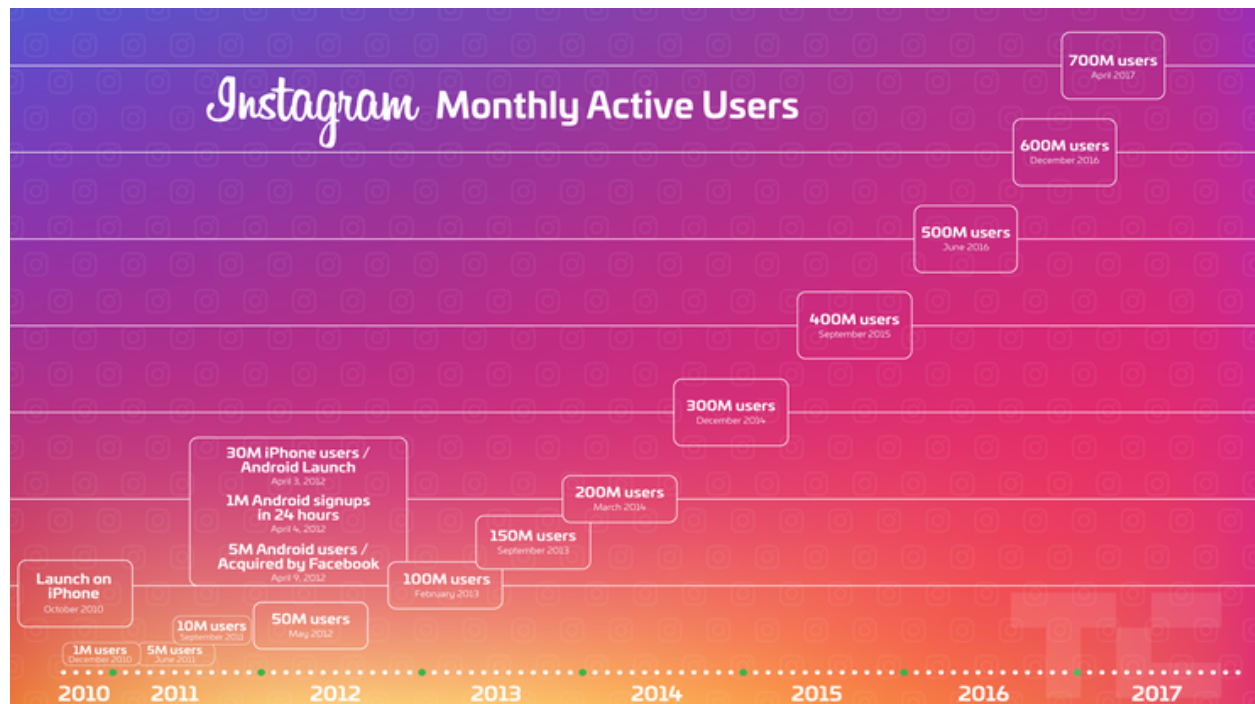


# INSTACASH

## The Step-by-Step Guide to Making Money from the Gram

Created by Ashei Khan

Instagram is one of the hottest social media platforms on the planet!. It has [700 million users](#).



Pretty impressive.

And I highly doubt that it will be slowing down anytime soon.

It just goes to show how well people respond to simple, visual-driven content.

No matter how you slice it, people love Instagram. It's one of the most popular ways to share photos.

In many cases, I even choose Instagram over Google Images when searching for photos.

## **The opportunity for making money on Instagram**

The KEY is... when you're creating a great experience for your prospects, then money is a byproduct.

You understand that [building a following](#) and then running ads to sell your product is a great way to generate income.

So... Let's get into the thick of things and see how to actually make \$200 to \$10,000 (even more) per month from the Gram.

1. Theresa Nguyen isn't your average teenager. She shares drool worthy videos of her homemade slime on her [Instagram account](#) that get hundreds of thousands of views.



rad.slime

Follow

rad.slime MINI MARSHMALLOWS 🔥

Not for sale. Unrelated but I was supposed to get my braces off today and they took 3 brackets off, then put them back on smh 😞

load more comments

githamutia\_ Gak lah canda

sad.nana I was supposed to have my braces for 1 and a half years they said but i ended up having them for 3 😞

mychemicalsquish @embakes51 okay it's not bc of the trend because these people have made slime way before the trend and just hit the "see less of this" button it really helps...

embakes51 @mychemicalsquish cool

chloeneedstochill I feel bad for you because the brackets really don't do anything it's mainly the wires



242,914 views

1 DAY AGO

Add a comment...

...

Her account is filled with colorful posts. With just 228 such live posts, she has garnered a following of 747k people (at the time of writing the post). And she shows how to leverage the precious Instagram profile link.

