



Sky-High Engagement: Exploring Indigo Airlines' Customer Connection Strategies via Instagram Video Marketing

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ABSTRACT

In today's digital age, effective communication and engagement with customers have become paramount for businesses across all sectors. Social media platforms, particularly Instagram, have emerged as powerful tools for brands to connect with their audience through visual storytelling. This abstract explores the strategies employed by Indigo Airlines to enhance customer connection through Instagram video content. Indigo Airlines, one of India's leading low-cost carriers, recognized the potential of Instagram as a platform to engage with its diverse customer base. Leveraging the platform's visual-centric nature, the airline embarked on a journey to create compelling video content that resonated with its audience. This study delves into the key elements of Indigo Airlines' Instagram video strategy, including content themes, storytelling techniques, and audience interaction. By showcasing behind-the-scenes glimpses of its operations, highlighting customer experiences, and promoting destinations, Indigo effectively humanized its brand and fostered a sense of connection with its followers. In conclusion, Indigo Airlines' success in elevating customer connection through Instagram video content serves as a compelling example of how businesses can leverage social media platforms to forge meaningful relationships with their audience. By prioritizing authenticity, creativity, and relevance, brands can establish a strong presence on Instagram and create lasting impressions that resonate with customers long after they've scrolled past.

Keywords: Customer Connection, Instagram Marketing, Video Content, Social Media Platforms.

Introduction

In today's digitally driven world, the aviation industry faces the challenge of not only providing reliable transportation services but also establishing meaningful connections with customers in an increasingly competitive market. With the advent of social media platforms, airlines have recognized the importance of engaging with passengers beyond the confines of the airport terminal or aircraft cabin. Among these platforms, Instagram has emerged as a potent tool for airlines to connect with their audience through visually captivating content.

Indigo Airlines, a prominent player in the Indian aviation sector, has embraced this trend by leveraging Instagram to enhance its customer connection through engaging video content. This introduction provides an overview of the significance of social media engagement in the airline industry and the growing emphasis on visual storytelling, supported by relevant literature.

Research by Gössling et al. (2019) highlights the increasing importance of social media platforms for airlines in building brand awareness, enhancing customer engagement, and driving loyalty. Social media enables airlines to reach a global audience and interact with customers in real-time, thereby shaping their perceptions and influencing their travel decisions.

According to Kim and Ko (2012), Instagram's emphasis on visual content makes it particularly effective for storytelling, as images and videos have the power to evoke emotions and convey narratives more compellingly than text alone. Airlines can use Instagram as a platform to showcase their unique brand identity, share captivating stories, and connect with customers on a more personal level.

Literature by Stephen and Toubia (2010) emphasizes the link between customer engagement on social media platforms and brand loyalty. Engaging content that resonates with customers can foster a sense of connection and loyalty towards the brand. By leveraging Instagram video content effectively, airlines can cultivate a community of loyal followers who actively participate in conversations and advocate for the brand.

In the age of social media, consumers value authenticity and transparency from brands. According to research by Smith and Fischer (2018), authentic storytelling and behind-the-scenes content can humanize brands and build trust with customers. Airlines can use Instagram video content to offer glimpses into their operations, showcase their commitment to customer satisfaction, and demonstrate transparency in their communications.

Review of Literature

Visual Content and Brand Engagement:

Research by Huertas and Kunz (2020) emphasizes the importance of visual content, particularly videos, in enhancing brand engagement on social media platforms like Instagram. Visual content tends to attract more attention and elicit stronger emotional responses from viewers, thereby facilitating greater interaction and connection with the brand.

Research by Pulizzi and Barrett (2015) highlights the effectiveness of content marketing in engaging and influencing consumers. By providing valuable and relevant content, brands can establish themselves as trusted authorities in their respective industries, thereby building stronger connections with their audience and driving customer loyalty over time.

Research by Coelho et al. (2018) underscores the importance of visual content in content marketing, particularly in capturing audience attention and driving engagement. Visual elements such as videos, infographics, and photographs can effectively convey complex information in a digestible format, making them highly shareable and memorable for consumers.

User-Generated Content (UGC) and Customer Engagement:

Studies by Kumar et al. (2016) highlight the significance of user-generated content (UGC) in driving customer engagement on social media platforms. By encouraging passengers to share their travel experiences through photos and videos, airlines can create a sense of community and authenticity, ultimately fostering stronger connections with their audience.

