

5

INSTAGRAM  
INFLUENCERS

you should know about



Instagram is one of the most popular and fastest growing social media platforms in the world.



There are a host of things you can do with just pictures, like promote new products, acquire new customers, showcase offers and discounts – and much more.

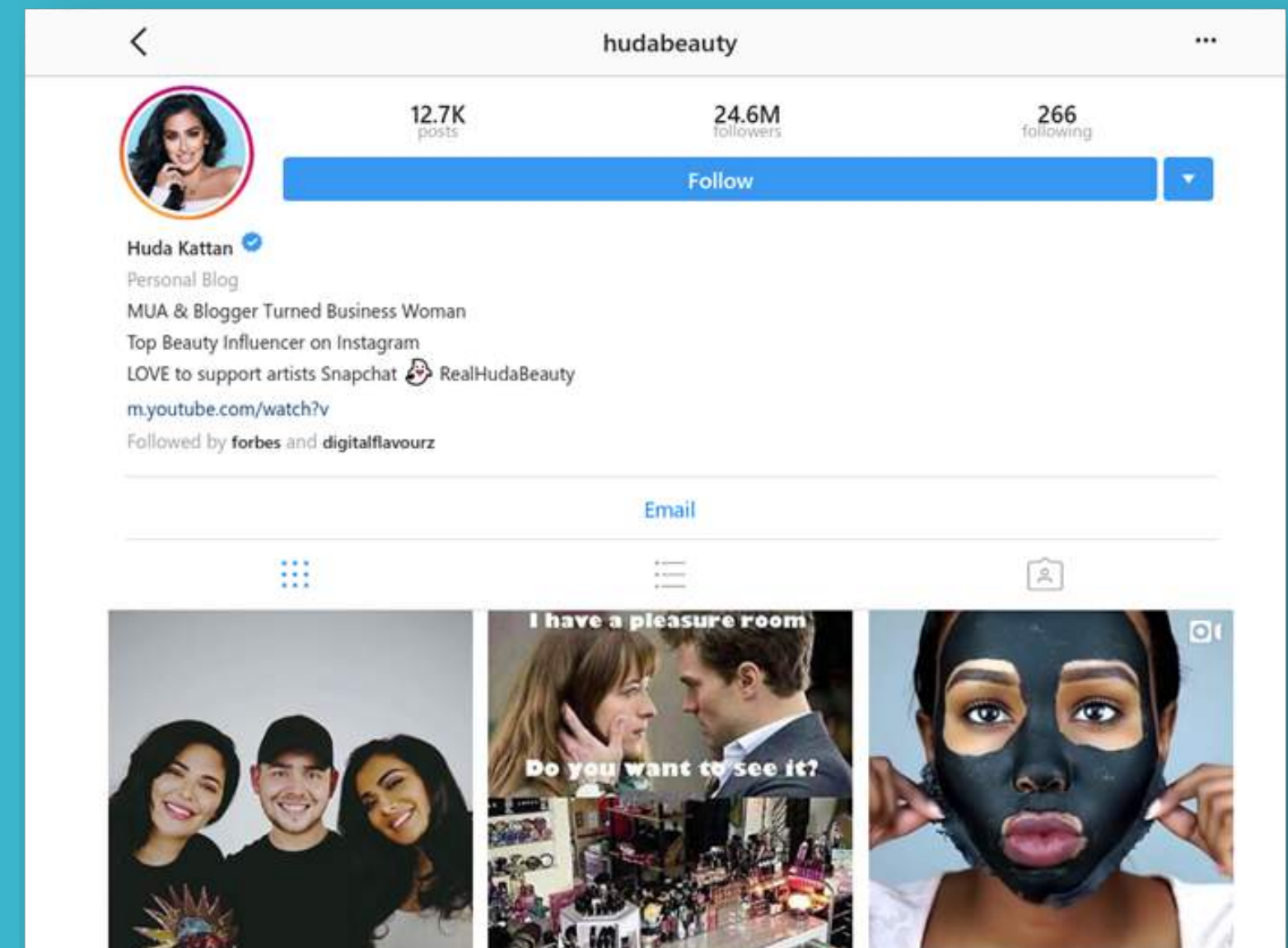


*Instagram*

**Instagram influencers marketing has grown large audiences, when shown the relevant product, and the platform has helped some online stores skyrocket their sales – sometimes overnight.**

