



How to grow company awareness through Instagram

Case company: Beauty Code Clinic Helsinki

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Abstract

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In the modern world, social networks are becoming more and more popular and widespread as advertising platforms. The role of social media marketing is becoming increasingly important in any business as the number of users is exploding and so is the number of potential customers for any business. Instagram occupies a leading position among social networks that are used for promotion.

In this thesis, the author reveals why Instagram marketing is so popular and important at the present time and how it affects the development of companies. The work describes why it is on this social platform that businesses develop efficiently and quickly. The author shares her knowledge and puts it into practice to grow the business of the commissioning company. The thesis describes the entire process of the project and its outcomes. In conclusion, the results of the work are described and practical advice is highlighted.

The commissioning company, for which this project was made, started its activity quite recently. The company works in the beauty industry, providing various cosmetology services. At the moment, the company is operating at a loss, as it does not yet have the proper number of customers. In the thesis, the author describes the development plan and implements it on the Instagram platform. With this plan, the company will be able to develop its business as efficiently as possible and at a minimal cost.

The theoretical framework touches upon the advantages of Instagram as a social network, its trends in 2022, content marketing and targeted promotion, and other methods of interaction with potential customers, attention will also be paid to the stages of planning and marketing strategy on Instagram.

The final chapter brings together tips for promoting a business on the Instagram platform and summarizes the results of the work done. By continuing to implement the development proposals provided by the author, a case company can raise its business to a new level.

Keywords

Social media marketing, social media planning, brand awareness, planning and strategy, business development strategy.

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1 Introduction

This chapter explains the goals of this project-based thesis on the topic of the development of the company's recognition through Instagram, why it is important, what will be included in it and what will be left out of it, and finally some key concepts, as well as information about the commissioning company and the result of our work.

The purpose of this chapter is to give the reader an overview of what this study will focus on and provide the reader with information on what to expect in the study.

1.1 Goals and objectives of the study

In today's world, the role of social media marketing is growing rapidly. This type of marketing is becoming increasingly popular because every year the number of users on social networks is growing promptly. Thus, it can be concluded that through social networks any business can reach a large number of people. Social media marketing is more easily accessible, more effective, and more budget-friendly. These are the main advantages of social media marketing. The thesis will reveal in more detail the advantages of the Instagram platform for business promotion. Instagram is one of the most vastly used social networks and is being used to advertise all kinds of businesses.

Based on statistical data presented by Brent Barnhart (2022) on Sprout Social, it is determined that above all Instagram has the highest engagement rate in the structure of social networking services. This data confirms that marketing on the Instagram platform will not only lead to gaining a larger audience but will also lead to sales, to action from the audience. (Barnhart, 2022)

Modern marketers have identified many techniques and methods for getting a new audience. They cover content promotions, collaborations with other brands or influencers, targeted advertising, and many other techniques. The purpose of the thesis is to produce a digital marketing plan for the commissioning company and to study modern techniques and trends in business development on the Instagram platform to do so. The most important objective of this project is also to promote the business of the commissioning company on this platform. In the process of learning, the knowledge is also applied in practice for Beauty Code Clinic.

The project objective is to create the development plan for the commissioning company and implement it. Table 1 indicates the project tasks and the corresponding chapters of the thesis.

Table 1. Overlay matrix

Project tasks	Results (chapter)
1. Prepare the theoretical framework for the project.	2
2. Analyze the current state of use of social networks at the case company	3.1
3. Determine the positive effect of the development of the company on Instagram	3.2
3. Based on the information received, create the development plan	4
4. Implement the plan and describe the implementation process	4.6
5. Describe the result of the work	5.1
6. Provide the company with recommendations for further development	5.2
7. Evaluate the work done and personal growth	5.3; 5.4

1.2 Importance of the project

As Instagram skyrockets to take the lead among active social networks, it is essential to consider this platform as the advertising platform for every business. As said earlier, more and more companies are using Instagram for promotion. It is this factor that indicates that the topic of studying the methods and techniques of promotion is now more relevant than ever.

Since this thesis is based on a practical project, it can be applied to the promotion of various companies and can be useful by both marketers and creators of various businesses.

It should also be noted that this project will be extremely important and relevant for the commissioning company. It will be important since it will be able to take the company out of debt and raise profit. The plan for promoting this business will be the result of the work and it will be applicable in practice by the author of the thesis. The company will get out of debt by attracting new customers by properly managing the Instagram account.

1.3 Project limitation

The author does not delve too deeply into the topic of Instagram and its comparison with other platforms, only briefly describing what its advantages are in the modern world in the context of advertising any business. The emphasis in the work is on the ways and methods of promotion on Instagram, which are relevant to the business of the commission company.

This thesis does not consider the budget for marketing in social networks. Some ideas require a budget, but the company may implement them in the future when there are more opportunities. In this regard, the focus is on free ways to promote on Instagram.

2 Social Media Marketing

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company. (Twin, 2022)

Marketing is an activity aimed at achieving market goals in order to make a profit. Traditional marketing, which took shape in the 1950s, uses time-honoured processes such as positioning and segmentation. Its goal is to increase sales. But, in connection with the progress in the scientific and technical sphere, reforms in marketing are inevitable. Traditional marketing is constantly changing, starting to match the times. In the 90s, the introduction of "digital marketing" is took place, rapidly gaining momentum. This was the beginning of the digital age: scientific networks and Internet resources have become widespread and have begun to dictate their terms.

Digital marketing offers many advantages over traditional marketing methods, making it extremely popular with marketers and consumers alike. Its main advantages are described below: Companies get a higher ROI – compared to traditional marketing, digital methods cost less for the reach they get. This makes it affordable for small businesses as well. Social media advertising, which can reach people all over the world, will cost much less than newspaper advertising. As mentioned above, it is possible to greatly expand one's reach with digital methods; they are not restricted by geographic boundaries. Such type of advertising can cover even the whole world. Unlike conventional marketing, it is non-intrusive and consumers can also pass on their feedback to the business. This two-way communication can be very beneficial for both consumers and businesses. Digital marketing can be personalized to appeal to customers and based on their desires as it can be delivered directly to the consumer's personal device, unlike television or print media advertising. (Webandcrafts, 2021)

Internet marketing has another big advantage over classic marketing - the ability to accurately measure and analyze in detail the return on advertising spending using various tools and methods (such as traffic, clicks and impressions). This is a big advantage as it allows marketers to manage promotions and budgets more easily and see the results of their work. In addition, it gives the opportunity to quickly correct any possible errors. Analysis of digital marketing campaigns allows you to pinpoint each traffic source and fully control sales funnels. (Simplilearn, 2022) In connection with the above, the transition of companies to the digital world is obvious.

