



Phyllo 

Phyllo's Guide to

Instagram Stories for Influencer Marketing

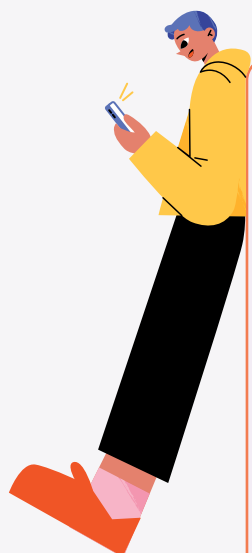
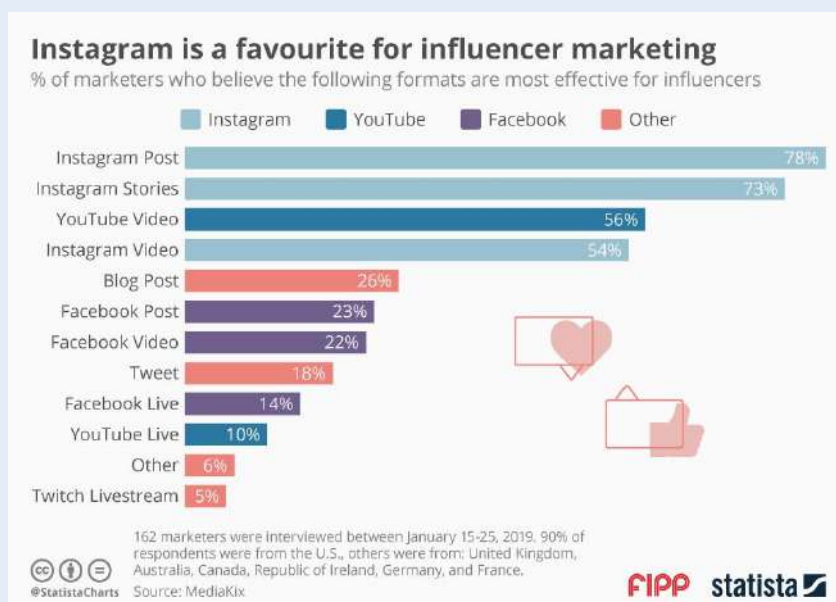
Phyllo's Guide to Instagram Stories for Influencer Marketing

Instagram Stories has become essential to influencer marketing campaigns due to their high engagement rates and ability to provide a more personal connection between influencers and their followers.

According to a report by Hootsuite, "Instagram Stories are used by 500 million accounts daily, and 58% of people say they have become more interested in a brand or product after seeing it in Stories."

Furthermore, a survey by **Influencer Marketing Hub** found that "Instagram Stories have an engagement rate of 7.45% compared to a 4.3% engagement rate for Instagram posts," indicating that Instagram Stories is a more effective way for influencers to connect with their followers and promote products or brands.

Here is how marketers view Instagram stories as a platform:

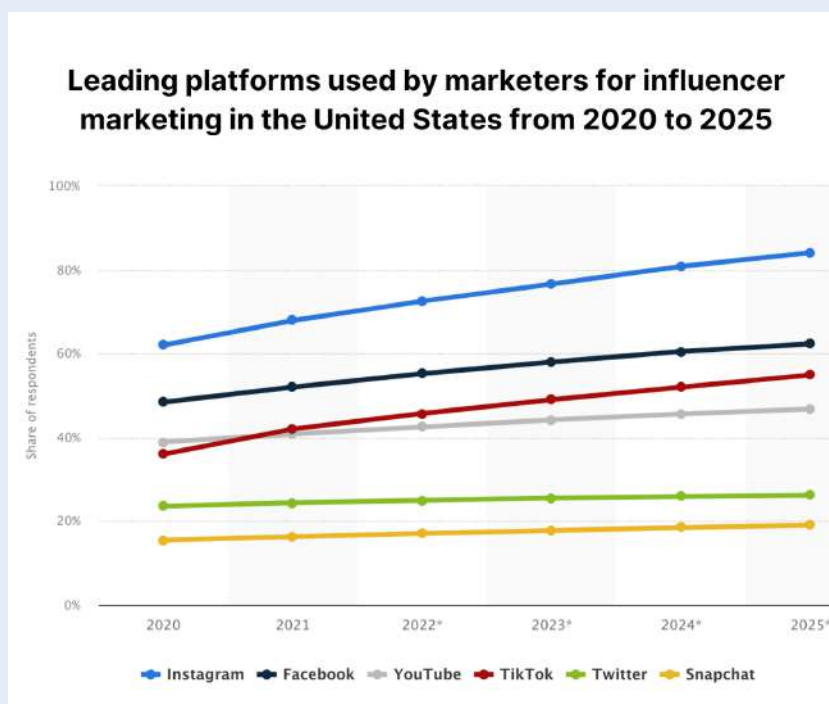


"Instagram stories are a powerful tool for influencer marketing because they allow brands to collaborate with influencers in a way that feels natural and authentic. They provide an opportunity for brands to connect with their target audience more meaningfully, while also providing value to the influencer's followers."

Fohr
 Influencer Marketing Agency

Here are a few more data points that show the importance of Instagram stories in influencer marketing campaigns:

- Instagram Stories boast over 500 million users daily.
- 58% of Instagram users are more interested in a brand after seeing it in a Story.
- The potential ad audience on Instagram Stories is over 900 million.
- Instagram Stories generate over a quarter (\$15.95 billion) of the platform's ad revenues.
- 50% of users claim to have visited a website to buy a product/service after seeing it in Stories.
- Over 85% of businesses use Instagram Stories as a core element in their marketing strategies.
- Brand Stories have a whopping 86% completion rate.



SOURCE: STATISTA

Instagram stories are one of the hottest trends in influencer marketing. However, their rise is not just because of their reach, there are several other reasons why influencer marketers prefer Instagram stories:

How do Instagram stories work in Influencer Marketing Campaigns?

