


An illustration from a top-down perspective showing a teal-colored table with several pairs of hands interacting with various devices. In the top left, a hand uses a mouse and another types on a white keyboard. Next to the keyboard is a tablet displaying a bar chart with five colored bars (purple, green, yellow, red, blue) and two yellow sticky notes. In the top center, a hand writes on a white sheet of paper with a black pen. To the right, two hands hold a tablet displaying two pie charts. In the bottom left, two hands hold a blue smartphone. In the bottom center, a hand writes on a lined notepad with a blue pen, with a pair of red-rimmed glasses resting on the notepad. In the bottom right, two hands type on a laptop keyboard, which has a line graph on its screen. The overall style is flat and modern.

INFLUENCING AS A FULL - TIME JOB

THE MAIN CONCEPTS

- **Influence** - to affect or change how someone or something develops, behaves, or thinks
 - **Social media** – websites and computer programs that allow people to communicate and share information on the Internet using a computer or mobile phone
 - **Follower** - person who supports and admires a particular person or set of ideas
- 



5 KEY INFLUENCING SKILLS

- Active listening
- Awareness
- Self–confidence
- Intuition
- Other's viewpoint



- **Active listening** - to hear what is said and to hear what is implied or not said as well as being able to communicate in your own words what the other person has said and reflect their feelings
- **Awareness** - be aware of yourself, moment by moment, particularly of behaviour patterns which are counter-productive, your limiting thoughts, beliefs and reactions
- **Self-confidence** - to feel confident about yourself in the face of resistance or conflict
- **Intuition** - trust your own feelings or hunches about the likely patterns of the other person's behaviour, to listen to your positive, inner voice
- **Other's viewpoint** - to look at your objectives (what you want) from the other person's point of view

3 KEY SOCIAL NETWORKS

- Instagram
- YouTube
- Twitter



DIFFERENT CATEGORIES OF INFLUENCERS

- Fashion
- Food
- Travel
- Makeup
- Lifestyle
- Fitness
- etc.