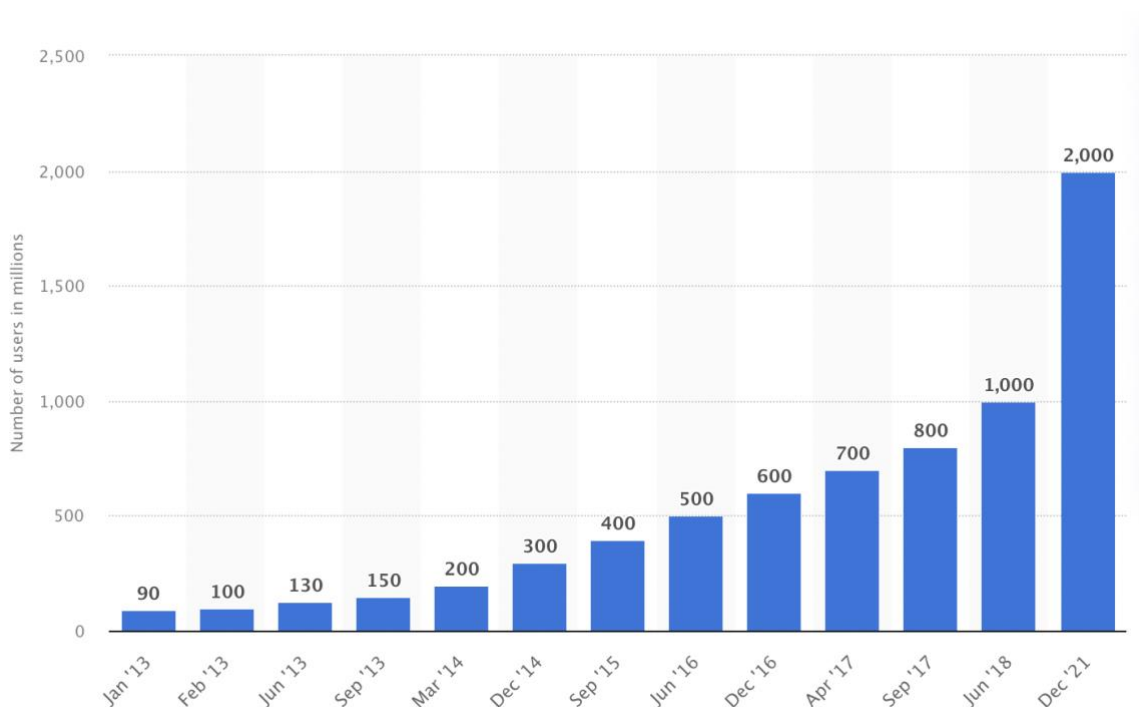
2.1 Role of social media marketing

The growing popularity of social networks and the presence in them of wide opportunities for communicating with the audience have led to an increased interest of marketers in these sites as a new direction of marketing activity. For this reason, very quickly social media marketing (SMM) has become one of the key digital marketing techniques. Marketing activities in social networks are aimed at increasing customer loyalty to brands. It helps promote new products, manage brand reputation, provide customer support, and analyze audiences.

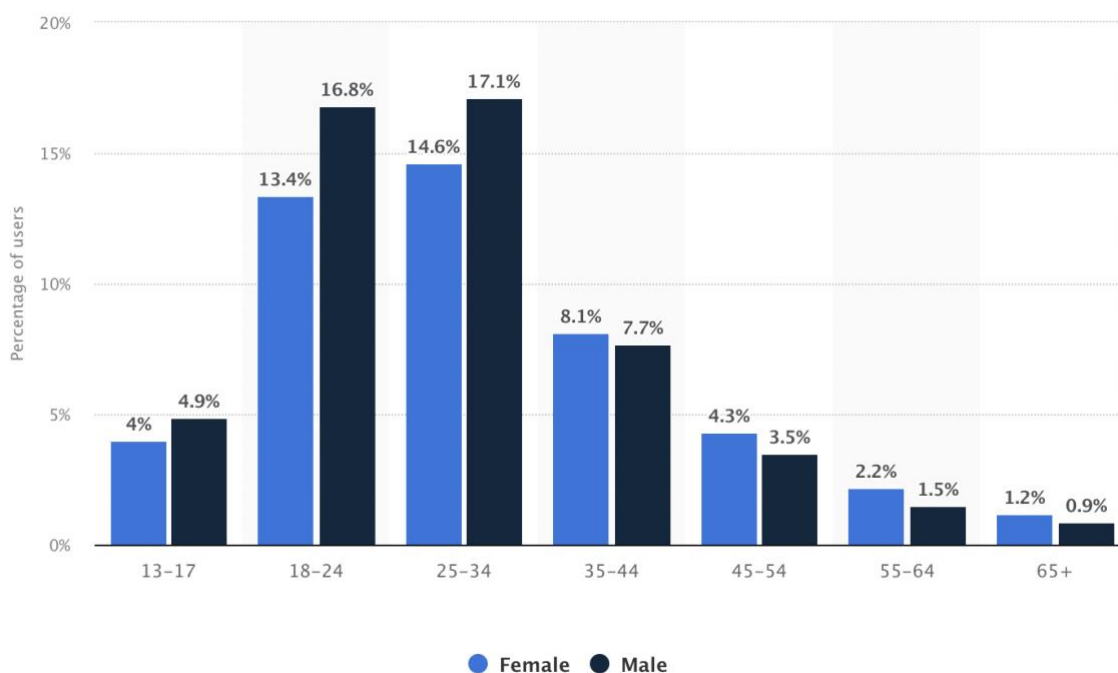
Visual media is recognised as one of the primary sources of entertainment and major feature of modern society (Caple, 2017). From this it can be concluded that the modern society is a society of visual culture, which is why Instagram, created for the exchange of photo and video content, is a very powerful channel for advertising campaigns and influencing the target audience. Today, many brands create their pages on Instagram, where they distribute branded visual content to their fans and followers.

