

DATA DRIVEN

INSTAGRAM STRATEGIES

infobae

Victor Rottenstein

Director de Innovación

ABRIL 2019







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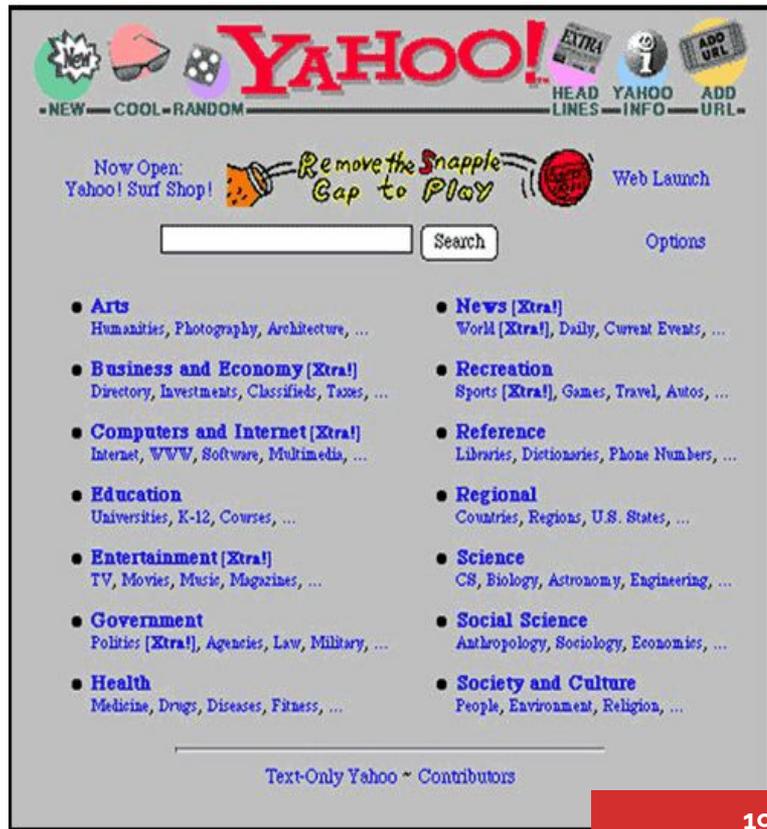
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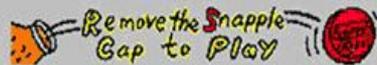

YAHOO!





