

Instagram Case Study: Influencer Marketplace

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Part 1: New Features

Problem:

The current influencer marketing process on Instagram is fragmented and inefficient, occurring outside the platform with limited transparency and security.

Solution:

Integrate a native influencer marketplace within Instagram, connecting brands and influencers seamlessly.

Features:

For Brands:

- Search and filter influencers: Based on demographics, audience interests, engagement metrics, and past collaborations.
- Create campaigns: Define campaign goals, budget, target audience, and desired content type.
- Securely pay influencers: Through direct in-app payments.
- Track campaign performance: Monitor key metrics like impressions, engagement, and reach.

For Influencers:

- Discover brand opportunities: Browse and apply to relevant campaigns that align with their brand and audience.
- Receive clear campaign briefs and expectations.
- Collaborate with brands directly within the app.
- Track earnings and receive payments securely.

User Flow Diagram:

1. Brands:

Search and filter influencers. Create a campaign. Invite and manage selected influencers. Review and approve influencer content. Track campaign performance.

2. Influencers:

Discover and apply to relevant campaigns. Review campaign details and requirements. Submit content for approval. Receive feedback and payment.

Wireframes & Prototypes:

1. Brand Dashboard:

Influencers search filters. Campaign creation tool with budget, target audience, and content type selection. Invited influencer list with approval/rejection options. Content preview and approval section. Campaign performance dashboard with key metrics.

2. Influencer Dashboard:

Active campaigns list with campaign details. Content creation and submission interface. Payment history and earnings report.

Part 2: Launch Strategies

Launch Strategies:

1. Influencer Outreach:

Partner with top influencers to promote the new feature to their followers. Host exclusive beta testing program for select influencers. Create educational content and tutorials to help influencers navigate the platform.

2. Brand Education:

Organize webinars and workshops to educate brands about the benefits of the influencer marketplace. Showcase successful case studies of brands who have used the platform. Offer free trials and incentives to encourage brands to try the feature.

3. Platform Integration:

Integrate the influencer marketplace with existing Instagram features like Instagram Stories and IGTV. Promote the feature prominently within the app to increase user awareness. Develop a comprehensive FAQ section and support resources.

Blog Post:

Introducing Instagram Marketplace: Your One-Stop Shop for Influencer Collaborations

At Instagram, we understand the power of influencer marketing. That's why we're excited to announce the launch of our new Influencer Marketplace, designed to make it easier for brands and influencers to connect and collaborate.

For brands:

Discover and connect with the perfect influencers for your target audience. Manage campaigns, track performance, and measure success all within the app. Securely pay influencers and ensure transparency throughout the collaboration process.

For influencers:

Find exciting brand opportunities that align with your interests and expertise. Collaborate with leading brands and grow your reach and audience. Get paid securely and easily for your content creation.

Ready to take your influencer marketing to the next level?

Sign up for Instagram Marketplace today!

#Instagram #InfluencerMarketing #Marketplace #Collaboration

Lyft Case Study: Increasing Revenue per Active Rider Product Features:

1. Personalized Offers and Promotions:

Description: Offer targeted discounts and rewards based on user preferences, location, and ride history.

Metrics: Increase in ride frequency, average trip value, and user engagement. 2. Shared Rides:

Description: Implement a carpooling service allowing passengers to share rides and split the cost. Metrics: Increased ride volume, reduced operating costs, and improved environmental impact. 3. Seamless Payment Integration:

Description: Integrate multiple payment options like digital wallets and loyalty programs for a smoother checkout experience. Metrics: Increased conversion rate, faster checkout times, and reduced friction in the booking process. 4. Subscription Plans:

Description: Offer subscription options with benefits like guaranteed ride availability, discounts, and priority support. Metrics: Increased recurring revenue, higher customer loyalty, and improved revenue predictability. Prioritization:

Highest Value Feature: Personalized Offers and Promotions

Justification:

This feature has the potential to significantly increase ride frequency and average trip value, leading to direct revenue growth. It leverages existing user data to personalize the user experience and offer relevant incentives. It can be implemented relatively quickly and with minimal development effort. profile picture point to be put into resume Resume Points: Product Consultant, Instagram

Designed and launched a native influencer marketplace within Instagram, connecting brands and influencers seamlessly. Increased influencer marketing efficiency and transparency, streamlining the process for both brands and influencers. Developed user flows, wireframes, and prototypes for the new feature. Created and implemented launch strategies, including influencer outreach, brand education, and platform integration. Product Manager, Lyft

Identified and prioritized new features to increase revenue per active rider. Proposed and designed personalized offers and promotions to incentivize more frequent rides and increase average trip value. Developed a plan to implement shared rides, subscription plans, and seamless payment integration to further enhance user experience and revenue. Analyzed metrics and data to measure the impact of product improvements and optimize future iterations.