

How To Become An Instagram Blogger And Make Money

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Quick answer

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Social media has taken the entire world in its wave. It has become one of the most common communication methods where people interact with others by posting and sharing videos, photos, etc. There are many social platforms that people use daily, out of which one of them is Instagram. Instagram is one of the most popular social platforms that can be used both from your mobile phone and your PC. As with any other social platform, and it too is used to share images and videos. Basically, it's mostly about sharing your as well as others' content on a broader platform. Along with a medium of communicating with people on a broader platform, it also offers business profiles. "Yes, Business Profiles," where you can easily convert your personal account to a business account by simply going to the "settings" option. This option is advantageous for companies as well, as you can access analytics to keep a note of your Instagram marketing results. Well, it just doesn't end here. Within 2 months of it being available for the public, Instagram recorded a total of 1 million Instagram users, and just within a year, it hit the bar of 10 million users.

- One out of three of the social media users are those who use Instagram. With its growing users, it soon crossed the mark of 1 billion monthly active users in 2018. Instagram is now the fastest growing social network at 5% growth per quarter.
- According to a 2018 Social Media Use study conducted by Pew Research, 35% of adults say that they use Instagram, which was 28% in 2016. More than 40 billion photos have been posted on the social network, where more than a total of 95 million additional photos were posted per day.
- In February 2013, the company completed and celebrated 100 million Instagram users and many more. With its growing popularity from the beginning, this social platform is loved and desired by many. It has provided a ray of opportunities for its users to express themselves and to carry out their passions in the form of an artist, influencer, or/and as a Blogger.

Usually, one has to go through all the steps of creating a website, marketing it, etc. On Instagram, such multiple layers of blogging can be skipped where one can start a blog within an hour. Blogging and microblogging. Blogging has transformed a lot throughout its growth along with the sources that bloggers use to upload their content which can be seen from a shift from actual blogs hosted on websites to "microblogging" Microblogging (as the name suggests) is a smaller version of the normal blogging like how pocket/short films to movies. In short, it has more or less the characteristics of normal blogging but with a smaller time duration and posts. It is just aiming at what the viewers would get attracted to in the content. Specifically speaking, a microblog is simply sharing your thoughts, voice, and imagination by using the social platform, and it may so happen that you have actually been doing it. Instagram provides an excellent platform for such things as it allows you to get connected to a broader spectrum. So now the next question that may pop in your mind is- "How to become an Instagram blogger?" For the convenience of those facing this question of becoming an Instagram blogger, we have shown below some steps hoping that it helps you in your journey.

First Create An Instagram Account

Well, first, you need to create an Instagram account which can simply be done by going to the official website "Instagram.com" or by simply downloading the app from the Google Play Store (for Android users) or App Store (for iPhone users). After installation, click on the Instagram icon to open the app. There you start with the initial steps of signing up, asking for your email address or phone number for iPhone users. The process is slightly different for iPhone users as here you first have to click on the option "Create an account" and then enter your number. In both processes, you will be getting a verification code in your number, which you have to enter. Well, there you go. Welcome to Instagram. The process doesn't end here; you will then be required to create a username and password. After that, you can choose to make your profile public or private depending on whether you want your profile to be viewed by your friends, family members, or everyone.

Selecting A Short, Good, And Descriptive Niche

Choose a Niche for your Instagram blog. Usually, Instagram bloggers start with a big category that may cover up various things and may not attract the viewers as it is not detailed. Hence, start with a narrower cliché like travel, food, spirituality, and so on. It is essential to know what the audience wants and depending on the different types of audiences, you have to study the market a lot. Once after understanding the taste and preferences of the audience, you then see what you have to see what you can offer as by doing so, you can expect consistent growth in the number of your audience. The moment you find it, you are ready to start an Instagram blog. By choosing a niche for your Instagram blog, you let the people know what your blog's content is.

Creating A Captivating Bio

Well, it's said not to judge a book by its cover, but what if the cover itself gave a good idea about what the book is about? Well, in the same way, the viewers prefer to go through your bio. Hence, it is advisable to have a bio with an excellent and structured description of your content.

