

*lettly*

# The Hitchhiker's Guide to the Instagram Galaxy

**Why your brand should be on Instagram?** This is a place where people come to discover the latest trends and the hottest new looks. **62% of users follow a brand on Instagram.** And this network is still the king of social engagement. With more and more users inspired to buy clothing, Instagram is quickly establishing itself as a solid bet for fashion, beauty and interior design brands. Nevertheless, still only 36% of marketers use Instagram, compared to 93% of marketers who use Facebook!<sup>1</sup>

**300M+**

daily users<sup>2</sup>

**95M+**

photos and videos are  
posted daily on Instagram<sup>3</sup>

Instagram has claimed that its users are also ready to turn their passion for fashion into purchase - **with one in three Instagrammers buying an item they've discovered on the platform.**<sup>4</sup> There is a huge opportunity for fashion brands and retailers to tell great stories and deliver real business results through Instagram.





Well-known brands such as Valentino and Chanel have millions of followers. Vetements has got 705 000 followers on Instagram and Acne Studios: 1 300 000. It doesn't matter if you are emerging or already established brand though. Korean brand Kye has got 35 000 followers, cosmetic brand Glossier has got 280 000 followers and accessories brand Baublebar: 360 000. [So how to start your brand's Instagram empire?](#)

**70% of Instagram users look for inspiration and new brands on the app.<sup>5</sup>**

**Are you there yet?**

If you go through this eBook, you will receive a complex knowledge with up-to-date case studies of the best Instagram practices in the business. From the scratch like kicking off with Instagram account and connect to your followers through organizing a contest, taking care of your customers on Instagram and posting your first Instagram Story. Those activities are going to prepare your Instagram account for taking the next step - monetize your profile.

**So then, how to move from just an inspirational mood board platform to the commercial force ready to revolutionize your brand's sales?**

## Who are we?

Lettly is a tool for brands with an online shop that helps overcome the problem of no direct links on Instagram. We offer an additional distribution channel, that can be much more effective than Facebook when it comes to sales. Moreover, we also provide influencer marketing services.

Brands, which have already trusted us:

LOCAL  
HEROES

**we are knitters**  
ALL THE HAPPINESS IN A KIT



INGLOT



GOD SAVE QUEENS



# Structure

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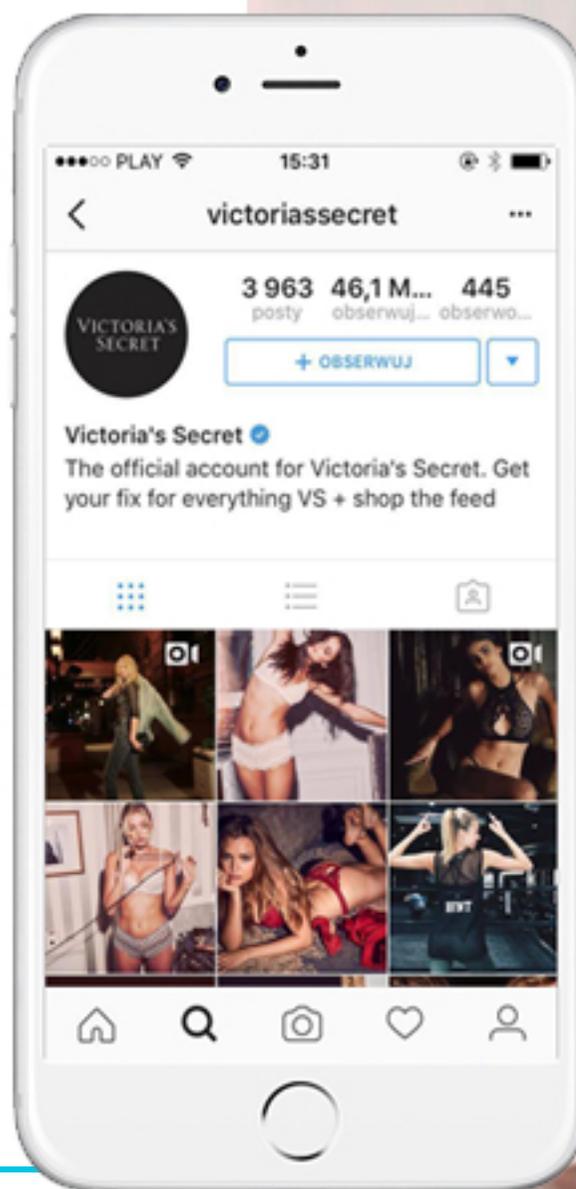


# WHY INSTAGRAM?

## Instagram is your new business card

If you have a beauty or fashion brand, Instagram should be one of your main social channels. Content linked to the trends is just perfect for Instagram! There are so many tools which can help you build community like targeting your email subscribers or people who have visited even once your blog or online shop. It's better to focus on valuable followers than just keep increasing numbers.

**Don't stay behind! Boost your Instagram marketing!**



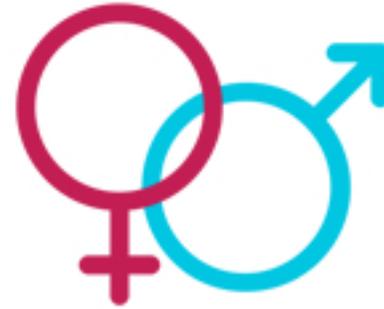
# Why Instagram should be one of your main channel?

With over 500 million monthly users, Instagram is one of the largest social networking platforms in the world.

- Do you have a fashion/ beauty brand?
- Do you have an online shop?
- Is your target group age between 18-29?



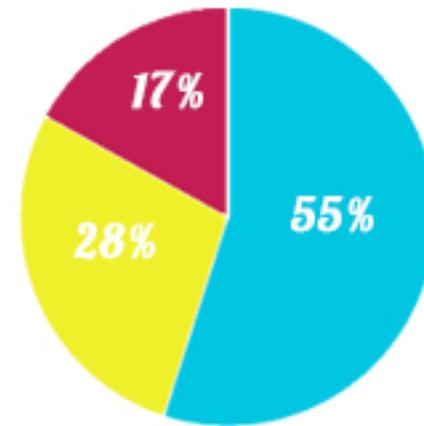
According to Pew Research, **31%** of female Internet users are on Instagram compared to only **24%** of male Internet users.<sup>6</sup>



# 80%+

With over **80%** of users from outside the United States, Instagram is truly an international platform.<sup>7</sup>

**55%** of all Instagram users fall within the 18- to 29-year-old range, while 30- to 49-year olds make up roughly **28%** of platform's total users.<sup>8</sup>  
[- Read more here.](#)



Instagram brands enjoy regular engagement with over 4 % of their total followers. On networks like Facebook and Twitter, engagement is less than 0.1%.<sup>9</sup>



## Before you kick off with your Instagram profile

Before you publish your first post, ask yourself why you want the brand to be present on Instagram?

What are you intend to achieve posting pictures and videos?

Is it stronger brand visibility on social media or rather focusing on specific socio-demographic group?

How to get more followers?