She has a clear CTA driving her Instagram followers to her online slime shop.



rad.slime

Follow



...

228 posts

747k followers

104 following

Theresa 🌿 @instasign\_vhs ^^ - Restocks are every Saturday 3 pm CST - USA shipping only (sorry) - For business inquiries contact: Rad.slime13@gmail.com -

LINK TO BUY SLIME ↓ [radslimeshop.com](https://radslimeshop.com)

Do you think Instagram users are interested in buying homemade slime from a teenager?

You bet.

When I checked out [her website](#), all the flavors were sold out. Time.com reported that [she's making \\$3,000/month](#). Not so bad for a 13-year old whose parents laughed at her idea of selling her creations.

Theresa isn't alone. [Rachel Albus](#), a 13-year-old from California, and [Sara Y.](#), a 12-year-old from North Carolina, have also built their Instagram accounts to thousands of followers. And they make decent money from them.

As they say, age is just a number.

2. With the diversity of the audience on Instagram, everyone has an opportunity to make money. So meet the next Instagram money making star on our list: Sara Tasker.

A 32-year-old woman from Yorkshire, she worked as an NHS speech therapist. Four years ago, while on a four-month maternity leave, she created [her Instagram account](#).

Her motivation for signing up on Instagram was the free products and money that brands were offering to Instagram users. And now, she has honed her way to becoming what's called as a micro-influencer with 170k followers.



me\_and\_orla 

[Follow](#)  

1,608 posts   170k followers   735 following

Sara Tasker UK • iPhone6s + Canon 7D • photographer & writer • Instagram & Creative coach • 'Hashtag Authentic' Podcast • Bloom & Grow your IG with me at [meandorla.co.uk/podcast21](http://meandorla.co.uk/podcast21)

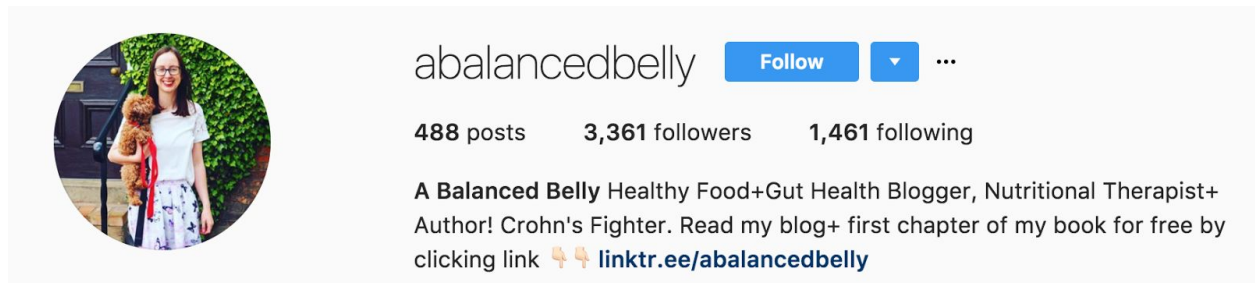
Her account is filled with beautiful lifestyle pictures from her life. And she made approximately £120,000 last year. Besides getting paid by brands for

posting, she's also making money from coaching people about creativity and Instagram marketing.



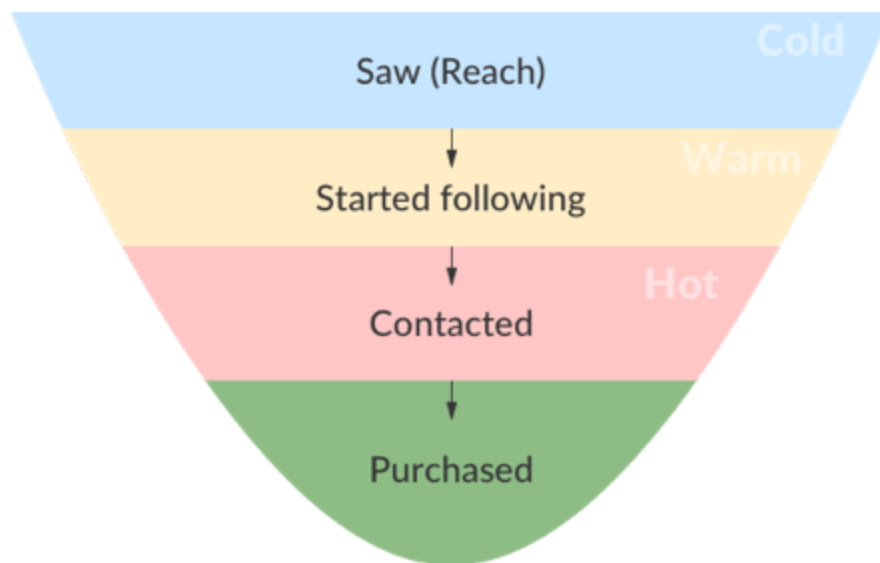
3. If you're thinking that gathering such a huge following is necessary for making money, then meet Jeena Farmer. She's a qualified nutritional therapist and freelance writer from Warwickshire. Her Instagram only has [3,361 followers](#).





