

Instagram



D Sai Sruthik Reddy



MOTIVATION

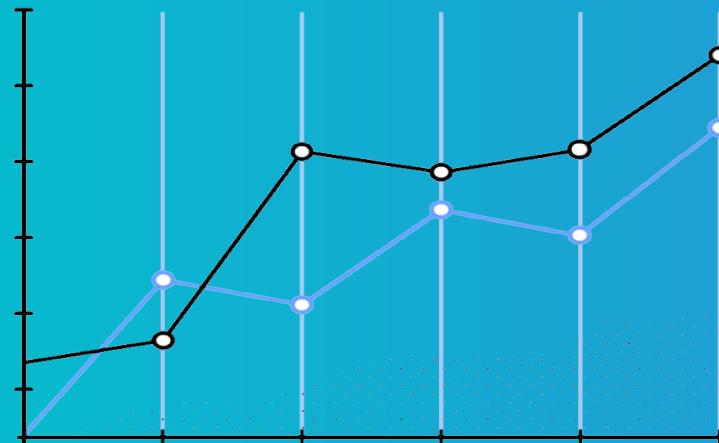
Instagram, A place Where people virtually hangout, post their moments, and message their buddies
Using special algorithms it shows the related content

Can add lots of special effects to the pictures and can make a short video(Reels)

