

THE EFFECTIVENESS OF INSTAGRAM REELS AS A MODERN INTERNET MARKETING TOOL

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Introduction. Modern society is characterized by rapid pace of scientific and technical development. The emergence and rapid development of the Internet in the digital economy has helped to bring goods and/ or services to the international market faster and without hindrances. Competent use of modern Internet technologies today affords unlimited opportunities for communication with customers. According to *kepios.com* website, there has been a significant increase in the number of Internet users over the past 10 years. If in 2012 there were 2.18 billion users, then at the beginning of 2022 the number was 4.95 billion. These indicators once again emphasize the ever-increasing role of the Internet marketing. Internet marketers have a number of tools at their disposal, due to the effective use of which effective promotion and sale of the product and/or service will be carried out. In this article, we have referred to one of the social platforms that are a tool of the Internet marketing - the Instagram social network, particularly highlighting the new trending feature - Instagram Reels.

Methodology. In this article, we have analyzed the effectiveness of using the new trend of Instagram Reels. For the study, a comparative analysis with the Tik Tok platform was carried out, the results of which were presented in the table prepared by the author. The reels created and downloaded by various famous people on the Instagram social platform acted as research material, as well as the positive influence of the latter in the process of promoting this or that product and/or service was studied.

Literature review. First of all, it is worth mentioning that Instagram is one of the most popular social platforms today, which is used by more than a hundred million users, and it is also a unique photo editor that attracts users thanks to this unique feature. It allows you to take photos and immediately post them on the Internet, without pre-processing, using specially designed photo filters. Because Instagram is such a visual platform, it is the best suited for the businesses that are focused on evoking feelings in customers and providing them with visual ideas. Which is why, out of all the available platforms, Instagram is a good choice for business (Lim & Yazdanifard, 2014). For example, one of the same popular social networking sites, Facebook, does not have the same wide range of possibilities for editing photos, applying filters and creating popular “stories”. On the whole, the photo is a symbolic tool of geobranding, since it affects the target audience through the visual senses. On Instagram, famous people upload personal

photos and display their lifestyle. Fans imitate their idols, try to be close to them by using the brands they use, trust the choices that celebrities trust. As a basis for analysis, we took the Instagram pages of a number of well-known Armenian and international organizations, bloggers, who promote their own brand, product and/or service via this platform, through the new trend of Instagram reels. Today, the Instagram platform is doing its utmost to become universal, including the most popular features of various social sites. A clear proof of this is the emergence of Instagram Reels, which includes features from the popular social media site called Tik Tok. Today, there are not enough scientific studies on the Instagram social platform and especially on the new trend of Instagram reels. As a theoretical basis, we have accepted the works, ideas, and the effective experience of using this tool in various organizations of various Armenian and foreign famous people and thinkers. The consequences were made taking into account the problems encountered during the activities of the above-mentioned persons.

Scientific novelty. The scientific novelty of the article lies in the fact that, as a result of the study, the problems of evaluating the effectiveness of Instagram Reels were identified and standards were developed that allow them to be solved. The value of the results of the article is attributed to the increasing role of the social websites, and the particular significance of the result is highlighted to the extent that the analyses and results in the article will contribute to the effective selection of this or that platform in the process of developing the Internet marketing strategy. **Analysis.** Today, the Instagram platform is doing its utmost to become universal, including the most popular features of various social sites. A clear proof of this is the emergence of Instagram Reels, which includes features from the popular social media site called Tik Tok. In the article, we have also highlighted some important and new features of the Instagram platform, which make it possible to apply marketing features.

- *Longreads inside Instagram* - this is a new format on Instagram, it is long texts with photos and links. It is intended to provide step-by-step instructions, but is not available in all countries;

- *Instagram Guides* - creates a selection of beautiful images on any topic;

- *Instagram Reels* - a newly available feature that allows you to create attractive videos that spread like a “virus”

- *Shopping tag* - is a new important feature of s-commerce, because it enables trading. It is applied during sales of goods and/or services. It is recommended to use when you need to create a card for each product. It enables to create an analogue of an Internet store, make an online purchase without going to the website, i.e. shopping within Instagram [shopping tags];

• *Live Rooms* or sometimes they say “*live rooms*” – enable to create a new communication platform, develop business pages, communicate with followers, customers. However, this feature is not available in all countries, either.

