

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.

I. INTRODUCTION

Each month, more than two billion individuals worldwide interact with reels. India is the largest market for Instagram Reels, boasting a user base of 230.25 million. The United States ranks second with 159.75 million, while Brazil has 119.45 million. Thus, in the current era, segments that are visually appealing and introduce brands in a matter of minutes are crucial for the promotion of new products.

For the promotion of new products, businesses can employ influencers with a substantial number of views; this is also less expensive than television advertising, particularly for startups. Prominent brands such as Louis Vuitton, Sephora, Red Bull, and others have implemented Instagram reels as promotional tools due to the widespread usage of the platform and the ability for users to make immediate purchases by selecting the product through the "swipe up" feature. Numerous elements have played a role in this exponential increase in social media usage. The aforementioned elements encompass technological and social aspects. Technological factors comprise the expansion of broadband accessibility, software tool advancements, and the production of more potent computers and mobile devices. Social factors comprise the rising cost of computers and software, as well as the expanding commercial interest in social media platforms.

In the same way that the Internet has altered the way in which individuals purchase music, plan vacations, and conduct research for school assignments, it has also transformed their social interactions. By utilizing social media platforms, individuals have the ability to share news stories, exchange photos and videos, contribute to online discussions, and publish diary entries. Social media platforms facilitate communication among various entities, including parliamentarians, corporations, organizations, and individuals. English as a second language instruction holds significant importance within the Malaysian education system, as the government places great emphasis on producing students who possess comprehensive command of the English language.

Schools and instructors collaborate in an effort to address the challenges that students encounter when attempting to learn English as a second language. Young learners have become engrossed in social media around the clock, while the global educational system is progressively embracing digital technology. This has brought to our attention the fact that social media is not only altering their conduct but also influencing their language learning abilities, particularly in the area of grammar.

At present, in addition to TikTok, Instagram Reel is acquiring significant traction, particularly among adolescents. Given the circumstances, it is essential to capitalize on the widespread appeal of the thrilling relevant attribute. Prior research indicates that a significant number of Malaysian students have difficulty speaking or writing English with fewer grammatical errors. Hence, the objective of this research endeavor is to examine the perspectives of lower

secondary school students regarding the acquisition of grammatical accuracy via Instagram, utilizing the Instagram marketing intervention. The online survey questionnaire was modified and implemented in accordance with the Technology Acceptance Model.

The survey was administered to thirty Form 2 students attending a private secondary school in Selangor, Malaysia. Reels, a currently popular Instagram feature, was utilized by students to document imaginative videos pertaining to the grammar they had acquired during class. The purpose of this activity was to increase their motivation, and the goal of this intervention is to motivate and inspire the students while balancing the acquisition of grammar in and out of the classroom.

There are methods of reel promotion that may or may not require payment. Tuten and Solomon enumerate a number of branding strategies that can be implemented. These encompass the utilization of paid display advertising, establishment of a brand persona on social networks, creation of branded engagement opportunities to encourage consumer participation on social networks, and dissemination of branded content.

II. REVIEW OF LITERATURE

An understanding of social media marketing strategy through the creation of a stage model for evaluating SMM and the identification of the obstacles encountered during this procedure. A framework for evaluating social media marketing has been developed in the research paper. Establishing evaluation objectives, determining key performance indicators, determining metrics, collecting and analyzing data, generating reports, and facilitating management decision making are the six phases of this framework.

Additionally, the paper delineates and examines obstacles linked to every phase of the framework in an effort to enhance comprehension of the decision-making process pertaining to social media strategies. The study identifies the agency-client relationship and the social analytics tools that are currently accessible as two significant challenges.

This study examines the impact of interactive social media marketing communications on the cognitive, affective, and behavioral attitude dimensions of South African adolescents. Additionally, the paper investigates the influence of several demographic and usage variables on the attitudes of young consumers toward social media marketing communications. Consistent with the purchase funnel model, the research determined that social media marketing communications positively impacted each attitude component among adolescents, albeit at a decreasing rate.

Consequently, this inquiry also provides a significant contribution to the field of attitude research in developing nations, where social media marketing communications research is scarce. The study's practical implication is that when targeting the lucrative, technologically advanced, yet capricious Generation Z consumers, companies and their brands should consider utilizing and/or adapting their strategies in light of the diminishing influence of social media marketing communications on the hierarchical attitude stages among young consumers and the divergent influence on usage and demographic variables.

