

### What made them tick (special)

## NO

Can you be an instant star?



## Are you influencing or being influenced?





## **Startup Mentality**



#### The Good

- 2018 "over 320 new influencer marketing focused platforms and agencies entered the market" (influencermarketinghub)
- 2019 "Approximately 176,000 influencer marketing-related positions can be found on LinkedIn" (Forbes)
- By 2022 "Brands are set to spend up to \$15 billion on influencer marketing" (Business Insider)

Where is the curve heading



# Where is the curve heading

#### The Good

Increasing monetization opportunities (higher fees, merchandising etc.)

Cross media exposure (TV, Music industry, etc.)

Opportunity for influencer to become a brand him/herself – long term

(note: becoming the owner of a real business)

#### Success examples

#### HUDABEAUTY

**39.1**M

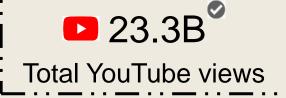
Instagram followers

@hudabeauty









@PewDiePie

Increased competition (influencers and celebrities)

"over 50% of Gen Z and Millennials are set on creating content on social media for their livelihood"

(mediakix 2019)

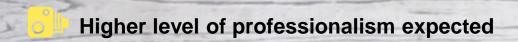
- Declining trust
  - followers (overexposure)
  - brands and sponsors (scandals, cheating)
- Organic growth is less likely
  (prince wont discover you, You must find a way to be noticed)
- Changes in social media framework is unclear

(likes hidden, social media platform sharing influencer success, restrictions)

Need money and resources to start



### Career as an Influencer – today's harsh reality



- More third party involvement (agencies)
- More stringent rules, regulatory and corporate

  Legal framework (Tax and legal risks)
- Higher expectations (need for coaches, lawyers, creative support etc.)
- Difficulty to balance Impact on private life and mental health



## Career as an Influencer – today's harsh reality

## **Paul Logan**

Scandal

19.8M

YouTube subscribers



Original

1.7B

Total YouTube Views





#### So what do you do as an Influencer wannabe

#### Realistic expectation

(everyone used to want to be ballerina or rock star – few became)

Focus on your passion for your message not followers – clear message (sell yourself not what you think you should sell)

Learn the market (competition, revenue sources etc.)

**Learn the craft** (how to deliver your message well – content, distribution framework, selling to "investors" and sponsors)

Get help but choose wisely (agencies, advisors, coaches)

#### Be passionate but make a plan

(artist at creation, engineer at execution)

Have a long term vision – build your brand, don't fizzle out

#### Make plan B

(one hit wonder, or retired football star phenomena)



