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Instagram Marketing for Fashion Brand Promotion

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ABSTRACT

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The subject of this thesis is successful social media marketing on Instagram and creating a proposal marketing strategy on Instagram for a fashion brand. The goal is to improve the company's understanding of Instagram marketing and how it can improve sales and customer communication.

The theoretical part of this thesis consists of general information about social media marketing and Instagram marketing for the brands in the fashion industry. The section also covers the Algorithm, Analytics, Metrics, and features of Instagram. Besides, the theoretical section presents the findings through articles, theses, and academic literature. The author also investigated other social media platforms for comparison purposes and used many figures to illustrate and visualize the results.

The empirical part examines the current situation and the success of a popular fashion brand's Instagram profile and proposes a marketing strategy for how the brand can improve its Instagram strategy to be approached easily and better communicate with its customers online.

According to the analysis, the brand could improve its Instagram marketing strategy by understanding and dealing with Instagram algorithms and Instagram ads. Moreover, the brand could apply various Instagram features to its marketing strategy by using hashtags more effectively, posting videos/posts/reels according to the schedule, and putting more interaction into their post.

Keywords Instagram marketing, marketing strategy, social media

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1 INTRODUCTION

1.1 Research background

After the tremendous growth of the Internet in the latter half of the 1990s, the digital world has grown continuously. When this happens, traditional marketing is no longer the critical factor in the marketing industry. Instead, social media marketing is sharing an essential role nowadays. Moreover, the explosion of the Internet is a stepping-stone for the changes in marketing, especially in the fashion industry.

Above the other social media platforms, Instagram has the highest conversation rate (1.85%) compared to Facebook (1.08%), Twitter (0.77%), and Pinterest (0.54%). Furthermore, the number of Instagram users interacting with shoppable photos is astounding; 130 million people engage with shoppable Instagram posts monthly. In addition, 75% of users take action after seeing a business post (i.e., visit a website, search, shop, or tell a friend). This figure has resulted from the State of Instagram Shopping 2022 study on its platform (Kemp 2023, 145). Therefore, the vast number above demonstrates the potential growth of the fashion brand when using Instagram marketing effectively.

1.2 Research aim

The aim of this research is to highlight the importance of social media marketing as a whole, and Instagram marketing specifically as well as develop a 6-month marketing plan based on those findings for a theoretical fashion brand within the SME segment.

1.3 Research objective

This thesis focuses on one specific theoretical case of an entrepreneur fashion brand within the SME segment for more in-depth insights. In particular, the objective of this thesis is to deeply understand Instagram to propose a marketing plan on Instagram for the case study. This goal is to gain more traffic, reach a more

significant number of customers on the brand's Instagram platform, and increase the brand's reputation after a period of 6 months.

1.4 Research questions

In order to accommodate the aforementioned objectives, 2 main research questions will need to be answered. They are as follows:

Research question 1: How effective is Instagram marketing and why should it be chosen over traditional media marketing?

Research question 2: How can a small fashion brand with a limited budget run a 6-month marketing campaign on Instagram?

Question 1 will be answered via the first 2 theoretical parts, while question 2 will be resolved through the 6-month marketing plan for a theoretical fashion business called VMEBoutique

2 THEORY AND KNOWLEDGE BASE

2.1 Social Media Marketing overview

Social media is a significant channel for marketing purposes due to its ever-increasing reach and potential to penetrate a younger generation of consumers, who make up a large portion of world-wide consumers. According to Kemp (2023, 10), over 59.4% of the world population actively use social media on a weekly basis, and this figure has been on an annual increase of 3% respective to world population. According to the same report (Kemp 2023, 26), social media usage takes up an average of 2 hours and 31 minutes per day in an average day of a person aged 16 to 64, which makes social media surfing the 3rd most popular activities enjoyed by an average person as of January 2023, only ranked behind overall internet usage and TV streaming. However, this is not the end of the story, as time on social media platforms declines with age, and the majority of this time spent on social media is seen in users aged 16 to 44, with average of 2 hours and 40 minutes on any social media platform every day (GWI Q3 2022, according to Kemp 2023, 178).

2.2 Advantages of Social Media Marketing

2.2.1 Reach

Social media is best identified and distinguished by its extremely large reach and user base. Social media as a channel has the potential to reach nearly 4 billion people, making this the second largest network in the world, second only to the Internet itself. Social media has the potential to enable a much deeper connection and meaningful interactions between young users and brands at an unprecedented level, and much higher than that of traditional media (Confos and Davis 2016, 2001-2002). The overall demographics of social media platforms are mainly young to middle-aged users, making the channel ideal for attracting would-be buyers of fashion related products (Grau 2022, 18-19). Despite recent pitches in overall value as a marketing platform, social media remains a key factor in any marketing mix due to its extensive reach and simplicity (Shea 2023, 11).

2.2.2 Accessibility

Another benefit of using social media as a marketing platform is due to its ease of access. A recent study by Kepios (Kemp 2023, 66) showed that 59% of all internet traffic is carried out using mobile phones. This makes for almost a third of all web traffic being enabled from cellphones and other handheld devices. As a result, it is very likely that a social media ad will have a higher chance of being clicked on than a traditional TV ad.

2.2.3 Influence on consumer's attitude and actions

Social media has been proven to be a good driver of brand loyalty, purchase probability and public opinion on brands (Almohaimmeed 2019, 154). This conclusion has been reached by a number of other studies, most notably that of Yadav and Rahman (2017, 3896) where the correlation between word-of-mouth social media marketing and an increased in positive brand association was hinted at, while Katrodia (2022, 175) dryly noted that social media as a marketing medium is more effective at driving brand loyalty amongst younger generations of users, specifically millennials and Gen Zs.

2.2.4 Multi-directional information flow and ease of data tracking

Social media makes data tracking incredibly easy, as information flows both ways. This enables a more transparent data pool than traditional media (Bernhardt et.al. 2012, 135). As opposed to traditional advertisements, where tracking data on each ad's reach and visibility is very difficult, social media platforms make it much easier to see the exact view counts and click-through rates of any given ad or post. This is mainly because it is much harder to determine how many people are influenced by a TV commercial and how many took action following a view of a particular ad. This is further exaggerated for physical ads such as billboards and posters. Meanwhile, on an omni-directional data channel like that of social media, it is much easier to keep track by paying the platforms and see performance scores of each picture or video posted, such as how many people viewed them, for how long, and how many of them clicked the link provided. This is generally referred to as clickstream data, which offers a very complete picture of the data set in question thanks to the help of online analytics (Du et.al. 2021, 3). In short, data is power, and

new technologies such as social media are making the process of data acquisition and analysis much easier and more comprehensive than before (Hoffman et.al. 2022, 4).

2.2.5 Costs

Social media advertisements are much cheaper to produce and implement than traditional ads. As a matter of fact, brands can simply run ads for free on most social media sites for free, albeit less effectively, in the form of free brand accounts. This gives the brand a lot of time and chance to experiment before actually paying for a sponsored brand account. This opportunity to trial and error is either not possible, or available to a more restricted extent, in traditional marketing. Another plus side when it comes to social media is that it will not set the company back thousands or millions like a traditional TV advertisement (Grau 2022, 19).

Most social media platforms also offer cost-per-click payment (CPC), rather than a fixed price for their services. This means that the brand will pay for the number of users who actually clicked on the link, meaning they will not have to worry about a failed advertising campaign, hence a lower risk factor overall (Saima et.al. 2023, 61). What this means for brands is they will only need to pay for what they receive in return, as opposed to relying on chance and prayers like traditional advertisements, where the cost is either fixed or charged per minute, regardless of the ad's success or failure.

2.3 Social Media Marketing Channels

A social media advertisement strategy is shaped by its channel of choice. This choice is, in turn, shaped by the data and statistics surrounding the current market and the target audience. Each social media platform has its own up and down sides, making each tailored to a specific type of product or brand, complete with a separate segment of user base (Pozza 2014, 1283).

For instance, Facebook is undeniably the biggest social media platform in the world at the present. However, an over saturation of brand presence on said platform may reduce any given brand's social media marketing's effectiveness (Liadeli, Sotgiu and Verlegh 2022, 322-324) This, coupled with the diversity of users present on

Facebook, with most of them primarily endorsing the platform to socialize (Ramadan 2017, 1717), means that targeting a specific age group or type of user will be harder. This same situation can be said about Youtube, the second largest social media platform on the planet at the moment. Instagram, on the other hand, is an untapped gold mine as of 2023, with the main demographics being users aged 16 to 44 and the site's focus being on images and short reels. This makes Instagram a perfect platform to reach out to a potential market of young buyers.

