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# Maximising the power of Instagram, X and TikTok

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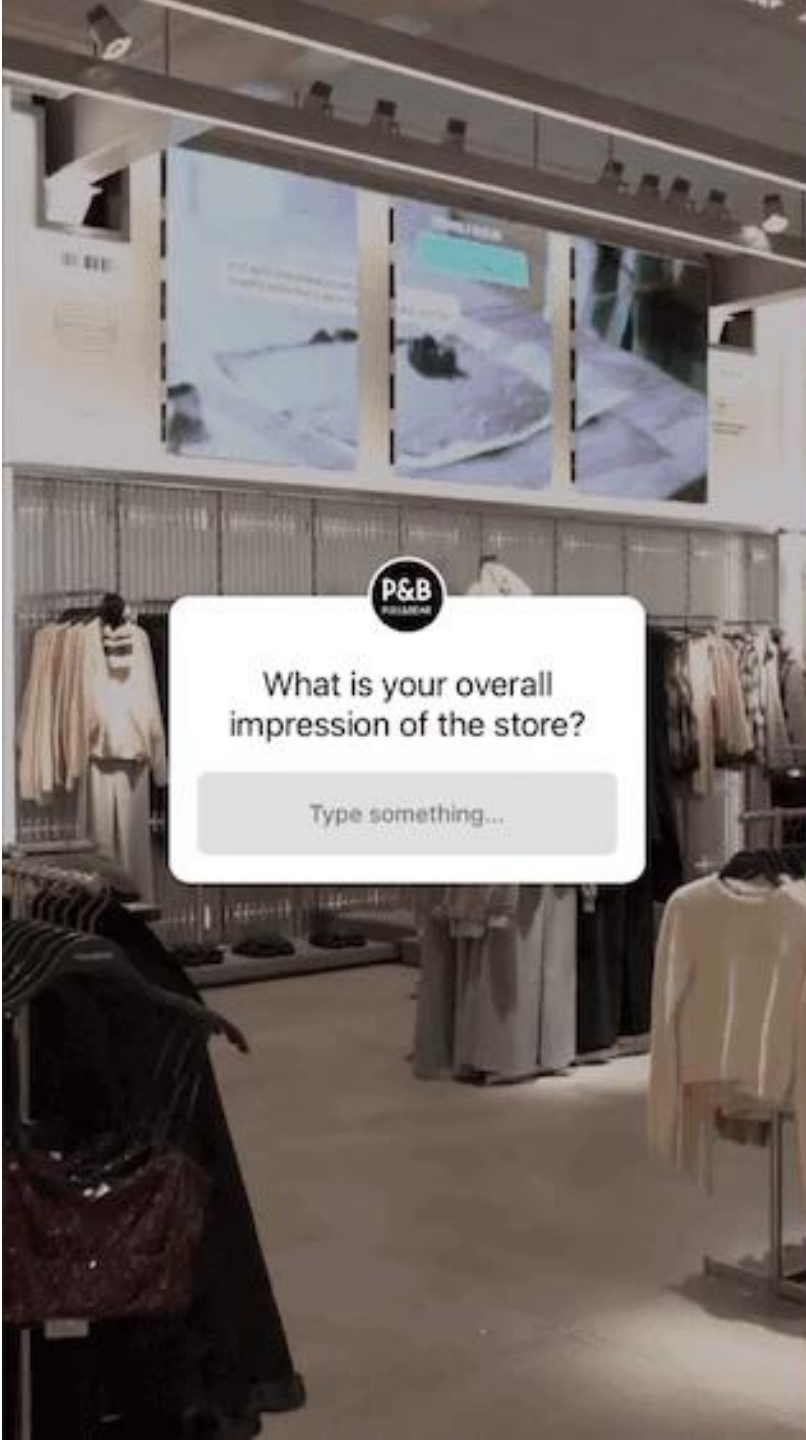
## THE STATS...