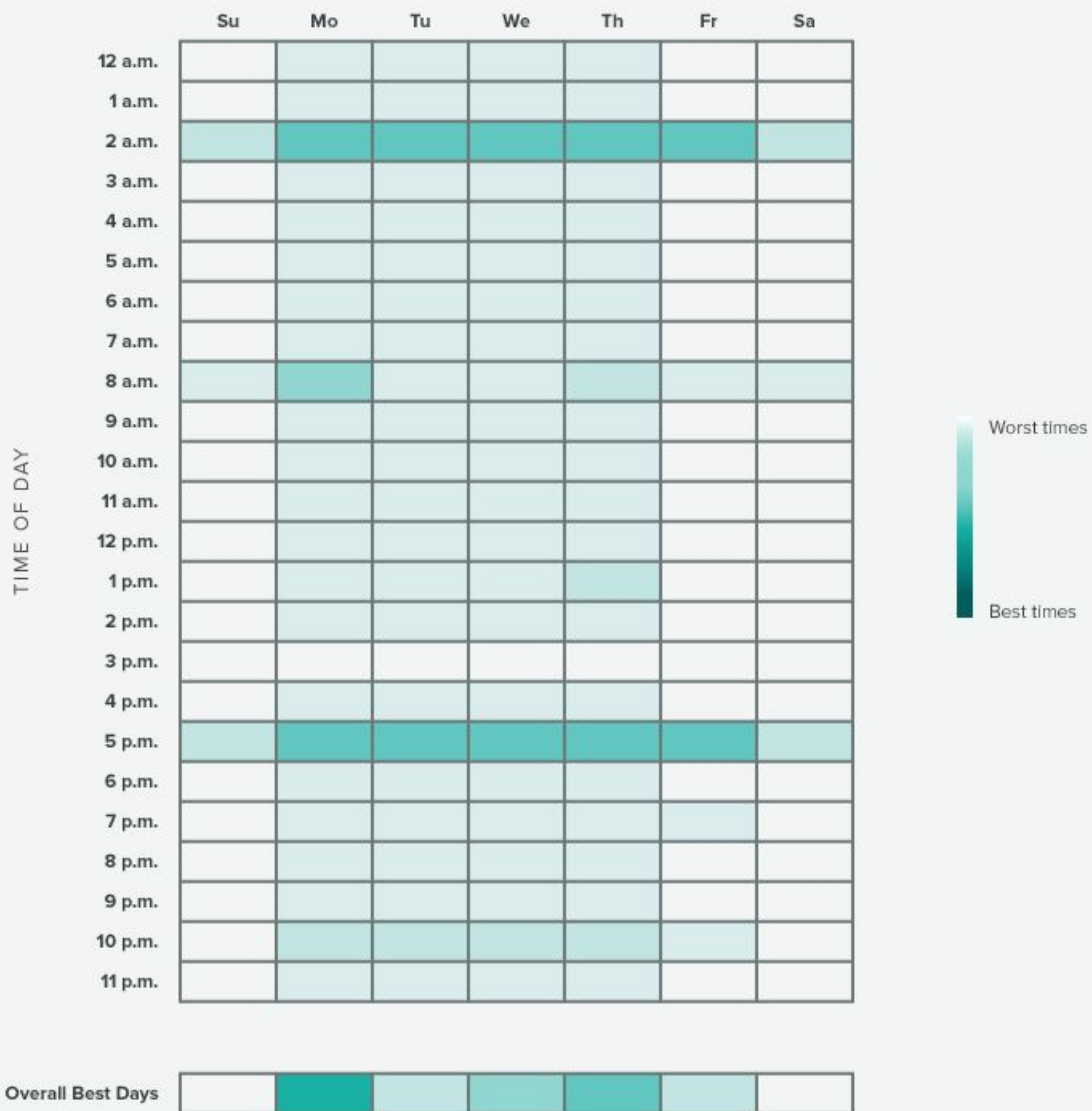
But brands pay her in the range of £50-£100 (64 USD – 128 USD approx) for mentioning them on her Instagram. She also packages an Instagram update with a blog post and a tweet – for which she charges £200-£300 (250 USD – 350 USD).

In this guide, I'll show you a few Instagram money-making tactics. And, even if you haven't heard of Instagram before, you'll walk away with strategies to make money.



