E-business Work

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Introduction and E-Business Background

In the current setting of digital technology, savvy marketing experts avail new and creative marketing options to drive further brand involvement and coverage. Instagram (2013, n.d.) is one such way with great potential for nimble digital marketing experts. Instagram is quite different from other social media applications since it mainly focus on captivating images, providing branded products an opportunity for rich and lively storytelling. Instagram is a mobile service that allows capturing and sharing video or picture. It has quickly appeared as a new and innovative technical platform in the recent times. It offers its customers a direct way to capture and share their precious moments of life with the closed ones with a series of pictures and video services. From the time of its initiation in the year 2010, it has drew attention of more than 150mn active people, with the average of 55mn pictured pictures uploaded by customer on a single day, and above 16mn pictures shared until now (Instagram, 2013, n.d.). The remarkable success of Instagram confirms the current Pew account that asserts that pictures and video services have turn out to be the main social currencies online (Silva et al., 2013, p. 10).

Instagram is a unique way to posting photos and videos while using smartphones. It uses different manoeuvring gears-- 16 filter tools--in order the change the look or outward show of a picture, and share them directly on various social media, such as Facebook or Twitter along with the user's page on Instagram (Instagram, 2013, n.d) It also enables to add titles, hash-tags while using different signs and symbols to define the image, videos, and tag other people as well. This efficiently develops a link from their postings to the other user's account.

E-Marketing Analysis

Instagram has the highest ratio of engaging users as compared with all major social networking tools. For those they need to be influenced of its ample potential, Forrester Research considered the ratio of users' interactions to total number of users for 2500 brand postings in seven different social networking sites. Instagram beat the other social networking sites since its engagement percentage was sixty times greater than Facebook and 140 times more than Twitter (figure 1).
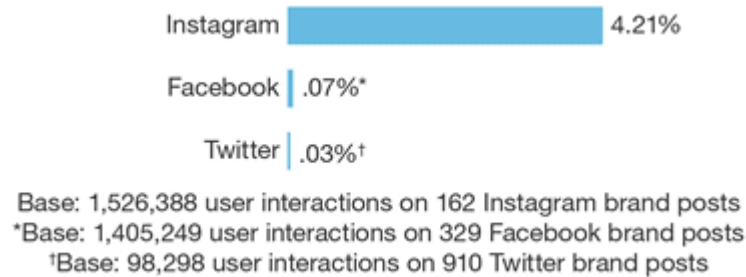

Base: 1,526,388 user interactions on 162 Instagram brand posts
*Base: 1,405,249 user interactions on 329 Facebook brand posts
†Base: 98,298 user interactions on 910 Twitter brand posts

Figure 1:Users Interactions on Social Media Tools

Source: Rainie Brenner & Purcell, 2012

The research by Forrester also touched on a particular strategy of Instagram: cross posting of pictures and video from other networks like Facebook and Twitter. The study supported its argument with the example of a business case of Red Bull Brand. The video of the brand appeared on Facebook and attained just 2600 likes from its 43mn active users; however, a gigantic 36,000 likes from its simpel 1.2mn active users on Instagram (Rainie Brenner & Purcell, 2012, p.23). Putting it in a different manner, the high ratio of involvement makes it an important platform for cross posting materials.

One more clear benefit of this image based channel, is the option to boast goods instantly to the final customer. As per the results of Quicksprout study, quality of the picture is more significant for buyer's buying choice as compared with the product information, a detailed

account or ratings or other users' feedbacks (Hu, Wang & Kambhampati, 2013, p.45). As a

result, not just Instagram provide creative societal involvement, however its competency to place

quality photos directly for the people also makes them much close to buy the particular item.

Another study discovered that Instagram is not just the fastest growing societal net, yet also

leading the ground of top ten mobile applications. Maybe more appreciably, Instagram shows off

the high ratio of transfer from browsers to purchaser of any societal medium.

Still, the social networking application enjoys the benefit of putting photos in the same

language. Being an image or video based channel, it provides the option for organisations and

savvy marketers to involve with their loyal customers globally - without facing hassle of

language conversion. On the whole, placing useful content and picture through Instagram has

collaborated to provide benefit for the marketing experts across various significant metric

systems, whether they be societal involvement or income-contributing changes. There is

certainly observed by many organisations that Instagram is an important channel to market their

products directly to the customers. The tool offers multiple ways to improve the customer

engagement and interaction with the product in a cost effective manner, and target an increasing

number of people at one time.

Web Design Analysis

Web design of Instagram works on three simple rules: keep it very simple, avoid

technical complications that make users disturbed and adopt proven technologies at the right

time. Their web presence is quite attractive and user friendly that allow even first time users to

access it without any external help. Content of the web is designed in a way that appeal to

masses greatly and promote the brand in an effective manner. Its web design is getting

recognition across the world and number of users increasing at a rapid rate.

The main purpose of the Instagram website is to offer a social networking stage through

which Smartphone pictures and videos can be shared among users, liked and posted on.

Otherwise, since the Instagram has outlined on its web site that it is a fast, striking and

entertaining approach to share your precious moments of life with closed ones with a chain of

photos and videos (Instagram, 2011). The sharing of life precious moments via technical ground

is the basis of societal media application. Instagram offers many different web based tools to

share pictures and videos across the world. For example, Curalate is a famous application that

offers in-depth analysis for Pinterets and Instagram accounts. For users using Instagram, one can

disocver most prominent hash-tags along with tracking of successful pictures in order to share

them on other social networks. This web based application is quite beneficial to monitor

communication and exchange of information about a particular product on Instagram together

with tracing images of the product shared among people. This could be a great approach to

recognise and link with brand supported and users.

