

Instagram

Product case study

by:

Rohit Agnihotri





Problem Overview

New Revenue Stream for Influencers on Instagram.

Market Overview

The Global Digital Content Creation Market size is expected to reach US$ 38.2 billion by 2030 at a CAGR of 12% during 2020 and 2030, according to a report from InsightSLICE.

Instagram Overview

- Instagram has almost 1 billion active users.
- 10+ Hours Spent Per User Per Month
- 55% of fashion buyers have purchased as a result of an Instagram creator's post.

Overall Business Goal

"To capture and share the world's moments."

Problem Definition

- 2-3 Product features recommendations for influencers to generate revenue from the audience.
- Figma Wireframe.
- Launch Plan
- Success Metrics for the Product.

Platfroms that have creator monetization









User Persona



Akhil



Priya



Sanjay

Context	A full-time celebrity (actor). Have a large audience and always communicate with them.	• A part-time Instagram influencer (model) working at a software company. • Earning only a modest amount of money through brand partnership on Instagram.	A chef who works part-time as a Cooking Influencer to promote his business through cooking content.
Pain Points	Want to explore more revenue methods other than ads.	Looking for more revenue on Instagram.	Has a high level of engagement but fails to generate a profit from his following.

Research Methodology: The pain points are taken from the various interviews and articles published around influencers. All the characters are fictional.

Feature # 1

Premium Content

Context

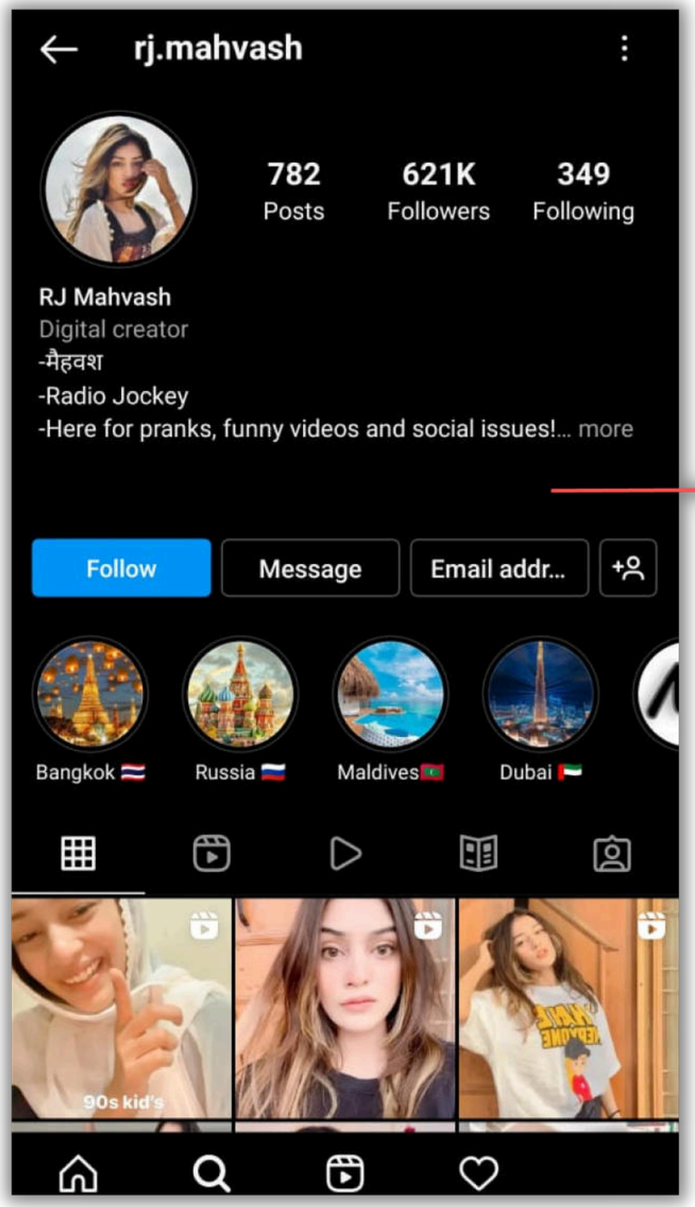
- According to a report, In 2030, there will most likely be a considerable desire to pay for premium entertainment.
- For a variety of reasons, a sizable proportion of customers will have learned to value quality and selected material.
- One becomes accustomed to and believes that a high degree of quality in VOD is required.
- Another is a need for high-quality news in reaction to the rise of false news.