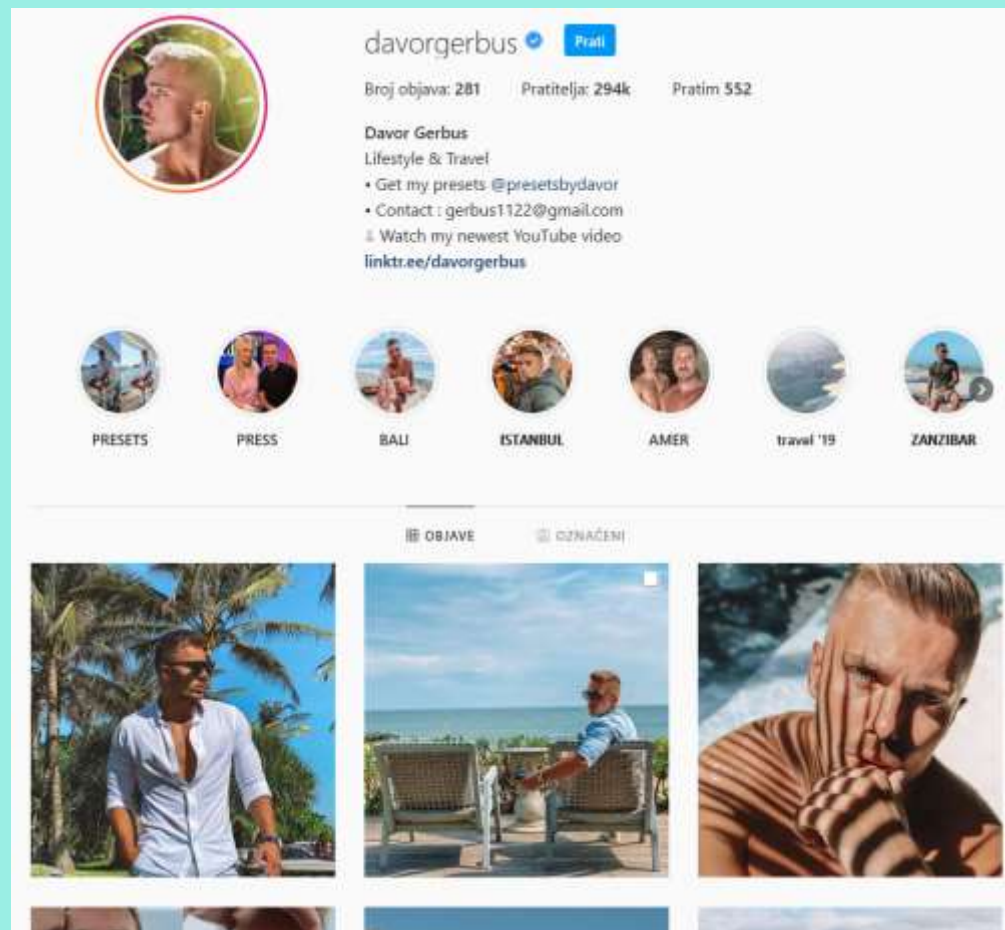


EXAMPLES OF CROATIAN INFLUENCERS

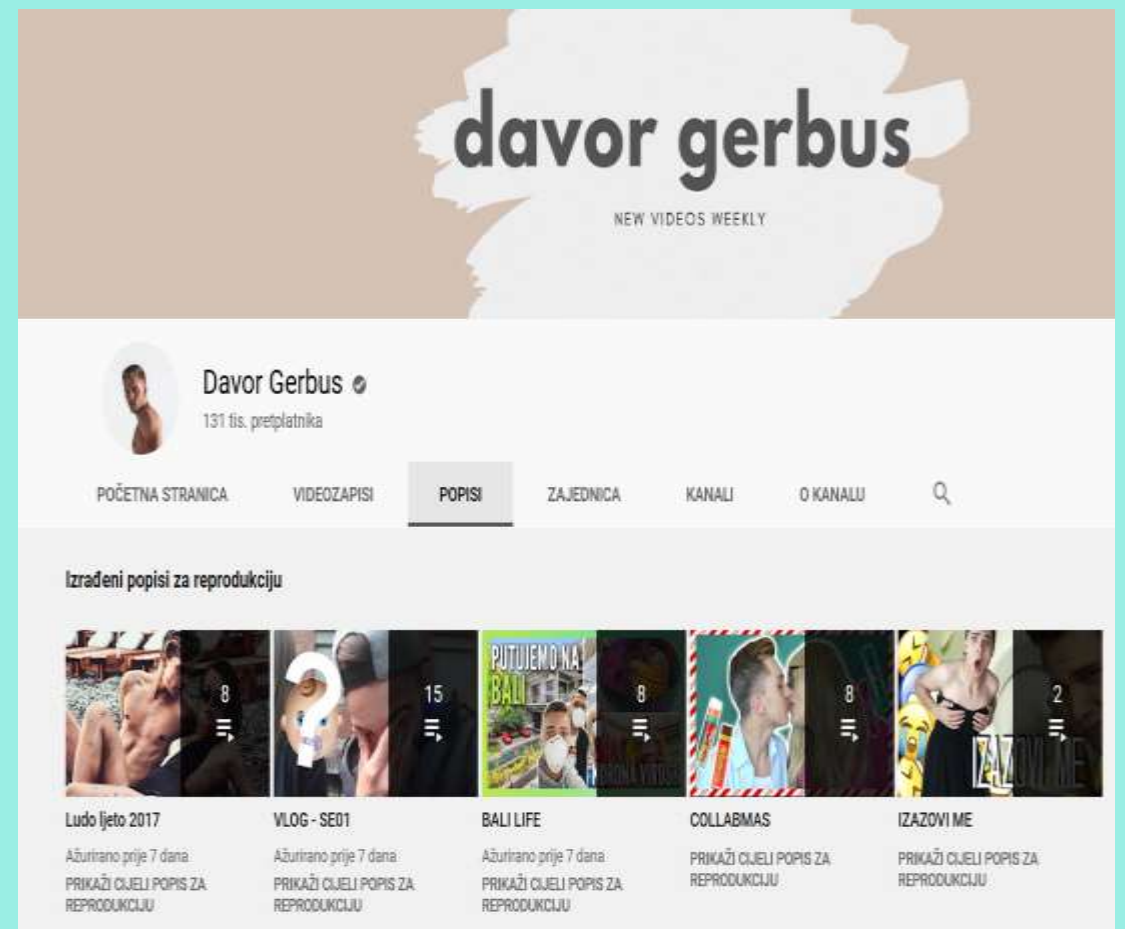
- **Davor Gerbus** – lifestyle & travel influencer
- **Jelena Perić** – fashion & makeup influencer
- **Martina Boščić** – fitness influencer
- **Maja Brekalo** – food influencer

