



We are going to be brief in this matter because we tried it and it didn't pay off whatsoever, it actually hurt our account.

As a little overview, IGTV monetization allows content creators on Instagram to make money by playing short ads along with their IGTV content.

To be eligible you'll need:

- To have more than 10,000 followers.
- To make videos that are more than three minutes long AND that have over 30,000 one-minute views over the previous two months.
- To meet Facebook's monetization eligibility standards.

It all sounded perfect for us! We were having loads of views from our IGTVs (actually it is from we get the majority of our engagement). Right after applying, we got in!

After several weeks, we saw that the amount of money was ridiculous, but we thought: "we are going to have the video there anyway! Little will be always more than nothing."

What we also realised is that our engagement dropped down like crazy, and then the reach followed.

Our take is that the Instagram audience is not ready to watch ads before any video. At least not our audience. We haven't recovered from that. It felt like the only time we boosted a post long time ago. It happened exactly the same thing, and the recovery wasn't never completed.

We turned off the monetization for our IGTVs, but the damage was already done. Right after something big suddenly happens to your account, either positive or negative, Instagram will drop down your reach. That is why we are "against" viral content. Because absolutely every time we have had a very positive experience, the after downfall has been massive, and very difficult to come back from.

Anyways, coming back to IGTV monetization, we might give it another try when see ads on Instagram normalises. For now, it is one of the biggest NO-NOs. That is why we are not going to waste time in the course teaching something we don't believe in. But if you want further information, we will be more than happy to individually help you and also, discourage you! Hahaha!



# Badges and Milestones

Instagram badges are another way that Instagram has added to help creators monetize their content along side IGTV ads. This feature is not available to every creator just yet, we actually received literally a few weeks ago, but in any case you need to

- Be 18 years or older.
- Use a creator or business account.
- Meet Instagram Partner Monetization Policies.

In the specifics, Instagram badges let you earn money during your Lives. Right now, as badges are still in Testing Period, Instagram's revenue share will be 0%. While Google and Apple will collect 30% in fees for in-app purchases.

The more badges your followers purchase, the larger your payout will be. However it is capped at \$250 per supporter.

Badges could be a great opportunity to have your followers showing their support.

Because this tool is still very new, if Instagram gives you the possibility to use it (you will receive a notification directly from IG), make sure you use it. As per every new feature, the algorithm will push your live out more than usual if you will enable badges.

## Regarding Milestone Bonuses:

As the IG team says "This feature is slowly rolling out and may not be available to you yet."

In fact, you could already have the possibility to enable badges for your lives, but you could not have the Milestone tool available to you.

Milestone bonuses are a sort of money reward to increase creators' earnings when they go Live.

Once again you should be notified in the Instagram App. As we haven't got this tool yet, we are not going to spend much time talking about it, but here is what you need to know.

Bonuses start at \$100 and can go up to \$250 depending on the Milestone. Your progress toward each milestone is tracked under your Settings in the Badges Milestone page.



- Milestone 1: You can earn \$100 by going live with badges for at least 15 minutes in the first 7 days after your get notified and you are onboard with milestone.
- Milestone 2: You can earn \$150 by going live with badges with another account for at least 30 minutes in the next 30 days after completing the first milestone. Or 30 days after you have milestone enabled if you have missed the first one.
- Milestone 3: You can earn \$250 by going live with badges for at least 15 minutes for four consecutive weeks. You can earn this milestone multiple times until the program ends. The 4 week tracker will restart if you have missed a week.

The last thing you need to know is that Instagram's revenue share is right now 0%, so you'll be able to earn a total \$500 direct from lives.

Once more, we haven't had this feature just yet, but we will add a specific tutorial as soon as get the Milestone Bonuses tool.

So as you have seen, there are many ways to monetize and earn money on IG. The possibilities are endless, but always remember that you don't own Instagram, you don't own the followers in the platform, so make sure you transform them into contacts that you own.