Feature Description

- It is a one-of-a-kind service that allows influencers to create premium content under their brand.
- Revenue is determined by the influencer's popularity on Instagram.
- By clicking on the Premium content, the user will be brought to the payment area to complete the transaction.
- Users may select the amount and plan, as well as the payment method (credit/debit or UPI), under the Payment Section.

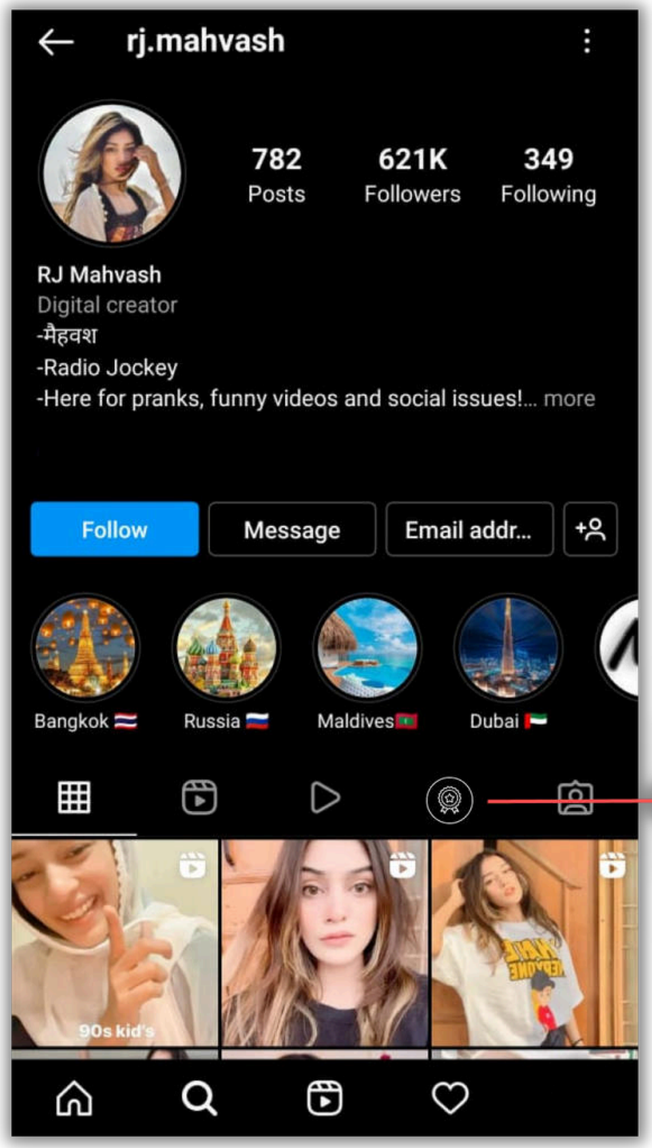
Expected Impact

- This function would significantly alleviate the pain points of influencers such as Akhil and Sanjay searching for an income space.
- It also helps influencers like Priya but to a lesser extent.
- In the long term, it also benefits aspiring/small influencers.

