



před prvním postem | Instagram

Katka Ondračková

jak jste na tom?



je Ig jen pro hipstery?

- 800 milionů uživatelů
- u nás 1,5 mil.
- 32 % uživatelů internetu | FB 89 % = obří potenciál
- denně cca 30 min

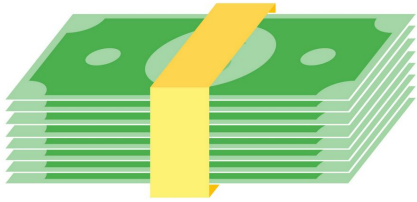


revenue

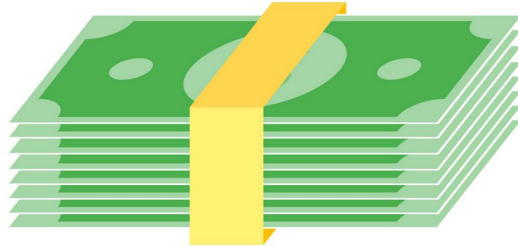
\$595m

\$4bn

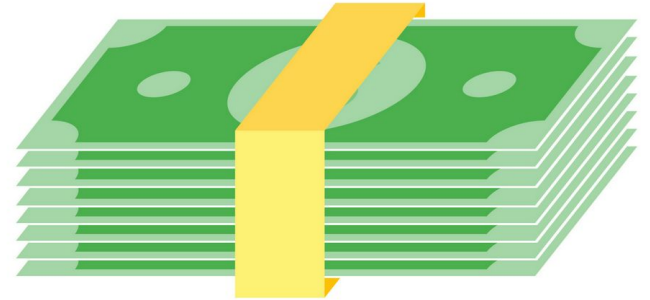
\$10bn



2015



2017



2019

s kým máme tu čest?

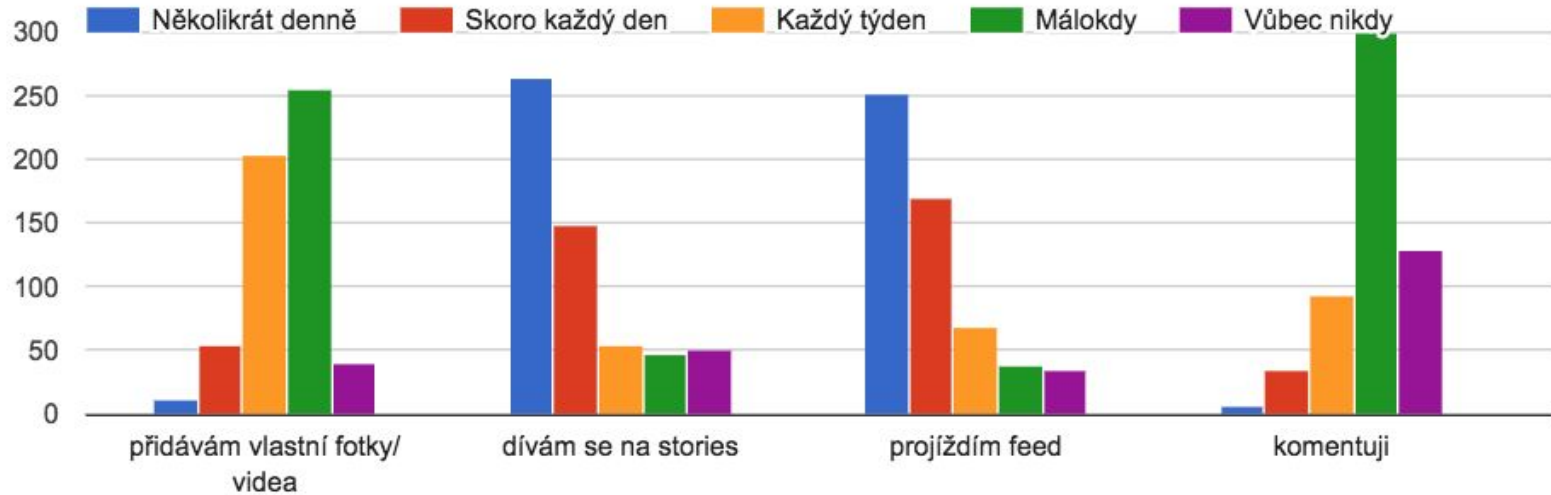
40 %

60 %



- 59 % 18-29 let
- 33 % 30-49 let
- pro 17 % teens je Ig top
- 67 % používá Ig několikrát denně