•NEW• COOL•RANDOM

HEAD LINES YAHOO! INFO ADD URL

Now Open:  Web Launch

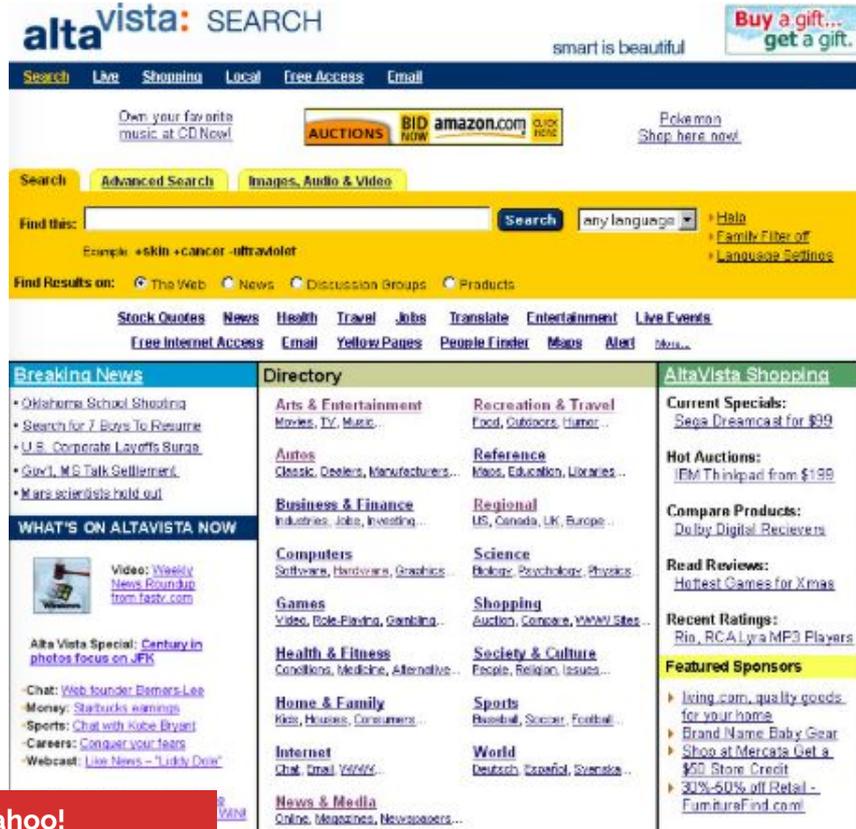
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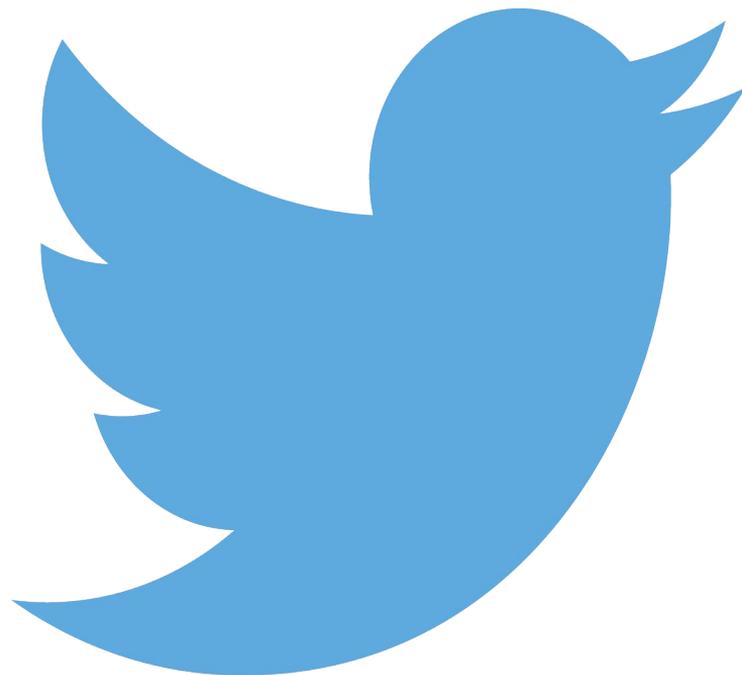
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12:18 AM [Zette's Crazy Writing](#)

