

How to skyrocket your Instagram Marketing Strategy in 2023

Veronica Gentili

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Among the top 50 Global Influencers in AdTech as per AdTech Weekly

Veronica has ben in the Social Media Marketing ecosystem for **more than 10 years.**

She's been working as a *Facebook Marketing Expert* for international brands @ **AdEspresso** and **Hootsuite**, two of the most well-known companies in SMM worldwide.

Through the Veronica Gentili Academy she trained **more than 10.000 professionals.**



Plan of the Speech

- 1- Instagram Today: where are we now?
- 2- Instagram last news you definitely need to know
- 3- Instagram Marketing 2023 best practices
- 4- **[CASE STUDY]** Is Organic Reach really dead?

Instagram Today - we are we now?

**MAKE INSTAGRAM
INSTAGRAM AGAIN.**

*(stop trying to be tiktok i just
want to see cute photos of my friends.)*

SINCERELY, EVERYONE



INSTAGRAM

**Instagram is
walking back its
changes for now
– Adam Mosseri
explains why**

Say goodbye to the TikTok-style feed and
at least some of those recommendations

By **Casey Newton**, a contributing editor who has been writing about tech for over 10 years.
He founded Platformer, a newsletter about Big Tech and democracy.

Jul 28, 2022, 8:58 PM GMT+2 | [0 Comments](#) / [0 New](#)



