

# Smart Marketing with Instagram Stories

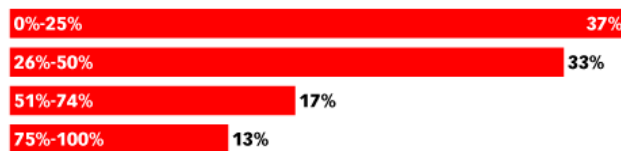
## AUDIO |

### Blake Droesch

eMarketer junior analyst at Insider Intelligence Blake Droesch discusses the options that marketers have to utilize Instagram Stories through paid advertising and influencer partnerships. He also talks about measurement metrics that marketers can utilize to determine whether their Instagram Stories strategy is effective.

#### Percent of Influencer Instagram Campaigns in Which US Marketers Also Plan to Use Instagram Stories in 2020

% of respondents



Source: Linqia, "The State of Influencer Marketing 2020," Feb 24, 2020

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