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USING INSTAGRAM FOR ADVERTISING: ADVANTAGES AND DISADVANTAGES OF THE FUNCTIONALITY

In today's digital environment, social networks have become an integral part of the daily lives of millions of people around the world. Each page can perform one or more communication strategies and be used in different ways. They not only serve as a means of communication in interpersonal interaction between network users, but also act as powerful platforms for promoting brands, products and services. One of the most popular and influential platforms is Instagram, which in a short time has evolved from a photo-sharing application into a global marketing tool. Its visual nature, interactive features and opportunities for targeted advertising make Instagram particularly attractive to businesses of all sizes. The article analyzes the features of advertising on the social network Instagram, which today is one of the most powerful digital marketing tools, which is used by almost everyone to promote products, services and personal brands. We have examined the transformation of Instagram from a regular photo-sharing application, which it was at the beginning of its existence, to a global platform for promoting brands and products. It is in this modern form that most advertising tools that are actively used regardless of the ultimate marketing goal have appeared. Special attention is paid to the functionality of advertising tools and the types of content that most effectively interact with the audience. The dependence of the relationship between the form of communication and the reaction of recipients is analyzed. The practical recommendations offered in the study will be useful to marketers, entrepreneurs and content makers who seek to achieve a noticeable result in Instagram promotion. The conclusions obtained have practical significance and can be used in the real conditions of the Ukrainian market.

Key words: Instagram, advertising, digital marketing, social media, targeting, SMM.

Statement of the problem. The relevance of the topic is due to the rapid growth of the role of social networks in companies' advertising strategies. Effective use of Instagram advertising tools requires not only a creative approach, but also a deep understanding of the platform's features, target audience behavior, targeting methods, and analytics. Insufficient knowledge of these aspects can lead to inefficient use of the budget, low user engagement, and the lack of desired business results.

Analysis of recent research and publications. The issue of the effectiveness of advertising on social networks, in particular on Instagram, has been studied by both domestic and foreign scholars and practitioners. A significant contribution to the development of the theory of digital marketing has been made by such researchers as: Philip Kotler, Dave Chaffee, John Berger, Anne Handley, and Joe Pulizzi.

Task statement. The aim of the article is to investigate the features of advertising on the social network Instagram and identify effective promotion

strategies.

Outline of the main material of the study. The social network Instagram is one of the most influential platforms in the field of digital marketing. Since its launch in 2010, it has transformed from a simple photo-sharing application into a global ecosystem for brands, bloggers and advertisers. The development of Instagram can be divided into several key stages, each of which contributed to the transformation of advertising opportunities on the social network.

Instagram has gone from a simple photo-sharing platform to a powerful marketing tool. Thanks to its constant development, the social network provides ample opportunities for brands and advertisers who can use various advertising formats to effectively attract an audience.

Instagram is one of the most popular platforms for promoting goods and services, offering flexible advertising tools that allow businesses to effectively interact with their target audience. By integrating with Facebook Ads, advertisers can customize campaigns,

use different ad formats, and analyze ad performance in real time.

The social network gives brands the opportunity to place ads in different parts of the platform. Social media advertising is one of the most effective digital marketing tools used to promote products, services, or brands through platforms such as Instagram, Facebook, TikTok, Twitter, LinkedIn, etc. It allows businesses to interact with their target audience, build a positive image, and stimulate demand for products.

The main advantage of social media advertising is the ability to precisely set targeting. Marketers can target ads to users based on age, gender, location, interests, behavioral characteristics, previous interactions with content, etc. This ensures high accuracy in reaching potential customers and increases the effectiveness of advertising campaigns.

Social media advertising plays a key role in users' decision-making regarding the purchase of goods or services. Thanks to interactivity, social proof (reviews, likes, comments) and emotional impact, it effectively generates demand.

One of the most popular formats on Instagram is in-feed advertising, which appears among users' regular posts and looks like a regular post, but has the "Ad" label and interactive buttons.

Another effective format is Stories advertising – short, full-screen photo or video ads lasting up to 15 seconds and can contain stickers, links or polls to attract attention. Reels advertising is also gaining popularity, which allows you to place dynamic content between users' short videos [6].

In addition, Instagram offers the ability to place ads in the "Explore" tab, which contains personalized content selected based on the user's interests. Brands involved in e-commerce can use Instagram Shopping – an integrated platform for selling goods that allows users to buy products directly through the app.

One of the main advantages of advertising on Instagram is the ability to flexibly configure the target audience. The platform allows you to select users by parameters such as age, gender, geolocation, interests and behavior on the social network. Thanks to this, the business can show ads only to those people who are most likely to be interested in the product or service. Among the most effective tools is retargeting, which allows you to contact users who have previously interacted with advertising or visited the company's website. Also popular is the creation of Lookalike audiences, which helps to find new potential customers based on the characteristics of existing customers [7].

To create, manage, and analyze advertising campaigns, Instagram offers several specialized tools.

