

The Complete Guide to
Growing Your Instagram &
Becoming an Influencer

CARIBBEAN  CASTAWAYS
Travel Blog

Instagram is still one of the fastest-growing social media platforms out there. It now has over 1 billion monthly active users. That's billion with a B!

It's clear from statistics that Instagram has had a huge impact on the way people – and businesses– function on a daily basis. It's become a key source for entertainment, learning, communication, and commerce. For those wanting to grow niche audiences and become influencers, it has become a big opportunity for income and other perks.

But there's a roadblock for people that want to jump on the Instagram influencer bandwagon. Many find themselves thinking, where do I even start? It can be downright intimidating to wade through all the disjointed tips and resources out there.

Well, friend, that's where we come in. My name is Ryan, and my wife and I run one of the largest, longest-lasting Caribbean travel influencers on the web. But that alone doesn't make me an expert, what does is my 20 years of experience in marketing, design, strategy, sales and social media. We created this guide to help those looking to grow their Instagram following and use it to make money and become an influencer.

We'll discuss:

- ▶ An overview and definition of Instagram marketing
- ▶ How to set up an Instagram business profile
- ▶ Using Instagram's features to build a powerful marketing strategy
- ▶ How to grow your following and profit from your efforts
- ▶ How to track your performance with Instagram Insights
- ▶ Some cool apps to help you along the way

Here we go!



What Is Instagram Marketing?

Let's start with the basics. What is Instagram marketing, and how can you use it for your business? Being an influencer is a business.

As one of today's most popular sales channels, the platform offers a wide range of ways for you to reap its benefits. All you need is a good strategy and some dedication to making it happen.

Instagram Marketing Definition

Instagram marketing is a type of social media marketing in which influencers use the Instagram platform to promote their business. If "promote their business" sounds broad, that's because it is: Instagram marketing can involve a number of different strategies and tactics, used to accomplish all kinds of goals an influencer might have.

When looking at various ways to use Instagram to become a profitable influencer, you can split the activity into two main categories:

- ▶ Paid tactics like advertising
- ▶ Unpaid tactics like creating organic content, such as posts, Instagram Stories, and comments, as well as engaging with other users' content

Typical goals might include selling your products or services, getting more followers and engagement, building relationships with potential customers and other brands, and generally boosting a brand's reputation.

A little later, we'll get into the specifics of how to set goals, and how to use certain tactics to accomplish them.

Instagram Algorithm

You may have heard the term "algorithm," which is a widely misunderstood term. You don't need to be a master of the Instagram algorithm, but a basic understanding of it can help achieve your goals faster and with fewer headaches.

While some influencers and businesses feel that the Instagram algorithm is their arch enemy, it's actually a friend. That's because its ultimate goal – like every other online algorithm – is to deliver relevant, entertaining, and engaging content to each user.

Algorithms do this by carefully studying their users' activities and behaviors, then using this data to make informed guesses on what those users will want to see in the future. If your content happens to pass the "test," you're teed up for success.

We could go on for hours about the Instagram algorithm, but the main takeaway is that you should always, **always** focus on creating quality content that really provides a benefit for your audience.

No spammy posts or comments, and no content just for the sake of creating something. Be thoughtful and strategic, while constantly asking what your audience wants and how you can serve them through your efforts.

Examples of Instagram Marketing

To get your creative juices flowing, let's look at a few common examples of Instagram marketing.

1. Organic Content

Organic content is an umbrella term that describes any unpaid content that you post, like photos, videos, and Stories. These posts should be at the heart of your Instagram marketing strategy, because it'll be much easier to get those brand partnerships if you can keep your audience interested organically.

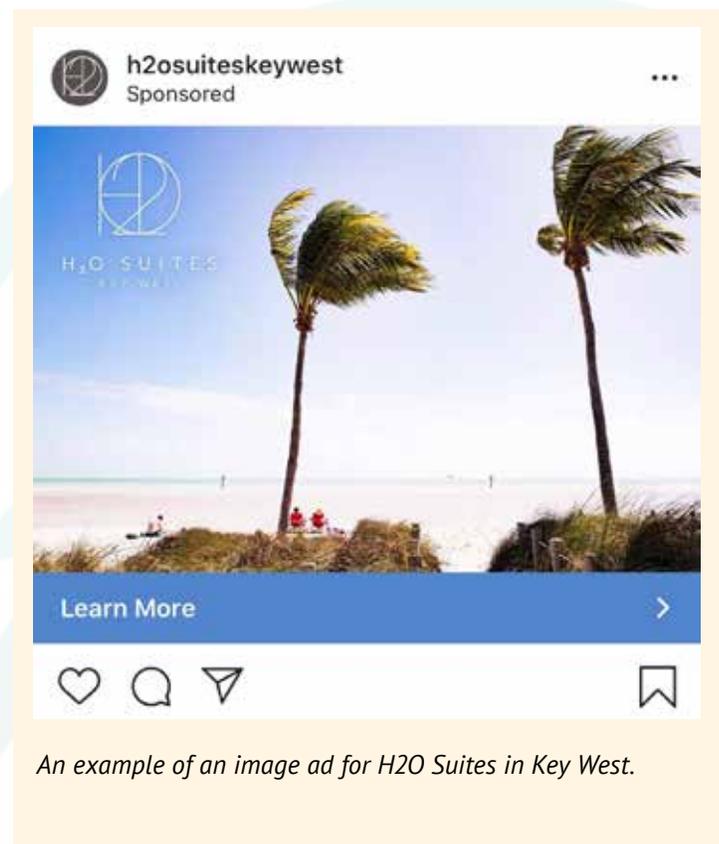
2. Instagram Ads

If you're looking to get some solid revenue, Instagram Ads are a more direct approach to Instagram marketing than organic content. There are several types of ads you can run, including image ads, video ads, carousel ads, Story ads, and shoppable posts. I would only run these if you can get an ROI (Return on Investment) out of them. For example I would run ads to product I am selling, growing my audience, or boosting a partner's paid post.