Followgram is another incredible tool that assist those that are new to Instagram account

in order to develop their fellowship. One can discover which groups are presently famous on

Instagram together with looking for a place and determining its most strong and active users.

One more significant application of this tool is to determine which active users are commenting

over a particular brand and what related hash tags that are utilising. One can then observe these

people via Followgram. The tools enables new users to get a social interaction with a URL,

which may be useful if one look forward to boast Instagram pictures to those who do not have

the application. Moreover, one can download a QR code to add to the organisation's printed resources to guide people towards the profile of Followgram.

Business-to-Business (B2B) Analysis

Instagram has turn out to be evident in just four years of its survival. Being the fastest growing and most involving societal media tool, Instagram provides leading branded products novel and innovative options to get visibility on a large level and to exchange information with buyers across the globe (Rainie Brenner & Purcell, 2012, p.25). Instagram allows businesses to adopt the best approach to market their products, observe the buying patterns of people and maintain the flow of communication with the users.

In the Instagram platform, any brand story will be bounded by excellent content in a prolific and inspirational manner. Here, the customers are not the end-users, but the marketers or firms that seek to promote their goods or services. Marketing efforts are directly monitored and needs businesses to develop striking pictures instead of simple content. Instagram advertisements that show imageries without wording can provide ample opportunities that seems innovative and prolific (Benady, 2015, p.52). For example, the famous Mercedes Benz launched GLA (the auto manufacturers of the first compact SUV) throughout a unique marketing activity while using Instagram and Facebook adverts simultaneously to get strong recognition of the brand and direct responses from the active users on social media (Naaman, Boase & Lai 2010, p.100).

Utilising the platform of Instagram, the automaker considers it as the main part of its digital marketing ix. Through this, the marketing team of Mercedes Benz believes that they can directly interact with young customers on their home ground. With branding advert on both Instagram and Facebook, website visits increased by 50 percent. Merging that with the direct

response on the Facebook marketing and the effect of lift was ten times more, drawing the attention of young buyers to its GLA model page to get further information about the product and enjoy its strong imagery (Hochman & Manovich, 2011, p.13).

Social Networking/Web 2.0

Social networks are generally formed between people who have common interest and goals. There are generally a set of network facilitators followed by a broadcaster to attain the membership of a particular network. This exposure occurs at both private and public spheres depending on the discretion of the network body. Success of a social net primarily depends upon input, interests and motivational levels of its users together with technical support that makes communication process easy between members of the network. Executing social networking tools and maintaining them is one of the greatest dilemmas and users have designed several means in the past years to maintain such networking channels This has been greatly sustained by the progressions in the Information Technology domain. The large level of computerisations and the strong advent of E-business have supported this also, however the need for a well-organised support was and is still needed. Web 2.0 is considered to be the leading providers in this part (Szeliski, 2011, p.5).

One the most prominent picture and video sharing applications on the Smartphone is Instagram. With around 15mn downloaded photos, this free application is extremely addictive and is running even faster start up times in Web 2.0. Web 2.0 makes several attempts to touch the power of human beings linked by electronic means throughout with its novel approaches while considering the team work at the social level. This is one of the similarities among social networking tools , such as Instagram and Web 2.0 - both have users as their centre of attention.

Social curation is the main element of the Web 2.0. It enables the combined sharing of content organised among one or more specific subject matters or topic. Social curation websites take account of Instagram as its main site. Main purpose of Web 2.0 is to link individuals in a number of new manners and utilise their communal potencies. In this manner, a number of new notions have been emerged for example: techniques like blogging, social communities and tagging, Standard Formats like XHTML, and Tools like RSS and Ruby (Ellison, 2007, p.16). Main strength of the Web 2.0 is the development of novel relations among teammates and information.

Its main elements aid to develop and maintain social networking sites. Blogging is the artwork of social communication and have substituted individual home pages and this assists for a more cohesive streams of thoughts and ideals. Wikipedia has facilitated concerted input and authoring amongst distributed groups. Mixed with other such conceptions, Web 2.0 application tool offers a perfect stage for applying and supporting Instagram to develop further. Different implementations of social networking tools while utilising Web 2.0 have a deep impact on the society in general. One of the most imperative networks of people-- the medicinal group already has garnered considerable gains from the technical innovation and is changing the same toward improving the life of people.

Conclusion and Recommendations

To sum up the analysis, it is evident that Instagram offers a high rate of involvement, visibility and transforms increasing number of active users into buyers as compared with any other social networking tools. Successful Instagram postings take account of real buyers using different products in pictures. Instagram pictures that are vivid and intense in colour schemes, and mainly employing blue background usually catches the attention of people more quickly.

photos that are vivid and use blue as a dominant colour see more engagement. Moreover, hash-tags increase the likelihood of discoverability-- and possible involvement-- of the content used in the Instagram. Its videos posted after business hours provides more interactions and dealings on the whole. In view of the fact that Instagram involvement directly aligns with the business goals, a successful strategic approach for Instagram is needed for the successful marketing of a brand. It is suggested to implement the strategic approach in order t o go a long way of optimising one's content of the Instagram.

It is true that a photo is worth a thousand expressions, however it is suggested for marketing experts to use relevant captions with the aim to improve the communication. Sometimes a photo can create negative impression about a product and may come in conflict with one's cultural values. To avoid the situation, it is suggested to use related captions to give people a clear picture about the post and highlight overall purpose of the brand.

It is further suggested that Instagram must upgrade and improve its filter system to enable businesses to enhance the quality of their image designs. Furthermore, they should allow businesses different kinds of photo-editing tools so that marketers can effortlessly design their images and post them on Instagram.

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