

INSTAGRAM

Product Management

Enhancing Monetization
Opportunities for Content
Creators

PRESENTED BY:

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About Instagram



INSTAGRAM IS A SOCIAL MEDIA PLATFORM FOCUSED PRIMARILY ON PHOTO AND VIDEO SHARING. IT WAS CREATED BY KEVIN SYSTROM AND MIKE KRIEGER AND LAUNCHED IN OCTOBER 2010. THE APP INITIALLY STARTED AS A SIMPLE PHOTO-SHARING PLATFORM WITH FILTERS, QUICKLY GAINING POPULARITY DUE TO ITS USER-FRIENDLY INTERFACE AND FOCUS ON VISUAL CONTENT. IN 2012, INSTAGRAM WAS ACQUIRED BY FACEBOOK (NOW META PLATFORMS, INC.) FOR \$1 BILLION, MARKING ONE OF THE MOST SIGNIFICANT TECH ACQUISITIONS OF THE DECADE. OVER THE YEARS, INSTAGRAM HAS EXPANDED ITS FEATURE SET WITH TOOLS LIKE STORIES, REELS, AND IGTV, BECOMING A HUB FOR INFLUENCERS, BRANDS, AND CASUAL USERS ALIKE.

Objective:

This project solely focuses on analyzing the already existing product from Meta, 'Instagram', a social media platform. The goal is to enhance monetization opportunities for Instagram content creators, boosting creator loyalty and user engagement, while establishing Instagram as a leading platform for creator earnings.

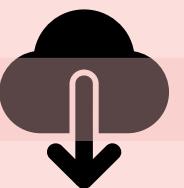
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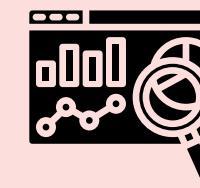
500 M
DAU



170+
COUNTRIES



3.8 B
APP
DOWNLOADS



15% OF THE
GLOBAL SOCIAL
MEDIA MARKET

COMPITITORS:



twitch



Market Distribution



Brainstorming

MAIN POINTS

- 1** Global Reach: Instagram has over 2 billion monthly active users, with India (385 million) and the U.S. (166 million) leading the user base
- 2** Demographics: Instagram is particularly popular among younger users, with 75% of U.S. users aged 18-24 actively using the platform
- 3** Gender Distribution: Globally, Instagram's user base is almost evenly split between genders, while in the U.S., women make up 55.4% of users
- 4** Engagement: Instagram Reels and Stories drive significant engagement, with Reels having a 37.87% reach rate and 500 million daily active users on Stories
- 5** Product Discovery: Instagram plays a key role in e-commerce, with 60% of users discovering new products and 70% using the platform for shopping

Age Group	Percentage of Users	Potential New Subscriptions	Potential Revenue
18-24	35%	10,000	\$500,000
25-34	30%	8,000	\$400,000
35-44	20%	5,000	\$250,000
45-54	10%	2,500	\$125,000
55+	5%	1,250	\$62,500

Gender:
Male: 49%
Female: 51%



User Persona



Ankit

Fitness Influencer

BIO: ANKIT IS A 30 YEAR OLD A PERSONAL TRAINER WHO SHARES DAILY WORKOUT VIDEOS, WELLNESS ADVICE, AND INSPIRATIONAL TRANSFORMATION POSTS, OFTEN PROMOTING FITNESS GEAR, WORKOUT APPS, OR SUPPLEMENTS.

TARGET AUDIENCE: HEALTH-CONSCIOUS INDIVIDUALS, GYM-GOERS, WELLNESS ENTHUSIASTS, AND PEOPLE LOOKING FOR FITNESS INSPIRATION.

FRUSTRATIONS:

- INCONSISTENT BRAND DEALS
- RELIABLE SPONSORSHIP
- MONETIZATION SATURATION



Binod

Meme/Comedy Creator

BIO: BINOD IS A 27 YEAR OLD COMEDIAN WHO CREATES SHORT, FUNNY VIDEOS OR MEMES THAT GO VIRAL, OFTEN WORKING WITH BRANDS FOR HUMOROUS PRODUCT PLACEMENTS OR COLLABORATIONS.

TARGET AUDIENCE: PRIMARILY YOUNGER AUDIENCES LOOKING FOR ENTERTAINMENT AND SHAREABLE CONTENT.