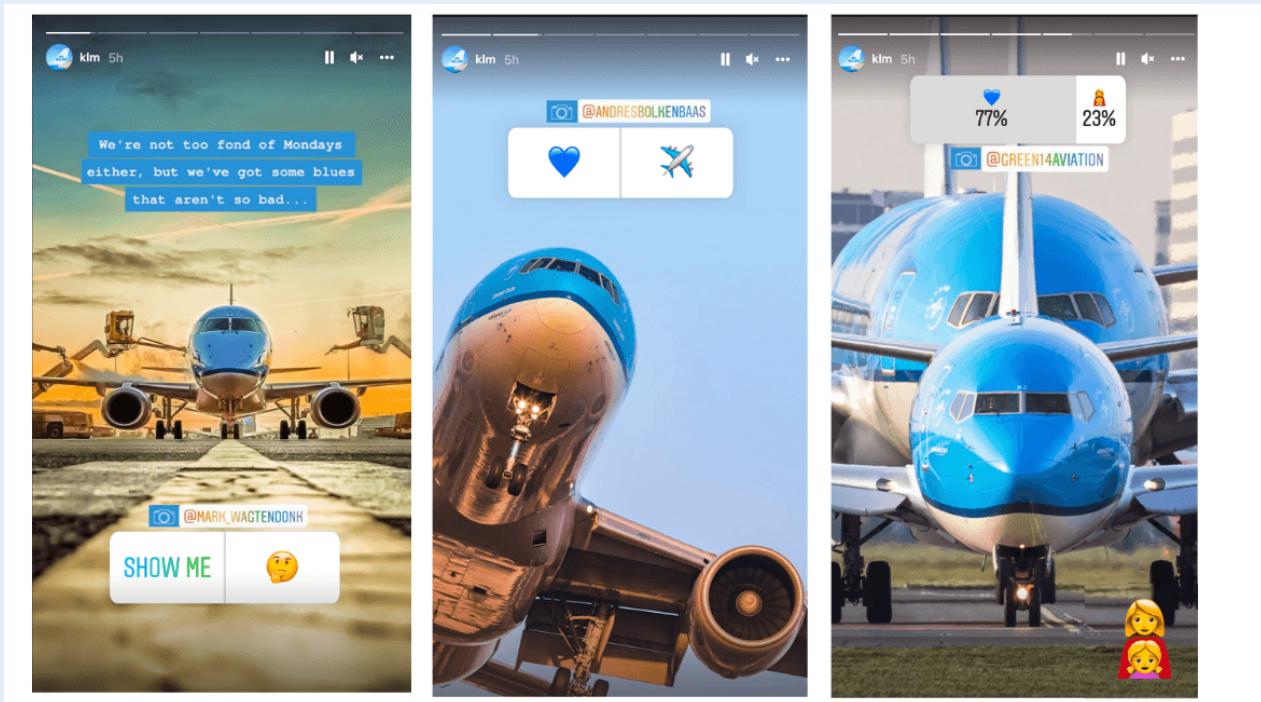
Instagram stories have become a crucial component of influencer marketing campaigns for several reasons:

- **Authenticity:** Instagram stories are an excellent way for influencers to showcase their authentic personalities and connect with their audience personally. Unlike perfectly curated and edited posts, Instagram stories provide a raw, unfiltered glimpse into an influencer's daily life, making it easier for followers to relate to them.



SOURCE: @GOPRO

- **Engagement:** Instagram stories are highly engaging, with interactive features like polls, quizzes, and questions encouraging followers to interact with influencers. The ability to swipe up on stories and be taken directly to a product or service is also a significant advantage for brands.



SOURCE: KLM INSTA

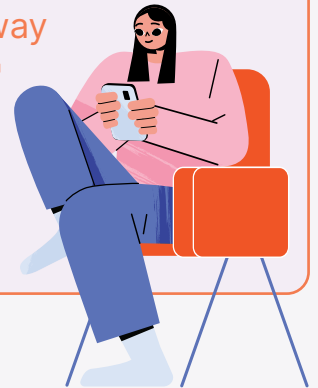
- **Time-sensitive:** Instagram stories disappear after 24 hours, creating a sense of urgency that encourages followers to act quickly. This time-sensitive nature is ideal for limited-time promotions, flash sales, and product launches. An essential psychological theme in the 21st century: is FOMO. Imagine not watching all your stories today. No way.



"Instagram stories are the perfect platform for influencer marketing because they allow for real-time engagement and authentic storytelling. They create a sense of community and provide a way for brands to connect with consumers in a more personal way."

Shane Barker

Digital Marketing Consultant & Influencer



- **Addictive:** Stories are automatically ongoing; you're down ten stories before you know it. That way, many people get to see your story – even when they did not explicitly choose to do so. As long as users pay attention to what they're doing, they'll watch stories. That could include the story of your brand or your influencer.



Today, 72% of marketers use Instagram for their influencer marketing campaigns. That's around three-quarters of the total energy, time, and resources invested in one channel alone! And Instagram Stories for influencer marketing is a big part of the platform's appeal.

With so many benefits, it is no wonder many brands are now adding Instagram story campaigns to their influencer marketing strategy. Here is how to go about it:

How to create an Instagram Story campaign:

Here are the step-by-step instructions on how to create an Instagram Story campaign:

1 Set objectives and goals

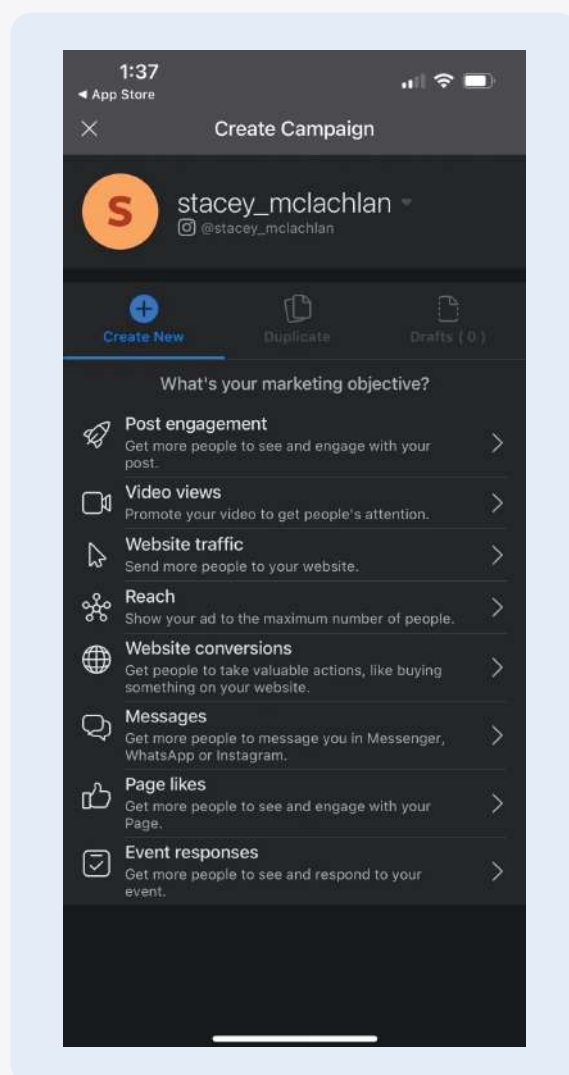
To boost your ROI, begin by asking a fundamental question - what do you want to achieve with your Stories?

