



Analysing Instagram Posts and Consumer Engagement

Henriikka Ryhänen

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<p>Abstract:</p> <p>Social media platforms offer companies a good way to be connected to consumers and potential customers. Because social media is such a big part of the daily life of people, it is an effective way for brands to reach people, stay connected with them and build the brand image. Instagram is a popular picture-based platform and it is a good place for brands to do marketing and generate brand engagement. Engagement can be caused by different things. The main purpose of this study was to figure out what kind of posts does an international hair care brand post on Instagram and what kind of posts create engagement. The OGX hair care brand was selected because of its activity on social media. A literature review was conducted to introduce concepts in digital marketing and social media marketing. A content analysis was conducted, and it included a coding scheme for data collection on Instagram. Based on the findings a brand needs a good connection with the followers to be successful. A few of the main things that rise from the study were that the posts that got the highest engagement levels were pictures which contained products. The posts had a neutral or exciting text and contained some additional information for the consumers. Also new product launches and giveaways create engagement.</p>	
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CONTENTS

1	Introduction.....	6
1.1	Background	7
1.2	Aim of the Study	8
1.3	Structure of the Thesis	8
2	Literature review	8
2.1	Planning Digital Marketing.....	9
2.2	Social Media Marketing	11
2.3	Content Marketing in Social Media.....	12
2.4	Effects on consumer behaviour	13
2.5	Engagement in social media	14
2.6	Instagram.....	16
2.6.1	<i>Instagram history</i>	16
2.6.2	<i>Instagram use</i>	16
2.7	Brands on Instagram	17
2.7.1	<i>Brand exposure on Instagram</i>	18
2.7.2	<i>Brand posts</i>	18
2.7.3	<i>Photos and Videos</i>	20
2.7.4	<i>Likes and Comments</i>	21
2.7.5	<i>Post time and frequency</i>	22
2.7.6	<i># Hashtags</i>	23
2.7.7	<i>@Mentions, Tagging and Influencers</i>	24
2.7.8	<i>Using Emojis in Social Media Marketing</i>	25
2.7.9	<i>Engagement on Instagram</i>	25
3	Methodology	27
3.1	Introduction of the investigated Brand.....	27
3.1.1	<i>OGX</i>	28
3.2	Selection of Social Media Platform Instagram	28
3.3	Data collection	29
4	Findings of content analysis.....	29
4.1	The OGX brand profile on Instagram	29
4.1.1	<i>OGX</i>	30
4.2	The type of posts that OGX posts on Instagram	30
4.2.1	<i>Pictures and Videos</i>	32
4.2.1	<i>Post texts</i>	32

4.2.2	<i>Visibility of brand products</i>	33
4.2.3	<i>Posting timeframes</i>	34
4.2.4	<i>Hashtags of the brand</i>	35
4.2.5	<i>@Mentions, Tagging and the Influencers by OGX</i>	35
4.2.6	<i>Emojis</i>	36
4.3	Consumer engagement	36
4.3.1	<i>Earned likes and comments</i>	37
4.3.2	<i>The most liked, commented and viewed post</i>	38
4.3.3	<i>The most engaged posts</i>	40
5	Discussion and Conclusions	41
5.1	Conclusions	45
5.2	Limitations and Future Research	45
	References	47

Figures

Figure 1. Social media use 2013-2017 in companies that employ at least 10 persons in Finland. (Statistics Finland 2017).....	7
Figure 2. Digital Marketing Planning System RACE (Smart Insights, 2015)	10
Figure 3. A framework for studying how advertising works (Vakratsas and Ambler, 1999)	13
Figure 4. Facebook Engagement Pyramid (Sharma et.al, 2017).....	15
Figure 5. Brand Actions on Social That Prompt Consumers to Purchase (Chaffey, 2019)	20
Figure 6. Short tail and long tail hashtags (Pathak, 2018).....	23
Figure 7. Instagram Engagement Rate, (Mintells, 2019)	26
Figure 8. Average Engagement Rate on Instagram (Komok, 2018)	27
Figure 9. OGX Instagram profile	30
Figure 10. Five OGX posts.....	30
Figure 11. OGXs most liked and commented posts	39
Figure 12. OGX reposted most liked and commented posts	40

Tables

Table 1. Characteristics of the posts	31
Table 2. Post months	34
Table 3. Post day	34
Table 4. The Most Mentioned Hashtags.....	35
Table 5. Engagement in Instagram	37
Table 6. The most engaged posts based on the engagement rate	41

1 INTRODUCTION

Digital technologies have significantly impacted the marketing strategy process (Kannan and Hongshuang 2017) and the rapid growth of web-based platforms has modified the nature of human activities, habitats, and interactions (Tiago and Veríssimo, 2014). There are many options to do digital marketing and the main goal is to create brand awareness. Companies have noticed the power of social media and have started to invest financial resources to it (Weinberg and Pehlivan, 2011). On the Internet the social activities have presented marketers with challenges as well as opportunities to reach specific target markets (Budden et al, 2007).

One concept that is more common now days is content marketing. It became more popular with the growth of social media, but it has existed for a long time before Facebook and Instagram got popular, or even before most people had Internet connection. As the name already says content marketing is a marketing tactic that distributes valuable and consistent content to the target audience (Ahmad et al, 2015).

With the rise of social media, marketing has reached new levels and with different social media platforms it keeps changing and receiving new dimensions. Instagram is originally a smartphone application that has risen to be one of most popular social media platforms in the world. The picture driven platform has become a good way for brands to do marketing, create strong fanbases, collect valuable information and engage with consumers and potential customers.

Today social media is one of the best opportunities available for a brand to connect with its customers and bring awareness about the brand (Fong and Yazdanifard, 2014). The number of social media users is still growing even if it is estimated that there are already over 3 billion active users. Social networking is one of the most popular online activities and the smartphones and mobile devices have made it easier and more common to connect to these types of social networks (Sharma 2018). Social media platforms have transformed online consumer behaviour (Kaplan and Haenlein, 2010).

1.1 Background

Social media platforms are not only places for users to exchange ideas, participate and share, but they have become places to search information about brands and receive help with different problems. The use of social media has grown considerably, and many use their mobile phones to access them (Joseph, 2019). According to the “We Are Social and Hootsuite Global Digital Report 2018”, the Internet users’ penetration of the world’s population was 53%. Active social media users were 42% and 39% were active mobile social media users (We Are Social, 2018). And these numbers keep on growing (Kemp, 2018). According to the same study smartphones are the preferred choice to go online. In addition, people spend seven times more time on using mobile apps compared to mobile web browsers (Kemp, 2018).

According to Statistics Finland survey done in 2017 (See fig.1.), 63% of companies use the social media for different purposes and this number is growing. The percent varied a little depending on the industry sector of the company and bigger companies used social media a lot more than small ones. The most used purpose was the company’s image development and product marketing where it was used by 89% of the companies. Also, consumer opinions, evaluations or receiving questions were common purposes and used by 58% of the companies. (Statistics Finland, 2017)

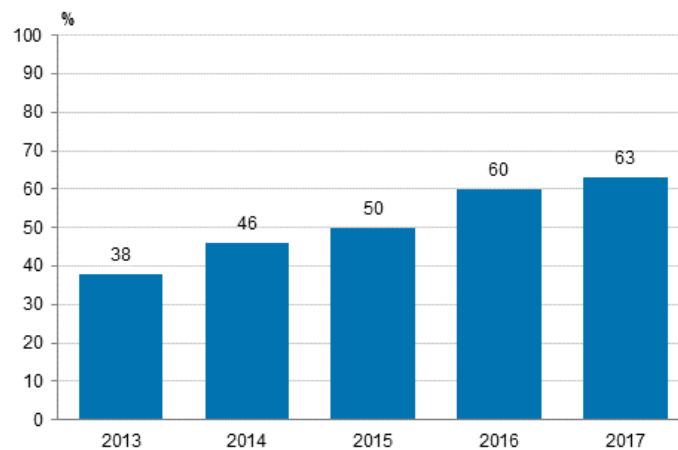


Figure 1. Social media use 2013-2017 in companies that employ at least 10 persons in Finland. (Statistics Finland 2017)

1.2 Aim of the Study

There are a lot of studies concerning social media but there seems to be fewer studies that focus on factors that influence brand post engagement. One example of such a study is by De Vries et al. (2012), which studied possible drivers for brand post popularity. Nevertheless, there seems to be a clear need to better understanding of brand post characteristics and what drives engagement on different social media sites. Therefore, this study explores what kind of posts are effective and tries to clarify what kind of posts brands should post to drive engagement. The study analyses Instagram posts from one hair care brand.

The following research questions are raised:

- 1) *What kind of posts an international hair care brand posts on Instagram?*
- 2) *What kind of post creates consumer engagement?*

1.3 Structure of the Thesis

This study consists of five chapters. It starts with an introduction to the study and goes through the aim and the research questions. The second chapter is the literature review that is the background of the studied topic. The third chapter is the methodology that introduces to the selected brand and covers the data collection procedures. The fourth chapter covers the findings and the analysis of the collected data. The fifth is the final chapter and includes the conclusion, limitations and the recommendations for future research.

2 LITERATURE REVIEW

Digital marketing is basically all electronic marketing on electronic devices and on Internet. The most known forms would be e-mails, text messages and the advertisements on the Internet, but there are also the companies' webpages, campaign pages, banners, search engines, social media pages, interactive television commercials and different competi-

tions (Karjaluoto, 2010 p.14). As the number of people who go online every day is increasing (Alexander, 2018) and technology is making it easier and giving more possibilities to access online multiple ways, digital marketing is becoming more and more important.