DAVOR GERBUS – LIFESTYLE & TRAVEL INFLUENCER

Instagram – 294k followers



YouTube – 131k followers

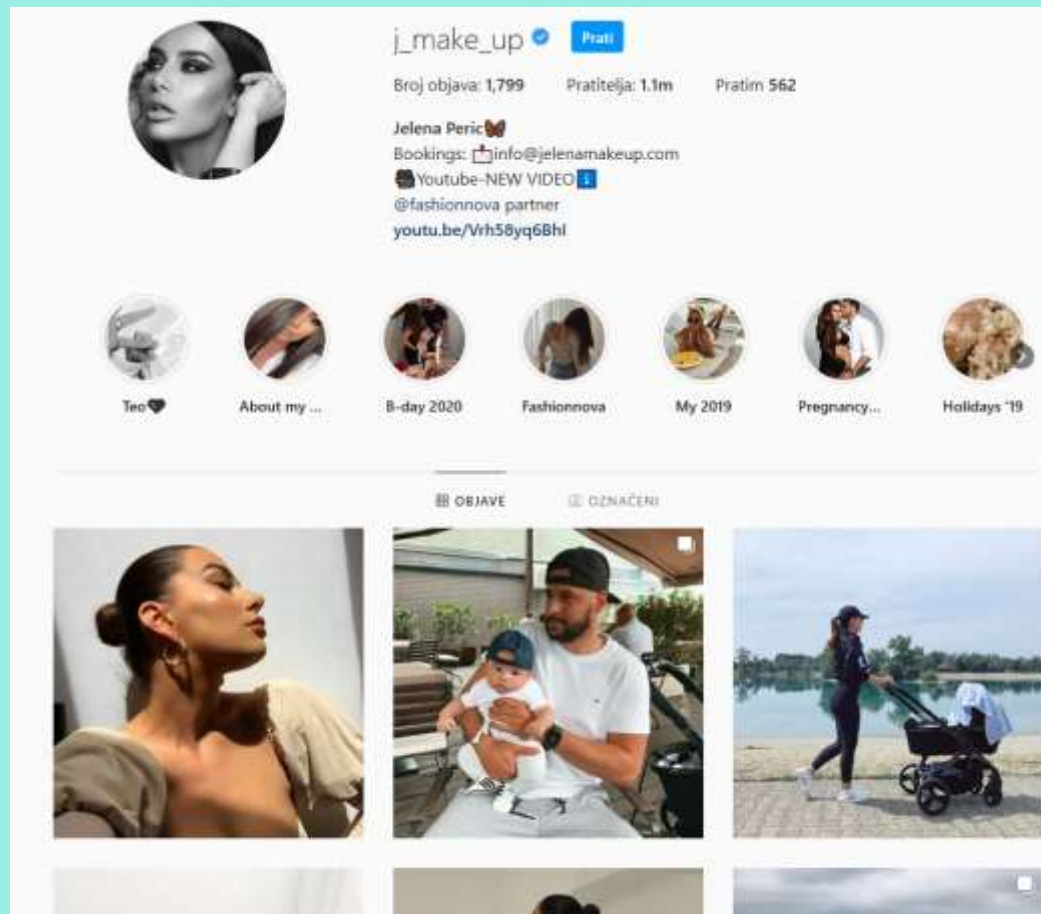


- He started his career in 2014
- In November 2015, Davor became the face of the brand and network Joomboos of the large media house 24sata
- During the corona he was stuck in Bali and spent more than two months there
- He visited many places such as Istanbul, Zanzibar, Vienna, Bruxelles, London, Graz, Munich, Bali...

