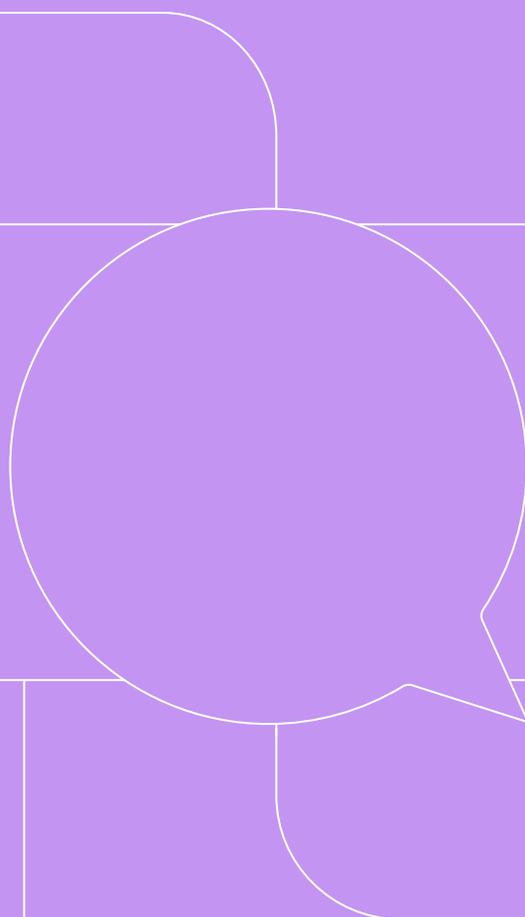


A White Paper from Ingager

Can Threads be the next big thing?



Inspiration, insights and knowledge

Ingager is a result-focused organization and we believe in the importance of constantly learning and developing. Our ambition with this brief paper is to highlight some information sources that we find valuable.

We hope that you'll find inspiration from this paper for your continuous learning path.



Can Threads be the next big thing?

Threads offers a new, separate space for real-time updates and public conversations. We are working toward making Threads compatible with the open, interoperable social networks that we believe can shape the future of the internet. Instagram is where billions of people around the world connect over photos and videos. Our vision with Threads is to take what Instagram does best and expand that to text, creating a positive and creative space to express your ideas. Just like on Instagram, with Threads you can follow and connect with friends and creators who share your interests – including the people you follow on Instagram and beyond. And you can use our existing suite of safety and user controls.

The text above does not fully explain the rationale behind creating Threads, instead is it the official words on Threads from Meta. That can be read on Instagram's homepage. The exact reason why Mark Zuckerberg decided to give the service a go will most likely never be found out. Perhaps Meta spotted an opening in the market as the tone on X (a.k.a Twitter) grew more aggressive and Musk's re-organizations upset the organization and his opinions made advertisers leave the platform. It can also be that there is a demand among users to once again write brief updates from their everyday lives and post on social media? A behavior which was popular 10-15 years ago on Facebook.

Threads obviously has the right connections to succeed, being connected with Instagram makes a big difference when it comes to attracting new users to a service. Yet it doesn't guarantee long-term success. For Threads to be a big hit does it need to find its own ways to attract and retain users. The platform needs to create something that provides value for its users, value which can't be found elsewhere. If that goal can be achieved will brands and advertisers follow. Once there is a commercial interest will ad features be introduced and then everything can happen. But for now we are still in the curious phase, both users and advertisers are curious what Threads actually is and what good it can do for them.

Brands of course have the option to wait and see what Threads will turn into, but an even better strategy is to start testing the service for yourself. You can listen to endless expert opinions and read all the White Papers in the world, the best way to approach something new will always be to test it out. We recommend that you take the same approach to Threads, try it out yourself. During the following pages we will explain why, how and what to consider.

Let's go discover!





A chance to create meaningful content

Brands diving into the Threads platform need to navigate the absence of advertising features. At least for the time being. In this unique social media space, where real connections and story-driven content steal the spotlight, marketers are forced to reach their audience without the usual advertising. The game shifts to crafting a Threads post packed with content that's not just eye-catching but also sparks genuine conversations with users. Once again, social media is all about relationships and genuine connections. Being on Threads gives brands the chance to build trust by engaging meaningfully, sharing behind-the-scenes stories, and creating a standout presence without relying on paid promotions. This limitation pushes brands to get creative, focusing on nurturing community ties and making content that naturally sparks conversations. In the end, it's all about establishing a more genuine connection with the audience.

