Abstract – InstaGrowth

Since nowadays the marketing proves to be one of the most important assets of a brand, the business owners face problems with promoting at decent costs, and without field background. The solution is represented by a lightweight, easy-to-use platform in which they can make use of the most at hand marketing method: social media marketing.

Thus, “InstaGrowth” offers a solid way of achieving such a goal, through a user-friendly interface and competitive maintenance costs, without prior marketing know-how. It is a client-server application, written in Angular and Apollo Server with GraphQL, new and innovative Node.js technologies. The array of perks included are a high degree of security, transparency, connection to the Instagram social media platform.

Among its perks, the ones that are worth mentioning are the ability to schedule posts (whether they are video, images, or photo galleries), receiving hashtag suggestions via a smart image recognition algorithm, and easy to read analytics. This toolkit appears in the context of marketing tools requiring the specialty of a full-on marketing company, that otherwise prove to be rather expensive for a local company, a small business or other such cases. Moreover, its underlying scalability can be attributed to usage of micro services that work on a business model of paying for what you use, thus rendering the abovementioned cost effectiveness.