Instagram is a photo and video-sharing social media application that was launched in 2010 by Kevin Systrom. The Instagram app was launched on October 6, 2010, and racked up 25,000 users in one day. (Blystone, 2022) Just prior to Instagram's initial public offering (IPO) in 2012, Facebook acquired the company for \$1 billion in cash and stock. (Blystone, 2022) Instagram's revenue has increased rapidly in the past two years, as the pandemic drew more users and brands onto the platform. It made an estimated \$47.6 billion revenue in 2021. (Iqbal, 2022)

According to Statista, Instagram has two billion active users. Every year this figure only increases. In terms of growth, Instagram is even ahead of Facebook. In the diagram presented on the Statista website, there is a significant increase from 90 million users in 2013 to 2000 million in 2021. (Dixon, 2022)



According to Statista, it turned out that men use Instagram more than women. As of April 2022, 17.1 per cent of global active Instagram users were men between the ages of 25 and 34 years. More than half of the global Instagram population worldwide is aged 34 years or younger. (Dixon, 2022)



Moreover, according to MixBloom, the average time spent on Instagram in 2021 per user is 30 minutes a day. In 2019, the average time was 15 minutes, so usage has nearly

doubled in just 3 years. This indicates a fairly rapid pace of development. (MixBloom, 2022)

The more time people spend on Instagram, the more likely they are to stumble upon the promotional content of a particular company, which of course improves the position of companies operating on Instagram. Such statistics are convincing that businesses need Instagram for more efficient development.

The prerequisites for the popularity of the social network Instagram are as follows:

1. Visual format. Visual content is the best way to connect with your followers, and Instagram focuses solely on a high-end visual experience. (Kaleem, 2022)
2. Ease of use of the application. Any photo can be uploaded to the user's account very quickly. This does not require any special skills; everything is extremely simple and clear. There are also various editing tools, their use also does not bring difficulties. When compared to Twitter and Snapchat, Instagram is relatively easy to use. (Kaleem, 2022)
3. The basic elements of social networks are present. Comments, messages, hashtags, likes - all these attributes of the usual social networks that the public loves are present on Instagram.
4. The ability of the user to show himself, and his creativity (work, hobby) to a wide range of people and even the whole world. With handy features like hashtags borrowed from Facebook, everyone has the ability to find the content they like or engage their followers.
5. The regular appearance of interesting and useful functional improvements. Recently, low-resolution square photos have changed to full-size photos and illustrations, 30-second videos have become long videos in Instagram TV and Reels format, and so on. Constant changes and the introduction of new features keep users interested.
6. Promotion of goods and services. Convenient interaction with shops, magazines, brands and many other companies also attracts users. 83% of users use Instagram to discover new products or services, and 80% use it to finalize their purchase decision. (Bagadiya, -)

In the business environment, Instagram as an advertising platform is used for many purposes. First of all, to form the image of a brand or company. The site's capabilities allow one to communicate with the audience, find out its opinion and sometimes listen to it. Moreover, it is used to increase sales: Instagram makes it possible to present the product visually, namely, the visual presentation attracts the majority of buyers. Of course, Instagram also has the ability to easily introduce a lot of people to a company, even going global. It is also used to form a community (community): with the help of Instagram, a core of loyal users, and product fans are formed, who in certain situations can act as "brand advocates".

2.2 Benefits of promoting a business on Instagram

It is precisely on the occasion of the mass nature and difference in business interests that a business needs to be active on Instagram - where there are lots of potential clients.

First of all, whatever services or products a business offers, in 2022 this happens with the help of visual content - photos, pictures or videos. Instagram is an ideal platform for visual content.

Secondly, it opens an opportunity to receive passive income in the future. As soon as the account becomes a leader and indicative in the field, the company itself becomes the same opinion leader or influencer. And as a result, this account becomes attractive to other advertisers. Thus, by developing a business account, the company creates the possibility of passive income for the future - partner publications or advertising content of a non-competing business. Moreover, companies can partner with brand representatives through sponsored publications and affiliate marketing. These partnerships can help generate more leads and increase sales. (Kuligowski, 2022)

On Instagram, it is also possible to show not only products and talk about the services offered, but also introduce the public to the team working in the business, convey the principles and messages of the brand through visuals, and even just share with subscribers what delights and inspires – customers appreciate sincerity and honesty. Feeling the unity of interests and tastes with the company, the buyers trust the business more, which means they make conversions more often. The more transparent and responsive a brand is with its followers on Instagram, the more trust is built between that brand and its potential customers. (LYFE marketing, 2022)

Instagram provides a place where one gets to interact with customers daily and get their valuable feedback. As customers are just a DM away, one can build trusting relations with customers by interacting with them and handling their feedback. (Bagadiya, -)

One more important factor is that with the help of external links that can be placed on the blog, it is possible to redirect the audience accumulated by the social network to the company's website. Links can now be attached to stories as well, and it is even possible to create an entire store on Instagram with a redirect to the website.

Instagram is also a great place to keep an eye on one's competitors and follow their marketing strategies. Keep track of how often they post, what type of content they focus

on, and how they interact with their followers. This can be helpful in developing a strategy. (Bagadiya, -)

From my personal experience, I can conclude that sometimes competitors tend to remove their rivals from the market in dirty ways. The official Instagram of a company is an opportunity on behalf of this company to show how things really are. For example, if a company is accused of the fact that their products are of poor quality, the solution is to show this product in the account and talk about all its features. If someone claims that the company provides poor service, this company can simply post reviews of real customers on its Instagram account. Most likely one review will not be enough, three or five reviews will sound more convincing. This will help to gain the trust of subscribers.

Having considered all the above factors, we can conclude that promotion on Instagram has its own advantages and should be considered by businesses in different areas.

2.3 Customer acquisition methods

Instagram followers are potential business customers. Therefore, to increase sales, first of all, it is worth increasing the number of subscribers. Based on my social media experience, I can divide the whole process into 5 main stages: Preparation, Attraction, Engagement, and Conversion.

It is important to keep each of these points in mind, as simply attracting subscribers will not be enough, the most important thing is to turn subscribers into buyers. A description of each part is provided below.

2.3.1 Preparation

The first stage, which is called preparation, includes several essential points. For example, it includes the design of the profile, which forms the user's first impression entering the page. It includes the design of the profile header, content feed, avatar, pinned stories, marks and links. At this stage, it is also important to analyse competitors in order to form a further strategy for attracting customers.

As soon as a person gets to the business page on Instagram, he or she evaluates it and decides whether to subscribe or not. Psychologist Albert Mehrabian has demonstrated that 93% of communication is non-verbal. In his book, he was saying that when it comes to the perception of a message words hold the least actual weight compared to the vocal quality and facial displays. Research shows that the human brain simultaneously decodes image elements while language is decoded in a linear, sequential fashion that takes

longer to process. In conclusion, the appearance of the account affects how many subscribers will eventually become buyers or fans of the business. The visual will help the business stand out from the competition. (Mehrabian, 1971)

Nickname is not directly related to the design of the account, and yet it has a strong influence on it. In 2022, it is extremely important to pay attention to choosing a name for an Instagram account. This is the key detail that can really drive sales, and it has the same level of importance as visuals, ads, and captions. (Rich, 2020) So, the nickname of business pages often becomes the basis for an avatar: they both duplicate the name of the company in one way or another. With the name for a business page, everything is quite simple: it should indicate the brand name and the direction of the activity. For example @nikesportswear. The most important thing is not to use nicknames that are too long and complicated, which will be difficult to remember and even more so to reproduce without a link.