Analysis. The rapid development of Instagram Reels, Live Rooms, Shopping tag, Instagram Guide, the emergence of new trends make the Instagram platform not only interesting and competitive, but also compels to conduct more in-depth studies.

Instagram Reels, a new tool on the Instagram social platform, applies a variety of filters, as well as music when shooting short videos. It is a new feature launched in 2019. At first it was used in Brazil, Germany and France, and starting from 2020 it was used in more than 50 countries, including the USA and Great Britain. Our study shows that this new Instagram feature attracts many followers, expanding the boundaries of the target audience. According to the data from www.influencermarketinghub.com, with the introduction of Instagram Reels, users of the Instagram platform increased by 4.3% per month [Instagram reels stats]. In this work, the comparative analysis we performed between Instagram Reels and Tik Tok plays an important role. Using Table 1, we attempted to provide a comparative analysis between Instagram Reels and Tik Tok, by presenting the advantages and disadvantages of the latter. The table was compiled by the author.

Table 1. Comparative analysis between Instagram Reels and Tik Tok platform

Tool	Tik Tok	Instagram Reels
Advantages	Wide selection of visual and sound effects.	More quality content
	In the analytical section of the platform, one can even see that the sound effects have received more likes from users.	Availability of a separate tape for watching Reels, which allows one to watch the Reels themselves.
	A large selection of licensed audio content. Licensing is one of the important circumstances, because often due to its lack, the audio sound in videos can be blocked.	An in-app tool that allows the existing followers to submit content using the new tool while attracting new ones.
Disadvantages	Video recording is the only content format.	Sound effects lack that make videos attractive.
	Unlike Instagram, Facebook social platforms, the analytical part has not yet been fully developed, as a result of which it is more difficult to make predictions related to the number of possible likes of this or that post.	Users can only create their own videos or download videos from the device's library, meaning that Duet and Stitch features are missing.
	A large part of the audience is made up of representatives of the Z generation, therefore, when choosing this platform, it is necessary to take into account the fact for whom the promoted product or service is intended.	Lack of paid promotion.

Our studies show that the possibility of viewing Instagram Reels only in the horizontal position of the phone and replacing the videos with one another has its advantages, since the display is not targeted at a specific audience, followers, but also the users who are interested in the product and/or service offered. Reels definitely has its advantages and is a useful feature for all industries. The latter enables to increase interest in the page and product and/or service. Here everything depends on creative thinking and not avoiding innovations. However, this new feature is not fully applicable in all countries. For example, in Russia, until recently, music was inaccessible. Unfortunately, this feature is not widely used in Armenia, it is mainly used by bloggers. Instagram Reels is not completely studied. Extensive work is being carried out to understand the algorithm for selecting a target audience and displaying Reels. Our studies show that one of the negative aspects is the lack of possibility of paid promotion. However, the audience and content, unlike Tik Tok, undergo a rigorous selection. It should be noted that one of the advantages of the Tik Tok platform is the simplicity and speed of logging in and gathering an audience. If a “viral” advertising is required to promote a product, the Tik Tok platform is definitely the choice, and Reels is the best choice to appreciate the aesthetics. As noted earlier, this new feature of Instagram social platform is not widely used in the Republic of Armenia. For example, if the Coca Cola Armenia official page has 8,457 followers and only one Reel [cocacola_am], and the latter’s views were only 2,272, then the Coca Cola official page has 2.8 million users, 12 Reels and an average of 52.7 thousand views [cocacola], and for example, the official page of the largest Armenian producer Alex Group on the Instagram social platform has 55.6 thousand followers, and on average the Reels have 60.7 thousand views [alexstoresyerevan]. For the sake of comparison, it is worth noting that the latter does not even have an official page on the Tik Tok social site. It should be noted that today Armenian bloggers are actively using Reels to promote their brand, increase the number of views and followers. For example, photographer and blogger Arusik Markosyan was one of the first to start making Instagram Reels. She has about 90 thousand followers. She has made more than 180 Reels, and the average number of views is more than 100 thousand views [arusikmarkosyannn], and for example, in the Republic of Armenia Shalunts, a quite well-known food blogger, has 101 thousand followers, 36 Reels, on the average the latter’s views, about 80 thousand views [shalunts_fitcorner]. These data once again emphasize the fact that the new trends and new features of the internet marketing in the Republic of Armenia are most applicable in the sphere of bloggers. Recently, Father Khosrov, who has not only his official page on the Instagram platform, but also actively participates in Reels [ter_khosrov], has made a lot of “fuss”. Father Khosrov has 881.1 thousand followers and his content is mainly in Russian, because he is the prelate of the spiritual pastor of the Riga St. Grigor Lusavorich Church. For example, one of his posts is about how to enter a church in the right way. And he introduced that video in an

interesting way. In this case, by using a new tool, the latter tries to instill spiritual values in a more modern and accessible language among young people.