There are many options to do digital marketing and the key is to find the right way to reach the already users and the potential consumers. For brands the best way is to use e-mails and for some social media. There is the possibility to use paid (*advertising*), earned media (*word of mouth and online social media*) or owned media (*brand website and other owned content*) (Lovett and Staelin, 2016). Often the best way is to use many platforms and try to link them together and this way reach a wider range of potential consumers or engage more with the already existing ones (Mihm, 2012-2014). Facebook, Twitter and Pinterest are all social media platforms and investing on these platforms takes a lot of time, but the cost is low. (Mihm 2012-2014)

Digital marketing brings in a greater effectiveness than the traditional print marketing by using digital analytics software's. When these are used can be seen in real time how many have viewed the website, what device they were using, where they came from and gain other digital data. This helps to concentrate the marketing on the right areas. With digital marketing it is also possible to identify trends and patterns in the behaviour of consumers. (Alexander, 2018)

2.1 Planning Digital Marketing

To help with the planning of digital marketing there are many models available. The RACE is created by Smart Insights and it is simple, easy and at the same time goes through the consumer and the company stages. In *figure 2*. the upper box represents the company stages and the lower the buyer stages.

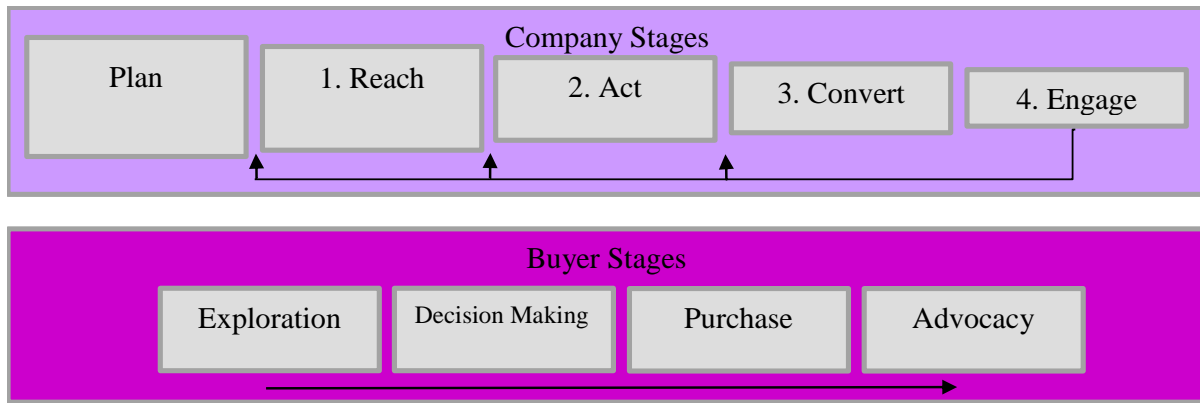


Figure 2. Digital Marketing Planning System RACE (Smart Insights, 2015)

The RACE starts from the company stages *Plan* part and after this both company and buyer stages should be considered at the same time because they both influence each other. From the company stages the *Plan* box represents creating the branded content, defining the segments, targets and positioning.

Buyer Stage: Exploration – getting to know what is there

1. Reach – Publishing and promoting content in various platforms. This is the part when companies should raise awareness. Search engines, social media pages, websites and others. The media can be paid, earned or owned.

Buyer Stage: Decision Making

2. Act – Act on the web site, blog, community and on interactive tools. The companies should be worth of finding. Information should be relevant, inspirational and useful to the consumers and the potential consumers. This is the part where interaction and action are needed and the same should be wanted from the site visitors. This can be as simple as finding more information of company and products.

Buyer Stage: Purchase

3. Convert – The final step that leads to the purchase either through online or at the offline channels. E-Commerce proceeds, product, price and promotion.

Buyer Stage: Advocacy

4. Engage – Thrilled consumers are key to social media marketing. Long-term relationships to build consumer loyalty. From this step in the best situation leads back to the purchase part.

RACE consist of steps designed to help companies to engage with their consumers. It goes through the consumer journey that really needs to be considered while planning the digital marketing (Eriksen-Coats, 2019; Smart Insights, 2015). In this thesis the engagement stage is the most important.

2.2 Social Media Marketing

Social media marketing also known as SMM, is a form of Internet marketing. It is creating and sharing content on social media networks and allowing the consumers to interact with the brand and with each other. SMM includes posting, image updates, videos and other updates like paid social media advertising (WordStream, 2019). Some of the most known social media platforms are Facebook, YouTube and Instagram (Kallas, 2018).

For SMM to be effective there should be a marketing plan. A good way to start would be by creating some goals that are wanted to be achieved. With SMM and good planning it is possible to increase brand awareness and create a strong brand personality, if the content that has been created is meaningful. It is important to monitor what kind of feedback the post receive and respond to it. Sometimes fast reaction and quick acting is needed because in social media things happen rapidly. SMM can be in addition used to alerting consumers about what is going on and used for creating a loyal fan base. The information of what are the best social media networks to use is critical. This way the consumers or users are best reached, and strong connections are made. (York, 2018a)

Concentrating on SMM is important, but so is following competitors or some other companies that are doing well in their social media platforms. What are they doing and what kind of strategies they are having? What are the platforms they are using? There might be something that can be learned from them. (Gurd, 2018)

In social media a lot of companies have created brand fan pages on social networking sites. On these pages they can post videos, messages, quizzes, information and other material. In these sites the potential consumers and the already users can become fans of these pages and like or comment on them. This leads to commitment and loyalty, and these fans are normally more open to receive information about the brand and more attached emotionally. In addition, the liking and commenting reflects on brand popularity. Because of this, companies should experiment with different brands posts. (De Vries et al, 2012 p.83)

2.3 Content Marketing in Social Media

Content marketing is something that it is currently a hot topic of many articles and books. It has emerged mainly because of the change in the Internet, social media and technology that has made these easy to access and portable. The whole idea about content marketing starts from a strong knowledge of the consumers and then giving and bringing them extra value. With this marketing tactic interesting marketing and contents should be created, and this should also create brand awareness and gets consumers connected and engaged. According to Ahmad et al. (2015) social media marketing cannot function well without content as the content itself is something that the companies can share and post to the consumers. A good and valuable content can help to drive engagement in the social media.

It is easy to get lost in social media because of the amount of information put there daily. Therefore, many things should be considered before marketing in social media. Some basic things would be the time of the post, type of the language, should emojis be used and what kind of posts are made. Each of the social media platforms has their own strengths and too many of these facts considered, there is not just one right answer. Many times, also the use of few different platforms is the best solution and this way more consumers can be reached. In addition, this makes it possible to do more sharing, retweeting and guiding the consumers to access more information from different platforms. Therefore, knowing the consumers is the most crucial and in content marketing the quality is more important than the quantity. (Verve Search, 2019)

Images shared on social media are seen as high value and have depth and density that words often lack. They represent communication that words may not be able to give. They allow more communication than most status updates or short sentences (Fris, 2014). To be successful the created content must be consistent and not to be afraid to leave the company to the background. Brands should really listen to their consumers, what they think of the current products or service and what they would want in the future. This way it is possible to create more value to the future posts.

2.4 Effects on consumer behaviour

To be able to create good content you need to know the consumers and understand what is behind the purchase decision. One of them is the Vakratsas and Amber model (1999) that goes through the different factors that influence the decisions (*See fig. 3.*).

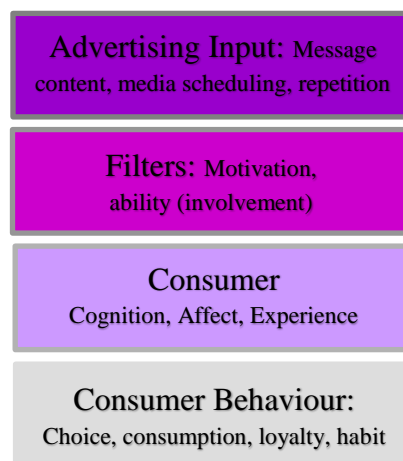


Figure 3. A framework for studying how advertising works (Vakratsas and Ambler, 1999)

Everything starts with the *advertising input* and there is the execution of it. The second part are the *filters* that are the recipient motivation, attitude, interest and the possibility to process the advertisements. Third one is *consumer* and his or her emotional factors, previous experiences, gained information and all this influence how the advertisement is taken. The last part is the *behaviour* that comes from all the things like education, religion, traditions and habit-based purchase decisions. (Vakratsas and Ambler, 1999)

According to Vakratsas and Ambler (1999) advertisements should be concerned with how advertising affects consumers, how it works, in order to formulate more effective advertising strategies. They claim that the emotional and previous experience is not valued enough, and that advertising must have some mental effect. (*e.g. awareness, memory, attitude toward the brand*) before it can affect behaviour. According to them most products, and especially the frequently purchased packaged goods are in the consumer's mind already containing conscious and unconscious memories of earlier product purchases and usage and this way the attitude is not neutral. (Vakratsas and Ambler, 1999)

2.5 Engagement in social media

People often turn to the Internet for encouragement, entertainment, knowledge and advice. Advice based on what to buy, where to buy it and who to buy it from (Leary, 2008). Social media is a great place to promote a brand but still it has the challenge of being a platform where brands need to be constantly active. Consumers want information, service, help with their problems and the feeling of connection. Consumer engagement is about encouraging the consumers to be connected and as a brand being there to help, guide and even humour them. When this is done well it will help the company and the brand to grow and create more loyal consumers. The key is to bring value and create engagement. Consumers want an amazing experience and it is just not while they are buying the product or service, but it should be a long-lasting bond. With consumers being able to relate to the brand and by creating a relationship, the brand will be able to gain important information of their consumers. By finding the needs and wants it is possible to get to know would there be any changes or improvements that should or could be done. Brand should be interested and try to get interaction with the already users and the potential consumers. Sometimes the respond or comments does not hold true or might be hard to take but the critic should be taken in a positive way. At the end, the end-to-end experience is the most important and many times the brand can do something, even if something has gone wrong or is bothering the consumer. In addition of receiving information the brand is also able to educate the consumers. By finding the right platforms and the right kind of posts the brand can tell the consumers what values they represent and create valuable content. By getting the consumers trust, the loyalty is gained too. (FERENCE, 2017)

