Grow Your Brand on Instagram. Case: Clinic Estetic

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Abstract

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Instagram was created as a social network for visual content. Nowadays it has become more of a platform for promoting itself, as well as its brand, services and products. Being on Instagram, companies reach customers, showcase products and services and demonstrate their culture. As a representative of visual content, Instagram has its own specifics regarding marketing and communication tools.

The purpose of the thesis is to promote the brand on Instagram and use the platform to communicate with the audience efficiently. Clinic Estetic commissioned this thesis; it is a plastic surgery clinic offering modern high-tech medical services. Their main sphere of activity is aesthetic medicine. However, the company has not had a strong Instagram presence. The objective of the thesis is to plan and implement actions in order to develop Instagram for Clinic Estetic. The main demarcation of the thesis is the budget given for page development and advertisement.

The theoretical part covers general information about social media marketing and the evolution of Instagram. It gives an in-depth overview of Instagram marketing, including content, engagement, paid advertisement and visuals.

For the empirical study, the data were obtained from benchmarking and observations, as well as document and content analysis. The empirical part of the thesis presents the interview with the owner of the clinic, the implementation of actions and analyses of the Instagram indicators. The findings suggest which ideas to use for future development of the profile.

This procedural thesis was written utilizing the zipper method. This included the theoretical background, practical application regarding this case study and the results. These results showed significant changes to the Instagram page design and introduced both new content and a wider use of Instagram features. This brought an increased number of subscribers and increased activity, as well as serving as a strategy for further use of the Instagram page. The project took four months to complete, from February 2019 to May 2019.

Keywords

Instagram marketing, social media, visual content, customer engagement, content

Table of Content

1   Introduction

The business environment has been experiencing changes since the advent of the internet which has changed the status quo by creating new sets of challenges and opportunities. The Internet has been a significant source of communication, entertainment and information, while also being increasingly used to drive commercial transactions. The usage of the internet for business purposes have seen many companies using it for marketing their brands and products. As noted by Thompson (2002), the web is becoming a critical channel for successful businesses that make use of it for marketing and brand communication.

This is because the internet provides the companies with the opportunity to reach a wider audience while also compelling, valuable propositions that had hitherto not been possible before. It has also succeeded in changing the way buyers and sellers interact, as the emergence of the internet has opened up an avenue for the two parties to face each other with the aid of electronic connection' which provides an opportunity for companies to embark on a one-on-one conversation with consumers if the need arises.

"People have a remarkable ability to memorise visual information. This ability significantly exceeds the ability to remember text information" (Cheryl I. Grady, Anthony R. Mcintosh & M. Natasha Rajah, & Fergus I. M. Craik, 1998). In particular, that is why the visual content more persuasive and concise. And in this age of social networking and smartphone technology, coupled with the emergence of social media platforms such as Instagram, Facebook, Twitter and the rest, video commercials and promotions simplified the way to monitor the effectiveness of advertising have become a most affordable means to get to the target audience.

Adverts are nor embarked upon in a fashion that somehow relegates the mass media to the background. This is because smartphones built-in features like camera have accorded even the most casual mobile user the capability to create their own video content (in the form of adverts) and subsequently share it on the social media to a set of predefined audience. Studies have revealed that 70% of the time people use on the internet is spent on various social media platforms (Evans, 2010). And the availability of high-speed internet in the form of 3G and 4G has made it quite easy to stream videos seamlessly while also affording the people the opportunity to share contents easily with others.

Social media has made it a lot affordable to stay in touch with friends and also maintain connections which can be used to further boost business endeavours. It is also helpful in building a community of people who share the same values and interests or hobbies, albeit in a manner that brings all of them together under one umbrella to commune (Fawkes, 2001).

In essence, the internet is changing the fundamentals of marketing and communication between buyers and sellers and a platform for building brands (Cleland, 2000). In addition to the having more than 2.4 billion internet users which is expected to rise as time goes on, social media is not going to be relegated to the background anytime soon.

1.1 Presentation of the company

Clinic Estetic is a plastic surgery clinic offering modern high-tech medical services. The clinic is based in Helsinki, Finland. The main directions of activity: aesthetic medicine: plastic surgery, cosmetology, dietology, dentistry, ophthalmology, gynaecology and proctology. Clinic Estetic was formed in 2009, and the turnover for 2018 exceeded 458 000 euro.

The clinic uses the best world technologies and methods of treatment and utilises the most efficient procedures for preserving beauty and youth. Their clinic currently has four employees in the clinic and performs cosmetology and surgery for their growing high-end and elegant customers. Below is the treatments Clinic Estetic carry out:

- Laser Cosmetology
- Injection Cosmetology
- Apparatus Cosmetology
- Facial Plastic Surgery
- Body Plastic Surgery
- Breast Plastic Surgery
- Treatments for men

Clinic Estetic recently purchased ONDA – a body contouring system, and this company has gained popularity amongst its customers due to this purchase. ONDA is revolutionising the body contouring process with the Coolwaves™ technology. The Coolwaves™ technology uses special microwaves to penetrate deeply disrupting the membranes and selectively target fat cells to reduce localised fat deposits in an effective, safe, and non-invasive way. The company's clientele can be divided into two: Adult women (35-50), and younger girls seeking to improve the appearance. Most of the Clinic Estetic's clients speak Finnish. However, the company has recently started receiving contacts from more English speakers and are already considering repositioning their social media campaigns to include the English language to reach their new clientele.

The choice of the company was based on two facts: the ability to work on a real-life project and interest of the topic.

1.2 The purpose of this thesis

As it has been noted earlier, both big and small businesses are tapping into the benefits of social media marketing, it becomes pertinent for organisations to draw out actions that are centred on social media marketing to further improve their brand awareness and brand profiles. The problem of the Clinic Estetic Instagram profile is the low engagement and old-fashioned design of the profile. From the point of Clinic Estetic, the company has started to develop a proactive and engaging Instagram profile which will, in turn, reflect the company culture and showcase their services to a wider audience through the Instagram social media platform. The purpose of the thesis is to grow the brand on Instagram and use the platform to communicate with the audience efficiently.

1.3 Objective and limitation

The objective of the thesis is to plan and implement actions in order to develop Instagram for Clinic Estetic. There is a need to acquire certain steps that would aid the growth of the brand presence on Instagram, as well as increase customer engagement and loyalty. This would entail findings means to improve the current Instagram page of the company and set it up in a way that will be appealing to its current followers while also drawing potential customers to the page to become more aware of the brand.

Nowadays, the use of social media as a marketing tool has gone beyond just opening a social media account and gaining followers. There is a need to position the company in such a way that the followers will not be fake followers but those that are targeted as potential customers.

Regarding the demarcation, this thesis focuses on the low-cost policy. The owner of the clinic was not ready to put a lot of budget to the Instagram paid advertisement. The owner wanted a natural increase in the engagement of the followers.

1.4 Structure

The structure of the thesis follows the zipper method. Which starts with introducing the subject and the presentation of the objectives, purpose, and limitations of the thesis. In the second chapter, I cover general information about social media marketing, Instagram as a marketing tool and explain the brief story of Instagram's success. The following chapters start with the actual process of Instagram development. Firstly, I analyze the similar Instagram profiles and outline ideas of the Clinic Estetic distinctive style. Since then I began to change the design of the Instagram profile and introduced a new type of content. In the next chapter, I introduce the platform called Instaplus.me and explain briefly the features of the platform and my actions implemented in order to attract the target audience. In my work,

I also look over the content typical for plastic surgery clinics and found which content is more successful for Clinic Estetic. During the process of page development, I try to use different visuals such as videos, infographics, and on eye-catchy content will bring a better performance to any business profile. In my studies, I find which posts bring more reaction and raise engagement. I explain about the opportunities that Instagram gives for business, using them on the company's case. In my work, I also explain about paid advertising on Instagram, compare the types of ads and effectiveness. All the actions that I took were aimed at developing Clinic Estetic profile. The final chapters of the thesis follow with the evaluation of overall results of the page development, recommendations to the company and self-evaluation.

1.5   Research approach

The research will be an action research-based thesis. This will entail developing actions for the procedure of setting up the company's Instagram page in a way to create appeal and improve the brand image of the Clinic Estetic so as to gain more customers for its products and services. Therefore, the outcome of this thesis is implemented actions to develop profile and findings how Clinic Estetic can use Instagram efficiently.

2 Social media marketing

Social media is a term used to describe a set of Internet-based applications which allows users to communicate with one another directly through texts, images and sounds as the case may be (Kaplan & Haenllein, 2010). Social media allows for users to actively be present in an environment that promotes two-way communication between various users in a manner that supports both texts, and audio-visuals. Since social media has been perceived as an alternative to the expensive and time-consuming mass media marketing campaigns, small businesses have been observed to utilise it very well (Benwell, 2014). Possibly this is due to the effectiveness of social media to track the behaviours and reservations of customers, which helps the companies in identifying new marketing strategies.

Due to the growing attachment to social media as a result of the proliferation of smartphones, the importance of social media keeps improving on a daily basis. Social media is now perceived as a tool that unites and reunites people around the globe as a result of its adoption by millions of people within a short period of time (Ellison & Boyd, 2013). Many of these social media platforms improve existing business-to-customer relations while also creating an avenue for the development of new relationships with both known and unknown clients around the world. Besides building brand awareness, social media is used by companies to give their brands and products more credibility through a conscious effort to enhance their image with social media platforms.

For a significant number of small businesses, Facebook and Instagram are the most engaged social media platforms used for media marketing. Miles (2010) emphasised that Instagram is an effective tool for reaching the final consumers of a product. This is as a result of the extensive and dynamic functionalities of these social media platforms which makes it quite easy to make use of as an effective marketing tool.

Many businesses make use of social media to support the development and marketing of their brands in an environment where they can engage customers and potential consumers, making use of little or no cost in relation to other available mass media platforms. The use of social media for marketing and brand development purposes also allows for greater efficiency since the product users are engaged directly. This makes social media an effective marketing tool for large and small businesses alike, as well as also beneficial for multi-national companies (Kaplan & Haenlein, 2010). It is useful in creating a communication bridge between customers and brands which ultimately have a significant impact on the sales figures of such brands.

2.1 Instagram as a Marketing Tool

Instagram is a company founded in 2010 in America. It is a mobile application that is made available for smartphone users free of charge. Instagram is a social networking platform that affords its users the capacity to share contents in the form of pictures, and audio-visuals which is subsequently accessed by other users who fall within the same timeline of the original poster. Since its creation, Instagram has been able to obtain as much as 100 million active users with as much as 40 million pictures being uploaded daily and close to 8500 like generated per second (Instagram Press, 2017). Being a relatively new development, not much research is available on the subject matter. This is not to say there is none at all as Jason Miles (2012) published a book titled "Instagram Power: Build Your Brand and Reach More Customers with the Power of Pictures".

