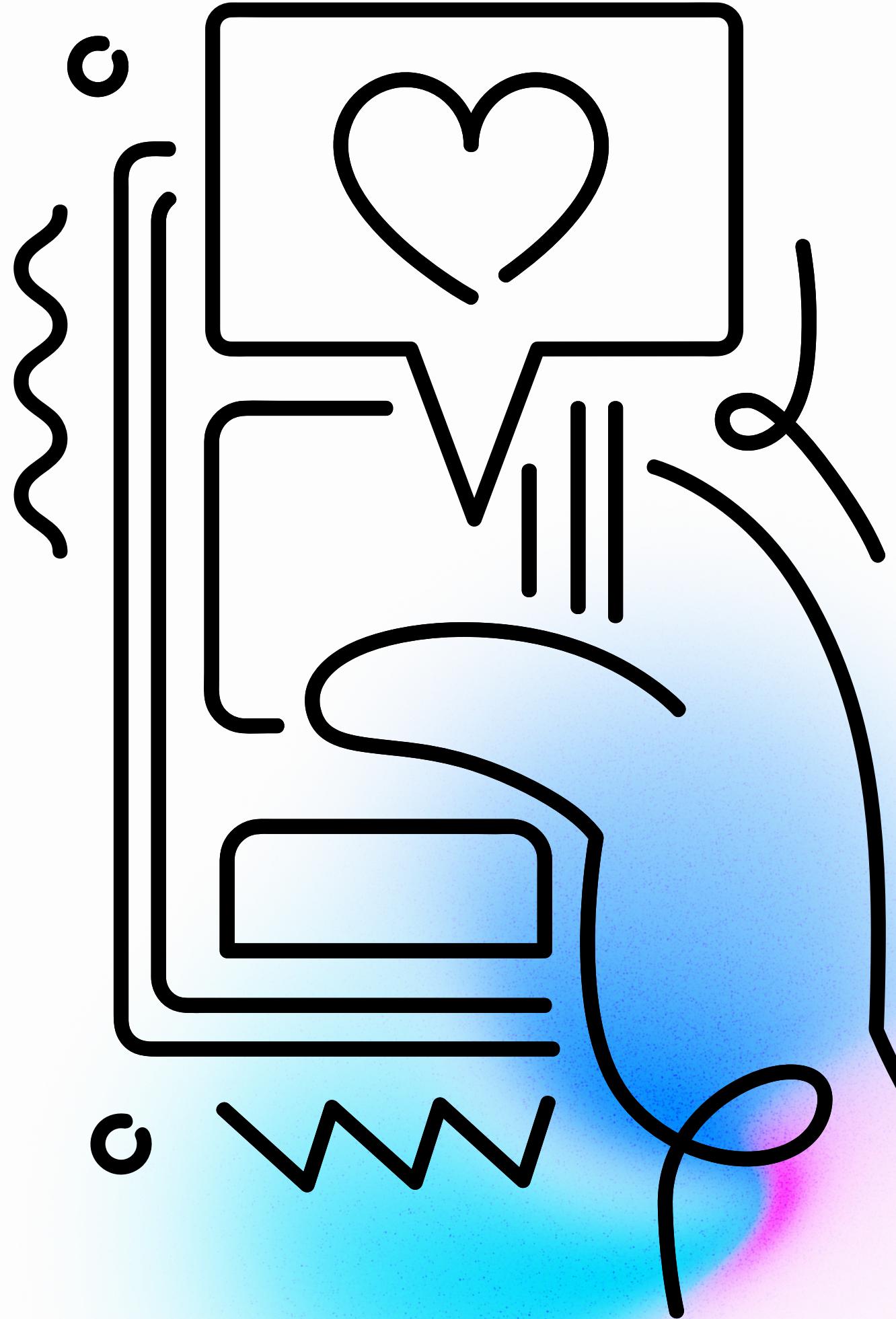


# UNLOCKING INSTAGRAM'S POTENTIAL

Insight Edge

**TEAM 7 - META (B)**

#DAN RASMUSSEN #SHWETHA RAGHAVENDRA PRASANNA  
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## Section 1

Introduction &  
Market Overview



# #Introduction

- Influencer market has been rapidly expanding
- Key dominant players – TikTok, Instagram, Youtube, Facebook
- Trends – Increased Influencer Marketing, Enhanced Shoppable Posts, Increased Sustainability & Ethical Branding, New addition of AR Filters



## Instagram:

- Most popular for personal expression, branding and marketing
- Competitive advantage in its focus on high quality images and videos
- Revenue through advertising based on clicks & impressions
- Estimated market size (TAM) – **\$49 billion**

# #Challenges & #Threats

## **Content Creator Challenges:**

- Limited Discoverability
- Content Quality and Production Challenges (time-consuming)
- Navigating Discoverability Algorithm Complexity
- Lack of comprehensive Analytic tools for Content Strategy
- Monetization Hurdles

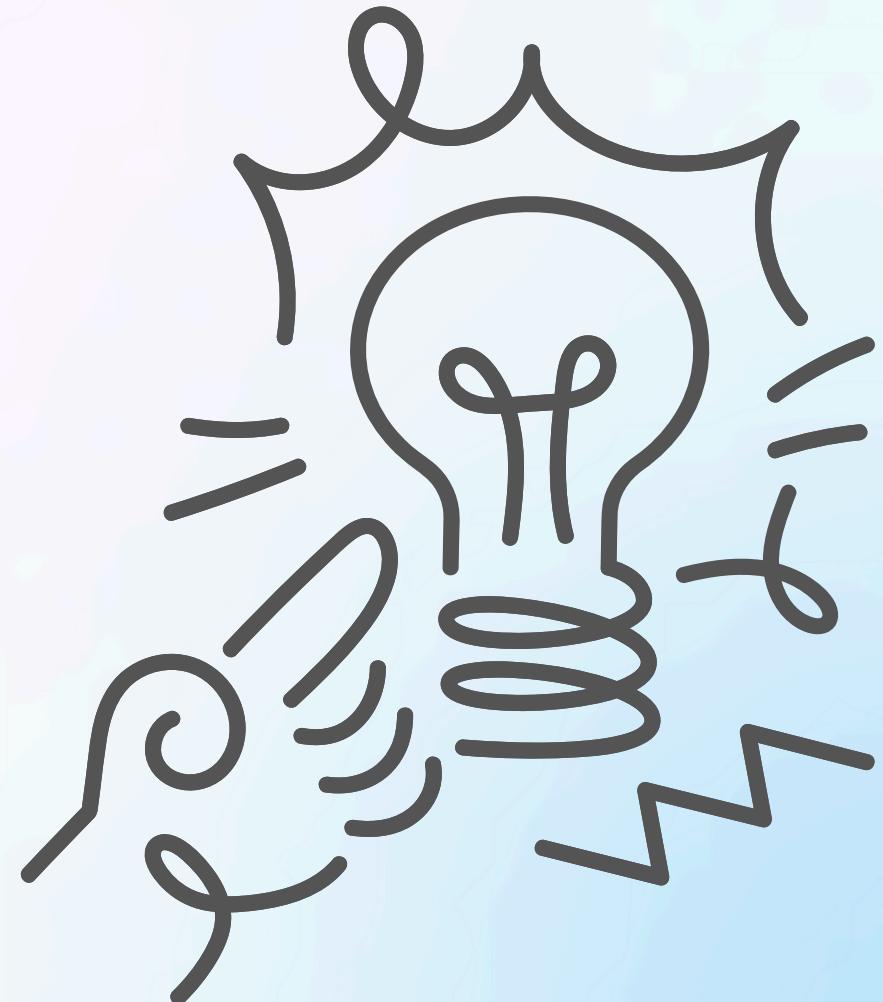
## **Threats from Competitor (TikTok):**

