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# AN INSTAGRAM STRATEGY TO IMPROVE PERFORMANCE

ecohero 2022



# EXECUTIVE SUMMARY

In front of you is the Instagram marketing strategy for ecohero. It was made on behalf of ecohero and based on a recommendation that came from research on how ecohero can make more sales in the German market by using social media. This report contains a number of crucial steps and methods that can be used to make ecohero more successful on social media and to make it more targeted to the German market.

This report contains information about who the target group is and how the current Instagram can be adapted. In addition, various techniques are discussed that can contribute to better performance, such as using the right hashtags, running influencer campaigns, and promoting through advertising on social media. We will also look at making the purchasing process easier by implementing an Instagram store. Cost is also an important issue, which is why there is a chapter on budget. Finally, it looks at how the results can be measured.

This professional product can be considered suitable because the strategy is adapted to the market ecohero is going to enter. As the research justification showed, there are indeed possibilities to become successful in the German market if ecohero is able to distinguish itself from the competition. One of the threats is namely that there is competition in the market for sustainable alternatives. A new marketing strategy aimed at the German market and at increasing the number of sales will help. The company has the necessary resources (money and time) and has enough capacity within the team to execute this strategy.

The professional product has been presented to the entire ecohero team and presented to the major investor. The execution of this strategy will require a portion of the marketing budget, for advertisements and the influencer campaign. Last month, after a new round of investments a budget was made available with which this could be implemented. The risks are acceptable, currently, the performance on social media is not too good. Therefore, implementing a new strategy can do little harm in that sense. In addition, all components of the new strategy were extensively researched and supported by scientific sources, and, where possible, some of the new techniques have already been tried out with positive results.

This strategy would work in practice because the management of ecohero has already allocated a budget for social media marketing. In the team, there is the marketing manager, a new German head of communication, and a graphic designer. They together will have the necessary capabilities to execute this strategy. However, for some parts of the strategy, some new skills need to be obtained such as the capability of creating reels and implementing social media ads.

In the best scenario, this strategy can be implemented as soon as possible, though this depends on how quickly the new website goes online. It makes no sense to implement the strategy before people can actually order the products. In the best case scenario ecohero will soon see an improvement in overall performance on social media and finally an increase in sales. In the worst scenario, the new strategy does not work and social media performance does not improve as much as hoped and there is almost no increase in sales.



# INTRODUCTION

Currently, ecohero does not have a clear focus on a particular market with their marketing strategy. In May, ecohero's website will go live and will mainly focus on the German market, so it is important to adapt the social media to reach the target group. This document will contain the strategy for Instagram to reach the German market. If ecohero in the future decides to enter another market this strategy can be reused and adapted for the new market the company is expanding to. This strategy is based on the research conducted for the research justification.

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# 1.0 Target audience

Entering the German market also gives ecohero a new target group to reach. It is important to keep the target group well in mind while creating the content. The STP model divided the market into four different segments, the research showed that segment A & B would be the most efficient to achieve ecohero's objectives. This chapter provides a short overview of the target audience that should be reached with the social media strategy. How ecohero can capitalize on the customer pain with social media.



**Curious** **Hopeful** **Sustainable**

**Goals**

- Be sustainable on a budget
- Find sustainable products for everyday use that are cool to have
- Influence friends and family to also make more conscious decisions

**Frustrations**

- Can't find enough sustainable options that fit in here budget
- Sustainable products do often look less nice than non sustainable products
- Lot of her friends are not sustainable because of the misconceptions that they have about sustainability

**Bio**

Evie is a chemistry student in Hamburg. She lives here in a student flat since the beginning of her study. She is originally from a small town so she had to adjust to the busy city life. In her daily life she tries to be sustainable whenever her budget allows her. Because she is a student she tries to save money on her groceries when possible, but at the same time wants to make ecofriendly purchases. She is very concerned with climate change and tries to do something about it, she participated in strikes like Friday For Future in Hamburg. Although she is already trying to be more sustainable she would like to inspire more people to also try this, especially her family.

**Age:** 21  
**Work:** Chemistry student  
**Relationships:** boyfriends  
**Location:** Hamburg

**Personality**

Introvert  Extrovert   
Thinking  doing   
Sensing  Intuition   
Judging  Perceiving

**Social media channels**

**Influences to be more sustainable**

Influenced by friends and family   
Influenced by traditional news sources and the world around her   
Influenced by social media

**Supermarkets & drugstores**

denn's bio market  Netto   
Lidl  DM  Aldi

**Interests**

Friends   
Health   
Travelling   
Sports   
Sustainability   
Reading

*"I sometimes worry about my future because of climate change."*

Picture 1.1: Segment A

**Segment A:** segment A are young millennials living in Germany (men and women) who will buy via the ecohero website because they are exposed to the brand on social media. These customers are the most eco-friendly and focused on sustainability. However, this segment does not have the biggest budget so their buying frequency won't be the highest.



**Friendly** **Educated** **Sustainable**

**Goals**

- Be a good example for her children
- Contribute to a better world
- Easy, affordable, sustainable options for everyday use

**Frustrations**

- Would like to be more sustainable on a daily basis but does not now how
- Sustainable products are often too expensive or not really sustainable
- Sustainable products are not fashionable

**Bio**

Ingrid is a middle school teacher in Berlin and a mother of 2 children. In the weekends she likes to enjoy nature with her husband and kids, this is one of the reasons why she is sustainable oriented. She believes it is important that her children's upbringing include how important it is to take good care of the earth. She also belongs to a group of friends with young, hip parents who are all trying to adopt a more conscious consumption pattern they are all influencing each other, with this. For their age the couple earns a nice income, but raising two children in the big city pricey therefore they handle their money wisely. For example, by shopping smart and watching out for good deals.