WHAT'S HOT



2004 SOCIAL WEB 2.0





2010



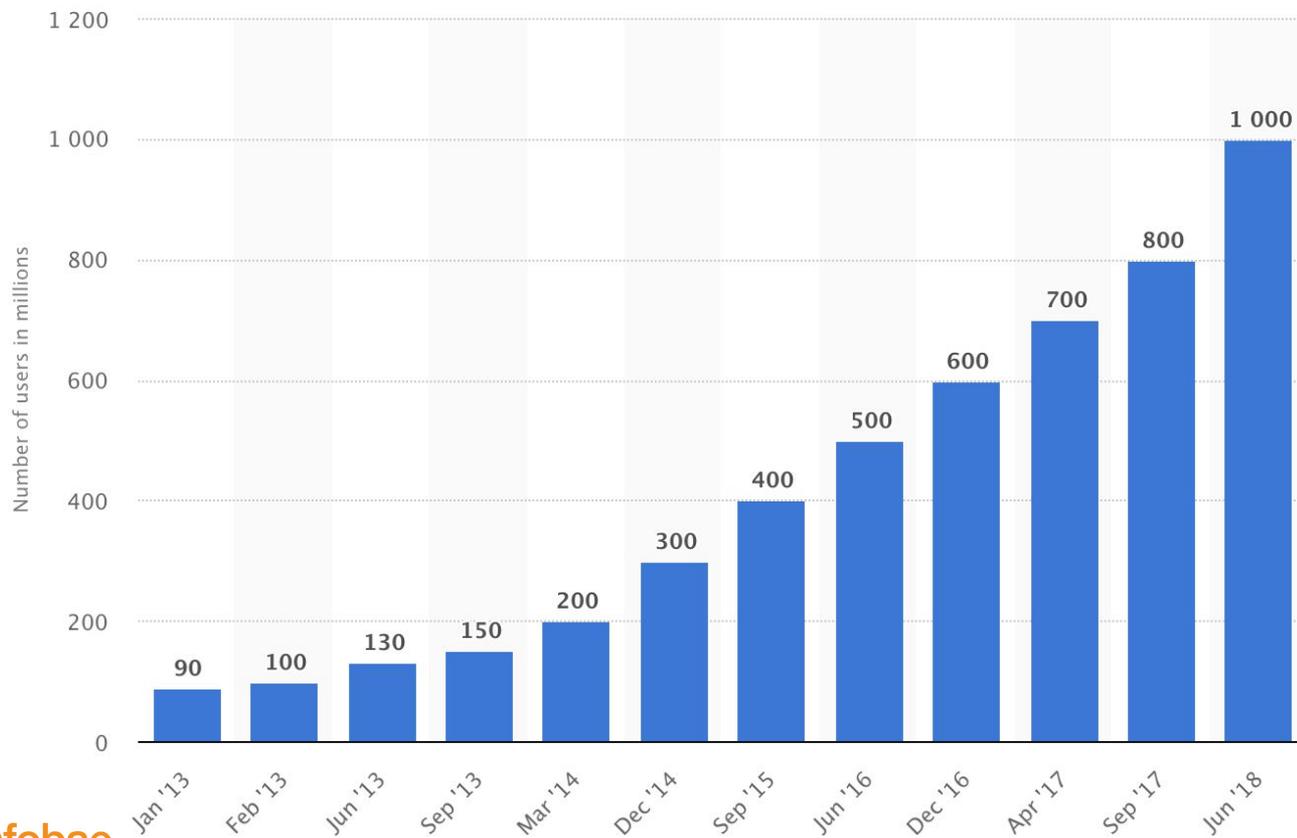
MOBILE FIRST



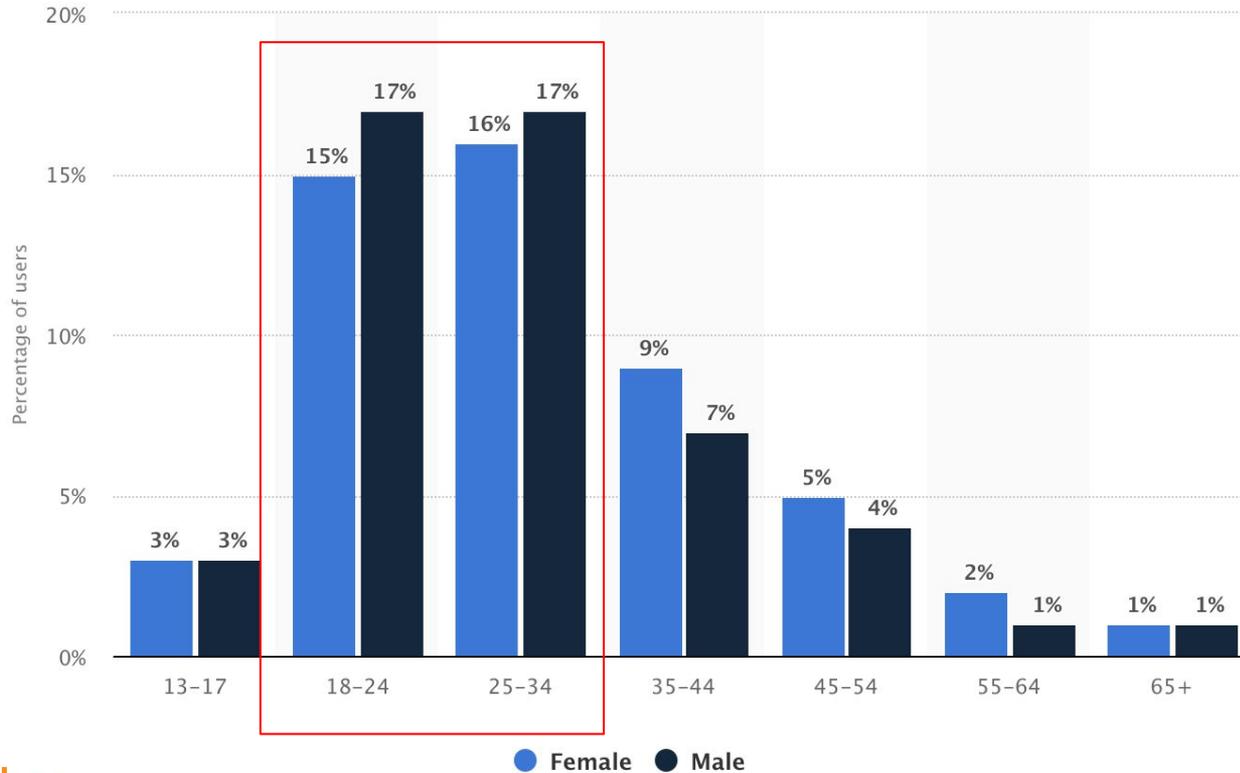
Mark Zuckerberg:
*“Our Biggest Mistake
Was Betting Too
Much On HTML5”*

***En 2012 Facebook
compra Instagram.***

Instagram users worldwide