- Stronger algorithmic reach and discoverability
- Level playing field for both popular creators and lesser-known users
- Stronger appeal to young demographics
- Prioritization and focus on one form of content – short-form videos
- Creative tools, effects, and filters to enhance content

# The Solution? #Insight Edge

A targeted solution for content creators to optimize **post visibility** and **grow their brand** with:

- Advanced editing tools integrated with AI suggestions
- Delivering comprehensive analytics
- Collaboration tools to improve content quality

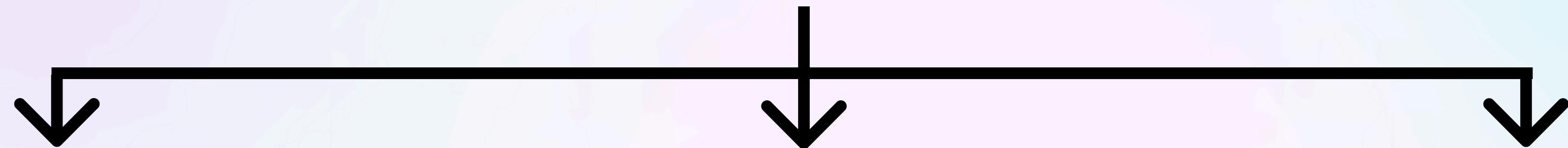


# Differentiation #AI Investment

- Competitive Edge
- Personalized Experience
- Wider Audience Reach
- Enhanced Post Quality
- Detailed Analytics Feedback
- Trend Analysis and Optimization

# #TheCustomer

## Influencer/Content Creators



### Aspiring content creators (0 - 10K followers)

- At the beginning of their content creation journey.
- Seeking to establish a clear and engaging online presence and develop their niche.

### Emerging content creators (10K - 100K followers)

- Have established a foundational audience and recognized within specific niches.
- Looking to professionalize their content further and expand their reach.

### Established content creators (100K+ Followers)

# #Personas - Aspiring Content Creator

Alex "StyleVlogger" Parker



“ Every outfit is a statement, but finding the time to craft that perfect post between lectures? That's the real challenge.

## Background

Alex is a student with a keen eye for upcoming trends and a penchant for sharing his unique style insights. He uses social media platforms to create content and gain exposure in the fashion industry, while earning some extra money and fame. Juggling studies, he is determined to carve out a niche for himself on social media, showcasing his creative fashion choices.

## Demographics

- Age: 19
- Education: Sophomore at Cornell University, Majoring in Fashion
- Marital Status: Single
- Occupation: Student
- Location: Ithaca, New York
- Income/Socioeconomic status: Middle Class
- Experience: No working experience in content creation, mostly self-taught

## Lifestyle and motivations

- Hobbies and interests: DIY fashion projects to repurpose and personalize clothing
- Values: Authenticity, both in personal style and in social media presence
- Lifestyle choices: Focuses on versatile pieces that can be mixed and matched. Uses technology to share fashion insights and styles that are adoptable for all
- Decision-making: Researches upcoming style trends. Reflects on if his content fashion choices are practical and adoptable

## Device/Tools Used

- Video editing apps like CapCut for creating fashion look-books
- Fashion blogs and other influencer pages on social media to stay updated on fashion trends
- ChatGPT for content ideas and captions
- Tiktok to review trending fashion styles and videos
- Instagram to upload his content



## Goals

- Develop his own unique fashion-focused brand on social media, making fashion accessible and easy to adopt for all
- Share his innovative fashion styles and insights
- To establish a strong presence and network in the online fashion community
- To master the balance of quality content creation and academic excellence

## Challenges

- Balancing academic responsibilities with content creation
- Feeling overwhelmed by the constant influx of fashion trends
- Finding quick, efficient ways to produce high-quality content
- Pressure to constantly produce new content
- Limited knowledge and experience in content creation
- Small follower-base and unable to gain discoverability

## Loves

- Discovering and sharing style insights he learns from class
- The satisfaction of creating content that resonates with people
- The process of styling and combining pieces in creative ways

## Hates

- The pressure to keep up with evolving fashion trends
- Content that feels inauthentic or overly commercialized
- The struggle of maintaining a consistent posting schedule while balancing his academics
- Time consuming content creation process

# #Personas - Emerging Content Creator

**Maya "CreativeSpark" Johnson**



“ Chasing horizons and stories across the globe, I'm weaving the tapestry of my adventures one frame at a time. Every journey is a canvas for creativity.

**Background**

Maya has always had a passion for exploration and storytelling. After a few years in a traditional communications role, she decided to merge her skills and interests into a career in travel and lifestyle vlogging. Her content is a blend of travel guides, cultural experiences, and lifestyle tips she's learned on the road. Although she has been creating content for a while, she now wants to collaborate with more brands, however, she finds it difficult to stand out against other travel vloggers.

**Demographics**

- Age: 26
- Education: Bachelor's degree in Communications
- Marital Status: Engaged
- Occupation: Travel & Lifestyle Vlogger/ Content creator
- Location: San Francisco, California
- Income/Socioeconomic status: Middle Class
- Experience: 3 years, Familiar with basic content creation tools and software but is still exploring more advanced options

**Lifestyle and motivations**

- Hobbies and interests: Documenting travel experiences through vlogging on social media
- Values: Authentic and unfiltered experiences, Innovative and unexplored trends
- Lifestyle choices: Practices a flexible routine that allows for both planned content and spontaneous encounters
- Decision-making: Uses audience insights to guide her content direction, Plans content that aligns with her brand partnerships and travel ethos

**Device/Tools Used**

- Video editing apps like CapCut for creating travel videos
- Inspiration from trending travel videos on social media such as Tiktok
- ChatGPT for content ideas and captions
- Youtube to post complete vlogs
- Instagram to upload vlog snippets
- Analytics from social media platforms



**Goals**

- To grow a travel-focused and supportive community centered around curiosity and adventure
- To partner with travel agencies and lifestyle brands
- To create relatable yet trending travel content for adventurers
- To navigate the complexities of content creation while on the move
- Monetize her content through various channels

**Challenges**

- Establishing a distinct brand in the competitive and saturated market of travel vlogging
- Overcoming the unpredictability of travel while staying up-to-date with trends and maintaining high-quality content
- Navigating the complexities of social media algorithms to reach her content to travel-enthusiasts
- Learning the technical skills needed for high-quality content
- Standing out in travel vlogging to gain more collaborating offers

**Loves**

- Exploring new yet user-friendly tools that enhance her travel vlogging efficiency
- Utilizing social media analytics to understand what resonates with her audience

**Hates**

- Feeling pressured to conform to traditional travel vlog aesthetics
- Overly complex software with steep learning curves that makes the content creation process time-consuming
- The feeling of being 'behind' in a fast-evolving content creator landscape
- Unreliable social media algorithms that affect content visibility

# #ValueProposition

## THE VALUE PROPOSITION TO THE CUSTOMER

Enhance content's discoverability, elevate content quality, and streamline the creation process with user-friendly interfaces, saving time and boosting overall engagement for creators.

