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INSTA-MARKETING: USE OF INSTAGRAM IN TURKISH MUSIC INDUSTRY

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Abstract

Social media created new ways of communication in all industries. Music which has been effected the most among all the industries has a strong relationship with social media. The social media platforms give opportunities to music performers to make direct marketing in the industry. Music performers touch their audience with the use of social media platforms and promote themselves directly to their target. Instagram is one of the newest social media platform used in the marketing of products. This platform use tool of visualization which helps music stars show themselves. Music stars use Instagram to communicate and announce themselves and kill all the borders between the audiences. This paper makes a research on how the Turkish popular music stars perform on Instagram. The paper gives a theoretical background on social media marketing and Instagram. In the second part of the paper there is a research done for the 40 popular music stars' existence on Instagram platform and their activities. The study gives a brief analysis on how the popular Turkish stars market their brand and products on Instagram.

Key Words: Instagram, Social Media, Music, Music Stars, Music and Social Media

Instagram

Instagram is a social networking platform providing social media users ability to save photos and videos, edit such records by using ready-to-use software and share them on the platforms such as Flickr, Tumblr, Facebook and Twitter. Although it is possible to display on the web, smart phones with Android or iOS based operating system are the essential elements of the system (Turkmenoglu, 2014: 95).

Today, Instagram is the third platform that comes to mind after Facebook and Twitter when one mentions about the social media and it managed to become the most popular photo sharing application in the world. Instagram with an emergence story that is similar to Facebook and Twitter was founded on October 2010 by Kevin Systrom and Mike Kriger who are information technologies enthusiasts and graduates of Stanford University which is one of the most prestigious universities in the USA. Before founding Instagram, Systrom worked for Google for two years and Krieger did his internship at Microsoft. They used the knowledge, experience and accumulation they attained during the aforementioned career and internship for founding Instagram (Kara, 2014a).

Instagram that only had iOS operating system and could only be used with iPhone, iPad and iTouch mobile devices in the initial two-year period following its establishment started to be used with phones that have Android operating system

in 2012 (Turkmenoglu, 2014: 95).

Instagram describes itself as “an environment where users can share their life with their friends in a fun and quick way with the help of photos”. Instagram is a platform converting the photos edited by users using various filters into a memory. Thus it connects the entire world with the help of the photos (<https://instagram.com/about/faq/#> Access Date: 14.03.2015)

The reason beyond Instagram being one of the most widely used social media platforms is the fact that it allows users to edit the photos and the ability to apply various effects on the captured photos in a simple way even though there are many other similar software. In addition, it shows which friends in other social networks have an Instagram account. Thus users can communicate on Instagram in addition to other social networks. Possibility to like the photos and ability to classify the photos by using the tagging function that has been introduced in 2013 as well as the ability to comment on the photos increased the popularity of Instagram.

If we look at the history of Instagram, it was founded on 6 October 2010 and the number of its users reached to 1 million on 12 December 2010 only after a period of 2.5 months. Instagram where 150 millionth photo has been shared on August 2011 launched Instagram v2.0 on September 2011 with 4 new filters. Instagram reached 10 million users on September 2011 and it has been introduced for Android on April 2012. Around the same date, it has been acquired by Facebook against an astronomical price that is equal to 1 billion USD. The number of its users reached to 80 million on July 2012. Instagram that offered new filters and interface to its users until December 2012 started being published on 25 languages on the same date. Instagram that reached to 100 million active users on February 2013 increased the number of its users to 150 million by September 2013. The number of its users were 300 million on December 2014 and 5 new filters have been introduced. (<https://instagram.com/press/> Access Date: 21.03.2015)

Addiction like commitment of users plays a substantial role in this growth success of Instagram. Many companies that saw this addiction use Instagram for their brands. Many companies turn the photo sharing requests of users into an advantage and convert promotion campaigns supported with hashtags into large social media campaigns. Availability of filter options, the desire to eternalize the moment, networking perception and particularly the desire to be liked have substantial contribution in Instagram addiction.

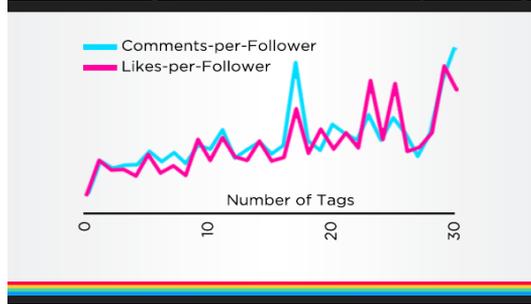
The most important aspect of Instagram is the ability to edit photos with the help of various filters. These filters make it possible to have more followers and increase the number of likes through edited photos.

Some new filters have been added to Instagram in 2012 which has been followed by 5 new filters at the end of 2014 and Instagram increased the number of its filters to 24 in total with 5 new filters. In addition to the filters that are added through updates, placement of the filters that are frequently used by the user on the left side prevented the time lost while searching for frequently used filters (Batiturk, 2014b).

