



# HOW INSTAGRAM STORIES HELP BUSINESSES



# Instagram Stories

- A 24 hrs view-able content that appears on the top of the feed of an Instagram profile has changed the way of presenting a brand/business in front of audience.
- It consists of vertical photos & videos for 15 seconds.
- It is beneficial for the user to look into the business/brands profile stories without following them.



500  
million

ACTIVE USERS  
USE INSTAGRAM  
STORIES



1  
million

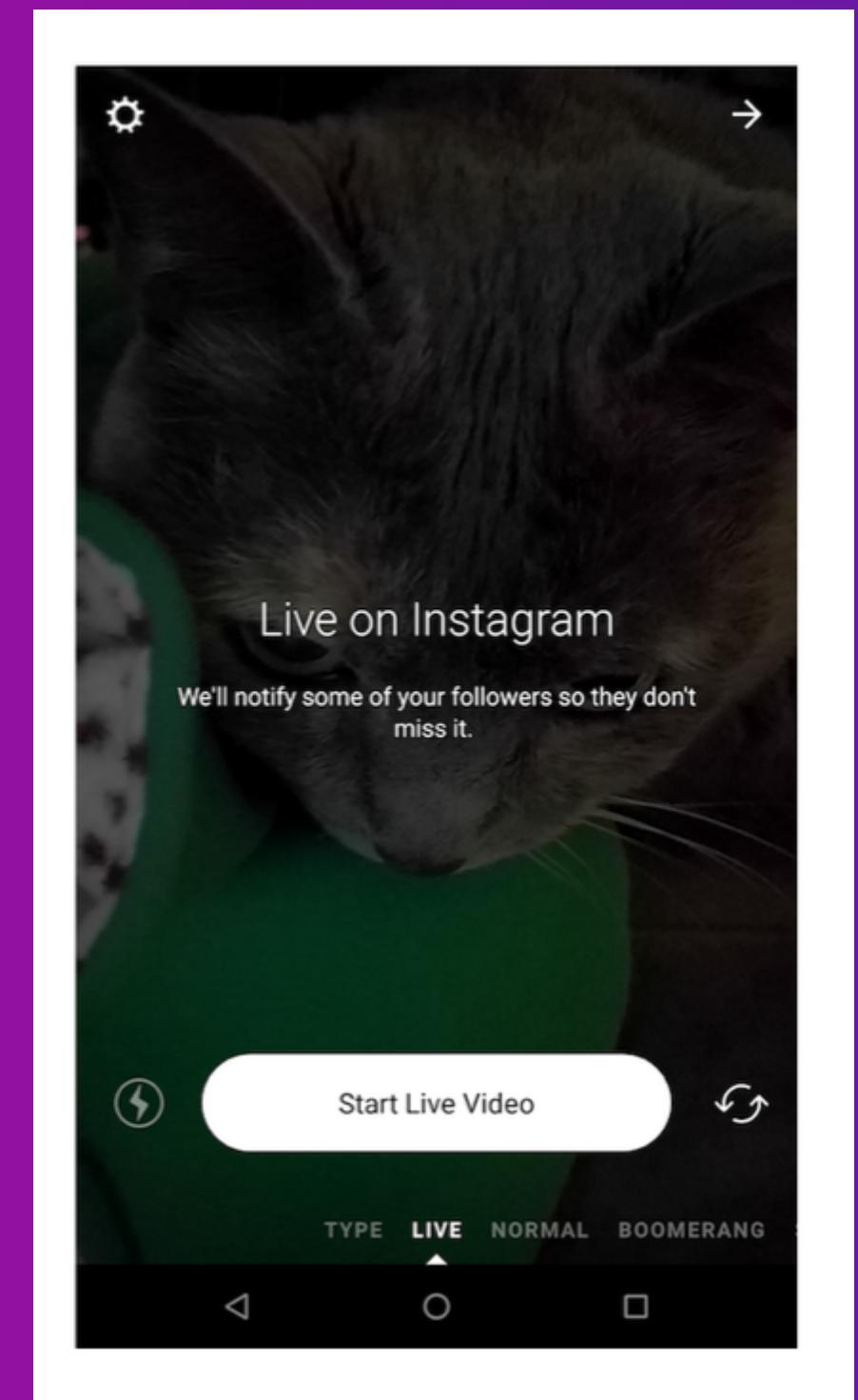
INSTA STORIES ADS ARE PLACED  
BY ADVERTISERS ONCE IN A  
MONTH



# FEATURES & BENEFITS OF INSTAGRAM STORIES

- **Live videos**

Real-time videos that are best for launching new products, recording live events, hosting an interview. etc.





