

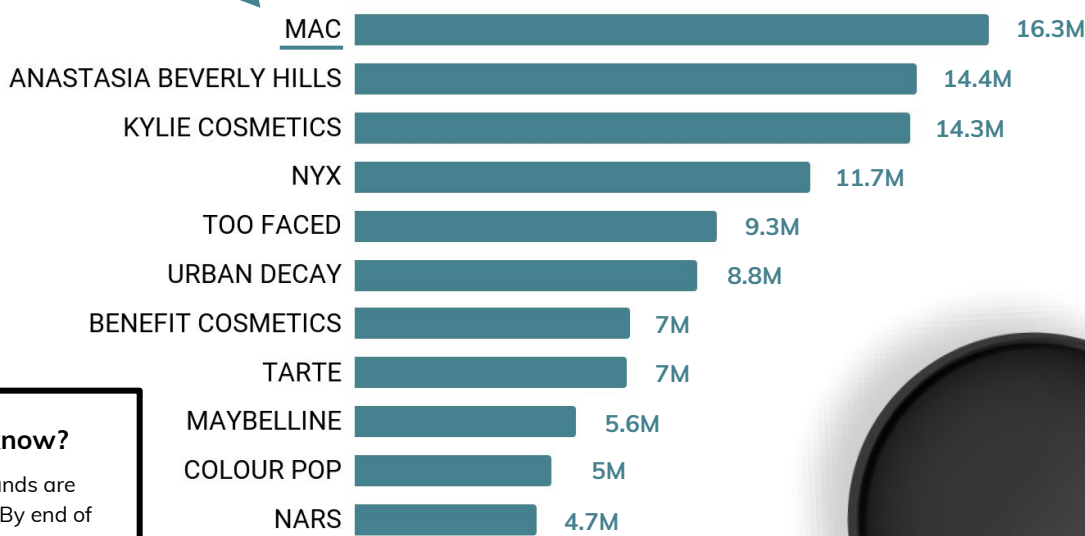
TOP 11  
BEAUTY BRANDS  
on Instagram

What top beauty brands are doing on Instagram

Instagram is one of the most popular social networking app worldwide, with over 700 million daily active users

Here are the top 11 most followed beauty brands in 2017

TOP 1



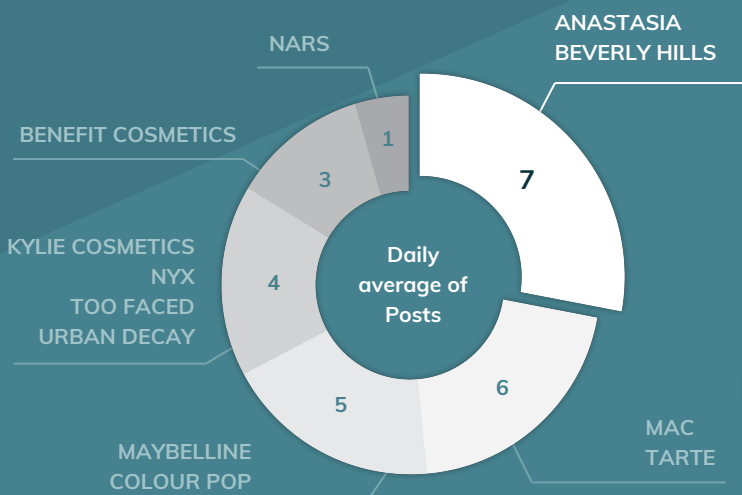
Sources: SocialBakers, Statista and TechCrunch

Did you know?