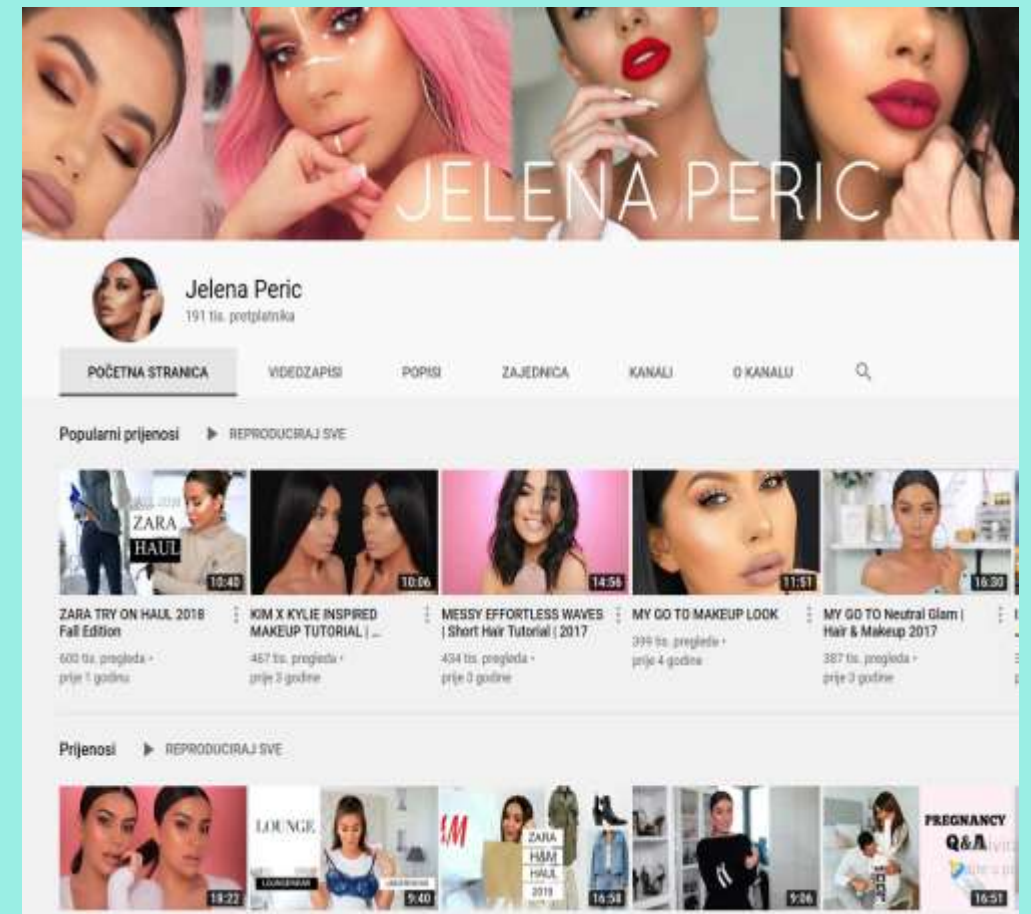


JELENA PERIĆ – FASHION & MAKEUP INFLUENCER

Instagram – 1.1m followers



YouTube – 191k followers

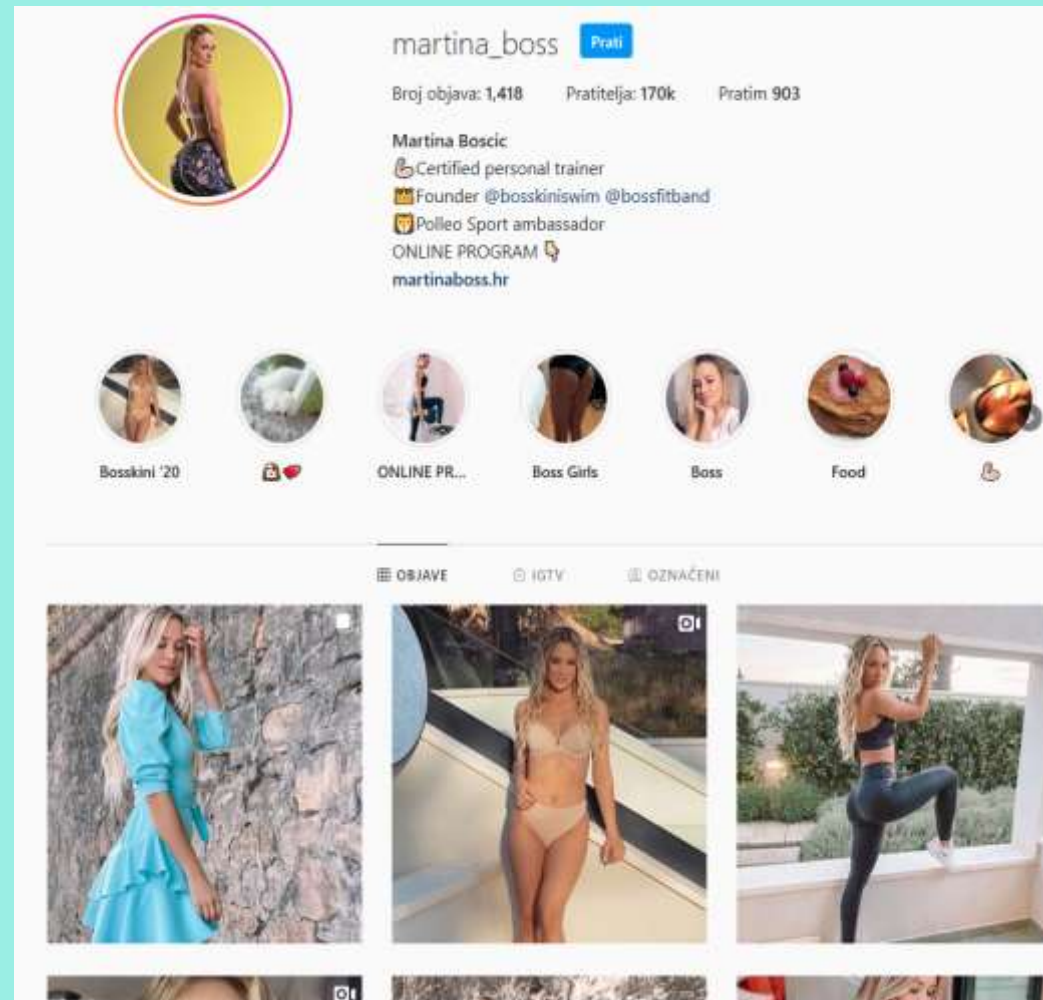


- Jelena earns around 6,000 kuna in just one published sponsored post on Instagram
- She says influencing is a job where you have to be present 24 hours a day
- "It takes very good organization and planning, so that at least a month in advance you have to know everything that is being done."