Another point worth noting regarding social media channels is that they tend to be more effective than traditional media, and that effectiveness increases with the personal ties the user has with the brand. More social ties, i.e. friends and family members on the site tends to lead to a higher level of trust (Liadeli et.al. 2023, 409). Furthermore, social media is found to be much more effective at improving a brand's image (Bruhn et.al. 2012, 783)

2.4 Social Media Marketing Trends

Social media trends in general are what shape brand's marketing strategies and trends. As the social media world moves further away from lengthy blog posts to shorter, more concise short clips and reels, so too should brands and companies looking to create an ever-lasting impact. According to Li and Xie (2020, 1-4), image sharing leads to a much higher user engagement and a higher chance of virality. Furthermore, images are better at keeping a user focused on the post than a long-winded blog of texts. In an age where information is overwhelming, even on social media sites, one should resort to the easiest-to-digest and comprehend medium of information presentation, images, to convey a message. Rita and Patrick (2021, 124) identified that visual data is more easily digested by an audience than text data. A similar conclusion was reached by Kyongseok and Hyang-Sook (2020, 85-86), who determined that viewers tend to favor visual information when forming an opinion or action, thus lending more credibility to the visual superiority effect in advertising. Additionally, visual components will lead to a higher chance of sharing, thus further increasing the reach of each post (Ordenes et.al. 2019, 1003)

Another important contemporary digital marketing trend is that of shorter and more concise clips and reels. This trend has been observed in the emergence of very short

video formats introduced by the Chinese colossus, TikTok. This format has subsequently been copied by many other large media platforms like Facebook, Youtube, Twitter and Instagram due to their immense effectiveness at driving engagement in the younger audience bases that these platforms rely on. Shorter clips, or reels have also been proven to better capture an audience's focus and increase brand recognition, especially with ads around the 30 second mark (Holmes 2021, 381-382).

Social media has also become a hub for connection. As a result, brands should also try to leverage this nature of the platforms they are on to create meaningful interactions and build a long-lasting relationship with their customer base. Facebook, although still the largest social media platform currently, is not the only option for social media users. The social media market is currently more segmented than ever before, thus allowing for a wider assortment of niche brands and product types to thrive alongside established powerhouses of each industry (Grau 2022, 19).

3 INSTAGRAM MARKETING FOR PRODUCT ADVERTISEMENT

When it comes to marketing and consumer psychology, data is power. Prospect probing and consumer data acquisition are the 2 key factors in developing a business strategy (Fojt 2005, 4). As a result, it is important to go through the relevant data surrounding Instagram and its user base. This chapter will be dedicated to clarifying all necessary information regarding Instagram as a marketing channel, as well as the vital data regarding its demographics and popular trends.

3.1 Instagram overview

The concept of social media marketing in the fashion industry is not a new one. Meanwhile, Instagram has been one of the most powerful image-sharing social media platforms of the past decade. As a result, it is only fitting that many big players in the fashion industry are moving over to marketing on Instagram and its sibling, Facebook (Saima et.al. 2023, 61). Instagram is a platform with an estimate of around 1.318 billion active monthly users, making it the 3rd most used social media platform to date, only behind Youtube and Facebook (Dixon 2023). However, this statistic is shared with other social media platforms as well, as can be seen from the table below.

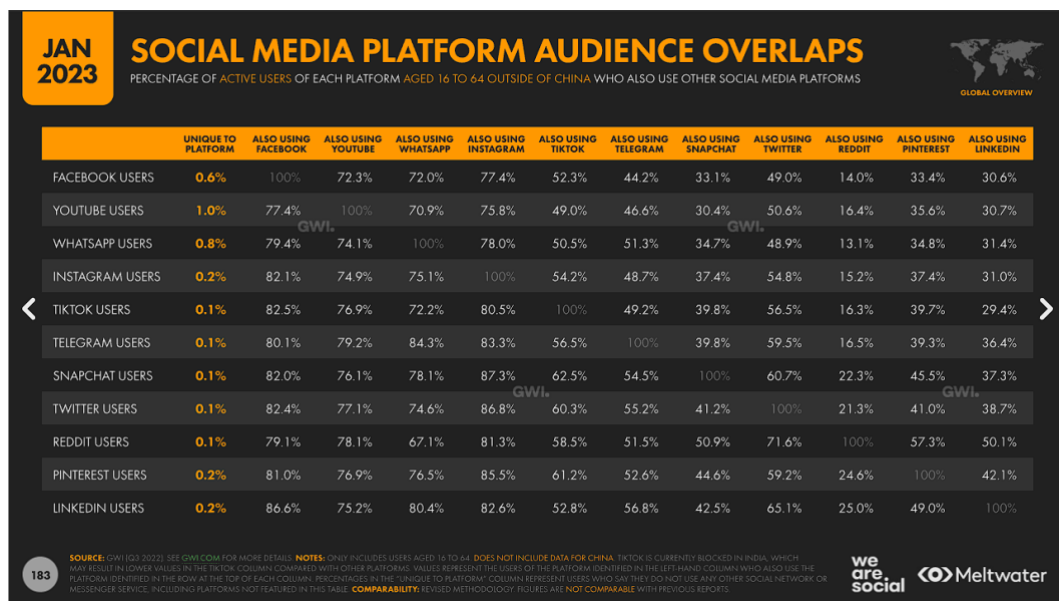


Figure 1 Social Media Platform Audience Overlap (GWI Q3 2022, according to Kemp 2023, 183)

As can be inferred from the figure above, 92% of all Instagrams users use other social media platforms as well, most notably Facebook, Youtube and Whatsapp. As a result, for maximal coverage, parallel ads also need to be considered for these sister platforms as well. However, this is a point worth noting in latter sections of the paper.

Furthermore, Instagram is also a top platform of choice for users aged 16 to 34, with an average of 22% between the age of 16 and 24 predominantly using Instagram, and an average of 16% within the age group of 25 to 34 years old opting for Instagram the majority of the time (GWI Q3 2022, according to Kemp 2023, 185).

All of these statistics are a reminder that social media marketing as a whole and Instagram marketing in specific is an excellent supplement to traditional marketing efforts from brands (de Vries et.al. 2017, 12), and that maintain a strong social media presence, a brand can make a difference in its users' mindset when they make a physical purchase decision (Mochon et.al. 2017, 316).

3.2 Instagram as a force for generating direct sales.

One of the key functions of any marketing channel is to generate direct sales and improve a brand's revenue. Instagram is a very powerful tool for generating sales via direct ads and direct sales. Social media as a whole has been proven to be ideal for influencing a customer's intention to buy (Zhao et.al. 2019, 867-868). This is also truer for younger generations of social media users, as social media can greatly influence the probability of a purchase through self-image manipulation, particularly in millennials (Burnasheva and Suh 2021, 1264).

3.3 Instagram features

All the mentioned features have been highlighted and gathered through a personal Instagram account as well as a free Instagram Business account and a free Meta Business Suite account. Definition on each term and how they work was gathered through Instagram's own website, Instagram for Business and Instagram help center.

3.3.1 Feed

The feed is the most basic feature of Instagram. This is the main interface of most users, and where they will all be sharing and seeing new posts from people or organizations they are following. The feed will be continuously refreshed when the user refreshes the page. Whenever a refresh occurs, the Instagram algorithm will reshuffle and redistribute the posts that appear on top (Instagram help center n.d.). The categories for sorting will be discussed further down in the Algorithm section.

3.3.2 Posts

A post is one of the most basic things an Instagram user can produce and upload to their feed. This is the main content that makes up most of Instagram. Posts can contain texts, pictures, videos, short clips, or a combination of these. Posts on Instagram have a 60-minute time limit and can include up to 10 pictures (Kinetic Sequence 2022).

3.3.3 Reels

Reels are short clips and videos with a 90 second limit on length. They can be recorded live or cut from an existing video. Since July of 2022, Instagram has allowed any video to be submitted as reels, rather than those recorded by the app alone. This means it is now possible to edit the clips that will be submitted to become reels with 3rd party software such as Adobe After Effects and Sony Vegas pro, rather than the provided Instagram effects (Instagram n.d.). Reels can also be boosted like other posts, which was a feature introduced in July 2022. Once a reel is boosted via this function, they can be pushed up the priority queue for feeds, recommendation and so on. This greatly increases the reels' visibility and likelihood of engaging with more users. Only reels shorter than 60 seconds with a full screen vertical aspect ratio of 9:16. Reels must also not contain any copyrighted music or sounds, gifs, filters to qualify for boosting. It is also required that reels meant for advertisement on Instagram must not be posted to Facebook (Instagram for business 2022).

3.3.4 Stories

Stories are small bite-sized posts that only lasts up to 24 hours. This feature ensures that a user can post as much as possible in a temporary post that will delete itself after 24 hours and will not appear on his or her profile page. They are meant to be a place to share people's daily experience as well as highlight of their day to friends and family members who follow and care about them (Instagram 2016). Stories have an added advantage of letting the poster know who has viewed their stories.