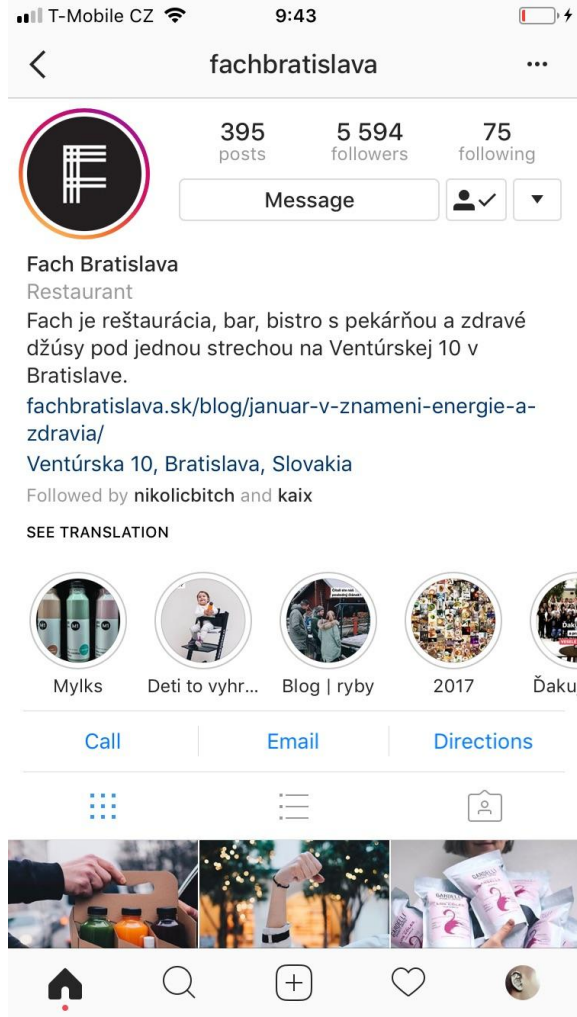
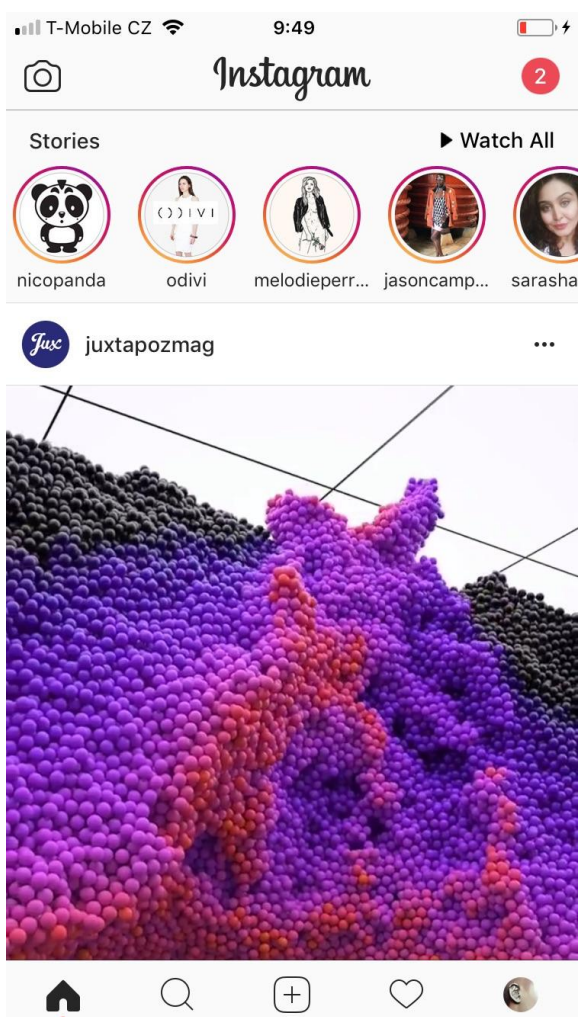
co dělají?



co dělají?



stories →



← highlights

co je zajímavá?