- Owned by Facebook
- 1.1 billion Instagram users
- 71% < 35
- 51% are female
- Generates 4x engagement of FB
- 80% of users use Instagram to decide whether to buy a product or service.
- 50% of Instagrammers follow at least one business.
- Current “boom” of new users & new features - an exciting time!



## THE BENEFITS...

- Build a community & relationships - engage with your current clients & target audience
- Build brand awareness by following others & engaging with relevant content
- Instagram shopping - tags & swipe up.
- Grow your website traffic - hit link in bio!
- Showcase fantastic visuals & videos
- Become part of the “live content” trend.
- Utilise Facebook & Instagram ads
- Ultimately - increase sales & enquiries



What is your overall impression of the store?

Type something...

**Before you get out there and give these tips a try...**



Ask Jake a question 🍌

Type something...



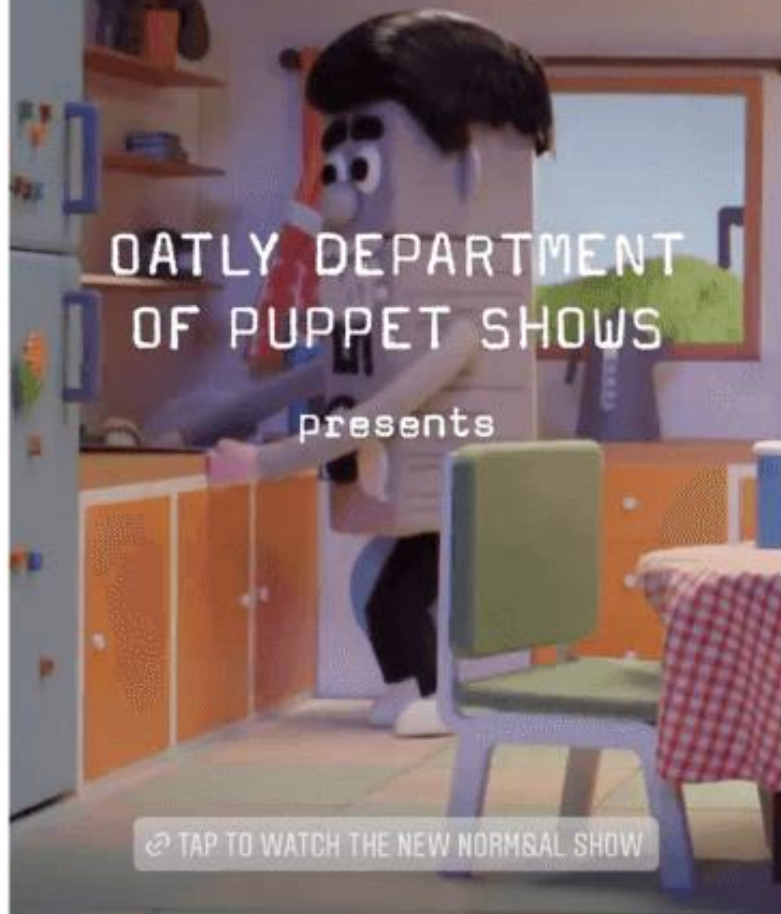
**What shade would you pick?**



Type something...



oatly 4h



OATLY DEPARTMENT  
OF PUPPET SHOWS  
presents

TAP TO WATCH THE NEW NORM&AL SHOW

Reply to oatly...



oatly 4h



TAP TO WATCH THE NEW NORM&AL SHOW

Reply to oatly...



