Instagram as a Marketing Tool

A Case Study about how Companies Communicate their Brands on Social Media

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ABSTRACT

Social media – over the last decade with the development of technology, this new worldwide phenomenon occurred on the horizon and changed the traditional marketing ways forever. Many companies therefore seek these new platforms in order to come closer to potential customers. One of the most important social media platforms for this is Instagram, where companies can approach their target groups by visual storytelling.

Start-up companies have often limited marketing budgets, which makes Instagram a perfect marketing channel because it is cost effective. This thesis is a case study of how pictures on Instagram can be used to spread the brand and how different activities affect traffic to the website/webshop.

This case study is based on a marketing model that has been created and tested on an interior company’s, Tegelbruketdesign, Instagram account. The marketing model is analysed and compared to collected data from semi-structured interviews with two popular private Instagram accounts and a semi-structured interview with a Digital PR & Social Media strategist. The findings suggest that some picture types and styles are better than others regarding the spreading of the brand. The findings also suggest that Instagram activities have a positive affect on the traffic to the company’s website/webshop.

Keywords: Social Media, Instagram, start-ups, branding, e-commerce & digital marketing.
SAMMANFATTNING

Sociala Medier – under det senaste årtiondet har sociala medier med hjälp av teknikens utveckling blivit ett världsomfattande fenomen som förändrat den traditionella marknadsföringen för all framtid.

Många företag söker därför dessa nya plattformar för att närma sig potentiella kunder. En av de viktigaste plattformarna för detta är Instagram, där företag närmar sig sin målgrupp med visuell storytelling.


Den här fallstudien är baserad på en skapad teorimodell som har testats på ett inredningsföretags, Tegelbruketdesign, instagramkonto. Teorimodellen är analyserad och jämförd med insamlad data från semi-strukturerade intervjuer med två populära privata instagramkonton och en semi-strukturerad intervju med en Digital PR & Social Media strateg.

Slutsatsen föreslår att vissa fototypen och bildstilar är bättre än andra när det kommer till spridningen av ett varumärke. Slutsatsen föreslår också att aktiviteter på Instagram har en positiv påverkan på trafiken till företags websida/webshop.

Nyckelord: Social Media, Instagram, start-ups, branding, e-commerce & digital marketing.
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1. Introduction

This chapter will provide an introduction of the topic that has been chosen, based on the research found about the topic a background was written. The background will be followed by a problem discussion including an overall purpose and research questions. An overview of the entire thesis will also present.

1.1 Background

Tegelbruketdesign had a collaboration with a women who have a private interior Instagram account with over 7000 followers. She showed interest in a lamp and was offered a discount in exchange for a post on her Instagram. When she received the lamp, she posted a picture on the lamp in her home environment and wrote that it was bought from Tegelbruketdesign. This immediately resulted in several orders of the lamp. This got the research team really interested in how effective Instagram is as a marketing tool.

Marketing communications is different ways by which firms attempt to inform, persuade and remind customers – directly or indirectly – about the products and brands they sell. Marketing communications represent the ‘voice’ of the company and its brands. It is also means by which it can establish a dialogue and build relationships with and among consumers. (Keller, 2009)

Marketing communications can tell or show consumers how and why a product is used, by what kind of person, where and when. Consumers can learn about who makes the product and what the company and brand stands for. Consumers can also get an incentive or reward for trial or usage. Marketing communications allow companies to link their brands to other people, places, events, brands, experiences, feelings and things. It can also create experiences and build communities both online and offline. (Luo & Donthu, 2006).

Instagram is one of most popular form of social media and it has 300 million active users worldwide, 70 million pictures are posted on an average per day and 2.5 billions likes are given daily. (Instagram, 2015) In Sweden seven out of ten (78 %) visit social media sometimes, almost half of that do it daily.
It gained popularity most of the different social medias in 2014 and has almost doubled the active users, almost every third Swede (28%) is now an active user. (Internetsstatistik, 2014)

Instagram is an application for smartphones that provides a service to take pictures or upload a video of 15 seconds and share it with followers. The photo or video can also be added with a description – called *caption* – and make them searchable with hashtags and geotags (wordlist in appendix). The pictures can be directed to a specific account by adding a @ followed by the username in the caption (Instagram, 2015).

Tegelbruketdesign is an interior webshop that is selling a mix of affordable and premium products and it is based in Alingsås, Sweden. The company's target group is trendy women in the ages 25-40. The marketing budget is very slim and therefore they have chosen Instagram as their main marketing channel because it is free but very effective. The existing marketing budget is assigned for Instagram activities e.g. giveaways and product placements (wordlist in appendix) which been very successful for Tegelbruketdesign and the Instagram account went from 0 to 1600 followers in one and a half month.

The reason why the research team chose this topic is because Tegelbruketdesign uses Instagram as their big marketing channel and the brand is spreading everyday. The researchers want to know how different strategies or activities can make the interest for a company bigger on Instagram and if this affects the traffic to the webshop.

### 1.2 Problem discussion

Although marketing communications can play a number of crucial roles, it must do so in an increasingly tough communication environment. The media environment has changed dramatically in recent years. (Thaler & Koval, 2003) An important aspect is how consumer behaviour has changed in form of when, where and how consumers chose to “expose” themselves to advertisement. This has also changed the media world by the number of different channels to send out the information to its customers. (Ibid.)
Even if there are many different information channels there is no guarantee that the potential customer will ever be exposed to the message. (Thaler & Koval, 2003) The new technology has made people more powerful in selecting when and when not to be exposed to advertisement. This has changed company methods for marketing themselves. (Keller, 2009)

Customers are not longer so susceptible as they were before to traditional marketing like TV, newspapers, magazines and radio. Customers now turn themselves more to social media. This is due to the Web 2.0 that was introduced in the early 00’s and its stands for the new ways that internet could be used in. (Mangold & Faulds, 2009) The new ways to use the internet has lead to development of social media which include channels like Facebook, Twitter and Instagram. (Carlsson, 2010)

According to a survey from Casey K. from 2012, 50 % of all small and medium size companies will use social media as marketing channel year 2015. Social media is a very popular channel and largely used because it is easy to connect with the company’s customers and get response fast. (Pentina & Koh, 2009)

1.3 Purpose

The purpose with this thesis is to gain a better understanding of how Instagram is used as a marketing tool. And to understand which marketing activities can be used for a company that wants to increase the traffic to the site and spreading the brand. The spreading is measured by amount of likes on Instagram.

1.3.1 Research questions

RQ1: How do pictures on Instagram affect the spreading of a brand?

RQ2: How does Instagram activities affect the traffic to the webshop?
1.4 Demarcations

This thesis is a collaboration with the company Tegelbruketdesign and the theory model for marketing that has been created will only be tested on Tegelbruketdesign’s Instagram account. It is focused on Instagram rather than other social media because Tegelbruketdesign had an existing account and due to the time limitation. The focus areas of the thesis are spreading of the brand and incoming traffic to the webshop. It is also geographically demarcated to Sweden even if the account can be reached from outside of Sweden.

Tegelbruketdesign’s chose not to be more active then before on other peoples Instagram accounts because it can lead to a bias when investigating what the different Instagram activities leads to. The other marketing channels Tegelbruketdesign’s uses otherwise, have not been used because it can affect the parameters and by that the results too. The frame of reference is made from existing theory and strategies of marketing, branding and social media.

1.5 Overview of entire thesis

The thesis is divided in six chapters: Introduction, literature review, methodology, empirical data, data analysis and finally finding & conclusions. In chapter one the background is presented for our thesis and the purpose for our research. A problem discussion and research questions is also included in chapter one. Chapter two presents information of the studies of researchers regarding each research question. Chapter three contains methodology and how the data was collected and how it will be presented in the thesis. Chapter four presents the data and in chapter five it is analysed. Chapter six brings the thesis back to the beginning and answers the stated research questions in chapter one.