The main one is Ads Manager, which is part of the Facebook ecosystem and allows you to customize campaigns based on your budget, goals, and audience.

For small businesses, Instagram offers the ability to promote posts directly through the app, which simplifies launching ads without the need to use Ads Manager [3]. Another useful resource is Facebook Business Suite, a comprehensive platform for managing advertising and communicating with customers through Instagram.

To evaluate the effectiveness of advertising, Instagram Insights is used, an internal analytical tool that allows you to track audience activity, reach, clicks, and content engagement. Analyzing the effectiveness of advertising campaigns is an important stage in the marketing promotion process. The main indicators are reach, engagement, clicks, and conversions. Cost-per-click (CPC) and cost-per-thousand-impressions (CPM) play a significant role, helping to assess the profitability of advertising [1].

Instagram advertising tools provide a wide range of opportunities for businesses, from simple promotion of publications to finely tuned campaigns through Ads Manager. Flexible targeting, a variety of advertising formats and powerful analytical tools allow brands to effectively interact with their audience and achieve high results. Thanks to personalization capabilities, Instagram remains one of the most effective platforms for digital marketing.

The main psychological factors influencing consumer behavior are:

- the social proof effect (people trust brands more if they see positive reviews from other users);
- visual appeal (quality content attracts attention and increases the likelihood of purchase);
- advertising personalization (users are more likely to interact with advertising that meets their interests);
- call to action (CTA – Call to Action) (motivates users to take certain actions (go to the site, leave a request, buy a product)) [13].

Advertising on social networks has a number of advantages over traditional promotion methods (television, print media, radio). It provides greater flexibility, the ability to quickly adjust campaigns and accurate analysis of effectiveness.

Advertising on social networks is a modern and effective marketing communications tool that combines wide reach, interactivity and the possibility of personalization. With a variety of formats, flexible settings, and advanced analytics, it allows businesses to effectively engage with their audience, increase brand awareness, and drive sales. Social media continues to evolve, introducing new

advertising opportunities, making it an important element of modern marketing strategies. Instagram is one of the leading digital marketing platforms that allows brands and businesses to effectively promote their products and services. Due to its visual focus, high level of user engagement and developed advertising ecosystem, Instagram has become an integral part of the marketing strategies of many companies. However, like any other advertising tool, it has its advantages and disadvantages that must be considered when planning advertising campaigns.

Instagram provides companies with a wide range of opportunities to interact with their audience and effectively promote content.

The advantages of using Instagram for advertising include high audience engagement; precise targeting; variety of advertising formats; visual appeal of content; direct sales (Instagram Shopping); – powerful analytics tools [4].

Instagram is one of the most active social platforms, where users actively interact with content. Likes, comments, reposts and saves help increase brand visibility and attract more potential customers.

Thanks to integration with Facebook Ads, Instagram offers detailed audience settings. Advertisers can customize the display of ads by age, gender, location, interests and user behavior, which increases the effectiveness of campaigns.

Instagram allows you to use various advertising formats, such as:

- advertising in the news feed (Feed Ads);
- advertising in Stories and Reels;
- video advertising;
- native advertising through bloggers;
- advertising in the “Interesting” tab (Explore Ads) [8].

Thanks to this, brands can choose the most effective methods of interaction with their audience.

Instagram is focused on photo and video content, which allows you to create bright, aesthetically appealing advertising campaigns. High-quality images and creative approaches to content contribute to better perception of advertising.

Instagram provides the ability to create shops directly in the app, allowing users to browse products and purchase them without leaving the platform. This significantly shortens the buyer's path to decision-making.

Instagram Insights and Ads Manager allow advertisers to track campaign performance in real time, analyze reach, engagement, and conversions, which helps optimize advertising strategy.

Despite its many advantages, advertising on Instagram also has certain disadvantages that can affect its effectiveness for different business models.

Disadvantages of using Instagram for advertising include:

- high competition;
- the need for quality content;
- algorithmic dependence;
- high advertising costs for some niches;
- limited opportunities for B2B companies; – the presence of fake accounts and bots [5].

Instagram is a popular advertising platform that creates fierce competition among brands. This can increase the cost of advertising, especially in popular niches such as fashion, cosmetics, technology, and food.

To create a successful advertising campaign, it is necessary to create professional photo and video materials, which can require significant costs for content production. Brands that are unable to invest in high-quality visual content may experience lower ad performance.

Instagram uses algorithms to display content, which can make it difficult to promote ads organically. If an ad campaign has low engagement, the platform may reduce its impressions, forcing businesses to increase their advertising budget.

While Instagram allows you to run ads with a small budget, in competitive areas the cost per click (CPC) or cost per thousand impressions (CPM) can be quite high, making advertising less affordable for small businesses.

Instagram is more suitable for B2C advertising, especially in the fashion, beauty, travel and entertainment sectors. For B2B companies, the platform may be less effective compared to LinkedIn or Google Ads [2].

