



# COMMUNICATION CAMPAIGN MEDIA

Maggie Kerrins



# CONTEXT

Working on behalf of Instagram...

To change people's perceptions...

And increase use of career and business opportunities.

# MESSAGE

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What is your passion?

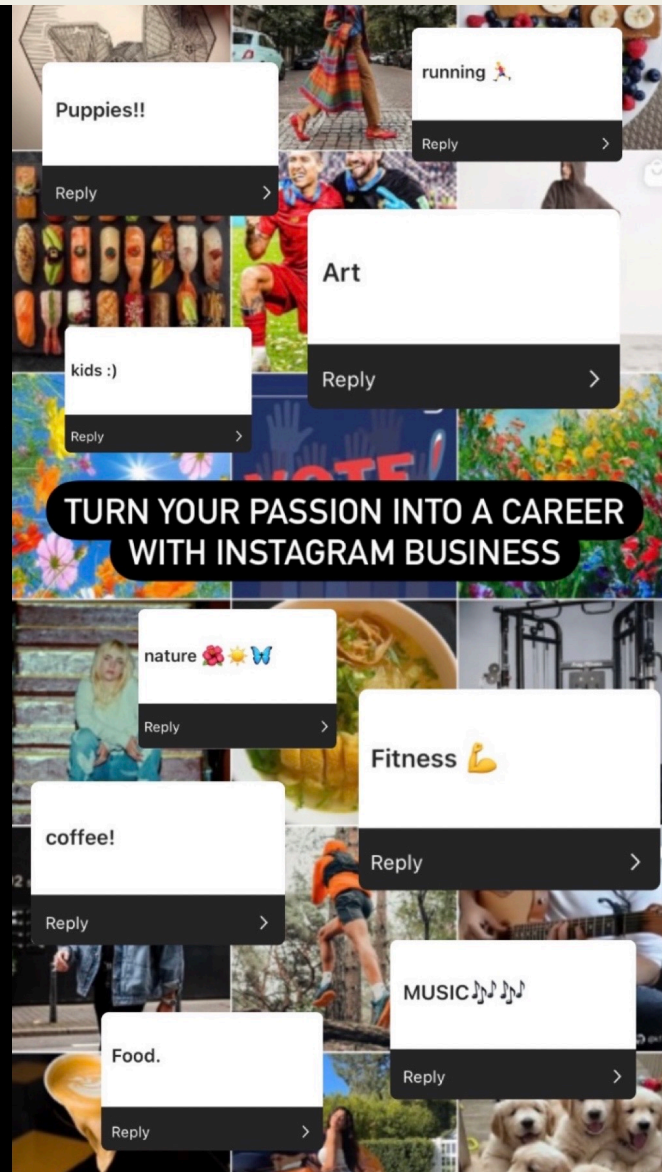
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Turn your passion into a career with  
Instagram Business.



What is your passion?

Type something....



