



Instagram

Najbrže rastuća društvena mreža

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Digital Account Manager
Decembar 2016



Center for Career Development

by LINKgroup

Elleca Digital

The world of new possibilities



NAŠA PRIČA

- Osnovani smo 2006. godine i jedna smo od najpoznatijih **digitalnih agencija** iz Srbije
- Naš tim čine **iskusni i sertifikovani pojedinci** u različitim oblastima digitalnog marketinga
- Specijazovani smo za brend engagement i **kampanje** koje donose pozitivan povrat investicije





NAŠ SVET

- Sa kancelarijama u **Beogradu i Njujorku**, pružamo usluge klijentima širom Evropske unije, Severne Amerike i Australije





NAŠI KLIJENTI

- Pomažemo **liderima iz različitih industrija** da ostvare svoje ciljeve





NAŠI PARTNERI

- Uživamo poverenje vodećih **medijskih agencija**, kako velikih, tako i malih



Leo Burnett



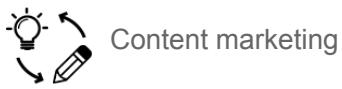


NAŠE USLUGE

DIGITAL MARKETING



Društvene mreže



Content marketing



SEO Optimizacija



Direktni marketing



Brend Aktivacije

DIGITALNO OGLAŠAVANJE



Oglašavanje na pretraživačima



Oglašavanje na društvenim
mrežama



Display oglašavanje



Affiliate & Refferal marketing

DIGITALNA PRODUKCIJA



Web sajтови & aplikације



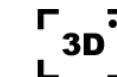
eCommerce rešenja



Mobilne aplikације



Social aplikacije i igrice



3D & VR sadržaj



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ellectadigital



@ellectadigital



Electa Digital



ellectadigital



ellectadigital.com/blog



ellectadigital.rs
/zaposlenje/



SADRŽAJ

Uvod

Kratka istorija Instagrama

Instagram danas

Instagram u Srbiji

Rečnik pojmova

Hashtagovi

Oglašavanje

Zanimljivosti



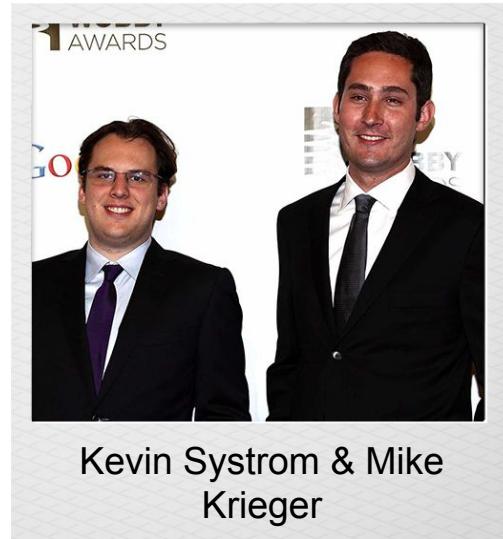
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Kevin Systrom & Mike
Krieger

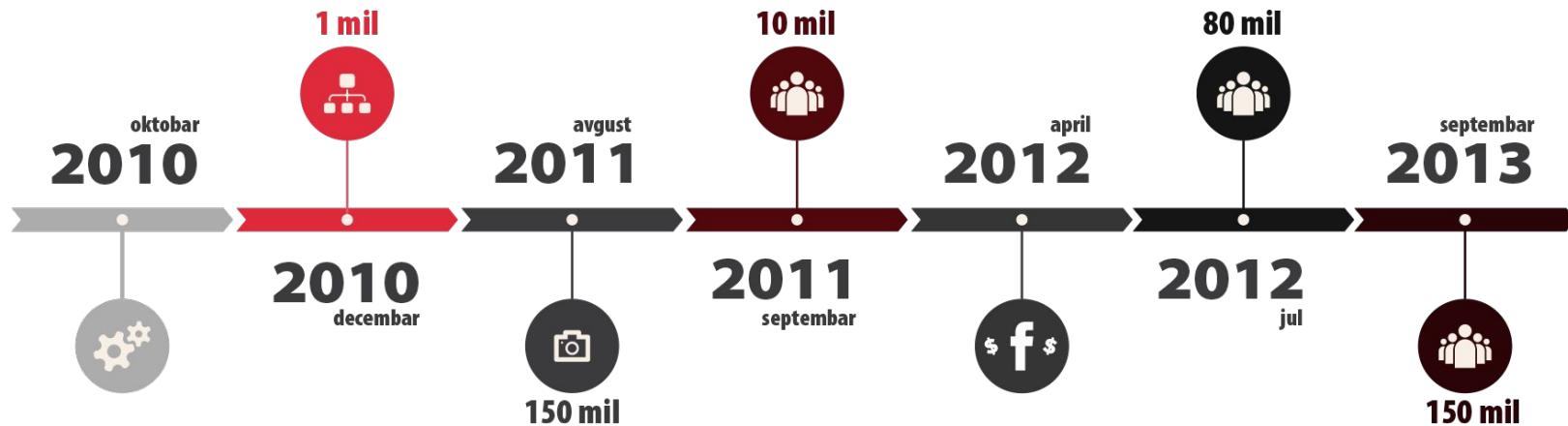
Izumitelji aplikacije
/pre i nakon prodaje ☺