Weekdays might result in lower engagement as compared to weekends. [Here](#) are the findings by Sprout Social.

## Best Time to Post on Instagram



Less than 12k posts is low-competition, 12k to 100k is medium-competition, and more than 100k is classified as high competition.

#stoics	1,322
#knowledgepower	2,053
#followyourmind	2,130
#knowledgenow	2,167
#greekphilosophy	2,515
#selfimprovements	2,786
#knowledgelife	2,908
#lettinggoquotes	2,997
#improvements	3,269
#positivitywins	3,757
#consciousnessminds	4,184
#knowledgeislife	4,996
#followyourgoals	5,838
#epictetus	7,909
#perspectivegood	8,538
#successquotes	11,159
#followyourgut	13,788
#followyourpath	16,823
#marcusaurelius	21,890
#stoicism	22,700
#philosophyoflife	25,432
#successful	54,456
#instafact	54,544
#greekquote	58,100
#stoic	69,759
#behave	95,397
#seneca	120,500
#selfgrowth	161,478
#malas	206,106
#instadecorations	254,456

**Low**

**Medium**

When you post an update, use hashtags from all the 3 categories. This way you'll have a better chance to appear higher in the results of low-competition



hashtags while landing some decent exposure with the high-competition hashtags.

Onto the meat of this thing!

[Remember... you can join our group and we can help you with any part of this guide!](#)

## InstaCa\$h Tactic #1 – Sponsored posts

This is the most common tactic to earn money with Instagram.

Simultaneously, it isn't viable for people with a few hundred followers. The bright side is that people with over [7 million followers get paid](#) up to \$150,000 per post.

Now there are a couple of ways to make money from Instagram sponsored posts.

**1. The genuine way (audience-first approach):** You post pictures around your interests, and they show your personality. Sure you follow a planned marketing strategy (as we discussed above), but you're being you. As you share pictures and build your influence organically, relevant brands will approach you.

**2. Create a persona (business-minded approach):** Since you're aware that Instagram sponsored posts can be lucrative, you work towards that. So you look out for the most profitable niches and observe the posting strategy of the brands you'll target.

From there, you post high-quality content, strategically using hashtags relevant to the brand's audience. Not that this way is wrong or dishonest, it's

just goal-oriented to make money on Instagram. It's pure business, but you must enjoy the process. Otherwise, your Instagram content will lose its realness.

Anthony Carboni at Wolf Millionaire followed this second approach. He now owns [30+ Instagram accounts with more than 18 million real followers](#), and he makes \$20,000 – \$25,000 per month.

Not too shabby, eh?

I've personally worked with Anthony in the past – his strategies helped me make over \$330,000 on Instagram in merely 3 months.

The second way sounds similar to the make money online authority site business model that many internet marketers have followed over the past 5 years or so.

For instance: The awesome guys at Authority Hacker have created the business persona of [Helen Sanders at Health Ambitions](#).

They outreach, guest post, and promote their content under her name, and there can be multiple people behind her content, emails, and social media updates. A persona helps to make business processes convenient and scalable.



**Helen Sanders**

*Editor of Health Ambition*

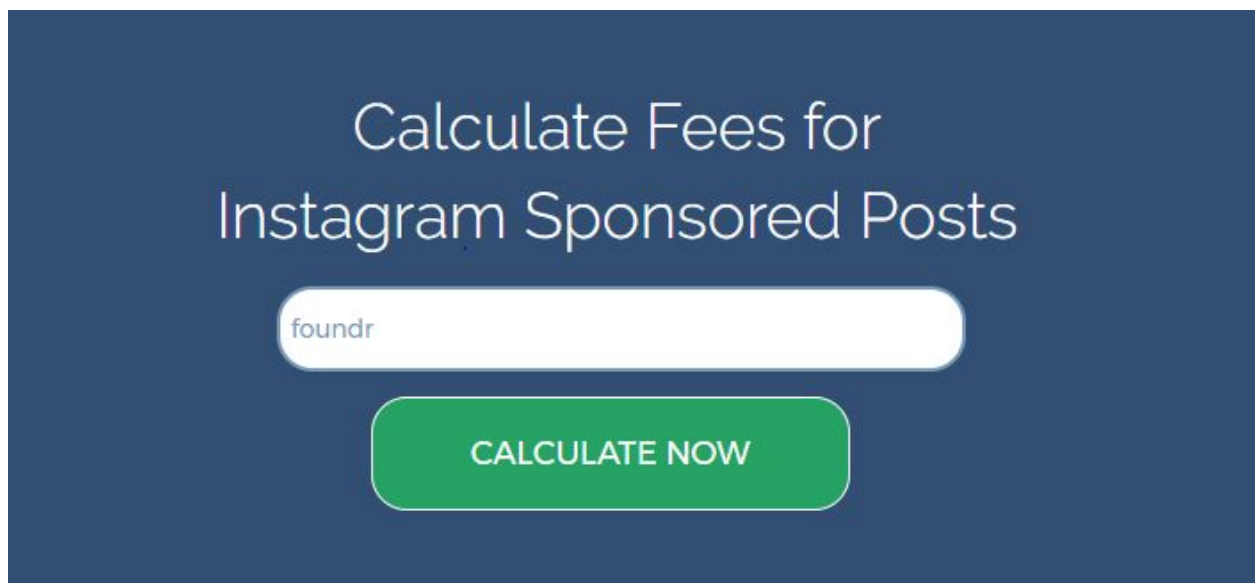
Remember that in both of the above ways, you have to keep your content authentic, high-quality, and valuable.

