

HubSpot **influence**

Instagram Engagement Report

What users are looking for on Instagram
& how brands can stand out.

2024



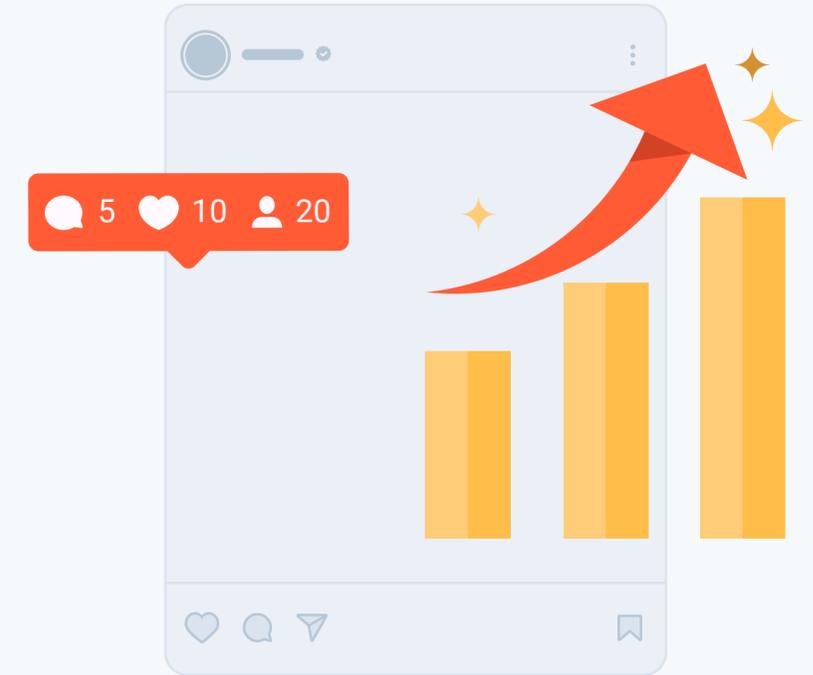
FOREWORD

As the personal and the professional blend, brands with personality shine through



CRYSTAL KING

Social Media and AI Professor, HubSpot Academy



Keeping a finger on the pulse of social trends isn't easy. But it's the social media managers deeply invested in their audiences who are able to adapt quickly and develop meaningful connections that are finding the most success from their content investments.

Consumers today want to know the brands they support, and see some personality and what they stand for. They want to get to know the people behind the brand and get a peek at the company's vision for the future. Instagram is the perfect social media platform for a behind-the-scenes look at an organization. Strictly posting promotional content won't work with the generations that care about authenticity.

At HubSpot, we're always looking for what's next and evaluating every investment we make. You may have noticed our brand leaning into humor and bringing our employees into our content more than ever before. We're giving the people what they want! And it's been so fun and meaningful to share different people's perspectives and give a voice to diverse communities.

In a world that's driven by technology, we're looking for ways to automate the more manual and tedious parts of social media management, like repurposing content and managing analytics and integrations. As a result, we're able to be more authentic and spend time building community.

We hope these fresh insights help guide your Instagram strategy this year, and you feel empowered to grow your reach and engagement with a new approach.

What's in this report

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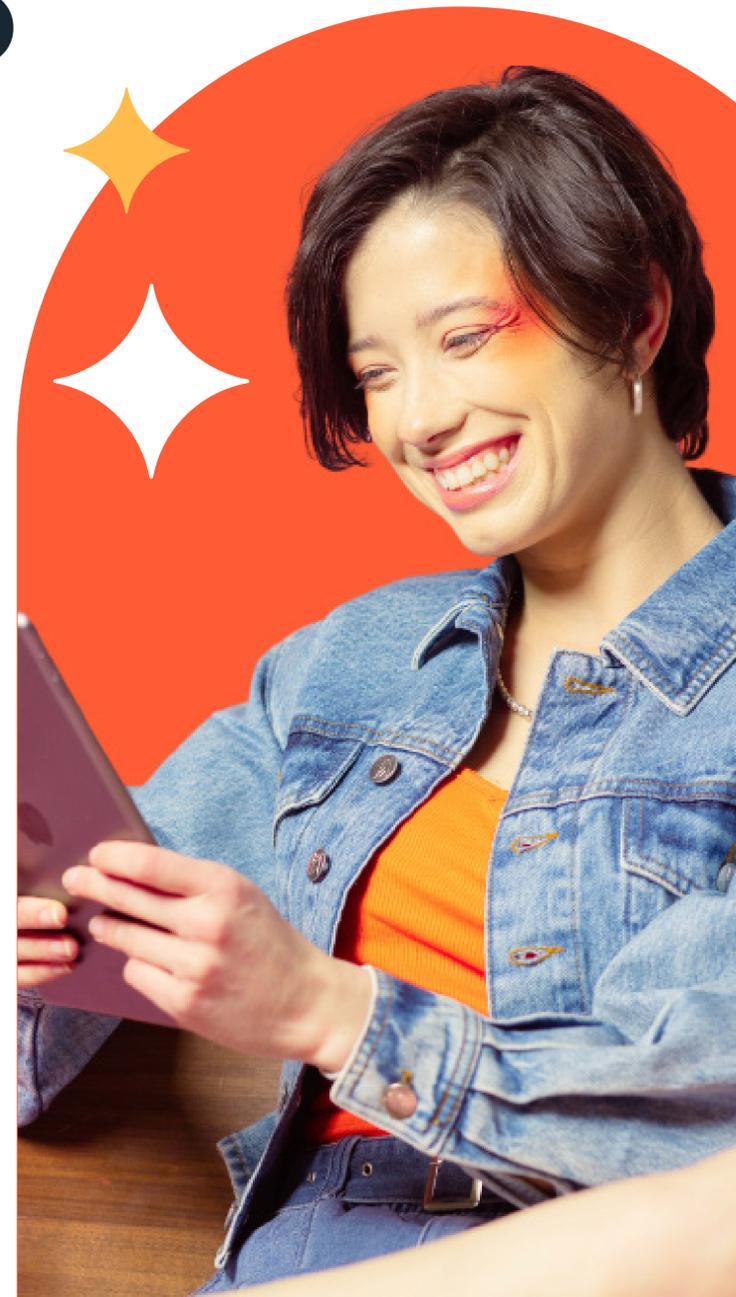
INTRODUCTION

Consumers want to invest in brands they feel connected to

Social media managers' main priority is to engage with their audience. And the ways that they're successful in doing so change frequently. A few years ago, video came into play as a top channel for brand engagement and growth, and [short-form video](#), like Instagram Reels, TikTok, and YouTube Shorts have become some of the best drivers of ROI. This year, [Instagram is the #2 most-used social media platform](#) for B2B and B2C companies, following Facebook, and it's used by more than half of brands.

To help social media teams prepare to connect with their audiences on Instagram, we surveyed 600+ marketers from around the world, across company sizes and industries, about their strategies, and spoke with social media experts from leading brands.

Here are some of the overarching themes from our research — read on for detailed findings and actionable takeaways.



Key Findings

- ✓ Interactive content elements like polls, Stories, and quizzes are driving engagement for brands.
- ✓ Collaborative posts are helping expand impressions and reach for brand partners.
- ✓ Funny, timely posts, behind-the-scenes stories, and posts that show brand values are increasing audience engagement.
- ✓ The most successful accounts on Instagram have a consistent brand and unique creative approaches to content.
- ✓ Consumers want to see brands' perspectives on relevant current events and trending topics.
- ✓ Brands using effective storytelling techniques and high-quality content are connecting with their audiences.
- ✓ Social shopping on Instagram is on the rise, with shoppable posts making up 37% of the content mix.



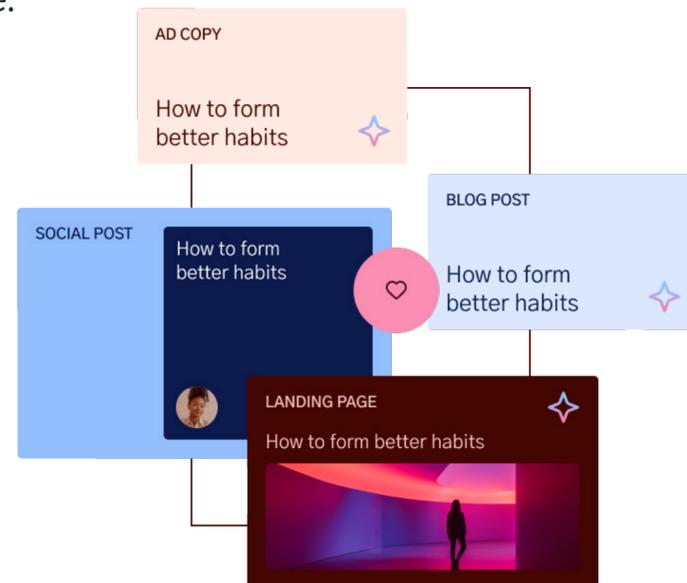
Keep social content running on all cylinders — and channels

Content Hub is a one-stop-shop for creating the newest formats, streamlining content for all channels, and managing everything you need to share your story with the world.

- ✓ Give your content new life with AI.
- ✓ Create content that's always on-brand.
- ✓ Manage all your content in one place.
- ✓ Boost content performance.

See what else Content Hub can do.

Get a demo



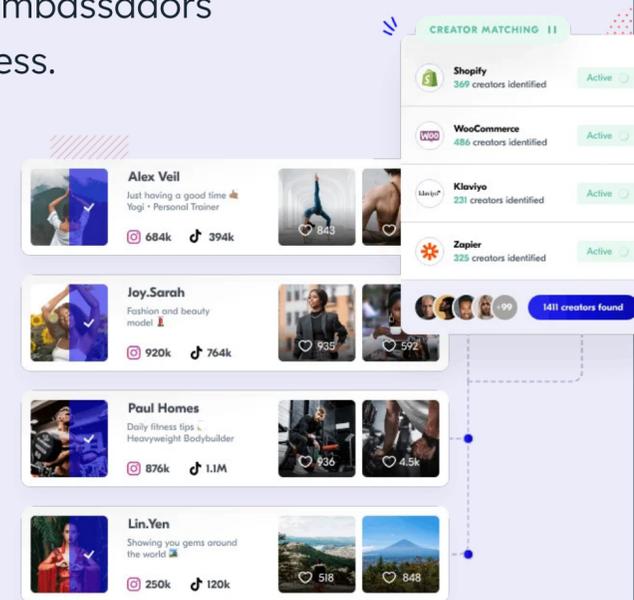
Turn Instagram creator relationships into revenue

Tap into influencer marketing, affiliate programs, creator management, user-generated content, and brand ambassadors to build valuable partnerships that grow your business.

- ✓ Build your creator community to reach new customers.
- ✓ Run creator and affiliate programs that sell.
- ✓ Drive better brand collaboration and ensure payment compliance.
- ✓ Get an influencer marketing stack for e-commerce brands on Amazon, Shopify, Magento, BigCommerce and WooCommerce.

Explore more ways to leverage influencer marketing.

Learn more



USER EXPECTATIONS

Instagram user expectations and trends

When users go on Instagram, they're looking to connect with friends and family, keep up with trends in fashion, music, tech, and their personal interests, and be entertained and inspired. A good majority of Instagram users, 85%, are under 45 years old, and they want content that's funny, creative, informative, and relaxing.

Instagram's 2024 user trends revealed that one of their largest audiences, Gen Zers, are a group of "self-starters," and one in three want to achieve wealth through self-employment. Their top priorities in 2024 are staying healthy, exploring their career path, and traveling.