3.3.5 Hashtags

Hashtags are Instagram's way to help users enhance their visibility among their friends. They are basically categories that people can add to their posts to let others and the Algorithm know in what category of clips or pictures their post belongs so that it can recommend it to other people's feed or reels. One can add up to 30 hashtags on any single post or image (Instagram help center n.d.).

3.3.6 IGTV

Instagram video, formerly known as Instagram TV, or IGTV, is Instagram's equivalent to traditional TV, where users and non-professionals upload contents of all topics and types. This was deemed more appealing to a younger generation of internet users that no longer find appeal in traditional professionally scripted and edited TV programs, and rather prefer to spend time watching other users' videos and light contents (Instagram 2023). This phenomenon will be discussed in further detail in the following sections of this paper.

Instagram videos are simple and easily accessible as well as digestible for audiences of all ages. They are also curated and moderated by the platform's algorithm, and those that are deemed most relevant to the specific users will be first in line to be shown. This is basically a personalized TV program tailored to each specific user.

3.3.7 CPC/PPC/CPM/CTR

CPC (cost-per-click)/PPC (pay-per-click) is an emergent payment channel that became popular during the digital marketing age. Cost-per-click is defined as the amount the brand pays for every click, or in Instagram's case, interaction with the post. CPC is determined by how narrow the targeting criteria for an ad is (Frankenfield 2022), and ranges around 0.8USD to 2USD from 2022 to 2023 (Revealbot 2023) The final CPC will not exceed the amount brands are willing to pay, which they will set prior to posting their ad.

CPM (cost-per-mile) is an alternative to CPC, where the advertisement site, in this case, Instagram, charges per 1000 views, regardless of whether said user clicked the link or interacted with the post or not (Frankenfield 2022). The exact CPM depends greatly on the site and the ad. For Instagram, an average CPM of 12.91USD was observed throughout 2022 (Geysler 2022). This makes it somewhat more cost effective than CPC without taking into account CTRs for most of these ads.

CTR (click-through rate) is an indicator of how many viewers of an ad or post click the provided link (Hayes 2022), or, in Instagram's case, interact with the ad post in any way, be it sharing, reposting, or liking. CTR is a vital KPI that acts as a bridge between CPM and conversion rate.

3.3.8 Conversion rate

Conversion rate is one of the most important metrics affecting the effectiveness of each ad and is the key factor in determining the final cost of an advertising campaign. All 3 of the above-mentioned KPIs are rendered meaningless as a data point without a recorded conversion rate. Conversion rate for the retail industry is defined as the percentage of people who take any meaningful actions after interacting with the post and visiting the site. This ranges from a growing appreciation and preference for the products all the way up to making a physical purchase. Conversion rate is what translates views and clicks to actual revenue. Without this third factor, clicks and views become meaningless regarding immediate sales.

3.3.9 Ads

Ads are a vital part of online marketing. Short for advertisements, they are one of the most vital tools in any social media marketing campaign. Instagram ads will be prioritized over regular posts and can be tailored to target a specific group of audience. Instagram offers targeted ads that allow businesses to choose from an array of criteria, such as location, age groups, ethnicity, and even activities, such as which sites these users follow or what they often interact with (Geysler 2022). With more specific categories, CPC will rise. The average CPC for Instagram is around 1.26USD in the US market from May 2022 to May 2023 (Revealbot 2023), and a similar figure can be expected for the European market. However, CPC can be as high as 2USD, or as low as 0.8USD, depending on how many metrics are used, how refined the ad targeting is set and how specific the demographics are.

More expensive ads will target a much more specific group and ensure that resources were not wasted advertising to the wrong group. However, overly specific ads will end up costing the brand more, and with SMEs, where budget is limited, it is within every entrepreneur's best interest to find the sweet spot, where the ads are not too specific, thus lowering CPC/CPM, and most of them find their way to the right audience.

If the brand is utilizing the CPM payment model, then it is also a good idea to familiarize itself with the concept of CTR. As defined in the previous section, CTR

is an indicator of how many percentages of viewers actually interacted with the ad they saw. This figure, however, is not indicative of how many sales these interactions will generate. That can of worms is the topic for the next section. The average recorded CTR for general online ads is 0.2%, meaning 2 out of 1000 viewers of the ad will interact with it in any meaningful way (Hayes 2022). For Instagram, CTR has been on a decline in the past 3 years, falling from a median of 0.88% in 2019 to just above 0.2% in 2020. Meanwhile, stories have a much higher CTR value of 0.33% (Chaffey 2023).

3.3.10 Analytics and Metrics

Instagram uses Meta as their official partner. Meta business suite is Instagram's main data center for content creators and businesses alike. The platform offers all management tools to operate a marketing campaign on Instagram. These include content coaching, design tools, schedule for automatic posts, as well as all necessary data regarding visitors and click-through rate.

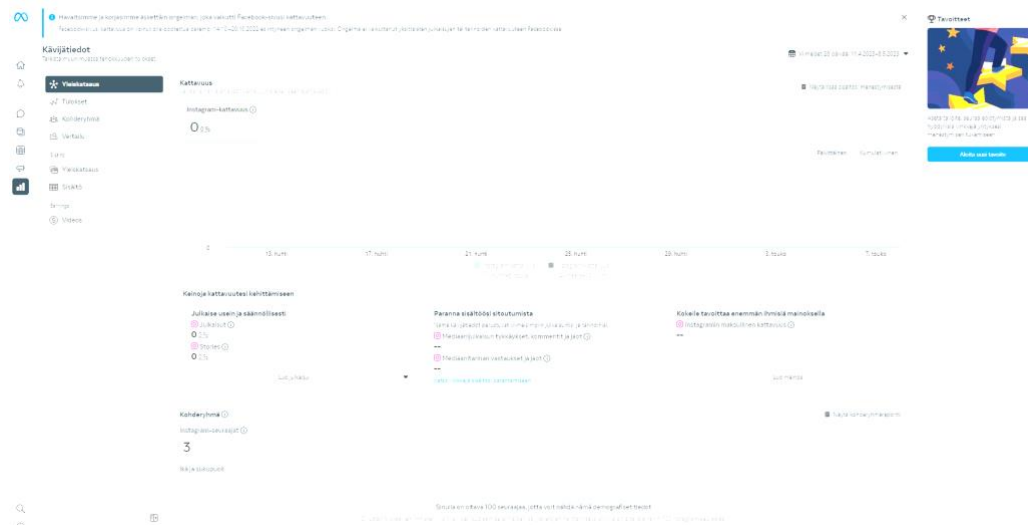


Figure 2 Meta statistics interface using a free account.

In terms of marketing KPIs and data, Meta provides everything a brand needs to execute a marketing strategy. These KPIs also make it very easy to track and assess the success or effectiveness of any given post or content direction. The paid version will offer much more, as they can provide ad pop-ups and priority ads, which improves the ad's visibility at a cost. However, the business can also continue with a free account as a testing phase in the beginning before committing.

3.4 The revered algorithm and the concept of virality

The almighty Instagram algorithm is the biggest driver of the platform's content dynamics and is the center stage around which all users, creators and brands engage in an elegant dance to garner attention. No known publications regarding the exact nature and inner workings of the algorithm have ever surfaced throughout the years. This is to no one's surprise, as the algorithm is one of the most protected and highest value assets of any social media platform. However, it is worth noting that one does not necessarily need to know the exact nature and components of the current algorithm to deduce ways of circumventing it and attain more visibility and climb the feed.

Contents need to take into account a number of key points if it desires to become viral. Surprising contents, or those that offer a 'twist', be it a plot twist, or a twist in language tend to be more viral and are more likely to be shared as they have entertainment values for other users as was shown by Berger and Milkman (2012, 202-203). The same researchers also noted that emotions are a key factor to getting a post or ad shared, a notion that was seconded by Tellis et.al. (2019, 5-6), who noted that highly arousing emotions will get shared the most, regardless of whether they are positive or negative. It was also noted by Berger and Milkman (2012, 202) that social media users are more likely to share posts that make them laugh or cry than those that plainly paint the brand's product in a positive light, and that 'contagious' contents are more likely to bring in a higher conversion rate than traditional content.

Memes are also a bandwagon brands should consider jumping on, as they are the epiphany of modern-day social media. Riding the trend is a beneficial thing to do, as people are much more likely to search for specific terms that are trending, for example, #blacklivesmatter, or #teamseas. As a result, using these tags or fully embracing the trend will result in more visibility and reach than otherwise. However, brands also need to exercise caution, as some trends can prove toxic and a double-edged blade, such as the #Blacklivesmatter movement that sparked some controversy in recent months, which can backfire in certain ways.

Additionally, seeding is a preferable method for boosting interaction and, as a result, growth on a brand Instagram account. Appropriate seeding can be very beneficial as it can boost referrals by a factor of 8 and drive the virality even further (Hinz et.al. 2011, 68).

