



SOCIAL VISUAL MARKETING

HET SUCCES VAN INSTAGRAM & YOUTUBE & SNAPCHAT

KIRSTEN JASSIES @kirst_enj en @IGmarketingNL

JUST K

Kirsten Jassies

Founder of Sanoma's Influencer Network Blogtoday, social media and visual content specialist
Utrecht Area, Netherlands | Internet

Current Sanoma Media Netherlands, Sanoma Media, hotlipzz&jane
Previous Sanoma Media, Moviq, DA Retailgroep
Education Mobile Accelerator

500+ connections

Contact Info

@kirst_enj > 17 k volgers
Influencer: bloggen, content strategie en nieuwe media



kirst_enj

PROFIEL BEWERKEN

Kirsten Jassies My daily visual diary 🥰🥰🥰🥰🐱🐱🍷🍷🎸🎸🌆🌆 Autumn! Utrecht-Amsterdam. Find my #Instagramtips on @igmarketingnl Snapchat 📷 kirstenjassies www.justk.nl/instagram-expert/

3,120 berichten 3,788 volgers 2,408 volgend



Posts

Published by Kirsten (6)

Masterclass: hoe start je een blog

De gro... school

Wat ben je aan het d...

Kirsten Jassies 6 uur geleden
Juno posing like a tru @josiannezwart #om

Info

Productmanager Blogs&Social bij Sanoma Media
Vorige: Grazia

Heeft Master of Arts gestudeerd aan Artez Arnhem
Verleden: Amsterdam Fashion Institute (AMFI) en RSG Slingerbos Levant

Woonst in Utrecht

Komt uit Hoogeveen

Heeft een relatie met Marco Leijters



Kirsten Jassies



Future of Media. Social Influence & Instagram specialist. Big network of Bloggers. Author 'In Beeld met Instagram'. Punk bassplayer. Yurt dweller.

- Amsterdam Expert
- Blogging Expert
- Content Strategy Expert
- Magazines Expert
- New Media Expert
- Online Advertising Expert

Social & Visual Content Marketing

1. Instagram
2. Youtube
3. Snapchat
4. Pinterest



#SELFIESCHOOLjustK

In 40 milliseconden trekken we conclusies over iemand op basis van een foto.

1. Ben je **BENADERBAAR**

Keyfocus is de mond: een lach met tanden bloot!

2. Ben je **DOMINANT**: gaat die persoon de baas over me spelen? Keyfocus: wenkbrauwen, kaaklijn

3. Ben je **JONG** (van geest) en **AANTREKKELIJK**? Keyfocus: ogen, lachen

Feedback op je profielfoto of selife?
Maak een selfie, post deze op Instagram en tag deze met #selfieschooljustK

#justkselfie

26 berichten

POPULAIRE BERICHTEN





1. INSTAGRAM

Instagram (2010) is gekocht door Facebook in 2012-

- Er zijn 400 miljoen gebruikers wereldwijd
- > 2 miljoen NL accounts
- Dagelijks worden er 80 miljoen foto's geupload en 2,8 miljard likes uitgedeeld
- 75% van alle grote US merken zijn aanwezig
- 64% vrouw, 36% man
- 73% millennials (15 -35)

kirst_enj PROFIEL BEWERKEN

Kirsten Jassies My daily visual diary 🌞🌧️🍂🍷🍷🍷🍷🍷 Autumn! Utrecht-Amsterdam. Find my #Instagramtips on @igmarketingnl Snapchat 📷 kirstenjassies www.justk.nl/instagram-expert/

3,120 berichten 3,788 volgers 2,408 volgend

MEET INSTAGRAM INFLUENCER NEGIN 2.6 miljoen volgers



negin_mirsalehi

VOLGEN



Negin Mirsalehi 🐝 Beekeeper | Snapchat: negin_mirsalehi www.gisou.com

4,888 berichten

2.6m volgers

547,775 volgend



MEET INSTAGRAM BRAND GOPRO 6.9 miljoen volgers



gopro  **VOLGEND** 

gopro Official GoPro Instagram. We make the World's Most Versatile Camera. Wear it. Mount it. Love it. gopro.com/awards