Kevin Systrom & Mike
Krieger

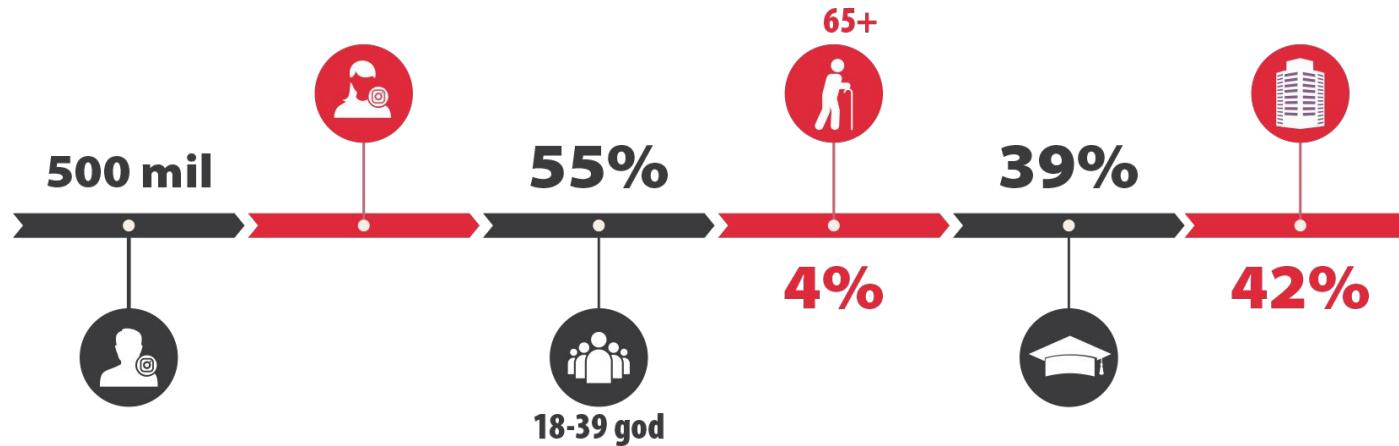


Da se podsetimo...



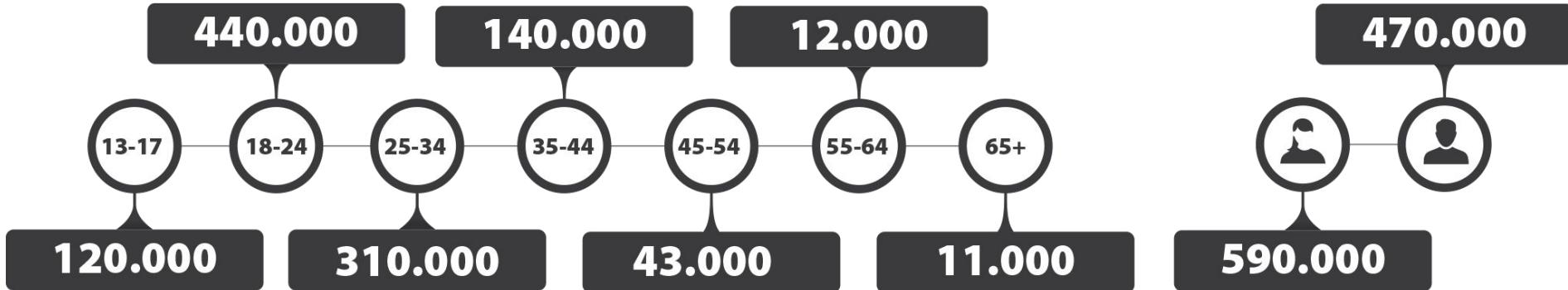


Instagram danas





Gde smo tu mi?