47 %

stalking

76 %

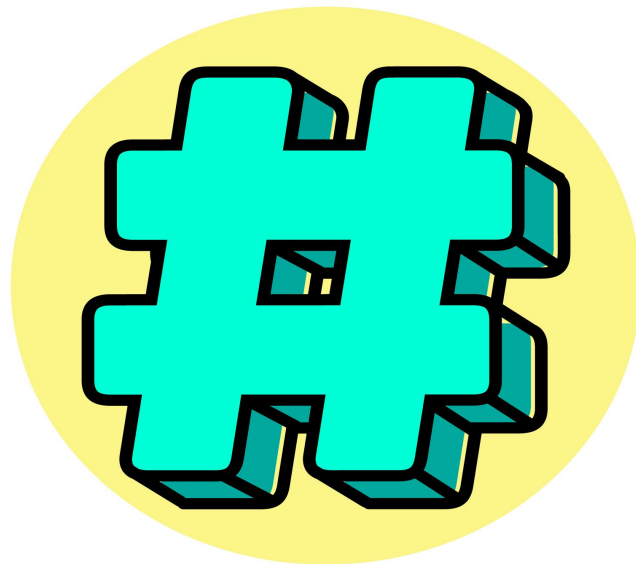
relax + inspirace

37 %

informace +
nové produkty

jak hledají koho budou sledovat?

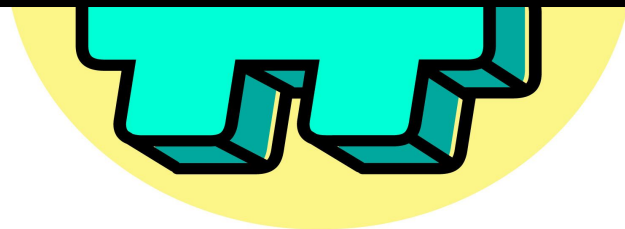
- sledují je jejich známí
- Ig je doporučí
- dali jim like
- mimo Ig
- jen 11 % hledá přímo v Ig
- 62 % sleduje oblíbený brand



jak hledají koho budou sledovat?

budte vidět!

- 62 % sleduje svůj love brand



sledování

93 % sleduje kámoše/rodinu

44% celebrity

56% cestovatelské a hobby

40% oblíbené firmy

- málo kdy promazávají, koho sledují
- každý sleduje minimálně 1 firemní profil
- 70 % lidí hledá na Ig kvalitnější content než na FB

algoritmus

- 70 % postů nikdo nikdy neuvidí 🤔
- Ig zařazuje posty podle engagementu
- engagement mají jen posty, co jsou vidět



co teď s tím?

- dobře si promyslete strategii boje
- dejte si na web proklik na Insta (a naopak)
- mějte dostatek contentu
- najděte svůj styl
- plánujte



bez obrázku to nepůjde

kde ho vzít?

- sami/fotograf/influencer

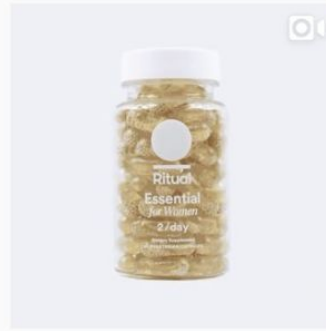
proč by to chtěl někdo vidět?

- je to lepší, než jeho život

jak by to mělo vypadat?

