# **Discussion | Leveraging Social Media**

Over the last few years, Instagram has evolved from a simple photo-sharing app into a powerful sales machine. With great marketing potential, it’s no wonder big and small businesses seek out Instagram inspiration to create a winning strategy and beat competitors.

Although more and more companies use social media marketing for business, many brands still fail on Instagram for two main reasons: they don’t learn from others’ mistakes and they are not inspired to make up creative ideas. Before you start working on your marketing strategy, make sure you’ve boosted Instagram inspiration.

Why Instagram inspiration matters?

Gone are the days when Instagram presence could be an option for marketers. Today [Instagram (Links to an external site.)](https://business.instagram.com/) boasts over one billion active users (80% of whom follow a business), so this means huge marketing potential for businesses of all sizes and kinds of industries. However, with 25 million businesses on the platform and over 2 million advertisers who use Instagram to share their stories and drive business results, it’s getting harder to cut through the noise. Thus, brands seek out creative ways to reach out to their audiences, interact with followers, and convince them to choose their products over other options.

* AWAY is a luggage brand that in**3 years their business  has generated 125 Million in revenue.**
* They started their business on social media hence, VISUAL STORYTELLING.
* What do YOU think made them CONNECT with the consumer?
* WEBSITE:   [AWAY   (Links to an external site.)](https://www.awaytravel.com/)
* INSTAGRAM: [AWAY (Links to an external site.)](https://www.instagram.com/away/)

A classmate response:

I agree that Instagram is a strong platform for free advertisement. With the increase popularity of Instagram it is advisable for companies to use it to connect with their consumers. Away does a great job at utilizing this social media platform. When you navigate their Instagram page you can see multiple pictures of people traveling throughout the world with their Away luggage. Also, pictures of different spots all around the world. I think this is a strong marketing strategy because it makes the consumers imagine themselves being there and at the same time they are connecting the Away brand with traveling. They have also used Serena Williams for advertisement. She is seen in both their website and social media using their products. Using Serena Williams is a strong marketing strategy because of her growing popularity due to her tennis career. Also, they have their own hashtag, #travelaway, which helps share their brand among social media users. While looking through their social media, I can honestly say that it made me want to use their products. Not only are they reasonably priced, but their Instagram page is aesthetically pleasing, making me want to follow them. I think they chose to connect with the consumers through Instagram because they saw a cheap opportunity to get their brand out into the world. At the same time, the consumer chose to connect with Away because they were attracted to the visual storytelling.