48.8% of brands are on Instagram. By end of 2017, this is predicted to rise to 70.7%.  
- eMarketer and SimplyMeasured

Many brands go to Instagram to connect with their customers, as Instagram is one of the most popular social networking apps

The brands below posted on a daily average the following amount of posts during 2017

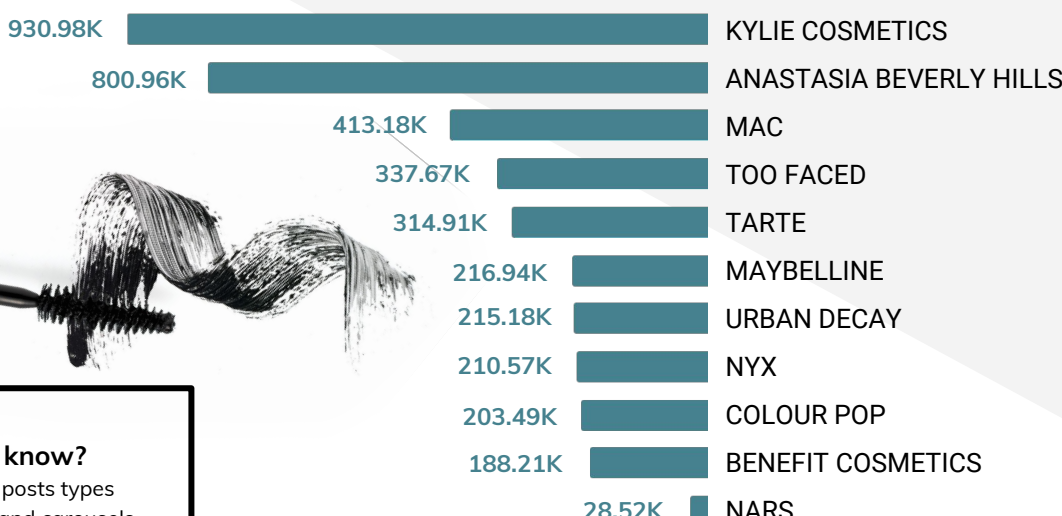


Sources: SocialBakers and Statista

As Instagram keeps growing, it's important to get the attention of prospects

Here is the average amount of daily interactions\* received on Instagram (2017)

\*Interactions: Likes and Comments

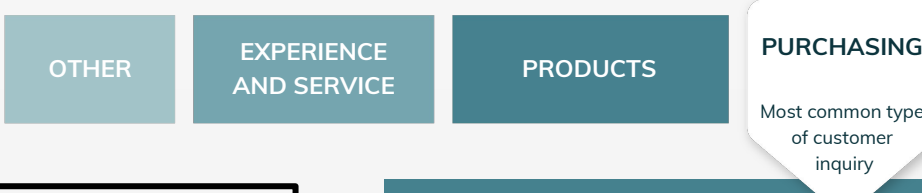


Sources: SocialBakers

Did you know?  
Between the posts types images, videos and carousels, images get most interaction from users on Instagram.  
- SocialBakers

Along with the daily interactions, also come customer inquiries. It is important not only to understand what types of inquiries your brand is receiving, but also to respond to them accordingly.

These are the most common type of customer inquiries received by top beauty brands.



Did you know?

A brand receiving a total of approx. 1,500 comments per day (45k comments per month) receives on average 2,274 customer inquiries per month.  
- [What We Can Learn From Beauty Brands on Instagram](#) by BrandBastion

The majority of all customer inquiry comments on beauty Instagram accounts are from users wanting to purchase a product. Responding to these can have a great impact on sales.

Sources: BrandBastion

Social Media and the power of Digital Advertising for Brands on Instagram

Here are a few facts about social media advertising on Instagram

75%

of Instagram users take action, such as visiting a website, after looking at an Instagram advertising post - [Shopify](#)

50%

of Instagram users follow at least one business while 60% say that they learn about a product or service on the platform after looking at an Instagram advertising post. - [Instagram](#)

\$2.81 Billion

By 2017, Instagram's global mobile ad revenues will reach \$2.81 billion. - [eMarketer](#)

\$65 per referred sale

Instagram users spend on average \$65 per referred sale. In comparison, Facebook users spend \$55, and the average referred sale from Twitter is just \$46.26. - [Shopify](#)

Most top beauty brands use:

BRANDBASTION

[Learn more](#)