oatly 4h

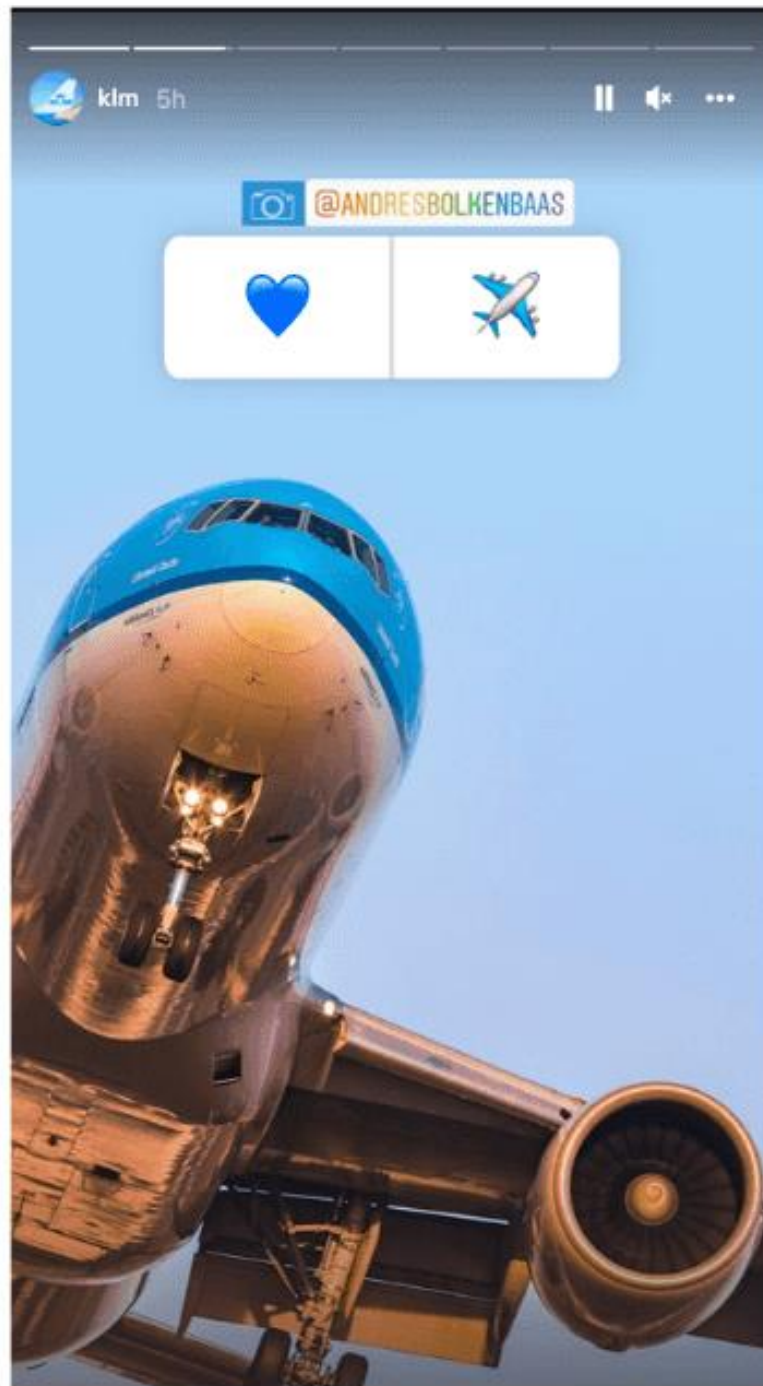


the new  
**NORM & AL**  
show

TAP TO WATCH THE NEW NORM&AL SHOW

Reply to oatly...









## THE KEY POINTS...

- Become part of the Instagram Boom!
- Ensure your profile is fully optimised - remember to make changes!
- Embrace the changes & the new priority for video - Reels
- Business features developing all the time - stay up to date.
- Content digested via Instagram stories - very important.
- Do your hashtag research!
- Use 11-30 hashtags in each & every post.
- Learn & develop from your insights.
- Always consider what you are doing to encourage as much engagement as possible from your audience.
- Make a plan... what & how!



