The Instagram Algorithm's Potential and Obstacles for Gaining A Market Edge

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Abstract: *As business strategy innovation and internet use grow, more organizations adopt digital strategies. Instagram is used by many companies to advertise. The new Instagram strategy is controversial. Although corporate use is growing, Instagram's algorithm's complexity and possible loss of competitive edge make it expensive. This research examines the Instagram algorithm's merits and downsides for online companies seeking a competitive edge. An online florist and marketer was interviewed for this research. Also included in data collecting are observation and documentation. In-depth informant interviews provide primary data, whereas Instagram algorithm books and journals provide secondary data. This study uses data reduction, exhibit data, and conclusion verification. Data validity derives from method and source triangulation. This research found Instagram's algorithm has promise and issues for online floristry. Instagram is the most popular online product marketing platform despite its issues. Instagram's algorithm helps internet marketers choose a business marketing approach and attract customers. Internet marketers should learn about this unique method to boost motivation and social media communication, says the research. Study Instagram algorithm effects on users.*

Keywords: Targeted Audience Reach, Enhanced Engagement Metrics, Instagram.

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