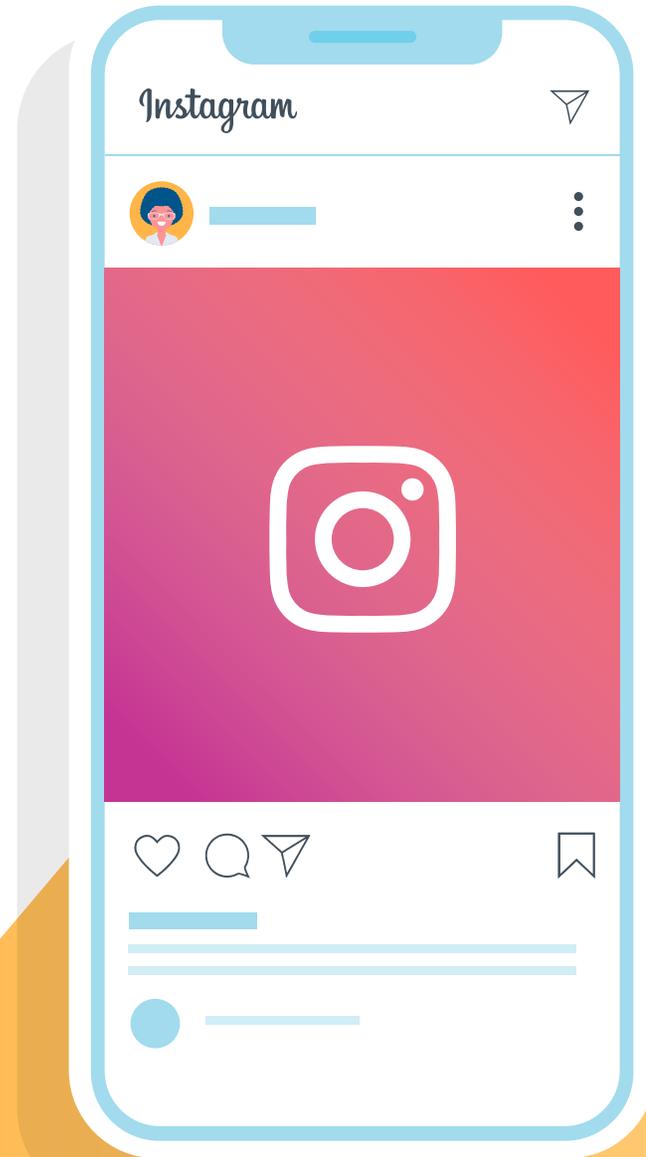




A GUIDE TO BUILDING

# Stronger Customer Relationships On Instagram

What Financial Services Companies  
Need To Know about Instagram  
Advertising





*The combination of Millennial age users and active engagement with brands makes Instagram an attractive alternative to many of the more traditional marketing strategies that consumers are growing increasingly immune to.”*

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Instagram is one of the most popular social networks worldwide. The platform has **one billion monthly active users**, including **130 million in the U.S. alone**.

This year, due in part to the COVID-19 pandemic, Americans will spend 7 more minutes per day on social networks than in 2019. **Instagram is one of two networks that will benefit the most from this trend.**

With more than half of the Instagram user population **younger than 34 years old**, Instagram is a great platform for engaging Millennials. Over the next 25 years, a large wealth transfer will occur from Baby Boomers to Millennials, and **\$68 trillion will move to this younger generation.**

Not only is Instagram a great place to connect with these younger, upwardly mobile adults, but users of the platform are also engaged, spending an average of **27 minutes on the platform each day**. Additionally, **80% of users follow at least one business account**, and **60% say they discover new products on Instagram.**

*As one expert put it, “The combination of Millennial age users and active engagement with brands makes Instagram an attractive alternative to many of the more traditional marketing strategies that consumers are growing increasingly immune to.”*

It’s no wonder Instagram’s U.S. ad revenue is projected to be **more than \$18 billion in 2021** — up from just over \$6 billion in 2018.

## **BEST PRACTICES FOR A SUCCESSFUL INSTAGRAM STRATEGY**

Keep the following best practices in mind as you join the ranks of businesses finding value in building stronger customer relationships on Instagram.

# 1. Focus Your Efforts on Paid Advertising

Instagram is a visual platform for sharing photos and videos. While it's important for businesses to have a presence on Instagram, sharing organic content may not be the best strategy for many organizations, including those in financial services. Because, let's face it, financial services just aren't all that visually appealing.

Additionally, organic posts tend to have low reach, and because you can't include a hyperlink, they don't generate any click-thrus. While organic content offers some benefits, it won't build the type of following needed to generate new business; that's where advertising steps in.

Financial services companies and their advisors should focus on Instagram advertising for its audience targeting options and the ability to include a hyperlink to drive click-thrus. Ads on Instagram have a specific call-to-action that directs consumers to learn more about a specific topic.

It's a straight-line path to feeding consumers the education they desire, on their own time and at their own pace. And advertising is seamlessly integrated directly into the Instagram Feed and Instagram Stories, creating an all-around smooth user experience.