TikTok



## THE STATS...

- Marketers say that TikTok and Instagram have the biggest potential to grow in 2023, and 53% of marketers will increase their investments in the app.
- Within TikTok's first year, it reached 500 million monthly active users. While once considered a fluke, TikTok's growth has only skyrocketed since then.
- 1.1 billion monthly active users [Facebook 3 billion monthly active users, Instagram 2.3 billion monthly active users]
- In 2022 TikTok was the most downloaded app - followed by Instagram & Whatsapp.
- TikTok's largest age group is between the ages of 18 and 24.
- 55% of TikTok users are Female.
- 62% of Gen Z use TikTok and spend the most time on TikTok. [up to 24 years old]
- 40% of TikTok users don't have a Facebook profile

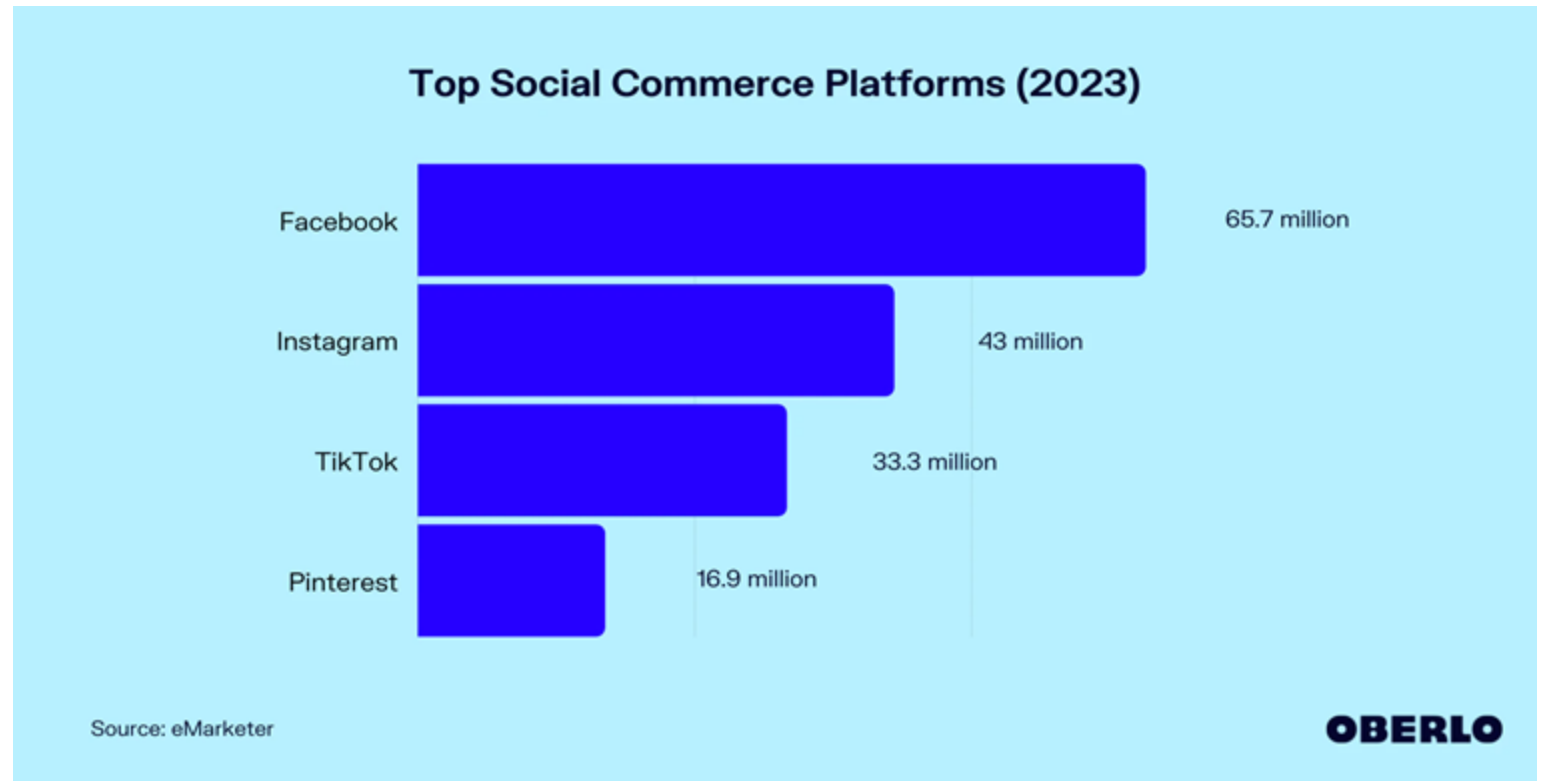


## THE STATS...

- TikTok users are twice as likely as users of traditional social platforms to recommend a product or service they've discovered on the app and 1.5x more successful at convincing others to try the product or service.
- #TikTokMadeMeBuyIt - extremely popular
- Remixing a TikTok trend leads to a 14% increase in watch time.
- 80% of top TikTok videos had music and upbeat songs.
- TikTok has an ad reach of roughly 885 million people.



## THE STATS...





## THE BENEFITS...

- TikTok is the best platform for building an active community - faster way to reach them
- Potential for reaching a huge audience - all demographics are using the platform