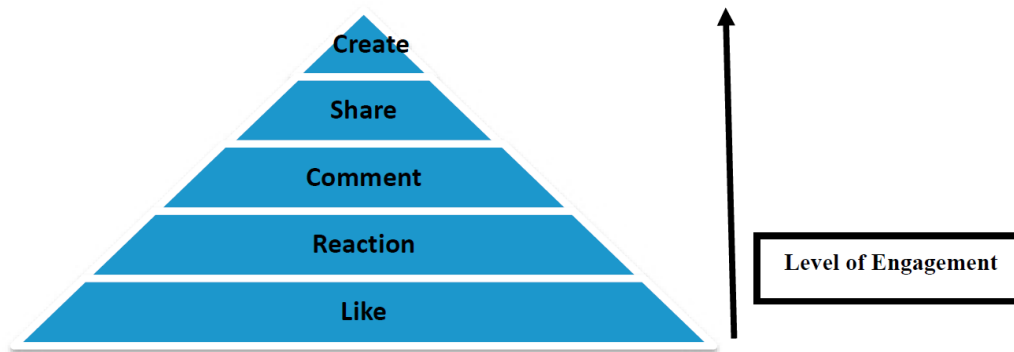


Figure 4. Facebook Engagement Pyramid (Sharma et.al, 2017)

Figure 4. represents the levels of Facebook engagement. This same pyramid can be used also for other social media platforms. Starting from the bottom, there is the *liking* that is easy for many consumers to do but it does not engage that much. The next level is the *reaction*, which represents the emoji that mostly stands for a feeling that the post has caused. This takes more effort than liking, but still it is easy and does not take that much time. The following stage is the *comment* that clearly needs more effort and engagement. *Sharing* is already a level of high engagement that also tells of trust towards the brand. The last stage is *create*, the stage when consumers start creating their own content for the brand. (Sharma et al, 2017)

Another way to analyse the levels of engagement would be the COBRAs concept that stands for consumers' online brand related activities. It is a concept that provides a frame for consumer activity towards brand related content on social media platforms. It studies and compares the online behaviour. COBRA categorizes the users into three usage types that would be a consumer, contributor and a creator. The *consumer* uses the minimum level of activeness and a consumer reads, watches and follows what the brand or the other users have created. The *contributor* would be a middle level with activeness and a contributor comments, rates products, engaged on the conversations and joins groups. The final is the *creator* that is the ultimate on brand related activeness, a creator writes brand related blogs, creates videos and writes product reviews. (Muntinga et al, 2011)

2.6 Instagram

Instagram is full of pictures of dreams, life and products. Nowadays Instagram have expanded also to clips, stories, videos and live-programs, but still the biggest thing there are the pictures. Based on Instagram's own research Instagram is a place where people express their self visually and are connected to the things that are important to them (Business Instagram, 2017). Instagram has at the moment around 1 billion monthly active users and more than 25 million business accounts (Sharma R, 2018). Also 60% of the users visit the platform daily. From all the users of Internet 32% are on Instagram. (Sharma G, 2018)

2.6.1 Instagram history

Instagram was created by Kevin Systrom and Mike Krieger as a smartphone application. When it was launched in 06.10.2010, 25.000 users showed up the first day and one million users in three months. With its rapid growth the investors became interested of it and it was tried to purchase by Twitter. Later Facebook made also an offer and Instagram was purchased for 1 billion dollars in 2012. Every now and then Instagram develops new features and new versions, like 2013 they added the tagging of photos and introduced videos. The key to Instagram's success has been claimed to be the easiness of using it and that people do not want to read long text but prefer watching videos and pictures. (izood, 2018)

2.6.2 Instagram use

Instagram is easy to download from App Store or from Google Play Store, depending on what kind of digital device is used. Once it is installed the user must sign up or create a new account to be able to participate at using it. It can be also used from a computer, so a smartphone is not mandatory to be able to access it. To share photos, like and comment a profile is needed. The profile works based on a username. Instagram usernames are provided on first-come, first-served bases and usernames may not be reserved. The same rules apply for private persons and companies. (Instagram 2019a; Instagram 2019b)

Instagram offers now days the possibility for companies or even private persons to switch their profiles into Business Profiles and with it the companies can access new business features and Instagram Insights. Instagram Insights gives information who the followers are, when they are online and more. In addition, more information of the post is available and data about how they have performed. To the Business Profile companies are also able add contact information and a category where your company belongs to (Instagram, 2019c). Another valuable feature on Business Profile is that it helps the user to create ads like the feature on Facebook does, or promote the already existing stories (Instagram, 2019d; Instagram, 2019e).

For making a post on Instagram there are many options. There is the possibility of posting a picture or many pictures at the same time with the maximum of 10 pictures. There is also the choice of a 60 second video or the same number of videos in one single post. The pictures and the videos can be mixed in the same post. In addition, short video clips can be added with a maximum of 15 seconds that become the user's story, which will vanish after a day unless they are saved. Another option is to do a live video show or then there is the newest addition IGTV (*Instagram television*) where the videos can be between 15 seconds to even 10 minutes long. Instagram offers the possibility to edit the pictures or videos and offers many of their own filters. (Instagram 2019f; Instagram, 2019g)

2.7 Brands on Instagram

On Instagram 80% of the accounts follow some company in order to create a personal connection to it. Also, according to Instagram's own studies, the consumers' loyalty is based on what sort of feeling the brand creates and many people use and follow the popular hashtags. They claim that many people turn in to Instagram to search inspiration and search products and services from there. It is an easy way to feeling being part of a group, stay connected and to be able to have a feeling of making an effect. (Business Instagram, 2017)

2.7.1 Brand exposure on Instagram

Instagram has the third most of users after Facebook and YouTube. It is an easy way to be connected with consumers even above the boundaries of countries. It is a global platform for products and services (Clarke, 2018). At the moment Instagram is mostly used between the ages of 18-34. As the use of social media is growing, many older users are joining too (Kemp, 2018). Between the young users from 13-17-year-old it is the second used platform after Snapchat (Clarke, 2018).

On Instagram 60% of its users have said that they find new products from Instagram (Business Instagram, 2019a) and 72% of users have bought a product they saw on Instagram (Keys, 2017). In addition, over 2 million Instagram users visit at least one business profile in a day (Business Instagram, 2019b).

Instagram is a good place to tell and show the consumers and potential consumers about the brand and what does it represent. For the companies it is possible to get real-time data and information about their followers. It is an easy way to stay in contact with the consumers and get valuable information straight from them and at the same time to inform and provide extra information back to consumers. Instagram is easy to access and easy to use. (Business Instagram, 2019b)

2.7.2 Brand posts

As in the Instagram use 2.6.2 part mentioned, Instagram offers the possibility to different types of posts. There is the picture, short video clip, story and IGTV posts. While doing different posts the knowledge of the followers becomes important. What kind of post they might like? Also, it might be a good idea to search what the competitors are doing. What kind of post types are they using and what is the content? Every post should have a goal and while doing a post the focus should be kept on the followers. (Daley, 2018)

Instagram is very visual, so while sharing in it, all the posts should be styled in a way that represents the brand and are visually interesting. A good post might be a product use post, that shows good ways to use the products. In addition, a post can be a great way to

update followers about what is going on, is there something happening, some new products coming, or perhaps it can be about some special promotions or sales. Another good post might be just an inspirational post. Not all have to be about products, service or purpose but they can be just inspirational and create feelings. A post can be a suitable quote or a celebration post. There are milestones and holidays that are good time to post something different and even perhaps with some humour in it. (Pilon, 2018)

When the brand engages with the followers, the brand might find some interesting posts that the follower has made about the brand. These can be reposted and shown that the followers posts are also followed and that the brand cares and has interest towards them. This content is called user-generated content (UGC). According to L2 Intelligence Report about Instagram consumer who sees UGC is 4.6% more likely and a consumer who interact with UGC is 9.6% more likely to purchase the product (L2, 2015). This indicates that reposting brings value for a brand.