IMAGE AND VIDEO ADS

These show up in user feeds the same way that organic posts from other users do, so your ads can be front-and-center in the user experience. These ads include a call-to-action button that encourages users to take a specific action, like:

- ▶ Shop Now
- ▶ Book Now
- ▶ Learn More
- ▶ Watch More
- ▶ Contact Us
- ▶ Send Message
- ▶ Listen Now

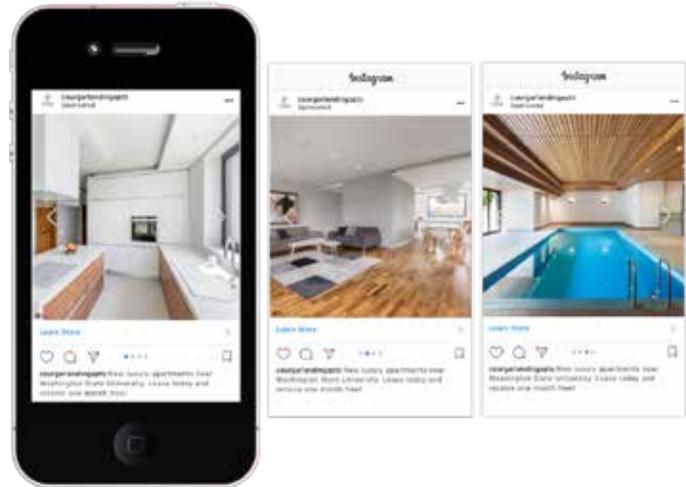


An example of an image ad for H2O Suites in Key West.

CAROUSEL ADS

Carousel ads function in a similar way to organic posts that feature more than one image or video. They appear in a user's feed along with other posts, allowing you to display up to ten images or videos per post. What's cool is that each of these items can have their own unique link to lead your users to.

If you have a dropshipping store, for example, you can highlight a few sale items and lead potential customers to your website to shop.



STORY ADS

This is one of the best ways to sell on Instagram. Story ads are immersive, full-screen units that let your brand infuse creativity to make the ads more appealing for your audience.

While image ads are likely to retain their top spot as the most popular Instagram Ad format, [Kenshoo's quarterly trends report reveals](#) that Story ads are growing fast

According to the findings, advertisers' share of ad spend on Story ads doubled year-over-year from nine percent to 18 percent in the second quarter of 2019.

Story ads pop up in between Instagram Stories from the accounts people follow. They can deliver a positive experience to potential customers. They also feature a tiny "Sponsored" tag at the top right and a call-to-action at the bottom.



PRO TIP: To make money with story ads, run a campaign that promotes your product or service, and ensure you add a call-to-action at the bottom to encourage people to buy.

You'll have a choice in ads to publish either an image or a video. Whatever you decide, make sure your Story is attention-grabbing to snag the users who swipe fast through their content.

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SHOPPABLE POSTS

In 2018, Instagram released a great feature that allows people to purchase an item without leaving the app.

Called Instagram Shopping, the core functionality of this new feature allows businesses to tag products in their Instagram content, after which potential customers who click on tagged items will be taken straight to the product page on the company's website.

Let's say you're a fashion influencer that sells popular branded hats and shirts, and you have pictures of yourself wearing a few of the items. Potential customers can tap to view the items and then buy them directly in the app.

You can sell products via posts and Stories once you're approved as a seller. There's even an option to create an Instagram shop if you want to take things up a notch. Just remember – you need a connected Facebook business account to use this feature.

If you're new to all of this, [just email me](#), I'm happy to help walk you through it.



3. Influencer Marketing

Influencer marketing is one of the most popular forms of social media marketing out there today. This is why you have a big opportunity. Instagram influencers (like us!) are people who've grown an organic, dedicated following based on their content niche. They exist in every industry, from fashion and tech, to mom's and movies. Influencers in general exist on pretty much any social media platform you can think of.



PRO TIP: Once you have even a small engaged audience (micro influencer), brands will start to search you out for their influencer marketing partnerships. These brand partnerships are a core way you will make money from being an influencer.

In this example, we partnered with a charter broker that wanted to promote her options in the Bahamas in an authentic and word-of-mouth way.

Another common form of influencer marketing is partnering with other brands to cross-promote contests and giveaways.

Now that you have the gist of the various forms Instagram marketing can take, let's get to the juicy parts. First up: the dos and don'ts of setting up your profile.

Setting Up an Instagram Business Profile

Before you dive into Instagram marketing, make sure you have a proper business profile – not just a regular personal profile.

This way, you can reap the benefits of business features like ads and Instagram Insights, which we'll discuss later in this post. Plus, it's more credible in the eyes of your audience.

Let's take a look at how to create a business profile and some best practices that can turn a good profile into an awesome one.

How to Create an Instagram Business Profile or Creator Profile

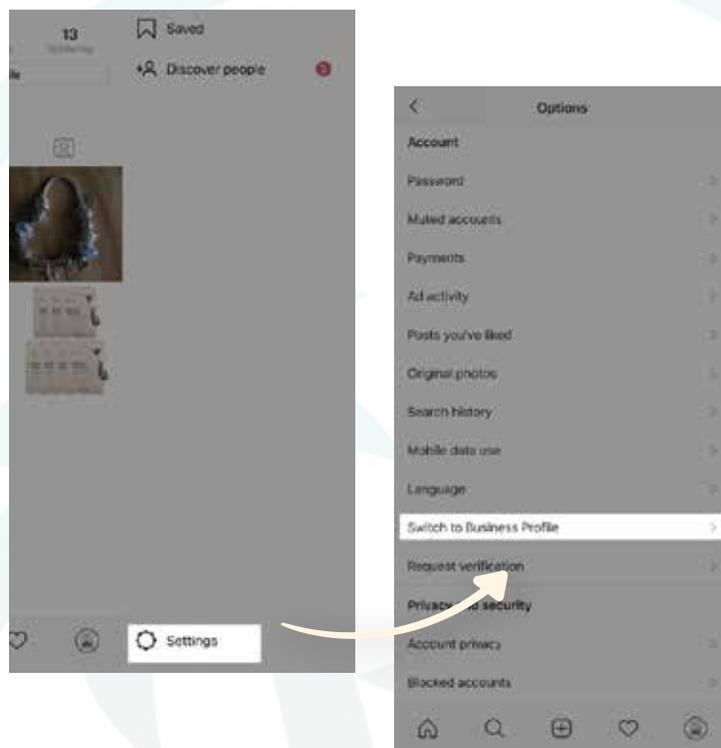
To create an Instagram business profile, you'll need two things:

- ▶ An Instagram account, which can be your existing personal profile or a new one you've created just for this purpose. We recommend creating a new handle with your company's name for brand recognition.
- ▶ A Facebook business page for your company. Instagram requires this for verification purposes, so go ahead and make one first.

Without further ado, here's an overview of how to make an Instagram business profile:

1. On your smartphone, log in to Instagram with your company handle.
2. Tap the circular icon in the bottom right corner. The screen will expand to show another menu. Tap "Settings" in the bottom right corner.
3. On the Settings page, scroll down until you find "Switch to Business Profile" or "Switch to Creator Profile."
4. Instagram will then ask you to connect the account to your Facebook business page and edit your business's public contact info: email address, phone number, and location. This will be public on your profile, so avoid adding private info.

And voilà. You're ready to use Instagram as an influencer.



What Makes a Good Instagram Business Profile?

When you optimize your Instagram profile, it's crucial that you stay consistent with your brand. This means including the same colors, fonts, and images that you have in other places, like your website and other social media accounts. This makes it easy for you to promote your business in a clear and recognizable way.

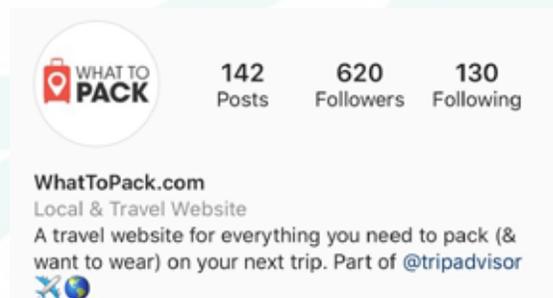
There are two main elements of your profile: your profile photo and bio. For the photo, we recommend using your company's logo. It helps with brand recognition, which is why most companies use this technique.

For your Instagram bio, here are a few tips to make sure it gets some attention:

1. **Make it about your audience, not you.** To do this, explain the benefits that you're offering. Instead of saying something business-oriented like, "We post amazing travel photos," [National Geographic's Travel account](#) says, "It's a big world. Explore it through the lens of our photographers."



2. **Use it as an opportunity to promote any important events or content on offer.** Is your hotel having a 4th night free promo or did your charter company just get a new boat? Tell them in the bio.
3. **Encourage users to engage with your brand.** Wayfair does this by asking users to share their style in an Instagram post with the branded hashtag #wayfairathome. In exchange, the company features some of these posts on their account.
4. **Include a link for users to explore.** We do this when we have a new Caribbean Castaways podcast out. We change the bio to encourage people to listen and give them the podcast link.
5. **Use emojis.** You'll notice that most brands using Instagram for business use them. We do! That's because emojis are a quick, visual way to get your point across. Not to mention they're super trendy. Here is an example from What To Pack.



As you can see, there are many ways to build a stronger relationship with your audience through your Instagram profile. Just remember: you only have 150 characters, so use them wisely!

The Most Powerful Instagram Features For Influencers

Instagram has plenty of cool features that help connect users and enrich relationships. Even if you're not a religious Instagram user, you're probably familiar with the most popular ones.

Let's look at a few features that can help boost your Instagram marketing strategy.

Instagram Hashtags

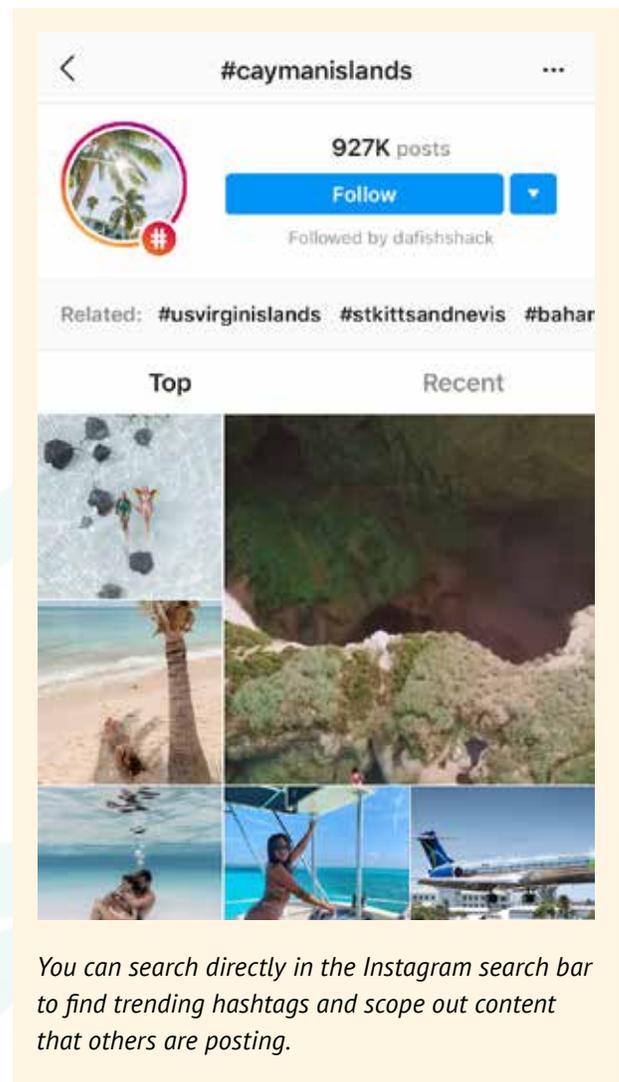
It seems that hashtags are virtually everywhere on the internet these days. When applied to your marketing strategy, Instagram hashtags are a clear signal to users that your posts are relevant to what they're looking for.