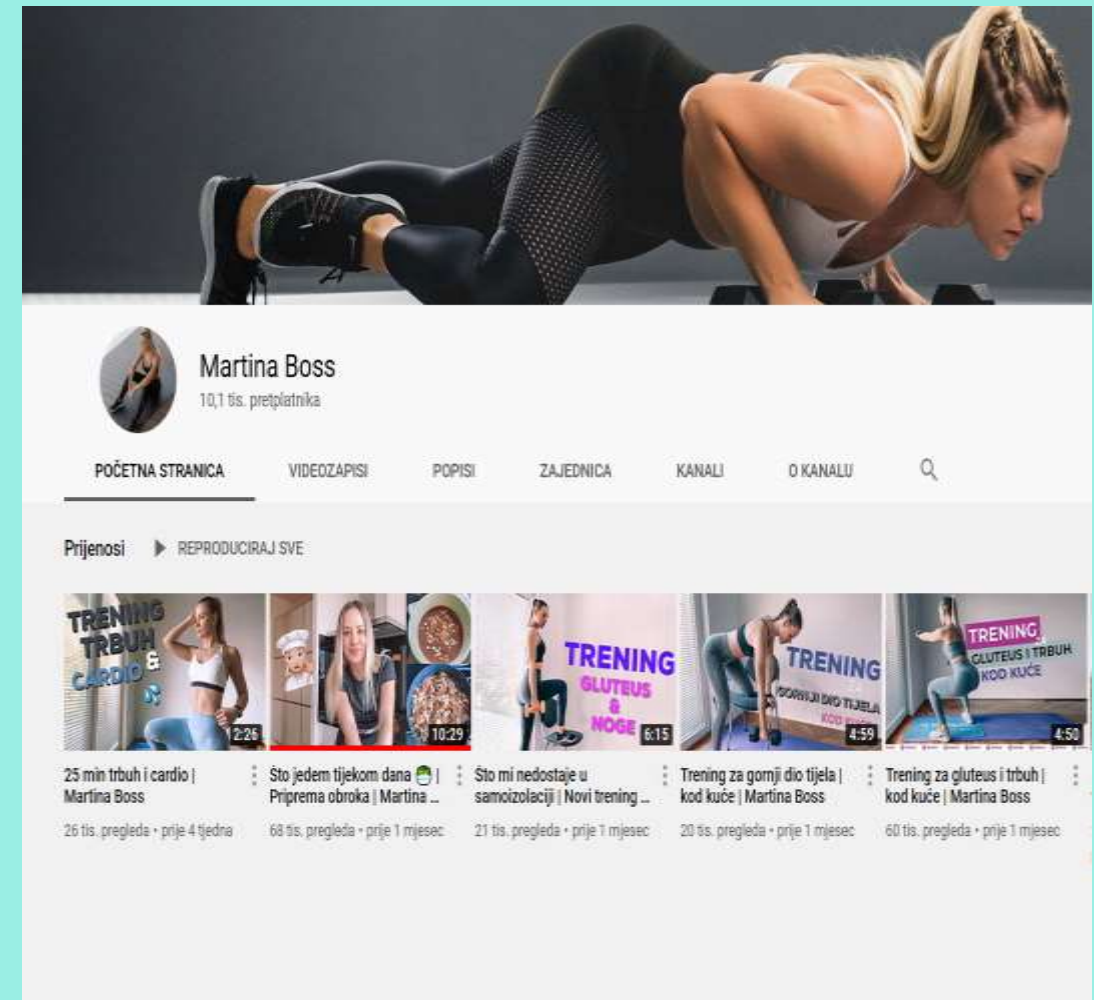


MARTINA BOŠČIĆ – FITNESS INFLUENCER

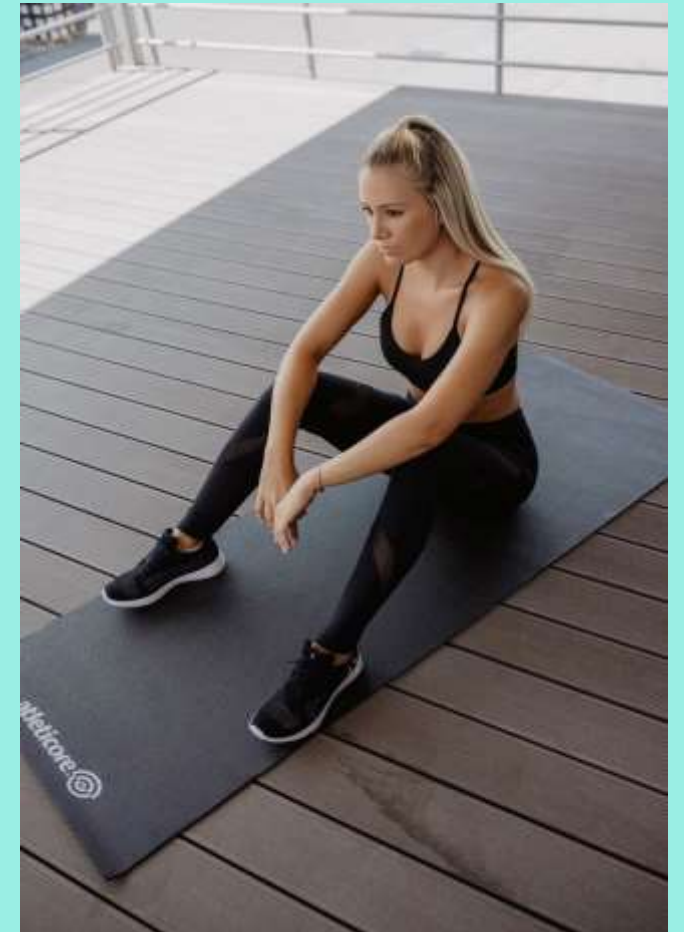
Instagram – 170k followers



YouTube – 10,1k followers

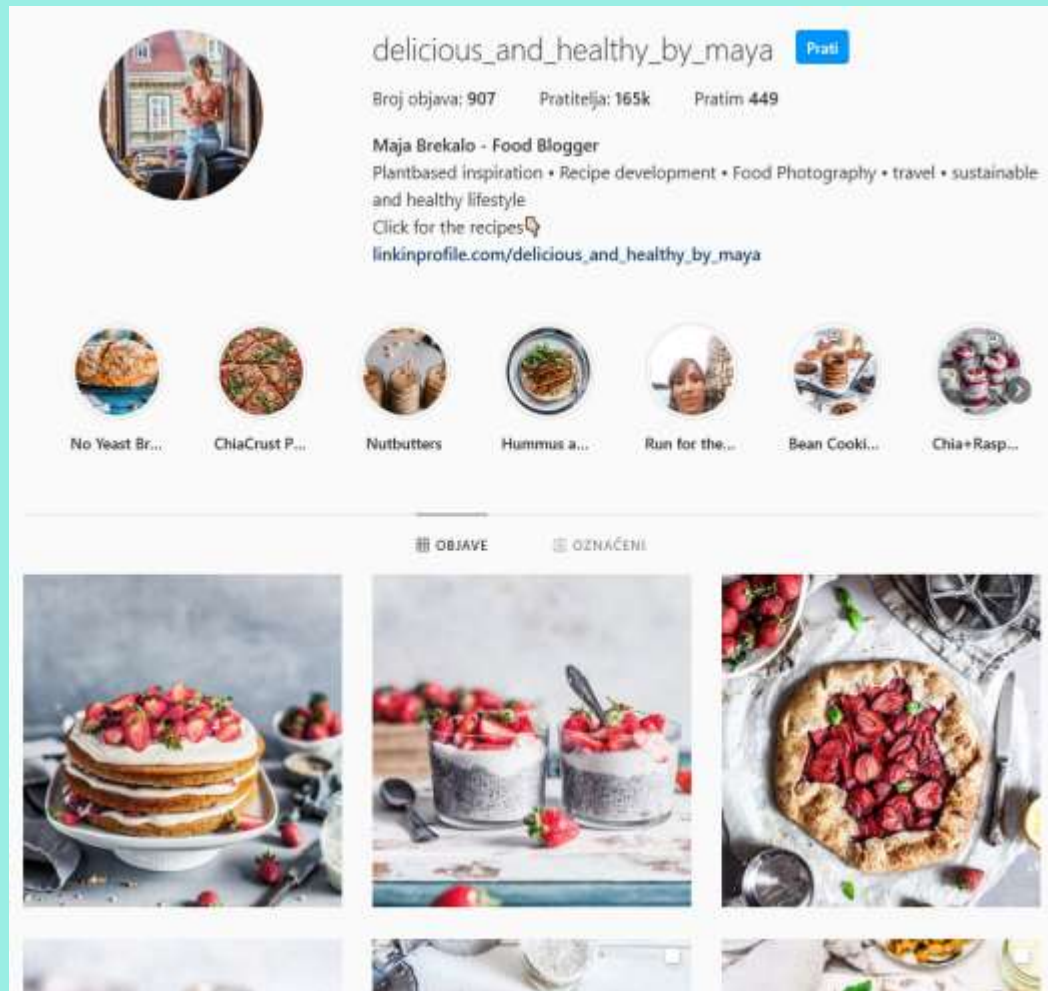


- Martina is a girl who impresses with her perseverance and dedication
- She's a girl who has managed to turn her hobby into a business
- She is a personal trainer and tells her followers on social media that is in a healthy body, a healthy mind



MAJA BREKALO – FOOD INFLUENCER

Instagram – 165k followers



- Maja is a passionate foodie, healthy lifestyle lover, nutrition and healthy cooking freak
- "I believe that we should eat the food the nature provides for us in different seasons, in the form closest to one in nature, because nature knows what's good for us, even though we have lost all our natural instincts and cannot decide what is best for ourselves."



- Although each of them is different, each falls into a different category and they have different companions, their goal is common. They are motivation, role models and proof that anything is possible if you have the will and desire. You are not even aware of how much influencers actually affect you and your life. We should be grateful to them!



INFLUENCERS BY NUMBER OF FOLLOWERS

- **micro influencer** - between 5.000 and 100.000 followers
- **mid level influencer** - between 100.000 and 1.000,000 followers
- **macro influencer** - more than 1.000,000 followers