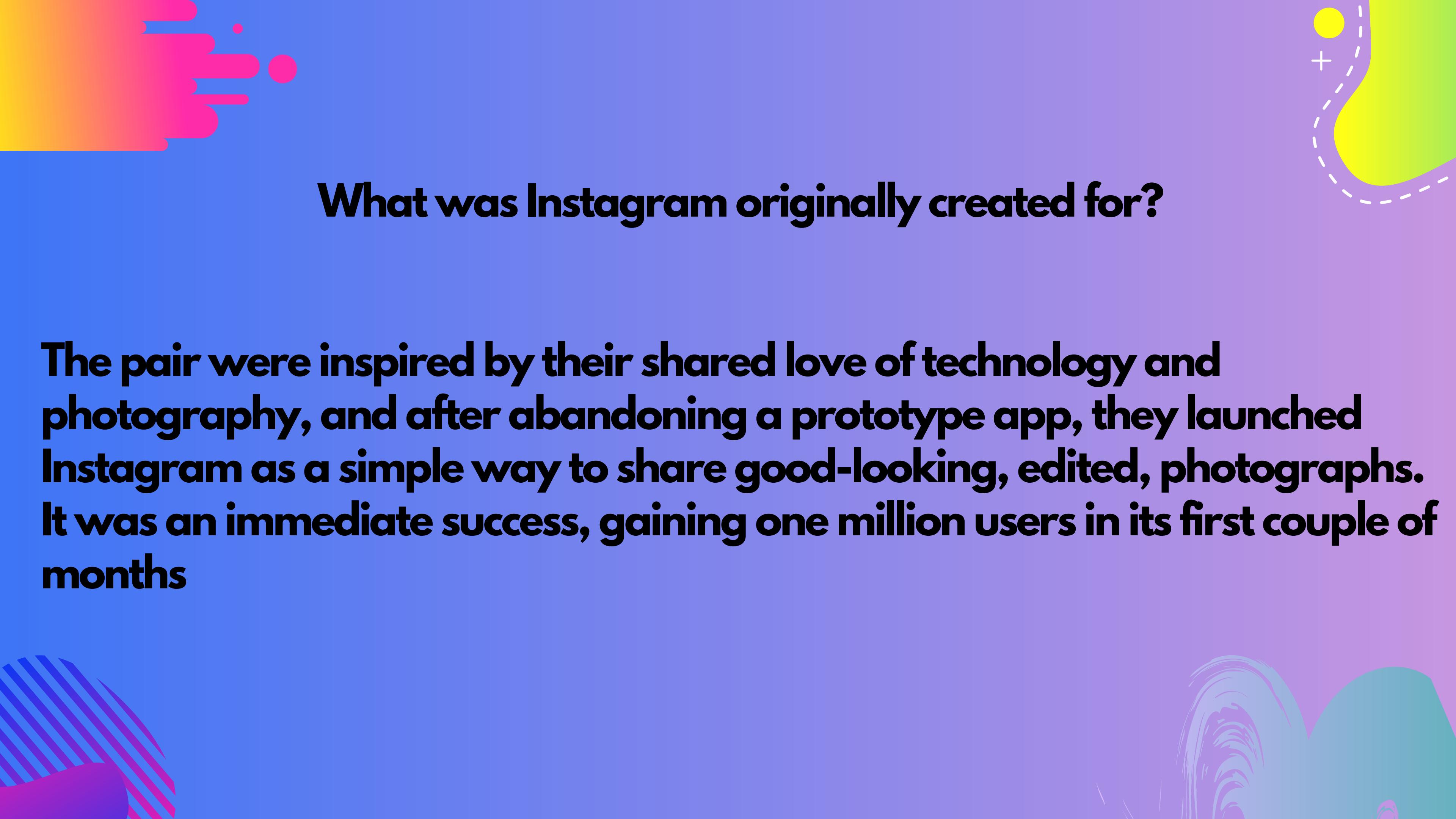


Instagram

HISTORY OF INSTA GRAM

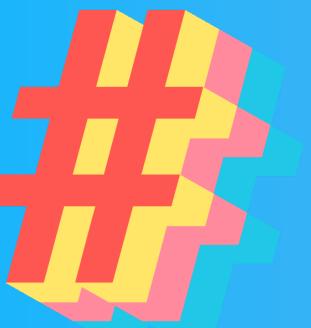


Kevin Systrom launched Instagram in 2010. The Massachusetts-born Stanford University grad created the app because