Figure 1 Outline of thesis
2. Literature review

This chapter will present all of the theories that relates to the research questions. The theories will be summarized in a conceptual framework in the end of the chapter.

2.1 Marketing

Marketing can be defined as the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. Marketing activities centres on an organization’s efforts to satisfy customer wants and needs with products and services that offer competitive value. (Keegan & Green, 2015)

2.1.1 Direct marketing

The Direct Marketing Association defines direct marketing as any communication with consumer or business recipient that is designed to generate a response in the form of an order, a request for further information and/or a visit to a store or other place of business.

Companies use direct mail, telemarketing, television, print and other media to generate responses and build databases filled with purchase histories and other information about customers. (Keegan & Green, 2015)

Direct marketing is connected to a focused segmentations strategy, which is targeting a specific target group and/or segment. It is a fairly easy method if here is access to databases with customer records. (Gezelius & Wildenstam, 2011)

<table>
<thead>
<tr>
<th>Table 1 Direct vs. Mass marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Direct Marketing</strong></td>
</tr>
<tr>
<td>Marketer adds value (creates place utility) by arranging for delivery of product to customer’s door.</td>
</tr>
<tr>
<td>Marketer controls the product all the way through delivery.</td>
</tr>
<tr>
<td>Direct response advertising is used to generate immediate inquiry or order.</td>
</tr>
<tr>
<td>Repetition is used within the ad/offer time.</td>
</tr>
<tr>
<td>Customers perceive higher risk because product is bought unseen. Recourse may be viewed as distant or inconvenient.</td>
</tr>
</tbody>
</table>

Source: Adapted from Keegan & Green, 2015. P. 450
2.1.2 Word of mouth (WOM)

WOM communication is a general concept of interpersonal interaction (Walsh & Mitchell, 2010) and is perceived as an important means for influencing consumer buying decisions (Keller, 2007). In many cases it has been founded that it is more effective than advertising or direct personal sales (East, Hammond, Lomax & Robinson, 2005) mainly because it is perceived to be more credible and flexible (Steffes & Burgee, 2009).

More than a decade ago, WOM was defined as “informal, person to person communication between a perceived non-commercial communicator and a receiver regarding a brand, product, organization or a service. (Harrison-Walker, 2001).

Consumers ten to engage in WOM communication and share their product or service information, which is typically generated from direct personal experience (Hennig-Thurau, Gwinner, Walsh & Gremier, 2004).

2.1.3 Electronic Word-of-mouth (e-WOM)

With the development of Internet technologies, traditional word-of-mouth communication has been extended to electronic media, such as online discussion forums, newsgroups, blogs, review sites and social networking sites. (Li & Du, 2011)

Giving consumers new ways to connect with one another, including e-mail, online forums, wikis, recommendation sites and social media. (Hennig-Thurau, Malthouse, Friege & Gensler, 2010) Everyone can share their opinion and experience related to products with complete strangers who are socially and geographically dispersed. (Duan, Gu & Whinston, 2008) This new form of word of mouth, known as electronic word of mouth (e-WOM) has become an important factor in shaping consumer purchase behaviour. (Ibid.)
2.1.4 Inbound marketing

Inbound marketing is a category of marketing where the company chooses to be seen in different channels on the Internet. The focus area is that the seller gets the buyer to find the company/website instead of identifying a target group and market him or herself to it. According to Halligen & Shah (2010) there are four dominant strategies that are more frequently used than others:

- SEO
- Content Marketing
- Blogs
- Social Media

2.1.4.1 Search Engine Optimization (SEO)

For e-commerce there are two types of marketing activities that can be conducted through search engines. (Delaney, 2006) First, in search engine advertising, companies pay to have links to their web sites displayed in the “sponsored section” of a search engine results page. Second, in search engine optimization, companies strive to push the rankings of their web sites higher in the organic search results – for this there is no payment to the search engine – through a variety of techniques like changing the structure of the sites or by hiring external consultants to develop specific techniques that will cause search engines to index their sites in higher positions. (Ibid.)

2.1.4.2 Content Marketing

Digital content producers are simply producers of content or intermediaries who must identify and serve customer needs (Bartussek 2001). This will depend on the partnerships that content providers forge in the supply chain; the content industry is very dependent on the end devices by which content is delivered to customers. (Swatman, Krueger & Van der Beek, 2006)
2.1.4.3 Blogs

Blogs, which represent the earliest form of Social Media, are special types of websites that usually display date-stamped entries in reverse chronological order (OECD, 2007). They are the Social Media equivalent of personal web pages and can come in a multitude of different variations, from personal diaries describing the author’s life to summaries of all relevant information in one specific content area. Blogs are usually managed by one person only, but provide the possibility of interaction with others through the addition of comments. (Ward & Ostrom, 2006).

2.2 Branding

"Your brand is what other people say about you when you are not in the room.”

- Jeff Bezos, CEO Amazon

A company’s brand is a complex mix of experiences in the customer’s mind. Brands have two important functions. First, making the customers believe in the specific product by connecting it to a particular company. Second, brands help customers to organize their shopping by choosing specific products from a company (Keegan & Green, 2015)

Customers integrate all their experiences of observing, using, or consuming a product with everything they read and hear about it. Information about products and brands come from a variety of sources and cues, including advertising, publicity, word of mouth, sales personnel, and packaging. The sum of these impressions is brand image. (Keegan & Green, 2015)

2.2.1 Brand Equity

Another concept when describing brand and the role of branding is brand equity. The concept of brand equity has been one of the most popular and potentially important topics in marketing the last couple of years. Marketers approach and define it very different but they all agree on that brand equity should be defined in terms of marketing effects uniquely attributable to a brand. (Keller, 2009)
Brand equity relates to the difference of a product if it is identified by its brand or not (Ibid). Brand equity is described in four different stages, as presented below in figure 2. Firstly identity, it is important that the customers know who the company is and what it stand for.

Second stage is meaning, what do the customer associates with the brand and what is core of the brand. Third stage is response from the customers, the customer’s opinions about a brand. Fourth stage is about relationships, what the relationship is with the customers (Keller, 2008)

Figure 2 Brand Equity
Source: Keller, 2008
2.3 Social Media

Social media refers to activities, applications and behaviours among communities of people who gather online to share information, knowledge and opinions by using conversation media. Conversation media are web-based programs, which allows the user to create and easily transfer forms of words, pictures, video and audio files. (Safko, 2012) Mobile devices such as smartphones and Ipads enable people to be active on social media at any time (Kelly, 2014).

With the development of social media, customers are no longer just passive recipients of brand related marketing messages (Pentina & Koh, 2012) nowadays it is a two way communication and everybody can feel involved (Carlsson, 2009). The receiver today is more engaged, gives feedback and has conversations with directly with companies. The consumers are creating their own content and share it with others. (Pentina & Koh, 2012)

This leads to both opportunities and disadvantages for the company because of the lack of control over what is written on forums. There can be negative reviews, which can hurt the company. There is a lot of possibilities when it comes to social media, companies can influence the customer, make them feel involved and make them more engaged which leads to a more personal relationship with the customer. (Clapperton, 2009)

According to a survey from 2011, only 15 % of companies bothered to answers on their followers and customer’s requests on social media. This means that 85 % are ignoring social media as a customer’s service channel, which could hurt the company in form of bad publicity and missed sales. (Řežab, 2011)

If companies work strategic there are big possibilities to be seen in a positive way on social media. According to Safko (2012) there are three ground rules when working with marketing on social media:

- Creating conversation about the brand
- These conversations cannot be controlled but influenced
• Influence is the foundation upon which all economically sustainable relationships are built

2.3.1 Strategies and recommendations for social media

Safko (2012) states that there are four keystones when successfully building a social media strategy:

• Collaboration
• Education
• Entertainment
• Communication

These keystones are in different ways used to involve and engage the followers and create likes and comments on posts. Collaboration is used when asking an open question to the followers. (Safko, 2012) Education can involve some information about the company or a specific product. Sometimes just for entertaining followers with an amusing picture. It is important to have a mix of these four components to have a successful strategy. (Ibid.)