FRUSTRATIONS:

- UNPREDICTABLE INCOME
- LIMITED MONETIZATION OFFERS
- MULTIPLE REVENUE STREAMS



Nisha

Fashion & Beauty Influencer

BIO: NISHA IS A 21 YEAR OLD BEAUTY ENTHUSIAST WHO SHARES DAILY SKINCARE ROUTINES, MAKEUP TUTORIALS, AND STYLE INSPIRATION POSTS, OFTEN FEATURING COLLABORATIONS WITH HIGH-END BEAUTY BRANDS AND FASHION RETAILERS.

TARGET AUDIENCE: PREDOMINANTLY YOUNG WOMEN INTERESTED IN THE LATEST TRENDS, BEAUTY PRODUCTS, AND FASHION.

FRUSTRATIONS:

- LOW AFFILIATE COMMISSIONS
- NEED CONTENT CREATION TOOLS
- INSTAGRAMS SHOPS



SOLUTION 1

Recognizable Tokens



- **MILESTONE BADGES:**

Silver, Gold, and Platinum badges for follower counts and engagement.

- **MERCHANDISE & GOODIES**

Personalized rewards and Instagram-branded items.

- **DIGITAL BADGES & NFTS:**

Modern digital rewards for achievements.

- **METRICS TO TRACK:**

- Creator Engagement: Measure increases in posts and stories by awarded creators.
- Follower Growth: Track follower count growth for creators receiving tokens.
- User Engagement: Monitor likes, comments, and shares on awarded content.
- Retention Rates: Observe retention rates of top creators post-rewards.

- **BENCHMARK**

- YouTube: Silver, Gold, and Diamond Play Buttons, exclusive events.
- TikTok: Creator Fund, workshops, personalized merchandise.

SOLUTION 2 FAN DONATIONS



- **TIPPING:**

- Followers can directly tip their favorite creators during live streams or via regular posts.

- **PAID LIVESTREAMS**

Creators can host exclusive, paid live streams for fans willing to pay for special content.

- **INSTAGRAM GIFTS**

Introduce virtual gifts that fans can purchase and send to creators as a form of appreciation.



- **METRICS TO TRACK:**

- Creator Earnings: Measure increase in creators' revenue from tips, paid streams, and gifts.
- User Engagement: Track the number of tips, paid live stream participants, and gifts sent.
- Creator Retention: Monitor retention rates of top creators utilizing these features.
- User Satisfaction: Collect user feedback on new donation features.

- **BENCHMARK**

- TikTok: Offers virtual gifts and tipping during live streams, significantly boosting creator earnings.
- YouTube: Introduced Super Chat and channel memberships, allowing fans to pay for exclusive content and highlighted comments.

SOLUTION 3

PLAYLIST AND COMMUNITY FEATURE



- **CONTENT PLAYLIST:**

- Allow creators to categorize their content into playlists, making it easier for followers to find and binge-watch specific types of content.

- **COMMUNITY SUPPORT**

Create a dedicated community space where micro-creators can connect, share tips, and support each other's growth through collaboration and engagement.

- **METRICS TO TRACK:**

- Content Consumption: Measure the increase in views for playlisted content.
- User Engagement: Track likes, comments, and shares on content within playlists.
- Creator Collaboration: Monitor the number of interactions and collaborations within the community.
- Micro-Creator Growth: Observe follower growth and content output from micro-creators participating in the community.

- **BENCHMARK**

- YouTube: Offers playlist features that enhance content discoverability and increase watch time.
- TikTok: Promotes community challenges and collaborations that foster a sense of community among creators.

SOLUTION 4

ANALYTICS DASHBOARD



- **PERFORMANCE ANALYTICS**

Comprehensive insights on content performance, including views, likes, comments, and shares

- **POPULAR CONTENT FILTERS**

Identify top-performing content through filters for most popular posts, stories, and videos.

- **AUDIENCE ANALYSIS**

In-depth demographic and engagement metrics to understand and engage with the audience better.

- **CONTENT IMPROVEMENT**

Personalized recommendations for improving content based on analytics.

- **FOLLOWER GROWTH INSIGHTS**

Track and analyze follower growth trends to identify what attracts new followers.

