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Instagram and TikTok Marketing Gorkha International Travels and Treks

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ABSTRACT

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The thesis title is Instagram and TikTok Marketing- Gorkha International Travels and Treks. The main objective of the thesis is to provide advertising and marketing through Instagram and TikTok about the company to the particular client who is interested in travelling. Also the thesis aims to provide better understanding of Instagram and TikTok marketing and provide better and effective marketing strategies. Description of the significance and utilisation of the results of the work The thesis would be great helpful for the case company and be benefitted from the project as the main focus is to increase and obtain new customers to try out the company for their travel purpose and the thesis also aims to identify the working process of Instagram and TikTok for marketing purposes.

The theoretical part of the thesis includes information about digital marketing, social media marketing, Instagram marketing, TikTok marketing. These parts consist of strategies of marketing and effective ways to boost brand and increase target audience. The information collected in this thesis and primary data were gathered from literature, articles, internet, Instagram and TikTok insights. The secondary data was from the owner of the Gorkha International Travels and treks. The empirical part of the thesis analyses the current marketing situation of the company, visualises and theme interviews with the owner of the case company.

Qualitative research was used to do research on this thesis and was practice based thesis. Even though the case company already has their marketing platforms and teams, the author provides comprehensive strategies and ways to do effective marketing to stay up to date about the trends in social platforms.

From the analysis, the company still has to improve their marketing strategy and follow a marketing guide and recommendation provided by the author. Posting regularly, using effective hashtags and collaboration with influencers would help the company to boost their brand. Gorkha travels should focus on managing social media to increase brand visibility and make a loyal customer base. It would be great if the company follows the marketing plan and strategy provided by the author.

Keywords: Instagram, Marketing, Digital Marketing, TikTok, Marketing strategies, marketing guide, target audience.

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1 INSTAGRAM AND TIKTOK MARKETING OVERVIEW -

Social media's usability and accessibility to individuals, social media provides an important marketing environment. According to the American Marketing Association (n.d.) defines marketing as ' an activity, collection of organisation, and process involved in developing, promoting, providing, trading product and services that are beneficial for clients, business, consumers and society at large. With social media marketing rising up everywhere, it is necessary to include another way of engagement. Undoubtedly, it is reasonable to say that new platforms change how marketers do business as social media is altering the way audiences live their lives.

Social media marketing encompasses the use of social media technologies, channels, components, and delivery offerings which provides value for an organisation's stakeholders. It plays an important role in various aspects such as improving customer service, maintaining customer relationship, offerings of consumer's benefits, promoting brands among consumers and influencing brand awareness. Initially social media primarily influenced brand promotional plans, but now it is also expanding on social funding as well. Instagram and TikTok both are social media platforms having distant marketing chances. Instagram, first introduced in 2010, has established itself as a photo and short video sharing app (Hu et al., 2014).

According to (Dagara & Rushworth , 2020) , TikTok is a relatively new social media platform which gained rapid popularity because of its creative, brief and video content feature. A powerful marketing platform is offered by its unique algorithm, which highlights the importance of content discovery (JM, 2020). In addition to managing brand awareness, the thesis author provides marketing recommendations to the case company. It also seeks to provide a

thorough grasp of the efficient marketing uses of these well-known platforms like Instagram and TikTok.

1.1 Purpose of the Study

The main purpose of the study is to improve the marketing session of the case company and the company would be benefitted from the work as this study's focus is to increase and obtain new consumers to try out the company for their travel purpose. The other important purpose is to identify the working process of Instagram and TikTok as a marketing tool. These social media marketing tools are used to promote the services of the company as well.

1.2 Case study framework

This thesis consists of various sections such as Introduction, Research Objectives, Digital Marketing, Social Media marketing, Instagram marketing, TikTok marketing, marketing strategy, Empirical part, Marketing guide, Recommendations and Conclusions.

The first section of the thesis is Introduction which provides Overview of the thesis with its purpose and limitations. The research objectives show questions for the research, conceptual framework, and the implementation. Digital marketing and social media marketing are two concepts of the thesis. Instagram and TikTok marketing are the two major themes which includes their anatomy and algorithm with marketing strategy. The Empirical part has Interview and meeting with owner and other employees and marketing team to discuss about the marketing team. A transcript of recording is done from the Interview and other data collecting is from passive participation i.e. other employees of the company. A marketing guide for the company will be created when the data is collected and evaluated with recommendations on how to promote on Instagram more successfully and attract more followers

and brand recognition. At last, Recommendations and conclusion of the thesis will be presented.

1.3 Limitation of the Study

The thesis is all about marketing through Instagram and TikTok which are these days most popular social media platforms. But other platforms/channels other than Instagram and TikTok are not handled in this study. The case company has their own marketing strategy and plans which are not involved in this thesis. Also, the company has other marketing tools such as Email marketing, Facebook marketing, newspaper and magazines marketing that are not involved in this thesis because if all of these included the thesis will expand extremely.

The regular and occasional marketing posts of the company are not involved because the company has their own marketing team to do this. The primary focus is on increasing brand exposure and acquiring new clients with an emphasis on using Instagram and TikTok' s features for marketing communication to attract new customers: Also, this thesis will not include traditional marketing tools and budgeting not to broad the project.

2 RESEARCH OBJECTIVES

The main objective of this thesis is to provide marketing through Instagram and TikTok to the clients who are interested in travelling and exploring. The thesis aims to provide better understanding of Instagram and TikTok marketing and shows the working method of Instagram and TikTok in the marketing field and to investigate how successful businesses may make use of TikTok and Instagram Tactics.

2.1 Research Questions

Some Research questions in this thesis are -

- How would Instagram help to increase brand, company's awareness?
- How to use Instagram and TikTok to get audience, customer attention?
- How to use Instagram and TikTok effectively?
- What kind of marketing strategy should be used to get more customers?

2.2 Implementation

This thesis will be based on qualitative research because the information acquired through a thematic interview with the owner and CEO of the company- Gorkha international Travels and Treks and virtual meetings with company's employees and marketing team. It is a project-based thesis, which aims to create a product, describe the process, and provide a required guidance.

Taking into account the objectives of the thesis, qualitative research is considered a suitable method for Instagram and TikTok marketing. In this thesis, the qualitative research aims to gather crucial data on the case company's marketing through Instagram and TikTok. The methodologies utilised for gathering data are dependable and provide significant insights for the purpose of this project. The thesis's implementation for promoting brands in Instagram and TikTok - Hashtags strategies, Collaboration etc.

3 DIGITAL MARKETING

Originally, digital marketing was called e - marketing (the `e` being short for `electronic`) and it was also known as internet marketing.the phrase digital marketing refers to the fact that our reach has grown to encompass a far broader range of connected devices than the Internet only. Traditional marketing communications tools included advertising, sales promotion, public relations (PR), sponsorship, direct marketing, and personal selling. This was the marketing communications toolbox - the tools available for marketers to communicate with customers (Hanlon 2021,60.)

These days, it is impossible to escape digital marketing and digitization. Due to the widespread use of social media and the ease with which information and data can be found online, a business must have online access to cope with this competitive world. A digital marketing strategy helps a company better identify and address client needs (Lockett, 2018). It is uncontested that for the last 20 years, marketing has seen a shift in what is known as the Digital transformation of marketing, widely accepted, and investigated by both practitioners and academics. Digital advertisements, e-commerce, mobile services, just to name a few technologies, have led to a revolution in how to interact with and provide products and services to consumers (Li et al, 2011).

Digital marketing refers to the utilisation of technologies to enhance advertising efforts by gaining a deeper understanding of consumer demand and preferences (Chaffey, 2013). In general digital marketing uses a variety of platforms and technologies to enable businesses to analyse campaigns, content, tactics to determine everything in real time. Each company has its own goals and purposes to advance in the context of connecting with and convincing consumers to make a purchase (Adler R 2021, 13-15.)

Customers may visit a wide variety of markets online these days and the section is enormous. According to Zhang (2013), review sites have been an

effective part of businesses' total marketing plans. Conventional modes of interaction are less effective than market tools(Helm et al., 2013). Businesses rely on the internet as their most potent resource (Yannopoulos, 2011). In combination with online communication strategies covered in more detail in this thesis such as scope and importance, key components and channels and currents trends and emerging strategies. Even if digital marketing and advertising is very trendy in Nepal, many folks and companies have already started using them to boost sales and revenue (Marketing, 2020).

3.1 Scope and Importance of digital marketing

According to Khan & Mahapatra(2019), ' there should be an immediate use of technology to enhance digital media platforms'. In the future, the use of these platforms would be important. Businesses are continuing to keep up with the rapid advancement of digital marketing technology by integrating online elements into their brick-and-mortar activities or mixing several digital marketing techniques to establish an online presence (Simplilearn, 2023). The Importance of digital marketing is growing bigger everyday. With the expandance of digital marketing it offers a lot of opportunities for influencers.

In this digital era, it is an essential factor to connect and interact with stakeholders, consumers and clients. The research explains that businesses brand management and marketing work well together. Furthermore, It was demonstrated that businesses, by raising brand awareness and brand recognition, impact positively in brand management using digital marketing tools. Futurelearn (2023) indicates that the global market value of digital marketing would grow up to \$786.2 billion by 2026, illustrating the vitality of digital marketing for a wide range of industries.

Nowadays with the help of digital marketing , anyone can choose the better marketing plan of action and be sure that marketing strategies and tactics are always on assuring that the objective is met and target the right consumer(Rim & Nohade 2024,333). Businesses, entrepreneurs, media

outlets and bigger companies have greatly benefited from the Internet and technology which has also made new ways for marketing(Shahbaz S 2021.4). Using digital platforms to get involved with target audiences helps in the development of a bigger consumer base and trustworthy audience for businesses. It is particularly easier for small businesses to execute digital marketing without even a help from the marketing department (Akansha R, 2022).

3.2 Key components and channels in digital marketing

Digital marketing encompasses multiple components and channels , each of those components plays a distinct role within the digital marketing ecosystem. To develop a comprehensive digital marketing plan which is associated with objectives. It is crucial to thoroughly understand and navigate each component and channel. Here are the components and channels of digital marketing which are illustrated in below fig 1.



