

A photograph of two young women with long, straight brown hair and sunglasses. The woman on the left is holding a clear plastic cup with a yellow drink and a straw. The woman on the right is holding a clear plastic cup with a red drink and a straw, and is also holding a smartphone in her other hand, appearing to take a selfie. The background is a blurred outdoor setting with a brick wall and some foliage. The text "Influencer Marketing 2018" is overlaid in the center of the image.

Influencer Marketing 2018

What is Influencer Marketing?

Influencer marketing is a type of marketing that focuses on using key leaders to drive your brand's message to the larger market. Rather than marketing directly to a large group of consumers, you instead inspire / hire / pay influencers to get out the word for you.

source: tapinfluence.com

Micro Vs Macro Influencers

INFLUENCE	FOLLOWERS
MICRO	5k-25K
SMALL	25k-100K
MEDIUM	100k-250K
LARGE	250k-1M
MEGA	1M-7M
CELEBRITY	7M+

Source: Micro vs. Mega Influencer Report, L2, October 2017

Types of Influencers

 Celebrities

 Bloggers

 Journalists

 Micro-Influencers

Influencer Platforms

Instagram

Facebook

YouTube

Twitter

Blogs

Other Social Media Channels & Websites



selenagomez • Follow

selenagomez when your lyrics are on the bottle 🤪 #ad

Load more comments

lidiro_memes Wow

selenagomeupdate Instagram y'all need help fr

__graam @kevinhr_ 🤔

maxraponi @sophiateti

niew_nirwana 🌻 🌻 🌻 🌻 🌻

kevinhr_ @__graam ella es la más bonita de todas 🥰 🥰

jhu.lpes Caraca a coca cola contratou o Chewbacca como garota propaganda

anuja1780 @sam_red_junior

mah3a_cute 🥰 🥰 🥰 🥰 🥰

mah3a_cute So beautiful

... 100% likes



6,913,581 likes

JUNE 25, 2016

Log in to like or comment.





Zoe Sugg — aka [Zoella](#) — is a fashion and beauty blogger from England. At the young age of 19, Sugg started a fashion blog that turned into a YouTube channel. She has since has garnered nearly 40 million fans across her social channels.

Over the course of her career, she's done video collaborations with a plethora of other prominent influencers, including her boyfriend Alfie Deyes. Her candor and honesty with fans has arguably contributed to much of her success. Sugg regularly discusses anxiety and mental health in the context of her experiences across social platforms.

- [YouTube](#) — 12.1 million subscribers
- [Instagram](#) — 11 million followers
- [Facebook](#) — 2.6 million page likes
- [Twitter](#) — 12.9 million followers

#1. Ana Hoffman



Ana Hoffman is the founder of Traffic Generation Cafe which talks mostly about traffic generation strategies, monetization ways to make more sales from your blogs and all kinds of strategies to grow a profitable blog.

What are the income sources for Ana Hoffman?

Ana Hoffman makes money blogging by mainly promoting affiliate products on her blog. Her audience are really attached to her and they buy whatever she suggests. Just mind one thing that, Ana never promotes unwanted or useless products just to make money.

That might also be another reason for her affiliate marketing success. She might be usually making around \$5000 to \$10000 from her blogging sources.

source: bloggerspassion.com

#2. Amy Porterfield



Amy is a social media strategist. She is specialized in Facebook marketing where she will reveal all the strategies, secrets and resources to grow your online business using Facebook. She is also the co-author of Facebook marketing all-in-one for dummies.

At her blog, Amy helps entrepreneurs across various industries establish strategies to maximize the power of social media and increase their online success. If you are one among them, you should check out her blog.

How does Amy Porterfield makes money?

Amy usually makes money in three ways. Affiliate marketing, consulting and selling online courses. I know there are all great income sources for anyone to make money online but Amy does it extremely well when it comes to monetize her blogging efforts. Her monthly revenue will be around \$10K to 20K.