# ENGAGEMENT

# 7

the number of days a week European fashionistas check their feed<sup>10</sup>

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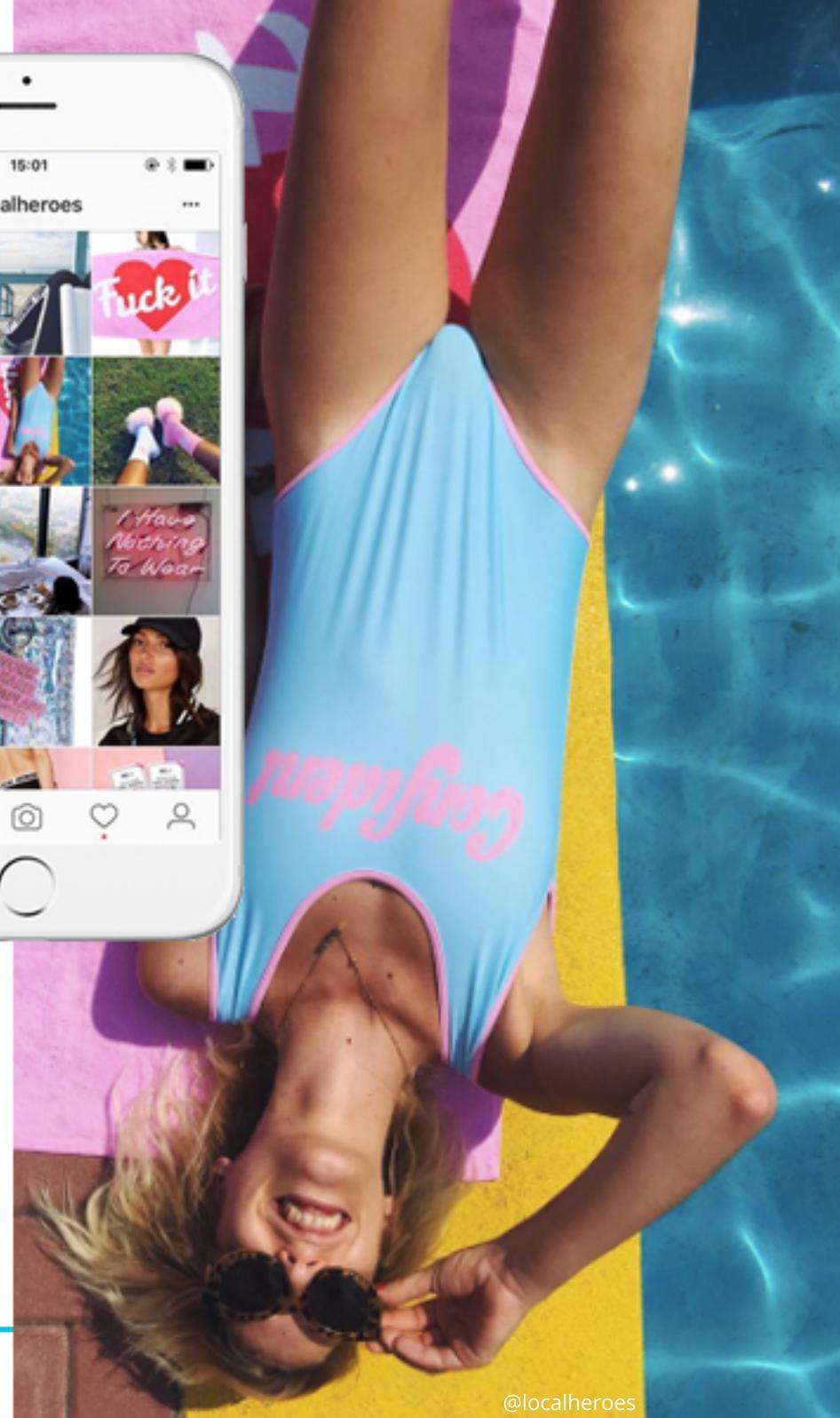
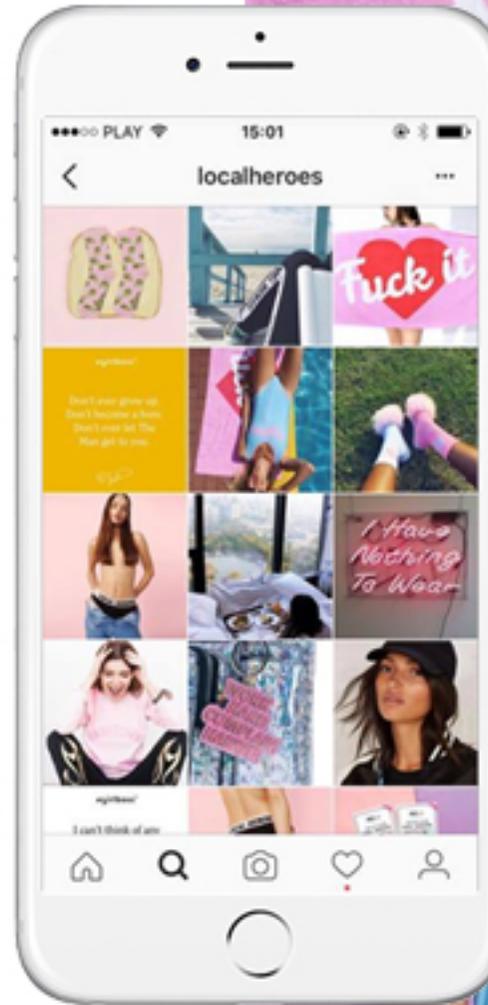
# 15

the average number of times a day European Instagrammers interested in high street fashion check their feed<sup>11</sup>

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# 353

the number of accounts the average European Instagrammer interested in high street fashion follows - more than 2.5x the average Instagrammer<sup>12</sup>





It's not a numbers game. I feel like the fashion community is especially competitive and brands are looking at each other's follower counts. But it's the passion and engagement that people feel for a brand that matters most. That is a key gold star. You can have millions of followers, but more important is whether people are commenting and tagging their friends. That means you've created something that people are talking about and that's what makes a good post.

- Eva Chen, Instagram's Head of Fashion Partnerships<sup>13</sup>



# 1 How to increase the number of followers?

First step for the Instagram beginner is to gain some followers. Go through your newsletter's leads, your fans from other social media channels or even kick off with the Instagram campaign to reach people who already are interested in your brand. **Keep in mind that it's not number race. Just have smaller community which engages than some random people who are not interested in your brand.**

How do you get followers when you have none? One option is to promote. If you decided to have organic reach, start engaging with the followers from similar brands! Contact brands which you have a lot in common with and propose e.g. cross marketing. You could post something on their account and they will write blogposts for you. Consider working with influencers. It could be even asking to curate your Instagram account for the whole day. You will definitely get some more followers and likes because the influencer will inform his or her fans about this action.



On one of the trips to Seoul, Stella McCartney invited 17 year-old Korean model Jina Han and her 38,000 followers to share moments from the brand's events on McCartney's account.

That's why it's important to find the person who has similar aesthetics, believes or work philosophy. The next trick is to start promoting your new Instagram channel on other social media like Facebook, Snapchat or Twitter.

# 2

## How to get more likes under one post?

Sometimes the journey starts right from the very beginning, as it did with Matteau Swim (24 000 followers), an Australian swimwear line by stylist Ilona Hamer. The brand joined Instagram when they first started working on the label three and a half years ago, but they only placed a holding images there. Then, they started posting their campaign images - to tease their launch - that the account really came to life. In the tease phase they were building a gallery of images that represented the brand and they've just grown from there. **Curating** is the key word to start with Instagram account.



# 3 How to interact with followers?

With such results, Instagram ranks high on social media platforms tailored for brands that want to increase their reach and engagement.

The best way to increase interactions on Instagram is a contest. It activates user generated content and it requires your fan-base engagement. How to start preparation for a contest?

In order to prepare the strategy of the contest go through 10 steps to help to plan it. From setting the target to monitoring the submissions. *Read our advice*

@weareknitters



In 2014 Dazed started running Dazed Emoji Polls on Instagram as an extension of polls that are featured on Dazed Digital. The engagement was extremely high.

The @dazed and @dazedfashion accounts aren't just about bold imagery - they are all about starting conversations. People can vote using emojis. Dazed covers topics from fashion weeks trends to fashion students everyday life.

@dazed



## Custom service on social media

Brands are still not able to use the full potential of social media. The average business responds to only 11% of the people who reach out to them on popular social media networks such as Facebook, Twitter and Instagram, according to a report from Sprout Social.<sup>14</sup> Time might be at fault. Companies are just too busy sending out promotions.

They distribute 23 promotional messages for every response they send to their audiences on social media according to the survey.<sup>15</sup>

## How long does it take you to answer your customers questions on Instagram?

**89%**

social messages that go ignored<sup>16</sup>

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**10** *hours*

average brand response time on social<sup>17</sup>

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**4** *hours*

maximum time most people will wait on social<sup>18</sup>



CONTENT

What do you want people to do?

What are you trying to convey to your customers? What do you want people to remember about your business?

If you could express your story visually, how would you do it?

What do you want to say?

