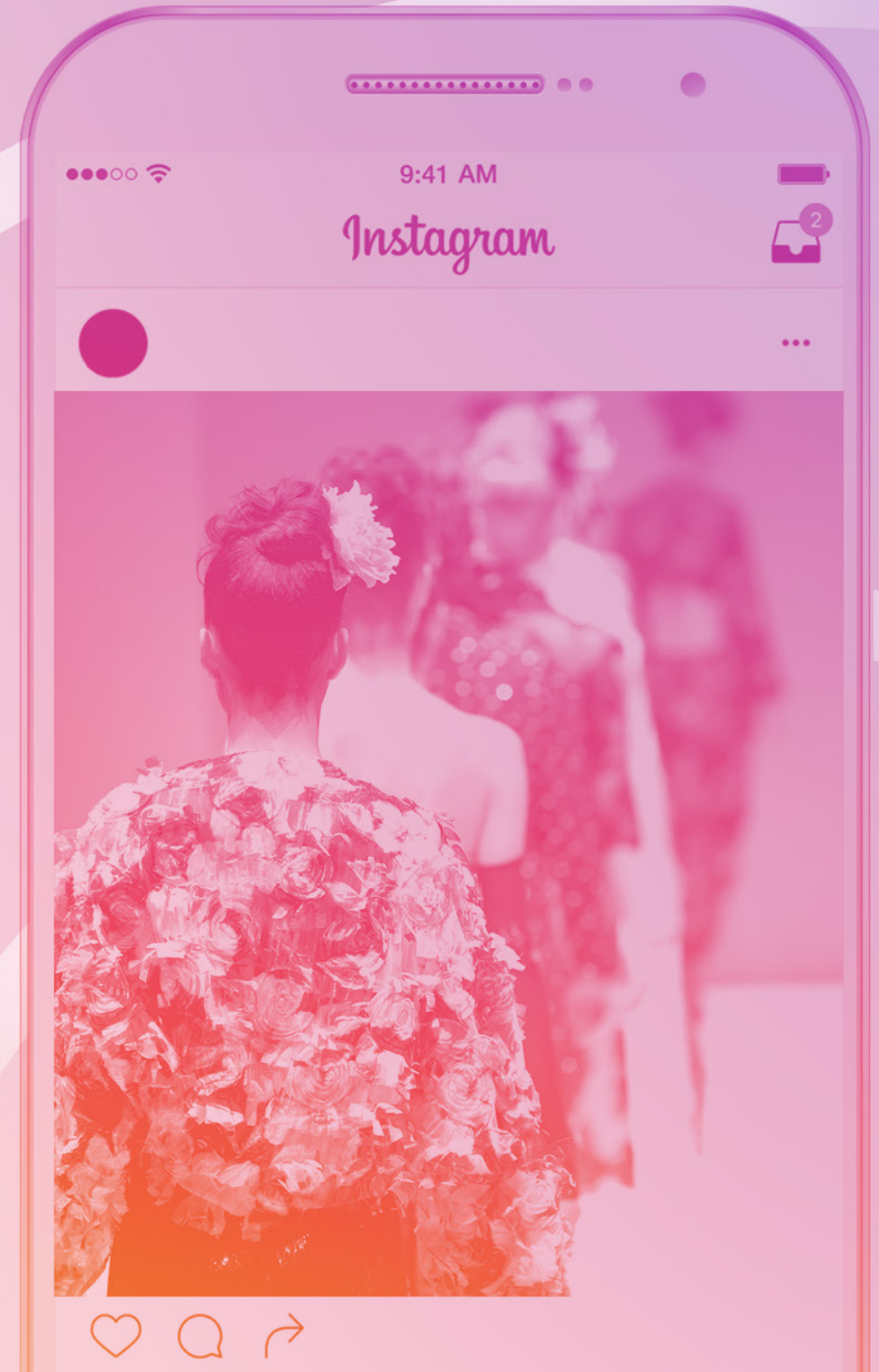Instagram Marketing

HOW FASHION BRANDS DO IT BEST

socialbakers

Introduction
Fashion Brands Dominate on Instagram

The fashion industry has become one of the most competitive industries on social media. Fashion brands have capitalized on social with the rise of e-commerce to support revenue streams that complement physical stores. As a result, social media has become the new cornerstone for their marketing strategies.

