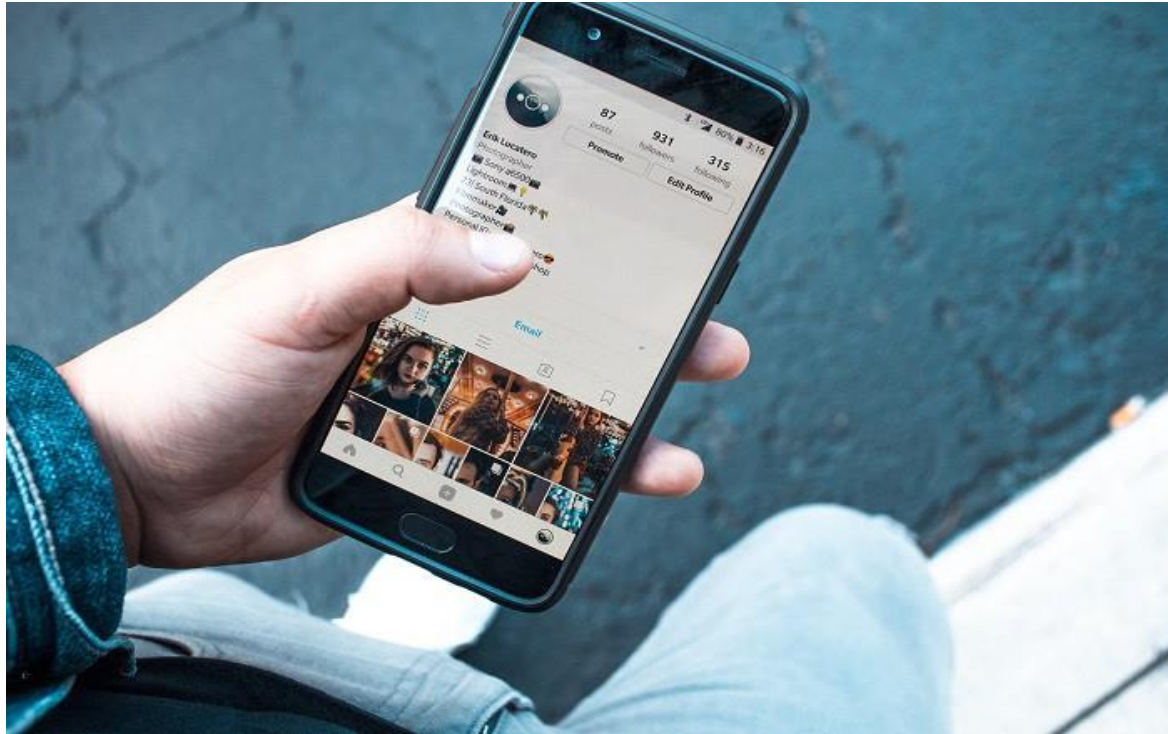


## Instagram Case-study



You have been on-boarded as a Product Consultant for Instagram. In your monthly catchup meeting, you found that businesses or brands are paying influencers for posting adverts on their profile. Influencers are also generating decent revenue out of their followers, but the entire process is happening outside the Instagram platform. Some of the companies who help businesses in doing this are — [Ifluenz](#), [Scrunch](#), and [Pulpkey](#).

**Can you build something which can make the entire experience smoother for both brands and influencers? Think from both influencers and brands perspective.**

## New features

### Assumptions

I am assuming that Instagram currently plays no part in the interactions between influencers and their brands beyond being the platform that they use. I am also assuming that brands and influencers are having issues coordinating on Instagram because they are using third-party applications to communicate the marketing plans. Lastly, I am assuming that Instagram is not gaining revenue from the brand deals these influencers are getting.

### Value proposition of Instagram

Communicate and showcase one's brand and/or life effectively through posts.

### Objective

Solve the customer pain-points from research (hypothesis) to create a smoother and more integrated experience for brands and influencers.

### Pain-points of the current users / User Goals (Hypothesis)

1. As a brand, I want to see analytics and metrics for my advertising campaign on Instagram so that I can improve and modify as necessary.
2. As an influencer, I want to create a better funnel towards my brand so that I can solidify my relationship with them and increase revenue.
3. As Instagram, I would like to monetize the brand/influencer advertisements because I do not want to give away free ad space on the platform.

### Possible Feature Recommendations/Improvements

1. **Influencer/Brand Suite** - Suite created within Instagram for influencers and brands to communicate and share analytics.
2. **Influencer Ads** - Function that allows influencers to turn posts into actual advertisements like that of a company that would go through the in-platform browser and redirect to brand page.
3. **Influencer fees** – Function that allows influencer to advertise while paying a percentage to Instagram for use of the platform.

### Picking the High-value features

I'd like to prioritize the features based on Reach, Impact, Confidence & Effort.

RICE Score = [Reach x Impact x Confidence] / Effort **Reach score is 1-3 (Instagram, Influencer, brand)**

Features	Reach (Score on 1 – 3)	Impact (Score on .5 – 3)	Confidence (in %)	Effort (Months)	Final Score
Influencer/Brand Suite	2	1.5	80	10	24
Influencer Ads	3	3	100	2	450
Influencer fees	1	1	100	1	100

With RICE score, I'm taking the influencer advertisements through Instagram as a high-valued feature.

