

LIVE CHALLENGE NO. 65

in ABHINAV



Instagram Product Case Study

"New Revenue Stream for Influencers"



About Instagram

Instagram is the most popular social networking app for photo and video sharing, with over 1 billion downloads. It allows users to share photos and videos with their followers/friends.

Mission

Instagram mission statement is "To capture and share the world's moments."

Revenue Stream

Instagram has effectively used user engagement to generate revenue through advertisements and shopping. They typically advertise in the following areas: Story Ads, Photo Ads, Reels Ads, Video Ads, Carousel Ads, IGTV Ads, and so on.

Problem Statement

As Instagram's VP of Product, develop -

- a) Product recommendations/features (at least 3) for influencers to generate revenue from the audience.
 - a1) 1 - 2 line description of each Figma wireframe
 - b) Launch plan and high-level A/B test construct for each feature launch?
 - c) Success metrics for each feature.

Assumptions

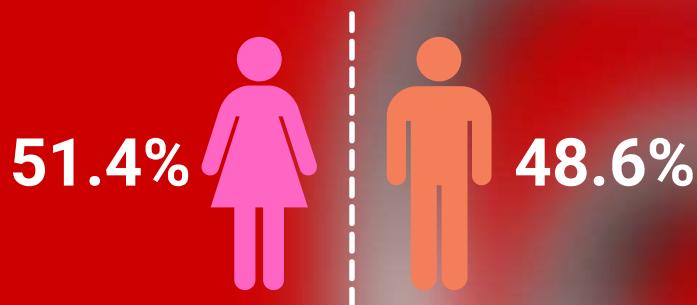
1. The problem's scope is confined to mobile and tablet apps.
2. The designed solution is applicable to all users, regardless of how much they value these features (s).

Goals

1. Increase engagement among users, like influencers, with improved features in order to generate revenue.
2. Improve user comfort and efficient usage of resources in order to generate revenue.



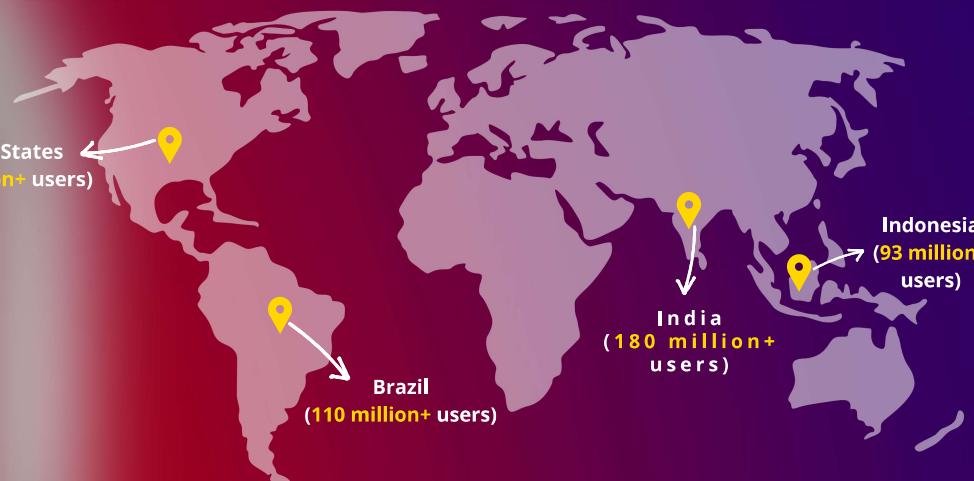
User Demographics & Insights



Countries with highest number of users:

- **India - 140 million**
- **USA - 140 million**
- **Brazil - 99 million**
- **Indonesia - 85 million**
- **Russia - 56 million**

- **Turkey - 46 million**
- **Japan - 38 million**
- **Mexico - 32 million**
- **UK - 31 million**
- **Germany - 26 million**



With **180 million** Instagram users as of July 2021, **India** was the most popular country, followed by the United States with 170 million users. Brazil came in third place, with 110 million Instagram users, ahead of Indonesia, which had 93 million.



} 'Youngsters' account for **62%** of Instagram users.

User Personas



Akhil

(6 Million Followers)

Demographics

- Age - 34, living in Chennai.
- A full-time famous influencer (actor/musician).
- Have a huge audience, and never fails to interact with them.

Pain Points

- Not interested to promote any brands on Instagram but looking out for a new revenue space.