**Age:** 34  
**Work:** Teacher  
**Family:** Married, kids,  
**Location:** Berlin

**Personality**

Introvert  Extrovert   
Thinking  doing   
Sensing  Intuition   
Judging  Perceiving

**Social media channels**

**Influences to be more sustainable**

Influenced on social media   
Influenced by friends and family   
Influenced by news sources and the world around her

**Supermarkets & drugstores**

denn's bio market  Netto   
Rewe  DM

**Interests**

Family   
Health   
Traveling   
Nature   
Sports   
Sustainability

*"I think everyone can contribute to a greener world."*

Picture 1.2: Segment B

**Segment B:** segment B are mostly middle-class families, who want sustainable alternatives for products they daily use. They will recognize the products from social media when they see them in the store or their interest is being aroused by the look of the products in the store. These customers are likely to be more loyal because they have the budget and are more often exposed to the brand (for example in the groceries store they visit weekly).

# 2.0 Transforming the current Instagram

The first step is to make the Instagram page ready for the new market. It was decided to continue with the Instagram account ecohero already has; this was not specific to a certain market and can therefore be shaped to fit the new strategy. The rebranding of Instagram will begin with a mosaic/puzzle post.

*“This layout essentially looks like one image, broken up into different posts – like you are reading a blog. Pre-designed posts are the easiest way to create a puzzle feed for your Instagram. This type of Instagram layout also lends well to telling a story, dripping information for marketing purposes or creating anticipation for an announcement in your business”. (Mediavuk, 2021).*

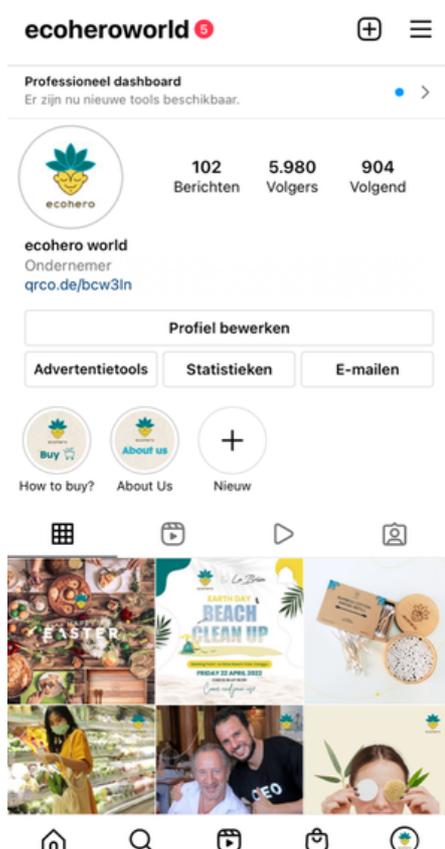
Each post will provide new information about ecohero in the captions; they will be minimalist blogs with which the Instagram visitor can get to know the company better. The created mosaic post can be seen in picture 1.1 Mosaic post ecohero, more details about each post can be found in appendix 1.1.

Previously, all captions & hashtags were written in English. Due to the fact that the company now has a German target group, the captions will now first be written in German and contain a short English translation underneath.

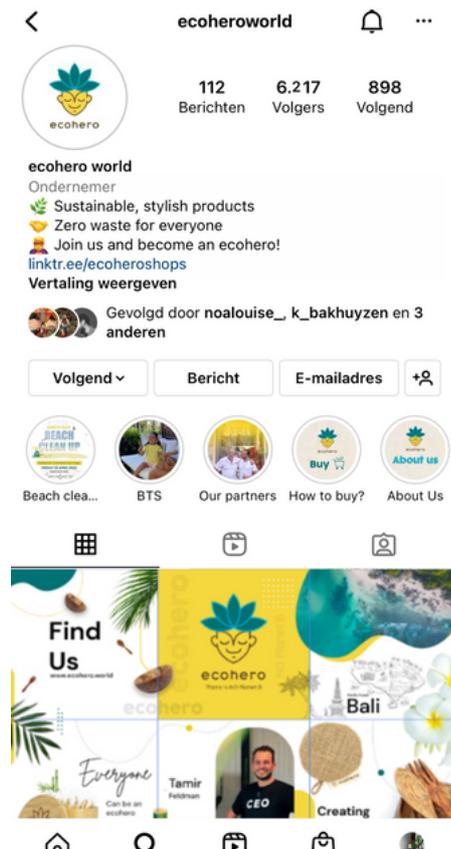
The hashtags will be a combination of German and English hashtags to increase the reach, the hashtag strategy will be discussed in more detail in chapter X. In the previous strategy the Instagram account looked like picture 2.1 however, to reach more people and to inform people better some adjustments have to be made.

Adjustments can be seen in picture 2.2 it's important to regularly check if this information is still up to date and if there are any changes needed to improve the performance.

Picture 2.1: Old Instagram



Picture 2.2: New Instagram



## 3.0 Posting frequency

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In their current strategy ecohero posted 9 times a month on Instagram and did not have a specific amount for the Instagram stories. In order to reach more people ecohero should become more active on social media especially, because ecohero is entering a new market and needs to increase their brand awareness. "Posting regularly on social media is important because it helps your business stay top-of-mind to customers. You are more likely to generate leads using social media when you are memorable." (Wigfield, 2021)

When we take a look at our most successful competitors we can see that they are way more active than ecohero on Instagram. (see appendix 4 Competitor analysis). Based on research done by Hoodsuite, 2022 it is advised for the new strategy is to post 3-5 times a week a regular post, 4-7 times a week a story (1-2 times sharing content from another Instagram account) and 2 times a month a reel.

Research has shown that posting on Monday's and Thursday's will be the most efficient to target the German market. (see appendix 2 Anal of current social media strategy)

This is a realistic amount to create for the marketing team and will boost the brand awareness on social media

In addition, to sharing more content, ecohero should also become more active on interacting with other accounts. The advise here is to react (like and comment) on at least 10 similar accounts on Instagram before posting or own content.