Instagram is a natural fit for fashion brands - they receive a lot of engagement from providing their communities with an easily accessible digital window into the brands' products and images.

The foundation of success on Instagram lies in good content planning. If you already have a **stable content-creation strategy** for other channels, you can apply many of the same tactics to Instagram.

We've put this study together to explore the best practices from fashion brands' approach to Instagram marketing that can be applied to any industry. We also introduce the methods you can deploy to create a similar analysis we conducted for this study - for any brand and any industry, in a matter of seconds, and how to apply it to your own strategy to get ahead.

Performance of Fashion Brands on Instagram

There is a large discrepancy in performance between fashion brands and all other brands on Instagram. Fashion profiles received 3x more interactions, 3x more followers, and grew 3x more followers than other brand profiles in the first half of 2016 (January - June 2016). Out of the top 10 largest profiles on Instagram by audience size, 5 were fashion brands - as were 5 of the top 10 most engaging profiles.

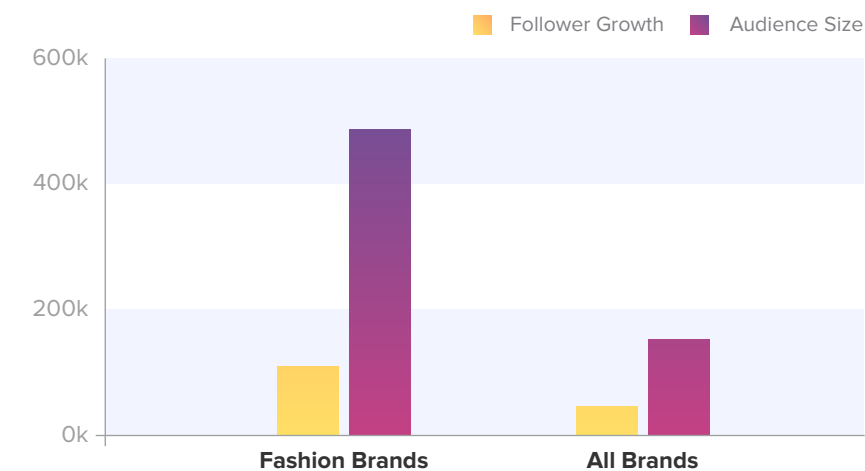### All Brands vs. Fashion Brands on Instagram
Average Page Interactions
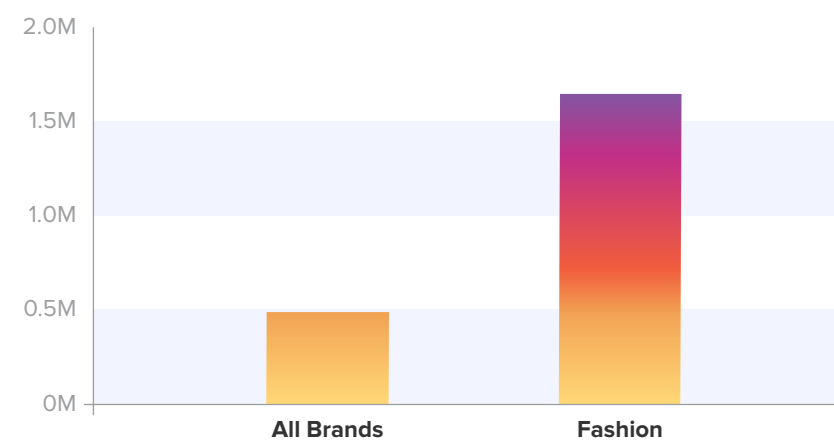
Date Range: January - June 2016
Data Sample: 1.101 Instagram Profiles

All Brands vs. Fashion Brands
Audience Size vs. Follower Growth on Instagram

■ Follower Growth ■ Audience Size

Date Range: January - June 2016
Note: Calculated using monthly averages

Who Does It Best?

▶ While the top 10 most popular profiles include couture names like **Louis Vuitton**, **Dior**, **Gucci**, **Michael Kors** and others, high street retailers like **Victoria's Secret**, **Forever21** and **H&M** tend to do a better job at driving up Interactions and keeping their community engaged.

▶ **Victoria's Secret** is leading the pack in followers and interactions, thanks to leveraging a wealth of content - from photo shoots to a hefty amount of brand equity offline to other social channels.