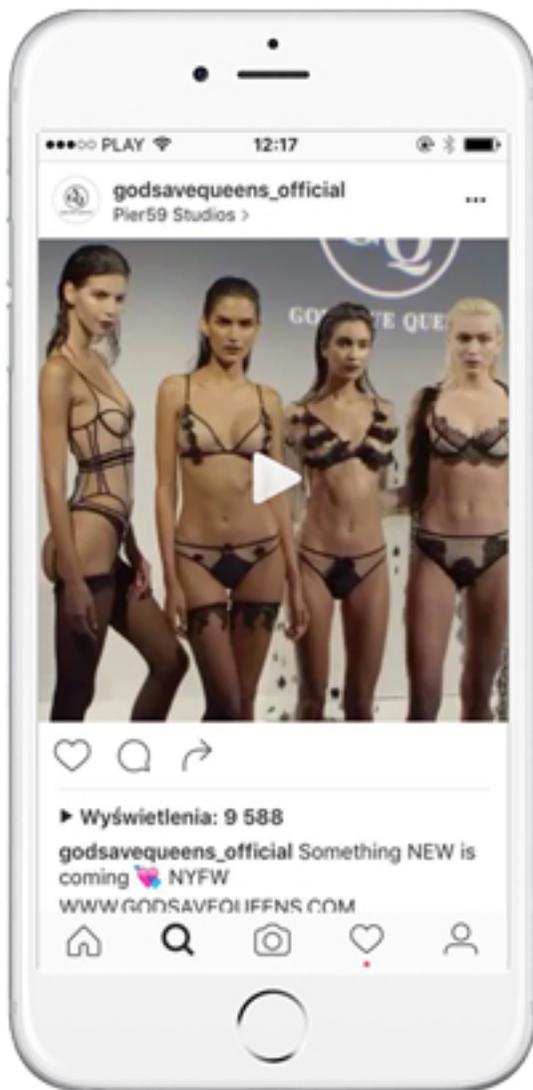
Who do you want to speak to?

Who is your audience or customer? What are they interested in?

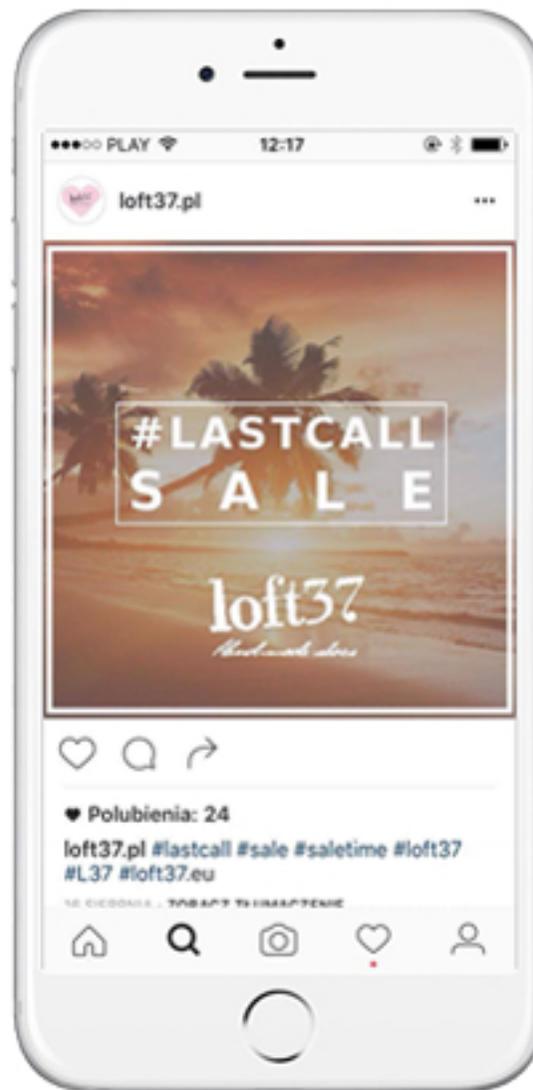


Are you trying to raise awareness of your business? Get people to your website or store? Sell more products?

How do you want to say it?