Since Instagram is a social medium that was designed for visuals, the capacity to share photos on social media platforms have continued to grow. Diamond (2013) asserted that in 2012 smartphone users spent more time within Instagram than Twitter. Instagram accessibility and usage is built around a simple user interface that has five buttons. The first step to using an installed Instagram app is to create a user account which then allows for the newly created account to be capable of following other accounts or being followed by other users. Following other accounts gives the user the opportunity of having access to pictures and audio-visual contents uploaded by the account in real-time which makes it possible for the former to 'like' the uploaded content, an indication that the account user is in tune with and in admiration of the uploaded content.

There is also a dedicated page where all users can access the most liked contents for a period. This is called the explore page. There is also an activity page that indicates all the happenings within a user's space. There is also the possibility of enhancing photo contents to make them more appealing to the viewers as well as the usage of hashtags which automatically categorise such contents with other contents carrying the same hashtag. It is also possible to geotag a content which indicates the location where such content was uploaded and be categorised as such (Moreau, 2019).

Instagram is used by businesses to connect and communicate with their respective customers and potential customers with respect to products, brands and other incendiaries. It is often the norm for companies to upload pictures of their products and brands on Instagram to convey a personal message. The base idea of Instagram is a sense of realism which denotes that an event is happening and viewers can access it in real-time. The more important aspect of Instagram is that it gives the companies the capability of understanding the reflections of the consumers on the product or brand (Bjorkgren, 2012).

Instagram skyrocketed to a major player in social media marketing very quickly, as seen on the graph below for the 9 years it rise to 1 billion followers.
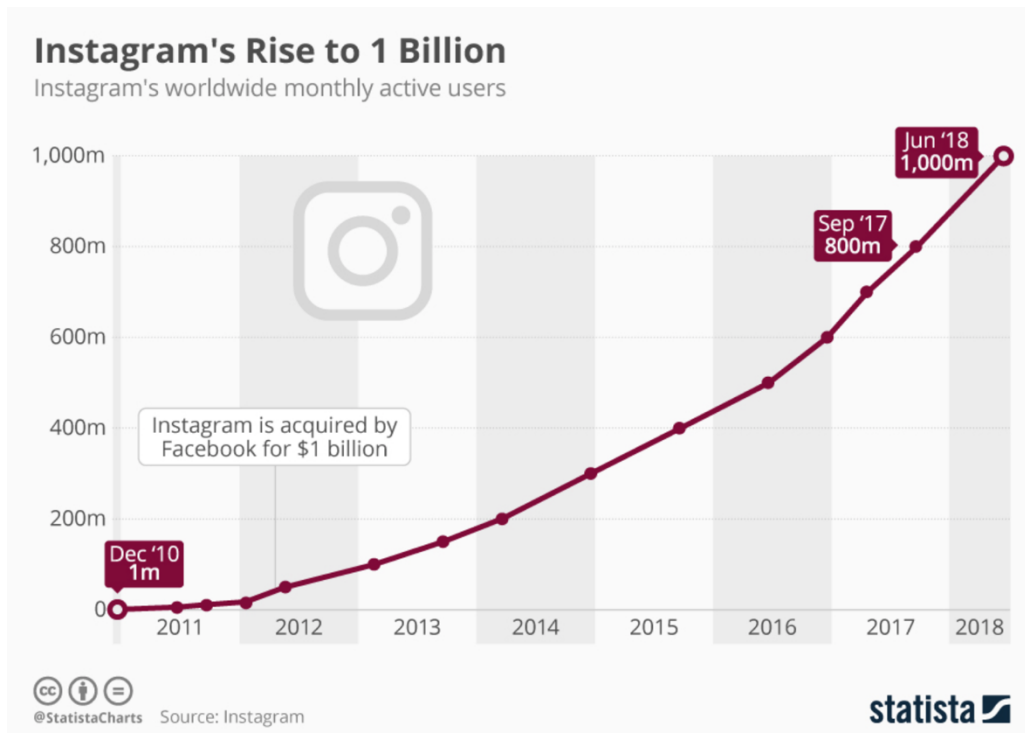
Picture 1. Instagram's Rise to 1 Billion (Statista.com 2018)

2.2 The Era of Interactivity

As noted by Peppers and Rogers (2004), we are at a time referred to as the era of interactivity wherein new technology seem to have changed the way brands, and customers are made to connect. On their respective Instagram pages, businesses can create and develop effective brand recognition by uploading contents that appeal to their throng of customers. Additionally, Instagram provides a channel where the company and the product users can communicate directly and publicly; a situation that gives the company a greater penetrating prospect since the communications with customers on Instagram can be seen by other potential customers.

The concept of customers' relations management is focused on setting the company's brand apart from those of its competitors by personalization of communication with product users. For instance, by targeting the right customer and establishing a personal connection with such, the company might be provided with information that will further improve the product or brand (Peppers and Rogers, 204). The fact that customer relations seem to be evolving on the social web makes it imperative that customer relations management also does the same.

Today's customer expects the company to be present and active on the social networking sites the same way the company is present on the faces of newspapers, and television. Social networks like Instagram provide customers with a platform where that can further improve their relationship with the companies whose products or brands they have been patronizing (Evans, 2010). He further stated that "On the Social Web, participants form relationships for specific purposes: fun, discovery, or other uses of collective knowledge to better accomplish their own goals". Investigations have confirmed the fact that people go online to discuss a variety of issues and company products and brands are not left out of these discussions. For instance, a quick search with the text "#MacDonald's" is sure to bring up millions of pictures relating to MacDonald's brand. This does not in any way infer that the company has an Instagram account. And in any case that the object of discussion has no account on Instagram, then such company might be missing out on what really concerns their brand. Scott (2011), believes that marketing is not only about the company's products, rather the company must shift focus from selling to seeking attention on the needs of the customers.

On Instagram, companies can grow their brand by showing scenarios that offer a wider perspective on the use of their products and services by uploading images of people using the product to maintain an attractive atmosphere. Through the use of Instagram's inherent qualities, companies can adapt their products and brands to suit customer's expectations while also influencing the opinions of the customers concerning the brand.

2.3   A Brief Success Story of Instagram

Instagram remains one of the most used social media platforms in the world today. It is also regarded as one of the most prolific photos sharing platforms since its creation, with people all over the world sharing photos every second of the day. The creation of the platforms can be traced to Kevin Systrom, a computer programmer and Mike Krieger, a software engineer, and Brazilian-American entrepreneur.

The two came together in 2010 to develop a unique application that was believed will facilitate communication through the sharing of images. During this period, the app was limited to iPhone users alone. The objective of the creation of Instagram was to develop a photo-sharing app that will enable users to post Polaroid-like photos that can be tweaked with dedicated filters, as well as 15-second videos. They believe this would enable users to share their world experiences with some little creativity. Within three months of creation, the Instagram platform has amassed as much as one million users (Eudaimonia, 2017).

By 2011, less than a year after its creation, the developers of the Instagram app embarked on minor additions to make it more appealing to users. This included the addition of more filers, and towards the end of the year, the hashtag was embedded as a means of allowing users to make use of certain hashtags which made it easier for users to discover phot contents that share similarities within the platform. 2012 brought in some pivotal moments for the app in the area of success as the app was finally launched on Android on April 6, with Facebook buying Instagram three days later and subsequent redesigning of web photos. By July 2012, Instagram reported that its membership had reached 80 million users and the developers subsequently embarked on further addition of more filters as well as the introduction of features such as web profiles, mobile photo pages, and photo maps (Luke Sloan& Anabel Quan-Haase, 2017).

By 2013, Instagram had recorded more than 150 million users and the introduction of trends that allow photos to be embedded on websites before the end of 2013. The developers introduced other features like Instagram Direct, an in-built direct messaging service. Between 2014 and 2016, the membership continued to soar higher, reaching 400 million users in 2015 and the introduction of Insta-stories in 2016 as well as other features like the Instagram Live videos that allow users to broadcast live on Instagram for up to one hour. 2016 also witnessed the emergence of business tools such as analytics which allow users to observe and evaluate audience demographics, as well as post impressions and reach (Instagram press, 2010-2016).

In 2017, additional features were added to the app to make it possible for users to share up to 10 photos or videos with a single post as well as the 'Go LIVE with a Friend' feature. The

developers also upgraded the functionalities of the direct messaging feature (Instagram press, 2017). A year later, additional features were introduced like video chat, shopping on Instagram which allows users to consider the purchase of products prior to checking out the merchant's website. This feature made it easier to purchase products and services featured by businesses and influencers.

A new feature, 'Close Friends' was also added that allows users to create a separate list of followers that can be granted specialised viewing permissions. This year has witnessed a tremendous improvement in the shopping feature with the introduction of checkout which makes it possible for users to purchase a product without needing to go to the product's website to finalise the purchase (Instagram press, 2019). The truth of this all is that Instagram's history is just starting and the future will bring in improved features that would be beneficial to brands and product developers as well as customers.

2.4   Defining the brand and target

Current research shows that marketing budgets are increasingly being directed towards social media platforms, indicating that brands are rapidly tapping into the benefits of social media to engage their target audience (Lipsman et al., 2012). This is because social media platforms, unlike the traditional media, are set up in such a way that it becomes possible for brands to embark on marketing and brand promotion directed exclusively at the target audience. It is in this situation that it is essential to make use of social media engagement to define the company's brand and attract a target audience.

Defining the brand goes a long way in enhancing the relationships with the target audience (Barlett, 2010). Social media platforms like Instagram do not only intensify any existing relationship with the target audience but also establishes new methods that increase the way brands are capable of interacting with their target audience. Instagram provides the capacity for brands to reach out to specific strategies which could not have been possible to reach exclusively. Unlike mass media, social media platforms like Instagram direct brand messages to the intended target.

As noted by Fanion (2011), social media usage by companies improves their brand awareness. Since Instagram is recently being used daily by a huge number of people, a brand's presence on such social media platform can help inform the people about it, while also getting them to become more familiar with the brand (O'Flynn, 2010). Instagram also helps to boost brand customer base by having people visit its page on a daily basis through various advertisement packages. A vivid example of this was when Sony announced in 2015 that they had earned extra millions in sales through Instagram.