Finally, Subtlety in brand advertisements is a good way to improve their virality and changes of getting more engagement and interactions. While direct advertising is better at getting the message across and initiating direct sales, less obvious product placements are more likely to improve an ad or post's visibility and public views (Wendt et.al. 2016, 262).

4 INSTAGRAM FOR BRAND BUILDING AND PUBLIC RELATIONS

Apart from driving sales and physical product promotion, social media such as Instagram plays a vital role in brand building and public relations. This intangible aspect of marketing is often overlooked when building a marketing plan, as not all interaction with potential customers will generate direct sales. However, it is these intangible assets that lay the foundation for a better brand image and bigger community behind that brand. Social media is the perfect tool for attain these objectives, as it has been found to be a good driving factor of brand loyalty, brand consciousness and recognition (Ismail 2017, 136-137)

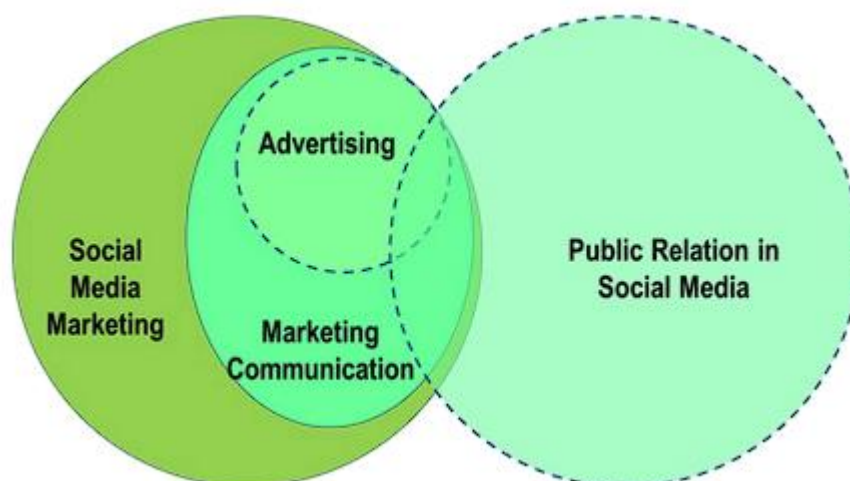


Figure 3 overlap between public relations and social media marketing (Oncioiu et.al. 2021, 1705)

Social media marketing and public relations share a major part in driving brand image and sales (Oncioiu et.al. 2021, 1705). These aspects must be treated as equals in the ever-evolving game of marketing.

4.1 Community building

Brand communities are groups of users that share a common interest in a brand and its products and are not limited to owners of the product itself, but rather, a number of guests accounts who took interest in the brand and its mission. Brand community is the epiphany of word-of-mouth advertisement and beyond, where each user's

decision-making process can be influenced by others within that community (Pitta et.al. 2016, 20 and Thompson et.al. 2018, 238), and that active users can continue to recruit and implore others to join and make more purchases (John et.al. 2017, 154).

Fostering a large community is a very important part of brand building and needs to be set at the forefront of digital marketing goals and objectives. A brand community is self-perpetuating and has a major impact on subsequent consumers' decision making and perception on the brand itself (McAlexander et.al. 2002, 51). A brand community also has an impact on individual's own perception and actions through crowd behaviour, as the effects of the crowd can sway a large portion of users towards a certain topic, or, in this case, brand (Suwantee et.al. 2019, 177). Furthermore, a strong brand image brought about by social media brand community building has also been shown, in certain regards, to be a driver of brand equity (Pitta et.al 2016, 18)

In order to create a long-lasting and growing brand community, a number of key factors need to be taken into account. The following sections will identify these key points and why they are worth considering in the hypothetical marketing plan proposal.

4.1.1 Post scheduling

Firstly, brands need to be able to prioritize post timing and break intervals. In order to keep users engaged, post scheduling is a vital part of the equation. Too frequent posting can lead to fatigue and a gradual loss of interest while too little content over a longer period of time may cause the brand account to be drowned out by other contents on their users' feed (Guevara 2018, 21).

Time of posting is also a key factor in determining whether or not the post will get more or less visibility, and thus, influence the post's reach and impact. Research by Kanuri et.al (2018, 104-105) noted that morning posts are more likely to get clicked (by a margin of 11.1%) compared to those uploaded later in the day. The researchers attributed this phenomenon to the fact that a larger denomination of social media users check their phones early in the morning as they have just woken up, and posts during these hours will have been fresh on the feed compared to those posted later

in the day or on the previous night. Posts after 18:00 have also been shown to exhibit a 9.7% CTR than those posted in the morning.

4.2 Refined and moderated brand messaging

The second key factor in creating a strong and long-term community is the moderation of posts and speed of brand response. Social media has largely eliminated communications barriers. In order to succeed in the social media game, brands need to appear less corporate and more organic and convey a sense of humanity for users to relate to (Coursaris et.al. 2016, 21).

Social media messaging, like marketing materials, need to also be spellchecked and moderated. All images and sound used in posts and marketing materials need to also be checked for copyright. If 3rd-party content is being employed, it is essential that all sources be cited at the end of the post or in the description (Coles 2014, 108).

4.3 Active network building

Network building is a complex process that aims at creating more traffic to the brand's own social media accounts. A higher follower count directly translates to a wider reach each post will possess, as more people are likely to get these posts bumped up on their daily feed (O'Leary et.al. 2011, 50-51).

One of the most basic and effective tactics a new start-up can employ is the use of personal invites. Using personal invitations for follows when starting a new brand account is one of the quickest ways of getting the word out (O'Leary 2011, 51).

Word-of-mouth marketing is another excellent way to acquire more customers and followers alike (Trusov et.al. 2009, 98). An active network is a positive feedback loop, where new users will recruit more if the brand keeps them engaged enough.

4.4 Influencer marketing

Influencer marketing is an emerging type of collaboration between brands and celebrities of the internet age. Social media influencers or KOLs are content creators on social media platforms that garner a lot of attention and views from a

large number of social media users. They do not need to be celebrities in the traditional sense, meaning they can be ordinary people who, through a variety of ways, have caught the attention of many other users through the contents they create (Lengsfeld 2019, 220). It is partly because of this fact that social media influencers are often viewed by the public as more genuine than traditional media influencers such as actors and singers. The fact that they are ordinary people who happen to create good content on Instagram makes them much more relatable (Grau 2022, 34). And with a higher level of relatability, one can infer a much higher level of credibility and impact from their endorsement, especially when it comes to the younger generation.

While social media influencers are also much more adept at interacting with their audiences, as this is their main channel of earning, this does not rule out the presence of traditional celebrities also looking to turn to social media and spread their influence. Influencers have been shown to improve a business' overall interaction with the public and increase brand awareness as well as boosting brand image (Hugh et.al. 2020, 3504). It has also been shown to certain extents that an influencer's popularity will positively affect the brand's popularity and vice versa (Kupfer et.al. 2018, 40).

The process of securing a brand-influencer relationship is by no means simple. However, it is advisable to follow a logical and proven guideline for establishing and maintaining said relationship for a fruitful collaboration, as Hugh and his colleagues (2020, 3505) noted.

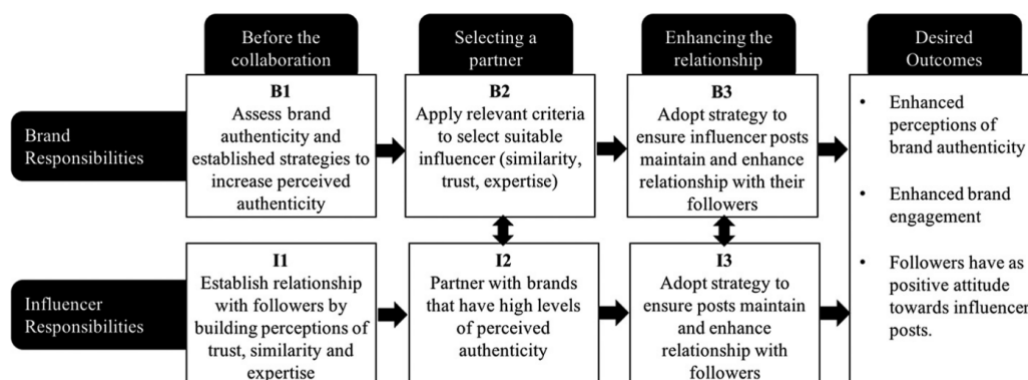


Figure 4 guideline on establishing and maintaining a brand-influencer relationship (Hugh et.al. 2020, 3505)

Social media influencers, with a big enough follower base, can have a lot of sway on public opinions and can create a lot of buzz for a topic that they include in their images or videos. As a result, the number of followers is a great criterion to choose influencers to collaborate with and is a key indicator of an influencer's as well as the campaign's overall effectiveness (Leung et.al. 2022, 110). Influencer's followers count also positively affects the partnering brand's overall social media power (Kupfer et.al. 2018, 40).

