




Presented by Cassandra Vasquez, Manager of Digital Marketing  
Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau

## Six Instagram Trends for DMO's and Chambers in 2019

ExploreBranson.com

1

ExploreBranson.com



ExploreBranson.com is the Official Tourism Website for Branson, Missouri.

- Website
- TV Spots
- Social Media
- Vacation Guide
- Monthly Newsletter
- Explore Branson Partners: Missouri Division of Tourism, Destinations International, and more.
- Brand Awareness: #ExploreBranson

2

Not only do 80% of users follow at least one business account on Instagram, Gaurav Sharma from the 'Social Pilot' states in his 2018 article that,

*"if we consider the most trending one, then Instagram is one of the most preferred platform, which is outshining over other social media platforms."*



**SOCIALPILOT**  
Social Media Marketing Tool

3

## Instagram: Why More Businesses Prefer it Over Other Social Media Platforms?



- More than [800 million people](#) actively use Instagram every month.
- Instagram now gets over [2 million advertisers](#) every month.
- [59% of micro-influencers](#) believe that they get the best engagement on Instagram.
- [60% of users on Instagram](#) visit the platform daily.

Sharma, G. (2018, March 30). Why Do Brands Prefer Instagram Over Other Social Media Platforms. Retrieved from <http://ow.ly/IaPL50pgmQu>.

4

## Instagram Stories



The introduction of Instagram Stories gives marketers the opportunity to tell a *story*, from beginning to end, in efforts to compel their audience to make a choice. [Instagram Stories](#) boasts twice as many users *per day* than Snapchats *total* user count, as of January 2019.

Three questions to ask when using Instagram stories are:

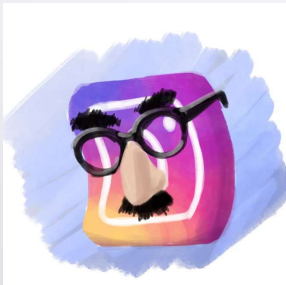
- Who does this serve?
- How am I telling a story?
- Does it sound like my brand?

Along with stories, you can expect an increase of Instagram story ads this year. You're going to see huge success from carefully crafted, "sexy" ad spots.

Mediakix Team. (2017, November 27). HOW MANY PEOPLE USE INSTAGRAM STORIES? [USER GROWTH CHART]. Retrieved from <http://ow.ly/bopZ50pgAgW>.