Kaplan and Haenlein give recommendations on how to use social media. First of all, one needs to choose a social media that fits the purpose and where the customers are present. Further, if a company uses several social media and/or combines with traditional marketing it is important that all the channels are aligned and integrated with each other to avoid ambiguity and sending mixed signals. Lastly, there should be a framework for how to use the social media channels. (Kaplan and Haenlein, 2010)

Kaplan and Haenlein give 5 tips about being social on social media:

1. Be active - Engage users

2. Be Interesting - Provide reason for customers to interact with you and themselves

3. Be humble - Learn how to use the social media
4. Be unprofessional - Try to mix with other users and avoid being stiff

5. Be honest - Respect the rules (if any) of the social media of use (2010)

Mangold and Faulds (2009) provide some tips for how companies should use social media for their benefit some interesting are:

1. Engage consumers by letting them provide feedback since in a community where feedback is accepted consumers are more likely to be encouraged to communicate and engage with other customers and/or the brand.

2. Share information because when customers feel knowledgeable about a company, product or service they are more likely to talk about them.

1. “Be outrageous” as user are more probable to communicate about things that are uncommon.

2. Give exclusivity because consumers enjoy feeling special which can be made by offering special products, services or deals only for a part of the customers.

2.3.2 Instagram

Instagram is an application for smartphones that provides a service to take pictures or upload a video of 15 seconds and share it with followers. The photo or video can also be added with a description (caption) and make them searchable with hashtags or and geotags. The pictures can be directed to a specific account by adding a @ followed by the username in the caption. (Instagram, 2015).

Hashtag is a way of highlighting a word or a phrase but putting it behind a # which makes it searchable. All photos with the same hashtag are gathered in the same place on Instagram.

Geotag is making a picture searchable by tagging it with a geographic place. All photos with the same hashtag are gathered in the same place on Instagram.
2.3.3 Instagram strategies

The Instagram account has to have a complete profile with a short and precise company description, a relevant profile picture and a link to the website/webshop. It also has to have updated contact information and perhaps links to other social media forum if they are used. It is important that the company is active with sharing posts to get spreading and continuity. To create brand awareness it is important to be consistent throughout all channels that the company uses. (Hemley 2013; Bunskoek, 2014)

To create the biggest possible engagement from followers it is very important to be active and there is two ways to be that on Internet, either on the company’s own account when posting pictures or on other accounts by liking and commenting. When doing this is shows gratitude, which can lead to loyal followers. (Safko, 2012)

When posting pictures and videos on Instagram it is important to find a creative mix of different types of pictures. Hemley (2013) states five types of pictures that drive engagement by followers:

Customer-centric photos

The content should be customer-centric, when posting on Instagram it is important to think about: what value does this add to the customers’ life? How do they benefit? Why would they be interested? How can the company make this relevant to its followers? Think of the product/service in terms of benefits for the customers and focus the marketing content on those benefits too. (Hemley, 2013)

The best photos to choose are those that show the product in use, which is free advertising with a helpful co-sign from the follower who posted it. This keeps users interested in checking the profile to see if their photo gets chosen or to see if their friend’s photo does.

It can also be a repost from a customer, which shows the bought product.
**Employee-centric photos**

Social Media is all about enhancing the brand by showing off a brand personality. Putting faces to a name is key, it is no fun to engage with a faceless corporation and it is a great way to connect with the followers. Companies that treat their employees well are much more desirable. Why do most clothing stores ask employees to dress in their product? Because it could add credibility to the brand. (Hemley, 2013)

**Instagram contest photos**

Contests are a huge engagement driver. With Instagram, it is so easy for followers to get involved in a contest and to stay involved with contest updates.

**Product Photos**

Instagram’s visual medium means pictures that focus on colour and/or print stands out exceptionally well. Something as simple as lining products up and showing it off in available colours is surprisingly popular on Instagram.

**Photos with bloggers**

Before Instagram the focus was on making the customers and employee’s the “star” to display brand personality, now it’s time to give focus to those who act as brand models. A blogger adds credibility to the product as a form of celebrity testimonial.

Generally for all photo styles are that it requires to create an image that reflects the brand and to do special and well-thought-through pictures that do not feel to pushing or selling. Uniqueness and variation is also important so the followers do not lose interest. (Hanna, Rohm, & Crittenden, 2011)
**Best time to post**

According to Track Maven (2016) based on 17.5 million social media posts by 17,737 brands there is a best time to post material on social media. The result for shows that Fridays at 7 pm is the best time.

**Density of pictures**

Union Metrics (2016) works with analysing different social medias to help companies to optimize their activities on social media. Through analyses over companies Instagram accounts they found variables. Brands upload pictures on instagram on an average 1,5 times per day and the most of them uploads one to two pictures per day. There are also companies that publish over 100 posts monthly and sometimes even 10 times a day.

According to Union Metrics there is no correlation of high amount of uploaded post and getting less engagement on each individual picture. On the contrary, the followers of these companies often show more engagement on the posts that are above average.
2.4 Frame of Reference

Theory and literature has been presented in the previous sections of this chapter, which will help to answer the thesis research questions. The purpose of a frame of reference is to present the most important concepts, variables or factors and the relation between them (Miles & Huberman, 1994). A frame of reference lifts up the most important factors that will be studied, either by describing them or by graphically showing them (Ibid.) The framework is going to describe which of the theories are mainly used and which of the research question it relates to. The framework is structured according to the order of the research questions.

RQ1: How do pictures on Instagram affect the spreading of a brand?

This research question will be answered by a several different theories. First Keegan & Green (2015) to define branding. The describing of the social media theories will rely on research from Harrison-Walker (2001); Li & Du (2011); Halligen & Shah (2010); Safko (2014); Clapperton (2009); Hanna, Rohm, & Crittenden (2011). To understand when the best time to post is and the optimal density of pictures, statistics from Track Maven (2016) and Union Metrics (2015) will be used. Prior research from Hemley (2013) and Brunskoek (2014) will strengthen the marketing model.

RQ2: How does Instagram activities affect the traffic to the webshop?

Hemley (2013) clarified five Instagram activities that a company can use. This will be the foundation to theory when categorizing Tegelbruketdesign’s different pictures on Instagram. Some of the research that answers research question one will be also used on research question two, from Harrison-Walker (2001); Li & Du (2011); Halligen & Shah (2010); Safko (2014); Hanna, Rohm, & Crittenden (2011); Track Maven (2016) and Union Metrics (2015).
2.5 Marketing Model

A marketing model for Instagram has been created – from the presented theory – to show how the study will be carried out. The model will be applied and tested on Tegelbruketdesign Instagram account and on its followers. It is a description of how Tegelbruketdesign will act on Instagram. The model and its components will be explained below.

2.5.1 Trends

To be successful it is important to understand what is trending on Instagram and follow these trends if they support the brand. That have been done that by looking at how other companies have done and what Tegelbruketdesign’s followers do, in order to get to know them better. It is also a good idea to use popular hashtags because people often look in them, which can lead to more followers.

2.5.2 Profile

Tegelbruketdesign’s Instagram profile was controlled, the profile picture is the logo of the company and the description is short and consist “Tegelbruketdesign – Webshop, interior, inspiration”. It also has updated contact information and a link to the webshop. This description is also used on the Facebook site because its consist and recognizable throughout all channels.

2.5.3 Tegelbruketdesign’s account

It is important that the account is a reflection of the company and what Tegelbruketdesign wants to say with the brand. The gallery is inspirational and easy with pictures in light colours and good quality, showing the products in the best possible way.