Zarella's research determined a direct proportion between the tag use and number of likes. Findings obtained during the studies show that the higher number of tags are used and comments are received with a photo, the higher the number of likes will be. Figure1 shows the relationship between the numbers of likes and

comments (Batitürk, 2014a).

Figure 1: Like-Tag / Comment Relationship in Instagram



When Instagram reached 300 million active users, companies saw its great potential and they started to address their customers by sharing photos and videos through Instagram accounts. In addition, celebrities use Instagram intensively and share photos and videos from their private life and career with their followers and fans. However, Instagram criticized for hosting particularly fake accounts for trademarks planned to add authenticated account tags for trademarks, celebrities and athletes in order to prevent users from following the fake accounts (Yuksel, 2014). That plan has been introduced on February 2015. In Turkey, Turkcell has been the first company to use “authenticated account” with @turkcell and @gnctrkcell (Ferah, 2015).

2. Social Media Marketing

Social media started to take place among essential elements of life in our day. Enterprises compulsorily changed their understanding of marketing with the widespread use of the activities such as creating, publishing contents, sharing ideas, recommending to other individuals over the social media. Today, advertisement and publicity activities have been carried to social media. Individuals embrace the social media where they can share their experience on brands or products or offer a relatively real approach (Akyuz, 2013: 6).

The fact that people use social media to express their opinions and give their real opinions on products and services provided enterprises with extraordinary advantages in marketing and consumer communication. Marketing mix of the conventional marketing consists of product, price, distribution and publicity activities, however, publicity activities are used more intensively in social media marketing (Kara, 2012: 105).

As social media is not an alternative to the conventional media and it is complementary to the conventional media, social media users are influenced by the conventional media. However, the difference of the social media is the fact that its users can add comments and reflect their opinions when compared with the conventional media. This interaction on the social media guide brands towards investing in social media with the purpose of marketing.

There are two different opinions on the social media marketing. According to the first opinion, social media is considered as a direct marketing channel as

it communicates with individuals directly. The second opinion, argues that social media is a new element of publicity that is one of the constituents of the marketing mix. According to the opinion arguing that social media has been developed as a direct marketing tool, information and approaches attained through interaction with the individuals and communities on the social media can be used for direct marketing objectives (Koksal and Ozdemir, 2013: 331).

Social media networks have a function that make likings, wishes and expectations of users clear and even attaching importance to them and, through this function, it allows members of the social networks to express their opinions and share their experiences about each other or a product and service they use. Thus comments increased through this interaction and they turned into an idea, likings and wishes system. Customer responsiveness can be determined through monitoring social media sites such as Facebook, Twitter and Instagram. Companies can meet with the consumers directly by creating a fan page and they answer the expectations of consumers online. Therefore, in a sense, social networks added a new dimension and platform for the customer relations management (Kara, 2012: 106).

Social media and social media marketing that came to a very important point in marketing strategies of companies and started to be seen as an entirely new sector should be handled by professionals. However, budget limitations at small enterprises appear as an important barrier at this point. Therefore effective use of the resources is very important in social media marketing of small enterprises (Alan, 2014a).

One of the essential information that is required for social media marketing is interaction rate. Another aspect that is as important as interaction rate is the hours of the networking activities that lead to the highest interaction. Findings obtained in the study of SumAll, optimum hours for the networking activities over Twitter is between 1 pm. and 3 pm. This time interval is 1 pm--4 pm for Facebook, 5 pm-6 pm for LinkedIn, 7pm-8pm for Tumblr and 8 pm-11pm for Pinterest. Google+ networking brings the highest interaction between 9 am and 11 am (Arslan, 2014).

3. Instagram and Social Media Marketing

In 2013, Instagram stated to use the feature sponsored content in the USA. Advertisements started to be accepted in the United Kingdom and Australia in 2014. Instagram directed its advertisement strategy to Carousel advertisements like Facebook does upon its acquisition by Facebook and pursued an advertisement strategy aimed at bringing more contents from brands to the forefront. In the same period, users have been permitted to have access to an external link by using an action button that directs to the page (Ferah, 2015).

Instagram that reached to 300 million users is an important social media resource for companies, too. As one of the resources that should be used particularly by companies that are planning to carry out social media marketing activities, Instagram is an important social media marketing platform for all enterprises regardless of their size at the point of creating a visual storyline and receiving more traffic to their web sites. Therefore, there are certain rules that should be followed by the companies planning to carry out social media marketing activities over Instagram. These rules are as follows (Alan, 2015):

- **Attention should be paid to image dimensions:** If a company profile will be created, it would be beneficial to use company logo as profile picture. The dimensions of the image should be 180px X 180px for a profile that will look perfect on Instagram.
- **Is Instagram a suitable platform for your company?** : Considering that Instagram is a visual networking platform, companies should create an Instagram profile if they carry out operations in a field that is not a poor source in terms of creating visual materials.
- **Web Address Information:** It is important to add the web address information to the URL field provided in the profile page. Particular attention should be paid for not using short version of URL. Because Instagram can block the short URLs.
- **Company Statement:** The field reserved for the company statement is limited with 150 characters, therefore the field should be used by providing phrases specific to the sector and key words describing the company in the best way.
- **Use of a Logo While Sharing a visual Material:** Giving place to company logo in a small part of the visual materials can help increasing the publicity of the company. In addition, attention should be paid to use hashtag and sales-oriented materials.