Binita

(79,000 Followers)

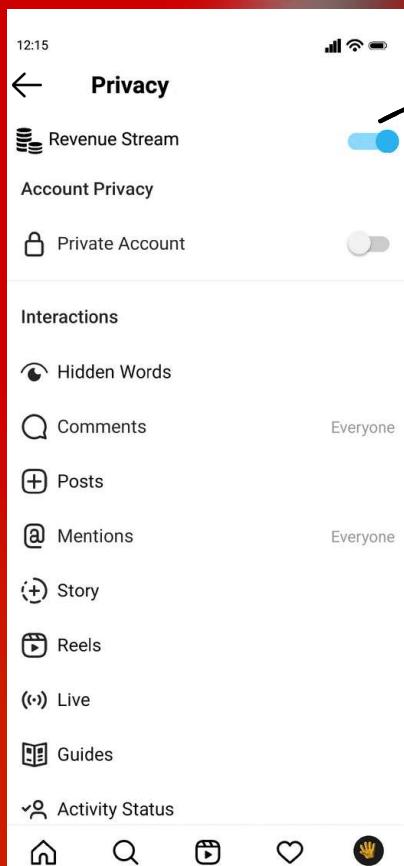
Demographics

- Age - 25, living in Bangalore.
- A part-time influencer (model) on Instagram, working in a software firm.
- Possess a decent audience size. Getting only a small amount of revenue through brand collaboration on Instagram.

Pain Points

- Looking for more revenue on Instagram.

Feature #1: Post Bank



- The toggle in the "Privacy Section" should be turned on in order to start the revenue generation.
- All the upcoming features will be enabled only to users with business/creator account.

Description

- Post Bank is a unique space that can be found only in the **Posts** nearer to the save icon, where the audience can support their favourite influencer's post.
- This feature is represented with a Rupee Icon (the icon will be periodically changed based on the basic monetary unit/currency type of the influencer's country). Eg; Dollars

Expected Impact

- This feature will mainly solve the pain points of influencers like Binita who is expecting for more revenue generation.
- As the Post Bank icon is clearly visible to everyone, this feature will also increase the curiosity of other users that eventually contributes to the Instagram's growth.

Feature #1: Post Bank

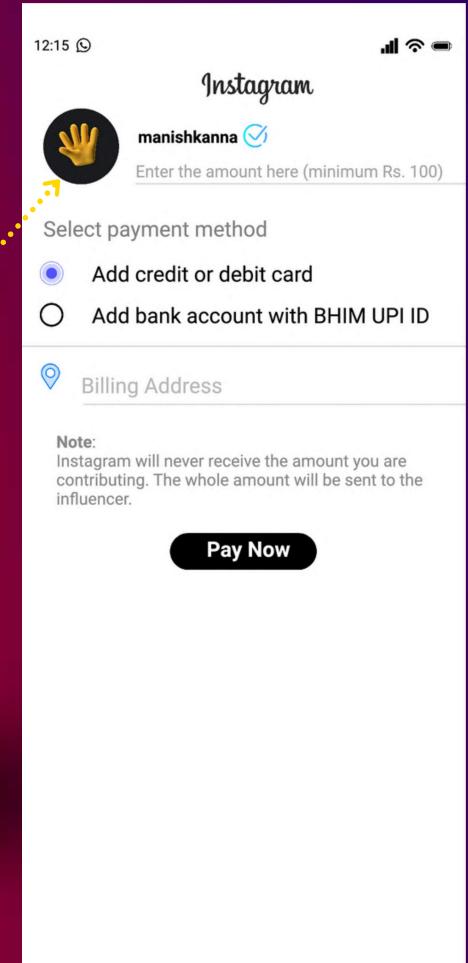


- The users can use this icon to donate their favorite influencers.
- By clicking the icon, the user will be directed to the payment section to proceed with the payment.