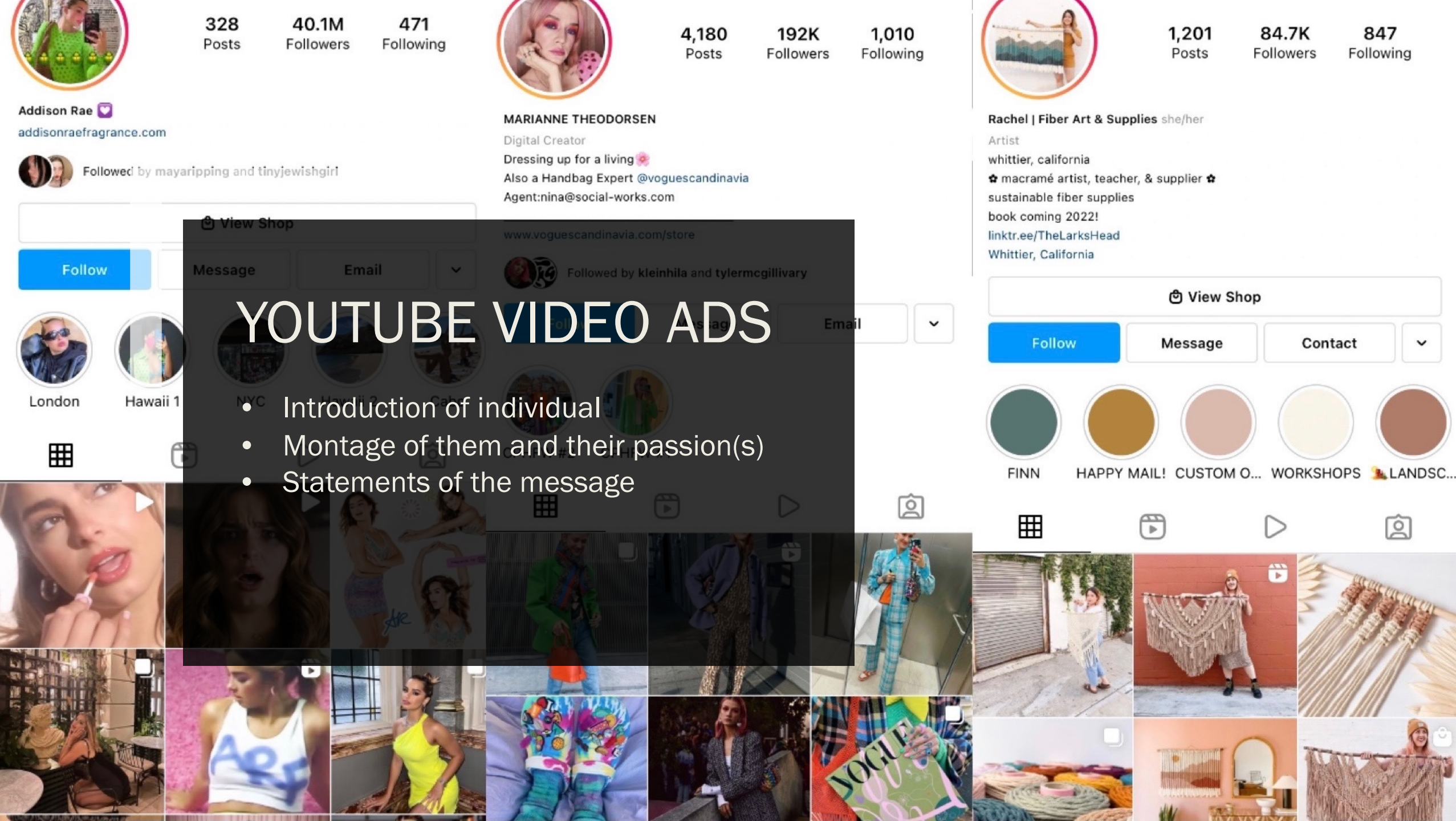
# INSTAGRAM STORY

- Two consecutive stories
- Interactive question
- Presentation of possibilities

# REACHING THE TARGET AUDIENCE THROUGH INSTAGRAM STORY ADS







328  
Posts

40.1M  
Followers

471  
Following

Addison Rae   
addisonraefragrance.com

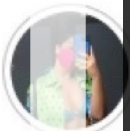


Followed by mayaripping and tinyjewishgirl

Follow



London



Hawaii 1



4,180  
Posts

192K  
Followers

1,010  
Following

MARIANNE THEODORSEN

Digital Creator

Dressing up for a living

Also a Handbag Expert @voguescandinavia

Agent:nina@social-works.com

www.voguescandinavia.com/store



Followed by kleinhila and tylermcgillivary

# YOUTUBE VIDEO ADS

- Introduction of individual
- Montage of them and their passion(s)
- Statements of the message



1,201  
Posts

84.7K  
Followers

847  
Following

Rachel | Fiber Art & Supplies she/her

Artist

whittier, california

☆ macramé artist, teacher, & supplier ☆

sustainable fiber supplies

book coming 2022!

linktr.ee/TheLarksHead

Whittier, California

View Shop

Follow

Message

Contact



FINN



HAPPY MAIL!



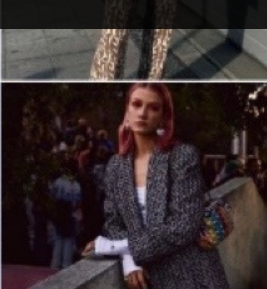
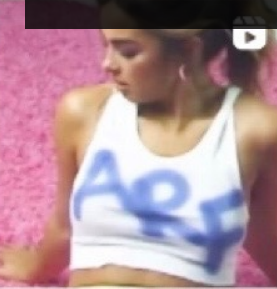
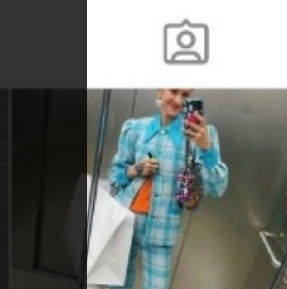
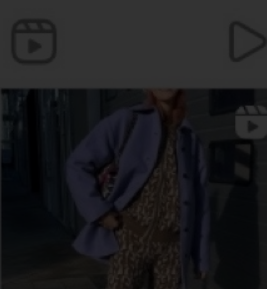
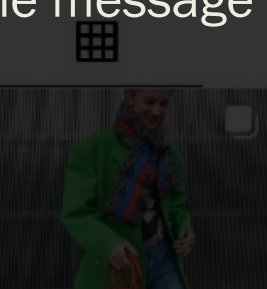
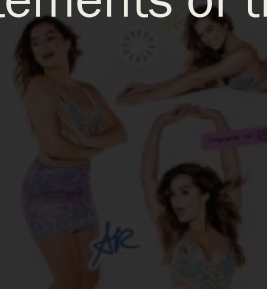
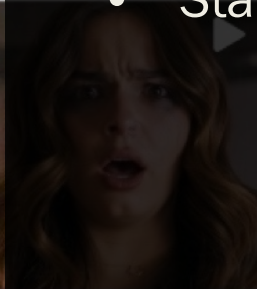
CUSTOM O...



WORKSHOPS



LANDSC...



REACHING  
THE TARGET  
AUDIENCE  
THROUGH  
YOUTUBE  
VIDEO ADS





CULTURAL  
SENSITIVITY AND  
AUDIENCE-  
CENTEREDNESS



# REFERENCES

Mohsin, M. (2021, February 16). *10 Instagram stats every marketer should know in 2021*. Oberlo. <https://www.oberlo.com/blog/instagram-stats-every-marketer-should-know>

Socket. (n.a.). *How are YouTube ads targeted?* <https://www.socket.net/blog/tech/how-are-youtube-ads-targeted>

The Business Insider. (2020, February 4). Instagram reportedly generated \$20 billion in ad revenue in 2019 – even more than YouTube (FB). Newstex LLC.  
<https://lopes.idm.oclc.org/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=edsgao&AN=edsgcl.658291006&site=eds-live&scope=site&custid=s8333196&groupid=main&profile=eds1>