Increasing investments in digital commerce show that online activities are making a real impact. Digital channels are giving B2B brands innovative ways to navigate our tech-filled world. Even with economic uncertainties, only 4% of B2B brands plan to cut back on digital commerce investments in 2024. Looks like digital commerce is still a big deal for many B2B companies, recession or not!



Benefits from a marketing perspective

Let's dive into the advantages of using Threads for your digital marketing efforts. Investing time and energy into a platform that lacks a clear ROI has the tendency to not be a priority for marketing teams. Don't let that feeling take too much control over your decision making - remember that the only way to achieve excellence is to test and learn. Threads have benefits as a social media channel, here's a few to consider:

1 Real time conversations

Threads' text-based platform opens up the doors for real-time chats between brands and followers. It's a great space for your brand to address queries, provide customer support, and connect with your audience on a personal level.

2 Increased Brand Awareness

Threads takes your brand awareness up a notch, especially among early adopters and the tech-savvy younger demographic. Here, your brand can share exclusive content like behind-the-scenes peeks, previews of new products, and special promotions, giving your followers an inside scoop.

3 Integration with Instagram

The beauty of Threads is its seamless integration with Instagram. No need to start from scratch - tap into your existing user base and effortlessly extend your brand presence without creating a new Threads profile.

4 Future Potential

Threads has been on the fast track to growth since its launch. In the US did the app experience a drop in users after the initial growth phase, now on a more stable track. In Europe the app was launched a bit later due to legal reasons. Once the app went live it became very popular and has gotten plenty of attention. For forward-thinking marketers, this is a golden opportunity. As the app continues to evolve, sharing content on Threads during its early stages can help you establish a robust online presence and connect with a fresh, engaged audience. It's about riding the wave of Threads' development for long-term benefits.



Monetization opportunities will likely arise

While Threads currently lacks direct monetization options, brands can proactively prepare for potential advertising opportunities with a forward-thinking strategy. Consider the following practical tips to prepare for monetization on Threads:

Build a Strong Brand Presence

Foster a robust brand presence by actively engaging with your followers. Respond to their posts, show appreciation by liking and reposting content mentioning your brand, and be prompt in addressing any questions. Sustained interaction on this new platform ensures that your audience stays connected, increasing the likelihood that they'll be there when you unveil something new.

Test and Adapt

Experiment to figure out what resonates with your audience on Threads. Test different post formats, blending images, videos, and links with your text, and gauge which combination generates the most engagement. This adaptability helps tailor your content to what works best for your brand.

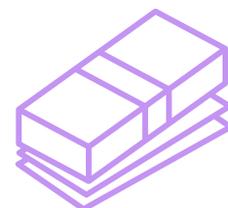
Stay Informed on Platform Updates

Stay abreast of Threads' announcements to be well-prepared for any new features or updates. Being in the loop allows you to swiftly capitalize on fresh opportunities that could enhance your brand awareness and broaden your reach.

By proactively implementing these tips, brands can position themselves to make the most of potential advertising avenues on Threads, even in the absence of direct monetization features.

So, what's the current outlook regarding ads on Threads? Obviously no-one actually knows but when we look in the history books can we observe a pattern for Meta and the introduction of ads.

It took three years after the launch of Facebook to introduce ads on the platform. After Instagram was acquired by Facebook did we only have to wait one year until users started to see ads in their feed. The comparison isn't perfect since Instagram was a functioning app prior to Facebook's acquisition. Nevertheless, chances are high that ads can arrive fairly rapid to Threads - if the platform kicks off.





Guidelines for brands on Threads

Several brands have already recognized the potential of Threads as a marketing tool. With its emphasis on close-knit communities, brands have found unique ways to engage with their audiences on this platform. So far, there hasn't really been much explicit selling. Probably a smart move to not start offering users your products or services in the first interaction on a new platform. Many companies are leveraging Threads to show their personalities and curate humorous content. This approach fosters a sense of belonging and enhances brand loyalty, leading to increased customer satisfaction and advocacy. Threads has proven itself to be a platform that is safe for marketers to leverage casual content and tone as a marketing touchpoint strategy. If you want to try it out yourself, here's a few practical tips from us.

B2B buyers seek a mix of personal and digital sales.

Whether it's sharing a brand-related meme, referencing a trending pop culture moment, or showing love for an upcoming brand partnership, you can use Threads to build authenticity and foster a sense of transparency with your audience.

When it comes to sharing content on Threads, marketers enjoy complete freedom in shaping engaging and compelling material that truly resonates with their audience. Let's explore some ideas on what marketers can post on Threads to optimize their social media marketing strategies. If you've got content that doesn't quite fit the Instagram or Facebook feeds, Threads might just become your new, unfiltered best friend.

