



# **HOW INSTAGRAM STORIES HELP BUSINESSES**



# Instagram Stories

- A 24 hrs view-able content that appears on the top of the feed of an Instagram profile has changed the way of presenting a brand/business in front of audience.
- It consists of vertical photos & videos for 15 seconds.
- It is beneficial for the user to look into the business/brands profile stories without following them.



# 500 million

ACTIVE USERS  
USE INSTAGRAM  
STORIES



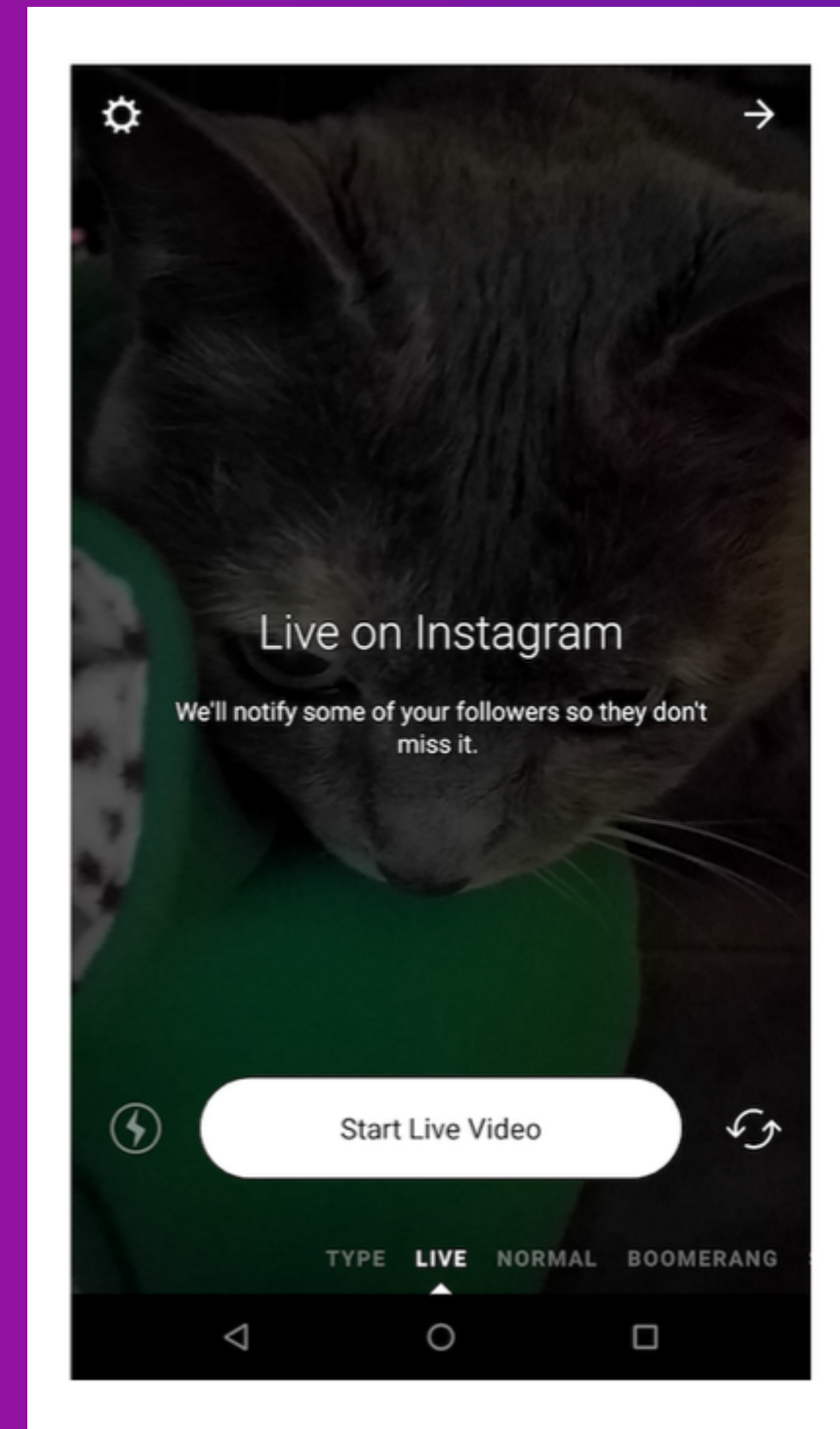
# 1 million

INSTA STORIES ADS ARE PLACED  
BY ADVERTISERS ONCE IN A  
MONTH

# FEATURES & BENEFITS OF INSTAGRAM STORIES

- **Live videos**

Real-time videos that are best for launching new products, recording live events, hosting an interview. etc.