Don't pursue sponsored posts simply to make money without believing in the brand you're promoting. Taking too many of such posts will also burn your audience's interest and lead to loss of trust in your brand.

Want a quick way to determine the amount of money you can make from a sponsored post?

Look to Due.com founder John Rampton. He believes you should start with \$0.25-\$0.50 per "like" and \$1.00 per comment. Multiply that by the number of likes and comments of your average post and you're good to go.

Additionally, here's a plug and play tool by [FashionPRGirl](#). Let's try to calculate fees for the million followers strong Foundr Magazine account.



Calculate Fees for  
Instagram Sponsored Posts

foundr

CALCULATE NOW

Here are the results.



Instagram Profile:  
@foundr

## Estimated Fees

\$634.45 USD

GET ACCESS TO FEE DETAILS & STATS

Sample Stats Below

Last 30 Used Hashtags:

confrencedesign, conferenceroom, stylinginspo, eventideas, intimatesetting, eventlounge, calicoastalchic, corporateevent, indigostyle, repost, corporateevents, vignettesstyle, theranchlb, lounge, creatives, styling, californiacoast, eventdesign, vignette, lagunabeach, ladylibertyevents, beachchic, coastalchic, beachyvibes, velvet, indigo, loungestyle, eventinspo, mudcloth, repost

\$600+ for every sponsored post they would do. That's good money. You also get a list of the last 30 hashtags that they have used.

**Here's how to make money from Instagram with sponsored posts...**

Alright now, let's drill down the essentials for making money from the platform.

As already discussed, you need a sizeable following of about 5,000 followers and a high engagement rate.

Once you satisfy these criteria, here's a simplistic version of how making money works:

1. You create a sponsored Instagram post (it could be a photo or video)
2. You include a branded hashtag, mention, or link to promote a brand
3. You share it with your audience
4. You get paid

Let me give you an example to get a better idea of the concept of sponsored posts.

A couple of years back, Star Wars: The Force Awakens was released.



To create buzz, Lucasfilm and HP used sponsored posts as an integral promotional strategy.

More specifically, they asked musician, Rudy Mancuso to create his own version of the Star Wars theme song.



Here he is with his dog that looks a lot like Chewbacca.

As you can see, this post received over 66,000 likes!

Now Rudy is not some huge celebrity like Kanye or Taylor Swift, but he's got a huge following.





He was able to capitalize on that to receive a nice payday.

### **Time for cleaning up your sponsored posts campaign**

Since you're going to collaborate with multiple brands and help them run their marketing campaigns, you need to stay organized. I suggest creating a personalized package for all the brands you work with.

Before you start a campaign, try to find out the brand's marketing budget, their requirements, and the problems they are facing. This can prove useful to negotiate your price. You also need to establish clear metrics for evaluating the success of your campaign.

Here are a few ways to measure the performance of your campaign and the value you're creating for brands.

- Increase in their Instagram following – Most brands will want to see their Instagram audience jump up if nothing else. If your audience trusts you, then many will press the follow button on the brands you recommend.
- Website traffic – Sure Instagram only allows links in the bio, but by using UTM parameters and Google Analytics, a brand can segregate the surge in traffic from your Instagram account. Again it's an indicator of your influence.
- Product sales – I would say this is the metric all businesses want to see. If your word has the influence to get a majority of your audience to buy products, then brands will flock to you.

Try a couple of dry runs on your own site. Then once you get the idea, agree on a price with the brand and over-deliver on your promise.

If you understand your audience well and they respond to your endorsements, then you can quote a value-based price instead of a fixed dollar for every post.

Alright, it's time for posting your listing and let brands approach you by signing up as an influencer at [Fashion PR Girl](#). You can also respond to [existing collaboration requests by brands here](#).

