

# 6 Steps to Grow and Monetize Your Influence

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Find your niche

2

Build your (personal)  
brand identity

3

Choose the  
right channels

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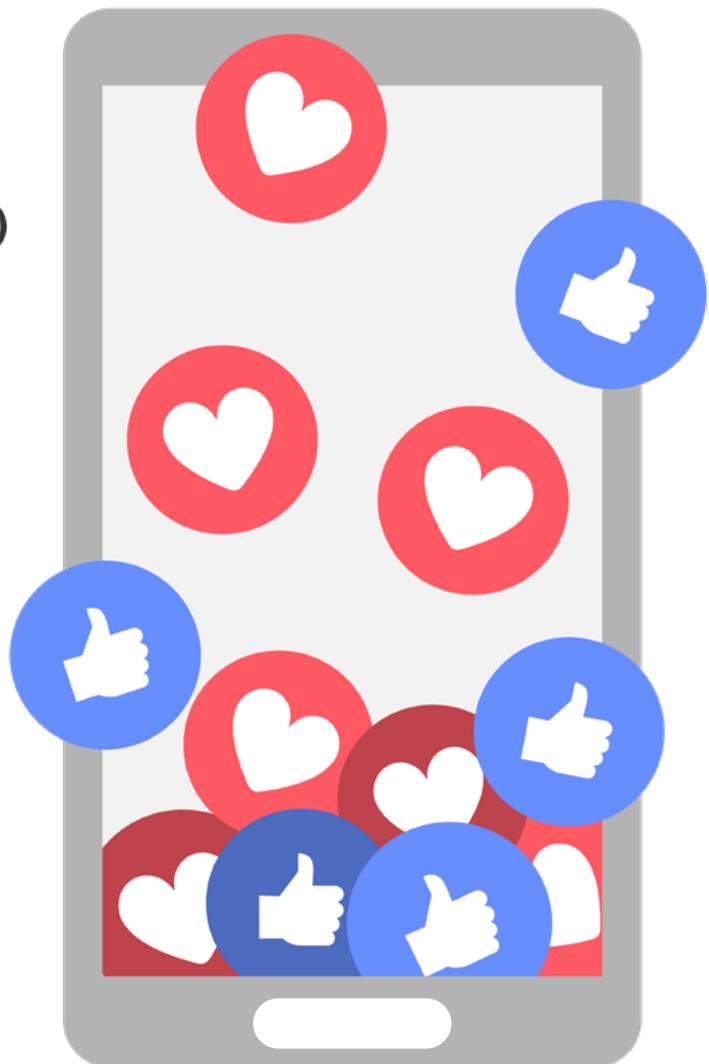
Plan, create, publish  
and engage

5

Learn to measure  
your success

6

Monetize your  
influence



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***Do you desire to reach millions of people,  
grow your influence and monetize your  
efforts?***

***Is an influencer's lifestyle something that  
makes you tick?***

**6 simple steps: apply them, work with momentum, embrace and amplify what makes you unique and lastly, make your dream come true.**

In this e-book, we reveal some of the most useful tactics to grow and monetize your influence.