Fig 1: Key Components and Channels of Digital Marketing

- Search Engine Optimization (SEO)- Search Engine Optimization (SEO) is a strategy which is designed to enhance a website's exposure in different search engines providing it to react appropriately to user's queries, confusion and answer them on certain themes(Gupta M 2023.6).
- Search Engine Marketing (SEM)- In relation with SEO, Search engine marketing is the search engine involved in paid strategies/systems to explore and increase the visibility of the website. It includes platforms like Google Ads enabling typing, ensuring their ads appear prominently in relevant search queries. Search engines also offer a quicker way of visibility, viewing the longer-term benefits of SEO (Waqar M,2024.2).
- Content Marketing - except for White Papers, case studies, blogs and other materials, content marketing is doing excellent job in disseminating web information about a company to reach a target consumer and encounter the possible problem and try to resolve them. A marketing either done by paid sponsorship or by organic and local without any payment both are accountable to increase a client base (Deepak G,2023).

- Social Media Marketing - As social media marketing has been potentially popular in recent years, it is good that the rise of platforms like Facebook, Instagram, and Twitter. Due to these amazing social media tools brands now can set their target audience in real time, interact with them on a personal basis, and build a loyal following base. Social media marketing has become a foundation of many other digital marketing strategies where influencers play a vital role in building driving sales and shaping consumer behaviour (Manoj D,2023).
- Email marketing -Email marketing has become one of the powerful tools to engage with audiences. Sending an email about the product and services about the brand, informing them may increase encouragement to consumers and to make a move. Also segmenting the email list and sending the targeted messages can increase engagement and drive conversions (Dole M,2023,43-46).

Research indicates that most firms use digital marketing channels to promote their product and services due to effectiveness and ease of use in computing digital channel performance statistics (Shankar V, Sharma A 2023,16).

To summarise, the key to the success of digital marketing initiatives is to effectively engage the audience. Employing email marketing or social media marketing is one way. It is crucial to establish a connection whether using SEO, content marketing, or any other type of internet marketing can be a meaningful way with the intended customer.

3.3 Current trends and emerging strategies

The constantly growing trends and rising tactics of digital marketing are expected to make a significant impact by 2024 (Nikita D, 2024). As we observe the progression of the 21st century, digital marketing has emerged as an overwhelming force. It shows that the future of digital marketing is on track to soar even higher due to improvement in technologies, ability to understand consumer behaviour and the development of innovative tactics

(Atman R, 2023). In this current era of digital marketing, It is crucial for influencers, content creators to remain alert and stay ahead of technological advancement.

It has become an ever-evolving field and the competition in this field is equally expanding which clearly symbolises that the businesses and influencers need to stay up to date with newest trends to remain top in competition (Souza E, 2023.47). Artificial Intelligence (AI) has become one of the emerging trends in digital marketing recently. AI enables influencers to proceed with numerous data quickly and helps them to make more decisive information. AI also helps marketers to have personalised experiences with audiences helping in more conversion rates, Nowadays AI also can be useful in other tasks such as content creation, Ideas generation and also social media management (Gurmeet S, 2024.261). Another significant aspect is to be updated about the emerging strategies and trends and getting to know the audience.

If it is known already about the consumer's preferences and demand, it can customise content and marketing strategies to meet their needs. Doing regular market research and analysis helps to identify emerging trends and modify the content accordingly (Washington W ,2023 .51-52). Similarly, video marketing is not a new thing still its dominance has been exacerbated with the rise of Tiktok, youtube shorts and more similar types of short form video platforms (Jennifer G,2023). Furthermore, keeping an eye and being updated with the latest trends of social media has been crucial for digital marketers. Instagram, Facebook, Twitter keeps upgrading their new features constantly which is why it is essential to familiarise yourself with the changes and adapt the content creation and marketing strategies according to that.

User - generated content has recognised as a prominent trend in digital marketing which established practice in various forms such as TikTok trends and #OOTD posts. Instead of being produced from brands, these unique and brand specific contents by influencers are followed by consumers. Additionally, it is obvious that influencers are utilising concise videos from

Instagram reels to TikTok posts to boost brand awareness and increase interaction with millennial consumers (SARAH F, 2023).

4 CASE COMPANY

Gorkha International Travels and Treks is one of the best travel agencies in Kathmandu, Nepal. It is located in the Capital City of Nepal. They offer the best of what Nepal must present. It is because of their finest and personalised service with an experienced and professional team, knowledge, reasonable price, value, and their hospitality. They have been providing travel services in Nepal, Tibet, and Bhutan for a decade. Their best travel, tour and trekking guide offers the best holidays in your choice destinations. Gorkha travel's team has experienced guides who will lead you through the breathtaking landscapes of Himalayas, from the snow - capped peaks of Everest to the lush green valleys of the Annapurna region. They take care of all the details, so you can focus on enjoying your adventure.

Additionally, they provide a large selection of trekking excursions, ranging from simple, one-day hikes to difficult, multi-day adventures. In addition to trekking tours, they also offer a variety of other adventure activities such as mountaineering, rafting and kayaking. They can also help you arrange your accommodation, slights, and other travel arrangements. They are committed to providing their clients with the highest quality service and most unforgettable trekking experiences. Their goal is to uphold the values of sustainability and responsible tourism in the places where they do business, elevating the quality of the traveller experience while continuously pushing themselves to provide more efficient services. The company's foundation is environmental care and protection, which is made possible by highly skilled collaboration under the oversight of its leaders, who set clear expectations and objectives, resulting in trips that are morally and ecologically friendly for their guests.

Their team has already made a significant contribution to each collaborator's professional and personal development, and they also see the company's ongoing training programs as quite important. Their primary offerings include: airline tickets (both domestic and international); assistance with international visas; hotel reservations; transportation services; MICE tourism; trekking and outdoor sports; mountaineering and expeditions; and more.

5 SOCIAL MEDIA MARKETING

According to Dan Zarrella (2019.1), social media is the precise assessment of prior industrial media paradigm. Several definitions of social media concepts are provided by Kaplan and Haenlein (2010). According to them, social media is a collection of different platforms that enables sharing of user generated contents and contributing to the ideological and technological foundation of the web pages. While the user generated content encompasses a variety of websites and applications where the main objective is to share a content which doesn't require long term interaction between users of TripAdvisor or Instagram or Youtube that concentrate on maintaining contact between different social networking sites (Stephan Dahl 2024.3).

According to Drs. D David, J Ashok and K Subramani (2023.13), ' Social media marketing can be referred as an owned media since anybody can generate content and post them in social media platforms with the intention of engaging with target audience and increasing website traffic. The Advertising Association of Nepal (AAN) states that , as compared to the last two years the advertising makes up to 10% which also includes print, TV, Radio and other media. Around 9.8 million Facebook and Instagram users

are active in Nepal according to domestic social media marketing companies. As of January 2021, 44.2% of Nepalese used social media (kemp, 2021).

5.1 Influencer Marketing

Any talk of social media is incomplete without the mention of influencers. Influencer marketing works because users trust social media influencers; they are considered experts whose opinions are valued by their followers. Their recommendations work like word - of-mouth testimonials for the brand. It is found that when a study of over two thousand Americans conducted by Morning consultant that almost 75% of Gen Z and millennials follow influencers on social media (Kamath K 2024,41-45). Influencer marketing is continuously becoming a model player in modern social media marketing strategies, particularly with the rise of social media and its internal interactivity.

Companies are increasingly exploiting the reign of influencers to enhance their brand, make a meaningful conversation and increase sales (Nishant B 2023. 8). In simple terms, influencer marketing refers to a form of social media marketing that uses endorsement and product mentions from influencers - individuals who possess a dedicated social media following and are viewed as experts within their niche(Freberg, Graham, McGaughey ,2011).According to De Veirman,et al(De Veirman et al 2017. Pp 798-828), the general goal of any form of marketing is to increase sales, build brand awareness, grow market share, launch a new product/service, target new customers, improve stakeholder relations, enhance customers relations, and increase profit amongst others.

Understanding the metrics used to determine the success of influencer marketing campaigns is also crucial. Metrics can include the numbers of likes, shares, comments, clicks, conversations or overall reach a campaign has achieved (De Veirman, Cauberghe & Hudders, 2017). Social media provides an influencer marketing platform where companies/businesses

collaborate with influencers with significant followers and relevant fanbase, businesses can reach a larger and highly engaged audience.

In conclusion, Influencer marketing is a modern way to approach and reach modern customers who highly rely on social media for buying and getting information about a product and a brand. By strategically depending on influencers, companies can connect with the target audience, foster brand engagement, and drive sales.

5.2 Social media marketing

Margo (2012) stated that social media management is a process in which social platforms are used to achieve business main and organisational goals. According to Benthaus & beck (2016) recently, the role of social media in the development and success of businesses has grown significantly. These days many people have the feeling that managing social media platforms is all about only answering customer inquiries but there are more difficult tasks than that, which is developing accounts with the requirement of what the businesses offer and according to the demand of customers.

Good social media management has resulted in 53% of companies having gained benefit by improving level of organisational sustainability and performance. Using social media to promote products, showcase brands, and maintain sustainability in a cutthroat market is still a core competency of businesses in the US and Europe (Parveen & Ainin,2015) management of social media is still heavily reliant on development to make it more accessible to the general public. In addition to that, the more professional the management of communication platforms by businesses, the more a company will have a better financial return and be sustainable in the market (Huang & Fatima,2022).

5.3 Customer behaviour

According to Blackwell, Miniard and Easel (2001, p155) the customer behaviour 'is the study of when, why, how, and where people do or do not buy products which includes psychology, sociology, social anthropology, and economic fundamentals. According to Blythe (2014), the ability to understand consumer behaviour is the core of every communication plan, business strategy or clients' targeting. Consumer behaviour is considered as the process of thought and emotion that consumers go through when they search for, acquire and use products and services (Batra & Kazmi, 2004. 33).

According to Hoyer and Macinnis (2008, p.4), consumer behaviour was defined as the totality of consumers' decisions on an offering by decision making units over a period. Similarly, Solomon (2017, p.28) defined consumer behaviour under the perspective of 'the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas, or experiences to satisfy needs and desires. Even though the definition given by Hoyer and Macinnis is slightly different from Solomon, it gives similar meaning and understanding.