Storytelling and Emotional Appeal:

According to research by Escalas and Stern (2003), storytelling plays a crucial role in shaping consumer perceptions and emotional responses towards brands. By crafting compelling narratives through Instagram video content, airlines like Indigo can evoke emotions such as excitement, nostalgia, or inspiration, thereby deepening the bond between the brand and its audience.

Studies by Murray and Fu (2019) emphasize the power of storytelling in content marketing, as it enables brands to connect with their audience on an emotional level. By weaving narratives that resonate with their target audience's values, aspirations, and experiences, airlines can evoke strong emotions and forge deeper connections with customers, ultimately driving brand loyalty and advocacy.

Influencer Marketing and Brand Advocacy:

Literature by Brown and Hayes (2008) suggests that influencer marketing can be an effective strategy for brands to reach and engage with their target audience on social media platforms. By collaborating with influencers or brand advocates, airlines can amplify their reach and credibility, while also tapping into niche segments of the market that align with their brand values and identity.

According to a study by Batabyal and Bose (2020), influencer marketing has become a prevalent strategy for brands on Instagram. Collaborating with influencers who have a strong following and credibility within their niche can help airlines reach a larger audience, increase brand visibility, and foster authentic connections with potential customers. Effective influencer partnerships can lead to higher engagement rates and ultimately drive business growth for airlines.

Metrics and Performance Measurement:

Research by Tuten and Solomon (2017) underscores the importance of monitoring and analyzing key performance metrics to evaluate the effectiveness of social media marketing efforts. Metrics such as engagement rate, reach, and conversion can provide valuable insights into the impact of Instagram video content on customer connection, brand awareness, and ultimately, business outcomes for airlines like Indigo.

According to a study by Li et al. (2018), measuring key performance indicators (KPIs) is essential for evaluating the success of Instagram marketing campaigns. Metrics such as engagement rate, reach, impressions, follower growth, and conversion rate can provide valuable insights into the effectiveness of content strategies and audience engagement tactics. By analyzing these metrics, airlines can refine their Instagram marketing strategies and optimize their content to achieve their business objectives.

Customer-Centric Approach:

According to a study by Alves and Rita (2018), successful content marketing strategies are characterized by a customer-centric approach, where content is tailored to address the needs, interests, and pain points of the target audience. By understanding their customers' preferences and challenges, airlines can create content that resonates with them on a personal level, fostering deeper engagement and brand affinity.

Measuring Content Marketing ROI:

Literature by Frick and Andersen (2018) discusses the importance of measuring return on investment (ROI) for content marketing efforts. By tracking key performance indicators such as website traffic, engagement metrics, lead generation, and sales conversions, airlines can assess the effectiveness of their content marketing initiatives and optimize their strategies accordingly to achieve their business objectives.

Engagement Strategies:

Research by Sheth and Sharma (2020) discusses various engagement strategies that brands can employ to interact with their audience on Instagram. This includes responding to comments, hosting interactive contests or polls, featuring user-generated content, and leveraging Instagram Stories and live videos to provide behind-the-scenes glimpses and real-time updates. Active engagement fosters a sense of reciprocity and loyalty among followers, ultimately enhancing the effectiveness of Instagram marketing efforts.

Research Gap

While there is literature supporting the effectiveness of visual content and storytelling on Instagram, there may be a gap in understanding the specific impact of video content, particularly in the aviation industry. While existing literature discusses the role of content marketing in building brand loyalty, there may be a research gap in understanding the long-term impact of Instagram video content on customer loyalty and satisfaction within the aviation sector. Research could explore how consistent engagement with Instagram content influences passengers' perceptions of airline brands like Indigo over time, including their likelihood of repeat purchases and advocacy.

Research Objectives

1. Explores the strategies that should be employed by Indigo Airlines to enhance customer connection through Instagram video content.
2. Explores the customer retention of Indigo airlines which gives the brand a unique identity.
3. Identify successful strategies and tactics employed by Indigo Airlines in creating and promoting Instagram video content.

Research Methodology

The research study is primarily a review paper based on the relevant studies extracted and explored accordingly. The study is all about Instagram Video Marketing which increases the customer retention rate in Indigo Airlines. The Study started with the scope of the research in terms of Promotions, content generation, brand awareness etc. The study has been conducted by collecting literatures and based on the objectives drafted the researcher has given diagrammatic approach towards the study and also provided the strategies that should be employed by Indigo Airlines to increase the rate of customer connection.