Threads can help you promote newly-launched products, product lines, or services like never before. By sharing exciting new products or product updates with your followers, you can:

- Create a sense of anticipation
- Immediately assess customer interest in products
- Interact with customers and obtain feedback in seconds



Understanding top challenges

Adapting to a world which is in constant, and rapid change, is no easy task. In order to understand what areas that your peers find most difficult to manage can the diagram below point you in the right direction. Perhaps are the challenges listed in the diagram things you've already encountered, otherwise can it potentially be something you should dig into.

Biggest challenges in B2B digital commerce, according to B2B brands, are:



Here are a few examples of what businesses can post on threads:

- **Product or service features**
Highlight different features of your products or services in separate posts. Explain how each feature adds value and benefits your customers. You can provide images or videos to go alongside these types of posts.

- **Make your audience laugh**
Successful posts on Threads often contain some kind of humor. Brands that don't take themselves too seriously are able to create entertaining content. This is in contrast to X where the tonality can be quite harsh.
- **How-to guides**
Create a step-by-step guide on how to use your product or accomplish a task related to your industry. Break down the process into individual posts, providing clear instructions and visuals if necessary.
- **Animated GIFs**
Animated GIFs instantly draw the eye and are often used in humorous contexts which tend to elicit a response. It also shows the humorous side of your brand and highlights your brand personality.
- **Show your brands personality**
Offer a sneak peek into your business by sharing behind-the-scenes content. Show your team working, share stories from your workplace, or reveal the process of creating your products or delivering your services.
- **Case studies or success stories**
Share real-life examples of how your product or service has made a positive impact on your customers. Showcase success stories and demonstrate the value you provide.
- **Industry insights**
Share your expertise and knowledge about your industry. Post insightful tips, trends, or predictions related to your field, positioning yourself as an authority and providing valuable information to your audience.
- **Q&A sessions**
Host a Q&A session within a Thread where you invite your audience to ask questions. Respond to their queries in separate posts, offering detailed and helpful answers. Or you can ask a question and ask your followers to give their own opinions. Just remember to keep the question fairly simple or easy to answer – if it requires too much work you're likely to lose people.
- **Customer testimonials**
Share testimonials or reviews from satisfied customers. Break them down into separate posts, highlighting different aspects of their positive experiences.
- **Updates and announcements**
Keep your followers updated on what's new in your company, for example, product releases, upcoming events, sales, or special offers or share relevant industry news that you think your followers would find interesting.
- **Quotes**
Quotes are a chance to provide a quick burst of content that can be both engaging and shareable. Conduct interviews with industry experts or influencers and share valuable insights, quotes, or highlights from the conversation in separate posts. Inspirational, humorous, or thought-provoking quotes will usually resonate with audiences.
- **Educational content**
Share informative content related to your niche. This could include infographics, statistics, educational articles, or videos. Break down the content into smaller posts to make it more digestible.

11 examples on content for brands to post

- 1** **Product or Service Spotlights:**
Shed light on distinct features of your products or services through individual posts. Unveil how each feature adds value and caters to your customers, complementing these posts with images or videos.
- 2** **Step-by-Step Guides:**
Craft detailed guides on utilizing your product or achieving tasks in your industry. Break down the steps across separate posts, offering clear instructions accompanied by visuals when necessary.
- 3** **Captivating Animated GIFs:**
Capture attention with animated GIFs, known for their instant appeal and often used humorously. Showcase the fun side of your brand, revealing your brand personality in a lively manner.
- 4** **Behind-the-Scenes Peek:**
Provide a sneak peek into your business by sharing behind-the-scenes content. Display your team in action, narrate stories from your workspace, or unveil the process behind creating your products or delivering services.
- 5** **Case Studies and Success Stories:**
Share real-life instances of how your product or service positively impacted customers. Showcase success stories, illustrating the value you bring to your audience.
- 6** **Insightful Industry Perspectives:**
Demonstrate your industry expertise by sharing insightful tips, trends, or predictions. Position yourself as an authority, delivering valuable information to your audience.
- 7** **Interactive Q&A Sessions:**
Host Q&A sessions within Threads, inviting your audience to ask questions. Respond to queries in separate posts, providing detailed answers. Alternatively, pose questions to your followers for their opinions, ensuring they're easy to answer.
- 8** **Customer Testimonials Showcase:**
Highlight testimonials or reviews from satisfied customers, breaking them down into separate posts that emphasize various aspects of their positive experiences.
- 9** **Timely Updates and Announcements:**
Keep your followers in the loop with the latest company updates – whether it's product launches, upcoming events, sales, or special offers. Alternatively, share relevant industry news to keep your followers engaged.
- 10** **Inspirational Quotes and Insights:**
Share quick, shareable bursts of content with quotes. Conduct interviews with industry experts or influencers and present valuable insights, quotes, or highlights in separate posts. Aim for quotes that are inspirational, humorous, or thought-provoking to resonate with your audience.
- 11** **Educational Snippets:**
Disseminate informative content related to your niche, including infographics, statistics, educational articles, or videos. Break down the content into smaller, digestible posts for easier consumption.