Conclusion. The Internet and social networking sites are actively becoming an integral part of our daily lives, and this fact enables organizations to gather a larger target audience around them. One of the advantages of social media is that it is beneficial not only for the seller, but also for the buyer, since it allows one to build more long-term relationships, allows to convey more and more meaningful information to the buyer, and it is also possible to leave opinions and comments on the given product or the service and get an urgent response and solution. Marketing on social sites is of interest because it enables a large number of people to "rush into" the information space, regardless of their will, desire and preferences, at the same time it contributes to the increase of the target audience and the expansion of sales volumes. In the table, we noted the lack of Stitch and Duet features as a disadvantage of Instagram Reels, because, in our opinion, these features make videos more profitable from the point of view of product and /or service promotion. The Stitch feature allows you to use fragments of other users' videos, and the Duet allows you to shoot joint videos with other users, recording the user's reaction to an already finished video. Our studies show that the above two features contribute to more effective cooperation with the target audience and also increase the target audience. According to www.datareportal.com, Instagram is the 2nd most downloaded app [favourite social platforms]. This fact makes the Instagram platform the most effective tool for the Internet marketing. Today, in the conditions of the development of the digital economy, work efficiency also depends heavily on the virtual intellectual capital (VIC) and the Internet resource (IR) is of particular importance. Considering the fact that VIC characterizes the demand and quality of Internet resources in both Russian-speaking and English-speaking digital virtual information space [Ваганян, Ваганян, 6-7], so it should be used to evaluate Internet platforms, it is a new standard. Summarizing the above, we can clearly state that the Instagram platform, with all its features and trends, is an effective tool for the Internet marketing. We suggest paying more attention to new trends, particularly Instagram Reels, because new trends are the beginning of a new toolkit. For example, when choosing Instagram social platform, we suggest taking into account the speed of changing the tape, considering "advertising blindness", using GIFs more often, paying attention to video design. We suggest using the platform not only as a sales or promotion platform, but also to develop the platform as a platform to attract the attention of investors, treat hashtags more competently. It is noteworthy that the Reels are displayed first as a result of a search using hashtags, therefore, the competent use of hashtags is also very important in this case, as it contributes to increasing the effectiveness of the time factor of Internet marketing. It is worth highlighting the VIC and IR indicators, which will give an idea of the effective use of the given platform. Considering the fact

that Reels does not attract a specific target audience, but is available to all users of the Instagram social platform, it provides an opportunity to expand the target audience, so competent use of this tool will contribute to attracting more followers in the Republic of Armenia. Among the positive aspects of Instagram Reels, several technical advantages can be distinguished: a wider selection of music, various filters, as well as great possibilities for video editing. The fact of being free is also one of the advantages.

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The effectiveness of Instagram reels as a modern internet marketing tools

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The purpose of this article is to study the effectiveness of Instagram reels, one of the modern trends in internet marketing tools. The object of study is the Instagram social platform, and the subject are Instagram reels. As a task, we singled out the study of the advantages of Instagram reels, comparing it with the Tik Tok social platform.

The modernity of the topic lies in the fact that the new trend has a fairly wide recognition and opportunities: shooting short videos, simplicity of use, expansion of the target audience, as well as the availability of watching other similar videos; all of this makes this tool more interesting from the scientific point of view. The scientific novelty of the article lies in the fact that as a result of the study, the problems of evaluating the effectiveness of Instagram reels have been identified and criteria have been developed that allow solving those problems. In the article, a comparative analysis was carried out between Instagram reels and Tik Tok social media, which are competitors. The relevance of the topic lies in the fact that the new trend has a fairly wide recognition and opportunities: shooting short videos, simplicity of use, expansion of the target audience, as well as the availability of watching other similar videos; all this makes this tool more interesting from the scientific point of view. In the article, a comparative analysis was carried out between Instagram Reels and Tik Tok social site, whci are demanded competitors.