

Is Instagram’s “like count ban” the death of social proof? Tack Media digital marketing agency to launch workshops with influencers and brands in Los Angeles

Tack Media is a full service [digital marketing agency](#) to launch a series of [social media management](#) and [content marketing](#) workshops for businesses and brands in Los Angeles that fear they are unprepared for Instagram's like count ban. Tack will invite a roster of subject matter experts and influencers to speak to how they are partnering with brands to create relevant content on social media that is more ROI focused.

LOS ANGELES ([PRWEB](#)) August 06, 2019 -- On July 17th, 2019, Instagram announced its newest updates to the widely popular social media platform. As part of their new image, users will now be unable to see the amount of likes or video views on people’s photos and videos. This change to the platform is still in the experimental phase and has now been tested in two countries: Canada, earlier in May, and Australia, just over a week ago. To counteract this, Tack Media [digital marketing agency in Los Angeles](#) to launch a series [social media marketing](#) workshops, and [content marketing](#) workshops for businesses in California amidst the “Instagram like count ban.” Tack Media believes preparation will put executives and business owners minds at ease for what is potentially to come. That is why they are assembling a group of subject matter experts to address, explore and prepare businesses for the change. Tack Media to discuss who wins and who loses from this change including businesses, brands, Instagram influencers, or its ad platform.

After the statement release and current implementation of the Instagram like count ban, many Instagram influencers vowed to delete their accounts if the ban is in fact a permanent facet of Instagram’s platform. Many claim that likes are a valuable way to promote their success and, of course, the products they are contracted to endorse. We won’t really see the effects of the likes ban until the platform implements the change in all countries. For now, we’re stuck with speculation. The obvious answer is Instagram influencers that rely on making a living from likes now are having to get more creative if they want to maintain their income source. Businesses and brands that have recognized the ‘like’ to be viable metric in the past, now have a mutual interest with content creators to bridge this gap.

Tack Media's diversity as a [digital marketing firm](#) and [social marketing agency](#) gives them insights that stand-alone specialty [marketing agencies](#) don’t have. Tack Media hears daily how brands, startups, and businesses think about the “like” being a powerful metric to show the success of a post. Tack’s focus as an [influencer marketing agency](#) is to educate and bridge the gap between social media and creative execution. They often partner with [Instagram influencers](#) to gain authentic perspective on brands, products, and services without a “brought to you by” tone to establish the proof and validation that brands crave.

For years, Tack Media, as a [digital agency](#) has sought to educate businesses to focus their efforts on insightful metrics such as conversions, data acquired, and actions taken by the consumer. Because of this, Tack Media is willing to take change head-on as it is a [conversion optimization firm](#), with the goal of leveraging social to drive more ROI-driven results instead of just using it as a branding and validation tool. Tack Media’s CEO Kevin Tash explains, “One would assume the decision by Instagram to remove the number of likes on a photo or video will negatively affect a business’s online presence, if they are solely dependent on this practice alone. Consumers are 71% more likely to make a purchase based on social media referrals ([Hubspot](#)). Businesses look for likes to demonstrate audiences are engaging with their posts, proving their product is relevant to their

customers in their respective space. For a business, it is more about being competitive, agile, and creative.” Tash goes on to explain that the blueprint of this new policy will mean that products will now be driven more by an organic measure, and thus will dis-encourage the creation of low quality content, or fake like buying by businesses and spend more time getting creative in their messaging.”

78% of consumers say companies’ social media posts impact their purchases according to [Forbes](#). When providing insightful metrics such as engagement, reach, and influence, businesses seem to have been solely focused on average likes per post. Tash continues to say, “We live in a like-centered world where validation is sought in the digital space by brands and businesses.” For many businesses, this new like count ban would mean changing the way products and brands are presented on Instagram, this could be scary. Many brands use their Instagram accounts for social proofing, influencer intervention or boosting the popularity of products by asking for likes. For these businesses, the absence of visible likes could mean the dissolution of a brand perception or a severe decline in sales of certain popular products. If the “like” is removed, will businesses have a chance to recover? Is Instagram coming up with the next “like”, the next big thing?

Regardless of the personal indications, Instagram’s new like count ban will affect more than just our own views of the platform. It will leave audiences baffled if an image is trending or not. Once the new like count ban is implemented on the platform across the world, influencers and businesses will have to rethink their [social media marketing strategy](#). As part of a strategy to better your understanding of this new ban and how it can affect your business, Tack Media will be holding [digital marketing seminars](#) for all new and current clients in Los Angeles throughout October to November 2019. Tack’s experts will define how to gain social proof through relevance, creativity, and authenticity. Tack’s workshops are live and interactive enabling our audiences to ask questions throughout and get actionable insights on how they can improve their social reputation from the experts.

Contact Tack Media today to sign up for its [social media workshops](#) or how Tack Media can nurture your [social media](#) traffic into viable results. Tack Media’s [Seminar Schedule](#) can be found on their website in the [Social Media Marketing Overview](#) page. Speakers to include; Tack Media CEO Kevin Tash, iamTack team members, guest speakers, Instagram influencers, brands, and businesses will discuss their social media challenges in an evolving 2019.

Tack Media can also be contacted directly at (310) 620-1141 for an overview or workshop schedules.



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