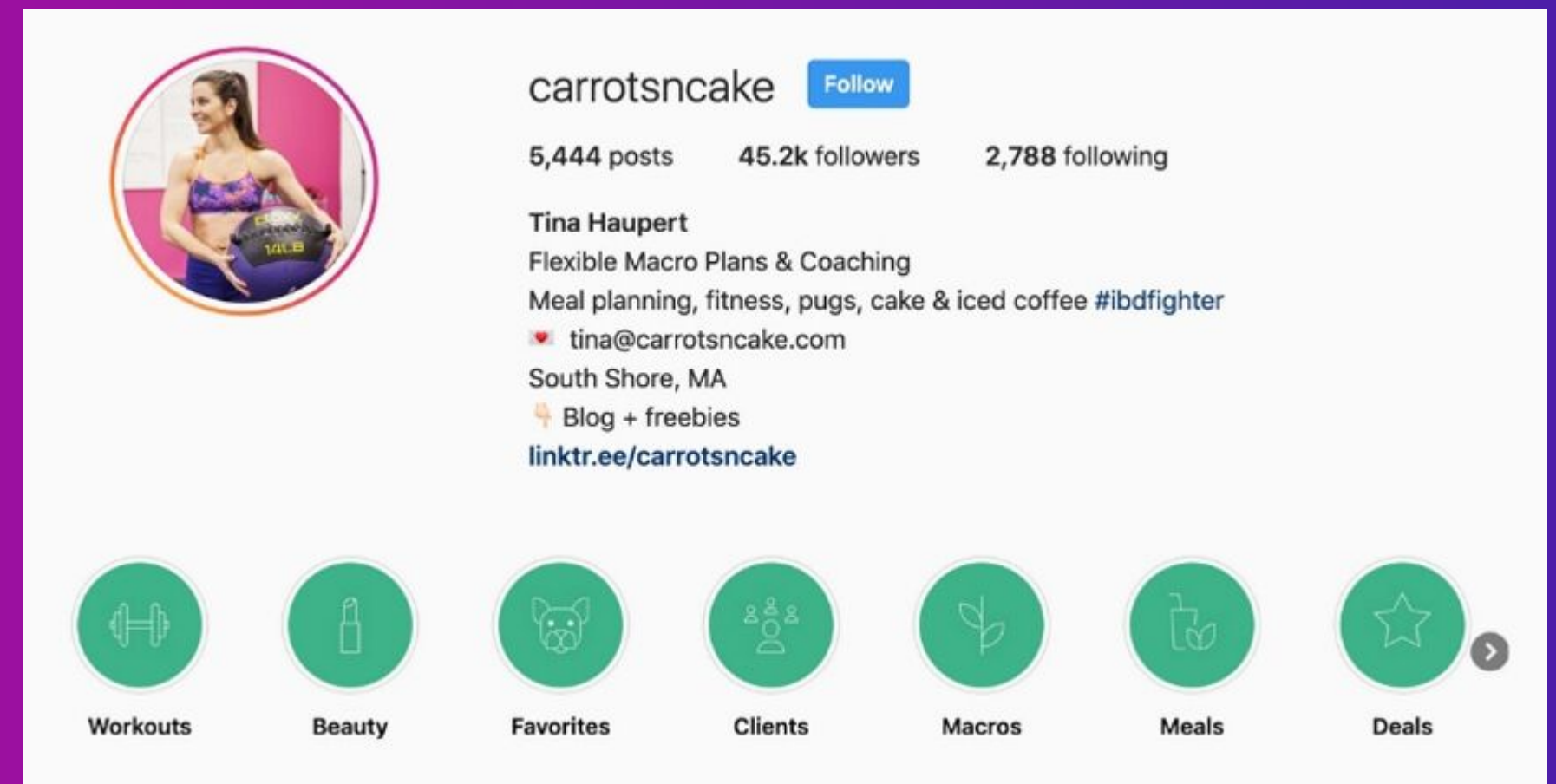
- **Boomerang**

A consolidating burst photos played forward & backward into a mini video.



