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First
Edition

NOW *is the* **BEST TIME** *to be an* **INFLUENCER**



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*This book is dedicated to everyone
Who has faced tough times due to Covid19
From
Vicomma (A Maxflix Company)*

Keep this in mind
*Tough times never last
Tough people do.*

Foreword

Life is interesting and unpredictable. There are ups and downs; good days and bad days. We all witness and voluntarily or involuntarily become participants to events of the day. If you're reading this in 2020, who would have ever guessed that we would bear witness to such an event as the Corona virus (COVID-19)? Many lives lost and the world economy on the brinks of collapse in many countries. Big businesses and small brick and mortars affected. Due to the fact that there was nationwide "stay-at-home" lock down decrees, many were forced to stay home with no interaction with the outside world except TV and social media content. So guess what industry WAS in fact flourishing and still, as we speak, is flourishing to date; technology, specifically online technology. Unfortunately, many individuals were not aligned to take advantage of this in time. I say that, to say this, now is the best time! This book was created long before this pandemic specifically to reach you, a friend, family member, or anyone you think is on a journey to join the online technology game as a SOCIAL INFLUENCER. First and foremost, realize that you are capable of anything you put your mind to. Whether you want to be an influencer, a seller, a comedian, a content provider, a fashionista, or whatever; t's up to you! What we hope to provide you in this book is a guidance of how we and many others in this industry accomplished weathering the storm during these trying times and how we think that you too can in fact get yourself in the position for any season as we have. Want to know the ins and outs of the SOCIAL INFLUENCING WORLD and how it can benefit you; then read ALL chapters of this book religiously. I hope that you enjoy this book and get out of it the tools that will help you in your journey.

Thank you and God bless.

B.O.E. Odeniyi – *"Less talk...more action."*

CHAPTER ONE

What is an influencer?

Everyone at the point of making choices yearns for something to support their choice or provide a sense of assurance that what they're doing is right. They need something that will offer that sense of security about the choice they're making. So they look up to someone they know has considerable knowledge about it, or someone they've developed a good relationship and can trust, to help them determine their choice. Think of a situation where you'd love to procure something for yourself and you're looking for something which will boost your confidence in making the choice of taking it or going for something else. Now that thing that's most likely able to determine your choice is practically influencing your decision. Simply, if it somehow didn't agree with your choice then you'd leave it, but if it did, then you might without a second thought take it. In the same vein, an

influencer is someone with the ability to affect the purchasing decisions of people owing to his or her position, knowledge or relationship with them. Now these influencers are people who have built reputation for their knowledge in specific niche. Often they post on social media and attract followers who love what they do and share on their social media platforms. And because these followers value and love what the influencers they follow do, they most times make their decisions based on what is recommended by the influencer they're following.

What does being an influencer mean?

Social media has grown rapidly over the last decade and users of the internet as earlier said, look up to these influencers for guide on decision making either in taking a

particular product or accepting a service. So we can say influencers can be liken to excellent marketing tools.

However, beyond simply marketing, these influencers must create a social relationship with their followers which enable brands to unify in achieving their goals.

Brands love social media influencers because they create trends and encourage their followers to buy the products they promote. They play the role of creating engagement and relevant content for advertisement, which brings result for the brands they partner with and also add values to their followers.

As an influencer you have at your hands the responsibility of handling the media, forums, and critics, participating in events and to continually build and maintain your brand, thinking strategically and long term.

You need to dialogue with and engage your audience, be good at content creation and able to stay inspiring and interesting. Understanding how business and technical platforms works is also an advantage.

CHAPTER TWO

How being an influencer can be a source of income today?

Leading brands know that social media influencers are amazing to work with, which is why



influencer marketing has exploded in the last couple of years. As an influencer it's possible to monetize your platforms and begin to earn good money from different streams of revenue by supporting brands and using your skills and expertise.

