

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.**



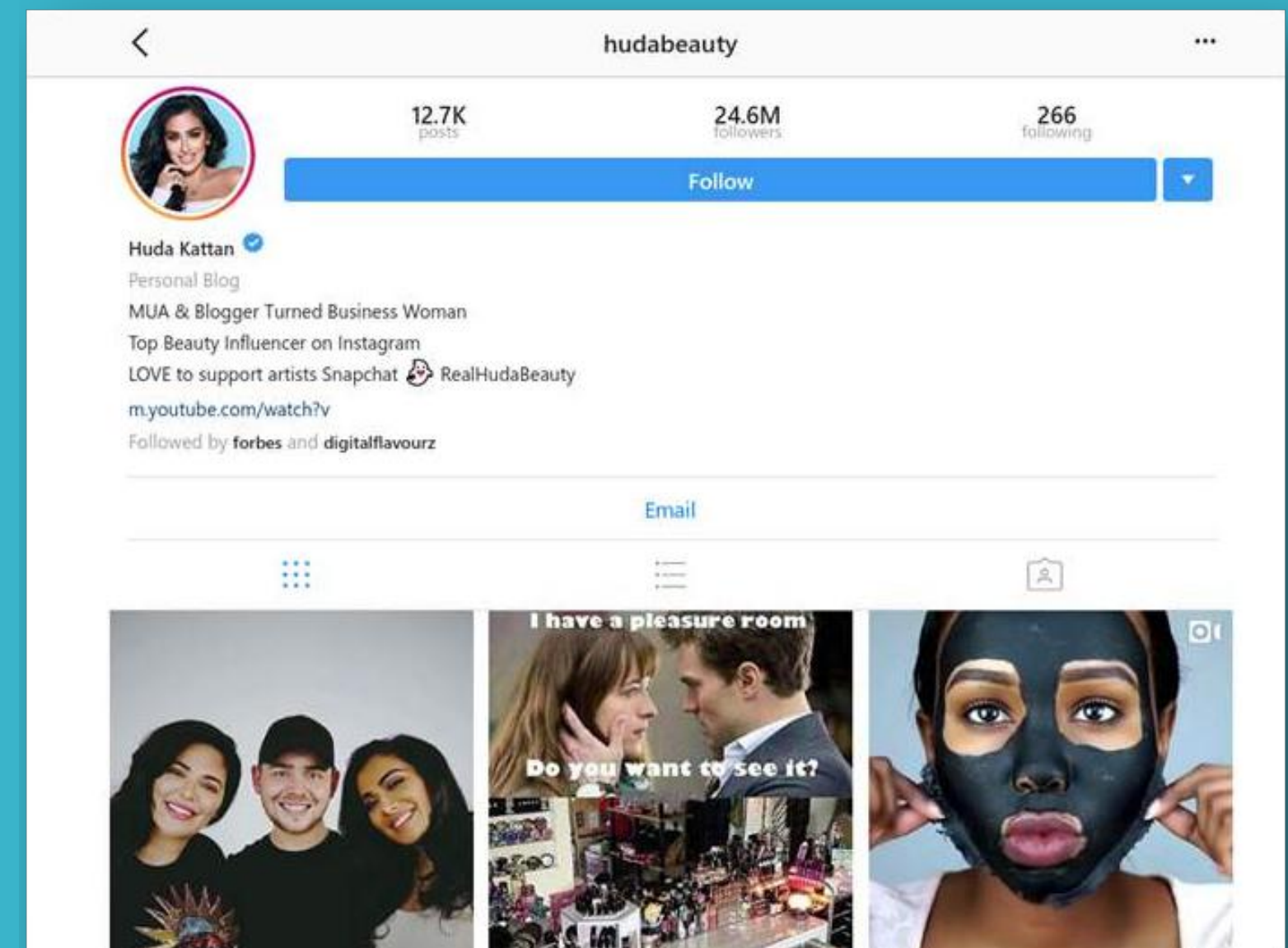
*Instagram*

**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.**



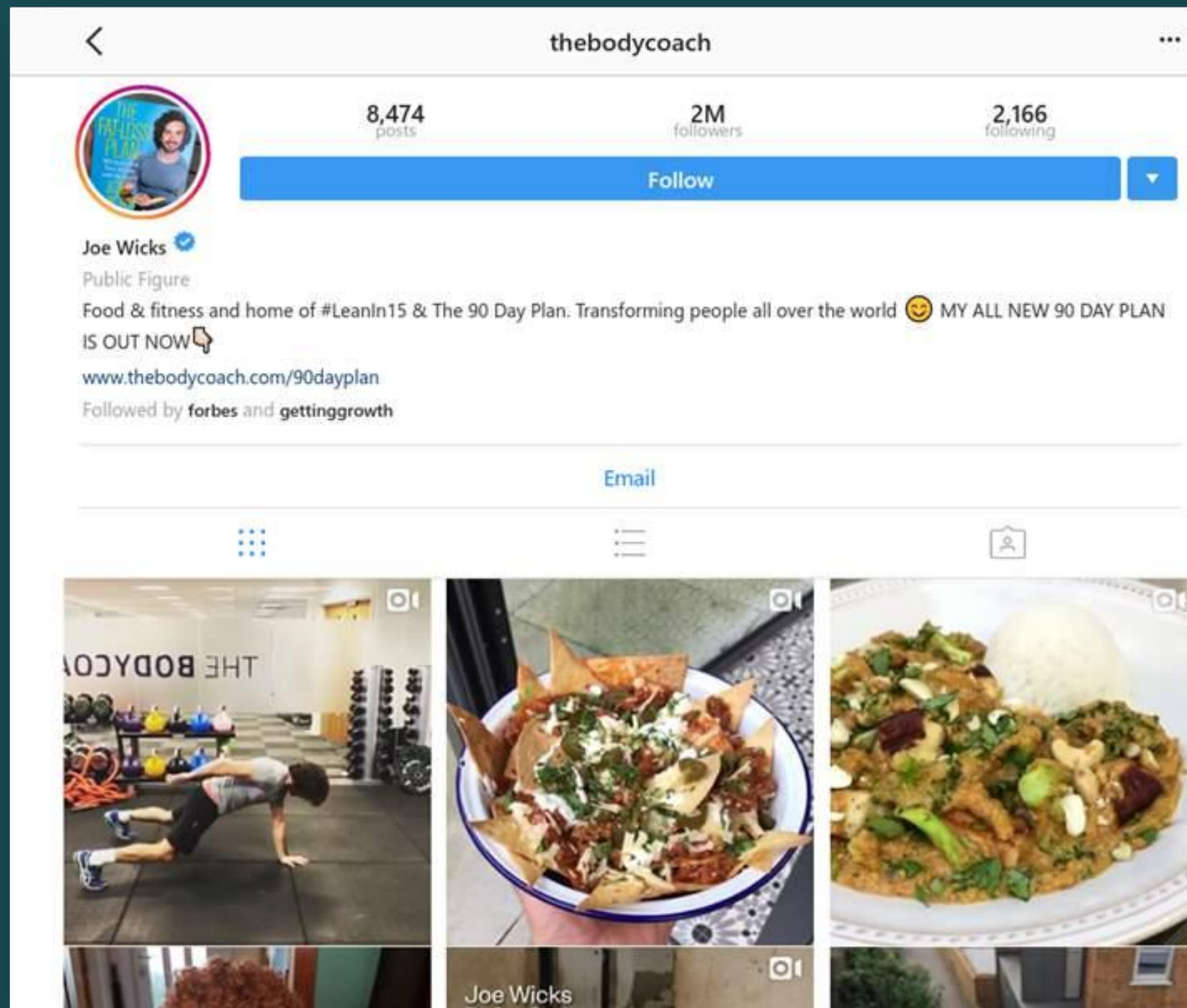