2.5.4 Other accounts

Liking and commenting on other peoples Instagram accounts helps to built relationships. Tegelbruketdesign is always showing appreciation towards their followers; they are social and always answer on comments about the company.
2.5.5 Pictures

All posted pictures have to be relevant to the company and a mix of photos is needed to make sure to not lose interest from followers. Tegelbruketdesign has a “red thread” through the gallery and good structure among the photos. Three different photo types was chosen to analyse:

- Customer-centric photos
- Instagram contest photos
- Product photos

Caption

It is the field where it is possible to write a description to the picture, is a good way to inform and influence the followers. In the caption it is also possible to add a hashtag. The captions on Tegelbruketdesign’s pictures are in Swedish and adapted to the target market. The captions are also informative and inspirational wanting to make the follower visit the webshop.

Geotag

Is a way to add a place to a picture. Tegelbruketdesign always uses www.tegelbruketdesign.se as the geotag because it catches the eye and opens an interest even if a person only sees one picture and not the whole gallery with profile description.

Hashtag

Is a way to make pictures searchable and Tegelbruketdesign uses hashtags sometimes but not always. The hashtags being used are industry related and sometimes a trending hashtag is used.

Quality

All of the pictures have high quality and resolution. Every picture is edited with e.g. lightning and contrasts, making the picture most appealing. Quantity

It is important to be active on Instagram but also not too active, the thesis aims to analyse how many pictures is a good amount to post per day/week. (Hemley, 2013)
Time

Meaning the best time to post pictures. Time intervals are going to be analysed to determine optimal times for highest like/comment ratio.

2.5.6 Instagram activities

About two-thirds of big companies are already using Instagram to their advantage. There are no set guidelines on how companies should be advertising themselves on Instagram but there are patterns. There are different types of campaigns that can drive followers and engagement. Instagram contests utilizing hashtags has become a successful marketing technique as well. The type of Instagram contests range from simply asking users to like their photo to be entered to win, asking people to comment on an entry by asking them to tag their friends. (Ha, 2014)

The winner of an Instagram contests usually wins a prize that is related to the product or service. Instagram contests are beneficial for both the participants and the company. The company receives free marketing from customers when they post an Instagram and a lucky winner will receive a prize. However, not everyone will participate in this Instagram contest. (ibid.) When using social judgment theory, followers will determine it is worth creating a photograph and posting it on their personal feed. Social judgment theory is the perception and evaluation of an idea by comparing it with current attitudes. (Hovland, 1980)

Four different Instagram activities have been chosen to analyze to see which is more effective and which drives the most engagement.

Giveaway

Is when a company gives away a product and it is arranged like a contest and the company decides rules. Tegelbruketdesign has had two competitions that are going to be analysed.

The rules to participate is that the follower has to take a print screen of the contest picture, upload it on his/hers own account and use the hashtag #tegelbruketdesign and #tegeltävling and tag two friends.
**Product Placement**

Refers to when Tegelbruketdesign has given a product or a discount to a person with terms that they have to take a picture and post it on their Instagram. It also has to be stated that it is bought from Tegelbruketdesign.

**Exclusive offers**

Offers that Tegelbruketdesign only announces on Instagram.

**Collaboration**

Refers to when Tegelbruketdesign has a collaboration with another account. A giveaway together with a big private interior account is going to be analysed.
The marketing model shows all the components that was explain above and what they affect, it also shows which research questions they belong to. It starts with an external factor like trends and goes down to the profile, which can be worked on either on the own account and other accounts. It is a symbiosis between the Tegelbruketdesign’s account and “other accounts” but this model in first hand focuses on the own account – Tegelbruketdesign’s and the pictures in aspects of quality, quantity, time, captions, geotag and hashtags. But also how it affects other account by the willingness of entering the activity. The pictures then leads to Instagram activities that is going to be researched; giveaway, product placement, exclusive offers and collaboration.
3. Methodology
This chapter will present the research methods used for this thesis, how the data was collected in order to reach an answer to the research questions. The research purpose, approach and strategy will be presented. The data collection, sample selection, data analysis, validity and reliability will also be discussed.

3.1 Research purpose

There are three types of research purposes of a study – exploratory study, explanatory study and descriptive study. (Marshall and Rossman, 1995) The overall strategy and data collection methods are determined by deciding on which research strategy to conduct. (Malhotra, 2007)

The purpose of a descriptive study is to offer a better understanding of a certain phenomenon by portrayal or describe a situation. The study profiles and categorizes a situation, person, backgrounds, procedures and events. (Saunders, Lewis & Thornhill, 2009) The purpose of an exploratory study is to explore a situation or a problem in order to understand a phenomenon (Malhotra, 2007). Depth interviews are often used to gather data when having an exploratory approach (Marshall et al, 1995)

This thesis has a mixture of both exploratory and descriptive. Research question one aims to understand why some pictures are better than others when spreading a brand, this is therefore an exploratory study. Research question two aims to describe which Instagram activities drives traffic to a webshop, this is answered with statistics and is therefore a descriptive study.

3.2 Research approach

The approach of a research study can be qualitative, quantitative or a mixture of them both (Saunders et al, 2012). A quantitative approach is often used when numbers and statistic answer the research, often compares and explains different relations with two or more variables. Qualitative is used for non-quantified data and without numbers. (Ibid.)
This thesis has a mixture of them both; the first goal was to gain a deeper understanding in how Tegelbruketdesign could use Instagram, which is of qualitative nature but the thesis also aims to measure the engagement with statistics, which is quantitative.

3.3 Research Strategy

Selecting an appropriate research strategy will enable investigators to answer the stated research questions (Saunders et al, 2007). There are five different research strategies that can be used depending on the nature of the research; experiment, survey, archival analysis, history and case study (Yin, 1994). According to Yin (1994) there are three aspects that affect the choice of research strategy:

- The type of the research question
- Control over behavioural events
- Focus on contemporary events

<table>
<thead>
<tr>
<th>Table 2 Research Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategy</strong></td>
</tr>
<tr>
<td>Experiment</td>
</tr>
<tr>
<td>Survey</td>
</tr>
<tr>
<td>Archival Analysis</td>
</tr>
<tr>
<td>History</td>
</tr>
<tr>
<td>Case Study</td>
</tr>
</tbody>
</table>

Source: Adapted from Yin, 1994, p. 6

The research strategy for his thesis is a case study. Case studies are a useful strategy when trying to understand contemporary phenomena and are often used in many different areas such as business, psychology and other social studies. (Yin, 1994) Case study was chosen because the research questions were “how”-based and the purpose is describing contemporary events.
3.4 Data collection

There are six primary sources of evidence when conducting a case study – documentation, archival records, interviews, direct observation, participant observation, and physical artefacts (Yin, 1994)

Yin (1994) identified strengths and weaknesses to these six different sources:

<table>
<thead>
<tr>
<th>Source of Evidence</th>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
</table>
| **Documentation**  | • Stable – repeated review  
                   • Unobtrusive – exist prior to case study  
                   • Exact – names etc.  
                   • Broad coverage – extended time span | • Retrievability – difficult  
                   • Biased selectivity  
                   • Reporting bias  
                   • Access – may be blocked |
| **Interview**      | • Targeted – focuses on case study topic  
                   • Insightful – provides perceived causal inferences | • Bias due to poor questions  
                   • Response bias  
                   • Incomplete recollection  
                   • Reflexivity – interviewee expresses what interviewer wants to hear |

Source: Adapted from Yin, 1994, p. 80

Both documentation and semi-structured interviews were used, documentation when collecting the data from Tegelbruketdesign from the websites iconsquare.com and quintly.com because they could connect with Tegelbruketdesign’s Instagram account.

Three semi-structured interviews was conducted, interview guides shown as appendix. The interviews were done over Skype due to the great distance to the respondents.

The point of this case study were to see if the outcome of the three different events – interview with persons that have succeeded to make big accounts, interview with a person that works with making strategies for other companies and documentation from our own experiment – would all show the same result and answers.
To do this documentation with Tegelbruketdesign we had access to the Instagram account for ten weeks where we continuously uploaded material and tested the different activities. This was because we wanted to see if the result would differ from the interviews. We tested different types – customer-centric photos, product-centric photos and contest photos – to understand which type gave the most likes. We examined the density of pictures, the most optimal time to post and most liked pictures.