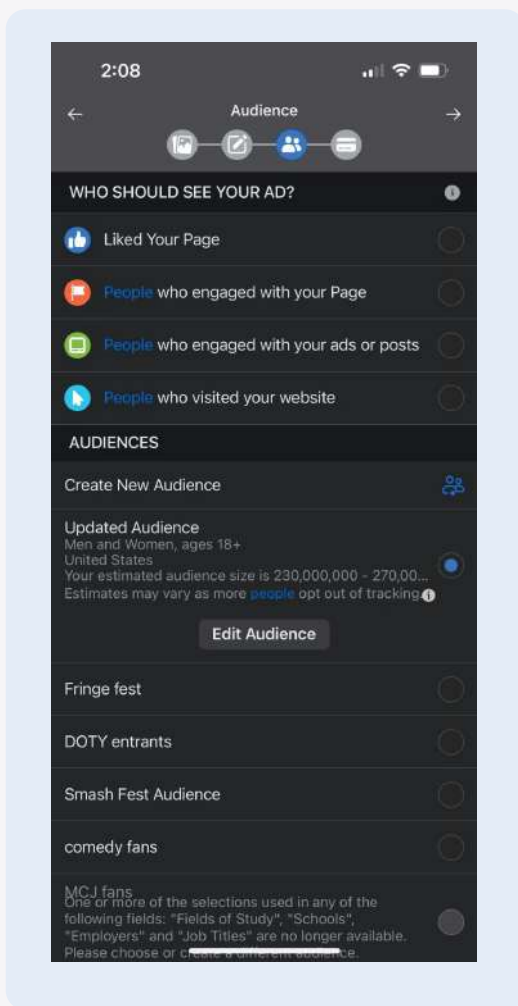
If you don't know where you're going, how will you know when you get there?

Set realistic goals so that you can pat yourself on the back and celebrate when you achieve them!

Here are a few goals you could consider

- Build brand awareness
- Improve audience engagement
- Improve customer retention



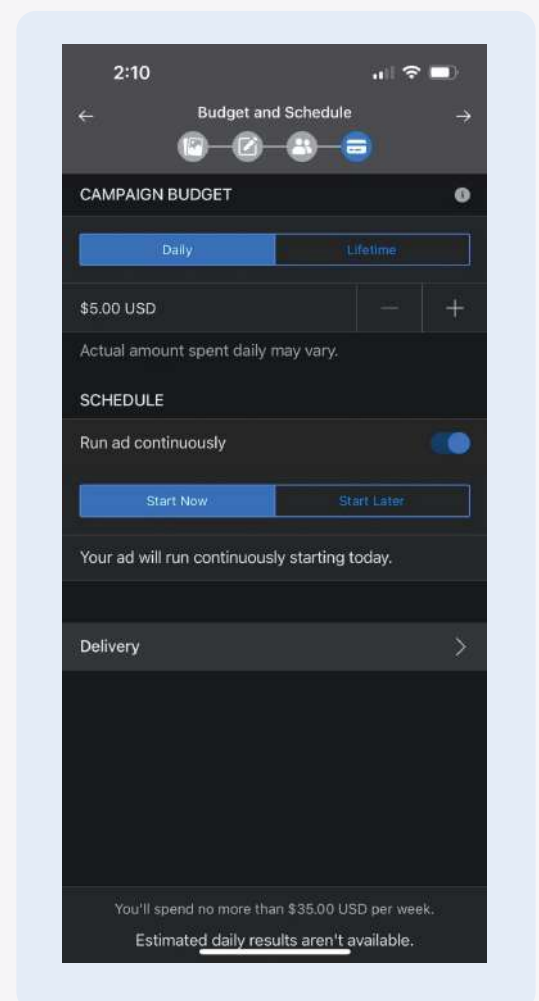


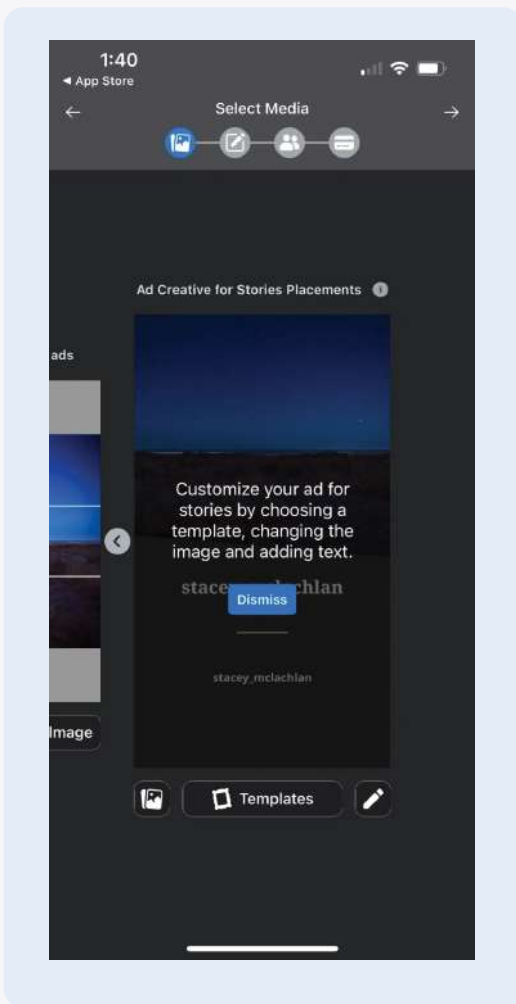
2 Choose your target audience

Identify your target audience based on demographics, interests, behaviors, and location. This will help you create content that resonates with them and maximizes the campaign's impact.

