

# Video for Instagram

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marketing



Hello! 🖐️



**Understand your brand.**

**Understand your brand.**

**Understand your audience.**

**Understand your brand.**

**Understand your audience.**

**Authenticity & Execution.**

A large crowd of people is gathered at a concert, with many individuals holding up their smartphones to capture photos or videos of the stage. The scene is dimly lit, with the primary light source coming from the stage, which is visible through the screens of the phones. The phones are held at various heights and angles, creating a sense of a shared, collective experience. The background is filled with the blurred figures of other concertgoers, some wearing purple wristbands. The overall atmosphere is one of excitement and digital connectivity.

**Feed. Stories. IGTV.**

**Insta Feed.**

# Benefits of your feed

- Tailor content to your audience
- Combine metrics to track success
- Modify & adjust



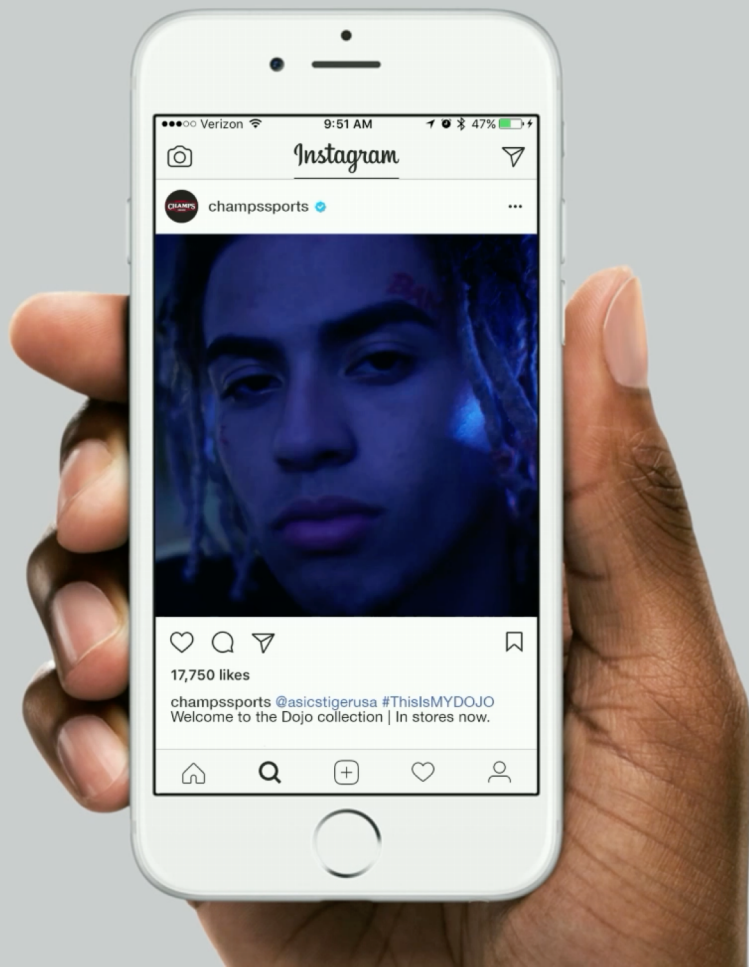
# Benefits of your feed

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- Modify & adjust

# Leveraging your feed

- Teasers/Trailers
- Product launches
- Stop motion

**Asics Dojo**



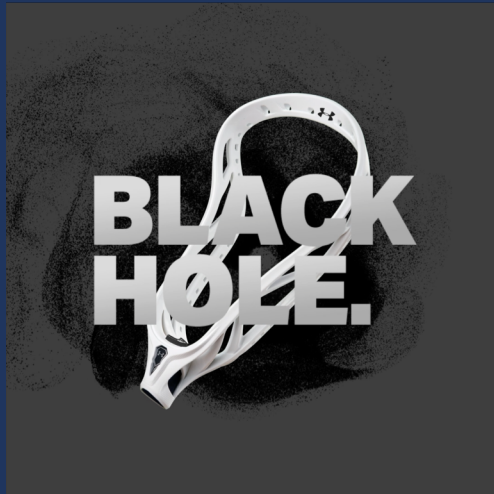
[vimeo.com/310593021](https://vimeo.com/310593021)

# **Under Armour Lacrosse**



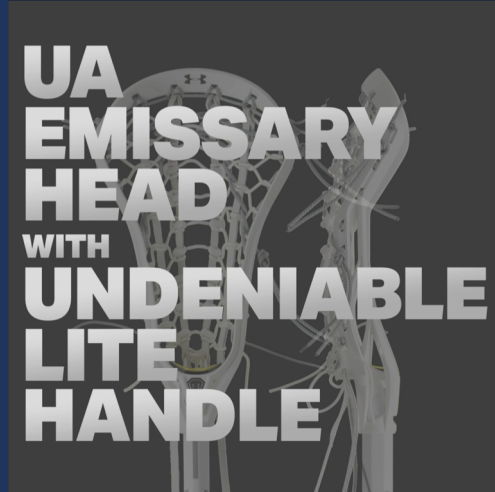
[vimeo.com/310604887](https://vimeo.com/310604887)

# Under Armour Lacrosse



- Impressions: 18,332
- Accounts reached: 13,120
- Likes: 498
- Video Views: 2,380

[instagram.com/p/BthaC9oH6N8/](https://www.instagram.com/p/BthaC9oH6N8/)



- Impressions: 19,961
- Accounts reached: 15,547
- Likes: 466
- Video Views: 2,408

[instagram.com/p/Bsyf2RiHML0/](https://www.instagram.com/p/Bsyf2RiHML0/)



- Impressions: 25,333
- Accounts reached: 18,806
- Likes: 812
- Video Views: 5,584

[instagram.com/p/BtCeLwbnJfc/](https://www.instagram.com/p/BtCeLwbnJfc/)

**Stories.**

# Benefits of stories

- Discoverability + outbound links
- Algorithm work-around
- 1:1 communication



# Benefits of stories

- Discoverability + outbound links
- Algorithm work-around
- 1:1 communication

# Leveraging stories

- Behind-the-scenes
- Takeovers
- Telling a story

**Asics**

# asics TIGER



HAPPY  
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**IGTV.**



# IGTV

- Low content creation
- Low viewership
- No monetization



**Key takeaways.**

**martin.**

**Be consistent.**



**Be on target.**

**Stand out.**

**Q&A**

**thank you.**

**martin.**