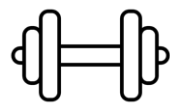
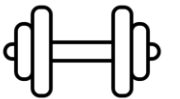




Instagram



GYM ON INSTAGRAM



Paul Sara

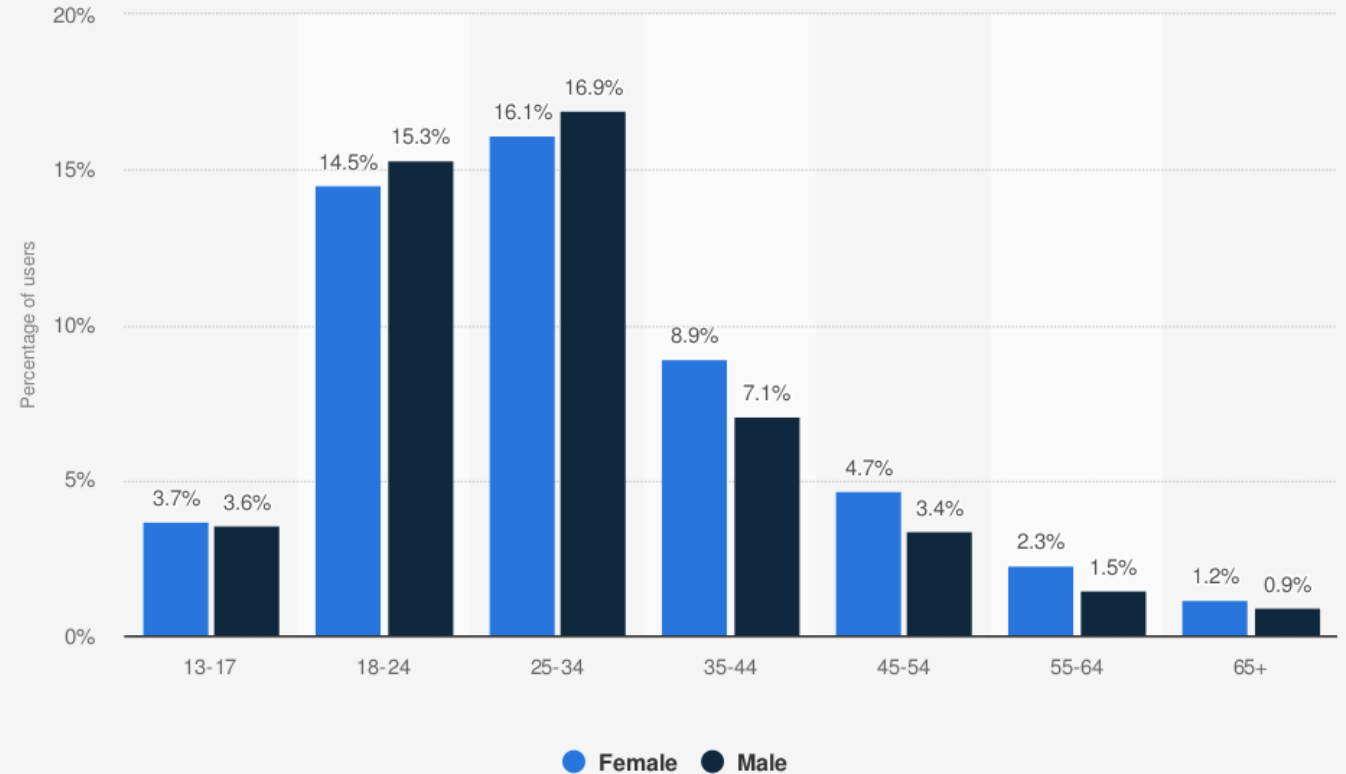


PROMOTING
THE GYM ON
INSTAGRAM

- If I had a gym I would like to promote it on Instagram, thank to some discovered statistics that I will like to present you in the next slides.

ACCORDING TO THIS STATISTIC, INSTAGRAM IS USED THE MOST BY PEOPLE BETWEEN THE AGES OF 25-34, ESPECIALLY MEN, WHO ARE ALSO THE MAIN USERS OF THESE SERVICES.

