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## Best likes for instagram

This post is part of Change Generation, our series about young entrepreneurs changing the world. Do you have a lot of followers on Instagram? Congrats! That means you're really good at getting retro-filtered dog/child/vacation/food/shoes/shirtless chest, and people are interested in seeing what you're going to post next! But assuming you're not a professional photographer or internet celebrity actively involved in building your personal brand, have you ever stopped to wonder what, exactly, all those accepts have done for you lately? Allan Holmes did. If it's something you're good at, you should be rewarded for it, he says. If someone has the ability to reach at least 500 people, that means their photos matter. 14 weeks ago, he and co-founders Nathan Michael and Corbet Drummy launched Popular Pays, a platform that allows Chicago companies to connect with local influencers on Instagram to form a mutually beneficial relationship. Our goal is to get our influencers to make their own mini-celebrities. works: Companies offer a free product in exchange for a certain number of followers-500 is the minimum requirement- with the implied promise that Instagrammers who take advantage of the offer will share a creative and enthusiastic photo of the product with their followers before, during and/or after consumption. We're not asking anyone to do anything new, Holmes says. People are already doing this. We allow small businesses to use this and use it to sell their product. Think of it as a series of small approval offers, in which each has the potential to be their own media channel. Our target is not celebrities, says Holmes. Our goal is to make our influencers their own mini-celebrities. Those of us who grew up with rotating phones and Walgreens photo processing counter may still take a cautious stalker eye on Instagram and its ilk, but at just 26, Holmes grew up with social media sewn into the fabric of his real-world relationships. I first got Facebook in 2005, he says. I was in college and I was running and taking a lot of pictures with my friends and uploading them and getting a lot of likes. I wasn't a great kid in high school, but when I came home on Christmas vacation, everyone said, your life looks so fun! Uploading photos to Facebook literally made people think I had a colder life than I did. That's what's left with me. Holmes studied at Savannah College of Art and Design, began interning at a major advertising firm and graduated from a job as artistic director. I was attracted to advertising because by telling stories and introducing products, you are shaping culture, he says. I also like the idea of digital DNA, and the fact that the experience online can change your real life. But it was his friendship with a photographer named Paul Octavious who provided the real spark for Popular Pays. I followed him on Instagram 100 weeks ago, Holmes says. He had you're out, and he was just Instagramming for fun. Cut to right now, he has 420,000 outbears, and big brands are flying him to take pictures. He's using his Instagram influence to make a profit. That's great for him, but is he left with people with only 1,000 dolbs? Only 500? They should be able to do the same on a smaller scale. Holmes quit his job and threw it all behind the Popular Pays concept, relying almost completely on his and Michael's Instagram networks to do everything. If a picture is worth a thousand words, why would you use 140 characters? Right now, if you live in Chicago, 1,000 followers on Instagram will bring you a slice of cherry pie at the Bang Bang Pie store. Instead, Bang Bang Pie can be sure that 1,000 new people are about to discover their lovely cherry pie. It's manual word-of-mouth marketing-peer-to-peer approval delivered in an authentic way that transcends promoted posts and sponsored stories-built on top of a social platform that, until now, has been undertended in terms of value. Facebook is overcrowded with pictures for children and people you've barely known since high school, Holmes says. Instagram, you only follow people who like photos. It's so simple and beautiful. Why don't you use Twitter? If a picture is worth a thousand words, why would you use 140 characters? Holmes answers, without missing a beat. So far, Popular Pays has registered over 100 transactions (other swaps currently available include a bike rental for 4,000 followers, and a skydiving trip for 40,000) and there was something pleasant lo-fi about the barter experience customers simply walked up to the counter and showed traders their Instagram account. A new app due to take place this month will establish a more high-tech transaction interface, but ultimately the cornerstone of Popular Pays may prove to be the most analog aspect of all: the honor system. After all, if people eat their pie for free without breaking and sharing a photo, everything kind of breaks down. There are people who say, 'Why don't you make them take a picture?' Holmes admits. We don't believe in that. If you get them to take a picture, that's not word-of-mouth advertising, that's spam. On the other hand, according to Holmes' chase, there's a 40% chance that Popular Pays users will buy something else when they buy their troms, and most of them end up tracking the participating businesses on Instagram. We're not forcing anyone to do anything, but you're definitely going to watch Bang Bang Pie because you just got a free pie, Holmes explains. This allows the company to start a conversation that is more natural than just creating ads and telling people what to do. Similar to Google AdWords, pay Popular Payments per display, based on influence. And while the platform is limited to Chicago for now, Holmes has plans to expand to other cities through a future app called Popular Demand, which will allow outside influencers area to suggest their local affairs through-what else?-sending photos. Holmes says that the ultimate goal, besides building a successful business, is to completely democratize the social currency and put a dollar amount at your value. They work with a former Groupon developer to determine specific influence metrics, at which point the hope is to open the platform to everyone if they have five adrests or 500,000. Everyone influences someone, Says Holmes. I grew up in a church environment and I've always been fascinated by a person who sits in front of the audience and tells them that something can change their lives. That's exactly what advertising does every day: telling people they can be happier. I want to take that power and give it to everyone, make the product king, so there's no longer a brand that talks about themselves. Oh, and also: We want to send one of our influencers to the moon, says Holmes. It's very serious. You know the galactic virgin lets people buy tickets? We want one of our influencers to be able to use their social value to jump on a plane and go to the moon. People take pictures of planes all the time. Imagine taking a picture of a shuttle. Despite his co-founder's fears that space shuttles cannot be equipped with wi-fi, Holmes is determined that the experience can still work. They can take a picture and post it when they get back. Add recommendations for Instagram alternative apps in the comments section below! Instagram is embroive in more than just a little controversy at the moment. The mess has sparked some serious user anger as it seems to let Instagram (or, more correctly, its new imperial overlord Facebook) sell the photos for its own profit. So where else can you turn a privacy-loving, photo-loving smartphone owner to the same type of filter-effect images? I'm glad you asked. Hipstamatic. Some smartphone fans used Hipstamatic before Instagram barely added a bright halo to a single photo. With an initial bent on recreating effects from low tech wet chemistry Lomo camera madness, Hipstamatic has an interface that allows you to apply many more different effects than Instagram's no-including tinkering with each effect by changing the virtual camera lens, flash, and even film. As a bonus, the interface allows you to share square photos, taken via Facebook, Twitter, Flickr and even Instagram. (\$1 for iPhone and Android)100 Cameras in 1. With a very attractive interface, 100 cameras in 1 could be a photographer's favorite and its quick search matrix of filters (each with a nice sentence describing what it does) make for quick photo snapping. You can even layer one effects above each other to go completely crazy filter. (\$2 per iOS) Twitter. Let's be honest - much of Instagram's attraction was in its quick interface and social sharing angle, which led to warm, comfortable feelings when someone liked one of your photos. Twitter is now building in photo filters and is already an extremely popular social net. So, sure, its filters aren't necessarily awesome right now (and, no, they can't awesomeize), but for many people it may be worth simply using Twitter instead of jumping into another app. (free on iOS, Android) [Slide-show pictures: Kit Eaton] Chat about this news with Kit Eaton on Twitter and Fast Company too. Add recommendations for Instagram alternative apps in the comments section below! Under!

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