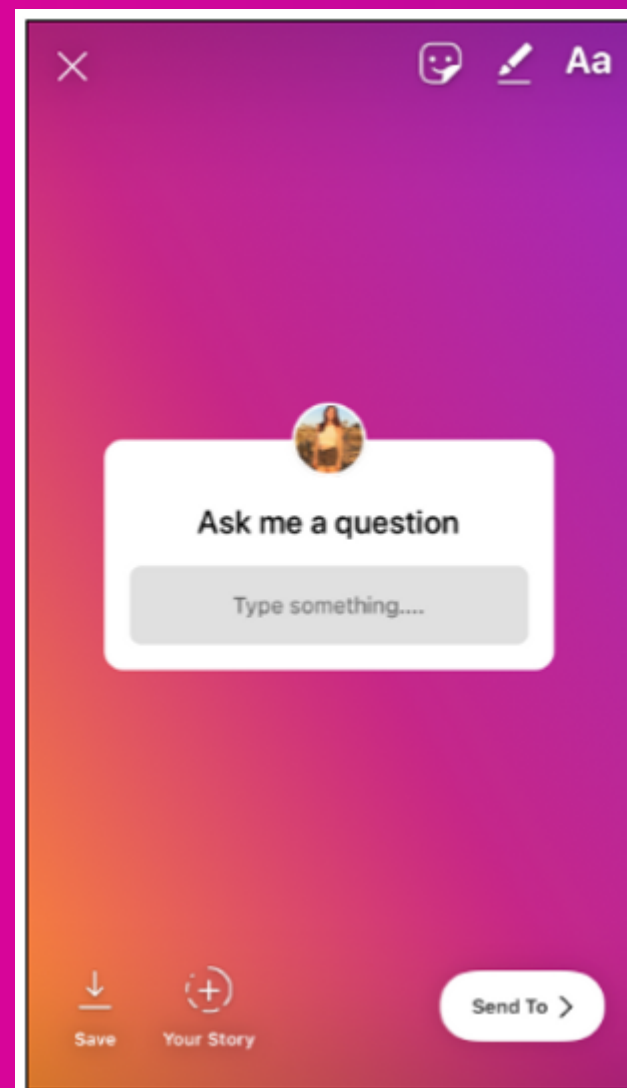
- **Story Highlights**

An important feature for business accounts as it has a benefit of displaying products in an organised manner.  
.Stories posted are pinned into specific highlight group.



- ## Questions

An open forum for the users to give feedback or ask questions related to brand or product.



- ## Poll

A better way to connect & converse with customers on daily basis by getting their reviews in just one tap.





- ## Hashtags

A hashtag used in the story appears for 24 hrs under that hashtag story making it visible to the users who follow it.