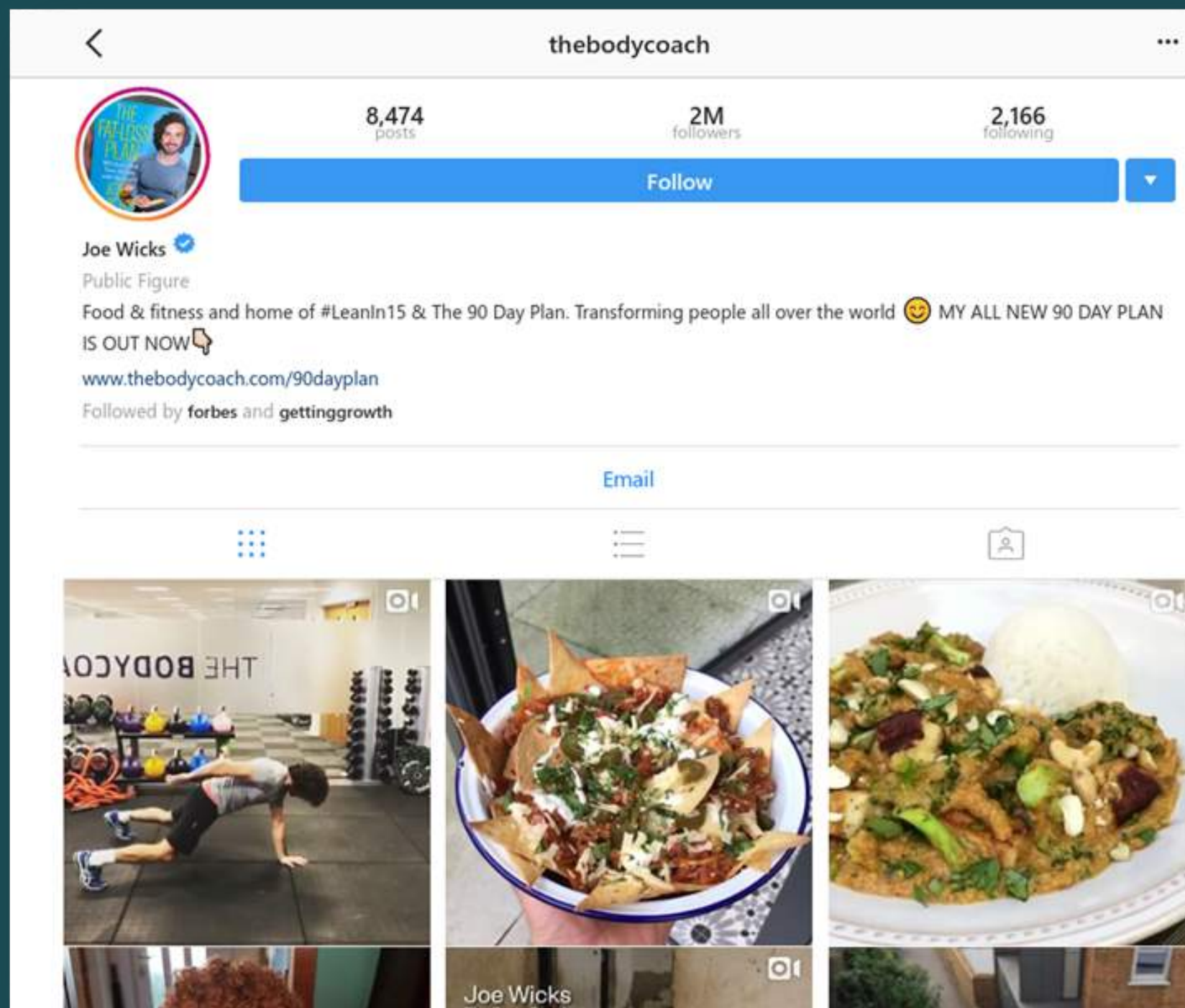
# Huda Kattan – @hudabeauty

Known as the most influential beauty blogger in the world, Huda is an blogger turned entrepreneur, running her own Brand, Huda Beauty. Huda is very strong when it comes to showing makeup trends, reviews and how-to's. She blends static images with videos in her Instagram feed regularly. She has 2.3 million followers on Instagram.