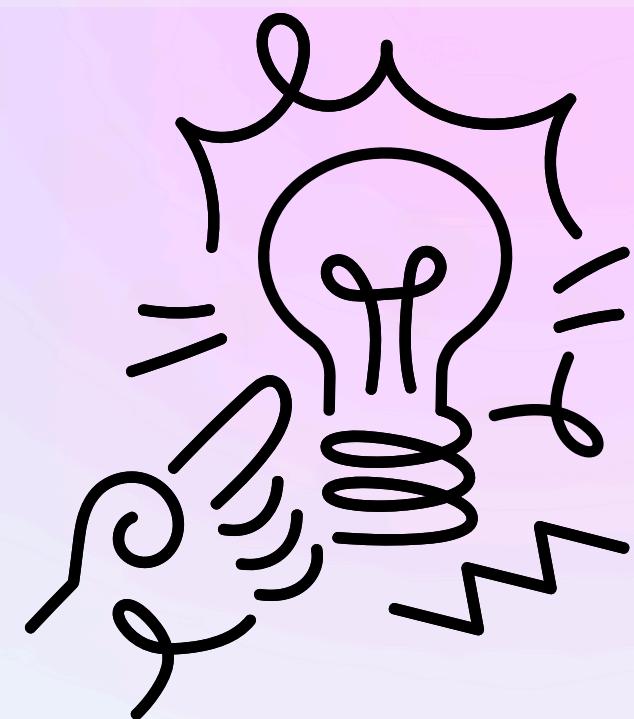
## COMPARATIVE ADVANTAGE (THIS IS A SUITE)

- **Custom Analytics:** Personalized reports to grow followers and increase engagement effectively.
- **Editing Tool:** Our **comprehensive** includes basic lighting and filter adjustment and goes beyond captions, hashtags, and trending music recommendations.
- **Collaborative Features:** Facilitates collaboration between creators, enhancing community engagement and content diversity.