sneak peak  
videos

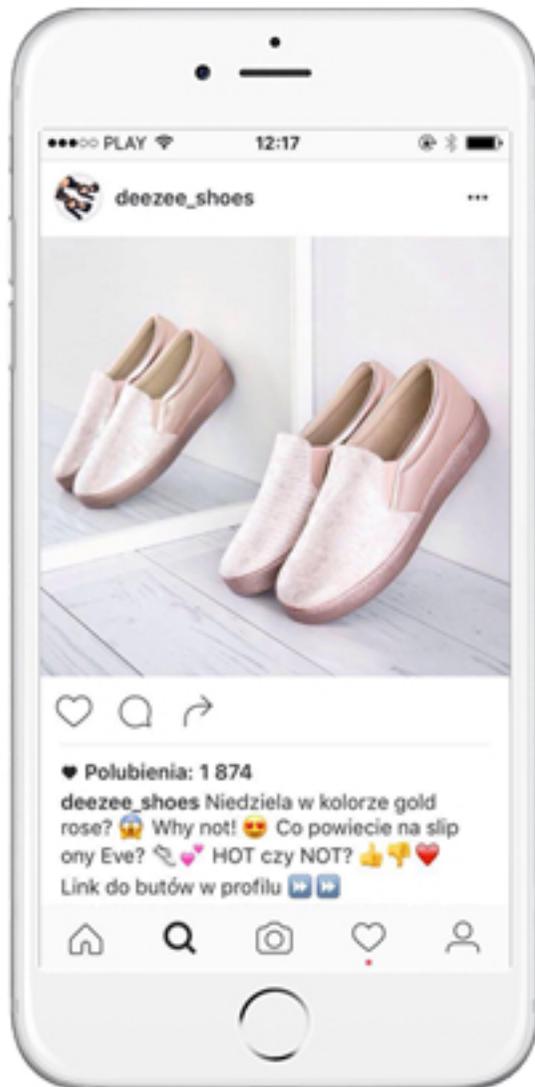


sale's info

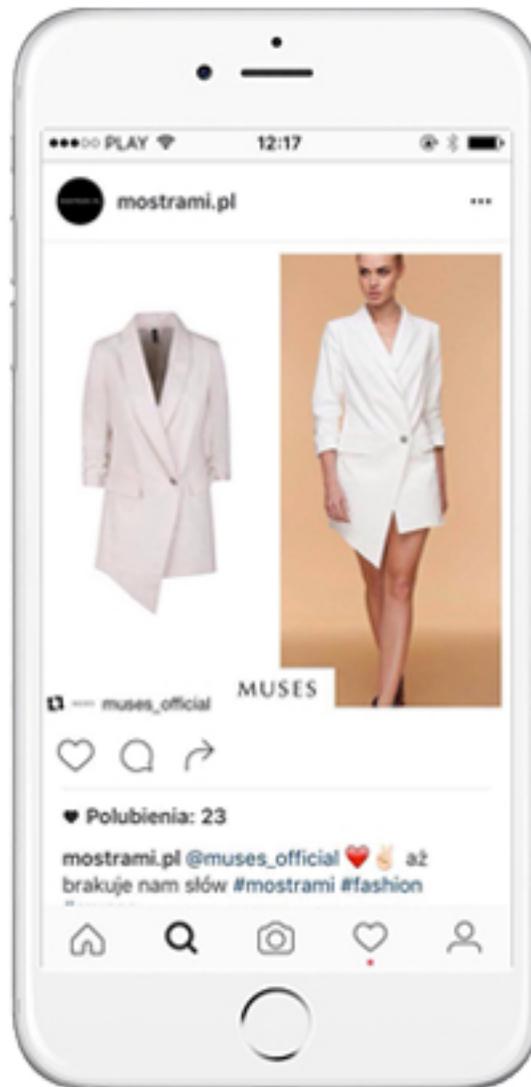


quotes

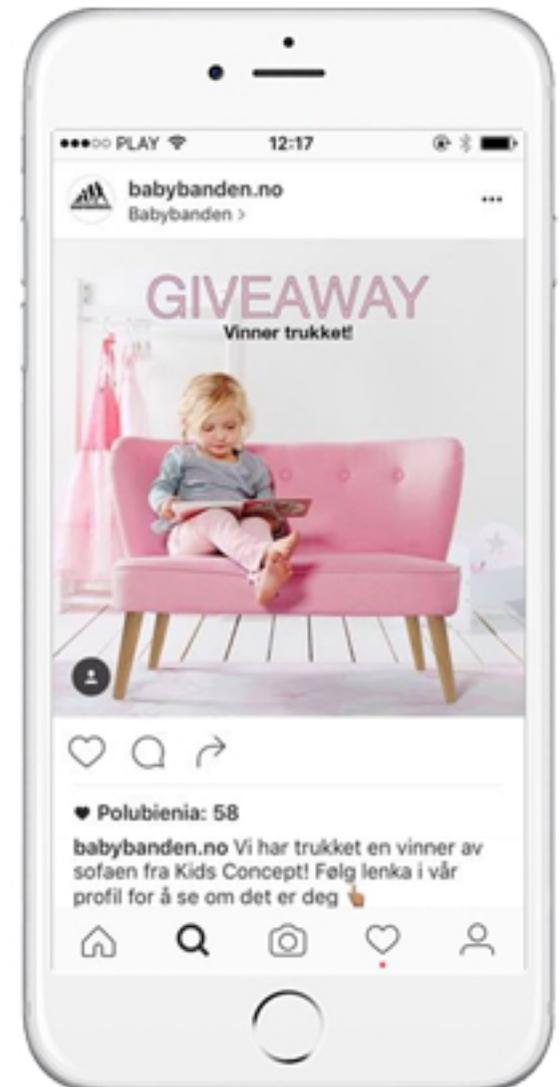
# polls



# user-generated content



# giveaways





# Storytelling

Instagram allows a business to tell a visual story of a brand. From launching a new range to showcasing products on the catwalk, Instagram can help with your objective all the way from inspiration to action.

Ruth Chapman, the co-founder of Matchesfashion.com – an established name, with a healthy quarter-million Instagram following believes it's all about storytelling. So her posts include engaging captions and emojis.



*How to wear @balenciaga's cult Bazar #bag? @pernilleteaisbaek shows how to #style it for #workwear and beyond.*

*'It's the ultimate workwear bag, that can easily fit my laptop, makeup and a raincoat and still look smashing on the go.'*

*Click the link in our bio to shop the look ♥*

*@matchesfashion*

# What makes great storytelling content?

**1** Show the DNA of the brand - the best brands makes their posts personal, authentic and genuine.

**2** Find your brand voice - once you have defined that voice, Instagram ads can help you to amplify your reach among your desired audience.

**3** Story is Important - tell the story with the combination of photos, videos and comments.

**4** Make content exclusive - kick off with Instagram Stories and let your followers see product exclusives.





## *What makes great storytelling content?*

Just imagine that Instagram is a family album of a brand. It shows a linear history of parents (founders), birth and growing up of children (products) and their daily life (trips, vacations, time spend with friends of the family).

You can only tell a good story of the family (brand), if you know all the family members, you know their characters and needs, you understand their vivid personalities and know their connections (clients). There is no need to mention that the family album (Instagram) should be aesthetic. This is really the end of poor quality of images! It has to present a visual spirit of the family - reflected in the brand's strategy and its visual identity.

A picture is worth more than a thousand words only when it speaks the same language as the brand and its fans.

*- Olka Kaźmierczak, Brand Architect, Founder of the Fashion Business School Fashion PR Talks and Creative Collective POP UP GRUPA*

# How to prepare the structure of post and when to post?

When your audience is active? Do you have audience all over the world or just one country? The key to success is to publish the post in the morning (8-9 a.m.), at lunch (it's a good time to step out from the work and business) or in the evening (end of the work day around 6p.m. or 10-11p.m.) as well as Sundays and holidays.<sup>19</sup>



Instagramers interested in fashion and beauty share content the most around the weekend with Friday the peak day for the posts.<sup>20</sup>

Photos on Instagram are seen as being 2.8x more imaginative and 2x more creative than on other platforms.

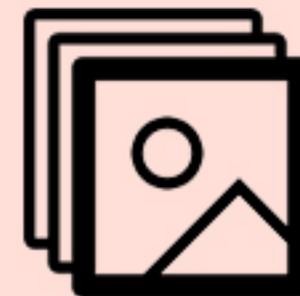
That's is why Instagram is the perfect place for the fashion, beauty and interior design industry, which are using it as a tool for showcasing its vision and originality as well as sharing what happens behind the scene.<sup>22</sup>



The generally recommendation is to post at least three times a day with plenty of space in between. The best practice is to do the research about the audience first.<sup>21</sup>

# 3

No one can imagine post without... images! **Here** you can find a list of the best photo banks which you can use freely for commercial purposes.



# Video on Instagram

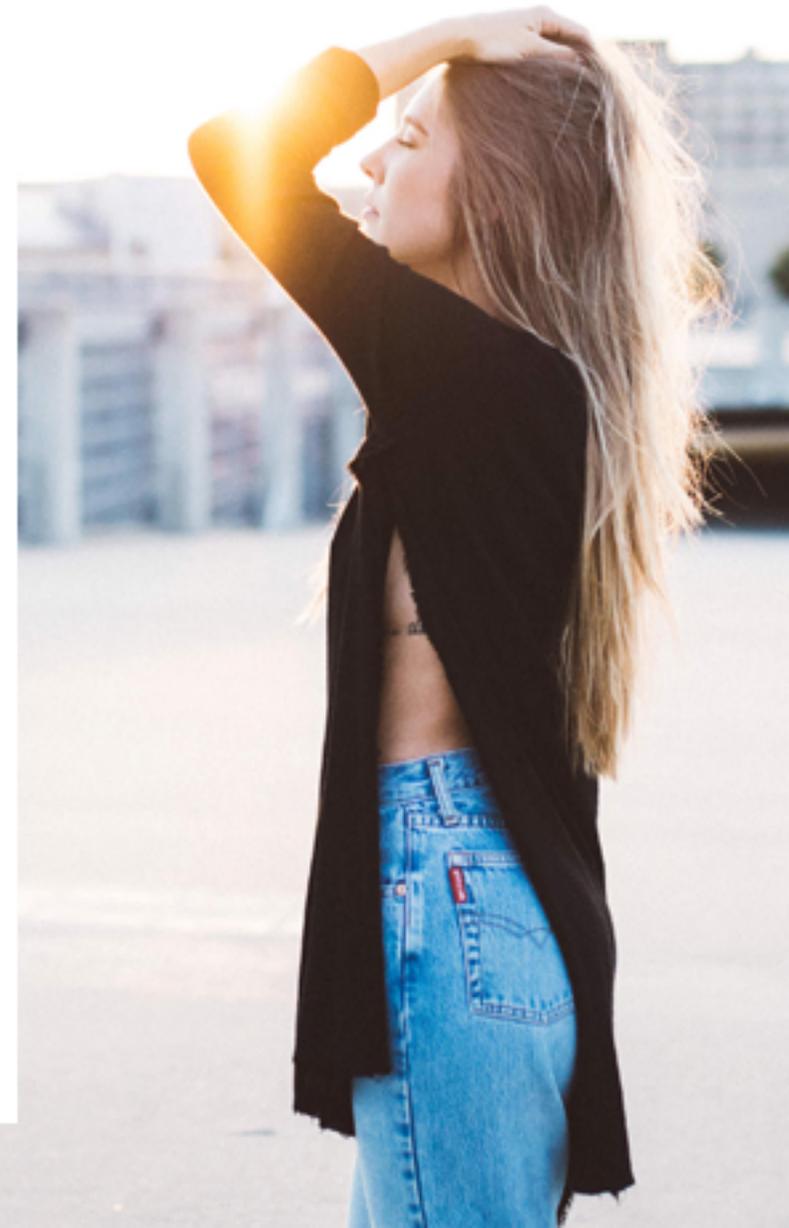
More and more, we're seeing the fashion community embrace video and video tools to showcase their designs to tell the stories. According to Instagram Data, in the last six months, video views increased by 150%.<sup>23</sup>

People are increasingly consuming video of all forms, on mobile devices. Here are some creative tips to help you get started:

**Capture attention quickly** - on mobile, people make fast decisions around what content they want to engage with. Capturing people's attention from the first few seconds is key to keeping their attention to communicate your message.

**Design for sound off** - think about the person watching video in line in a busy coffee shop. They aren't likely to want to have sound on, and even if they did turn on sound in would be hard to hear.