2,091 berichten 6.9m volgers 490 volgend



#	naam	ER	volgers	volgend	aantal posts	categorieën
2	BALR	▼ 3.08% (-0.11%)	▲ 560,886 (+9,798)	▲ 2,835 (+11)	▲ 35 (+11)	retail fashion
3	RUMAG.	▼ 5.73% (-0.28%)	▲ 535,320 (+3,301)	▲ 52 (+1)	▼ 14 (1)	media magazine
4	Wannahaves	▼ 2.64% (-0.24%)	▲ 458,758 (+797)	▼ 168 (-2)	▲ 26 (+-2)	luxury fashion
5	Filling Pieces Footwear	▲ 2.75% (+0.16%)	▲ 212,774 (+1,020)	■ 0 (0)	▼ 6 (0)	retail fashion
6	KLM	▼ 3.37% (-0.04%)	▲ 182,408 (+1,472)	■ 65 (0)	■ 4 (0)	airlines travel
7	AFC Ajax	▼ 6.74% (-0.09%)	▲ 161,325 (+1,291)	■ 81 (0)	▲ 23 (+0)	sport soccer
8	Schorem	▲ 1.84% (+0.04%)	▲ 146,910 (+497)	▲ 3,288 (+13)	▼ 17 (13)	beauty
9	Suit Supply	▼ 1.34% (-0.21%)	▲ 131,882 (+786)	■ 0 (0)	▲ 8 (+0)	retail fashion
10	ModeMusthaves.com	▲ 1.64% (+0.05%)	▲ 131,882 (+290)	■ 6,102 (0)	▼ 36 (0)	retail fashion
11	G-Star RAW	▼ 1.53% (-0.23%)	▲ 108,420 (+1,285)	■ 128 (0)	■ 9 (0)	retail fashion
12	Brugklavt	▼ 12.02% (-0.27%)	▲ 103,009 (+372)	▲ 103 (+5)	▲ 7 (+5)	media tv
13	Community & Shop For Fit Girls	▲ 1.30% (+0.11%)	▲ 98,509 (+95)	▲ 1,429 (+4)	▼ 12 (4)	retail fashion

Nederland

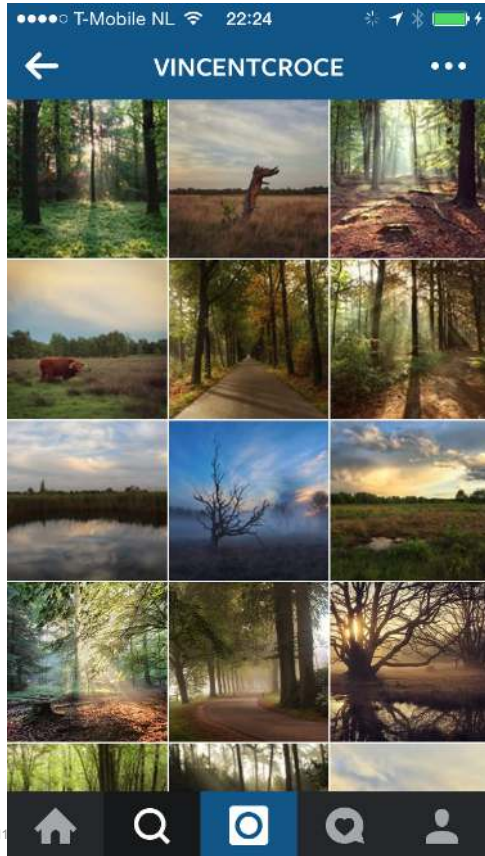
Wereldwijd

1	National Geographic	media	31.8M (=)
2	Nike	fashion sport	23.2M (=)
3	Victoria's Secret	fashion	22.3M (=)
4	9GAG	entertainment	20.4M (=)
5	FC Barcelona	sport football	19.4M (=)
	Real Madrid C.F.	sport football	17.6M (=)
7	Nike Football	fashion sport	9.9M (=)
8	NBA	sport basketball	9.7M (=)

< Dit zijn de statistieken vd Instamonitor.nl van SocialInc. De meeste NL accounts met meer dan 10.000 volgers zijn in 8 maanden tijd verdubbeld. De internationale stats vind je op index.iconosquare.com

JUST K

INSTAGRAM STRATEGIE 1. VISUEEL VERHAAL TELLLEN



2. KILLER PROFIELTEKST + LANDINGSPAGE

Ingrediënten

- Wie of wat ben je en wat doe je - kort verhaaltje of goede steekwoorden
- Waarom zouden mensen dit account volgen? What's in it for them?
- Houd je Elevator pitch
- Klopt je verhaal bij al je foto's?
- De enige plek voor een link: zorg voor een (mobiele) landingspagina!
- Heb je een unieke hashtag te communiceren? Doe het hier!