# Huda Kattan – @hudabeauty

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

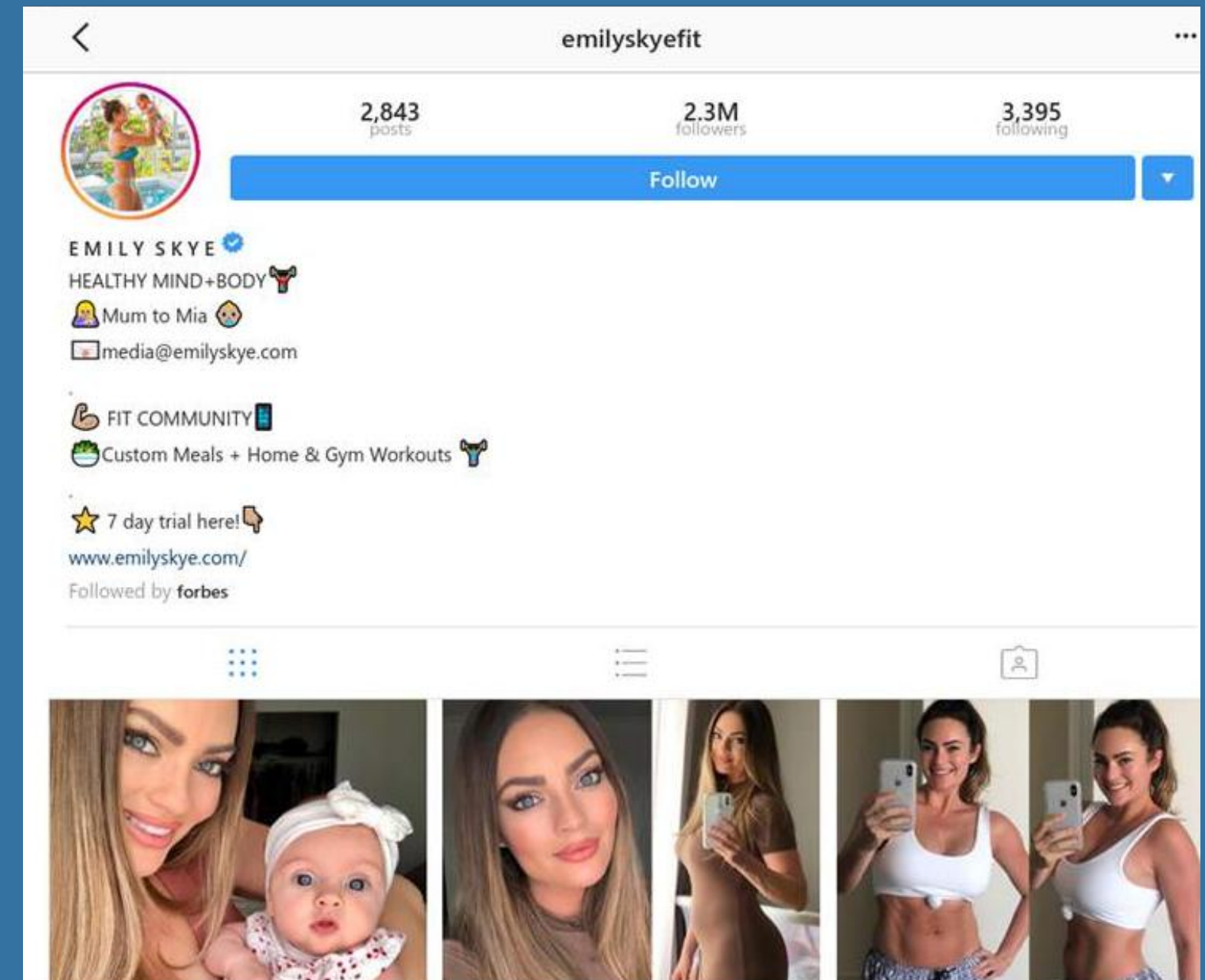
**With 1.9million followers, Joe is an English fitness coach who uses different kinds of media to market himself and his skill. He has written a number of best-selling cookery books and also presents a television show on Britain's' Channel 4, by the name of The Body Coach.**