Another way to get the followers excited is some sort of contest or giveaways posts. The contest is also a good way to get new followers by asking them to post something or hashtag the taken photos or videos. This way the followers can take part of the contest and at the same time a lot of content might be created under the used hashtag. These can be noticed by the followers of the followers and that way bring more value. Another option for a post is ask the followers opinions of products, service or use. The followers should be challenged to do something, and they should be activated and motivated. A good post might be also telling the followers more about the brand and not just about what the brand is offering. Brands should post what is going behind the scene, what is going on with the brand and perhaps make some post about the employee and make the followers feel like they are part of a big family and really know what happens behind it all. (Pilon, 2018)

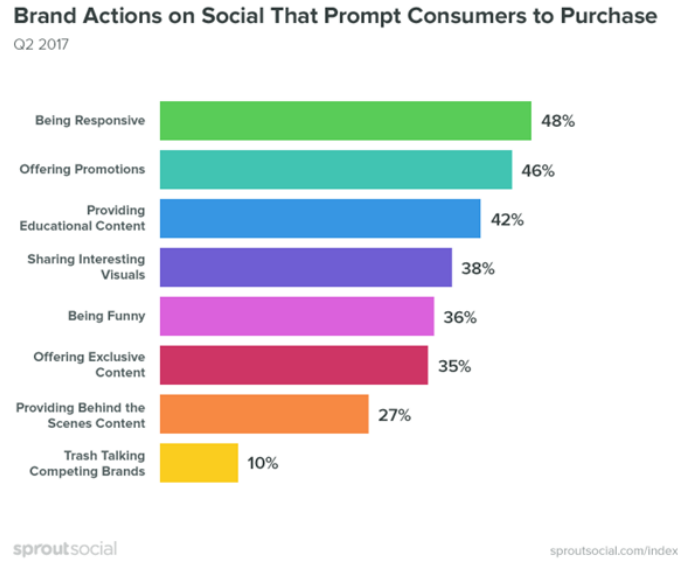


Figure 5. Brand Actions on Social That Prompt Consumers to Purchase (Chaffey, 2019)

In the *figure 5*. from Sprout Social can be seen brand actions that prompt the consumer to the purchase decision on social media. For brands this gives a good guideline on what to do and on what the posts could contain. The top things were being responsive, offering promotions, providing educational content and sharing interesting visuals. (Chaffey, 2019)

2.7.3 Photos and Videos

According to Mawhinney (2019) visual content is becoming more important. It is a common saying that a picture can tell more than a thousand words. People following instructions with an illustration do a lot better. If an information is heard, it is likely that only 10% of that information is remembered three days later. However, if an image is paired with the information, 65% can be remembered after the same time period. The picture is more powerful and faster to comprehend (Medina, 2019).

Videos have become a powerful tool and it is an easy way to communicate. Virtual reality (VR) is becoming more used and establishing its place (Mawhinney, 2019). 32% of marketers say visual images are the most important form of content, 80% of marketers use visual assets in their social media marketing and from this video is used 63% (Stelzner

2018). In a 2018 HubSpot survey, 54% of consumers wanted to see more video content from a brand or business they support (Mawhinney, 2019).

The popularity of videos has grown dramatically and keeps on growing. According to Wyzowl's "5th annual State of Video Marketing Survey in 2018", 81% of businesses were using videos as marketing tools and 87% of consumers say that they would like to see more videos from brands in 2019. (Hayes, 2019)

2.7.4 Likes and Comments

A big part of using Instagram is liking the posts and commenting on them. Brands should not just want followers, but want the followers to be active, like and comment. This creates the engagement as it was already earlier accomplished. Around 3.5 billion likes are given daily in Instagram (Pathak, 2018).

On Instagram comments and likes on the posts represent the popularity and good engagement. If there are not many likes and comments despite the big number of followers, the brands strategy should be re-evaluated. In that case the quality of the content and ways to engage the followers should be changed. Brands should try to listen to the comments and see what posts get the greatest number of likes. Comments on the posts should show that the audience is responsive, trusts the brand and that the content is relevant. A lot of engagement shows that the followers are interested in the things that the brand offers. (Tucker, 2018)

Consumers who are liking an image of a brand are inviting the brand to their life's and following the brand's creativity, this creates more of emotional connection. There is not a form for a picture that would get more likes but based on a study made by Curalate on 8.000.000 Instagram images there are few things that stand out. In a picture high lightness generated 24% more likes than dark. Images with a high amount of background space generated 29% of more likes than without. Images with blue as the dominant colour generated 24% more likes than the images that are red. Images with high level of textures generated 79% more likes than those without. (Lowry, 2013)

The more the audience is engaged the better possibility there is for them to become followers and then consumers. With their likes and comments the brand can collect valuable data about products and posts. There is much to learn from the audience. (Daley, 2018)

2.7.5 Post time and frequency

Knowing what time to post is important for companies as they want as many as possible to see their posts. While thinking of this it is good to get to know a little more about how Instagram works. All the social media platforms have normally some kind of algorithms that defines how they function. Instagram has not been that open about telling how they run things, but during past few years they have changed how you can see the pictures and now informed also about the algorithm they have. (Constine, 2018)

Instagram claimed that earlier when they had chronological feed, users where missing 70% of all the posts. They changed in 2016 to a feed that shows the posts by user's past behaviour and evaluates what the users would be interested in. It is based on how users interact with the accounts, tagging and commenting, and based on similar content. Also, the recency effects so that it priorities the newer posts, but if the user keeps on scrolling all the posts will end up showing. The feed does not favour pictures instead of videos, but it is all based again on the user's past behaviour. It does not matter if a special feature is used, is it live or story, or is the account business profile or personal. If many posts are made from the same profile one after another it will separate them. (Constine, 2018; Leppänen, 2018)

Instagram users engage more on weekdays with Tuesday and Thursday (Sharma G, 2018). The algorithm supports the activity of businesses and their followers. Brands should post that kind of pictures and videos that many want to see and that are interesting. By being active, getting the followers to comment and like, taking part of the conversations and liking back the brands have better possibilities of getting their post shown. Based on a study of Tailwind that studied over 100.000 Instagram posts from a three-month time period showed that there was a significance difference on engagement rates between those who post once per week between those who post every day (Christopher, 2017). This indicates that the posting frequency should be often.

2.7.6 # Hashtags

Hashtags were created in 2007 by Chris Messina, a former Google developer but they became well known after Instagram introduced them in 2011 (Pathak, 2018). They are sort of keywords marked with a # and are nowadays used broadly. In Instagram their purpose is to link a post together with all the posts that have the same hashtags, so if something is searched this can be done by using hashtags.

Using hashtags is also useful for the brands because a post with at least one hashtag creates in average 12.6% more engagement (Sharma G, 2018). There are two types of hashtags, short tail hashtags and long tail hashtags (*See fig.6*). The short tail cannot be more than two words long and the long tail is all the hashtags that goes over that. The short tail has a lot of competition as many of them are often used, so there is a chance that the post with that hashtag gets lost among the other posts. The good thing with the long tail is that it is more specific and leads to more exact search results. It is more targeted and normally there are not so many search results. (Chatz, 2017)

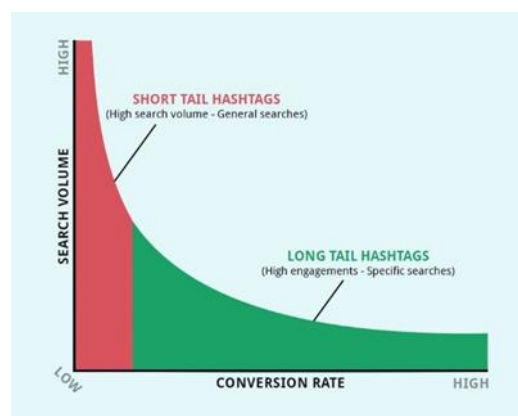


Figure 6. Short tail and long tail hashtags (Pathak, 2018)

Branded hashtags are specific to a company. They can contain the brand, products or a specific campaign (York, 2018b). 7 out of 10 hashtags on Instagram are branded (Sharma G, 2018). Then there are the general community hashtags that can be anything and are not tied to a specific thing. When doing a hashtag, it should be always relevant to the post and thought what would help to find this post. There should be some variations in them,

because this way a wider audience can be reached. It would be also good for the brands to check what shows up when these hashtags are used. (York, 2018b)

2.7.7 @Mentions, Tagging and Influencers

When doing an Instagram post it is possible to mention someone in the text by adding @ before their profile name, or then the profile can be tagged to the picture. This means that if the picture is clicked, it will show what profiles are tagged to it. For example, if there is a picture of a room, the furniture's can be tagged by based on the places where they have been purchased, or then they can be mentioned on the text by adding @ before their profile name. This way all those who sees the pictures can go straight to the profile pages of these mentioned or tagged brands just by clicking on them (Instagram, 2019h). Instagram also offers the opportunity for companies to tag their own products on their own posts and by clicking it, click leads to their company's website (Business Instagram 2017).

For the companies mentions and tagging can be a good way to get attention and spread their products or services. It is advisable to encourage the followers to tag the brand to their photos and mention them in their comments, along with using the hashtags. Good ways to encourage them do this can be campaigns or contests (Parker, 2018). Another option to spread the word is to use some social media influencers. Sometimes the brand might get lucky and the brand is mentioned without any effort from their part, or then the brands can try to organize some marketing campaigns with the influencers and do collaboration. The best would be to get the influencers genuine interest and to get them to tag or mention the brand more than once, because not everyone will notice the first post (Verve Search 2019). The brands should try to find the influencers that have the followers that could be suitable when thinking of the target market. In 2017, 92% of marketers who used influencer found it to be effective. (Forsey, 2019)

Influencers are users who have established credibility, big numbers of followers and can affect others to act based on their recommendations. They can attract many viewers consistently and can motivate their followers. An influencer can have multiple backgrounds as a blogger, celebrity or an online entrepreneur. The audience is not limited to their actual

followers, but they can connect to with the followers of their followers by getting the followers to share the content. Many social media influencers get paid of what they share on Instagram, but it is because they can reach a lot of people and get more social engagement. (Rivera, 2019)

2.7.8 Using Emojis in Social Media Marketing

According to Gollin emojis are too big of a cultural force to ignore. Everyone is using them, and they are used in every form of digital communication (Gollin, 2018). According to Emotional Marketing Platform Emogi's 2015 released report, 95% of all Internet users use emojis. The report also revealed that gender was a larger factor than age and that 78% of women and 60% of men use them frequently (Emogi, 2015). The biggest reason for consumers to use emojis is to help them more accurately express what they are thinking and feeling. (Shaul, 2015)

For marketing emojis can be used in posts, but this must be done carefully. Using them too much or not knowing what all things they can symbolize, can be tricky. Many of the emojis can have many meanings and different cultural views. In addition, they are not suitable for everyone and they can be used too much. (Gollin, 2018)

Using emojis can help the message to stand out, entertain followers and shape the image. One way to do this would be to pick a few emojis that relate to the brand and start using them consistently in the posts. This way the posts followers will start to associate the brand with those emojis (Gollin, 2018). The used emojis should be also clear and related to the post, so that the message is easily understandable.