Instagram that receives the interest of more brands with every passing day due to the high chance of organic access and reaching to large target groups offers important advantages in marketing of products and services by using visual elements. Instagram has a very large potential as long as it is used creatively, supported with special campaigns and a multi-channel communication campaign is carried out by using other social media accounts. Therefore, it is very important to determine a strategy based on the measurements of interactions carried out by using third party tools aimed at Instagram. Among others, the following are the most important tools (Arslan, 2014):

- **Iconosquare:** This tool that offers deep analysis with respect to the account and interactions consists of many analysis tools such as follower growth table, interaction rate, best time to share, photo with the highest number of likes, average number of likes and number of comments.
- **Totems** Totems that is one of the most popular tools developed particularly for brands consists of tools such as hashtag monitoring, deep follower and interaction analysis as well as CRM measurements that are preferred by large companies.

Interaction rate that can be measured by using these tools can provide guidance in Instagram marketing activities. Therefore, optimal interaction rate should be targeted as first priority. A research carried out by SumAll showed that brands included in the Top 500 list of Fortune receive 37 likes and comments on average per 1000 followers. Therefore, setting 37 likes/ comments per 1000 followers as a target would be a rational move. This number can be decreased or increased based on the number of followers. In the same research, it was observed that photos shared between 5 pm and 6 pm in the weekdays bring the highest interaction

rate, interaction continues until 8 pm in some cases and photos shared at 6 pm particularly on Mondays bring more interaction (Arslan, 2014).

Using hashtag in Instagram marketing is of great importance in terms of reaching the followers. It is possible to reach more individuals through popular hashtags, however, hashtags associated with the brand should also be used. In case hashtags associated with the brand are used together with hashtags such as #throwbackthursday or #tbt and #followforfollow that are used intensively in Instagram, it is possible to fail in creating the required effect due to excessive use of hashtags. Therefore, it has been determined that optimum number of hashtags should be around 5.

Another tool that can be used in Instagram marketing is contests organized over Instagram. There are certain points that should be taken into consideration while organizing contests over Instagram. First of all, the purpose of the contest should be determined. Perhaps, determining an effective hashtag for the campaign is the most important stage that should be implemented upon determining the measuring limitations. A decision should be made on the criteria to determine the winners. Subsequently, the contest should be supported on other social media channels.

4. The Aim Method and Limitation of the Study

This study analysis the use of social media network Instagram by Turkish artists of top 40 songs that are played the most on Turkish radios between 1 January 2015 and 31 January 2015. 22 radio channels used by Radio Monitoring Research Company in their monitoring activities were also used within the scope of this study. Radiomonitor is the industry standard airplay monitoring service used by all major record labels as well as artists, managers, label services and performing rights organizations across Europe. The company monitor music airplay across Europe, Canada, South Africa, Australia and the Middle East and compile daily airplay charts for 32 countries as well as providing powerful in-depth analysis to all parts of the record industry. Radiomonitor is a London based company that provides music airplay data, media capture and media delivery to the music and broadcast industries (<http://www.radiomonitor.com/about/> Access Date: 12.03.2015). Radiomonitor collects data on the music played by 66 radio and television channels and these data are presented to the music industry in the form of daily, weekly and monthly data. In this system capturing the hit songs in the music industry, the music contents used by the radio and television channels are monitored digitally. A digital data capturing method named Spectrogram was used in the present study with the purpose of determining the songs that are played the most by radio channels. Each song has a specific trace. This trace Spectrogram can be seen by graphics named Spectrogram that allow us to see audio frequencies as visual elements. Spectrogram values of each song played are used to create the fingerprint of songs. Certain frequencies on this fingerprint can be suppressed or amplified when required. This allows deterministic factors of a music piece to be emphasized or pushed to the background. In the present study, instantaneous spectrogram graphics are created for the recorded sounds. This spectrogram is used to capture some threshold-level similarities by comparing with the records in the database of the researchers (of course, with the spectrogram records of them). Once the similarity is captured, the music is associated with a specific song