Instagram bio is important because it is one of the few places where one can permanently post a link. So there is a good chance that a company will often refer people to it. It is best to introduce people to the company in bio and tell them what to do once they land, in other words, add a call to action. (Thomas, 2021). In the profile description, one can also indicate the main advantage of the company over competitors. It is good to specify the means of communication: email, telephone number. In the "Website" section, one needs to specify a link to the site.

It is good to have the most important information in highlighted stories. It is worth keeping in mind that once the story is highlighted it will remain permanently in the profile, so it is worth making sure that all of them are good and important so that the audience still has access to them. Popular category options for highlighted stories include Behind the Scenes; Meet the team; Reviews; Blog; Products and service; Events. (West, 2021)

Content is one of the best ways to attract followers on a company's Instagram page. If one posts quality content, it will be easier to attract subscribers because they will want to see what a company is sharing. Being mindful of the content one posts is Instagram's best practice for businesses. (Thomas, 2021)

So, one of the most difficult tasks is the design of the feed on Instagram. It should have a unified style, convey the message of the company, and be concise and interesting. It is best to alternate photos with different exposures: medium shot, long shot, and subject shooting. Sometimes a company may publish photos with text, but it is better not to abuse such photos as they are not easy to read. To maintain a unified theme, it is better to

choose several permanent fonts for decorating text on photos, stories, and reels. In order for all the photos to look good next to each other in the feed, it is better to create a content plan, choosing in advance the location of each one after the other.

2.3.2 Attraction

The second stage, which was called attraction, can also consist of different parts. The purpose of this stage is to attract new subscribers by various methods.

The first method to attract customers is through mass following which can be applied at the very beginning of blog development. By following the audience one wants to reach, one is making them aware of own existence. One shows up in their notifications as a recent new follower, and it is easy for them to just press the + button to follow as well. (Peterson, 2022)

Another way to attract customers is targeted advertising. This method requires a budget. Instagram advertising is a method of paying to post sponsored content on the Instagram platform to reach a larger and more targeted audience. While there are many reasons a business or individual may decide to advertise, Instagram advertising is often utilized to grow brand exposure, and website traffic, generate new leads and move current leads down the funnel (and hopefully towards converting). (Whitney, 2022). When setting up targeted advertising, the main thing is to choose the right target audience to reach audience that may be interested in the advertised business. Creating an attractive and selling ad is also imperative - a post or a story should attract potential customers. This post should also convey the main messages of the business, or it may announce some kind of promotion or special offer that will engage people. This method works perfectly if implemented correctly. According to Instagram, 60% of people say they discover new products on the platform, and 75% of Instagrammers take action after being inspired by a post. (Whitney, 2022)

Another method that will help attract subscribers is giveaways. Instagram giveaways receive 3.5 times more likes and 64 times more engagements (followers, likes, and comments) compared to regular posts. Your followers grow 70% faster in 3 months by hosting an Instagram giveaway. (Schaffer, 2022). Generally, it is a giveaway of some product or service that a company can present to the winner. To win, users need, for example, to subscribe to the company's account, like several posts, and write several comments. It will be good not only because in this way one can get a lot of new subscribers, but also because such performance raises profile activity. Instagram functions are configured so that Instagram itself promotes active profiles, for example,

offering it to users in recommendations. This way one can start a great development process.

Hashtags under posts also work as a way to promote. Hashtags are categories that the author of a post can assign to a published photo, video or any other type of content on Instagram. One can search for a service, or product, or post on a topic of interest through hashtags. A simple example: under a post describing a beauty salon, it is possible to use hashtags related to beauty, so the publication will be seen by an audience interested in such services. Hashtags are a great way to reach potential buyers completely for free. Even if people don't go as far as following, they may like the content that they come across when searching for a particular hashtag. When one uses hashtags, he or she is effectively helping Instagram sort and organize posts – helping them reach people who will value them. (Geyser, 2022)

Another free method that will help attract customers is commenting on popular bloggers' posts. One rule to succeed is to be one of the first commentators. It means, as soon as the leader publishes a post, it is good to leave a comment and this way the blogger's audience will see it.

There is also a way to advertise with bloggers. Usually, this works well because the blogger influences his audience, inspires them, and has their trust. It is worth remembering that this method requires a budget. The amount of money that can be spent on this type of advertising may depend on the popularity of the blogger. The more subscribers a blogger has - the more expensive advertising in his or her blog will be.

In addition, there is another option to get advertising on a blogger's blog without paying. This method is called barter. For example, for a blogger to publish an advertisement, the company sends him or her their products for free or invites for a certain service, depending on the type of business.

Reaching new users through the geolocation mark on the posts is also possible. This is especially a good option for regional businesses: for example, a cafe or restaurant. Sometimes users search for places to go to by geotags. These were the main methods to attract new subscribers.

Another free way to promote on Instagram, which is now actively used by various types of businesses, is reels. Reels are short videos, the system is similar to the Tik Tok system. One can add trending music to the videos, write texts, and add a cover so that it looks good on a profile. There is even a separate button for the reels on Instagram on the

bottom panel, which displays the reels of those whom the user already follows and reels that Instagram recommends based on a user's interests. The way to promote is to strive to get into the recommendations of Instagram. This can be achieved by shooting good, interesting content, choosing trending music, and using hashtags. Through Reels the content becomes more visible: since Instagram Reels are shown not only to one's followers but to anyone who might be potentially interested in the content, it is possible to reach a broader audience. (Osadchuk, 2021)

2.3.3 Engagement

The next very important stage is engagement. This is an important stage to form a loyal core of the audience. Engagement mechanics make it possible to perceive brand social networks not only as a source of information about promotions, products and discounts, but also as a place where you can have fun, chat, learn something new and interesting, and most importantly, trust the information. In addition, engaging content encourages users to write comments and reviews, tag the brand on personal pages, like it, and so on. More reach means more potential customers. When engagement is strong, it means that the audience can feel enough connection to the brand to make a purchase. Heightened engagement can even help content become prioritized by the Instagram algorithm, meaning that the page and posts will consistently reach more and more of the right people who will be interested in the company. The more the photo is commented on and liked, the more people will see the post. (Adobe Express, 2022)

The first thing to take care of is the content. Saves and shares are two of the most valuable types of interaction one can get on Instagram. To get these unique interactions, it is needed to create content that users will want to repeatedly link to and share with their friends. (Adobe Express, 2022). Messages conveyed in posts should be meaningful and relevant. Post topics should be directly or indirectly related to the business and interesting to the audience. For subscribers to react, it is good to show expertise and understanding of the subject.

