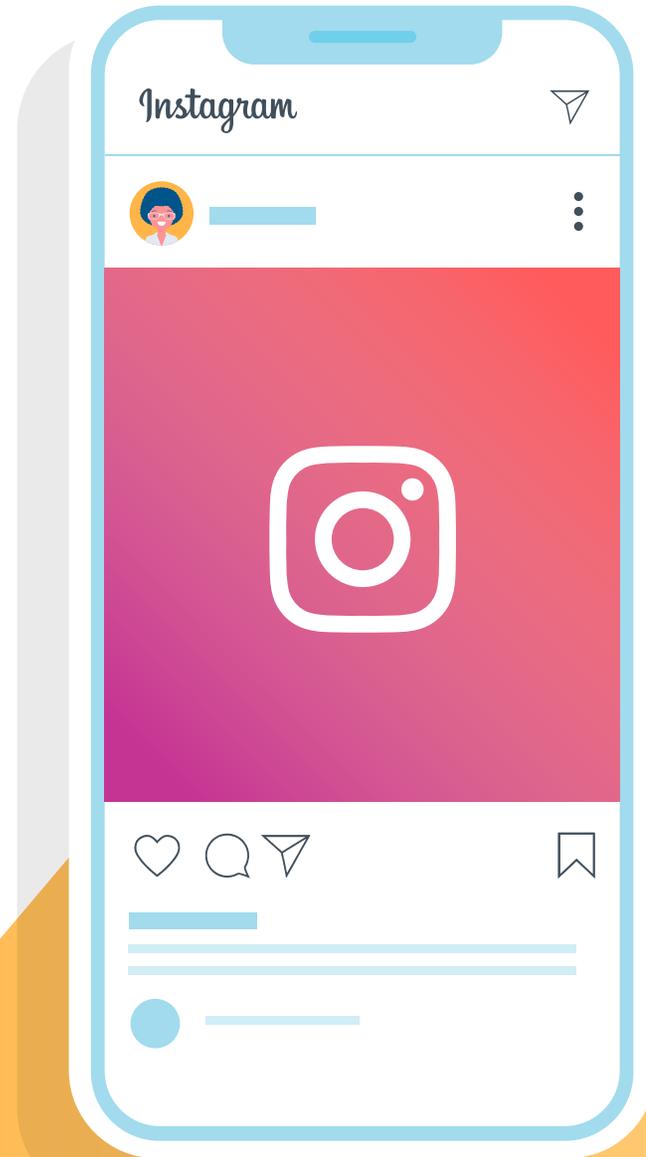




A GUIDE TO BUILDING

Stronger Customer Relationships On Instagram

What Financial Services Companies
Need To Know about Instagram
Marketing





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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

Results-driven financial services companies should focus their Instagram efforts on advertising for its audience targeting options and the ability to include a hyperlink. Unlike organic posts that don't allow for click-thrus, paid ads on Instagram have a specific call-to-action that directs consumers to learn more about a 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.

With the ability to drive click-thrus, paid advertising transforms Instagram beyond brand awareness to a tool for converting social media followers into qualified leads.

AS YOU PLAN YOUR MOBILE AND SOCIAL MEDIA ADVERTISING CAMPAIGNS:



Use Instagram to elevate the story that helps consumers realize the importance of financial wellness, and how your products and services can help them get there.



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. Post Organically to Increase Engagement

Organic content posted to Instagram is valuable because it tells a story. For a corporate brand, this gives personality to a logo, showing who you are and the value you bring to consumers. It's an opportunity to utilize Instagram's advantageous content real estate, connect with your community and share imagery around the meaningful impact you're having at a local level.

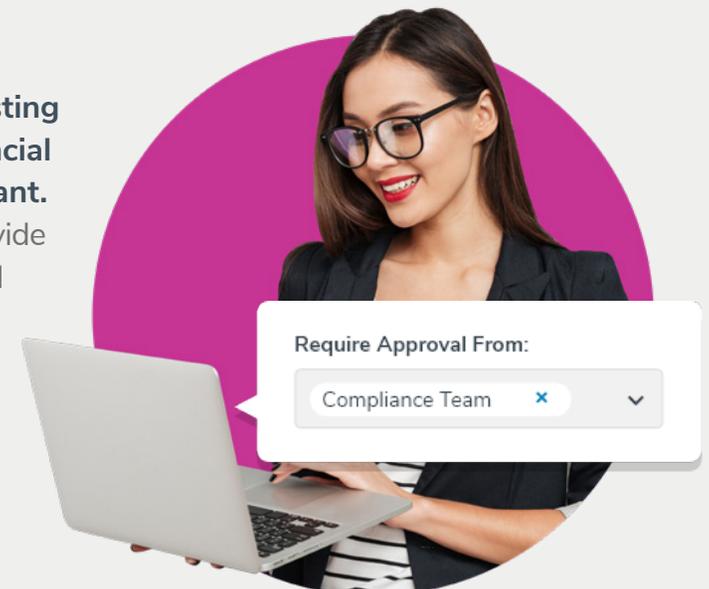
By taking advantage of features such as hashtags and tagging, as well as interacting with other content, you can expand your network through organic posts and set the stage for micro-targeted ad campaigns.

Posting organically on Instagram can build personal connections and increase engagement. Beyond that, Instagram offers significant untapped opportunity for financial marketers. As we shared in our 2020 Benchmark Report, only an average of 29% of organizations across industries have adopted the platform — but those that have report higher engagement rates on Instagram than on other platforms. For example,

banking and financial services drove more than 6% engagement on Instagram compared to less than 1% on Facebook.

To truly see the benefits of posting organically on Instagram, financial marketers need to stay compliant.