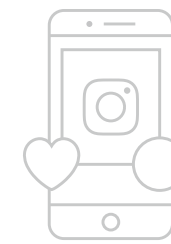**Top 10 Fashion Brands on Instagram by Interactions**
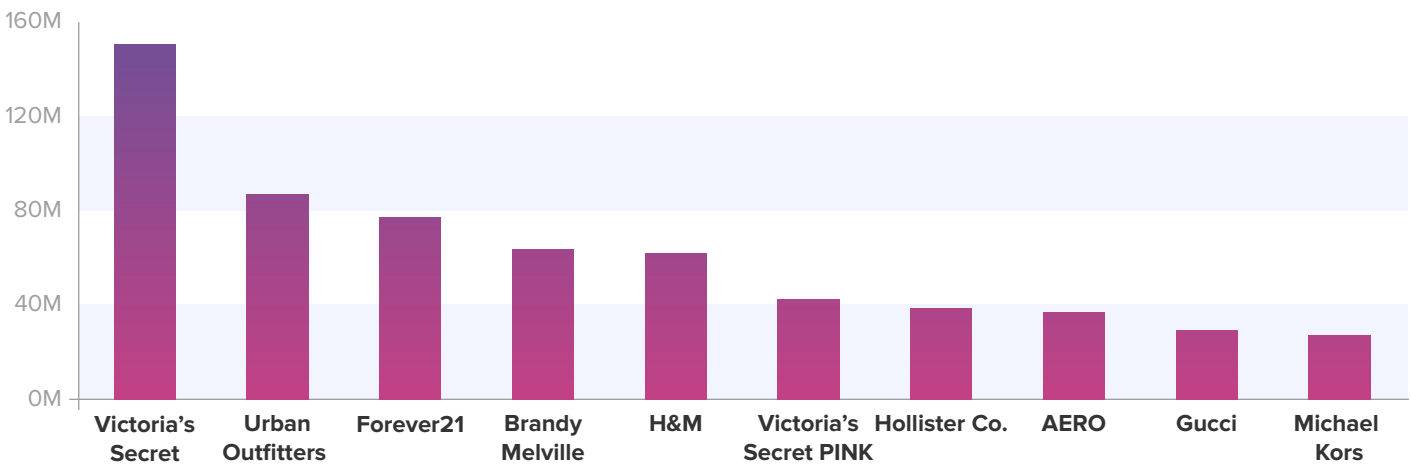
Date Range: January - June 2016

Top 10 Biggest Fashion Brands on Instagram by Audience Size

Date Range: January - June 2016

Statistics   Solutions   Blog   Social Media Resources   Company
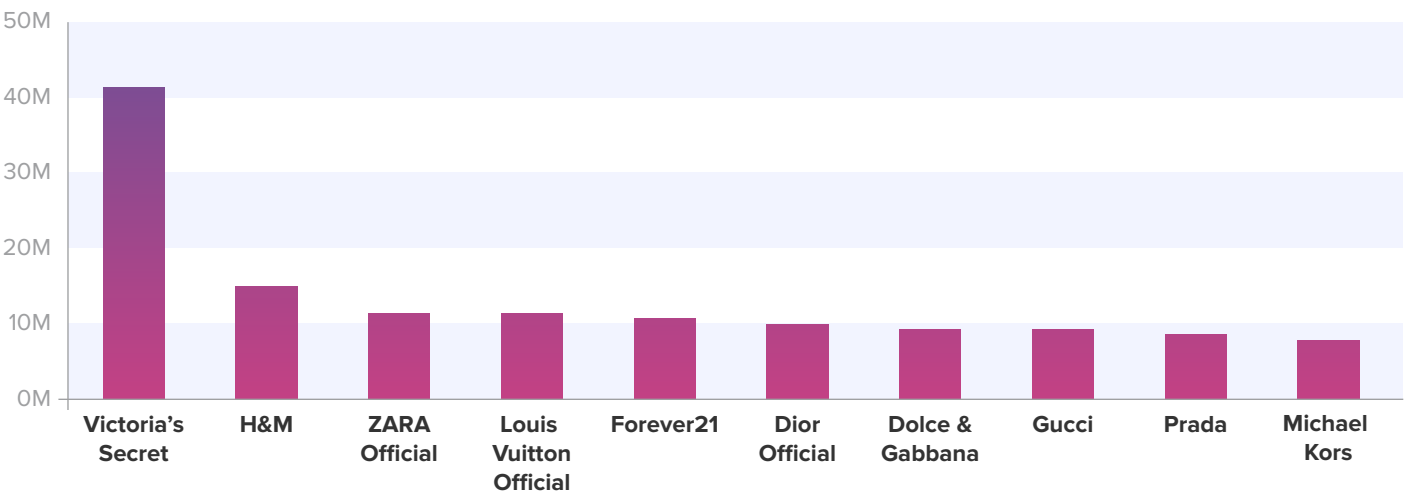
How do they do it?
Instagram Best Practices