3. VOLGEN, VOLGERS, HASHTAGS

research & gebruik hashtags

#ootd #fromwhereistand #thingsorganizedneatly
#fromwhattheysee #throwbackthursday
#thinkofyourownhashtag #donotuseyourbrandname

CATEGORIEËN
producten, diensten, product
categorieën, locatie
specifiek, kleuren,
materialen, mensen etc

WEB

[instagram.com/explore/tags/](https://www.instagram.com/explore/tags/)

TOOLS

Websta.me
Iconosquare
Hastagig
Gramfeed








APPS

Hashtagram
Tagstagram
Instatag

Tag Search Results for " jeans "

#jeans	8,167,970
#jeansmurah	408,850
#jeansshorts	90,382
#jeansanak	55,916
#jeanssobek	44,402
#jeansbigsize	43,086
#jeanslevis	43,025
#jeansjacket	41,927
#jeanscowok	40,186
#jeanscewek	38,640
#jeansph	36,858
#jeansshirt	35,851
#jeansbangkok	33,554

User Search Results for " jeans "

 ltb.omsk LTB Jeans
 leonardo_armani_jeans Бутик "Leonardo"
 jeanswest.ir جين وست
 jeans_walker let your style talk more
 jeans_igm ! JEANS ASHITA !
 jeans_house_akuhinskogo_24_ jeans house
 jeans

4. ANALYSEREN



YOUR 10 MOST ENGAGED FOLLOWERS

	dly1690	43
	paooltjeetdebaek	43
	frauvonhernsteg...	39
	tippics	31
	m3110	30
	vino_antica	28
	elinerey	27
	confetti_option	24
	elisabethsondag74	23
	zilverblauw	22

MET DE WEBBASED TOOL ICONOSQUARE

LOVE RATE

This is about follower engagement and how much they like your media.

1.35%
1.5%

[Tweet this](#)

TALK RATE

This is also about follower engagement and how much they comment your media.

0.03%
0.09%

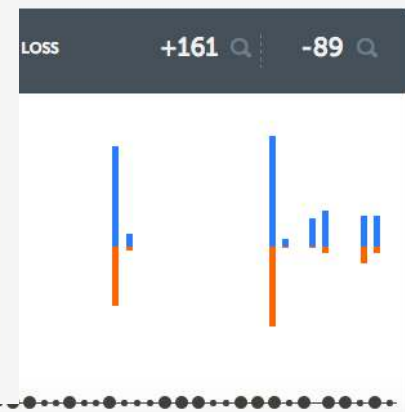
[Tweet this](#)

SPREAD RATE

This is about engagement beyond your followers. How much of the likes you receive come from people who don't follow you.

0.23%
0.21%

[Tweet this](#)



▶ View all media sorted by likes

▶ View all media sorted by comments

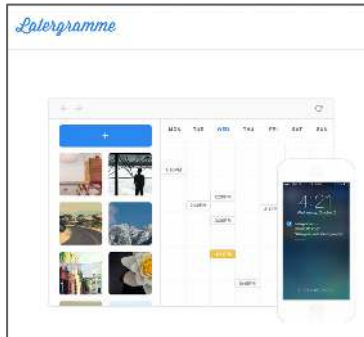
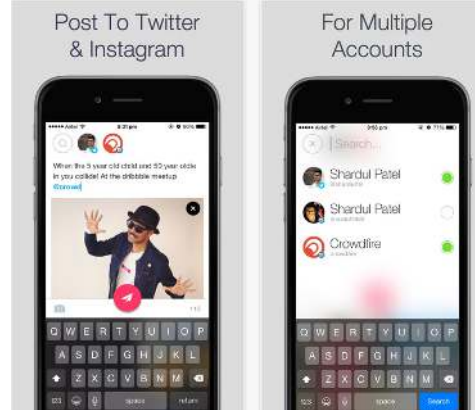
HANDIGE TOOLS EN APPS