And HubSpot's recent Consumer Trends Report found that the ways that U.S. consumers engage with brands is changing quite drastically.

Consumer social trends

59%

of consumers want to gather their own info rather than talk to a human.

49%

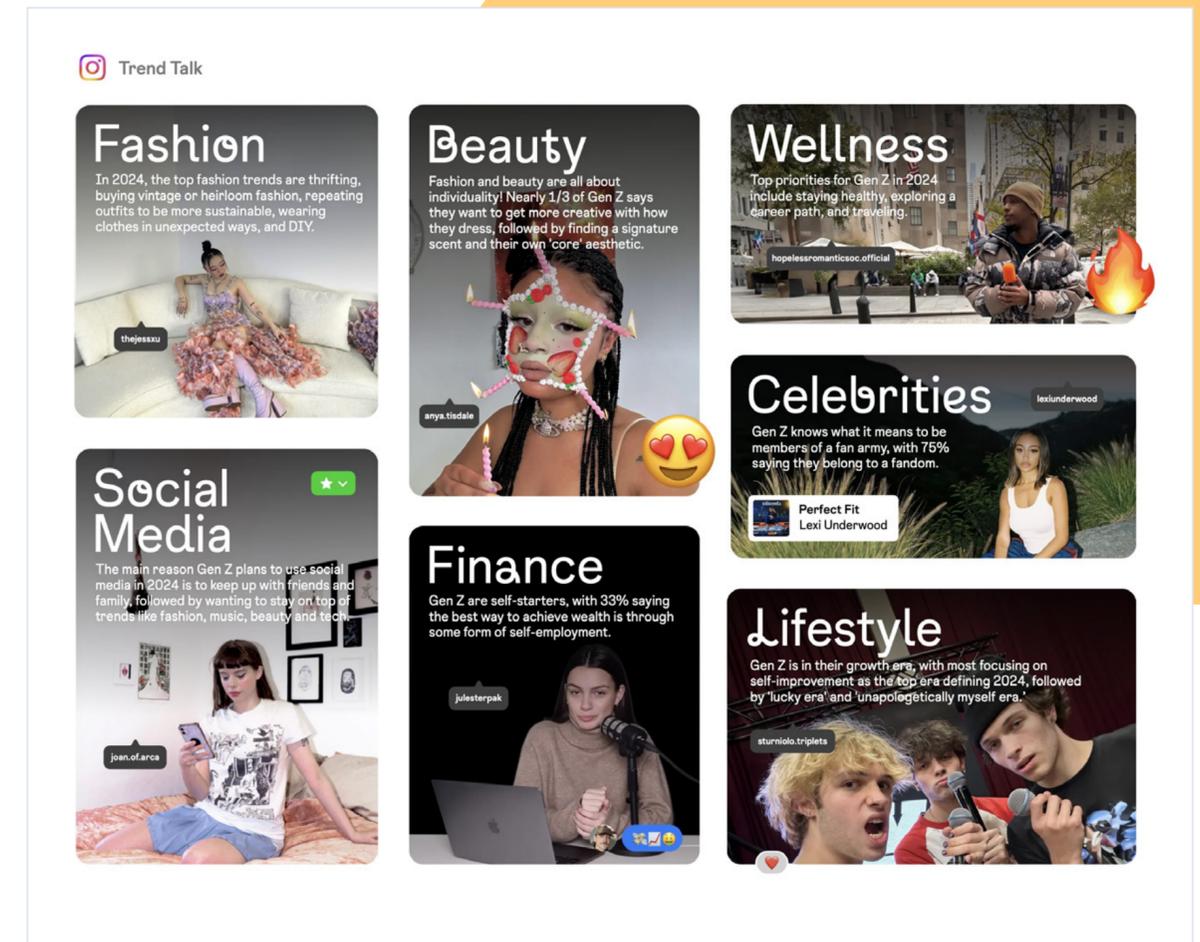
of consumers use Instagram, versus 52% of brands that use the platform.

Mobile devices

are the top way consumers like to shop over any other device.

Instagram

is a top three social platform for Gen Zers and Millennials.



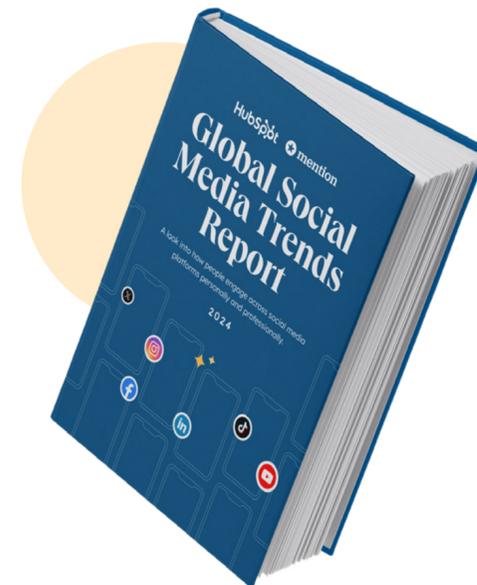
A look at Instagram marketing for brands

Instagram has proven to be a consistently high-performing channel for brands — when they nail their strategy and have strong teams and tools to support ongoing posting, engagement, and analytics.

Overall, [social media teams' top challenges in 2024](#) are creating engaging content, keeping up with algorithm changes, and finding ideas for new content. And on Instagram specifically, top challenges are driving website traffic, increasing brand awareness and reaching new audiences, and driving revenue.

The top five [goals for social media marketers in 2024](#) align with challenges and include:

- 1 Increasing brand awareness + reaching new audiences
- 2 Driving website traffic
- 3 Increasing revenue and sales
- 4 Getting a better understanding of customers and their needs
- 5 Building customer relationships and increasing brand loyalty



Top Instagram Marketing Challenges

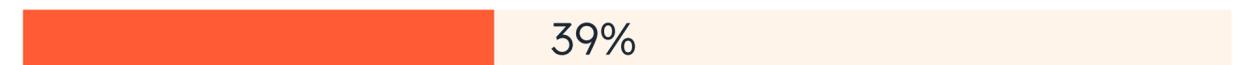
Earning likes, comments, and shares



Growing followers



Driving traffic to my site



Generating leads, new contacts, and /or conversions



Driving purchases or revenue



Understanding my Instagram audiences



Increasing brand awareness/reaching new audiences



Producing relevant and engaging visual and/or video content



Producing relevant and engaging visual captions and/or text-based Instagram elements (captions, text overlays, etc.)



Finding time to manage and Instagram with other key social media platforms



Opportunities for brand growth on Instagram

Consumers are increasingly turning to social media and social video to research new brands and products, make purchases, and get recommendations from influencers they trust, representing a big opportunity for brands with a presence on Instagram. There are over [two billion Instagram users](#), following only YouTube and Facebook as the most popular social media platforms worldwide. And among those users, the [majority are Gen Zers and Millennials](#), making up nearly 62% of Instagram accounts.

1 in 5

marketers report that they see the highest ROI from Instagram.

[2024 HubSpot Social Trends Report](#)

#2

Instagram is the #2 platform for brand engagement after YouTube.

[2024 HubSpot Social Trends Report](#)

52%

of marketers plan to increase their investment in Instagram in 2024.

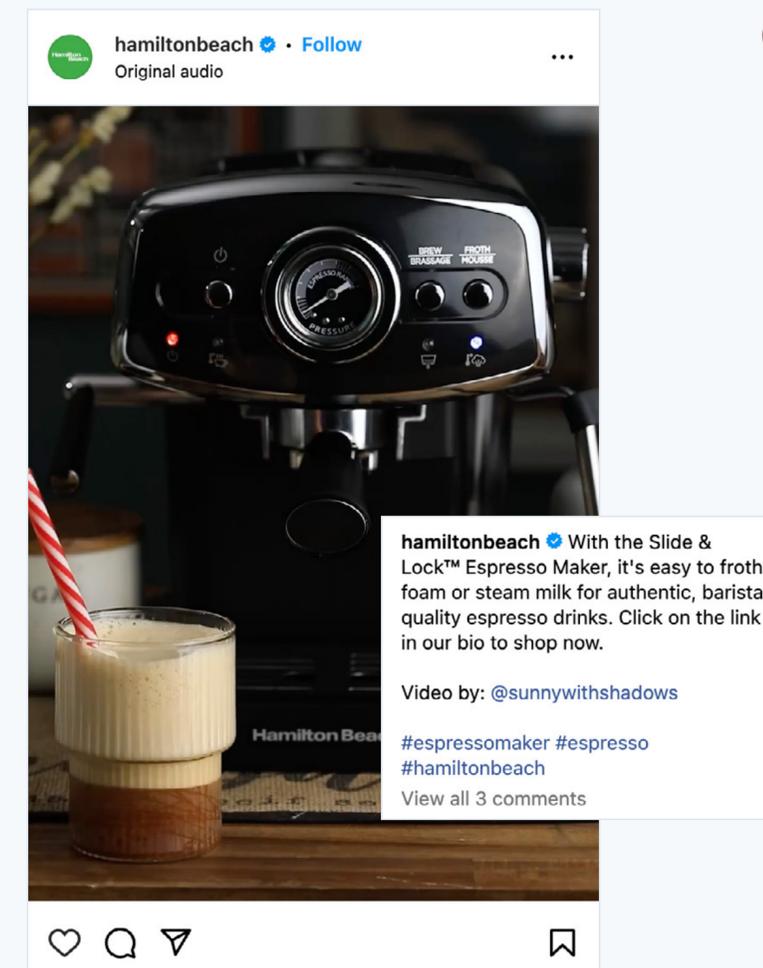
[2024 HubSpot State of Marketing Report](#)

In the year ahead, some of the most promising ways that brands can achieve their social media goals on Instagram are collaborating with other brands and influencers to expand their reach and boost engagement with their followers.



Instagram marketing tip

Develop [brand relationships with partners, influencers, and creators](#) in your industry to reach new audiences that align with your brand. Make sure to tag any creators or influencers, like [Hamilton Beach does here](#), or use the collaboration feature to cross-post to each of your feeds.