Perks for brands that give Threads a try

Threads presents a range of advantages for businesses in their social media strategy. Here are a few potential benefits associated with leveraging Threads:

Enhanced Engagement: Threads fosters audience engagement through its structured and interactive format. By inviting comments, questions, and participation, businesses can build a sense of community. Well-crafted Threads have the potential to go viral, amplifying the visibility and reach of the business's content.

Detailed Information Sharing: Businesses can provide in-depth information about their offerings, crafting narratives around brand, products, or customer success stories. Multiple posts can delve into specific aspects, offering a comprehensive explanation—especially beneficial for complex topics or showcasing unique product features.

Repurposing Existing Content: Threads provide an opportunity to repurpose long-form content, like blog posts, into more accessible formats. Breaking down content into smaller posts helps reach a wider audience and breathes new life into existing material.

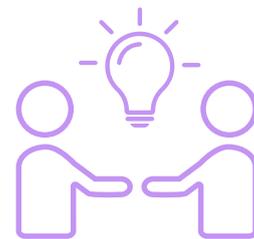
Cross-Platform Visibility: Seamless integration with Instagram allows sharing Threads posts directly to Instagram Stories. This cross-platform visibility maximizes content distribution and engages followers across different social media channels.

Brand Positioning and Expertise: Through informative Threads content, businesses can position themselves as industry experts. Threads serve as a platform to initiate conversations, educate, share insights, and demonstrate knowledge, enhancing credibility and authority in the market.

Customer Service Delivery: Threads enable direct two-way communication with customers, fostering positive interactions. While there's currently no direct message (DM) feature, effective responses to customer queries showcase the business in a positive light.

Cultivating a Brand Community: Threads facilitate easy conversation between brands and consumers, making them ideal for building and cultivating brand communities. Businesses can engage in relevant conversations, interact with their community, and establish a loyal following.

Increased Visibility and Reach: Engaging and well-crafted Threads have the potential to go viral, reaching a broader audience. Users who find value in a Thread are likely to share it, amplifying the business's content and message.





Read this before finalizing a strategy for Threads

By understanding and experimenting with the type of content, considering key factors such as target demographics and market trends, and harnessing the platform's capabilities effectively, brands have the opportunity to unlock growth. Before integrating Threads into your strategy, keep the following aspects in mind: effective responses to customer queries showcase the business in a positive light.

- **Instagram Account Requirement:**
Utilizing Threads requires a prerequisite Instagram account.
- **Direct Messaging:**
Threads currently lacks a direct messaging function. However, if customers engage with you on Threads, you can still reach out to them through Instagram's direct messaging feature.

- **Character Limit:**
Each post in Threads is limited to 500 characters, so focus on creating concise and impactful messaging.
- **Absence of Hashtags:**
Threads does not currently support the use of hashtags, limiting their effectiveness as a discoverability tool. Users can only use the search tool to find other users, whether they already follow them or not.
- **Account Deactivation:**
Once you create a Threads account, deactivation is the only available option if you decide to stop using the platform. Permanent removal is not possible unless you delete your entire Instagram account.

Now are you ready to discover and explore the benefits with Threads on your own!

Final thoughts on Threads

Threads represents a refreshing departure from conventional social media platforms, focusing on meaningful conversations. It encourages users to form communities around shared interests, fostering genuine connections. The initial popularity of Threads can be attributed to its intuitive design, seamless integration with Instagram, and its ability to provide a more personal experience within the broader social media landscape.

Threads presents an exciting opportunity for businesses to thrive in the ever-evolving social media landscape. With its unique features and strategic advantages, this powerful platform offers a valuable avenue to engage with audiences, promote products and services, and build brand awareness. By understanding the type of content, considering factors like target demographics and market trends, and harnessing the platform's capabilities effectively, businesses have the chance to unlock tremendous growth and success.

The platform's rapid growth and user engagement indicate its potential to become a significant player in the social networking landscape. As brands embrace Threads as a marketing tool, they can find innovative ways to connect with their audiences and harness the power of intimacy. Our recommendation is that brands test and learn, and do this before your competitors get a head start.

Never Stop Learning!

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