June 21, 2017 at 1:47 pm – I'm a blogger on instagram having 45k+ Followers

Deadline: December 31, 2020

[View Opportunity](#)

June 21, 2017 at 5:45 am – –

Deadline: June 1, 2017

[View Opportunity](#)

June 17, 2017 at 3:07 pm – I am a Publisher looking to collaborate with Brands

Deadline: August 7, 2017

[View Opportunity](#)

June 17, 2017 at 2:30 am – Looking for collabs

Deadline: December 21, 2017

[View Opportunity](#)

June 16, 2017 at 2:53 am – Collaboration with brands

Deadline: November 25, 2017

[View Opportunity](#)

May 24, 2017 at 2:33 am – Brands can email me for collaboration.

Deadline: May 31, 2017

[View Opportunity](#)

Initially, you might need to continuously reach out to brands with a request for sponsored posts. In the video below, Chrystie shows you how you can organize your outreach using Trello.

## Influencer marketing marketplaces to earn money on Instagram

Instead of outreaching, you can also explore existing opportunities on marketplaces. Let me introduce you to some platforms.

1. **Tribe** – It's available as an iOS/Android app and acts as a bridge between talent agents and influencers. You can browse leading brands, control your creativity, and tag a brand to get paid for your post.

Here's an approximate rate card Tribe found via research – it's based on the number of followers of your account.

### ANSWER

Based on our own research, we've designed a RATE CARD within the App. Although we recommend you start off low, and only raise it if you feel you can. It goes without saying; the higher your fee, the stronger your recognition, content and audience engagement should be.

FOLLOWERS PER ACCOUNT	BALLPARK RATE PER POST
3-20K	\$75-\$300
20-100K	\$300-\$600
100-250K	\$550-\$800
200-500K	\$800-\$1200
500K+	\$1200+

2. **Influicity** – It's a massive influencer marketing platform with a database of over 3 million influencers. You're required to fill out a [brief form](#) with personal details and those of your target audience.

Indicate your profile

First Name

Last Name

Email

Password

Re-type Password

Which best fits you and your target audience?

