

How Much DJ Khaled's Son Could Get For #Sponsored Instagram Posts

DJ Khaled's son, Asahd, has had more success in his 2 years of life than I've yet to achieve in my almost 30 years on this earth. This Rolex-wearing 2-year-old drives a mini electric Ferrari (I couldn't even get one of those toy Barbie cars as a kid), and he's an executive producer. The toddler has also amassed quite a following, with almost 2 million Instagram followers to his name (which I bet he can't even spell yet).

So, as a digital marketer, I wanted to explore exactly how much this incredibly successful toddler could pull for a #sponsored Instagram post, if he decided he wanted that sweet influencer marketing money so he can fill his garage with more luxury kiddie-cars. Influencers are a big business on social media, and the more followers you have, the better. Here's how much Asahd Khaled could potentially make with sponsored posts.

Influencer Marketing Rates on Instagram

Ok, so math isn't exactly my strong suit. But when you get the lucrative business of Instagram influencer marketing involved, I'm paying attention. *Later* recently published a piece about influencer marketing and how much your favorite Instagrammers can pull for their #sponsored posts.

In general, the rule of thumb is for influencers to receive 1 cent per follower for their sponsored posts. This works out to about \$100 per 10,000 followers on average.¹ In only 2 years of life, Asahd has gotten to almost 2 million followers on Instagram, with 1.9 million followers to be exact. I've had my Instagram for like 6 years now and I've just cracked 700 followers, but whatever, I'm not jealous of a toddler's social media clout at all.

So Asahd Khaled has 1.9 million Instagram followers, and the average going rate for sponsored Instagram posts is 1 cent per follower. Using this math, Asahd Khaled could make \$19,000 per sponsored Instagram post. At 2 years old, I was focusing on the newest episode of Barney. Missed chances, I guess.

Why Influencer Marketing is Such a Big Deal

A growing number of businesses are marketing with influencers on social media. Think about it, these influencers have already gathered potential customers all into one area, and they're willing to consume the information the influencer publishes. They're also incredibly powerful marketing forces. *Later* reported that just a few posts from one fashion blogger with 500,000 followers could clear out an entire product line in just 24 hours.¹

Instagram Engagement Rate in Influencer Marketing Prices

I'm not saying that Asahd needs to jump on the bandwagon and start posting #ads all over his Instagram feed (though #ad might be a hashtag a 2-year-old can handle). His account is a great place to analyze the lucrative business of influencer marketing. Not only does DJ Khaled's son have almost 2 million followers on Instagram alone (it's fine I'm not jealous), but his Instagram engagement rate is also stellar.

@asahdkhaled's Instagram engagement rate is 3.70%, which is considered a high engagement rate. Engagement rates between 3.5 and 6% are high engagement rates, and the higher the engagement rate, the more money per sponsored post.² So while the average going rate for sponsored Instagram posts is 1 cent per follower, Asahd might boast even more due to the high engagement rate on his Instagram page.

The Takeaway – I'm Chasing My Dream of Becoming an Influencer

Ok, not really. My life will never be as interesting as a 2-year-old executive producer who drives toy cars that are more expensive than my Toyota Corolla. The real takeaway is that influencer marketing is a lucrative field that is only growing. As more influencers are vying for that #sponsored post pay, factors such as engagement rate will become even more important. If you've learned anything from this post, it's that you'll never be as successful as DJ Khaled's son, who could basically pay off your car with just one Instagram post.

The key takeaway is really that social media marketing is always changing, and while influencers are important, they're not the be all end all of your marketing strategy. You'll need a multifaceted approach with several different digital marketing services to effectively reach your audience throughout the web. Contact us to get started on your own digital marketing strategy today.

Sources

1. Later – [This is How Much Instagram Influencers Really Cost](#)
2. Scrunch – [What is a Good Engagement Rate on Instagram?](#)