The present state of e-commerce and trade in Nepal seems to be quite accurate. Many consumers in Nepal are using online purchasing instead of visiting shops due to the introduction of new technologies, interactive apps, and online shopping access (Ducheyne, 2016). Many industries in Nepal are currently using online network operating businesses offering enjoyable services to the consumers. The future e-commerce in Nepal is gained by embracing the rapidly growing competition which is increased by the rise of online shops and enterprises in the country (Ministry of Communication and Information Technology).

5.3.1 Instagram

Substantial amount of research focuses on the most common social media platforms, Facebook, and Twitter, however, Instagram has received little scholarly attention' (MacDowall,2018, p.3). Instagram provides more

analytical options, which makes it better for social media research and consumer behaviour. The following fig 2 represents the data which shows the reason to use Instagram.



Fig 2. People's survey on Instagram

According to Iris (2019), the survey with Instagram shows that 83% people find new products or services in Instagram, 81% of people research products and services and 80% people decide whether to buy a product or service. For example, consumers use Instagram to discover trending things through explore pages, hashtags or influencer profiles, research products using posts from brand accounts and comments, and even used to make a decision to either purchase a product or services or not on the platform.

5.3.2 TikTok

TikTok is a brand new marketing platform which is used by many businesses to promote their brand nowadays. According to recent research, TikTok has a significant and advantageous influence on consumers at various phases of their buying process. TikTok emerges as the post purchase market place where consumers seek out businesses, influencers and creators to learn more about new services or products. According to Greg J (2022), a significant proportion of TikTok users i.e. 50% said that they feel joyful after they bought a thing, likewise 58% of TikTok users are happier to find new brands and products on Instagram and 44% of consumer go to purchase straight away after they saw it in platform. TikTok has become a platform

where discovery occurs 1.1x times more frequently used than other platforms.

A study analysing the role of Tik Tok in marketing strategies was conducted with a survey to understand the effects of social media regarding consumer behaviour. From this, the results agreed that 'brands and advertising agencies should continue to use this application to market their products' (Starkey,2022, p.11). A different study analysing the social media effects of Tik Tok wanted to "uncover if social media marketers were reaching their target audience successfully by generating sales through TikTok (Azpeitia,2021, p.2). Review of ads on TikTok will be the user's ratings of the information, the content, and the user's impression of the advertisement (Raji et al., 2019a).

6 INSTAGRAM MARKETING

Instagram marketing is quite simply the use of the Instagram platform and its features to market your content, your brand, marketers, and businesses have learned how to use it to share stuff like pictures, and videos in a way that is so casual that immediately engages, which makes it the perfect platform to promote and sell through visual discovery(Goncalo , Jorge Mihuel.4-6).

6.1 Instagram's Overview

Instagram was founded in 2010 (Bergstrom & Backman, 2013). According to Instagram(2014) as cited in (Dennis, 2014) Instagram first started off with providing functions on editing and sharing photos and later on added in the functions of sharing videos and photo messaging directly to another user. Guidry et al.,(2015) stated that Instagram upgraded its app in 2013 which allows users to share short videos and photos through direct messages. This

is related with the research of Abbott et al.(2013) and Chante et al.,(2014), who claimed that Instagram also connects real and digital life by making a gap between physical and digital environment by assisting businesses in enhancing their online support and presence. Instagram is a platform that would help businesses grow, develop brand loyalty and provide recognition among audiences. According to RD King (p.5), Instagram should be chosen as a primary marketing strategy.

However, the effectiveness of Instagram is enhanced when it is integrated with a broader marketing plan that comprises other platforms and media formats. Today over a billion people use Instagram on a daily basis. It shows that the company and brands want to market in Instagram trends (Micheal Gates, 2020). By extensive conversion and tales about the products or services they sell, Instagram assists businesses in developing closer and stronger relationships with consumers(Geissinger & Laurell, 2016). The following fig 3 represents an example of an Instagram profile.

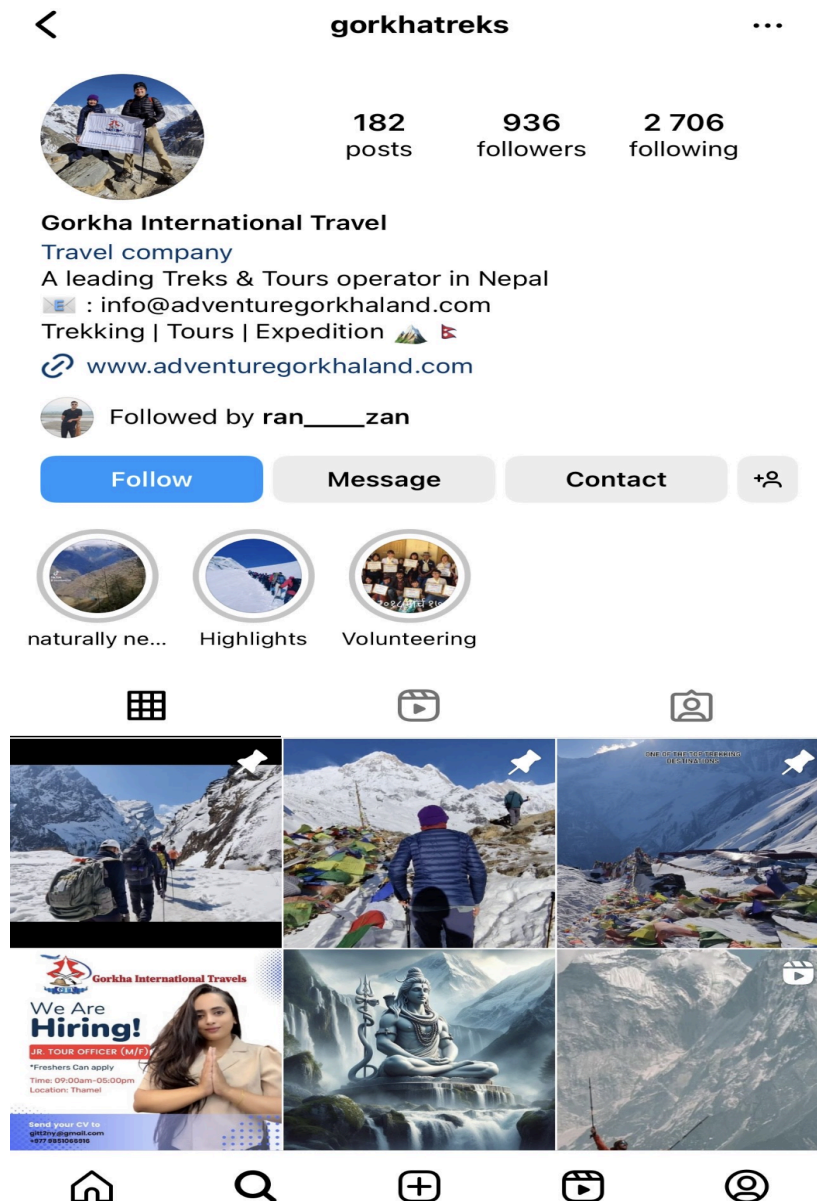


Fig 3. Instagram's profile of Gorkha Travels and Treks.

Instagram is a photo sharing social platform with functions of photo beautifying and sharing. It can also be seen as a new type of social media based on picture interaction because its functions to assist people build social networking based on pictures (Jin et al., 2015). One of the most rapidly growing social media platforms is Instagram. It is now the proud owner of above five hundred million monthly users and enjoys the highest rate of audience engagement in the areas of social media.

6.2 Instagram Algorithm Insights

In simple terms, the Instagram algorithm looks at information about the content i.e reels, feed posts, and stories and user's interest and behaviour on this platform to provide right content to right people (Hannah Macready, 2024). Fig 4 shows the parts of the Instagram app which has its own algorithms.

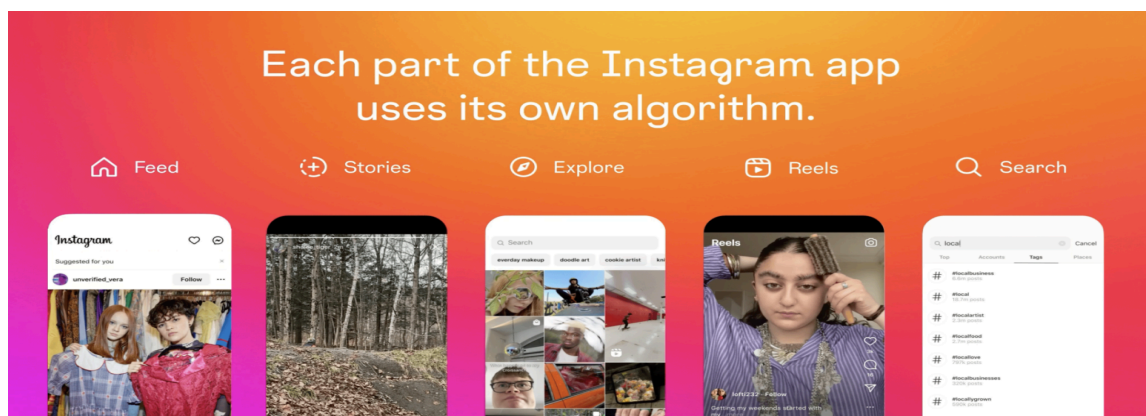


Fig 4. Algorithm of Instagram

Instagram algorithm is considered as a set of principles which determines the ranking and information order on the platform. This also determines the contents appearing on the feeds, the explore page stories, search bar and more. Adam Mosseri, the CEO of Instagram describes ranking to determine the algorithm and emphasises the value of preferring certain posts over another. According to him, Instagram users employ an assortment of algorithms, classifiers and techniques that are designed for each person using the Instagram feed, stories, reels, search and others.

The newest method on Instagram was just launched in early 2018 and that is called an Instagram algorithm (Gede Sri 2019, 744). The Instagram algorithm's primary goal is to optimise user's experiences on the platform. In 2022, Mosseri stated that "I understand that many of you are sceptical about ranking" in an Instagram clip however it serves the objective and purpose of

ensuring that Instagram provides equal value to all the users on the platform. The Fig 5 below provides an overview of algorithm factors of Instagram feed.