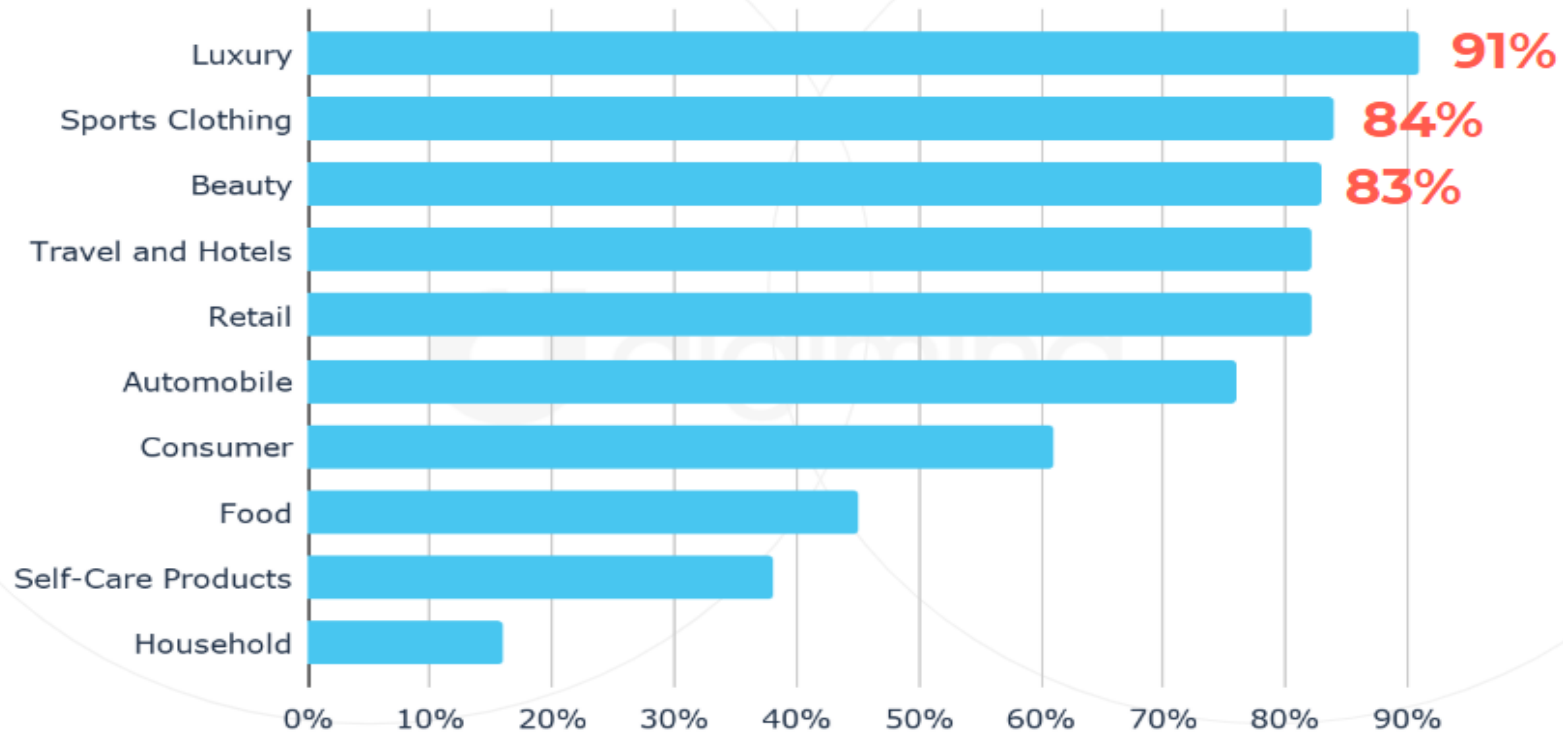
Distribution of Instagram users worldwide as of January 2021, by age and gender



