

Initially Instagram started off as an image-sharing social website and now it has bloomed into a large social giant that can be one of the most significant platforms to get more leads and to drive more revenue for the businesses.

□

Change with trend they say! Similar to the other social media websites, Instagram marketing has also evolved over time. The focus is on being more interactive with your audience!

Here is an insight on the latest Instagram marketing trends of 2020:

### Influencer Marketing

Influencer marketing in Instagram has gained momentum and it is proved to be extremely beneficial. If you haven't considered influencer marketing till now on Instagram, its time to start right away. Influencers are Instagram users who have built a large number of loyal followers through their posts and through the information they share. The followers of these influencers idolize them and respect the opinions they share.

Basically, influencer marketing is getting in touch with one or more influencers on Instagram and asking them to share information about your products, posting reviews about your products or recommending your products. This is one of the most efficient ways of reaching out your target audience as it looks more genuine to your audience. Rather than approaching the potential customers directly, you can get in touch with influencers to talk about your products and services. You can go according to your marketing budget, start by approaching one influencer ask him/her to post a video review about your products and services, if that works well for you, you can get in touch with more influencers. This is definitely a worthwhile investment for your business as the experts will be recommending your products or services.

### Add The Relevant Hashtag

The hashtag game is pretty strong on Instagram! You might be posting the most interesting updates, but without the relevant hashtag, your post is not seen by a huge audience. Instagram enables content search through its 'Discover' tab on the basis of hashtag search query. Users can follow the preferred hashtag and similar to the followed Instagram profiles, the content that is published using these hashtags will be displayed in the follower's feeds. It is proved that the Instagram posts that make use of the appropriate hashtags gain an increased user engagement in comparison to the posts that don't. You can add a hashtag just by adding the #symbol prior to the main keywords in your post and a linked hashtag will be displayed. Make sure to add hashtags in your Instagram posts and updates for getting noticed by more number of people.

### Plan Your Posts Strategically

Ideally your Instagram posts should be a combination of information, fun posts, images, videos etc. The idea is to get people interested and engaged. For instance, if you have posted a link to your latest blog post, your next update can be a funny or interesting image. If you only make serious posts on Instagram with no fun, people won't be interested in seeing your updates anymore. You can also post images and updates about the latest happenings.

For example, in light of the corona virus pandemic, you can create an image or video about the general safety measures or for motivating people. Think from the point of view of the spectator, what would you like to see and plan your posts accordingly.

Create suspense about your next post, make your posts interesting have contests and polls, help people

understand your products and services through interesting and informative videos. Remember, there is no ground rule while planning your posts; you have to try out different types of posts and see what works for your audience. Once you know what your audience likes seeing, you will start generating content that is loved by people.

## Embrace Instagram Stories

Instagram stories are short and they have a great impact. If your Instagram stories are perfectly framed, they can catch your audience's eyes immediately. Your Instagram stories can be what you want them to be. There are many interesting features provided by Instagram for putting up your stories. People might browse through your posts quickly without paying much attention but they will definitely stop by your Instagram story because this is the general trend. When the users start browsing Instagram, they first look for the stories that have been put up and they prefer to take a quick glance at them. You can post anything in your story, the latest blog update, some general information, discounts and offers, quotes etc. Make it a habit to post Instagram stories consistently and this will add up to your brand awareness.

Snapgram is a netizen for Instagram Stories feature that has been released by Instagram in August 2016. IG feature could make a scene of the netizen and also controversial because it is considered a cheat sheet of features owned by Snapchat.

Using Instagram Stories or Snapgrams, IG users can share photos or videos and also add various filters and interesting text effects to the photos / videos. Photos or videos that have been shared, will appear at the top of the timeline of the follower. Furthermore, we can find out who the follower who has seen the photo or [Click here for more info](#)

watch the video Instagram Stories.

Because Snapgram feature is still relatively new, many IG users who are not too familiar with some menu / option in Snapgram. One of them is a lot of Snapgram users who do not know about the sequence of Snapgram viewers based on what? Well, here we will try to discuss about things that can be a benchmark or a determinant of the sequence viewers Snapgram:

## Instagram Algorithm

The sequence of people who see Snapgram is basically based on Instagram's own special algorithm. Instagram algorithm has its own pattern in determining who the users who are on the sequence viewers snapgram top to bottom.

Reportedly, this algorithm will always be varied in determining the sequence of Snapgram viewers to improve the efficiency of the user when using Snapgram or IG Story.

## User Interaction with Viewers

The order of IG Stories viewers can also be based on our interaction with the top viewer. This interaction can be how often we visit the top viewer profile and vice versa, how often do we see and give "Like" to the picture, and how often we send each other messages with the top viewer.

In addition, there is assumption that the first order of Instagram Story viewers is based on how often our interactions with viewers via Instagram, Facebook and Whatsapp platforms are installed on smartphones. As we know that Facebook, Instagram and Whatsapp are 3 social media platforms owned by one same company.



That's the explanation of things that could be the benchmark or determinant of the first order viewers on Snapgram or Instagram Stories.