ABC	LELOFT271	RESULTS

-The number of interactions (likes and comments)	265 likes 16 comments	243 likes 36 comments	181 likes 84 comments	
-Asking questions	NO	NO	NO	NO
-Communicating with followers directly	NO	YES	YES	YES
-The number of admin posts published on different days of the week.	Wednesday Thursday	Thursday	Friday	Thursday
-The number of admin posts published on different hours of the day.	8:00 a.m. 10:00 a.m. 14:00 p.m. 16:00 p.m.	8:00 a.m. 12:00 p.m. 14:00 p.m. 16:00 p.m.	8:00 a.m.	8:00 a.m. 12:00 p.m.

The third category is *content*.

CONTENT	AÏSHTI	ABC	LELOFT271	RESULTS
-The number of posts (photos and videos) published on analyzed profiles.	6 to 8	1 to 2	1 to 3	6 to 8

-The number of different types of content published by page admins .	Photos 77 Videos 11 Carousel 4	Photos 13 Videos 3 Carousel 1	Photos 12 Videos 0 Carousel 3	PHOTOS
-Captivating content	YES	YES	NO	YES
-Branding and fun	YES	YES	NO	YES
-Using good photography	YES	YES	YES	YES
- Using videos	YES	YES	NO	YES

The fourth category is *hashtag*.

HASHTAG	AÏSHTI	ABC	LELOFT271	**RESULTS**
-Hashtags used in posts published by analyzed profiles.	NEW SPECIFIC	NO	NO	NEW SPECIFIC
-The number of admin posts published with different no. hashtags .	2	3		2

The fifth category is *influencers*.

INFLUENCERS	AÏSHTI	ABC	LELOFT271	RESULTS
	YES	NO	YES	YES

The following chapter will analyze engagement, content, hashtags, influencers integration with Lebanese fashion stores Instagram accounts as well as the possibility of more detailed videos, tagging, in order to point out the things the company is doing well but also discussing the parts where there is room for improvement.

In addition we will provide suggestions how to manage the different factors even better. The analysis is based on the theoretical framework and its subchapters.

Engagement

The engagement is a basic metric to give data of how fruitful the company is on Instagram. There are numerous ways that the level of engagement can be enhanced, such as sharing intriguing content, promoting other individuals, making inquiries, including both branding and fun, communicating directly with the followers, using quality pictures, using third-party applications and investigating the results and finding the content that is the best to bring in engagement. Aïshti, ABC and LeLoft271 accounts have yet increased around 30K followers, the engagement is high and changes from a record to another. Nonetheless, the company (Leloft271), gets numerous tags on their photos, in addition to that other customers like bloggers and clients are sharing the pictures of the items and tagging them to their photos. Individuals appear to effectively like the content (in comparison with the number of followers) however they are not leaving numerous comments (Aïshti and ABC). Perhaps the companies are not dynamic themselves or the user does not feel sufficiently comfortable to leave a comment. The companies ought to urge the followers to leave commenting by being social dynamic. It is critical that the customers on Instagram see that there is a person behind the brand. This makes them considerably more agreeable to engage with the brand.

The engagement isn't just important in the company perspective yet additionally for the customers. Many people use Instagram to find out about the company's items and the experiences of the past clients about the brand and their item. Greater engagement regularly tells that the brand is trustworthy and demonstrates that it has a loyal customer base.

Along these lines, tagging different clients isn't only valuable for the brand and individuals yet it demonstrates that the company cares about its clients as well. Being social on Instagram is necessary for a company. As the theoretical framework shows, brand communicators can enhance persuasiveness of a brand by carefully choosing the brand message. If the consumers have low motivation to process the content of advertising, tagging other users and reposting pictures also make the content more informative as it pinpoints the objects and tells the viewer what they are or who are they from. Correspondingly the other users may tag the company to their pictures of their products or events.

Content

As expressed in the theoretical framework, framing messages and visuals also aid users comprehend the manner in which companies brand themselves on social media. On Instagram it is easy to share content that will attract the followers, however we should also frame the pictures and involve semiotic resources, in order to let the user become a loyal costumer whom visit the Instagram account and join the other marketing channels as well.