The problem for advertisers is the presence of bots and fake accounts, which can reduce the real effectiveness of ads and distort campaign analytics.

Instagram is a powerful advertising tool that allows brands to interact with a large audience using precise targeting and a variety of advertising formats. Its main advantages are high user engagement, the ability to visually present products, and analytical tools to evaluate the effectiveness of campaigns.

However, it is worth considering certain disadvantages, such as high competition, the need for quality content, and dependence on the platform's algorithms. To get the most out of advertising on Instagram, companies should develop creative strategies, test different ad formats, and regularly

analyze campaign results to optimize costs and increase the effectiveness of advertising activities.

Instagram has undergone a significant evolution – from a simple mobile photo-sharing application to one of the most influential digital marketing platforms. Thanks to the constant development and introduction of new features (Stories, IGTV, Reels, Shopping), Instagram has become an effective environment for promoting products, brands, and services.

Instagram integrates with Facebook Ads, which allows you to set up effective advertising campaigns. Thanks to retargeting and Lookalike audiences, companies can reach both new and existing users. Instagram Insights analytics tools provide an assessment of reach, engagement, clicks and conversions. Among the platform's disadvantages are high competition, dependence on algorithms, the need for quality content and complexity for B2B.

Popular advertising formats on Instagram include Feed Ads, Stories Ads, Reels and sponsored posts. Stories are distinguished by their full-screen format and interactivity (stickers, polls), while posts through influencers create trust and natural engagement. A combination of different formats allows you to achieve maximum effect, adapting the strategy to the goals of the campaign.

The effectiveness of promotion also depends on the chosen niche. The most popular areas are fashion, beauty, health, travel, cooking, education and technology. Microniche development, collaboration

with microinfluencers, and interactive content are becoming important elements of modern strategy.

Conclusions. Advertising on social networks, in particular on Instagram, provides businesses with powerful opportunities. Among the main advantages are flexible targeting, a variety of formats, interaction with the audience, the ability to instantly analyze results, and accessibility. Compared to traditional advertising, advertising on social networks allows you to quickly adapt your strategy and optimize costs.

Setting up Instagram ads is a complex process that involves planning, testing, and analysis. Typical mistakes include: incorrect audience definition, lack of A/B testing, poor visual content, unclear goals, incorrect budget, and ignoring analytics. To avoid losses, you need to constantly improve your creatives, monitor campaign results, and optimize your approaches.

Examples of successful campaigns show that the key to success is a clear understanding of your audience, emotional engagement, creativity, and authenticity of your content. They demonstrate the importance of adapting to the platform's capabilities, especially through Stories and Reels.

Thus, Instagram is one of the most powerful digital marketing tools. It allows you to effectively interact with your target audience, build brand awareness, increase sales, and build loyalty. Success in using this platform directly depends on a deep understanding of its mechanics, trends, and consumer needs.

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Горчикова А. О., Смусь А. Г. ВИКОРИСТАННЯ INSTAGRAM ДЛЯ РЕКЛАМИ: ПЕРЕВАГИ ТА НЕДОЛІКИ ФУНКЦІОНАЛУ

У сучасному цифровому середовищі соціальні мережі стали невід'ємною частиною повсякденного життя мільйонів людей по всьому світу. Кожна сторінка може виконувати одну або декілька комунікаційних стратегій та використовуватися за різними підходами. Вони виконують не лише функцію засобу комунікації в міжособистісній взаємодії між користувачами мережі, а й виступають потужними платформами для просування брендів, товарів і послуг. Однією з найбільш популярних і впливових платформ є Instagram, який за короткий час еволюціонував із додатку для обміну фотографіями у глобальний маркетинговий інструмент. Його візуальна природа, інтерактивні функції та можливості для таргетованої реклами роблять Instagram особливо привабливим для бізнесу різного масштабу.

У статті проаналізовано особливості реклами в соціальній мережі Instagram, яка сьогодні є одним із найпотужніших інструментів цифрового маркетингу, який використовується чи не всіма для просування товарів, послуг та особистих брендів. Нами розглянуто трансформацію Instagram від звичайного додатку для обміну фотографіями, яким він був на старті свого існування, і до глобальної платформи для просування брендів і товарів. Саме в такому сучасному вигляді з'явилися більшість рекламних інструментів, що активно використовуються незалежно від кінцевої маркетингової мети. Особливу увагу приділено функціоналу рекламних інструментів та типами контенту, які найбільш ефективно взаємодіють з аудиторією. Проаналізовано залежність взаємозв'язку форми комунікації із реакцією реципієнтів. Практичні рекомендації, запропоновані в дослідженні, стануть у пригоді маркетологам, підприємцям і контентмейкерам, які прагнуть досягти помітного результату в Instagram-просуванні. Отримані висновки мають прикладне значення та можуть бути використані в реальних умовах українського ринку.

Ключові слова: Instagram, реклама, цифровий маркетинг, соціальні мережі, таргетинг, SMM.

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