- ## Location

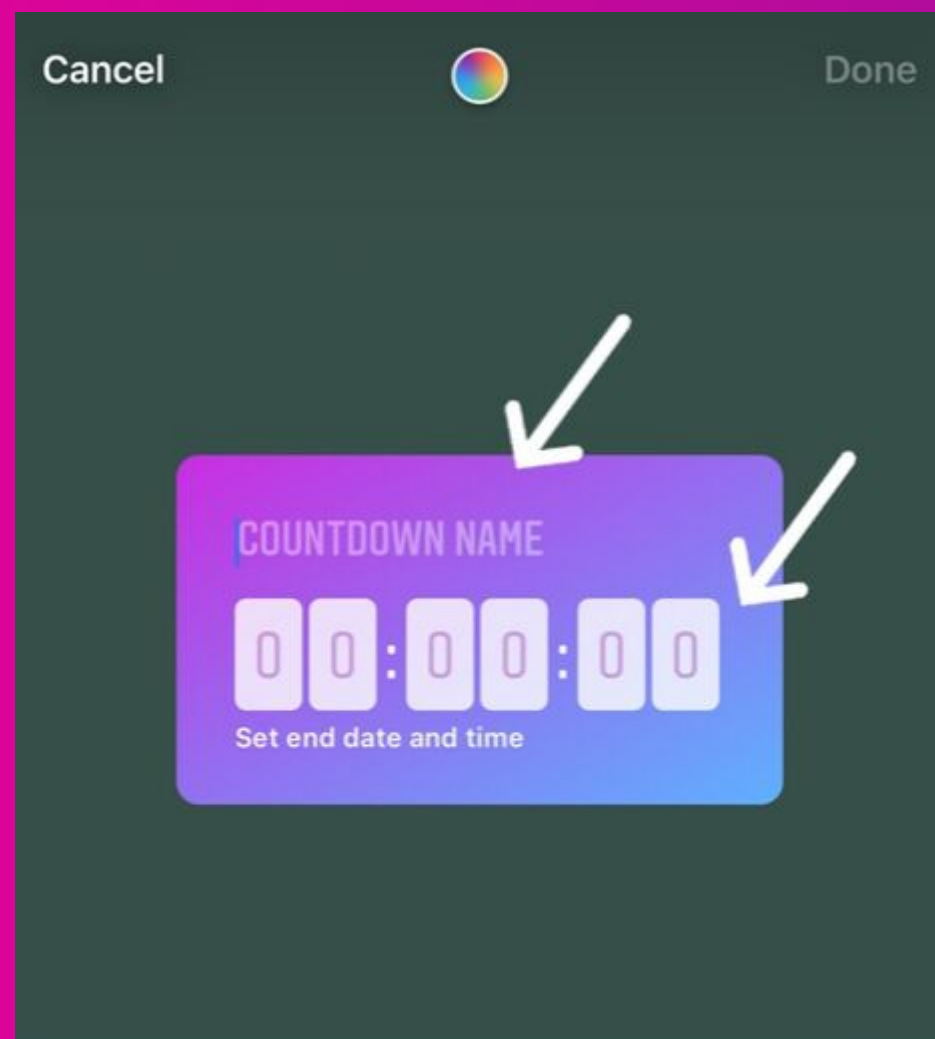
Adding location to the stories is the best way to geo-target the users.