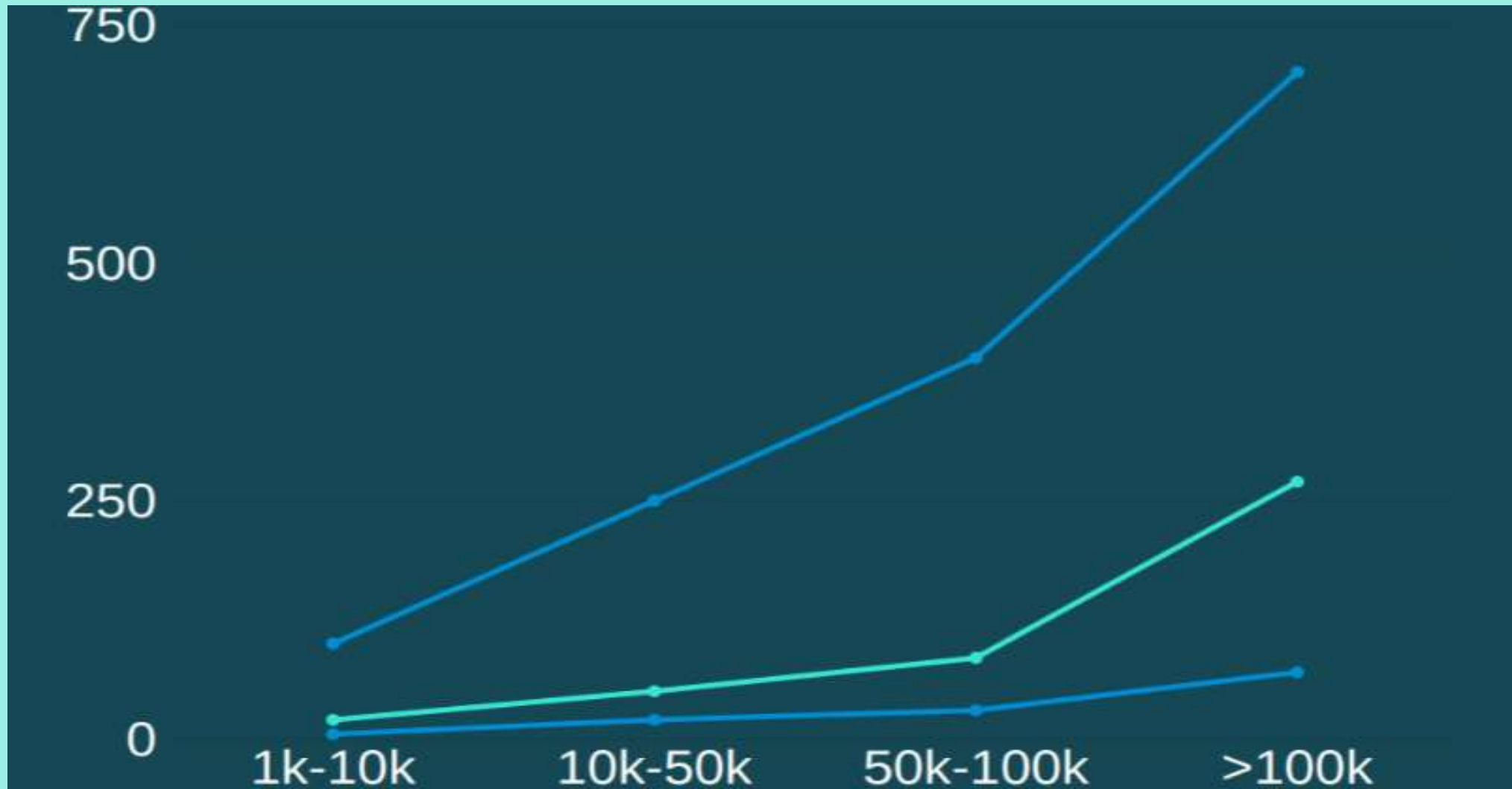
INFLUENCING AS A JOB

- According to a study by Linqia, 39% of marketing companies plan to increase their budget for influencer marketing
- The same study also found that in 2019, most large marketing companies will spend between \$ 25,000 and \$ 100,000 on influencer marketing



EARNINGS PER INSTAGRAM POST

- Influencers between 1000 and 10.000 followers— between 5 and 100€
- Influencers between 10.000 and 50.000 followers— between 20 and 250€
- Influencers between 50.000 and 100.000 followers— between 30 and 400€
- Influencers with more than 100.000 followers—between 70 and 700€



This graph shows difference between earnings those who have less followers and those who have more followers.

STATEMENTS BY WORLD-RENOWNED INFLUENCERS

- American Express payed me \$ 800 for two posts on Instagram or Twitter in 30 days.
- HP paid me \$ 1000 + a tablet as a gift for 1 Instagram, 1 blog post and 2 photos. The duration of the activity was 90 days.
- I was working for Verizon and was supposed to post 1 picture on Instagram with the text. Since I don't have a lot of followers, I only asked for \$ 1000. They said they didn't have that much and that they could give me \$ 500. I stopped calling them and said I would contact a lawyer. Two weeks late, I got my \$ 1,000 on my own. Terrible company, I won't work for them anymore.

TIPS AND TRICKS HOW TO EARN:

- Interesting content
- Sponsors
- Regular promotions
- Quality feedback from clients



HOW CAN YOU BECOME AN INFLUENCER?

- If you buy a product on Amazon, visit a local restaurant or take a ride with Uber, you will get a suggestion to leave a review. That's how you may have influenced the fact whether or not someone will use the service you used
- By using social networks on a daily base, you unknowingly influence the people who follow you

HOW TO GET PEOPLE TO NOTICE YOU?

- Be yourself
- Do what you love
- Be original
- **The effort always pays off!!!**

MY OPINION ABOUT INFLUENCING AS A FULL - TIME JOB

- I think influencing is a very interesting job where you never know what is going to happen to you. Every day is different and every day you meet new virtual friends and get new followers. I think it's also hard work and you always have to be careful what you say and publish because thousands and thousands of people will see it. On the other hand, this business also has negative sides, such as lack of privacy. You are forced to be online 24 hours a day and with your posts people are invading your privacy and daily life. Although there are some negative sides to it, I think influencing is a very interesting job and I could see myself doing it.

SOURCES

- <https://www.wikipedia.org/>
- <https://www.youtube.com/>
- <https://www.instagram.com/>
- <https://www.24sata.hr/>
- <https://www.dhmaya.com/>
- <https://www.markething.hr/>
- <https://www.netokracija.com/>
- <https://repozitorij.algebra.hr/>
- <https://www.index.hr/>

Sara Boh

3.c