3.5 Sample selection

Due to limited resources and short time frame, it is often necessary to use non-probability sampling within the population as data is collected (Saunders et al, 2012) We decided that we wanted to interview persons with large and private interior Instagrammers. With the help of Tegelbruketdesign’s connections two good candidates were contacted. Sarah Larsson Bernhardt who works as Digital PR & Social Media Strategist at Knowit, was also interviewed (guide in appendix). The sample selection was therefore based on convenient.

3.6 Data analysis

According to Miles & Huberman (1994) qualitative data is analysed through three steps:

- **Data reduction**: First step is to select, focus, shorten and organize the data to make it possible to draw conclusions.

- **Data display**: Second step, after the reduction, is to organize and in a neat way present the data so further conclusions can be drawn.

- **Data display**: third and last step is when the researchers determine patterns, explanations and occurrences.

A case analysis is done to reduce data. The data and our research questions are analysed and compared to existing theories, which means that the thesis have a deductive approach. The data was analysed to see if we could see any relation or pattern to match the conceptual framework and our marketing model.
3.7 Validity

Validity focuses on one main question: what is “true”? How is it known? Validity is divided into three different kinds; construct validity, internal validity and external validity (Yin, 1994).

Construct validity involves the process of establishing the correct operational measures for the studied concepts. Internal validity should not be used in a descriptive or explanatory study. External validity concerns the issue of determining if a study’s findings are possible to generalize beyond the immediate case study. (Ibid.)

3.8 Reliability

The other concept in research quality is reliability. Reliability means that the collected data will be the same if the research will be remade on other occasions. The result must be similar if other researchers would conduct the same study (Saunders et. al, 2012). The researchers aim to ensure that it is possible to follow the same steps, as this thesis has taken and that it will lead to similar results.

The data was analysed and interpreted to literature to minimize the risk of drawing false or incorrect assumptions. The research questions were in focus throughout the entire thesis.
4. Empirical data
This chapter will present the empirical data that has been collected in the case study. The data is based on interviews and from the statistics of Tegelbruketdesign’s Instagram account. Research question one is divided into three areas; the interior accounts, Sarah Larsson Bernhardt and statistics. Research question two is based on statistics.

4.1 Presentation of interview questions

The table below summarizes the interview questions from the interview guides (shown in appendix). It shows what theory is connected to each interview question.

It is also divided into two sections because one shows the questions from the interview guide with the instagammers and the other one from the interview guide from Sarah Larsson Bernhardt.

**Table 4 Presentation of interview questions**

<table>
<thead>
<tr>
<th>Research Questions</th>
<th>Theory Author/s stated below and which Interview question (IQ) it belongs to</th>
<th>Interview questions with instagammers</th>
<th>Interview questions with Sarah</th>
</tr>
</thead>
</table>
| RQ1: How do pictures on Instagram affect the spreading of a brand? | **Instagram:**  
*Saiko (2014)* – 
Question 1, 9, 10, 11  
*Hemley (2014)* – 
Question 2, 3, 6, 7, 13  
*Track Maven (2016)* – 
Question 4  
*Union Metrics (2015)* – 
Question 5  
Question 12 | 1  
2  
3  
4  
5  
6  | 2  
4  
6  
7  
8  
11 |
| | **Sarah:**  
*Keegan & Green (2015)* – 
Question 2  
*Clapperton (2009)* – 
Question 4  
*Saiko (2012)* – 
Question 6, 11  
*Hemley (2014)* – 
Question 7  
*Track Maven (2016)* – 
Question 8 | 9  
10  | 11  
12 |

Source: Made by Authors
4.2 RQ1: Spreading of the Brand

To be able to understand how brands are spreading and answer research question one, this section is divided into three areas; the interior accounts, Sara Larsson Bernhardt and statistics. Ellinor Klingblom was interviewed, she has a interior Instagram accounts with 2955 followers. We also interviewed another interior account with 22 600 followers – that would like to be anonymous and will be referred to as X. The second part is from the interview with Sarah Larsson Bernhardt who works as Digital PR & Social Media Strategist at Knowit. Lastly there is a section of Tegelbruketdesign’s statistics from quintly, iconsquare and their own website. Table 5 summarize the three interviews by name, amount of followers, workplace, place of interview and if it was recorded and how long time it took.

Table 5 Presentation of Responders

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Followers</th>
<th>Workplace</th>
<th>Place of interview</th>
<th>Recorded</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sarah</td>
<td></td>
<td>Knowit DCG</td>
<td>Skype</td>
<td>Yes</td>
<td>50 min</td>
</tr>
<tr>
<td>Ellinor</td>
<td>2 955</td>
<td></td>
<td>Skype</td>
<td>Yes</td>
<td>20 min</td>
</tr>
<tr>
<td>Anonymous</td>
<td>22 600</td>
<td></td>
<td>Skype</td>
<td>Yes</td>
<td>20 min</td>
</tr>
</tbody>
</table>

Source: Made by Authors

4.2.1 Interview with interior Instagrammers

This first part will present the data from the interview responses from the persons behind two big interior Instagram accounts. Each questions from the interview guide (shown as an appendix) has been answered and the data presentation will have the same structure as the interview guide.

When the respondents were asked what they did to get more followers, Ellinor answered she showed interest for interior on her account, posted a lot of pictures in the beginning and started to follow other interior accounts. She got more followers when she participated in her first SFS (stands for shout-out-for-shout-out) were her picture was reposted on an account with many followers and she got 400 followers in an hour, which was the beginning.

Person X states the importance of using hashtags, liking and commenting on other people’s interior pictures and following other interior accounts.
Ellinor's strategy to make her account bigger was to post a lot of pictures, comment and like other peoples pictures, participate in SFS and to use trendy hashtags. Her strategy has not changed a lot over time but she does not feel the pressure to deliver anymore.

When she reached around 1000 followers she noticed that when she posted pictures on other things then interior or design she lost followers immediately, the same thing happened when she didn't post anything for two-three days. Person X has not changed her strategy at all.

When they were asked if they feel that there are specific days and hours that are more optimal then others to post pictures, in the aspect of getting most likes and comments. Both of them answered morning around 7-8 am and evenings around 20-21 pm they think it is the time when most people have time to check their phones. Ellinor has noticed that weekends are better then weekdays when it comes to amount of likes.

They both feel that minimum one picture/day should be posted and they post on an average one to three pictures per day. X says that it depends on how hectic her life is – she does not let her Instagram rule her life. If she got a lot of other things to do she will not have much time over for Instagram, which means less posted pictures. Ellinor's answer is very similar, she prioritizes other thing in life and when she got time for Instagram she posts pictures.

We asked them how they think when they chose the pictures they post and if they see a pattern of what gives the most likes. Ellinor answered that she always want to post light pictures with high contrast because that is what she likes the most and she does not like when other people post dark picture where they have used flash. She feels that photos with good light, details and colors get most likes. X says that she wants to have a good variety of pictures; a mix of detail pictures of different rooms, pictures from her owns home and others inspirational pictures. Photos with high quality get the highest like ratio.

They both use hashtags, X uses a lot of them both Swedish and international like #inredning #interiör #interior #interiordesign #whiteinterior but she cannot measure if one hashtag is better than another because she uses a lot of them.
Ellinor uses them sometimes but not always, she uses her own #ellinorsinterior if it suits the picture. When she uses hashtags she uses #skultuna and #svenskttenn where many of her details in her home comes from them, these are considered as trendy and many people search on them.

She also uses hashtags from her favourite accounts #lifestylebyl #interiorforbis #lisajedeholtinterior but these are not used to get viral attention; she wants the women behind the accounts to see the picture in the tag. The same purpose she has with her own hashtag, it leads to finding new and inspirational accounts.

Ellinor does not work actively to gain more followers, she never even thought she would get 2955 of them but sometimes she feel that it can tough so many when she wants to be a private. If she gets more followers then she gets them but it is nothing she will work for. X on the other hand works actively with giveaways, collaborations with companies and by commenting on accounts with a lot of followers.