Toliko izraza...

A large, semi-transparent word cloud centered on the page, containing various social media terms such as PROFILE, POST, HASHTAG, LIKE, USERNAME, BUSINESS, EXPLORE, ACTIVITY, PUBLIC, PRIVATE, TAB, and many others.



Hashtagovi i kako ih koristiti?

#tbt

#oot
d

#foodporn



#wcw

#fbf

#f4f

#L4L

#nofilter

#ig

#regram

#mcm

#selfie



Oglašavanje





Prednosti

- Nizak CPC
- Bolji engagement
- Precizno targetiranje
- Detaljna analitika
-



Formati oglasa na Instagramu

The image displays four Instagram posts arranged horizontally, each representing a different sponsored format:

- Tieks:** A post showing a person's legs wearing Tieks shoes standing next to a small white dog. The caption reads: "This winter has been ruff! #WaitingForSpring #BallerinaPink #Tieks". It has 8,511 likes.
- Classpass:** A post showing a person holding a smartphone displaying the Classpass app interface. The caption reads: "One hour warning! What class are you signing up for at noon?". It has 370 likes.
- eatevolve:** A post showing a basket filled with vacuum-packed meal kits. The caption reads: "Why do we use vacuum packing? We want to deliver you the freshest meals possible and vacuum packing allows your food to stay fresh and". It has 14 likes.
- jellyskateboards:** A post showing a blue longboard on a rocky beach. The caption reads: "You thought the smaller kingslayer jelly was cool? You got to check the CRAZY flex on these new #manowar jelly boards! #justtobeclear". It has 966 likes.

Each post includes standard Instagram interaction icons (like, comment, share) and a call-to-action button (SHOP NOW, INSTALL NOW, SIGN UP, LEARN MORE).



Ciljevi

Clicks to website

Web site conversions

Video Views

Mobile App Installs

Mobile app engagement

Reach and frequency

Page post engagement

Mass Awareness

Local Awareness

Page post engagement

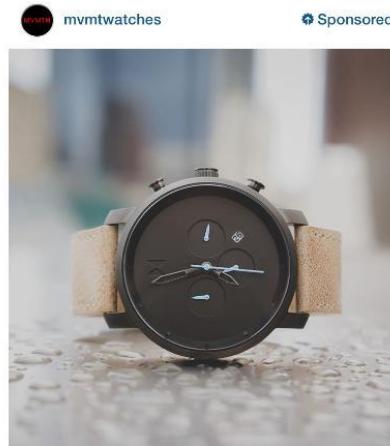


Photo Ads



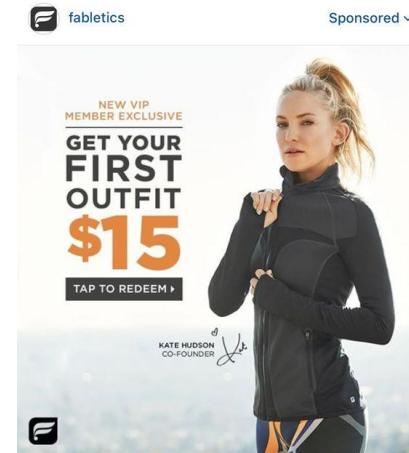
659 likes

jamesallenrings MAKE THIS MOMENT YOURS - Design Your Own Engagement Ring Online



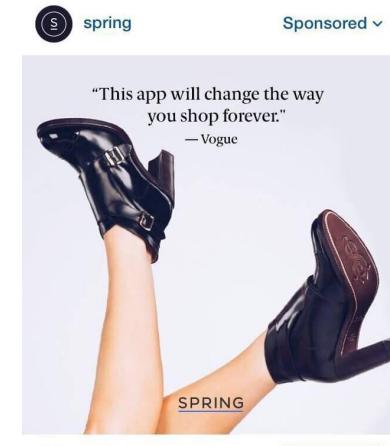
4,117 likes

mvmtwatches Casual or formal, your wrist is covered.



20,312 likes

fabletics @KateHudson Invites You To Try Her New Activewear: Get 1st Outfit for Only \$15 Shipped. Take Lifestyle Quiz For Offer.



1,606 likes

spring Since you can't give winter the boot, you might as well give your feet some boots.

