**All about…**

***INSTAGRAM***

**In my own words, INSTRAGRAM is a means of either publically or privately sharing personal photos or vidieos via mobile applications or services. INSTAGRAM was introduced to the public in 2010 by none other than *FaceBook* and may also be implemented through other means such as *Flickr*, *Tumblr*, and *Twitter.***

***ADVANTAGES:***

1. **Easy to post pictures and videos with your smart phone**
2. **The images remain posted indefinitely until you decide to remove them**
3. **Instant upload with automatic post options for Twitter, Tumblr, & your Facebook account**
4. **Great for visually promoting your business or product using the description field**

***DISADVANTAGES:***

1. **Pictures need to be square**
2. **Works only w/iPhone and Android apps. Windows mobile & Blackberry won’t work**
3. **Poor picture quality is a “killer”**
4. **Difficult to target local markets**

**“*ATTENTION!!!...***

**people, in relation to your business, with INSTAGRAM, you must portray your product/service in a manner that will “capture your potential customers’ eye”. Your photos or videos must be attractive and intriguing leading them to gain…**

***INTEREST!!!***

**Working on the consumers’ thought processes by creating curiosity is the method in which you accomplish consumer…**

***DESIRE!!!***

**This is the category a business targets to work on potential customers’ emotions. Using means of advertising (in this case with photos/vidieos) in an attempt to ‘soften their heart strings’ and create an emotional attachment with them. This then in turn leads directly to…**

***ACTION…***

**wherein a consumer turns into a customer as a result of convincing them they need your product!!!”**

**I believe INSTAGRAM is most affective informing, persuading, reminding and connection with a person’s family and friends. Rather than being a great tool for a B2B or B2C company, because it is based on the idea of being a VISUAL tool, I think that it is more suited for the public in a personal manor. INSTAGRAM is photographs and vidieos, therefore it is more of a personal thing than a business thing.**

**Based on information provided to me about the target markets for the Western Marketing Program, I believe that:**

1. **Both the high school and transfer students would be the target market which would be most inclined to implement INSTAGRAM. The reason being is that the younger generations are much more determined to experiment and explore the newer (Instagram/2010) forms of social media. The nontraditional students however, are not near as knowledgeable about modern day media.**
2. **An effective type of messaging the Western Marketing Program may use to try to influence potential clients (future students) would be to promote their FaceBook, Twitter, and INSTAGRAM on their** [**www.westerntechnicalcollege.edu**](http://www.westerntechnicalcollege.edu) **website.**
3. **In order to reach potential high school applicants, I would post photos a/o videos via INSTAGRAM showing the diversity of student interaction on campus along with the incredible opportunities with which Western provides.**

**What was *SURPRISING?***

**I was pleased to find out that INSTAGRAM now allows users to hide inappropriate comments by filtering out certain customizable keywords. To use this feature, simply navigate to your user settings from your profile, scroll down through your options and tap “Comments” under the Settings section.**

**What is a big *MISCONCEPTION?***

***“It’s for big brand names only!”* INSTAGRAM is a free outlet and can help create awareness of your brand and generate sales leads for companies and vendors on any budget. It’s all about how you utilize the tool and creating visuals that will connect with users.**

**Example:**

**https://www.diygenius.com/brilliant-examples-of-visual-storytelling-on-instagram/**

**Credits:**

[www.urbandictionary.com/define.php?term=Instagram](http://www.urbandictionary.com/define.php?term=Instagram),

[www.mikemarko.com/advantages-disadvantages-of-instagram/](http://www.mikemarko.com/advantages-disadvantages-of-instagram/)

https://tribune.com.pk › Life & Style https://www.vdigitalservices.com