## AS YOU PLAN YOUR MOBILE AND SOCIAL MEDIA ADVERTISING CAMPAIGNS:



Use Instagram to elevate the story that helps consumers realize the importance of living their best life, and how you can help them prepare.



Build campaigns around key life events to target different generations with different products and services.



Introduce the need, create a connection, offer valuable information and build trust.

## 2. Connect with Consumers on a Local Level

In addition to delivering Instagram ads from the corporate brand level, consider advertising on behalf of your advisors. Rather than each advisor running their own mobile ads, allow the corporate brand to set up and run ads on their behalf. This strategy will help advisors build connections with consumers in their local area while staying in compliance.

Many consumers don't have an intrinsic connection with a national brand logo, but they can create a tangible connection with an advisor who lives in the same community. This localization is highly beneficial for both companies and consumers.



### LOCALIZATION ALLOWS COMPANIES TO:

- ✓ Meet people where they are geographically,
- ✓ Be present where people are looking for connection
- ✓ Make their brands more relevant at the local level.



### LOCALIZATION ALLOWS CONSUMERS TO:

- ✓ See products and services that are physically nearby and easy to access,
- ✓ Connect with someone in their local market
- ✓ Have greater confidence in their decision to work with the company.

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**Implementing data insights to improve localization and better reach target markets is key.** Consider how your marketing team might implement localization in Instagram ads to better connect with potential customers, offering services and solutions right when people need them, right where they are already looking.

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### 3. Micro-Target Content to Your Audience

Customer expectations are shifting rapidly. Today's consumers aren't benchmarking financial services firms against other financial services firms only; they're comparing them to all the experiences they receive from increasingly digital brands like Amazon, Apple, Google and Facebook.

Consumers expect the companies they do business with to understand their preferences and anticipate their needs. They want to find answers to their questions with ease, buy essentially anything online, have it delivered to their front step within a day or two and have it all in one seamless, digital experience.

What does all this mean for marketing and customer experience leaders at financial services companies? Micro-targeted marketing and customer engagement is the way of the future.

Whenever a consumer engages with your brand in a digital way — clicking on an ad, visiting your social media pages or website, opening an email, chatting with a customer service representative — he or she leaves a digital trail. That digital trail tells a lot about how to best engage or retarget that consumer and add value to his or her life.

To successfully present relevant ads on Instagram, basic behavioral and geographic data must be matched with potential customers. Once an ad is presented, it's beneficial to track clicks, ad engagements and what people do after clicking the ad. Do they buy something? Do they set up an appointment? Do they browse for five seconds and leave?

These data points, individually, don't tell us much. But strung together, they tell a rich story about that consumer and what makes him or her tick. As a result, it's now possible to deliver highly personalized experiences on Instagram.

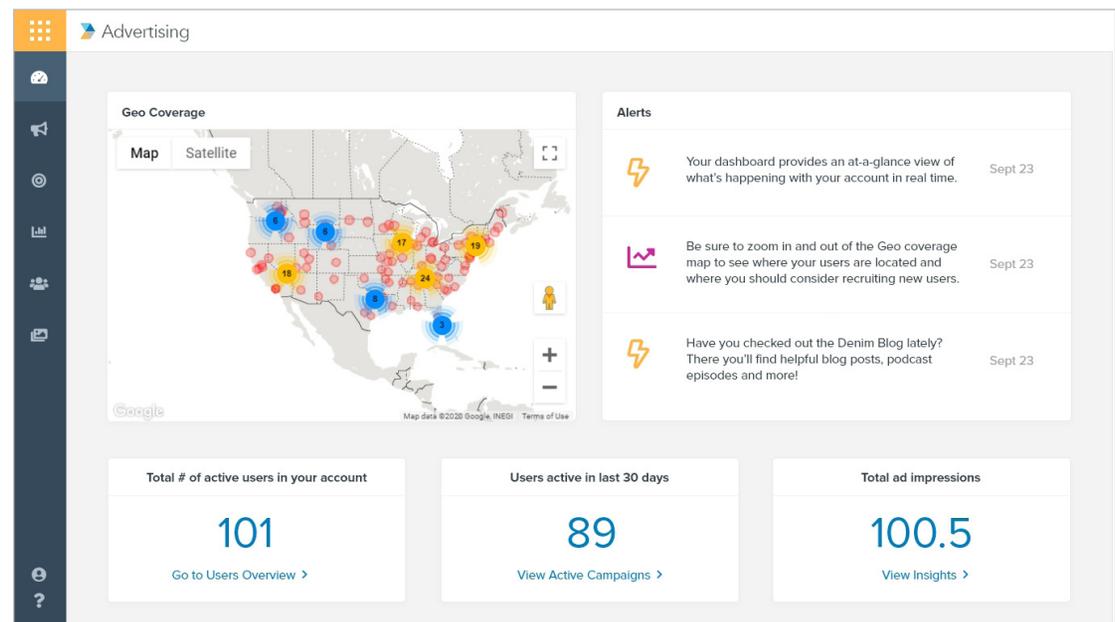


## 4. Scale Your Efforts with the Help of a Partner

Marketers understand the value of delivering localized ads on behalf of their distribution base. But they often operate under the belief that it's impossible to achieve on mobile and social media due to the heavy lift it would entail. To deliver localized ads through a platform like Instagram requires corporate marketers to set up a separate campaign for each advisor — a tedious and time-consuming task that is simply not scalable.