## Describing the Influencer Advertisements

### Intro and Goals

Our goal is to make the experience smoother for influencer and brands by creating functionality for ads on influencer pages that will in turn give the company click-through analytics, create higher transparency between influencers and brands, and lastly create a revenue stream for Instagram.

Influencer Goals	Brand Goals	Instagram goals
As an influencer, I want to create long lasting relationships with my brands and show them the worth of sponsoring my page.	As a brand, I would like to better understand how our influencers are impacting are revenue and improve influencer marketing strategies.	As a platform, I would like the smoothest possible experience for all users, as well as generating revenue from advertisements.

### What is it?

A simple option to treat an influencer post the same way that one would treat a company paid advertisement, with the ability to go straight to the brand page using the in-platform browser instead of opening another window and using a link or searching online for the brand.

### Why build it?

- Allows for brand to receive analytics straight from Instagram regarding the users sent from the influencer advertisement.
- Creates more clarity for the influencer and streamlines the process of communication with the brand as the brand has the direct analytics for the advertisement.
- Instagram can generate revenue directly from the brand as it will be treated as a company ad that redirects to their site.

### User Journeys

1. As a brand, I can monitor the reach and effectiveness of my ad campaigns through influencers because I receive direct analytics from each post.
2. As an influencer, I have much clearer communication and organization when it comes to my brand deals because we are no longer trying to speculate effectiveness of campaigns over third-party applications.

### Metrics to track

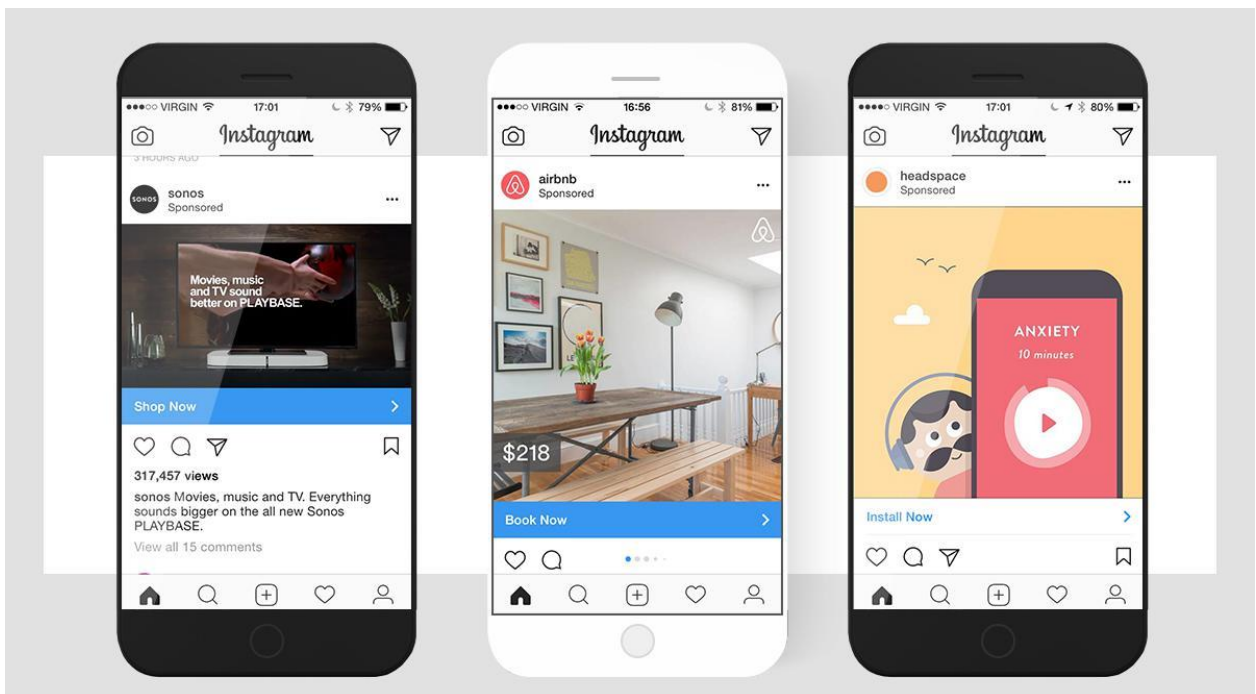
1. Number of post views turned into click-throughs to brand page
2. Number of click-throughs converted into purchases
3. Number of ad views (averages over a campaign)

Also, I believe another positive of this approach is for the average user as it makes viewing brand websites much more convenient using the in-platform browser.

## User Flow Diagrams

Figure 1 below is an example of advertisements made on a brand page that redirect to their website. These are paid for by companies, you can navigate to their websites by tapping or clicking the blue footer in each image that says, “Shop Now”.

Fig 1.



My proposal is to create the same functionality for individual influencers posts.

### User Flow for influencer post

