

## Digital Marketing Through Instagram Ads: A Case Study of “Instaboost Life” Instagram

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### Abstract

This study concerns a small medium enterprise called “Instaboost Life”. Instaboost Life is an online shop that sells healthy products such as slimming tea, beverages for mothers who are breastfeeding, lemon beverages, and other healthy beverages that are healthy and safe for diet. Due to their high price, the products are highly likely to be consumed by middle-class people. As an online shop, the products are merely for sale online. Therefore, social media is used to promote the products, which in this case is Instagram. The aim of this research is to identify whether more advertising on Instagram raises more potential buyers and finally make a purchase decision. The data collected in this research is internal data from Instaboost Life from January-June 2021 and 5 interviews with users of Instaboost Life. After analyzing the data, the authors conclude that more budget spending plays a significant role in reaching the targeted audience and potential buyers. Furthermore, their decision to purchase order. In addition, the interviewees also confirmed that advertising played a significant role in their decision to purchase order products from Instaboost Life.

**Keywords:** *Instaboost Life; Instagram; online shop; healthy products; Advertising*



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### INTRODUCTION

Covid-19 has affected many aspects of life; human beings' whole life has been shifted into post-pandemic habit. Not only the health aspects but also economic aspects have also shifted towards the new way of a practical matter. This study will be concentrated more on how digital marketing practices have been seen as a myriad phenomenon to meet the demand of transactions between seller and buyer. The only thing to make the economic cycle going is to make sure that there's supply and demand that makes a profit-based organization go on at a certain age. The fact is, 90 percent of Small Medium Enterprise (SMEs) in Indonesia are involved in digital marketing through social media, especially Facebook, to add more sales to their business (Website Media Indonesia, 2021). Although we are not talking about Facebook as a single platform in this study, we will be talking about Instagram, and the fact is Instagram is in one group with Facebook Company. Therefore, to run an advertisement, we must connect our Instagram page with a Facebook page as well.

Nowadays, Indonesia's economy has been significantly affected by Small and Medium Enterprises (SMEs). M Riza Damanik, a special agent of State Minister for Cooperatives Small and Medium Enterprises (KEMENKOPUKM), informed that they had targeted the GDP to be increased 62,36%, which included SMEs to get a move to have higher GDP as well. Central Bureau of Statistics (BPS) stated that SMEs are the most influential sector of Indonesia's economy ever since the 1998 crisis, SME has helped Indonesia's

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economy to pass through the crisis (Chaerani, Talytha, Perdana, Rusyaman & Gustriani, 2020). Until the current era, SMEs are still one of the strongest contributors to Indonesia's GDP. Even though the pandemic hit the global economy, SMEs are still one of the most considerate contributions.

A study by Chaerani, Talytha, Perdana, Rusyaman & Gustriani (2020) stated that in this pandemic situation, SMEs are still to be able to do production processes offline with the implementation of the health protocol of Covid-19 as the government has set, yet to set the sales they must seek for sales performance with online strategies. Therefore, we hope that this economic crisis due to the pandemic will be soon eliminated. The marketing strategies through the Internet have become varied and blossomed significantly. Starting with e-commerce as a platform for buying and selling, social media has also become one of the marketing lines, especially their advertising tools and platforms. Not only advertising on Facebook but also on Instagram is growing rapidly. But once again, we will stress that this paper will only discuss Instagram as the main concern to get the best understanding of this social media platform. As if we discuss a lot about other social media, we will not be able to capture the best idea of advertising on each platform.

We will try to elaborate on how Instagram advertising on one of the SMEs named "Instaboost Life" influences their sales with quantitative methods. Main data about budgeting, targeted audiences, and their audiences can be shown further in this writing. After we capture the tangible variables, we will also discuss the intangible variables that won customers buying intention through the AIDA model of marketing with a qualitative method. Some real interview data are taken from the real customer of "Instaboost Life" and will be described in a correlation with the Attention, Interest, Decision, Action Model that may affect the buying intentions of customers. This essay will use mixed methods to capture the wide view of this study.

Realizing that quantitative data and analysis are not enough to capture the phenomenon and give the best insight, the authors chose to add more data that will be examined with the AIDA model of marketing with qualitative methods. So, the reader of this study is expected to have a bigger view of advertising on social media Instagram. How can Attention be grabbed, Intention be created, Decision be made, and Action be called to purchase a product that SME has produced by seeing an advertisement on Instagram only.

