3 TIPS ON HOW TO LEVERAGE INSTAGRAM FOR YOUR BUSINESS IN 2018 USING THE LATEST TRENDS AND STATISTICS

SOME QUICK STATISTICS

- Instagram is the fastest growing social media site, with 800 million active users
- 59% of internet users between the ages of 18 and 29 have an Instagram account
- There are 25 million businesses on Instagram

1. STORIES

- 'Stories' now has 300 million daily active users, nearly doubling the amount of Snapchat users
- 200 million Instagram users actively visit profiles of business accounts

2. HASHTAG YOUR WAY TO SUCCESS

- Posts with at least one hashtag average 12.6% more engagement

3. PLAY THE ADVERTISING GAME

- 75% of Instagram users take action or make purchases after looking at Instagram ads
- Instagram is expecting to generate $5 billion in 2018 alone