Strategies that should be employed by Indigo Airlines to enhance customer connection through Instagram video content.

Showcase Behind-the-Scenes Footage: Provide viewers with exclusive access to behind-the-scenes footage of various aspects of the airline's operations, such as aircraft maintenance, cabin crew training, and ground operations. This offers a glimpse into the day-to-day workings of the airline, humanizing the brand and fostering transparency and trust.

Highlight Customer Stories and Testimonials: Share authentic and relatable stories from satisfied passengers about their experiences with Indigo Airlines. This could include testimonials, user-generated content, or interviews with frequent flyers, showcasing the airline's commitment to customer satisfaction and service excellence.

Promote Destination Highlights: Create captivating video content that showcases the beauty, culture, and attractions of destinations served by Indigo Airlines. This not only inspires travelers but also positions the airline as a gateway to exciting travel experiences, driving interest and engagement among potential customers.

Provide Travel Tips and Advice: Offer valuable travel tips, advice, and insider insights through informative and engaging video content. This could include packing tips, destination guides, safety precautions, and travel hacks, positioning Indigo Airlines as a trusted source of travel information and expertise.

Engage with Interactive Content: Utilize interactive features such as polls, quizzes, and Q&A sessions to encourage audience participation and engagement. This creates opportunities for two-way communication, allowing Indigo Airlines to gather feedback, answer questions, and tailor content to audience preferences.

Create Compelling Storytelling: Develop compelling narratives and storytelling arcs that captivate viewers and evoke emotions. Whether it's sharing heartwarming stories of reunions, highlighting acts of kindness by airline staff, or showcasing the impact of travel on people's lives, storytelling can forge deeper connections with the audience and differentiate Indigo Airlines from competitors.

Incorporate User-Generated Content: Encourage passengers to share their travel experiences with Indigo Airlines through user-generated content campaigns. Reposting and featuring user-generated videos on the airline's Instagram account not only strengthens community engagement but also validates the positive experiences of existing customers, influencing potential travelers.

Optimize for Mobile Viewing: Given the predominance of mobile usage on Instagram, ensure that video content is optimized for viewing on mobile devices. This includes using square or vertical formats, concise captions, and attention-grabbing visuals to capture viewers' attention and maintain engagement.

Stay Consistent and Authentic: Maintain a consistent brand voice, tone, and aesthetic across all video content to reinforce Indigo Airlines' identity and values. Authenticity is key, so avoid overly promotional or staged content, and instead focus on genuine, relatable storytelling that resonates with the audience.

Measure and Iterate: Continuously monitor key performance metrics such as engagement rate, reach, and audience sentiment to evaluate the effectiveness of Instagram video content. Use insights from analytics to refine content strategies, experiment with new approaches, and optimize performance over time.

Diagrammatic approach for successful strategies and tactics employed by Indigo Airlines in creating and promoting Instagram video content.



Fig 1: Successful strategies and tactics employed by Indigo Airlines in creating and promoting Instagram video content.

Content Strategy Development

In developing a content strategy for Indigo Airlines, a multifaceted approach that encompasses various aspects of the airline experience and resonates with the target audience is paramount. Firstly, the strategy should focus on showcasing the airline's unique selling points, including its punctuality, affordability, and customer-centric approach. This can be achieved through a diverse range of video content, including behind-the-scenes glimpses of flight operations, interviews with staff members, and passenger testimonials highlighting their positive experiences with the airline. Additionally, the content strategy should incorporate destination-focused videos that inspire and inform travelers about potential destinations served by Indigo Airlines, showcasing the beauty, culture, and attractions of each location. Furthermore, the strategy should be aligned with the brand's values and identity, reflecting professionalism, reliability, and a commitment to customer satisfaction in every video produced. By balancing informative, entertaining, and promotional content, the content strategy can effectively engage viewers and cultivate a loyal following of passengers who not only choose Indigo Airlines for their travel needs but also advocate for the brand within their social networks.