In fact, many users look for content based on hashtags alone. So if your posts are related to a trending topic or specific niche, be sure to include the associated hashtag. This can help you get in front of the eyes of people who are genuinely interested in what you have to say.

You can search directly in the Instagram search bar to find trending hashtags and scope out content that others are posting.

Other cool tools like [Keyword Tool](#) will generate hashtags for you based on your keywords. Many of these tools offer some free results, but require a paid upgrade for more extensive lists.

It's also a smart idea to create a branded hashtag and use it frequently. This hashtag might include your company's name or the name of a particular campaign, event, or promotion. We do this with [#Castaway](#) and [#JustGo](#).



You can search directly in the Instagram search bar to find trending hashtags and scope out content that others are posting.

Instagram Stories

As of January 2019, more than 500 million people use Instagram Stories. The psychology makes sense: they're a more exciting and ephemeral way to share with your followers, since they can only be 15 seconds long, they disappear after 24 hours, and they aren't listed on your main profile or feed.

Stories are a worthy addition to your Influencer strategy, as they give you an opportunity to touch on things that are more timely or in-depth, or don't quite warrant a standard post.

Here are a few ideas for how you can use Instagram Stories as an Influencer:

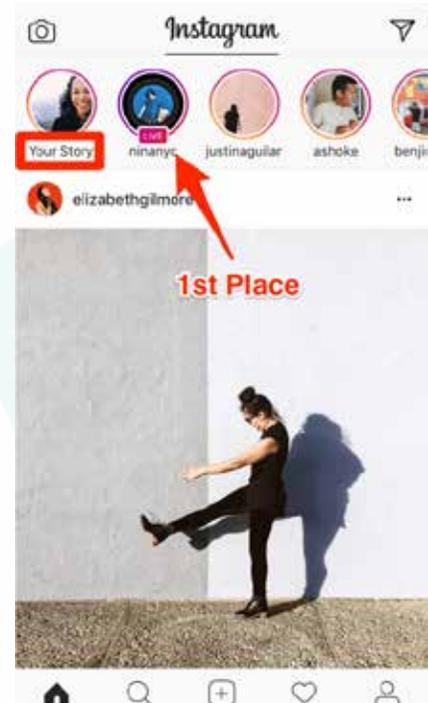
- ▶ Answer popular questions within your brand's niche or about you specifically
- ▶ Show "behind-the-scenes" content to give your audience a peek at how you do your thing
- ▶ Promote your things like a new blog, new brand partners, and personal updates
- ▶ Have a "takeover" where one of your brand partners posts their own content for a day
- ▶ Poll your audience on a popular topic or ask them for feedback about what they would like to see more of
- ▶ Host a contest or giveaway in which you ask users to create a story that tags your account or include a branded hashtag

Be sure you mind your Instagram Story dimensions so your images and videos don't look wonky to your viewers. Instagram story dimensions are 1080px by 1920px. This means that your image or video should be 1080 pixels wide and 1920 pixels in height. This is also known as an aspect ratio of 9:16.

Instagram Live

Just as the name suggests, Instagram Live is a feature that allows you to engage your audience in a real time "live broadcast" format. This is an especially helpful feature for if you're having an event or discussing anything timely or urgent.

The cool thing about Instagram Live is that your story will show up first in your followers' Story feed, and they'll also get a notification that it's happening when they open the app. But with great power comes great responsibility: don't use this feature unless you have some truly good content to share, or you might push users away for wasting their time.



IGTV

While each Story can only be 15 seconds long, IGTV was made especially for long-form videos. These can be 10 minutes, or up to an hour for accounts with more followers. You can think of it as Instagram's take on YouTube.

IGTV allows users to search for videos that pique their interest, and also makes recommendations based on their past behavior and activity. This helps make sure that audiences are connected with content they'll like.

If you're just starting out, IGTV may not necessarily suit your needs or goals. But it should be something to think about if you do product reviews or interviews.



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Creating an Effective Influencer Strategy

Just like any other type of strategy, your Influencer strategy will work best if you have a clear goal, choose individual tactics that will gradually build toward that goal, and keep track of your progress along the way so you can tweak where needed.

And that's exactly what we'll discuss now.

Identify Goals and Objectives

Your goals and objectives are the pillars of your marketing plan. We like to follow the SMART acronym for goal setting:

- ▶ **Specific:** Give exact numbers and milestones instead of a vague goal.
- ▶ **Measurable:** Choose goals that are trackable and measurable with analytics and insights.
- ▶ **Attainable:** Be realistic. A million followers in a week is probably not going to happen.
- ▶ **Relevant:** Stay aligned with your industry, business, and outlook.
- ▶ **Time-bound:** Give yourself a timeframe to accomplish the goal.

So instead of saying,

“I want more followers,”

try something like,

“My goal is to gain 500 authentic followers in three months.”

Instead of,

“I want more brand partners,”

try,

“My goal is to earn \$1,000 in revenue from partner relationships this month.”

And instead of,

“I want a more engaged following,”

try,

“My goal is to grow my engagement rate by 1 percent in six months.”

Once you set a goal, it's time to flesh out your Instagram content strategy.

Build Your Instagram Content Strategy

As we discussed earlier, you have several posting options for building your Instagram content strategy. Choosing the right ones depends largely on knowing your audience.