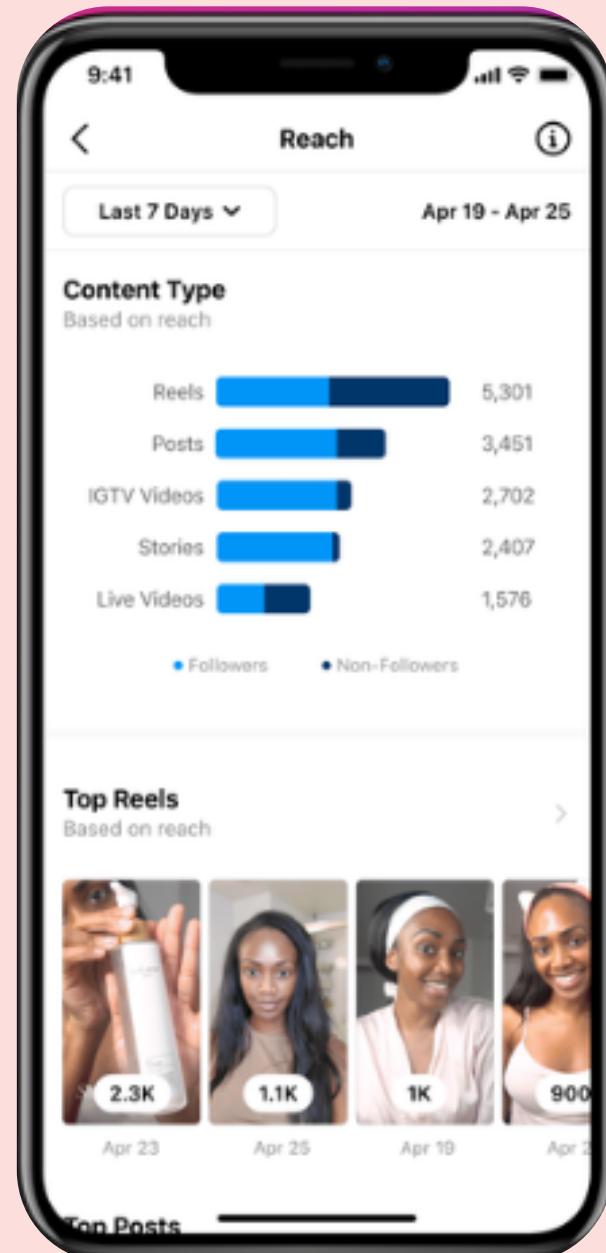
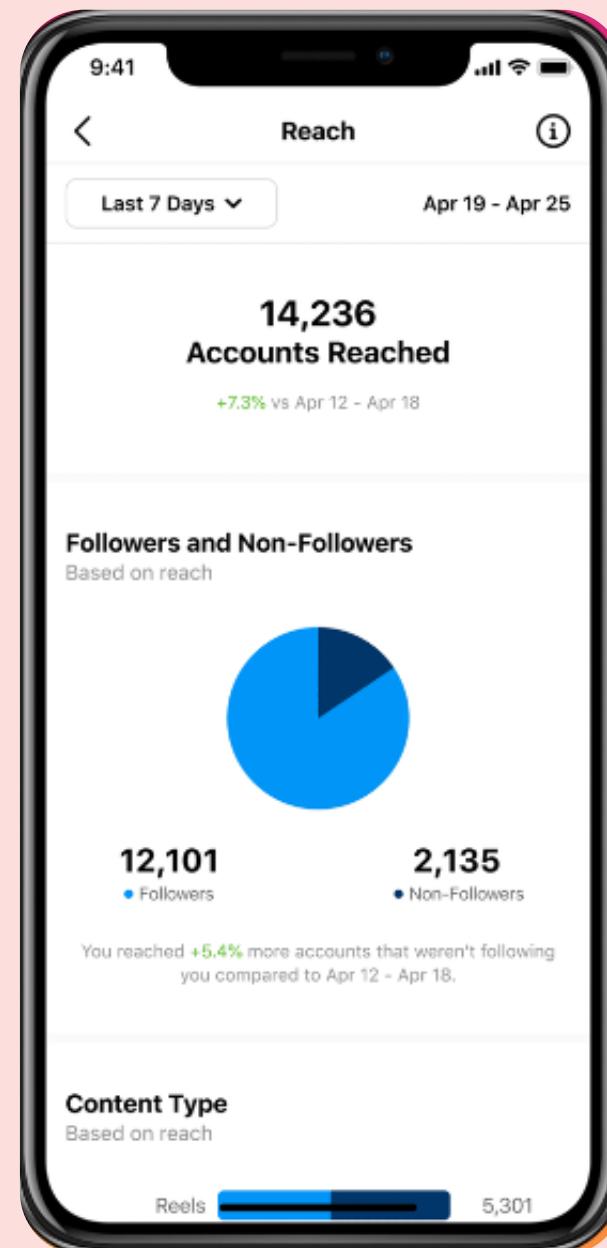
