



Digital Marketing Agency in Yamuna Nagar, Haryana

How to Become an Influencer Tips

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WHAT IS AN INFLUENCER?

According to the Merriam-Webster dictionary, influence means the power to have an effect on the character, development, or behavior of someone or something, or the effect itself. So when you define yourself as an influencer, it means that you have the power to develop and change someone else's life or even your own life. As with any skill that can be learned, there are many different ways to become an influencer.



DIFFERENT TYPES OF INFLUENCERS:

There are 3 types of influencers

- Mega-influencers
- Macro-influencers
- Micro-influencers



FOLLOWERS VS. ENGAGEMENT RATE

The higher the following the lower the engagement rate - that's the general rule. Influencers with a smaller following have a closer relationship with their followers than those with a larger following.

FOLLOWERS

ENGAGEMENT

0-5K



8.0%

5-25K



4.0%

**25K-
100K**



2.4%

100K-250K



1.8%

250K-1M



1.8%

1M-7M



1.6%

7M+



1.6%

CHOOSING A NICHE

If you want your brand to succeed, you must select a niche. If you create generic content and try to get as many eyes on it as possible, you may initially garner a following, but those views will taper off over time. Niche influencers tend to have an easier time staying relevant over the long term; their followers know what they're in for when they follow their feed. When choosing your niche, think about the kind of content your followers are interested in—what can you do or say that will help them? What challenges do they need solutions for? With the correct information on hand and a clear-cut idea of what niches you'll be covering, choosing your place is one of the important steps in being an influencer.

An influencer's reputation can come from different sources. For example, while some may gain their reputation based on a single viral post, others may build their reputation from positive feedback from their audience and have a solid following.

Either way, choosing your niche is one of the important steps in becoming an influencer. Choosing your niche can be tricky for people just starting, but you should remember that it's okay if you're not perfect when you first start. It's all about making changes along the way and finding what works best for you. You can also google for what are the best niches for influencers.



INSIDER TIPS FROM MARKETINGLY

Building Relationships

- Agencies/brands usually tell influencers precisely what they want for captions, poses, and art creation, but this doesn't give an organic feel to posts and steal from an influencer's creative vision.
- Followers engage/trust an influencer's aesthetic/style despite knowing these are Ads, but they don't want it positioned.
- Influencer deals shouldn't be a one-timer. Glamifornia example - if the influencer promotes regularly, the product/service/ store seems more organic and integrated into the lives of these influencers - taps into the psyche of the everyday consumer.
- Collaboration between influencer to influencer. Influencers boosting other influencers.

EX: We did this with a pop-star client, and because of the influx-Acer's post with her in it, her followers grew by the thousands, and she acquired the 'blue check.' The allusive blue check is the goal. People want to see real people engaging with other people, creating an impression of a relatable experience.

Tips from our CEO

- Build a loyal yet targeted demographic audience.
- Be unique and generate continual quality content.
- Make sure your grid tells a story and looks like it has a theme.
- Hit 20k+ and get in touch with us! Or any influencer agency and see what opportunities you can find with brands.





**“Don’t wait for things to happen;
MAKE THEM HAPPEN!”**

Thankyou for reading till the end
Have a Happy Influencer Journey
from all of us at [Marketingly](#)