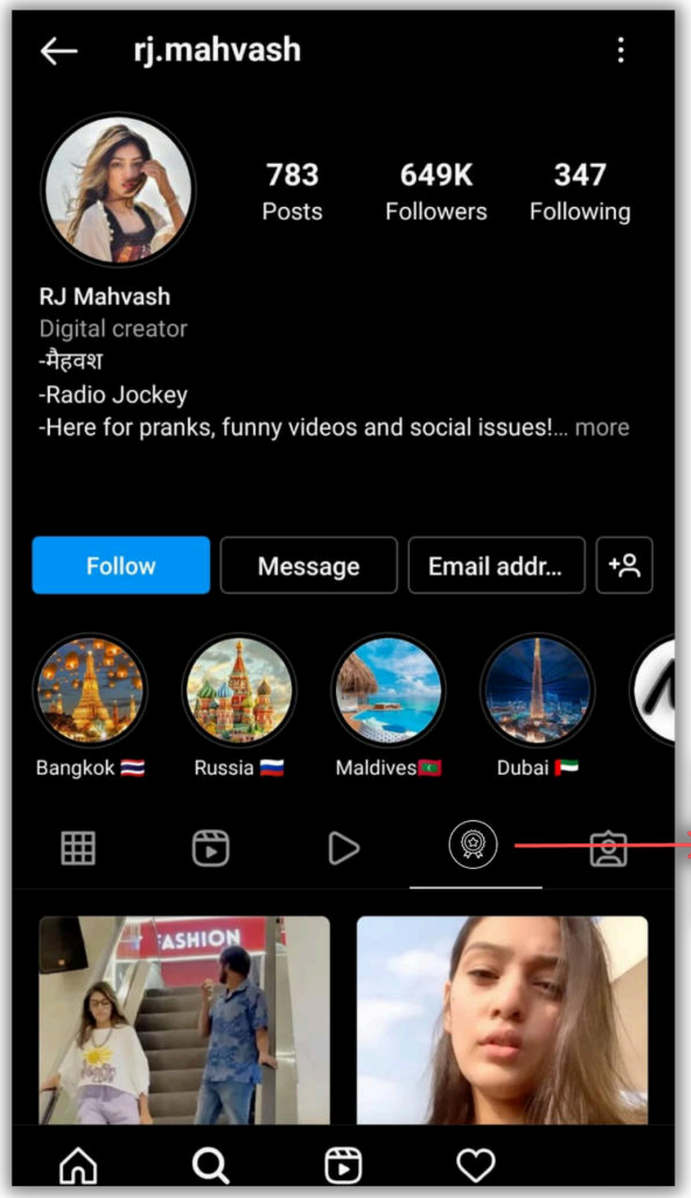


Feature # 1

Premium Content



The user will subscribe to premium content and pay based on the popularity of the influencer.



Premium member-only content will be available via a new tab on the profile page.