(<http://www.inploid.com/t/shazam-google-sound-search-gibi-yazilimlar-muzikleri-nasil-tanimliyor/41304/> Access Date: 02.03.2015). Songs played by the radio and television channels across the world are analyzed by using this method and sectorial analysis are carried out by creating a real-time list. In the present study, 40 songs that are played the most by 38 Turkish radio channels in 01-31 January 2015 were determined based on the spectrogram data of the Radio Monitor system. Songs analyzed with spectrogram consist of the data from 38 most popular radio channels in Turkey that are included in Nielsen Music Control system. Therefore, the present study is limited with 38 radio channels in Turkey and the period between 01 and 31 January 2015. Based on the spectrogram analysis, 40 songs that are played the most by Turkish radio channels, the artists and number of plays are as follow for the period 01-31 of January 2015.

| Position | Artist | Song Title | Plays |
|----------|--------------------------|----------------------|-------|
| 1 | Gokhan Tepe | Gelsen De Anlatsam | 4,290 |
| 2 | Gokhan Turkmen | Sen İstanbul'sun | 4,088 |
| 3 | Sıla | Reverans | 3,897 |
| 4 | Deniz Seki | İyisin Tabi | 3,877 |
| 5 | Berkhan Feat.Hande Yener | Haberi Var mı | 3,369 |
| 6 | Hadise | Prences | 3,306 |
| 7 | Ziynet Sali | Bugün Adım Leyla | 3,251 |
| 8 | Mustafa Ceceli | Hüsran | 2,937 |
| 9 | Hande Yener | Naber | 2,880 |
| 10 | Emre Aydın Feat.Model | Bir Pazar Kahvaltısı | 2,863 |
| 11 | Ozan Doğulu Faet.Ece | Hoşuna mı Gidiyor | 2,850 |
| 12 | Mehmet Erdem | Aşkımız Bitecek | 2,686 |
| 13 | Bengu | Sahici | 2,673 |
| 14 | Berkay | Gel | 2,580 |
| 15 | Gulden Mutlu | Yatsın Yanıma | 2,544 |
| 16 | Emre Kaya | Ayna | 2,503 |
| 17 | İrem Derici | Nabza Göre Şerbet | 2,476 |
| 18 | Fettah Can | Yonca Bahçesi | 2,450 |
| 19 | Murat Dalkilic | Derine | 2,378 |
| 20 | Burcu Gunes | Bir Lokma Sevda | 2,320 |
| 21 | Rafet El Roman | Adımla Seslendi | 2,231 |
| 22 | Esin Eris | Bu Gece | 2,196 |
| 23 | Goksel | Sen Orda Yoksun | 2,183 |
| 24 | Kenan Dogulu | Tencere Kapak | 2,172 |
| 25 | Demet Akalin | Nefsi Müdafaa | 2,163 |
| 26 | Atiye | Uyan da Gel | 2,137 |
| 27 | Emir | Bi Ağla | 2,086 |
| 28 | Gripin | Neden Bu Elveda | 2,006 |
| 29 | Bora Duran | Yan Yana | 1,999 |
| 30 | Tarkan | Yemin Ettim | 1,991 |
| 31 | Tugba Yurt | Aşk Sanmışsınız | 1,962 |
| 32 | Ferhat Gocer | Kalbe Kiralık Aşklar | 1,945 |
| 33 | Ayşe Hatun Onal | Güm | 1,782 |
| 34 | Funda Arar | Hayatın Hesabı | 1,761 |
| 35 | Soner Sarıabadayı | Yara Bandı | 1,717 |
| 36 | Sertab Erener | Söz | 1,704 |
| 37 | Zakkum | Gökyüzünde | 1,672 |
| 38 | Gokce | Reva | 1,627 |
| 39 | Edis | Benim Ol | 1,577 |
| 40 | Bengu | İkinci Hal | 1,542 |

Table 1. Top 40 Songs that are played the most by Turkish radios and their artists (01-31 January 2015)

Instagram use of the “popular music artists” were analyzed in consideration of the hypothesis that performers with songs that are played the most by the radio channels are the most popular artists and groups for the relevant period. Thus Instagram presence of the artists provided in Table 1 was researched for the February 2015 period and Instagram use of these artists in the recent three periods (December 2014, January- February 2015) was analysed. Answers were sought for the following questions in the present study:

- How active are the artists in Instagram?
- Who are the artists with the highest rate of Instagram use?
- What is the relation between the number of followers on Instagram and popularity in the radio lists?
- What type of activities are carried out by artists in order to introduce their own brand to the target groups?