Unfortunately, an interesting post is still not a guarantee that the audience will actively join the discussion. That is why before posting, it is necessary to think about these questions:

1. What message do I want to convey to the audience?
2. Why is the post useful?
3. What action do I expect from the audience after reading?

This approach will help sort out unnecessary posts and focus on quality content because each post will have a purpose and benefit.

In addition to high-quality content, one can attract the audience to comment and leave reactions to posts and stories through questions, requests for advice, games, marathons, and contests. Posing questions is a great way to break the ice with the audience and get them talking. (Read, 2021). It is significant to remember that people want attention. Therefore, it is imperative to respond to the comments of subscribers after they have been called to dialogue.

Brands need to be active in order to attract followers and boost engagement rates. (Brandwatch, 2022). To increase the engagement of subscribers, it is also worth observing regularity in posts and stories. Constantly being in the eye of followers is extremely important for a business to maintain high engagement on Instagram.

Stickers (ask a question, poll, countdown) in Instagram stories will also help well in engaging subscribers. This way one can ask them to take a survey, ask a question, sign up for a countdown, or see a new post. What is great about Instagram Stickers is that it takes only a second for someone to vote in a poll, rate a cute dog photo with maximum heart eyes, etc. — and all of those quick actions encourage interaction between the followers and the content. (Read, 2021)

2.3.4 Turning subscribers into customers

There are no clear rules to turn a subscriber into a buyer. It depends only on the type of business activity and what the subscriber wants to receive. Therefore, it is significant to understand what type of content attracts people on the business page the most and focus on such content. One needs to identify the pains of the audience and work with them. This can be achieved through an interview with an existing buyer by finding out from him what exactly attracted him to the purchase, and what influenced the choice.

When it is no longer possible to be exceptional in the market, one needs to take a significant place to stand out. Reviews are a great tool in this matter. Positive reviews can be posted on Instagram to show others what is good about the company. Sometimes customers' words and content can persuade new customers to buy much more effectively than your own branded content can. If your customers tag your brand in reviews or user-generated content (UGC), you can easily share it to stories. (Sonnenberg, 2021). Negative feedback will also be useful, it does not need to be published, but it is useful to know in order to improve and develop a product or service.

It is good to show the daily routine of a business, processes, partners and employees. By making work processes transparent, one can increase customer loyalty to the product.

It is also good to share useful information with the company's followers on Instagram. People can get tired of constantly receiving promotional posts about services or products. They will also want to benefit from the blog so the solution is to share interesting life hacks, information and facts related to the topic of the blog.

Of course, in order to effectively manage the company's social network and bring new customers through this resource, it is important to monitor the statistics and performance results, and constantly adjust the content plan and promotion of advertising based on the results of the work done. It is also good to check insights and see metrics to learn which products your community has engaged with the most and consider creating more posts for that product to build confidence towards a purchase, both in feed and stories. (Instagram Business Team, 2019)

3 The commissioning company

The company for which the development strategy is being created is called Beauty Code Clinic Helsinki. This company provides various types of beauty services. Cosmetology procedures, massage, permanent make-up and much more. The company was established a year ago, but at the moment it still does not earn enough money to be fully paid off.

The company was founded by Anna Salko in August 2021, and a cooperation agreement was concluded with her. The clinic is located in Sompasaari, a fairly prestigious area, but nevertheless, there are not enough clients yet. The thing is that advertising is not given due attention. Thanks to the development plan on Instagram, the company will have the opportunity to increase recognition, thereby attracting new customers.

3.1 Analysis of the company's Instagram page

The Instagram page was not developed at all, but still, there were some things that were done correctly and professionally. The analysis will begin with them.

First of all, there is a good and informative avatar with the name of the clinic and its logo. Then, in the profile description, it is clearly indicated which procedures the specialists of the clinic put emphasis on. The profile description also contains a phone number which can be used to contact the clinic and make an appointment, as well as a link to the platform where one can book a slot for all the procedures provided by the clinic online. It is also good that there are pinned stories and they have a logo-style cover. Unfortunately, that is where the positive aspects of page design end.

Now for the negative points. The first thing that catches an eye is stock images from the Internet that were used as posts on the company's page. It is absolutely unprofessional to do so since it will not be considered trustworthy among subscribers, because anyone, even scammers, can post a picture from the Internet on their Instagram page. The next negative point is that the company did not communicate with subscribers at all on the platform. Questions hung in the comments unanswered, and the same happens in the messages. Stories and posts have not been posted for a long time, so people could not be sure that the company still exists. If the company constantly appears on the phones of its subscribers, they will know about the active work of the clinic. Even though the highlighted stories are there and have a beautiful, concise cover, they are not grouped by topic properly. For example, in pinned stories with the topic of lip correction, some stories are not related to this at all. In addition, the posts that were previously posted by the

company were of poor quality. All videos and stories were with filters that significantly reduced the quality of the photos and videos themselves. They are blurry and quite difficult to perceive.

3.2 How social media can help business growth

As the world moves towards digitalization, companies are also moving online. Instagram, as it turned out, is a good platform for advertising. Especially for a cosmetology clinic, the results of which can be visually demonstrated to the public.

Based on statistics provided by Napoleon Cat in July 2022, the number of Instagram users in Finland was 2 610 600 which is 46.4% of its entire population. (NapoleonCat, 2022)

Not all of these people live in Helsinki, but still, this huge number of people are potential clients of the clinic, both men and women. The way to get their attention and encourage them to buy some service is to actively develop the Instagram page.

So, it is possible to conclude that Instagram can become a platform on which the company will attract new customers and thereby increase its profits. In addition, active maintenance of the page will help to gain a reputation, and recognition from specialists from the same environment. Publicity can also help in attracting other companies to cooperate, collaborations and further development of the company. If the page can be developed on a large scale, it will be possible to receive passive income through advertising on the clinic's blog.

If the company correctly uses all the Instagram techniques, is not afraid to spend money on advertising and can respond even to some challenges, such as someone's negative review, then the development of this company has no potential threats.

