

# INSTAGRAM



## Your Route To Success

Removing the Filters and Unearthing the Secrets of Your Route to Success

Pearmantra Innovations

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# Introduction

Most of us dream of becoming famous. Whether if we have talent in acting, singing, writing, dancing, and the list goes on, all of us wanted to be recognized at some point in our life, or we still dream about it until today.

The world is digitalizing, and the internet has made many people's dreams to become famous come true. From **Justin Bieber getting discovered on Youtube to Nusr-Et a.k.a Salt Bae** whose Instagram video went viral, the list of people getting found on the internet is a long one, and it will not be ending soon.

Today, we live in a world of online celebrities and influencers. There are spectators, and there are those who want to be in the spotlight. Spectators usually are happy to see content from their favorite artists while those who want to be in the spotlight, do everything to get the world's attention.

Social media is oozing with looks and talents. If you are looking for a **model, you can find a lot on Instagram. If you need a photographer, you can hire one from Facebook. Do you need a writer? A single tweet can fill your inbox with aspiring writers.** The internet and social media have opened a lot of doors to make dreams happen.



A person who has a massive following on social media and is not a celebrity is called an influencer. An influencer usually has a specific genre or theme on their feeds, and a lot of people look up to them. Brands also want to work with them. Being a social media influencer has a lot of perks. Indeed, the new online market allowed people and brands to promote each other with minimal expenses compared to putting your products on a **billboard, newspaper, magazine, or even appear on television**. Social media influencers make it easier for brands, and even businesses reach a vast audience with just a single post.

A social media influencer can earn in a lot of ways. They can charge for a single photo, video, and even an Instagram story. Rates depend on how big the brand is and how long the **business owners expect their products to be showcased by an influencer**. For most people, it is easy money. But behind all the glitz, glamour, and pr boxes these influencers receive, are hard work, efforts, and sacrifices. Most of these social media influencers we see online worked their way up to where they are now. Today, many people dream of becoming one of them, but the question is, do they have what it takes?

In this book, we will not just reveal the secrets of **becoming Instagram famous**. We will also uncover the tricks of the trade on how to become a social media influencer. From learning how to create your own Instagram to learning about engagement rates, engaging with your fans, and sustaining your success, we have got you covered!

In the next six chapters, you will learn how to create your own Instagram account and build your following. The process can be hard and long, but we will guide you through it. If you want to **become Instagram famous** and think you have what it takes, keep reading.