5. Findings

5.1 Instagram Use by Artists and Their Presence in the Platform

The present study revealed that all of the 39 artists that are among the top 40 artists have all an Instagram account. This finding indicates that all of the popular music performers make effort to show presence in the social media and they take Instagram seriously. Instagram data of the artists that are included in the study are compiled in Table 2 as of 1 March 2015:

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| Position | Artist | Number of Posts | Number of Followers |
|----------|--------------------|-----------------|---------------------|
| 1 | Gokhan Tepe | 121 | 28.4 K |
| 2 | Gokhan Turkmen | 985 | 167 K |
| 3 | Sila | 266 | 439.1 K |
| 4 | Deniz Seki | 6 | 6.2 K |
| 5 | Berksan | 686 | 29.4 K |
| 6 | Hadise | 541 | 1 Million |
| 7 | Ziynet Sali | 394 | 209 K |
| 8 | Mustafa Ceceli | 803 | 742 K |
| 9 | Hande Yener | 937 | 215.3 K |
| 10 | Emre Aydin | 271 | 75.6 K |
| 11 | Ozan Dogulu | 293 | 95.7 K |
| 12 | Mehmet Erdem | 107 | 24.3 K |
| 13 | Bengu | 716 | 324 K |
| 14 | Berkay | 112 | 149 K |
| 15 | Gulden Mutlu | 436 | 5 K |
| 16 | Emre Kaya | 134 | 11.9 K |
| 17 | Irem Deric | 2391 | 830 K |
| 18 | Fettah Can | 470 | 134 K |
| 19 | Murat Dalkilic | 868 | 564 K |
| 20 | Burcu Gunes | 316 | 43.4 K |
| 21 | Rafet El Roman | 57 | 33.7 K |
| 22 | Esin Eris | 845 | 8.8 K |
| 23 | Goksel | 169 | 28.8 K |
| 24 | Kenan Dogulu | 110 | 213.1. K |
| 25 | Demet Akalin | 3,101 | 1.8 Million |
| 26 | Atiye | 230 | 101 K |
| 27 | Emir | 28 | 6.6 K |
| 28 | Gripin | 196 | 4.5 K |
| 29 | Bora Duran | 428 | 4.9 K |
| 30 | Tarkan | 10 | 107.6 K |
| 31 | Tugba Yurt | 36 | 1.3 K |
| 32 | Ferhat Gocer | 942 | 42.7 |
| 33 | Ayşe Hatun Onal | 160 | 92.9 K |
| 34 | Funda Arar | 406 | 138 K |
| 35 | Soner Sarikabadayi | 409 | 62.6 K |
| 36 | Sertab Erener | 358 | 75.9 K |
| 37 | Zakkum | 217 | 7.2 K |
| 38 | Gokce | 1385 | 18 K |
| 39 | Edis | 124 | 42,152 |
| 40 | Bengu | 716 | 324 K |

Table 2. Number of Followers and Number of Posts of the Artists in Instagram Accounts

Among others, Demet Akalin has the highest number of followers with 1.8 million followers. She is followed by Hadise with 1 million followers and Irem Deric with 830 thousand followers. Demet Akalin is the first among the most active Instagram user performers with 3.101 posts. Irem Deric is the second with 2.391 posts and Gokce is the third with 1.385 posts. The fact that top three active artists in Instagram are females show that female image is an important elements on Instagram that is a platform presenting visual elements. Three performers with the highest number of followers are also females.

5.2 The Purpose of Instagram Use by Artists

The purpose of Instagram use by artists who are in the sample of the present study can be classified in two different categories.

- Personal Use
- PR- Promotion and Marketing related use.

Some of the performers post contents like a normal citizen, however, another part of them post contents with the purpose of advertisement. Performers posting personal messages share pictures and information presenting certain aspects of their life. Performers using Instagram as a marketing tool are usually post contents aimed at promoting a certain product. In these messages, we see two basic elements reflecting a product: Sexuality and musical product. Particularly beautiful women and good looking men share high number of photos on Instagram and they market their physical beauty like a product. Hadise and Demet Akalin can be shown as examples of this situation. Married artists show attention to share photos taken with their spouses and single artists mostly share image photos. Categories under the aforementioned two headlines can be outlined as follows:

| Personal Messages | Promotional Messages |
|--|---|
| Photos with social messages Photos with religious messages Photos showing daily activities of the artist Landscape photos Selfies Selfies taken with artist friends, fans Family photos (with spouse and children) | Concert Posters Pictures from the album covers Promotional videos of albums and video clips Pictures showing their position in Top Lists of the Radios and TV Channels Photos from the concert performances Album covers and promotional pictures of other artists from the same music production company. Pictures of the news published in newspapers and magazines about them Photos of the gifts sent to them Messages and photos shared for the fan club members Photos showing the dresses they buy Artistic-image photos taken at photograph studios Recommendations on Albums-Books-Places Sales links of albums on the digital platforms and product pictures in these sales platforms |