- Enhance brand identity & awareness
- Limitless potential to be creative
- “Easiest” platform to go viral on [> 500K views] - due to TikTok's algorithm, the brand focuses more on content discovery rather than showing you content from your friends. Huge opportunity to reach a wider audience than other platforms.
- Take advantage of user-generated content - utilising duet & stitch features.
- Collaborate with creators & influencers
- It's taken time, but TikTok has now established itself as one of the primary social channels where your business should be present.
- TikTok continues to rule the short-form video content market
- Create content that can be shared across other platforms
- Show a different side to your business - people buy from people!



TikTok  
@introtweetuk

#TWEETOVERCOFFEE

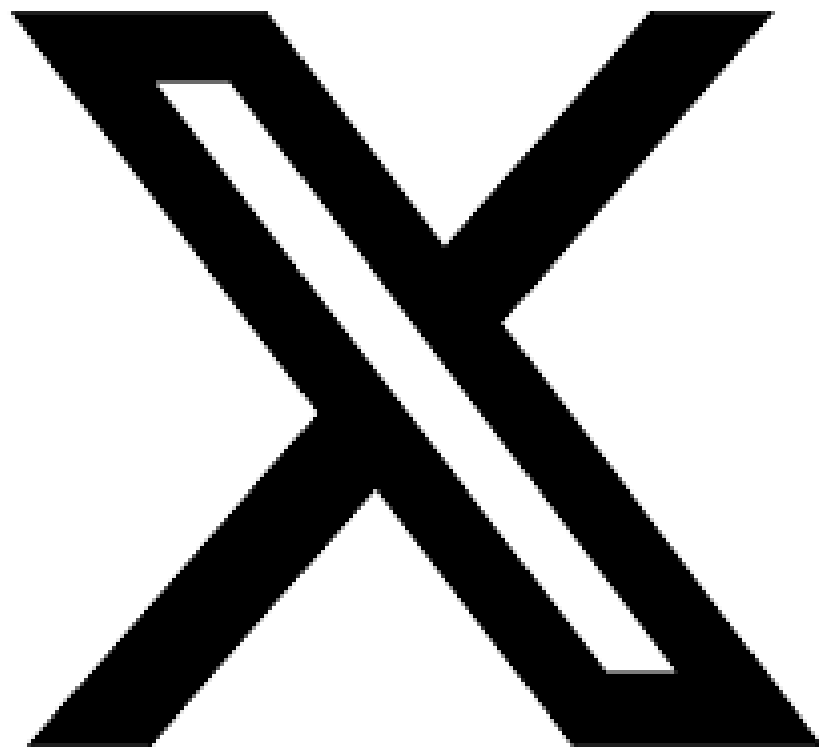


TikTok  
@introtweetuk

## THE KEY POINTS...

- Be active. More posting required than on many of the other platforms.
  - Create content that is perfect for Tiktok.
  - Find your niche! Create a style that works, and stick to it.
  - Take the time to find trending audio and hashtags – it does matter.
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- ★ Actionable content - be creative!
  - ★ Making space for joy - promote joy rather than extra work & things-to-do
  - ★ Community-built ideals - focus on content that connects your community/niche

