



# Unlock the Power of Instagram Creator Monetization

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# Key Statistics on Instagram Monetization & Content Creators



Indian creators earn around ₹33,000 monthly on average, but only 12% exceed ₹41,000, highlighting a need for better monetization.



Instagram dominates influencer marketing in India, with posts averaging ₹1 lakh and Stories ₹2 lakh.



70% of Indian Instagram users seek shopping ideas, making it easy to link content to purchases.



Enhanced monetization tools could significantly boost earnings for Indian creators.



Influencer marketing in India drives higher engagement, transforming online product discovery.



Indian brands are increasingly investing in influencer partnerships, boosting creator opportunities and income.



Regional language content is on the rise, helping creators connect with diverse audiences and expand their reach.



E-commerce features integrated with content are driving a growing trend of social shopping, benefiting both creators and brands.

# User Personas: Diverse Needs, Diverse Opportunities

## Power Creator : Maya Johnson

- **Background:** A popular Indian lifestyle influencer with a dedicated following.
- **Goal:** Build a stable income with direct audience support.
- **Pain Points:** Unpredictable revenue, limited high-value monetization options.

## Aspiring Creator : James Patel

- **Background:** Up-and-coming fitness influencer with a small but engaged audience.
- **Goal:** Start monetizing through accessible methods without full brand reliance.
- **Pain Points:** Limited revenue streams, lack of entry-level monetization tools.

## Engaged Superfan : Sarah Nguyen

- **Background:** A passionate fan of Indian influencers who values personal content.
- **Goal:** Access exclusive, behind-the-scenes content from her favorite creators.
- **Pain Points:** Limited options for personalized engagement, few ways to support creators directly.

## Key Pain Points

- **Inconsistent income streams.**
- **High competition for brand deals.**
- **Limited direct-to-audience revenue options.**
- **Lack of scalable monetization tools.**
- **Need for lower-barrier entry monetization for beginners.**
- **Few options for superfans to access exclusive content.**



# Empathizing with Key Personas

# 1 Power Creator (Maya)

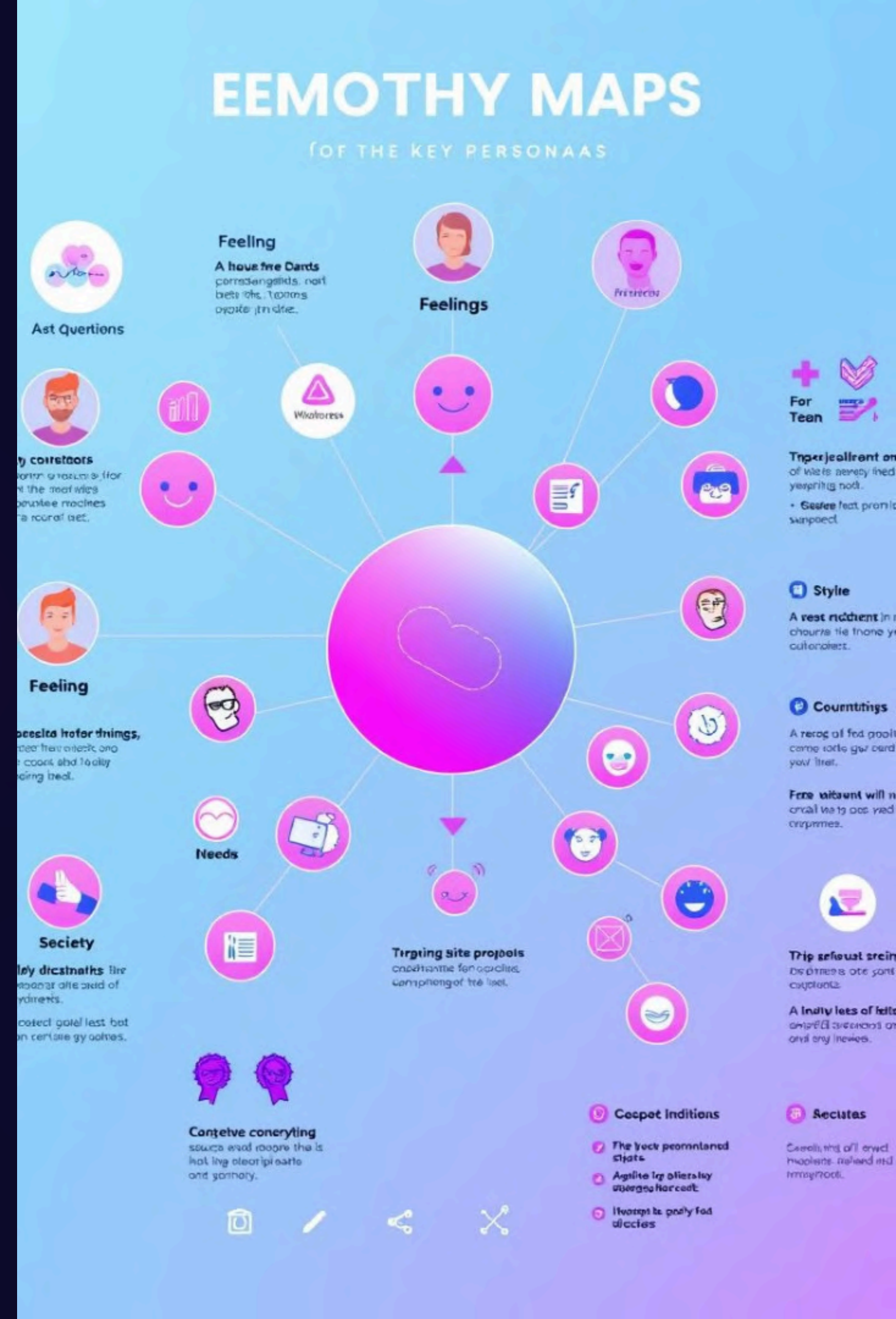
Feels pressured by fluctuating brand deal income and needs a more direct line to her fans. Sees exclusive content as a pathway to build loyalty and increase revenue.