The reason for this is that it will help to reach more people and it will also increase engagement on our account if they like and comment on our page.

*"Posting regularly on social media is important because it helps your business stay top-of-mind to customers" (Wigfield, 2022)*

# 4.0 Content creation

## 4.1 Relevant types of content

### Normal posts

Regular post is the “normal” content that appears on the Instagram feed. For ecohero this will both be real pictures as well as designs containing visuals and text. These should include captions, hastags and if appropriate a location and tagged accounts.

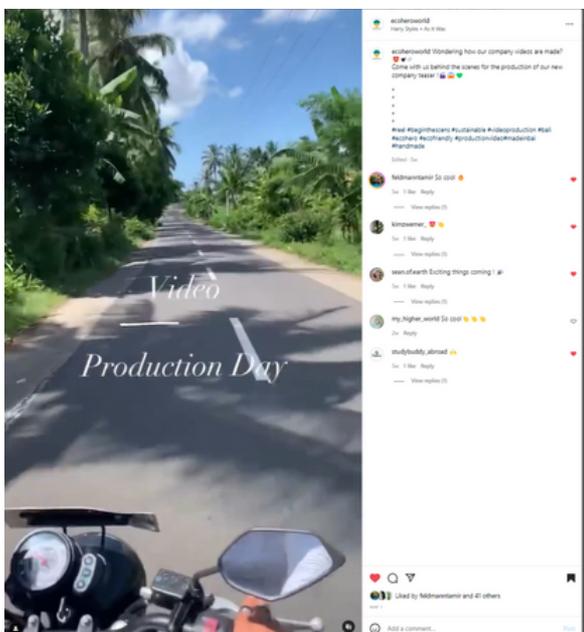
Picture 4.1 : Normal post



### Reel

Reels are videos on Instagram that are short and entertaining. They are really useful to increase reach on social media (the algorithm of social media boosts reels). Instagram gives the possibility to add music to the video to make it more entertaining. They can appear on the general feed but also on the separate page next to the general posts. Reels also include a caption and hashtags.

Picture 4.2 : Reels



### Instagram story

"An Instagram story is a story that you can tell using images or (mini) videos. These are shown one after the other and disappear again after 24 hours".( mombitious, 2022) These can then be saved to the highlights on the Instagram page, then visitors of the Instagram page can watch the stories still after 24 hours. To make it more active question stickers, music, polls, links and many more can be added.

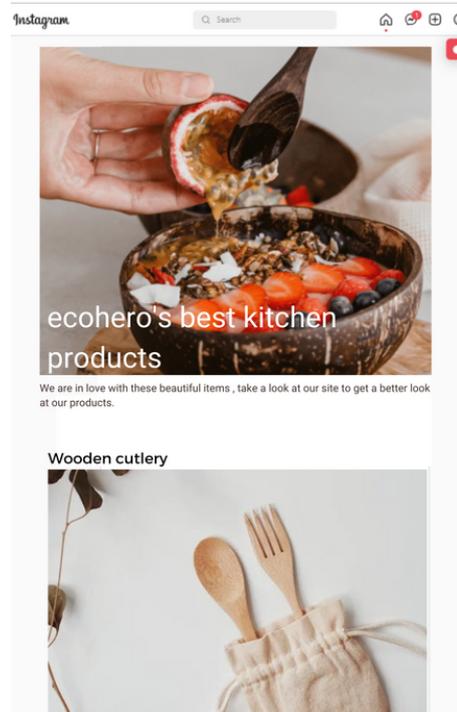
Picture 4.3: Stories



### Guide

Instagram also gives the option to add a “guide” on social media, here you can place for example the catalogues of ecohero and show all the products. Visitors here can be redirected to the Instagram store or to the website of ecohero directly. This will make the shopping experience easier and make is more clear what products ecohero is selling.

Picture 4.4: Guide



# 4.0 Content creation

## Creation of the content

In the new strategy, more content needs to be created. This content will still be planned through the monthly grills. In the current strategy, there was no template or house style that was used to create the content which made the Instagram not look like a whole. In the new strategy, there will be more focus on branding, one style and the following sequence of posts.

Since more content will have to be created, the new strategy will require content to be stocked so that grills can be created more quickly. By using one or more days to make a stock of photos, a lot of time can be saved and it will be easier to make it in the same style (shootdays). For the content with text (quotes, fact etc), a template will be created that can be used for these kinds of posts, the same goes for the stories on Instagram.

## Preview of the content

Instagram's feed should be a flowing story and fit together. This is sometimes hard to assess when seeing a single post. For this, it can be helpful to use a tool that gives a preview of how a post looks in its entirety. The following apps are recommended for this purpose: Hoodsuite, UNUM, Preview

*\*All are free but offer premium options*

## Example of how a preview would look like

Picture 4.5 Preview on UNUM



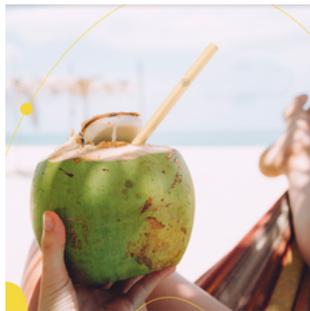
# 4.0 Content creation

## 4.2 Content pillars

"Content pillars are the broader topics and themes that create the foundation of your content marketing. On social media, content pillars create a cohesive brand image, drive engagement, and increase authority." (Bullseye strategy, 2021). Ecohero will have 6 different content pillars. Each month posts related to these pillars will be posted.

### 1.0 Our Products

The first pillar is our products. This will be content related to our products. This is to promote the products among the followers of ecohero



Picture 4.6 Content pillar 1

### 2.0 Inspire

One of ecohero's missions is to inspire others. Based on this, content will also be created to convey the message.