Research limitations of this study are the range of social media that will be evaluated, we already know that there are so many social media like Youtube, Facebook, Tiktok, Snapchat, Line, Whatsapp, etc., but this paper is likely more to see the phenomenon on Instagram. Based on the demographic area, some social media is mainly used by some generations. For example, Facebook has a merrier 'Baby Bloomer' active user, Tiktok that has a merrier 'Millennials' active user, and so on. Meanwhile, Instagram is being used as a platform to promote an SME that the writer has chosen, 'Instaboost Life', which has a similar market to Instagram users, female, young, new moms, attracted to parenting and breastfeeding and aged 21 – 36 years. The writers will not explain what happens on other social media rather than Instagram itself.

This research limitation may cause some weaknesses concerning advertising in social media that this writing is trying to deliver. Since the study eliminates other social media, the reader may not be able to see what happens on other social media's advertising policies and results. This can be elaborate more on further studies to describe the whole view that this writing might be missed.

The aim of work in this writing is trying to elaborate on and describe digital marketing phenomena through advertising on Instagram by looking after the budgeting and targeted audience variables. By understanding the relations between the variables, the writers hope that digital marketing specialists will be able to forecast their marketing strategies' results in the digital era by reminding us that advertising through social media is the most affordable way to create traffic compared to making advertising on

billboards or television that takes more budget. We must underline that the marketing budget of SMEs is far different from that of big companies that already have a big brand image all over the country. Therefore, the writers want to give insight into the Hypodermic Needle Theory of Mass Marketing will be suitable to give a picture of the correlation between the reach and the traffic of sales for SMEs. Therefore, this study wants to give an insight into whether the Hypodermic Needle Theory of Mass Media will be suitable to give a picture of the correlation between the reach and the traffic of sales for SMEs.

### The Problem and the Method

We will try to elaborate on how Instagram advertising on one of the SMEs named "Instaboost Life" influences their sales with quantitative methods. Main data about budgeting, targeted audiences and their audiences' reach will be shown further in this writing. After we capture the tangible variables, we will also discuss the intangible variables that won customers buying intention through the AIDA model of marketing with a qualitative method. Some data interviews were taken from the customers of "Instaboost Life" will be described in a correlation with Attention, Interest, Decision, Action Model that may affect the buying intentions of customers. Let's say that this writing will use mixed methods to capture the wide view of this study.



Chart 1. Mixed Methods flow

As we had discussed before, this writing will be using a Mixed Method approach. Therefore, this writing will serve some data that will relate to curves, numerals, and diagrams that illustrate the correlation between variables. The data will be about advertising budget, targeted audience plus the demography of it, and the result of people reached from Instaboost Life's market. We will be able to see the relationship between the advertising budget and the number of people reached each period.

Hypodermic Needle Theory of Mass Media will be chosen to sharpen our understanding of this study in the first phase, which is the quantitative phase. The Hypodermic Needle Theory of Mass Media emerged during the First World War, and since that time, people have experienced numerous effects of communication through mass media. But we must remember/keep in mind that in this theory, people are counted as passive objects towards what they see and will accept all the information that they get. This theory assumed that all people would provide feedback on information they received regardless of their background, ideology, or way of thinking (Lamb, 2021).

This writing will see mass media as Instagram, and the Public Relations of the information giver is the online shop owner or digital media specialist, or anyone who has an interest in gaining more sales through social media. This paper will see mass media as Instagram, and the public relations of the information giver is the online shop owner, digital media specialist, or anyone who has an interest in gaining more sales through social media. Even though the Hypodermic Needle Theory of Mass Media has many criticisms because of its paradigm that sees humans as passive objects, in this essay, that theory will