Select Age Range ▼

Select Gender ▼

Select Ethnicity (Optional) ▼

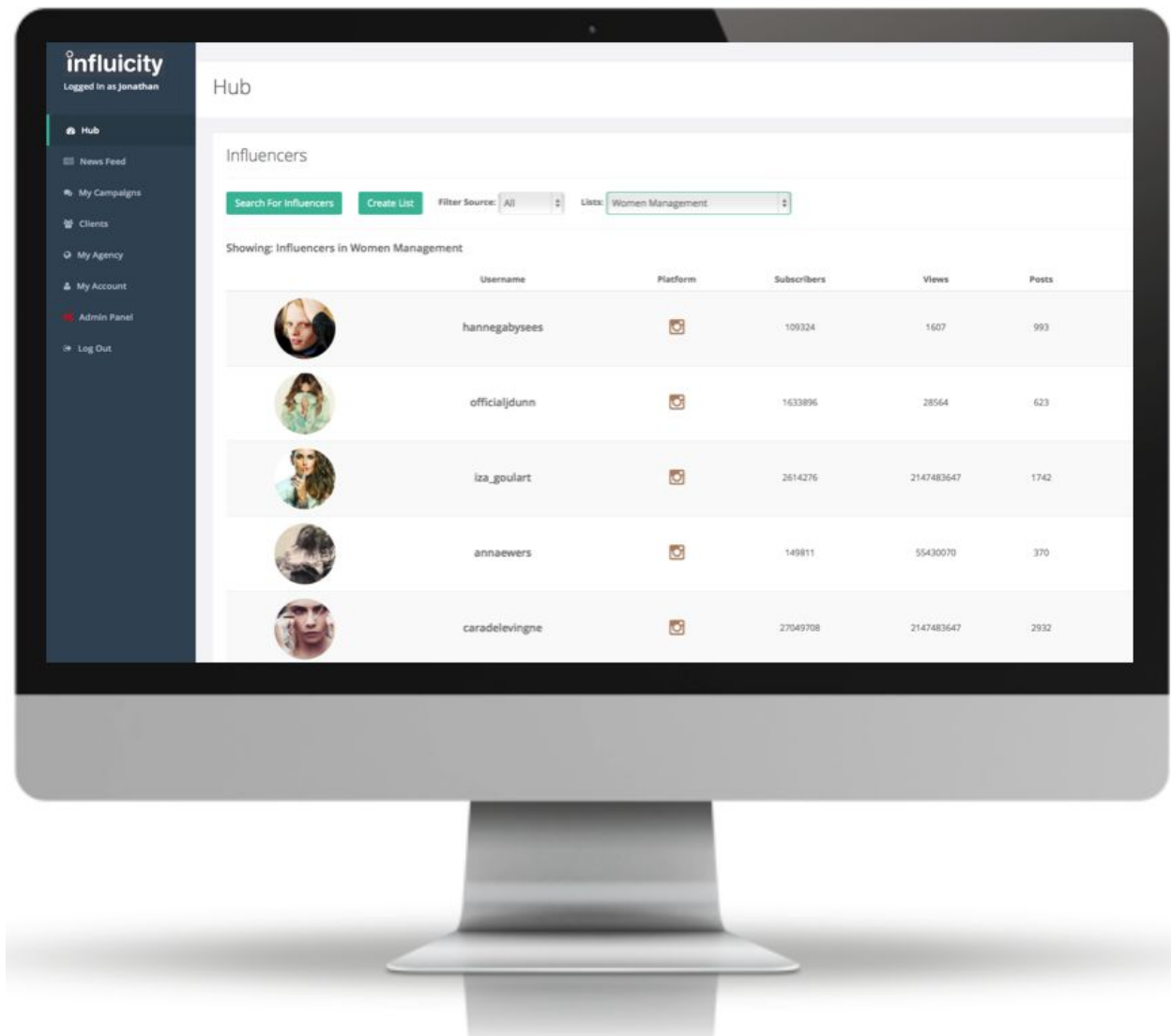
What is your primary language? ▼

Where do you live? ▼

Pick Geographic Location

Once you've claimed your profile, you'll get a console to get content creation opportunities by advertisers, collaborate on campaigns, and submit your

content for review.



3. **Hyprbrands** – They claim to be the world’s largest influencer discovery and directory tool. Their USP is the real-time social analytics tools. For all influencer posts, brands get to measure impact including audience demographics, estimated view count, and sales.



As you can understand HYPR is brand focused, but you can sign up as an influencer on their platform by [filling out this form](#).

[Remember... you can join our group and we can help you with any part of this guide!](#)

## InstaCa\$h Tactic #2 – Promote Products through Instagram shoutouts

Let's now look to the other end of the spectrum where you pay influencers to promote your product.

It involves using [Instagram shoutouts](#), which are defined as “a screenshot of another user's profile page uploaded to your account to show support and



give exposure to the other user. Shoutouts can increase a user's followers and provide advertising to small businesses and websites."

Here's how you can take advantage of this tactic.

First, you need to have a product to promote. If you want to promote our brand just to get started and learn the ropes... that's highly recommended.

### **So, how do you pick the right product to promote on your Instagram account?**

Pat Flynn makes a killing promoting other people's products. But if you look at the products he promotes, you don't see different categories. Most of his income is generated from promoting products related to entrepreneurship and marketing. And all of those products are of supreme quality.

So the idea on Instagram remains the same. You need to find your specialty and stick with it. Then, you need to find products that are already doing well for others. If you would never buy the product you're promoting, then you're doing it wrong.

## **Hire influencers by buying shoutouts**

Here's what you want to do once you've found a suitable product.

Go to [Shoutcart.com](https://shoutcart.com).















This is a marketplace where you can find quality influencers who have large followings and “buy shoutouts” from them.

It’s an incredibly effective way to get the word out about an affiliate product in a short period of time without having to do a lot of heavy lifting.

Here’s how it works.

You browse through Shoutcart’s list of featured Instagram influencers to find someone who’s in the right niche that matches your product.

Here are some examples.

FEATURED INSTAGRAM INFLUENCERS		
 <p>4.2m followers @bestvideos <b>\$600</b></p>	 <p>2.2m followers @tun_clips <b>\$80</b></p>	 <p>1.2m followers @video.post <b>\$70</b></p>
 <p>1.3m followers @accessories_trend <b>\$40</b></p>	 <p>932.1k followers @fashion_creative_love <b>\$30</b></p>	 <p>1.5m followers @satisfymood <b>\$70</b></p>
 <p>187.9k followers @starterpacks_only <b>\$45</b></p>	 <p>321.9k followers @fitness.influence <b>\$25</b></p>	 <p>100.2k followers @cutestpuppiesforyou <b>\$5</b></p>
 <p>270.8k followers @petsfeeds <b>\$30</b></p>	 <p>292k followers @pehts <b>\$35</b></p>	 <p>173k followers @cutecatskittens <b>\$5</b></p>

You then look for an influencer with the reach you're looking for and that's within your price range.

Shoutouts can be as cheap as \$5 and as expensive as several hundred dollars.

You can also use tools to refine your search.

## **Examining key stats**

So here's the deal.

You don't want to buy shoutouts from just anyone.

There are a few things in particular that you should look for, which include:

- The number of followers
- Number of likes an account gets per post
- The bio and description of the account

I think that [this guide from IFTI SEO](#) hits the nail on the head in terms of specific stats to look for.

