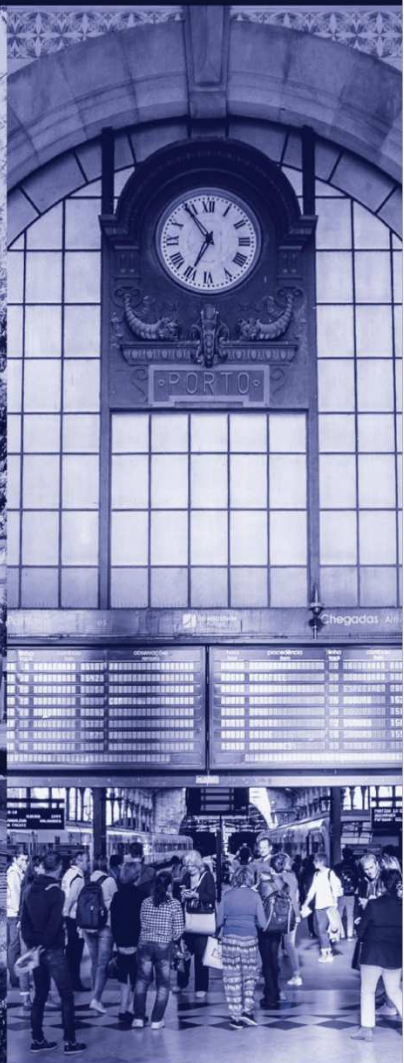
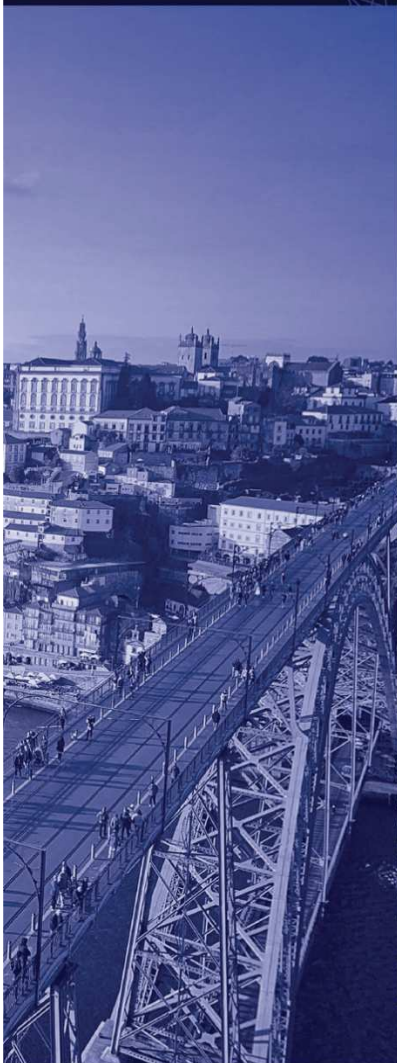


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The Impact of Creativity as a Foremost Attraction for a Business Through Social Media: The Power of Instagram

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Abstract

Purpose: Investing in creativity and innovation in companies, developing differentiated products and services, suggesting more creative uses for existing products or even discovering new ways of positioning themselves in the market are increasingly encouraged in the corporate and business sphere (Puccio & Cabra, 2010). For a company to achieve a creative environment, it is crucial not to drop out the creative process. When ideas are created, the acceptance of the whole team is essential for creative solutions to be developed with general participation and commitment (Thompson, 2018). Creativity seems to be what creates an impact and differentiates products and services in any market. Creativity must be seen as something very relevant to the institution; it is the art of allowing ideas to be born and encouraging giving suggestions to any employee in a free and unconstrained way (Halim & Mat. 2010).

An online social network for sharing photos and videos among its users allows them to apply digital filters and share them on various social networking services, such as Facebook, Twitter, Tumblr, and Flickr. It was created by Kevin Systrom and Mike Krieger and launched in October 2010. The service quickly gained popularity, with more than 100 million active users in April 2012. Instagram is distributed through the Apple App Store, Google Play and Windows Phone Store. Initially, some limitations were founded with photos; however, since version 7.5 was released in August 2015, images can be shared in any proportion (Hutchinson, 2019). Videos were allowed on the network in June 2013, with a limit of 15 seconds and a fixed resolution of 640x640; since July 2015, users are allowed to upload videos in 1080p, and you can also publish recordings of up to 60 seconds, since January 2016. According to Spout Social (2020), Instagram has more than a billion active users, with the average user spending an average of 53

minutes per day on the app. Instagram's demographics is dominated by 18-24 and 25-34 years old, which correspond to 29,8% (14,5% female and 15,3% male) and 33% (16,1 female and 16,9% male) respectively (Statista, 2021).

