Interactive Marketing & Social Media

Start now!
Interactive Marketing
130 million users tap on shopping posts every month

500 million people use Instagram stories every day

50% of people have visited a website after viewing a product or service

81% of people use Instagram to help research products and services

How-to tutorials are the most popular form of Instagram video content

Stories ads that emphasize the call to action perform better 89% of the time

Reference: Hootsuite, 2021
The podcast industry is booming worldwide with more than 850,000 active podcasts being produced in over 100 languages.

The New York Times registers 3 million listeners each day for its daily news podcast.

At the beginning of 2018, the online Arabic-speaking podcast platform, ar-podcast.com, counted 300+ podcasts. Only a year later, the platform has seen a 60% growth.
Tools for Interactive Marketing

- Instagram Reels
- Tiktok Videos
- Anchor Podcasting
- Animations in Canva
Let’s have some fun...
30 minutes to create a video, podcast, or animation to sell your item

Each team will receive one item to sell using interactive marketing