We asked about contests and giveaways on Instagram, if they participate and what the criteria is for participating in a contest. They both are participating in contests by occasion but it has to be a really good prize and it depends on what they have to do to be in it.

X says that if it is a prize that she really wants she could consider a repost (often a criteria to be in a contest) the contest picture. She emphasis that it has to be a really good prize for her to do it, she does not want to “stain” her gallery with contest pictures. Ellinor answered sometimes because she feels it is impossible with so many contestants.

She has noticed that is even more impossible now when she has a account with a lot of followers because when she repost the contest picture it goes out to almost 3000 other followers who are free to do the same, this results in that her whole feed is about the contest. Ellinor has never had a collaboration with a company but X has.

The last question we asked was if they feel that there is one or more specific activity on Instagram that leads to more followers. Ellinor answered that she only has had her own SFS and participated in others, it is a fun way and gains a lot of followers. But it gave her more in the beginning but not anymore, with higher follower amount.
Nowadays she does not do it so much, only if the account really inspires her. For her it is not about chasing followers anymore, it was fun in the beginning but the amount of followers does not interest her any longer.

The people that follow her are interested in the same thing and relationships are built – she calls it “Instagram-friends”. X says that the best way to get a lot of followers in a short time is to have a contest or being reposted in a SFS by an account with a lot of followers.
4.2.2 Interview with Sarah Larsson Bernhardt

This section will present the data from the interview with Sarah Larsson Bernhardt. Each questions from the interview guide (shown as an appendix) has been answered and the data presentation will have the same structure as the interview guide.

First question Sarah was asked was if she could describe her job and her answer were that she works as a digital PR and social media strategist at Knowit DCG, as well as one of two founders of the concept "Social By Default". Her work assignments are to helps companies and organizations to understand the digital media landscape and how they should built their brand on digital and social channels. Sarah looks to the entire company's digital ecosphere but mainly social media.

Sarah helps them with everything from overall strategies concerning digital strategies, channel strategies and communication strategies, to operative coaching when it comes to the content – tonality, visual and textual appearance and identification of target groups and their needs. Sarah also teaches and has lectures about digital branding and digital trends at Berghs School of Communication [in Stockholm].

The following question Sarah was asked was which types of marketing and social media she works with. Her answer was when it comes to companies and organizations she helps big international B2B-companies to pure B2C-companies, non-profit organizations and state-owned companies.

All sizes and all industries and every company and organizations have their own challenges. One thing they all have in common is that they need to work on their presence and communication by their target groups, their needs and behaviour online. Then from that choose channels, content and tonality depending on the channel and context the channel’s target group expects to meet the company.

She told us that overall it is very little that is happening now when it comes to new networks and platforms in social media. Instead there is a development and transformation among the existing social media channels – where every channel finds its own role and social target group.
The channels that are first and foremost interesting today is Facebook, Twitter, Youtube, Linkedin, Instagram, Blogs, Podcasts, Snapchat, Pinterest and Slideshare. Which media depends on the companies' purposes and goals with their social media presence and target groups. They have to think about content and presence in each channel and which channels they should concentrate on and which to not focus on.

She adds that a new trend that they see and they need to relate the services to, is based on content which can not be saved, so called disposable media. Creating materials that disappear and hence cannot be reused is undeniably a challenge for companies. Snapchat is one of the first actors in this segment, but there are also other services that function similarly. For example Meerkat and Periscope who will continue to drive this development forward. These are channels that they need to introduce to companies social media palettes.

For businesses, social media is both a challenge and an opportunity. The challenge is to reflect about how marketing is looked at: it is no longer one-way communication, it is no longer to push out as much as possible in ordinary media channels, but an effort to be present in the digital. The challenge is to create a platform for a brand and to be interesting to the consumer both by wanting to buy and also wanting them to be like ambassadors for the brand by liking, sharing and talking about the brand in their own channels.

The opportunities are opening channels to customers' meaning that they establish a relationship before, during and after a purchase. When it comes to Instagram the target groups have an opportunity to get closer to the company by visual storytelling. To give the followers an insight in a company’s everyday business with pictures and captions that complements the picture.

The value is in the content. Communication in social media is designed to amend or reinforce consumer behaviour and is a mean to attract potential customers, make them into paying customers and retain them as loyal customers. In addition get those customers to talk good about the brand in its own channels.

Then next question was if she thinks that there are optimal time intervals for advertisement in social media and which the most common mistakes when marketing on Instagram. Sarah answered that social media and advertisement do
not go hand in hand. Social media is about communication and not about marketing; it is also about engagement and relationships.

She was also asked what she thinks is important to think about when a start-up interior company wants to market itself on Instagram. She answered that it is two parts the first one is to start with yourself, what kind of content would you like to meet? What is it that you as a company are passionate about? Who would like to have a relationship with you as a brand/company on Instagram? How can you differentiate from other companies and what does make you unique?

The other part is the mix of content and to test ideas against the target groups that you want to attract: Does this work? Does it satisfy their needs? The worth is in the content and it has to be perceived as interesting, educational and entertaining. In addition to this it is important to not fall into the digital message board and to not be repetitive because then it gets uninteresting. It is also important to consider which hashtags should be used and how to use them smart, not overdoing it – maximum five per picture is her recommendation.

It is also important to measure it, to know that the work and the digital presence gives something. The messenger needs to identify and put a number of measurement points. It is better to measure the engagement than to measure the amount of followers because the engagement shows how dedicated the followers are. The biggest mistakes are that companies’ start accounts without a plan, they should always know why, who and what. She often sees companies that think that social media works as other traditional media, which leads to not getting the return that was expected from the amount of work, they put in.

Many add social media to the other traditional things they do. For Sarah it is more important to raise that social media is more than just a complement to “the ordinary”. It has the potential to be an extremely big and important part in the future of marketing communications for companies and organizations.

To achieve this, however, it requires both understanding for each communication channel and effort has to be preceded by strategic thinking and that social media needs to be seen as an equally important and natural part of the communication work. This requires resources, both in money and personnel.
4.2.3 Statistics from Tegelbruketdesign

In this section statistic data will be presented of Tegelbruketdesign, from their own website, quintly and iconsquare.

Likes/picture type

Below is the result from how many likes different types of pictures gives. The types are: customer-centric photos, product-centric photos and contest photos. The ten pictures with highest like ratio in each category was studied.

Table 6 Likes/picture type

<table>
<thead>
<tr>
<th>Likes/picture type</th>
<th>Category Type 1</th>
<th>Category Type 2</th>
<th>Category Type 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Customer-centric</td>
<td>Product-centric</td>
<td>Contest</td>
</tr>
<tr>
<td></td>
<td>100</td>
<td>150</td>
<td>200</td>
</tr>
<tr>
<td></td>
<td>200</td>
<td>250</td>
<td>300</td>
</tr>
</tbody>
</table>

Source: Made by Authors

Density of pictures

This is Tegelbruketdesign’s posting habit, divided by day and hours. The bigger rounds the bigger density of pictures.

Source: Quintly.com
**Best time to post**

The dark rounds indicate when Tegelbruketdesign usually post media (repartition by hour horizontally, and by days vertically). The light grey rounds shows when Tegelbruketdesign’s community has been interacting. The biggest light grey rounds are the best times for Tegelbruketdesign to post.

![Graph showing best times to post]

**Figure 5 Best time to post**

Source: Quintly.com

**Most liked pictures**

Shows the most liked pictures on Tegelbruketdesign’s Instagram account.

![Images of most liked pictures]

**Figure 6 Most liked pictures**

Source: Iconesquare
4.3 RQ2: Traffic to the webshop

To answer research question two which is about how to gain traffic to a webshop this section is based on statistics and shows what happened during the days during the different activities.

