



## Instagram's IGTV: What is it? And How It Effects Mobile Marketing?

IGTV or Instagram TV is a standalone video application launched in June 2018 by Instagram for Android and iOS smartphones. While IGTV is available as a standalone app, its basic functionality is also available within the Instagram app and website. IGTV has huge implications for both mobile marketers as well as for the digital presence of a brand because it is accessible through the most recent mobile version of Instagram, also as a new standalone IGTV app. But it is not yet available through desktop browsers at Instagram.com.

To set up an IGTV channel via computer, follow these steps:

- Log into your Instagram account by going to Instagram.com and sign in with your username and password.
- Below your bio, you'll notice tabs for Posts, IGTV, and Saved. Open the IGTV tab and click Get Started.
- Follow the prompts and click the Create Channel button to finalize your account setup.

### Now let's discuss how it effects Mobile Marketing.

Mobile usage has seen a surge in users in recent years and Instagram has incredible reach and growth—the social network currently boasts over 1 billion users and a growth rate of 20% year-over-year. While available to all Instagram users, IGTV is custom-tailored for marketers on the platform. For early users, IGTV is a prime opportunity for improving engagement with existing audiences as well as attracting new followers. Subsequently, expanding content offerings, and carving out new niches in the wild west of long-form vertical video. IGTV

allows marketers to upload full-screen, vertical videos up to one-hour in length. This is especially exciting for marketers who've had difficulties breaking into YouTube's hyper-competitive channel space.

What makes IGTV different than other



video sharing platforms like YouTube is that it adds a new dimension to the content by offering format and versatility to the users.

Unlike YouTube or Facebook, IGTV videos are shot and shared vertically, making it built specifically for mobile viewing. Compared to YouTube or Print, Instagram seems a viable option. As apart from its increasing engagement, brands who already boast a strong following on the Instagram also stand to benefit as the transition from their Instagram feed to IGTV will be simple and seamless for viewers.

Moreover, IGTV's casual, lightly edited (or raw) format and vertically enabled video taps into a content style that is already popular with audiences of both small and large marketers. It also enables marketers to have more ways to monetize their content than ever before. IGTV's longer format offers more opportunities for marketers to get creative with their marketing techniques to plug the brands, products, and services.

Notably, IGTV's integration with Instagram's current network means that marketers can use their Feed, Stories, and DMs to market their IGTV content and channel. This consolidated presence on a single platform means no more hopping for viewers between platforms (or apps) to view longer form content and thus brands can retain their attention and interest.

As Instagram continues to offer a friendly space for brands to create content in a creative, ingenious manner and connects them with their audiences effectively, we can expect more marketers to make the transition to the new service.

Geek Out!

I love pressing F5. It's so refreshing!



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