THE USE OF DATA FROM INSTAGRAM ACCOUNTS TO PROMOTE YOUR BUSINESS

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This article about one of the ways of dissemination information about your business. But in order to see the productivity, popularity, growth or decline of your business you need to rely on certain analytical data. For analysis of the data from certain sites and social networks, there are applications that will collect, analyze and visualize data on consumers and customers in a couple of clicks. For my work I chose the social network Instagram. It is one of the best platforms for advertising and promoting your business and one of the channels for the sale of goods or services. And I focus on a couple of analytical applications that collect data from the social network Instagram. The analysis of these data and a survey conducted among respondents of certain age groups, people with different social status and levels of interest in the business sphere, help us to determine: how popular the development and promotion on Instagram is and how effective it may be to analyze data from accounts.

Key words: digital marketing, analytical application, Instagram,

Development does not stand still and with each decade there are more and more devices, applications, programs and even robots that can influence the desire of people to acquire more. Marketers did not miss this opportunity and shifted their attention to Internet users. Thus, ordinary marketing was transformed into digital marketing. Digital marketing is the process of advertising a product or service that involves digital technology, the Internet, and electronic devices [1]. The advertising process is carried out through numerous channels, such as search engines, social media, email, and customers. This is a relatively young field of activity, which is experiencing its heyday.

Currently, digital marketers focus primarily on social networks. According to the latest surveys and studies, on average, the Internet user spends 2 hours 22 minutes online [2]. Billions of users enter personal data, update statuses, publish photos and videos, leave their geolocation on personal pages on social networks. All this data can be analyzed and used by experienced analysts and digital marketers.

During the study, delving into the analytical applications, I selected two of them and focused on their main characteristics and functions. Special analytical applications SproutSocial and Iconosquare allow you to find all information about business account on Instagram [3] [4]. These data show the interests of the user, likes and dislikes for certain places, demographic data at a given time interval and in some cases the mood and internal state of the user. These applications are more suitable for people who are seriously engaged in

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business and need analytical data about their product and the audience, that uses the products or services. Iconosquare shows information about the subscribers of the page. All data is provided in various types of graphs, which is very convenient to read. Information can describe different periods of time that the user chooses, a comparative analysis of different years or months can be carried out. The application collects and analyzes the information about subscribers, their demographics, status, gender, frequency of visits and mention in posts. The application is able to show the time interval, when the audience is active and is viewing the page, who exactly became interested in the page. The number of likes and at what time of the day, the number of saved posts and which ones, the most frequently mentioned hashtags under specific posts. The application is rated according to various criteria that the user of the application can choose. Also, the application has an international function. It enables to share this information among subscribers. The user chooses exactly what they would like to show in his business account. Consequently, the subscriber can see specific data that may interest them and force them to go to the enterpreneur's website. Thus, Iconosquare provides a complete data analysis of the page including information about subscribers and their activity, account popularity and reasons for this.

In comparison with Iconosquare SproutSocial can provide a review of all social networks. SproutSocial's data analysis is not as detailed as in the application described above. SproutSocial acts as a corporate board, as your personal board with information, that you can share or structure for your needs. And one of the possible functions of SproutSocial is data analysis, which can be attached in one of the sections. This is a very useful feature for corporate work, when large number of employees have access to this database and can view analytical information about accounts on social networks, and in particular case, about a profile on Instagram. This has a positive effect on the work: by looking at the data, employees from different departments can change the vector of their work and see how it works for the audience. Thus, a definite connection is established within the organization between various departments and with the user audience.