MORE MONETIZATION TOOLS
Ex. Subscriptions

BROADCAST CHANNELS

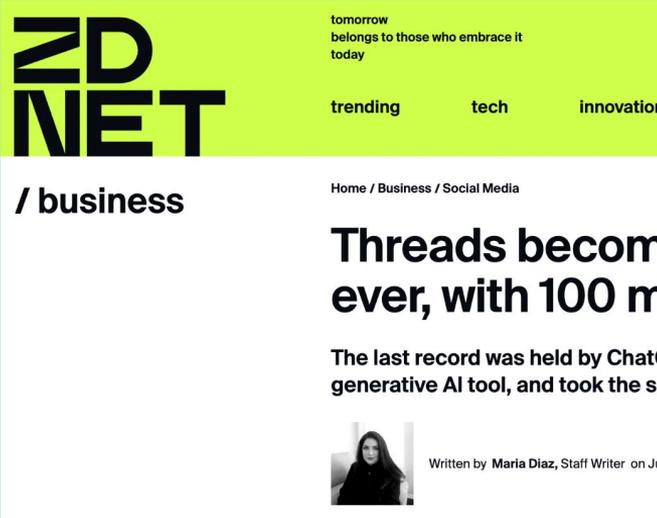
MORE GRANULAR INSIGHTS

Instagram is getting more *Creator Centric* than ever

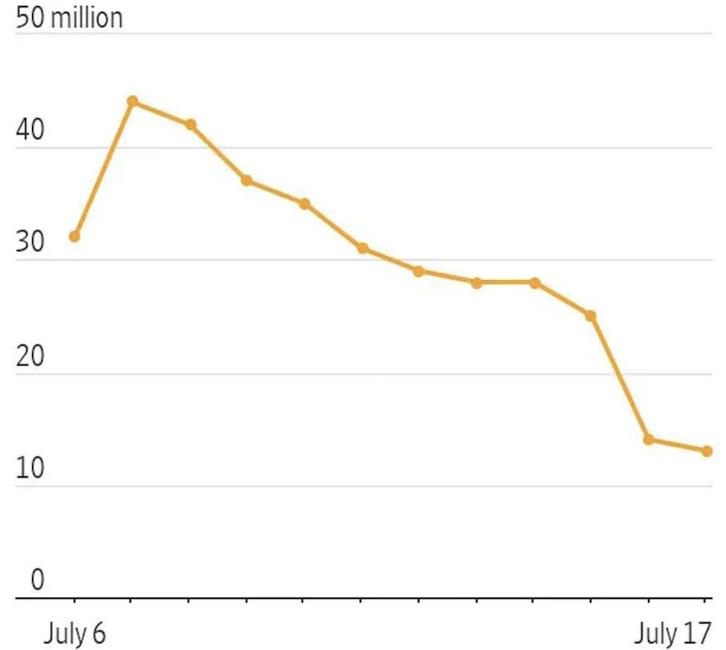
META VERIFIED

THREADS

And then... Threads



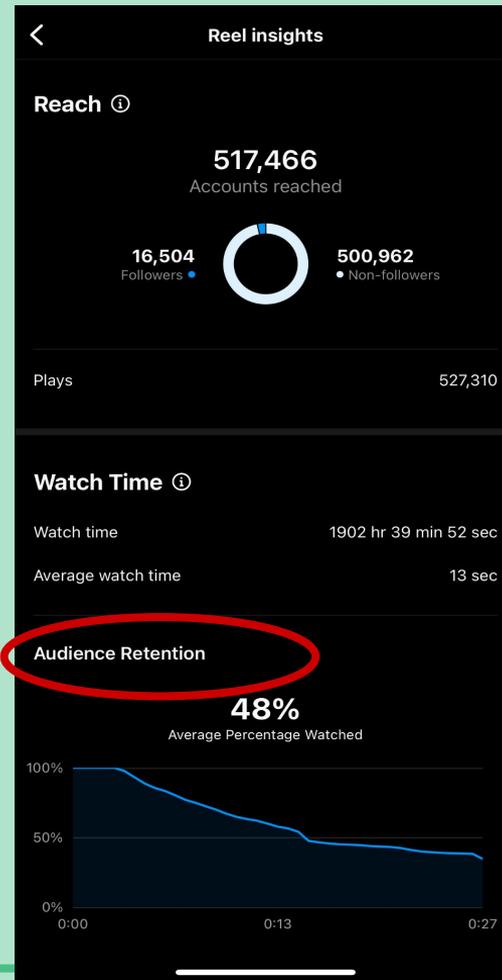
Threads daily active users



Source: Sensor Tower

More granular Insights for Reels

Content Interactions ⓘ	--
Likes	8,069
Saves	393
Comments	79
Shares	--
<hr/>	
Profile activity ⓘ	1,596
Follows	1,596



UP TO 5 LINKS IN BIO

GROUP PROFILE

NEW INSTAGRAM ADS

- **Ads in Search Results**
- **Reminder Ads:** People can opt into convenient reminders and receive three notifications from Instagram one day before, 15 minutes before, and at the time of the event.

What's new for brands, **too?**

INSPIRATION HUB

**REEL TRENDING TAB
(now only in US)**

UPGRADED TEMPLATES

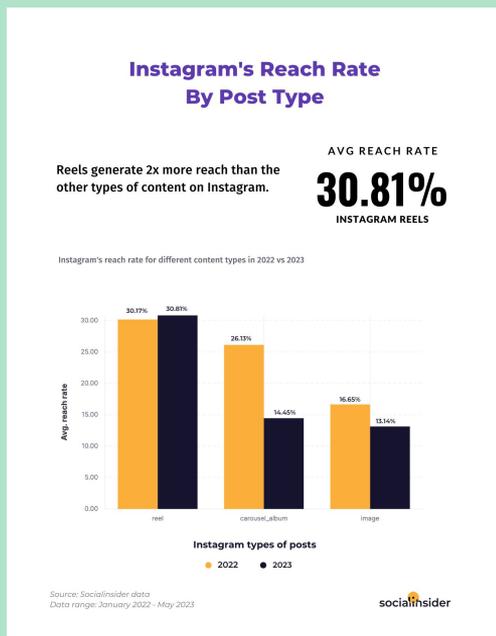
Template Browser: browse templates by category, organized by Recommended, Trending, and templates or audio you've saved.

Enhanced creation and editing experience



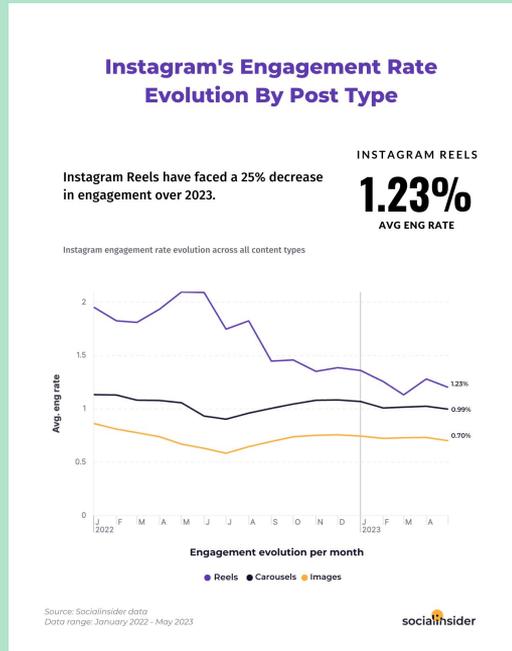
So many new tools...
but what is *actually* working
on Instagram?