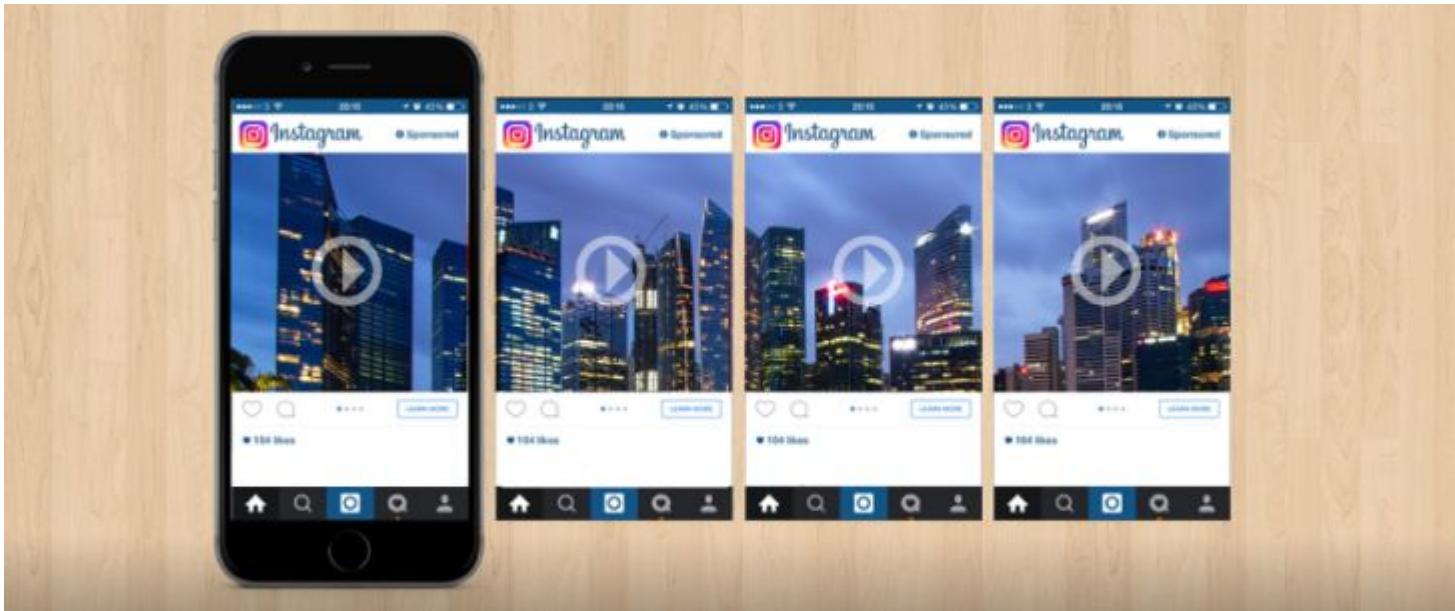


Video Ads





Carousel Ads





Targetiranje

Custom Audience (web site visitors, app users, lookalike, email lists...)

./Potential vs Estimated daily reach/

Locations

Age

Gender

Interests

Languages

Detailed Targeting

Connections

Engagement



Bidovanje

Suggested Bid

Bid range



Izveštavanje

Facebook Business Manager

Promovisanje preko Facebook business managera nam omogućava da vidimo svu detaljnu statistiku vezanu za oglase koje smo promovisali, na isti način kao što to radimo i na Facebooku.

Instagram Insights

U 2016. je Instagram započeo sa razvojem sopstvene statistike, dostupne korisnicima putem samog Instagram naloga. Ova statistika nije dovoljno detaljna, ali je sigurno da će se ovaj razvoj nastaviti i u 2017.

Trenutne opcije:

Impressions, Reach, Profile Views, Website clicks, Top posts, Followers (Gender, Age, Top locations)



Influenseri

(uticajni korisnici Instagrama)





Trendovi

- **Boomerang App**

Opcija slična GIFu koja omogućava da se napravi zanimljiv 1 sekund videa koji je u loop-u.

- **Instagram stories (Live video, photo)**

Opcija koja je izbačena po ugledu na Snapchat. Predstavlja pokušaj Instagrama da onemogući rast Snapchat-a i da ponudi svojim korisnicima iste opcije.

- **Mute videos**

85% korisnika ne uključuje video prilikom gledanja. Veoma je značajno da ukoliko želimo da prenesemo određenu poruku, koristimo titlove.