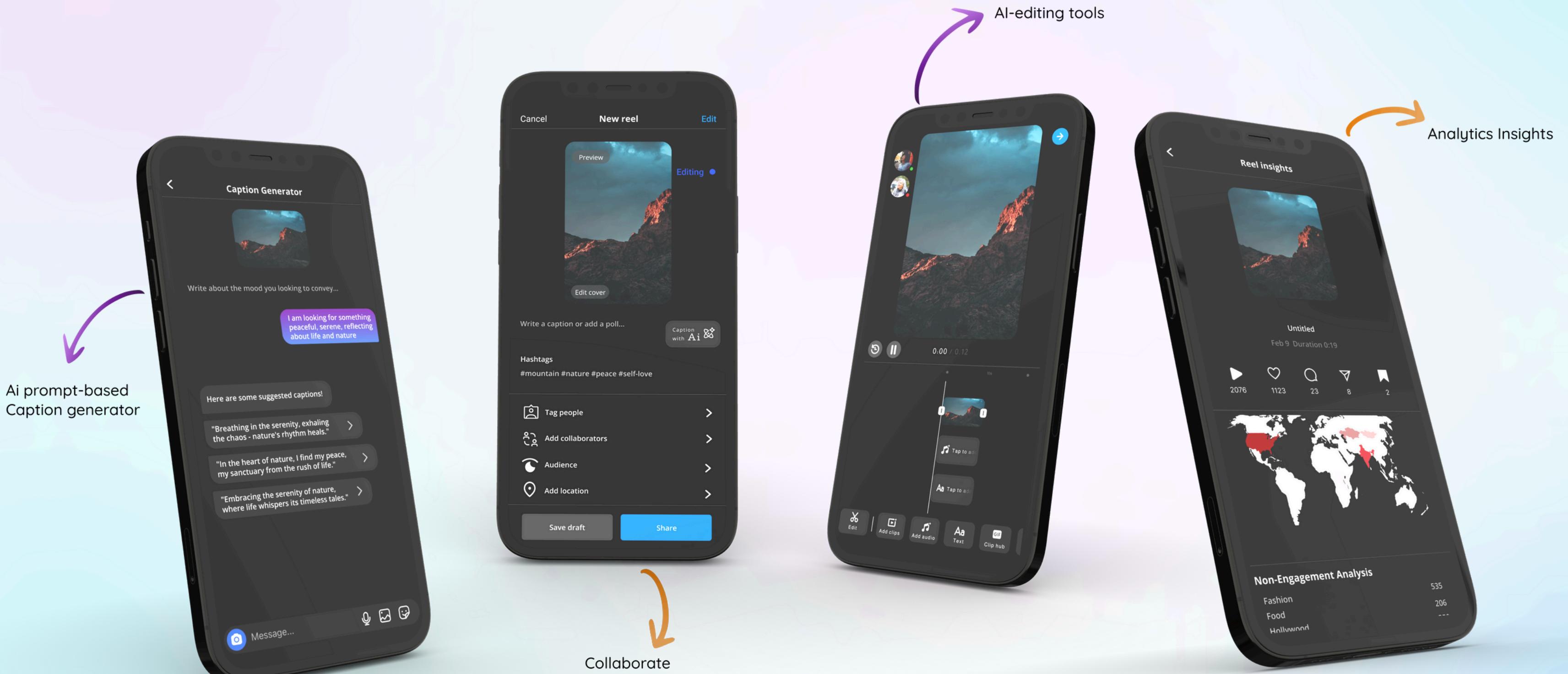


## Section 2

Product Overview



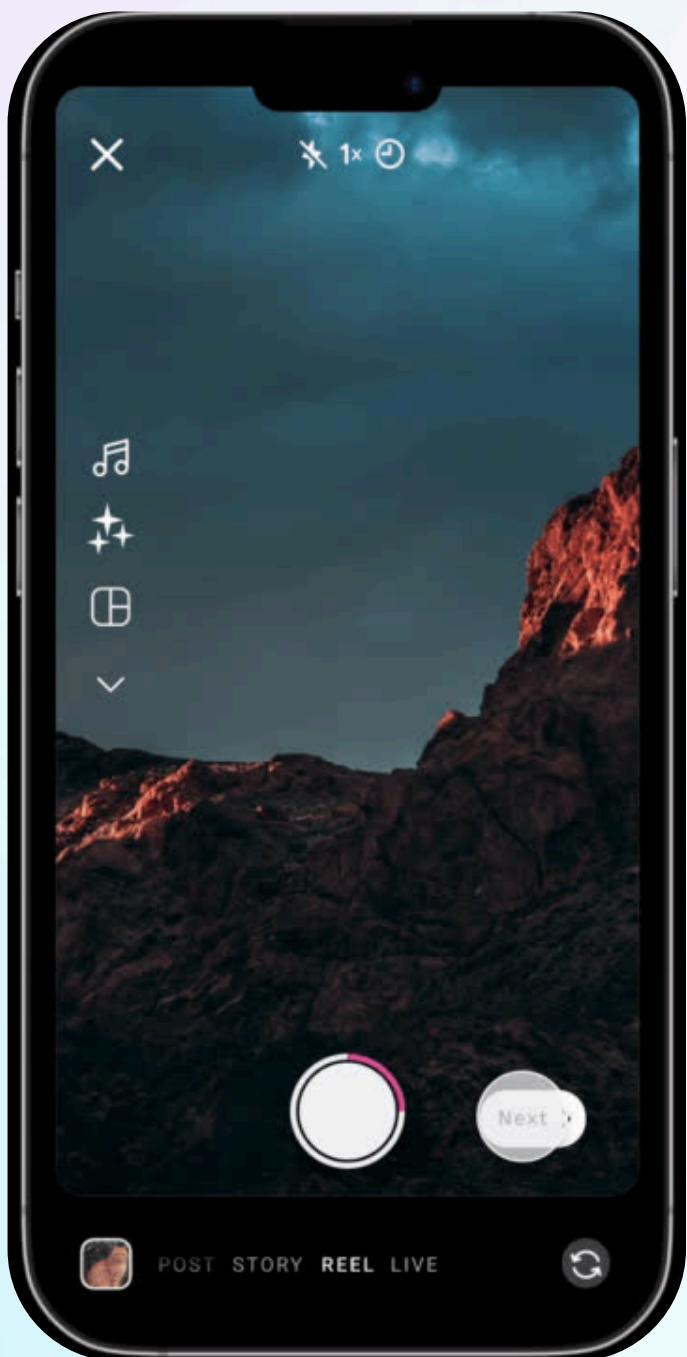
# Instagram Insight Edge



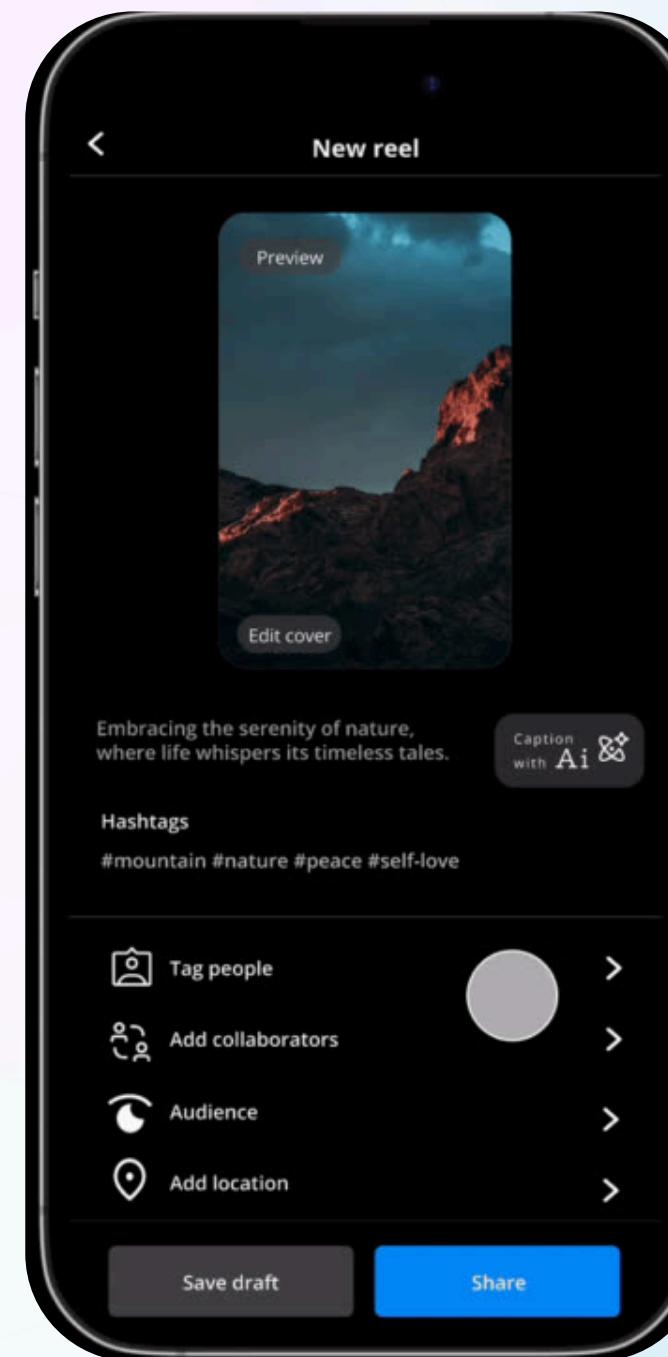
FIGMA WIREFRAME