3 Define your budget

Determine how much you're willing to invest in the campaign. This will help you choose the right advertising format and set a bidding strategy.



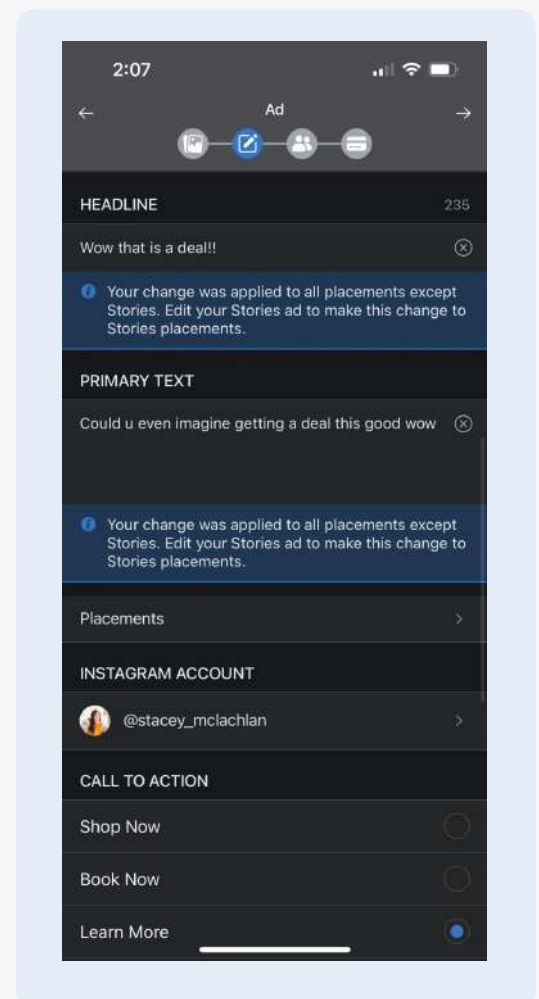


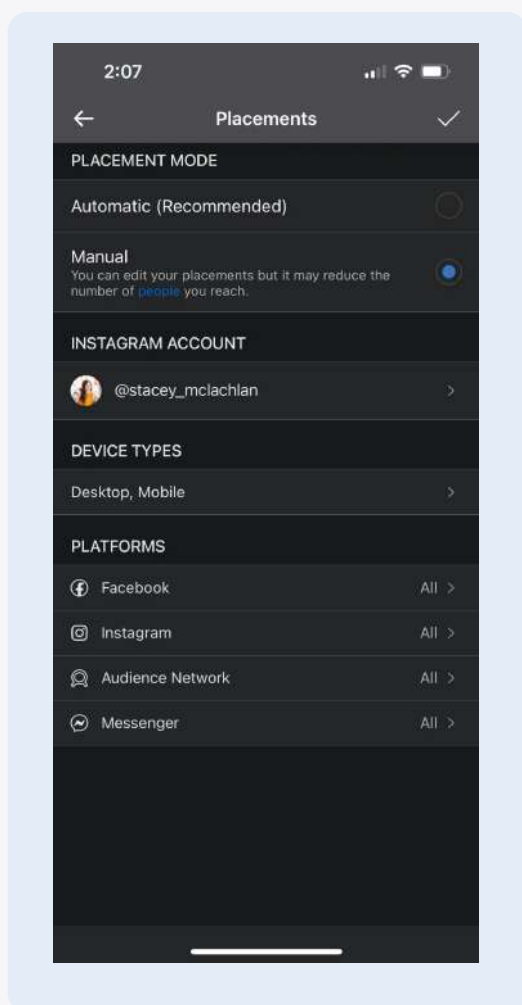
4 Choose the ad format

Instagram offers various ad formats for Stories, including images, videos, carousel ads, and collection ads. Select the format that aligns with your goals and target audience.

5 Create your ad content

Develop visually appealing and engaging content that resonates with your target audience. Use high-quality images, compelling headlines, and clear calls to action to entice viewers to take action.





6 Set up your campaign

Use Facebook Ads Manager or Instagram's Ad Manager to set up your campaign. Choose your campaign objective, target audience, ad placement, ad format, and bidding strategy. Set a daily or lifetime budget and choose the start and end date of the campaign.

7 Launch your campaign

Once you've set up your campaign, review all the details, and launch it. Monitor its performance regularly and make necessary adjustments to optimize its impact.

8 Analyze the results

Once your campaign is over, analyze the results using Instagram Insights or third-party analytics tools. Measure the campaign's success based on your goals and identify areas for improvement in future campaigns.

Now that we have learned about the functioning of an Instagram stories campaign, here are a few metrics that marketers should focus in their campaigns

Important Metrics on Instagram

You can get the following information from your professional Instagram dashboard.

<https://www.getphyllo.com/post/instagram-stories-metrics-2023>

- **Number of views**

The number of views is the most basic yet crucial metric for Instagram Stories. This is because it tells you how many people see your content and gives you an idea of how much interest your content generates.

The more views your Story gets, the more people see it—the more likely they will engage with your brand or product and move down the sales funnel.

While this metric is important, it's not the most important thing you should measure. If you're only looking at the number of views and not also considering the quality of those views, you're missing out on valuable information. That's where the next two metrics come in

- **View percentage**

The view percentage is the percentage of your followers who have viewed your story.

For instance, if you have 100 followers and 10 of them have viewed your story, your view percentage is 10%.

View percentage = $\frac{\text{No. of story viewers}}{\text{Total no. of followers}} \times 100$

- **New viewers percentage**

This number tells you how many new viewers per Story you gained. It's a great metric to track if you're looking to get more followers and build your audience.