Scale, oftentimes, is an enemy to corporate marketers. They know campaigns that are localized and micro-targeted will perform better than campaigns that paint with a broad stroke, but they also believe it can't be done at scale.

Denim Social solves the scale challenge by enabling marketers to deliver localized ads for an unlimited number of advisors on Instagram and several other mobile and social media platforms. The proprietary platform simplifies the process of building and launching mobile and social media ad campaigns by allowing a corporate marketer to create a campaign one time and place the ad on behalf of a group of connected advisors.



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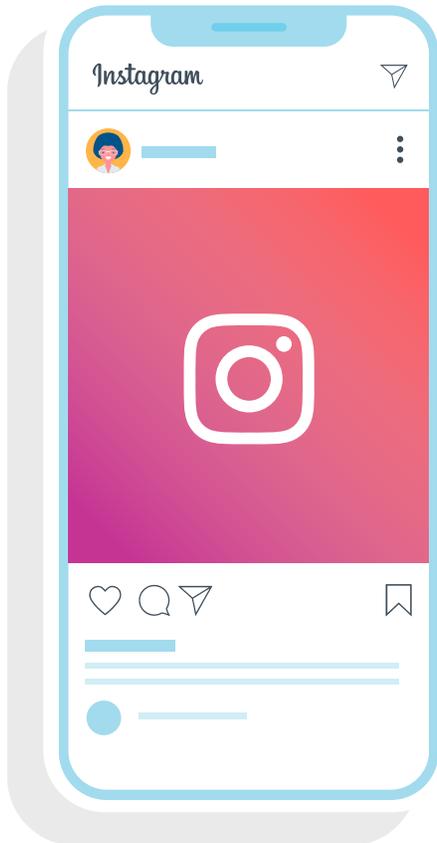
With Denim Social, it doesn't matter if the marketer is launching a campaign for 10 advisors or 10,000; it only takes two minutes.

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# Tips to Get Started

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Here are some quick tips to help you get started with Instagram advertising today.



You don't need an Instagram account to advertise on Instagram. As long as you have a Facebook business page, you're good to go.



Instagram is different than Facebook. The user experience is different, and the behaviors and expectations of users are different. Place a high level of importance on the media (images and videos) you select for Instagram.



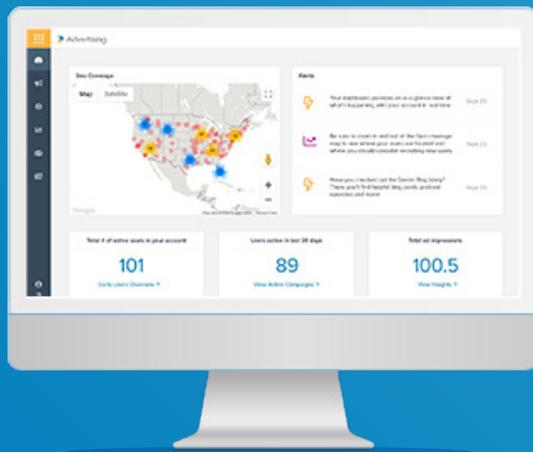
Instagram is a mobile engagement platform. When you build ads, make sure you build for mobile.



As we know, younger generations tend to dominate Instagram. However, that doesn't necessarily mean you cannot reach other generations of people.

# Finding the Right Solution Provider

When considering how to start advertising on Instagram, remember that advertising on behalf of local company representatives will result in much higher performance. Not only that, but it's viewed by your advisors as a value-added service. This process will likely require you to look at solution providers.



## WHEN YOU START RESEARCHING SOLUTION PROVIDERS, YOU SHOULD BE LOOKING FOR THESE THINGS:



**Compliance.** Especially for financial services companies, finding a solution that keeps your organization in compliance is critical.



**Intuitive.** By nature, mobile advertising can be a complex process. You'll want to find a solution that's purpose built for your specific use case. Look for a solution that makes the complex simple.



**Data.** Look for a solution provider that possesses data relevant to your industry and use case. This will ensure you have the ability to continue to improve your efforts.



**Scale.** Creating and launching campaigns on behalf of your local representatives can be a huge undertaking. Without a solution provider that offers you the ability to scale your efforts, you'll spend inordinate amounts of time on mundane, repetitive tasks. Look for a solution provider that streamlines those tasks in an effort to save you time and money.

To learn how Denim Social integrates with Instagram to deliver social media advertisements on behalf of your advisors on a local level, targeting the right people at the right time, [request a personalized demo today.](#)