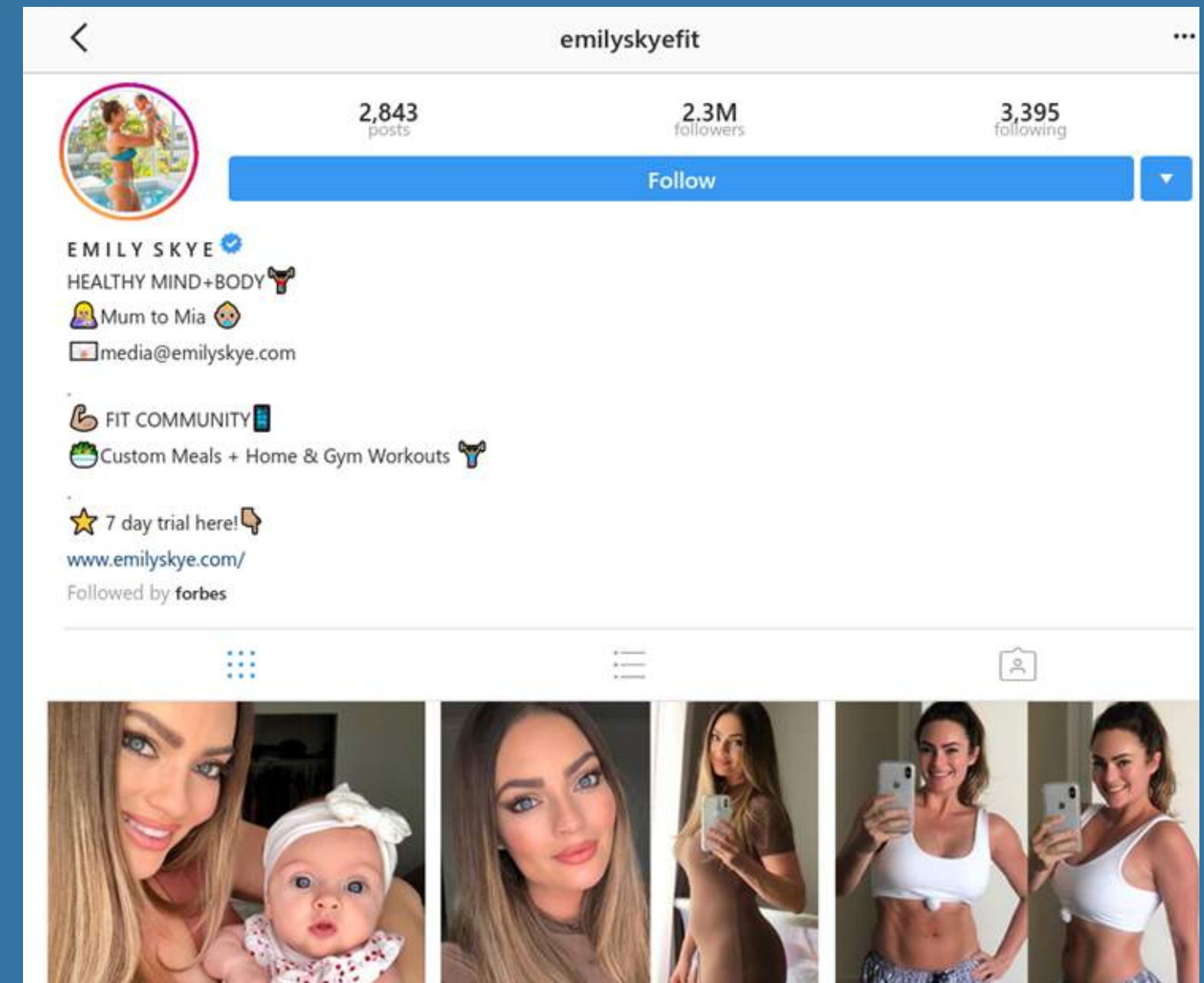
# Joe Wicks – @thebodycoach

With 1.9million followers, Joe is an English fitness coach who uses different kinds of media to market himself and his skill. He has written a number of best-selling cookery books and also presents a television show on Britain's' Channel 4, by the name of The Body Coach.



# Emily Skye – @emilyskyefit

Emily has a whopping 2 million followers on Instagram and may be considered as one of the very popular Instagram influencers in her domain. Emily runs her self-titled fitness website, wherein she blogs on fitness and also sells her 'F.I.T. program' aimed at improving women's health.