However, the constant evolution of social media platforms like Instagram with respect to the addition of new features almost on a yearly basis makes it imperative for brands to continually test various ways that are aimed at improving the brand presence online and reaching its target audience more easily (Tsimonia and Dimitriadis, 2014). Also, there should be expectations of negative responses to contents on the brand's social media page. So, defining a brand on social media has to do with what kind of contents are posted on its Instagram page, how the page administrators respond to followers' comments, what activities are in place to continually engage the page followers as well as how to deal with negative comments from them.

3 Current Situation Analysis

The Clinic Estetic Instagram situation needs some restructuring. While the company had opened the Instagram account in the past, managing it has been quite a herculean task. There has not been any regular update of contents since the company did not deem it fit to get someone to manage the Instagram account. The company has not used many of the features and capabilities that Instagram provides. This has resulted in a messy Instagram page with no regulated contents posted, and no focus on the types of content posted. Also, the initial design of the Instagram page of Clinic Estetic does not reflect the colours of the company, and this should not be so. In addition, by February 2019 there were 430 subscribers on a Clinic Estetic Instagram page. The average number of likes under posts was 30, besides there was low involvement, which was noticeable by a small number of comments and rare answers to DM (Direct Message). The profile did not have a distinctive style. Below is the picture of the old account of Clinic Estetic on Instagram.

Picture 2. Clinic Estetic profile by February 2019

With the company seeking to embark on a renewed marketing effort as a result of the upgrade of its equipment, there is need to create more online content, and Instagram is one of the online platforms that the management of the company has decided to effectively make use of for this purpose. There is a need to redesign the whole Instagram page of Clinic Estetic so as to reflect the clinic. People should open the company's Instagram page and see the clinic colours, among other things. There is also a need for the posting of regular contents that will be used for marketing and promotional efforts as the company is seeking to improve the number of its followers which will hopefully increase the company's customer base. All these will be achieved by making conscious efforts to put more efforts in into Instagram presence and engaging the company's Instagram followers in order to seek their opinions on where the company needs to improve in its overall engagements. From the start of the process I defined the main directions of the profile development:

- Let clinic online followers be aware of its present range of facilities and equipment
- Engage social media users more frequently with relevant content.
- Embark on regular posting of contents that would point at the recent and future activities as well as promotional materials and other marketing activities.
- Make significant changes to the company's Instagram page so that it would reflect the colours of the true nature of the company in regard to colour that will connect the company's Instagram page to its office.

The points above aimed at improving its relationship with its Instagram followers and getting their loyalty by engaging them more often.

3.1 Characteristics of similar profiles

There are quite a good number of body enhancement clinicians on Instagram. The essence of them being on Instagram is not different from that of Clinic Estetic; to engage their followers and give updates and information with respect to company's offers, activities, and promotions among other things. The need to attract and appeal to followers makes it pertinent to design the respective clinics' Instagram pages in a manner that will reflect the clinics. For any business and especially in the process of starting a new, it's useful to compare how your competitors do the same thing. For the benchmarking, I choose 5 profiles among clinics of plastic surgery and personal profiles of plastic surgeons.

1. Account: @plastic_surgery_center

Clinic of plastic surgery in Helsinki, Tampere, and Turku. This is a large Finnish clinic of the aesthetic medicine which has years of presence on the market.

2. Account: @luxmedicus_helsinki

The clinic has recently begun operations in Finland, Helsinki. The clinic represents a wide variety of procedures, constantly introduce new products and actively develop an Instagram page.

3. Account: @aa.grigoryan

Plastic surgeon doctor from Moscow. Instagram made in one color scheme. As per content, he shows both the operations and results achieved. There are many before & after photos and infographics about specific procedures.

4. Account: @dr.kreisky

A plastic surgeon from Brazil, actively maintains the personal Instagram page, while simultaneously showing clinic, its staff, operations, and daily life from the inside.

5. Account: @view_plactic_surgery

A plastic surgery clinic from Seoul. The city is considered the capital of plastic surgery. In the rich Gangnam District, almost every wall points with an arrow to the nearest beauty clinic. In South Korea, people do believe that without a beautiful appearance it is impossible to realize oneself in life. That is why they are literally obsessed with plactic surgery. According to statistics, every fifth woman and every eighth man in the country resorted to plastic surgeons (Katharina Graça Peters, 2019). The most common differences between that Instagram profile and others are a variety of colors, a lot of editing and photoshop, a large number of collages, chaotic choice of content and the lack of a single theme.

The goal was to select Instagram pages both Finnish clinics and foreign ones to compare and see the common features and the differences of the profiles. It helped me to analyze how trends are going and what is typical for the profiles of aesthetic medicine regardless of the location of the clinic. Below are the common features of the profiles:

- Before & after pictures.

Before & after pictures essential part of almost all beauty related accounts on Instagram. How else can to share with the evidence of the work with the new potential clients? In plastic surgery, the before & after photos are that people want to see, what makes clinic reliable

and shows the results the client can achieve. At the same time before & after pictures helps to showcase the doctor's skill.

It's very important how the company presents the before & after pictures to the company's Instagram account. For example, in the old account of Clinic Estetic, due to weak design and absence of editing, the before & after pictures could rather scare than attract new customers.

High-quality images will help to establish trust and attract new clients, while poor quality, low-resolution images, may cause potential clients to continue looking for a surgeon who inspires confidence. That is why at the new profile was decided to start thoughtfully with the design, quality, and editing of photos. After all, evaluating these photographs the potential client decides to contact or not.

- Graphics and facts about procedures

Another popular content specific to plastic surgery profiles is educational content. This content is interesting for people who know little about procedures, materials (types of botox, hyaluronic acid, etc.), and for people who are versed in plastic medicine and types of treatment. With that content, the business also informs the potential client about the material, procedure, its advantage, and the desired result.

- Instagram stories: procedures and promotions

Stories is an excellent tool for spreading information, either you want to inform about latest promotions clinic has or show the daily life of the clinic with the stories you can boost the interest towards your clinic and communicate with the people. Many clinics still neglect the active presence in Instagram stories and prefer to share the content as posts. With the Stories clinic can even show in the video how the procedure will occur.

Some of the clinics, in my opinion, overdo it and show in details quite difficult operations.

- Appeal to target

Appeal to the target market thereby creating a focus for the company rather than embarking on a generic Instagram marketing strategy. The kinds of contents to be posted should be directed exclusively to the target audience. Go behind the scene in order to build a good relationship with the target audience. An example of such activity is to create a video of the

clinic insights indicating, for instance, a newly acquired equipment. One can also create a hashtag and persuade the target audience to make use of it to tell peculiar stories.

3.2 Interview with Sofia Kazakov

Based on the interview with the CEO of the company Sofia Kazakov I got her vision of the Instagram account, we also discussed what is the culture of the clinic and how Instagram should position itself to be different from hundreds of similar accounts. The interview was important for me to identify what goals Sofia wants to achieve with the Instagram presence. One of the main points we discussed is how to show the culture of the clinic using Instagram in a better way. In its turn, a culture of the clinic encompasses the organisation's values, visions, working style, beliefs, and habits. A company must select and adhere to the unique style of the Instagram page. Based on clinic owner's wishes It was decided to conduct an Instagram profile from the lifestyle and business perspective, to show the culture of the clinic: share the everyday life of the clinic and team vibe, share with the subscribers the informative and educational content about treatments, technologies, and materials used in the clinic.
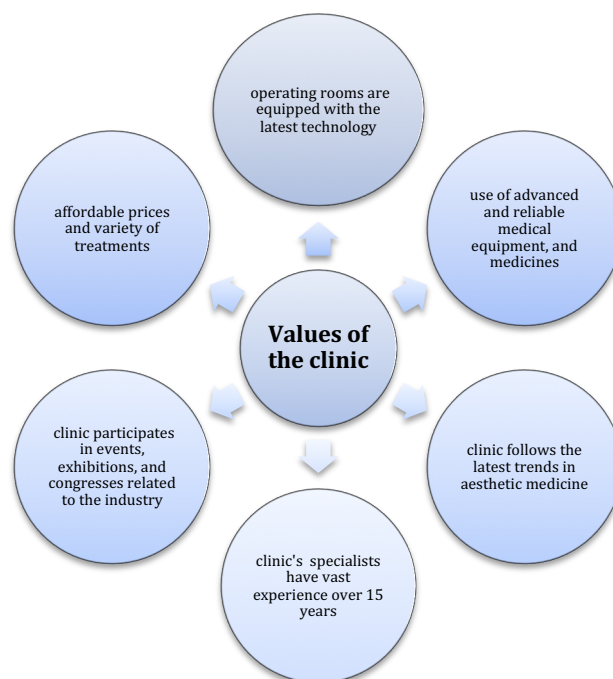

Figure 1. Values of the Clinic Estetic

Based on the interview with the owner of the clinic and discussions with the team as well as based on my own ideas the framework of the new Instagram profile was set up. The Instagram page should include three primary colours and a few additional suitable for primary colours. The main colours of the page: pink, beige and white. These colours are central to the interior of the clinic itself.

It is necessary to achieve the follower's growth and engagement. Posts should be regularly. Previously, the main posts on a company's profile were the so-called posts "before and after", which will also be present but to a greater extent in the Instagram stories. More attention will be paid to visual content: video describing the procedures and graphics. Clinic Estetic will also share more about the materials and techniques of work. The profile lacked the most important information, for example, the profile header must be redone, contact information and price information for services added. Last but not least, mass following and targeting will be carried out to spread information about the clinic and increase the number of subscribers.

From that moment I started to make changes in the profile. All editing has been carried out with the Photoshop and the profile got a united theme, its own style which complied with the clinic owner's wishes. I added the information about the clinic, its main services and ways to contact. In addition, prices on the treatments were missing so it was decided to add it to Stories Highlights that people can easily find them anytime.

Picture 3. An updated profile header: logo, main services and company's hashtag

Picture 4. Price list

4 Instaplus.me

The quality of the audience and its involvement are becoming the main parameters for evaluating the Instagram profile today. In 2019, nobody needs bots and fake likes. Real people are needed, who will raise interest in the company. Instaplus.me is an automated service for promotion on Instagram. Instaplus.me has a set of different possibilities, when you busy or work on your business, the Instaplus automatically likes, comments, unsubscribes, subscribes. This is an online program for working with Instagram with the help of which you can configure in a few minutes to attract a target audience. Instaplus.me is suitable for promoting a business and promoting personal pages.

Features of the Instaplus.me service (Mikhail Ermachkov, 2019)

- Automatic subscription (mass following)
- Automatic likes by a given criterion
- Automatic unsubscribe by a specified criterion
- Automatic comments on a given criterion
- Automatic messages in Direct by a given criterion
- Automatic search and affixing "Likes" under the photos: by geo-tags, by hashtags, by the list of subscribers of your competitors.
- The service has a built-in auto-posting, which allows you to automatically post to the Instagram feed and publish Stories at the time you set.