Via je smartphone: Instapload, Publish of Latergramme

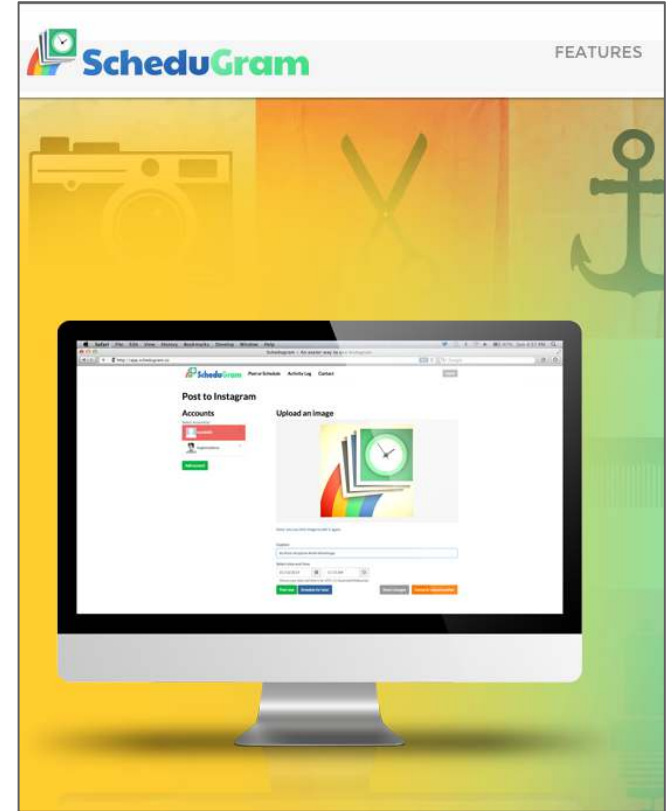


Instapload – multiple account, upload, download for Instagram photos

- Add multiple Instagram accounts
- Receive image feeds from multiple Instagram accounts
- Easy upload of multiple images to multiple Instagram accounts based on selection
- Easily download photos to your image library



Via Desktop:
- Schedugram
- Hootsuite



INSTAGRAM ADVERTISING



tiefs

Sponsored



SHOP NOW

♥ 8,511 likes

tiefs This winter has been nuff! #WadingForSpring #BaleenaPink #Tiefs



classpass

Sponsored



INSTALL NOW

♥ 370 likes

classpass One hour warning! What class are you signing up for at noon?



eatevolve

Sponsored



SIGN UP

♥ 14 likes

eatevolve Why do we use vacuum packing? We want to deliver you the freshest meals possible and vacuum packing allows your food to stay fresh and



jellyskateboards

Sponsored



LEARN MORE

♥ 966 likes

jellyskateboards You thought the smaller kingslayer jelly was cool? You got to check the CRAZY flex on these new #manowar jelly boards! #justtobeclar

INSTAGRAM ADVERTISING

Instagram Advertising Solutions Support the Following Objectives



Clicks to Website

- Send people to important sections of your website
- Available Ad Formats: Image, Video, Carousel



Video Views

- Tell a story using video
- Available Ad Formats: Video



Mobile App Installs

- Get people to install your mobile app
- Available Ad Formats: Image, Video



Mass Awareness*

- Drive mass awareness to a broad audience with guaranteed impressions and placement in the top ad position of Instagram's feed
- Available Ad Formats: Image, Video, Carousel

*Available through Insertion Order only. Contact your sales partner for availability

Instagram Advertising Beta Global Initial Results

Ad Performance



* Ads based on spend with social.com through August 18, 2015

CASES ADVERTISING

- **Taco Bell Instagram advertising**
Dankzij de Instagram lancering van hun ontbijtlijn werden in 4 weken 12,5 miljoen mensen tussen de 18 en 44 bereikt en de advertentie werd 30% beter onthouden dan andere digitale campagnes.
- Eerste NL Instagram campagne kwam van **Hellmans mayonaise** en is heel negatief beoordeeld.