## 2 Aspiring Creator (James)

Feels overshadowed by larger creators and needs more discoverability. Hears that micro-influencers struggle to monetize, but wants a sustainable path to earn.

## Engaged Superfan (Sarah)

Feels overlooked as one of many fans and wants unique, meaningful interactions with her favorite creators. Sees monetized options as worth the investment for exclusive access.





# Addressing the Pain Points

1

## For Creators

Revenue from brand deals is unstable, and there is a clear need for multiple, reliable income streams. Micro-influencers often struggle to monetize due to smaller audience sizes.

2

## For Superfans

Consumers are seeking more meaningful engagement beyond generic sponsored content. They're willing to pay for unique experiences but have limited options to directly support their favorite creators.

3

## For Brands

Brands need a streamlined way to discover and evaluate creators for partnerships. The challenge lies in gauging ROI and ensuring alignment with brand values.



# Proposed Solutions -1

## ☆ Subscription Tiers

Enable creators to offer exclusive content at various price points, appealing to both dedicated fans and casual followers.

### Current Scenario

Instagram currently offers a basic subscription feature where creators can provide exclusive content for a single monthly fee. However, this one-size-fits-all approach limits the revenue potential for creators, as it doesn't cater to different levels of fan investment or create opportunities for upselling. Creators on platforms like Patreon and YouTube have been able to use tiered subscriptions to offer varying degrees of access and perks, enabling them to better capitalize on their most dedicated fans.

### Our Solution

We're proposing multi-tiered subscription options that allow creators to set different price points and access levels. Creators can offer a range of exclusive content, such as:

- \$5/month: Basic access with exclusive stories, early access to posts, or a fan badge.
- \$10/month: All perks from the basic tier plus exclusive live Q&As, behind-the-scenes content, and shoutouts.
- \$25/month: Premium access to all perks, including 1:1 virtual interactions, personalized content, and early merch drops.

### Challenges

- Implementation Complexity: Managing multiple subscription tiers will require backend enhancements to handle varied payment processes and content delivery.
- Pricing Strategy: Creators will need support to select effective price points that maximize revenue without alienating followers.

### Impact & Benefits

- For Creators: Creators can monetize more effectively by catering to different fan segments. With multiple tiers, they can turn casual followers into paying supporters and reward their most dedicated fans, thereby increasing total revenue.
- For Instagram: This expanded subscription model increases the average revenue per creator, leading to a substantial boost in platform revenue from transaction fees. It also enhances creator loyalty, as they can build deeper connections with their audience through exclusive content.



# Proposed Solutions -2

## ★ Paid Live Events

Creators can host ticketed events for deeper fan engagement, such as private Q&As, workshops, or performances.