Instagram users worldwide as of January 2019, by age and gender



Statista,
Enero 2019

JAN
2019

INSTAGRAM AUDIENCE OVERVIEW

BASED ON INSTAGRAM'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



NUMBER OF PEOPLE THAT
INSTAGRAM REPORTS
CAN BE REACHED WITH
ADVERTS ON INSTAGRAM



16.00
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON INSTAGRAM



45%

QUARTER-ON-
QUARTER GROWTH
IN INSTAGRAM
ADVERTISING REACH



0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



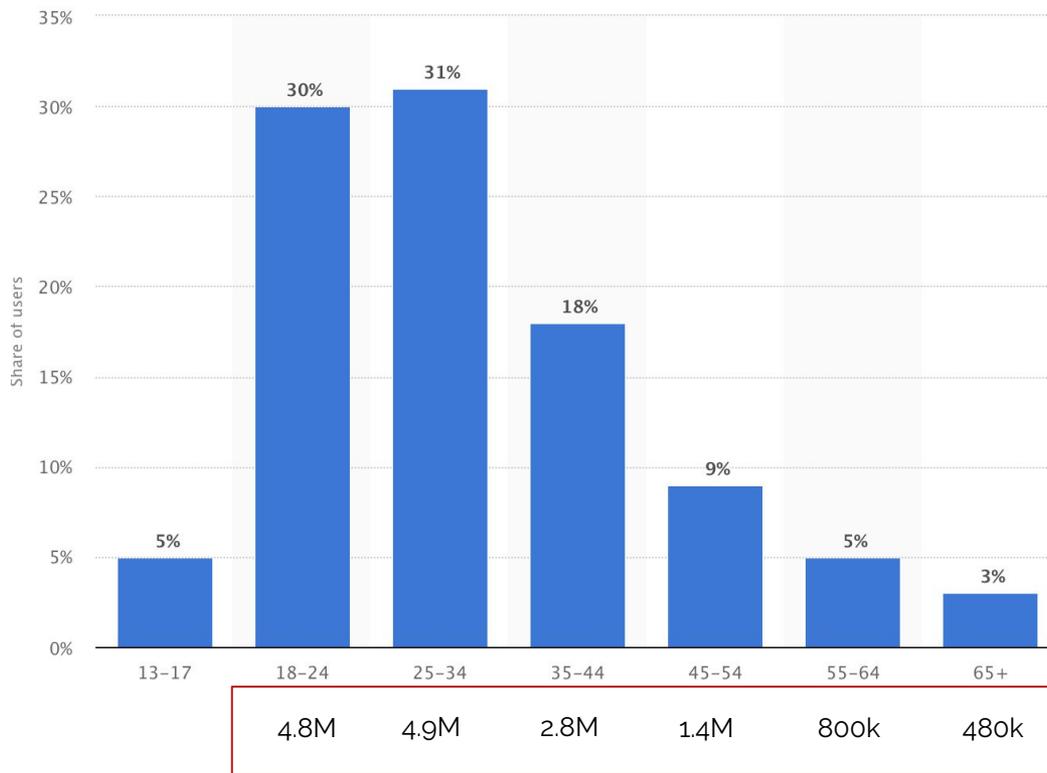
55%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*