2.7.9 Engagement on Instagram

The algorithm on Instagram supports engagement. By staying connected the brands have better possibility of reaching the audience and the potential consumers. It is just not about getting the likes and comments, but also giving them and responding to them. All the aspects of a post can help the brand to succeed, so the hashtags and the emojis should not

be forgotten. If the social media strategy is successful, this can be noticed in the engagement rates. Content can bring engagement if it has valuable information, but it can also do it by being just enjoyable and by bringing joy (Calder et al, 2009).

Instagram does not have its own engagement measurement, but that can be found out from the interest and interaction that is shown towards the posts. Even if there are a high number of followers, the engagement might be low. Just tracking the brands follower amounts is not enough. However, it is important to follow how frequently the new followers are gained, because this shows that the content is interesting. The follower amount should be compared every now and then to number of likes and comments that the posts are getting. (Mintells, 2019)

In *figure 7*. can be seen how the Instagram engagement can be calculated. It should be counted to each of the post separately. This formula will be used in the empirical part to calculate the engagement.

$$\text{Instagram Engagement} = \frac{\text{Number of Comments + Likes}}{\text{Number of followers}} \times 100$$

Figure 7. Instagram Engagement Rate, (Mintells, 2019)

In the *figure 8*. can be seen “The Average Engagement Rate of 2018” on Instagram. The rates depend on the number of the followers and the rates change over time. (Komok, 2018)

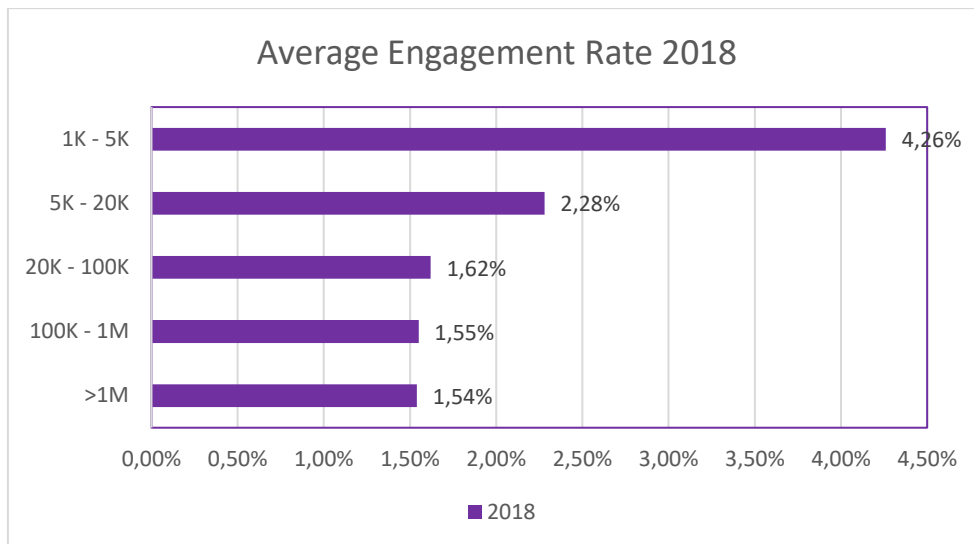


Figure 8. Average Engagement Rate on Instagram (Komok, 2018)

3 METHODOLOGY

A content analysis study was conducted. Content analysis is a research technique to conduct analysis of documents and text and it tries to find quantify content. It is a flexible method and it can be used on visual documents. It seeks predetermined categories and systematic characteristics. The disadvantage with the content analysis is that it might highlight things that are not that important from a theoretical perspective. The focus in this study was the posts made by one brand on Instagram. The method is broadly used in social media studies. Content analysis is also very transparent and easy to replicate. (Bryman, 2012)

3.1 Introduction of the investigated Brand

For this study one brand was chosen. It was chosen based on its activity on social media platforms and especially on Instagram. The brand is unique, and it is a high-end consumer products brand within the daily consumer product market. The products can be found from several stores and online purchase sites. The brand represents luxury, but with a cheaper price than salon products. There are three major brands in this market in Finland and OGX is the most active one in social media.

3.1.1 OGX

OGX was created by Todd Christopher in United States 2007 and it is a well-known brand around the world. In Finland it has been sold for a few years. Todd Christopher wanted to create hair care products that bring out the natural beauty of hair. The products have exotic ingredients, like argan oil and macadamia nut oil. All products are paraben and sulphate free and packed in nature friendly packages. Each line has a unique fragrance and consists of a shampoo, conditioner and extra treatment product. (OGX, 2018a; Transmeri, 2019c)

The assortment in Finland is constantly changing. They have a lot of different product lines and sometimes some limited-edition lines, but all of these do not always end up being sold in Finland. In addition to shampoos and conditioners they have body and hair-styling products, but these two segments are not part of the product range in Finland and therefore not part of this study. (OGX, 2018b)

OGX is one of the brands that Transmeri imports to Finland. Transmeri is an import and a marketing company which has Accessories and Beauty Tools, Selective Cosmetics, Semi-selective cosmetics, Personal care, Food, Pest control, Home care and Garden care products. They work in Finland and in Baltic region and are one of the leading marketers of selective cosmetics in Finland. Transmeri was founded in 1928. (Transmeri, 2019a; Transmeri, 2019b)

3.2 Selection of Social Media Platform Instagram

Instagram was chosen for this study because of its varying qualities and different options to make a post. Because of the visuality of the platform it is an interesting place to do marketing. Instagram keeps on growing each year and it is gaining constantly new users from different ages. Based on “We Are Social and Hootsuite Digital Report” the main users of Instagram are between 18 to 34 years old (We Are Social, 2018). The chosen brand products are suitable for all ages, but it could be assumed that the younger consumers are the majority of the consumers who purchase them.

3.3 Data collection

The analysis concentrated on a time limit of 6 months, July-December 2018. All the data was collected by saving all the posts posted by the selected brand in Instagram during this time period. The data that was collected is visible to everyone even without logging in to Instagram. All the posts were screenshot and the numbers of likes and comments recorded from the same day, because in Instagram there is always the possibility that more people like the post, or then something related to the posts can be modified or deleted. All the post related information was collected, registered, analysed and finally put to Microsoft Excel. The information regarding the pictures or videos, date, message of the post text, number of likes and number of comments were collected from the time period. See tables 1, 5 and 6 for how the data was coded. The coding scheme is partly based on the literature reviews regarding Instagram postings and engagement levels.

4 FINDINGS OF CONTENT ANALYSIS

The findings of the content analysis are presented based on the research questions. First presented is the profile of the brand and then the different characteristics of the posts. The second part is more focused on the engagement and how the posts collected likes, comments or views. All the findings are presented by the total numbers, but because there were so many reposts these can also be seen in their own separate category. Six of the posts with the highest engagement rates are in addition presented on their own table.

4.1 The OGX brand profile on Instagram

As seen in the *figure 9*. OGX has a big number of followers with 134.000 of them. OGX has highlighted some hashtags on their profile and added their shopping link. They have also saved video clips to the Stories and one of them was about OGX and Nicole limited-edition products. In total OGX has posted 930 posts and the first post was made on 09.04.2013.



Figure 9. OGX Instagram profile

4.1.1 OGX

OGX has a main global Instagram page and many other ones for different countries. For the purpose of this study, the OGX global page was selected because it was the most active of all the profile pages. They have made 35 posts during 6 months and re-posted 26 posts during that time. Because they had so many re-posts the OGX reposts were counted separately. In the *figure 10*. can be seen five OGX example posts.



Figure 10. Five OGX posts

4.2 The type of posts that OGX posts on Instagram

Table 1. summarizes the main characteristics of the posts. When analysing the data in the table some interesting differences in the characteristics can be found. The analysis of the results will be mainly structured according to the variables presented in the table.

OGX- Content Categorisation			
	OGX	OGX Repost	Total
Number of posts	35	26	61
Text length average	20,8 words per post	41,8 words per post	
Media type			
Picture	28	22	50
Video	7	4	11
Audio Included (Yes)	3	4	7
1) Picture content type			
Humoristic	2	1	3
Relaxed	1	4	5
Action/ Sport	0	0	0
Excited/ Party	11	0	11
Neutral	22	21	43
1) Picture content place			
Beach	1	0	1
City	0	0	0
Home	0	5	5
Nature	1	2	3
Studio/ Other	34	19	53
1) Main content of the picture			
Product	26	19	45
Face/Person/People	7	7	14
Nature	0	0	0
Other	3	0	3
Text content			
Humoristic	2	0	2
Basic product info	6	9	15
Product purpose info	1	6	7
Excited	11	6	17
Neutral/ Other	15	5	20
Message style			
Help to get to know products	8	12	20
Entertain/Neutral	7	5	12
Educate on practise/ trends	1	5	6
Convince to buy	12	2	14
Challenge to take part	7	2	9
1) Visibility of Brand products	32	24	56
Total number of Hashtags	30	110	140
Average number of Hashtags	0,86 per post	4,23 per post	2,29
Total number of Mentions	59	96	155
Total number of Tagging	3	0	3
Average number of Emojis	1,9 per post	2,8 per post	2,35 Av.