Fig 5. Factors of Instagram feed algorithm

According to Hannah Macready (2024), the Instagram algorithm takes into account all the past interactions with comparable substances and determines how much you would care about a post. Instagram predicts each user's level of interest based on their past behaviour. Posts that appeal to the user appear in their activity feed. These can be created by an acquaintance, but not only, this may be someone the user does not yet know (Sabrina M, 2023). Along with the post's location, date of posting, the algorithm also considered the post's level of popularity and notoriety depending on how rapidly it receives likes, shares, comments and saves (Hannah M, 2024).

According to the new Instagram algorithm update, it is equally important to post regularly to stay ahead of the curve on Instagram, ideally it is also must post at least once a day. But if that is not possible, try to post at least a few times a week and post in high quality. If you can do these things, you will be in decent shape regarding the algorithm (Siddharth D,2024). Your level of interest is determined by post information. This covers a variety of elements, such as previous exchanges and frequency of posting. It provides further detail about the stuff itself such as when it is posted with any associated locations, along with statistics on people liking the post and how rapidly people are engaging on a post(Kirsti L,2023).

Additionally, when deciding whether or not an article is engaging , algorithms also consider the interaction history you had with a particular individual. If you scroll a lot, Instagram will show you new posts selected from the last

view posts but if you do not spend a decent number of likes, Instagram itself shows more selected posts depending on your likes (George M,2023).

6.3 Instagram IGTV, stories, and posts

IGTV is Instagram's long form video format launched in 2018. IGTV allows users to create up to 10-minute-long videos on Instagram. Verified accounts and accounts with 10,000 followers can add up to 60-minute-long videos. Instagram features several methods of sharing in addition to the classic feed such as the 24 - hour lasting stories, private direct messages, and long form video in IGTV (Features, n.d). The following fig 6 is an example post of Instagram IGTV taken from Instagram.

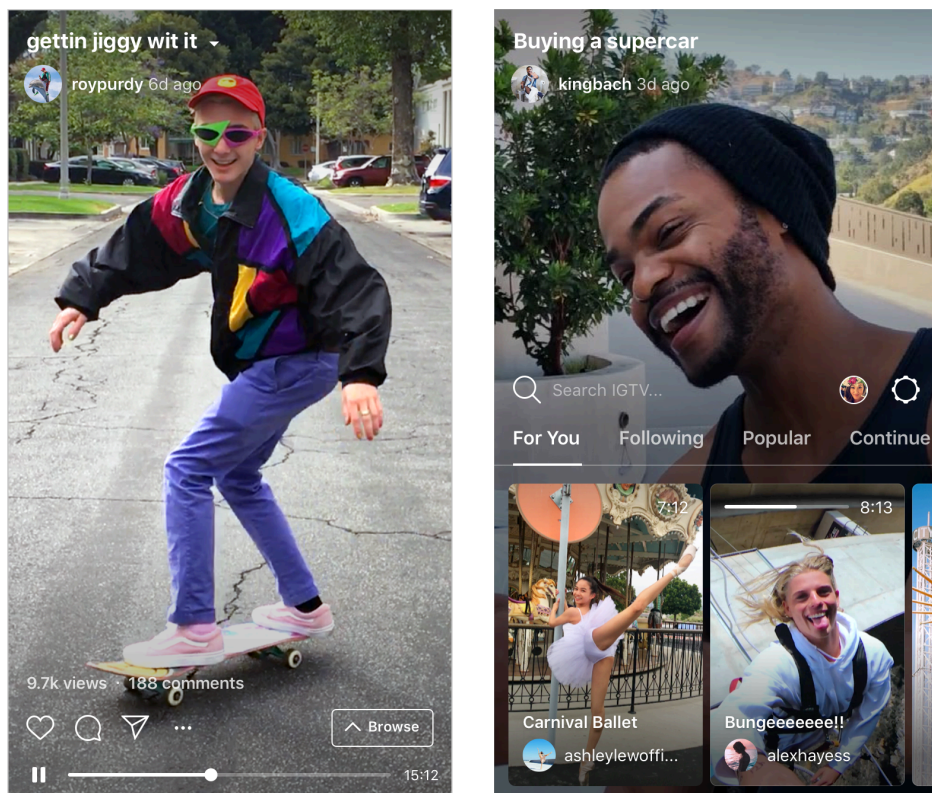


Fig 6. Example post of Instagram IGTV

IGTV exhibits several distinct characteristics. Instagram website was specially designed to use it in mobile ensuring that videos are played in full

screen and in a vertical orientation. Similar to the TV, IGTV immediately begins playing video contents when opening the application. To access further content, you can make an upward glide. This will allow you to choose between sections labelled such as “For You”, “Following”, “Popular” and “continue watching”. Moreover, you can like, comment posts, share videos with your friends through the direct feature channels, serving as channels themselves. On Instagram, creators may be found through following them, viewing IGTV, viewing and liking stories in your feed. Anyone can create their own IG TV channel and post their content there.

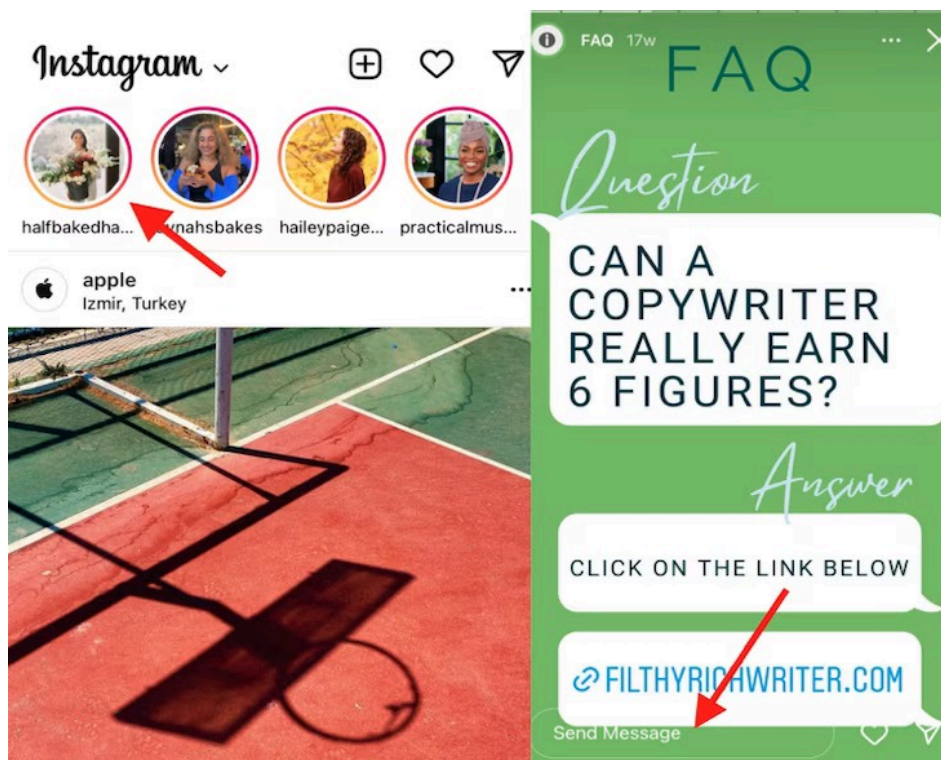


Fig 7. Example of Instagram's story

Instagram Stories is a feature within Instagram that allows users to share images, text, live streams, videos, and interactive polls- all in one look like a presentation. Each slide in a story lasts up to 15 seconds before automatically moving to the next story (Maria ab,2022). Stories allow you to share everyday moments, grow closer to the people, and interests you care

about through photos and videos that appear after 24 hours. You can choose to share your Stories with all followers or close friends and add them to your profile as story highlights (Website of Instagram). There are currently over 500 million people creating and watching Instagram Stories on their mobile every day and 1/3 people have said that it increases their interest in brands and products after seeing stories about those brands. In short, IG Stories helps to boost your reach and engagement and, in some cases, influence purchasing behaviour (Ash R, 2023).



Fig: Instagram's post by Gorkha travels.

The Photos and videos posted by users in instagram are Instagram Posts. Instagram post's captions can be long captions up to 2200 characters. Instagram posts stay forever so they have to be more extensive, they also facilitate better conversations, interactions with followers which can happen over time (Charli D,2024). Instagram posts include reels which can be up to 90 seconds and get creative with easy - to-use text, AR filters and audio

(Website of Instagram). With the help of a video production company, you can ensure that your posts' quality is always on top. They need to reflect the brand image and values which reflect your brand image and value and reflect the level of quality content that your followers expect (BLOG, 2023).

6.4 Effective Hashtags strategies

According to Dumbrell et al., (2015), hashtags are either words, phrases or alphanumeric characters which are symbolised by #. Hashtags were initially created during user communication on IRC applications which then became popular among the social media platforms. Zappavigna (2015), stated that there are usually three primary reasons to use hashtags in a posts: first to identify the post conceptual area, second it is used to connect the post to a particular group activity both of these relate to hashtags' content aspects (Ma et al., 2023), third it is used to convey a meta comment which is emotionally charged (Burgess et al., 2015). If a caption has more than eleven hashtags, the post has an ideal amount of hashtags(Cooper, 2016).

From a marketing perspective, Bunkoes (2014) maintains hashtags in Instagram captions which must be brief, distinctive and eye-catching. Nevertheless, it is very crucial to take into account the hashtags' contextual significance. While utilising Instagram, hashtags should be relevant to the content. According to Sheldon & Bryat (2016, p.89), the fundamental concept of instagram is to share photos and videos by using hashtags so that other users find out about the post. This clearly proves how important it is to use hashtags on Instagram. Social media users frequently utilise hashtags, which are keywords proceed by the # symbol (Ma et al., 2013).

According to Sailer (2016), the first hashtags were formally used on Twitter in 2007, since then the usage of hashtags has changed on social media in general. According to the study conducted in 2015 by Giannoulakis and

Tsapatsoulis, 55% of hashtags on Instagram explain the content of photographs, meaning that nearly half of the hashtags used on Instagram are done for communication purposes. One of the more creative ways of using hashtags is emoji hashtags. Emojis have already become familiar in modern networks and taken further by Instagram when the web decided to enable the emoji hashtags.