Feature # 2

Tip

Context

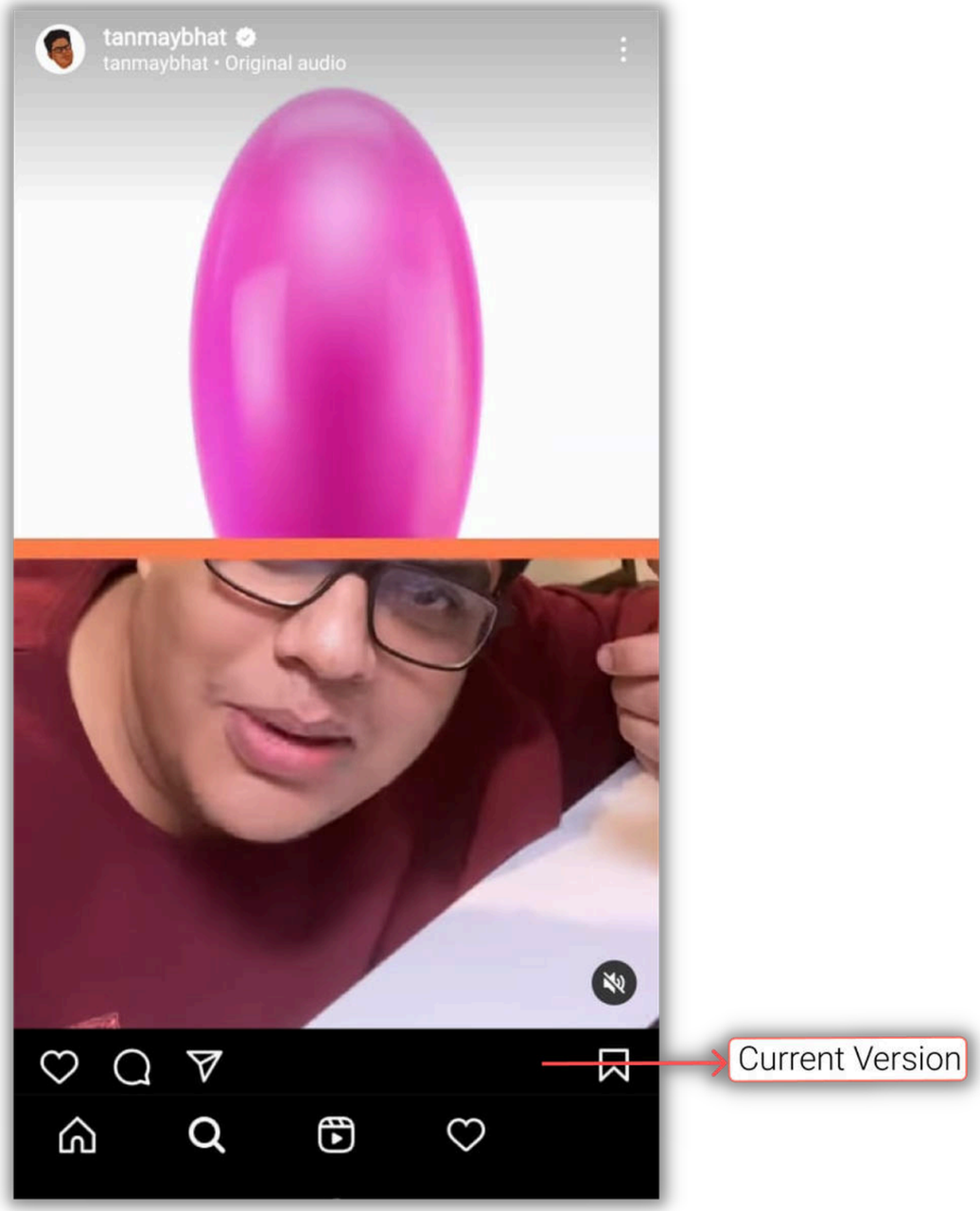
- This feature is for devoted followers who adore the material and the influencer.
- This chance may be used by a group of influencers with humanitarian, cultural, charitable, and volunteer interests to gain public support.

Feature Description

- Donating to the creator when an Influencer does an Instagram Live or when they love their content, similar to the super chat and special thanks features on YouTube.
- Users can input the amount they want to tip by clicking on the tip symbol.
- The amount tipped will be displayed in the conversation and added to the influencer's wallet.