In addition to that, to attract the visitors they often launch competitions for signing up. Additionally, there are some Integration amongst Instagram and Facebook. The company could likewise share a photo straight from their Instagram account. Additionally, in Lebanon and according to the above analysis, the company should share her posts particularly on Thursday at around 8:00 a.m. or then again 12:00 p.m.

Videos are genuinely new on Instagram and the advertisers are simply figuring out how to use them successfully. As it is expressed in the literature review, videos are getting increasingly

prevalent in web-based social media marketing and furthermore on Instagram. Aïshti has used videos on their Instagram. As video marketing is growing its popularity particularly in fashion world; additionally other Lebanese Fashion stores should begin posting this sort of content. Instagram offers an incredible method to begin in view of the short length of the videos. Instagram enables clients to post videos that are 15 seconds long.

Similar to picture copyrights likewise similar guidelines apply to videos. It is essential to recollect the copyright before posting the video and for instance adding music. A lot of people would likely not think a 15 second long clip of their video or music as an infringement of copyright, however to maintain a strategic distance from any dangers the consent of usage ought to be always asked or purchased.

Hashtags

Hashtags really play an important role on Instagram. When the company finds the right hashtags to use it can really enhance the number of visitors to its Instagram profile (2 to 3 hashtags per post). The hashtags can be about the location, brand, campaign, product, designer, and event etc. as mentioned before. In general, Aïshti has found suitable hashtags to use in its posts as well as it is using its own brand hashtag.

Influencers

Using influencer marketing on Instagram is helpful for a few reasons. The launched campaigns go effortlessly viral over the Internet, influencers are positive both for the brand, which enhances its reputation and for the influencer. They influence clients to feel some part of a brand and they can share the products of those companies, which give them visibility and make them proud to support. The success of the platform is that it creates persuasion as stated in the theoretical framework influence and the ideal collaboration between great content and target audience.

A. Discussion

The current study explored Instagram and the success factors to achieve a successful Lebanese Fashion Instagram account. It employed qualitative and quantitative methods. The quantitative graphs and data informed a qualitative analysis of three Instagram. Thus, reach, engagement, content, hashtags and influencers, were tested for correlations.

The results of both the qualitative and quantitative analysis revealed that there are specific success factors in order to have a successful fashion Instagram account. Although Instagram makes it possible for people to connect and persuade, Instagram can be misused and not relevant to the user's goals.

This study questioned what the success factors are in order to have an effective fashion Instagram account in Lebanon. Graphs and observations provided insight into the specific Instagram features.

H1: There is an impact of marketing strategy on successful Lebanese fashion Instagram account.

As mentioned above, there was is a significant correlation marketing strategies and successful Lebanese fashion Instagram account. Therefore, we can say that the more time a user spends on setting his marketing strategy the more the percentage will increase and with time will have an effective Instagram account.

H2: Influencers are important to create traffic on Fashion Instagram accounts

It can be said especially after the analysis between the three Instagram accounts. From this point, we can say that Influencers can engage followers into noticing more posts and products.

H3: Creative concept and design identity is a key element for fashion Instagram accounts success

H4: Innovative content is vital for successful stories and ads

In response to the main research questions that formed the basis of this study, the following findings emerged:

For RQ1, which asks: How to use Instagram effectively as part of the social media marketing and communication strategy? The discussion point to the fact that social media is unquestionably a critical instrument for marketers today. It has made an absolutely new path for them to reach their clients, which has carried a few challenges with it. Instagram is a great example of this since client conduct isn't altogether different whether you are going about as a company or a person. Aïshti, ABC and LeLoft271 are few companies that have officially used web-based social networking productively in their marketing strategy. For the most part the companies are doing admirably well and you can see that they are continually searching for new imaginative and creative approaches to advertise on Instagram. Although, there is still a ton of opportunities to improve, however and more essentially ABC and LeLoft271 need to think of a reasonable, clear and strong strategy for Instagram. This would make the content more steady, effective and powerful. The empirical part analyzed the current situation and the content the companies are posting. It appears that the companies are on the right track. There are, however, little things that could be executed in a better way. According to the analysis, the primary points for the development of any Lebanese Fashion store Instagram account are:

- Being more dynamic, active, directly communicating, available and rewarding loyal followers
- Following more people and different brands
- Liking and commenting on different users' photos
- Posting content regularly
- Using a more prominent variety of content
- Using specific and creative hashtags