Photos vs. Videos

When it comes to fashion brands on Instagram, images are still the most common post type - they posted 93% of photos and 7% of videos. However, videos received slightly more interactions than photos which goes to show videos were more engaging the first half of 2016.

Victoria's Secret posted more videos than the average fashion brand on Instagram - 82% were images, and 18% were videos. On average, their images gained roughly 10,000 more interactions than their video content. What's more, their content is more engaging than the fashion industry benchmark.

Instagram offers a variety of features for creating videos and reporting on video views; they recently extended the duration of videos to be up to 1 minute format and enabled multi-clip videos for iOS.

LESSON This is a time of rapid change for Instagram marketing. Now marketers can really experiment with their creative output and start testing various formats.
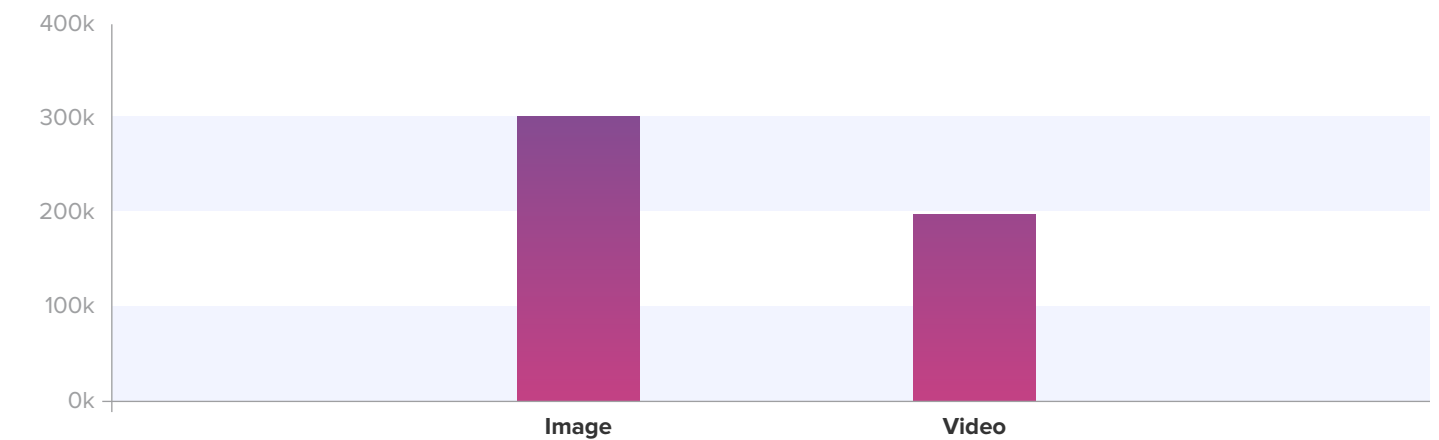
All Fashion Brands on Instagram
Interactions by Post Type

