

Best *use* of IG tools

Chrysa Oikonomou
Co-founder & Marketing Director



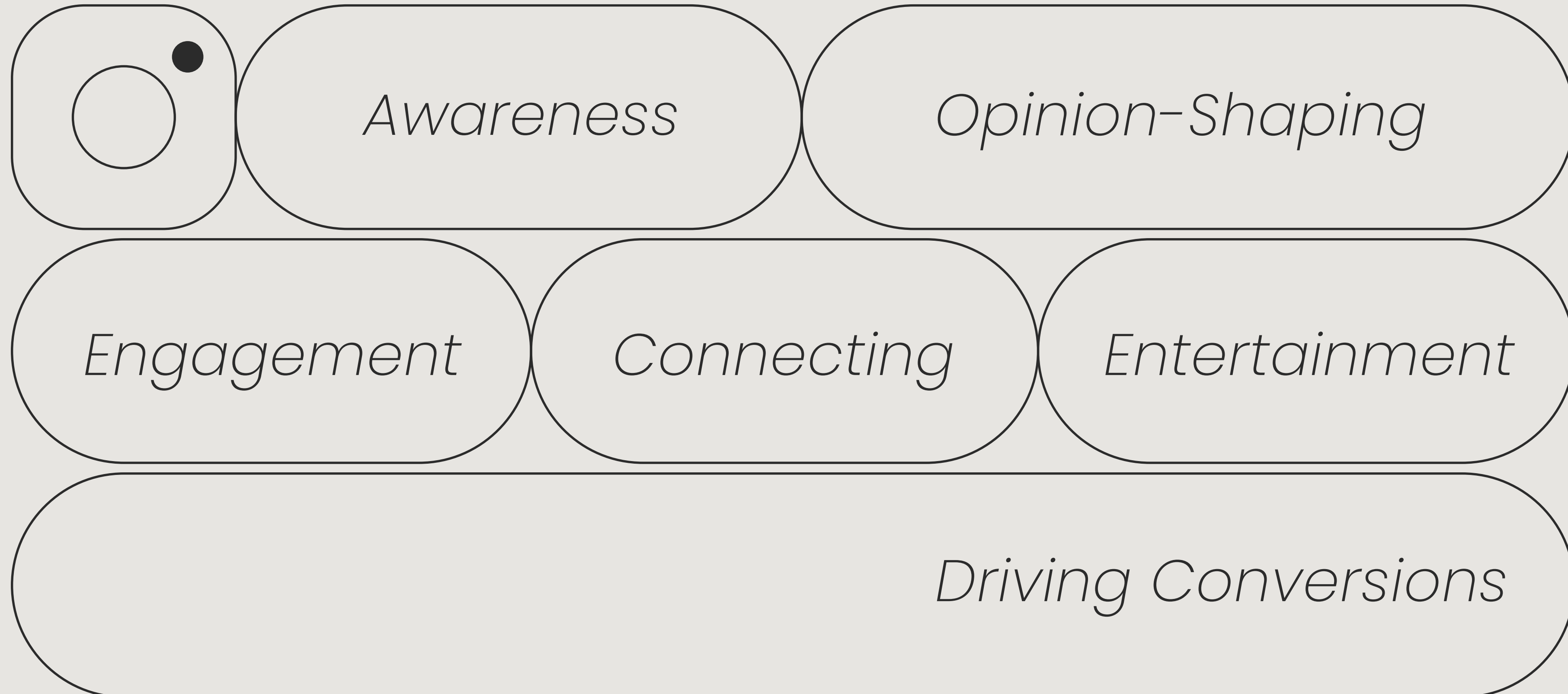
Meet the Felines



own the
platform
to

own its algorithm

Core Instagram ID



Instagram **Tools**

Instagram **Tools**
—————→ *story*

Instagram **Tools** —————→ *story*

Why?

Increase brand awareness ————— Boost following
Share multi-channel content ————— Post on the move
Learn more about your online community — Drive traffic

Instagram **Tools** —————→ *story*

How?

Integrate them into your strategy ——— Use all features
Get creative ————— Stick to frequency
Study the statistics ——— Tap the share button —————

Instagram **Tools**
—————→ *reels*

Instagram **Tools**

—————→ *reels*

Why?

Boost reach & engagement ————— Create easy
Promote and entertain on the go —————
————— Discover new users & connect
Score the highest engagement rates —————

Instagram **Tools**

→ *reels*

How?

Integrate them into your strategy — Show up & introduce
Give a peak BtS ————— Use trending templates & music
Educate your audience ————— Share knowledge

Instagram **Tools**
—————→ *live*

Instagram **Tools**

→ *live*

Why?

Increase brand awareness ————— Boost engagement
Meet with brand clients ————— Get feedback
Tease or launch a new product ————— Collaborate

Instagram **Tools** —————→ *live*

How?

Integrate them into your strategy ——— Find your purpose
Promote in advance ————— Find the best light
Go live for more than 10 minutes —————
————— Don't worry if things aren't perfect

Instagram **Tools**

—————→ *broadcast
channel*

Instagram **Tools** —————→ *broadcast channel*

Why?

Grow your IG audience ————— Boost discoverability

Increase real-time engagement —————

Get personal ————— Create versatile content

Gain more insights —————

Instagram **Tools** —————→ *broadcast channel*

How?