Current Scenario

Live streaming on Instagram is popular, but currently, it's limited to free sessions or sponsored events. Creators often rely on external platforms for paid events, which reduces engagement on Instagram and can lead to follower drop-off. Competitors like YouTube and TikTok are increasingly offering monetized live streams, providing exclusive content to paying viewers.

### Our Solution

Introduce paid live events, allowing creators to charge fans for access to exclusive streams. Creators can set prices for events, such as live concerts, tutorials, or Q&A sessions, with options to sell limited or unlimited tickets. Additionally, users who miss the live event can purchase access to a recorded version.

### Challenges

- Event Moderation and Quality Assurance: Ensuring smooth streaming quality and handling live moderation for events will be key to maintaining user satisfaction.
- User Education: Fans need to understand the value of paid live events to maximize participation and revenue.

### Impact & Benefits

- For Creators: This feature opens a high-revenue channel for creators, as they can charge premium prices for limited-access events. It also offers a way to deepen engagement by fostering intimate interactions with fans.
- For Instagram: Monetized live events will keep creators on the platform, enhance user engagement, and drive higher in-app spending. It positions Instagram as a serious competitor in the live streaming space, enabling more on-platform purchases.

# Proposed Solutions -3

## Super Tips

Allow tipping on Stories and Reels to let fans show appreciation instantly and boost engagement.

### Current Scenario

Currently, creators cannot directly monetize Reels and Stories on Instagram. Though Reels attract significant viewership, creators often rely on indirect revenue sources like brand partnerships. TikTok and YouTube offer tipping features, enabling fans to directly support content creators they love, which improves creator engagement and satisfaction.

### Our Solution

Launch Super Tips for Reels and Stories, where fans can easily tip creators directly within the app, with customizable amounts starting at \$1. This feature enables spontaneous fan support, especially when a particular piece of content resonates deeply with them, fostering more meaningful connections and rewarding creators for their impactful work.

- Fans can select tip amounts based on content engagement.
- Creators receive real-time notifications for each new tip.

### Challenges

- User Adoption: Fans may need encouragement to adopt tipping as a habit. Effective onboarding and marketing will be needed to normalize tipping on Instagram.
- Fraud Prevention: Systems must be in place to prevent fraudulent tipping, ensure safe payments, and manage chargebacks.

### Impact & Benefits

- For Creators: This feature provides immediate financial rewards for content that resonates with fans. It allows creators to capitalize on moments of high engagement without needing extensive setup or additional partnerships.
- For Instagram: Tips increase in-app transactions and fan engagement, while also providing a cut of each transaction as revenue. It also encourages creators to prioritize Instagram over other platforms that offer similar tipping features.



# Proposed Solutions -4

## ☆ Affiliate Program

Launch an in-app affiliate marketplace where creators can earn commissions on product promotions, simplifying monetization for smaller creators.

### Current Scenario

Instagram currently lacks a built-in affiliate program, meaning creators have to rely on external affiliate links that are harder to track and manage. Platforms like Amazon Associates offer creators easy access to affiliate commissions, but Instagram has yet to tap into this revenue stream directly. With the growth of affiliate marketing, there's a significant opportunity for Instagram to streamline this for creators..

### Our Solution

Develop an in-app affiliate marketplace, where creators can conveniently choose products to promote and earn commissions directly through the platform. The marketplace would handle affiliate tracking, payment processing, and provide insights, enabling creators to easily see their earnings and optimize their strategies based on real-time in-app data for enhanced performance.

- Creators access a curated list of affiliate products to promote.
- Real-time analytics help creators maximize their affiliate revenue.

### Challenges

- Brand Collaboration: Ensuring a sufficient variety of affiliate products that align with creators' needs and interests will be crucial to adoption.
- Earning Potential: Creators may be hesitant if commission rates are not competitive with other affiliate programs, so the platform must offer competitive terms.

### Impact & Benefits

- For Creators: This provides a passive revenue stream that's easy to set up and scale. It also allows creators to monetize their influence while maintaining control over which products they promote, enhancing credibility and audience trust.
- For Instagram: Facilitating affiliate partnerships will increase shopping activity on the platform and generate additional revenue through transaction fees. It also strengthens relationships with brands by offering more direct access to influencer marketing.