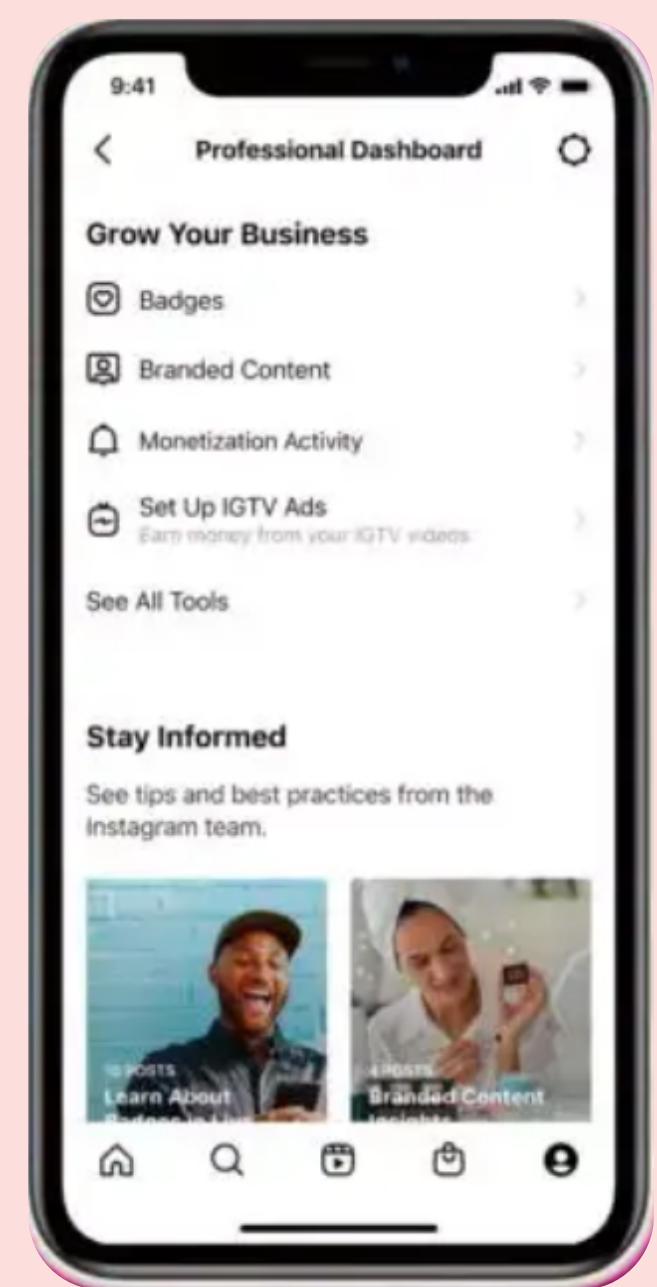
- **METRICS TO TRACK:**