4.1 Targeting on Instaplus.me

Based on the discussions with the team of the clinic it was concluded that Instagram profile needs growth of followers' number which in ideal will lead to the sales growth. Before I started to use Instaplus.me, the profile of Clinic Estetic had 430 followers. It was surprising that the plastic surgery clinic that had 4,000 followers on the Facebook page at this time, the Instagram audience was 10 times lower.

In order to target towards right audience, I decided to use Instaplus.me. The platform gives opportunities to set up filters to eliminate risk to follow inactive accounts. For example, the user can skip already viewed accounts. I also set filters so that the platform selects only those profiles which have minimum 50 subscriptions, a profile photo and not less than 13 posts in the Instagram profile. These settings reduce bots and inactive users. Accordingly, it allows attracting the real people to Clinic Estetic profile. Using targeting tools in a short period of time, it is easy to get a high-quality target audience. With Instaplus.me an account

can reach the target audience by hashtags, geolocation and by the list of subscribers of your competitors (Konstantin Dokuchaev, 2018).

Task #1 Likes by geolocation

In order to choose the right locations and set up the task recommended (Konstantin Dokuchaev, 2018)

1. To analyze your current customer profiles on Instagram
2. To analyze competitors on Instagram and write down the geo-locations that they use
3. To use the filter for the commercial accounts and bots

I chose the central geolocations of Helsinki: beauty salons, competing plastic surgery clinics, Helsinki department stores, museums. The task included 300 likes in total. Instaplus.me left three likes for each profile found with the geolocation. As a result of the task the 770 profiles were collected, 469 were missed by uniqueness. The picture below shows statistics from the completed Task #1. Data includes selected locations and filters, task completion time, the total number of likes and the number of collected and missed audience.

Picture 5. Screenshot of the Task #1 (account Clinic Estetic)

Task #2 Mass following from the list of the subscriber

To set up the task recommended (Konstantin Dokuchaev, 2018)

1. To analyze the profiles of your current customers on Instagram, for their subscriptions (competitors and other interests)

2. To analyze competitors' customers on Instagram
3. List all competitors, communities, personal accounts

I chose 8 accounts on Instagram:

luxmedicus_helsinki

cool_nails_helsinki

cityklinikkaturku_

plastiikkakirurgirveltheim

boulevard_beauty

jolieorganic

ihohoitolalupaus

rebel_helsinki

Mentioned profiles are owned by plastic surgery clinics in Helsinki and beauty salons. The task of Instaplus.me was to subscribe to 1 500 subscribers of those profiles and leave 3 likes per person. I repeated this task a few times. The picture below illustrates the statistics of completed Task #2.

Picture 6. Screenshot of Task #2 (account Clinic Estetic)

Task #3 Likes from list of subscribers'

For that task, I chose several users from the list of Clinic's Estetic subscribers. The picture below shows statistics from Task #3. The task was to leave 4 likes for each profile. Profiles were selected randomly from the subscribers of those accounts that I indicated for the task.
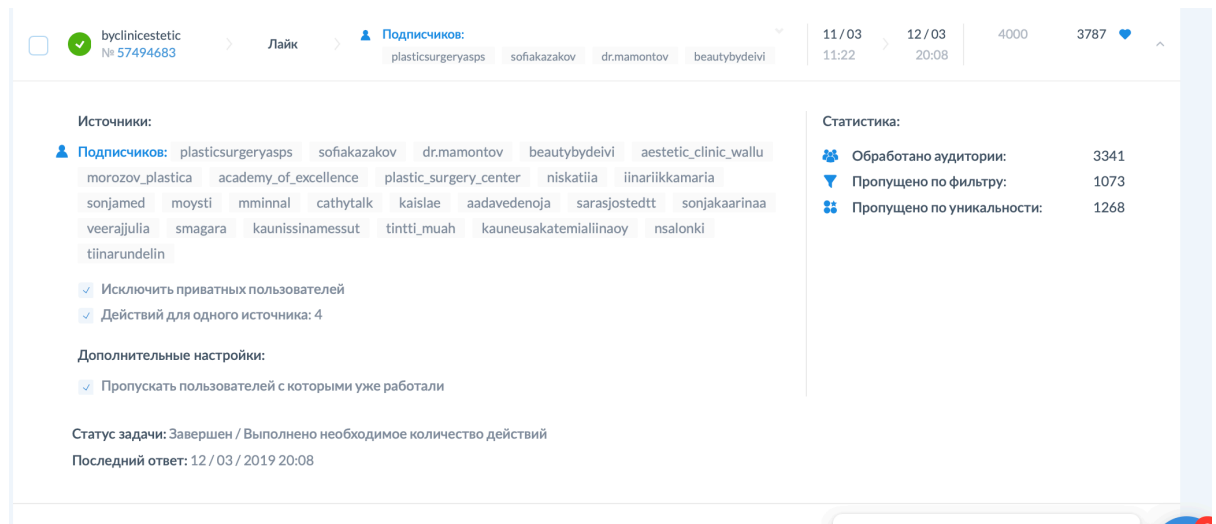
Picture 7. Screenshot of Task#3 (account Clinic Estetic)

4.2 Results achieved with Instaplus.me

- the collected audience reached 3,000, of which 1,500 were missed by uniqueness due to filter settings

- The duration of each task on Instaplus.me varies from the number of specified accounts and likes for each account.

- The number of subscribers increased from 430 to 1000. The result has remained, people continue to follow the profile of the clinic.

- Instaplus.me helped to achieve + 30% -40% to efficiency due to the simultaneous affixing of likes and subscribing to target accounts selected by a given filter: by hashtags, geo-tags, subscribers.

- Instaplus.me works so fast that the clinic got the first results in just a few hours. No other service can provide you such a response speed.

Instaplus.me gives quick results after setting up the task, but not all the collected audience will remain with you. Many people, if the profile itself not attractive, will most likely visit the page and do not subscribe or they will subscribe but could as quickly unsubscribe. To sum up, I find it helpful to use Instaplus.me in order to increase interest in the profile quickly. The platform allows to configure quality targeting without subscribing to inactive users. The best way to use targeting on Instaplus.me for Clinic Estetic was using of the followers from competitor's profiles or from the accounts related to the field of plastic surgery and beauty industry in Finland. Tasks by geolocation and hashtag didn't bring a high increase of subscribers. However, most importantly is to convince a person to follow you after the profile has discovered. In order to succeed with that, the profile itself should have a distinctive style, catchy content and be active in publications and communication with the audience.

5 Powerful content

Instagram was created for people who love to be creative with respect to contents. This is why it is crucial to understand the type of content that is expected and celebrated on Instagram with regards to the business. The type of content that a brand puts up on Instagram determines the credibility, influence, authority and popularity that such brand will be accorded. Creating a popular brand on Instagram is not enough if you are not going to accompany it with quality contents. Well thought out Instagram contents are the perfect approach to create a niche for the brand as well as showcasing the product. Creating the ideal content is one of the ways to ensure that you leverage the social media platform to grow the business (Lekhanya, 2014). There are various ways by which ideal contents can be created for a brand, product or service.

Molly Marshall, digital marketing strategist, identified some:

The Explore tab

For brands, it is important to have an idea on the kinds of content that the competitors and contemporaries in the same industry are churning out on a daily basis. Through the use of the Explore Tab, the brand account can be taken to a link that shows what accounts similar to the company's are posting. The essence is not to copy what the other competitors are doing, instead, it is meant to guide the brand so that it does not lose track of the trending issues that pertain to the industry. It is not possible to control whose Explore feed the content are directed to, but one can learn from the reaction to determine how the content can become better (Molly Marshall, 2018).

Tell Your Story

Although Instagram is a visual platform, this does not mean that the wording of the contents are not as important as the visual contents the company is sharing or posting for public consumption. Written contents on Instagram are as important as the visual contents too because it is through the text-based posts that the Explore function determines where to send the content to. Be conscious of the five concepts that accompany content development; what, when, who, where and why (Molly Marshall, 2018).

By combining all these as strategies and thinking out of box what to create as a content for the Instagram page, the company is already determining how the audience will key into the content, what will be the message of the content, why the content is necessary, when to deliver the content for user accessibility as well as why it is vital to publish the content.

Create a Repetitive Scheme

Having some form of repetitive contents will help to carve a niche for the company on the Instagram Platform. Repetitive scheme involves a weekly or scheduled display of contents that are quite similar. This can as well be supported with appropriate hashtags like #MondayTonic, #FridayAwareness etc. This is an excellent way of repeating content concepts which if delivered well will keep the brand followers glued to the Instagram page. (Molly Marshall, 2018)

Plan your Grid

For some people, creating engaging visual contents that flow seamlessly into the minds of the audience come very easy. But for some people who are visually less-inclined, it is often problematic. That Instagram is a visual platform is not enough reason not believe content is all about visuals. Planning the content grid will go a long way in ensuring that the brand followers do not lose track of important contents which might get lost in the sea of contents you dole out weekly. Having a limited color scheme or an easily repeatable pattern is the simplest way to get started with a visually cohesive Instagram theme. (Molly Marshall, 2018)

Work with Brand Representatives and Influencers

When trying to understand what kind of content that is important on Instagram, it is essential to work with brand representatives and Instagram influencers. While the title of an influencer is rather generic, anyone with a significant number of engaged audience can as well be considered as such. These people already built a trust followership on Instagram, so their recommendations and reviews with respect to contents is very vital (Scissions et al., 2015). Depending on the brand and the chosen niche to identify with, it is possible to identify one or two of the super fans on Instagram to work as brand representatives for the brand. Their objective will be to promote the brand in return for discounts or free products.

5.1 Content that works

Based on the discussions with the owner of the clinic and my own ideas was decided to integrate the new type of content. The content can be about products, employees, events, etc. In addition, special offers, contest, and giveaways are a great way to create content that gets a lot of attention. Creating relevant and visually appealing content is a must because it allows gaining a high engagement rate on Instagram. There are many different types of content that draw users' attention and can be published on business profiles, for instance, products or services, information about the company, addresses, satisfied customers' feedback, offers and discounts, and events.

Exhibitions

One of the examples of the successful content for Clinic Ectetic is showing exhibitions and congresses in which clinic participates. This type of content is important because it helps to increase the reputation of the clinic, expand the network and boost sales. The participation in the events adds prestigious to the clinic, creates reliability around the company and its services.