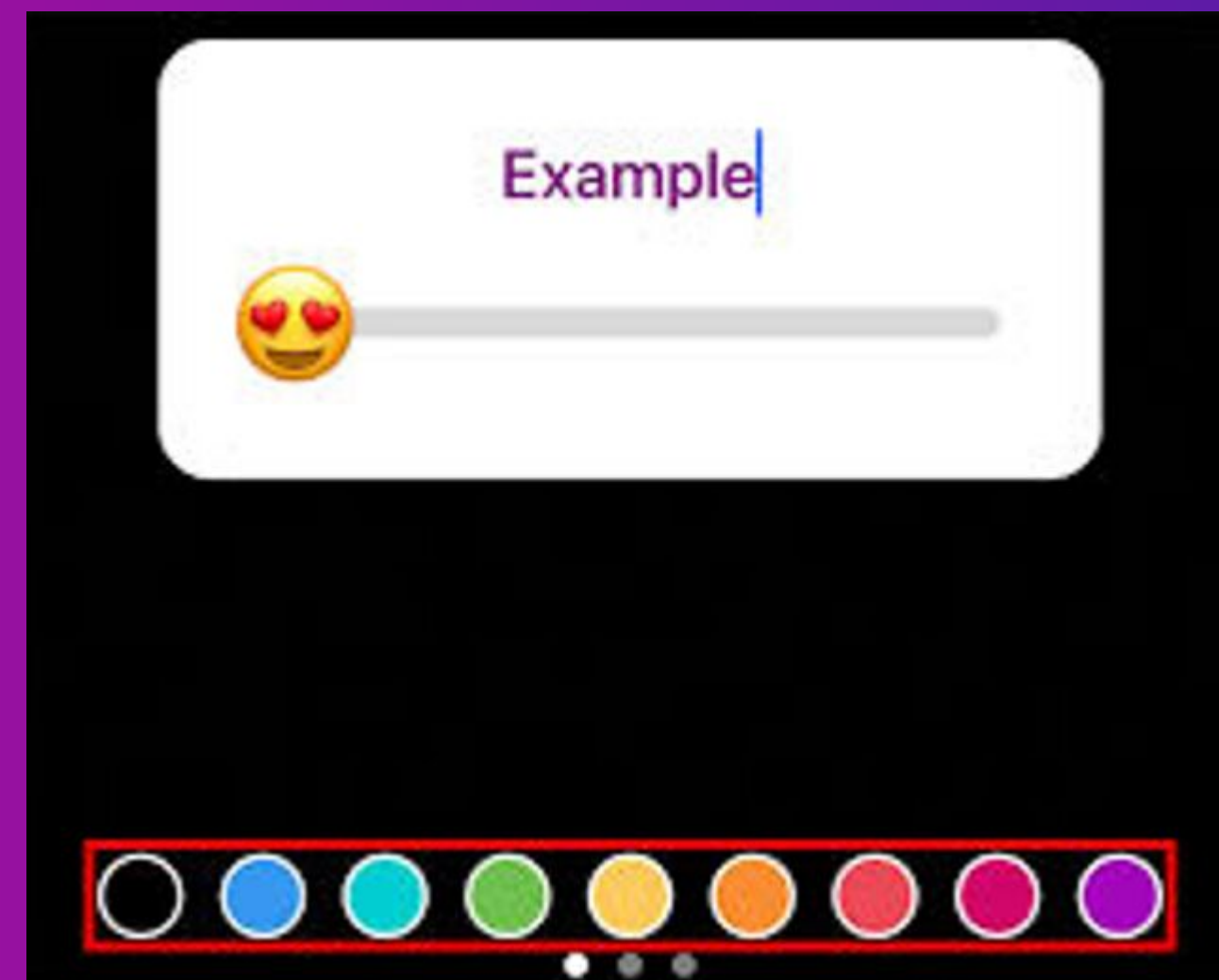
- **Count down**

A way of reminding users about deadlines, offer announcements, contests etc



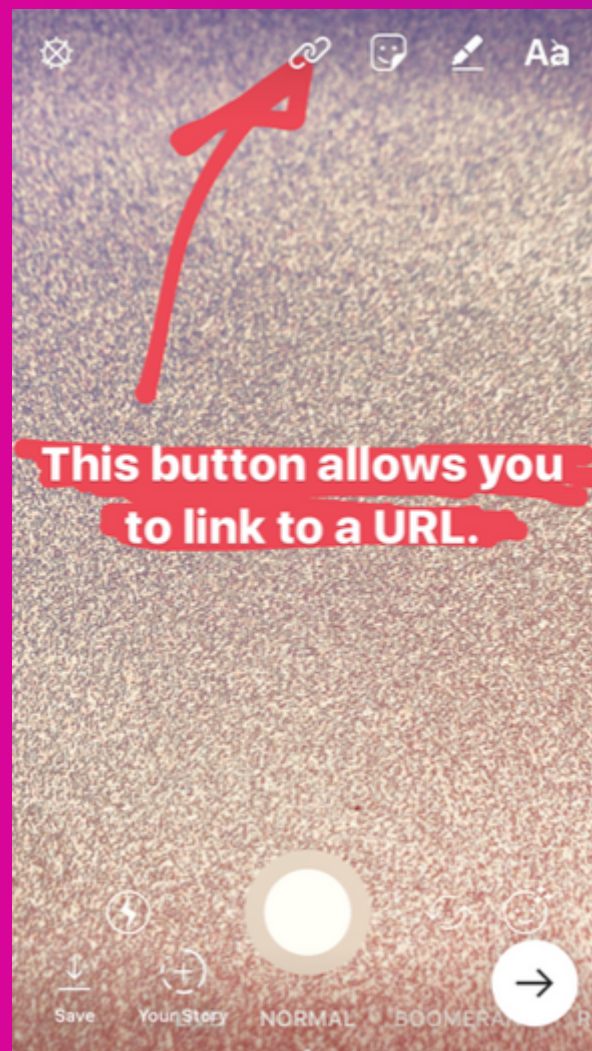
- **Reaction Slider**

Getting the users response & keeping them engaged in a very interesting way.