## ● Boomerang

A consolidating burst photos played forward & backward into a mini video.



## ● Story Highlights

An important feature for business accounts as it has a benefit of displaying products in an organised manner.  
.Stories posted are pinned into specific highlight group.

carrotsncake [Follow](#)

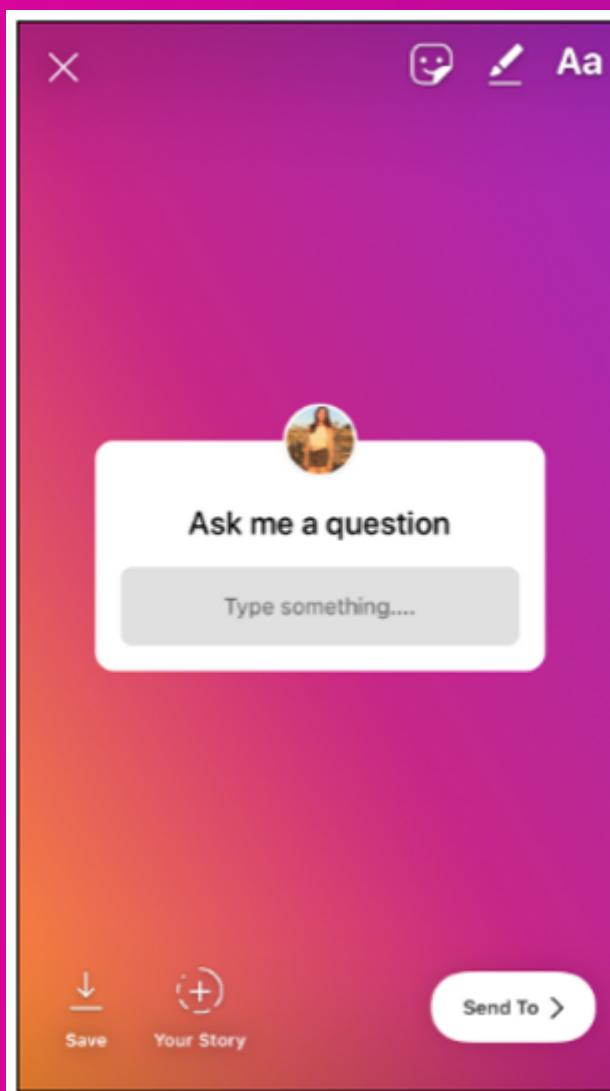
5,444 posts 45.2k followers 2,788 following

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Workouts Beauty Favorites Clients Macros Meals Deals

- **Questions**

An open forum for the users to give feedback or ask questions related to brand or product.



- **Poll**

A better way to connect & converse with customers on daily basis by getting their reviews in just one tap.