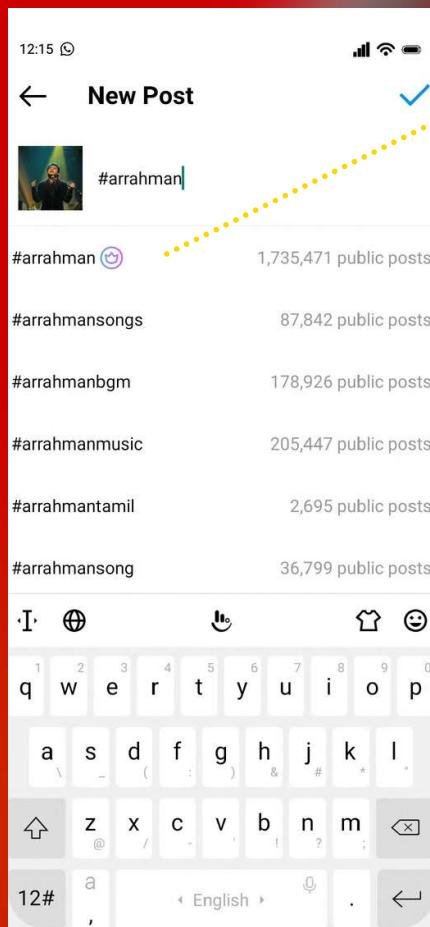
- In the Payment Section, the followers can enter the amount and choose the payment method (credit/debit or UPI).

Key Metrics

- Number of Payment Cart Creations.
- Number of Successful Payments.



Feature #2: Premium Hashtags

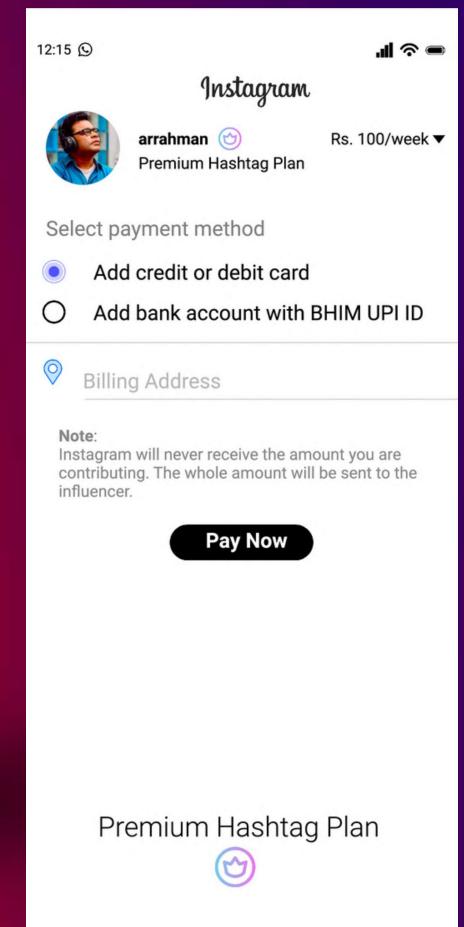


Description

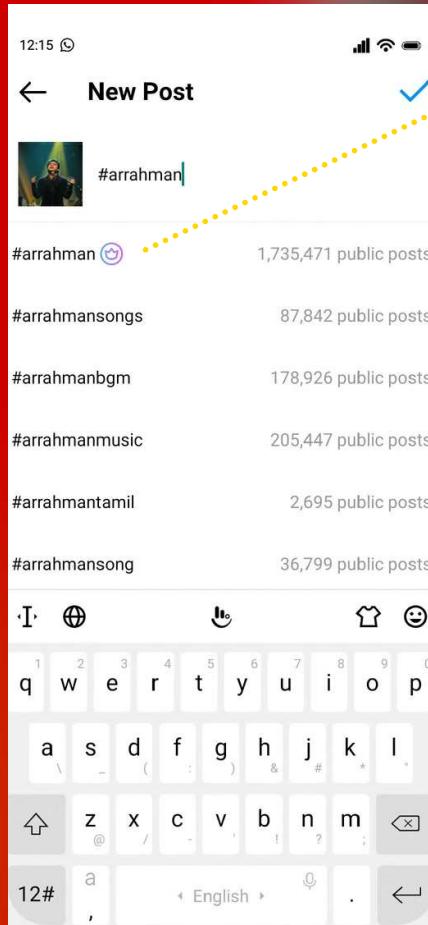
- It is a unique feature where influencers can make premium hashtags in their name. But the revenue depends on the influencer's popularity on Instagram.

Expected Impact

- This feature will majorly solve the pain points of influencers like Akhil who is looking out for a revenue space. It also helps influencers like Binita to a smaller extent.
- In long run, it also helps budding/small influencers.