be able to explain the correlation between the advertising budget, targeted audience, and the result. Due to the targeted audience that was first set up by the digital media specialist, according to the potential market, therefore we examined that all the targeted audience will passively accept the advertising information from the giver. Due to the targeted audience that was first set up by the digital media specialist, according to the potential market, we examined that all the targeted audience would passively accept the advertising information from the giver. Basically, all the social media users that do not make any further setting about advertising that appears on their homepage will always get advertising based on their interest; that's how the algorithm of Instagram works. Basically, all social media users that do not make any further settings about advertising that appears on their homepage will always receive advertising based on their interests. That's how the algorithm of Instagram works. Besides that, advertising has become one of the main sources of funding for Instagram. Therefore, the data about Instagram users, their interest, and even their activity will be encrypted. We might be surprised and wonder how Instagram can give the exact advertising as what our friends and we talked about and think about. That's how the Instagram algorithm works, and that is how Instagram can make a profit by selling this advertising platform's services; as digital media specialists will also take benefit from Instagram advertising tools because there lies the potential market that is ready to be worked with. As a digital media specialist, I will also take advantage of the benefits of Instagram advertising tools because there lies the potential market that is ready to be worked with. As the user is interested in advertising, the merrier Instagram will show their further advertising in the future time. Once again, we can see it as how the Instagram algorithm works. As long as a user is interested in advertising, Instagram will continue to show them advertisements in the future. Once again, we can see how the Instagram algorithm works.

Furthermore, this study will examine the interview results with the customer that has already purchased the products. The writer will make sure that the interview subject is really purchasing the product by experiencing advertisements on Instagram. The authors will ensure that the interviewee purchases the products as a result of experiencing advertisements on Instagram. In other words, the authors narrow the interview subjects only to the existing customer that sees the advertising through social media, Instagram, not from any other social media like Tiktok, Facebook, or even E-Commerce. In other words, the writer narrows the interviewee only to the existing customers that see the advertisement on social media like Tiktok, Facebook, or even e-Commerce. These Interview results will be explained and described one by one, including the AIDA Model of Marketing. These interview results will be explained and described one by one, referring to the AIDA theoretical framework. AIDA itself stands for Attention, Interaction, Desire, and Action that affects Buyer to purchase or act towards buying a product or service. In 1989, Elmo Lewis firstly announced the AIDA model to examine how marketing goes and how it affects the action of the buyer.

Both Quantitative and Qualitative methods are being used in this writing; this method is usually known as Mixed Methods. Neuman (2014), in writing from Yulianitha, Ulva dan Rasyid (2020), stated that if Quantitative methods or Qualitative methods stand alone, there will be much-missed information in a study; therefore, if we use both paradigms, it will help us to gather a more comprehensive and better picture towards the phenomenon. The more budget we manage to make an advertisement on Instagram, the more sales we will get. But, what may affect the decision and action that a buyer takes after an advertisement will be explained.

## DISCUSSION

The data that has been gathered in this writing is drawing the first semester of 2021, viz January 2021 to June 2021. Data was collected from the financial department of "Instabooost Life". Legally, "Instabooost Life" has been certified by the government of Indonesia with Business Identification Number (NIB) 0274000942433. The products that "Instabooost Life" are traded have been recorded and audited by BPOM (National Food and Drug Agency). And the trademark of the brand has been recorded on Indonesia's Intellectual Property Rights (HAKI) with the number BRM2051A. This brand emerged in 2020 and started to do a massive campaign through Social Media advertising right after the legality was provided and tracked by Indonesia's government. Although "Instabooost Life" runs its campaigns throughout various social media, we will only be focused on Instagram. They have an Instagram page with URL <https://www.instagram.com/instabooost.life>, currently followed by 89 K followers (by October 2021).

Digital Marketing practitioners found it is harder to reach an organic audience in recent years, compared to a few years ago, like in 2014. Digital marketers have found it more difficult to reach an organic audience in recent years, compared to a few years ago, such as in 2014. Databox.com, a website that released a survey result, acknowledged that 63% of digital media specialists agreed that reaching organic audiences is not as easy as it used to be; it tends to be pay-to-play (Albright, 2020). Simply, Facebook and its platforms like Instagram made it seem as if it is really needed to run an advertisement to make their user reach a high number of other users. Simply, Facebook and its platforms like Instagram make it seem as if it really needs to run an advertisement to make its users reach a high number of other users. That user that we aim to reach will be practically called "Targeted Audiences". By advertising on Instagram, brands will be having more control towards who will see their messages, and the most important thing is the exact number of people seeing it by advertising on Instagram, brands will have more control over who will see their messages, and the most important thing is the exact number of people seeing them (Albright,2020).

