Instagram Company Page Creation Modeling and Simulation

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Introduction

Instagram application belongs to the general category of social media platforms. Social media platforms can be defined as a team of applications based on the Internet, as they have been developed and manufactured in the ideological and technological frameworks of Web 2.0. Early twentieth century marketers created a product and then struggled to contrive innovative campaigns and methods to distribute and market the product (Schultz et al. 2011). Web 2.0 allows the creation and exchange of user-generated content (Kaplan and Haenlein 2009) as opposed to early marketers. Today's dominant marketing point of view related mostly with the meaning of social media services governed of the well-known 4Cs of marketing, while they are quite different from 4Ps (Jantsch 2010).

Several research approaches highlighted that the size in the social media is not mandatory to be related with the augmenting interaction. This allegation comes to be strengthened while L2 Think Tank shows that Instagram has the widest interaction among the media (McCarthy 2015). More specifically, comparing the most populated media until December 2014 the Facebook (Statista.com 2014), the rate of interaction in posts from 249 brands was 15 times higher on Instagram rather than Facebook (Emarketer.com 2014). Thus, in the general framework of products promotion and services, as the main goal is the brand to be adjacent to the customer, Instagram application should be an integral part of the advertising campaign.

Instagram is a media which has a highly augmented interaction among the users and constitutes a very crucial media of communication between the company and the user–customer. For this reason it is mandatory to highlight the efficiency of each action in this specific media aiming in this way in the optimization of its utility.

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Observing the current optimization practices, the most common of them related with split tests of posts intending to find the optimal material that will be uploaded in the optimal time (in posts that are related with the brand). This specific method, although is indispensable, incompletes for two main reasons. The first one is that each time it is mandatory to repeat from the first step every trial of efficiency for each product, as the recording of previous actions in previous similar situations may be lost in the huddle of information overloading. Hence, resources are wasted inefficiency while with the appropriate provision of possible unfortunate result would have been invested elsewhere. The second main reason is the plethora of actions that must be done in specific time dependent on the provisioned resources in order to optimize the result. In other words, if it is worthy to spent resources in an action, in the specific time, with the analogous result.

For that reasons, a necessity arises for the creation of a dynamic simulation model (Dimitrios and Vlachos 2013). Dynamic simulation models have the ability of predicting a result with specific data. A dynamic simulation model of promoting the company's page on Instagram could be a useful tool for predicting interaction (Followers, Likes and Comments) depending on the provided resources. Therefore, a company would be aware of the quantity of resources that should invest in order to achieve the optimal result or what the result would be, according to the available company's spending resources. Practically, this means that the company has the advantage to test situations or operations without spending resources. The first part of this simulation model is the creation of the company's account on Instagram, which is constructed in the current research approach (Nasiopoulos et al. 2014).

Page Promotion on Instagram

Summarizing the first chapter, the goals on Instagram for a company are:

1. Acquiring new Followers
2. The augmentation of Likes on images and videos
3. The augmentation of Comments on images and videos.

Steps that Should Be Followed for the Construction of the Page

To begin with, for the creation of the dynamic simulation model of promoting the company's page on Instagram, it is necessary to clarify the steps for the construction of it. The first goal is the creation of the page in that specific media. The second step is the maintenance and the augmentation of followers plus the interaction with them in this specific account.

For the account optimization and usage of a company on Instagram, it is recommended to follow specific steps during the construction of it. Company creates the account as a simple user using the same handle (the identifier @example) just as other social media platforms such as Twitter or the same Company's name that has on platforms such as Facebook. That happens in the framework of unification of social media campaign in order for the users not to confused/disorientated from others, finding with an easy way the company in each media.

Subsequently, a profile image needs to be added. The image should be differentiated depending on the goals of a company, such a logo, an offer or an image that informs customers about the company. Additionally, a link with a page that the company has the complete control of it (for example, the homepage of it) should be added. Lastly, Facebook company's account should be connected with Instagram (with the choice that is provided) in the framework of the totally unified campaign in social media networks.

After the account creation, the user (in that case the company) should start adding images. Company's images, representing optically the current of the forthcoming products/services, expected to strengthen the digital Web 2.0 presence of the company in a plurality of search engines. Furthermore, the digital marketing promotion of products would provide to customers an image of products/services improving the relations between customers and company, creating in this way a digital community. It must be taken into serious consideration that the user (company) should be very attentive in order not to "frazzle" the follower with no relative images, but to inform him with regularity.

Lastly, the company should start selecting people for Following, either regarding with the sector of the company, or either inserts calls of contacts from Facebook/Twitter or other media. It is worth noting to refer that the quality of the followers that the company should follow has more essence from the quantity of followers as it is very useful to be relative with the sector that the company operates and not to be naturally famous or simple users. In this way the company starts with a strategical way to modulate its community with specific characteristics, or in other words creating its target group. Then it is important not only to maintain the interest of the followers but also to find new. However, for this specific research, the first step is unfolded and therefore modeled in a simulated way.

Modeling the Process of Construction Company's Page on Instagram

In the third chapter, the construction of the homepage on Instagram will be modeled for the company's needs. The simulated modeling process will be implemented via the editor iThinkTM. Before the construction of this specific dynamic simulation model, some of the tools that iThinkTM provide will be described.
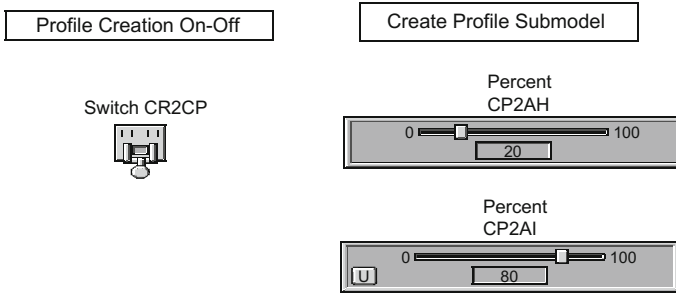
Fig. 1 Modeling the construction of the personal homepage on Instagram

This specific dynamic simulation model depicts the steps that need to be done in order to create a business account on Instagram with an optimal result and the less cost regarding the current situation of the company (company size, available resources). On Instagram the first step that a user needs to do is the creation of the personal homepage either as company or either as a single user.