What to use in order to maximize reach?



According to data,
reel has still
the best “reach potential”.

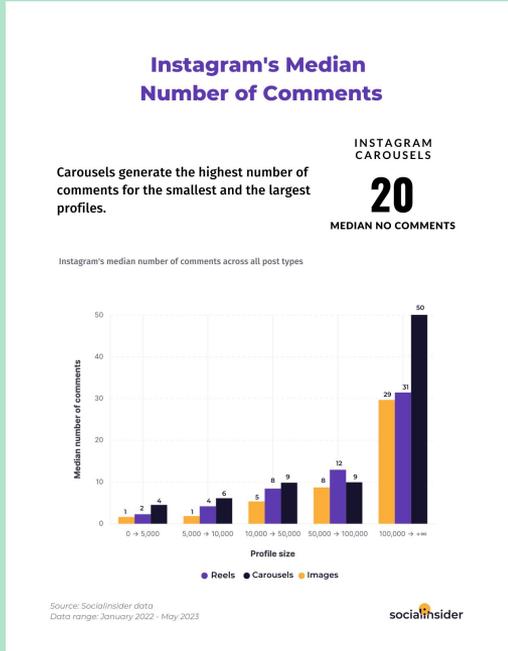
What to use in order to maximize engagement?



Instagram records an average **engagement rate of 0.60%**, that's continuously decreasing.

However, **Reels is still the best engaging format (1.23% average engagement rate)**.

What to use in order to maximize engagement?



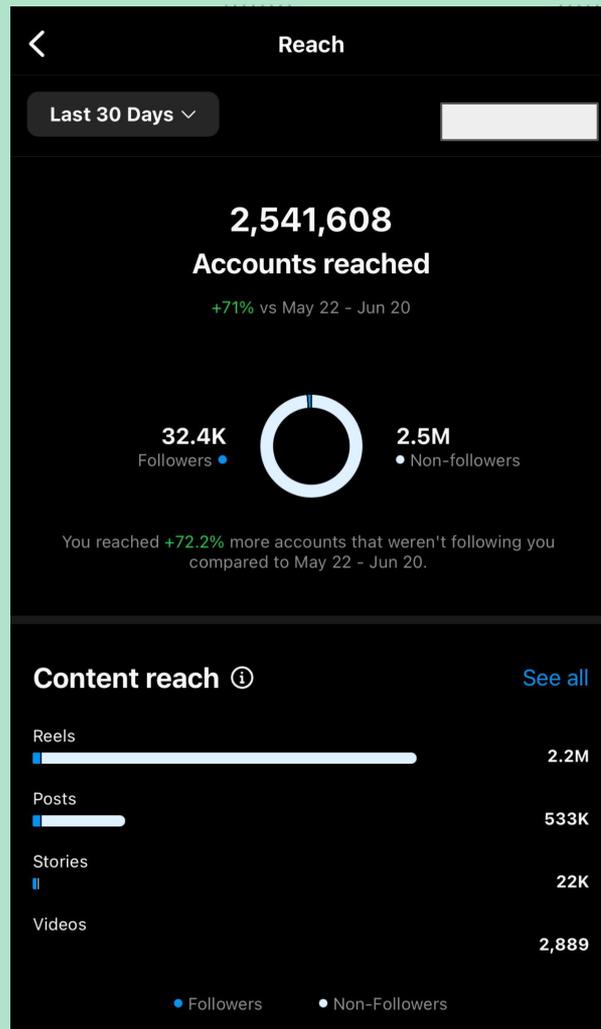
At the same time, Instagram Carousel is the best one when it comes to comments.

I would bet on **Reels & Carousels** formats.

Are Reels that powerful?