1) The number is affected by OGX post and OGX re-post that has two pictures in one post

The bolded numbers are the most interesting

Table 1. Characteristics of the posts

4.2.1 Pictures and Videos

OGX has posted during 01.07.-31.12.2018, 61 posts from which 50 were pictures and 11 were videos. Audio was included only in some of the videos. When analysing the data in *table 1*, it can be seen that in the posts the products stand out. Many of the pictures were simple and only viewed the products, so they were categorized as *neutral*. In some of their posts they have taken into consideration the holidays and different times of the year. There was Christmas, Thanksgiving and Halloween theme posts. The pictures could not be placed to any specific physical place and there were not a lot of background themes, so these posts were classified as *studio*. From the picture posts almost half were reposts. When analysing the pictures could be noticed, that there were four pictures that were reused again with a different text. From those four, two of them were identical while the other two were very similar. One of the identical pictures was a repost and this was posted twice with just a minor change in the text. OGX had also one post with more than one picture and one repost with three different pictures in one post. Pictures were the most used post type.

OGX had posted 7 videos during the 6 months and reposted 4 videos. Four of the OGX videos were about the limited-edition line and they were done as co-operation with an influencer. One of the videos was a commercial type video and all the reposted videos were tutorials. All the reposts contained audio and only two of OGX own video posts did not have audio.

4.2.1 Post texts

When analysing the post texts, the message lengths varied a lot. OGX had an average of 20.8 words per post and OGX reposts had 41.8 words average per post (*See table 1*). OGX had a lot of variations on their post texts and they used mostly spoken English language by shortening the words and using a lot of exclamation marks. They had seasonal texts and greetings to the followers and different questions where they asked for opinions and many of the texts were like small commercials where they promoted their products. They had a lot of offers like Black Friday and Cyber Monday and even two giveaways posts. OGX had, in addition, organized a fan meeting and were asking people to attend. In the texts OGX brought out the fragrance and the ingredients but did not open

up the purposes of the ingredients. Most of the posts concentrated on promoting or getting the reader to buy the products. The text content style was counted many times as neutral, because there were not any specific characteristics in the text. They mainly mentioned the products and encouraged to visit their web store to purchase the products. The second most used text content was the *excited*, which means that they were trying to get the reader get excited. This they used mostly when they were promoting something like a new line or a free shipping.

OGX had some sort of question in nine of their own posts. Two of them were the giveaways and in the others, they were asking for a favourite scent or favourite fall product, asking hair related questions from the followers and a few could be counted as rhetorical questions.

When analysing the reposts, many of them mentioned the fragrance and brought out the ingredients. The reposts had more of tutorial type text and told more about the use and the effects of the products. Hence, there is some difference between the text content of the original posts and of the reposts. When the total number is studied (*See table 1.*) it can be noticed that most of the posts concentrated on the products and some basic product information.

Of all the OGX reposts 9 posts had some sort of question. These posts had questions like “Have you ever tried?” or the posts were started by a question and then the related issue or topic was discussed.

4.2.2 Visibility of brand products

OGX had products shown in 88.6% of the posts and thus there were only 4 posts that did not have them. The OGX reposts had only two posts without showing the products and these posts were concentrated around the influencers. Clearly on the original posts the products were almost the only thing showing in most of the pictures, but on the reposts more variations were observed. From the products shown in the post pictures 36 posts out of 61 posts had the limited-edition products. After the limited-edition line was launched there were only 5 posts that were not about it.

4.2.3 Posting timeframes

The studied posting time frames can be seen in the *table 2.* and *table 3.* *Table 2.* presents the months and from it can be seen, that of the total 61 posts, OGX had made most of the posts during the last 3 months: October, November and December. The reposts were done each month and most of them during August, September and November. The videos were posted every month except in December.

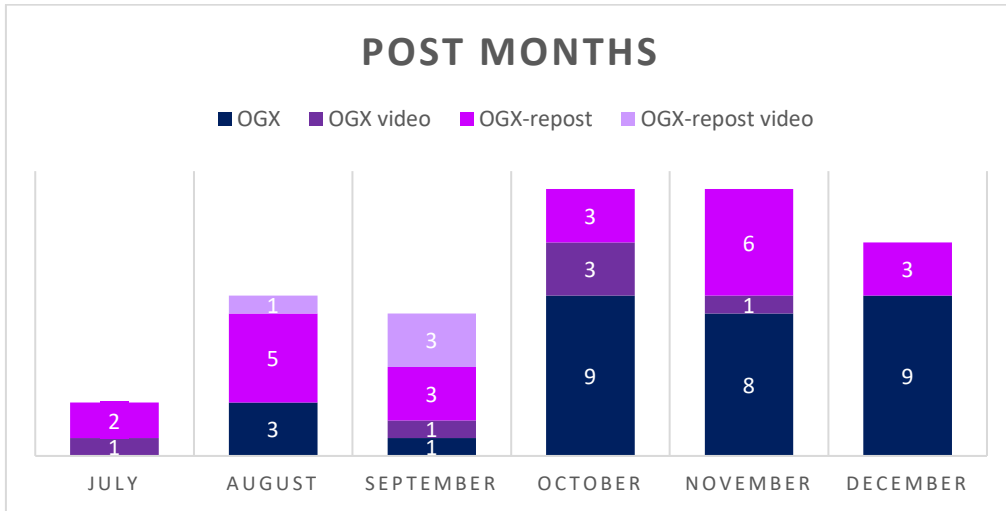


Table 2. Post months

Monday is the day when most of the post were made, although posts were made on all weekdays. None of the videos were posted on Saturday or Sunday.

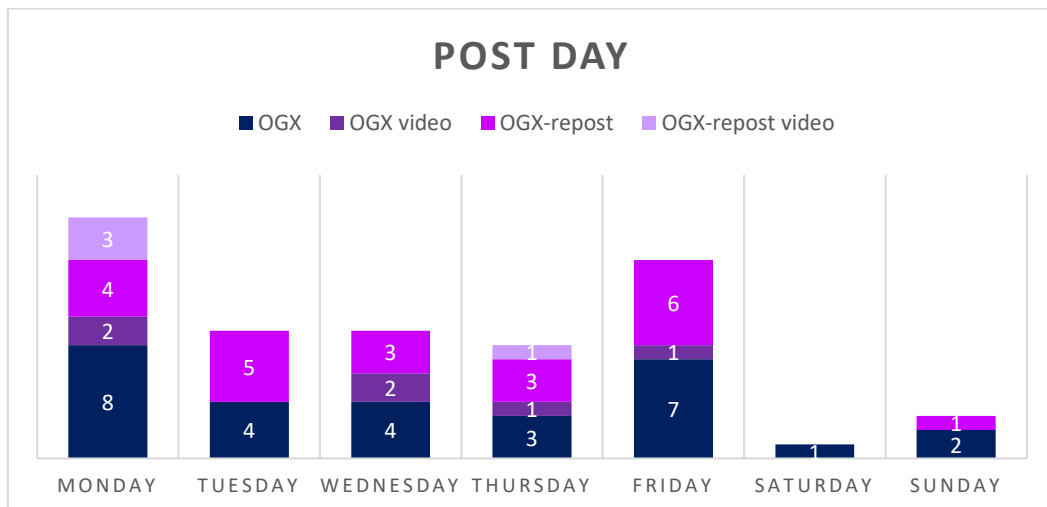


Table 3. Post day

4.2.4 Hashtags of the brand

Hashtags were used in almost all the posts and there were only a few posts where OGX did not have any of them. The averages were OGX 0.77 hashtags per post and OGX reposts 3.78 hashtags per post. OGX used 9 different hashtags and OGX reposts had 66 different hashtags represented. In total OGX used the hashtags 30 times and the reposts 110 times during the 6 months period.

The most mentioned hashtags are presented on the *table 4*. In OGX own posts the most used hashtag was #OGXxNicoleHoliday. That is one of the limited-edition series and it was mentioned 18 out of 30 times. From the used hashtags 4 were short tail and 5 were long tail hashtags. From the OGX reposts, most used was #ogxbeauty and it was mentioned 12 times. From the repost hashtags, 44 were short tail and 23 were long tail hashtags. There were even some hashtags that were not relevant like #nailcare and #makeupobsessed. From *table 4*. can be seen that the most mentioned OGX hashtags are also in the most mentioned OGX repost hashtags. These three hashtags are also the ones that are presented on the profile (*See fig.9*).

The Most Mentioned Hashtags			
OGX		OGX reposts	
#OGXxNicoleHoliday	18	#ogxbeauty	12
#WhatHairWants	4	#ogx	5
#OGXBeauty	2	#OGXxNicoleHoliday	4
		#nicoleguerriero	4
		#WhatHairWants	4
		#shampoo	4

Table 4. The Most Mentioned Hashtags

4.2.5 @Mentions, Tagging and the Influencers by OGX

OGX mentioned other Instagram profiles in their posts with 16 different mentions in total of 59 times and the reposts included 40 different mentions 96 times. This generates traffic between the profiles because it creates an easy link between the pages. Mostly the mentioned accounts were the profiles whose posts had been reposted and the places where the products were sold. The most mentioned one was @nicoleguerriero (in co-operation with the limited-edition line) in the original posts and it was mentioned also in the reposts

several times. In the reposts, the most mentioned one was the @ogx_beauty (the OGX profile).

With the tagging, OGX had tagged some of the influencers and with the products they used click to shop linking. In the original posts there were only three persons tagged on two different posts and in the reposts there was one with one tagging.

OGX co-operated with influencers. The limited-edition line that was presented during this studied time frame was done in co-operation with an influencer. Also, the influencer had posted OGX related posts on her own profile and these were reposted on the OGX profile page. Only one of the reposted videos clearly mentioned that the post was done as a co-operation with OGX. From the other reposts it cannot be said if they were done based on liking the products or was it a co-operation.