Integrate them into your strategy ————— Collaborate
Publish exclusive content —————
————— Tease or launch a new product
Learn your audience —————
————— Drive traffic to external channels

Case Study: Geisha Tuna
—————→ "Πόσους τόνους
σηκώνεις;"

Medium: Stories

CTA: Share story
& tag the brand



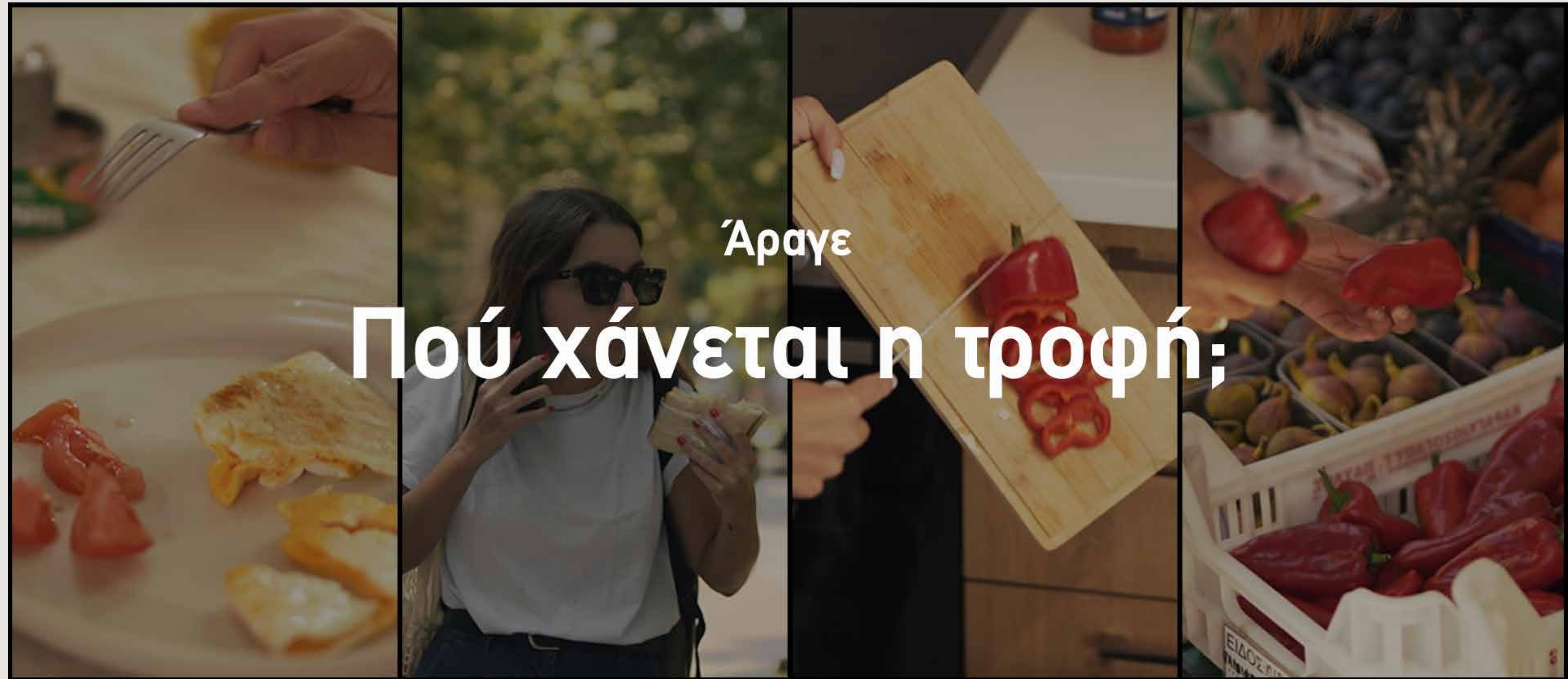


What we achieved **in 30 days:**

- Reach: 2.546.300
- Engagement: 1.932.125
- Following: 1.885

Case Study: Geisha Tuna
→ "Πού χάνεται
η τροφή;"

Medium: Reels & Live



Goal: Food Waste Awareness

GEISHA®
LIVE COOKING CHALLENGE
Πού χάνεται η τροφή;



Γωγώ Δελογιάννη **Μαριάννα Γκιτσάκη**

27 ΟΚΤΩΒΡΙΟΥ
21:00
Συνδέσου στο προφίλ των παιχτών
και μαγείρεψε μαζί τους

GEISHA®
LIVE COOKING CHALLENGE
Πού χάνεται η τροφή;



Αγγελική Τσουκαλά **Νίκη Παυλίδου**

6 ΟΚΤΩΒΡΙΟΥ
21:00
Συνδέσου στο προφίλ των παιχτών
και μαγείρεψε μαζί τους

GEISHA®
LIVE COOKING CHALLENGE
Πού χάνεται η τροφή;



Τίμος Διαμαντής **Χρήστος Γλωσσίδης**

29 ΣΕΠΤΕΜΒΡΙΟΥ
21:00
Συνδέσου στο προφίλ των παιχτών
και μαγείρεψε μαζί τους

What we achieved **in 30 days:**

- Reach: 1.945.682
- Engagement: 1.112.960
- Following: 946

Share real and
authentic
stories

Follow us *into* *the* jungle

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