- **Number of followers** : Over 50k is always good
- **Number of likes the account gets per post**: 1000+ is always recommended
- **BIO/Description of the account**: It must have details to contact either mail id or just a mention about shoutout.



An Ideal account !! Good number of followers, Business inquiries (Shoutouts) email provided, already promoting someone else's link. Moreover each post has 3000+ likes and 100+ comments.

The bottom line here is that 50,000 followers should be the bare minimum and you're looking for plenty of engagement.

After all, it doesn't do you any good if no one's actually engaging with the Instagram account.

That's it.

You should receive a lot of traffic.

And if you've chosen the right product, you'll see some fantastic sales figures.

From there, you can rinse and repeat by experimenting with different combinations of products and influencers.

### **Should you buy influencer shoutouts or use Instagram ads?**

These two tactics rely on the same basic idea.

And that's paying for nearly immediate exposure and getting a product in front of a widespread audience by shelling out some cash.

But the thing that I like about buying shoutouts is the massive audience you can reach essentially overnight.

Although the initial cost tends to be more for this tactic than PPC, the payoff can be much bigger.

Here's what I mean.

You could pay a single Instagram influencer \$30 for a shoutout.

That's going to probably cost you much more than it would for a handful of clicks on PPC advertising. That's true.

But you could potentially get the product you're promoting in front of half a million or more prospects.

So when you think of it like that, buying shoutouts can be incredibly cost-effective.

[Remember... you can join our group and we can help you with any part of this guide!](#)

## **InstaCa\$h Tactic #3 – Sell from your own online store**

In terms of time investment, this tactic requires the most by far.

However, this can also net you the biggest returns.

Here's the basic process that you'll follow for this tactic.

1. Open an online store (e.g. sell clothing on [Zazzle](#), sell products on [Shopify](#) or on [Etsy](#))
2. Create an Instagram account that's built around your niche
3. Feature your products on your Instagram account
4. Earn money

Here's what I love about the Internet.

It has created an immense amount of opportunities for those who are clever enough to use the right resources to their advantage.

For instance, there are on-demand printing companies like Zazzle that allow you to design and sell your own clothing, hats, bags, stickers, etc. with absolutely no investment and zero overhead costs. Just use your creativity and come up with an interesting angle that will get people excited and eager to invest in your brand.

There's no doubt that there is a significant time investment involved, but it can pay dividends if you're able to establish a large and loyal audience.

The best part is all of the different ways you can monetize your brand later on.

## **How to make money on Instagram if you have an existing product**

If you already own a store and want to extend your online presence to make money off Instagram, then the game is easier. You need to rely on your loyal customers to serve as your brand advocates. Because user-generated content leads to gaining immediate trust.



You can even create a user-generated gallery on your website that will serve as a powerful visual social proof. Yotpo offer the feature as a [photo carousel](#).

You can also sell your digital products on Instagram.

Have you heard of Timothy Sykes?

He's an expert at penny stocks and made millions investing in them.

Initially, he saw Instagram as a waste of time for his business. Eventually he ended up [making \\$500k](#) from the platform and getting attention by major media publications like Business Insider and Mirror.co.uk for his outrageous Instagram posts (like the [one below](#)).



*I've had great success with making money from Instagram by selling my training package (my existing product). I break down the complete process [here](#).*

[Remember... you can join our group and we can help you with any part of this guide!](#)

## **BONUS InstaCa\$h Tactic: Flood the HashTag**

I met a guy at a networking event and he raved about being able to add 60 Hashtags on one post.

I didn't know it was possible.

See, a hashtag is like a keyword... and the more hashtags you have... the more people you can potentially pull to your post.

All he did was add 30 hashtags in the caption, and then 30 more in the comments.

It was a simple tactic but he jumped to 10k followers in a matter of months.

The key is to use relevant hashtags and do some research to get a good mix of them.

## **Conclusion**

Instagram is growing at a mind-blowing speed while maintaining a terrific engagement rate.

It's come a long way from simply being a basic photo sharing app. Brands are investing an exorbitant sum of their marketing budgets on the platform.

So Instagram presents a great opportunity for smart folks to quickly build an audience and monetize it. With so many potential business opportunities, anyone can earn money from Instagram.

I encourage you to take action on this guide by implementing one Instagram money making tactic.

*Which tactic are you going to use to make money with YOUR Instagram account? Do you need our help?*

Sincerely,

Ashei Khan  
Executive Producer  
#TheFameGod

P.S. If you want help with making money online, [we've set up a group...](#)

[The Young Millionaires Club... and we offer a free trial membership.](#)

[Come and join us. We want to help you succeed.](#)

[When one of us succeeds... We all succeed!](#)