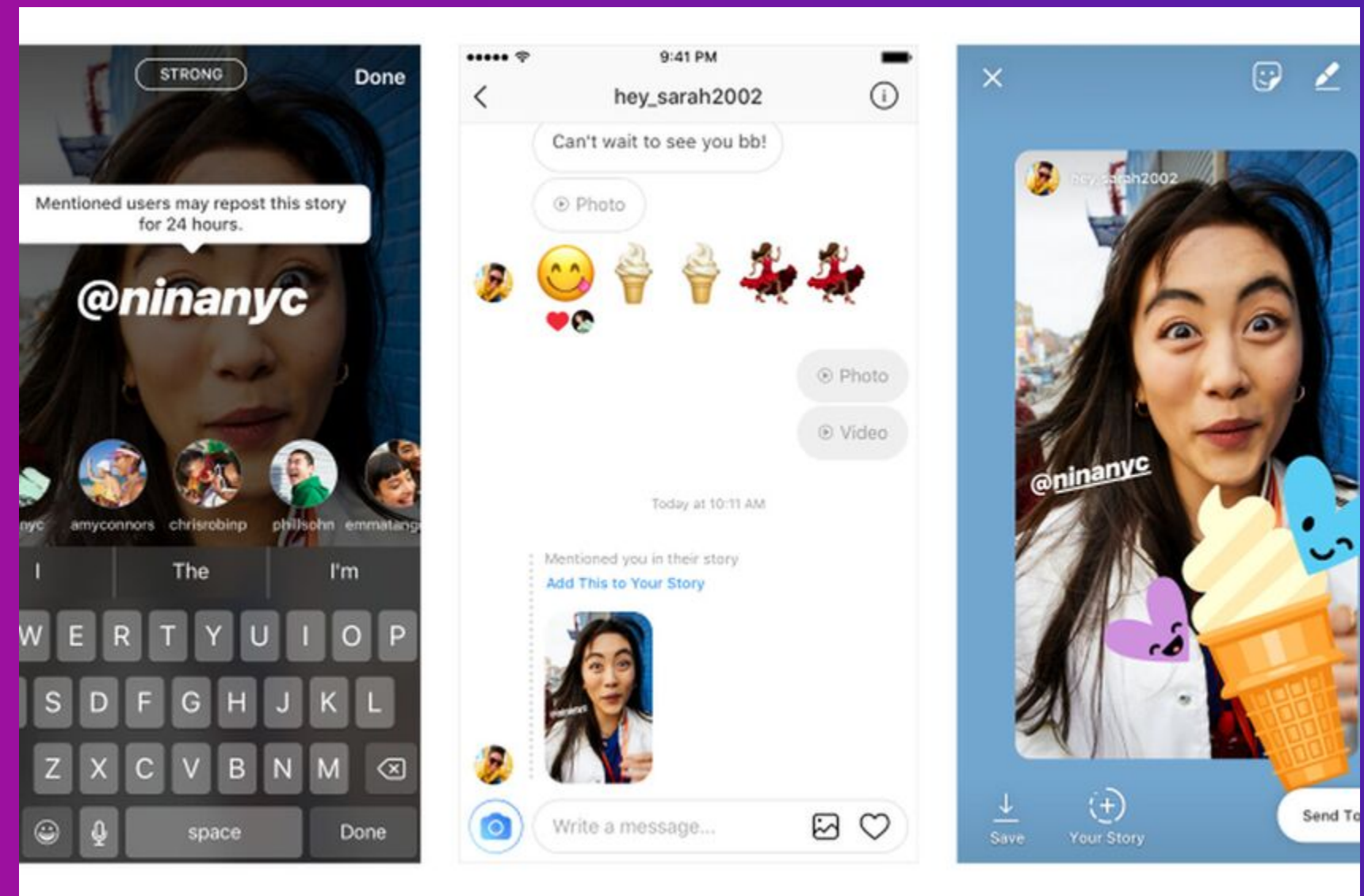
- ## Links

A feature of adding links to the stories only for the accounts having more than 10k followers. Around 15-25% people swipe up the brand stories