Research objective

Reels are captivating, all-encompassing videos that provide an opportunity to artistically convey your brand's narrative, enlighten your viewers, and attract individuals who may be enthusiastic about your company. Individuals visit Reels in order to engage in cultural trends, foster community collaboration, and explore novel concepts.

Utilize TikTok to anticipate emerging IG Reels trends.

Gain insights from other brands that have implemented Reels.

Instagram will penalize brands that adopt Reels' new features immediately.

Commencing with informational content is highly recommended.

Customers' engagement with sellers has increased by more than 500% since we implemented Reels as part of our Instagram strategy..

III. RESEARCH METHODOLOGY

By way of a summary, this methodological review endeavors to present the approaches utilized in investigations concerning "product promotion via Instagram reels." However, it refrains from divulging exhaustive particulars regarding the research designs and procedures employed in the literature under review. For the purposes of Methodological Approaches, a concise excerpt from each article describing the applied methods was extracted. By

means of a collaborative effort and consultation with a third author, the article Methodologies was categorized as qualitative research, which primarily employed interviews and case studies.

Quantitative research that primarily employs surveys.

A mixed methods approach integrates qualitative and quantitative methodologies.

Non-empirical research, comprising reflective essays and conceptual papers predominately. The descriptive study examined a renowned female micro-Instagram influencer with the objective of gaining insight into the strategies that make her channel the most effective in the current era of social media marketing. In-depth interviews were carried out with 25 of the most successful female micro-Instagram influenza patients using snowball dozing. The study included only those influencers who were between the ages of 18 and 40 and had been active for a minimum of two years with ten to fifty thousand followers. Interviews via telephone and Google forms were utilized to gather the necessary data from these influencers.

Analysis and interpretation

A photograph snatch, A UGC conducted the following research on the ten Instagram marketing metrics:

Engagement I

1. Comparison of Posting and Engagement Rates
2. Rate of Engagement Determinated by the Quantity of Likes
- 3: Rate of Engagement as Determinated by the Quantity of Comments II: Hashtag Metrics
- 4: Quantity of Hash-tagged Posts
- 5: Performance of Hashtag Posts
- 6.Level Six: Evangelism
7. Distinctive Hashtag Reach
8. Ratio of engagement to the number of likes User Quality II
9. Quantity of Prominent Users

Size of Followers in Relation to the Proportion of Influential Users

The study demonstrates that the notion that excessive Instagram posting drastically reduces engagement rate is unfounded. Based on their data, a company that published approximately eight times per day achieved the highest engagement rate of 7.76 percent, whereas a well-established brand with 47.1k followers achieved an engagement rate as low as 0.01% by posting only once every 28 days. They suggest that it is not detrimental to publish more than one post per day so long as you are providing consumers with content that they are interested in. Additionally, it has been observed that beyond a certain threshold of 100,000 followers, it becomes exceedingly challenging to captivate more than 1% of one's audience. Consequently, as the size of a brand increases, so does its engagement rate. While it is not entirely unattainable to be a large brand and still flourish at audience engagement. For instance, Hawkers, which had more than 600,000 Instagram followers, had an enormous engagement rate of 7.76 percent. This was observed due to their recent collaboration with a wildly popular actress/model who had amassed over 2.2 million followers and was uploading photographs of herself with their product at an alarming rate, just as they had observed. It demonstrates that consistently collaborating with influencers can generate the desired level of engagement on your Instagram platform. The search interest in Instagram reels peaked in the initial week of 2022, surpassing all previous weeks. The fact that audiences are actively seeking information about these features and browsing for reels that pique their interest indicates that companies must immediately incorporate Instagram reels into their marketing strategies. The graph below illustrates that a greater proportion of viewers are actively participating in Instagram segments in comparison to Instagram store or stories.

IV. CONCLUSION

In conclusion, to conquer a nation such as India, where the number of active Instagram users exceeds 250 million. Advertising agencies and corporations utilize Instagram Reels as a marketing tool at present. Instagram has undergone a series of transformations with the intention of bettering the experience of their users. By conducting this research, we have gained insight into the reasons why brands can greatly benefit from going online and how individuals can consistently pursue their passions to generate a full-time income. Additionally, the study highlights the significance of reputation marketing. The Instagram algorithm is structured in such a way that individuals must continue experimenting

and utilizing all the platform's features; doing so will result in your content being automatically propelled in the direction of your niche and primary target market.

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