4.2.6 Emojis

OGX had emojis in almost all of their posts with an average of 1.9 emojis per post and 2.8 emojis per repost. The OGX original posts and reposts both had 5 posts that did not contain any emojis. The used emojis were mostly hearts, stars and smileys.

4.3 Consumer engagement

Table 5. presents the amounts of likes, comments and views collected from the posts. The videos cannot be liked, so they were not accounted for in the engagement rate. The average engagement for a post is calculated from the average number of likes and comments that a post received.

Engagement in Instagram			
	OGX	OGX Repost	Total
Number of followers	134 000	134 000	
Number of posts	35	26	61
Picture	28	22	50
Video	7	4	11
1) Total number of likes	51 614	43 338	94 952
%based on followers	38,52 %	32,34 %	70,86 %
2) Average/divided with number of posts	1843	1970	1899
%based on followers	1,37 %	1,47 %	1,42 %
Total number of comments	2717	999	3716
%based on followers	2,03 %	0,75 %	2,78 %
Average/divided with number of posts	77,63	38,42	60,92
%based on followers	0,06 %	0,03 %	0,04 %
Average engagement for a post	1,44 %	1,50 %	1,46 %
3) The highest engagement post	6,33 %	3,05 %	
Figure 11. Average egagement rate 2018	1,55 %	1,55 %	
Compared to the figure 11.	8 posts over the average	7 posts over the average	
%based on the number of posts	32 %	31,81 %	
Total number of views	29 384	56 379	85 763
%based on followers	21,93 %	42,07 %	64 %

1) Only pictures can be liked

2) Only pictures are taken into consideration

3) $((Comments + Likes)/Followers*100)$

Table 5. Engagement in Instagram

4.3.1 Earned likes and comments

Based on the *table 5*. it can be noticed that OGX posts received a total of 94.952 likes and when it was divided with the total number of posts a post received 1.899 likes in average. When calculated based on the number of followers it showed that 1.42% of all the followers would like a post. The OGX reposts received more likes on their posts than the original ones.

When analysing the comments, the original OGX posts received more comments than the reposted ones. In total, OGX received 3.716 comments during the counted time period and on average a post received 60.92 comments, that is 0.04% of the followers.

When analysing the engagement rates for the posts, the reposts received more engagement on average, but when the posts were analysed separately, it was noticed that the best engagement rates were achieved by the original posts. The original had 8 posts over the

2018 engagement rate and the reposts had 7 posts over the average (*To see the calculation formula see fig. 10. Average Engagement Rate on Instagram (Komok, 2018)*).

The video posts cannot be liked but they can be viewed and commented. The OGX videos were watched in total 29.384 times and the repost videos 56.379 times. When the number of followers was taken into consideration, 21.93% of the followers had seen an OGX video and 42.07% had seen a reposted one. In total 64%, of the followers have seen some OGX video.

4.3.2 The most liked, commented and viewed post

Figure 11. presents the most liked, commented and viewed OGX original posts. The OGX most liked post gained 8.252 likes and the most commented received 1.506 comments. The most liked was liked by 6.16% of all followers and the one with most comments was commented by 1.12% of all the followers. The most watched video was watched 8.993 times and it was seen by 6.71% of all the followers. As seen in the *figure 11.* all the posts were neutral, and the most liked and commented posts had the products shown in them. They represent the same line and have similar colours. The most liked one was informing of a new limited-edition line and about the product launch. With the most commented one, it can be assumed that the post text was changed at some point and the original text encouraged followers to comment and this way gave the opportunity to enter the giveaway. The most watched video was a teaser of the same limited-edition line and was published before the most liked picture.

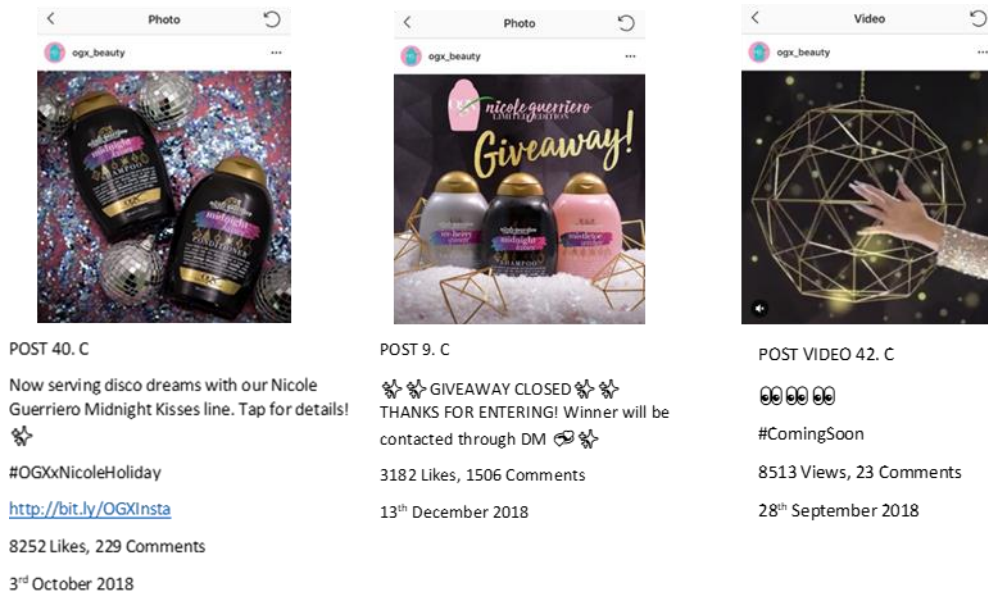


Figure 11. OGXs most liked and commented posts

With the OGX reposts, the most liked posts received 4.019 likes that was 3% of the followers (See fig.12). The most commented one received 73 comments, which represents 0.05% of the total followers. With the videos, the reposted one was the most watched and was seen 17.932 times, by 13.38% of the followers. The pictures in the reposts were again quite neutral and contained the products. The most liked picture was again of the same limited-edition line that collected likes and comments in the OGX original posts. The text on the most commented ones had extra information and the most viewed video was a tutorial which contained extra information about the products.

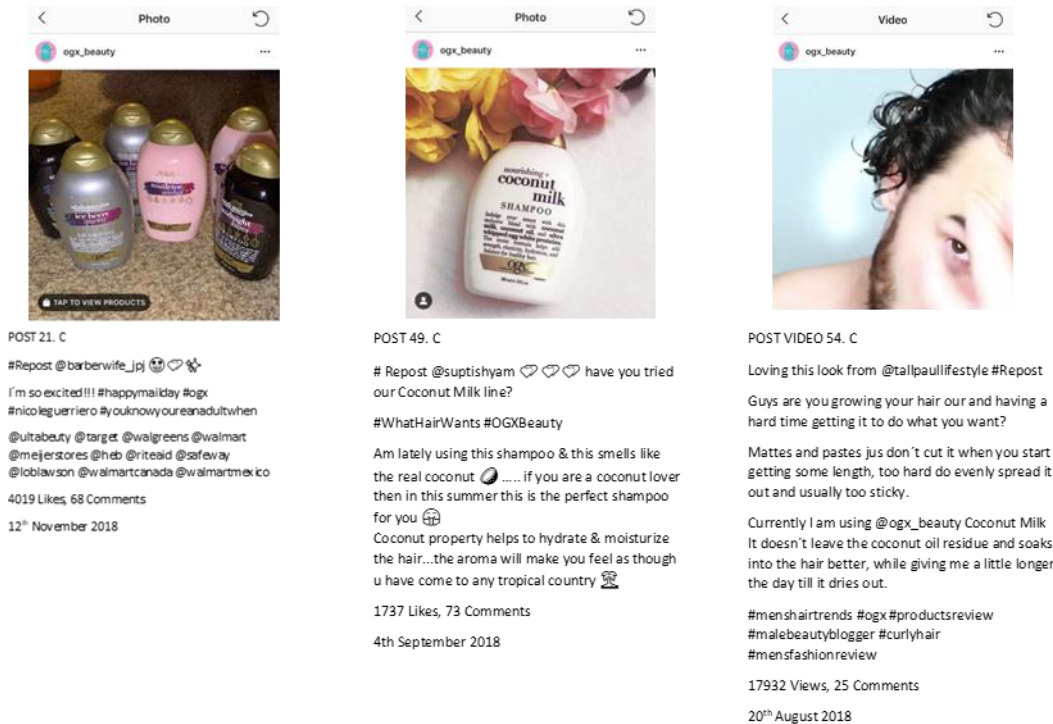


Figure 12. OGX reposted most liked and commented posts

4.3.3 The most engaged posts

Table 6. presents the posts that had the highest engagement rates from all the posts. From the table it can be seen the similarities between the posts that received the most likes and comments. The bolded areas in the table are the most important similarities. The highest engagement rate post has a very high engagement rate when compared to the 2018 average rate. Also, the other top posts have high rates. The number 1 (post 40.) and 2 (post 31.) have received a high number of likes, but the number 2 has not received any comments at all. All the rest top posts have received good numbers of likes and comments.

There are many resemblances between the top posts. Most of the post texts have been classified as *excited* or *basic product info* texts. Only one of them does not contain extra information. The pictures are mostly neutral or reflect an image of an excitement or party. All the posts contain the products in the pictures and the products were the main content in them. The most engaged post was a launch post of the new limited edition product line, second and third were giveaways, fourth one was again a post of the new limited edition

line, fifth was a repost from the profile who had received the limited edition line and the sixth repost was about OGX coconut line.

