

INSTAGRAM

WHAT DOES IT DO?

It's a photo and video sharing social network with more than one billion regular users. You can post images as a story, which will be visible for just 24 hours, or put them on your main feed.

WHO LOVES IT?



Simone Suss,
founder of
Studio Suss

"It is an open network, free and very simple to use," says Suss. "It capitalises on the fact that our phones are always with us and people want to share the photos and videos they take. It includes filters and other ways to make pictures look better so you can enhance them before broadcasting them to the world.

"Anyone with an account essentially becomes a viewer and a broadcaster. There are no rules. You follow whoever you want - designers, artists, pop stars, Kardashians - and anyone can follow you. It's like having all of the best parts of a magazine with all

"Instagram is key for us when sourcing. By following the right accounts, I can virtually be at all of the international trade shows, sourcing from around the globe from my studio in Kings Cross."

Simone Suss

of your favourite channels, like Facebook, Snapchat and YouTube, in one app."

Most people are familiar with Instagram's fun side, but it can also be a serious business tool says Simone: "At Studio Suss, our account acts as a portfolio. For a small company like ours, this free media channel is fantastic. We are discoverable and we can find things that enhance how we do our job - I follow suppliers, artists, fashion designers, design magazines, influencers... essentially anyone whose content I'm interested in. The worlds of art, design and fashion used to be hidden away. Instagram has democratised these for the new generation. With no barriers to entry, you can publish whatever you want. In fact, the more authentic you are, with behind-the-scenes footage, the more engaged your audience will be.

"Instagram is key for us when sourcing. By following the right accounts, I can virtually be at all of the international tradeshow, sourcing from around the globe from my studio in Kings Cross, my home or even from the beach. It enables me to keep informed of the newest global product launches in real time. A couple of months ago, I was looking for an extendable marble dining table. I saw



Image credit: iStock.com / Naphat_Jojee

one that was launching that day at a trade show in Germany. I direct messaged the supplier and within half an hour had the specs and pricelist for my client, who will soon take delivery of one of the first of these tables in the UK."

HOW MUCH DOES IT COST?

Day-to-day use is free, although you can pay to have your post promoted as an advert.

WHERE CAN I FIND OUT MORE?

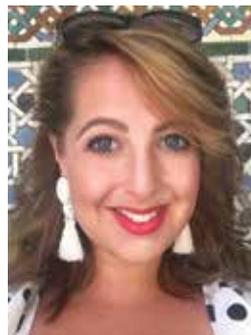
instagram.com

IVY

WHAT DOES IT DO?

Ivy is an established business and project management package for designers in the US and recently launched in the UK. You can send customised proposals, tear sheets and invoices to clients, clip products to create room boards, track orders and use augmented reality via phones and tablets, with everything sorted into projects and rooms within projects.

WHO LOVES IT?



Katie Longshaw-Pye,
owner of Magpye
Interiors

"I was one of the first designers in the UK to use Ivy," says Katie. "Before, I was mainly using Excel spreadsheets which I found very fiddly and time consuming. What I like about it is that I can send the client a proposal and they can swap and change things really easily and it will recalculate the price. I can send a specification with perhaps five different tables and three different lamps and the client can make their choice and see instantly how it will affect the final cost, so there are

no nasty shocks.

"There's not so much backwards and forwards communication - with Ivy you can make things very clear and it looks much more professional. I also like the way it automatically generates tear sheets with everything in one place. I used to find doing all the calculations on a project such a nightmare, but Ivy has streamlined all the paperwork so I can focus on finding beautiful things instead.

"When I'm looking at products online I used to screenshot, whereas now I can capture the images, rename, add details, add to a specific project folder or general products and there's a link back to the page which is super useful. I'm about to go to London for a training day on using the room boards function - at the moment I'm still using

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Powerpoint. Ivy is generally really easy to use; there are a few things I'm still getting to grips with, but I'm not hugely tech savvy.

"One great thing about it is the network of designers. The American community is awesome as there are 3,000 people on there, so if someone asks a question, 30 or 40 people will respond. It's a really good support network. The UK community is not that big yet, but once more people get on board I'm looking forward to it building into a similar network.

HOW MUCH DOES IT COST?

The Unlimited package is £115 per month. There's also an Essential package for up to 15 projects a year, costing £75 per month. You can add unlimited users and support and training is included.

WHERE CAN I FIND OUT MORE?

ivy.co