Another criterion for selecting influencers for any given marketing campaign is their follower base. Research needs to be carried out on the main demographics of potential influencers to see whether they are harboring the right demographics that the brand is looking to reach (Yesiloglu and Costello 2020, 86-87).

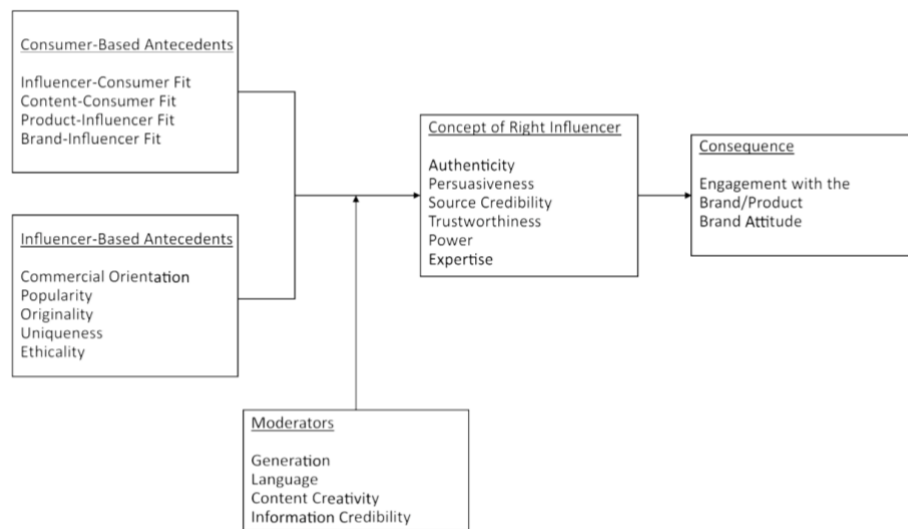


Figure 5 Influence choice framework (Yesiloglu and Costello 2020, 81)

Additionally, suitable influencers need to also possess the right personality in order to build a healthy collaboration and preserve the brand's image. These qualities have been summarized by Yesiloglu and Costello (2020, 83) as follows.

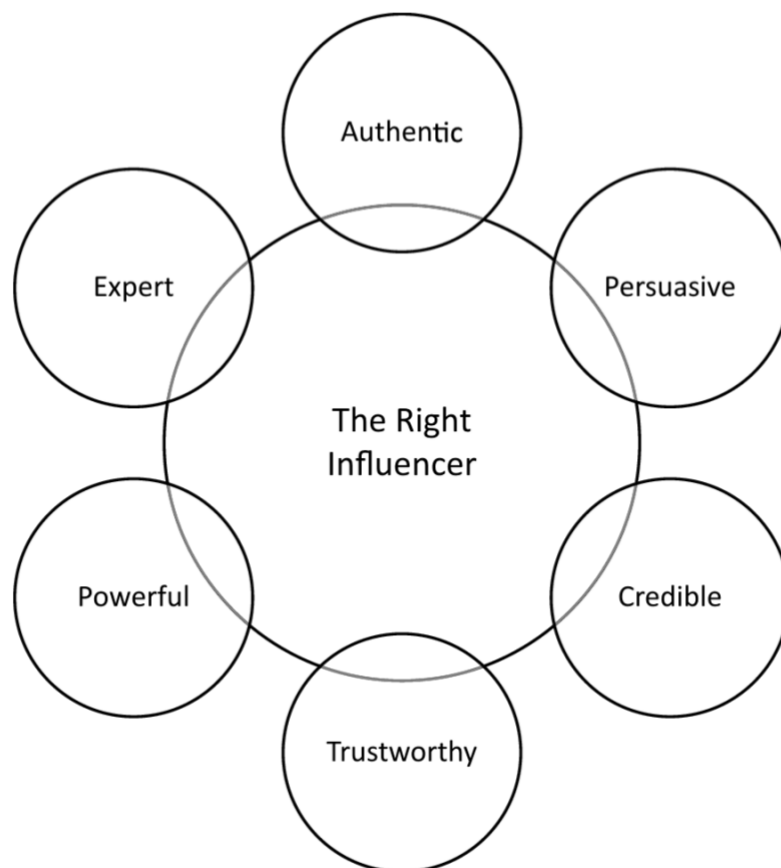


Figure 6 The right influencer qualities (Yesiloglu and Costello 2020, 83)

Originality is also a strong indicator of a suitable influencer. Originality is more easily related by audiences and the message will be easier to get through (Leung et.al. 2022, 111). Hughes et.al. (2019, 92) also seconded the notion of a credible influencer as a foundation for a good brand-influencer relationship, and that expertise, credibility and trustworthiness are the 3 key criteria for picking an influencer to partner with.

4.5 Utilizing hashtags

Hashtags are a vital part of Instagram. They are arguably one of the best ways to get attention from both the system and users alike. Tags are a means to categorize contents through key words. Correctly tagging posts will make them more visible to anyone interested and help a post navigate through a sea of contents that is the average user's feed. Tags also help keep track of contents from users and

demonstrate how engaged users are with each trend the brand puts out (Nam et.al. 2017, 89).

4.6 Taking advantage of brand selfies and object positioning

Images and how they are presented is a science of its own. The exact spatial positioning of objects and people within images and videos will subliminally affect the user's focus and likelihood of engaging with said images or videos. Maille and colleagues (2020, 114-115) noted that haptic cues are a factor impacting whether or not a user or customer will interact with a product or post, be it tangible or intangible. It was shown that people generally prioritize information processing from left to right, meaning information on the left is usually processed first. It was also shown that people will tend to favor objects placed on their dominant side, meaning the side of their dominant hand (Maille et.al. 2020, 101).

Alongside visual cues, the model's gaze direction towards the audience is also an important factor to consider when creating visual ads or posts such as images and videos. A direct gaze at the audience is associated with a more interpersonal level of interaction, while an averted gaze, one that looks away from the audience, has been associated more with emotion conveyance (Rita and Patrick 2021, 137-138). It also helps to employ brand selfies, as this form of image composition has been shown to increase the likelihood of an interaction from the viewer. These selfies are classified as products held by an off-camera customer. This borrows into the fact that most people prefer an invisible person that they can then inject themselves into as opposed to a stranger, with whom they share no connection, and thus less likely to relate to (Hartmann et.al. 2021, 1173).

4.7 Recommended budget

The recommended budget for social media marketing is around 50% of the overall marketing budget. However, this area of research has not been thoroughly looked into in recent years, which opened up a research gap in terms of budget and social media marketing cost calculation. However, a few scholars proposed that digital media should take up around 50-75% of the overall marketing budget, which is 5-7% of the business revenue from the previous fiscal year, or 2-4% of the previous year's earnings (Starkov and Safer 2015, 3). This figure has been on an increase in

recent years reaching up to 9.5% of the previous year's revenue on overall marketing and 4.5 on digital marketing alone (Brito 2021). Within this 2-4.5 budget margin, it is estimated that social media take up 10%. However, more research is needed to ascertain conclusively.

5 RESEARCH METHODOLOGY

5.1 Research Approach and methodology

The study utilizes the qualitative research methodology, namely a systematic literature review of relevant research pertaining to the field of social media marketing and consumer psychology surrounding social media marketing campaigns and brand building attempts. This literature review methodology has been strategically chosen as a means to synthesize evidence-based key areas of focus and formulate a comprehensive outline of social media marketing and base the marketing plan on said outline.

A qualitative methodology approach was adopted to reflect the large volume of literature used for the conception of the theoretical framework needed for the formulation of the 6-month marketing plan. The aim of this thesis is to clarify qualitatively the various aspects affecting a social media marketing plan, and how a start-up fashion brand can create its own social media marketing campaign with a limited budget, thus calling for a large number of preceding theories and studies.

The choice of a systematic review, as opposed to a traditional narrative review, was made to ensure that all claims made in the theoretical parts are evidence-based and unbiased (Rhoades and Ellen 2011, 62-63). Consequently, all literature used in the paper are from 3 primary sources, namely, peer-reviewed articles from peer-reviewed journals, peer-reviewed online publications from peer-reviewed websites, such as Kepios, Statista, Forbes, and Instagram's official sites and support center, and book publications from authors with adequate qualifications regarding the topic matter. These sources have been categorized as such in the reference section and will be discussed further in section 5.2.

5.2 Data collection method

5.2.1 Delimitations and selection criteria

Publications used for the paper were selected primarily based on publication date, with a set target of those published after 2010. This was due to the fact that social media marketing is a pragmatic topic, and social media channels and trends are

always evolving, thus making sources older than 15 years relatively outdated when compared to the current-day social media landscape and marketing trends.