Clinic Estetic participated in the annual exhibition at Messukeskus called I love me 2018, the exhibition related to the topic of beauty and health. A stand is a demonstration of the success of a company. The presence of new models, technologies and just a high-quality stand with competent stand-makers is another way to remind potential customers and customers about their brand.


Picture 8. Clinic Estetic stand at I Love Me 2018 Messukeskus

Aesthetic & Anti-Aging Medicine World Congress holds annually in Monaco. "The conference will feature a highly interactive, stimulating and multidisciplinary program and will provide the ideal forum to stimulate ideas, educate, share expertise, initiate intense discussions and extend networking opportunities" (Euromedicom, 2019). Sofia Kazakov has been participating in the congress for the third year. This year was decided to share in Instagram what is happening "behind scenes" of AWMC 2019.

Clinic showed the latest trends, treatment techniques and methods introduced on a congress. For example, this year was introduced the trend of the 120-degree angle of the cheek. Immediately after returning Sofia Kazakov offered this treatment at the clinic. The new service was shown on Instagram and people who watched what was happening at the congress responded to the new treatment method and wanted to try it. It was decided to name a new procedure Monacostyle.
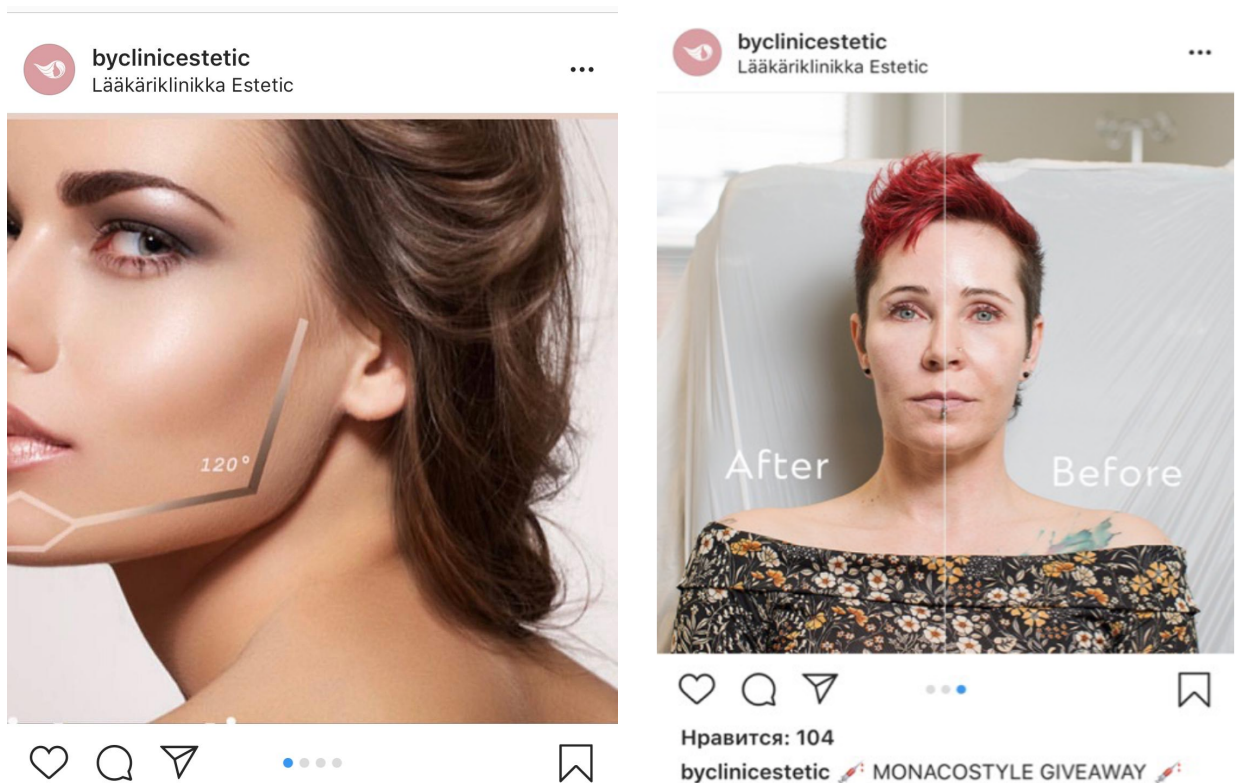
Picture 9. Set of pictures Monacostyle (Clinic Estetic account)

Giveaways

One way to promote Instagram and attract people to your content is to regularly hold contests, e.g giveaways. Not a secret, that people do love the idea of having something for free. Marketers are using this to increase engagement, playing on excitement - one of the strongest human motivators. Giveaways help to create a positive relationship between clients and offered product, spread the word about, find new customers and increase sales.

Clinic Estetic holds regularly giveaways, it is the example of repetitive content in order to boost attention to the services and grow Instagram page. Below are examples of carried out giveaways: lips injections (1 ml of the filler), Botox 1 ml injection, Monacostyle giveaway.

Giveaway #1 Monacostyle. The winner got one treatment Monacostyle (price 600 € / 4ml). In order to participate a person had to follow Clinic Estetic on Instagram and Facebook, also like and tag a friend and comment under the photo why Monacostyle treatment would be the perfect treatment for him or her.

Giveaway #2 Botox. In order to participate a person had to follow Clinic Estetic on Instagram and Facebook, like and tag a friend and comment on the photo why treatment would be the perfect treatment for him or her.

Giveaway #3 Filler. In order to participate a person had to follow clinic on Instagram and Facebook, like and tag a friend and comment on the photo why treatment would be the perfect treatment for him or her.

The winner was chosen by a randomizer. The method is preferable since it reduces time for choosing the winner and makes the giveaway honest for the followers. In Instagram stories was shown the number chosen by randomizer and the winner was determined. Another advantage of randomizer that clinic broadcasted the selection of the winner live and people could see that.

It was observed that people do like the giveaways and it brought to the clinic a lot of comments and engagement.
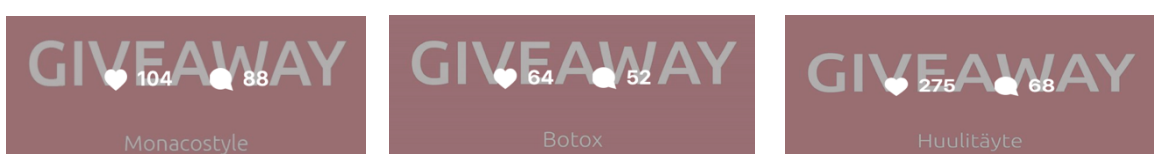
Picture 10. Set of pictures. Clinic Estetic Instagram account giveaways

Special offers are the following example of content that always perceived good by the audience. Clinic Estetic usually offers discounts on public holidays. For instance, by 8th of March, the international women's day or by 14th of February, the international friend's day. The discount was 2ml of the filler for 300 euro. The clinic asked to tag a friend to receive a discount for the service.


Picture 11. Offer by 14.02.2019

Informative content

Nowadays people go online to find an answer to their queries. If a business provides with those answers and your content is valuable for people, it helps to grow positive relationships and establish yourself as a reliable source of information. That type of content calls educational content. Rather than focusing on sales, that type of content seeks to inform and enlighten (Izea, 2018)

Based on benchmarking with other clinics, I observed that they publish different infographics and facts about the procedures. I have embarked on the usage of the infographic to further improve its engagement with the target audience of Clinic Estetic. The infographics are essential to give detailed information to the target audience on pertinent things to note in the area of aesthetics and body enhancement. This information is important in order to drive the target audience into knowing whether or not they will benefit from tapping into the company's service offerings. The main goals of integration of infographics were to provide information to the target audience regarding treatment, to show what areas the treatment can improve and to tell about the effects of the procedure. Some of the infographic examples are shown below.

Picture 12. Fractora treatment (Clinic Estetic account)
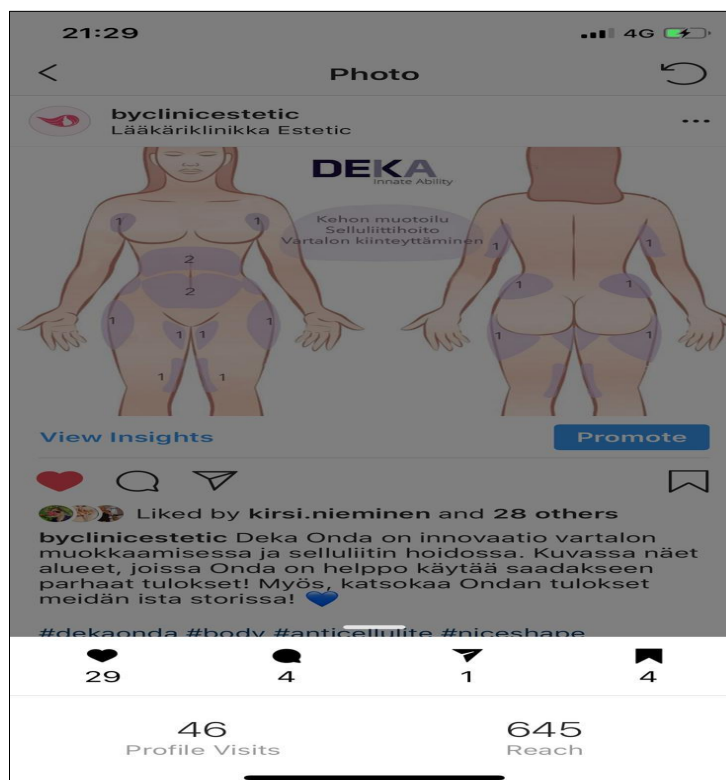
Picture 13. ONDA treatment (Clinic Estetic account)

Another example of informative content introduced by the clinic was "Q&A" – questions and answers. Since most of the people do not know a lot about materials and cosmetic treatment preparations that are used for the procedures it was decided to share this information with people in the Instagram using the format of "Q&A". Below is the example of "Q&A" - the difference between the botox and hyaluronic acid.

Picture 14. Questions and answers (Clinic Estetic account)

All the examples described above were a new type of content, made on the basis of discussions with the clinic team and my own ideas. Earlier that type of content was not present on the page, and this undoubtedly made the profile limited. Clinic Estetic is now posting content relating to their services, customers, equipment and interesting events. Moreover, there has also been published two video posts telling about the company in general and showing happy customer after the procedure. Now all photos are taken on a professional DSLR camera using professional lights followed by post-editing and colour correction in Lightroom. In addition, it was decided to create a cohesive aesthetic mockup template bundle using a specific Adobe Colour Wheel palette consisting of three main colours: light pink colour (#fbe7e8), peach colour (#fbe8e2) and white colour (#ffffff).