# AI #ContentEditingSuite

#Feature1: Optimal Placement and Color Recommendation

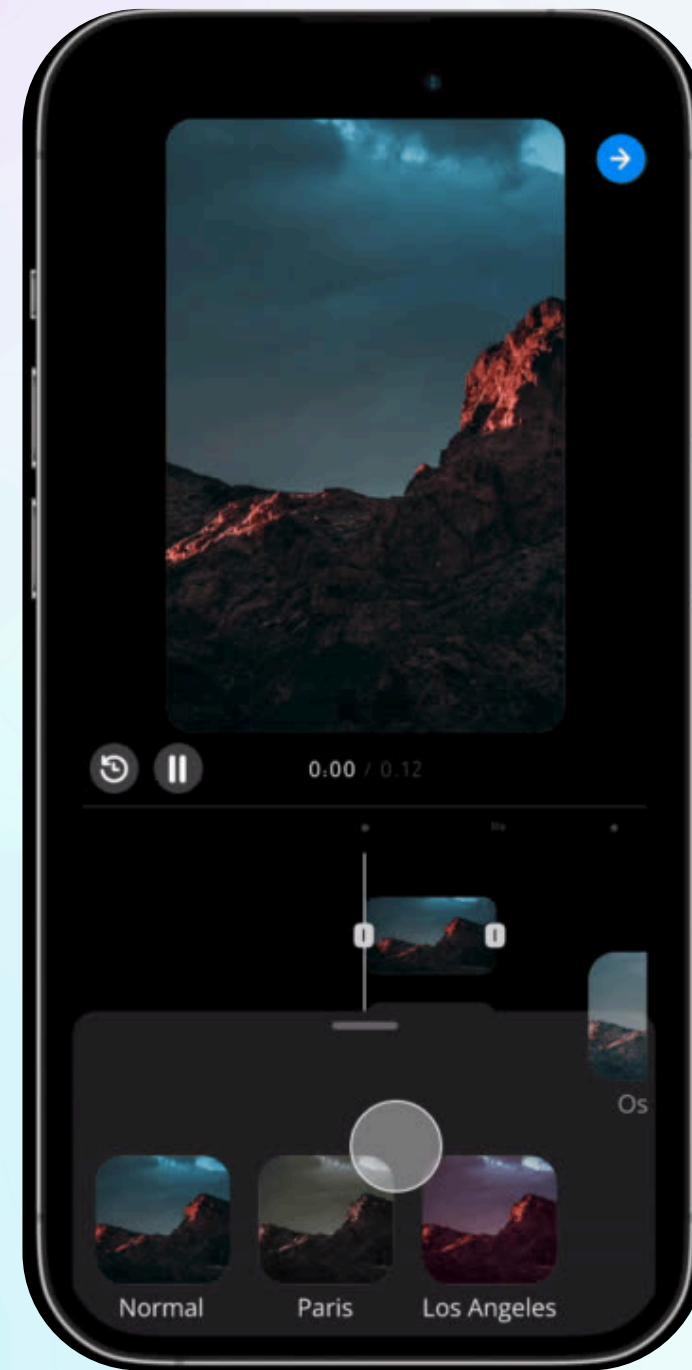


#Feature2: AI-Powered Caption & Hashtag Generation

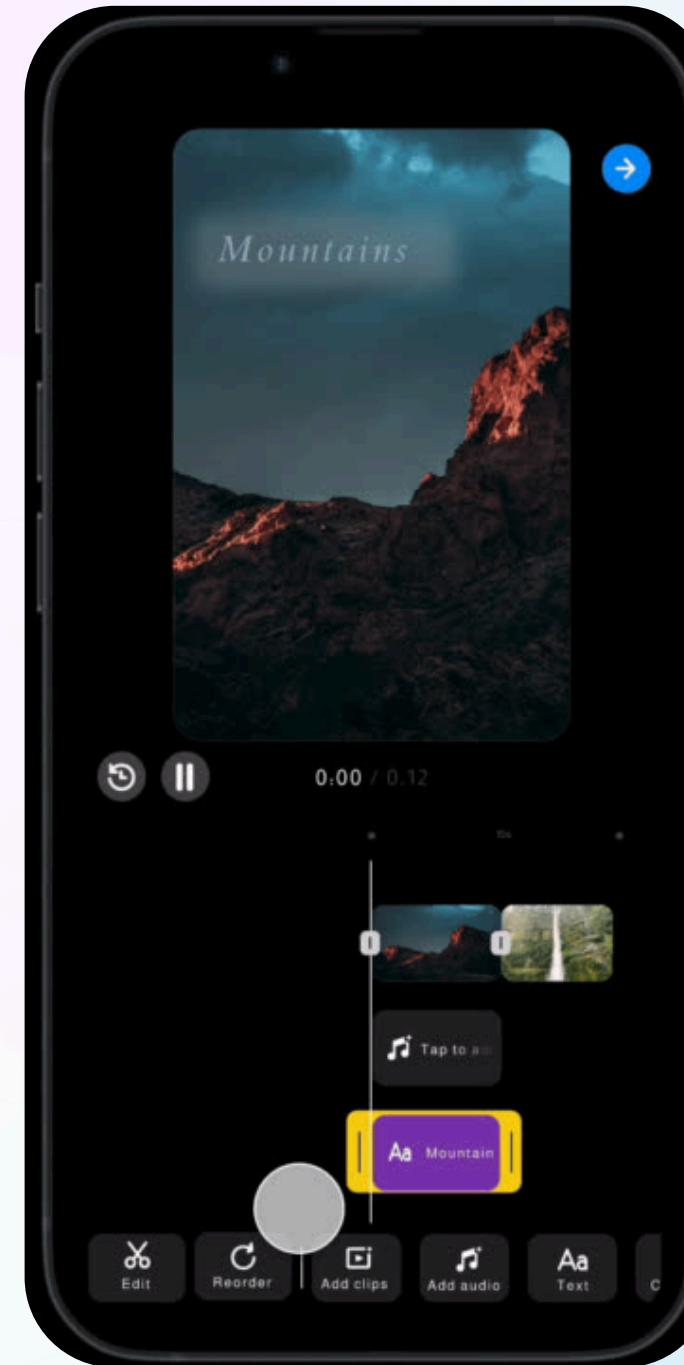


# AI #ContentEditingSuite

#Feature3: Instagram-Ready Color Adjustment