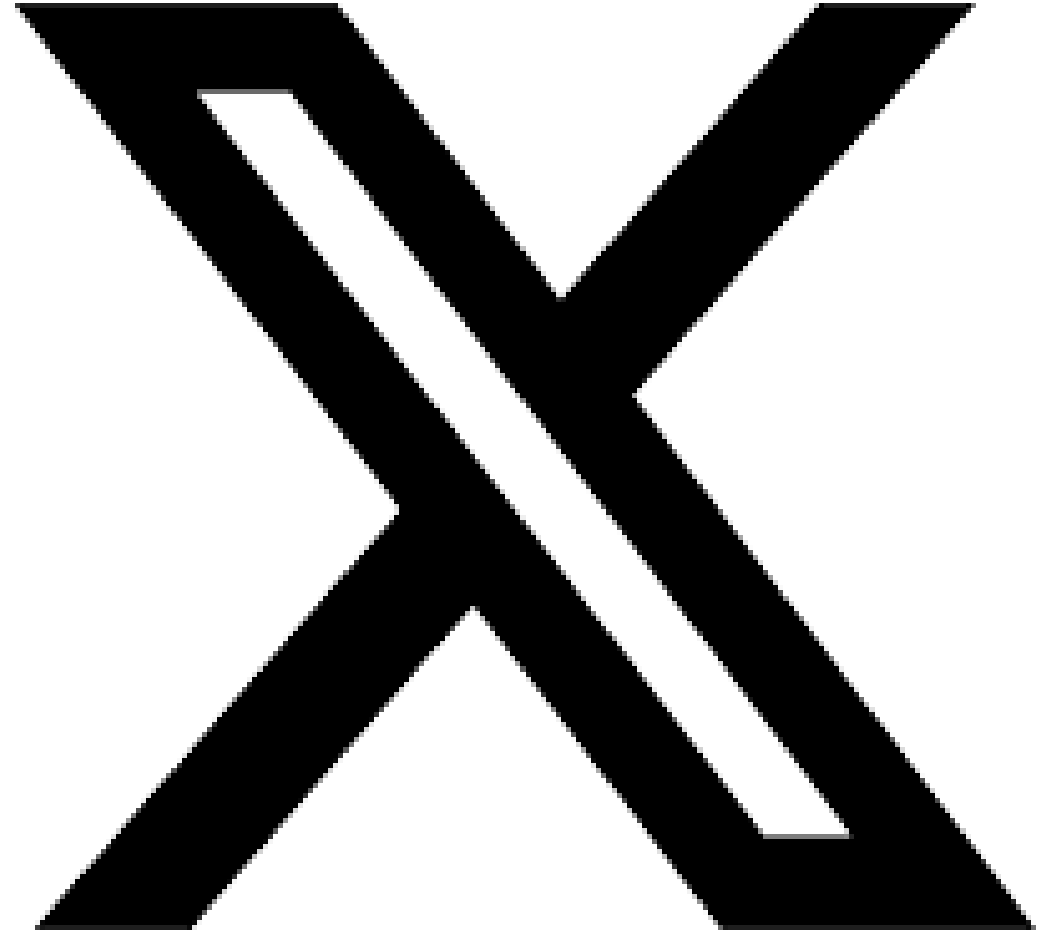




# X – Overview:

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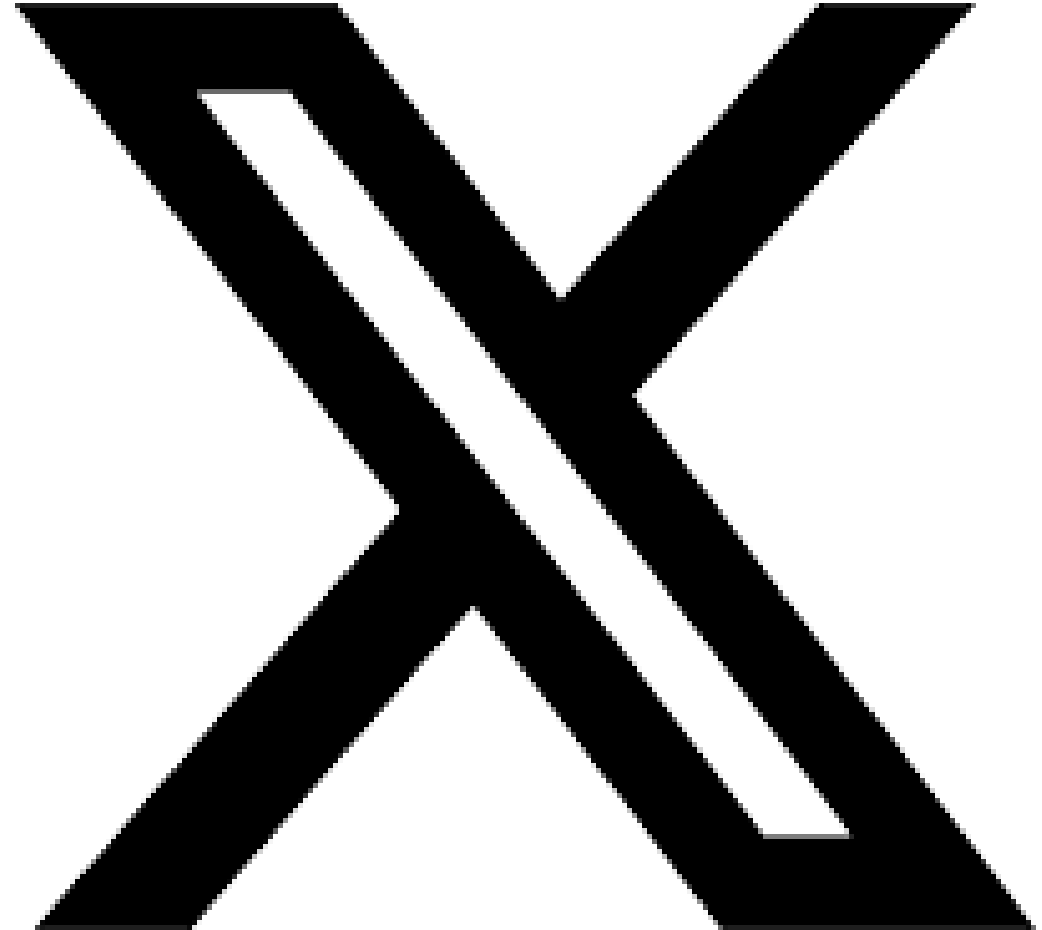
- \*Formerly Twitter**
- \*Fast paced, short & sweet platform – 280 characters**
- \*Love/Hate**
- \*If it happens in the world – it's on Twitter!**
- \*Now has 450 million+ active users**
- \*Recently made it's first profit since launch – an exciting time!**
- \*Increase in engagement & Twitter users since 280 characters**
- \*Supportive business, sporting & educational community**



# Twitter – benefits:

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- \*Instant brand awareness & awareness of initiatives & events
- \*Engage with a targeted audience at all times
- \*Increased Website Traffic
- \*Engage with clubs, players, schools, other sports clubs, professionals
- \*Excellent way to maximise impact of events
- \*Drive enquiries & bookings



# The 'perfect' Tweet.

Use of Emojis.