**Frame your visual story** - people watch videos on mobile just inches from their face and often in vertical orientation rather than turning their phone to landscape. The way you tell visually story matters!





## Ads on Instagram

What is essential to know about Instagram:

- 1** Instagram can reach the target group which was not as easy for Facebook.
- 2** Instagram has been attracting two times more young people aged 16-24 than Facebook.<sup>24</sup>
- 3** The audience is growing and on top of that Instagram users are much more active than on other social media channels.
- 4** The brands could target younger customers and reach them exclusively on mobile devices.

**Note:** More than 75% of the followers of both luxury and high street fashion brands are under 34 years old.<sup>25</sup>

# Best practices of ads on Instagram

## PHOTO ADS

We all come to Instagram for visual inspiration, which means that the simple design allows to captivate images to shake the floor. Interiors, products, nature views, interesting people and well – everything matters. The devil is in the detail, so encouraging customers to discover something about your brand or be part of very cool squad – it all leads to take action. With photo ads, businesses can tell their story through imagery.

**CASE:** Zalando @zalando

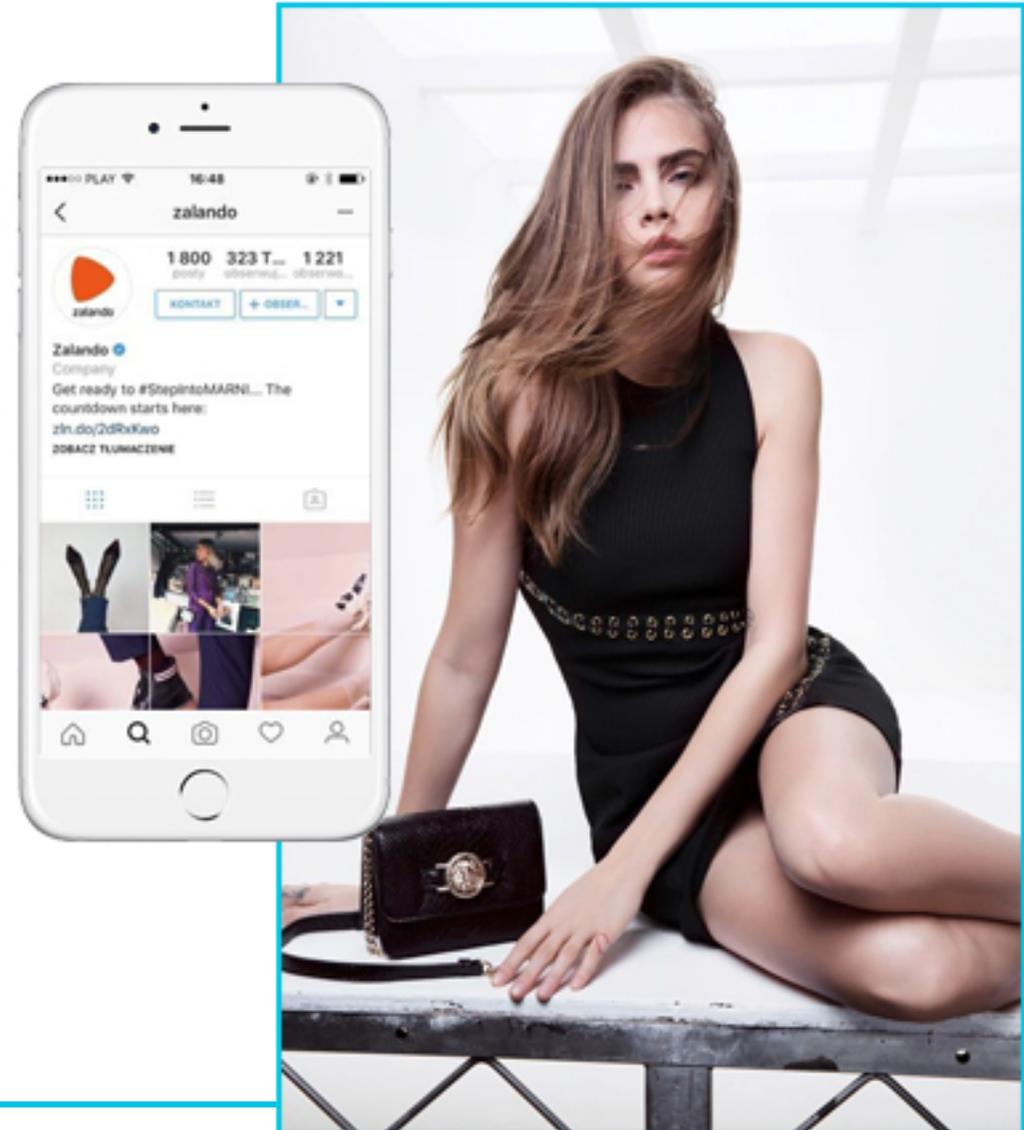
**GOAL:** To raise awareness that Topshop is available on their site, Zalando wanted to position themselves as a credible fashion brand amongst a younger, more critical audience - especially in Germany.

**PATH:** targeted at German women between 18 and 49-years-old, the campaign featured 5 images showing the unique style and personality of British model Cara Delevingne

**CONCEPT:** The message of the campaign: fashion is fun, sexy and cool, and Zalando delivers on all of those points.

**SOLUTION:** Instagram is a great addition to the other marketing touch points to target and interact with fashionistas. The campaign was recognized by the hashtag: #whereveryouare as the next big step for Zalando to grow their presence on the platform.

**RESULTS:** After the campaign ended, Zalando got 934 000 people reach.



# Best practices of ads on Instagram

## VIDEO ADS

It offers the same visually immersive quality as photo ads plus combining sight, sound and motion. Available so far up to 60 second long and in the landscape format. Video ads on YouTube have shown that films have the power to move people – from just encouraging them to be able to see the business directly and far to the other spectrum of the continuum, which is taking action.