**Let's jump straight into it!**

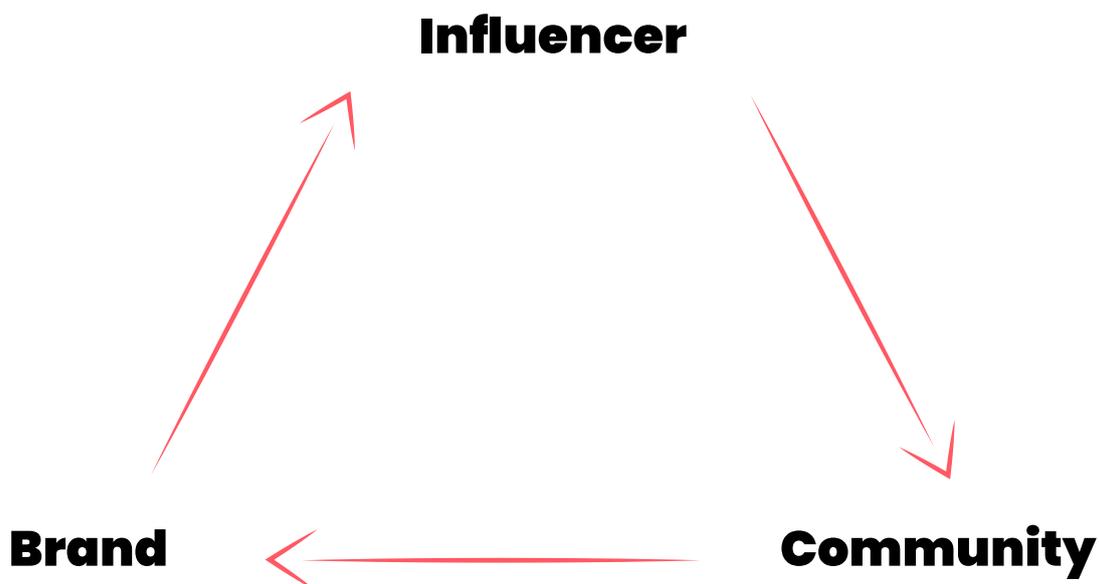


# What It Means To Be an Influencer



Even though it may seem like an easy job, **influencers need to stay consistent with what they do.** They reveal their personal lives, sacrifice privacy and push themselves to be creative all the time. It is a real job, not a never-ending holiday.

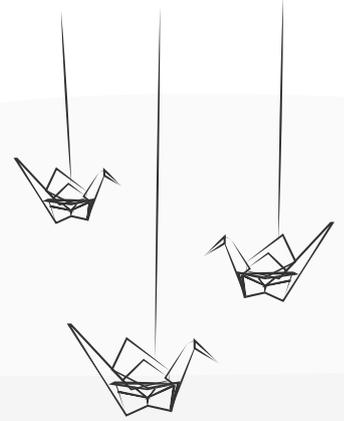
As an influencer, you are **balancing between engaging your community and providing value to brands.** Engagement is everything here. You engage with your followers and thus build your influence. Based on the strength of your voice, brands use it to distribute their messages to their potential buyers – *your community.*



*Keep all parties of the triangle happy.*

# Step 1

## Find Your Niche

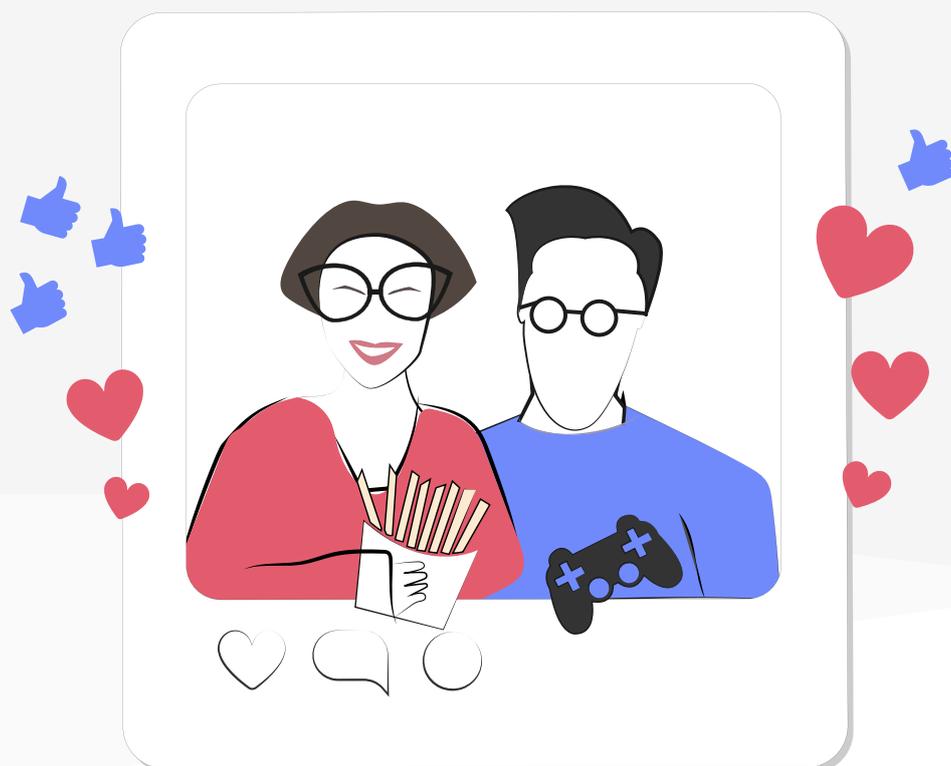


**You cannot please everyone and be good at everything.**

Choose your path at the beginning. Start with what you are already good at and build on it.