5

## Authenticity

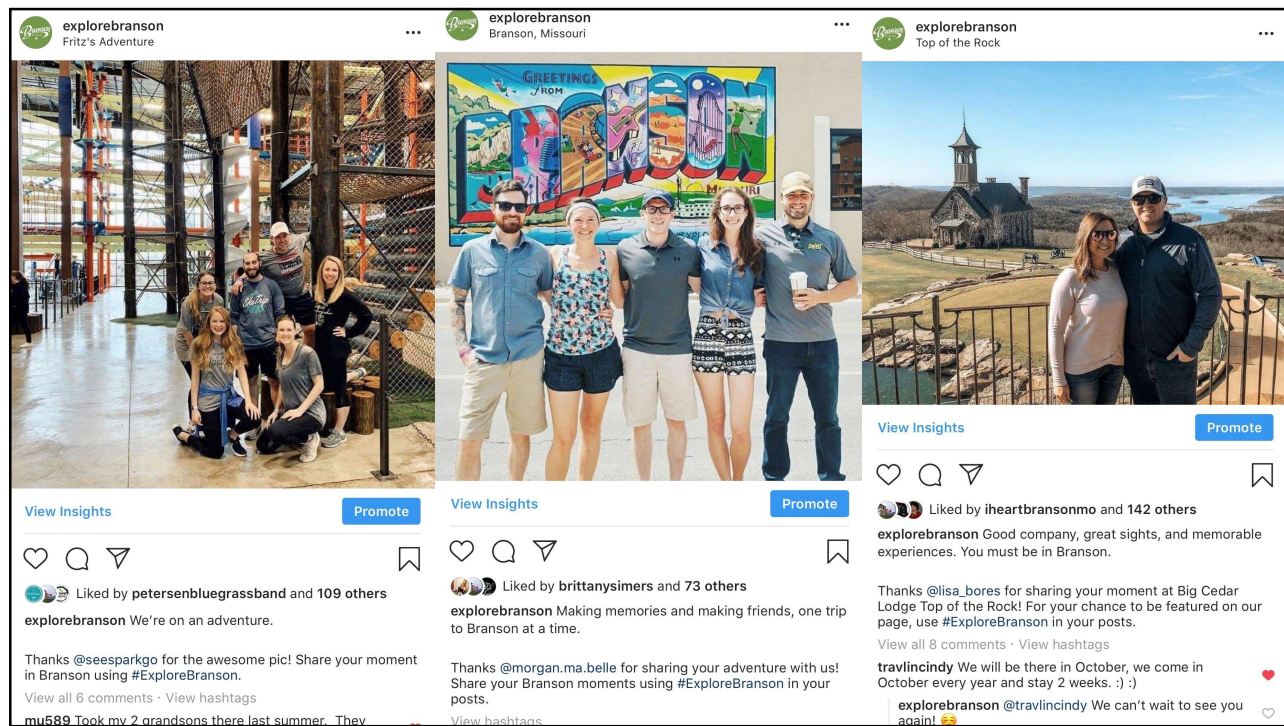


Users today ask, rather demand, that businesses and brands share authentic content that resonates with them.

We are going to see more "reality" and less "Instagram" in 2019.

- User Generated Content
- Extending an invitation, or Call To Action
- Live Videos

6



7

## Sponsored Content with Influencers

Research studies show that Instagram is increasingly uprising against other social media platforms like Snapchat, Twitter, Youtube and even Facebook. This platform has paved the way for successful engagement rates. Influencer marketing creates a unique connection and trust with an audience. Connect with influencers that align with your brand and fit into your budget.

Leveraging Sponsored Content:

- Sponsored or Self-hosted Giveaways
- Instagram Take-overs
- Whitty Video Marketing showing "real" content

8



Explore Branson partners with Jeff Houghton from The Mystery Hour in Springfield, MO.



9

## Experiential Marketing

Experiential marketing focuses on creating some type of experience for consumers that leaves a lasting impression because it made them feel a certain way.



CONSUMERS RECALL THE EXPERIENCE. THEY RELATE THAT POSITIVE FEELING TO THE BRAND, AND BOOM! YOU'RE HOOKED.



'SLOT-MACHINE MARKETING:'



WE HAVE A 5-15 SECOND WINDOW TO CREATE INTEREST



WE HAVE A 15-30 SECOND WINDOW TO ESTABLISH CONNECTION



WE MUST EXTEND AN INVITATION OR CALL TO ACTION TO BUILD TRUST WITH THE CONSUMER

10

## Explore Branson creates "Moments."



11

## Branded Hashtags

Which hashtags are best to use? How do you find them? How many do you include in each post? There are dozens of opinions on this, but we know one thing for sure: if you have a DMO, Chamber or brand, you need a branding hashtag. Hashtags allow you to brand your account and track images and locations associated with your business.

Popular examples of branded hashtags you may recognize:

- Aerie - #AerieREAL
- Coke - #ShareACoke
- Domino's - #LetsDoLunch
- Disney and Make-a-wish - #ShareYourEars

The key to utilizing a branded hashtag to it's fullest potential, is to make sure it's unique to your brand.

12

## Nixing the Algorithm Once and For All



We've been battling against the nasty algorithm changes of Instagram since 2016, and it's time we stop putting up a fight and do our best to understand better practices for combatting it. It breaks down to this:

- Interest
- Timeliness
- Relationship

13

## 3 Ways to Nix the Algorithm Once and For All



**Connect:** this goes beyond what you sell. Provide an area of connection on your platform.



**Engage:** Don't post and ghost. Hang out, engage with others, and build your community. Your organization should never be too big to respond to your people. Spend 30 minutes every work day following hashtags, responding and "liking" comments, photos, and videos.



**Invite:** Every post should have an invitation for your followers to take another step with you. The more calls to action, the more people will become more comfortable with you.

14



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