According to a Simply Measured study, last year brand captions on Instagram included 5,596 hashtags, which is equivalent to 2.5 hashtags per brand post. Of the most used hashtags, seven out of ten were branded (Beese 2016). The following fig 9 shows the topmost used hashtags in Instagram posts.

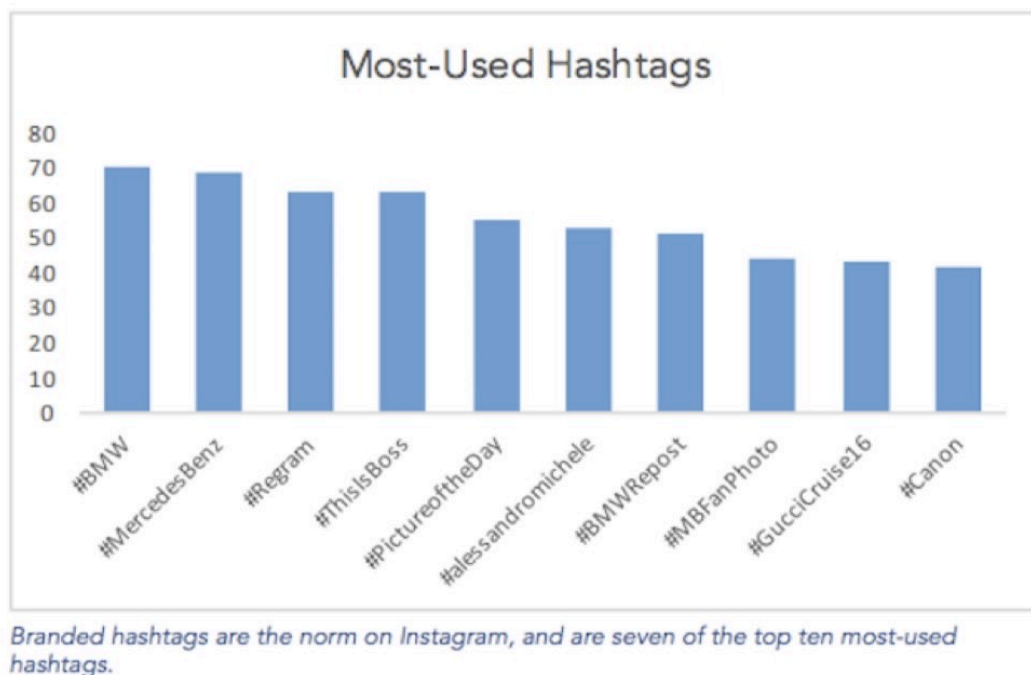


Fig 9. Top ten most used hashtags in Instagram.

6.5 Collaboration with influencers

In recent years, there has been notable growth in collaboration between brands and influencers to promote products to their social media target audience (Jimenez et al., 2019 & Blanche et al., 2021). Influencer collaboration brings visibility to the brand. In this digital world, businesses

must have committed creators for their brand and the company. As per Hall's (2016) findings, consumers have greater trust in digital influencers who work with companies that are related to their area of specialisation. Digital influencers are content creators with their specialised skill set (Lou and Yuan, 2019).

It is a big challenge to properly secure budgets using influencers that may not commit to a reasonable engagement rate (Jarrar et al., 2020,51). The role of influencer is considered as the source of information on social media and consumers often follow their influencer before using a service. Collaborating with influencers is a fantastic way to present a product/service to the target audience who follow their influencer before making any decision.

The fig 10 below is the collaboration post with one of the clients of Gorkha travels.



15 likes

gorkhatreks A short glimpse of the adventure to the Everest Basecamp Trek from our clients @souldetrip . Congratulations for the completing this amazing experience in the Everest region.

.
.
.

#trekking #nepal #trekkinginnepal #adventuretravel
#travelholic #vacationstyle #mountainslovers #trending
#paradise #himalayasnepal #trekkingofindia #trekkinglife

Fig 10. An instagram post with collaboration with an influencer.

Gorkha travellers can collaborate with famous influencers of Kathmandu, Nepal and suggest them to engage with audiences, use hashtags about the company's services, and make instagram posts about the company by paid sponsorship. The collaboration with influencers is famous in Nepal as International and National consumers follow influencers and get to know about the company and services.

7 TIK TOK MARKETING

Anadolu et al., (2020) noted that although TikTok is a platform for targeting consumers, the majority of its users are average individuals who apply the network to either to share and manage content made by others or share it with social circles. Researchers Haenlein et al.,(2020) explained that , despite TikTok being a well known platform for promoting businesses, executives in marketing should naturally want to control all the brand related communication. Since TikTok is available to all users, influencers need to be aware of consumers' mistrust of advertising and focus on brand recognition (Hernandez & associates, 2019).

It's obvious that each user ought to post appropriately and follow the guidelines and social networking. Many folks share their own stories on social media by acting as customers in the contemporary world and by sharing information that shares their encounters with a product and a service. Marketers have started to employ digital marketing networks more frequently as a result (stephan, 2016). Furthermore, individuals, enterprises and consumers are eager to engage in communication through novel and interactive social media sites which facilitates the transmission of information (Shareef et al., 2017).

7.1 Overview and statistics

TikTok is a digital platform that allows users to view amusing and mostly comical little videos, as well as showcase their artistic expression, as stated in the app store description. Those who want to create original videos and amuse other people are the biggest audience for TikTok. In their study, Yang & Milberg (2020) define TikTok as a medium that facilitates innovative forms of self expression. Children and Teenagers were able to facilitates themselves by engaging in sports, physical interactions and community based organised physical activities because of isolated setting and social constraints, claim Bates et al., (2020).

As stated by Khattab (2019), the capability to share photographs and videos of other's bodies places each user in a situation where they can feel compelled to showcase their physique to other users and compare their outcomes with those displayed images and videos. Zhou (2019) stated that short films on social media platforms are transforming the way people acquire to be creative. These videos offer visually engaged instructive content and allow users to interact by asking questions or leaving comments. Millennials spend around 4 hours and 11 minutes on various social media platforms (Janicke, 2018).

Although TikTok continues to rely on a social graph, it has transformed the social networks scene by structuring its website around an interest graph (Kumar, 2022). The TikTok algorithm continuously gathers details regarding users' interests, preferences, comments, posts and dislikes. As a result, it offers a personalised experience and recommends content that is generally accurate based on their likes and dislikes. Additionally, the short videos of TikTok capture users' attention through apparent novelty, choice of music and action, and direct emotional expressions which contributes to its target (Newport 2022. 7).

TikTok has overtaken other social media apps and is now the most downloaded app globally. It has around 1.4 billion monthly users. The picture below shows that consumers get impulse buying in TikTok more than other platforms.

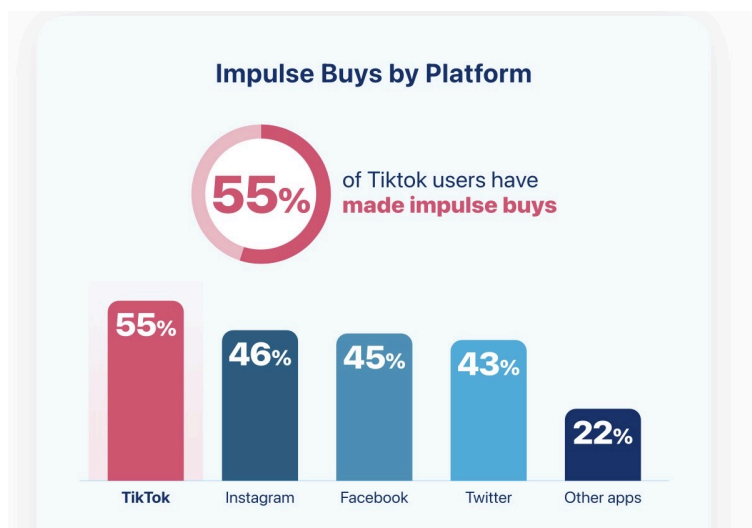


Fig 11. Impulse buys by platforms.

According to StyleSeat, more than 55% of TikTok users will make impulse purchases on TikTok in 2022, making TikTok the top social channel for impulse purchases. Instagram and TikTok came in second and third having 46% and 45%, respectively. Similarly, Tiktok users get inspired from other apps to do impulse purchases.

7.2 Duets and collaborations

Duet videos allow a user to split a screen with an existing video from a different user next to their own. Often, duets are done as a reaction video to the original. Sometimes, though, users create duets that have more of a collaborative effect and look as though they have worked together with the original creator (Haley W,2020). There are several layouts you can use for this split screen including Left & right, green screen, React and Top & Bottom as shown in the figure below.

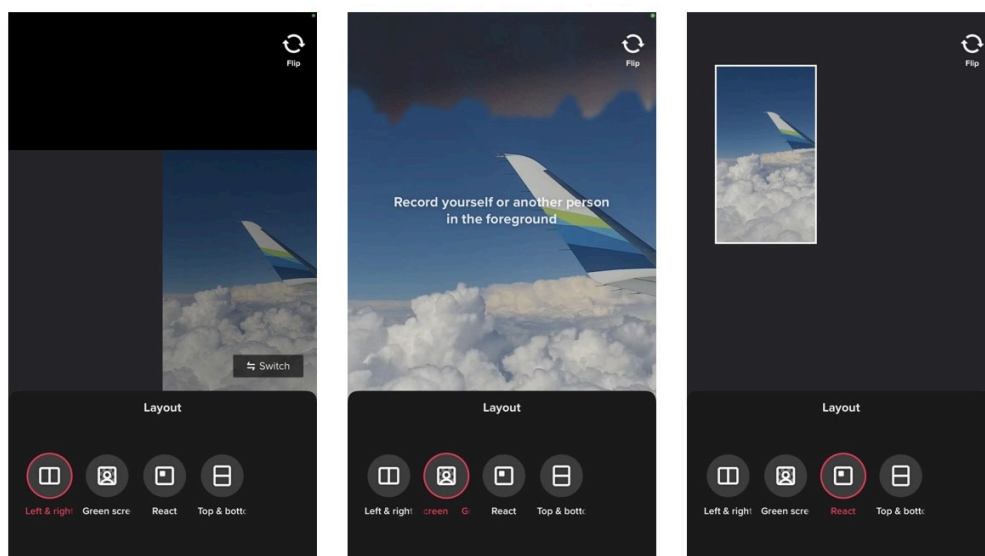


Fig 12. Layout for the duet split screen.