# Tai Lopez – @tailopez

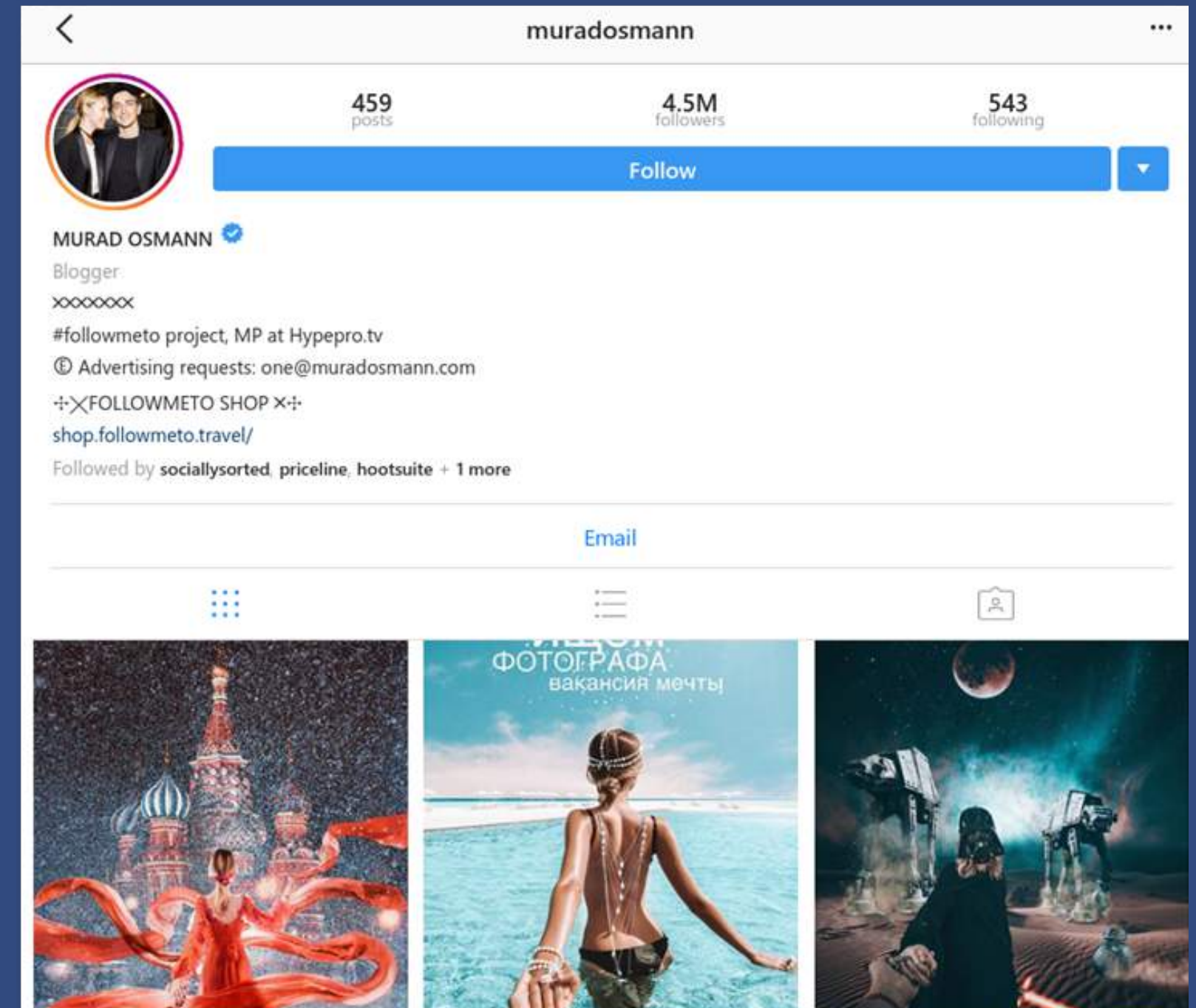
The screenshot shows the Instagram profile for Tai Lopez (@tailopez). At the top, there are statistics: 2,254 posts, 2.9M followers, and 7,447 following. A blue 'Follow' button is visible. Below the profile picture, the name 'Tai Lopez' is followed by a verified badge and the text 'Public Figure'. A bio line reads: '🚗 I give away cash, cars, & laptops. 475 winners so far: 10 cars, 465 cash & electronics.' Below the bio, several interests are listed: 'Investor/Philanthropist/Mensa', 'Read 1 book/day', '8M TedX', and 'Click'. There are also links to 'tailopez.com/telegram' and 'Beverly Hills, California', and a note 'Followed by thesocialquant, hubspot, gettinggrowth + 5 more'. At the bottom of the profile section, there are buttons for 'Email' and 'Directions'. The main feed shows three posts: 'Homeless New Pair Of Shoes' with a photo of a man and a woman, 'Whose Grandpa Is This' with a photo of a man, and 'German Shepherd Beaten And Shot Multiple Times Saving His 16-Year-Old Owner From Burglars' with a photo of a dog.

What made Lopez an Internet sensation for the millennials, is not his extravagant lifestyle; but his desire to enlighten his readers and audiences on the importance of inculcating good habits, learning from valuable resources, and most of all, reading. With 2.1 million followers on Instagram, he uses the platform to motivate businesses and people towards financial success.



# Murad Osmann – @muradosmann

A Moscow-based Russian photographer, Murad has 4.6 million followers on Instagram. He is best known for his “follow-me” images. These images show a woman from behind who is dragging the viewer through some picturesque locales.





En Yeniler



The average engagement ratio on Instagram is 29.67 as compared to Facebook, where it is around 16.54 per post per 1,000 followers.

So, if you are still not on Instagram with your products, you are missing out.

And with this list of influencers, you can also take some lessons in Instagram influencer marketing.



**THANK YOU**

**L O O K I N G F O R M O R E C O N T E N T  
O N E C O M M E R C E ?**

**CLICK TO DISCOVER**