Highly technical papers have been left out of the review process as this study is not focused on the technical aspects of social media platforms, such as how their algorithm works. However, certain papers on consumer psychology have been included as reference points for certain psychological phenomena.

5.2.2 Categorization of sources

Sources were gathered from 3 main types of publication as mentioned in the previous section. Main databases used for literature search were EBSCO, EMERALD, Sage publishing and Google Scholar. 5 main journals were used as primary data sources, namely, Journal of Marketing, Journal of Marketing Research, European journal of Marketing, Journal of consumer research, and Asia Pacific Journal of marketing and Logistics.

Online sources were selected from verified and peer-reviewed sites such as Kepios and Statista, with the former renowned for its precise data collection and statistics and collaboration with Facebook and Google in data analytics and the latter being a very popular and reliable statistical hub for an assortment of business and social data. Online sources also include articles from Investopedia, Forbes, Hubspot and Instagram itself, with Instagram articles mainly explaining the various features of the platform.

Books were used sparingly in favor of articles in order to increase the volume of data archivable and the depth of each data point in question. However, several books act as a guiding line for the analysis process. They are all authored by professionals and scholars of the marketing and psychology field.

5.2.3 Practical data from past Instagram marketing plans

Practical data is collected from past marketing plans of established brand Instagram accounts. This data is then cross-referenced against the theoretical data gathered from the literature review to confirm or deny consistency between theory and practice. This would ensure that the proposed marketing plan has the most balanced

data set, one that combines theory and practice through examples of brands that succeeded on the platform in recent years, as well as those that made a successful transition from other media.

The chosen brands include Nike and Rens Original. Nike was chosen to represent the biggest player in the fashion industry, with the most follows and accounts on Instagram, while Rens Original is a new startup that specializes in the revolutionary field of making shoes from coffee. Rens Original will be representing the smaller players in the SME sector.

5.3 Data analysis method

Data analysis was done manually for the most part, without the help of qualitative analysis tools such as MaxQDA. Publications are skimmed and scanned for key details before being cross-referenced to determine matching themes and key focal points pertaining to social media functions in the business context as well as evaluate their relevance to the topic at hand (Rhoades and Ellen 2011, 67). These points are then summarized and analyzed for use in formulating the marketing plan.

Analysis of the 3 aforementioned brand accounts will be conducted considering the following factors:

5.3.1 In regard to direct advertisements

- Ad length.
- Ad types (pop-up ads, posts, long videos, or reels)
- Ad content composition.
- Product placement.
- Hashtags used.

5.3.2 In regard to brand and community building

- Community size (follower count, interactions per post, ratio of followers/interactions per post)
- Post interval (how long between each post)
- Usual time of posts (morning, mid-day, or night)

- Channel post length, type and composition (these only include posts that are not meant to advertise to differentiate from ad length types and composition), Are contents mainly audio, image or text?
- How quick is the reply to commenters.
- Any trends in particular that they started or stood out in? if not, how do they engage their audience?
- Do they engage in social issues? (i.e. politics, charity and so on)

5.3.3 Use of brand selfies

- Percentage of contents that use brand selfies.
- Percentage of contents that employ no use of people as models.

5.3.4 Use of influencers

- Do posts include celebrities (social media and traditional media influencers alike) and how often?
- Which kind of influencers were partnered with (follower count, type of audience)

5.3.5 Language usage

- What type of communication was used? (Formal, informal, etc)
- What was the tone of speech? (Friendly, relatable, warm, or trendy/blending with the young generation)

In order to analyze these factors, a scanning of all posts the brands made with their main Instagram accounts (with emphasis on main, as Nike has a substantial number of Instagram accounts) over the past 6 months was conducted. The analysis method for the practical research will be a mix of the qualitative and quantitative methodologies, as the quantitative methodology is needed to quantify data pertaining to post counts, interactions and dominant styles from each brand. Meanwhile, a systematic qualitative literature review will be necessary to analyze language cues and other linguistic properties of posts. Excel was the program of choice to compile and report on the results.

6 PROPOSAL OF AN INSTAGRAM MARKETING STRATEGY IN 6 MONTHS FOR A SMALL FASHION BRAND

6.1 Discussion of the practical research findings

Before diving into the specific marketing plan, it is important to run through the key findings of the practical research on Nike and Rens Original.

- The average likes for Nike is 187640 likes per post, with a follower count of 293 million followers, Nike's like to followers ratio is 0.00064%. Meanwhile, Rens Original, with an average of 581 likes per post and 25600 followers, enjoys a much higher 0.0226% like to follower ratio. This shows that follower count is not deterministic of total post interactions on Instagram. Therefore, post interactions should be a KPI for the periodic assessment process, not follower count.
- Upload intervals are measured at 0.5 posts per day for Nike and 0.2 posts per day for Rens Original. The most popular posting time is around 15:00 to 18:00. In addition, 10 out of the top 15 posts with the highest likes fall into this window as well. Another interesting detail to point out from the Nike data set is that post time revolves around 5 key marks, namely 2:30, 16:00, 17:00, 20:00 and 23:30. These could be a reference point to formulate a suitable post schedule for the marketing plan proposal.
- Both brands show a preference for shorter video posts and uploads, with an average of 39.4s of ad length recorded for Nike and a 21.6s for Rens Original. Furthermore, both brands did not use any ad or post longer than 2 minute and some ads were as short as 3s.
- Nike showed an even 45% mix of videos/images, while Rens showed a more favorable view towards image posts, with around 27% videos compared to 73% images. All video posts from Nike were re-posted as reels at the same time as the post.
- In terms of influencer marketing, Nike utilized influencers very well, with a staggering 52% of all posts featuring an influencer of any kind, 10% of which are social media influencers. On the other end of the spectrum, Rens

did not collaborate with any influencers during the recorded period, with 55% of their posts not featuring any human models at all. This could be attributed to low budget, as Rens is a startup, while Nike is an established enterprise.

- It is also good to note that posts featuring an influencer generally gets 40% more likes than those without. This can be verified through Nike's interaction counts. This implies that influencers can have a positive impact on post visibility or likability.
- As for post purpose, 48% of Nike's posts were intended for advertisement, while the other 52% were brand building posts and subtle product placement without any links leading to their store page. On the contrary, Rens' posts were primarily aimed at advertising, with 2/3 of the posts including links and a call for purchase.
- Posts from Rens also do not feature many hashtags, with only #rensooriginal being used in 3 posts out of 21 and #rensnomad appearing in only 1 post over the course of 4 months. As for Nike, 59 out of the 91 posts over the 6-month period included a hashtag of some kind. Amongst these, #nikebasketball, #nikefc, and #nikesportswear were the most frequently mentioned.
- Nike also showed a bigger bias towards bottom-frame product placement, with 47% of their posts featuring Nike products at the bottom of the frame. This is to emphasize the contrast with Rens' 59% favor towards center frame product placement. Many of the posts from both companies are also product-free, with 23% of Nike posts do not include products in frames and a similar 31% of Rens' posts excluding products from their frames. Furthermore, 92% of Nike's center-frame products are meant for advertisement, while this is true for all of Rens' center-frame products. This implies that placing the product near the center or bottom of the frame will be beneficial for advertisement purposes.
- Out of the 75 Nike posts with human models, 49 of them had the model gazing directly at the camera and 26 had models gazing away from the camera. This shows a preference for a direct gaze as opposed to an indirect gaze when it comes to image modeling. However, whether or not this is

beneficial to views and likes was not made clear, as the figures do not seem to favor any form over the other. More research is recommended for this particular area.

- In terms of trend engagement, both brands show a willingness to ride the trends, as exemplified by Rens' Ukraine support campaign and Nike's #blacklivesmatter and #stopasianhate.
- Language use and tone of speech in each post from both brands are classified as friendly, warm and informal. Emojis were used extensively, and posts are highly relatable.
- Both brands also consider storytelling into engagement posts for their fans. Nike especially take storytelling even further, as they incorporate storytelling into posts meant for advertisement, thus blurring the lines. This is a good take away for the marketing plan to learn from.
- In terms of ethnicity, Nike is very diverse in terms of representation. A large collection of ethnicities were featured in their posts.

6.2 Demographics

The strategy will aim at people aged 14-34, as this is the main demographic of Instagram. The main language of posts will be English, as the strategy is mostly aimed at the international community of Instagram and was evident by the fact that the 2 brands researched used mostly English or English subtitles in their posts, even though Rens is a company based in Helsinki, Finland. Racial identity and gender are not specific and depend on the type of fashion products the company sells.

6.3 Post scheduling

- Posts will be scheduled at around 0.2- 0.5 post a day, or 1 post every 2 to 3 days.
- The most optimal time, according to the theoretical and practical research is between 15:30 and 18:00.

6.4 Post composition and style

- Posts should consist of 50% images and 50% videos, or a 60% images 40% videos mix.