| Image | Video |
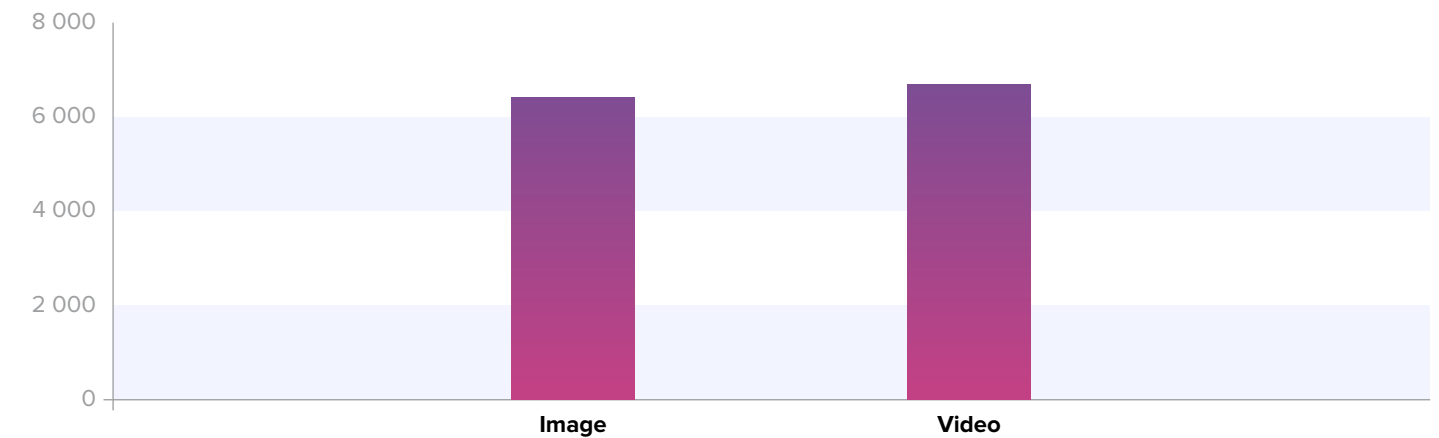
Victoria's Secret on Instagram
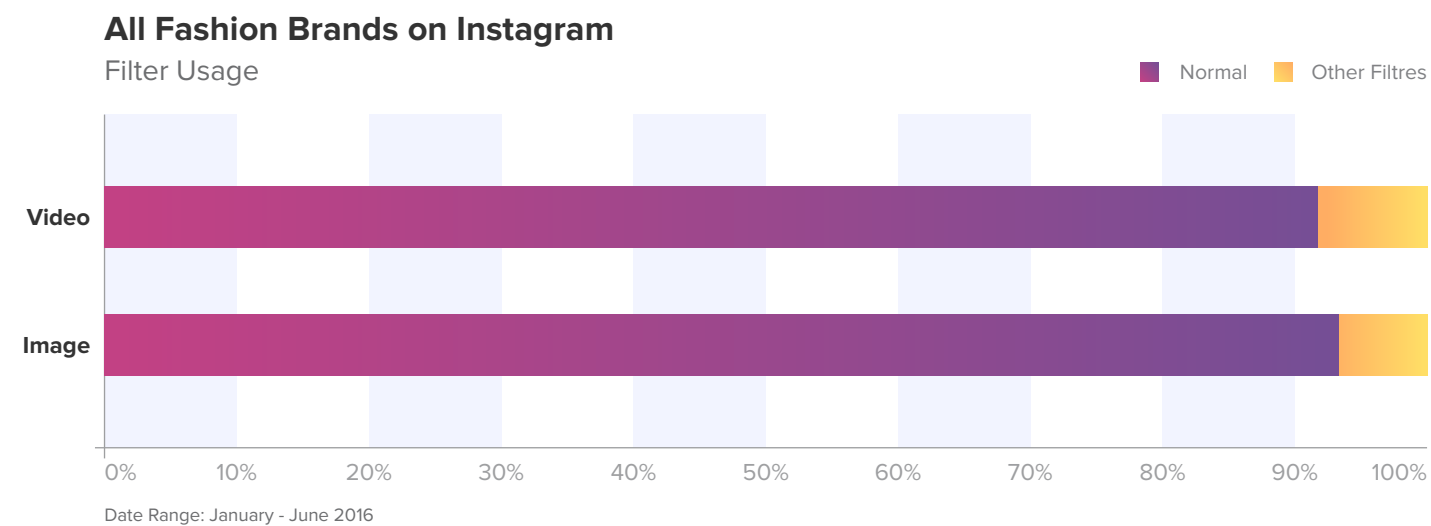Interactions by Post Type

| Image | Video |

Date Range: January - June 2016
Note: Calculated using monthly averages

Filters - The importance of using an external photo editor

Instagram offers many photo-editing options for their users. However, for brands that are interested in making a lasting impression (that should likely translate into favorable purchasing decisions), external photo-editing for on-brand content is a must.

