



INSTAGRAM ENGAGEMENT 2026

What NZ businesses need to know to grow on Instagram this year.



HUBSPOT 2026

REPORT HIGHLIGHTS

<https://offers.hubspot.com/instagram-engagement-report>

3B

Monthly
Users

56%

Post
Daily

+71%

Reels
Growth

Swipe for key insights



Instagram Is Bigger Than Ever

3B

monthly active
users

50%

engage with
brands daily

200M

businesses on
platform

Instagram is a discovery platform,
not just a social feed.
Your customers are here.
Is your brand visible?

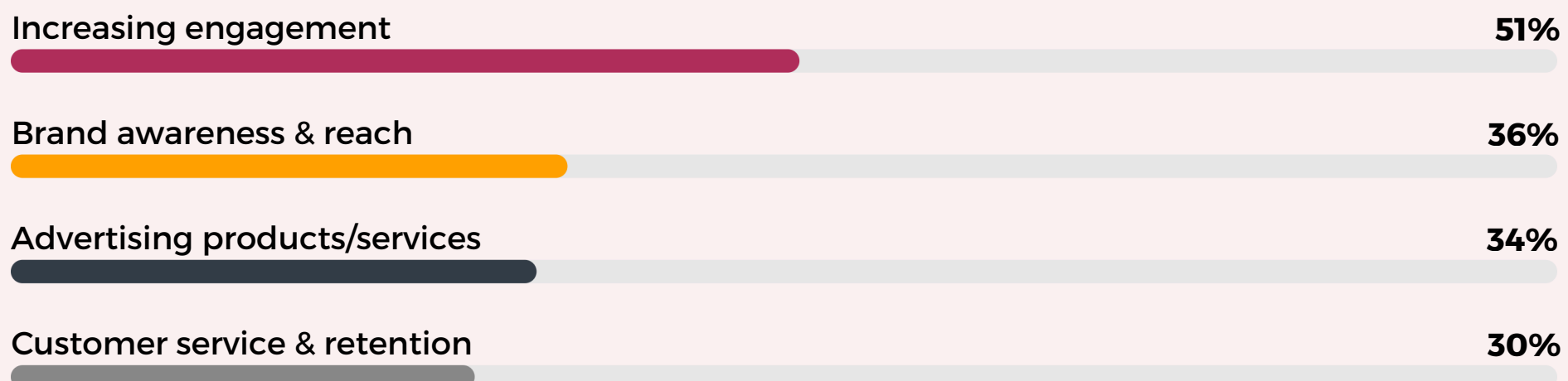
Based on 600+ marketing professionals surveyed
by HubSpot – here's what's working in 2026.



TOP GOAL FOR 2026

Engagement Is King

51% of marketers say increasing engagement is their #1 Instagram goal.



The algorithm rewards engagement. Focus here first.

Reels Are #1 for ROI

The fastest-growing format—and the best performer.

+71% Reels adoption growth year-on-year

TOP FORMAT FOR EACH KPI

Reach / Views	Reels
Likes	Reels
Shares	Reels
Highest ROI	Reels
Comments	In-feed Video
Triggers DMs	In-feed Video

FOR NZ BRANDS Start filming. Even simple authentic Reels outperform polished static posts for almost every goal.



Content That Converts

46%

Product demos
& teasers

30%

Educational & info
content

26%

Funny &
entertaining

What works in practice:

- Show your product in real use – demos, before/after, unboxings Behind-the-scenes content builds trust without hard selling
- 36% of follower loss comes from overly promotional content
- UGC and testimonials: let your customers sell for you

REMEMBER: Entertain first, sell second. Give value freely. The sale follows naturally.



AI Is Now Standard
Two-thirds of marketers already use AI in their marketing role.

51% Analyse performance

44% Content ideation

42% Generate/edit copy

Smart AI Prompts

Try these to level up your strategy:

Analyse "Find which of my last 30 posts drove the most engagement"

Plan "Build a 30-day calendar: 40% Reels, 30% posts, 30% Stories"

Caption "Write 5 captions for [product] in a casual, friendly tone"

Audit "Identify my best posting times from the last 3 months"



AUDIENCE GROWTH

Growing Your Following Is Harder Than Ever

54% of marketers say follower growth is their top challenge— up from 35% last year.

1 in 4

lost followers
last year

40%

saw flat
follower count

54%

growth is top
challenge

What actually works:

Collaborate: Partner with brands or creators who share your a

Engage first: Interact with accounts before expecting a follow

Cross-promote: Add your handle to emails, website & packaging

Post Stories: Interactive Stories: top tactic for growing past

YOUR INSTAGRAM ACTION PLAN

Ready to Grow on Instagram in 2026?

Start with these 5 actions this week:

- 1 Post a Reel — even a simple one. Consistency beats perfection.
- 2 Check your insights and find your peak engagement times.
- 3 Engage with 10 accounts in your niche (follow, like, comment).
- 4 Add your Instagram handle to your email signature & website.
- 5 Use AI to draft your next 2 weeks of captions in one session.

**Follow Me for
more 2026
insights +
practical
AI tips.**

www.charismadigital.co.nz



charisma digital
AI DIGITAL MARKETING