If there is anything that can show how the rise of social networks has revolutionized many areas of our lives are digital influencers. This relatively new career in the market makes it clear that when we are talking about likes, comments, and views, we are talking about the reflection of what society is following or rejecting. But what is a digital influencer? A digital influencer is a person who has the power to influence a particular group of people (Lincoln, 2016); these social media professionals impact their follower's everyday life with their lifestyle, opinions, and standards.

It is vital to bear in mind that the rise of the digital influencer occurs directly proportional to the increase in the consumption of information and products on the internet – sites and social media. Brands have taken advantage of this moment to be more present and closer to the consumer. In practice, the influencer impacts and conquers followers and fans by producing content and using digital media such as Facebook, Instagram, Twitter, and YouTube to deliver information (Gray & Fox, 2020).

How can someone become a digital influencer? The first step in being a successful digital influencer is knowing what you will work with and with who you communicate. It is not easy to create relevant content without determining these two things. Some niche options could be literature, lifestyle, decoration, finance, technology, and humour (Backaler, 2018). The second step consists in choosing which content is going to be posted. It should be dependent on the target audience and needs to be relevant and unique, meaning being capable of adding something to the life of those who will see it - its strength in the digital medium will depend on that. In other words, to create high engagement guidelines, it is necessary to know the subjects that interest your audience and do tests to identify the best days and times for publications (Rodrigues and Soares, 2018). Although a digital influencer does not need to be present in all existing social media, he needs to choose the channels he will use in his/her marketing strategy. It is essential to focus on the social networks where the target audience you want to reach is, as this allows you to expand your influence over people who can identify with you and your content. A digital influencer should have a consistent posting schedule so their followers know when to expect new content; it is worth highlighting the ability to focus and organize, the capacity to keep control over the strategy and the possibility of evaluating previous results (establishing ways too). This is an area still in expansion.

According to BigCommerce (2021), 65% of influencer marketing budgets will increase in 2020 (representing a big increase compared to 2018 - 38%), and 17% of companies will spend over half of their marketing budget in influencers (reason-why for app. 89% of all marketers to find the return of investment from influencer marketing comparable or better than that from other marketing channels). This study also ranked Instagram as the most important and impactful channel due to the photo-sharing nature of the App and consumers' growing use. And influencers also need to bet on creativity.

Therefore, the main goal of this research is to analyse the impact of creativity as a foremost attraction for a business through social media, specifically Instagram.

Methodology: A quantitative methodological approach has adopted using the questionnaire as an instrument. A total of 107 museum customers have answered to it. The questionnaire was distributed and promoted using Facebook Ads, trying to have many Instagram users as participants. The questionnaire had 15 questions based on an already used scale. By analyzing these questions, it was possible to find an impact of social media, more specifically, Instagram shares and "photo op" with aesthetic concerns on brand awareness and in getting the consumers' attention and interest in time.

Results: 62.6% of the participants are female and 33.2% are male. 3.7% prefers not to state gender. As far as age, 82,2% of respondents were between 16 to 26 years. In terms of social media engagement, 91,6% daily spend between 0-7 hours on the platform. In addition, 75.5% admitted to posting 1-2 times per week.

When it comes to Influencers, 96.3% said they follow some Influencers. 77.6% revealed that they consider visiting a certain place if a well-known Instagram influencer recommends it; 18.7% answered "maybe".

Furthermore, 97.2% of the participants stated that they have already visited a specific offline place (e.g., museums) because they saw detailed information, suggestion and shares online. 91.6% was the number of people who have already visited a place only to take pictures, and 95.3% consider a business' aesthetics necessary.

89,7% of the respondents admitted being more inclined to go to a museum/restaurant if their aesthetics provided a photo op for their social media, showcasing the notorious link between visiting a place and its opportunity for a picture.

The results show that Instagram influencers can induce purchasing behaviors in customers since they seem to trust influencers' recommendations. They need to be sure about what to share, state and show, adapting communication to their target. This study

also proves that small companies in a big market can distinguish themselves with a good and creative marketing plan, including a proper communication strategy (above and below the line, using social media).

Originality: This study also allowed us to understand that creative marketing and communication campaigns can contribute to successful results if adequately developed and operationalized. In very competitive markets and within the current fragile economy almost everywhere, small businesses with a small marketing budget can now, with social media and influencers, compete against big companies.

Keywords: Creativity; Social Media; Instagram; Influencers; Museums.

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