- **Engagement metrics**

Reach is a good measure of success on Instagram. The more people see your content, the more opportunities you have to engage them and earn their business.

But don't forget about engagement! If people aren't engaging with your content, then all those views are meaningless; they're just numbers that don't mean anything.

Here are a few Instagram Stories engagement metrics to look at -

1) Likes

Unlike the usual Instagram posts and reels, blatantly double-tapping (liking) Instagram Stories is not yet common - especially for brand accounts. This means when you do receive likes on your Instagram Stories, the viewer has truly "liked" your content and has taken the additional step of tapping on the heart icon at the bottom.

The more people like your story, the more likely they will watch future stories. And the more likely they are to watch future stories means that your brand is becoming more familiar and trustworthy with each story that gets liked.

2) Replies

Instagram Stories replies are also an important metric because they let you know if the person who saw your content was engaged enough to respond—that means they were interested enough in what you were saying to take action!

Make it a point to review all your Instagram Stories replies and note how many were appreciative, suggestive, complaintive, etc. This will help you gauge the overall response towards your Instagram marketing efforts at a microscopic level and make tweaks when required.

Tip: Make sure you reply to every message to encourage them to engage with you.

3) Shares

Sure, you can measure likes and replies and followers—but just tracking metrics will still not help you improve your Instagram Stories ROI effectively.

You'll have to also dig into how many people share your content.

That's right - it's not just about how many people see your Instagram Story, but how many people see it and then decide to tell their friends about it by sending it to someone through Direct Message (DM).

You can track this by looking at the number of times other accounts have shared your post—and if you want to get really fancy, you can even track how many new followers those shares bring in.

Tip: Let users share your Stories easily by ensuring you've enabled Story sharing in your settings.

4) Swipes

This metric tracks the number of times users swipe through your Instagram Stories.

If you notice many swipes, this could indicate that users are not finding your content engaging enough to stay interested. You may have to work on your strategy to gauge the interest of your followers.

5) CTA completion rate

This metric defines tracks if Story viewers clicked the link button and completed your goal. This might be signing up for a newsletter, entering your email address, or submitting a form.

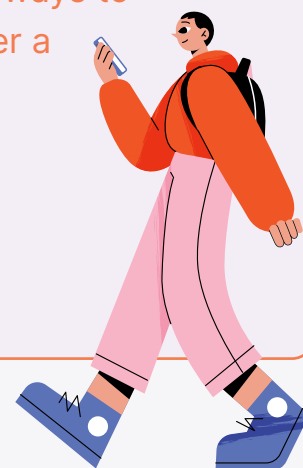
CTA completion is a great way to measure the effectiveness of your ads and campaigns. It tells you how many people clicked on your link, so you know if you get



"Instagram stories are one of the most effective ways to reach new audiences and engage with existing ones. They offer a powerful platform for influencers to share their message and connect with their followers on a deeper level."

Neal Schaffer

Social Media Speaker & Author



However, Instagram analytics gives the audience demographic details from the last 30 days. You must use a universal API platform like [Phyllo](#) to dig deeper into the creator demographics data. Not only can you access public data but also authenticated data with Phyllo.

With so many insights and data points available, businesses can use Instagram stories in many creative ways, some of which include:

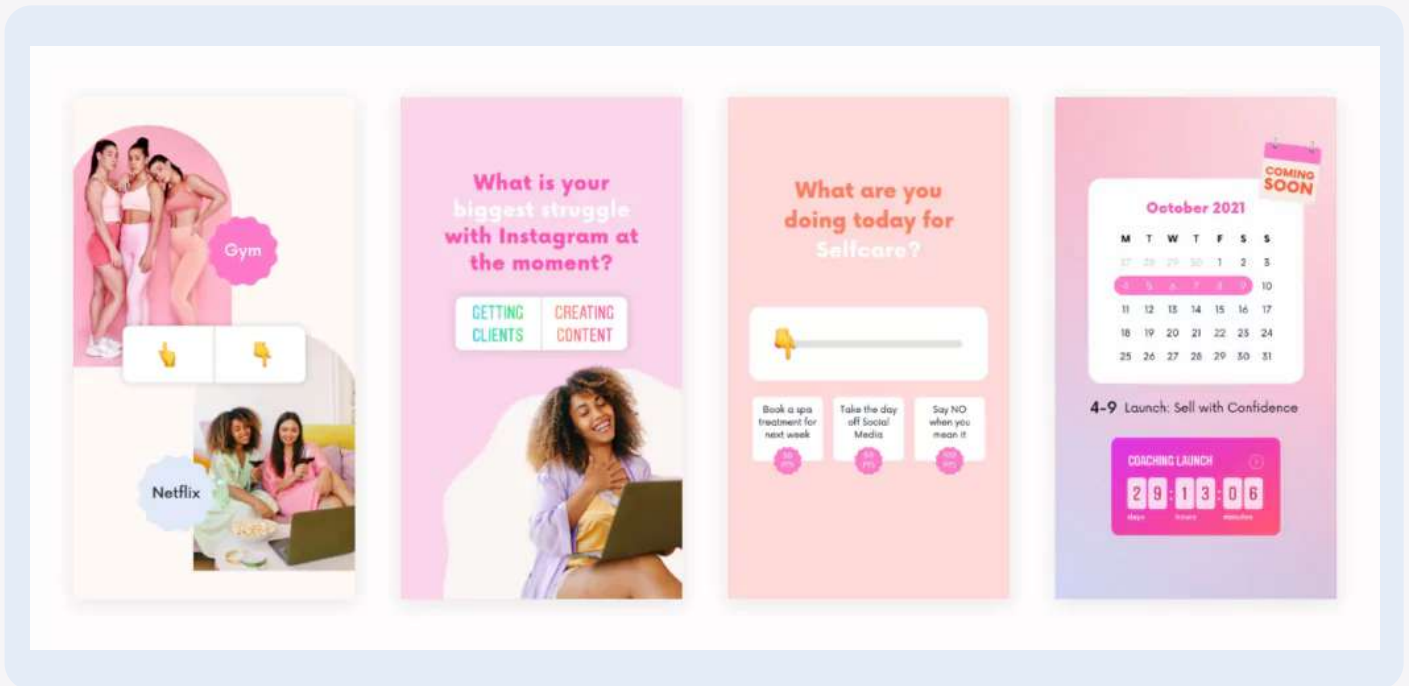
Instagram stories business use case

Importance of Instagram Stories for Lead Generation

1 High engagement

Instagram Stories have a high engagement rate, effectively capturing the audience's attention and helping generate leads. To put this into perspective, around 70% of Gen Zers and 59% of Millennials watch Instagram Stories daily.

