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## **INSTAGRAM AS INSTRUMENT OF MARKETING**

Instagram - free application sharing photos and videos, allowing users to take pictures and video, apply filters, and distribute them through your service and a number of other social network

Interface languages - English, Chinese, French, German, Italian, Japanese, Korean, Portuguese, Spanish, Russian

In October 2010, the number of users only via the iPhone app reached 30 million people. In March 2012, 25 million people were involved due to Android. As of July 2013, Instagram audience was 80 million people

Monthly service active audience is 90 million people. Every day they put 40 million images, and every second they leave 8,500 likes and 1,000 comments

With regards to the use of Instagram, as an element of marketing an additional application to your account in Instagram, which called Statigram and has the functions of content management Instagram, was issued.

It's functions are:

- to show the most appropriate time to publish photos and time the average photographs continue to receive likes - photo lifespan
- to analyze what filters and settings attract the most likes and comments
- to show, who becomes your follower who has lately, as well as who has ceased to be your followers
- to create a ranking of your most active and dedicated followers
- to allow write messages to your followers within the Instagram network and private messages as well.

All of these benefits are a distinctive feature of this program from others. There are several program - peers, but they do not have such popularity and number of users, hence are less attractive to marketers

It can be concluded that the program in collaboration with Instagram annexed program Statigram, can serve as a great marketing tool, based on the social networks.

References:

1. <http://www.theesa.com/games-improving-what-matters/advertising.asp>
2. <http://ir.nmu.org.ua/handle/123456789/2197>