- Around 40% of posts should remain advertisement-free and be dedicated to engaging with followers, such as Nike posting a single black frame with a caption of “What have you guys been up to today?” or posting about relevant news or real-life occurrences, such as congratulating winners of recent contests, for example.



Figure 7 Example of how Nike post non-advertisement posts to engage with fans (extract from Nike's Instagram account)

- Post lengths should hover around the 21-39s mark as was exemplified by Rens and Nike.
- Influencers and hashtags need to be utilized. The top trending hashtags suitable for a fashion business on Instagram at the time of research is #love, #instagood, #fashion, #photooftheday, #style and #summer. Posts should use these hashtags when suitable and possible (Kemp 2023, 255).
- Language should be friendly, warm, and not too formal. One can refer to figure 7 to see how Nike uses language. It is also important to check spelling and grammar of posts before posting as bad spelling or grammatical mistakes can make the posts a lot less appealing and credible.

- A key lesson learnt from Nike's Instagram posts is that the product does not have to be in the frame at all times and for all posts. It is also important to note the relevance of human models in the pictures, as human models can yield more emotional responses, as is evident from the slight increase in likes in posts with a model and those without models. However, those without models can be good for advertising products.
- Gaze direction, although supported by theoretical evidence, is deemed irrelevant in the context of this practical research, given the fact that no discernible difference can be made between those with direct gaze and those without. However, one can also choose to follow Nike's example and favor camera facing models and poses, as opposed to indirect gaze.
- Products do not need to be too obvious and do not need to be at the center of the frame, as Nike demonstrated. If the product is footwear, it is best to follow the example of Nike and place it at the bottom of the frame, veering to the left.

6.5 Planned budget.

- The planned budget should be around 10% of the total marketing budget. If the company is a new startup, then the budget should be around 2-4% of the estimated annual earnings at the time of establishment.
- PPC should be targeted at around 1.04 Euros per click.

6.6 Planned traffic/engagement level.

- Average Instagram follower growth rate is around 9.4- 15.9% per 6 months (average of 1.26%/month) for new accounts with less than 10 000 followers (Dixon 2019). Therefore, it is reasonable to assume an estimated growth of around 10% for the 6-month period.
- Engagement level varies widely across brands and accounts, as can be observed from the 2 examples of Nike and Rens, with Nike featuring only a 0.00064% engagement rate over the past 6 months. However, the ideal average is reported at around 0.93% for businesses that possess fewer than 10000 followers (Kemp 2023, 253), which are suitable estimations for startups.

6.7 Assessment interval and criteria

Assessment should be made every 2 months, criteria for assessment should include:

- Follower gain
- Engagement rate
- Posting schedule effectiveness
- Negative reviews and comments
- ROI

6.8 Proposed timeline (starting June 1, 2023)

6.8.1 June

- Begin building the network. Start with email invites and following big accounts (iamcardib, Cristiano, nike, hm, zara and so on).
- Experiment with Instagram's ad system
- Take advantage of International Children's Day (1st June) and post child themed images and videos.

6.8.2 July

- Continue building the network.
- Try to keep a post schedule to 1 post every 2 to 3 days and post composition as described in section 6.4.
- Focus on summer themed posts and feel-good mentality (especially around Mid-summer) using the #summer.
- Commence seeding on posts with clone accounts. This can carry on for the duration of the 6-month period.

6.8.3 August (estimated followers at this point: 200-500)

- June and July assessment. Refer to the criteria in section 6.7. and make adjustments to the plan (i.e. post time, frequency, image-video ratio) if necessary.

- Invite small social media influencers (online retailers) to collaborate using free products (preferably) or small sponsorships and commissions. Select influencers based on criteria listed in the theoretical section.
- Back-to-school craze can be taken advantage of, using school-themed posts and products.

6.8.4 September and October

- Take advantage of Halloween and the harvest festival.
- Keep inviting small influencers to collaborate on Halloween. Organize fun, filmable activities such as escape room, wearing the brand's products

6.8.5 November (estimated followers at this point: 1000)

- Final assessment and evaluation of the marketing plan.
- Calculate ROI and campaign effectiveness.

7 CONCLUSION AND DISCUSSION

7.1 Summary of research finding

7.1.1 Research question 1: How effective is Instagram marketing and why choose it over traditional media marketing?

Instagram has been proven to be a very good tool to boost business visibility and reach and can be a vital part of marketing in the coming years. Fashion industry players need to take into account the fact that Instagram is key to reach younger generations of consumers, as was reflected in their demographics. In order to succeed at Instagram marketing, one must take into account a few factors and build a marketing plan revolving around both advertisement and brand building at the same time.

Despite the onset hypothesis, Instagram marketing in specific and social media as a whole has not been proven as an alternative to traditional media marketing. As a matter of fact, social media works best if it is done side-by-side with traditional media marketing, as opposed to acting as a complete replacement to the latter.

7.1.2 Research question 2: How can a small fashion brand with a limited budget run a 6-month marketing campaign on Instagram?

Upon careful inspection of 2 brand accounts, namely Nike and Rens Original, a marketing plan needs to consider a few key criteria. They are post's length, composition, scheduling, use of models, influencers, hashtags, product placement, language usage, diversity and overall engagement. However, not all methods work for all brand types, as the 2 example brands had very different approaches in certain aspects, thus allowing for room to adapt and adjust further if need be.

It is also important to reassess and revise the plan at intervals to improve its suitability for the business' model and products.

7.2 Limitation and future recommendations

The study is by no means complete, as it only showed a partial picture of what can be described as a breathtaking view of social media marketing landscape. The first

key limitation of the study is that it is mainly theory based, with only 2 mini case studies in the practical research section, both of which are in the sportswear industry. For future research, it is recommended to increase the practical data pool further and cover all aspects of the fashion industries.

The study also focused only on Instagram, without touching on the missing link between Instagram marketing and other social media marketing. As most big brands operate on more than one social media platform, it is important to diversify, and future research needs to look into the benefits of marketing on multiple social media platforms simultaneously.

The final key limitation of the study is that it failed to shed light on the psychological aspects of post composition through practical research and neither confirmed nor denied theoretical data. Future studies should focus on these impacts, such as the efficiency difference between model and pose placement within frames, as well as posts that do not include products at all.

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APPENDIX 1

Data from practical research (figures 8 and 9)

Meta data								
date posted (from 1/1/2022 to 14/4/2022)	time posted (Helsinki time zone)	type	with model(s)?/is model looking at camera?	include celebrities?	length (if video/au dio)	with intent to advertise?	product placement (position on the frame)	Hashtags used
14-Apr	16:34	video	no	no	22s	yes	center	N/A
14-Apr	09:00	pictures	no	no	N/A	yes	center	N/A
06-Apr	16:31	video	no	no	7s	yes	center	N/A
04-Apr	10:31	video	no	no	15s	yes	center	N/A
30-Mar	10:11	video	yes/no	no	24s	yes	center	N/A
29-Mar	12:12	video	no	no	20s	yes	center	N/A
29-Mar	11:41	video	yes/no	no	40s	yes	center	N/A
29-Mar	11:03	pictures	no	no	N/A	yes	center	N/A
25-Mar	13:27	pictures	yes/no	no	N/A	no	not in frame	N/A
23-Mar	17:21	pictures	yes/no	no	N/A	yes	center	N/A
22-Mar	08:24	pictures	yes/no	no	N/A	yes	not in frame	N/A
18-Mar	11:06	pictures	yes/no	no	N/A	yes	bottom	rensoriginal
16-Mar	13:46	pictures	yes/no	no	N/A	no	not in frame	N/A
15-Mar	11:44	pictures	yes/no	no	N/A	yes	bottom	rensoriginal
04-Mar	19:05	pictures	no	no	N/A	no	not in frame	N/A
28-Feb	10:19	pictures	no	no	N/A	no	not in frame	N/A
17-Feb	10:09	pictures	no	no	N/A	yes	center	rensnomad
14-Feb	13:15	pictures	yes/yes	no	N/A	yes	bottom	N/A
11-Feb	09:45	pictures	yes/no	no	N/A	no	center	N/A
28-Jan	10:16	pictures	yes/no	no	N/A	no	not in frame	rensoriginal
19-Jan	10:37	pictures	no	no	N/A	yes	center	N/A
17-Jan	10:47	pictures	no	no	N/A	no	not in frame	N/A
12-Jan	10:06	pictures	no	no	N/A	yes	center	N/A

Figure 8 meta data from Rens Original channel (1/1/2022-14/4/2022)