With features such as polls, quizzes, and questions, you can encourage your followers to interact with your content and build a connection with them.



SOURCE: <https://mysocialboutique.co/increase-story-engagement/>



"Instagram Stories are a powerful tool for influencer marketing because they allow brands to tap into the influencer's engaged audience and reach consumers in a more meaningful way."

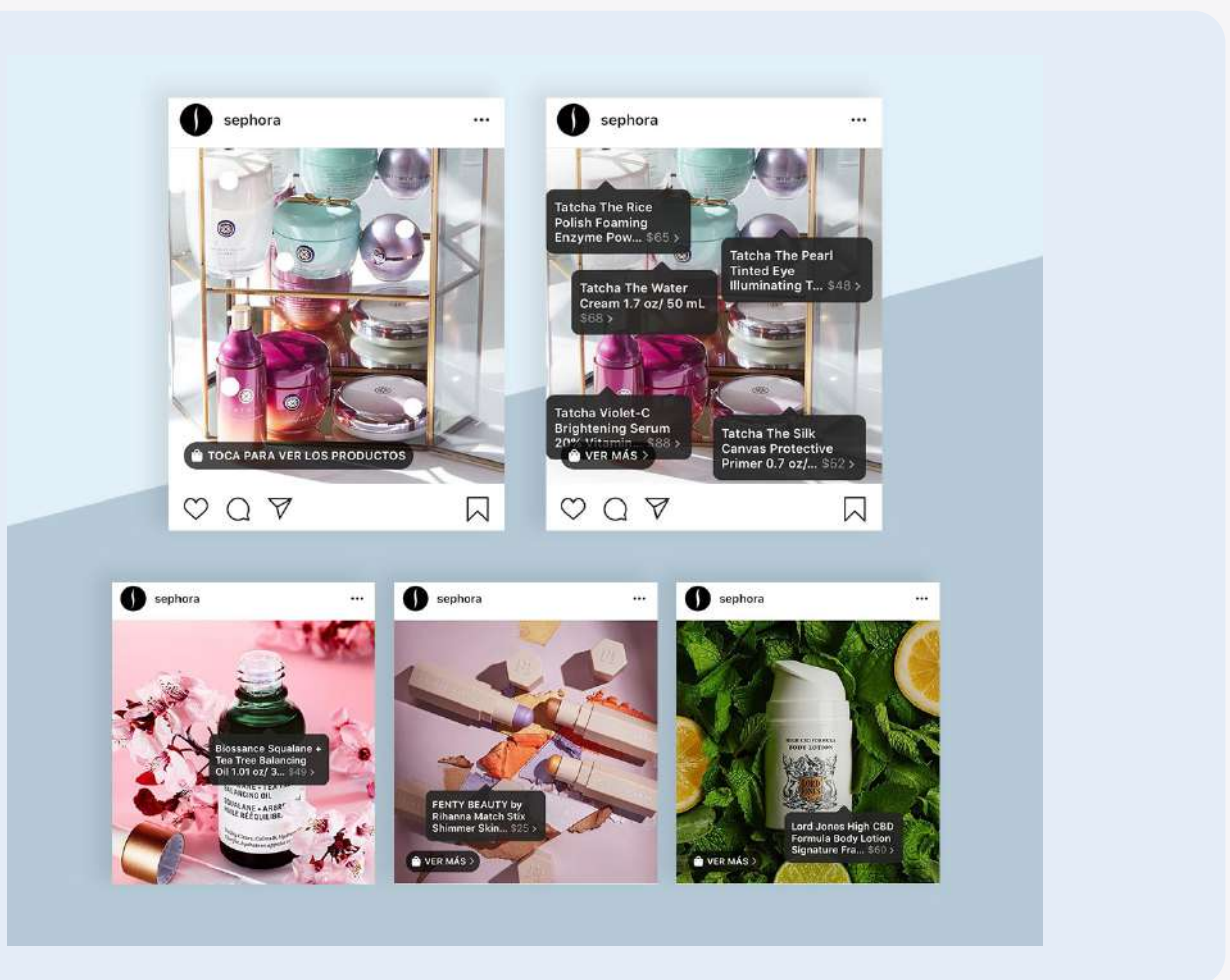
Brian Freeman
CEO of Heartbeat (source: Forbes)



2 Excellent product marketing channel

Did you know that 50% of users claim to have visited a website to buy a product/service due to seeing it in Stories?

Instagram Stories provide a visual and interactive way to showcase your products or services. Remember, if you can guide your online audience to learn more about your product/service, you're shifting your audience down the funnel in preparation for converting into a customer!



SOURCE: <https://visme.co/blog/b2b-sales/>



"Instagram Stories are perfect for influencer marketing because they allow for a more organic and authentic approach to advertising. Influencers can showcase products and services in a way that feels natural and engaging, rather than forced and salesy."

Amanda Bond

Founder & CEO of The Ad Strategist



3 Personalized communication

When reaching out to new leads, it's vital to engage with them in a personalized way. Instagram Stories can help you do that!

It is, therefore, no surprise that brand Stories have a whopping 86% completion rate.

4 Cost-effective

Instagram Stories are a cost-effective way to generate leads because they are free to create and share. Optimizing your content and strategy allows you to generate high-quality leads without spending a lot of money on advertising.