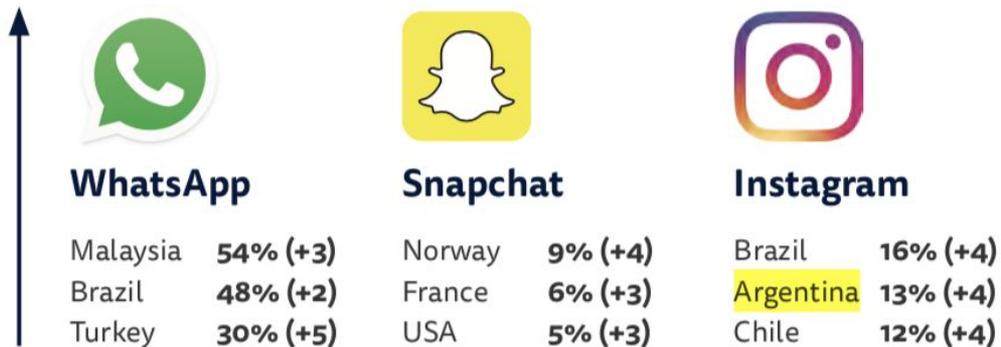


45%

Distribution of Instagram users in Argentina as of December 2018

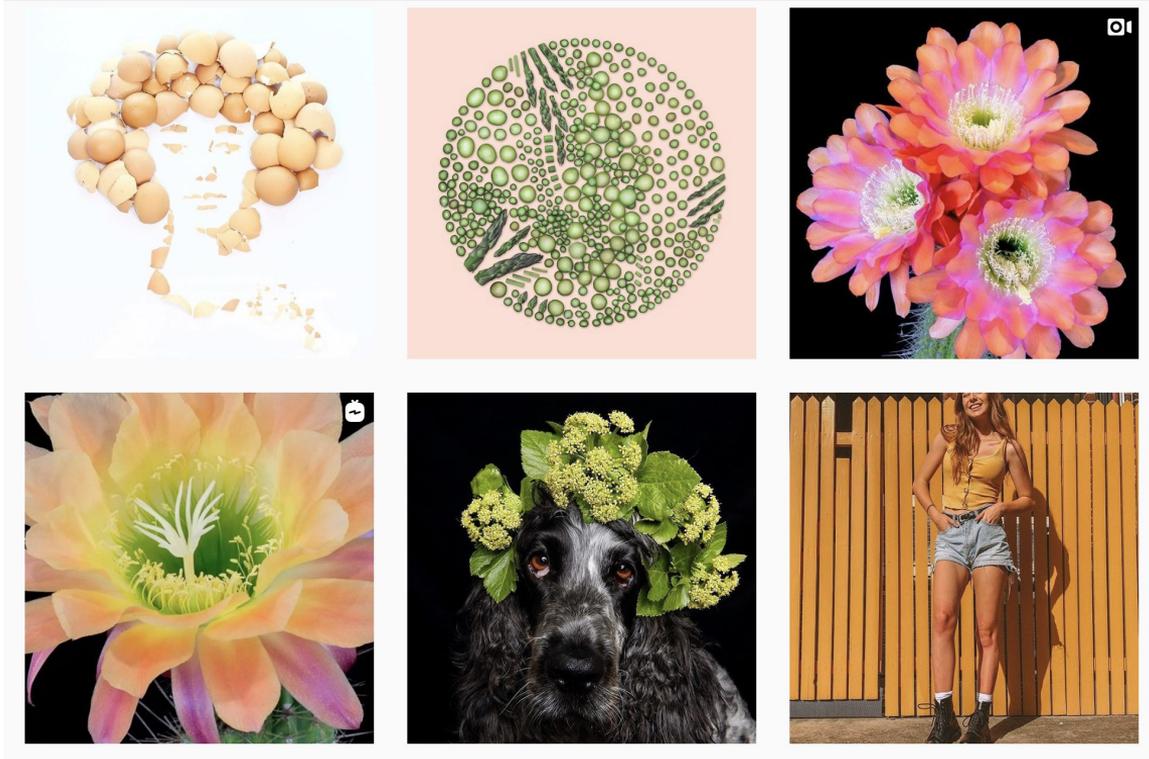


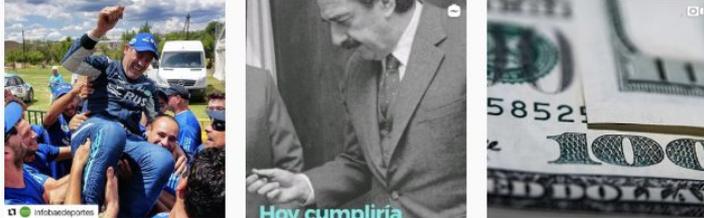
PROPORTION THAT USED EACH SOCIAL NETWORK FOR NEWS IN THE LAST WEEK – SELECTED MARKETS



fuentes: Reuters 2018

QUÉ PODEMOS HACER?





CONECTAR CON NUESTRA AUDIENCIA



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infobae Un héroe argentino recuperó el casco que le salvó la vida en Malvinas: "Gracias a él estoy acá". A 37 años de la guerra, Jorge "Beto" Altieri entró al estudio de Infobae nervioso, sin saberlo a ciencia cierta, pero sospechando que podía ser el día en el que volviese a sostener el casco que en 1982 se despedazó en el frente al contener las esquirlas del

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Obelisco De Buenos Aires, Argentina.



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@rottdj



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se han vuelto
invisibles
en libros,
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The Brief