Duet is a unique feature of TikTok, inherited from Musical.ly (which was invented as a singing platform), enabling users to create musical compositions or audio in parallel with those of other users. That is, creating a new video alongside an existing one (Zeng and Kaye, 2021). The uniqueness and success of TikTok, as noted by Kaye (2022), stems from the incorporation and fusion of Reaction and Duet, which led users to interacting.

TikTok influencer marketing entails collaborating with content creators to show TikTok videos briefly that endorse the brand. By using the creation of the influencers, brand can promote their product and services which capitalising on the potent marketing effects of social proof and brand credibility (Aspire,2023). Consumers are usually aware that brands typically incentivize such collaborations. As such, the collaborations are viewed as business transactions, not altruistically motivated acts. Therefore, we anticipate a null effect on perceptions of atrium.

However, when an influencer collaborates with a lower status brand, perceptions that the influencer is self-serving are likely to be reduced. This is based on the brand alliance literature which finds that a well-known partner reaps fewer rewards than a lesser - known partner (Gammoh et al.,2006; Levin, 2000; Mohan et al., 2018). TikTok challenges can be categorised as either sponsored or organic, and typically involve a combination of three components i.e. text, sound and movement which is often in the form of dancing. These challenges are typically initiated by influential TikTokers with a large following base or by sponsors who have allocated resources to TikTok marketing (Paul, 2020).

7.3 Hashtags challenges

Hashtags, in general, are a #sign that is then followed by words or phrases. (For example: #tiktokmarketing). TikTok hashtags provide a user the ability to categorise their content based on the hashtags they use. In turn, it also makes it easier for users to find specific content based on the hashtag labels.

TikTok users can simply click on the hashtag and view other content with the same label, and you can also search #s on social media to discover content for a hashtag (Karina G, 2022). A significant aspect of the community attention of TikTok is the participation in 'challenges' denoted by hashtags, where creators and their popularity mutually motivate one another (Mediakix, 2020).

The #Raindrop Challenge, a popular TikTok challenge, involves creators using a new filter to manage a simulated downpour of rain. This challenge has garnered over 1.1 billion views and is considered the successful TikTok challenge till date (TikTok, 2020). Another famous hashtag challenge id the #InMyFeelings challenge, which was offered to Instagram but gained more popularity on TikTok with its own liberties, attracting 5 million videos as opposed to Instagram's 1.7 million (Mediakix, 2020). Here is the picture showing the TikTok page using Hashtags in their posts.

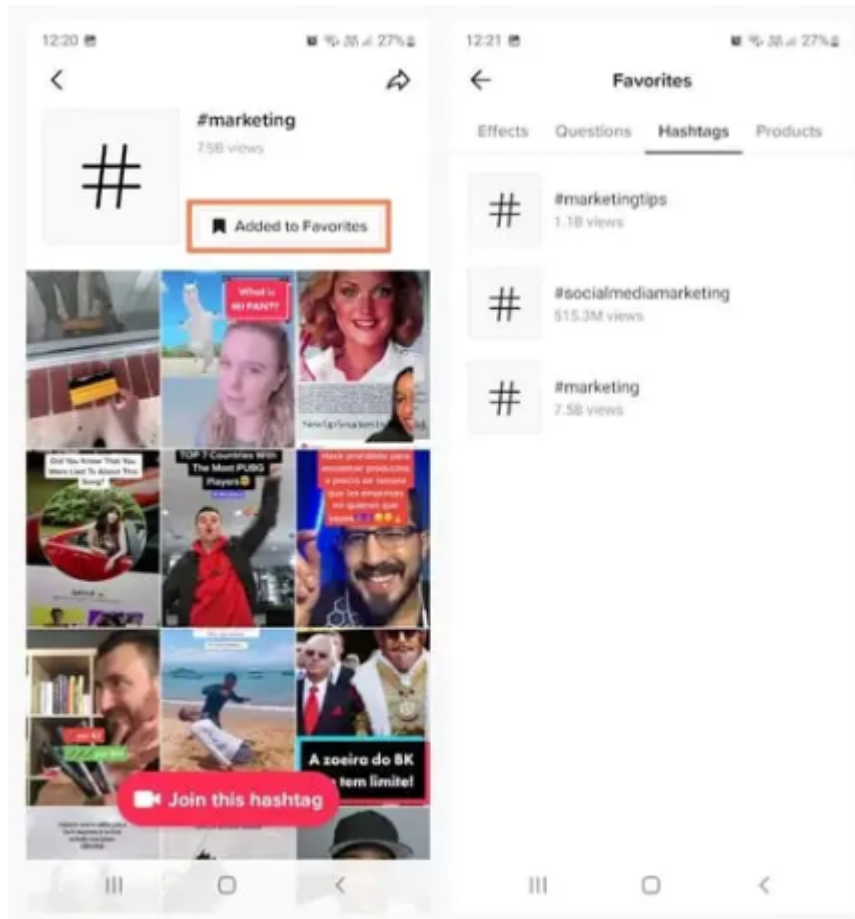


Fig 13. Hashtags used in TikTok posts.

7.4 Tik Tok Ads and live

Advertising on TikTok is becoming necessary- have for brands (Brendan A, 2024). The ad format is all about standing out from the competition. It gets prominent levels of organic engagement because TikTok loves to split screens and comparisons which helps to boost sales. keep the video to between 30 and 60 seconds. During the time, you will compare the product, review it, and focus on things like price, ingredients, environmental credentials, and unique features (Micheal S, 2023). The picture below shows an ad done by famous influencer to promote brand in TikTok.

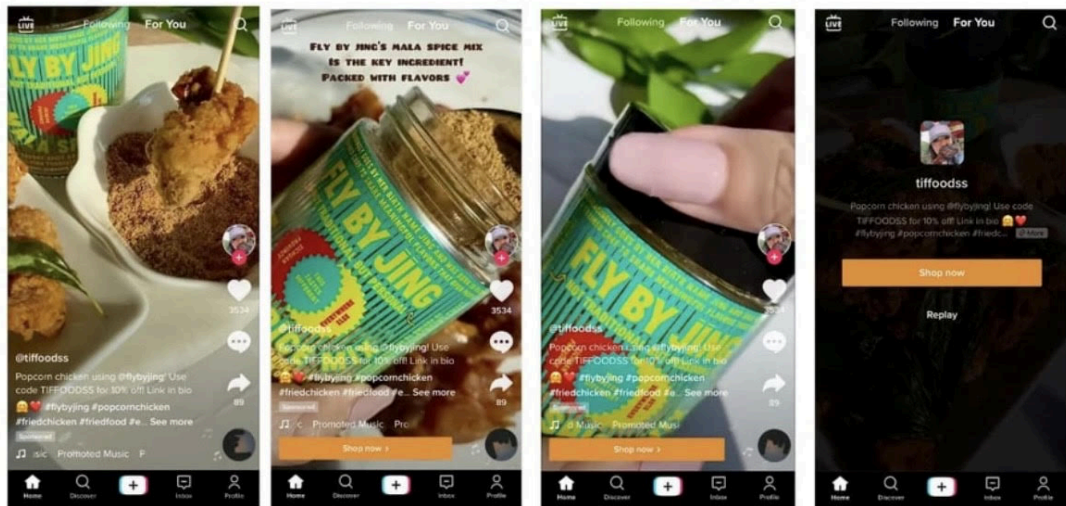


Fig 14. Advertisement in TikTok Posts

The figure shows a TikTok ad by food brand Fly by Jing Partnered with food influencer TiffyCooks to demonstrate how easy and tasty it is to use the brand's product. Collaborating with a known influencer is always a fantastic way to show a brand with your audience. Another amazing thing about this ad is it clearly shows the offer and uses the code to grab an offer. Live streaming has more advantages to show their product directly through the app and it is easier as compared to other online shopping strategies. Live streaming can add a higher level of interaction on the TikTok platform as it allows users to interact with their audience directly. In the future, the live streaming feature is increasingly popular with users especially with millennials.

Consumer find it challenging to trust materials obtained from visual content on conventional e-commerce websites (Lu et al., 2015). Furthermore, live streaming has the capability to transmit visual, auditory, and kinetic elements to effectively communicate product details (Lu et al., 2015). Both local and foreign e-commerce platforms are vying to incorporate this capability into their systems. For instance, TikTok entered the Indonesian market in 2021 with a feature of live streaming and short video based e-commerce TikTok shop. "TikTok is one of the sites with fastest global growth for short videos" (Enderwati et al., 2021).

As mentioned by Zhang et al., (2021), Live TikTok enables businesses to connect with their target audience, provide demonstrations of their products, answer questions, and engage with consumers. This creates an opportunity for businesses to build trust with their target audience and establish long-term relationships. The picture below shows marketing done in TikTok live which seems to be easier to get information about the product and enable you to see the product looks in TikTok live.