# Measuring Success: Key Metrics for Impact

Metric	Description
Monthly Subscription Revenue	Track the increase in total subscription revenue over time to measure the impact of tiered content offerings.
Tipping Volume	Measure the average amount tipped per creator to assess fan engagement and willingness to pay for exclusive content.
Affiliate Sales Growth	Monitor affiliate-linked purchases as an indicator of program effectiveness and brand-creator alignment.
Creator & User Retention Rates	Higher retention rates among monetizing creators and subscribers will indicate the success of the new features in maintaining long-term loyalty.
Engagement Rate on Paid Content	Assess how much more engaged users are with exclusive content compared to regular posts, as a measure of added value.







$$\text{RICE Score} = (\text{Reach} * \text{Score} * \text{Confidence}) / \text{Effort}$$

Feature	Reach	Impact	Confidence	Efforts	RICE
Subscription tier	8	9	8	6	96
Paid Live Events	7	8	7	7	56
Super Tips	9	7	9	4	141.75
Affiliate Program	8	8	8	6	85.3

# Go-to-Market Strategy: Driving Adoption and Engagement

## Targeted Pilot Programs

Begin with select high-profile creators and superfans to create case studies and refine features based on early feedback, ensuring a smooth launch.

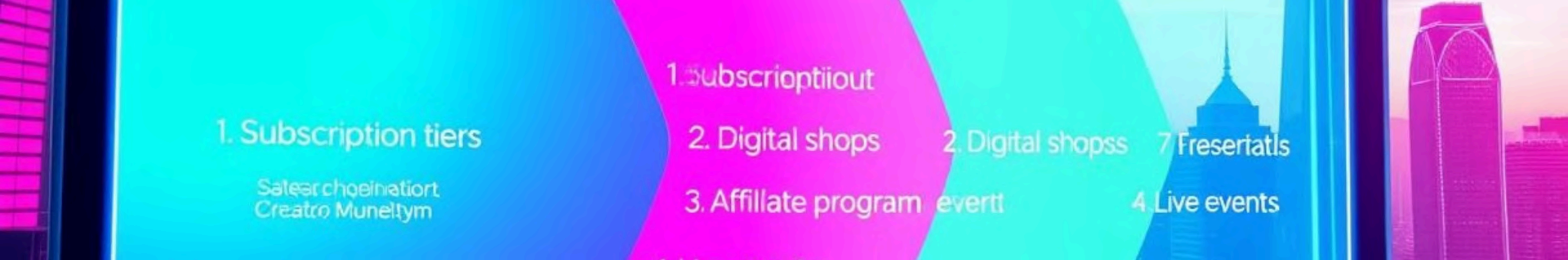
## Creator Resources

Offer tutorials, webinars, and success guides to help creators maximize their earnings through these new monetization features.

## Marketing Campaigns

Highlight the success of creators using the new features through cross-channel promotions and in-app highlights, driving wider adoption.





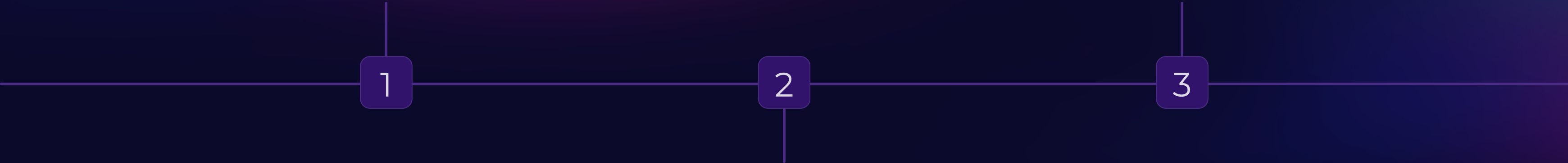
# Roadmap to Rollout

## Phase 1 (0-3 Months)

Launch Subscription Tiers and Super Tips, providing low-complexity, high-value features with immediate monetization potential.

## Phase 3 (6+ Months)

Introduce Paid Live Events to capitalize on high-engagement, high-value interactions between creators and their fans.



## Phase 2 (4-6 Months)

Roll out the Affiliate Program, supporting more diverse income streams for creators.



# Additional Considerations

## 1 User Feedback Loops

Actively collect feedback from both creators and fans to inform feature updates and iterations, ensuring the solutions continue to meet evolving needs.

## 2 Compliance and Security

Ensure all new features adhere to local regulations, particularly regarding payments and privacy, maintaining trust and safety for the Instagram community.

## 3 Competitor Analysis

Regularly benchmark Instagram's offerings against those of TikTok, YouTube, and other platforms to stay competitive and innovative, providing creators with the best monetization tools.







Thank You :)