

WHICH FACTORS DETERMINE HOW MUCH

# MONEY

YOU CAN MAKE FROM AN  
INSTAGRAM ACCOUNT?





Several US dollar bills are shown falling from the top left towards the bottom left of the page. The bills are slightly blurred, suggesting motion. The top bill is a \$100 bill, and the middle bill is a \$100 bill. The bottom bill is partially visible.

# DID I JUST HEAR "FOLLOWERS" ?

**YES, YOU ARE RIGHT**

**BUT...**

# ONLY PARTIALLY..

MERELY HAVING FOLLOWERS WON'T HELP YOU TO MAKE MONEY



**YOU MIGHT ASK**  
**ARE YOU SURE ABOUT THIS?**

**I'M ABSOLUTELY SURE,  
LET ME SHOW YOU  
WHY & HOW**

- 1. FOLLOWERS:** HOW MANY PEOPLE FOLLOW YOUR ACCOUNT?
- 2. REACH:** HOW MANY OF YOUR FOLLOWERS SEE YOUR CONTENT?
- 3. AFFINITY:** HOW MANY OF YOUR FOLLOWERS TAKE ACTION  
EG. CTA (CALL TO ACTION)

## SIMPLE EXAMPLE USING 3 ACCOUNTS

<u>FOLLOWERS</u>	<u>REACH</u>	<u>AFFINITY</u>	<u>PPV</u>
A - 1M	(10%) 100K	0.2%	200 PURCHASES (\$ 10) = \$2000
B - 1M	(20%) 200K	1%	2000 PURCHASES (\$10) = \$20,000
C - 50K	(10%) 5K	7%	350 PURCHASES (\$ 10) = \$3500



**IF YOU REALLY WANT TO EARN MONEY**  
REACH AND AFFINITY MATTERS THE MOST.



**FOCUS ON YOUR EXISTING AUDIENCE  
TO EARN THEIR TRUST.  
FOLLOWERS WILL KEEP COMING.**



**ARE YOU READY TO  
BUILD TRUST WITH  
YOUR AUDIENCE?**

TRUST IS THE FOUNDATION TO  
BUILD ANY SOLID RELATIONSHIP