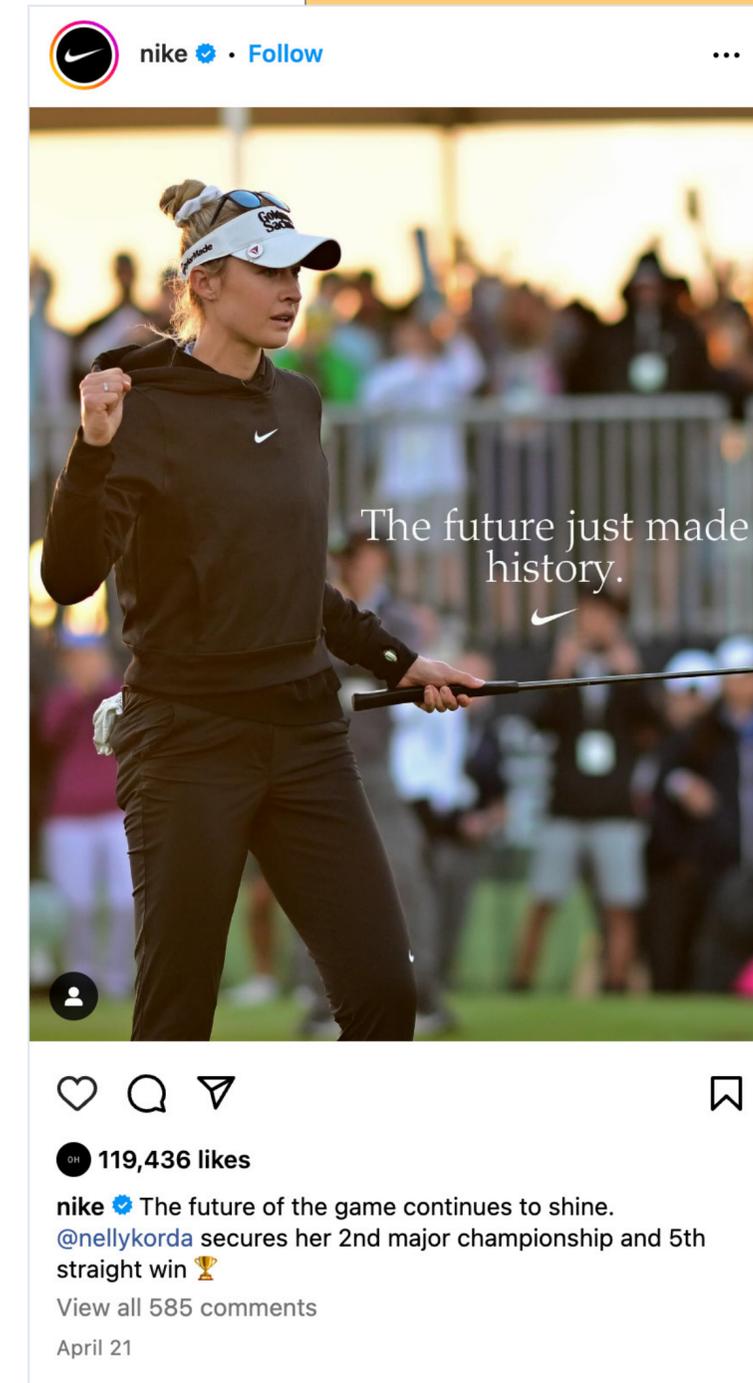
Top 10 brands on Instagram in 2024

As of May 2024

Brand	Brand account	Brand account	Engagement Rate
1 Nike	@nike	307M	0.11%
2 National Geographic	@natgeo	284M	0.02%
3 FC Barcelona	@fcbarcelona	123M	0.51%
4 NASA	@nasa	96M	0.49%
5 NBA	@nba	82M	0.08%
6 Victoria's Secret	@victoriasecret	76M	0.02%
7 UEFA Champions League	@championsleague	73M	0.6%
8 433	@433	70M	0.93%
9 Premier League	@premierleague	70M	0.17%
10 Marvel Entertainment	@marvel	67M	0.09%

Source: [Starngage](#)

Instagram source: [@Nike](#)



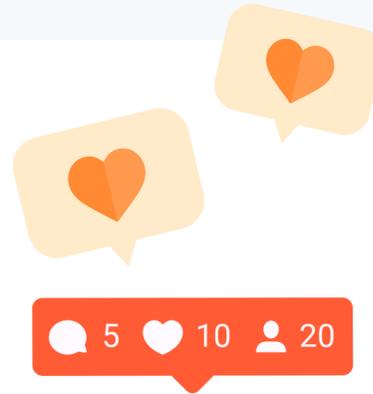
Instagram marketing benchmarks and metrics for brands

Nearly half of the brands we surveyed (48%) have between 100,000 and 450,000 followers, and the most common weekly engagement rate marketers report is 25-50%.

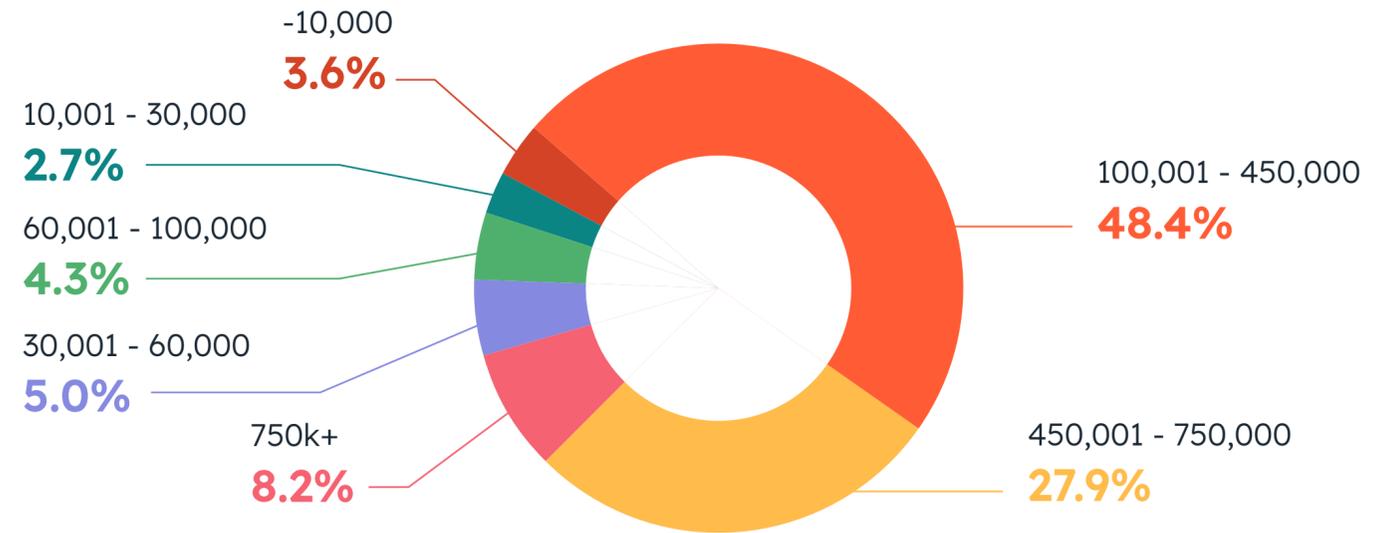
While the top brand accounts with millions of followers see lower engagement rates, brands that are in the middle of the pack tend to see far better engagement from their audiences.

The top ways that followers engage with brand Instagram accounts are:

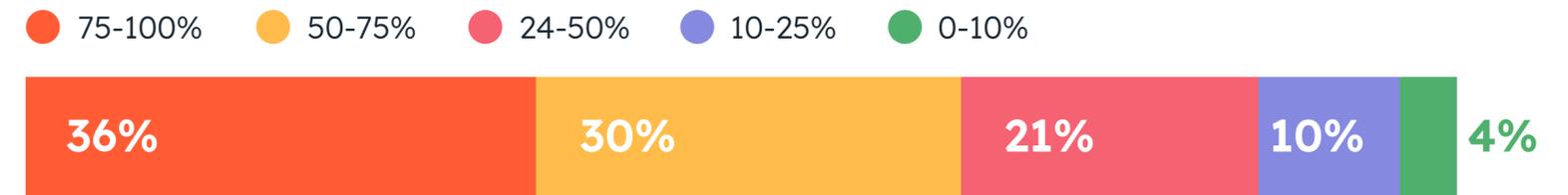
- 1 Likes
- 2 Comments
- 3 Shares
- 4 Direct messages
- 5 Tapping or swiping through Stories or Carousels
- 6 Tagging brand accounts in posts or comments



Instagram Follower Count of Respondents



We asked: What percentage of these Instagram followers do you believe regularly engage with this Instagram account or any of its posts at least 1 time per week?



Instagram marketing tip

Regularly refresh your [social media analytics](#) knowledge and ongoing reporting to make sure you're measuring the most impactful Instagram metrics for your brand.

CONTENT

The content scene on Instagram

While video content has proven to be highly effective in engaging audiences, image posts still make up the majority of content for brands on Instagram. Stories make up 43% of the brand mix and Reels represent a little over a third of the posts that brands publish. Brand social media teams are balancing the effort required to put together custom content with what their audiences want.

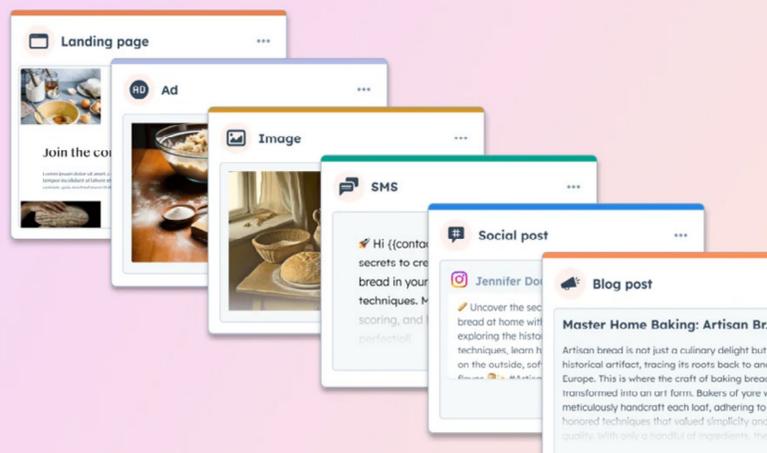
Top Instagram features brands use in their marketing strategy

- 1 Image posts
- 2 Video posts
- 3 Stories
- 4 Reels
- 5 Shoppable posts



Instagram marketing tip

Use tools like [HubSpot's Content Remix](#) to repurpose existing content into new formats like videos or podcasts.



How much of your Instagram content mix is devoted to the following formats?

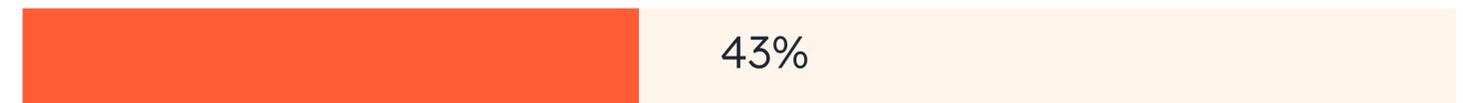
Image posts



Video posts



Stories



Reels



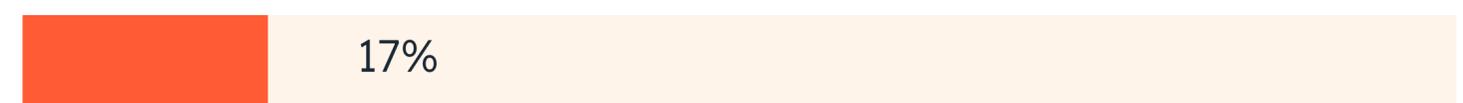
Shoppable posts or other Instagram Shops features (for in-app purchases)



Conversion content (directing audiences to a Linktree, purchasing pages or landing pages outside of the app, etc.)



Live video



Types of content that engage audiences on Instagram

When asked which types of posts help marketers reach different goals like reach, engagement, and ROI, image posts performed the best on the whole. The most popular type of content that brands share are posts that showcase their products and services (49%) followed by funny content (40%) and relatable or authentic content (38%).

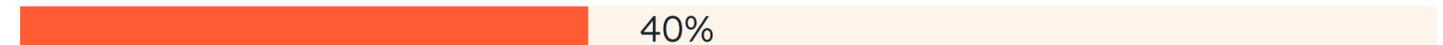


Which types of content do you currently post on Instagram?

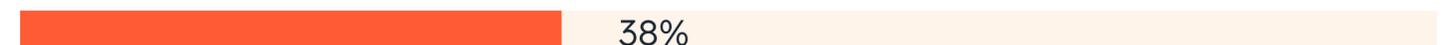
Content showcasing my brand's products/services (demos, teasers, etc.)



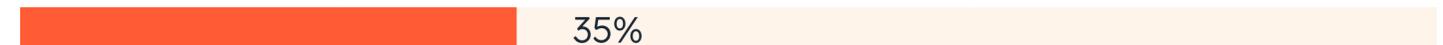
Funny content



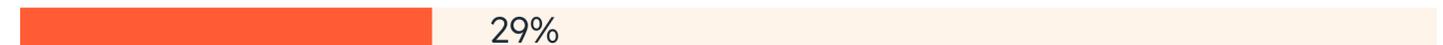
Relatable or authentic content



Content that reflects your brand's values (e.g. social responsibility)



Behind the scenes content (meet the team videos, about us videos, etc.)