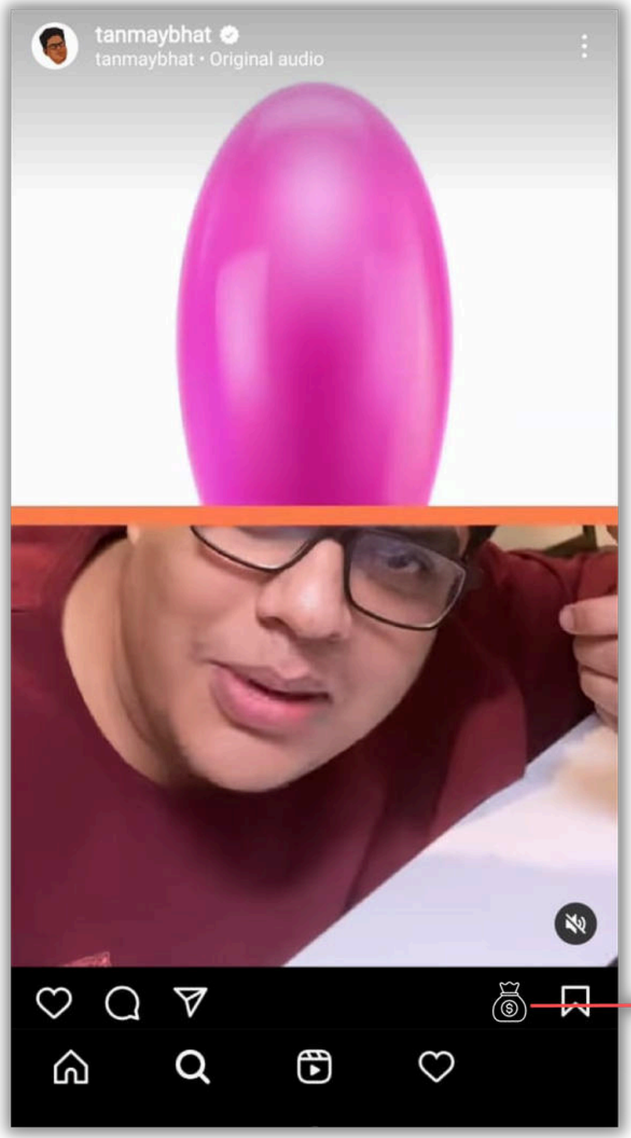
Expected Impact

Influencers will be able to monetize their following with live advice, and consumers will be able to appreciate the influencers' material seamlessly.

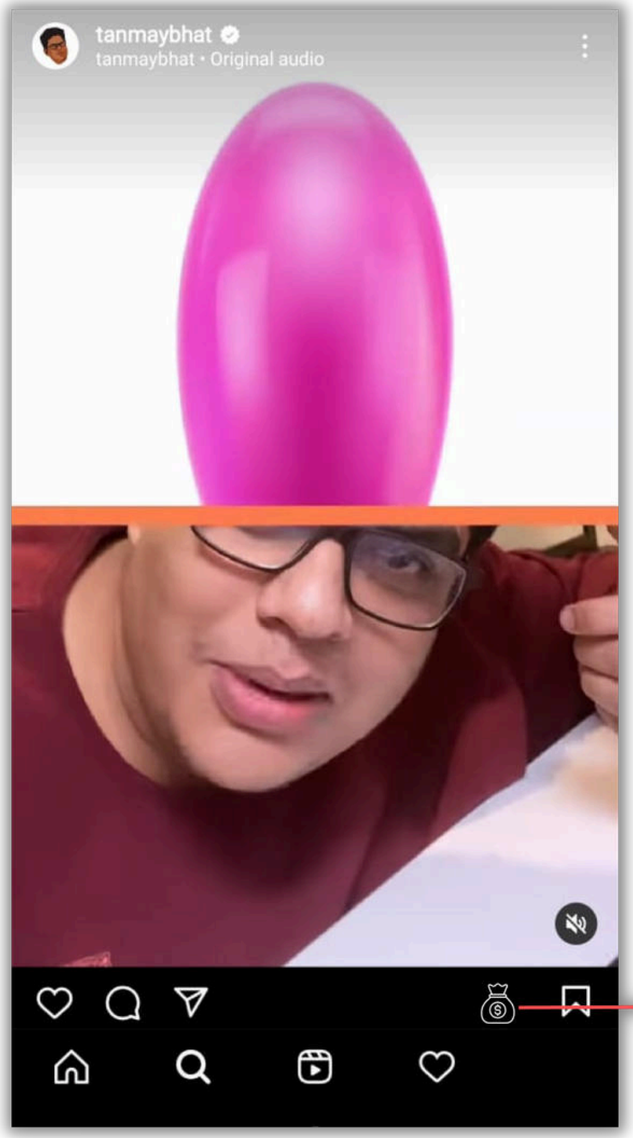


Feature # 2

Tip



Users can input the amount they want to tip by clicking on the tip symbol.



The amount tipped will be displayed in the chat and added to the influencer's wallet.