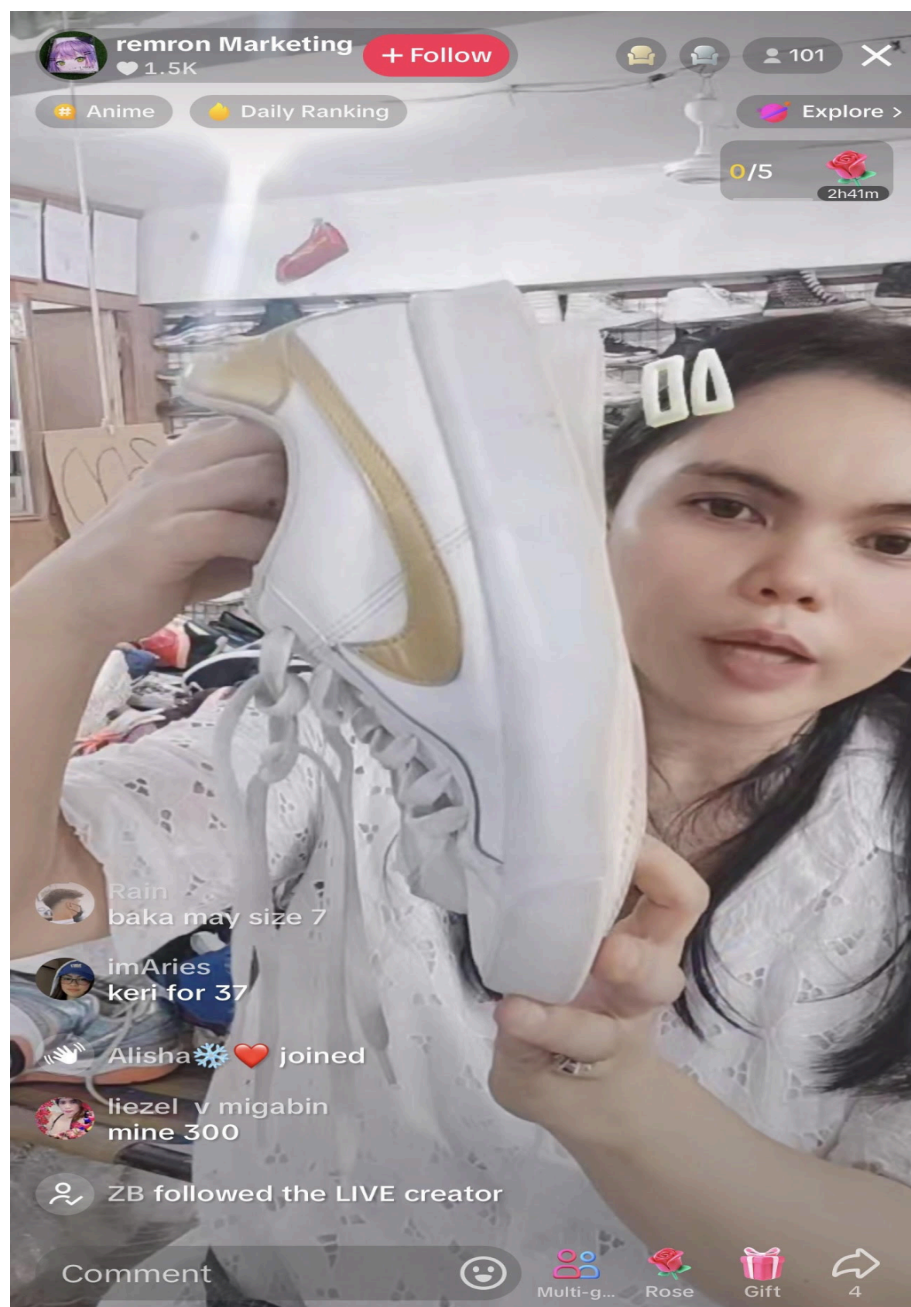


Fig 15. Live marketing in TikTok.

8 MARKETING STRATEGY

A marketing strategy is a detailed, all-encompassing, and unified plan for how to promote, sell, run programmes, advertise, and distribute a product or service in order to meet its market-specific consumers or goals (Assauri, 2007). A marketing strategy is made of several interrelated elements. The first and most important is market selection (Brown A, Sommers et al., 1982) which is related to choosing the markets to be served.

Kotler and Armstrong (2012) say that marketing strategies are meant to change how companies can do different marketing activities which help to increase consumer demand. Successful attainment of goals and necessities entails the utilisation of suitable and well-executed marketing strategies (Black & Boal 1994; Varadarajan et al., 1994). A marketing strategy, according to Aashish Pahwa (2023), is the culmination of all the choices and activities made by a company to boost sales and create a long-lasting competitive edge by comprehending and meeting consumer demands and satisfaction. Strategic marketing decisions are made as part of the iterative strategy creation process.

To maintain a lasting competitive edge, a firm makes these decisions in reaction to the changing aspects of the marketing environment (Bourassa et al., 2007). Strategic marketing decisions are necessary throughout the process of analysis, strategic choice, and execution as part of the problem-solving process. (Lasi, 2020) concur that marketing managerial decision-making is critical since it influences the chance of success for any marketing plan.

8.1 Defining the target audience.

Rossiter & Percy (1985) in their advertising communication models say, 'a target audience consists of people who will be most responsive to advertising'. As mediated communication evolves the audience too needs to re - re-defined. While you can identify your target audience in several ways, doing so without customer data can be extremely difficult. According to a Hubspot survey, 82 percent of marketers say high quality customer data is important to succeed in their roles. by knowing the target audience and what they want is the first step in attracting them by creating a profile of the Ideal consumer. Fanjun Zeng suggested that understanding customers through methods like segmentation, data analysis, and market research is crucial for creating effective marketing strategies that are tailored to specific customer needs and preferences.

In many cases, of course, the target audience will be the target market (i.e. customers who use a product or service from the respective company). In other cases, the target audience may be intermediaries, the public, shareholders and so on (Geoff L et al., 2007). When you describe the pain points your product solves or the challenge it helps to overcome, your target audience defines itself through your product attributes (Daniel S,2024). Defining a company's target segment can aid in developing marketing plans and defining its core clientele. Establishing a target audience and market makes it possible for the consumer who is most likely to buy your goods and services with greater purpose and sensitivity (Laura L, 2022).

According to Laura Lake (2022), asserts that the more specific you can define your target audience's demographic, the more successfully you can advertise with greater precision. Identifying the target audience allows companies to optimise their marketing efforts precisely reaching the specific individual they aim to target. Moreover, you can develop creativity that speaks to specific personas, and develop brands that coincide with the

interests and values of those most likely to purchase the product. This is especially important at a time where consumers expect every ad to be personalised and highly targeted (Marketing Evolution, 2022).

9 EMPIRICAL PART

This thesis is based on qualitative research because the information and data gathered are collected by interview with the case company's owner and meeting with the marketing team and will focus only on Gorkha Travels and Treks. As this is qualitative research and focus on primary data. Qualitative research involves in depth interviews, focus groups or observation to collect data in detail. It is a comprehensive process of gathering information and the data collected is in a realistic situation. Consumer's experiences, thoughts and actions are collected in Qualitative research. It doesn't answer the question of how many, but rather how and why they happened. It can be designed as an individual research, relying solely on qualitative data or as a component of mixed methods research which integrates for both qualitative and quantitative data (Steven et al., 2022). For the data collection, qualitative research is suitable because the purpose of the thesis is to get a deeper understanding and improve the Instagram and TikTok marketing of a case company.

9.1 Theme interview with owner

Theme interview was done on 20th may in a whatsapp audio call with the case company's owner. Only the information needed for the research is picked here. The discussion of the thesis is based on the question created by the interviewer. Thus, the below paragraphs present the answer to the questions generated for the interview. Instagram and TikTok marketing included some frequent questions about the case company's current situation

with their marketing platforms i.e. effort, time to invest, management, marketing goals.

According to the case company's owner, they are trying to post regularly on Instagram and TikTok and spend 10 - 15 min for Instagram and 20-25 min for TikTok respectively still, they have less followers and do not have any guide for their marketing. The case company's owner was wondering whether Instagram and TikTok is enough for marketing and wondering if the message and information about the company is reached to their target audience. They are quite active in promoting their company in social media and gaining positive feedback, but they are not able to keep up with latest features and trends and would like to have any recommendation and feedback .

According to him, Instagram and TikTok gain new followers regularly and the amount for marketing and spreading company' s information is low. Case company interacts with followers, but as an International Travel agency they would need more followers and engagement from all around the world. Case Company has a goal to achieve new potential customers who use the company's service and brand awareness is another goal to gain more customers. As the case companies would need marketing guides for both Instagram and TikTok, this case will be discussed separately.

9.2 Conceptual Framework

Conceptual Framework is the guideline on how the thesis is presented on the theory part. This is all about the subject that was applied in the research and written in the thesis. The conceptual framework is made in an illustrative diagram to make it easier to read and understand. The conceptual framework drawn below illustrates the overall thesis.

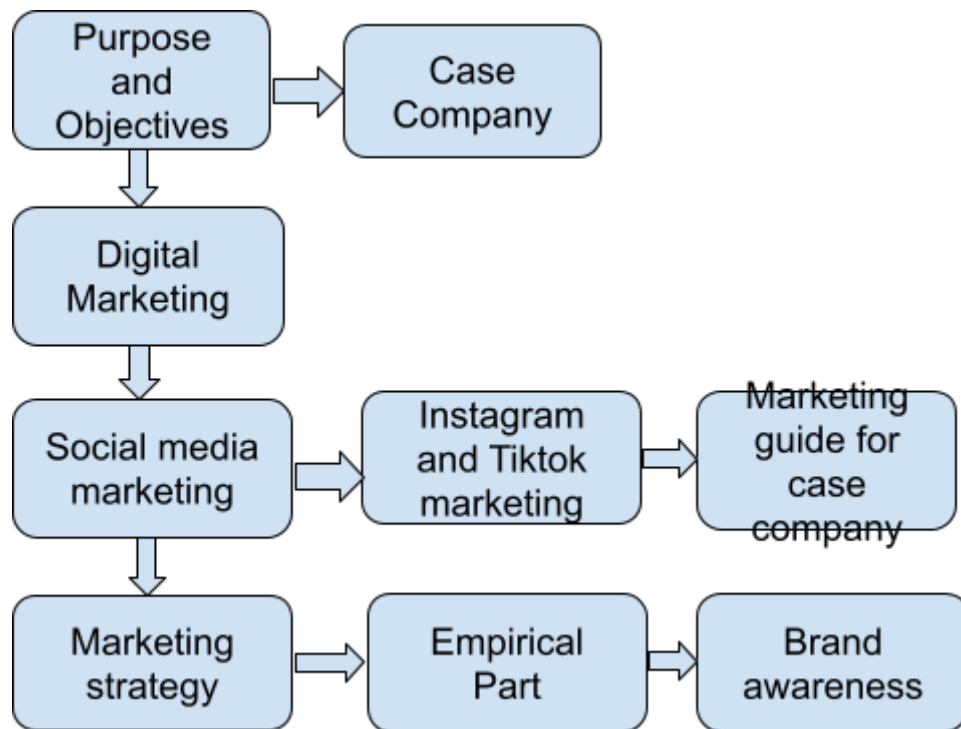


Fig 16. Conceptual Framework.

