

# **Stardom and Money**

**The World of Influencers**

**Reality Check**



# Where did they come from



**Making money  
with what you  
love to do**

**Change in consumer  
behavior – empowered  
consumer**

**Followers, sense of  
admiration fueled  
further creativity  
(positive feedback vs.  
negative comments)**

**Social media  
overtook  
traditional media  
outlets**

**3.484 billion social  
media users  
worldwide (Hootsuit  
2019)**

**Not expensive vs  
celebrity endorsement,  
old school marketing  
tools**

**Authentic  
(walk the talk)**

**Passion**

**What made them tick (special)**



Can you be an  
**instant  
star?**

**NO**



# Are you influencing or being influenced?

To be effective you must remain in the driver seat

- ✓ **Be unique**
- ✓ **Don't sell out**
- ✓ **Know your craft**
- ✓ **Choose partners wisely** (don't be oversold)
- ✓ **Be prepared for changes in social media framework**
- ✓ **Creativity, ability to change**
- ✓ **Maintain credibility** (avoid cheating)
- ✓ **Find your niche** (don't promote salami one day and fat burner the next)
- ✓ **Adopt startup mentality**





# Must have a startup mentality



- 💡 **Passion for an idea**
- 💡 **Determined to work hard, self finance, network effectively**
- 💡 **Prepared to deal with the business world – sell to investors effectively**
- 💡 **Innovation**
- 💡 **Expertise** (they know something really well)
- 💡 **Uncompromising**
- 💡 **Long term vision**







**Where is the  
curve heading**

## 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**

## **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

HUDA BEAUTY



39.1M<sup>✓</sup>

Instagram followers

@hudabeauty



23.3B<sup>✓</sup>

Total YouTube views

@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**







**Higher level of professionalism expected**



**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



# James Charles

*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)