**CASE:** Adidas @adidaswomen

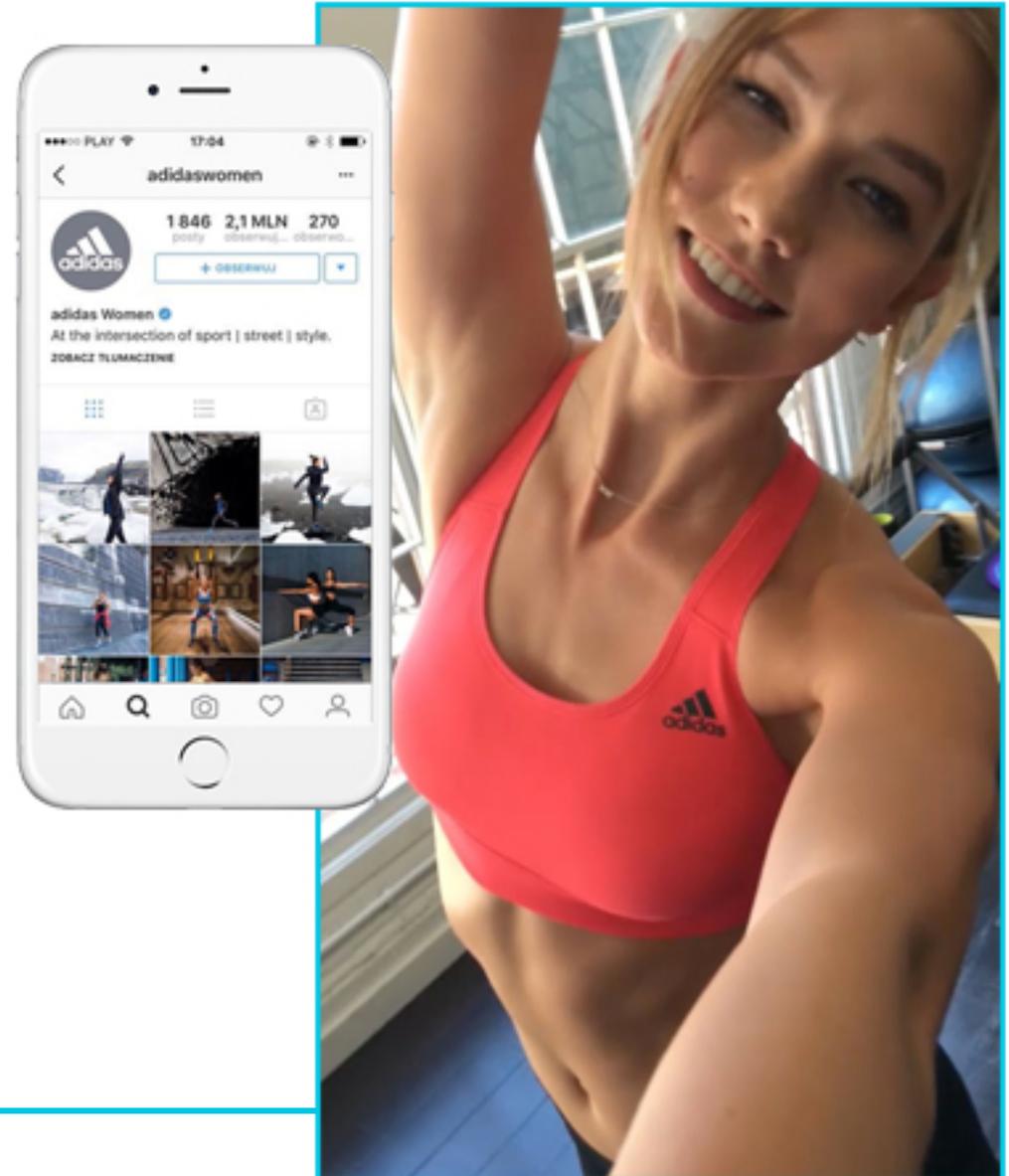
**GOAL:** Promote global ad campaign

**PATH:** Showing authentic and personal side of sport celebrities

**CONCEPT:** Adidas kicks off global ad campaign with a series of short films titled 'I'm here to create' with a cast of a number of female athletes showing how they introduce their creative DNA into sports.

**SOLUTION:** Featuring Caroline Wozniacki, Candace Parker, Hannah Bronfman, Robin Arzon and Nicole Winhoffer, Karlie Kloss, Sasha DiGiulian, Ana Ivanovic and Adriene Mishler each video relies on content send out from the celebrities' Instagram account and shows how they do sports as well as have fun.

**RESULT:** The film series is an extension of Adidas' there year brand plan that kicked off in 2015 which airs globally in more than 50 countries during key moments including UEFA Champions League among others.



# Best practices of ads on Instagram

## CAROUSEL ADS

Carousel ads means extra bonus for the users (and businesses). People can swipe to see additional images and a call to action button takes them to a website to learn more. For instance, a fashion company could use the carousel to show examples from lookbook, share campaign photos or even deconstruct the individual products in a 'look'.

**CASE:** L'Oreal Paris @lorealmakeup

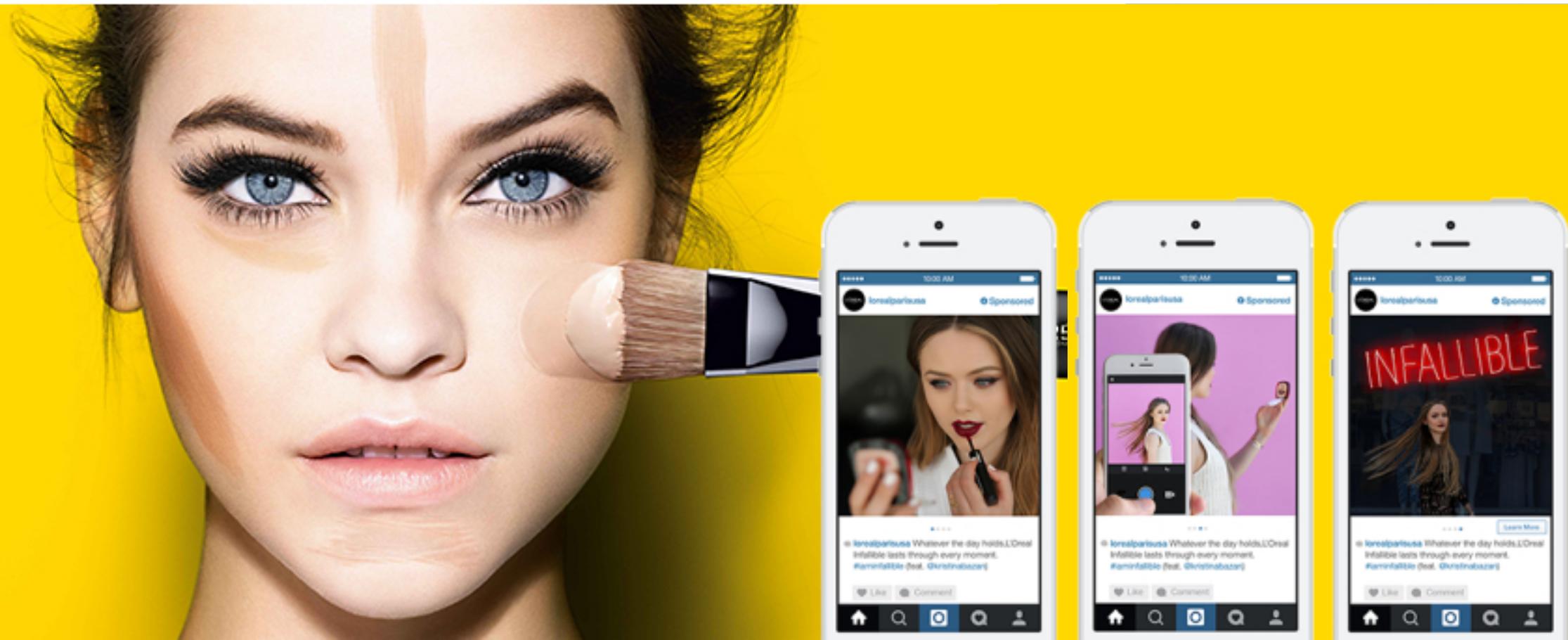
**GOAL:** Promote the longevity of L'Oreal's Infallible makeup line

**PATH:** Cooperation with influencers

**CONCEPT:** Encourage to empower women to be their own makeup artists through education, makeup products, tools and inspirational content

**SOLUTION:** The day with the influencer in four pictures (morning, midday, afternoon, evening)

**RESULTS:** Traffic on the official website, increase in signing up for the brand's newsletter



# Best practices of ads on Instagram

## DYNAMIC ADS

With dynamic ads on Instagram, you can set up your campaigns once and continually reach people with the right product. Dynamic ads on Instagram promote relevant products to shoppers who have browsed your website or mobile app.

