

WHAT IS PASSION ECONOMY AND WHO RUNS IT?





Introduction

Passion Economy allows content creators, nano, and micro-influencers to earn a livelihood through their passion and follower engagement. Check out our presentation to know more about the economy and to understand the different perspectives



Through creators perspective

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- Passion economy gives a stage to nano and miniature influencers to transform their enthusiasm into their occupation
- The Passion economy offers a stage for pretty much every enthusiasm

- It empowers the makers to create a niche community to engage with and monetize their interaction



Through users perspective

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- Passion economy gives a user direct access to the exclusive content of their chosen micro-influencer
- By subscribing and gaining access to the niche community, they can directly engage with their creators

- Users crave new and quality content from their creators and can pay any price for the early access



Through brands perspective

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- When a micro-influencer endorses a brand, it creates a sense of authenticity amongst their niche community
- A mere ‘shout-out’, picture post, video, or a mention in their blog post can boost up the visibility of the brand
- Passion economy offers more personalization to a brand in contrast to the vast, and profit concentrated attention economy



Passion Economy: Way towards future

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- Time and energy are being spent by creators, users, and brands on the social media building their niche communities

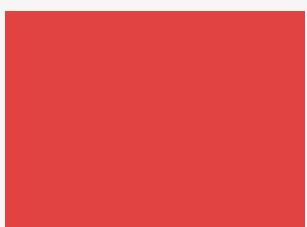
- The more authentic a community is, the more the user engagement, these gave birth to many influencers



Conclusion

The innovation and foundation required for the economy are as yet in its improvement stage, yet many content makers have just started appreciating incredible accomplishments through the eco-framework. Later on, content makers' chances don't appear to subside, neither do the advantages for shoppers due to passion economy

To know more about the passion economy, [click here](#)



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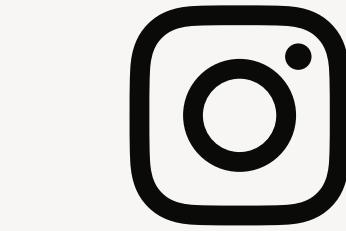
<https://www.theimpulsedigital.com>



collabs@theimpulsedigital.com



91-9769285224





Thank You