Table 3. Activities Carried Out by Artists in Their Instagram Accounts

The analysis of the activities carried out by artists in their Instagram accounts show that artists sending personal messages usually share photos showing their daily life like any other normal individual. Gokhan Tepe shares sky and cloud photos he took when he was on-board an airplane. Such photos are shared by many performers in their accounts. Panoramic view pictures are shared by using tags such as 'On the way back from the concert', 'on the way to Istanbul', 'while going back to Istanbul'. Mustafa Ceceli shares the highest number of such contents. Ceceli shares panoramic-nature photos intensively. Another method applied by artists is sharing pictures with social messages. In this category, the most frequently shared messages are about "violence against women" and protection of the animals. Memorial messages written about the late artists and photographs of those artists can be shown as examples of these personal messages. Majority of the Instagram accounts studied belong to artists that carry out marketing activities through this social media network. Artists who use Instagram as a social media marketing tool and the way they use it can be summarized as follows:

Gokhan Tepe promotes his album by sharing the cover photos and promotional video of his album "Seninle Her Yere" with his fans and he intensively shares the photos taken during concerts through his Instagram account. In addition to his own album, Gokhan Turkmen shares the promotional videos and photos of other albums that are released by the same production company. Another artist that shares information and pictures on the artists and albums from the same production company is Berksan. Berksan shares the photos of the interviews and news published about him by the printed media (magazines and newspapers) in his Instagram account. Hadise who promotes not only her music but also herself like a product by sharing photos emphasizing her femininity shares news and information on her fashion designer sister Derya Acikgoz with her fans. Ziynet Sali shares the selfies she took with the DJs of the radio programs she joined, and majority of the artists share the posters and pictures of the radio and television programs they joined.

Hande Yener provides information on concerts and events she joined by sharing the posters that also show the dates of the concerts she gives in different cities. Similar promotional activities are carried out intensively by Ozan Dogulu through his Instagram account. As a performer whose popularity has been increased by the radios, Emre Kaya whose songs are mostly played by the radios shares the pictures of the top 10 lists of radio channels and provides information on his rank in those lists. One of the methods that is used frequently by artists is sharing messages related with the photos of the concert performances. Almost all performers took photos and videos while making rehearsals before the concerts, getting ready in the dressing room, performing during the concert and leaving the concert venue after the concert and shared them in their Instagram accounts. Concert venues are the locations where artists share contents intensively. Selfies that are taken by standing in front of the viewers who came to the concert venue to watch the concert are the most frequently used selfies. Performers who use photos to give the image that their concerts are full of people also promote their concerts by using those selfies.

The present study revealed that some artists also promote some products and brands in their Instagram accounts. Bengu constantly takes pictures of her shoes, Murat Dalkilic shared high number of messages and photos about the

product named “Samsung S6” in the study period. Demet Akalin is the most open and active name in this matter. Demet Akalin shows the photos of products and gives information on where she bought those products. The message containing information on the internet site www.aradekor.com she wrote under the photos of the coffee cups she bought can be shown as an example.

Some artists are directly promoting and marketing their products and themselves while other artists pursue the understanding of social responsibility in the social media marketing by sharing social responsibility messages. Artists sharing such information mostly give messages on women`s rights and street animals.

| Artist | Number of Messages | Activities on Instagram |
|----------------|--------------------|--|
| Gokhan Tepe | 121 | He uses the platform for both publicity and marketing and giving personal messages. |
| Gokhan Turkmen | 985 | He usually shares selfies. He shares his own albums, his friends' albums and news published by the press. |
| Sila | 266 | She usually shares news about concerts, video clips and songs in her album. She does not have many selfies. |
| Deniz Seki | 6 | Her account is not active. There are very limited number of photos and videos. |
| Berksan | 686 | He mostly shares videos. There are photos showing radio-TV programs he joined, news published in the newspapers, album news from his musical production company and the awards he received. |
| Hadise | 541 | She mostly shares photos on the fashion world and artistic photos of herself. She promotes “Voice of Turkey” program where she is one of the coaches by using photos of the program. She manages her account like a star. |
| Ziynet Sali | 394 | She gives social and friendly messages. Her photos are relatively natural, there are photos from the places she visits and photos with social messages. She is from Cyprus so she frequently mentions about her birthplace by sharing pictures about Rauf Denktas and Cyprus. |
| Mustafa Ceceli | 803 | He shares natural photos like a person living his daily life. Panoramic photos, selfies taken with his family members. The most important different of the artist is the fact that he shares religious messages and messages and pictures on personal development. |
| Hande Yener | 937 | The context is a mixture of everything. The most remarkable aspect is the fact that her account was managed like a star`s account, however it become relatively personal in time. She shares photos with her mother, personal messages on violence against women and funny videos. |
| Emre Aydin | 271 | There are limited number of photos showing him. He has a mysterious and cool image. He uses landscape photos and photos of cats. In his account, his photos are less in number when compared with the number of landscape photos. |
| Ozan Dogulu | 293 | He shares photos taken with his wife and children in his personal messages. He also uses the posters and performance photos of the social media marketing activities. |