6   Visuals on Instagram

Visual contents are strategic to engagement with the audience on social media, and Instagram is not an exception. These contents are framed around a mixture of texts and images. While these alone might seem necessary for engaging the audience, it is not sufficient to hold them down. The usage of Emojis and hashtags has come to be the tool used within the Instagram framework to depict specific emotions as well as define communication.

Providing a more attractive communication through Emojis have led to an extensive variation of the images, which has been appraised for their discursive power and flexibility of usage. This means that Emojis while remaining the same often elicit different interpretations from the receivers. As noted by Watercutter (2016), a person may use an emoji to demonstrate quite a lot of inferences. Critical to the usage of Emojis is the creation of meaning through the visual content and how the content is read and interpreted by the users. Danesi (2017) stated that Emojis may be pictographic and signify what is meant in explicit terms, they can also be termed logographic which is often used as a word replacement.

Other times, Emojis are used for stand-in for other subjects by making similarities between in cases of homophobes and contextual links. However, it should be noted that the use of Emojis , just like texts carries a definite meaning intended by the creator; whether this is properly understood by the reader depends on the latter's ability to codify the context of its usage. This standpoint is in line with Stuart Hall's assertion that encoding and decoding model suggest that a text that is encoded with an intended meaning may be interpreted or decoded from three distinct positions; dominant, oppositional and negotiated. The context of Instagram, Emojis also offers multiple reading to various users, and this is one of the factors that makes it a strategic communication tool in the sphere of Instagram. The relationship between the poster of the emoji and the recipient is central to the shaping of its meaning (Langlois, 2014). this, in essence, means that Emojis usage and interpretation are done within the context of the relationship between the Instagram account and its followers. Such vernacular application of the Emojis indicate their take on the social and cultural context emerging from user practices while also dependent on the platform such Emojis are used. Changes in the design of Emojis can also serve to change the meaning of such emoji while its usage on a particular social media platform may no offer the same interpretation on another platform (Neal, 2015).

6.1   Hashtags

The use of hashtags was originally developed within the Twitter social media platform, and the communicative functions have been a subject of study by media practitioners in recent times (Zappavigna, 2015). A hashtag may often be perceived as a discursive marker within a specific topical discussion. It is also used as a hybrid text to collate multiple related discussions that are seemingly coalesced under a singular umbrella (Burgess et al., 2015). Hashtags are often perceived as a demonstration of emotion, solidarity with a cause, or reaction to an event. It may also be used for an active performance in an online discussion (Papacharissi, 2015). There are times when hashtags have been used for humorous and creative purposes, having fun with conventions or to partake in trending topics (Highfield, 2016).

In another vein, hashtags are used to denote unique and personal innuendos which are incorporated into a broader discussion or trending concept. Just as it is applicable in twitter, the usage of hashtags on Instagram are created by a string of unbroken letters and numbers which are preceded by a symbol, and which automatically turns into a link the moment it is created by a user, allowing other users to make use of it to while all the comments associated with the hashtag can subsequently be accessed and read by simply imputing the hashtag on the search engine (Fullmedia).

For growing brands on Instagram, the proper and efficient use of Emojis and hashtags are ways of ensuring the brand stays in communication with the audience. There are times when a brand will need to introduce specific hashtags for promotional motives, and the audience can make it viral by making use of it too; this would make the promotion deliver a wider coverage. Making use of hashtags on Instagram is very strategic for sales growth as it enables users to discover contents that they would like to follow. And with the possibility of using as much as 30 hashtags for a post, there is a likelihood of it being overused. The use of hashtags beneficial for businesses for many reasons. At first, a great way to boost the organic reach of your social media posts. This is because the hashtags are easily searchable and clickable. It also helps to create focused content which adds more value to your target audience. Last but not least, creating branded hashtags helps to keep the audience engaged and build a community of semi-minded people. (Dhariana Lozano, 2018)

Clinic Estetic, having embarked on various studies to grow its online presence on Instagram had experienced some positives with the new strategies. Clinic Estetic has been able to keep its target audience more engaged by making use of hashtags to promote engagements on its Instagram page. The results have been quite impressive so far with observable improvements experienced with respect to engagement. An example of this was the usage of hashtag to create awareness for one of the ultra-modern equipment recently

purchased by the clinic, Smartxide Dot 2 Laser. The equipment is used in the correction of quite a variety of skin conditions such as eczema, skin whitening, and acne and so on.
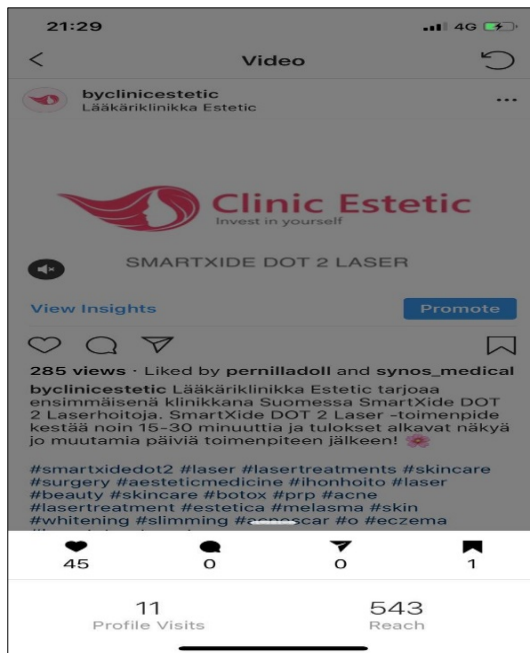
Picture 15. Instagram account Clinic Estetic

6.2 Video

As an example of the video content was publishing branded video did by a company MASH. It is a 33-second video about the clinic life inside, its personnel and in equipment. I recommended to put this video one of the first posts on Instagram, for the purpose that people entering the profile, first of all, could get acquainted with the clinic, see it from the inside. Showing a company openly helps to gain trust.
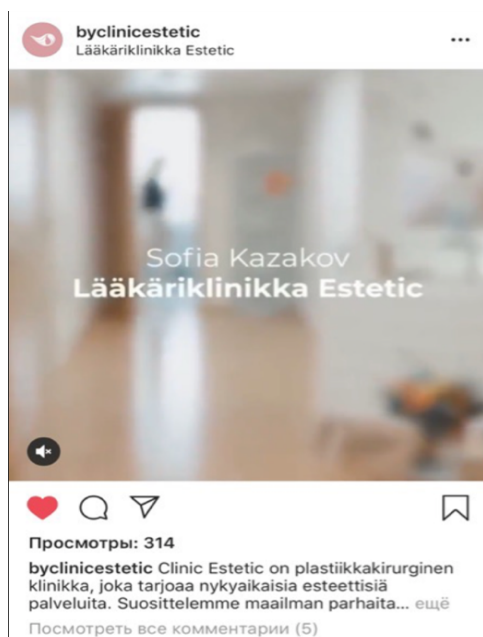
Picture 16. Brand video by Mash (Clinic Estetic account)

In a bid to provide the clinic's target audience informed, I filmed a video relating to the equipment and machines in use. Clinic Estetic uploaded videos of how ONDA works as well as information about treatment with ONDA which resulted in the company's Instagram account being flooded with Direct Message (DM) requests.
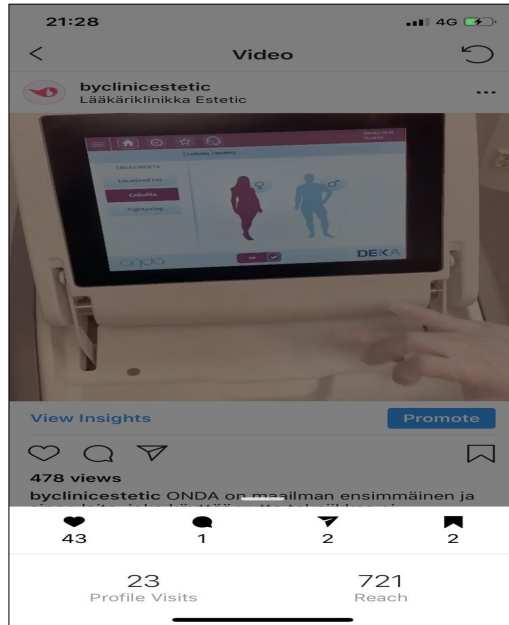
Picture 17. How to use ONDA (Clinic Estetic account)

## 6.3   Instagram stories

Instagram stories appeared in August 2016 as a method to compete with Snapchat and Facebook. However, quite rapidly Instagram Stories became the key element of the platform. For the last years, Instagram stories evolved a lot and become loved among subscribers. According to Statista (2019): "In January 2019, the photo-sharing platform Instagram reported 500 million daily active Stories users worldwide".

The Instagram stories function allows to create photos or videos with text, emoji, hashtags, and written notes. The key feature of such posts is that, unlike regular posts in your feed, they do not live forever and are automatically deleted exactly after 24 hours. However, with the appearing of Stories Highlights now it's possible to leave the stories permanently. They are shown front-and-center on the Instagram profile, so they perfect to help new visitors discover what company is all about, to showcase product and brand (Later, 2019).
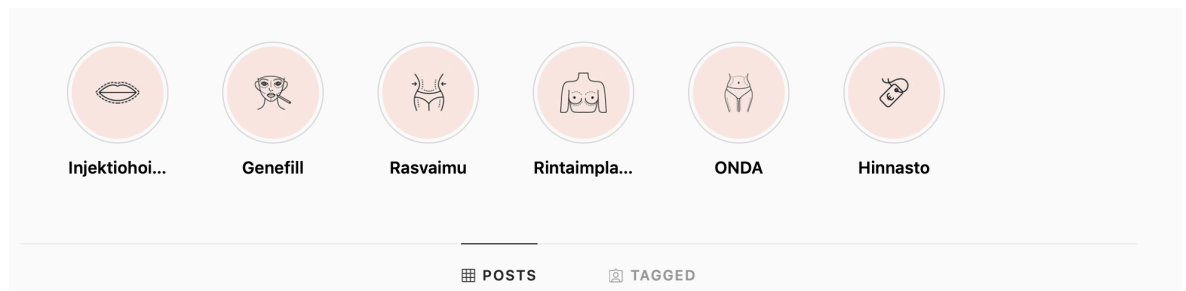
Picture 18. Stories highlights (Clinic Estetic account)

The highlights of the clinic aim to make navigation easier and show the treatment options in which a potential customer can be interested. The treatments are divided into groups in highlights stories which allows later to add new photos or videos there. From the beginning of the process, I was publishing Stories every day in order to appear in feeds often. The usual content for Stories are the before & after photos, giveaways, and promotions, demonstration of the procedures itself (injections, laser treatment, Onda, operations) and the clinic insights.