Picture 4.7 Content pillar 2

### 3.0 Teach/tips

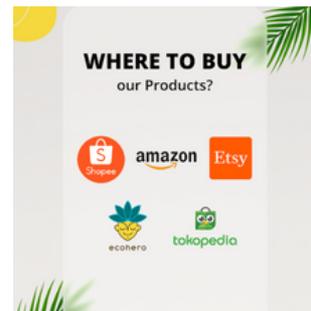
In addition to inspiring you to be an ecohero, the goal is to teach followers a bit about sustainability.



Picture 4.8 Content pillar 3

### 4.0 Where to buy

The purchasing process should be as easy as possible. Therefore, social media should also share how to purchase the products.



Picture 4.9 Content pillar 4

### 5.0 About ecohero

To get people more involved in the company with the company, it is important to also show images from behind the company. T



Picture 4.10 Content pillar 5

### 6.0 Special days

Holidays and special days are a good addition to content on social media. They often provide additional reasons to make a purchase, such as Christmas.



Picture 4.11 Content pillar 6

# 4.0 Content creation

## 4.3 Style

In order to become recognizable to customers, it is of important to be consistent in the style in which is posted. This style is based on the brandbook of ecohero. This brandbook depicts ecohero's identity in visuals, colors, shapes and appearance. This style should be carried through in everything, carousel posts, reels, stories and also on the website and when designing the packaging.

### Colours



ecohero



7718 C



638 C



7404 C



4485 C

### Meaning behind the logo colors

Blue: water

Green: trees that provide us with fresh air

Brown: the land on which we live and provides us with food

Yellow: the sun which gives us warmth and light

## COCOGOSE/TITULARES

LIGHT

DEMIBOLD

REGULAR

GOTHAM/

BOOK

MEDIUM

BOLD



# 5.0 HASHTAG STRATEGY

It doesn't matter what social media platforms you are using for the social media strategy, effectively using Hashtags will increase the reach and engagement and give your brand image a boost. Hashtags are a way to label and group things and on most platforms it helps the algorithm to understand what the content is about. This chapter will cover what strategy would fit

## There are a few basic rules when it comes to hashtags that apply for every platform

1. Always start with # (only use words or numbers afterwards otherwise it won't work)

2. Make sure the account is public otherwise a lot of potential visitors will be missed

3. Don't combine too many words together (it is most of the time better to choose for shorter hashtags that are easy to remember)

4. Make it specific and logical

Because there is no one best way to use a hashtag it will always be experimenting with what works best. Select 10-30 hashtags that are good and descriptive of the content, in addition, add the company hashtag to every post so that when someone searches for this on Instagram they see a collection of photos related to the company.

## In general we can speak about 7 types of hashtags

1. Niche
2. Industry
3. Community
4. Location
5. Celebration
6. Campaign
7. Brand

By trying out different combinations of hashtags it can be seen which ones are the most effective to use for Ecohero. In addition, look at what the competition is using and try out some of these hashtags as well.

## Example of how to include hashtags

Picture 5.1 Example hashtags

ecoheroworld We at ecohero want to wish you all a happy Easter! 🍷🥰🍷🥰

On this day Christians around the world celebrate the resurrection of Jesus Christ from the dead. In many countries it is tradition to enjoy an Easter breakfast or brunch with family on this day. 🥰❤️

Our mouths are watering at the sight of this delicious breakfast!! 🍷🍷🍷🍷🍷🍷

ecohero has 5 easy ideas for you to make your easter more sustainable! 🥰

Instead of plastic eggs for the Easter egg hunt, use eggs made from recycled materials.

1. Make natural easter egg dye 🍷
2. Eat fair trade chocolate eggs 🍷
3. Don't use single-use plastics ❌
4. Avoid food waste 🗑️

Happy Easter from the ecohero team! 🥰

•  
•  
•  
•  
•

#easter #happyeaster #brunch #sustainable #ecofriendly #foodphotography #ecohero #sustainablecompany #ecofriendlycompany #smallbusiness #basedinbali #photooftoday #foodinspiration #tasty #cutlery #coconutbowl #easter

17 april · Vertaling weergeven

# 6.0 INFLUENCER MARKETING

In order to gain more brand awareness in Germany, the company can use the power of social media and collaborate with influencers. As the budget is limited it is advised to work with micro-influencers, most of the time they are for free in exchange for receiving the product and promoting it on their socials. Working with the right micro-influencers can be really effective, they have more frequent and genuine interaction with their followers because they are mostly friends or acquaintances or share a niche interest. (an example of a niche to focus on for Ecohero could be sustainability). Furthermore, the followers of the micro-influencer have more often the feeling that they know the influencer and have more trust when they recommend a product or service. Influencer marketing is becoming more popular every year, at the moment 63% of marketers today work with influencers on their campaigns. (Shane Barker, 2022). Below are the options described for influencer marketing. For each campaign, ecohero can decide which strategy would fit the goals of the marketing campaign.

There are 5 strategies the company could use for their influencer marketing. We will discuss them briefly in this chapter.



## 6.1 Strategies for influencer marketing

### Sponsored

This type of collaboration is the most common way, especially if you're talking about influencers with a decent amount of followers and good engagement on their social accounts. This kind of collaboration works as follows, the influencers receive the product and will create content around this in exchange for a fee. Here you can set up a contract with what you are expecting from the influencers and what the deadlines are.

The benefit of this kind of collaboration is that you have more control about the collaboration and in addition to this you will be able to work with bigger influencers so the result of the campaign will most likely be better than with non-paid collaboration with smaller influencers.

### Gifting

With this kind of collaboration, the influencer will receive the product as a gift and be asked to create content around it. It's a popular way of working with smaller influencers as they usually don't ask for money in exchange for the promotion. A good example of a company using this is the watch brand Daniel Wellington, they send their products to a lot of smaller influencers instead of paying one very famous influencer to market their product.

