



Strategic Customer Engagement on Instagram: A Case of Global Business to Customer(B2C) Brands

Xueqi Gong

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Instagram is a relatively new social networking site (SNS). Its user database has been growing at a staggering rate since it was first launched in 2010. Marketing practitioners have been making efforts on this increasingly popular mobile image (and video) capturing and sharing service to reach end-users, more importantly, to build lasting relationships with them. This book addresses the question of what kind of marketing content brands could utilize to engage customers strategically on Instagram in the business to customer (B2C) environment. Through real life cases, you will explore Instagram strategies for achieving different engagement purposes. You will understand how to engage your customers by harnessing the power of image.

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