6.4   Impact of the new Instagram content

To sum up, video content was the most advantageous for Clinic Estetic. The video helps to reveal the whole range of services as well as to show the material and the procedure in more detail. With the photo content, it is not always clear how clinic achieves the result; the same photos can be made with Photoshop, by significantly changing the original. As for video content, it is harder to adjust to any beauty standard, it is more trustworthy, and Clinic Estetic shows the whole treatment process with the real client. Also, for the clinic was shot a small brand video by a professional company Mash. The clinic itself is shown on the video - what gives to the followers' reliability and trust towards the clinic.

Videos showing the treatment also achieved success. They clearly provide a description of the procedure, material or equipment used and the results achieved with the client. It is a real-life procedure and interesting to observe, to learn more about treatment and how it is done. Basically, the video shows as it happens in reality when the client comes to the clinic. However, creating a video takes more time than creating photo content. Video requires much more time and cost – idea creation, editing.

Another well-functioning content for the clinic is graphics. We had graphics about the procedure with ONDA, which clearly described the treatment zones, graphics about Fractora, showing the problematic zones and how the treatment could help.

Changing the old profile of Instagram and its's content the main indicators were how the new content is perceived by the audience to identify which one is the most favourable and successful for the clinic. The main metrics to identify the perception of content by audience were:
-       number of likes
-       conversation engagement
-       questions left by subscribers
-       interest in a particular treatment
-       DM (direct messages)

Before I started to develop page, Clinic Estetic did not use Instagram stories, however, in practice, they brought a large number of leads. People like to respond to the Stories, ask questions and also communicate to DM (direct message). Video content has always attracted more attention, whether it be publication in an Instagram feed or in Stories. This confirms the number of likes and views from the video. Not a single post (I do not consider the paid advertisement posts) organically reached such a large number of views as video content posts. Examples of this were posts with Onda and Laser.

7 Paid advertisement on Instagram

In order for businesses to improve their reach on Instagram, the creators introduced the concept of paid advert and sponsored posts. The use of such sponsored posts and paid advertisements have seemingly spread across the world and proving to be more popular by the day. While the Instagram advertising is still at its early stage with respect to availability, they have been beneficial to a lot of businesses as the 30-second video format, or carousel format go a long way into appealing to the audience. They offer a unique and ideal way to redirect customers to the company's own website or give a brief story in relation to a brand or a product.

7.1 Types of Instagram Advertisements

For brands that are still growing, it is not always easy to generate effective engagement and get likes for posts. This is made easier with the proper use of hashtags and the form of advertisement being employed. Since the creators of Instagram have highlighted the business case of the platform as having priority, the introduction of specific advertising modes have seen it perform better than majority of other social media platforms. However, those enjoying the benefits are those small brands on Instagram. In the past, sponsored posts were the only available means of advertising on Instagram, and this is done through a background arrangement with Instagram background influencers who promote the brand through their own popular accounts.

The need for a more effective Instagram advertising culminated in the creation of five basic types of Instagram advertisements; photo ads, video ads, carousel ads, slideshow ads and stories ads (Celine Mirzaian, 2015).

- Photo Ads is made up of a simple photo that is displayed in either landscape or square format, and they are regarded as the simplest form of adverts in terms of visual asset needs. This is because all that is needed is a simple message. This form of advert has call to action button that makes it easy to link the prospective buyer to the seller link and is open to all advertisers.
- Video Ads were initially limited to 15-second videos that move the audience through a visual impression of products and services offered for sale. However, the rule has been lifted with videos not reaching as much as 60-seconds which can be shot in either landscape or square format.
- Carousel Ads are adverts that allow for up to ten images and/or videos that can be viewed by the audience by swiping through them. With these advert concept, advertisers have the capability to showcase a large range of images within a single ad placement which also afford them the capacity to include a link to the brand's

website. This is often used by expert advert hands to create a storyline with pictures for the product or service that is being advertised. Instagram carousel ads are quite beneficial to advertisers and potential customers as well in the sense that it allows all parties to retain more visual information of a product or service thereby creating more impression in the mind of the buyers.

- Slideshow ads are somehow similar to video ads since they appear in the form of video in the user's space. The distinguishing factor here is that slideshows are made up of a series of still images that play in the same way as a video and text, as well as audios, can be added to it.

- Stories ads is similar to Snapchat because it allows for users and brand developers to share visual contents that are self-destruct. It is one of the newly launched advert concepts that is available on the platform. Another recently launched tool is the 'Marquee' tool that affords advertisers the capability to drive mass awareness and reach for ads within a very short period of time. Marquee add is the latest addition to the Instagram ads types. With the Marquee format, brands can showcase up to three times a day various ad for the same user. (Chloe Mason Gray, 2015).

7.2 Evaluating Instagram Traffic

The essence of any Instagram account whether personal or business is to generate traffic for the user. This is because it is through this traffic that people get to know more about the user's online activities. With respect to brands, the more traffic generated, the more people within the platform get to know what is happening on the brand's userspace (Akyol, 2013). There are certain metrics that indicate the level of traffic generated by the activities on the brand's Instagram page. Joe Kindness, the CEO of Agency Analytics identified the following metrics as important indicators of traffic generation and performance:

7.2.1 Follower growth

As noted by the author, an improved followership is a sign of brand credibility, but it does not necessarily mean that the marketing campaigns and Instagram activities are very healthy. However, having a reasonable followership growth rate is a good indicator of whether or not traffic on the page will increase. The more followers the brand gets, the higher the possibility of improved traffic on the page. The rate of changes in the page followers is more important than the actual number of followers as it shows that visitation to the company page is positive.

7.2.2 Engagement per follower

Having millions or billions of traffic does not mean that traffic will be generated from the Instagram page. The followers need to see and engage with the posts in order for traffic to

be generated. And with the updated algorithm used by Instagram, engagement becomes more important than ever in order for the posts and activities to be seen. This is why it is quite important to track the engagement per follower so that the account handler become aware just how much of interests the followers are putting into the activities. This is even more important for small brands that involve Instagram influencers since they will not want to just be paying for sponsored posts on an Instagram page with little engagement. Evaluating engagement per follower should be done on a monthly or weekly basis as doing it on a daily basis might reveal daily fluctuations that will throw off relevant data (Agency analytic, 2018).

7.2.3 Instagram Traffic

Just like other social media platforms, Instagram, if used effectively, can help to generate high volume of traffic to the brand website. In the past, Instagram account was not permitted to add clickable links to each posts as this were only allowed in the bio section. However, this has been made possible with the recent Instagram stories. This offers verified Instagram users improved opportunity to drive traffic to their website through Instagram.
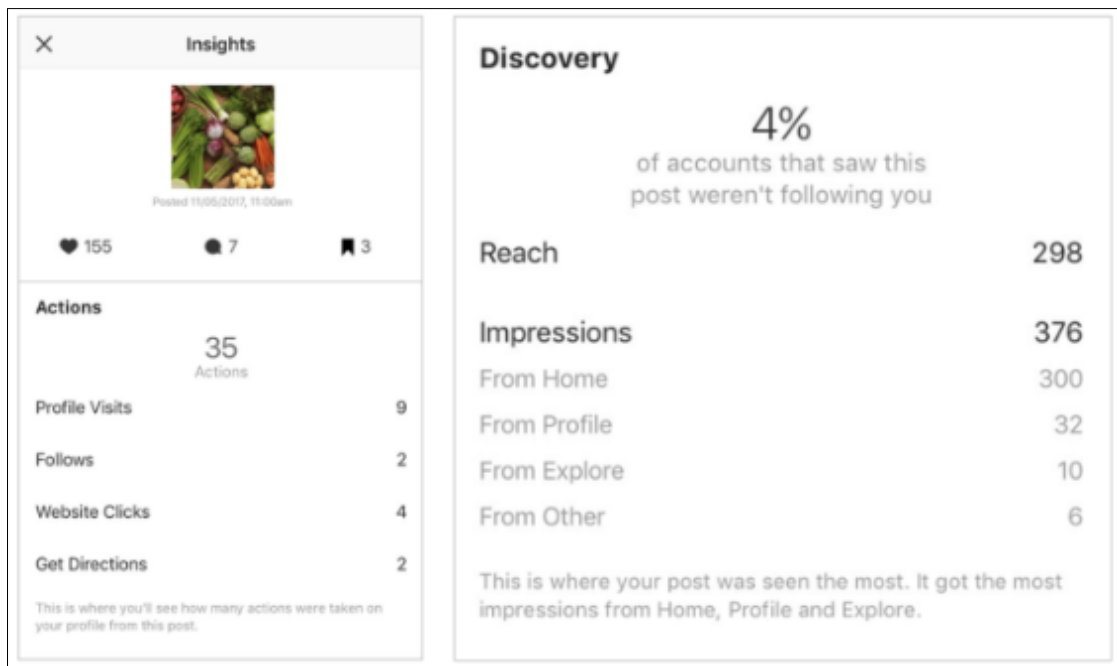

Picture 19. AgencyAnalytics website, 2019

- Comments per post: on Instagram, likes may be appealing, but comments are worth more. Another user dropping a comment on the brand's post indicates that the brand has already caught their interests. This is why it is important to evaluate the number of comments generated by the brand's Instagram posts so as to keep an eye on the average comments get per post. It is equally important to take note of posts that get

more comments in order to ascertain the emerging pattern over time. For instance, if the followers indicate likeness for a particular service, the company can create more of such posts to keep engagement and traffic to the Instagram page high.

-    Instagram stories engagement: Instagram stories come in form of either photos or videos and are quite different from the regular content due to the eventuality of them disappearing after 24 hours. This particular act makes it a bit difficult task to track engagement. While other social media platforms do not support any form of analytics for contents that tend to expire, Instagram stories have the capacity to be tracked by making use of Instagram's native analytical tool, Insights. The good thing about it is that this tool is only applicable for business accounts on Instagram and is quite easy to create. When making use of Insights, there are two features to pay attention to; exits and reach (Scissions et al., 2015). The reach gives an idea of how many unique viewers actually went through the story; exits, on the other hand, indicate which slide people were on before they exited the story. The exits reveal what retains the follower's interests.

-    Evaluating which particular slide had the highest exits is a sign that the page handler should endeavour to figure out why the followers lost interest at that point.

Picture 20. AgencyAnalytics website, 2019.