The benefit of this is that it's more likely to reach a broader audience and it's more likely that the target audience sees the product more than one time. However here you do have to keep in mind that you're not paying them so they are not obligated to promote your product moreover, you have less control over the content that they create for you. Unless you have a legally binding contract with them about what content should be created, what the deadline is etc. If getting into contact with the influencer is difficult you can also take a gamble and just send your product to the influencer, hoping that they will promote it when they receive it.

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## Give-aways

People love to win free products, these are the kind of posts that will generate the most engagement on your account because you will ask the followers to interact with your post to win something. A giveaway in collaboration with an influencer will generate a lot of attention to your brand.

### Options of the giveaway

1. Ask them to tag someone in the comments (this will increase the reach) of the post of the influencer

2. Ask them to follow both your account and the account of the influencers (this will increase the number of followers and more people will be exposed to your product by following you)

3. Ask them to share the post in their story (this will even help to reach more people however, most people only do this with more famous or bigger giveaways because they don't want to put everything on their account)

4. Ask them to participate in a campaign (for example ask them to show their sustainable swap and tag Ecohero and the influencer, the best one will win the giveaway).

\*There are a lot of options here and what option the best is depends on the goal of the campaign, the budget for the campaign and what influencer you're working with.

Here you have the option to pay the influencer to ask them to do it for free in exchange for the product. It is also beneficial for the influencer because they will enjoy additional exposure from the social accounts of ecohero.

## Affiliate marketing

If you don't have a big budget but have the ambition to work with bigger influencers (who likely cost money) another option is to have an affiliate marketing campaign. It gives the possibility to work with multiple influencers at once at a low cost.

With affiliate marketing, the influencer will receive a commission on all sales generated from their sources. There are two options here, the influencer promotes a product onsite or redirect the customer to the website. This will also motivate the influencer to put more effort into selling it because it will help them to generate extra revenue.

By giving the customer a unique promotion code to share with their followers you can track how many sales are made through their activities. Here you can choose to add a discount code to the unique promotion code (that they can add this code once they arrived at the shipping chart). People will be more tempted to use the code to receive the discount (for example #Jasmin20 to receive a 20% discount).



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## Brand ambassador

If you have discovered an influencer (or multiple influencers) that successfully promote your brand on social media, you can ask them to become a brand ambassador. This ambassador will promote the products on an ongoing basis. For example, before launching a new product, the product will be sent to the brand ambassadors to already warm up the audience for the new product.

The way this usually works is that the influencer casually promotes the product in their day-to-day experience. The influencer will be the face of the company, therefore it is essential to choose the right influencer. Another benefit to working with a brand ambassador is that they regularly bring the product to the attention of their followers. This way the target group is reminded of the product regularly instead of only seeing it once. It also shows that the influencer likes the brand because he/she promotes it several times, this works trust with followers. A good example of a company that works with the brand ambassadors is Gym shark, they have a couple of influencers they use every time

### Few important remarks about working with brand ambassadors:

1. Only make an influencer a brand ambassador after a successful collaboration/campaign with them

2. Be 100% that the influencer fits with the values of the company and matches with the aesthetics. For example, make sure that they don't work together with a company like Shell (bad for the environment) just after promoting our sustainable products because that will weaken the campaign and make Ecohero less trustworthy.

3. Have proper guidelines and be sure that the expectations from each are clear

4. Have a clear plan and send them brand merchandise regularly, so they can frequently promote the products of Ecohero to their customers.

## 6.2 How to find the right influencer?

First of all, Eco hero needs to find influencers who can prove to have engagement with their followers (not that they only have a lot of followers but no interaction with them). Since the main focus will first be on expanding into Germany, it is obvious to approach German influencers. When choosing the right influencer they have many followers from ecohero's target group, in addition, they know the market and are often better able to market a product.

The influencer must believe in the same values as your brand otherwise the collaboration does not seem authentic and will be less effective. An easy and useful option to find the right influencer for the job is to make use of platforms (companies) that have search features to reveal the top influencers within a certain niche. However, the companies do need to be paid and can be sometimes a bit more expensive.

The benefit of working with a reliable influencer platform it's more likely that the influencer is legit (on social media it's easy to buy followers and likes, so they might have many of those but they are of no value). Influencer platforms can often provide you with in-depth details on engagement rates, average comments and likes, views etc. So if there is a budget available this would be a good option, because it's less risky and does not take much time. Nonetheless, it is also possible to search for influencers by yourself, this takes more time and comes with more risks of choosing the wrong influencer.

There are a few techniques you can use when searching for an influencer. (in all the examples German words related to sustainability are used to find German influencers, otherwise, the number of results would be too big to find a German influencer). These strategies are inspired by an article from Sarah Donawerh, How to find influencers as a New Brand. (Sarah Donawerth, 2021).

## 6.2 Five strategies to find the right influencers

### Strategy 1: Hashtags

Influencers often make use of hashtags to describe their picture and to increase their reach on social media, because they also want to reach their target audience and get their content in front of the right people. So by searching on hashtags that are in line with the message that Ecohero wants to spread it is possible to find influencers that are in the right kind of niche.

### Strategy 2: Let influencers come to you

Finding the right influencer who is interested in promoting your product can sometimes be very hard and time-consuming. Another option is to let the influencers contact you instead. Creating a post or storytelling that Ecohero is looking for influencers will help to create awareness about your search for suitable promoters of your brand. You can in this post mention the requirements (for example minimum amount of followers, likes or ask them for their social media analytics), so that they can prove to have a valuable audience on their social media channels. However, because Ecohero is still pretty new and not focused on German (influencers) yet, it might be difficult to get our request for an influencer in front of them.

