How to Determine Instagram Pricing for Influencer Marketing

Instagram has undoubtedly contributed to the majority of influencer marketing spend over the past few years. In fact, in 2017, Instagram influencer marketing had already become a $1 billion industry, and sources predicted that it would double by 2019. Our recent research at Activate even found that 92 percent of marketers and 88 percent of… https://www.adweek.com/digital/how-to-determine-instagram-pricing-for-influencer-marketing/