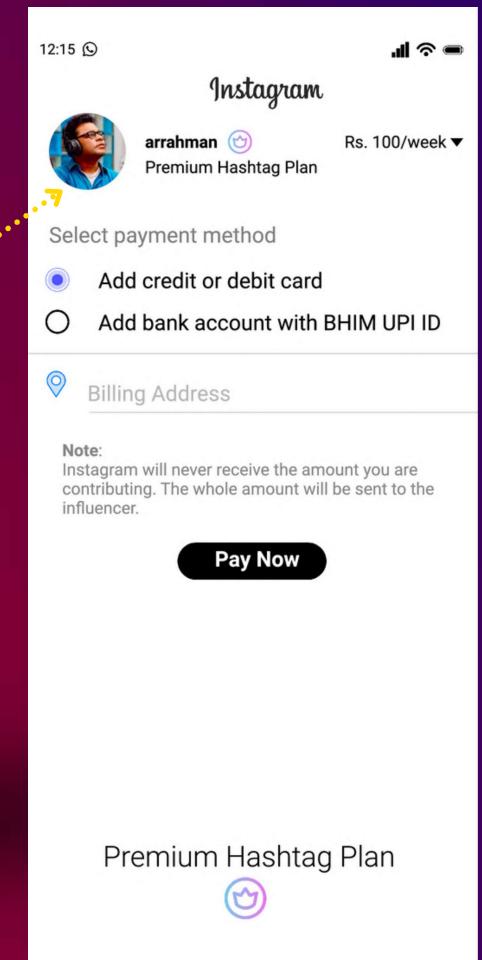
Feature #2: Premium Hashtags



- By clicking the Premium Hashtag, the user will be directed to the payment section to proceed with the payment.
- In the Payment Section, the users can choose the amount & plan and choose the payment method (credit/debit or UPI).

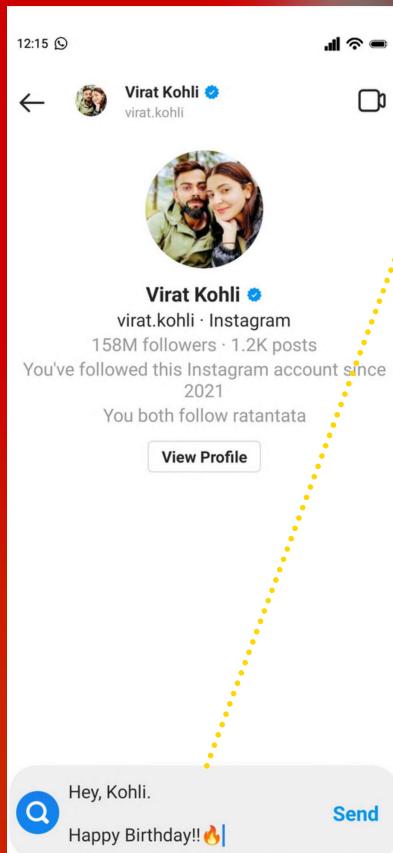
Key Metrics

- Number/percentage of premium hashtags used per month.
- % of Increase in revenue after using paid hashtags.





Feature #3: Special DM Plan



Description

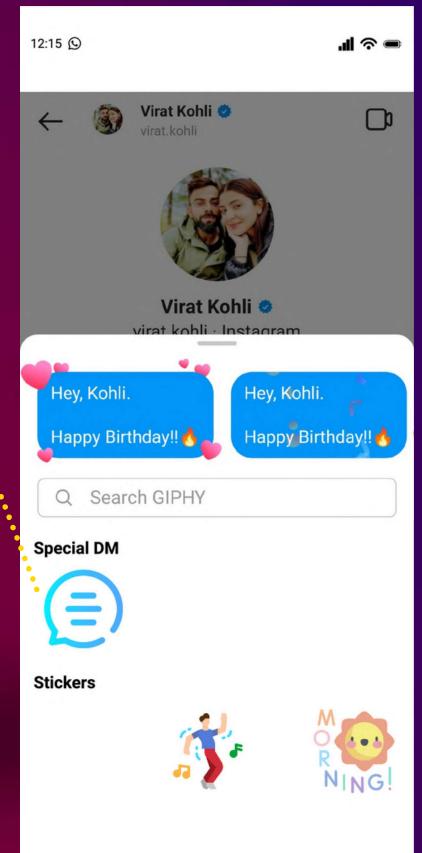
- Special DM Plan is a interesting feature that helps user to send Paid Special DM's to their favourite influencers.