Creative Production

In executing the creative production phase for Indigo Airlines' Instagram video content, meticulous attention to detail and innovative storytelling techniques are essential. The objective is to craft visually captivating videos that not only showcase the airline's offerings but also evoke emotions and resonate with the audience on a personal level. One approach involves leveraging the power of narrative storytelling to create immersive experiences that transport viewers beyond the confines of traditional marketing messages. This could entail showcasing real-life passenger stories or journey narratives, using compelling visuals and authentic testimonials to bring the Indigo Airlines experience to life. Additionally, the creative production process should prioritize the use of high-quality visuals, including stunning aerial footage of destinations, dynamic shots of aircraft interiors, and engaging animations or graphics to convey information effectively. Incorporating elements of surprise, humor, or awe can further enhance the entertainment value of the videos, capturing viewers' attention and encouraging them to share the content with their own social networks. Moreover, maintaining consistency in branding and messaging throughout the production process is crucial to reinforcing Indigo Airlines' identity and values across all video content. By infusing creativity, authenticity, and professionalism into the production of Instagram videos, Indigo Airlines can effectively differentiate itself in the competitive aviation landscape and foster deeper connections with its audience.

Influencer Collaboration

Incorporating influencer collaboration into Indigo Airlines' Instagram marketing strategy can amplify brand reach, credibility, and engagement within the target audience. Partnering with influencers who have a significant following and influence in the travel, lifestyle, or aviation niche enables the airline to tap into a wider audience base and leverage the trust and rapport established by these influencers with their followers.

The collaboration process typically begins with identifying influencers whose values, audience demographics, and content align with Indigo Airlines' brand image and target market. Once suitable influencers are identified, the airline can initiate collaboration by reaching out with partnership proposals that outline mutually beneficial objectives and expectations.

Influencer collaborations can take various forms, including:

1. **Sponsored Content:** Influencers create Instagram video content featuring Indigo Airlines' services, destinations, or travel experiences in exchange for compensation or perks. These videos may include personal travel vlogs, reviews, or endorsements tailored to the influencer's audience.
2. **Takeovers and Guest Posts:** Indigo Airlines can invite influencers to take over its Instagram account for a day or share guest posts featuring their travel experiences with the airline. This allows for authentic storytelling and provides a fresh perspective on the brand.

3. **Contests and Giveaways:** Collaborating with influencers to host contests or giveaways can generate buzz and engagement around Indigo Airlines' Instagram presence. Influencers can create video content promoting the contest and encouraging their followers to participate, thereby driving traffic and visibility for the airline's account.
4. **Event Coverage:** Indigo Airlines can partner with influencers to cover special events, promotions, or product launches through Instagram video content. This provides exclusive access and insider insights, creating excitement and anticipation among followers.

Analytics and Optimization

Implementing analytics and optimization strategies is crucial for maximizing the effectiveness of Indigo Airlines' Instagram video content. This involves the continuous monitoring of key performance metrics and iterative refinement of content strategies to enhance engagement, reach, and conversion rates.

Metrics Tracking: Utilize Instagram Insights and third-party analytics tools to track key performance metrics such as:

- Engagement rate: Measure likes, comments, shares, and saves to assess the level of interaction with video content.
- Reach and impressions: Monitor the number of users who see Indigo Airlines' video content to gauge its visibility and audience reach.
- Completion rate: Track the percentage of viewers who watch the entire video to evaluate content retention and effectiveness.

Audience Analysis: Conduct regular analysis of audience demographics, behaviors, and preferences to gain insights into the characteristics of Indigo Airlines' Instagram followers. Identify trends, patterns, and audience segments to tailor video content to specific interests and needs.

Content Optimization:

- A/B testing: Experiment with different video formats, lengths, and content themes to identify the most engaging and effective content strategies.
- Content iteration: Based on analytics insights, refine video content to address audience preferences, improve storytelling techniques, and optimize visual elements for maximum impact.
- Use of hashtags: Incorporate relevant and trending hashtags in video captions to increase discoverability and reach a wider audience on Instagram.

Timing and Frequency:

- Analyze the best times to post video content based on audience activity and engagement patterns. Schedule posts during peak engagement hours to maximize visibility and interaction.
- Experiment with posting frequency to maintain a consistent presence on Instagram while avoiding audience fatigue or oversaturation.

User Feedback and Engagement:

- Monitor user comments, messages, and feedback on Indigo Airlines' video content to gather insights into audience sentiment, preferences, and concerns.
- Respond promptly to user interactions, address inquiries, and foster two-way communication to build rapport and strengthen customer relationships.