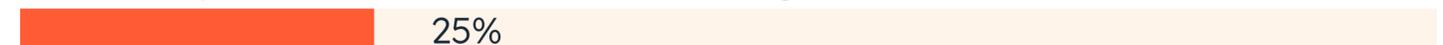
Interactive content (polls, games, etc.)



Trendy or new content (cultural moments, news stories)



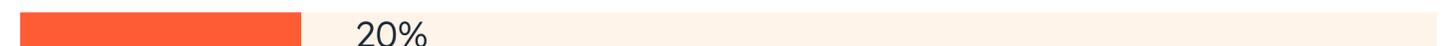
Advertorial, promotional, or other obvious marketing content



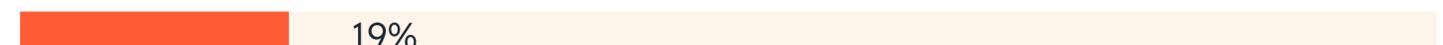
Educational/informational content



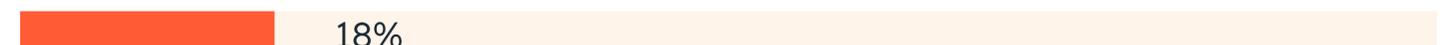
Content focused on discounts or deals



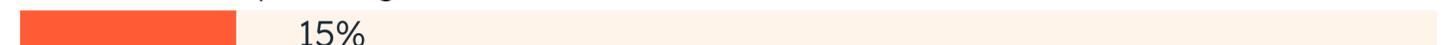
Data-driven content



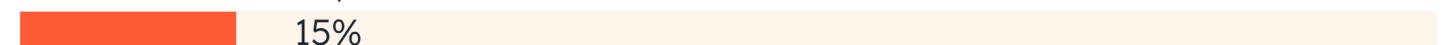
Narrative-driven content



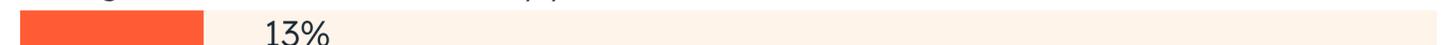
Interviews or expert insights



Creator or influencer-produced content



User-generated content created by your audiences



Best types of content for different goals

For reach, views, or impressions

27%

Video posts



For comments

29%

Image posts



For DMs

26%

Image posts



For likes

29%

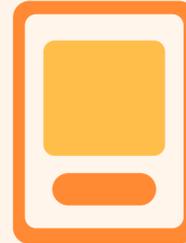
Video posts



For shares

27%

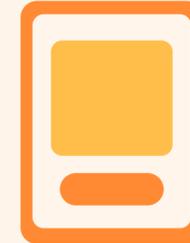
Image posts



For ROI

26%

Image posts



Instagram marketing tip

Create [custom social media analytics dashboards](#) to understand how each type of content you post on Instagram impacts your marketing goals, then optimize.

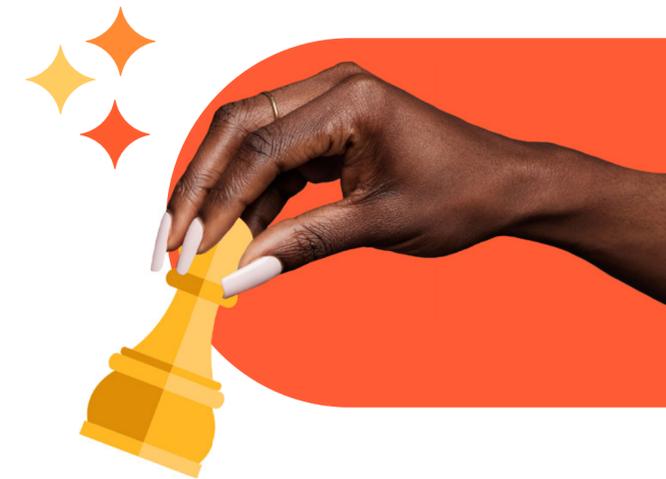
Instagram audiences want to support brands that highlight their values and advocate for causes they believe in

Instagram can be a powerful channel for showing what your brand stands for, which is important to today's consumers. [Half of U.S. adults say brands should do more social advocacy](#), and they appreciate when they share their values, like this post from Eventbrite and Baba's House for AAPI Heritage Month.



STRATEGY

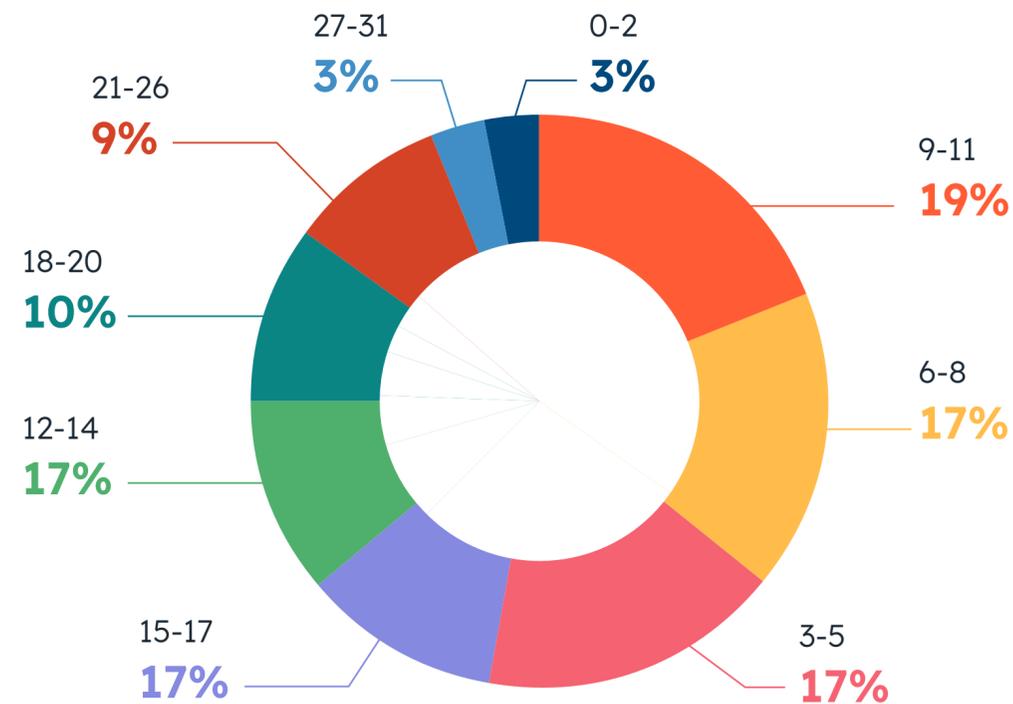
Instagram marketing strategy



There's a craft to succeeding on social media. Users can suss out "corporate" content that's created for the sake of posting. But there are best practices that help surface brand content to the right audiences and appeal to the algorithm. For one, Adam Mosseri, Head of Instagram, suggests using the features that Instagram has to offer, like Reels and collaborative posts, and [sharing original content](#). He also frequently gives tips on what Instagram is looking for, so give him a follow if you haven't already.

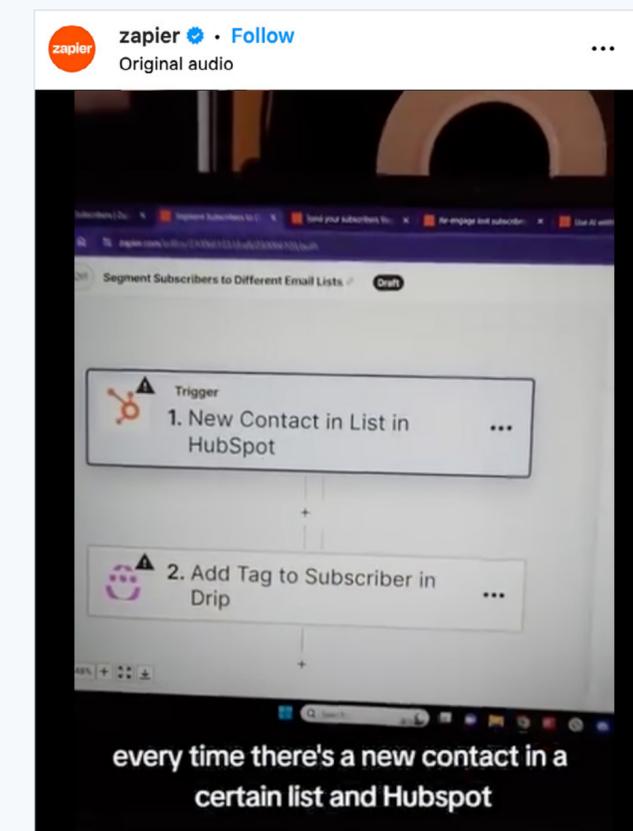
For example, hashtags can help surface your content to new audiences. The most common number of hashtags to use, among our surveyed marketers, is 3-11, and respondents believe that hashtags have the most impact on comments, likes, and impressions.

Average Number of Hashtags Used on Instagram Posts



Instagram marketing tip

Explore [the most popular Instagram hashtags](#) to find the most relevant topics among your target audience, like in this [Reel from Zapier](#).



zapier 5w
From re-engaging lost subscribers to incorporating artificial intelligence, here are the top ways you can leverage automated email marketing.
[#howto](#) [#ai](#) [#automation](#)

What makes for a “viral” post?

When we asked marketers what they think contributed to Instagram posts, Stories, and Reels that performed well, there were a few common themes. The content that connected best with audiences established an emotional connection with the audience, used trending hashtags and popular topics, incorporated interactive elements, and was authentic, with great storytelling, like this [collaborative DoorDash post](#).

Why do you think your high-performing or viral content performed well?

