The growth of Instagram marketing in 2018:

**Instagram User Growth**

- From 2010 to 2018, the growth of social media platforms saw a significant increase. Instagram was mentioned in multiple sources, including TechCrunch and Statista.

**Handbook of Influencer Marketing Global Spend**

- By 2020, or sooner, influencer marketing will become an $8 billion business.

**Methodology**

- With regular updates and state-of-the-art features, Instagram managed to maintain its position among social media platforms.

**Influencers by Reach**

- Micro-influencers (15,000 - 100,000 followers) and those with between 500K - 1M followers have been the most active in terms of sponsored posts.

**The Most Active Verticals in Influencer Marketing**

- Brands continue to invest in influencer content, particularly in the fashion industry, with a sustained growth in brand partnerships.

**Distribution of Sponsored Instagram Posts Between Instagram Topics**

- The most popular verticals include fashion, beauty, and fitness, with each accounting for a significant portion of sponsored posts.

**Growth of Declared Sponsored Posts**

- The number of sponsored posts has increased significantly over the years, with a notable growth in 2015 and beyond.

**Spending for Influencer Marketing**

- The global spend on influencer marketing increased from a low of $11.94 billion in 2015 to an estimated $16.16 billion in 2018, with a projection for 2020 reaching $18 billion.

**CPM Calculation for Influencer Marketing**

- When calculating the cost per thousand impressions (CPM), it's important to consider the different values reported, with USD3.50 as the lowest and USD10.93 as the highest.