**CASE:** JEWLR @jewlr - Canada-based personalized jewelry retailer

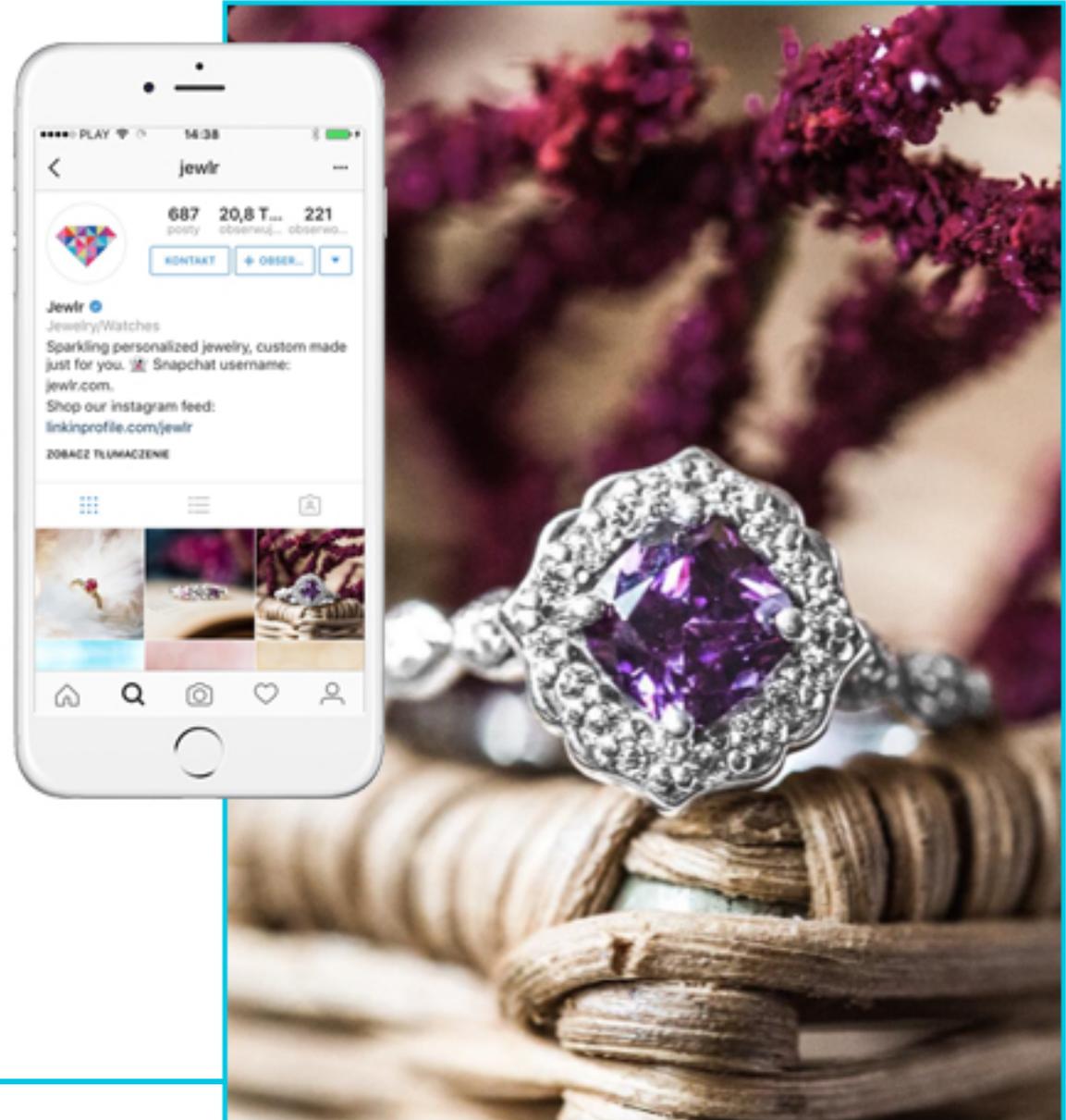
**GOAL:** Gain more customers

**PATH:** After seeing success with dynamic ads on Facebook, running the ads on Instagram was a natural and effective way to retarget consumers based on specific actions.

**CONCEPT:** Drive demand and more importantly, sales of Jewlr products at scale in a highly visual environment

**SOLUTION:** The campaign targeted people in the US who viewed or added a product to their cart from the Jewlr website, but hadn't followed through with a purchase. The dynamic ads on Instagram ensured those people saw ads for jewelry they liked - increasing their likelihood of making a purchase.

**RESULTS:** So far, Jewlr is seeing strong results with their dynamic ads on Instagram - with a return on ad spend exceeding 3x.





Promote your best performing posts.

*[Click here to read how.](#)*

(you will learn more about this features later on)

# Non-paid campaigns

How to promote your posts when you don't have a budget for it?

## 1 Hashtags

### ECCO

Danish footwear brand uses its Copenhagen windows shopping to promote campaign called #partofmyworld engaging Ecco's sneakers. It's a book example of bonding offline and online channels of distributing and advertising goods. Firstly, quotes, sketches and selection of shoes add a personalized and curated feel to display and secondly, get people to engage with the ad by using photos and videos with hashtags. It means that someone can post photo and tag what is in it and where to buy it, leading to more interactions with brands, fans and followers.

### Alexander Wang

Latest Alexander Wang's FW16 campaign in focused to be shared on social media rather than in magazine ads. It was tend to engage the powerful #wangsquad and introduce the campaign cast with polaroids of each model. As simply and clearly as it put it: pure Insta-success generating significant traffic.

How to use hashtags?

**Be specific** – certain tags will help you connect with your customers – the more specific tags, the easier to find a photo

**Be relevant** – make sure the tags describe the photo to attract new followers

**Be observant** – pay attention to the other hashtags used on photos that use the same tag as yours – you may discover a popular hashtag you hadn't thought of on your own

**Don't go too long or too clever** – keep it short and easy, because you want people to search for hashtags naturally

**Don't have more hashtags than words** – too many hashtags means spammers or people only interested in being followed back

**Don't hashtag everything** – some posts don't fit any category



## 2 Beautifully curated pictures

### Selfridges

With so many tools to make your images more beautiful, ridiculously cool pics cause an insta-stir within just few minutes! It's worth to scroll Selfridges' profile on Instagram for the inspiration. Selfridges' windows have become synonymous also with the brand and become as famous as the company. The brand has the history of bold art initiatives when it comes to window design. Instagram has just extended this experience to almost the feel of attending the theater and encourage customers to make the connection.

## 3 Intriguing concepts

### Scotch & Soda

Scotch & Soda has teamed up with a travel company Airbnb to encourage consumers to break into a real-life wardrobe. Following the life of two characters, Lola and Oscar, we visit the city of Amsterdam and fall for the created (by images and videos) mood.

### Best tools to use on Instagram

**Canva** - an easy program that turns everyone in graphic designer. Intuitive and simple interface enables quick creation of graphics.

**Boomerang** - a video app that let turn everyday moments into something fun and expecting. The app takes a burst of photos and link them together into a high - quality mini video that plays forward and backward. It's perfect for backstage and behind the scene.

**Hyperlapse** - the app films high-quality time-lapse videos even in motion. Just perfect for fashion show (Burberry was the first one to shoot a whole fashion show in Hyperlapse) or presenting the production line.

**Snapseed** - this app brings to a mobile device the power and control of professional photo editing software, previously only available on the desktop. Now with the tap of a finger you can retouch, adjust perspective and re-edit.



# New updates

## NEW ALGORITHM

How it works?

Similar to the Facebook news feed algorithm, the Instagram feed ranks your posts higher in your Followers' feeds based on:

**Timing:** How recently your photo/video has been shared.

**Engagement:** The amount of likes and comments your post generated.

**Previous interactions:** How often the person interacted with your posts in the past.

Posts you're likely to care about most will appear higher in your feed. Your posts will be showed to people who are likely to care about your posts the most After all, one of the social media marketing goals is reaching the right people. Marketers dream of reaching people who engage and interact with the brand, and those who appear to be most passionate about the content you share.



# New updates

## INSTAGRAM STORIES

Instagram introduced Instagram stories beginning of August. The feature allows you to create a slideshow or short videos documenting specific moments of the life and share them with your friends. Content disappears after 24 hours.

### Similarities

Share photos or 10 second videos to a timeline that disappears after 24 hours.

The camera interface lets you doodle in different colours & add stickers/text.

Stories from your friends will be shown in circular thumbnails that you can tap to view.

A story you share will only be visible to your friends if you have a private account. Otherwise it will be visible to the public.

# Instagram Stories

## VS

# Snapchat Stories

### Differences

*Instagram:*

You can only draw over Instagram Stories, add text and apply colour filters.

Instagram Stories has a wider reach due to its scale, assisted in part by Facebook.

*Snapchat:*

Snapchat Stories utilises '3D face lenses technology' which map face & allow to apply a filter, based on facial expression & movement.

Customised geofilters reflect an event or location framing image or video snaps with branding & themes. Motion filters allow for slow-motion, fast-motion & reverse-motion.