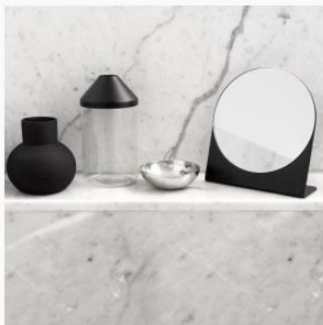
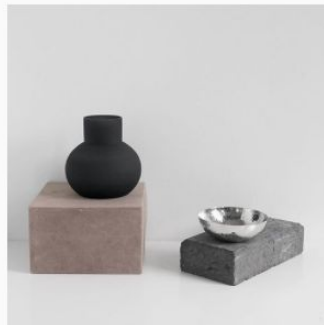
- unitas multiplex rulez!







[@kimkardashian](https://www.instagram.com/kimkardashian)



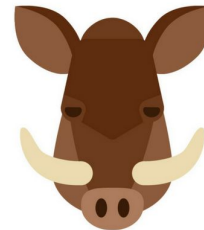


[@peoplefootwear](https://www.instagram.com/peoplefootwear)



hon na engagement

- vyplňte vše, co jde (bio, lokace, @, #)
- vytvořte si vlastní #
- motivujte k reakci (CTA)
- video je cesta → stories + highlights
- přidávejte posty s obličejem
- comment je víc než srdíčko



tipy

- archivujte fotky a pracujte s feedem i zpětně
- překonejte horror vacui
- buďte aktuální
- berte to jako hru
- skryjte # ve stories
- nesdílejte bullshit



nikdy

- nepoužívejte filtry přímo z Instagramu
- každý pes jiná ves = fail
- nepoužívejte #like4like...
- nepřepostovávejte fotky bez označení autora
- nenakupujte followery
- nesdílejte to, samé co na FB



nástroje

- Supermetrics - špión po lg profilech
- Later - plánování, základní analytika
- Sprout - manager pro social
- VSCO - úprava fotek
- Focalmarked - # generator



supermetrics

Published	Days	Author usernam	Author name	Link	Link to	Link to	Link 1	Caption text	Pos	Likes c	Comments c	Tag	Filter
2018-01-26	0	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	Easter 2017	image	4583844	30828	Aden	
2018-01-26	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	Happy Holidays	image	4467944	53764	Normal	
2018-01-25	0	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	Happy Birthday to my best friend @krisjenner Couldn't have asked for a better mom! Literally don't know how you do it and manage us all an	image	4315335	50445	Normal	
2018-01-25	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	family	image	4251948	129898	Aden	
2018-01-24	2	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc		image	4198079	70699	Normal	
2018-01-22	0	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	My precious baby boy is so strong! After spending three nights in the hospital & seeing my baby get multiple IV's and hooked up to oxygen m	image	3991431	33442	Normal	
2018-01-22	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	Wearing @kkwbeauty Powder Contour in medium. Ultralight Beams yellow gold shadow and the bronze lipgloss KKWBEAUTY.COM	image	3768624	33430	Normal	
2018-01-21	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	#ad Little update for you guys. I'm on Day 9 of my Shake It Baby program from @flattummyco and I'm actually feeling so good. We had a ma	image	3765380	44715 ad	Normal	
2018-01-20	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	Rise & Grind	image	3652938	55202	Normal	
2018-01-19	0	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	my son ❤️	image	3533788	33573	Normal	
2018-01-19	0	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	Total eclipse of the heart	image	3348934	27060	Normal	
2018-01-19	0	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	This smile 😊😊	image	3283019	17975	Normal	
2018-01-19	0	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	#FBF Japan	image	3230210	44345 fbf	Normal	
2018-01-19	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	https://scontent.cdninstagram.com/vp/f729ab58e9be66f09ad8396a99581f1/5AECDD0DA/151.2885-15/s150x150/e35/25037147_1175649975899626_7	image	3208506	24709	Normal	
2018-01-18	0	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	https://scontent.cdninstagram.com/vp/450078c620cd8c6bd28f0c1dd8fa16b9/5AF38378/151.2885-15/s150x150/e35/20688611_471311376582009_425	image	3039049	24036	Normal	
2018-01-18	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	SAINT WEST	image	3004214	159335	Normal	
2018-01-17	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	My cutie!	image	2983795	21026	Normal	
2018-01-16	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	she has no clue what 100 million followers means but she's excited cause i'm excited lol thanks for the follows and the love 🥰	image	2982625	10683	Aden	
2018-01-15	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	Night Cap	image	2860686	47051	Normal	
2018-01-14	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	Ultralight Beams highlighters & glosses launching Dec 1st on KKWBEAUTY.COM 📦@marcelocantuphoto	image	2847388	23082	Normal	
2018-01-13	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	Twinzies	image	2765241	9807	Normal	
2018-01-12	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	My baby girl turned 4 years old today! She's my light & my everything!!! I love you to the moon & back North	image	2749711	14221	Normal	
2018-01-11	0	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	Mommy & Son day today	image	2744957	23970	Normal	
2018-01-11	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	Wait it's tied with Selena. This was my fave too!	image	2729374	24787	Normal	
2018-01-10	0	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	I ❤️ my family	image	2688031	31376	Aden	
2018-01-10	0	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	Good Morning	image	2628076	22690	Normal	
2018-01-10	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	It's Friday!	image	2609540	23799	Normal	
2018-01-09	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	Happy Birthday babe I love you so much! You inspire me every day to be a better person! I'm so grateful for you ❤️	image	2588265	36453	Normal	
2018-01-08	0	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	Take San Fran...?	image	2574583	19017	Normal	
2018-01-08	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	KKWFRAGRANCE.COM Launches November 15th	image	2571426	22591	Normal	
2018-01-07	0	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	#momofthree	image	2567441	38241 momof	Normal	
2018-01-07	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	My little lady	image	2565294	12413	Normal	
2018-01-06	0	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	Thank you to my babies for choosing me and allowing me to be your mom. You've given me a deep love I can't explain. I'm always here to te	image	2558593	8649	Aden	
2018-01-06	1	kimkardashian	Kim Kardashian	https://w	https://scon	https://scon	https://sc	📧@mertalas @macpiggott	image	2547496	16155	Normal	