Sources
We Are Social; Hootsuite; DataReportal;
Instagram; Facebook
© Statista 2021

Additional Information:
Worldwide; DataReportal; Instagram; Facebook; January 2021; 13 years and older; based on addressable ad audience

% of Brands Working with Influencers on Instagram, by Sector



Source : L2 Gartner 2018 Study

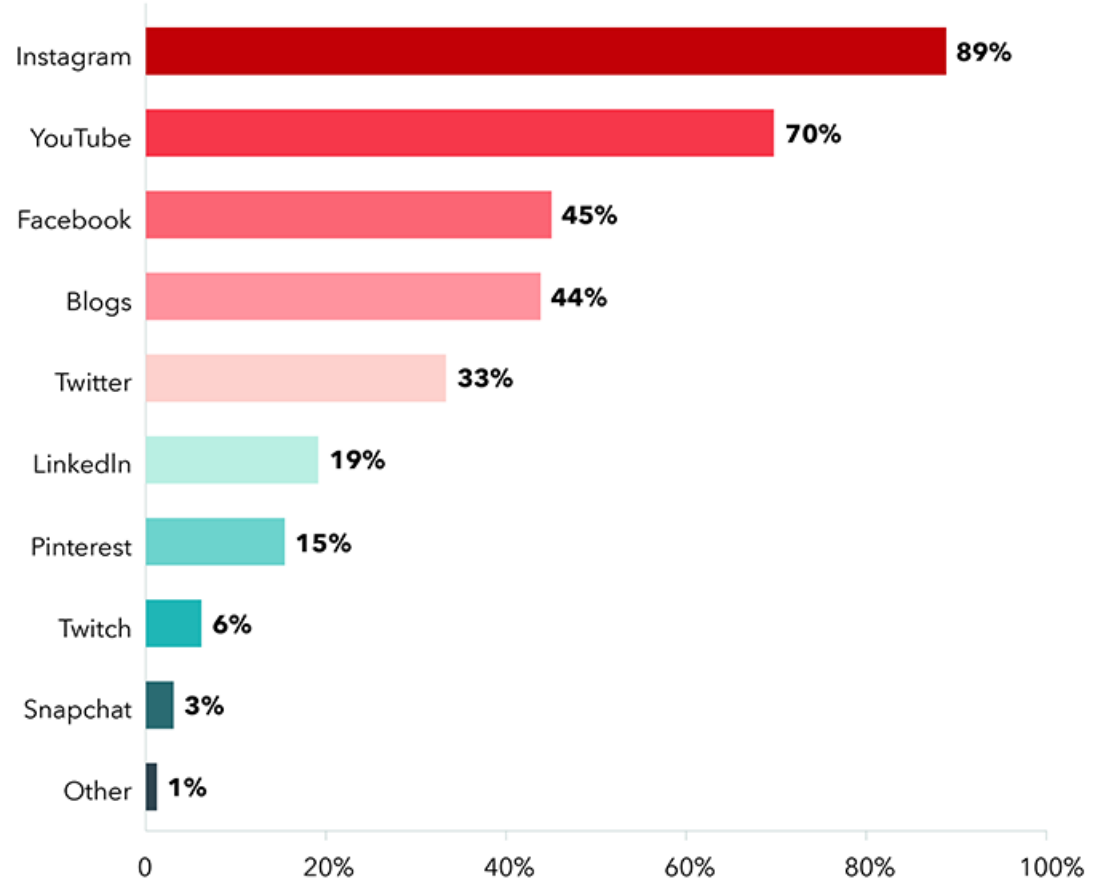


- Over 80% of consumers trust the recommendations of people they consider trustworthy, which is why brands are constantly looking to build and maintain relationships with content creators in Social Media, known as the name of the influencers.

Influencers consider that the most important social media channel for marketing is Instagram followed by YouTube and Facebook .

WHICH SOCIAL MEDIA CHANNELS ARE MOST IMPORTANT FOR INFLUENCER MARKETING?

(Select multiple)



THANK YOU FOR YOUR TIME!