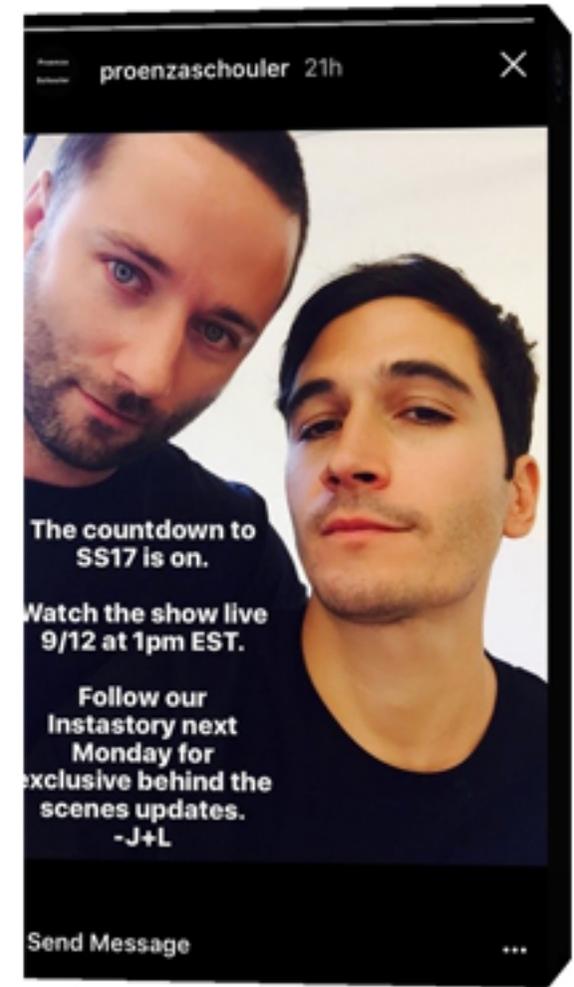
# Best practice on Instagram Stories



**Forever21**  
They keep the high excitement on Instagram Stories posting new collaborations, announce news and cooperations with celebrities.



**Victoria's Secret**  
Victoria's Secret Instagram Stories give the exclusive look into the backstage and behind the scene.



**Proenza Schouler**  
The brand share their moments with the audience as well as give an exclusive behind the scene updates.

# Best practice on Instagram Stories



**Burberry**  
Announcements of the shows, collections and campaigns available in stores.



**Pintrill**  
With almost 78 000 followers on Instagram New Yorker brand with pins announces limited edition of the products on Instagram Stories.



**Bergdorf Goodman**  
Clever cross promotion which has a goal to attract new followers on Snapchat and Instagram (with a little help from an influencer).

# New updates

## BUSINESS PROFILE

Instagram launched Business Profiles features couple of months ago. By converting to an Instagram Business Profile, brands are able to get insights into their followers and the posts they like the most, as well as promote specific posts directly on Instagram.



## Set up your Instagram business profile

*Click here to read how.*

lettly

# New updates

## BUSINESS PROFILE

Now that you have an Instagram Business Profile set up, you will be able to use the insights feature to learn about your followers and the types of posts they like the best.

You will be able to see the following insights:

**Impressions** show the number of times your post was seen.

**Reach** shows the number of unique accounts that saw your post, unlike impressions if a person viewed your post five times, reach will only count it as a single user.

**Website clicks** show how many of your followers tapped the link to visit your website.

**Follower activity** shows the average time your followers spend on Instagram.

Insights will also be able to show you demographics about your followers including age, gender, and their location.

## Instagram Insights

*[Click here to read more.](#)*



@babybanden.no





People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast message.

A trusted referral is the Holy Grail of advertising.

- Mark Zuckerberg



# 3x

the average number of posts made by European Instagrammers interested in fashion compared to the average user<sup>26</sup>

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# 230%

the average number of followers a European Instagrammer interested in high street fashion has compared to the average user<sup>27</sup>

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# 6x

the average number of impressions a European Instagrammer interested in fashion has compared to the average user<sup>28</sup>



## Quay Australia

@chrispy (3.3m followers) was asked to design a line of sunglasses for the brand Quay. The brand wanted to reach the new customer group and increase the brand recognition. Clicks, re-shares, comments and likes lifted up the brand's engagement on Instagram activated sales.



## Menlook

Menlook asked its influencers around the world to produce their own piece of Instagram content reflecting their individual style. Eventually it led to the TV campaign. Menlook was one of the first companies in the world to use the creativity of the Instagram platform to take an online campaign to the offline world.

## Marks & Spencer

The influencers helped to promote the opening of the M&S store in Australia. They were sharing their experiences with their fans on Instagram posting pictures and videos from the event. Each influencer got thousand of likes and hundreds of comments on Instagram.



## Aeon Collection

The brand with watches and accessories started to work with Influencers to rise sales. The influencer (Lauren Curtis @lozcurtis with 1.5m followers) posts image with the watch and activate promotion code. The post achieved 39 000 likes engaged customers in the purchasing process.



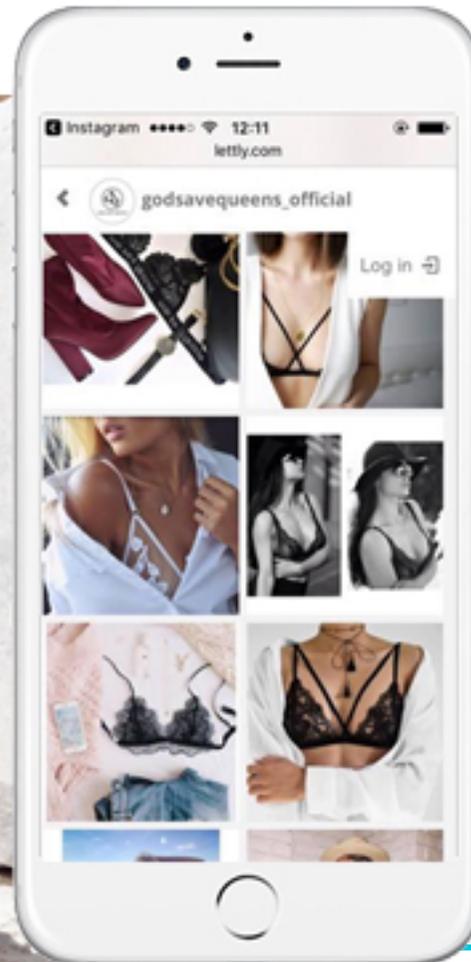
# SALES ON INSTAGRAM

*lettly*

## How you can sell on Instagram?

Social media became not only the center where a customer can engage with the brand but it stands for the powerful channel of distribution as well. As for Facebook, Pinterest and Twitter, a brand can easily link their activity to an online shop. With only one clickable link on Instagram it has not been that easy before.

Make Instagram your next sales channel!



## How to monetize your Instagram account?

*Click here to learn more.*

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## Case Study Lettly

*Click here to read.*

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Sign up for a trial!

*Click here to sign up.*

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50% discount for the  
first two months!

*promo code: EBOOK*

*coupon valid till 30.11.2016*

## Summary

In e-commerce environment in 2016 price is not the reason we shop. It's all about convenience according to a study carried out by Payment Solution Company DIBS Norway<sup>29</sup>. Online shopping has become easier, now you can shop whenever you want, and you can go through you paying with your mobile, which is always with you.

Instagram has democratized fashion, revolutionizing the way people discover, experience and connect with the brands. It offers both emerging and established designers and labels a powerful opportunity to reach local and global audience. Whether it's watching the latest fashion show live as it comes down during Fashion Week or getting sneak peak of the limited collection, Instagram gives consumers a window into new world.

Our Instagram community is really active.  
Lettly increased our sales and onsite traffic instantly. Magic!

- Karolina Słota, Local Heroes

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With applications like Lettly, we can create a more seamless sales strategy – especially by being able to tap into the „impulse” that customers may have when seeing our products.

- Francesca Ling, We Are Knitters Social Media Team

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Thanks to Lettly, Instagram became our new, but important, sales channel, generating measureable results.

- Paweł Grzebyk, E-commerce Manager, DeeZee.pl

Our Instagram fans don't have to ask „Where can I buy it” anymore!. They can click and buy in 3 seconds.

- Areta Szpura, Local Heroes

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By incorporating the Lettly feature on our Instagram, we are providing our fanbase with an easy navigation tool to purchase whatever their heart desires easily, instantly, and immediately! Not to mention, the Lettly company is wonderful to work with, which makes the collaboration a successful one.

- Karalie Sevilla, Vidakush

# Authors

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4 year experience in e-commerce with a stress on fashion and technology niche.

## Magda Kowalkowska

Project Manager



Influencers' project manager and graphic designer.

## Nata Ros

Content Manager



Content Manager with fashion editorial background.

## Gaute Andreassen

International Sales Manager



8 year experience in marketing, sales and e-commerce.

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