Waarom denken jullie?
En hoe deed Heineken het?





YOUTUBE: GAMERS EN BEAUTYCHICKS

- Youtube is de 2e zoekmachine na Google
- Vloggers in de categorieën gaming, pranks en beauty groeien als kool en hebben een hoog engagement (fans kijken filmpjes helemaal uit)
- Veel merken vinden de inzet van Youtube lastig, maar merken als Chanel, Gopro en Red Bull snappen het
- Kies je voor het opbouwen van een community op Youtube, of ga je voor de views op Facebook?
- Naast Youtube kun je ook kiezen voor Vine, Instagram video of Vimeo

MEET YOUTUBE INFLUENCER PEWDIEPIE 40 miljoen abonnees



PewDiePie

Abonneren 35.852.439

Home Video's Afspeellijsten Kanalen Discussie Over

Al geabonneerd



FUNNY MONTAGE #4







15.981.258 weergaven 1 maand geleden

BRUH BRUH BRUH BRUH BRUH
 MORE MONTAGES: <https://www.youtube.com/wat...>
 THANKS TO Kapuzenwurm for making this montage:
<https://www.youtube.com/use...>

Click Here To Become A Bro! ►
<http://bit.ly/JoinBroArmy>
 Comments Here! ► <http://bit.ly/BroComments>

Download My App!...
[Meer informatie](#)

Gerelateerde kanalen op YouTube

- 
Markiplier
- 
jacksepticeye
- 
CinnamonToastK...
- 
CutiePieMarzia
- 
Smosh Games
- 
VanossGaming



MEET YOUTUBE INFLUENCER NIKKIE 2 miljoen abonnees



NIKKIE TUTORIALS
NEW VIDEOS EVERY WEDNESDAY & SUNDAY 4/3c!



NikkieTutorials ▾

✓ Subscribed 1,900,737

Home Videos Playlists Channels About 🔍

Also subscribed

What to watch next



THE 7 SECOND CHALLENGE vs. Danielle Mansutti!
by NikkieTutorials 261,495 views
1 week ago



MASSIVE LA HAUL! Lorac, Too Faced and more!
by NikkieTutorials 287,210 views 1 week ago



Lady Gaga / The Countess Makeup Tutorial - AHS Hotel
by NikkieTutorials 355,977 views 2 weeks ago



QUEEN OF THE DEAD / Halloween Makeup Tutorial
by NikkieTutorials 551,561 views 3 weeks ago

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Chloe Morello ▾
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MERK: RED BULL 4,7 miljoen abonnees



Red Bull

Subscribe 4,726,080

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Already subscribed



Kaleidoscope: See Things Differently (4K)

31,607 views 2 hours ago

» CLICK to enter the Kaleidoscope: <http://win.gs/KaleidoscopeFilm>
Kris Kyle is widely regarded as one of the most unique and creative BMX riders of his generation, and Kaleidoscope is his most ambitious project to date. This film sees the young Scot perform a number of world's first tricks, in an ever-changing environment that isn't quite what it seems leading to a ground-breaking BMX film.

Music: Portugal. The Man - All Your Light (Times Like These)
<http://smarturl.it/PTMallyo...>

» CLICK to subscribe to Red Bull: <http://win.gs/SubToRedBull>
Read more

Related channels

- CaseyNeistat Subscribe
- Global Mountain Bi... Subscribe
- FAIL ARMY Subscribe
- AndrewSchrock Subscribe
- Braille Skateboarding Subscribe



MERK: SAMSUNG MOBILE 1,5 miljoen abonnees

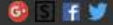


Gear S2

Galaxy S6 edge+



Samsung Galaxy



Samsung Mobile

Subscribe 1,464,538

Home Videos Playlists Channels About Unpacked

Already subscribed

Uploads

Date added (newest - oldest) Grid



How to use My Knox on the Galaxy Note5
41,132 views • 1 week ago



How to use Samsung Pay on the Galaxy S6 edge+
57,220 views • 1 week ago



How to create a Video Collage with the Galaxy Note5
92,398 views • 1 week ago



How to record 4K(UHD) Video on the Galaxy S6 edge+
110,014 views • 1 week ago



How to use Multi Window on the Galaxy Note5
107,018 views • 2 weeks ago



How to take great low light photos with the Galaxy S6 edge+
139,181 views • 2 weeks ago



