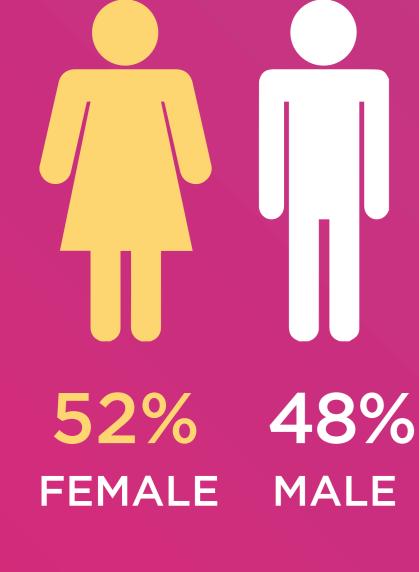


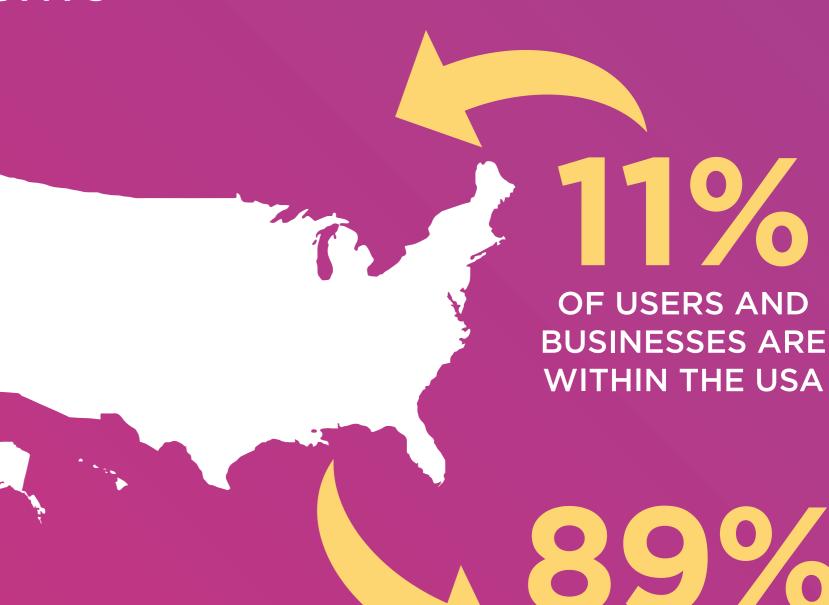
SOCIAL MEDIA CHEAT SHEET

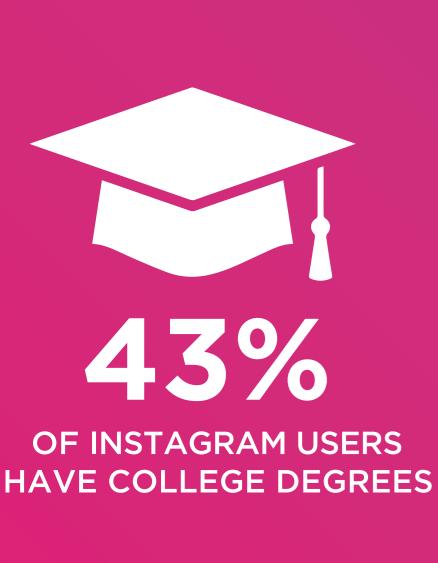
DEMOGRAPHICS





OF USERS LOGIN DAILY

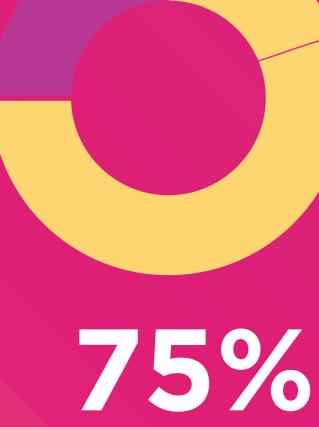


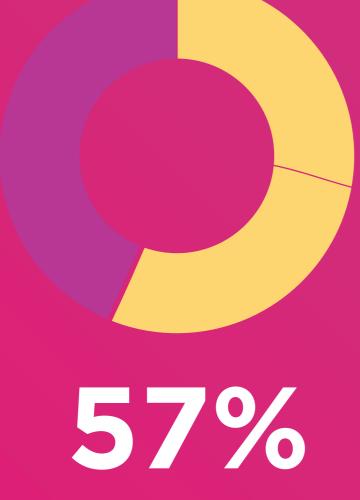


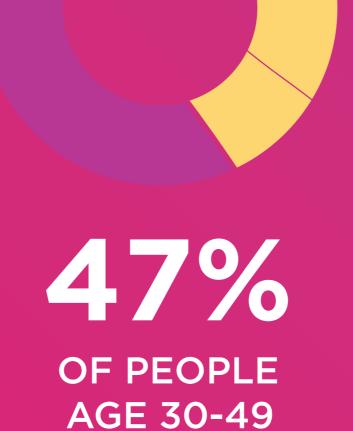


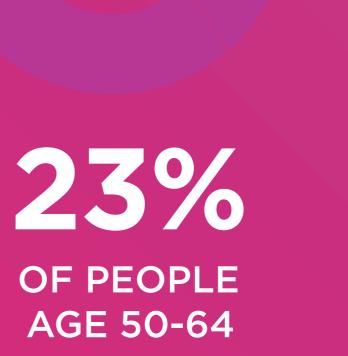


















COMPANIES HAVE

INSTAGRAM ACCOUNTS

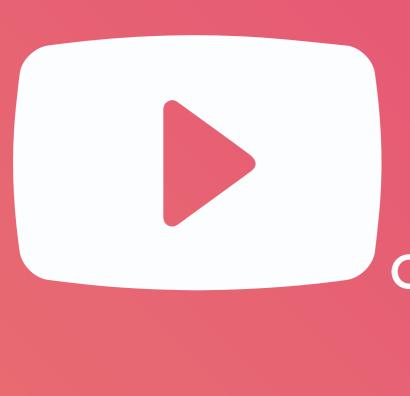












MOST VIEWED STORIES ON INSTAGRAM ARE FROM **BUSINESS ACCOUNTS**

OUT OF

VIDEOS GET TWO TIMES THE **ENAGAGEMENT AS PHOTOS**

BEST WAY TO REACH THEM TYPES OF PAID ADVERTISING

DISCOVER NEW PRODUCTS THROUGH INSTAGRAM











TIPS FOR USING

INSTAGRAM PAID ADS





THE COST OF

1000 IMPRESSIONS



 \mathbf{m} Ш U 4 ш







PARTNER WITH AN INFLUENCER THERE ARE OVER 500k ACTIVE

UTILIZE USER-GENERATED

CONTENT, IT HAS A 4.5%



PROFESSIONALS

CONVERSION RATE

50% OF USERS SEARCH BASED ON #, THESE LAND YOU ON THE **EXPLORE PAGE (12.6% ENGMNT.)**

STUDY OTHER PAGES OF

COMPETITORS AND INDUSTRY

OF MARKETERS SAY INSTAGRAM ADS ACCOUNT FOR A MAJORITY OF THEIR MARKETING BUDGET

5AM, 11AM,

3PM, 4PM

BEST PRACTICES

BEST TIMES TO POST

SQUARE

LANDSCAPE **PORTRAIT**

1080 x 1080



1080 x 608