Usage Of Attractive Images And Posts

Take or source attractive images. As we all know, Instagram is a visual platform, so those which are informative to the mind and pleasant to the eye are captured by the heart. Also, the photos and videos that you have shared should be related to what you are promoting. This should remain consistent throughout your Instagram posts which maintains continuity of interest for the viewers. So, upload images that follow your content and/or are descriptive about it.

Start Using Captions

The content that you upload must be followed by an Instagram post. The Instagram post is popularly known as a caption. The caption should be written in such a way that it grabs the reader's attention instantly. Think of it as "one shot-one kill," you need to make a good impact on the first go as the user can simply scroll away from your content in an instant. Therefore, the caption should be short and descriptive.

Follow The Trend To Be Relevant

One of the trends in the usage of hashtags. The hashtags (#) are helping indicators that allow the users to find messages about a given topic. Using hashtags is possible both on Instagram posts and Instagram stories where you are allowed to use a total of 30 hashtags and 10 hashtags, respectively. While using hashtags, even those who don't follow you on Instagram can find your content if they try to find something related to that particular hashtag, thereby allowing the Instagram bloggers to reach new audiences and increase their fan base.

Adding A Location To Your Posts

This is another excellent blogging idea that you should implement. Adding a geographical location or a particular landmark in your posts is a good way to let the viewers know where the specific post or video was taken. It helps your followers, and those interested in you know where you are at. This, too, helps you increase your Instagram followers as the users may stumble upon your profile and may follow you while searching for the landmark position you have added while posting certain content.

Interaction With Others

Why do you use social media? The answer is simple - you want to be social. So you interact with people, which includes bloggers, influencers, and other users on Instagram. You get a chance to see their content, learn from it, and also share your views and appreciation in the form of messages and/or by liking their posts. This goes to their notification portion, and when they see it, it will make them see your profile, check your content, and hopefully follow you if they like your posts. This is just a simple guide for you to "start" with blogging and on "how to become an Instagram blogger?" But what if there is an opportunity to earn money out of blogging? Well, it can be done by using affiliate marketing, which allows you to promote a brand's product or services and earn a commission from the clicks or sales they generate. This can be dissolved into four main ingredients-

- The brand that you will be promoting.
- The affiliated networks.
- The ones who are supplying the content, i.e., the influencers, and
- The ones who are demanding such content, i.e., the customers/users/viewers.

It is these ingredients that constitute the system of affiliate marketing. Focusing just on how these markets function on Instagram. It is mainly done with the help of "links." These links are unique in nature which are used by influencers while promoting a certain brand or product. Such affiliate links can be added anywhere on Instagram, e.g., Instagram Stories, IGTV, posts, and any other medium to interact with the viewers. So, when a product is purchased or when a service is used while the affiliate links, the influencer can earn money from Instagram. Normally, links are provided to you, which you have to give to the users while promoting the products. These links help the concerned party track the number of clicks and sales made by using the link where you earn a certain amount of commission on the total sale value. This is a reliable investment as the affiliated products are of big scale popularity like Amazon associates, CJ, Shareasale, Awin, Rakuten, click bank, camera, tripod, and many more where investing in it is safe. As interesting as it may sound, there are certain precautions that you should consider, as, useful change, this is a market where there are many hyenas that lurk around for food. So, should always need to keep these three things in mind to get started with the Affiliate Marketing Program on Instagram-

- Get connected to an affiliate network as it helps you enjoy services and benefits (e.g., tracking technology, reporting tools, etc.) and allowing you an opportunity to know and work with other influencers. The tracking technology is of more importance as compared to other benefits as it helps the influencers to keep track of how many have clicked the link mentioned and how many have bought the product or used the service provided by the link.

- Setting up the commission rate. It is essential to set up the commission rate, which should be set so that it is feasible for you and your partner with whom you are working. Once the commission rate is decided, you need to set up the payment terms, which are directly related to the sale that you can make.
- Always have a good idea about the terms and conditions of the partnership in which you have invested your time, money, and effort. Ordinarily, such conditions carry a loophole in it which (if overlooked) can seriously backfire, thereby incurring huge losses. Therefore, it is always better to consult with someone good and knowledgeable in such legal matters.

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