Samsung Galaxy S6 edge+ Official T-Mobile Edition



How to stay healthy with the Gear S2



How to change watch bands on the Gear S2



How to use the Gear S2 Classic with traditional watch bands



How to customize watch faces on the Gear S2



How to set up the Samsung Gear S2



YOUTUBE: STRATEGIE

10 Fundamentals to Create Content People Love

Develop a creative strategy that will build up your audience and engage them over the long term. Compelling videos can bring in new viewers, introduce them to the rest of your content, and build a loyal fanbase. Ten fundamental principles have emerged as the most important guides to a successful creative strategy:

- 1 Shareable Content
- 2 Collaboration
- 3 Discoverable Topics
- 4 Accessibility Checklist
- 5 Consistency
- 6 Targeting
- 7 Sustainability
- 8 Converse With Viewers
- 9 Interactive Content
- 10 Authenticity



Zoeken



Kirsten Jassies

36



Volgen



Better Money Habits

www.bettermoneyhabits.com

Build a brighter financial future with pins brought to you by Bank of America. For guidelines and help: go.bofa.com/Pinterest.

7
borden

119
pins

7
vind-ik-leuks

3,5k
volgers

18
volgend

Kids and Money



18



Volgen

Wedding Planning



19



Volgen

Travel Plans



17



Volgen

Buying a Home



18

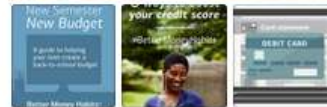


Volgen

Budgeting Basics



20



Volgen



Volgen



Nordstrom

Seattle, WA · www.nordstrom.com

We're a fashion specialty retailer pinning women's fashion & men's style. See our favorite dresses, handbags, shoes, cosmetics, jewelry, home decor & more.

67
borden

276,3k
pins

4,6k
vind-ik-leuks

4,4M
volgers

2,4k
volgend

Our Favorite Things



₹ 2.349



Ontvolgen

Anniversary Sale



₹ 1.383



Volgen

Top Pins: Nordstrom.com



₹ 2.172



Volgen

Summer Fashion



₹ 700



Volgen

Well Said.



₹ 1.124



Volgen



Volgen



Intel

📍 Global Headquarters - Santa Cl... · 🌐 www.intel.com

Innovation, inspiration and the amazing world of technology; including both hardware and software. From processors to wearables and all tech in between.

20
borden

483
pins

469
vind-ik-leuks

11.518
volgers

26
volgend

Women's Fashion Tech



Volgen

Sports and Fitness Technology



Volgen

Technology of the Future



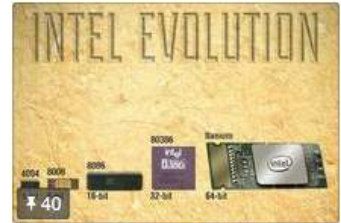
Volgen

Consumer Electronics Show ...