- Content Performance: Views, likes, comments, shares, and engagement rates.
- Audience Engagement: Demographic details and engagement patterns.
- Follower Growth: Tracking increases and patterns in follower counts.
- Content Improvement: Measure the impact of implemented tips on content performance.

- **BENCHMARK**

- YouTube: Offers Creator Studio with insights on views, watch time, and audience demographics, along with tips for content improvement.
- TikTok: Provides analytics on video performance, audience insights, and follower growth metrics.

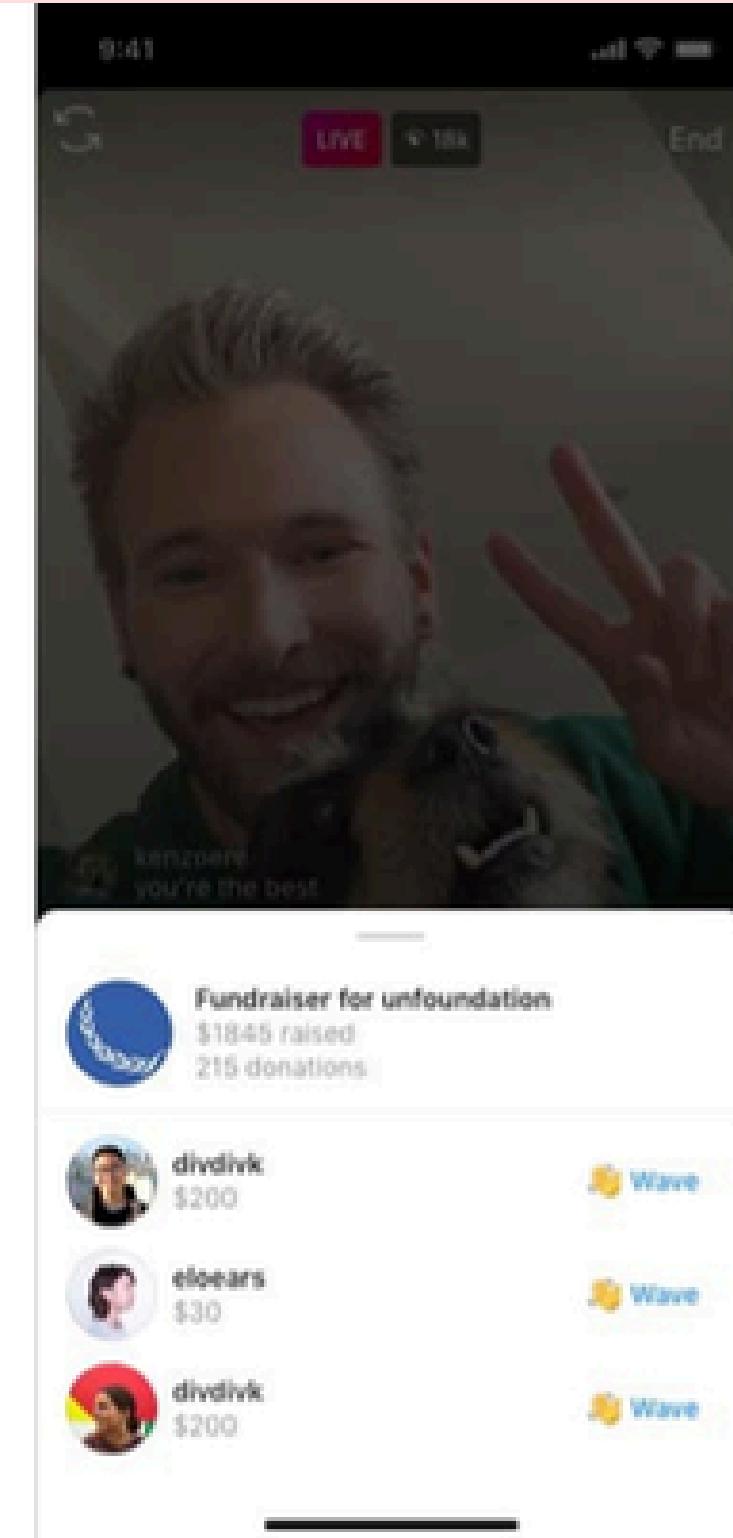
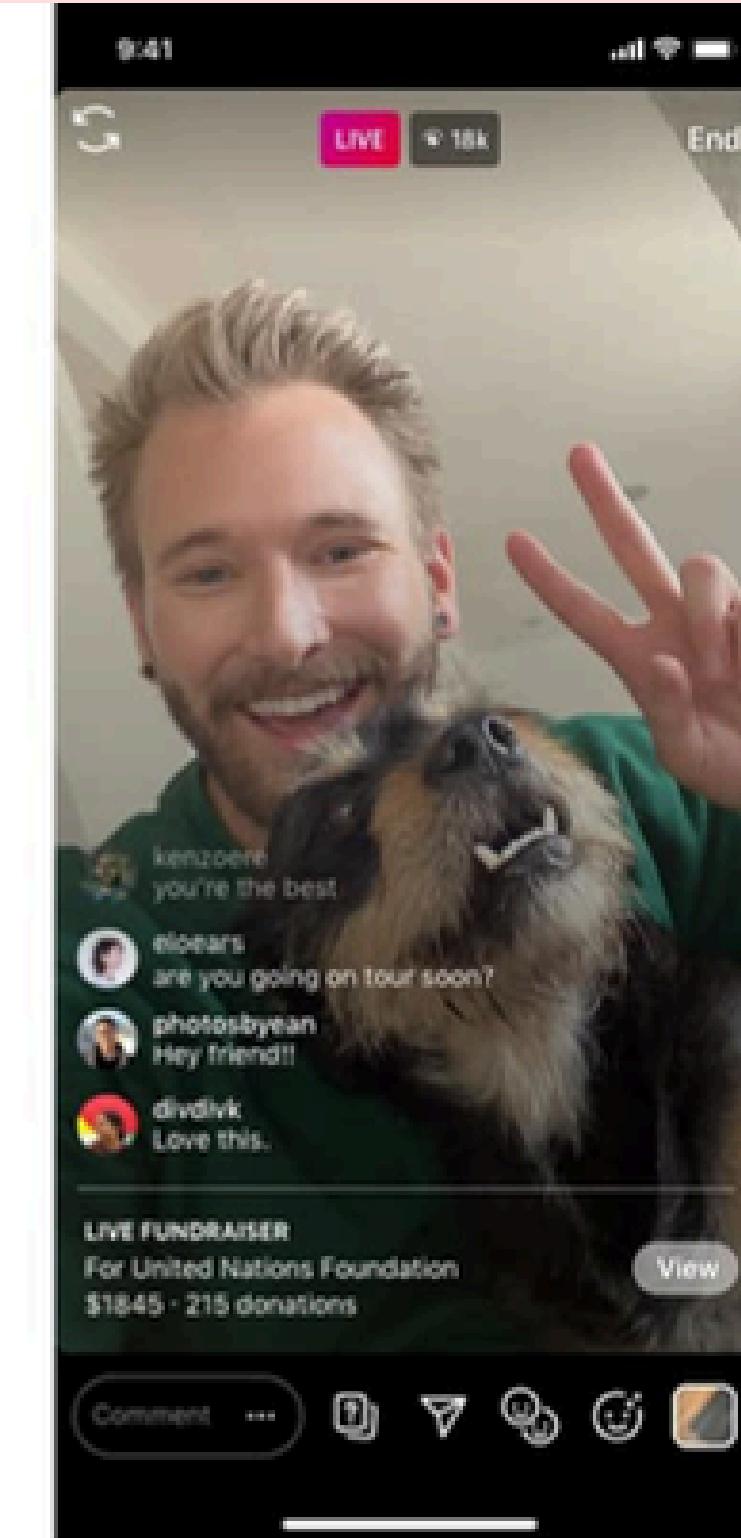
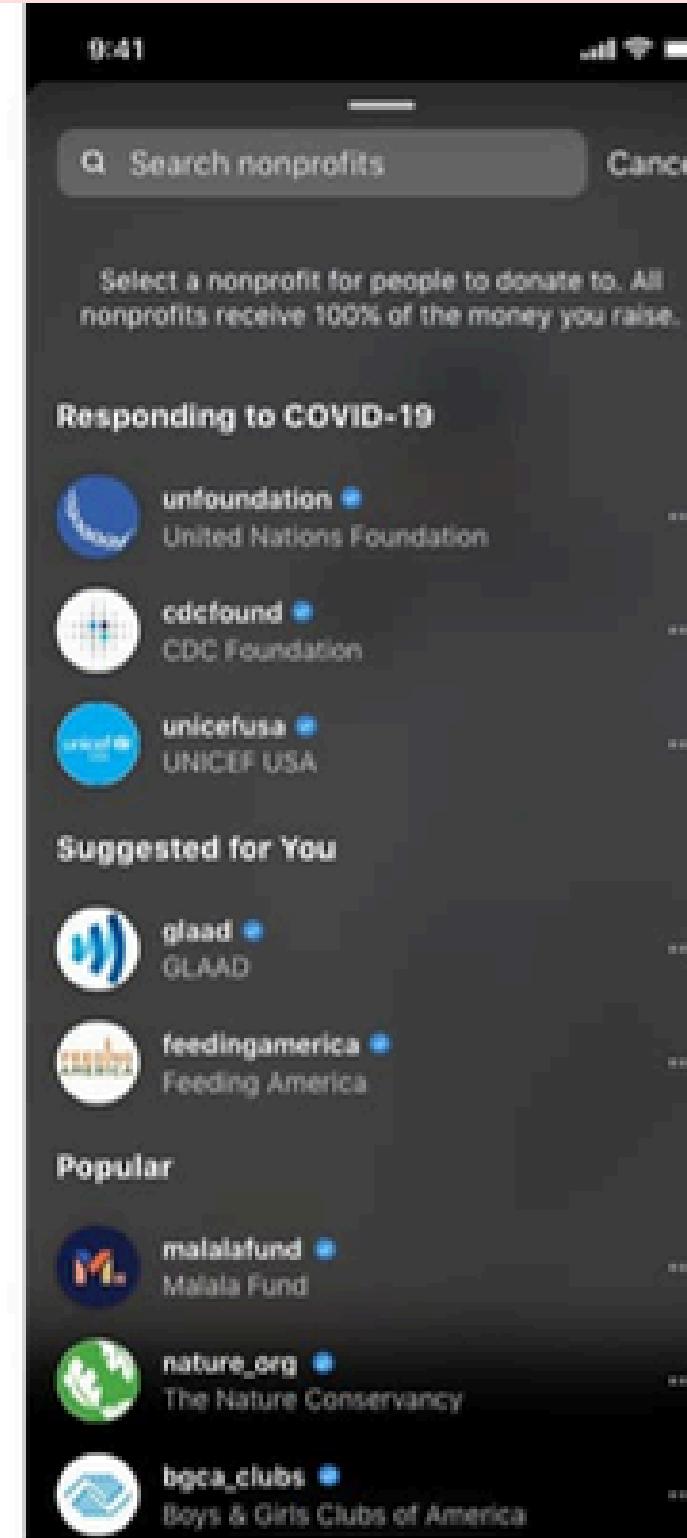
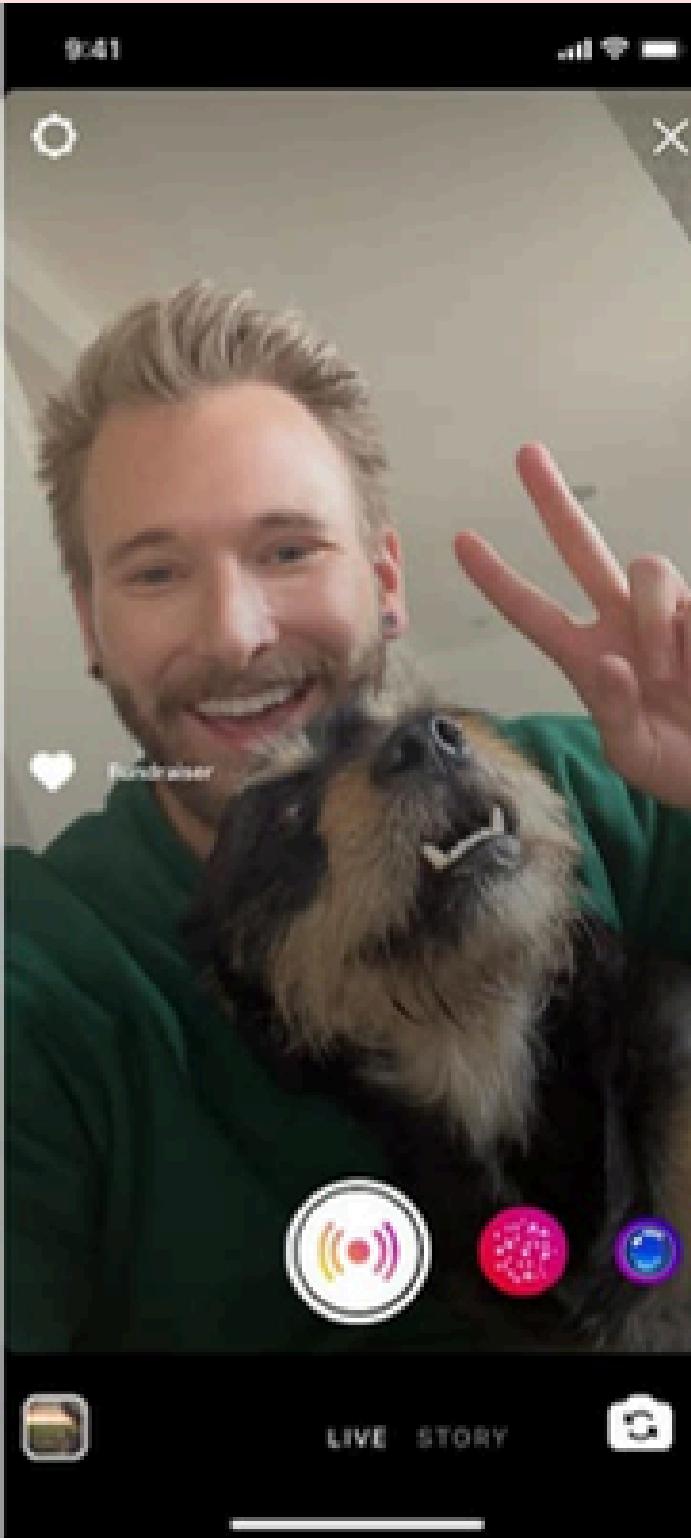
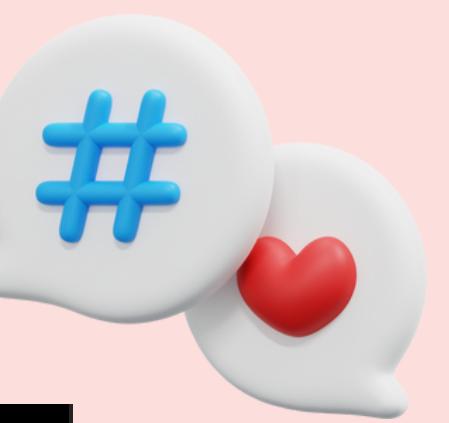
INSTA ANALYTICS DASHBOARD