Now, let me leak a secret to you. Do you know that as an influencer you can make money from different channels? Well if you do know that then I'd have to let you know that it's important to delve into these different channels which

could generate you income. Why? Because influencers are making it big through that strategy. Often times change in algorithm encourages marketers to look to other channels. Now if you stick to one or few of these channels you stand the risk of having your means of livelihood threatened if that particular one you're in forces marketers away to some other channel. Hence it's advisable to dabble into several other channels. And that's why I'm going to be revealing to you in this book other channels through which you can make money as an influencer (from running your own tour to selling products to substantial affiliate marketing on your blog and more) and avoid the risk of having your means of livelihood threatened.

Many people have taken up influencing as their full time job, taking up roles in niches such as content creation, community engagement, design, photography, public

speaking and many more. You as an influencer can make money through the following ways:

- Digital products
- Podcasting
- Webinars
- Brand ambassadors
- Social media Sponsored posts
- Sponsored blog posts
- Physical products
- Affiliate marketing
- Photography, copywriting and creating direction
- Events

Digital products.

E-products is one of the increasing popular ways in which you as an influencers can make money. It is so due to how cheap and rapidly they scale online. These products gives you as an influencer the opportunity to create something with which you can distribute and sell to networks in order

to earn income from your knowledge, influence and expertise. E-products could be E-book, downloadable travel guide, workout program, one page meal plan or organizational template etc. Co-creating contents with brands by selling advert and editorial space also brings income.

Podcasting.

Through podcasting you can connect with your audience, distribute your contents and earn



income from your listeners. Podcasting costs low to produce so long as you have the right equipment. You can charge podcast subscribers a little fee to download and listen.

Webinars.

This generates effective revenue for you through a seminar conducted over the internet, usually to educate and provide information in a rather engaging



tutorial style format. Webinars can either be live or pre-recorded and shared across log and social media platforms. You make money through it by charging consumers to access the content produced which is usually in collaboration with a brand.

Brand ambassadors.

It is the most effective means of influencer marketing. Usually as an influencer you're hired by a brand and it's your responsibility to become a supreme expert in the

brand and broadcast your partnership with the brand or product on your social media channel.

Social media sponsored posts.

There are many forms of sponsored social media posts, from sharing the brand owned content, developing unique



imagery, promoting a new products, launching a new brand or generating exposure among a new target market. It involves a brand engaging you as an influencer to create content featuring the brand and share it with your followers.

Sponsored blog posts.

On the same note, you can monetize personal logs and websites to collaborate and create branded content. Blogs are great because they are in depth and allow you to share more detailed information with your community than is possible over social media, such as detailed product reviews. It also benefits brands with click through links that take consumers to products and services.

Physical products

A unique way to create revenue in collaboration with a brand is to co-create a physical product, collection or range. Across every niche you can monetize from fashion capsule collections and co-branded beauty products to food, fitness, travel and health products depending on the agreement you make. You can also make money by co-creating content and receiving commission on all sales or a flat fee for the partnership.

Affiliate marketing.

Affiliate marketing is typically on a pay-per-sale, pay-per-click or pay-per-lead model. Like commission based arrangement is where a referral partner receives a percentage of a sale, if the sale can be attributed to their post or content. This is a great way to ensure you receive income for your work and it's also great to help track the success of your engagement.

Photography, Copywriting and Creative Direction.

In addition to monetizing your influence and social networks, you can monetize your personal skills, whether it is photography, copywriting, creative direction, strategic consulting, styling or content creating. Influencers are typically business savvy creative who have used their skills to create a personal brand ultimately drives revenue. So brands work with you by hiring you as a freelancer

Events

You can also make money by hosting events or doing store appearances. Brands can team up with you to draw more attention to an event or product launch

CHAPTER THREE

Types of Influencers

Influencers may include celebrities who are famous – movie stars, sportspeople, musicians, and even reality television stars.

They are distinguished basically by:

- The number of followers
- Types of content
- The niche which they exist
- The level of influence.

Based on **number of followers**, they range from the Mega, Micro to the Nano influencers.

Mega influencers.

They are characterized by those with large follower on their social network. Ranging from above 1 million on a single platform, though there are no specific rules used to

set boundaries with the other kinds. Consequentially influencers who may appear in a low category by one measure may seem more influential when looked at in another way. For example, many mega-influencers are also celebrities. They are of significant benefit to a firm selling a product targeting that sector. Mega-influencers usually make more money compared to the other types of influencers.

