

Exploring the Impact of Instagram Reels on Modern Marketing Strategies

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Abstract: *With the advent of Instagram in 2010, the entire world was captivated. While its initial purpose was for individual use, that no longer holds true. Brands increasingly utilize it as a significant platform to recruit new personnel, exhibit their merchandise, and motivate their target audience. Instagram reels appeal to the younger demographic, which increases interest in the brand and its products. Furthermore, since we frequently spend the majority of our time on social media viewing reels, this becomes an extremely important factor for brands seeking to promote their products. 25% of sponsored Instagram segments are fashion-related. 17% of marketers allocate more than half of their marketing budget to influencer marketing.*

Keywords: Social Media, Product Promotion.

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