Volgen

Our History



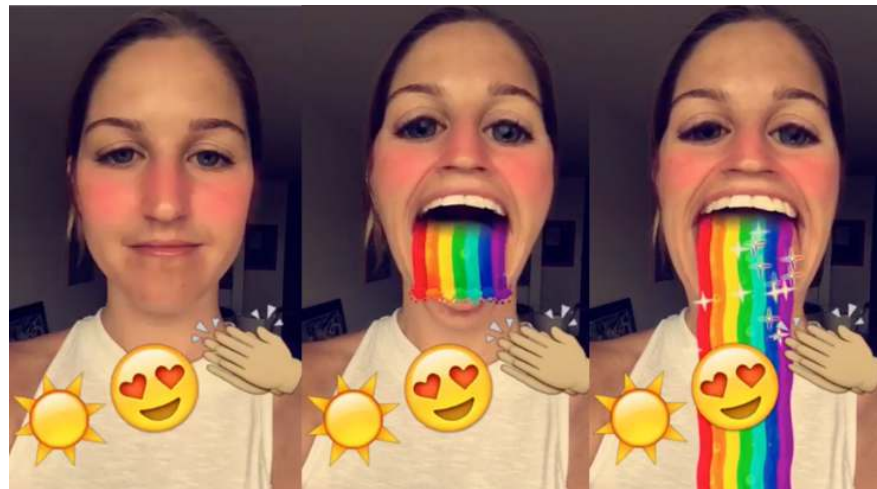
Volgen

SNAPCHAT: ACHTER DE SCHERMEN SNAPPEN



SNAPCHAT

- Snapchat's core philosophy is "delete is our default."
- 100 miljoen dagelijkse gebruikers
- Per dag worden er 6 miljard video's gedeeld! (op Facebook zijn dat er 8 miljard)
- De beste content is: behind-the-scenes, humor, slice-of-life, VIP (speciaal voor de fans)
- Jongeren nieuws gemaakt door jongeren via SNAPCHAT LIVE!



LIVE



Los
Angeles



Beach
Bums Ep. 1

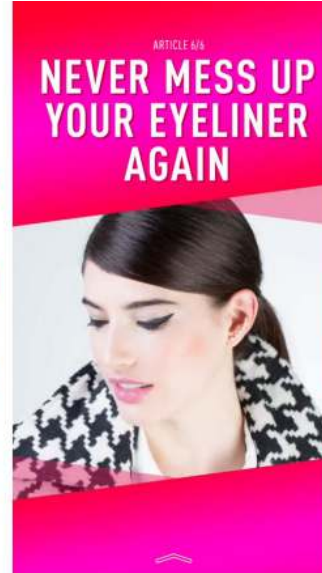


Wimbledon
Finals

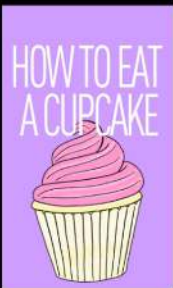


Comics in
San Diego

SNAPCHAT: CONTENT DISCOVERY (MAGAZINE 2.0)



THE #1 PUBLISHER ON SNAPCHAT



COSMO POSTS CONTENT THAT IS FUN AND RELATABLE TO OUR COMMUNITY





PINTEREST: DIY, CUPCAKES EN BRUILOFTEN

- Online contentdiscovery platform met persoonlijke moodboards
- 100 miljoen gebruikers wereldwijd
- Merken als GE, Nordstrom, Zappos, Etsy, Target
- Traffic-driver voor blogs en magazines sites als The TravelTester, vtwonon en Delicious
- 80% vrouw



Flow Magazine

The Netherlands · flowmagazine.com · f t

Flow, a magazine that takes its time. Celebrating creativity, imperfection, and life's little pleasures.
For questions check: <http://www.flowmagazine.com/faq>.

31
Boards

1.329
Pins

0
Likes

26.393
Followers

62
Following

Friends of Flow March



36



Volgen

Friends of Flow February



411



Volgen

Flow | illustration



140



Volgen

Flow | prints and patterns



70



Volgen




MEET PINTEREST INFLUENCER OH JOY 13.6 miljoen volgers

Zoeken

Pinterest

+ Kirsten 3



Joy Cho / Oh Joy!

designer, blogger, food enthusiast www.ohjoy.blogs.com (I politely request that you play nice with others & keep your comments kind and constructive)


Los Angeles · www.ohjoy.blogs.com

Pins van:

- Bekka Palmer
- Jen Gotch
- ban.do

92 borden 11.188 pins 13 vind-ik-leuks [Alles ontvolgen](#) [Profiel verzenden](#) 13.613.438 volgers 174 volgend


Clothing



591 pins

[Ontvolgen](#)


Hair



217 pins

[Ontvolgen](#)


For the Home



735 pins

[Ontvolgen](#)


Oh Baby



1.058 pins

[Ontvolgen](#)


Recipes



300 pins

[Ontvolgen](#)


Party with Pinners




72 pins

[Ontvolgen](#)