Macro-Influencers

Macro-influencers are one step down from the mega-influencers, and maybe more accessible as influencer marketers. Their followers range between 40,000 and 1 million followers on a social network. They're made up of people who are yet to make it big or successful online experts, nevertheless their profile is high and they're good at creating awareness effectively. They are also more likely

to work with brands than micro-influencers, making communication easier.

Micro-Influencers

Ordinary people who have become famous due to their knowledge about a particular niche as such, they have gained considerable social media followers who find interest in that niche, are known as the micro-influencers. Beyond number of followers, the relationship and interaction the micro-influencer has with his followers is what determines the level of influence.

Micro-influencers may have between 1,000 and 40,000 followers on a single social media platform.

A micro-influencer may not be aware of the existence of a company before that company tries to reach out to him or her. If that is the case, the company will have first to convince the influencer of its worth.

Micro-influencers are becoming more common and

more famous. Many have risen from virtual obscurity to being top celebrities. Micro-influencers are the influencers of the future. Owing to the fragmentation of the media into many small niche topics, it's easy to find a social media platform group which you're devoted to, even if it's a topic that's obscure and it is in these niche groups and boards that micro-influencers become established as genuine influencers.

Nano-Influencers

These people only have a small number of followers, but they tend to be experts in a highly specialized field. They have fewer than 1,000 followers, but they usually have keen and interested followers, willing to engage with the Nano-influencer.

They can be of extreme importance to firms who make highly specialized and niche products. They may be cheap and carry tremendous sway with a small number of

people, but in most niches, you would need to work with hundreds of Nano-influencers to reach a broad audience.

The Level of Influence

Influencer marketing grew out of celebrity endorsements. Businesses have discovered that their sales usually rise when a celebrity promotes their product. There are still many cases of companies, particularly high-end brands, using celebrities as influencers.

The problem for most brands is that there are only so many traditional celebrities willing to participate in this kind of influencer campaign, and they are unlikely to come cheaply. The exception will be if a firm makes a product that a celebrity already likes and use. In that situation, the celebrity may well be prepared to use his or her influence to say how good he/she believes the product to be. I am sure many musical instrument producers benefit from musicians playing their instruments by choice.

One thing to be aware of when working with key opinion leaders is that many have built up their reputation in an offline setting and may not have a large or active social following.

People with Above Average Influence on Their Audience

In many ways, the best influencers have built their reputation online for being an expert in some particular niche. They are similar to key opinion leaders but usually have gained their reputation more informally through their online activity. And they have created that reputation through the quality of the social posts they make, the blog posts they write, the podcasts they speak, and the videos they craft and post on their YouTube channels.

CHAPTER FOUR

Best means of influencing.

As an influencer there are several platforms you could use for marketing campaigns.

However it is wise to choose the top-performing social platforms since some prove to be more effective than others.



Instagram.

It's a popular image and video sharing platform with over a billion users. Report shows that most users of Instagram follow businesses on the platform and get to discover new products which they might end up buying; Instagram is good for product oriented companies trying to create awareness of their brands.

YouTube.

YouTube utilizes video to showcase products. With the

platform you can produce reviews for various products. Owing to humans being better communicated with using visuals, YouTube is effective and makes it easy for influencers to perform well.

Facebook.

Facebook is a platform suitable for all types of contents ranging from text posts and chats to images and videos. This feature distinguishes it from the other platforms and makes influencer marketing easier. Creative influencers can diversify content and build a fan base using a wide range of tricks and features which is what audience loves.

Twitter.

Twitter is the fourth most important influencer marketing platform. However if you're looking at reaching out to wealthier consumers, then Twitter is the ideal platform.

CHAPTER FIVE

How branding has brought the need for influencing.

As long as brands exist, there'd always be need for influencers. You as an influencer play an effective role in adding value to brands, through raising awareness and increasing sales which in turn generates traffic in websites.

You build brand awareness and grow your social media followers. You serve as a trusted voice and build relationship between your followers and brand.

You are expected to excellently communicate the vision of a brand in an engaging and connecting manner with your followers.