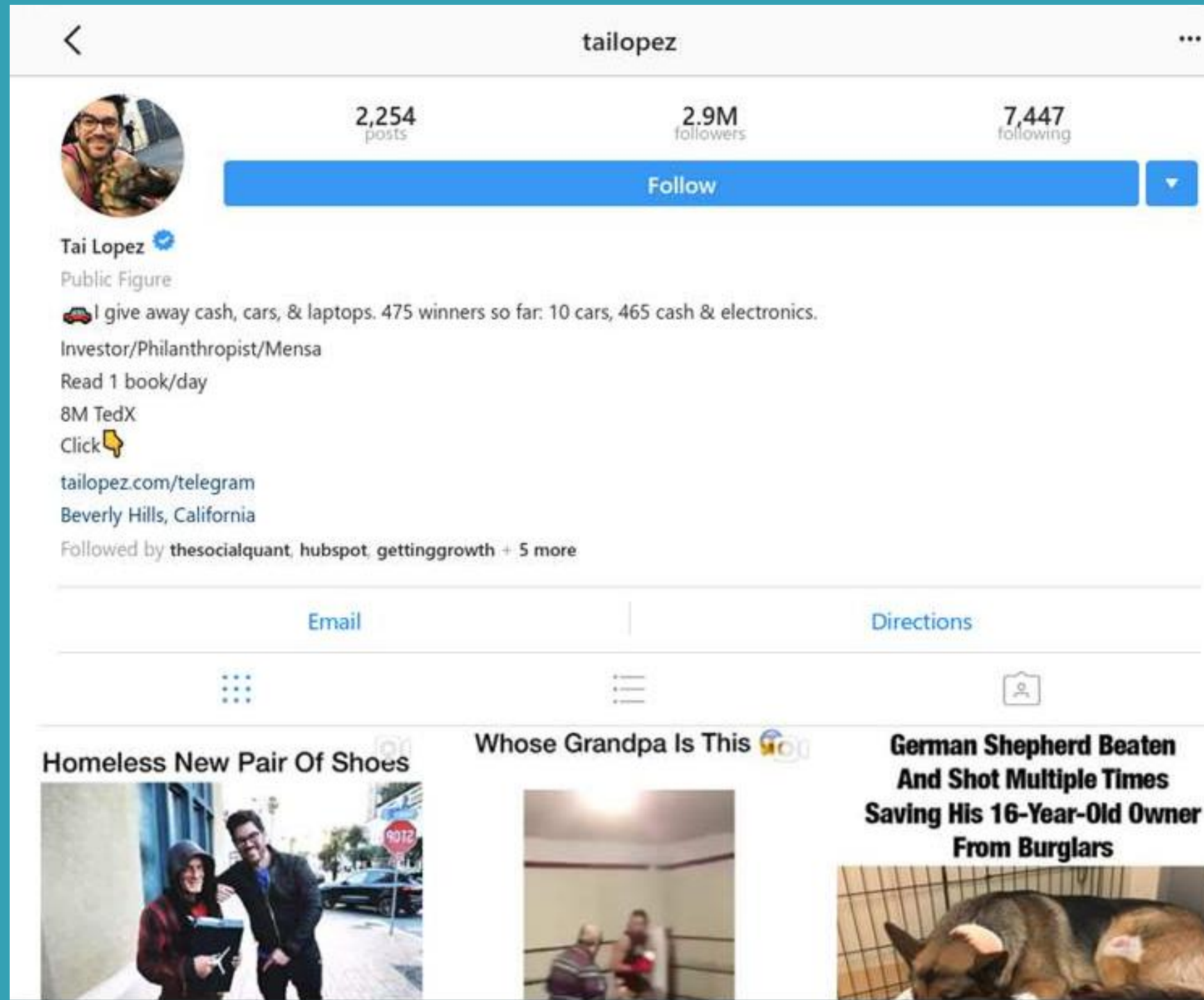


# Emily Skye – @emilyskyefit

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

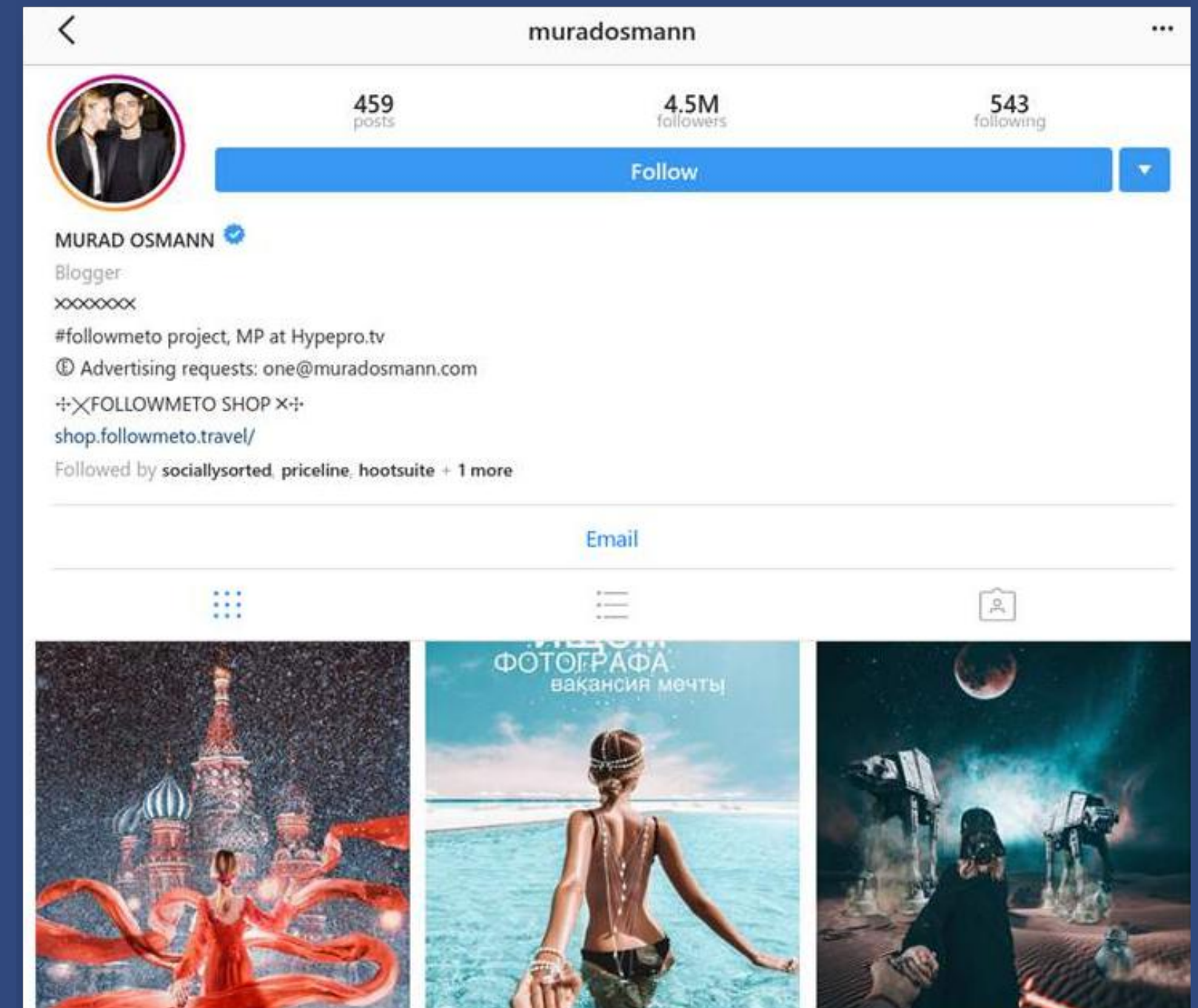


What made Lopez an Internet sensation for the millennials, is not his extravagant lifestyle; but his desire to enlighten his readers and audiences on the importance of inculcating good habits, learning from valuable resources, and most of all, reading. With 2.1 million followers on Instagram, he uses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

