

INSTAGRAM MIGHT BE PLANNING TO KILL IG STORIES

IG has been testing a new user interface for Instagram stories that might not please some marketers. This new UI essentially hides your stories after a certain frame count. If you post over a certain amount of stories, the hidden stories will be on a small tab that says 'show all'. Experts say:

“This obviously will lead to a significant decrease in views and reach, given that most are unlikely to actively go and click to show all.”

BUT WHY?

Many of us might be asking; Why Instagram would try to make users disengage from IG stories? The answer might just be a genius marketing move. As we all know, IG is trying to become a vertical video platform, much like TikTok. Adding this new UI to stories might prompt people to spend less time on stories and move on to the vertical swiping experience.

TOP TOOLS AND APPS FOR DIGITAL MARKETING

[» FULL REPORT](#)

Social

- 1. Hootsuite
- 2. Buffer
- 3. BuzzSumo

Design

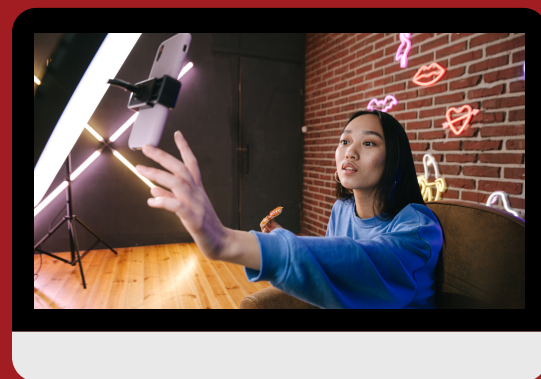
- 1. Canva
- 2. Creative Cloud Express
- 3. Adobe Color CC

Email Marketing

- 1. Campaign Monitor
- 2. Constant Contact
- 3. Aweber

SEO

- 1. Keywords Everywhere
- 2. HubSpot Content Strategy Tool
- 3. Moz



TIKTOK INFLUENCER MARKETING BEST PRACTICES

These are three essential best practices for TikTok influencer marketing.

- **IDENTIFY THE RIGHT TIKTOK INFLUENCER**
 - Find a quality influencer that reflects your brand, values, and audience.
- **CHOOSE A CATCHY SONG**
 - Besides content, the song is the main component for a successful viral TikTok.
- **CREATE A HASHTAG CONTEST**
 - Prompt your audience to get involved with the trend and create a dedicated hashtag.
 - E.g, Chipotle#GuacDance. Generated 853M views.
 - KROGER@TransformUrDorm. Generated 641M views