of his love of photography. The photo-sharing app has since become a global sensation, amassing over a billion users and making Systrom a billionaire.

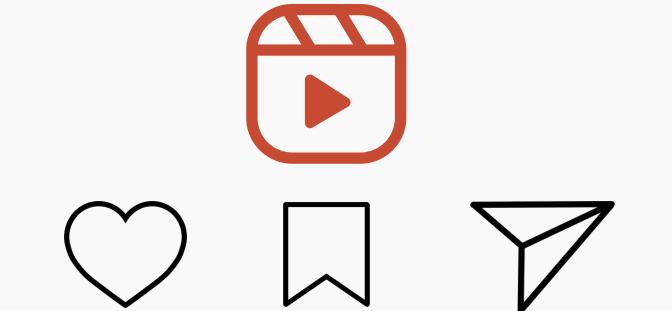
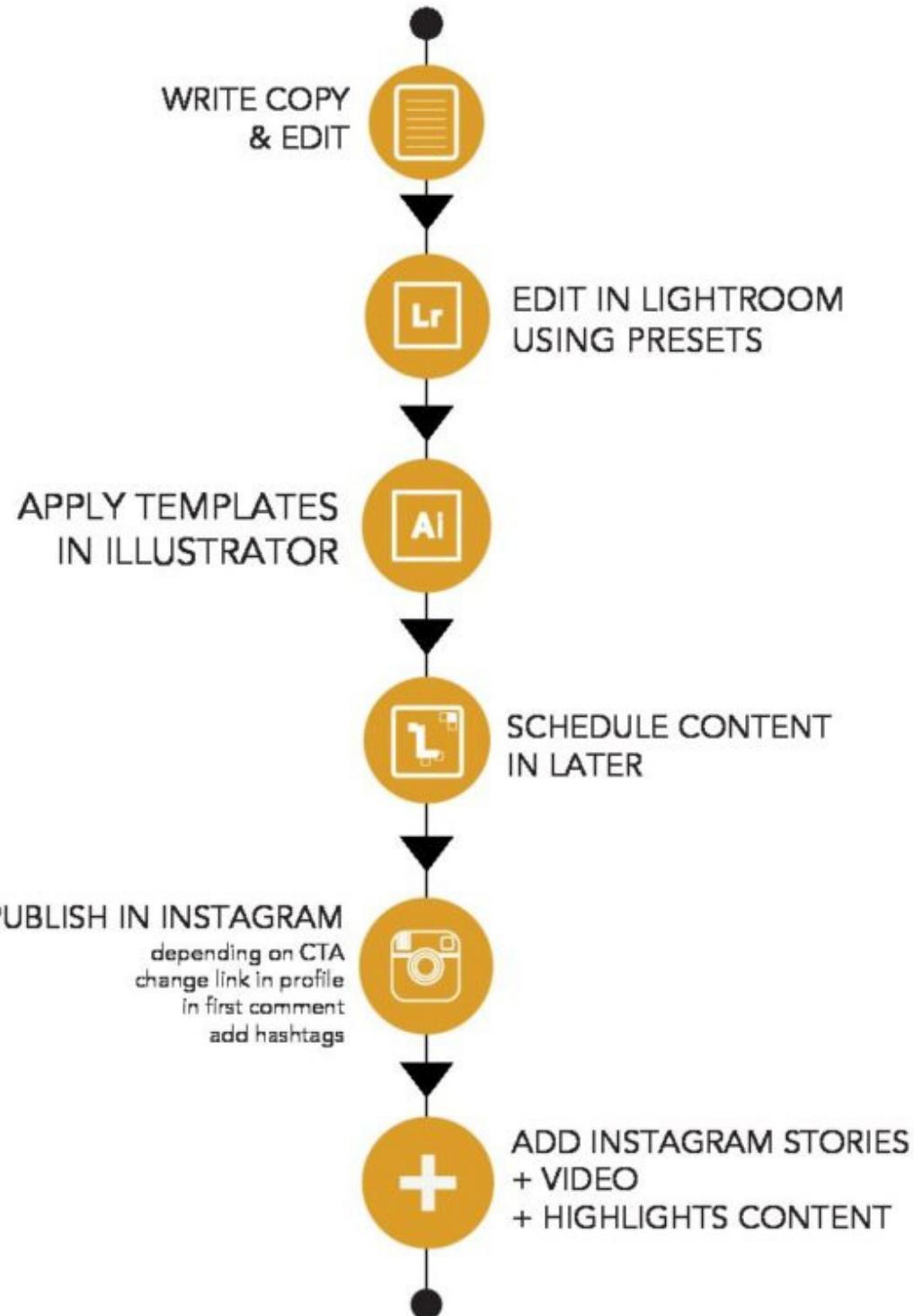