### First Phase: Quantitative Explanation

Instagram will provide comprehensive insights into an advertisement or campaign that runs on their platform. The full insight can be accessed on "Facebook Ads Manager", which is connected to Facebook Page and Instagram Account as well. To run an advertisement, a brand must prepare an Instagram Business page that is connected to Facebook Page and Facebook Account. It can be paid with Credit Cards, Bank transfers, or even now, the also provided E-Wallet (Gopay) and minimarket payment point (Alfamart). Therefore, on this occasion, we will examine and explain the data that is available on the dashboard of Instabooost Life's Facebook Ads Manager. From the chart, we can generate that when the budgeting number increases, the same flow will be shown by Impression and Reach. Therefore, on this occasion, we will examine and explain the data that is available on the dashboard of Instabooost Life's Facebook Ads Manager. From the chart, we can see that when the budgeting number is increased, the same flow will be shown by Impression and Reach. According to Facebook inside Albright (2020) writing, an advertising budget is some amount of money that an advertiser spends to reach some extent of reach as they wish. There are two types of budgets that we can set through Facebook Ads Manager, the first one is the daily budget, and the second one is the lifetime budget. The daily budget is a set of budgets determined by advertisers that determine the amount of money that advertisers must pay to Facebook. Whereas Lifetime Budget is a set of money that will be spent through the time which a campaign runs, it can be set up by weeks, months, or even days. Instabooost Life uses a Lifetime budget to run its advertisement, and it can be scaled up or down depending on how a campaign delivers good results.

Let us discuss the variables that we can try to elaborate in depth. In this study, the targeted audiences were Controlled variables, which is not changed all the way through this study. According to the advertiser's official statement, the targeted audiences were mostly women living in Indonesia, aged 21 – 36 years, and tend to use these keywords in their search: maternity, pregnancy, new-born baby, breastfeeding, breastmilk supply, healthy diet, fitness, wellness, and post-partum, which the targeted audience is related to the market that the advertiser tries to reach. The Independent variable is the "Ads Budget", and the dependent variables are the reach, and orders results, which were affected by the independent variable, which in this study is Ads Budget.

