

How To Make Money As A Social Media Influencer

As the creator economy grows, the time to go full or part-time into content creation is now. Whether it's brand sponsorships or freelancing, there's money to be made in the content creation space, and plenty of ways to earn it.

So, whether you're just starting out, or venturing into full-time creator status, here are several tips for you to make money as a social media influencer:

Grow Your Social Media Following Across Multiple Channels

When you're just starting out, focusing on one social channel is a great way to build an engaged community. But as you grow, cross-promotion is key.

If your main platform is Instagram, try repurposing your Reels for other platforms like TikTok or YouTube. This way, you can build your following across multiple channels and open yourself up to more potential ad revenue, partnerships, and brand opportunities.

TIP: Use social media tools to schedule your content on TikTok, Instagram, Facebook, LinkedIn, Pinterest, and Twitter all in one go.

Collaborate With Other Influencers and Creators

Teaming up with other influencers and creators in your niche is not only a great way to leverage and engage prospective followers — it provides the perfect opportunity to make money. From product launches and online courses to hosting an Instagram giveaway — the amount of exposure is a no-brainer.

You can take advantage of Instagram Collabs. Launched in June 2021, this feature lets you co-author content with fellow Instagram users, which means that the post will show up on all of your profiles. You'll share views, likes, and comments — allowing you to engage each other's communities (and potentially make money) all in one place.

Sell Your Products and Influencer Merch

If you're an artist, you're probably already familiar with the power social media has to put you in front of potential customers. However, the ability to sell doesn't stop there. T-shirts, hoodies, phone cases, eBooks, downloadable templates, you name it — there's no shortage of opportunities.

Think about what's representative of your niche and community. Odds are your followers will be excited to support you. Some creators and influencers have even become full-fledged entrepreneurs in addition to their social media status.

TIP: Create a newsletter or mailing list — it's a great way to communicate product launches, restocks, and sales with your community.

Make Exclusive Content on Patreon

Have an established online community? With a paid membership to your Patreon, your most enthusiastic followers can access exclusive content they won't find anywhere else. Varying from bonus podcast episodes and BTS videos to additional articles and vlogs, you can earn a steady income from this method of creation.

With reward tiers valued at \$2, \$5, and \$10, creators can make up to \$1K per month with Patreon depending on their following.

Monetize with Instagram Subscriptions

Similar to Patreon, Instagram creators have the option to monetize exclusive content. It's called Instagram Subscriptions and it provides a whole new way to make money from Reels and feed posts.

According to TechCrunch, creators can select from eight price points for subscription content, ranging from \$0.99 per month to \$99.99 per month — making the income potential hard to pass up. And with the ability to do it all straight from the Instagram app,

there's no excuse to start earning.

Promote Your Posts with Social Media Ads

In order to make some money, you might have to spend some — and social media advertising is a great place to start. With tools like Facebook Ads Manager, you can target Instagram and Facebook users who haven't heard of you, are within your target audience, or have visited your website.

This way, you can fast-track putting your target audience in front of your products or services in just a few clicks.

Cultivate Brand Sponsorships

With a social media following comes influence — and brands are willing to pay a pretty penny to have you promote them to your audience. Brand sponsorships can include anything from in-feed posts on Instagram to TikTok videos.

Creators and influencers alike often point to brand partnerships as a main source of income. And with brands earning an average of \$4.87 for every \$1 spent on campaigns, these types of partnerships will only continue in 2024.

So, if you're considering working with a brand, now's the time.

Sign Up for Platform Creator Funds

ICYMI: content creation is real work, and platforms are paying creators and influencers for their top performing posts. And while TikTok's Creator Fund is no more (RIP), there is plenty of money to be made by simply creating high-performing content. To name a few:

- YouTube Shorts Fund
- LinkedIn Creator Accelerator Program

- Snapchat Spotlight Fund

To put it simply, creator funds are relatively new and the ability to make money depends on a slew of factors.

Consider Affiliate Marketing

Ever have a follower ask where your snazzy new t-shirt is from? With affiliate marketing, you can turn your reply into some extra cash. In other words, you can earn commission on the traffic (and sales) you drive on behalf of brands.

Influencers will use uniquely trackable links (known as affiliate links) or bespoke promo codes to track how many clicks or purchases were made.

Although affiliate links can be highly lucrative, it's important to keep in mind that they aren't a get rich quick scheme — patience is key here. The main thing to note is that most affiliate marketing programs require a sale to be fully closed before any commission payment is released. And while you typically have to hit a minimum payment threshold of \$100 to cash out, it's a simple cost to pay for popping a link sticker on your Instagram Story.