### Strategy 3: Use Google search engine

When using Google the right way, can help you find and identify influencers that will fit with the brand and be able to inform others about the brand. For this, you again need to know what the right keywords are to describe the mission and vision of your company. When searching for influencers via Google, you will find many websites that provide a list of influencers related to your search request. Most of the time these influencers will be already kind of famous and might be out of reach due to the budget of Ecohero. In this situation, you can use these influencers to find other, less famous and smaller influencers to promote your brand. Be sure to be very specific otherwise, you won't get the desired result. This strategy can be implemented for Tiktok as Instagram.

### Strategy 4: What do others do?

In case the budget for influencers is not too big, you can also make smart use of the work of other companies. Look for other sustainable brands (preferably ones that do sell a different type of product) and see which influencers they have approached to promote their products. You know at least that they are open to collaboration to promote a sustainable product, also you can already see what the results will be if you work with this influencer (reactions, likes etc.)

### Strategy 5: Use Instagram platform

The easiest way to find the right influencer is to use influencer platforms, this is often websites to represent a wide range of influencers and connect them to businesses looking for influencers. Here you can discover new influencers who are open for collabs, you will get detailed information about their performance and can get into contact with them via the website. However, this might be a better option when there is more budget for the marketing as most of the time this influencer will request compensation for their promotion and making use of these platforms cost most of the time money (like a monthly subscription)



# 7.0 Instagram shopping

Instagram shopping is a collection of features that people can use to shop easily on Instagram via photos and videos. This function allows companies to produce a digital, shareable catalogue on Instagram. The customer gets two options, either to buy directly on Instagram or to redirect to finish the transaction on the company's own site. However, completing the purchase completely on Instagram is for now only available in the U.S. companies operating in markets outside the U.S. still have to complete the purchase on the website. Instagram is a platform where a lot of people are influenced to buy products. According to research done by Hootsuite 87% of the users on Instagram say they have been influenced by the platform to make a purchase and 70% say they use the platform frequently to discover new products. (Hootsuite,2021). A business can only set up an Instagram business if it's present in the supported market where the function of Instagram shopping is available, this is both in Indonesia and Germany.

## How to set up an Instagram store

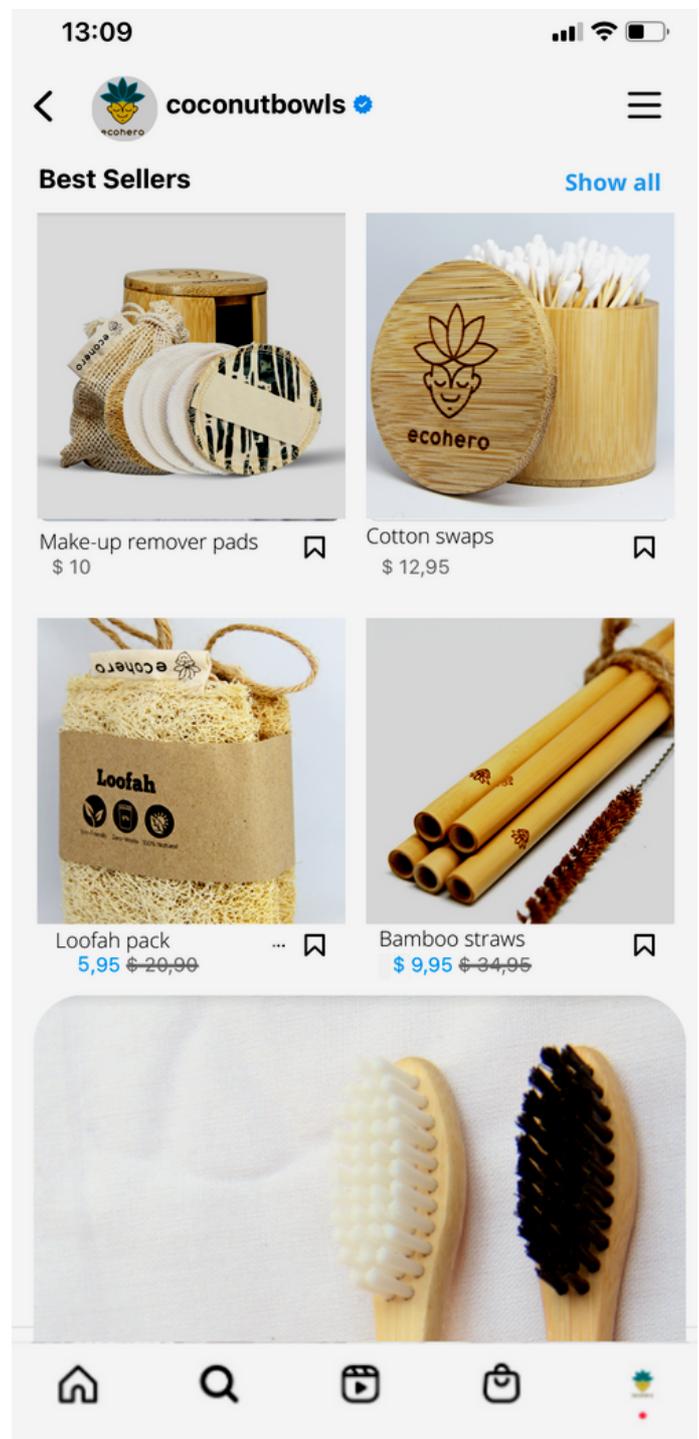
1. Make sure the account is a business or creator account
2. Connect to the Facebook page
3. Upload the products to the catalogs (two options)
  - Option A: Upload everything manual into the Facebook business manager
  - Option B: Insert an ecommerce database (possible if you used Shopify, Big commerce, Channel Advisor, CommerceHub, Feedonomics, CedCommerce, adMixt, DataCaciques, Quipt or Zentail (Instagram, 2022).
4. Submit the account for review