- ## Mention & Repost

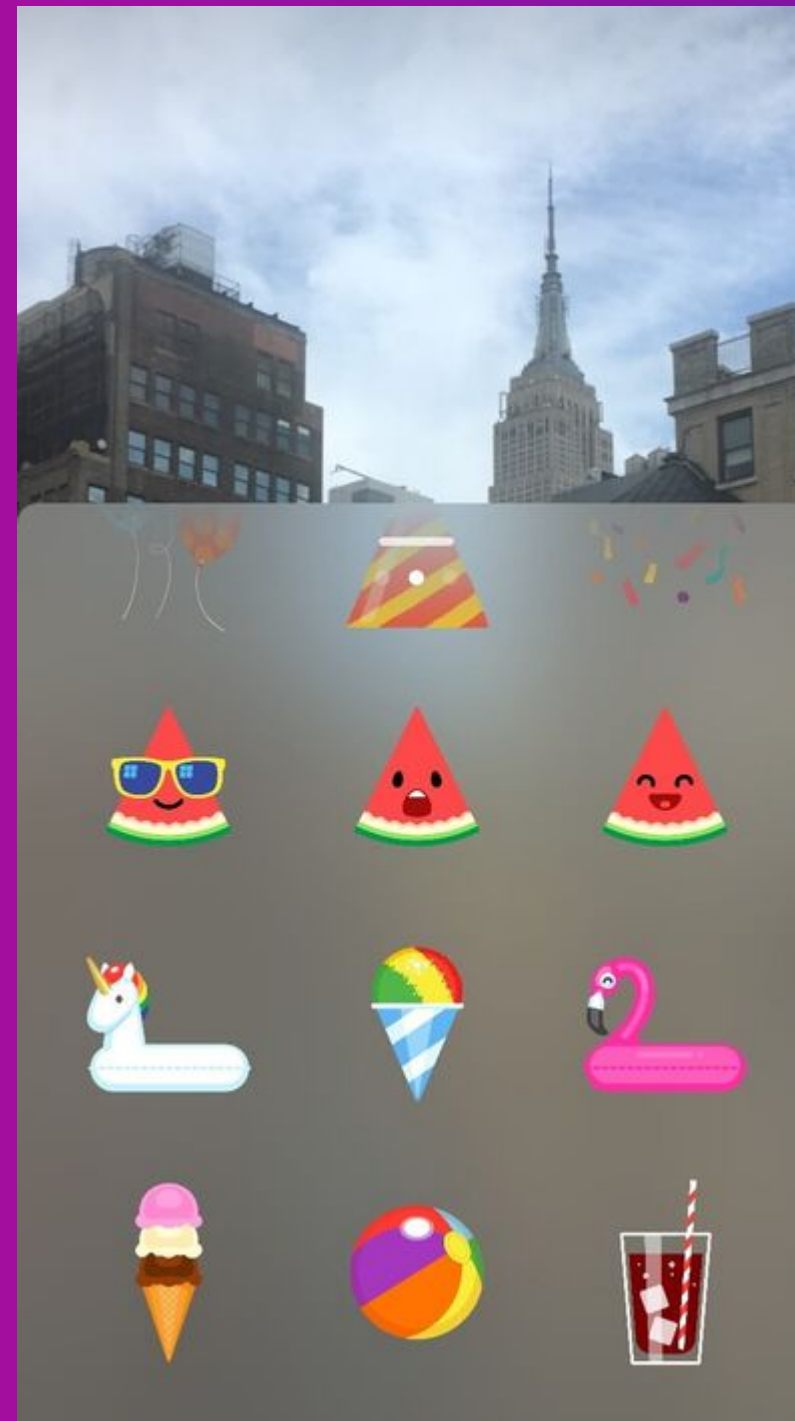
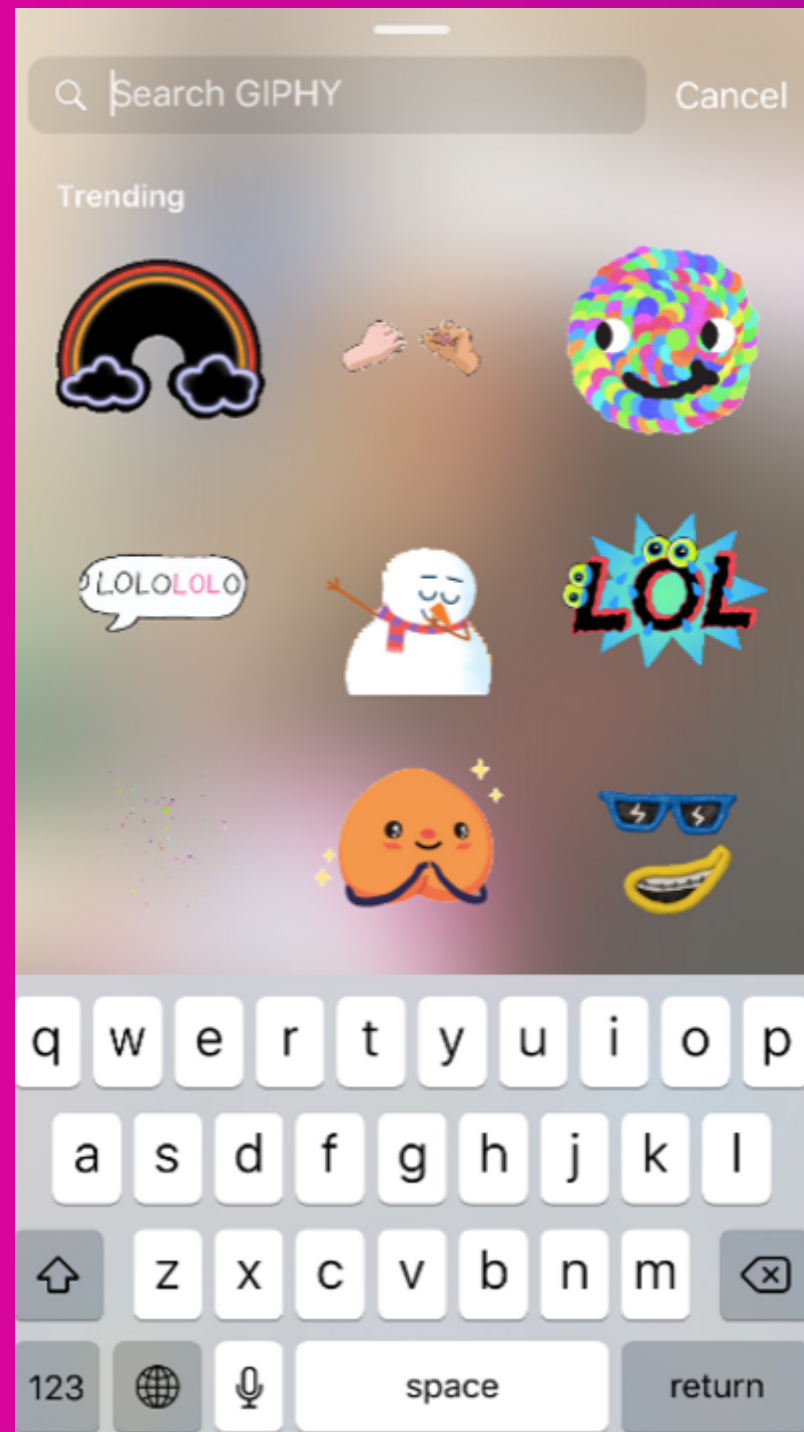
If a specific Instagram account is mentioned in your story it gives that account an option to repost the story.