I conducted an Internet survey with 66 respondents. The majority of respondents were people aged 18 – 25 years old – 90% (55), students 90% (56), people working in the business sphere – 73% (48). And this fact unambiguously influenced the results of the study. The majority of Instagram users visit the business pages of entrepreneurs – 73% (48). Also, when searching for new services or products, predominantly a greater number of respondents turn to the social network Instagram – 53% (35).
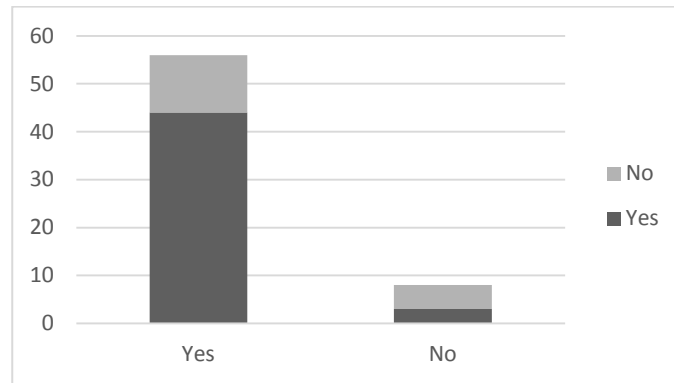
Pic. 1. Usefulness of Instagram for product promotion

In the graph above, the black color indicates the number of respondents who have a field of activity or studies associated with the business – 73% (48). The number obviously exceeds those who are not involved in business – 27% (18). These respondents are represented in grey. The height of the bars shows the usefulness of the Instagram social network in product promotion. It means that many people turn to or have turned to Instagram as a channel for advertising – 85% (56).
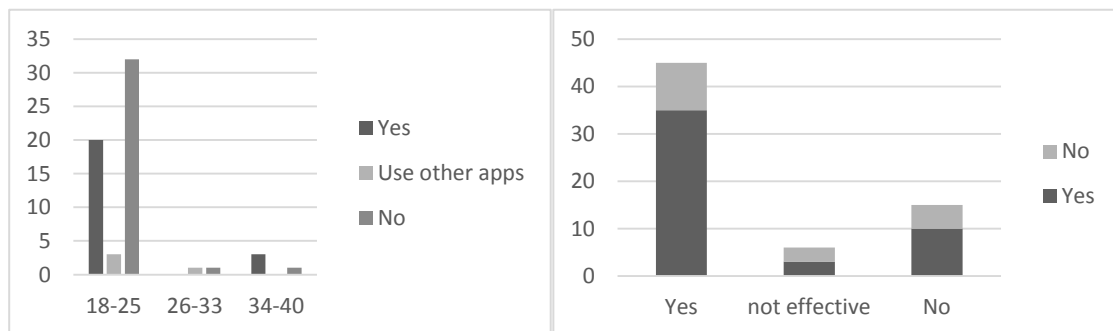
Pic. 2. Representatives of different age groups who know (or not) analytical applications and the interest in analytical applications

But according to the survey results, not many of the respondents – 58% (38) are familiar with analytical applications, which are popular and the most wide used among Internet users. It should be noted, that majority of negative responses were found among people aged 18 – 25 – 48% (32). In groups 26 – 33 – 3% (2) and 34 – 40 – 5% (3), respondents are familiar with such applications or use others. It is also pleasant to note that after passing the survey, majority of respondents became interested in such applications – 68% (45). This is shown in the difference in the height of the bars. Mostly the respondents from the business sphere – 73% (48), which are marked in black in the graph.

As the results of the survey show, Instagram is a popular social network among different age groups. Using Instagram in business, as one of the distribution channels, is acceptable. In addition, the users of the social network themselves come across advertisements of goods or services offered by entrepreneurs or other people, who use Instagram for promotion. Thus, it can be

said, that using Instagram is quite effective for business and a quite popular way to convey information about the product to social network users.

Special analytical applications do a lot of work in just a few clicks and a couple of minutes. In the shortest possible time, the company receives product data from social networks. Companies have opportunity directly communicate with customers and get the response from them, not only in the form of comments, but also in the form of a huge amount of data on entire groups of users. With proper use of such applications, the company has an ability to change quickly in accordance with the expectations of the consumer. It certainly has a positive effect on the company and contributes to the popularity and prosperity of any business.

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