4 Business development strategy and its implementation

My plan for the development of this particular company is quite complex, but it is based on free development methods in agreement with the company. It will consist of the correct design of the profile, compiling posts that enticing stories and high-quality content. The developed plan will be put into practice by the author of the thesis

4.1 Company image and objectives

The company stands for high-quality services, exceptional comfort, and safe procedures. That is why all specialists in the clinic have education and all procedures have a fairly high check. Therefore, the targeted audience that the company focuses on has an average or above-average salary and can afford to take care of his or her body and face as much as possible. This means that the promotion process needs to be focused on such people.

To reach this target audience, I need to provide photos of the highest quality for the clinic, texts for the posts must be written professionally and formally, and bloggers with the right audience should be invited for cooperation.

Texts and photographs should convince the potential buyer of the competence of the people working in the clinic. They must demonstrate quality results and show a transparent work process in order to increase the trust of the audience.

The main goal of promoting the Clinic on Instagram is to increase sales. Therefore, a plan of promotion should be developed accordingly to the goal. It should include engaging content that will turn subscribers into buyers.

4.2 First steps in promotion

The first thing to do is profile design. A description of the profile includes ways to register for procedures: the company's phone number by which any client can book a time to visit the clinic at a convenient time and a link to the platform on the Internet, where one can conveniently sign up for procedures. What needs to be added is space between the sentences to make the description look easier to read.

The address of the clinic should also be added to make it better for the subscribers to understand where the clinic is located in order to think about how to get there more conveniently.

The next thing to change is the design of the stories that are pinned in the profile. Usually, a story is a type of content that is posted to the profile for only 24 hours and then automatically deleted, but it is good to pin some stories with important information on the profile. For instance, customer reviews and work results, information about the studio and the team. For this, Instagram has Highlighted stories that stay visible on the profile forever. In the development process, it is necessary to distribute important stories by topic, correctly arrange the titles and covers, and put them in order by importance.

4.3 Content plan

In the content, the first thing to do is remove the stock images that were previously posted on the page. As mentioned earlier, this can destroy the trust of subscribers. To make a beautiful and eye-catching feed, a photo session in the clinic is needed. To shoot different things - clients, the interior of the clinic itself, devices that are used in work, cosmetics that are sold in the clinic, it is also necessary to take photographs of the results of the work done, for example, the result of lip correction, so that the viewer can immediately see the result. What is also important is to shoot from different angles to have different photo compositions, so that the feed is varied and interesting.

Then, from the taken photos, it is important to make a collage to see how the feed will look like. To get started, it is good to create a combination of 9 photos. Then, for each of the photos, it is needed to come up with a topic for the post, a text that will be written along with the photo. The text should be related to the topic of the blog, in this case, about a cosmetology clinic, about any procedure, an introductory post about a specialist who works in this clinic, or about the benefits of a particular procedure. It is also handy to make a plan with dates for posting, for example, every other day or once a week.

The next step is to choose several fonts and styles for the design of stories, every time posting stories with the same font can be boring for the viewer, so I choose 3-4 fonts. It might also be as boring to look at the same story designs every time, so the right choice is to choose multiple templates in the Canva app, which is a very handy app for composing pictures with designs.

4.4 Promotion plan

After all of the above is done, I can proceed to the next most important point - promotion. Since we only use the free promotion method, it will be a little more difficult and take longer time. For promotion purposes, I will use hashtags, location tags, and blogger comments, we will also invite bloggers to cooperate, and organize discounts and

giveaways, use reels to reach new people. In my opinion, these are the best promotion options without attracting financial resources.

4.5 Attracting subscribers to make a purchase

In order to lure the audience as much as possible and attract them to make purchases, it is good to use engaging stories, and actively publish posts and stories to constantly appear in the subscriber's feed.

And besides, in stories, I will attract viewers to participate in the dialogue. I will entice them to answer stories, participate in surveys, and ask questions.

4.6 Implementation process

When I started writing the thesis, I immediately began cooperating with the clinic and making their Instagram page development plan a reality.

First, I designed their page by changing everything according to the plan I indicated above. Then we started working with content. We did about five photo shoots, which resulted in a lot of content that we use in stories and for Instagram posts. I immediately made a feed of 9 posts ahead and followed it.

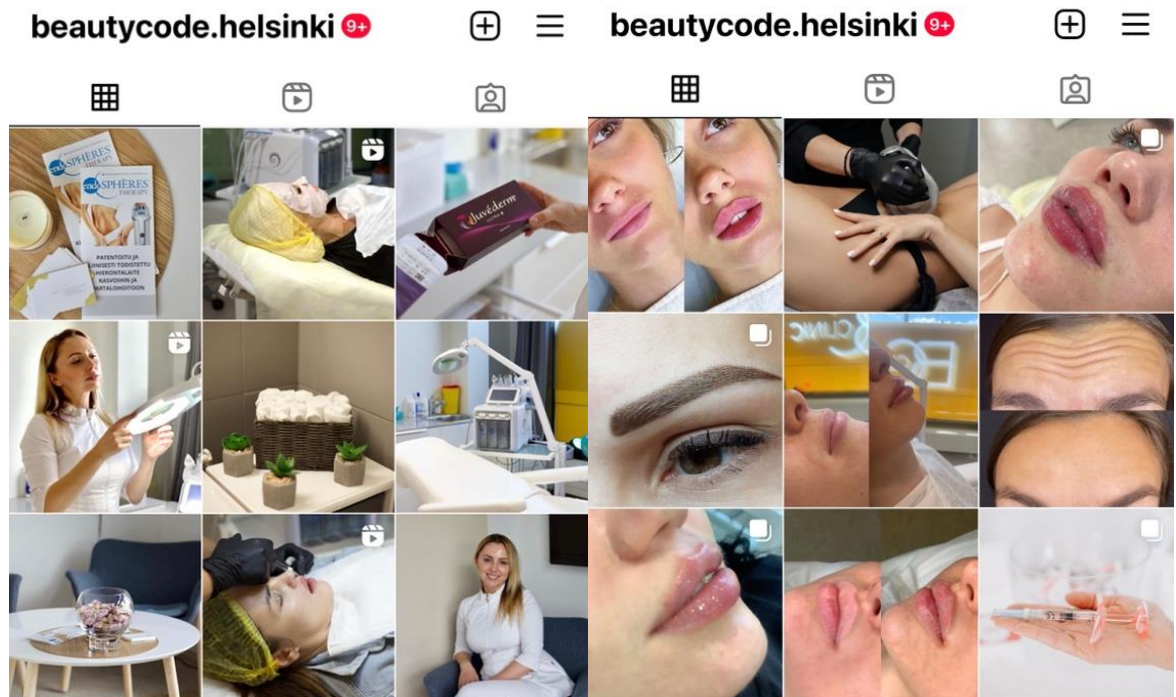


Image 1. Comparison of the new version of the Instagram feed and the old one.