4.3.1 Statistics from Tegelbruketdesign

The statistics is taken from Tegelbruketdesign’s own statistical program and quintly.com. It shows what happens with the traffic to the webshop during different types of activities on Instagram. The four activity types that are investigated are the same as in the marketing model: Giveaway/contest, product placement, exclusive offers and collaborations.

Giveaway/Contest

*During the period 2015-04-12 to 2015-04-19*

Shows the visits to the webshop, the dark blue line stands for the average visitors rate and the light blue for the actual visitors during the period.

![Figure 7 Giveaway](image)

Source: Made by Authors
During the period 2015-05-17 to 2015-05-22

Shows the visits to the webshop during the contest days. The dark blue line stands for the average visitors rate and the light blue for the actual visitors during the period.

**Figure 8 Contest**

Source: Made by Authors

Below: shows the average engagement/interaction per post under this period.

**Figure 9 Averages interactions per post**

Source: Quintly.com
Below: this graph shows what happens with the amount of followers during the contest days. During this activity Tegelbruketdesign gained 200 followers.

![Followers Graph]

**Figure 10 Followers**

Source: Quintly.com

**Product placement**

*2015-04-19*

Stands for what was mentioned in the background, a woman got a discount on a lamp in exchange for posting a picture on it on her Instagram with a caption that it was bought from Tegelbruketdesign. She posted the picture on the April 19th and this shows a comparison with the mean and the amount of traffic on day before and after.

![Product Placement Graph]

**Figure 11 Product placement**

Source: Made by Authors
Exclusive offers

Meaning offers and discounts Tegelbruketdesign only posted on their Instagram account. Dark blue line stands for visitors on an average and the light blue actual visitors.

Opening offer 15 % discount under period 2015-03-12 to 2015-03-16

![Figure 12 Opening Offer](image1)

Source: Made by Authors

15 % discount during period 2015-04-07 to 2015-04-09

![Figure 13 Discount](image2)

Source: Made by Authors
Collaboration

Tegelbruketdesign had a giveaway in collaboration with a private interior instagrammer with 13,000 followers. Dark blue line stands for visitors on an average and the light blue actual visitors.

Figure 14 Collaboration

Source: Made by Authors
5. Data Analysis
In this chapter the data from chapter four will be analysed. The data connected to the research questions will be analysed and compared to the frame of reference and the marketing model from chapter two, since a within case analysis has been used. This analyse creates the basis for the conclusions that will be presented in the following chapter. It will begin with the data connected to research question one and the same with research question two.

The data is based on a within case analysis, Miles & Huberman (1994) describes the process of analysing data in three steps:

- Data reduction
- Data display
- Drawing conclusions

To be able to analyse the collected data, the data had to be reduced and that was done by comparing it to the frame of reference. After that, the data were categorized and displayed in two different tables, one for research question one and another table for research question two. After that, conclusions could be drawn and these will be presented in the following two sections.

5.1 RQ1: Spreading of the brand

The first research question tries to understand how pictures on Instagram affect the spreading of a brand. From the frame of reference the marketing model was created which was tested on Tegelbruketdesign's Instagram.

The marketing model broke down to seven aspects of pictures, which are shown in the table 7 on the next side. They are shown together with the answers from the interviews of two instgrammers X and Ellinor and the interview of digital PR and social media strategist Sarah. In this way, it is shown whether previous research within the field corresponds to this study or not.
Table 7 Data Display RQ1

<table>
<thead>
<tr>
<th>Theory</th>
<th>R1</th>
<th>R2</th>
<th>R3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gaining followers</td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Instagram strategies</td>
<td>+</td>
<td>/</td>
<td>+</td>
</tr>
<tr>
<td>Posting time</td>
<td>+</td>
<td>+</td>
<td>-</td>
</tr>
<tr>
<td>Quantity</td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Picture types</td>
<td>+</td>
<td>+</td>
<td>/</td>
</tr>
<tr>
<td>Picture styles</td>
<td>+</td>
<td>+</td>
<td>-</td>
</tr>
<tr>
<td>Importance of hashtags</td>
<td>+</td>
<td>-</td>
<td>/</td>
</tr>
</tbody>
</table>

Codes:
- R1 = Respondent 1 = Anonymous Instagramer
- R2 = Respondent 2 = Instagramer Ellinor Klingblom
- R3 = Respondent 3 = Social Media Strategist Sarah Larsson Bernhardt

When it comes to the gaining followers the collected data fully agrees to theory. Safko (2014) found in his study that to create the biggest possible engagement it is very important to be active. There is two ways to be that, either on the company’s own account when posting pictures or on other accounts by liking and commenting, which can lead to loyal followers. All the respondents answered that it is important to be active and to communicate by linking and commenting on others accounts.

Regarding Instagram strategies Safko (2014) also states that there are four keystones – collaboration, education, entertainment and communication – when building a successful social media strategy. These keystones are in different ways used to involve and engage the followers and to create new followers, likes and comments on the company’s pictures.

All three respondents mention building relationships and communication. Sarah emphasis on the challenges to create platforms for brands and to be interesting to the consumer both by wanting to buy and also wanting them to stay as loyal followers after the purchase by liking, sharing and talking about the brand in their own channels. This takes time.
The collected statistical data, which was extracted from the activities in the marketing model, shows that there is *best time to post*, hours and days that are better than others to post pictures to get the most engagement.

The collected data from Tegelbruketdesign shows that the best times to post is in the morning 8 to 10 am, evenings 8 to 10 pm, this is also supported by the data from X and Ellinor. Sarah could not give specific hours so the collected data agrees to the theory to some extent. Regarding *quantity* of posted pictures the theory and the collected shows the same result – to be active but not overdo it. One to two pictures per day are a good amount.

Regarding *picture types* and styles Hemley (2013) found in his study five different types of pictures that drives engagement; customer-centric photos, employee-centric photos, contest photos, product photos and photos with bloggers/famous people. It also states that a company should have a mix of these so that the followers do not lose interest.

The different types were limited down to three – customer-centric photos, product-centric photos and contest photos and the statistics from Tegelbruketdesign showed that product-centric and contest photos drive more engagement then customer-centric photos. Sarah mentioned is important to stay consequent and to give the account personality. X and Ellinor answered that it is really important to have a mix of picture, to not always use the same because it gets uninteresting fast.

When it comes to *picture styles* Hanna *et al.* (2011) states that generally all photo styles requires to create an image that reflects the brand and to do special and well-thought-through pictures that do not feel to pushing or selling. Uniqueness and variation is also important so the followers do not lose interest. The collected data supports the theory. X and Ellinor emphasis on the importance of light, high contrast and high quality pictures, those pictures always drive the most engagement. The statistics from Tegelbruketdesign shows the same results, the four most liked media (presented in chapter four) were bright, high contrast and of good quality.

The last question is from the marketing model and is about the usage of hashtags. The theory states that it is good because it makes the picture searchable and can lead to new followers. (Ha, 2014)
The answers of the last aspect was diverse; X uses a lot of hashtags both in Swedish and English. Ellinor does not use hashtags often, only if she really feels that they add something to the picture. Sarah answered that they could be good if they add value but maximum five hashtags per picture.

5.2 RQ2: Traffic to the webshop

The second research question tries to understand how Instagram activities affect the traffic to the webshop, this question relies on Tegelbruketdesign’s statistics from their own website, iconsquare and quintly. From the frame of reference a marketing model was created and in that four Instagram activities were presented. The table below presents the collected data of the Instagram activities; giveaway, product placement, exclusive offers and collaboration, it also shows the change in traffic to the website.