Ask yourself: What are the key demographics of my audience? What do they like to do, see, and experience? What entices and entertains them? How do brands generate trust and motivate them to make a purchase?

You probably won't know all these answers right away, which is perfectly normal. It's a learning process that you'll get the hang of as you go. But you'll find that as you get a laser-focused understanding of your audience and what makes them tick, your Instagram marketing strategy will perform better and better.

Here are some pointers for building a strong Influencer strategy:

- ▶ **Make sure every post is aligned with your branding and aesthetic.**

Keep a consistent "vibe." For example, if your Influencer brand is luxury travel, ensure that all of your images are high-quality, conjuring feelings of modern elegance and comfort. If your brand is "Mom on a budget," think informative, practical, humorous. Instagram is a great place to let your true colors shine.

- ▶ **Create a social media content calendar to stay on track.**

Create a social media content calendar so that you can always stay on top of your Instagram content strategy, ensuring that it's cohesive and consistent.

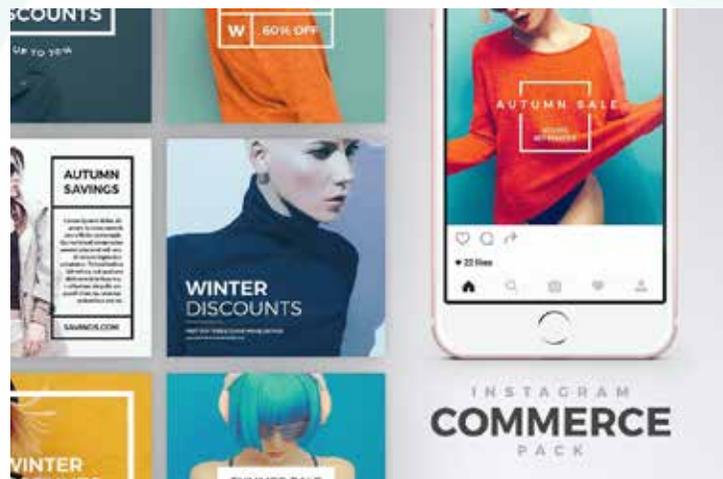
We will give you one for free!

To start, write out all of your posts for the next month, scheduling at least three-four posts per week. If you're looking for inspiration or having trouble filling in all the spots, take advantage of free templates that follow common post styles and popular posts from other brands.

We use Spark Post from Adobe to help find new templates then remake them to fit our brand.

If you have a few bucks to spare, you can buy full packs that feature several templates with consistent visual themes, like this 48-template [Instagram Commerce Pack](#) from Tugcu Design Co.

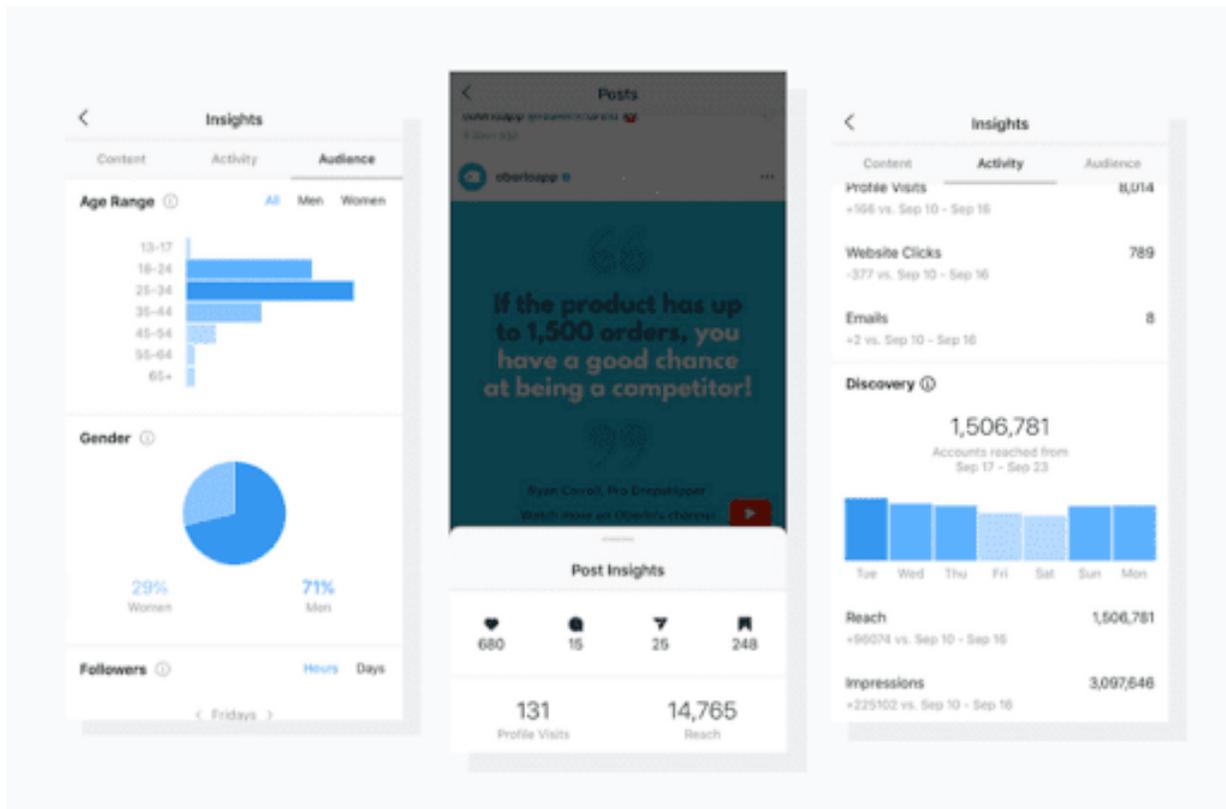
If you really want to stay on top of things, you can use a tool like Later or Buffer to schedule automatic publishing for your posts. We'll cover some of these apps a bit later.