Under each post, we wrote different texts. For example, under the first post that I posted, we wrote an introductory text with the head of the clinic, the clinic's chief cosmetologist. This post immediately gained the most likes in the history of the company's Instagram page.



Image 2. Screenshot of the post that gained the most likes.

In addition, we called for the cooperation of a major blogger from Finland, with whom we organized a special offer. We selected a blogger based on her audience, which was mostly middle-aged women with an average or above-average income. The essence of the promotion was that her subscribers could use a discount code for any of our procedures. This brought us several clients and many subscribers.



Image 3. Screenshot of the blogger's post.

Also, from the first day of my participation in the maintenance of the Instagram page, I have published Instagram stories. On average, I post 3 to 5 stories a day. I often post polls, stickers with questions, interesting information about procedures, and other content that encourage people to respond to stories and react to them. I immerse the viewer in the work process in the studio, for example, I show how the process of disinfection of all materials takes place, and how professional facial cleaning is carried out, so that the audience can immerse themselves in the process, trust, become interested and, ultimately, also sign up for some kind of procedure.

As I described above, such activity leads to the fact that Instagram itself begins to promote our stories and profile as a whole, thereby we get more and more views and even more activity on the page.

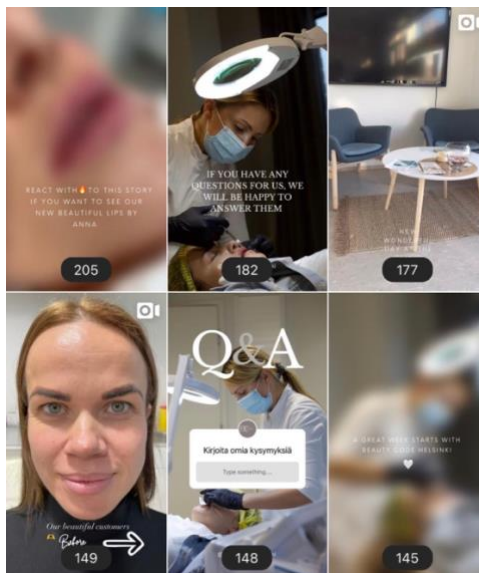


Image 4. Type of stories that I shared on the Clinic's Instagram page.

I also posted a few Reels that gained the most views on the blog and brought new subscribers to the page. This was due to the fact that the videos were beautiful and of high quality, and there was a plot in all the videos, in addition, I used music that is now trending on Instagram. Moreover, I added hashtags and locations to each video.

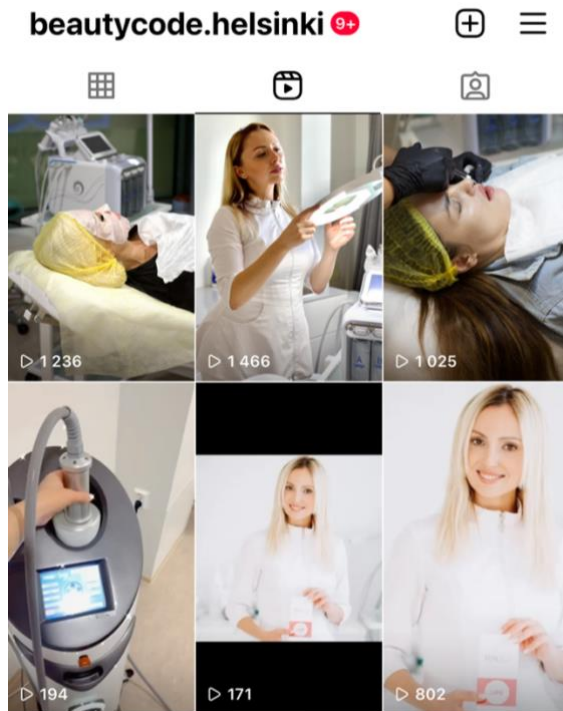


Image 5. Reels that were posted on the clinic's page. The three reels on top were posted by me.

I actively responded to all messages and comments that came from the clinic's subscribers, I answered their questions, increasing the closeness of the clinic with its subscribers. This created confidence in the public, as the people I responded to became more active, they liked the stories, and they responded to them more and more. As a result, many signed up for the procedures.

In addition to all the above mentioned, we had a big question day where anyone could ask any of their questions. I was cooperating with the owner of the clinic for this purpose. She answered all questions, and I designed the photos to beautifully post the answers online. We answered all of the questions fairly quickly and also pinned them to highlighted stories in case anyone else had the same questions in the future.

5 Conclusion

In the final chapter, I can say that it was a wonderful experience for me. I managed to achieve the result we were looking for. The company I worked with was satisfied with my work. We were in touch throughout the entire process of work and constantly discussed my new ideas, thought them over and turned them into reality.

As a result of the project, I learned a lot about attracting clients through the Instagram platform, and besides, I was able to apply all the knowledge gained in practice. All the work I have done can be used by the company in the future for further business development. All photo and video material remain available to the clinic and they can use it further.

In this chapter, I will talk in more detail about the work done and its outcomes. Detailed comments and promotion tips will also be described later in this chapter.

5.1 Summary of results

The main results of our cooperation on this project can be seen in the statistics, which improved significantly during my work. To be specific, the number of subscribers increased, and the number of customers also increased, which confirms that engaging content can attract a subscriber to action.

Overview

You reached **+28.8%** more accounts compared to Aug
12 - Sep 30

Accounts reached	5,479	>
	+28.8%	
Accounts engaged	177	>
	+46.2%	
Total followers	1,179	>
	--	

Image 7. Screenshot of the account insights of the Clinic's Instagram page

Since our main goal was to increase sales, I can say with confidence that the project can be considered successful. After I started posting the results of the procedures on the company's Instagram page and communicating with the public, many became more interested in the procedures and most of those who were interested eventually signed up. Before that, the results of the procedures were also published on the clinic's page, but this happened rarely, without a schedule and the photos did not fit together, they looked incorrect in the feed, so they attracted less attention. Now, when I made a feed of several photos in advance, I was convinced that the photos next to each other would be different and therefore would form a holistic aesthetic picture.

Profile Activity ⓘ	1,567
Profile Visits	1,310 +17.2%
Website Taps	216 +40.2%

Image 8. Screenshot of the profile activity report

According to the results of the Instagram account activity report, it is visible that there were 40 per cent more visits to the site where one can sign up for any procedure. This is what confirms that the content that I posted attracted subscribers to action. In addition, the account visits statistics also rose, which means that people have become more interested in the clinic.