3-5 Hashtags.

Full size images  
or a collage.



Tagging Accounts.

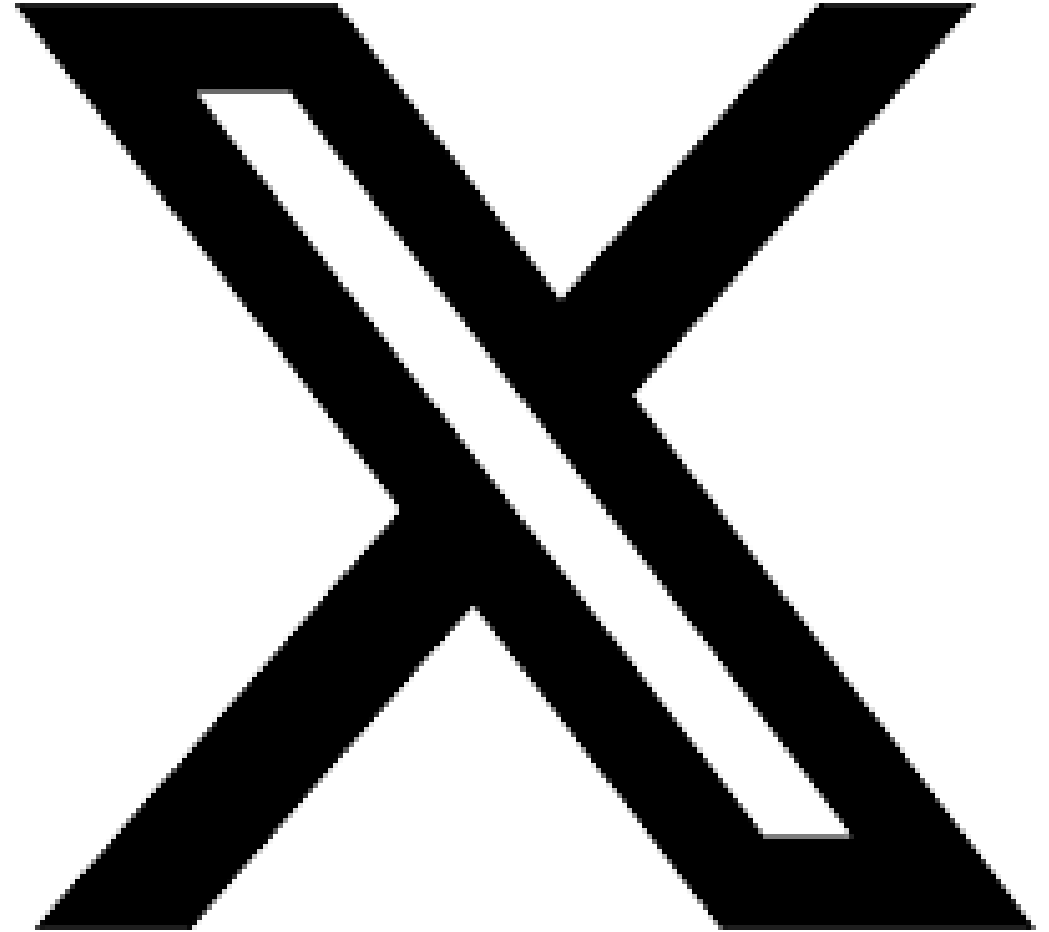
Website Link.

Tagging accounts  
in the photo.

# Twitter Key Points:

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- \*Supportive, targeted platform
- \*Increase engagement & conversation using hashtags, lists & tagging others
- \*Twitter is the perfect platform for live events & utilising trending stories
  
- \*Always consider the PERFECT tweet! (website link, hashtags, tagging accounts etc...)
- \*Keep an eye on developments; anything could happen!



Q&A