Feature # 3

Special DM

Context

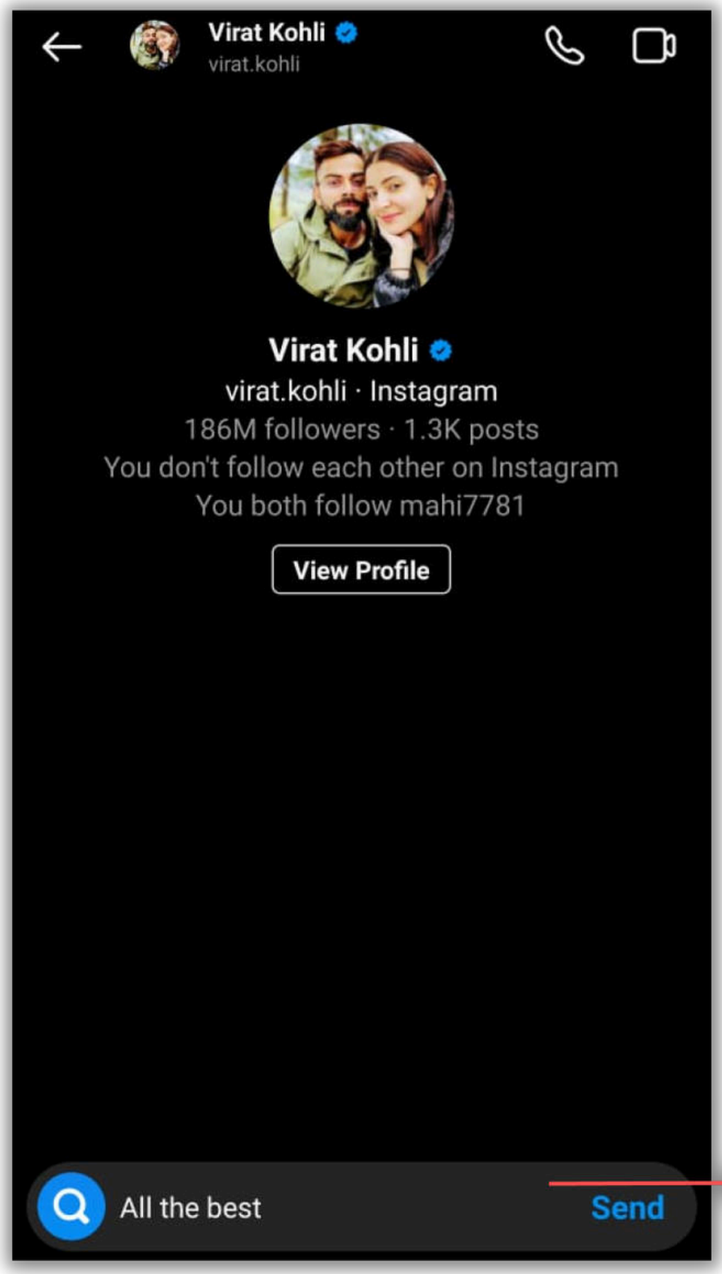
The Special DM Plan is an intriguing tool that enables users to send Paid Special DMs to their favorite influencers.

Feature Description

- The user will be brought to the payment area to complete the payment by clicking the Special DM Icon.
- The influencer will set the minimal amount based only on their fame.
- Instagram will alert the influencer regularly via personal emails to react to the Special DM user.
- As a result, both the user and the influencer benefit greatly from this.