Meta data									
date posted (from 1/1/2023)	time posted (Helsinki time zone)	type	with model(s)?/is model looking at camera?	include celebrity es?	length (if video/au- dio)	with intent to advertise ?	product placement (position on the frame)	likes (thousand)	Hashtags used
25 May 2023	02:50	video	yes/yes	yes	25s	no	center/bottom	21.6	nikebasketball
24 May 2023	23:18	pictures	yes/yes	yes	N/A	no	not in frame	1700	N/A
23 May 2023	17:00	video	yes/yes	yes	23s	no	bottom	47.4	N/A
22 May 2023	23:38	video	yes/yes	yes	50s	no	bottom	67.5	N/A
22 May 2023	17:01	pictures	yes/yes	yes	N/A	no	not in frame	75.5	N/A
20 May 2023	20:03	pictures	yes/yes	yes	N/A	no	not in frame	120	N/A
19 May 2023	16:01	pictures	yes/yes	no	N/A	no	not in frame	94.2	nikebasketball
18 May 2023	20:01	video	yes/yes	yes	25s	no	bottom	81.9	inthewild, runtoohard
18 May 2023	15:43	video	yes/yes	yes	59s	no	bottom	71.6	runtoohard, inthewild
17 May 2023	20:03	pictures	no	yes	N/A	no	not in frame	62.7	nikebasketball
17 May 2023	15:59	video	yes/yes	yes	2s	no	bottom	48.9	inthewild
16 May 2023	02:49	video	yes/yes	no	41s	yes	bottom	153	nikebasketball
15 May 2023	16:04	pictures	no	no	N/A	yes	center	104	N/A
12 May 2023	16:00	video	yes/yes	yes	1min27s	no	bottom	85.8	nikesportswear
11 May 2023	02:45	pictures	yes/yes	no	N/A	no	bottom	58.5	nikerunning
09 May 2023	20:05	pictures	yes/no	yes	N/A	no	center	125	MoveToZeroChallenge
08 May 2023	20:13	pictures	yes/yes	no	N/A	no	bottom	100	N/A
03 May 2023	23:40	pictures	yes/yes	yes	N/A	no	center	123	nikefootball, nkefc, force9
03 May 2023	17:04	video	no	no	27s	yes	center	147	N/A
01 May 2023	16:01	video	yes/yes	yes	1min15s	no	bottom	136	N/A
29 April 2023	02:41	pictures	yes/no	yes	N/A	no	not in frame	72.7	alwaysforward
28 April 2023	20:06	pictures	yes/no	no	N/A	no	center	84.3	inthewild, nke5B
28 April 2023	02:41	pictures	yes/no	no	N/A	yes	center	331	N/A
27 April 2023	16:05	video	yes/no	no	16s	yes	bottom	104	N/A
26 April 2023	20:15	video	yes/no	no	38s	no	not in frame	126	inthewild, nke5B
26 April 2023	23:20	video	yes/no	no	50s	no	not in frame	127	N/A
25 April 2023	15:56	pictures	yes/yes	no	N/A	no	not in frame	76.2	N/A
24 April 2023	02:30	pictures	yes/yes	yes	N/A	no	bottom	71.2	nkefc
24 April 2023	16:01	pictures	yes/yes	yes	N/A	no	bottom	144	N/A
23 April 2023	16:13	video	yes/yes	no	19s	yes	center	149	N/A
23 April 2023	02:50	video	no	no	40s	yes	center	112	N/A
20 April 2023	17:03	yes	no	no	N/A	yes	bottom	450	movetozerochallenge
20 April 2023	16:03	pictures	yes/yes	yes	27s	yes	center	77	mercxxv, nkefc
19 April 2023	02:39	pictures	yes/no	no	N/A	no	not in frame	133	N/A
17 April 2023	20:07	pictures	no	no	1min25s	yes	center	92	ourforce1
13 April 2023	20:00	pictures	yes/yes	no	49s	yes	center	126	N/A
13 April 2023	17:10	pictures	yes/no	yes	1min41s	no	not in frame	262	N/A
10 April 2023	16:05	video	yes/no	yes	1min35s	no	bottom	287	N/A
07 April 2023	16:00	video	yes/yes	yes	1min31s	yes	bottom	118	N/A
06 April 2023	20:01	video	no	no	15s	yes	center	169	N/A
03 April 2023	23:45	pictures	yes/no	no	N/A	yes	not in frame	100	N/A
03 April 2023	02:40	pictures	yes/yes	no	N/A	no	not in frame	60	nkefc
01 April 2023	23:39	video	yes/no	no	59s	yes	center	250	N/A
01 April 2023	17:01	video	yes/no	yes	1min25s	no	bottom	187	ourbeautifulgame, nkefc
01 April 2023	02:23	pictures	yes/yes	no	N/A	no	bottom	302	N/A
31 March 2023	17:05	pictures	yes/yes	yes	N/A	yes	bottom	182	nkefc
30 March 2023	16:00	video	no	no	10s	yes	not in frame	77	N/A
26 March 2023	19:59	video	no	no	7s	yes	center	169	airmaxpulse
25 March 2023	02:30	video	no	no	12s	yes	center	115	airmaxstyle, airmax
23 March 2023	23:20	pictures	yes/yes	yes	N/A	yes	bottom	474	N/A
19 March 2023	23:15	pictures	yes/no	yes	N/A	no	top	250	N/A
18 March 2023	17:03	pictures	yes/no	no	1min1s	yes	bottom	86	N/A
16 March 2023	02:34	pictures	yes/yes	no	N/A	yes	center	246	sabrina1
15 March 2023	16:30	pictures	yes/no	yes	N/A	yes	not in frame	196	N/A
14 March 2023	02:24	pictures	yes/yes	yes	N/A	no	bottom	127	nkefc
13 March 2023	17:03	pictures	yes/yes	no	N/A	no	bottom	176	N/A
07 March 2023	23:34	video	yes/yes	yes	58s	yes	bottom	169	N/A
06 March 2023	20:16	video	yes/yes	no	21s	no	not in frame	78	N/A
02 March 2023	19:49	video	no	no	18s	yes	center	93	N/A
01 March 2023	02:23	pictures	yes/no	no	N/A	yes	bottom	106	N/A
27 February 2023	16:02	pictures	yes/no	no	N/A	yes	bottom	155	N/A
25 February 2023	17:00	video	no	no	9s	yes	center	95	N/A
25 February 2023	02:23	video	no	no	14s	yes	center	89	N/A
24 February 2023	16:00	video	no	no	7s	yes	center	126	nkefc
24 February 2023	02:45	video	no	no	8s	yes	center	222	nkefc
22 February 2023	23:33	video	yes/yes	yes	59s	yes	bottom	81	nikesportswear
21 February 2023	19:50	pictures	yes/yes	no	N/A	no	bottom	76	N/A
14 February 2023	02:23	pictures	yes/yes	no	N/A	yes	bottom	142	N/A
13 February 2023	20:05	pictures	yes/yes	no	N/A	no	bottom	62	N/A
13 February 2023	17:10	video	yes/yes	yes	18s	no	bottom	125	N/A
13 February 2023	02:36	pictures	yes/yes	yes	N/A	no	not in frame	108	N/A
12 February 2023	03:01	video	yes/yes	no	9s	yes	center	99	nikewomen
11 February 2023	23:33	video	yes/no	yes	3s	no	bottom	187	N/A
11 February 2023	20:01	video	yes/no	yes	20s	no	bottom	60	N/A
11 February 2023	16:00	pictures	yes/yes	yes	N/A	no	not in frame	144	N/A
10 February 2023	16:59	video	yes/yes	yes	15s	no	bottom	154	N/A
10 February 2023	02:10	video	yes/yes	yes	1min 20s	no	bottom	72	N/A
09 February 2023	20:13	video	yes/yes	yes	58s	yes	bottom	65	nikerunning
08 February 2023	23:31	video	yes/no	yes	43s	yes	not in frame	57	N/A
08 February 2023	17:00	video	yes/no	yes	1min 5s	no	not in frame	1300	witnessgreatness
02 February 2023	23:24	video	yes/yes	no	45s	yes	bottom	82	N/A
29 January 2023	19:45	pictures	no	no	N/A	yes	center	1400	N/A
28 January 2023	20:01	video	yes/no	no	34s	no	bottom	103	N/A
28 January 2023	17:05	pictures	yes/no	yes	N/A	no	not in frame	140	N/A
26 January 2023	19:42	pictures	yes/yes	yes	N/A	no	bottom	145	N/A
26 January 2023	02:34	pictures	yes/no	no	N/A	no	bottom	206	N/A
20 January 2023	16:22	pictures	no	no	N/A	yes	center	1000	N/A
19 January 2023	17:24	video	yes/yes	yes	22s	yes	center	75	N/A
18 January 2023	23:25	pictures	yes/yes	yes	N/A	yes	center	156	N/A
18 January 2023	20:04	video	yes/no	yes	50s	no	bottom	371	N/A
12 January 2023	23:11	video	yes/yes	no	15s	no	bottom	63	feelyourall
06 January 2023	15:00	video	yes/yes	no	25s	no	bottom	125	feelyourall

Figure 9 Meta data from Nike main channel (1/1/2023- present)