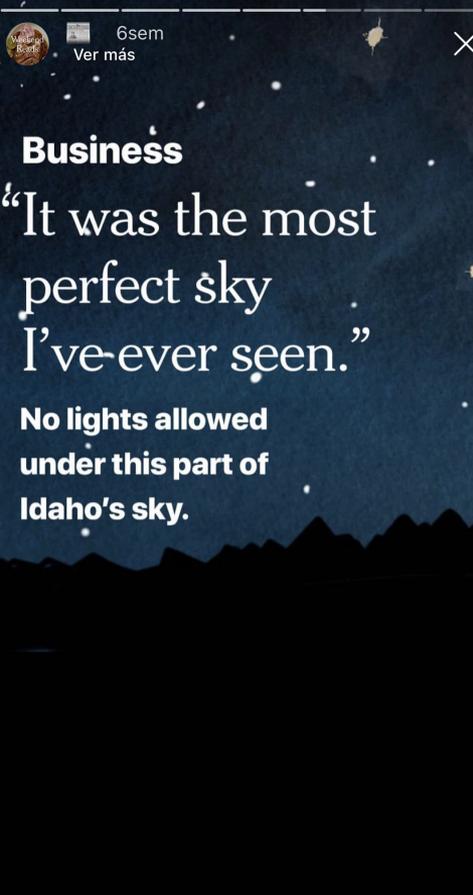
CONGRESS IS
INVESTIGATING
JARED KUSHNER'S
SECURITY CLEARANCE

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The Guardian presents

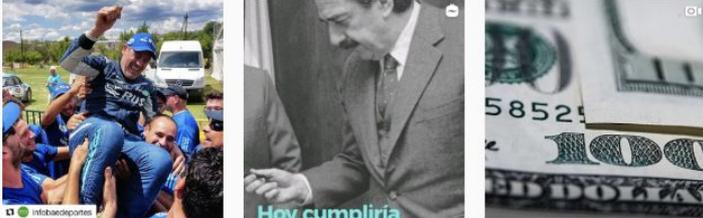


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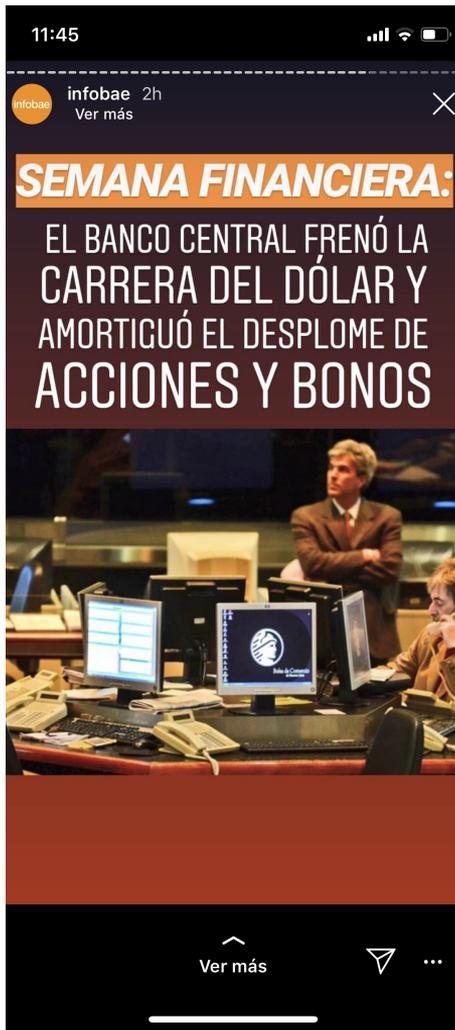
Business

“It was the most
perfect sky
I’ve ever seen.”

No lights allowed
under this part of
Idaho’s sky.



QUÉ FUNCIONA MEJOR?



VS.



@rott dj

Lo más importante es entender a la audiencia.

- 1- Quiénes son? que edad? de que ciudades?
2. Cómo reaccionan al contenido? qué es lo que más les gusta? y lo que más enoja?

Comprender a la audiencia

siguiente historial	Abandonos	Clicks	Shares
6,46%	2,68%	0,14%	0,02%
4,73%	2,64%	0,24%	0,06%
2,07%	2,62%	0,23%	0,00%
3,84%	2,61%	0,13%	0,01%
2,83%	2,60%	0,14%	0,00%
5,56%	2,59%	0,09%	0,04%
4,24%	2,55%	0,11%	0,01%
3,99%	2,51%	0,19%	0,00%
3,02%	2,51%	0,31%	0,04%
4,01%	2,50%	0,12%	0,00%
4,97%	2,49%	0,31%	0,00%

siguiente historial	Abandonos	Clicks	Shares
3,72%	15,44%	15,90%	0,00%
3,33%	14,08%	6,07%	0,19%
7,73%	12,43%	11,27%	0,01%
5,96%	11,97%	11,22%	0,06%
7,70%	11,12%	10,12%	0,00%
4,00%	10,85%	11,18%	0,04%
11,77%	10,70%	7,24%	0,06%
3,31%	10,66%	12,10%	0,01%
4,06%	10,61%	11,82%	0,00%

Comprender a la audiencia

Stories

Swipes

Abandonos

Siguiente historia

Key Learnings

- La consistencia de marca es importante.
- No se requiere una calidad audiovisual en video exagerada para lograr captar la atención.
- La historia en sí misma gana.