Fashion brands hardly use Instagram's premade photo filters - 93% of images and 92% of videos were uploaded to Instagram without a filter, meaning they were very likely edited outside of Instagram. When fashion brands did use a filter, they favored Valencia (1% usage rate).
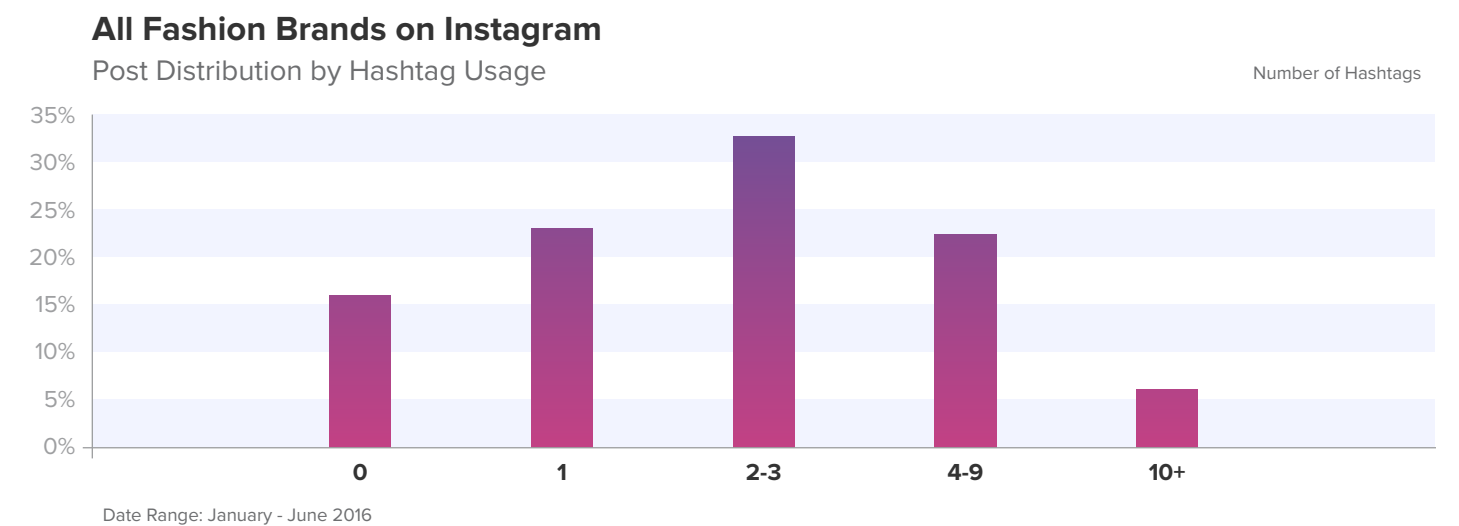
All Fashion Brands on Instagram
Filter Usage

■ Normal   ■ Other Filtres

Video	
Image	

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

Date Range: January - June 2016

LESSON	It's important to publish professional-looking images that highlight your brand identity - and that means going above and beyond Instagram's native filtering.

Hashtags - Don't overuse them

Hashtags function to categorize content for effective searchability. For brands, they can be used to expose your content to new audiences, track your campaigns and promotions, and find trending topics.

The majority of fashion brands use no more than three hashtags.

All Fashion Brands on Instagram
Post Distribution by Hashtag Usage   Number of Hashtags

35%
30%
25%
20%
15%
10%
5%
0%
    0   1   2-3   4-9   10+

Date Range: January - June 2016

LESSON	Choose your hashtags wisely. Do not overuse them or use an irrelevant hashtag just because it is a trending topic, and don't feel obligated to insert one for the sake of it.

Conclusion

Fashion brands do well on Instagram because the platform offers an ideal way to showcase their products. They also have a wealth of content they can leverage from their other marketing materials. No matter which industry you come from, the lesson is the same: use professional-looking images and videos that support your brand image, and repurpose your content when you can.

Research is also an important aspect of building an effective Instagram content strategy. To succeed with your overall social media strategy and achieve larger marketing goals, look to top-performing brands in your industry, the competition - and beyond - for inspiration. Discovering the best practices will enable you to apply the same tactics to your own strategy.

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See what Socialbakers Solutions can do for you.
Contact us at sales@sociabakers.com