

3.2.5 Influencers / Content Creators

"Tanvi, the Conscious Creator"

- **Age Range / Role:** 22–35 | Social media influencer or YouTuber, cause-aligned
- **Personality:** Outspoken, values-driven, passionate about justice or sustainability
- **Bio:** Tanvi is a content creator with 80K followers on Instagram and YouTube. She covers topics like mental health, social change, women's rights, or education. She wants to make a difference and monetize without compromising her values.
- **Challenges:**
 - Fatigue from endless product collaborations that don't reflect her values
 - Difficulty standing out in a saturated creator space
 - Limited ways to **monetize ethically** while engaging her audience
- **Pain Points:**
 - Doesn't want to "sell out" with soulless brand deals
 - Struggles to turn social activism into tangible action
 - Engagement plateaus unless there's a new, interactive format
- **Core Desires:**
 - Authentic impact + recognition for real-world contribution
 - Fun, gamified content to keep followers engaged
 - Exclusive campaigns with visible results (e.g., "we funded 50 girls' education")
- **Where & How to Find Them:**

- Instagram, YouTube, Twitter (look for creators with >10k followers + social good hashtags)
- Creator platforms (e.g., TagMango, Influenzo, creator houses)
- Alumni of storytelling initiatives (e.g., Josh Talks, Ketto, YourStory features)
- **How to Convince Them:**
 - Offer a **co-branded campaign** with impact dashboards (e.g., "Tanvi's Donor Circle")
 - Let them be seen as **leaders** — rank them on a leaderboard or give "Impact Influencer" badges
 - Give their community unique impact points or rewards → great for audience growth and retention