Key aspects of Special DM's:

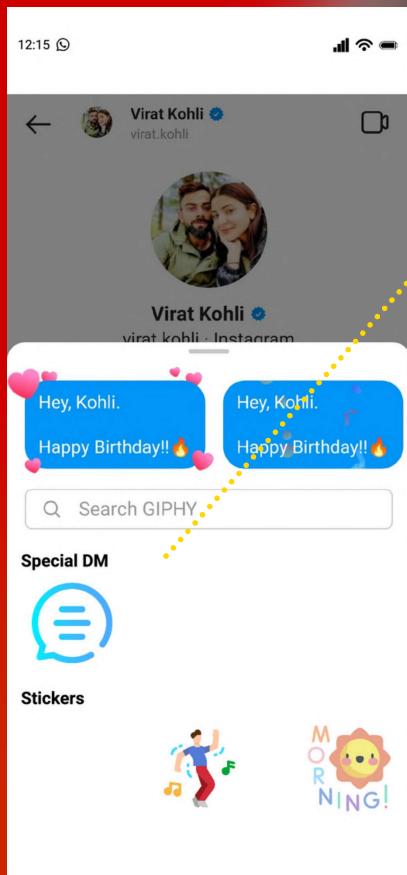
- Instagram will notify the Influencer frequently through personal mails to respond to the user who did Special DM.
- So, this is highly advantageous to both the user and influencer.

Expected Impact

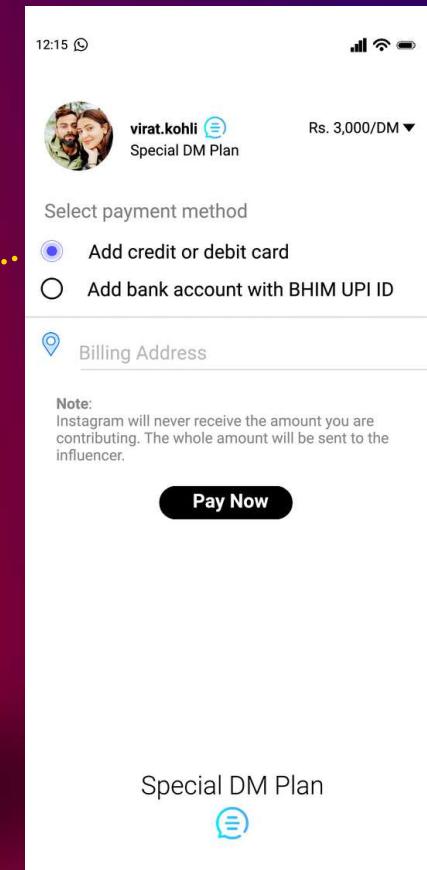
- This feature will majorly solve the pain points of influencers like both Akhil and Benita.
- Since every influencer is having their own audience, Special DM's helps users to engage efficiently..



Feature #3: Special DM Plan



- By clicking the **Special DM Icon**, the user will be directed to the payment section to proceed with the payment.
- In the Payment Section, the users can choose the amount and choose the payment method (credit/debit or UPI).
- Here, the **minimum amount will be fixed by the influencer only** based on his/her popularity.



Key Metrics

- No. of special DM's received per month.
- Revenue generated through Special DM's.

Launch Plan (Go-To-Market Strategy)



Step - 1

- Push alerts and emails to attract viewers' interest .
- Social Media Marketing on various platforms.
- Collaborations with leading celebrities and iconic industry leaders on instagram to launch the **Teaser of the new features**.

maximum time: 15 - 20 days

Step - 2

- Once the functionality has been built, it should be made available to specified people or users on **Instagram's Beta platform**.
- After one month, collect input from Beta users, correct all issues, and make improvements to current functionality as needed.

Points to note:

As all of the above-mentioned features require a significant amount of payment activity, it is vital to assure payment security on a regular basis, which should result in a seamless user experience.

maximum time: 35 - 40 days

Step - 3

- Once the issues have been worked out, make public announcements about the new functionality on social media channels. The final release will be made available one week later.
- Including a high-quality, well-defined feature tour.
- Organize new challenges, and trending media formats that will keep people engaged with the new feature on a regular basis.

Final Launch!



Other Features (which are not mentioned)

1. Reels Bank

- It is similar to the Post Bank feature.
- If the all the above mentioned features went successfully, include this in the future updates.

Why Reels Bank is required additionally?

- When compared with posts reels have wider audience, so this will be helpful to influencers for generating higher revenue

2. Live Special Chat

- It is similar to the Special DM feature.
- Special chat highlights the message.



Thank You



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