Table 8 Data display RQ2

<table>
<thead>
<tr>
<th>Instagram activity</th>
<th>Change in traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contest/giveaway</td>
<td>↑</td>
</tr>
<tr>
<td>Product Placement</td>
<td>↑</td>
</tr>
<tr>
<td>Exclusive Offers</td>
<td>↑</td>
</tr>
<tr>
<td>Collaboration</td>
<td>↑</td>
</tr>
</tbody>
</table>

↑ Increased traffic to the webshop
↓ Decreased traffic to the webshop
− No change in traffic to the webshop

The table above shows that all investigated Instagram activities increase the traffic to webshop significantly.
6. Findings and conclusions

In this final chapter, the findings and conclusions of this study will be presented. This thesis purpose was to gain a better understanding of how Instagram can be used as a marketing tool and to understand which marketing activities can be used for a company that wants to increase the traffic to the site and spreading the brand. Both research questions will be answered and discussed and this chapter will end with the implications as well as further recommendations for future research within the field.

6.1 Spreading of the brand

RQ1: How do pictures on Instagram affect the spreading of a brand?

Based on Table 7 presented in previous chapter, conclusions can now be drawn and they will be in the same order as the data analysis.

It can be concluded in this study that if a company wants to successfully spread the brand on Instagram they have to meet some criteria’s. The company need to be active both on their own account and on others account by liking and commenting their pictures. It is important to have good communication and build relationships, which can take time. A successful Instagram account should be seen from long-term perspective, the goal is to attract followers by spreading the brand, make them into customers and then to keep them as loyal returning customer in the future. That would like to spread their (hopefully positive) experiences in their own channels, which also is a way of spreading the brand.

When looking into the best time to post, much indicates that mornings, evenings and weekends drive more engagement then during the day. Regarding the quantity of posts per day it can be concluded that both too many and too few picture makes followers lose interest. A good aim is one to two pictures per day.

It can also be concluded that picture types and picture styles are of high importance. Based on Tegelbruketdesign’s statistics it shows that product-centric photos and contest pictures drive more engagement then customer-centric photos.

From the interview with the instagrammers it was found that some picture styles get more likes then others.
It was stated that light, high contrast and good quality pictures get the most likes. This was also found in Tegelbruketdesign’s statistics. This can help to draw a conclusion about why product-centric and contest pictures drive more engagement than customer-centric photos. The reason is that customer-centric photos may not be \textit{light, high contrast and of good quality}. When looking into the usage of hashtags the respondents answers were very spread, a determent conclusion cannot be established.

6.2 Traffic to the webshop

**RQ2: How does Instagram activities affect the traffic to the webshop?**

Based on Table 8 presented in previous chapter, conclusions can be drawn. The investigated Instagram activities – giveaway/contest, product placement, exclusive offers and collaboration – lead to an increase of the traffic to the webshop. It can be concluded that these Instagram activities had a positive affect of the traffic to Tegelbruketdesign’s webshop.

6.3 Recommendations for Further Research

This thesis was based on only one company in a very specific industry, there are therefore several interesting aspects for further research. These are the following recommendations that should be considered when conducting a study with similar purpose.

- Conduct the study with more respondents and with greater variety
- Conduct the study with a company in a different industry
- Conduct the study in a different country, it would be interesting to see if the reactions are the same in different parts of the world
- Conduct a study on how different attributes on a picture can create more engagement
7. Reference


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Appendix 1 - Wordlist

**Caption**
It is the field where it is possible to write a description to the picture.

**Hashtag**
Is a way of highlighting a word or a phrase but putting it behind a # which makes it searchable. All photos with the same hashtag are gathered in the same place on Instagram.

**Geotag**
Making a picture searchable by tagging it with a geographic place. All photos with the same hashtag are gathered in the same place on Instagram.

**Giveaway**
Is when a company gives away a product and it is arranged like a contest and the company decides rules.

**Product placement**
When someone is given a product or a discount with terms that they have to take a picture and post it on their Instagram. It has to be stated where it is bought from or which brand.

**Exclusive offers**
Offers are discounts or campaigns. There are exclusive when they are limited to a specific group of people.

**SFS**
Stands for shout-out-for-shout-out which is when one Instagrammer recommends/post a picture of another Instagrammers. A person recommends this person to its followers.
Appendix 2 – Interview guide for the Instagrammers in English

1. Du fick väldigt många följare på kort tid till ditt Instagramkonto. Vad gjorde du för att få ditt konto att växa?

2. Vilken uttalad strategi hade du när det gällde ditt Instagramkonto tidigare?

3. Hur skiljer sig din strategi för din användning av ditt Instagram konto idag jämfört med tidigare?

4. Vilka tidpunkter är bäst när det gäller att få likes/kommentarer när det gäller uppläggnings av bilder?

5. Hur många bilder per dag i genomsnitt brukar du lägger du upp?

6. Hur varierar antalet bilder du lägger upp per dag under en vecka

7. Hur tänker du när du väljer vilka bilder du lägger upp?

8. Vilka mönster ser du för vilka typer av bilder som ger mest likes

9. Vilka mönster ser du för vilka typer av bilder som ger mest kommentarer

10: Vilka hashtags använder du för att få mer uppmärksamhet för dina bilder? Om du inte använder hashtags, varför gör du inte det?

11: Vilken skillnad har du märkt i respons med olika typer av hashtags?


13. Hur ser du på att andra lägger upp dina bilder? Har du några kriterier för att man ska få göra det i så fall?

14. Brukar du vara med i tävlingar på Instagram?

15. Vad är kriterium för du skulle kunna tänka dig vara med i en tävling?

16. Har du någon gång haft ett samarbete med ett företag?
Appendix 3 - Interview guide for the Instagrammers in English

1. You gained a lot of followers in a short time, what did you do to get your Instagram account to grow?

2. What strategy did you have with your Instagram account earlier?

3. How does your Instagram strategy differs today from before?

4. Which time period is the best to upload a picture when it comes to get the most likes and comments?

5. How many picture do you usually upload a day?

6. How does the amount of picture in a week various?

7. How do you think when uploading a picture?

8. Which types of patterns in pictures do you see when it comes to get most likes?

9. Which types of patterns in pictures do you see when it comes to get most comments?

10. What types of hashtags do you use when you upload a picture? If you don’t use hashtag, why don’t you?

11. Which difference have you noticed in order of response when using different types of hashtags?

12. How do you actively work to gain more followers - except having a high quality on your pictures?

13. How do you se on other people using your pictures? If they do, should they do it in a certain way?

14. Are you usually in contest on Instagram?

15. What are the criteria’s for participating in a contest?

16. Have you ever had collaboration with a company?
Appendix 4 - Interview guide for Sarah in Swedish

Interview guide for Sarah Larsson Bernhardt in Swedish

1. Berätta kort vad du gör på ditt jobb på Knowit

2. Vad jobbar ni med för typ av marknadsföring?

3. Vilka sociala medier jobbar ni med?

4. Varför finns ni på sociala medier?

5. Vad anser du är viktigt att tänka på/reflektera över om man ska vill sprida varumärket för ett nystartat inredningsföretag på Instagram?

6. Vilken strategi har ni för att vara på sociala medier (t ex Instagram) och hur tänker ni er att den ska fungera?

7. Vilka typer av bilder på Instagram ger högt respons?

8. Vilka är de optimala tidpunkterna för ”säljande” inlägg i sociala medier?

9. Vilka är de vanligaste felen/misstagen som görs vid användningen av Instagram?

10. Hur anpassar du dina rekommendationer av strategier för användning av sociala medier till olika typer av företag

11. Ser ni något mönster på vilken typ av post som ger mest likes och vilken typ av post som ger mest kommentarer? Om ja, vad för mönster?
Appendix 5 - Interview guide for Sarah in English

Interview guide for Sarah Larsson Bernhardt in English

1. Tell us briefly what your role at Knowit is

2. What kind of marketing does Knowit work with?

3. What kind of social media do you work with?

4. Why are you on social media?

5. What do you think is important for start-up companies when they are starting their Instagram account?

6. What strategies do you use on Instagram, and how does they work?

7. Which kind of pictures on Instagram gives the highest response?

8. What are the best time periods to advertise on social media?

9. What are the most common mistakes companies does when using Instagram?

10. How do you adjust your suggestions of strategies to companies in different industries?

11. Have you noticed a pattern which kind of post that gives the best engagement? If yes, what kind of patterns?