

## The Use of Instagram as a Sales Tool by Small Fashion/Clothing Businesses

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**Abstract :** The research brings reflections on the importance of Instagram for the clothing trade, aiming to analyze the use of this social network as a sales tool by small companies in the fashion/clothing sector in Boqueirão-PI. Thus, field research was carried out, with the application of questionnaires, to raise and analyze data related to the topic. Thus, it is believed that Instagram positively influences the dissemination, visibility, reach and profitability of companies in Boqueirão do Piauí. The survey had a low number of companies due to the lack of availability of the owners during the COVID-19 pandemic.

**Keywords :** Instagram, sales, fashion, marketing

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