

Secrets of 3 Instagram-First Brands

It's no secret that brands are moving away from traditional marketing methods—TV, print, and radio—and focusing their efforts on social media instead.

The dominance of influencers, [micro-influencers](#), dynamic ads, and multiple content formats makes Instagram the perfect place for businesses to build their brands.

For some brands, this means that Instagram has been a total game-changer. Instead of using traditional marketing methods, they've found an "Instagram-first" strategy to be a more efficient use of their budgets—and a better fit for their unique brands.

La Croix

As a die-hard La Croix fan (hello, coconut), I wasn't surprised to find out that the flavored sparkling water company's profits more than doubled from 2015 to 2017, growing from [\\$49.3 million to \\$107 million](#).

While the company has been selling their now iconic cans for more than 30 years, La Croix has seen a remarkable resurgence in recent years—and this resurgence is not coincidentally aligned with Instagram's rise in popularity.

Although La Croix definitely isn't the only sparkling water brand out there, they stand out due to their focus on digital over traditional marketing methods.

"The company is particularly [active on Instagram](#), where it works with a vast network of "micro-influencers" (the term for users with thousands, instead of hundreds of thousands, of followers) and encourages fans to use hashtags to share La Croix recipes and experiences," Fortune's Laura Entis explains.

And, because of its calorie and sweetener-free status, La Croix is recognized as a healthier alternative to sugar-packed beverages. As a result, hoards of health and nutrition influencers have been happy to include La Croix products in their posts.

Like Glossier, La Croix's aesthetically pleasing packaging helps boost brand recognition amongst Instagram users both on and offline. Fans will proudly share the spotlight with a can of their favorite La Croix flavor—an instant prop that nods to their apparent healthy lifestyle and awareness of trends. By making their product the ultimate hip Instagram accessory, La Croix has become somewhat of a digital marketing legend.

How can your brand tap into the power of La Croix?

Read more here: <https://blog.hootsuite.com/secrets-instagram-first-brands/>