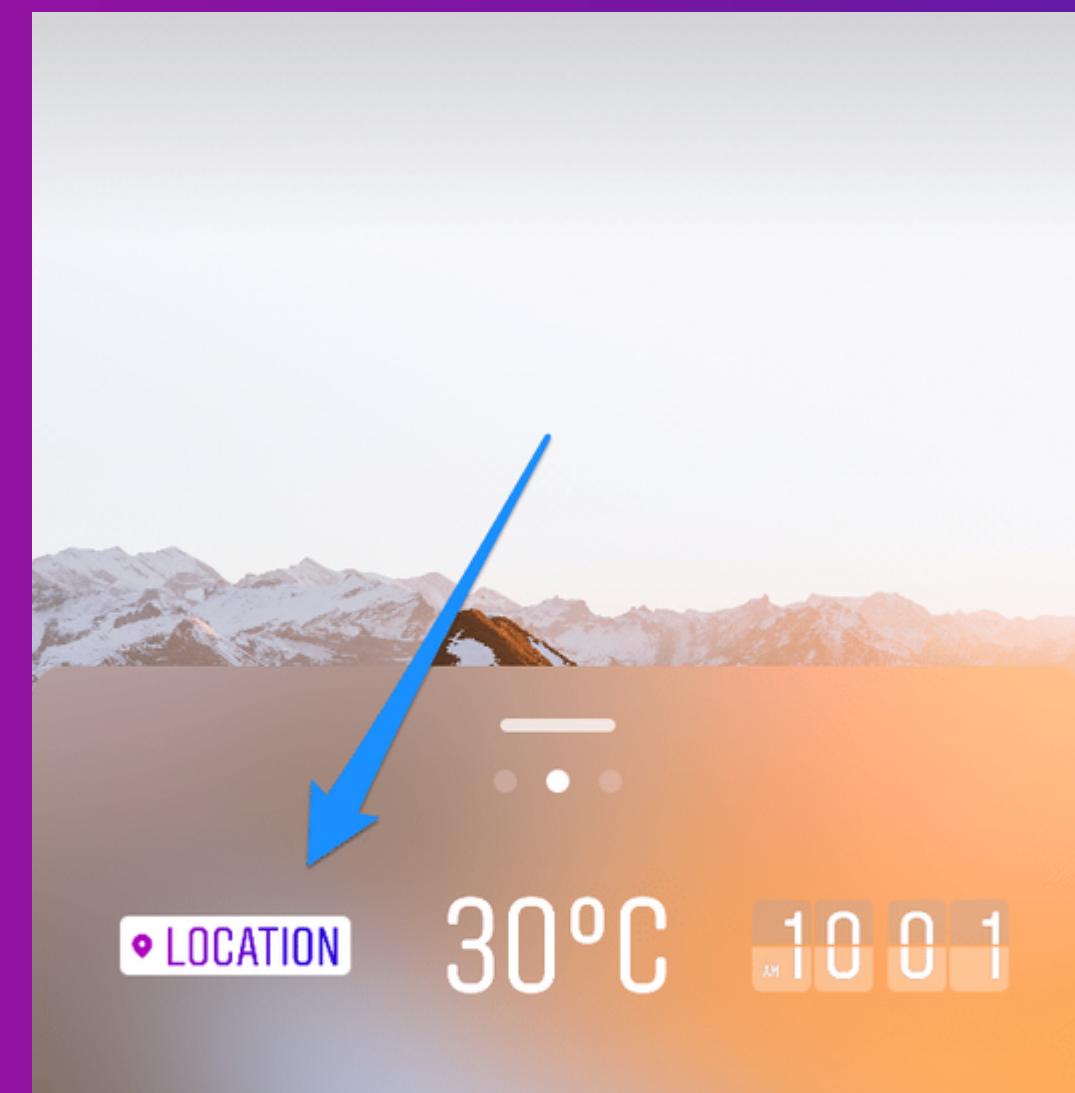
- ## Hashtags

A hashtag used in the story appears for 24 hrs under that hashtag story making it visible to the users who follow it.