#3. Mari Smith

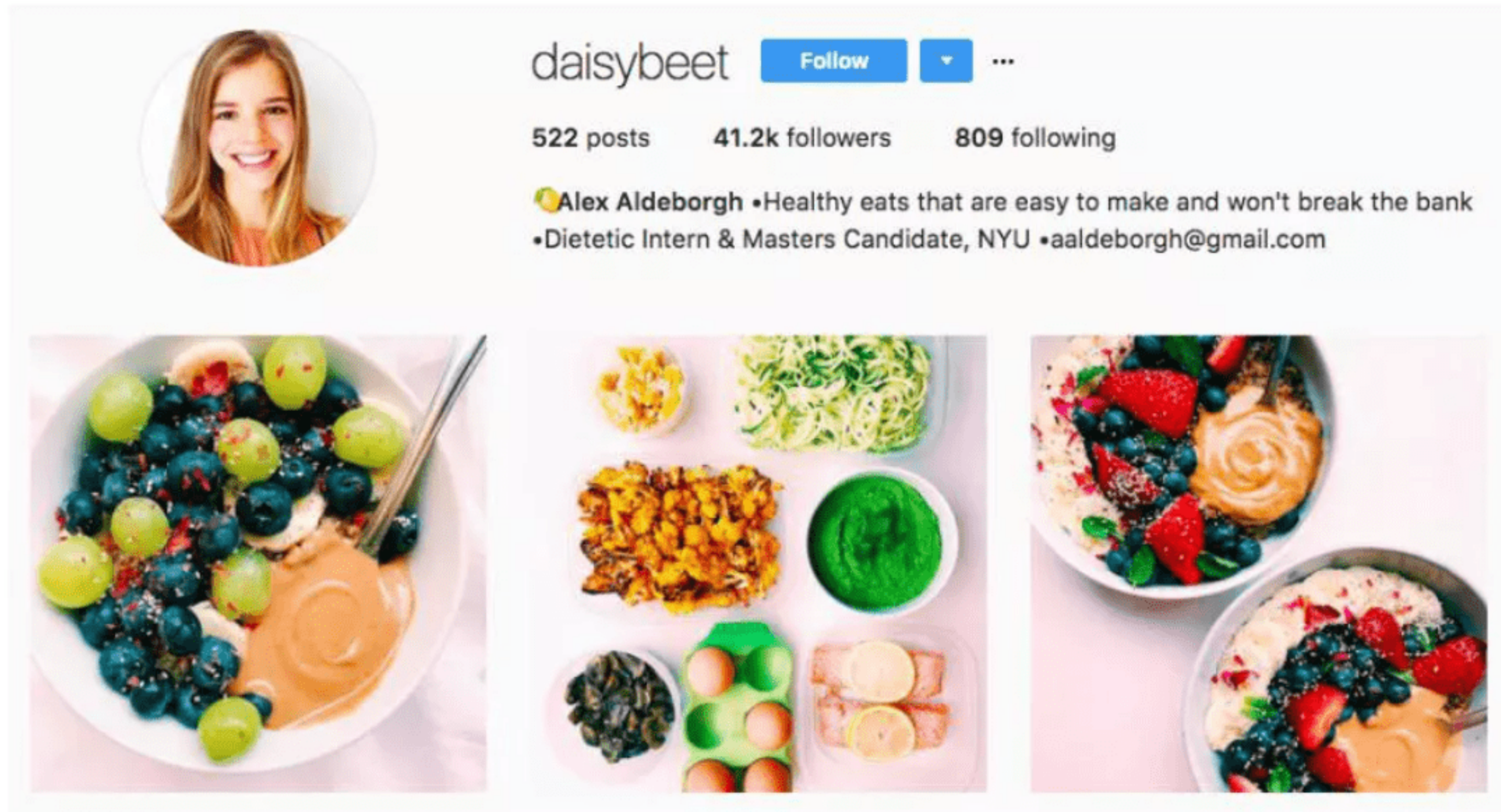


Mari Smith is known as the “Facebook Queen”. She is a social media thought leader, premier Facebook marketing expert and author of several marketing books like “Facebook Marketing”, “Marketing With Social Media”, “Ready, Aim, Soar!” etc.

At her blog, Mari Smith helps you how to grow your blogs and online businesses with social media marketing. She also speaks a lot about getting the most ROI out of your social media ads and efforts. If you want to grow your blog with social media sites effortlessly, you should start following her.

How does Mari Smith makes money?

Mari Smith is a social media thought leader and she has unlimited opportunities to make money online by selling affiliate products, offering both consulting and online courses. She also makes money by speaking at public events and brand mentions. Her monthly revenue would be more than \$20,000.



Alex Aldeborgh

Alex Aldeborgh, or Daisy Beet, has around 40,000 followers on Instagram. The top micro-influencer regularly posts photos of healthy, delicious-looking food, and claims that her goal is to keep her Insta as authentic as possible. Examples of her authenticity include posting photos of meals

source: izea.com



thelipstickfever

Follow



893 posts

22.2k followers

1,416 following

Em • NYC 📍 Brooklyn The Lipstick Fever 📍 Fashion. Beauty. Life. ✉️
info@thelipstickfever.com 📷 snapchat: lipstickfever www.thelipstickfever.com



Em Roberts

Fashion blogger and top micro-influencer [Em Roberts](#) has about 18,000 followers on Instagram. On her blog, [the Lipstick Fever](#), she's run posts sponsored by the likes of Pantene and Shopbop.

How to use Influencers to Grow Your Business

How to Become an Influencer

<https://blog.hubspot.com/marketing/how-to-become-an-influencer-in-10-steps>

<https://www.upwork.com/hiring/for-clients/a-cheat-sheet-for-working-with-influencers/>

<https://blog.bufferapp.com/influencer-marketing-cost>

<https://www.socialyte.com>

<https://www.pixlee.com/solutions/influencer-marketing>

<https://www.brandsnob.co>

<https://ninjaoutreach.com/find-instagram-influencers>

<https://www.terakeet.com/fresh-voices>

<https://mention.com/en/influencer-marketing>

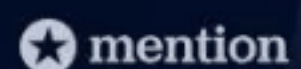
THE INFLUENCER MARKETING **STACK**

Everything you need to launch a killer campaign

DOWNLOAD FULL STACK

Get your free influencer strategy guides

— Brought to you by



SHANE BARKER

bitly

Later

01

PLAN THE PERFECT STRATEGY

02

FIND THE RIGHT INFLUENCERS

03

CONTACT THE INFLUENCERS

04

LAUNCH YOUR CAMPAIGN

05

MONITOR YOUR PERFORMANCE

06

WATCH YOUR BUSINESS GROW

KICKSTART **YOUR NEXT** CAMPAIGN

We teamed up with some of the best experts in the industry to create this site as a one-stop shop for **everything influencer marketing related.**

Whether you're new to influencer marketing, or just want to learn more about the subject, you'll find everything you need including:

PLEASE CHECK YOUR EMAIL