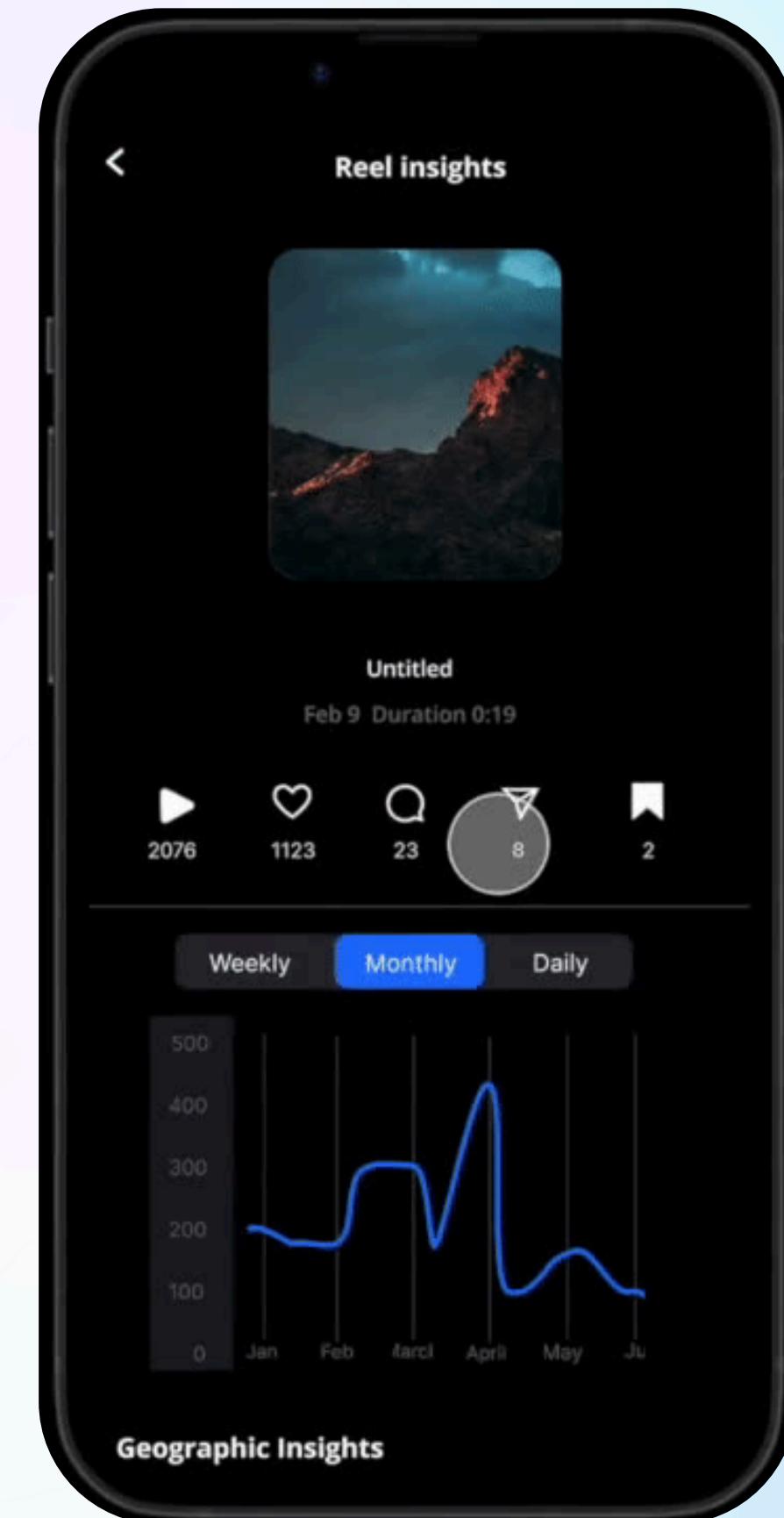
#Feature4: Visual Transition Order Recommendation



# AI #AnalyticsDashboard

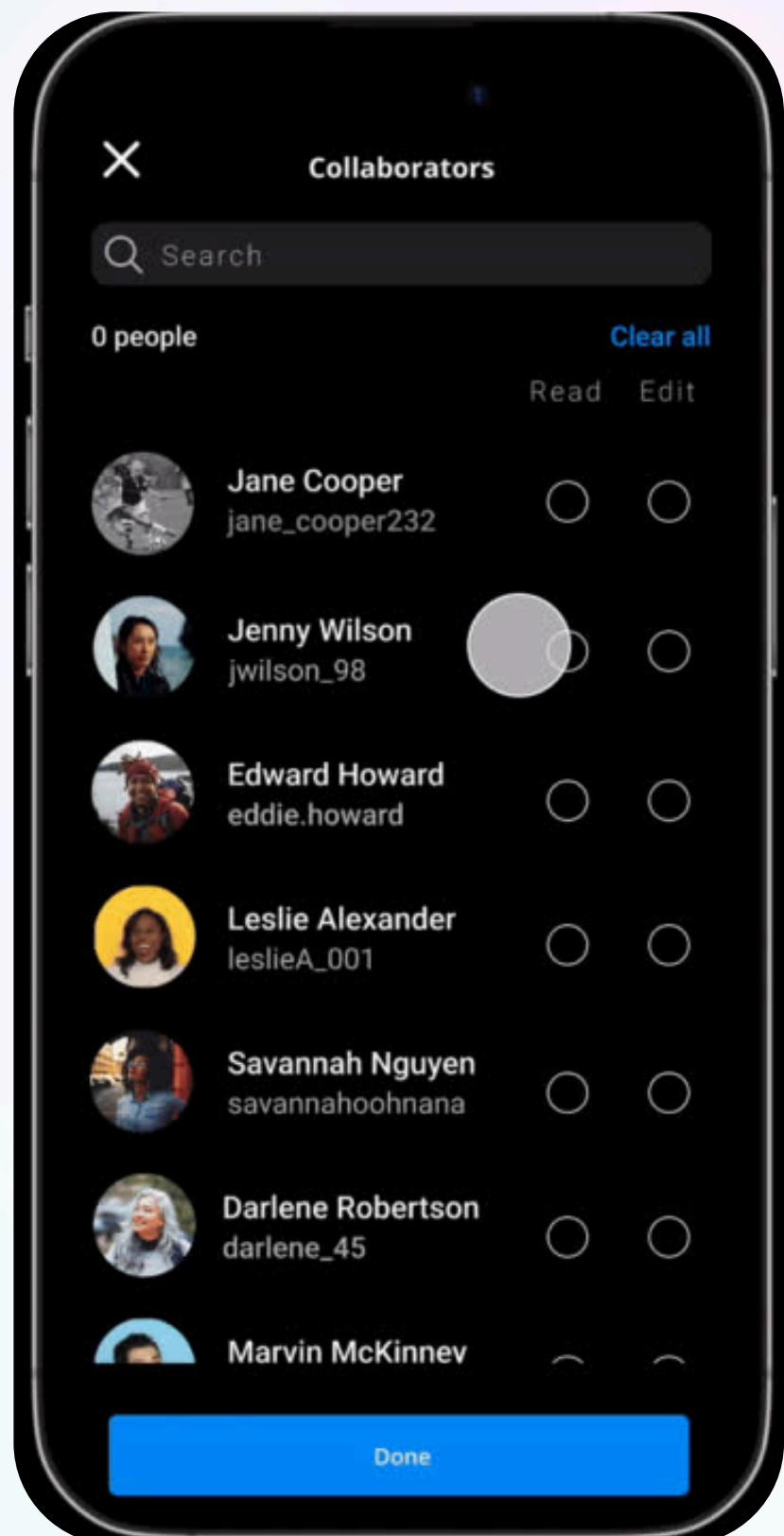
#Feature5: Audience Segmentation & Geographic Insights