- ▶ Use Instagram Insights to track your performance.

Instagram Insights is a free tool that's available for everyone with a business profile. It gives you a valuable look at key performance metrics of your account, like how much attention your posts are getting and how engaged users are.

You can also see demographic info on your followers, giving you better intel on finding your target audience on Instagram. While this built-in analytics tool isn't mind-blowingly comprehensive, it's a fantastic tool for starters.



Now, let's go through some tips to get more Instagram followers.

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Growing Your Instagram Following

How can I get more followers on Instagram?

It's a question we get asked all the time. Though there are some great techniques that work well if you already have a popular brand, the good news is that there are also several fantastic Instagram marketing tactics that work even if you're starting from scratch.

Here are some of the methods you can implement right now to grow your Instagram following.

1. Host a Giveaway with Another Business

Partnering with another business to host a contest or giveaway can work wonders for your following.

Our brand, The Caribbean Castaways has done this when we partnered with Tortuga Music Festival to host a giveaway that generated solid engagement.

The idea here is that if both of you have similar customer profiles, you'll both gain high-quality followers.



PRO TIP: Request that everybody who enters the competition 'likes' the post and does some secondary action, like a tag or a follow.

2. Repost Other Companies' Content

If you're looking to gain a huge following on Instagram, consider sharing other brands' content on your account.

This is both a smart and a natural way to get more exposure for your business. When you tag another business in your post and promote their content, they're likely to reciprocate.

In some cases, they'll follow you back and promote your business as well. And just as crucial, their followers are likely to take notice of your profile.

You can do this manually or use an app like [Repost for Instagram](#) for the purpose.

We suggest you go for the app because it lets you quickly select the accounts you'd like to repost. Plus, it automatically tags the original profile, giving it the credit for the content.

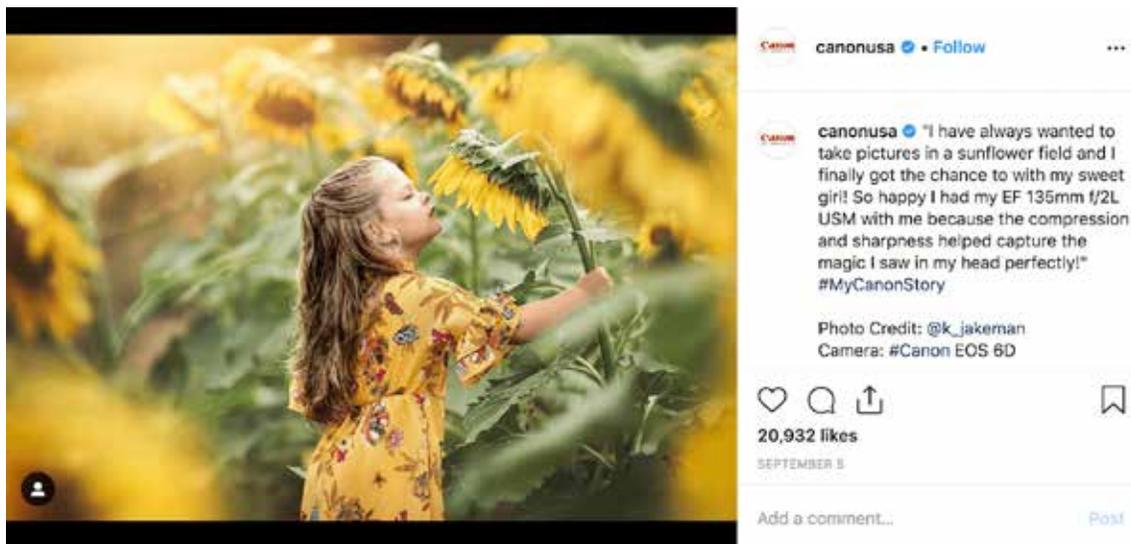
3. Give and Receive Instagram Shoutouts

Another version of the reposting strategy involves shoutouts.

This is where you ask another Influencer in a related niche if they would like to post your content, and in return you post theirs. The cool part of it is that you can give and receive shoutouts in various ways.

Digital cameras brand [Canon](#), for instance, allows photographers who own a Canon camera to give it a shoutout using the hashtag #MyCanonStory in the description of their post.

Canon regularly returns the favor by sharing some of the most enticing work from those photographers. Here is an example:



This is a brilliant Instagram marketing strategy that benefits both the brand and its partners, who experience a significant uptick in their following and credibility.

All it takes is finding the right partners who're open to offering a mutual value exchange.

4. Let a Brand Take Over

This is a popular tactic that connects you with a brand who's prominent within your niche.

For example, if you are a lifestyle influencer, you may want to partner with a clothing brand and have a day where they "take over" your channel and post 3-5 posts to your followers. You can negotiate that they talk about the take over on their account giving you awareness to their audience. This will expose you to their followers as they announce the Instagram takeover in the days leading up to it.

You can find relevant businesses and individuals to partner with by signing up to influencer marketing platforms. These are online tools that automate the discovery, vetting, and reporting processes, helping you to connect with brands looking to work with influencers.

5. Write Captions That Move Your Audience

Many people scroll through their Instagram feed when they're bored or trudging through a mundane daily routine. You can attract and get this audience to follow you by creating intriguing Instagram captions.

The goal is to convey the story or feeling behind your video or image. If the video or image is about a product, the caption is your canvas to fill in a quick description of the item or partner's product. Explain why people should care, and don't forget to include a few emojis.

In general, posts with strong captions can help shape your company's personality and story. The key is to craft a copy that encourages engagement and makes people realize they need what you're offering.

These four strategies offer a simple and effective way to increase your follower count. That said, it can take some time for results to come in if you're starting from scratch with zero followers. That's because no one knows who you are yet, which makes it hard to get initial followers.