The most engaged posts based on the Engagement Rate 2018						
	1	2	3	4	5	6
Brand	OGX	OGX	OGX	OGX	OGX-repost	OGX-repost
Post number	40.	31.	9.	38.	21.	58.
Average level 2018	1,55 %	1,55 %	1,55 %	1,55 %	1,55 %	1,55 %
Engagement rate	6,33 %	5,21 %	3,50 %	3,24 %	3,05 %	3 %
Number of likes	8252	6979	3182	4273	4019	3368
Number of comments	229	0	1506	68	68	73
Text length/ words	14	59	11	19	3	22
Text content	Neutral/ Other	Excited	Excited	Basic product info	Excited	Basic product info
Text message style	Entertain/ Neutral	Challenging to take part	Challenging to take part	Help to know products	Entertain/ Neutral	Help to know products
Extra value/info	Yes	Yes	Yes	Yes	No	Yes
Picture content type	Neutral	Excited/ Party	Excited/ Party	Neutral	Neutral	Relaxed/ Spa
Picture content place	Neutral	Studio/ Other	Studio/ Other	Studio/ Other	Studio/ Other	Home
Picture theme	Product	Giveaway	Products	Products	Products	Product
Is audio included	No	No	No	No	No	No
Visibility of brand products	Yes	Yes	Yes	Yes	Yes	Yes
Main content of the picture	Product	Product	Product	Product	Product	Product
Main message of the picture	Product	Other	Other	Product	Product	Product
Weekday of the post	Wednesday	Monday	Thursday	Monday	Monday	Thursday
Number of hashtags	1	1	0	1	4	2
Number of emojis	1	5	6	1	3	3

Table 6. The most engaged posts based on the engagement rate

5 DISCUSSION AND CONCLUSIONS

The purpose of this thesis was to find out what kind of content is effective to drive engagement in the context of social media marketing. The study was made by analysing one hair care brands posts on Instagram. Two research questions were raised: What kind of posts an international hair care brand posts on Instagram? (RQ1) and what kind of post creates consumer engagement? (RQ2). Findings of the study are discussed below.

RQ 1) What kind of posts an international hair care brand posts on Instagram?

The results indicate that these are the main characteristics:

- Mainly pictures, but there are few videos and a lot of reposts.
- Picture content was mainly neutral and mostly about products.
- The text style was quite neutral with basic product information.
- Most of them were posted on Monday.
- Average of 2.29 hashtags and 2.35 emojis per post.

OGX used a lot of different types of posts. They mainly had pictures, but they utilized also other options like the reposting and videos. They were very active by using user-generated content (reposting), and it clearly shows that they follow what the other profiles post about them. By doing the reposting they bring more meaning to their content and clearly connect with the followers. This ought to make the relationship between OGX and the consumers stronger. The reposting seemed to be working as they had on average higher engagement rate than the original posts.

On Instagram 60% of the users have said that they find new products on this social network (Business Instagram, 2019a). It was noticeable in this study that there were not that many variations in the post pictures and many of them had the limited-edition products shown. OGX clearly concentrated on just one line, instead of bringing out the whole product line. Most of the posts' pictures contained also just the products and nothing else. The reposts' pictures were the most versatile when it comes to picture content. In the OGX original post pictures the shampoos and the conditioners were the only thing that was shown, despite that they have other hair care products. Vakratsas and Ambler (1999) claim that advertising must have some mental effect and according to them especially the frequently purchased goods are in the consumer's mind already containing conscious and unconscious memories of earlier product purchases and usages. One of the OGX main selling point and strength is the products fragrances, so this is something that OGX could use in their posts more frequently. For example, by bringing out the fragrances in the post pictures more clearly. It should be also noticed that there were no pictures of healthy or damaged hair as an example of what the products would be suitable for. In the posting text, the good fragrances were many times mentioned and it was clear that the fragrances were liked.

According to Sharma G. (2018) Instagram users engage more on weekdays like Tuesday and Thursday. Most of the OGX posts were on Monday. OGX made use of emojis, hashtags and had a lot of mentions in their original posts and the same things were noticed also in the reposts.

RQ 2. What kind of post creates consumer engagement?

The top posts indicate that the characteristics that create engagement in a post are:

- Excited text (*product launch, information about something etc.*) or basic product info text.
- The post contains extra information.
- Picture is neutral.
- Picture contains the product or products.
- Giveaways/Competitions work very well.
- Picture posts are still the main thing, but videos are watched.

Consumer engagement in the context of social media marketing is encouraging the consumers to comment, like and share content. According to Sharma et al. (2017) the “Facebook Engagement Pyramid”, liking is the lowest level of engagement, next comes the reaction, then commenting, then sharing and finally the creation of new content. Based on the findings OGX was able to engage with the consumers. Also, based on the *figure 5*. by Sprout Social “Brand actions that prompt the consumer to purchase decision on social media” (*Chaffey, 2019*), the top things were being responsive, offering promotions and providing educational content. OGX made a lot of different post types and the top things could be noticed also in the OGX posts. The reposting indicates that OGX is being responsive and during the 6-month period they offered two giveaways and took into consideration Black Friday and Cyber Monday. They had many reposts with tutorials and in one of the posts the followers had the opportunity to ask questions and these were answered by OGX own hair care professionals (also influencers on Instagram).

As mentioned, liking does not contain as much engagement as commenting. The most liked picture of all the pictures got 6.16% of the followers to like it. The post was quite basic and neutral, but it was an informative post about the brands limited-edition line. In

other words, Instagram was used to inform the followers about a new addition to the product line. The most commented post got 1.12% of the followers to comment. That does not seem much, but it should be remembered that commenting indicates higher engagement. This post was a giveaway so that ought to have activated the followers to comment and act. The other giveaway had the second highest overall engagement rate, but it received no comments. Still compared to the average engagement of a post, the giveaway posts' engagement rates were high. Although it should be remembered that all the people liking or commenting on the picture do not necessarily have to be followers. The most watched video was a tutorial and it was viewed by 13.38% of the followers, which is a high number. On average the video posts were watched a fair amount of times, but they did not receive many comments. Still it could be said that the video posts worked well by reaching the followers and gaining their interest.

A previous study by De Vries et al. (2012) that focused on brand post, like position and the influence of positive or negative comments, suggests that the top position of a brand is important, brand fans are influenced by each other and that posting a contest had a significant effect on the number of likes. In the same study it was suggested that providing information was not important for the engagement rate. Compared to this study, some of the same requirements are met. It can be said that the brand here is a top position brand because it is sold in many countries and many places. Another similarity was that giveaway posts received high engagement. The influence of brand fans on each other was not taken into consideration in this study, as the profiles of the likes or comments were not registered.

Other qualities that can increase the engagement were noticed but could not be proven. For instance, OGX used a link between platforms. They had posts that had "tap to buy" or other comments like "stock up today", "check out" and "link in bio to shop". This should increase the activity on their page and generate traffic to the company owned sites. Another quality was posting frequency. According to a study on Instagram posts by Tailwind the posting frequency could increase the engagement rates if the posts were posted often (Christopher, 2017). Based on their study, one post in a day would be the right number. Also, the hashtags were used in almost all the posts and according to Sharma G. (2018) using at least one hashtag creates in average 12.6% more engagement. The effect

of the hashtags was not shown in the numbers of this study. With the posting timeframe there was no noticeable difference between the likes of each day, so in this study the effect of the posting day could not be noticed. There was neither a noticeable difference among likes between the months, even if in some months the posts were made more frequently.

5.1 Conclusions

Social media platforms offer brands a good way to be connected to actual and potential customers. Social media is an easy way for brands to reach people, to stay connected with them and to build the brand image. Still it requires a lot of work and planning from the brands and it is not always easy. Raising awareness is a key issue for many brands. For the brands it is not enough to be present in the social media so that they can be found but they also need to attract and create interest. In addition, the interest needs to last, and a relationship should be created between the consumer and the brand for the engagement rates to be good. Based on this study that concentrated on the Instagram platform, the posts should be considered based on the brand style and the consumers for the brand. A few of the main things that rise were that the posts that got the highest engagement levels were pictures which contained the products. The posts had a neutral or exiting text and contain some additional information for the consumers. Also new product launches and giveaways create engagement. Based on this study there is not just one certain type of a post that leads to success, but the key factor for a brand is to be active and engage with the followers.

5.2 Limitations and Future Research

A few limitations have been found while this study was conducted. These limitations came from accessing all the information, setting the boundaries of the study, from the right time frame and the amount of data. The whole study is based on what can be accessed by everyone and not by the information that the business profile can provide. With the information from the business profile on Instagram, the study could have been more exact. One of the main difficulties was also creating the boundaries for the pictures to be analysed. Pictures normally say more than a thousand words, but now there needed to be

some boundaries that were used to code the data. Another issue was the time frame. Many times, the trends influence the posts and this study concentrates only on a 6 months period. Instagram also keeps constantly changing by adding new features and these factors have always an impact. There are artificial purchased likes and fake pages that might corrupt the figures. It would have been also good to study different brands and compare their results to each other, to see if there would be major differences. The social media is so big that it is important to restrict the area of study because the options are so massive of what to research.

For future studies it would be interesting to see how the posts have changed, as trends change, and Instagram makes new improvements. The comments and their content could be analysed, and it would be interesting to see how the brands communicate with the followers and how many of the likes and the comments come from the actual followers and how many from people who just happen to find the post. With the post pictures some other factors such as the dominant colour, background space or texture levels could be also taken into consideration for future research. Perhaps the biggest thing would be a study of the video posts. The post pictures are still the main thing on Instagram, but the change to videos can be already noticed.

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