CASE STUDY “A reel per day”

- Creator (Showbiz)
- About 40k followers
- Reel strategy (+ 90% content)
- + 2.5 millions accounts reached

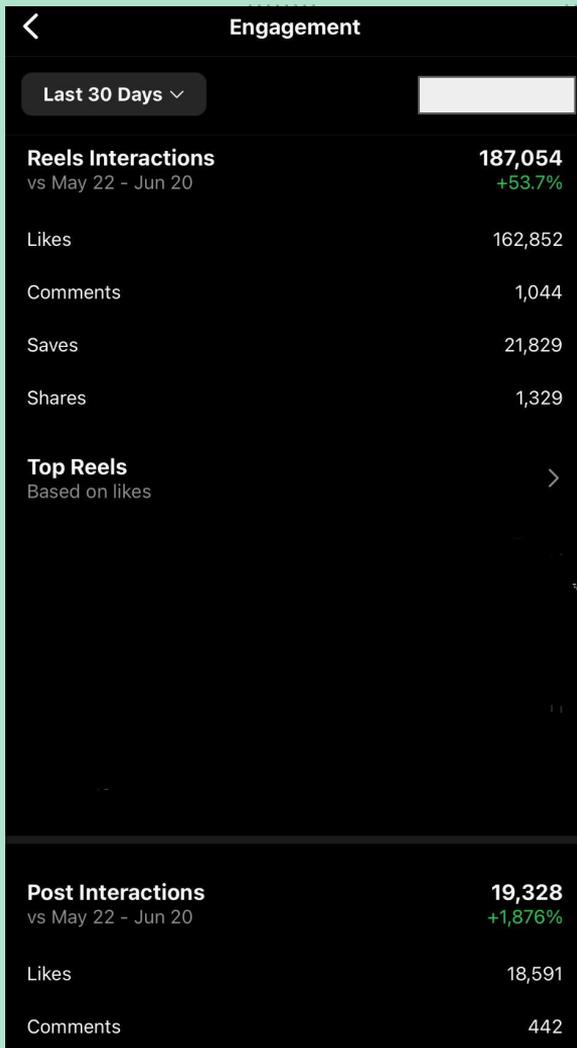




Are Reels that powerful?

CASE STUDY “A reel per day”

- +1.7M reel plays
- +187k interactions
- **TOTALLY ORGANIC**



**USE COLLABS & PARTNER
WITH CREATORS**

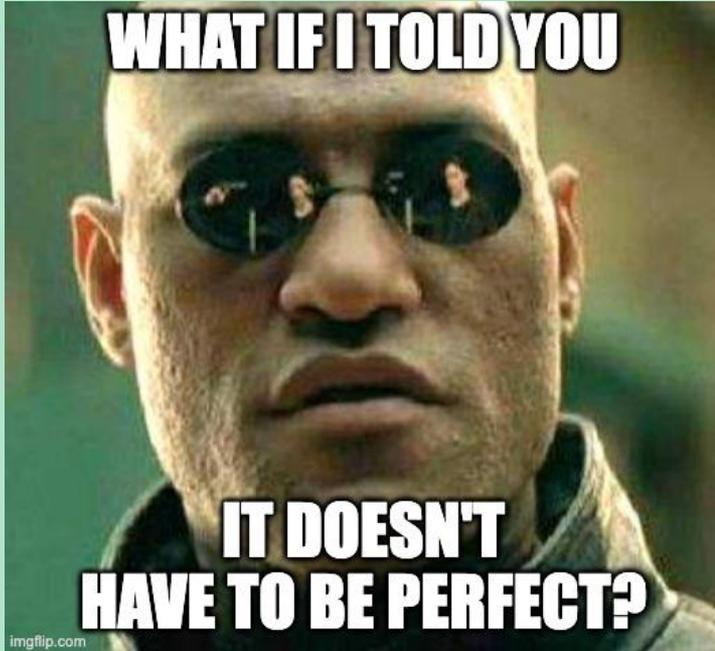
TEST TEMPLATES

2023 INSTAGRAM MARKETING STRATEGY TIPS

ACT AS A CREATOR
Build, engage, educate

USE YOUR PROFILE STRATEGICALLY
Bio, CTA, link, pinned posts, pinned reels

Takeaways



- **Even if you are not a creator, *act* as a creator:** put a face on it, create valuable content, engage your community on daily basis
- Analyse your Reel performance to find “the sweet spot”:
- **It doesn't have to be perfect:** in order to get engagement and exposure the content has to be VALUABLE, not perfect and polite

Thank you!

Veronica Gentili



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