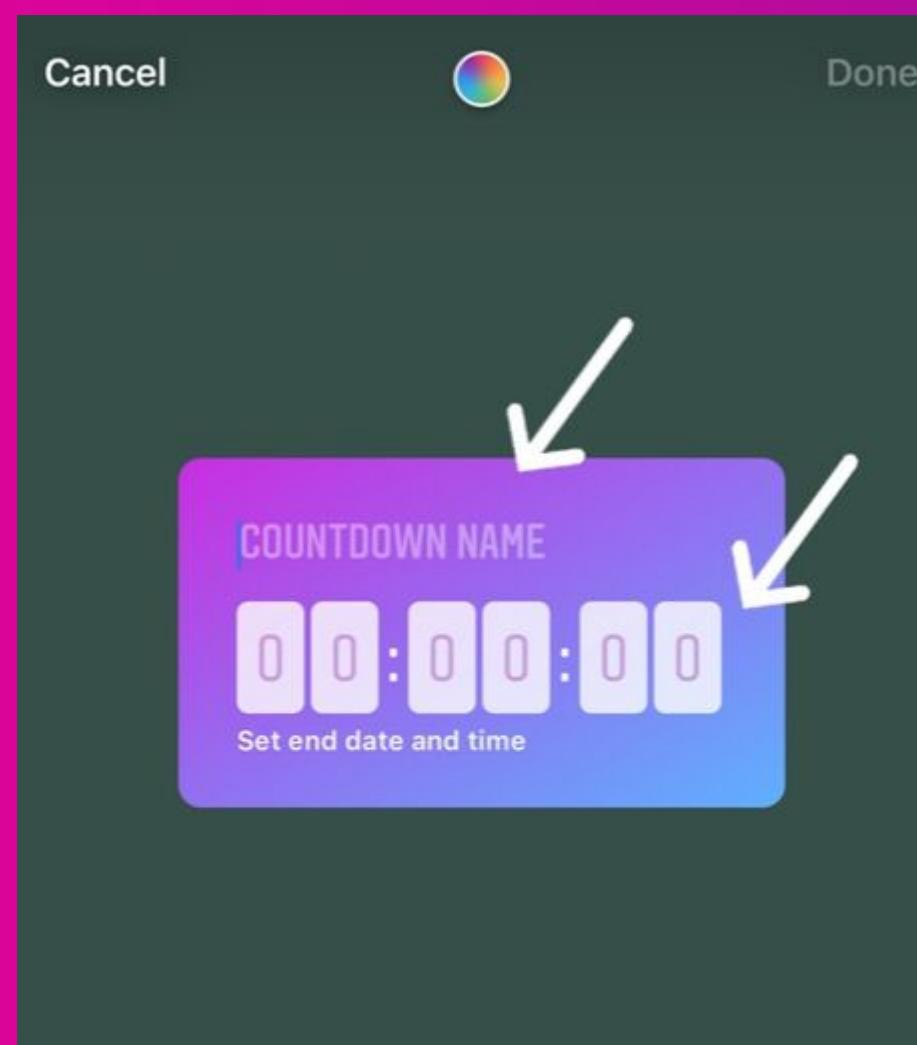
- ## Location

Adding location to the stories is the best way to geo-target the users.