“Trendy and funny”

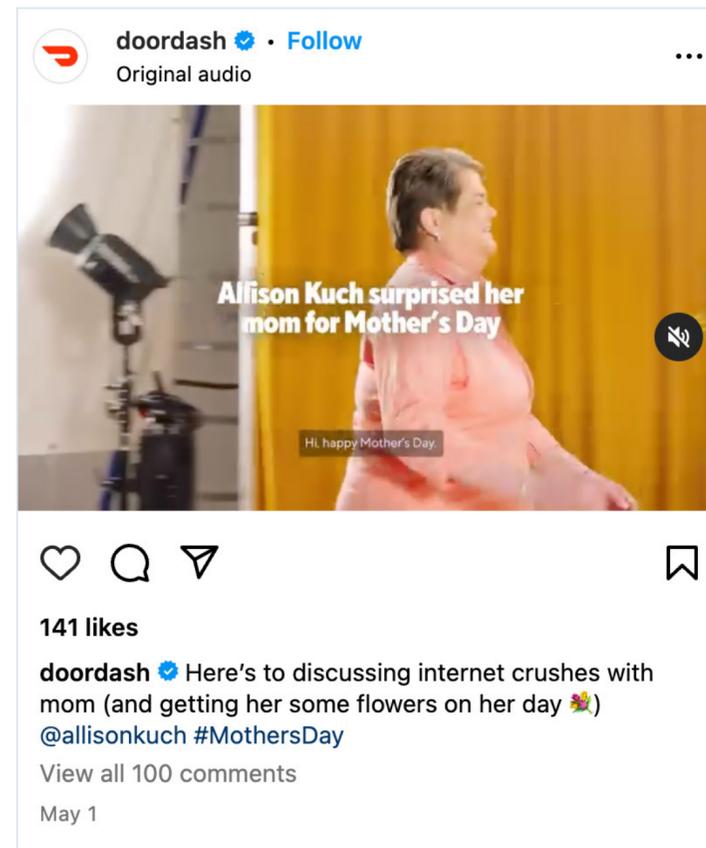
“The content grabbed the audience’s attention and it’s relatable to them”

“It was authentic”

“Engaging content that was personalized”

“It was creative and appealing”

“Great pics and supporting text”



Best practices for creating content that connects with audiences

- ✓ Establish an emotional connection
- ✓ Use clear subtitles, good layouts, and visually appealing content
- ✓ Encourage discussion and social interaction
- ✓ Use humor
- ✓ Don't be afraid to be a bit controversial
- ✓ Tag other brands and influencers to increase brand awareness
- ✓ Use trending topics and hashtags
- ✓ Collaborate with popular influencers, creators, and celebrities
- ✓ Share authentic content using storytelling
- ✓ Create high-quality content with engaging captions
- ✓ Consider the best timing for different types of content
- ✓ Incorporate interactive elements like Q&As, challenges, and polls

B2B vs B2C Instagram marketing

In a recent survey of B2B marketers, 91% use Instagram regularly, and nearly 86% consider their [investment in organic content on Instagram](#) to be worth it. The top quartile of respondents posted about 18 times in a month and reached over 25,000 accounts, generating almost 40,000 impressions. In comparison, these B2B brands in the top quartile had about 35,000 pageviews to their websites in the same month. Instagram represents a huge opportunity to stand out and bring eyeballs to brand accounts, helping to contribute to the #1 goal for social media in 2024 — increasing brand awareness and reaching new audiences. In the same [Databox survey](#), 62% of B2B marketers use Instagram to build their brand and let more people know they exist, versus a little over a quarter that want to drive action.

86%

of B2B marketers feel their investment in organic Instagram content is worth it.

On the [B2C side of Instagram](#), brands tend to use Instagram more often for customer service than B2B brands. Overall, 95% of B2C marketers feel that Instagram for customer service offers average or high ROI. And, B2C brands are more likely to use Instagram to advertise their products and services than B2B brands — about half say they see a high ROI from the platform.

Differences between B2B and B2C marketing on Instagram

B2B brands	B2C brands
<ul style="list-style-type: none"> • Top challenge is growing followers • Most likely to post multiple times per week • Most likely to track revenue or sales from Instagram 	<ul style="list-style-type: none"> • Top challenge is driving traffic to their website • Most likely to post daily • Most likely to track leads or conversions from Instagram



ROI

Instagram marketing ROI

With integrated tools that can connect social media accounts on Instagram, Facebook, TikTok, and other channels to sales and marketing performance, content teams can track the return on investment from their social media marketing efforts. And with the rise in social selling and direct purchases from Instagram, ROI is becoming even easier to prove.

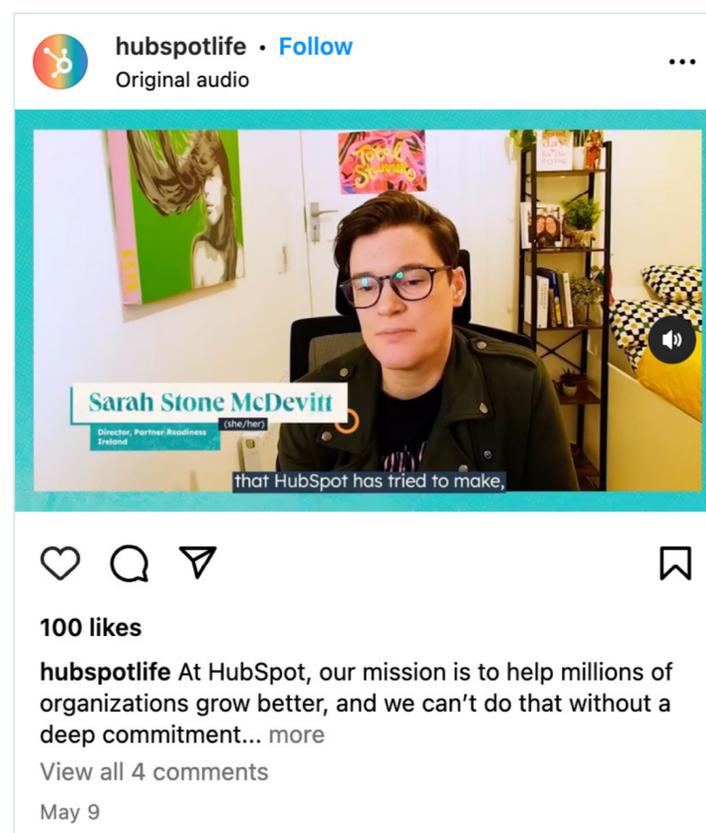
Marketers feel that the types of content that generate the highest engagement and ROI are:

- 1 Posts that show their brand's products and services
- 2 Funny, relatable, and authentic content.

Of note, 20% of marketers have seen that content that reflects their brand's values has the best ROI, and 24% said behind the scenes content.

Behind the scenes content and about us videos are useful for recruitment and engaging with existing audiences, helping to maintain relationships with customers, employees, and prospects over time.

HubSpot has a dedicated account, @hubspotlife, to [share employee stories](#), advocacy initiatives, employee resource group (ERG) news, and leadership perspectives.



Instagram success metrics

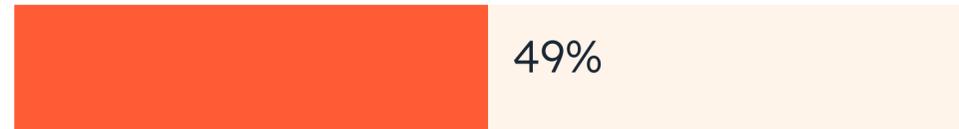
When measuring success on Instagram, 49% of marketers look at the revenue or sales of products within the Instagram app, and 47% look at leads or conversions from Instagram.

For B2B marketers and marketers at companies that sell to both businesses and consumers, the most popular conversion metric to track is revenue or sales within the Instagram app (49% and 54%, respectively), but for B2C or D2C marketers, the top metric is leads or conversions from Instagram (46%).