- Start posting videos

For RQ2, which asks: Do visual semiotics and framing of photos/videos posted on Instagram effect persuasion and social engagement with a brand? With Instagram, companies can discuss and communicate with their customers and raise their brand awareness efficiently through framed images shared in order to persuade the users. If the company will keep on learning and activate more socially it will be enormously valuable for the company. Correspondingly, the fashion industry loves Instagram and its visual approach. A lot of companies are coming up with new ideas to communicate and market. Social media is roughly where learning from others is worthwhile and will also save a lot of time and resources. The company has to build a strong strategy and start testing it. While there are many good tips for communicating on Instagram, the company can really know how it works when testing it for itself. This necessitates analysis and time. The company could use some third-party tool, like Iconosquare, for the Instagram analytics to learn the best ways to get engagement. With the use of analytic tools it is easy to learn the best time for posting, most popular hashtags and also who are its followers and where they come from. The company learns how to use Instagram effectively, only by understanding their audience and knowing what they want. When sharing on social media there are also some legal and ethical standpoints that should be considered. While the limitations of using pictures are rather minimal, it does not mean that using other peoples' pictures without asking them or giving them credit makes the company look respectable. By tagging people to photos or sharing the information about who initially took the pictures is only fair and in the worst case the company avoids any possible copyright violations. Another thing that should be considered is when the company is posting photos taken at stores, events or other public places it is good mannered to notify the people in the photos that they are posted on the company's social media site. This is not essential; nevertheless, being ethical and thinking about others makes the company more pleasant and likable among the customers.

B. Limitations

The research process was solid in form and implementation; however, this study has certain limitations. Data gathering was initially hard to compile given that accounts varied in size, followers, and client type, i.e. high-end vs middle-class clients. Although the majority of variables (deemed as the most important) were selected, the study might have benefited from the inclusion of one or two other variables to widen the scope of the data collected and the eventual analysis attached to the findings. In the initial phases of the study, finding valid and effective sources for the data collection posed a challenge as the social media specialists assigned to the various accounts did not respond. Ultimately as the right portals were used the accessible sources were easier to find.

VI.   Conclusion

A. Main Findings

The conclusions point to the fact that for any company, Instagram can be found very valuable and useful when used right. In the beginning, it might seem easy and simple to use but in fact it needs a solid and well-planned strategy to work for the good of the company. Moreover, Instagram provides room for innovation and creativity for marketers to generate and create something interesting and personalized content. As Instagram is mainly based on communication through visual elements like images and videos it creates an entirely new way for marketers to communicate to clients. On Instagram also the method is much more laid back and the communication between the customer and the company is done on friendlier basis. The most basic metric to gauge on the success

of Instagram is the level of engagement. Other users can comprehend engagement as the commenting, liking, and following. To improve engagement the company has to study the environment as well as realizing what are the best approaches to convey messages to their followers. Something else that makes Instagram stand out from other channels is the involvement of the follower and following. According to the findings, the fundamental factors for a successful Instagram account are:

- Being more dynamic, active, directly communicating, available and rewarding loyal followers
- Using interesting and personalized content
- Following more people and different brands
- Liking and commenting on different users' photos
- Posting content regularly
- Using a more prominent variety of content
- Using specific and creative hashtags
- Start posting videos

At the point when a company has effectively adjusted Instagram as part of their online marketing plan and figured out how to use it in the most productive way, the company can get a competitive advantage towards other brands. Promoting on Instagram can both create awareness and raise the sales. Therefore, in order to persuade and engage the audience,

B. Suggestions for further research

Instagram marketing and social media marketing is still at its beginning periods of advancement and is continually developing. Companies have begun to progressively put significance via social media marketing. However, almost no research has been directed on Instagram promoting for

business purposes. Therefore, the most inventive and creative marketers that are delivering new and creative content will get huge amounts of consideration and attention. Besides an interesting aspect fir more research is copyright infringement on Instagram. As per the study there is still a ton of misconception and perplexity among this subject. Consequently this would be both fascinating and necessary to conduct a deepened study. This would be very important for companies that need to avoid any dangers for misuse or copyright infringement.

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