Also, Instagram is actively promoting Reels now, which has brought us more activity in the profile. They had a beautiful cover and also had a certain plot, for example, how the lips look before and after the augmentation procedure from different sides. Under trending music and with hashtags, the benefits of which were described earlier, more people immediately saw the video. The Reels, which were also shot by me, clearly show an aesthetic and immediate result that attracts people.

Top Reels

Based on reach

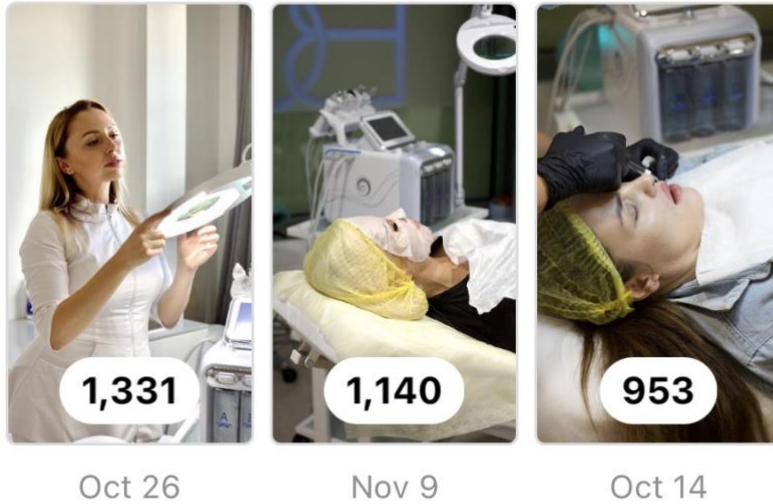


Image 9. Screenshot of the activity report of the Clinic's reels

In addition to all of the above, the result of our work is also high-quality content: photos and videos that were taken by me. Unlike the content that the clinic used to share, these were pictures downloaded from the Internet, our content was filmed in the clinic, so that subscribers could look at its interior, and what cosmetics are used there. In addition, we took photos of the masters themselves, with whom one can get acquainted through the Instagram page of the clinic.

Thanks to our activity and the use of the techniques that were described earlier, we not only increased the activity statistics of existing subscribers but also reached many people who are not subscribed to us. This happened thanks to the use of hashtags, location, the use of trendy music in reels, and our activity, from the clinic page we liked bloggers' posts and left comments on their posts.

Followers and non-followers

Based on reach



You reached **+28.4%** more accounts that weren't following you compared to Aug 10 - Sep 29.

Content reach ⓘ

[See all](#)

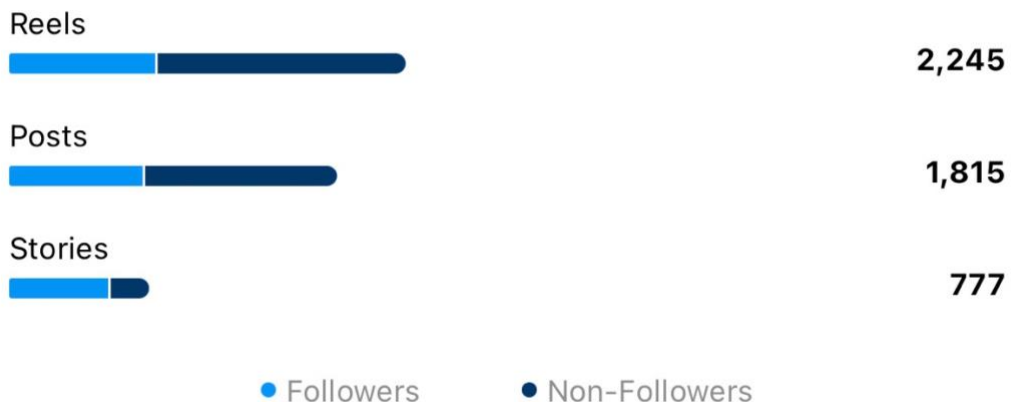


Image 10. Screenshot displaying the number of subscribers and non-subscribers reached.

5.2 Suggestions for development

First of all, I would advise continuing to actively use the platform, as I did. This project proved that it is possible to attract new customers through Instagram.

The company needs to continue posting quality content and writing interesting posts that will convince subscribers of the expertise of the staff and bring them new knowledge.

It is needed to continue to shoot high-quality photos and videos. Make them aesthetic and pleasing to look at, set the right light, choose good angles, and make sure that the

shadow of the photographer and the camera do not fall on the photo or video. In addition to high-quality content, it must be displayed in the correct order so that all of them form one aesthetic picture with each other so that the overall picture is harmonious and does not outweigh in one direction or another.

I would recommend using properly targeted ads, as this would speed up the process of getting new subscribers even more.

Since all the tasks described above require time, creativity, and sufficient knowledge, it would be ideal to hire a person who would be responsible for promoting the company on social networks. It should be understood that marketing is a time-consuming and budgetary process, but nevertheless necessary. If used correctly and skillfully, it will pay for itself many times over.

5.3 Assessment of own thesis project

From my subjective point of view, I did a good job. In such a short period of time, I managed to increase the activity statistics of the beauty clinic profile. In addition, given that we did not involve the budget, this is even better.

It seems to me that using this project as an example, it can be clearly seen that Instagram should also be kept in mind when it comes to promoting a particular business. This platform is quite convenient to use, in addition, it can be convenient to track the results of work, which also cannot but rejoice.

I am satisfied with both the content that I created for the clinic and the plan that I managed to turn into reality. It seems to me that in my future career I can benefit from this wonderful experience.

5.4 My professional growth through the project

During this period, I really learned a little more about how promotion on Instagram works. I constantly drew inspiration from the platform itself and from all the resources indicated in the references. I studied a lot of articles and opinions, I was convinced that this platform is relevant and suitable for promoting a business in Finland.

I practised my content creation skills. Both photo and video, and visual design. To create photos and videos, I used both a camera and a phone, which also has enough functions to create high-quality material. For the visual details, I used the Canva program. In the process, I improved my skills in this program by creating different designs.

In this job, time management skills were also important. I have successfully managed to cope with this. I followed the plan for posting stories and posts, and thanks to this, our subscribers always saw the content of the clinic on their devices.

During the project, I also improved my communication skills. We always needed to keep in touch with the people who work in the clinic, we created content together, discussed possible next posts and arranged meetings to take photos and videos. In addition, I communicated with clients, answering their questions and helping them choose the right procedure.

For me, this experience was definitely very useful and interesting. Since I plan to link my career with marketing, I am sure that all the skills that I received in the process of writing this project-oriented thesis will definitely be useful to me in the future.

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