6. Engage With A Purpose

Instagram is all about making connections. Remember the algorithm? The more people engage with your posts (like, comment, save, or share) they more new content of yours will show in their feeds. So in turn, you need to engage with other people's posts.

PRO-TIP: Spend 30 minutes a day Liking and Commenting on the top posts in your feed. There's a good chance those people follow you back, that's why they are showing up. You engage with them, they engage with you. Do this on your destination hashtag for where you are located as well.

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The Best Instagram Apps for 2020

Instagram itself offers tons of useful tools and filters, but sometimes you need a little extra push to set yourself apart from other businesses in a crowded feed.

Fortunately, there are plenty of Instagram apps available to help you do just that.

The best Instagram marketing apps will make your posts memorable, distinguishable, and share-worthy. While you might not be able to entice all 1 billion users, you should be able to attract the attention of those that matter most to your business.

Whether you're looking to create better images, schedule posts in advance, or delete inactive followers, we've rounded up the essential apps that every business should add to their Instagram marketing toolbox.

Note: Most of the Instagram apps in the list below are available for both iOS and Android devices.

Photo Editing Apps

There are dozens of flavors of photo editor apps to help you perfect your images. Some of our favorites include:

SNAPSEED ([IOS](#) AND [ANDROID](#))

We love this one and use it every day. Snapseed's brush tool enables you to adjust for saturation, color temperature, and exposure, which is ideal for situations where you don't want to auto-enhance every detail in your image.

VSCO ([IOS](#) AND [ANDROID](#))

VSCO is popular for its movie-like filters and editing features that often beat Instagram's in-app offerings in terms of creativity. You can use it to adjust contrast, enhance skin color, darken edges, and more.

AFTERLIGHT 2 ([IOS](#))

With this app, you can add text and special typography to your photos. This is an opportunity for you to do something like create hype for a product or promote a sale.

You can also download Instagram video editor apps to edit your clips. Thanks to features like clip trimming and noise reduction, you can create good-looking videos without hiring a pro.

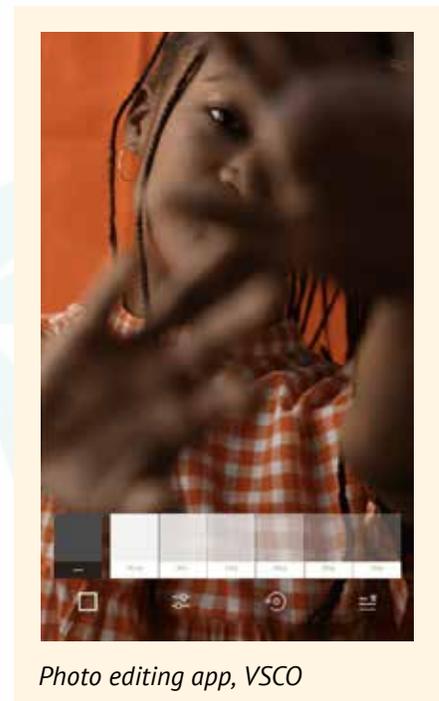


Photo editing app, VSCO

Scheduling Apps

Once you figure out the best time to post on Instagram, you can use scheduling apps to create and push more content to your audience. Here are our picks:

LATER ([IOS](#) AND [ANDROID](#))

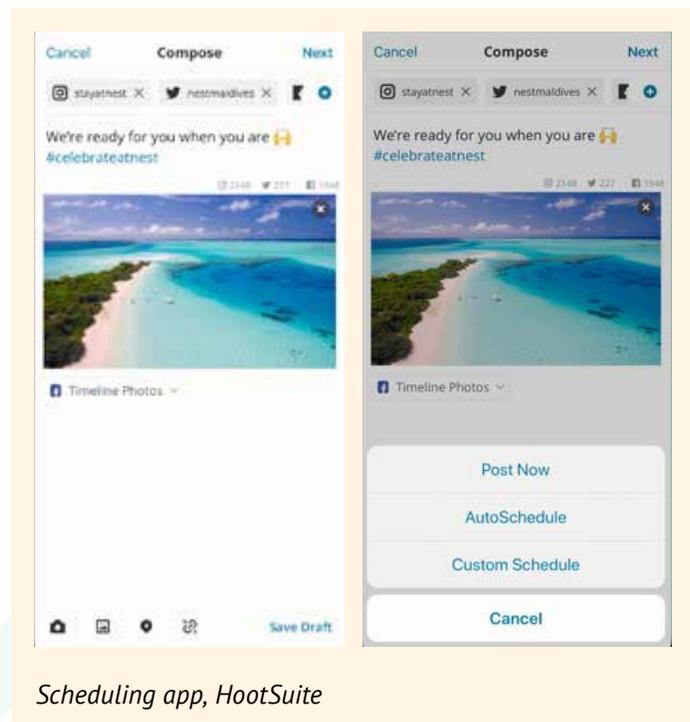
Later is extremely simple to use. You just have to upload a media item from your phone's library into Later's dashboard, and the scheduler will pop up. You can also write a caption, tag the location where the image or video was captured, and tag profiles of other users to increase your content's discoverability.

HOOTSUITE ([IOS](#) AND [ANDROID](#))

Hootsuite's "Compose" window lets you decide whether you want to post content now, save it as a draft, schedule it manually, or queue it for later. Other Hootsuite features allow you to measure content performance, follower growth, and more.

SPROUT SOCIAL ([IOS](#) AND [ANDROID](#))

Videos and images can be posted and scheduled directly from Sprout Social's mobile app. You also get access to several features, including a calendar that lets you see all of your scheduled content across social networks.



Content Apps

If you want to get more followers on Instagram, you have to publish content that stands out. That's where content apps come in. Our favorites include:

STORYLUXE ([IOS](#))

This is one of the best Instagram Story apps out there. You can use it to apply a variety of stylish filters, colors, textures, and templates to your Stories. Most of these are trendy and creative, often inspired by cinematic photography.