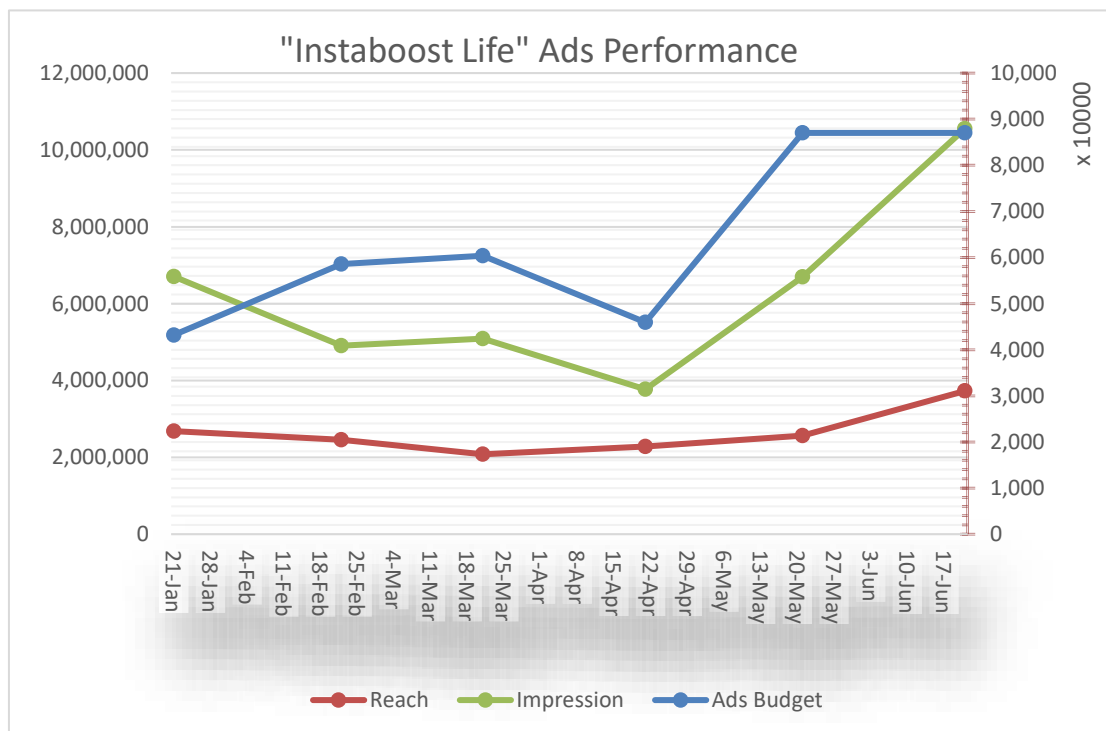


Chart 2. Instaboost Life Ads Performance

By January 2021, IDR 43 Mio Reached 2,6 Mio people and gave 6,7 Mio Impressions. In the next month, February 2021, the budget was increased and delivered IDR 49 Mio impressions to Reach 2,45 Mio people. In March 2021, the budget was increased towards IDR 60 Mio and reached 2 Mio of people whereas given 5 Mio Impressions. In April, due to some management reasons, Instaboost Life decreased its ads Budget to IDR 45,9 Mio, and it gave 3,7 Mio Impressions along with 2,28 Mio Reach. In the fifth's month of 2021, May, IDR 87 Mio was spent to Reach 2,56 Mio of people, and it gave a double impression to 6,7 Mio. And in the last month of the first semester of 2021, IDR 114 Mio helped to reach 3,7 Mio of people and gave 10,5 Mio Impressions. In the last minutes of the first semester, it is clearly defined that the great budget delivers a great number of Impressions as well. Overall, the charts explained that Budget and Impressions go a long way. The more Budget we set the store sets, the more people reach an impression we have, even if practically a detailed number of each variable, Budget, People reached, and Impression were defined up and down. But we can generalize that it goes along the way and is defined as proportional.