What was Instagram originally created for?

The pair were inspired by their shared love of technology and photography, and after abandoning a prototype app, they launched Instagram as a simple way to share good-looking, edited, photographs. It was an immediate success, gaining one million users in its first couple of months



Most efficient workflow



Follow

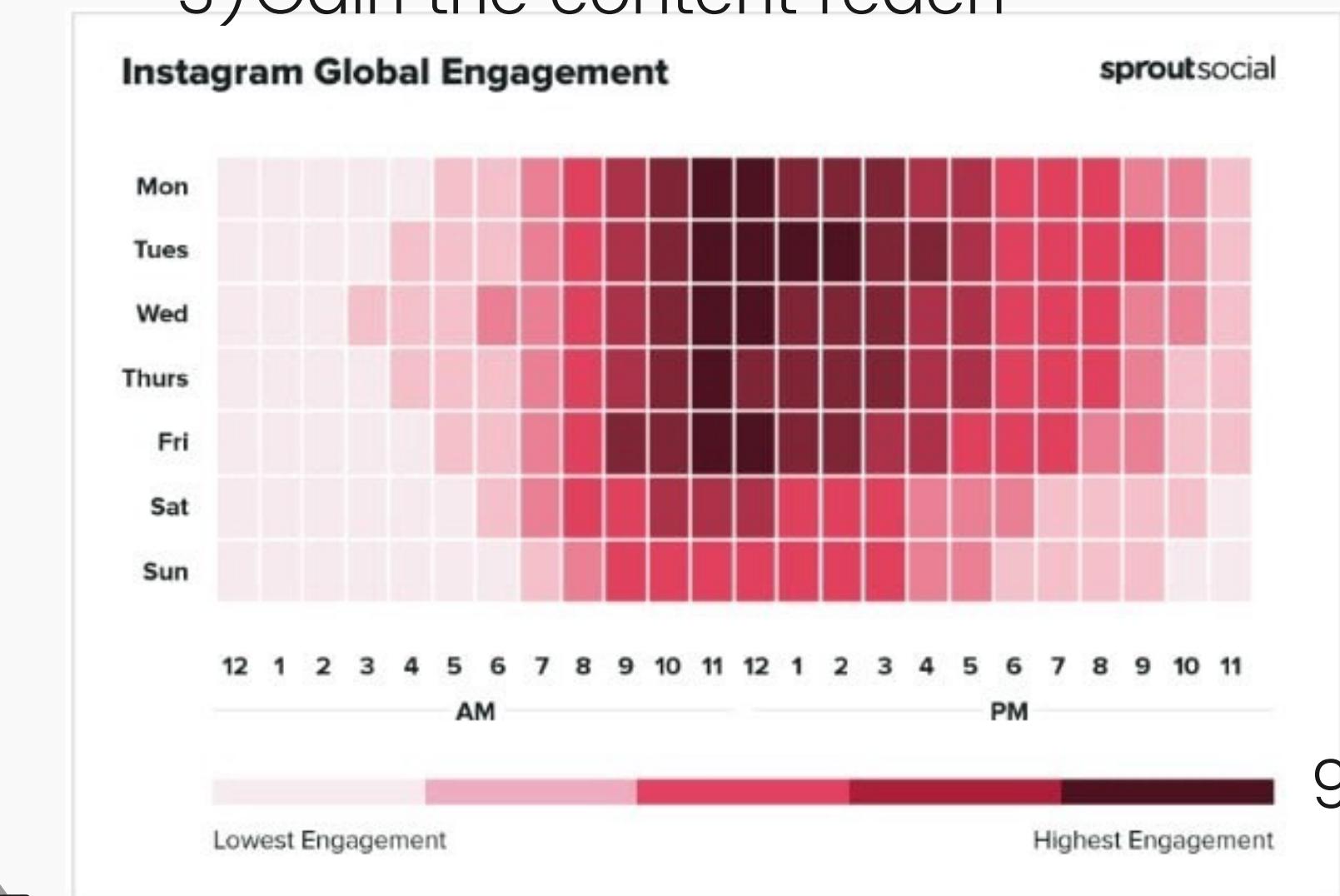
COMMERCIAL ADVANTAGES



ADS

The most powerful weapon to grab someone's attention to a particular product

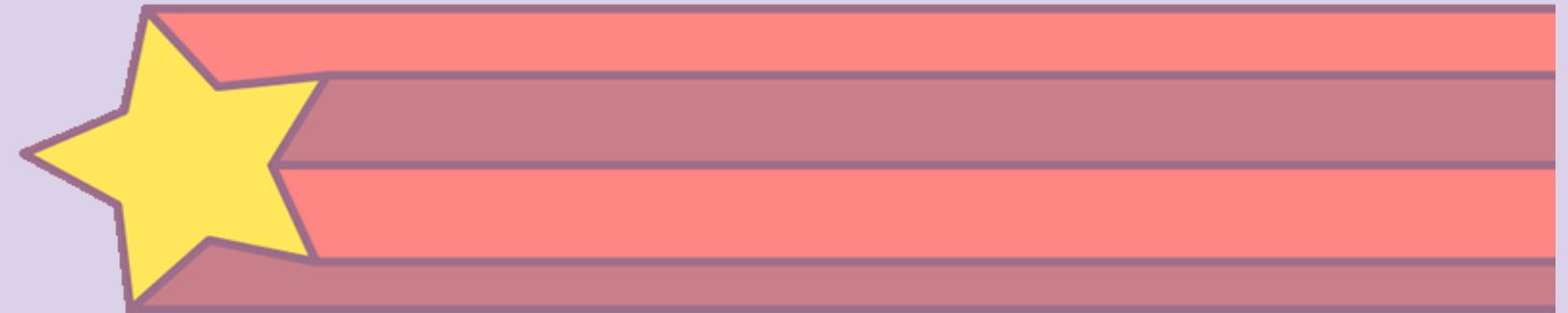
- 1) Can monitor user interest
- 2) Shows the related content
- 3) Gain the content reach



Content creators

A way to
present and
organize
our
wonderful
ideas.

- FIND OUT THE MONTHS EVENTS AND POPULAR THEMES
- BE BANG ON TIME
- MAINTAIN A COLOR THEME AND STYLE
- EXPERIMENT WITH THE CONTENT
- AUTOMATE YOUR CONTENT



Conclusion

Your key takeaway from this article is that 'You will flourish if your audience is happy with your page and its contents.'

Also, know that you could create posts that are some common themes that are more brand-centric like- products, education, inspirations, community, quotes, behind the scenes, etc.