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| Mehmet Erdem | 107 | He uses selfies taken with his fans during concerts, pictures showing concert dates, promotional videos of his Video Clips and pictures of the TV programs he joins. |
| Bengu | 716 | She uses the image photos showing her femininity and photos showing her shoes intensively. She uses photos taken at places she takes stage and dressing room photos before taking stage. |
| Berkay | 112 | His profile is hidden-locked. He is one of the performers who has the highest level of barriers in his communication with fans in Instagram. |
| Gulden Mutlu | 436 | There are limited number of personal photos. She mostly shares landscape and nature pictures. She uses newspaper -magazine news published about the TV programs and herself intensively. |
| Emre Kaya | 134 | Concert posters, concert videos, videos and photos from concert performances. Pictures of the radio top 10 lists he joins. |
| İrem Dericı | 2391 | She shares messages intensively. She is a performer communicating frequently with her followers. She is a star in communication- she is not distant towards her fans, she establishes a friendly and sincere dialogue. Most of the photos are about memories with her husband, dog and friends from her daily life. |
| Fettah Can | 470 | He promotes other artists from his company, he shares photos taken in the studio, during his concerts, photos of gifts sent to him and photos of his wife. |
| Murat Dalkilic | 868 | He usually shares photos and videos about concert performances. He uses photos taken while shooting video clips and working in the studio. |
| Burcu Gunes | 316 | She shares messages about street animals. Her image photos as well as photos about animal rights are used intensively. |
| Rafet El Roman | 57 | Social messages. Family photos taken with his wife, son and mother. He uses photos giving status information. These photos include photos taken while getting ready for the concert, making rehearsals before concerts and shooting video clips. |
| Esin İris | 845 | She usually shares social messages. She shares pictures about "Okur Yazar Kadın Projesi" (ACEV) and "Bir Destek Bin Huzur" (Animal Rights Project). |
| Goksel | 169 | Image photos are used intensively. These photos reflect a melancholic-mysterious-lonely and romantic women image which is her personal image. She shares photos taken while travelling. She shares photos from rehearsals-dressing room and performances. |
| Kenan Dogulu | 110 | He shares limited number of messages. In the beginning, the messages in her account were mostly related with the concert performances. Artist changes the contents shared after she got married. He increased the number of family photos, photos pf his wife and photos with quotes and social messages. |
| Demet Akalin | 3,101 | She shares her new projects (new album- new video clip) and her plans for the future. She shares concert posters and photos from stage performances intensively. The performer also acts like an opinion leader. She recommends movies, albums and even places. She also shares her photos taken with her husband. |

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| Atiye | 230 | She describes herself with different pictures, she uses image and artistic photos less. She intensively uses landscape pictures and she also describes her feelings about those pictures. She uses phrases such as "I'm happy, the happiness given by nature" -"Concert under snow"- "We should enjoy the nice weather". She talks about herself more than her products, she usually gives status information. |
| Emir | 28 | Most of the photos in the account are image photos, it is a passive account. He doesn't use the platform effectively. |
| Gripin | 196 | The group mostly uploads the performance photos and videos from their concerts. They share concert posters, TV program posters. The difference of Gripin from other artists is the short videos prepared by the members of the group one by one that contain personal messages. They give information and messages to their followers through these videos. Group members preparing those videos especially for Instagram establish close communication with their followers. |
| Bora Duran | 428 | There are not any image photos, he shares nature photos and selfies. Pictures related with the radio and TV programs he joins. He shares videos of concert performances, landscape photos and quotes. |
| Tarkan | 10 | He is the least active artist. He offers a poor content. He maintains "limited publicity" and "mystery" strategy he pursues in the conventional media in the social media, too. The number of the videos is higher than the photos in his limited number of posts. These posts contain videos of some concerts. Videos are professional videos and Tarkan communicates messages to his fans in these videos by directly looking at the camera. The frequency of writing messages is very low. |
| Tugba Yurt | 36 | She has limited content in her account as she is a new performer. There are concert and event photos but she shares selfies intensively. |
| Ferhat Gocer | 942 | He prefers to share contents on different subject like a publisher rather than offering content about himself. He uses his Instagram account like an informative social media portal. He shares pictures containing information such as weather forecast, cat and dog pictures, interesting videos, sports news and TV ratings. He carries out public relations activities about himself by sharing concert photos and concert posters. He shares his brand like a platform offering contents. |
| Ayse Hatun Onal | 160 | She uses photos reflecting her femininity. She takes selfies with other artists. She shares concert photos, photos of the news published in the newspapers and magazines about her. She uses photos from the radio programs she joins and pictures of the radio lists including her song. |
| Funda Arar | 406 | She uses a normal citizen image instead of an artistic image. She uses photos from the places she visits abroad, photos with her artist friends, concert posters and pictures of the radio programs she joins. She uses photos and videos from signing events. |
| Soner Sarikabadayi | 409 | He mostly uses personal photos. He has high level of self-confidence. He uses photos showing the moment while exercising, eating with his friends. He shares posters of signing events and concerts. He announces his concerts by taking pictures of concert tickets different from other performers. |
| Sertab Erener | 358 | There are photos showing poses from the natural-daily life instead of image photos. She is one of the performers who likes uploading landscape and panoramic view photos. She shares photos providing status information from her daily life- while eating- holding a meeting- talking on the phone- shooting a video clip, etc. |