Retention and Loyalty Building

Retention and loyalty building strategies play a crucial role in maintaining a strong and loyal customer base for Indigo Airlines through its Instagram video content. To achieve this, the airline must focus on consistently delivering valuable and engaging content that resonates with its audience while fostering a sense of connection and loyalty. One approach involves creating video content that goes beyond promotional messaging to provide meaningful experiences and insights into the airline's culture, values, and commitment to customer satisfaction. By showcasing behind-the-scenes footage, sharing personal stories from staff members and passengers, and highlighting the unique features of its services and destinations, Indigo Airlines can humanize its brand and build trust with its audience. Additionally, the airline can leverage Instagram's interactive features to encourage user participation, such as polls, quizzes, and user-generated content campaigns, fostering a sense of community and collaboration among followers. Moreover, Indigo Airlines can reward loyal customers with exclusive offers, discounts, or behind-the-scenes access, acknowledging their support and incentivizing repeat business and advocacy. By consistently delivering valuable content, fostering engagement, and rewarding loyalty, Indigo Airlines can cultivate a loyal following of passengers who not only choose the airline for their travel needs but also advocate for the brand within their social networks, contributing to long-term success and sustainable growth.

Video Content Creation of Offers and Discounts for high customer engagement

In crafting video content focused on offers and discounts for Indigo Airlines, the objective is to create engaging, visually appealing content that not only communicates the value proposition of the promotions but also resonates with the audience on a personal level. The video content should follow a structured approach that effectively conveys the benefits of the offers while capturing the attention and interest of viewers.

To begin, the video should start with a visually captivating introduction that grabs the audience's attention within the first few seconds. This could involve dynamic visuals, catchy music, or compelling animations to create a sense of excitement and anticipation. Following this, the video should clearly outline the details of the offers and discounts available, including any specific terms and conditions or eligibility criteria. Utilizing on-screen text overlays or voiceovers can help ensure clarity and comprehension, especially for viewers watching without sound.

Next, the video should highlight the value proposition of the offers, emphasizing the benefits that customers stand to gain by taking advantage of the promotions. This could include savings on ticket prices, exclusive access to discounted fares, or additional perks such as complimentary upgrades or priority boarding. Using persuasive language and persuasive visuals, such as images of happy travelers or stunning destinations, can further reinforce the appeal of the offers and evoke a desire to take action.

In addition to showcasing the offers themselves, the video should also incorporate storytelling elements that evoke emotions and create a connection with the audience. This could involve featuring testimonials or stories from satisfied customers who have benefited from previous promotions, adding a human touch to the promotional content and building trust and credibility with the audience.

Furthermore, the video should encourage viewers to take immediate action by providing clear calls to action (CTAs) directing them to book their tickets or avail of the discounts through Indigo Airlines' website or mobile app. Including clickable links or QR codes within the video description can facilitate seamless navigation and conversion for interested viewers.

Conclusion

The implementation of an Instagram video content strategy by Indigo Airlines presents a dynamic and multifaceted approach to elevating customer connection in the digital age. Through a deliberate focus on authenticity, engagement, and relevance, Indigo Airlines has successfully leveraged the visual storytelling capabilities of Instagram to forge deeper connections with its audience.

By showcasing behind-the-scenes glimpses of its operations, highlighting customer stories and testimonials, and promoting destination highlights, Indigo Airlines has effectively humanized its brand and positioned itself as more than just a transportation provider but also as a facilitator of memorable travel experiences. This strategy not only resonates with current customers, reinforcing their loyalty and advocacy, but also attracts potential travellers by inspiring them with captivating content that stirs emotions and ignites wanderlust.

The success of Indigo Airlines' Instagram video content strategy lies not only in its creative execution but also in its commitment to data-driven optimization and continuous improvement. By closely monitoring key performance metrics, gathering audience feedback, and iterating on content strategies based on insights and trends, the airline has demonstrated a proactive approach to staying relevant and responsive to the evolving needs and preferences of its audience.

In essence, Indigo Airlines' journey towards elevating customer connection through Instagram video content exemplifies the power of social media as a catalyst for building meaningful relationships and driving brand loyalty in the competitive aviation industry. As the digital landscape continues to evolve, the airline remains poised to adapt and innovate, leveraging emerging trends and technologies to further enhance its customer-centric approach and solidify its position as a trusted and beloved travel partner in the hearts and minds of travellers worldwide.

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