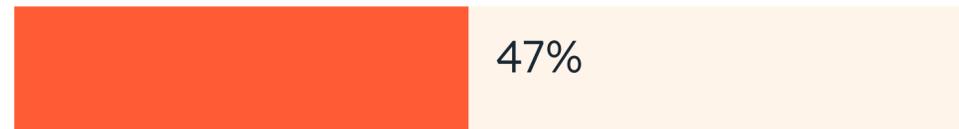


Top ROI Metrics of Instagram Marketers

Revenue/sales of products within the Instagram app



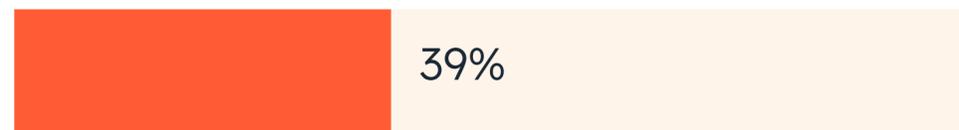
Leads or conversions from Instagram



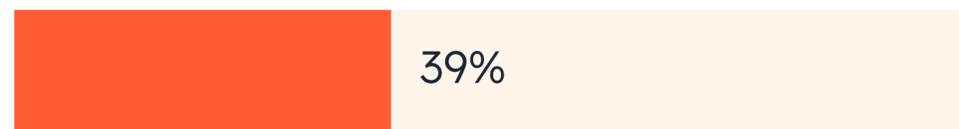
Instagram post engagements



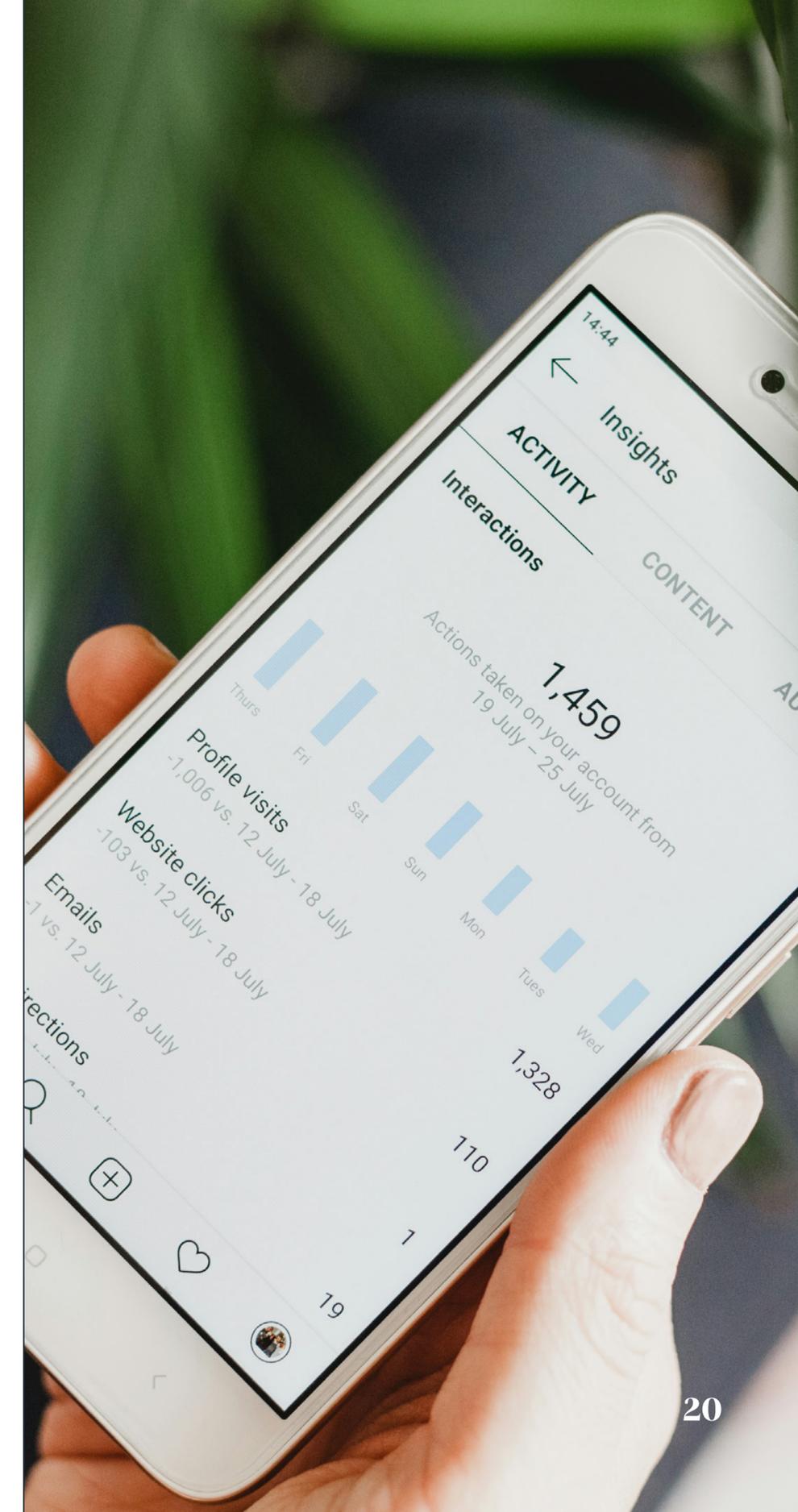
Revenue driven from Instagram content



Instagram follower count



Traffic to my company's site from Instagram



Social selling on Instagram

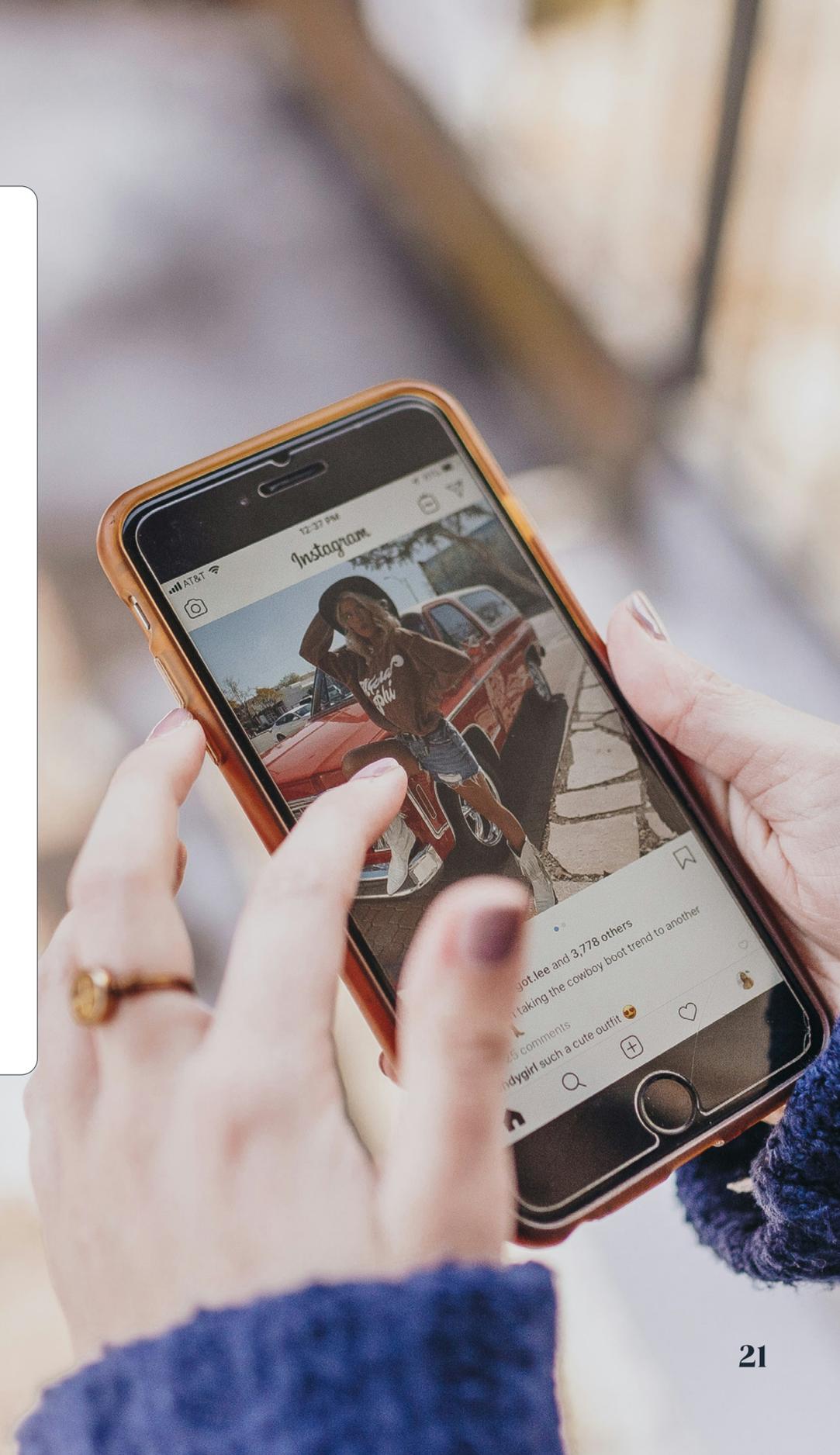
As of 2024, one in four social media users report recently [buying a product directly on social media apps](#) in the past three months. And 84% of social media marketers predict that in 2024, [social media shopping will overtake third-party websites](#) and even brand websites as the preferred channel for making purchases — but, only a little over half of brands are already selling directly on social media, representing a major opportunity for early adopters.

Thirty-seven percent of social media marketers report that within the first 30 days of publishing a shoppable post on Instagram with links or buttons, they see 25-50% of viewers click through. Nearly four in ten marketers estimate that about 25-50% of clicks lead to non-purchase-related conversions, like leads, freemium signups, and email subscriptions. About a third of marketers report that 25-50% of these clicks lead to purchases.

Tips for social selling on Instagram

- 1 Optimize your [product catalog in your Instagram shop](#) for discoverability.
- 2 Add product details and include high-quality images and videos.
- 3 Use tags to help Instagram users find your products and services. [Brands that use product tags](#) generate 37% more sales than those that don't use tags.
- 4 Tag your product listings in Reels and Stories.
- 5 Launch promotional offers to bring in new customers.
- 6 Encourage your audience to share your products and services with their network and develop a community content strategy.
- 7 Launch ad campaigns with Product Tags.

Explore the [guide to selling on Instagram](#) for more actionable tips.





INFLUENCERS

Driving creator programs that sell

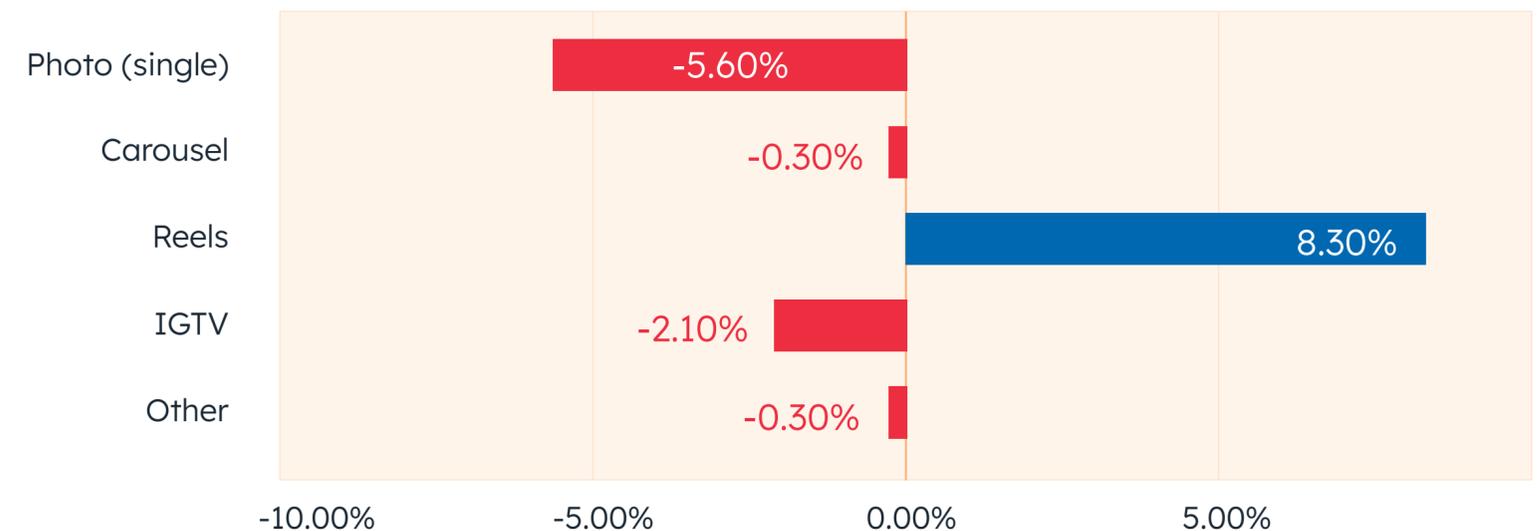
Working with influencers across social media

Influencer marketing has quickly developed into a vital component of today's modern marketing tactics. With the increase in social media platforms, brands have discovered new ways to leverage creators to connect with their target audiences and increase the prospecting of new customers. In 2023, influencer marketing experienced unprecedented growth, with platforms like Instagram leading the charge. This trend shows no signs of slowing down, indicating continued expansion and influence in the future.

The potential for influencer marketing on Instagram

- With the [creator economy predicted to reach \\$480 billion by 2027](#), there has never been a better time to partner with creators and brand affiliates to drive sales. Upfluence's customers have generated nearly 1.8 million orders from partnerships with Instagram creators, totaling an aggregated value of \$238 million in 2023.
- Brands are increasingly viewing creators as vital revenue-generating partners, particularly high-end brands. This shift is evident in the increase in average order value sold through creators, which, according to Upfluence data, rose by 87.3% in 2023 compared to 2022, making profitability more attainable.
- Despite the rising popularity of other platforms such as TikTok, a 2023 survey found that [22% of creators, especially those with larger followings, prefer Instagram for brand partnerships](#). Additionally, Instagram Reels have experienced a growth rate of over 8%, while other content formats have seen a decline.

Growth Rate of Content use IG 2023 vs 2022

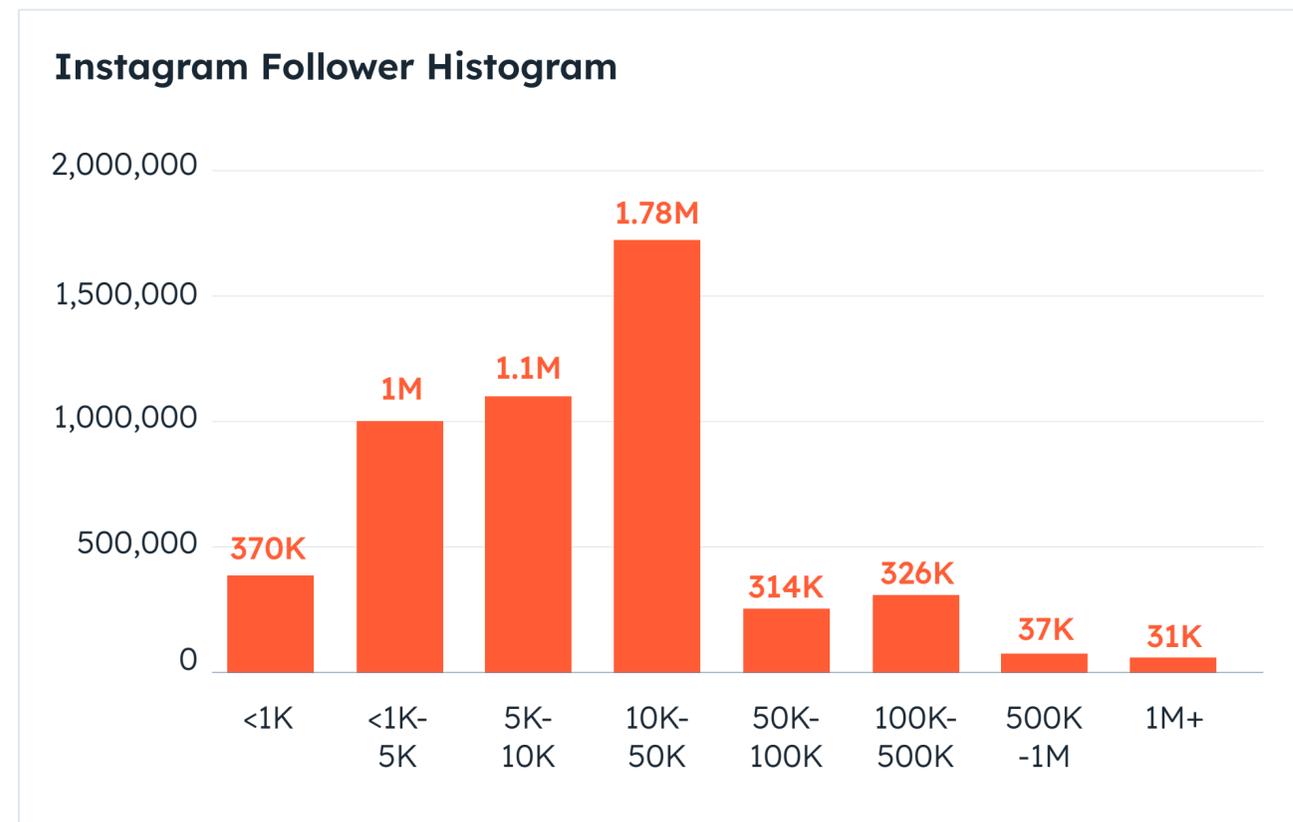


Influencer marketing trends

1 Diversification of the creator communities

Collaborations between brands and micro- and nano-influencers are becoming more common than merely with mega-influencers and celebrities. This shift is driven by the authenticity and higher engagement rates that smaller creators often bring.