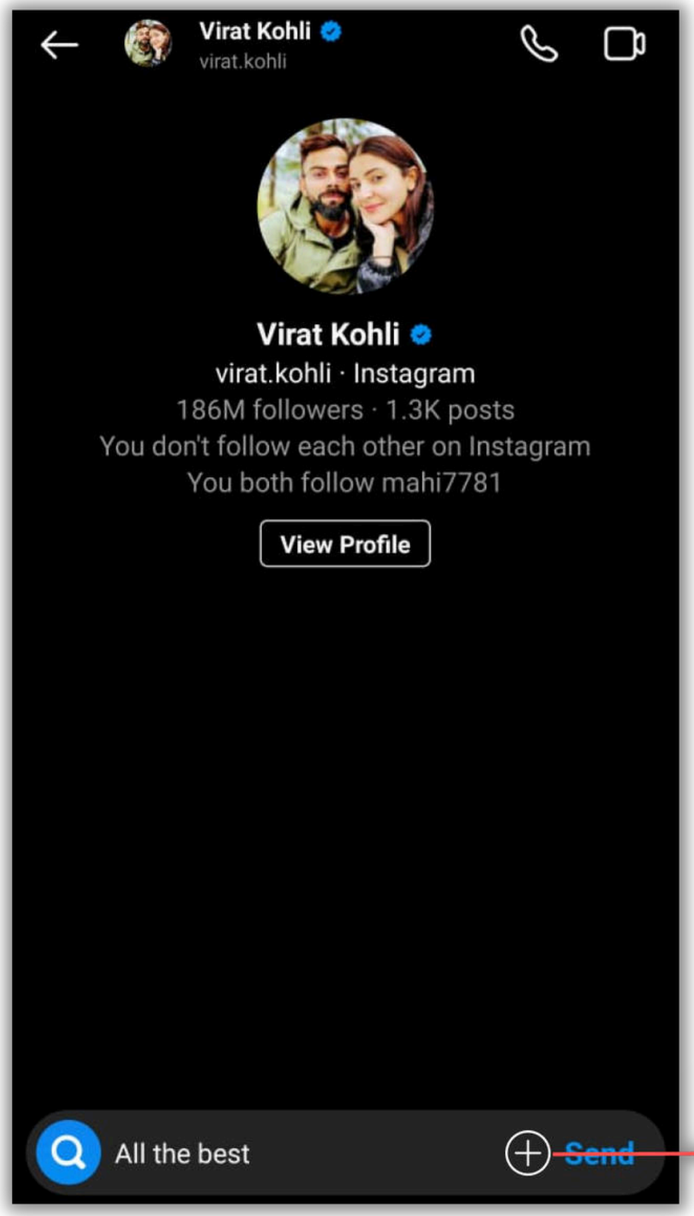
Expected Impact

- This functionality will alleviate the concerns of influencers such as Akhil, Priya, and Sanjay.
- Because each influencer has their unique following, Special DM's assist users in engaging efficiently.