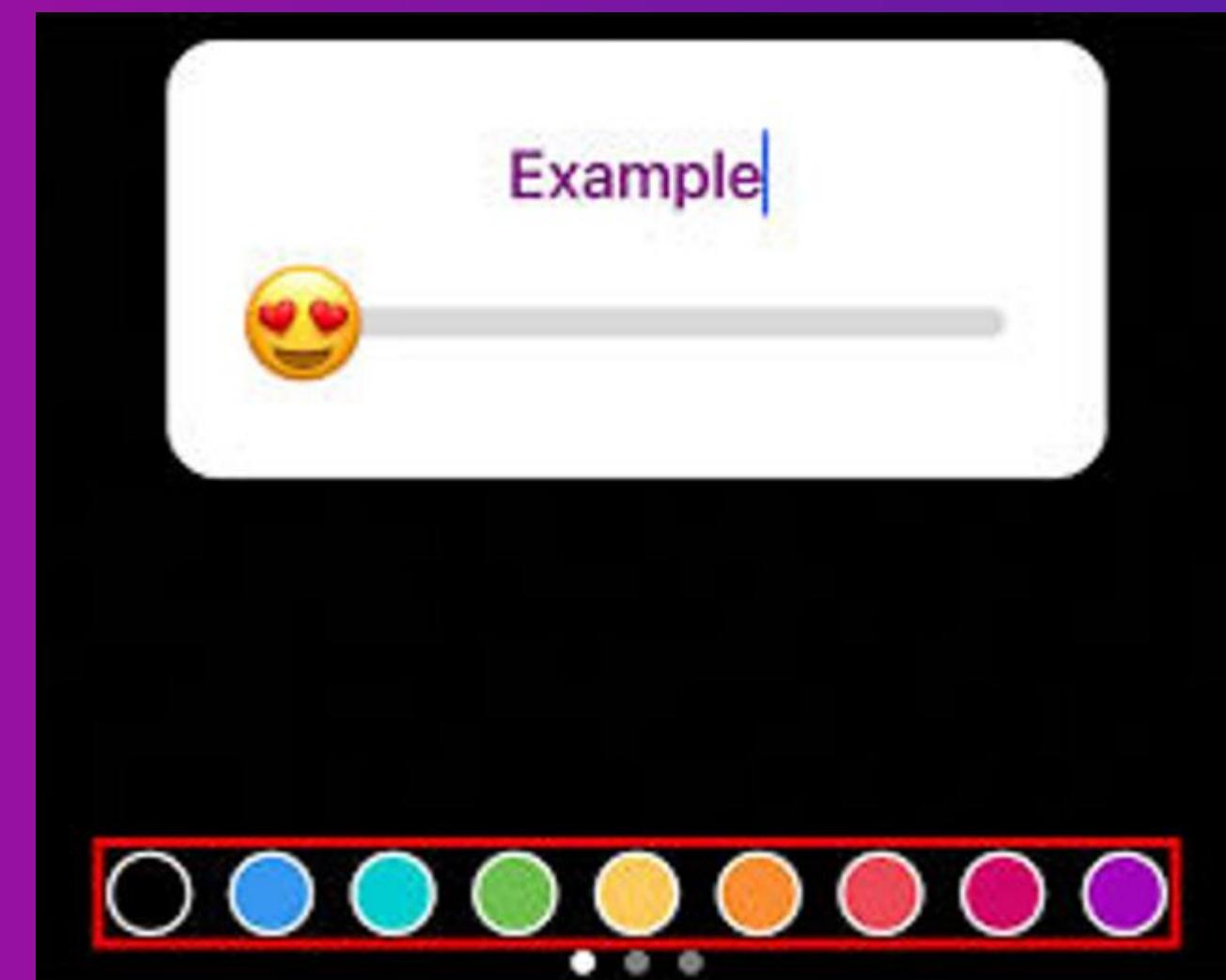
- **Count down**

A way of reminding users about deadlines, offer announcements, contests etc



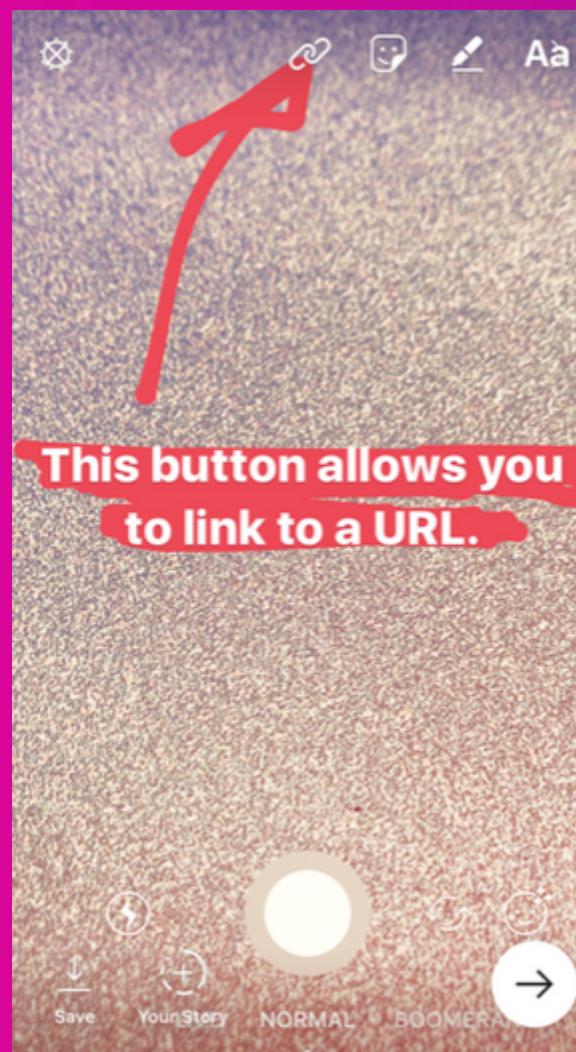
- **Reaction Slider**

Getting the users response & keeping them engaged in a very interesting way.