Accessorize




A-door-able




Architecture




Artists I Love



Baby Bellies



Baby Essentials for Registry



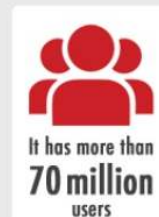


PINTEREST STRATEGIE

- Pin de ALLERMOOISTE foto's van jouw producten of van content die jij mooi en relevant vindt voor je merk.
- Maak SPECIFIEKE pinborden, pin een aantal keer per dag, zorg voor goede teksten bij borden en pins, nodig mensen uit voor groepborden
- Mogelijke DOELSTELLINGEN voor Pinterest:
 - Branding, traffic naar je site, verkoop van productenDeze maak je meetbaar met doelstellingen door:
 - een business account te openen en de stats analyseren
 - verkeer naar je site vanuit Pinterest volgen, analyseren en optimaliseren
- Plan van aanpak: wie gaat het doen, met welke tools, integreren in de contentplanning, connect met super-pinner
- Adverteren op Pinterest kan nu alleen nog in de US, denk aan promoted pins op basis van CPM en CPC

15 Reasons Why *Pinterest*

Will Increase Your Online Sales In 2014

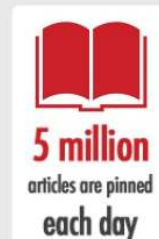


Pinterest drives more
referral
traffic
than



Pinit
each pin
is worth
46p
in sales

Pinterest generates
4x more
revenue
(per click) than Twitter

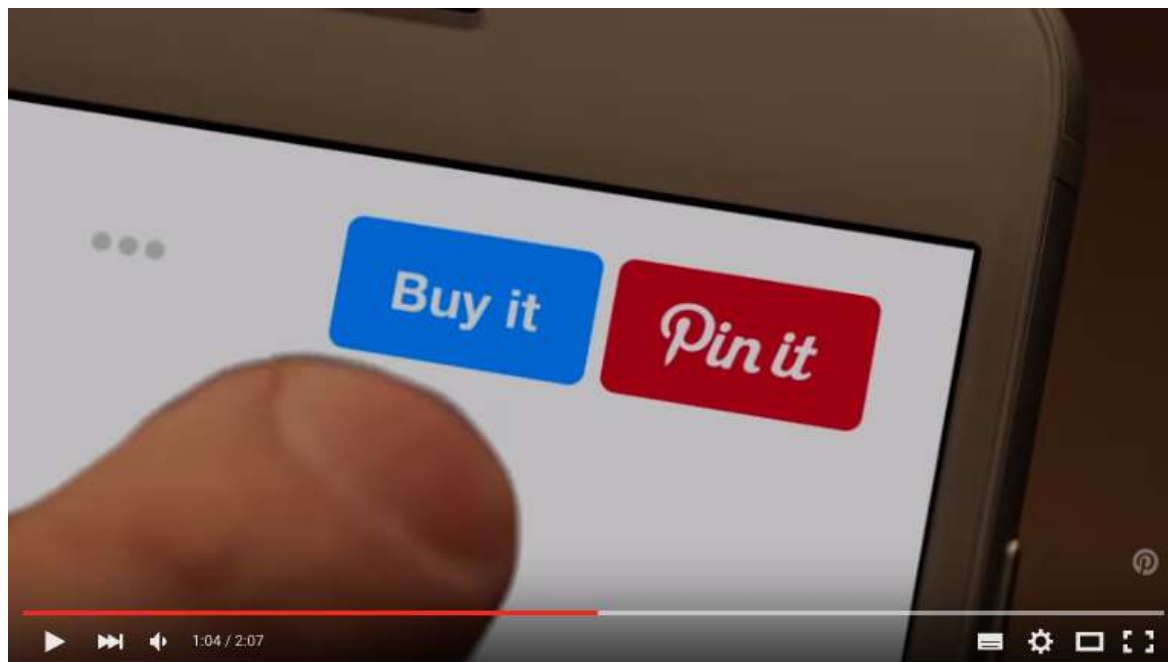


80%
of total pins
are being
reshared

Pins are
100x
more viral
than a tweet



PINTEREST: de koop-knop



Introducing buyable Pins!

Vragen?

social: @kirst_enj

blog: justK.nl

Slideshare.com/justkirsten

Huur mij in voor:

- Instagram workshops
- Social Content Strategie

‘In beeld met Instagram’
bestellen?

Stuur mij DM of mail:

kirstenjassies@gmail.com

VOLG ook op Instagram:
@IGmarketingNL



Te koop op managementboek en BOL.com

JUST K