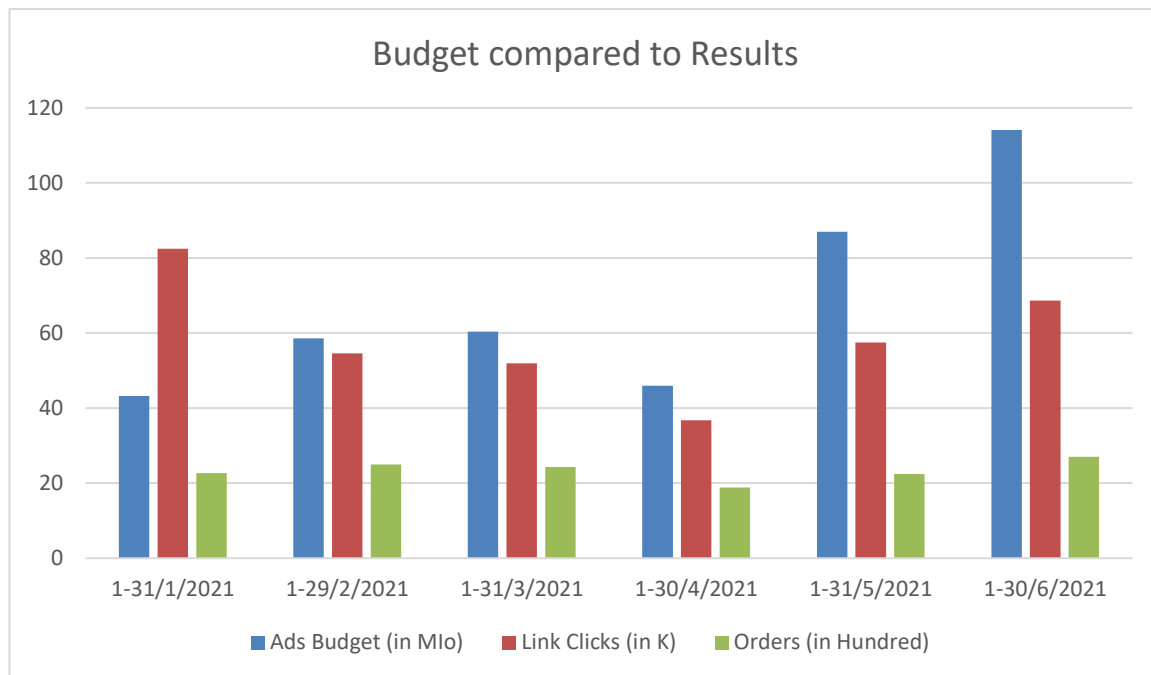


Chart 3. Ads Budget compared to the orders resulted

Chart number 2 also provides the Ads Budget comparison to the Link Clicks and Orders. Link Clicks are the number of clicks that an Advertiser gets towards advertising; if the audiences are interested in the promotion item of detail, the advertiser will get more clicks. It will also be connected to the budget setting as well. Orders that this chart aims to point out is the summary of the number of orders that "Instaboost Life" gets each end of the month. From the chart above, we can see that in January, through IDR 43 Mio, the total link Clicks were 82.478 K, and it raised 2.270 orders. Whereas February IDR 58,6 Mio contributes to 54.478 K Link-Clicks and 2.502 Orders. In March, "Instaboost Life" invested IDR 60,361 Mio to contribute 51.913 K Link Clicks and 2.429 Orders. Meanwhile, in April, IDR 45,956 Mio was invested in gaining 36.764 K Link Clicks and 2.380 orders. In May, IDR 87, 024 Mio was invested in gaining 57.469 K Link Clicks along with 2.238 Orders. In June, IDR 114,084 Mio gave 68.618 K Link Clicks with 2.700 Orders. The budget, link clicks, and orders are going along the way.

The given data should be in mutual accord with the Hypodermic Needle Theory of Mass Communication. According to Griffin's statement (2000), Mass Communication includes mass media. In communication science, mass media can influence people's attitudes and behavior, including how some people react to mass media messages (Nwabueze & Okonko, 2018). Specifically, in this paper, we can see Instagram as a mass media that can be used by an Information giver or, in this case, an advertiser. To help them deliver messages, and of course, to make people who saw the messages give feedback, which in this case was buying intention. Hypodermic Theory sees that mass media is strong and directly gives immediate information to the audiences. The basic philosophical assumption of the Hypodermic Needle Theory is that people always accept what they see or are informed about without any preventative measure. As we see the chart previously, it is proven that the more people see the ads, the more orders the advertiser gets. To complete our insights due to this issue, we will continue to the second phase to see how people who see the ads change their behavior toward buying the products.



### Second Phase: Qualitative Explanation

For the qualitative data, this study will provide interview results from the consumer of "Instaboost Life" from 5 informants. The interview was held via phone and online meeting to collect the whole expression that the informants imply, despite our restrictiveness to meet directly due to the pandemic. The first Informant was a young Mother who lived in Padang, West-Sumatera, Indonesia; let's call her Mrs. I. For the first time, Mrs. I saw the advertisement and was attracted to the copywriting because the advertiser was telling her story about being a breastfeeding mom and having to lose some weight for health reasons as well. Mrs. I was attracted because she has the same issue with what the advertiser says. It takes about three days to decide to buy the products. Within those 3 days, the advertising often appeared on her Instagram Story. It makes her even more attracted and endeavor to seek more information about the products. She started to Follow the Instagram Account, looking for more reviews and testimonials from other customers.

The second information was collected from Mrs. C, a young mother from Yogyakarta – Indonesia. She was also interested in following the Instagram account because of the text that was implied through the advertising, that attractive and grabbed her attention at first sight. She also instantly contacted the brand and told them that she was willing to buy the products on the same day when she saw the advertisement. Mrs. C is looking for a product that could be helpful for breastfeeding Mommies to not only maintain the breast milk supplies but also help her to reduce some body fat. Because of her previous pregnancy, she has gained much weight; therefore, she tended to do a good and healthy diet without losing her opportunity to fulfill her son's breast milk needs. What was to become her biggest decision-making influence right after she saw the advertising that implies a personal experience by the owner of the product.