## Ways to increase the amount of purchases on Instagram

1. Use good pictures of the product that draw the attention
2. Use hashtags
3. Use promotion codes
4. Use video (show your product in action)

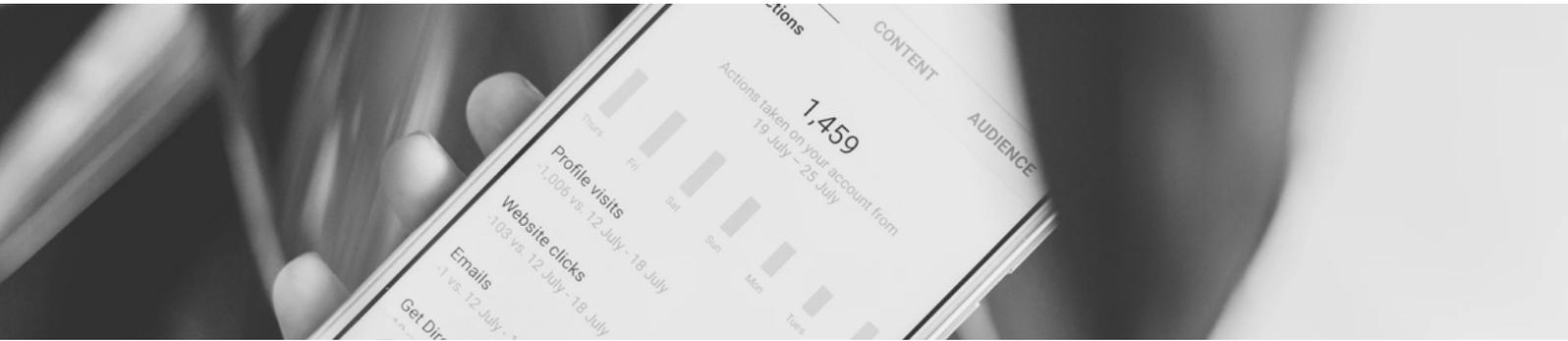
## Example

Picture 7.1 Instagram shop example



# 8.0 Instagram advertising

ecohero will set up its ads through Facebook Ad Manager. This is the easiest way to set up ads on Instagram. There are other options available such as Power Editor or Facebook's Marketing API however, these are harder to use and are more for businesses that manage multiple ads, manage large communities or deliver content on a bigger scale. Besides the option to spend (social media) market budget on an influencer campaign the money can also be used to pay for ads. Businesses can have different reasons to use ads it can help to increase brand exposure, and website traffic, generate news leads and hopefully convert these leads to sales. (World Stream, 2022). Below you will find a guideline how ecohero can set up its Instagram ad campaign.



## 1. Go to Facebook's Ad Manager

## 2. Set the marketing goals

Facebook's Ad Manager provides a list of objectives. The objectives are divided into three different themes; Awareness (Brand awareness, Reach), Consideration (Traffic, Engagement, App installs, Video views, Lead generation, Messages), and Conversion (Conversions, Product catalog sales, store visits)

### For ecohero we will focus on the following:

**Brand awareness:** This is the most basic goal, showing your ads to more people that might like your product. You don't need to take a specific action here.

**Reach:** Here you increase the amount of people that are exposed to your brand. Here it's most effective to run the ads as Instagram story. You have the possibility here to test two ads to see which one reaches the most people.

**Traffic:** This is to get more people to visit the website. Besides entering the URL no specific actions are needed here.

**Conversions:** Here the goal is to drive leads to take action on the website. For this Facebook pixel is needed, this will allow you to track conversions.

## 3. Select the right target audience

After choosing the objective the right audience needs to be chosen. For this, the in-depth demographic information of Facebook will be used to target the right people. You can choose a specific target group here based on the following information. (location, age, gender, languages, demographics, interests, behaviors, connections, etc.) If you have entered all this information, Facebook will provide you with information on how broad or specific the audience you have chosen is. It will let you know when your audience is too huge or when you are too specific.

## 4. Where do you want to place your ad

Here you can choose if the ad is for Instagram, Facebook, or both. In addition, you can choose here where you want your ad to show. The option for Facebook is feeds or instant articles. The option for Instagram is stories or feed.

## 5. Set the budget & schedule

You can decide exactly how much money you want to spend on your campaign and from what time period you want the ad to run and at what times (only an option if you set a lifetime budget). So whatever your budget is you can run an ad campaign on social media. The ads go based on biddings, the easiest way is to let Facebook do this automatically.

# 9.0 Instagram advertising

## 6. Create the content

In total there are six options, two of them are for stories and four of them are for the general feed. Based on the objectives you can choose what format will suit your goal best. The following will be used for ecohero.

### A. Image feed ads.

The most used format for ads, they appear between the general feed when someone scrolls through Instagram. This format is a single image, it will require the same amount of work as creating a general post. The objectives are the following; reach, traffic, conversion, app installs, lead generation, brand awareness, post engagement, and store visit.

### B. Image story ads

The idea is the same as above only this time the ad is shown in the Instagram stories. The following objectives are possible; reach, traffic, conversions, and app installation.

### C. Video feed ads

Instead of a single image, we can also use a video as add. This can be max. 60 seconds long, although to make sure people watch the entire video it's better to keep it short. This will require a bit more work but when it's done correctly it will make a more lasting on the targeted audience than a single image. It supports the following objectives; reach, traffic, conversions, lead generation, brand awareness, post engagement)

### D. Video story ads

The videos in the story are shorter but are more likely to reach a bigger audience and more attention from the viewer. According to Instagram this way of advertising feels less as being forced. The supported objectives are; reach, traffic, conversions and lead generation.