First, company offers resources for the construction of the personal homepage (as it is illustrated in Fig. 1). These resources could be specific independently from the amount of resources that company would spend. Subsequently, these resources channeled in the decision of company's handle, in the addition of information and also in the addition of an image or even other specific images.

After the fulfillment of these two criteria, then supporters of the company can be called via email, other social media platforms or using other actions. These supporters will constitute the first followers as they will induce Likes and Comments in the posted images as this situation will cause an inaugural interaction of company's page. After the implementation of the aforementioned steps, the efforts focused in the augmentation of followers to maintain the number of them and therefore to improve the level of interaction among the users.

Implementation of Instagram Marketing Model (Page Construction)

In the fourth chapter of this research the interface of the simulated model will be presented (Fig. 2). After that, the results of the model after the process of the implementation will be presented.

Fig. 2 Interface of the dynamic simulation model

Model Interface

The Profile Creation section shows the Switch which controls the flow of Company's Resources to each submodel. When this Switch is on, the Company provides resources to the Profile Creation submodel. When, the Profile Creation is completed, the decision-maker of the model turns this Switch off. After that action, the resources provision the Profile Creation is stopped and the resources provision to Keep Interest submodel begins.

The Create Profile Submodel section allows the decision-maker to determine Create Profile submodel resources' distribution to any action that can take place via the Profile Creation. These actions are Add Handle&Info and Add Images. The resources provision is controlled through the proper slider.

Instagram Model Implementation

Primarily, for the needs of the simulation some data of the situation must be considered. The first basic data is that the company provides 500 amount of points and these credits translated into half-hours or 250 h per year. The second data is the "Internet friends" of the company, accounted into 100 (in this case for a very small company). With the current presence of these data and particularly the choices of the decision-maker, the invested resources generate specific results. This specific dynamic simulation model will be implemented in a period of 12 months, as it will simulate the situation of the advertising campaign of a company on Instagram for this specific time.

As it can be seen in Fig. 3, the Total Profit increases as the interest of users maintained, or in other words, the followers are increased and therefore the interaction among them. In addition the first results can be seen from the first month that resources were invested.
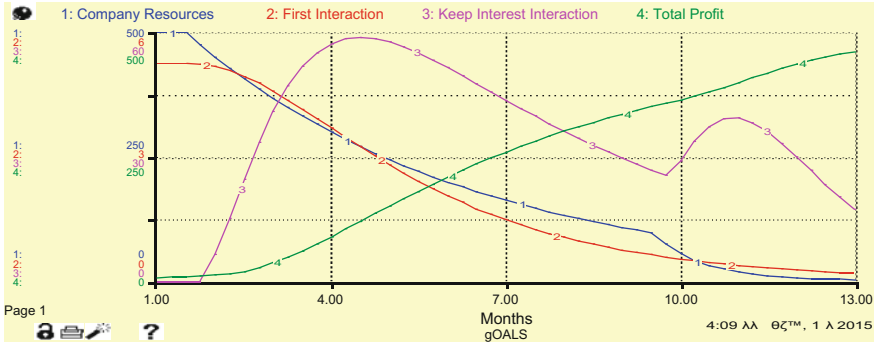
Fig. 3 Graph of goals of the dynamic simulation model

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Months	Company Resources	First Interaction	Keep Interest Interaction	Total Profit
Initial	500.00	5.25	0.00	5.25
1	451.11	5.17	6.25	10.49
2	367.44	4.58	40.97	35.33
3	299.28	3.69	57.33	88.34
4	243.76	2.80	57.76	150.00
5	198.55	2.05	51.51	208.19
6	161.72	1.47	43.63	258.58
7	131.72	1.05	36.14	300.64
8	107.29	0.74	29.65	335.19
9	54.47	0.52	29.06	363.38
10	17.23	0.36	39.30	398.52
11	5.45	0.25	29.97	435.51
12	1.73	0.18	17.24	460.74

Fig. 4 Table of goals of the dynamic simulation model

In Fig. 4, the results are presented in a numerical way regarding the actions that were implemented. More particularly, the tank First Interaction fills up in the first month and then progressively empties providing the profits in tank Total Profit. The tank Keep Interest Interaction fills up gradually from the second month, while culminates in the fourth month. After the fourth month it starts to be decreased until the 10th month as is increased radically (probably a "reheating" of relations among the users of Instagram), and therefore it starts to decrease its momentum once more.

Conclusion and Further Research

The proper usage of Instagram with the combination of this simulation model would be a dynamic way for the optimization of profits for each company. The presence of dynamic simulation models contribute maximally for handling the complexity of a situation, while the main goal is the creation of a sustainable

solution, preventing in this way unfavorable and negative situations. A sustainable model on Instagram is the model that could predict with preciseness the results and the revenues regarding the data and the goals of the management decision-makers. A future decisive effort should be given in order to model the overall process of promoting company's actions on Instagram (after page construction), and therefore on other social media platforms, as this can be happened in the overall framework of digital marketing of an organization. Finally, it must be taken into serious consideration that the algorithm of Instagram evolves with high rapidity, and for that reason, multiple updates should be implemented in the model not only to keep pace with Instagram updates, but also to improve model's efficiency and precision.

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