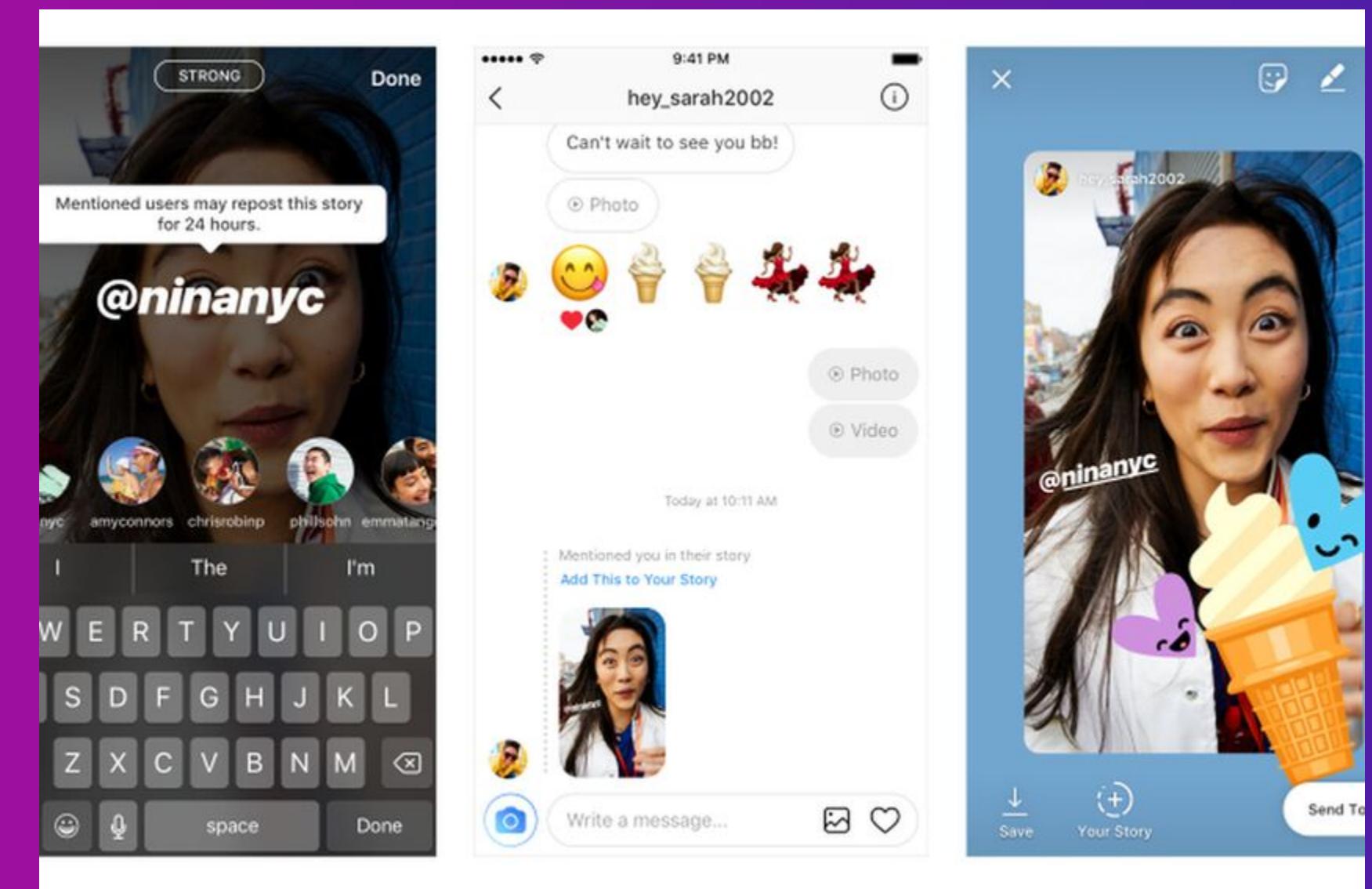
## ● Links

A feature of adding links to the stories only for the accounts having more than 10k followers. Around 15-25% people swipe up the brand stories