5 Measurable results

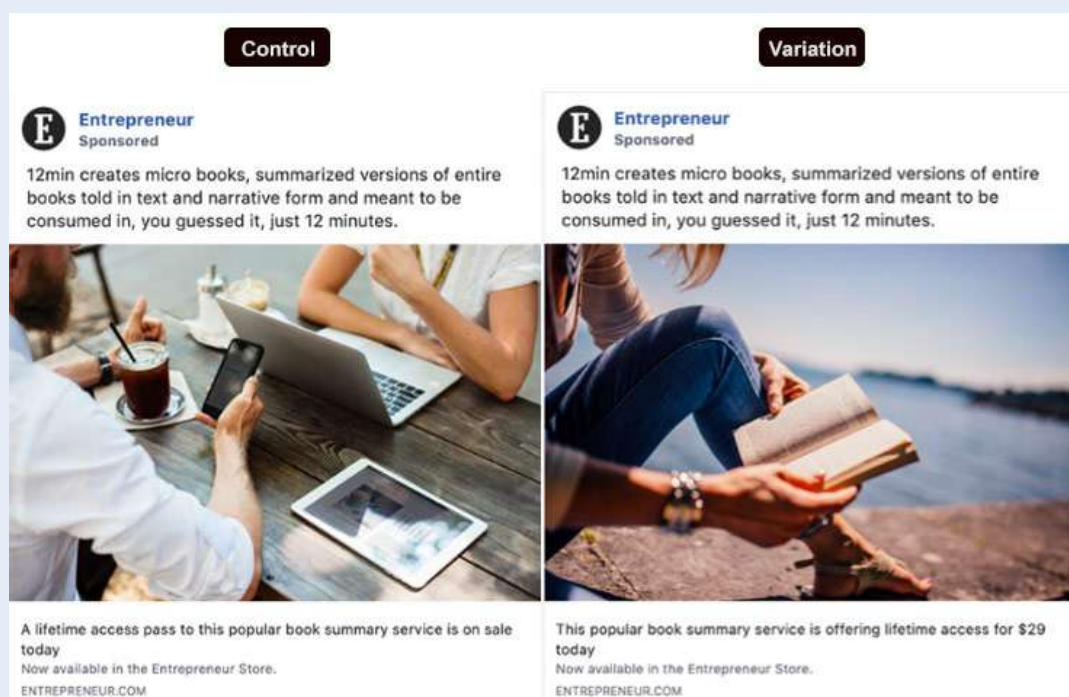
Instagram provides data and analytics for Instagram Stories, which means that you can measure the performance of your content and strategy. By analyzing metrics such as impressions, reach, engagement, clicks, and retention, you can optimize your approach to generate more leads.

6 Practice A/B testing and optimization

A/B testing is a way of comparing two similar things to see which one performs better.

In the case of Instagram Stories, you can run an A/B test on each story you post by seeing how much engagement you get from it and then using that information to determine your next story.

Remember, if you can guide your online audience to learn more about your product/service, you're shifting your audience down the funnel in preparation for converting into a customer!



SOURCE: <https://socialtradia.com/blog/successful-examples-a-b-testing-social-media/>

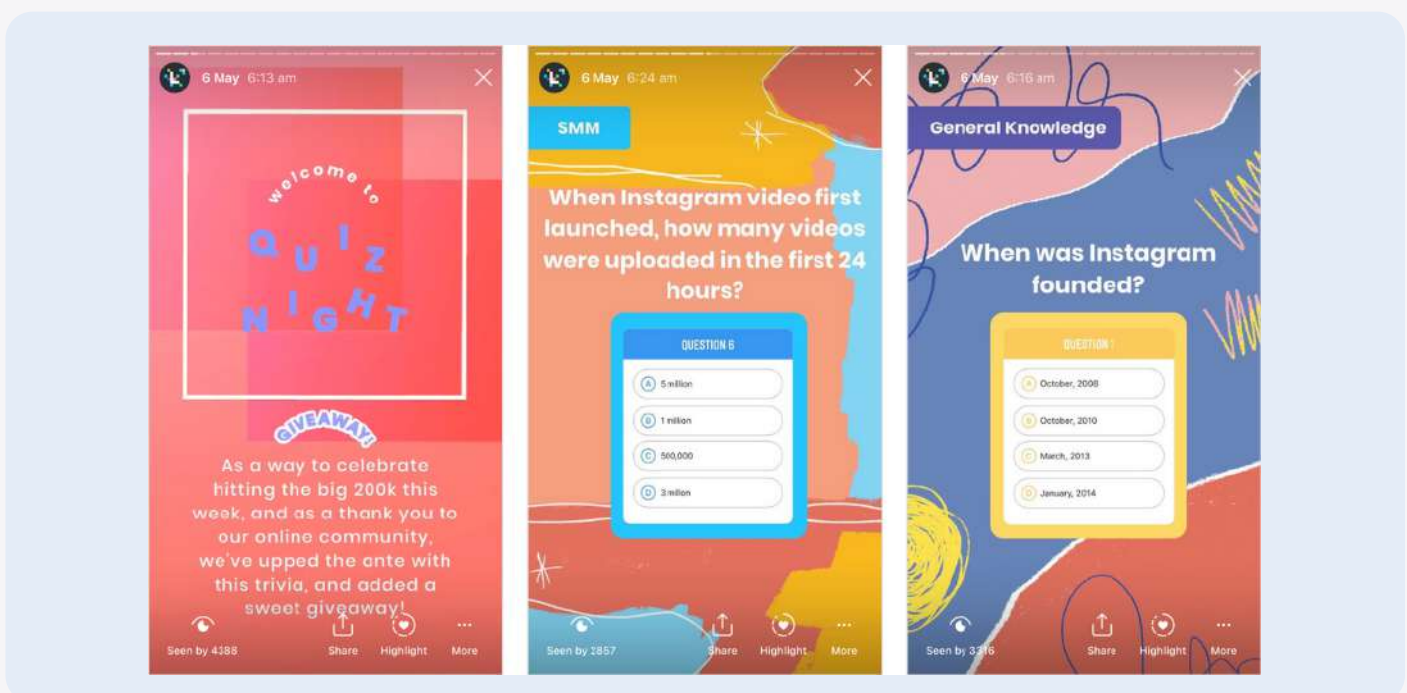
7 Run contests on Instagram Stories

Did you know that contests have a conversion rate of about 34%, higher than any other content type? Furthermore, 94.46% of the time, users share the promotion immediately after registering.

Now those are numbers you don't want to miss out on!