Natively, Instagram does not provide the tools needed to monitor and approve content across brand and employee channels. But with the right tool, you can seamlessly integrate compliance into your workflows.



3. 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.

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.

4. 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.

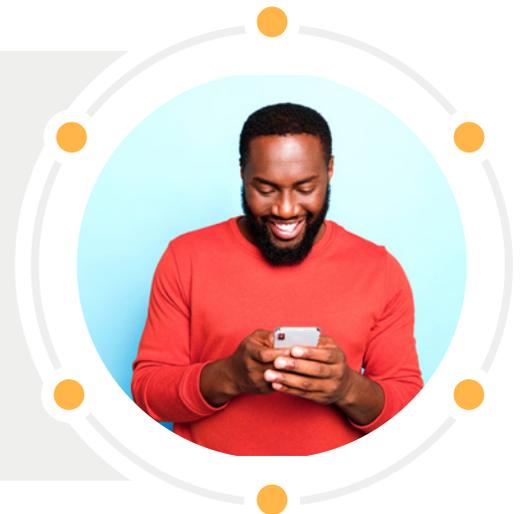
What does all this mean for marketing and customer experience leaders at financial services companies? Micro-targeted marketing and customer engagement is the way of the future.

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.



5. Scale Your Efforts and Stay Compliant with the Help of a Partner

Marketers understand the value of adding Instagram to their strategy, but often operate under the belief that it's impossible to scale across multiple accounts due to the heavy lift of content creation and compliance concerns.

Posting organically through the Instagram platform for multiple networks typically requires logging in separately for each account, and executing paid ads means setting up a separate campaign for every employee — a tedious and time-consuming task that is simply not scalable.

Scale, oftentimes, is an enemy to financial marketers. They know publishing micro-targeted ad campaigns — and sharing organic content across brand and employee accounts — 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 compliance and scale challenges by enabling marketers to manage multiple Instagram accounts, and monitor and deliver localized ads for hundreds of associates in one easy-to-use platform.

THE DENIM SOCIAL PLATFORM

simplifies the process of posting to multiple accounts by allowing users to group the accounts based on geographic or business features, as well as allowing users to build and launch mobile and social media ad campaigns. This is done by allowing a financial marketer to create a campaign one time and place the ad on behalf of a group of connected advisors.

Compliance is seamlessly integrated into both organic and paid initiatives through:

- ✓ KEYWORD MONITORING
- ✓ APPROVAL WORKFLOWS
- ✓ AUTOMATIC ARCHIVING

6. Measure ROI

To understand and continually improve how your Instagram strategy is building stronger customer relationships, it's important to measure and track key metrics. Here are a few places to start.



LOOK AT FOLLOWER GROWTH

It may seem exciting to see thousands of followers on your Instagram account, but for most brands this typically doesn't happen overnight. What's important when evaluating your following is to look at the rate at which your following is growing each month. If you're seeing your growth rate increase month over month, you're likely creating content that is engaging users and providing them with a positive perception of your brand. But if your follower count remains stagnant or starts to decline, it's time to take a look at how your content is performing and focus on learning about your audience and what they want to see.



TRACK ENGAGEMENT

Engagement is crucial to Instagram algorithms when it comes to displaying content to more people on the platform. And while this may seem daunting, Instagram's simplified user experience typically provides more opportunity for engagement, leading to higher engagement metrics per post than other social networks. As noted earlier, posts for banks and other financial services can drive up to 6% engagement rates per post. By benchmarking posts against this statistic, financial marketers can get a better understanding of how their posts are performing and focus on leveraging content that produces better connections for their brand and employees.



UNDERSTAND REACH

Reach tells marketers how many people are seeing their posts and is only available to Instagram Business accounts — making it imperative that your brand and employees are using this type of account. Unlike impressions, which tells you the total number of times posts are viewed overall, reach is calculated by the number of unique views, not the lump sum. To boost your overall reach, try adding elements like [hashtags](#) and mentions to your posting strategy.

A useful metric you can calculate to better understand reach is account reach rate: Take the reach number and divide it by your total follower count. Keep in mind the average reach rate on Instagram is 30%.



CREATE OPPORTUNITIES FOR CLICKS

Unique to Instagram advertising is the opportunity to add a call-to-action to an ad campaign. This eliminates the cumbersome activity of navigating to an account profile to click through to a website or landing page and gives marketers the ability to drive real conversions and collect data for employees. [According to Adstage](#), the average click-thru rate for Instagram ads is 0.52%. If your click-thru rate is at or above this benchmark, you're headed in the right direction with your sponsored content, but if it's lower, it may be time to look at how you can improve.

Producing successful click-thru rates means providing engaging, actionable content on the other side of the click.

Denim Social Pages can help marketers humanize the paid ad experience by scaling personalized landing pages for hundreds or thousands of employees, optimized to collect usable data from viewers.

Tips to Get Started

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.



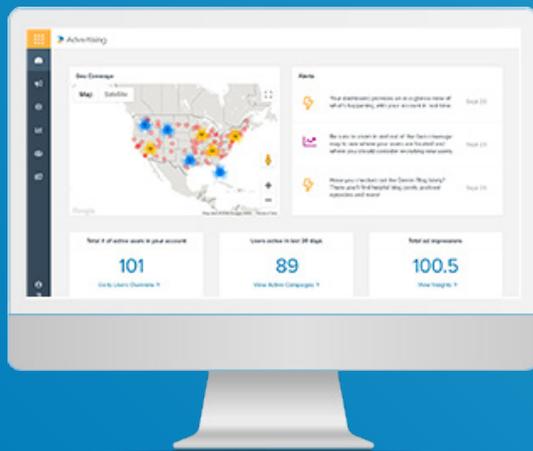
Instagram is a mobile engagement platform. When you build ads, make sure you build for mobile.



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](#).