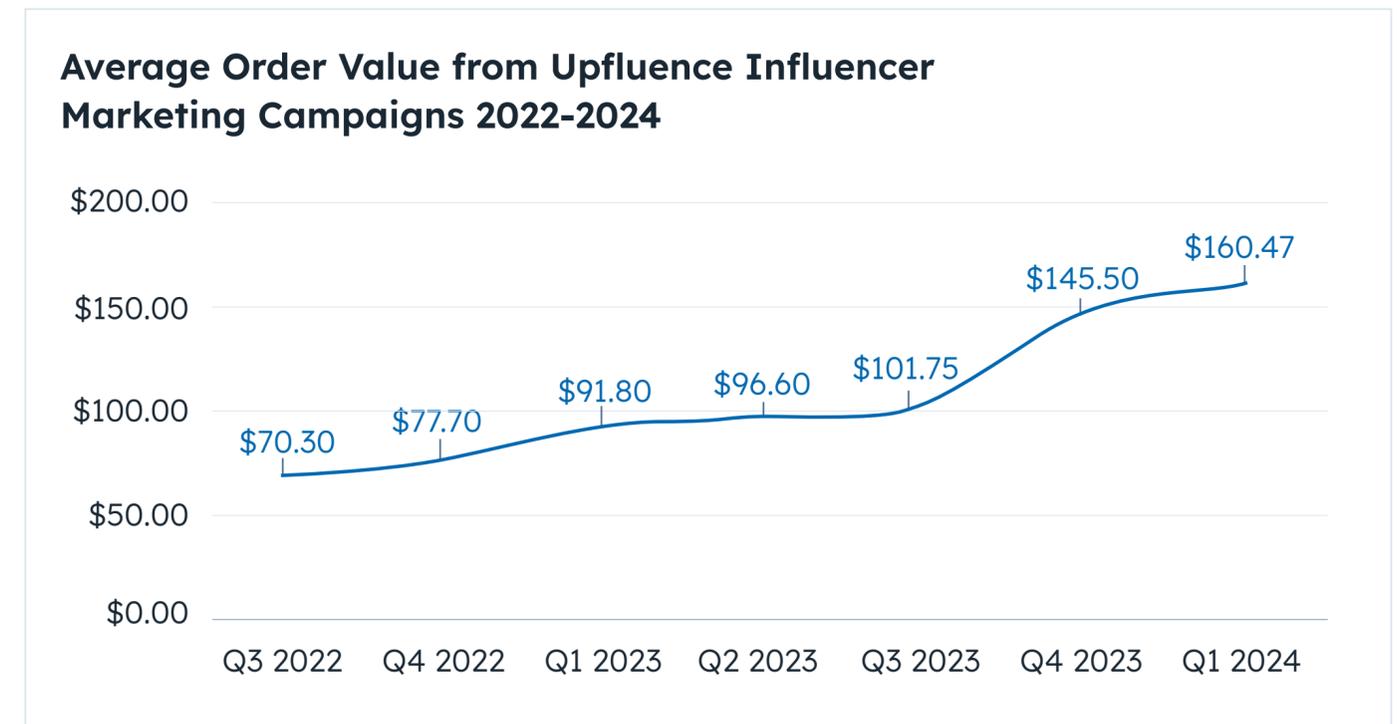
According to Upfluence's data, brands now work with an average of 33.5 creators per program on Instagram, an increase of 58% from the previous year. This diversification minimizes risks and maximizes reach across different audience segments.



2 From creators to brand affiliates: what's driving influencer programs that sell?

More accuracy is being used to measure influencer marketing campaign success. Moving away from vanity metrics, brands are increasingly tracking return on investment (ROI) along with additional sales data to ensure their influencer programs produce tangible results.

According to Upfluence data, the average order value of clients increased to close to \$146 in 2023 from \$78 the year before, a growth of 87.3%. This emphasizes how successful influencer affiliations can have a positive financial result. Thankfully, there are no indications that this trend is going to slow down; in Q1, there was a 10% quarter-over-quarter growth, hitting \$160.47.



3 Integration with e-commerce tech stack

Sales and e-commerce are becoming more and more entwined with social media and influencer marketing. Companies need to concentrate on creating the most seamless accessible online buying experience. Influencers leverage integrated shopping methods on platforms like Instagram to boost direct sales in addition to product promotion.

Upfluence's research indicates that orders created by Instagram producers have increased significantly, totaling \$238 million in aggregate value. This pattern demonstrates how well the site converts followers into paying users.

On average, a creator program now generates around \$35k. However, this number masks a wide variation in campaign success. For Upfluence's top 10% of customers who fully embrace affiliation, the average revenue per program was \$248,000 in 2023, more than seven times the overall average.



Top 10 and top 100: How Instagram is boosting brand mentions and engagement

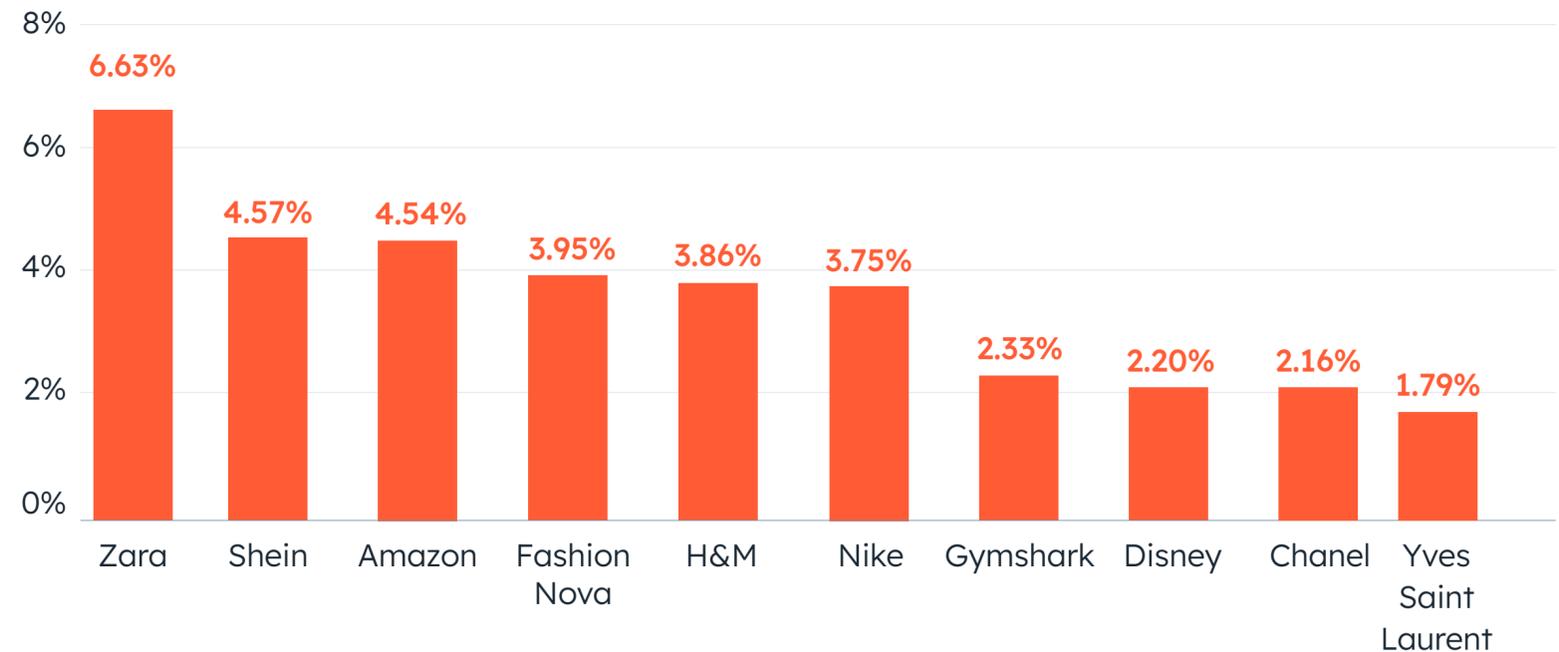
We analyzed all brand mentions made by creators on Upfluence, examining a total of 937 million posts from eight million creators. We looked at the top 100 brands mentioned and the total amount of interaction that creators produced. In comparison to the other top 99 brands during the study period, a brand's share of voice indicates the percentage of mentions or engagement it received.

Influencer marketing continues to be concentrated on Instagram, particularly in the fashion sector. Leading businesses in 2023 included Fashion Nova, Adidas, and Zara, demonstrating the platform's usefulness for industries that rely heavily on images.

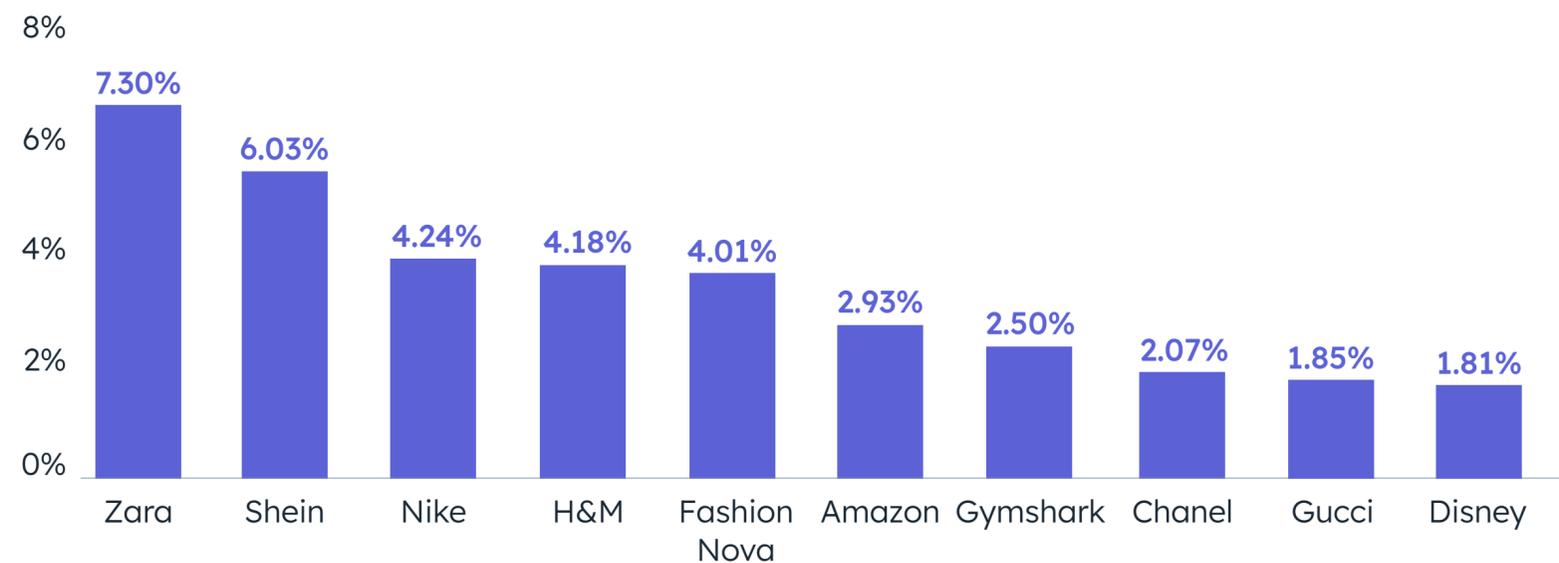
In 2023, fast fashion dominated the list of most discussed brands, taking four out of the top five positions. Zara continues to be the most talked about brand, with Shein, Amazon, Fashion Nova, and H&M following closely behind.