Here are a few Instagram Stories ideas for running a successful social contest on Instagram Stories -

- Make sure you have an enticing prize. You want your audience to be excited about what they could win, so make sure it's worth their time and effort.
- Set up clear rules and guidelines for your contest. The more specific you are with what people need to do, the better your chances of getting more entries and engagement from them.
- Be transparent with your logistics so everyone knows what they're getting into before they enter! This includes how many winners will be, how long the contest will run, when the winner(s) will be announced, etc.



SOURCE: <https://later.com/blog/get-more-engagement-instagram-stories/>

A number of business usecases mean that many influencer marketers are trying to incorporate Instagram stories into their strategy, however, Instagram stories also have their challenges.

What are the major challenges with Instagram Stories?

1 Third-party data scraping is tricky

Data scraping only caters to publicly visible data, not private information such as Story impressions, which is essential for many brand engagement/Cost Per Mile (CPM) calculations. It's also challenging to scrape story data since it lasts only 24 hours.

You will have to use Instagram's official API to access this data. And that comes with several challenges. Read about it here.

2 Linking accounts with the developer's app is not simple

Today, creators understand the value of their data and want control over its usage. As a result, they are extremely wary about who they give access to their data.

Added to that, Facebook has a notoriously tricky login flow for Instagram.

To successfully connect an Instagram account with a platform:

- The user should have an Instagram Business or Instagram Creator account.
- The users should link their account to a Facebook Page.
- In FB's login flow for connecting to Instagram, the users should select the FB page linked to the Instagram account.
- The users should provide consent to share the required data. Due to such a complex flow, you will notice many drop-offs at this stage.

In some cases, even when users don't meet all the requirements mentioned earlier, Facebook displays the account to be connected. However, it is not a successful connection, and streamlined data access becomes an issue.

To solve this problem, significant education about the flow, requirements, and what data is collected is necessary.

3 Stories expire after 24 hours

For authentic engagement and campaign tracking, all forms of content a creator publishes are necessary - Instagram posts, reels, and even Stories.

However, Stories are time-sensitive content and expire after 24 hours. Additionally, accessing Story metrics once they have expired is almost impossible. It thus gives one very little window to gather and capture the latest data.

4 Fake followers

One thing that you need to be aware of is fake followers. Many influencers often have bot followers, which can mislead marketers. The audience quality score (AQS) is a metric that helps brands better assess the overall quality of social media users on the creator's Instagram account.

The AQS is measured from 1 to 100. Scores of 100 indicate that the audience is of great quality, while scores of 0 indicate that the audience is of low quality or there is a prevalence of fake followers or bot followers.

Data-Driven Approach to Instagram Stories

Data is the lifeblood of all businesses. And when it comes to generating leads, having great data is key.

The different uses of influencer marketing data include -

- Influencer data helps brands understand the type of marketing that works with a creator's audience
- With influencer marketing data, brands can get maximum ROI on influencer marketing
- Influencer marketing data help brands avoid scams and frauds

Because Instagram Stories is a visual channel, it's easy to assume that all you need is the right creative and good content. But if you don't understand what's working and what's not, then you won't be able to optimize your strategy.

Solid Instagram Stories data will help you:

- understand your audience,
- refine your marketing strategies,
- personalize your communication,
- improve lead quality,
- optimize your sales process, and
- effectively measure ROI.

How Phyllo can help boost your Instagram Stories growth

Phyllo Engagement API

With Phyllo's Engagement API, you can get a regular stream of content data and engagement metrics for several post formats on multiple platforms (such as likes, views, reach, impressions, etc.)

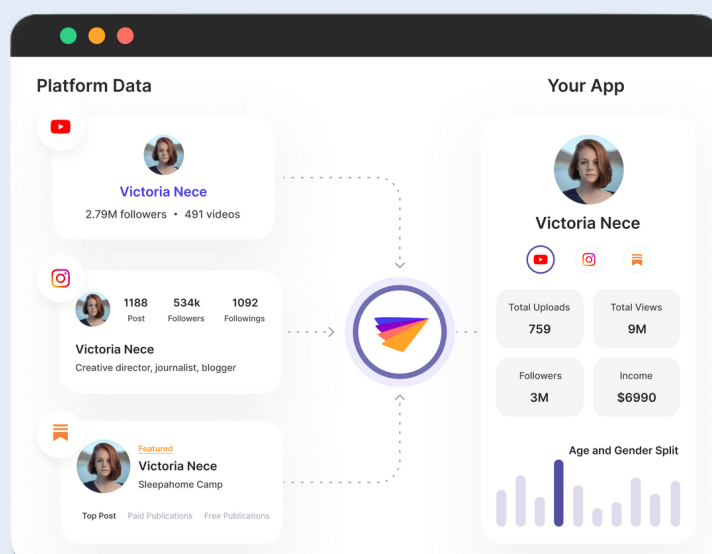
Phyllo's intelligent system fetches stories' data at multiple intervals throughout the data. This ensures you never miss a story and can easily access up-to-date metrics, even for ephemeral content like Instagram Stories.

Phyllo connect SDK

For complex account connection flows, such as Instagram, the Phyllo connect SDK guides the creator at every step to help them learn about the prerequisites. We provide in-app interactive guides and cues along with help options. Furthermore, you can also use the SDK in different languages.

Webhook notifications

[Phyllo](#) webhooks notify you with updated story metrics. These notifications are sent at regular intervals, usually when the story is created and once after it expires.



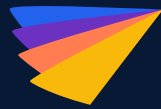
As the use of Instagram Stories for influencer marketing gains traction and popularity, businesses and marketers must adapt quickly to succeed. But what makes a story worth engaging with? While likes, comments, and views still hold significant weight in your key performance metrics, it's essential to take note of emerging data that can predict the content and topics you should focus on in the future.

The Phyllo API will help you do just that.

We aim to be a catalyst in building your business with effective influencer marketing. Phyllo helps simplify and package the process of influencer data collection into a single easy-to-integrate API that provides you with a robust data infrastructure.

Schedule a call to learn more about how Phyllo can empower your business.

Want to test the waters before you go ahead? Sign up for a free account to access creator data with Phyllo APIs.



Phyllo