- **Korišćenje više Instagram naloga sa jednog mobilnog uređaja**

Opcija koja agencijama olakšava pružanje promotivnih usluga

Linkovanje sadržaja - Opcija koja ranije nije bila dostupna u 2016. je omogućena. Moguće je postaviti dugme "Buy now", "Learn more" koje omogućava preusmeravanje korisnika na sajt oglasivača.



Zanimljivosti



Najpraćeniji nalozi

**@instagram
200.000.000**

1

**@selenagomez
103.000.000**

2

**@taylorswift
93.000.000**

3

**@arianagrande
90.000.000**

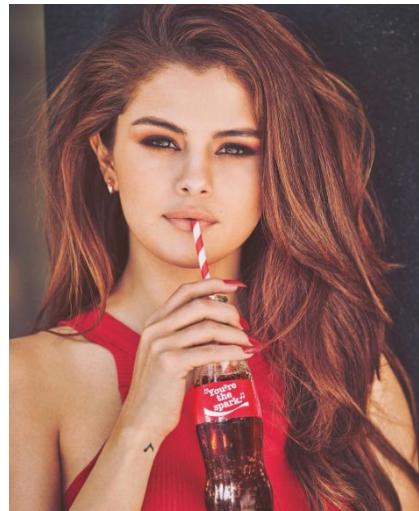
4

**@beyonce
89.000.000**

5



Fotografija sa najvise lajkova ikada



A screenshot of a social media post by user **selenagomez**. The post shows a photo of Selena Gomez drinking from a Coca-Cola bottle. The caption reads: "when your lyrics are on the bottle 😊 #ad". The post has 5.9m likes and 22w comments. Some visible comments include: "I want 6 million😊", "Follow me ,please", "You will be followed", "Give me a sip*", "Follow me .,please", "That's so orange", and "You will be followed". There is also a link to [#WAVLABS](#).

Follow

5.9m likes 22w

selenagomez when your lyrics are on the bottle 😊 #ad

view all 231,831 comments

elenx.rl 6M

chelsey_visagle_ Give me a sip*

_selenators_army I want 6 million😊

_selenators_army Follow me ,please

_selenators_army You will be followed

vincentfernandes03 😊😊♥

singerselena 6m

singerselena Queen

shailja_nandwani That's so orange

@parishi.ZO

johnaustince #WAVLABS x

#SELENAGOMEZ

leannaspam.s Owah

Add a comment...

5.9 mil



Da su slavni ljudi u prošlosti imali Instagram

 8m **armstrong**

5210 likes

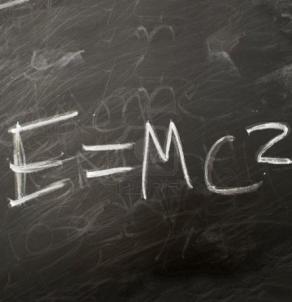
● **armstrong** ...one small step for #mankind
view all 20 comments

buzzaldrin the view is #beautiful #nofilter

 58m **davinci**

75 likes

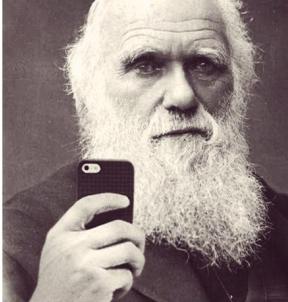
● **davinci** Sneak peak of work in progress.
Shout out to my girl @monalisa for helping
out! #renaissance #art

 3m **albert_einstein**

● **yahoo_serious, elsa_einstein**
albert_einstein mass energy equivalence,
who woulda thought #physicsbitch
#iamagenius

 5m **laocoön** 9 City of Troy

● **odysseus, epeios**
laocoön What an awesome #horse from
@sinon for the lovely @athena
athena How thoughtful of them!

 10m **CDarwin**

62476 likes

● **CDarwin** Hey, we r all animals #movember
view all 1,882 comments

heiltsyn I knew that was coming....

 4m **JLennon**

● **YokoOno, RStarr**
JLennon Playing a gig w/ The Quarrymen!
#music #quarrymen #liverpool

PaulMcCartney Names still weird bruv.



Najčešći tipovi Instagram korisnika



“Selfie kralj/kraljica”





“Moj život je fantastičan, zar ne biste želeli da budete ja?”





“Poštovac hastagova”





Roditelji





Nerazdvojni parovi





“Teretana je zakon”





Ljubitelji životinja





Pitanja?



Hvala na pažnji.