Comprender a la audiencia

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Les gusta a tinaklix y 3.618 más

infobae Día de la Memoria: multitudinaria marcha a 43 años del último golpe de Estado

En un nuevo aniversario del inicio de la última dictadura militar, habrá actos y manifestaciones en todo el país. En la Ciudad de Buenos Aires el acto central será en la Plaza de Mayo

Posts (anual)

1. Comentarios
2. interacciones
3. Vistas al perfil

Key Learnings

- Los posts que generan más comentarios son distintas de las que generan interacciones
- Cuanto más genérica la imagen, menos interacciones tenemos.
- El tráfico referido no es importante.

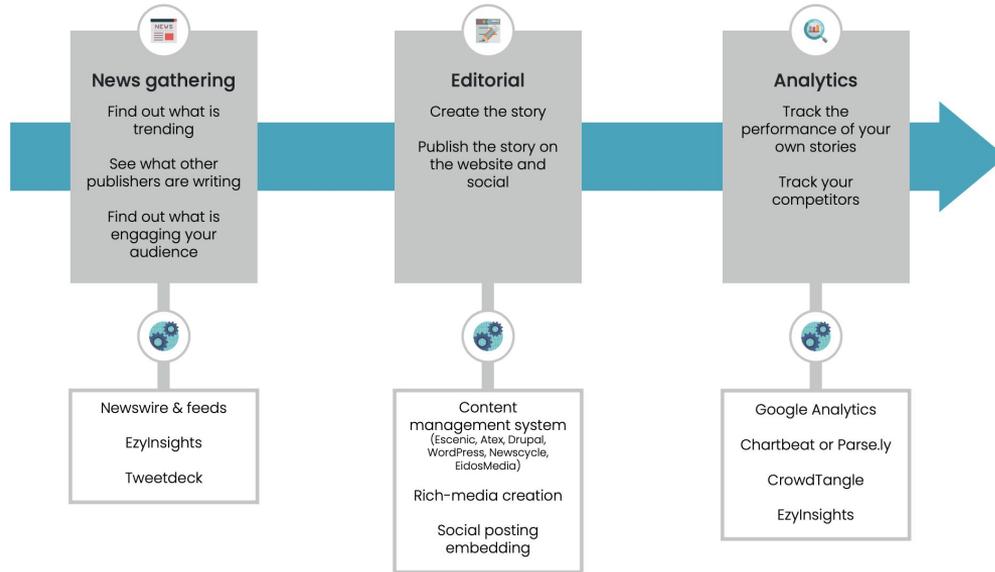
WORKFLOW EDITORIAL

**Cada red social debe tener
una agenda propia.**

No utilizar Instagram solo para destacar las noticias importantes, identificar qué es lo que valora nuestra audiencia.

WORKFLOW EDITORIAL

Mapping the most important tools to the editorial workflow



"We check EzyInsights every morning, to keep up to date with what competitors are doing."

"We mostly look at what's trending in the Netherlands."

"With EzyInsights, it's interesting to see where we are heading in the long run."

"The list of publishers' leaderboard is the main thing we use in CrowdTangle."

"We are using Chartbeat but only one of us really uses it, to keep track of the numbers."



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Editar perfil



10,941 publicaciones

808k seguidores

264 seguidos

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En el día de su cumpleaños, Juliana Awada visitó una escuela de Banfield
ibae.am/2Ud4J6D



Malvinas



ISIS



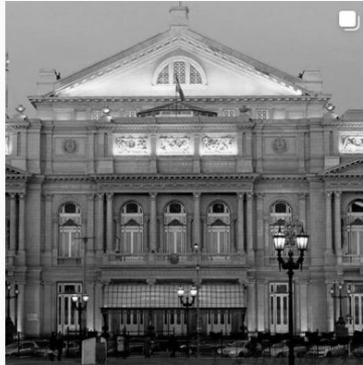
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Muchas gracias!

Victor Rottenstein
Director de Innovación