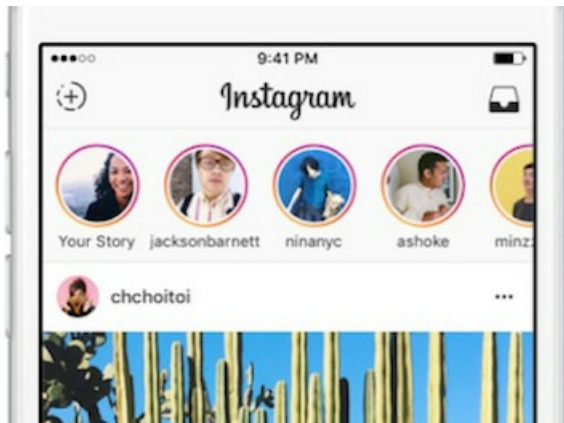


MARKETING

## Instagram Stories celebrates first year of helping brands connect to fans

August 8, 2017



*Instagram's Stories feature. Image credit: Instagram*

By BRIELLE JAEKEL

Photography application Instagram is celebrating the one-year anniversary of its Stories feature, which allows brands to gain greater visibility and a stronger connection with consumers.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The fleeting nature of the Instagram Stories feature, which sees posts disappearing within 24 hours, allows for a more personal connection between brand and consumer as well as creating greater immediacy. Coupled with its live video feature, brands are leveraging Instagram Stories in unique ways that are extremely appealing to users if done correctly.

"Instagram Stories allow brands to stay top of mind with their target audience and can be used as an engagement strategy," said Carrie McIlveen, managing director at Metia. "It can be used in real-time to reach audiences in the right moments. Posting live during an event or sale can encourage more people to attend, and can also help those who can't be there to still feel connected to your business."

### Instagram importance

Instagram has released the top fashion industry users in terms of engagement through stories, with very few brands making the list. However, Dior, Louis Vuitton, Dolce & Gabbana and Christian Louboutin were ranked extremely high on the list.

The rankings come from a list of the accounts that see the most number of views on their stories from accounts with more than 10 million followers. The organic nature of content from brands solidifies a more personal connection with consumers rather than an overly polished marketing photograph.



*Harry Winston example of the use of Instagram Stories. Image credit: Harry Winston*

Influencers such as Emily Ratajkowski, Chiara Ferragni, Cara Delevingne and Kendall Jenner make up a significant portion of the list as well. These influencers are often tapped by brands to help facilitate a connection to followers.

Fans feel as though the brand is bringing them in on its world. The immediacy of the feature can also cause greater impact and a call to action.

For instance, Givenchy unveiled the latest campaign for its Givenchy Gentleman cologne with a saturation of coverage through Instagram Stories.

In anticipation of the reveal, Givenchy teased a new product announcement multiple times on its primary and beauty-specific Instagram accounts, telling customers to tune in that night. Later, the brand used Instagram Stories via its Givenchy Beauty handle to chronicle a live event where guests gathered to dance, party and sample the new fragrance ([see more](#)).

This shows that when leveraging the Stories feature, brands need to work diligently in creating content that appeals to the user. But when done right, the feature can wield extremely impactful results.

The Facebook-owned app also noted that Stories has increased the amount of time users spend within the app. Users under 25 spend an average of 32 minutes a day on Instagram.

Those over the age of 25 spend slightly less time with only 24 minutes a day on average spent within the app.

Businesses and brands are discovering the importance of the Story, with half of businesses producing one. Instagram also noted that one in five businesses receive a direct message from a user through Stories.

#### Organic content

While video has long been a hallmark of marketers' toolkit, live video is growing at a significant rate with 78 percent of Facebook Live videos in June being paid for by a brand, according to a new report by L2.



*Michael Kors saw Snapchat's potential early on. Image credit: Michael Kors*

The reason for the popularity in branded live video is the medium's immediacy and ability to connect with consumers on a more personal and visceral level. This information comes from a new report from L2 on the significance of branded live video from Facebook, Snapchat, Periscope and elsewhere ([see more](#)).

"Instagram Stories offers several drawing options, filters, and emojis to add a bit of fun to your posts and make them stand out," Ms. McIlveen said. "Stories allows brands to be creative and experiment they do not need to be polished.

"You can also add links and mention other users in your Story," she said. "This is useful for co-branding partnerships.

"It's also important to understand how your content resonates. Instagram offers businesses insights on their Story posts to evaluate performance."