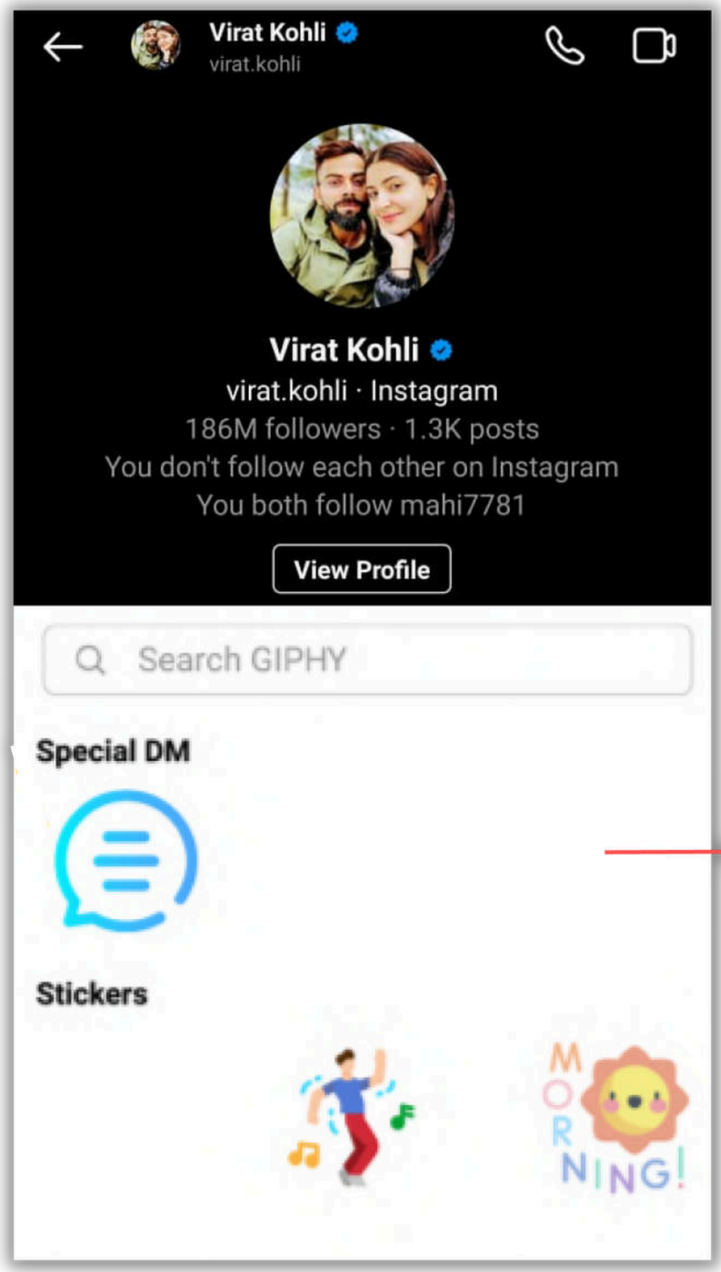


Feature # 3

Special DM



The user will click on the add special dm button and make the required payment.



Users may now do customized DM using gifs or text.

Feature Prioritization

Business Value, Customer Benefit & Ease of Implementation are all rated on a scale of 1 to 10

S. No.	Feature Name	Business Value	Customer Benefit	Ease of Implementation	Total Score	Priority
1.	Premium Content	8	8	7	23	Near-Time
2.	Tip	9	8	7	24	Immediate
3.	Special DM	6	7	7	20	Near-Time

Success Metrics

	Factors	Happiness	Engagement	Adoption	Retention	Task Success
	Goals	Influencers believe Instagram is the best platform to generate a good source of income.	Influencers adore the platform and have begun to post more material on it.	The importance of new features is appraised by influencers and users.	Adherence to the app or returning to use it.	Influencers' earnings are increasing.
	Signals	Feedback from influencers	The total quantity of content published and the amount of time spent on the platform.	Downloading or creating a new account, as well as posting fresh content.	Maintaining an active presence on the app.	Payment has been completed.
Feature Level Metrics	**Premium Content**	Surveys on feature level satisfaction and ease of usage.	# of users interacting with the premium content.	# of Influencers making Member only Content	# the number of repeat users.	Revenue generated through Premium content
	Tip		Daily average amount tipped.	% increase in the content of a specific influencer.	# weekly average amount tipped.	Revenue generated through Tip.
	Special DM		No. of special DM's received per month.	% increase in interaction with influencers	# Special Dm's in a week	Revenue generated through Special DM's.
App Level Metrics		App store 5-star ratings, Net Promoter Score.	Session duration on average	Increase in the number of signups and downloads.	# of weekly active users (WAU)	Revenue frequency

Go-To-Market Strategy

Step 1

- Push notifications and emails are used to pique the attention of viewers.
- Social media marketing across several channels.
- Collaborations on Instagram with renowned celebrities and famous industry leaders to debut the Teaser of the new features.

Time: 15-20 days

Step 2

- Once the feature is complete, it should be made available to a select group of individuals or users on Instagram's Beta platform.
- After one month, collect feedback from Beta users, fix any faults, and improve current functionality as needed.

NOTE: Because all of the aforementioned features need a significant amount of payment activity, it is vital to ensure payment security constantly, resulting in a seamless user experience.

Time: 1 or 1.5 months

Step 3

- Make public statements about the new functionality on social media platforms after the difficulties have been resolved.
- The final version will be released one week later.
- A high-quality, well-defined feature tour is included.
- Organize fresh challenges and popular media forms to keep people interested in the new feature regularly.

Final Launch



Thank you!