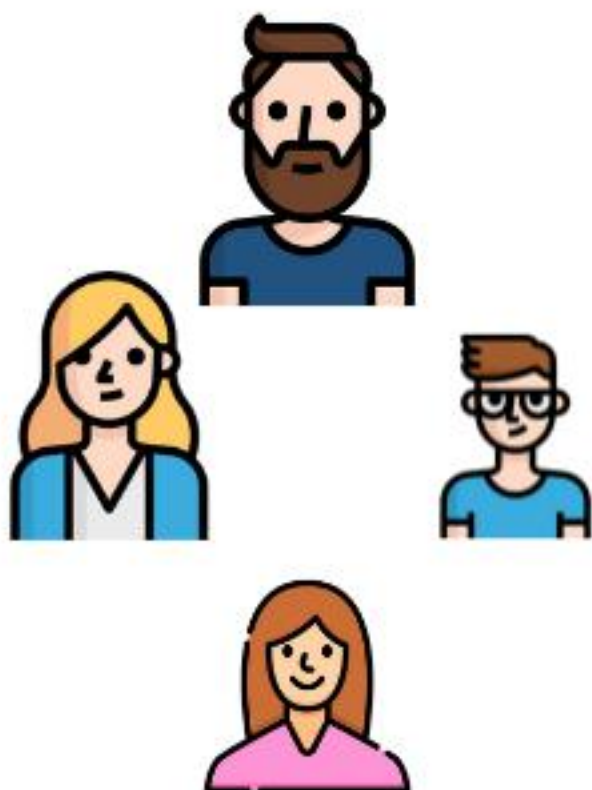


**So, if you are still not on Instagram with your products, you are missing out.**

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







Are you a small online business owner?  
Or a professional eCommerce manager?



It doesn't matter!

Get Personalization  
and start uplifting your  
profits!

**START YOUR TRIAL NOW**

**THANK YOU**

**LOOKING FOR MORE CONTENT  
ON ECOMMERCE?**

**CLICK TO DISCOVER**