Solution 4 wireframe

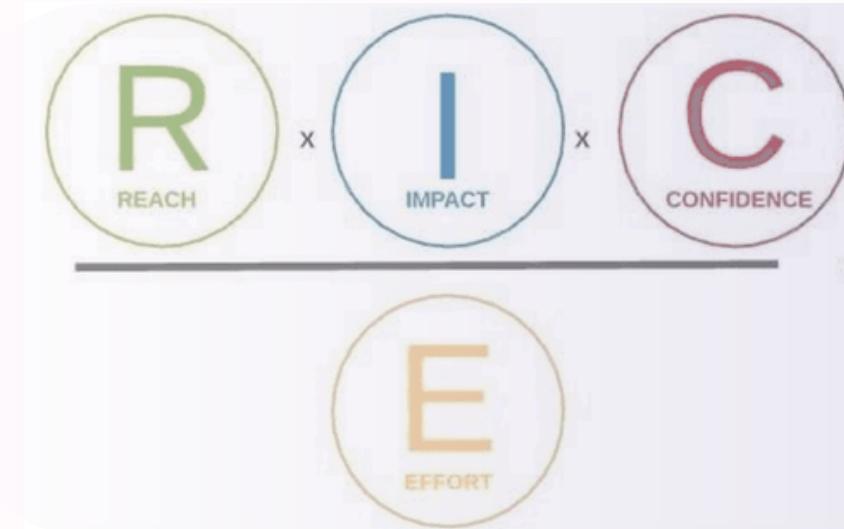


INSTA FAN DONATIONS ON LIVE STREAM



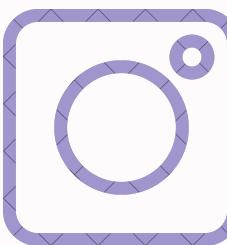


PRIORITISATION:



RICE
SCORE

Feature	Reach	Impact	Confidence	Effort	RICE Score
Instagram Analytics Dashboard	9	9	7	9	63
Fan Donations on Live Streams	8	9	9	6	108
Recognizable Token	9	8	8	8	72
Playlist and Community Feature	7	7	7	5	69



COMPETITOR ANALYSIS



Feature	TikTok	Youtube Shorts	Insta Reels
Ad Revenue Sharing	Yes, through TikTok Pulse.	Yes, through the YouTube Partner Program.	Only for some creators, with the Ads on Reels test.
Creator Fund	Yes, through the Creativity Program (new in 2023).	No.	No
Fan Donations	Yes, through LIVE Gifts.	Yes, through Super Chats, Super Stickers, and Super Thanks.	Yes, through Instagram Gifts.
Paid Memberships	Not exactly; Series allows content behind paywall	Yes, through channel memberships.	Yes, through Subscriptions.
Shopping	Yes, through TikTok Shop.	Yes, through YouTube Shopping.	Yes, with Instagram Shopping.
Affiliate Program	Yes, with TikTok Shop affiliate marketing.	Yes, through YouTube Shopping affiliate program.	No.
Other Options	TikTok Effect Creator Rewards for viral AR effects.	Creators earn piece of YouTube Premium subscriber fees.	No.

For creators seeking to maximize revenue, YouTube Shorts and TikTok provide more diverse monetization options, while Instagram Reels is better suited for lifestyle influencers and brands with fewer direct earning opportunities.



GTM

**1. TARGET:
TOP AND EMERGING INDIAN
CREATORS.**

**2. FEATURES: FAN
DONATIONS, TOKENS,
PLAYLISTS, ANALYTICS.**

**3. PRICING:
FREE BASIC, PREMIUM
TIERS, CUSTOM PLANS.**

**4. MARKETING:
INFLUENCER PARTNERSHIPS, SOCIAL
MEDIA, CONTENT MARKETING.**

**8. MEASUREMENT:
TRACK METRICS, GATHER
FEEDBACK, ITERATE.**

**7. RETENTION:
CONTINUOUS IMPROVEMENT,
COMMUNITY BUILDING, PERSONALIZED
SUPPORT.**

**6. ACQUISITION:
TARGETED ADS, CONTENT
MARKETING, REFERRALS.**

**5. SALES:
IN-APP INTEGRATION, INDIAN
PAYMENT PROVIDERS, CUSTOMER
SUPPORT.**