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| Zakkum | 217 | Group uses Instagram only to put their musical performance to the forefront. They share photos mostly about their concert performances and they describe themselves as a performance group. This is the most intensively used content. They also share personal photos-videos, information on group members and birthday celebrations. They also share social messages on special days such as 10th November, 19th October Republic Festival. |
| Gokce | 1385 | Artist shares messages showing her animal lover personality. She intensively shares animal photos and writes messages on protecting the animals. The artist shares landscape and panoramic view photos as well as nostalgic songs. She offers limited number of visual information on herself and her products. She uses the platform to share social messages instead of marketing her products. |
| Edis | 124 | He doesn't have extensive content on his account as he is a new performer in the market. He shares selfies from his personal life and actual pictures about children and animals. He carries out promotional activities on the social media by sharing the photos of the news about him in the printed media and photos and links of the iTunes links of his songs. |

Table 4. Target Groups and Instagram Communication Methods of Artists

Conclusion

Social media had a substantial impact on the music industry just like many other industries. The development of the music industry that started with long plays has been carried to a different dimension with the social media. LPs and cassettes that can be held in hands left their places to MP3s that are consumed visually. This evolution experienced in the music industry reflected to the marketing activities in addition to the production- consumption and supply chain of the music. Music producers, performers and groups who used to promote themselves through the conventional media turned their faces to different publicity strategies with the social media. Music producers abandoned the mystery strategy and they started to communicate with their fans closely.

Instagram that is one of the most popular social media networks in the world underwent a rapid growth since the day it was founded at the end of the year 2010 and it managed to become the third biggest social media network of the world within a period of five years. The platform that reached to 80 million users in two years increased the number of its users to 150 million in 2013 and to 300 million in 2014. 90 percent of the information that goes to the brain is related through visual ways. Visual messages are processed in the brain 60 thousand times faster than the written messages. This reality lies behind the success of achieved by Instagram that is a social media platform focused on visual content. In addition to photos and short videos of ten seconds, Instagram created a suitable platform for sharing news, advertisements and information. This platform started a new era in the marketing of products and services and provided substantial contribution to the development of the social media marketing.

Social media marketing plays an important role in the marketing of many products and services from cars to foodstuff. Music industry that attaches increasing importance to virtual content, too, benefits from the features of Instagram. Even though music is an audio product, it is marketed through visual icons. Video clips

of sons, image photos taken by artists while preparing their albums superseded the audio aspects of the music and they lead to the visualization of the music. Today, visual identities of artists are marketed more than the songs while promoting the musical products. Social media platform Instagram assumes an important role in presenting these visual identities to the music lovers directly. Artists market themselves by taking the advantage of the visual elements that are attached increased important in the music industry with every passing day by sharing photos through Instagram.

The present study carried out in connection with the Instagram use of forty performers with songs that are played the most by Turkish radios on January 2015 showed that artists try to use Instagram as a marketing tool. Even though they do not develop a professional advertisement strategy, Turkish artists still use Instagram for promotion of their products and services. Instagram is used in the music industry not only for marketing the products of the artists but also for promoting the artists who represent a product for the industry. For this purpose, they position themselves by sending visual messages to the brains of music lovers by sharing photos and videos.

The present study revealed that artists use two different methods for carrying out marketing activities through Instagram. The first method is about sharing photos and videos containing personal messages. Artists in this category share contents about their personal and daily life. In addition, they introduce their life styles to the consumers by sharing food, places they like, animals and social responsibility messages. The second type of marketing activity carries out by Turkish artists through Instagram is the promotion of brands as well as products and services to the music lovers by pursuing a corporate approach. Pictures of the concerts given by artists in this category, pictures of the album covers, concert videos and photos are used to promote products and services to the music lovers. Another important advantage created by Instagram use in the music industry is the removal of the bridges between artists and their fans. In the past, a music star was unreachable and untouchable due to his/her fame, however, in the present time, this situation is totally eliminated. Fans who had to chase artists for days in order to get one single photo with autograph can now see the photos of the artist and can reach to that singer with one click. Although this situation looks like an advantage, it also leads to quick consumption of an artist's fame. Viewers or fans who can easily reach to the artist consume that person easily. This situation leads to the consumption of the artist as consumable material in parallel with the musical product.

Social media platforms and Instagram have an important mission in promoting and marketing the musical products and performers as a product. However, this should be done within the scope of a professional marketing strategy. Therefore, artists should share photos and messages within the framework of a plan developed with certain strategies instead of sharing random photos and videos so they do not consume themselves. Photos shared randomly and unconsciously may damage the image of artists and it would cause them to have mislead image.

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