

Effects of visual brand content and calls-to-action on customer inspiration and engagement

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Abstract

Social media provide a suitable channel of communication to achieve customer inspiration and engagement, but it is essential to implement the right strategy. This study analyses to what extent stimulating the individual's social identity may be a source of inspiration and engagement. Specifically, the study proposes two types of execution in social media that involve stimulating brand social identity and social interaction: visual brand content (including the brand name) and calls-to-action (asking to mention someone). The analysis is conducted through two studies performed in the context of communication on Instagram, a controlled experiment and an analysis of the effect of actual posts published by an online travel agency. Results show that visual brand content proves more useful for inspiring the relationship with the community or interest in the product or service, while calls-to-action are recommended when the post seeks to inspire through new ideas and to stimulate eWOM.

Keywords: *inspiration; social media; Instagram*

Track: Digital Marketing & Social Media