## 7. Analyze the results

The results of your ad campaign can be found on the ad manager page of Facebook. Here you will find for each campaign the statistics. This will provide information about prestation, demographical information, posting and views. If you then go to posting you will see the results related to the objectives you have chosen. In addition will this provide you with information how much money you have spend and what the cost for each result where.

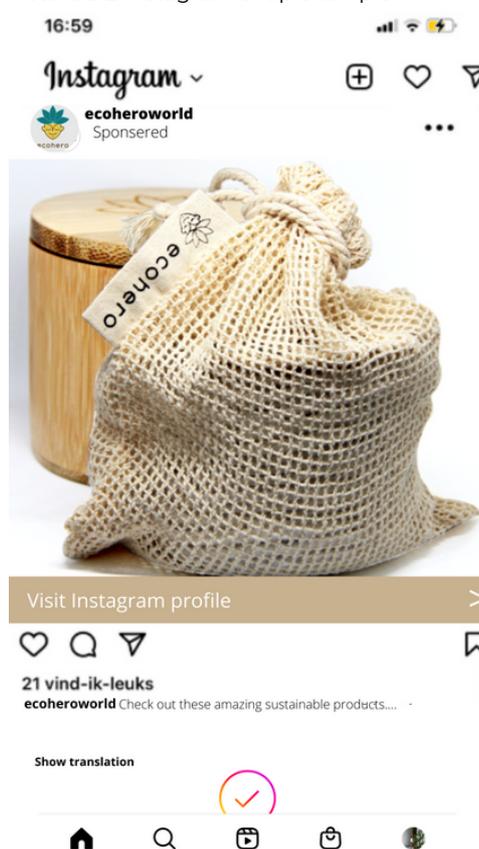
## Examples of advertisement for ecohero

Picture 9.1 Story ad example



*This is an example of how the ad on stories would look like*

Picture 9.2 Instagram shop example



*This is an example of how the ad on the main feed would look like.*

# 10.0 Instagram advertising costs

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## Costs of advertising on Instagram

The great thing about this way of advertising is that you can set your own budget. The bigger your budget, the more people you will reach and the more successful your campaign will be. Advertisements on Facebook and Instagram are both done through an auction model (this happens automatically for you). This means that there is not one fixed amount per campaign but it depends on how many people bid for the advertising space. Facebook is generally slightly cheaper than Instagram, but the engagement on Instagram is significantly higher (23%)

Below is an indication of how much ads on Instagram cost approximately.

- a. Instagram ads costs per click: between \$0.40-\$0.70 (link clicks, likes, reactions, comments, shares)
- b. Instagram ads costs per click on URL: between \$0.50 - \$0.95
- c. Instagram ads costs per engagement: between \$0.01 - \$0.05
- d. Instagram costs per 1000 impressions: between \$2.50 - \$3.50

*"60% of the users say they use Instagram to discover new products and 75% of the users have at least once taken action after seeing a post on Instagram"(Instagram 2022).*



# 11.0 Budgetting

This report has previously mentioned the need to look at influencer marketing and paid ads on social media. However, this does cost money so it needs to be budgeted for. Now in the beginning it is wise to divide the budget in the following way For this a social media budget needs to be created (this includes costs for all social media activities. It will create a valuable tool for tracking return on investment.

## How to set a social media budget plan

1. Set specific goals for social media that are smart.
2. Analyze your spending from previous month, to see how much you can spend.
3. Create a budget proposal, including on what you are going to spend the money and how much money is needed.



## What to include in the budget proposal

1. Category: costs for each category for example for software, content creation etc.
2. Inhouse vs. outsourced expenses
3. Spend per item
4. One time costs or ongoing
5. Total cost

## Cost of influencer marketing

The cost of influencer marketing can be broken down into two parts. When using larger influencers, they often charge money in exchange for promoting the product. So this will also need to be factored into the budget. The second part is the cost of the products and the cost of shipping the products to the influencer.

\* If a system is used where the influencer receives commission on sales, this should also be included.

*"60% of the users say they use Instagram to discover new products and 75% of the users have at least once taken action after seeing a post on Instagram"(Instagram 2022).*

## Costs of advertising on Instagram

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*"B2C companies should allocate 5-10% of their revenue to marketing". (hoodsuite 2022)*

# 12.0 Planning

Picture 12.1 Posting schedule

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Instagram Post Instagram story	Instagram Post Instagram story		Instagram Post Instagram story		Instagram Post Instagram story	
Instagram Post Instagram story	Reels	Instagram Post Instagram story	Instagram Post Instagram story	Instagram story		Instagram Post Instagram story
Instagram Post Instagram story		Reels	Instagram Post Instagram story	Instagram story	Instagram story	Instagram Post Instagram story
Instagram Post Instagram story	Instagram Post Instagram story		Instagram Post Instagram story	Instagram Post Instagram story	Instagram Post Instagram story	Instagram story

*This is an example of a schedule that ecohero could follow. However it should be noted that when there are special days such as world earth day or another holiday it can of course be adjusted accordingly*



# 13.0 Analysing the results

To see what the results of the custom social media strategy are, a system must be used to measure it. The social media channels themselves provide this data. By measuring what works and what doesn't the strategy can be adjusted and improved, this is an ongoing process.

## How to create the performance report?

1. Go to professional dashboard on the starting page of social media
2. Collect the data needed (reach, interactions, followers etc.)
3. Compare this to last month to see if the performance improved or not.
4. Look at what content did well and what content performed did not perform well.
5. See if the goals set are being achieved
6. Set goals for the next month
7. Create a presentation in which all the results are being presented.

- The whole process can be done step by step following the guidelines in the performance report

## Key metrics

1. Followers
2. Reach of the page
3. Reach of each post
4. Interactions on the posts (Likes, Shares, Saves, Comments)
5. Views on stories and reels
6. Sales

## Examples of posts that have performed well in the past

Picture 13.1 Previous post