When consumers see a product on your page they begin to consider using the product, it's on top of their minds and it's easier to convert loyal audience into a paying customer. You give brands access to their target market. Just as driving traffic to websites, online stores and social

media channels, you help to also improve one's SEO and backlink profile. For these reasons brands are continually in need of you as influencers, you're very important.

Influencing the right way.

The question of how to get people to do what you'd ask and follow up effective is answerable to your ability to influence in the right way. Becoming a great success in your business requires the tool of influence. No one is born with the ability or gift to influence, it is a skill anyone could learn and become good at.

Many believe that an influencer's job is limited to sharing their life online, dropping in a couple of quick ads and suddenly they are making millions. In the big picture, sure this is kind of what happens, but it's not that simple.

Influencing demands opening up about profit and losses that comes with people going in the direction we don't

desire they go, making them connect with our designed person as a brand.

In principle this might all sound very simple, but in practice it can get tricky. Influencing isn't a math formula; it's a dialogue and sometimes a chess game.

Tactics for Effectively Influencing Include

1. Logic – Convince someone by using factual, logical and step-by-step reasoning.
2. Inspiration – Suggesting what may happen as opposed to fact based reasoning. This appeals to emotions more than logic.
3. Participation – Asking a number of questions where the answers will lead the other person to draw his own conclusions.
4. Uplift – Making someone feel good about him/herself and start listening to you.

5. Barter or Deals – Offering something in return for something.
6. Collective – Using the view of other people to influence someone.
7. Policy – Authority is effective as a quick response to a problem. It is very blunt and sometimes provocative.
8. Force – Exercising power. Always a last resort.

Creating this psychological air begins by getting to know your audience. You start by listening. This not only helps you get to know the person, but when a person feels heard they are more likely to listen in return. Just as influencing others appears to be a simple equation at first, listening appears simple, but takes skill and intentionality

CHAPTER SIX

What is the best means of influencing now?

Influencer marketing is doubtlessly the most preferred tactics for brands to connect with their audiences. But with multiple brands targeting the same audience, how can you reach your audience more effectively than others, because reaching them is quite challenging. How about getting a brand to become an ambassador for?

How about getting better pay through an easier means? It's a lot of hard work to strategize, create, launch, monitor and optimize all these in order to drive the best. Now these are very important factors you have to consider before making the choice of which platform to work with as influencer.

Many platforms don't put these into consideration to make things easier for the influencer that work with them. What if I told you there's a platform that has considered

and put these factors in place just to ensure you have the best experience working as an influencer.

Vicomma is that platform. It has looked into the many challenges influencers face working on other platforms and has hence devised and made available the means of you having the best experience as an influencer on Its platform. Basically I can assure you that Vicomma is the best means for you as an influencer and I'd give you few reasons why. Out of the many challenges Vicomma has been able to deal with on your behalf providing you with added advantages, just to mention a few, let's look into these.

If we look at platforms like Jumia, they don't offer commission per ads for influencers working with them. However, with Vicomma the story is different and advantageous to you because we offer commission per

ads which gives you the opportunity to earn more money on our platform.

The competition among influencers has become so high that medium to small influencers have to struggle to grow and express their values as well as make good income. Platforms such as Instagram have also made their algorithm really hard to cope with. The good news is Vicomma gives room for those categories of influencers. As a startup influencer, it is much easier, effective and faster for you grow on Vicomma unlike other platforms that put you in a big competition with many influencers of which you'd have to struggle to survive.

Vicomma makes a lot of things easier for you, and connecting you to a brand is one of them. Once you've registered with Vicomma, you don't need to go about searching for a brand because we connect you as an influencer directly with a brand and it gives you the

opportunity to become a brand ambassador without stress plus we connect you with your target audience. Your means of influencing is also very much effective as we adopt the use of videos in influencing for the brand we get to connect you with. Without doubt Vicomma is the best means of influencing.

Vicomma will be launched on august 2020.

Be the first to take advantage of having the best experience as an influencer on Vicomma.

Get to register with us @

www.vicomma.maxflix.com

Follow us on our social media to get more information about Vicomma and also know our launch date.

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