## ● Mention & Repost

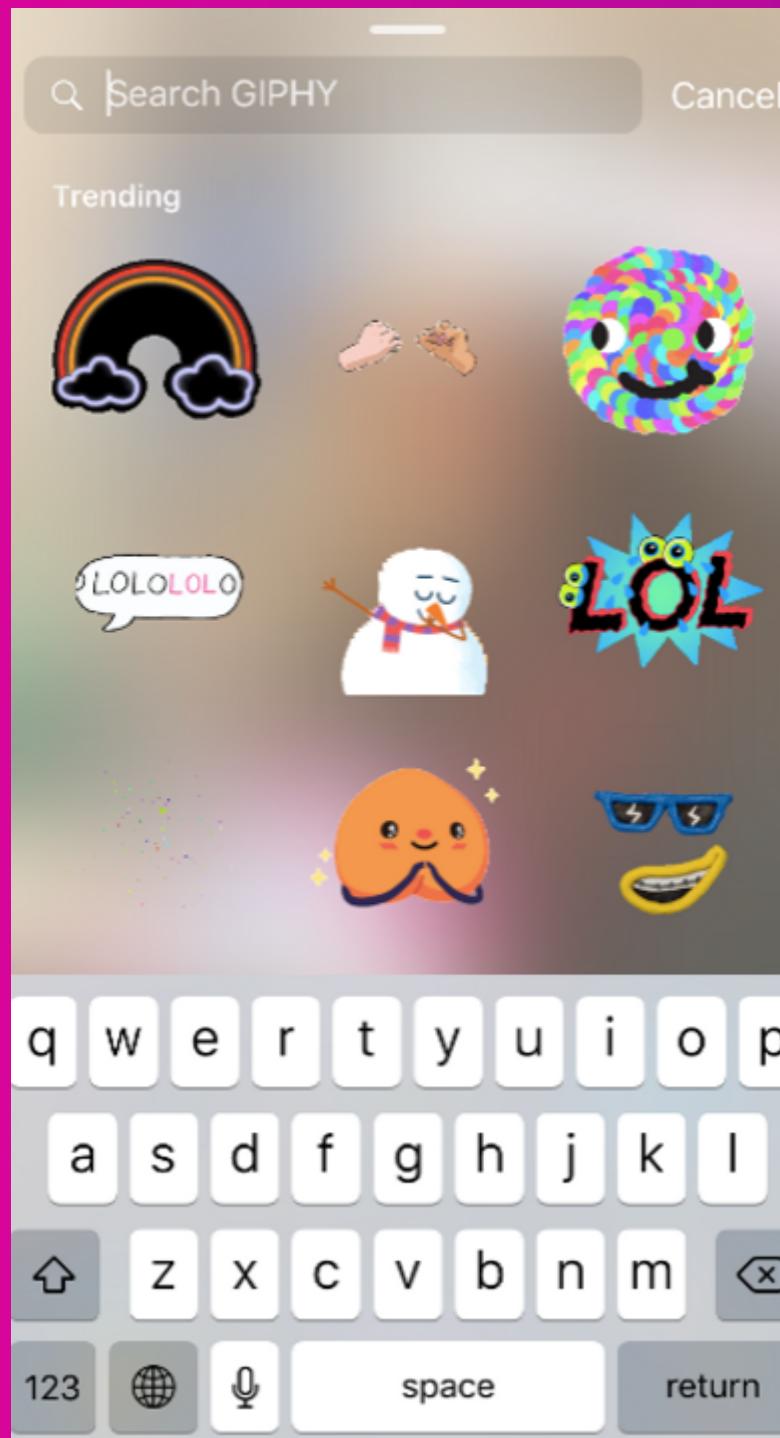
If a specific Instagram account is mentioned in your story it gives that account an option to repost the story.





- Stickers/ Gifs/Emoji

All these features makes the story look more attractive.

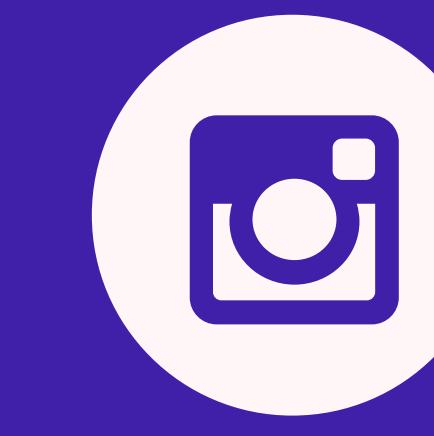
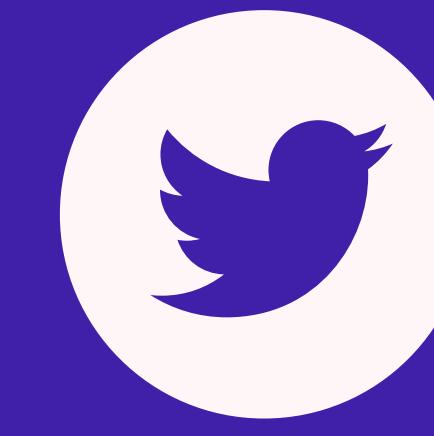




# Conclusion

- Instagram stories are best for business announcements, new product, live events, specific details, sneak peek into the activities of the brand.
- Better way of not cluttering the profile with too many posts
- Freedom to play with the content in a very interesting manner
- Promoting the brand, engaging the customers & maintaining the brand loyalty.

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Thank  
You!