#Feature6: Non-Engagement Trend Analysis



# AI #CollaborationTool

#Feature7: Collaborative  
Editing & Review





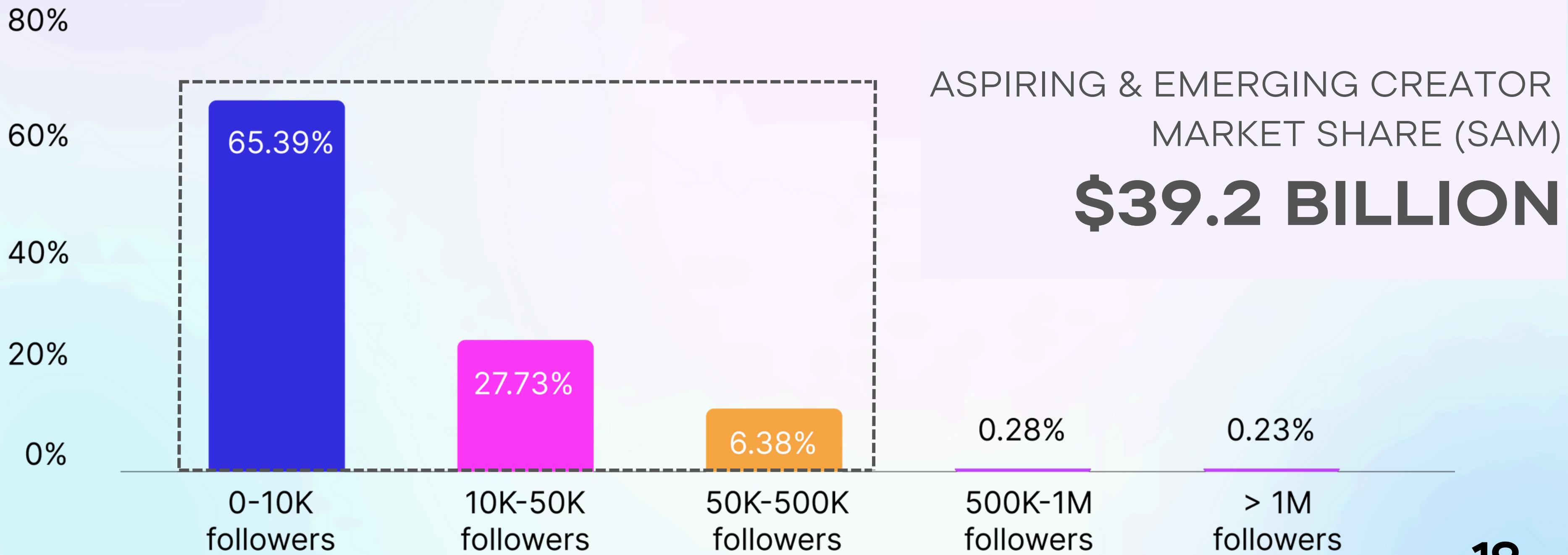
## Section 3

Financials/Revenue  
Opportunity



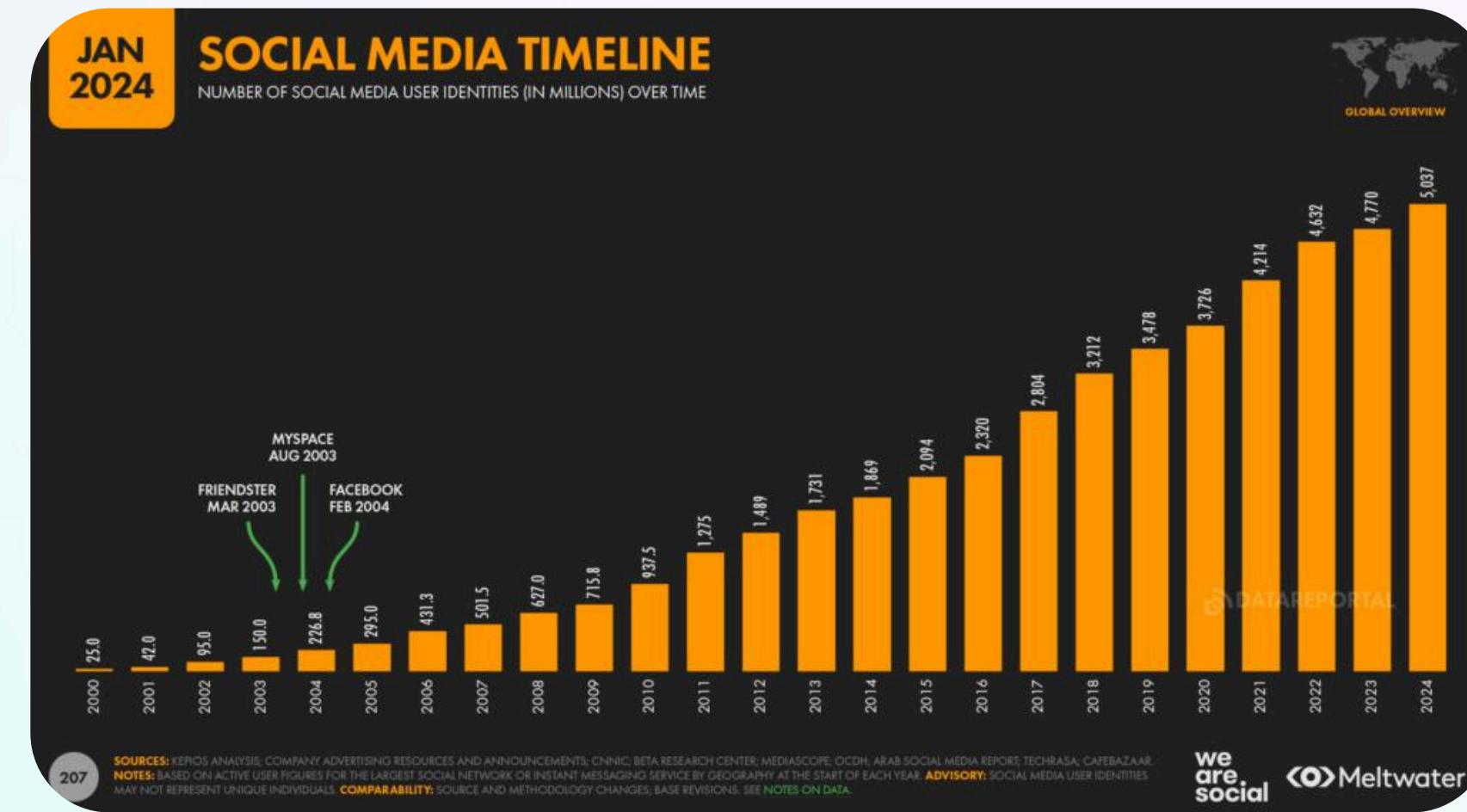
# #MarketSize & #Opportunity

Instagram influencers level distribution, by followers

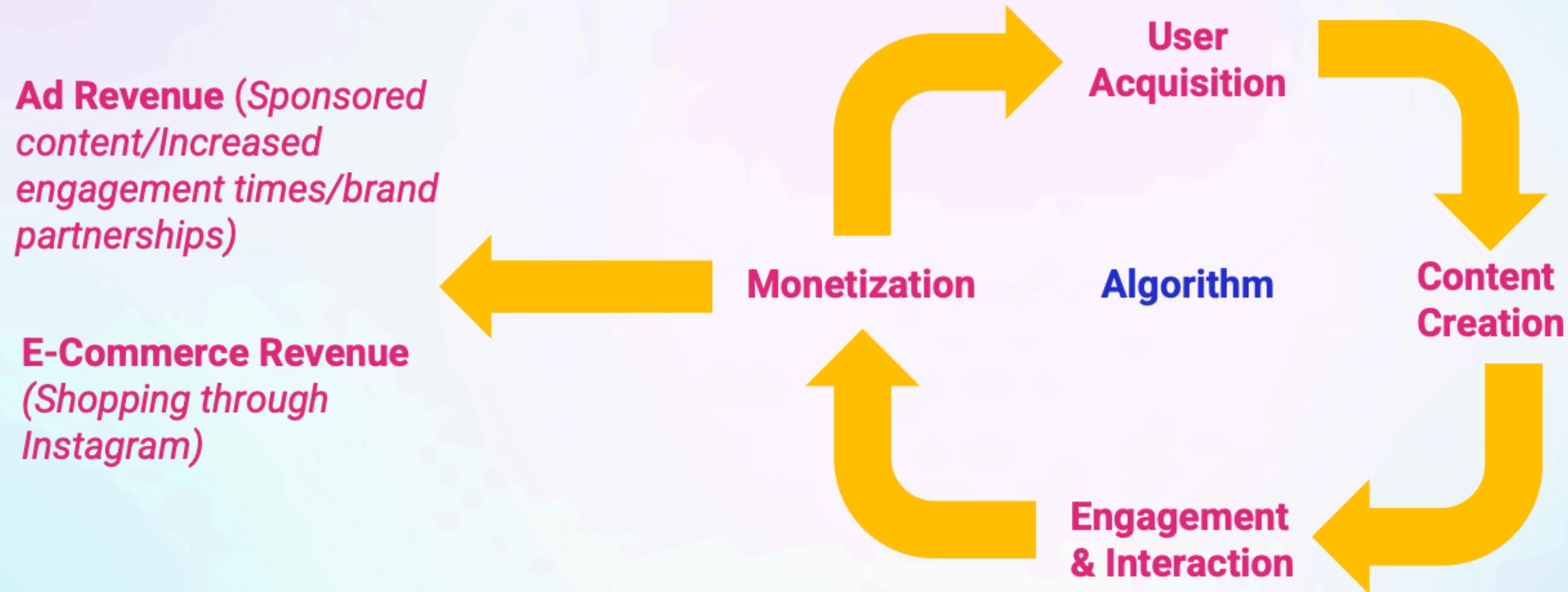


# #ProjectPotential

- Instagram boasts over 1 billion active users, offering a vast base for potential market penetration
- The average revenue per user (ARPU) in the digital ad space on social media has been on an upward trend, currently estimated at ~\$30 per user annually