- **Stickers/ Gifs/Emoji**

All these features makes the story look more attractive.

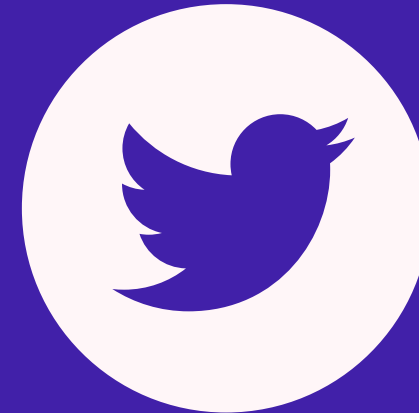




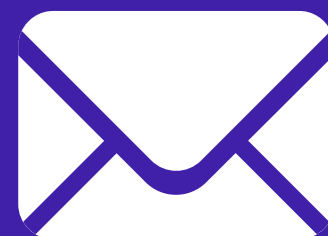
# Conclusion

- Instagram stories are best for business announcements, new product, live events, specific details, sneak peek into the activities of the brand.
- Better way of not cluttering the profile with too many posts
- Freedom to play with the content in a very interesting manner
- Promoting the brand, engaging the customers & maintaining the brand loyalty.

GET SOCIAL  
WITH US



[www.theimpulsedigital.com](http://www.theimpulsedigital.com)



[collabs@theimpulsedigital.com](mailto:collabs@theimpulsedigital.com)



91-9769285224



**Thank  
You!**