The thesis starts with Introduction giving the overall overview of the thesis which is followed by purpose and objectives on the left top of the conceptual framework. Purpose and Objectives shows the scope and reason to do the thesis including Structure and Limitation of the study. Structure of the thesis implies the place where all the contents are placed, and its reasons and Limitation of the thesis provide information about the contents and information which are not included/managed in this thesis. Digital marketing provides information on its scope, key components and current trends and then details about the Case Company are presented. Social media marketing has instagram and Tiktok marketing which are the main focused topic in the thesis, and they will have different subtopics included such as algorithm insights, stories and posts, Hashtag strategies and challenges, collaboration with influencers.

Marketing strategy for the company will be provided to increase brand awareness and customer attraction towards the feature of the company considered as the goal of the thesis. The empirical part in the conceptual

framework intends to provide information of Interview and meeting with Case company's CEO.

9.3 Analysis, Reliability and Validity

There was an interview with a case company's owner, this was done in a whatsapp audio call and transcript was recorded for future use. The main purpose of the Interview was to understand deeply about the marketing channels and phenomena. The theme interview was within a theme, as it consisted of theme and interview. Themes are the topics and subjects that were covered in the Interview which are wide and comprehensive.

Theme interview can be individual or in a group and the questions of the interview are designated to get the reason and the answer. The inquiries will present for further exploration and answer the required questions. The collected data is processed using analytical methods, qualitative material used in this thesis consists of text, information from interviews and other data collected. All the collected data are reliable and get from the case company itself.

In this thesis, qualitative research is assessed by reliability and validity of the source used in data collection. According to Litwin (1995), reliability is the frequency of repetition of data collected, which means that the data collection should show specific characteristics that appear more regular than others. Reliability refers to the consistency and accuracy of the informant's testimonials, as well as the researcher's proficiency in collecting and recording information (Selltiz et al., 1976. 182). This pertains to a study method's capacity to consistently produce the same outcomes during multiple testing sessions.

According to Le Comble and Goetz (1982,32) study validity is determined by how true and accurate scientific research is. A legitimate study should accurately depict the existing occurrences, whereas an authorised instrument should precisely quantify the intended target of measurement. Sarantakos (1994) has rightly asserted that validity is 'a methodological element not only of the quantitative but also of qualitative research' (Sarantakos, 1994:76).

9.4 Self evaluation

Studying International business for 2.5 years and participating in different events. I got the opportunity to collaborate with different people and various places. Thus, Thesis is the place where I can share experience and write about it. In second practical training, I worked as a marketing manager for a company. So, I chose marketing to do my thesis to see if I could logically apply the theories in Instagram and TikTok marketing for a business and help them to increase brand awareness. I learned so many things through this thesis starting from researching, collecting data, interviewing and many more. It was a knowledgeable 3 months of authoring a thesis, of course it was not easy to manage time between course and work, but it was all worth it. During a thesis process, writing a theoretical process, finding reliable sources was not all easy to do.

Even though I was a user of Instagram and TikTok for a long time, I realise there are so many things to learn about doing marketing for a company. This thesis was a fantastic way to deepen my knowledge about Instagram and TikTok for business. This thesis provides a valuable contribution to the case company. Throughout the process of researching and authoring my thesis on Instagram and TikTok marketing, I have experienced significant personal and professional growth. This thesis has not only deepened my understanding on marketing but also enhanced different skills which will be valuable in my future endeavours.

10 MARKETING GUIDE FOR CASE COMPANY

According to the main findings, an innovative marketing guide for Instagram and TikTok has been created by the author. A marketing guide is defined as a comprehensive document that represents the strategies, tactics and actions required to promote a brand's product or services. Here in this thesis, the author will present a marketing guide for Instagram and TikTok for the case company. Though the company has a creative way of marketing through social media, the author presents some innovative ideas and guides which may increase brand awareness and increase more customers.

10.1 Instagram

This section presents a marketing guide for Case company on Instagram. The fig below shows key areas to focus on marketing on instagram. The guide consists of all the possible subtopics to boost the platform and gain more followers. Fig 17 in the thesis represents the guidance on doing Instagram marketing.

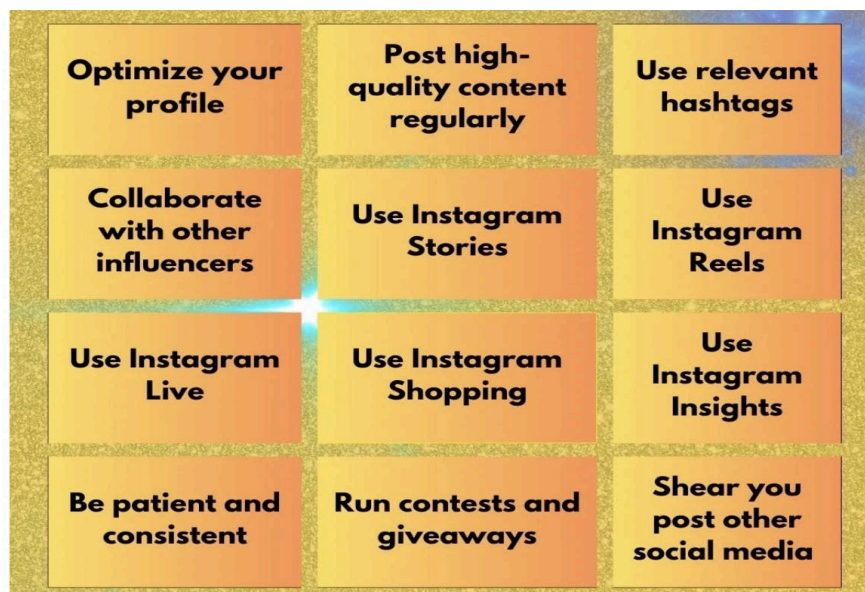


Fig 17. Instagram marketing guide for the case company.

The overview of the profile is the first impression, so it is important to show it is visually appealing and informative. It is also necessary to use a concise bio in the profile about the company which optimises the profile and use relevant hashtags and upload high quality photos and videos which gives the first eye catching view to the consumer. Most users in Instagram are bored with similar types of content, they want something creative, extra that is why it is the responsibility of the marketing team to post high quality content regularly on Instagram. Using relevant hashtags while you post which reach the target consumer and they will get what they need for, Hashtags are considered as the great ways to get your content seen by other people.

Running different contents and giveaways attracts many people to engage in social media, by setting certain criteria of winning giveaways for example- the criteria can be follow the account, like some posts, mention their friends which will increase brand awareness of the company and many people will get information about the brand and engage in Instagram. Collaborating with influencers is another wonderful way to boost Instagram, choose an influencer in your niche who has a good following base and collaborate with them which is helpful to reach a new audience and get exposure of the brand. Posting instagram stories is another way to connect with the audience on a personal level. Share the new product or service, sometimes behind the scenes, give sneak peeks of the new product and reply to all the questions from the followers. Instagram reels are an amazing path to create engaging and visually appealing content. Use reels to share product information, behind the scenes videos, funny and educational videos.

Using Instagram live and hosting Q&A sessions, product demos, live tutorials of the product help to engage with the audience in a real time. Use of Instagram shopping allows you to tag products in your posts and stories so that users can purchase them directly through the app. This is one of the great ways to drive sales and make it easy for the audience to shop the product and services. Instagram Insights provides valuable data about your audience and how they are engaging with your content. Instagram Insights

provides detailed information at what and how followers are seeing and following your content. It is important to use this data to improve content strategy and reach out to more people. Being patient and consistent with time is especially important.

It takes time to build successful Instagram following and marketing in Instagram. It will not show results immediately so do not get discouraged, just keep working on these recommendations, keep creating great content and engaging with the audience and eventually it will start showing results.

10.2 Tik tok

TikTok is about contents which can be anything: a how-to video, a slickly edited piece detailing a company's presence at a convention or trade show, or a TikTok influencer promoting your product or service (Megan, 2023). Depending on the business the videos could be simple and full of information about the new product or services, Because TikTok engagement has potential to be personal, it is easy to engage with the audience. The content strategy should be balanced i.e it should be entertaining, educational, and promotional posts having a consistent posting schedule of 3-5 times every week.

Following trending challenges and leveraging popular hashtags can significantly increase the content's visibility. This is necessary to create high - quality, authentic videos which reflect your brand's voice is crucial. Finding your niche is one of the great ways to start marketing in TikTok as this is a wonderful place for businesses. Seek out hashtags that look attractive to your target audience and use them. Paid advertising enables you to explore options like in - feed ads, TopView ads to boost your feed.

At the same time, monitoring your performance is essential, so remember to use TikTok's analytics to track key metrics such as views, engagement, completion rates and conversion rates also. This information helps to refine

your strategy from time to time. You have the option of recording up to a fifteen second, sixty second- or 3-minute video. Currently, it is shown that seven second videos are more interacting and seeing which is what the algorithm is favouring.

11 RECOMMENDATIONS

The recommendation I would like to give to Gorkha International travel is to engage more in social media platforms to advertise the company. Consumer nowadays don't often see newspapers, magazines, so it is necessary to be digitalized and work with technology. For both platforms i.e Instagram and TikTok, I would recommend analysing how Instagram and TikTok is helping grow the business and work according to that.

11.1 Instagram

I would highly recommend the company to continue managing Instagram with more posts regarding services provided by the company. Making a schedule for regular posting with relevant hashtags in the posts which helps to optimise the profile as well. For easier access it is recommended to use Instagram on mobile which can be accessible everywhere to post, react and reply text messages. Focusing on high viewed content and engaging in different educational and funny videos as well. Moreover, Instagram stories are also a great effective way to engage with the audience, so I recommend posting stories regularly.

11.2 Tik Tok

These days TikTok is a highly recommended social media platform for any businesses. It has become one of the best ways to advertise and engage with consumers. In TikTok it is necessary to post regularly and use the trending sound to reach videos to many people and the audience would know more about the company. The live stream in TikTok is a very trendy and newest way to express and show what is happening in the company, offers, product reviews, Q&A sessions and so on. SO, it is highly recommended to have a live stream once a day to boost target audience. As consumers are watching after their influencer, I would recommend collaborating with influencers and making videos with them, sponsoring them to advertise about the company which helps to engage with many consumers.

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