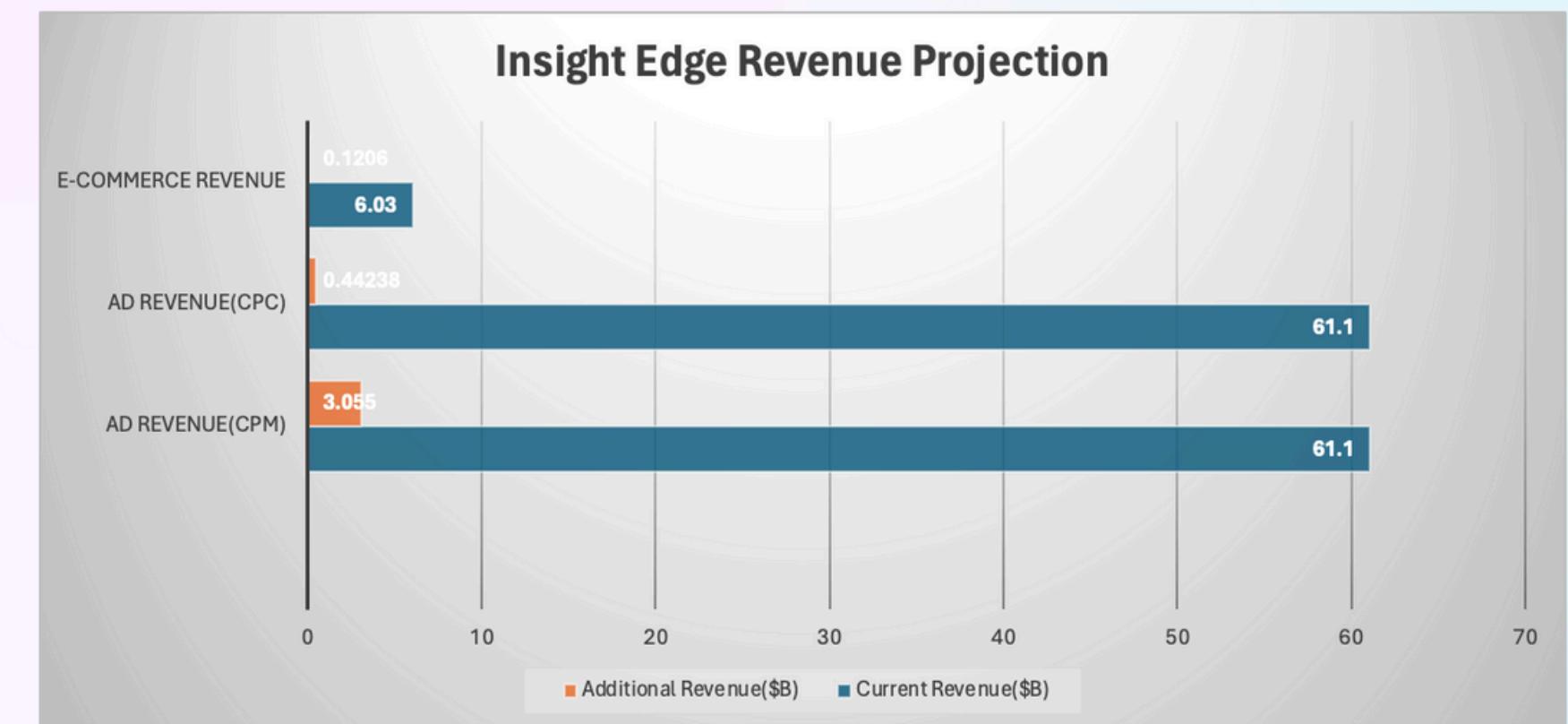
# Instagram's #FlywheelEffect



# #RevenueProjection

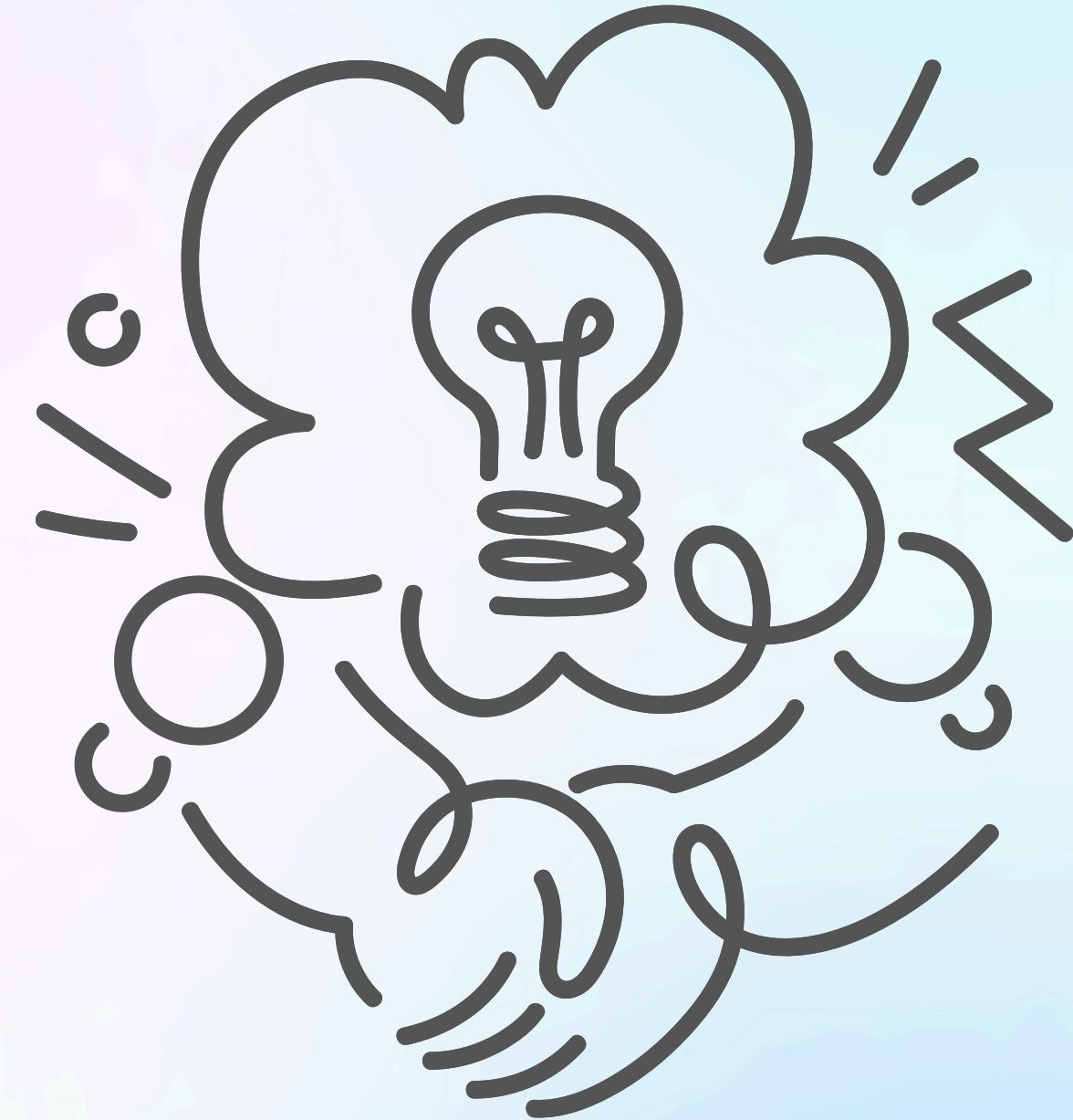
- It is crucial for enhancing both ad revenue streams (CPM and CPC) and e-commerce performance
- It aligns with Instagram's strategic goals to maximize ad monetization and deepen e-commerce integration.
- This strategy ensures sustained revenue growth and market competitiveness

**\$3.61B**



# #MarketOpportunities

- First mover advantage
- Differentiation/Moat Deepening
- Potential TikTok ban
- Gain competitive advantage
- Established, large and diverse follower base





## Section 4

Go-to-Market Plan



# #RoadMap

Product Roadmap	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 5
Category 1: AI Content Creation and Editing Tool	Project 1: Optimal Placement and Color Recommendation				
	Project 2: AI-Powered Caption and HashTag Generation				
	Project 3: Instagram-Ready Color Adjustment				
	Project 4: Visual Transition Order Recommendation				
Category 2: Analytic Dashboard			Project 5: Audience Segmentation and Geographic Insights		
Category 3: Collaborative Editing			Project 6: Non-Engagement Trend Analysis		Project 7: Pre-Post Review Sharing & Collaborative Editing and Revision
					Launch Point 3
			Launch Point 2		
			Launch Point 1		

# #InternalCommunicationsPlan

- Engineering Team
- Product & Design Team
- Sales & Marketing Team
- Customer Support Team
- Legal and Compliance Team
- Information Security Team

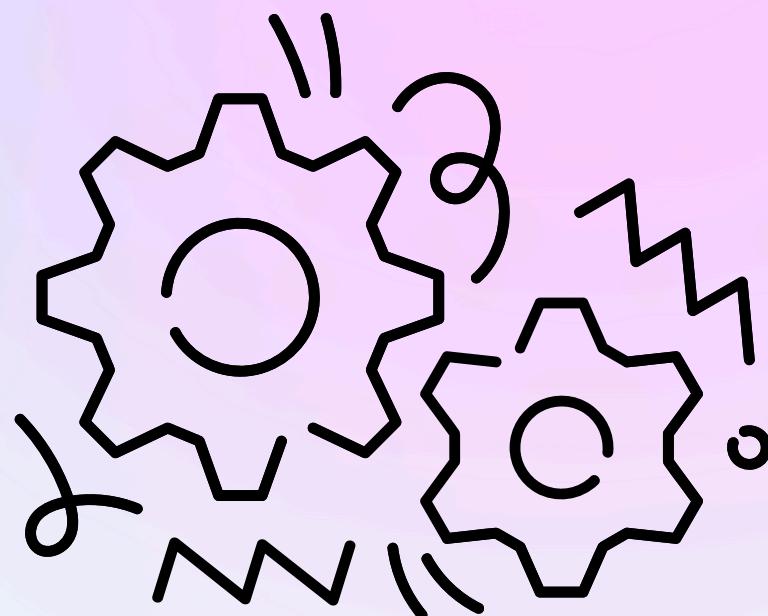
# #ExternalCommunicationsPlan

- Network Infrastructure team
- Event/Webinar Planner
- Announcement Communications
- Customer Support Team
- Legal and Financial Compliance Consultants
- Third-Party Analytics Services



## Section 5

KPIS



# #KPIs

## ENHANCING CONTENT DISCOVERABILITY

Increase the **visibility** of creators' content by **10% within six months** of launching

## IMPROVING CONTENT CREATION PROCESS

Producing content with **15% higher engagement rate**, and **5% increase in posting frequency, within 3 months** of launch

## STRATEGIC CONTENT PLANNING

Improves **content performance and targeted audience growth** by **10%, within six months** of launch

## RETENTION AND CHURN RATES

Achieve a **monthly retention rate of 80%** and **reduce churn to below 6%** within the **first year**.

## ACTIVE CONTENT CREATORS

Increase **no. of active content creators** by **7-9%** within the next year, measured by **user activity logs and content posting frequency**

## AD REVENUE

Boost **ad revenue** by **2-4%** within the **next year**, measured by ad sales performance metrics

# #Risks & #Mitigations

- **Premature Launch Risk** - Test and align MLP extensively
- **Slow Launch Risk** - Focus on key features, set realistic targets, use agile methods
- **Lack of User Adoption Risk** - Enhance education, build community, offer incentives
- **Lack of Results Risk** - Manage expectations, update regularly, showcase successes
- **Technology Risks** - Conduct rigorous testing, ensure strong tech support.
- **Regulatory and Compliance Risks** - Audit security, ensure transparency, update privacy practices
- **Market Dynamics** - Continuously adapt to market trends and competition

# THANK YOU

Any #questions?

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