7.3 Impact of Paid Advertisement on Instagram

Embarking on paid advertisement on Instagram is a concept that supports the main goal of any other social media advertisement; marketing and sales increment. Social media platforms like Instagram have changed the way advertisement is embarked upon in recent times, with a lot of product managers and brand managers prioritizing social media advert engagements over the traditional media platforms. One important to note is that Instagram and by extension, social media adverts are mostly targeted at the younger generation who do spend a significant amount of time on the internet. The good thing here is that if we are to add the benefits of utilising social media influencers as a form of social media paid advertisement, then the benefits can be very immense for brands and product.

Instagram influencers do have their own following and exploiting this is a sure way to reap the benefits of the paid advertisements. The power of these influencers cannot be underestimated when it comes to consumer behaviour analysis and their attitudes towards products and services being advertised on social media platforms. The more a brand engages influencers on Instagram, the more likely the brand will gain more customers from Instagram (Meg, 2018).

For brands that seem to put their online efforts on other social media platforms like Facebook, LinkedIn, Twitter etc., they may be missing out on great opportunities by dismissing or not prioritizing Instagram. While Instagram may be relatively young amongst the myriads of social media platforms, it is already positioning itself as the breakout star among the social media platforms. Instagram have provided a very effective platform to tell visual stories through the use of unique advert formats, and advertising managers are beginning to see the platform as yielding a higher ROI when compared to other advertising campaigns (Borges, 2009).

As at today, Instagram has over 800 million active accounts according to Statista; the rapid rate of growth that Instagram has witnessed since 2013 has been nothing short of astounding. With so many active users spending hour scrolling through various hashtags and feeds, any business with no significant presence in the form of paid advertisements on Instagram is surely missing a lot. Hootsuite reported that majority of Instagram users live in urban areas while only a mere 18% live in the countryside. If this does not sound appealing to any brand enough, it still does not make any sense not to embark on paid advertisement on such platform.

Instagram users use the granular control in order to target specific strata in the society. It is even possible for the adverts to be directed at a custom audience or those sharing similar make up. In addition, with Instagram making use of Facebook's demographic data to throw

adverts to the appropriate users, it becomes a valuable tool for advertisers looking to target a niche audience. This is because Facebook already developed a thorough history with respect to demographic targeting options which is exploited by Instagram.

Among the results of paid advertisement on Instagram are the following:
- More traffic is generated for the brand activities and Instagram page as well as the brand website. For any brand looking to generate more traffic to its website, making use of Instagram paid adverts will easily make that goal achievable.
- Paid advert on Instagram also result in improved engagement on the brand Instagram page. Which brand does not want to experience its activities being liked, shared or commented on?
- There is also a greater possibility of having the company's video content viewed on Instagram if it is promoted through paid advertisement. Videos relating to brand promotion costs quite a lot and it will be foolhardy, after committing financial resources to the videos and subsequently do not make use of paid advert to improve the viewership of such visual contents.

7.4 The results of paid advertisement: Clinic Estetic

Paid Advertisements are one of the sure ways of reaching to a wider target audience. On the bases of clinic owner approval I was implemented a few paid advertisement campaigns. The results have been amazing so far. The Clinic's promotional contents have gotten to a large number of target audience that were not amongst its Instagram page followers. This has seen the page getting more followers as a result of the paid advertisements. The clinic's target audience are females and so far, the promotions have reached the desired target audience. Example of such results gotten from paid adverts are show below:
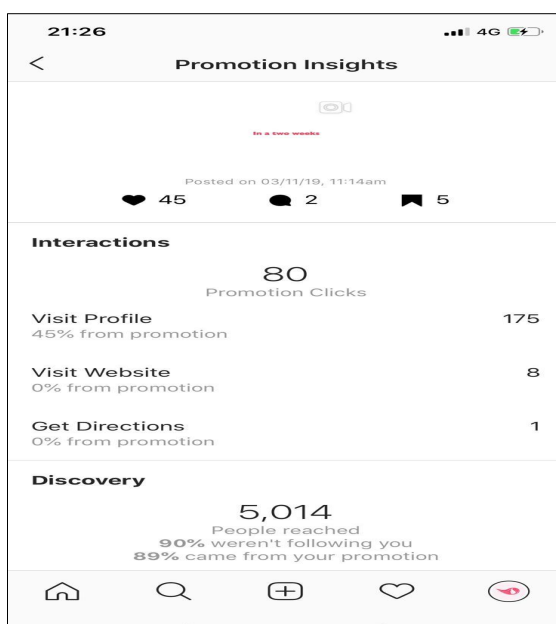
Picture 21. Promotion insights (Clinic Estetic account statistics)
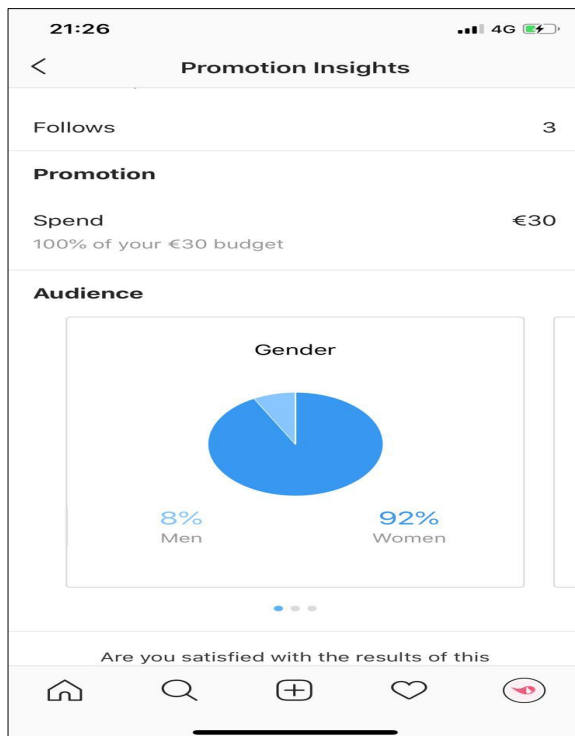
Picture 22. Promotion insights (Clinic Estetic account statistics)

A significant percentage of those visiting the Clinic's Instagram page are through promotions and this has really improved the traffic on Clinic Estetic's Instagram pages. While the company had limited its usage of the wide array of promotional contents that help grow a business on Instagram the ones highlighted are the ones that have been tested and confirmed to be very effective in growing a brand on Instagram.

However, the company is not ready for the broad costs for paid advertising. One example was the proposal to shoot own brand of video and advertise it, but it was very costly and it was decided to use the video done by MASH. Regarding the paid advertising, 10-30 euros were allocated for 5 days of advertising. Clinic ran only one advertisement at a time and there were quite long intervals before the following promotion.

8   Discussion

The aim of this study was to investigate how Instagram can be used to grow a brand through the use of a wide variety of features and functionalities available on the platform. This is done by embarking on a product-based research which involves Clinic Estetic and the implementation of actions towards developing the Instagram profile. While the company had opened an Instagram account a few years ago, it has not deem it fit to make use of it effectively to further boost its online presence through regular content creation not designed it in such a way that it would reflect the organisation and its culture. Nowadays, the management understands how important a modern and professional presence on Instagram is and how much business will benefit from it.

Bearing this in mind, the company embarked on ways to improve its Instagram presence. During my work with the profile, the changes in the style of Instagram account, as well as changes in the images and content posted, have occurred. I tried different features of Instagram, the types of content to integrate and an outsourced platform in order to develop the page. I aimed to keep its increasing followers glued to the company's Instagram page. I made attempts to regularly post contents as this is one of the effective means of ensuring that its followers have something to keep them engaged whenever they visit the company's Instagram page. Since Instagram provides the opportunity for two-way communications, the company believes that making use of it will improve their relationship with their online followers to a great extent. And with Instagram recently providing the capability for users to purchase services without needing to visit the merchant's website, it is believed that the Clinic Estetic will benefit from this feature extensively in the future.

8.1   Recommendation to the commissioning party

This study is a practice-based research and is undertaken with respect to highlighting ways by which Clinic Estetic intends to gather more target users to its Instagram page by redesigning its Instagram page, posts and making use of other Instagram features to boost sales. This is not an exploratory study that validates the process, rather it includes observations, actions and the process itself. So, it is not a study that should be used to validate the hypothesis that the steps undertaken by Clinic Estetic are full proof methods that result in improved sales. There is still a need for the future developing of the page, as it is everyday work. Nevertheless, this thesis outlines what content is more effective for Clinic Estetic, what types of advertisement is used and how generally profile has been developed during this project.

It is also important for future studies to embark on comparative analysis of Twitter, Facebook and Instagram in order to ascertain if the utilisation of Instagram is more beneficial than other social media platforms.

8.2 Self-evaluation

Despite Instagram is a narrow topic in terms of social media marketing, the platform is giving opportunities both for personal profiles and for the business. In 2019, Instagram is truly a place where people and companies can: present their brand, showcase products, and turn a hobby into an income. Examples of this are bloggers and businesses who actually earning on Instagram. All this has become possible due to social media, and Instagram in particular. Companies strive to create the best image to connect with their followers, increase sales and showcase their culture. As a social platform, Instagram provides countless opportunities. For me, this thesis was a challenge and in-depth work with the desire to study, learn more about the platform and help to develop the Instagram profile of Clinic Estetic. It was a truly process starting from the page with low activity, non-utilizing any of the opportunities the platform gives. I assume that gave me the open space to develop the product, to try different actions aimed at improving the profile. If earlier I perceived Instagram only from the point of view of my personal profile, now I have gone deep into the business side of the issue. I am grateful to Clinic Estetic for an offering they did, for the freedom in actions they gave and for the valuable knowledge I gained.

Working on my thesis, I had a chance to deeper with the theoretical part of working with the platform: content, engagement, follower's growth, visuals importance and any other theoretical issues which helped me to become more educative in the topic and enrich my skills. However, most of all I enjoyed observing the real results achieved with my actions. How much the page has changed, how many subscribers have increased and how people react to the posts or stories.

The process I passed with this Thesis work strengthened my knowledge, helped me to go deep into the question and test them in practice. These were the personal goals that I set at the beginning of my work.

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Appendices

Appendix 1

The Interview's questions

1. What kind of treatments is the most popular?

2. What makes you proud of the clinic?

3. What are your responsibilities as a business owner?

4. Please describe the target of Clinic Estetic?

5. How do you advertise Clinic Estetic?

6. Why do you think it's important to use Instagram for business?

7. For how long you are using the Instagram account of the Clinic Estetic? What was the problem with the old account?

8. How do you see the new style of the Instagram page?

9. What kind of content do you want to share with your followers?

10. What do you want to achieve with Instagram the most?