KAIX		kimkardashian	
Words	Count	Words	Count
brno	34	tbt	82
czech	5	fbf	38
rozhledny	4	ad	30
sardinia	4	selfish	27
alghero	3	balmain	19
grancanaria	3	kimkardashiangame	19
hike	3	throwbackthursday	19
podzim	3	kuwtk	18
pribice	3	kimnofilter	14
stranskaskala	3	nofilter	13
amsterdam	2	givenchy	12
architecture	2	flashbackfriday	11
athens	2	kardashiankollection	11
autumn	2	lanvin	9
barcampcz	2	vogue	9
greece	2	voguespain	7
history	2	balmainarmy	6
hody	2	family	6
kaixinline	2	chanel	6
mktboat	2	lumeecollab	6
narybach	2	nophotoshop	6
nockostelu	2	valentino	6
poland	2	bff	5
prototyp	2	kardashianbeauty	5
rozhlednyskarlen	2	kkwbeauty	5
thisislondon	2	love	5
trip	2	mcm	5
abandonedplace:	1	paris	5
adventures	1	pfw	5
atheny	1	siblingselfie	5
boat	1	tomfordheels	5

change

Tags

617 choices Sort by: name count Cluster

- brno 49
- czechgirl 11
- czechrepublic 11
- czech 9
- breakfast 7
- food 7
- follow 6
- followme 6
- foodporn 6
- healthyfood 6
- cz 5
- delicious 5

chytré počteníčko

<https://www.brandwatch.com/blog/37-instagram-stats-2016/>

<https://www.statista.com/search/?q=instagram>

<https://www.omnicoreagency.com/instagram-statistics/>

<https://sproutsocial.com/insights/instagram-apps/>

<http://blog.instagram.com/>

<https://later.com/blog/instagram-ads/>

Čtěte, pokud chcete dobýt Instagram, překlad Pavel Kristián

+ článek na uLab asap





díky.muck