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## **Advertising on Instagram as a method of advancement of commodities and services**

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Nowadays commercials go along with us. We see them everywhere: they are on television and radio, in newspapers and magazines. Commercials affect the consciousness of the consumer by persuading him or her to buy the advertised products.

We should emphasize that the beginning of the commercial propagation in the contemporary world started with the inventions like printing of books, discovery of electricity, computer revolution and so on.

Commercials are a powerful engine that promotes any production. The most successful way of promoting a product is a good commercial campaign. Online commercials appeared not long ago compared to the Internet. This is the most perspective direction of marketing.

The contemporary world changes every day. Social networks have come into wide use in recent years and have become a good means of attracting new clients, Instagram being one of such networks.

Commercials contain information about consuming properties of different products and various types of services. The goals of commercials are to sell the product, to sustain the demand for this product, to disseminate information and to make the product popular [1]. Commercials are extremely interesting phenomena. During their existence they have revolutionized, changed and improved. Advertising is a

conversation between a buyer and a seller. A seller expresses his intentions through commercials, and a buyer shows his interest. If the interest of a buyer has gone, the purchase won't be made.

And what is Instagram? Instagram is a mobile photo-sharing application and a service that allows users to share pictures and videos either publicly or privately on the service, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr and Flickr. Instagram was created by Kevin Systrom and Mike Krieger in October, 2010 as a free mobile app.

Commercials appeared on Instagram in November, 2013, but only American users could see them. In September, 2014, UK users also got the possibility to view commercials in the network.

Nowadays, Instagram is considered to be one of the most popular applications used by people from many countries. It became the third most popular app in the territory of CIS. Most of the users are 16 to 35 years old, and the majority of them are women. Instagram in Belarus consists of over 400 000 users. The gender distribution is 68% of women and 32% of men. Instagram is a good means of distributing goods intended for women. Instagram as a social network is known to be much more effective in the marketing area than Facebook. If you want to promote your goods, you can just post a photo of the product in it and lots of people will see it.

People have already appreciated the possibilities of using Instagram for advertising purposes. The leading world brands can't imagine themselves not interacting with people through Instagram. Research conducted by Kenshoo shows that Instagram users are 2.5 times more likely to click on ads (not just publications) than users of other social networks. In general, the activity of Instagramers is much higher as

compared to that of other social networks users. Therefore Instagram is so attractive to companies.

What is advertising on Instagram? This is a picture or a video in the news that appears periodically.

There are 3 main forms of advertisements on Instagram:

Static announcements;

Video ads;

Gallery (Carousel).

How do users react to it? A user may like it if he or she is interested, write a comment, ignore a post, or close it. If a person closes the commercial, the ranking of the company drops. That's why you should think your post over. If a person has showed interest, he or she is more likely subscribe to you.

After analyzing numerous advertising posts, we have come to the conclusion that there are different ways of promoting goods or services on Instagram:

*Targeted advertising*

Targeting is an advertising mechanism that allows you to select people you need.

Targeted advertising on Instagram is an advertisement that appears in the accounts of users with certain parameters. Among these parameters are age, sex, language, and interests. It should also be noted that targeted advertising is the only official advertisement on Instagram.

*Advertising in public* is the easiest kind of advertising in this social network and its essence is very simple. The user finds a public forum, communicates with the owner and agrees to place their post there. The audience will see the advertised post and click on the link to go to the account.

*Advertising with the help of MassLike and Mass following*

MassLike is a mechanism of automatically placing the likes of people who meet the criteria of your target audience.

Mass following is a mechanism of automatically subscribing people who meet the criteria of your target audience.

But these methods are not entirely safe since the Instagram system tracks such actions and it can temporarily prohibit making subscriptions or putting likes. If the violation is repeated, your account may be deleted.

*Advertising from opinion leaders* is one of the fastest and most effective ways. What does it mean? Owners of popular accounts post a product with a link of the client's account. You can work for money with bloggers and stars and you can also barter. Often cooperation on barter is even better especially if a celebrity likes your product. He or she will sincerely recommend buying this product, and subscribers will feel it and follow him or her.

To sum it up we can say that there are a lot of effective methods of promoting your goods, services and ideas. Instagram is one of the most suitable and beneficial networks for businesses. It is used for marketing purposes by retail brands and commercial real estate agencies, auto and cosmetics manufacturers, etc. It can become an excellent basis developing medium-sized businesses for making your brand popular among your target audience.

#### References:

1. Polovceva, F.P. Commercial activity / F. P. Polovceva. – Moscow : INFRA-M, 2009. – 110 S.