The third Informant is also a young Mother from Serang, Banten, Indonesia, Mrs. F. She has been attracted to the product since the first advertisement appeared on her Instagram story, and it was because of the tagline "Healthy Diet for Breastfeeding Mommies", that makes her really felt that she found an answer to her fear. After she found the advertising, she began to follow the Instagram account, and every day saw the stories, testimonials, and other content that made her finally settle for the products. From Mrs. F's point of view, we can see that when someone is attracted to an advertisement, even if she doesn't jump to a conclusion to buy on the same day, the more information and content the customer sees, the more they will finally influence their buying action.

Another Young Mom, Mrs. A from Yogyakarta – Indonesia, is giving us information as the fourth informant in this study. She tells a long story from the first time she saw the advertisement. She has been seeing it often, maybe more than 10 times during her 3<sup>rd</sup> semester of pregnancy. After she gave birth, she finally followed Instaboost Life's Instagram account and even followed the owner's Instagram as well. She began scrolling through Instagram from the very first post, Eta 2019. "I decided to purchase it not in an instant", she said. It takes more than two months to decide to purchase the products. She insisted it was because of the price, which she thought was a bit pricey. But as time goes by, and as she often sees the contents, it makes her want the product even more.

The fifth information was collected from Mrs. F from Medan, North Sumatra-Indonesia. "I was in love when I saw the advertisement because it claimed that it was safe for breastfeeding moms". "I even started to do research about the Logo, and the BPOM (National Agency of Drug and Food Control in Indonesia) registered number to make sure that it is a good and legal product", said Mrs. F. She said that the logo of Instaboost Life is also making a good impression because it draws a mom and a baby on it. This, for her, is a good sign to trust the product. She is related to the campaign that the advertiser implies on the



content section, Instagram story, and feeds, which often shares about healthy life and healthy diet as good habits and life-changing things. She is also chatting about customer service via Instagram Direct Message (DM) and Whatsapp to find out further about the products.

From the interview results above, the Awareness is mostly delivered by the advertiser through their strong copywriting. Copywriting is the process of writing strong persuasive materials that entice people to act in response to an advertisement. The key to grabbing the attention of a targeted audience is to make the information conspicuous, whether it will give positive or negative feedback. If an advertisement grabbed the audience's attention, the audience would remember the advertisement. The A, Awareness, from AIDA Model, is focused on how an advertisement stimulates the audience's brain, to jump to the second aspect of this AIDA model, Interest. When the targeted audience has an interest in advertising, they will be seeking further information. To grab this period of interest, an advertiser should make sure that the information audiences should be answered through their landing page. In this case, the informants gave us insight that the Instagram page of Instaboost Life gave information that the market needs, including the products, price, testimonials, and even tips to achieve the goals that the audience wants. There is spare time between the first time the market sees the advertisement and the final buying decision. And the gap between them must be clear in the Information section. When the information is comprehensive enough to influence the consumer, they will be jumped into Desire. The consumer will have a strong desire to make a purchase when their questions are answered comprehensively. How can a product motivate the consumer to act, can answer these questions: 1) will this product complete consumer fear or questions; 2) How about the price? Is it affordable for a specific audience? If not, then the targeted audience must be evaluated; 3) is it safe to make the purchase online? Due to many scams online right now, we must provide as many testimonials as possible to make sure the consumer is sure about making the purchase online. And finally is Action; this is a vital thing to make sure that the consumer's action to buy can be assisted by the advertiser. As the informants gave us insight that they will try to contact the advertiser and wish that they wouldn't talk to a Bot or machine because they need a human answer to guide their action to purchase the product.

## **CONCLUSION**

In the first phase of this study, we can conclude that the Ads Budget as the independent variable has a strong implication on the orders resulting in each period. From the second phase, we can see that most of the informants have seen the advertisement more than once, and it makes them even more attracted. By both phases of this study, we can confirm that the Hypodermic Needle Theory of Mass Communication is still relevant even in post-pandemic life. When someone sees the messages more and more, it will make them even more attracted to the information. The attraction continues to the next stages that the AIDA Model tries to explain. It shifted to Interest, Desire, and the last stage is the Action that the consumers take because of the first stage of seeing the advertisement.

## **LIMITATION & FURTHER RESEARCH**

There are some limitations to this study. For a further holistic study on research relating to social media and its consumers, we recommend a further deeper understanding of the consumers. Therefore, social media ethnography/digital media ethnography would be rich data/source for a better understanding of how consumers consume products and the process of decision-making in using the products.

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