Top Brands by Share of Voice on Instagram 2023



2022 Share of Voice Mentions vs. Brand Name

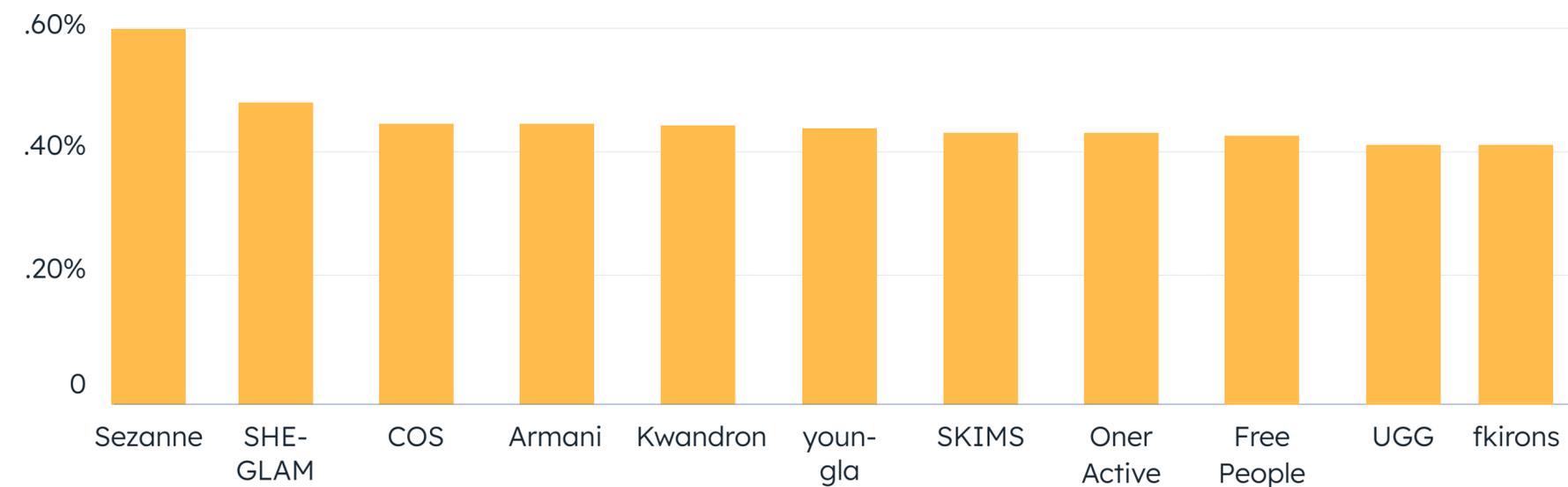


Nevertheless, growth isn't limited to well-known brands. This year, newcomers have also made noteworthy breakthroughs into the top 100. Notably, we see the appearance of Sezane, after a sharp rise to the 58th position on the list of most cited brands. SheGlam, Kwadron, Armani, Cos, and YougLA come in at 72, 80, 81, and 83, respectively.

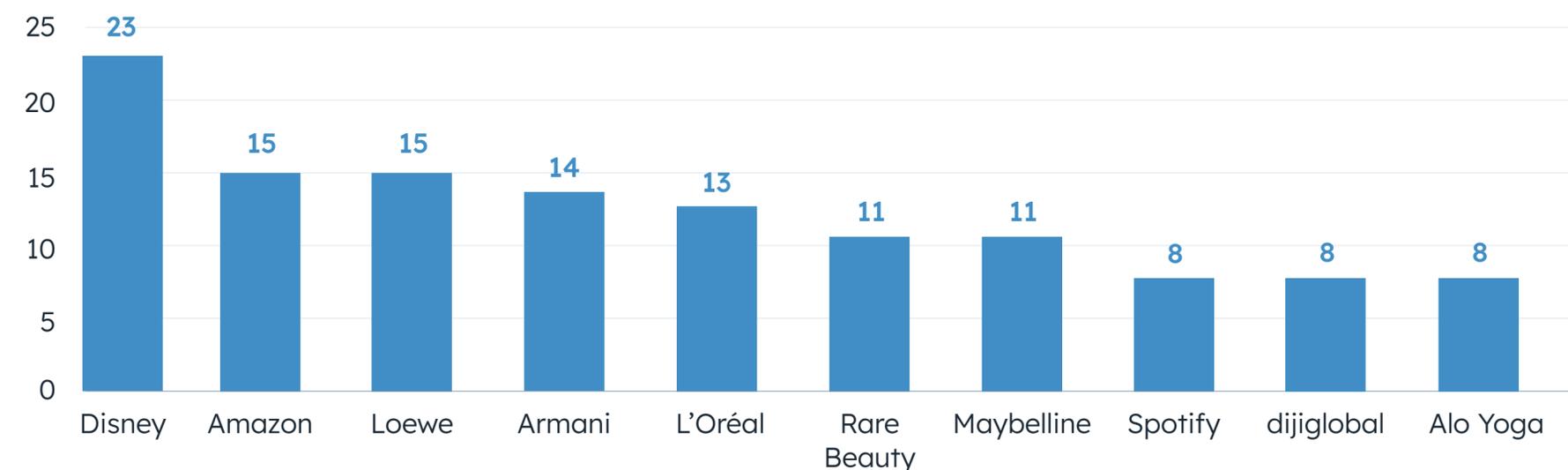
Fashion Nova is the undisputed leader in terms of engagement, closely followed by Adidas and its team of extremely powerful athletes. Zara keeps up its good showing, taking third place. As a result of their long-standing practice of working with a small number of really powerful ambassadors, luxury companies also stand out. This allows them to capitalize on the influence of fewer but more well-known and prominent creators.

This year, a number of non-fashion brands have achieved notable advancements in the top 100 for creator engagement. Notably, Disney has moved up 23 rankings, Amazon has moved up 15 spaces, and Loewe has moved up 15 positions as well.

Newcomers 2023 Share of Voice



Ranking difference 2023 vs 2022 Engagements vs. Brand Name



What do the latest Instagram trends mean for brands?

1 The creator economy drives growth for performance marketing.

More than ever, influencer marketing is proving to be a powerful driver of growth for brands. By leveraging the authentic connections that influencers have with their followers, brands can tap into highly engaged audiences to find new customers. Brands are better able to analyze and optimize their influencer marketing initiatives as data-driven strategies get more sophisticated, guaranteeing that every dollar invested in these programs leads to quantifiable business growth.

2 Unlock your data to increase ROI.

It is essential to use data to inform campaign strategy and influencer selection. Brands may determine which influencers are most aligned with their brand by examining indicators like growth rates, follower demographics, and engagement rates. In any case, sales data is fast becoming the most important measure for e-commerce brands to assess the success of their campaigns.

3 Treat your creator campaigns like paid media — A growth and performance marketing channel.

Ongoing refinement is essential. It's critical to keep an eye on every piece of content while collaborating with creators on long-term projects or multiple assignments in order to guarantee success. Key performance indicators (KPIs) including engagement rates, click-through rates, comments, and — most importantly — sales conversions should be monitored. With this data, brands can optimize their strategies in real time for improved performance and increased return on investment.

4 Be aware of ethics and laws when working with creators.

It is imperative that influencer marketers follow all applicable laws and ethical guidelines, as the creator economy confronts escalating regulatory demands. Advertising laws must be followed by brands and influencers, and this includes disclosing sponsored content in an obvious manner.

Influencer marketing is a dynamic and effective strategy that will impact how brands advertise

Through the application of best practices and constant observation of new trends, brands can fully [leverage the potential of creators](#) to expand their client base and increase revenue. The secret is to use data wisely, build genuine connections, and keep an open mind in order to adjust to the always-changing social media marketing environment.



CLOSING

Fostering community on Instagram is better for business

If your brand isn't one of the [200M+ on Instagram](#), it's time to spin up your account and start posting — 70% of shoppers turn to Instagram to make purchases. And, of the 2B+ Instagram users, [80% follow brands](#). People are excited to connect with brands they believe in and want to support companies that share their values and post content that they can relate to.

As you plan your Instagram strategy, lead with authenticity, experiment with humor, and don't be afraid to show your brand's true colors and lift up the voices of your community.

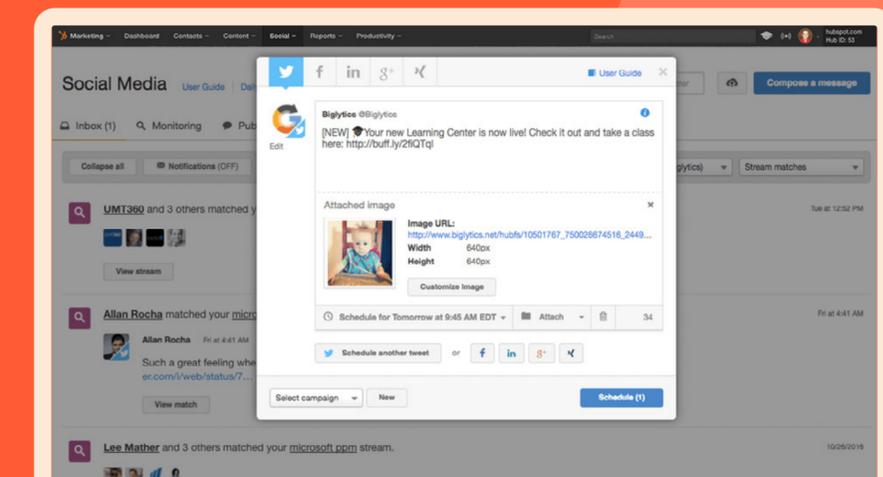
HubSpot

Connect with your audience on Instagram

Spend less time monitoring social media, and more time nurturing relationships.

- ✓ Run all your social media campaigns from one central location.
- ✓ Never miss a mention, especially from people who matter most.
- ✓ Attribute business value to social media.

Try it now





Methodology

We surveyed 600+ global Instagram marketers at B2B, B2C, and B2B/B2C companies in January 2024 to gain the insights for this report.

Regions represented include North America, the UK & Ireland, and Asia. Respondents represented company sizes of 1-1,000+, and annual revenue between under \$1M-\$49.9M. Industries represented include for-profit organizations, non-profits, and government organizations, and a mix of B2B, B2C, and B2B + B2C companies. Marketers surveyed had an annual income spanning under \$50K-\$150K+, role levels included Director+, general marketers, people or project managers, volunteers, interns, and consultants, and ages spanned 18-55+.

Report created in collaboration with CXD Studio.

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