

Lisa Jessen

Social Media Marketing on Instagram. Exploration of Strategic Perspectives

Master's Thesis

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Universität Potsdam

Lehrstuhl für Wirtschaftsinformatik, insb. Social Media und Data Science

Chair of Business Information Systems, esp. Social Media and Data Science

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**“Social Media Marketing on Instagram:
Exploration of Strategic Perspectives”**

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Abstract

With 800 million users worldwide Instagram is one of the world's leading social media platforms. The reason for the increasing relevance of Instagram is its mobile, local, social and visual character, which reflects how individuals are currently using social media and will continue to do so in the future. Instagram's combination of emotional visual content, story-telling and interaction with the community also makes it a platform that allows brands to differentiate themselves from others - to become unique in what are often very saturated markets.

While Instagram is a new application and previous research focuses mainly on long established social media platforms such as Facebook, this thesis aims to explore the various strategic perspectives of successful social media marketing on Instagram by developing a theoretical frame work and presenting the practical strategies of three very different organisations in a multiple-case study design.

The framework and the case studies prove that the five identified social media dimensions - content marketing, engagement marketing, influencer marketing, hashtags and Instagram advertising - are applied in practice but are adapted very individual on each organisation, its goals and its target group.

Keywords

SNS, Social Networking Sites, Instagram, Social Media Marketing, Social Media Strategy, Multiple Case Study

Table of Content

| | |
|---|----|
| 1. INTRODUCTION AND STRUCTURE OF THE THESIS..... | 1 |
| 2. FOUNDATIONS OF SOCIAL MEDIA MARKETING ON INSTAGRAM..... | 2 |
| 2.1 Definitions and characteristics of Instagram as a marketing tool..... | 2 |
| 2.2 Analysis and goal setting for a successful Instagram account..... | 4 |
| 3. Dimensions of social Media marketing on instagram | 7 |
| 3.1 Content Marketing | 7 |
| 3.2 Engagement marketing | 11 |
| 3.3 Influencer Marketing | 15 |
| 3.4 Hashtags..... | 17 |
| 3.5 Instagram Advertising..... | 21 |
| 4. CASE STUDIES..... | 24 |
| 4.1 Research Design..... | 24 |
| 4.2 Case Study: Sabro GmbH | 26 |
| 4.3 Case Study: Kosmetik4less GmbH & Co. KG | 35 |
| 4.4 Case Study: PETA Deutschland e. V..... | 44 |
| 4.5 Comparison of the Case Studies | 51 |
| 5. CONCLUSION..... | 53 |
| REFERENCES | 55 |
| Appendix..... | 62 |
| Case Study Interviews..... | 62 |
| Interview Sabro GmbH..... | 62 |
| Interview Kosmetik4less GmbH & Co. KG | 64 |
| Interview PETA Deutschland e.V..... | 66 |