

## Communication Through Visual Contents: Instagram Use in The Wineries' Strategies\*

Elena BELLIO

Research Fellow at Department of Management, Ca' Foscari University –  
Venice, Italy and Adjunct Professor at Marketing Department, Bocconi University – Milan, Italy

Francesca CHECCHINATO

Associate Professor, Department of Management, Ca' Foscari University – Venice, Italy  
f.hecchinato@unive.it

Christine MAURACHER

Full Professor, Department of Management, Ca' Foscari University – Venice, Italy  
maurache@unive.it

Correspondence should be addressed to: Elena BELLIO; elena.bellio@unive.it

\* Presented at the 37<sup>th</sup> IBIMA International Conference, 30-31 May 2021, Cordoba, Spain

Copyright © 2021. Elena BELLIO, Francesca CHECCHINATO and Christine MAURACHER

### Abstract

Considering the visual social media diffusion, this research aims at analyzing the content of the photos posted by wineries of high-end products on Instagram. The objective is to evaluate the opportunities in terms of communication strategies by defining content categories and their ability to create engagement. We conducted a visual content analysis of 443 pictures posted by 7 wineries. To explore the factors affecting the number of likes these pictures received, we ran a linear mixed model. Results show that most of the photos still focus on the product and just a few consider the wine in a holistic way, connecting it with elements such as events or arts. Pictures obtain more likes when the photos include the products and are positively related to the number of hashtags. Number of likes decrease if natural landscape, art or food appear in the picture.

**Keywords:** Visual Communication, Social Media, Wineries.