LAYOUT (IOS AND ANDROID)

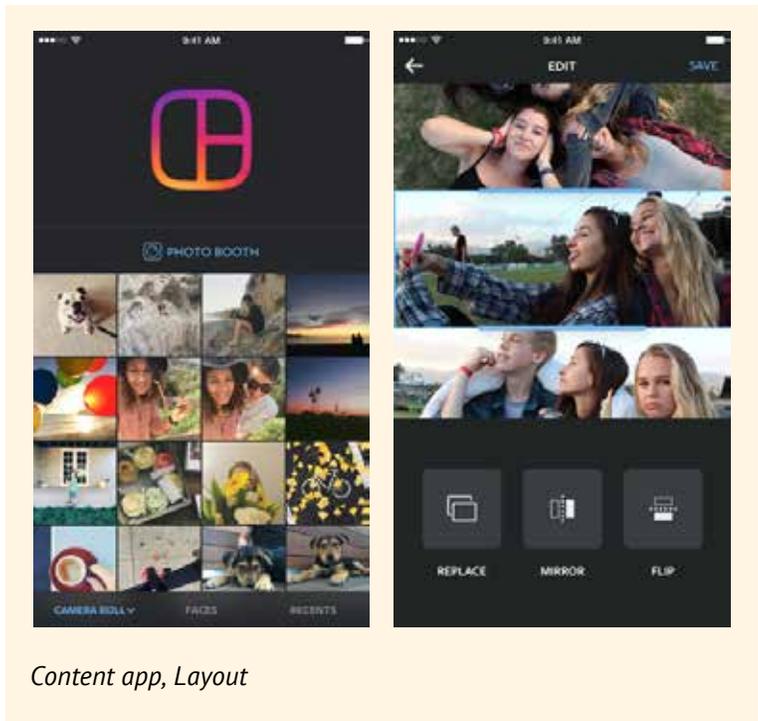
Layout is a super-smooth, feature-rich image mixer that instantly lays out up to nine images in several combinations to create a collage. You can select photos from your camera roll or capture them with the built-in image booth as you go.

SPLICE (IOS)

GoPro's Splice comes with simple-yet-powerful editing features. You can use it to combine your favorite images and videos into one cohesive media clip, and then use the integrated music library and transition effects to create a masterpiece.

It's worth experimenting with these apps and using Instagram Insights to monitor how they're impacting your marketing strategy.

Use the ones that have made a positive impact in conjunction with other mobile marketing apps to grow your business. With all the incredible apps available in the market, you're sure to land some good combinations.



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Making Money with Instagram Marketing

If you love being active on Instagram and have a decent number of engaged followers, there's no reason why you shouldn't be able to make money from this platform.

While top influencers make millions per post, even those with a following between 1,000 and 10,000 have the potential to turn Instagram into a healthy source of income.

To help get you started, check out these three ideas to start making money with Instagram marketing.

1. Sell Your Own Products

You can start making money by selling any digital or physical product that you manufacture yourself or buy from suppliers.

Physical products require keeping some inventory, meaning you'd need to spend some money to rent a place where you can keep the items. However, not everyone has the startup capital or funds to rent storage space.

The good news is that you can always sell dropshipped products. This technique lets you sell on Instagram without ever holding any inventory.

Once you've made a sale the supplier will ship the ordered goods from their facility, straight to the customer's home. You'll never need to worry about shipping, storing, or packaging your products.

2. Sign Up For an Affiliate Program

Alternatively, you can sell other people's products as an affiliate and receive a cut. There are many people and companies that make money from Instagram like this. Make sure to use relevant hashtags on all affiliate posts to reach more audiences who might be interested in taking up your offer.

Affiliates earn their bounty via a promo code or a trackable link (most Instagrammers put it in their bio) to ensure any clicks are converted to sales.

Find an affiliate program that pays the commission you want, and is related to the niche of your business in some way. For example, if you're a veterinarian by profession, you may sign up for an affiliate program promoting a certain pet food brand or supplement.

The best way to do this is to search for your niche or profession on Google, along with the keyword "affiliate programs." A veterinarian can search for "pet affiliate programs" or "dog food affiliate programs," for instance.

3. Pitch Brands

With influencer status, you can start pitching brands to promote their products and services in your posts.

Companies tend to partner with influencers to create sponsored content that helps spread the word about their offerings. Common types of content include an Instagram story or Instagram post that will include an explanation of the business or its products.

So, once you have increased your follower count above a thousand and have a good engagement rate, start your influencer outreach. The easiest way to do this is to send direct messages to brands you think are relevant to your business. If you've seen them collaborate with other influencers of your level, they're likely to be open to hearing what you have to offer.

Top influencers make hundreds to thousands of dollars per sponsored story or post. If you create one piece of sponsored content per day, you can potentially make thousands of dollars per month.

With all of the new features and opportunities available on Instagram (and more to come), the platform is becoming one of the more popular channels for people and companies to make some cash.

Don't let a small follower count discourage you from selling what you have to offer.

As long as you're selling high-quality products, signing up for the right affiliate programs, and collaborating with relevant businesses, you're on the right path to earning money via Instagram marketing.



Learn To Be An Influencer

Join our Private Coaching Group to get the help you need to make money being an Influencer.

JOIN THE GROUP NOW



Harness the Power of Instagram Marketing

Instagram is an absolute powerhouse in the social media world. For brands, there's a virtually infinite amount of untapped potential to get attention, stimulate engagement, build strong relationships, and cruise past those annual financial goals.

While it can seem like a vast and intimidating world of its own, new companies have nothing to worry about – as long as they're constantly watching, listening, and learning as they go. If you start your Instagram marketing strategy with a growth mindset, you'll find that it gets easier and more lucrative as you go. It also gets pretty fun, if you play your cards right.