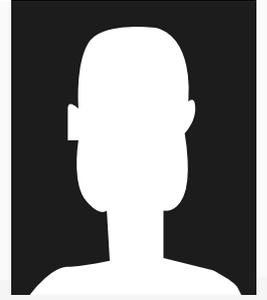
[Sophie](#), a known woman bodybuilder, has found herself in sports. People follow her for her passion and brands ask for collaborations due to her authenticity. Thanks to finding her niche, she makes the triangle work – she keeps every party of the triangle happy.

**Find your niche, be uniquely excellent at one thing, rather than average in many.**



## Step 2

# Build Your (Personal) Brand Identity



## YOU are your own brand.

Your values, opinions and actions define how people see you. The way people see you defines your personal brand.

**Being an influencer is about responsibility and CONSISTENCY. Find your niche, be clear on what you stand for and stay on course.**

Besides that, being consistent in the design and style of your communication helps you get easily recognised. Attention spans are lowering. Make sure to differentiate yourself both internally – unique skills, experience – and externally – **design, communication style.**



# Step 3

## Choose the Right Channels

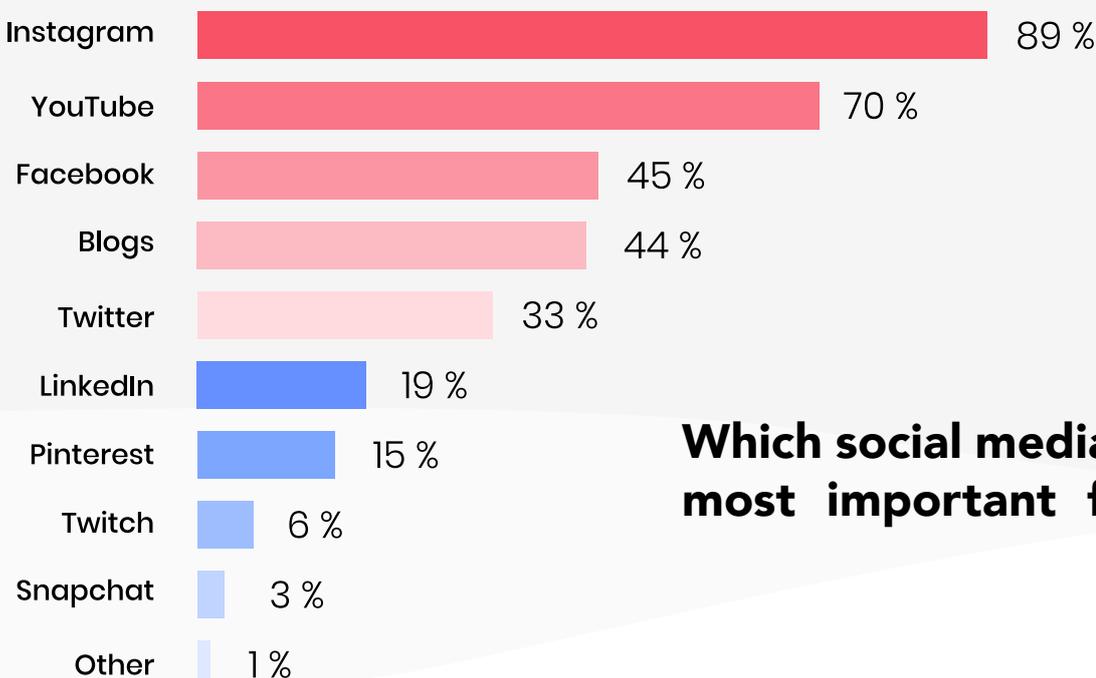


### People are not just on one network.

They spend time on **Facebook, Instagram, Twitter, LinkedIn** or any other social media platform. Yes, these are all used due to their entertainment value. However, they use Instagram and Pinterest to get inspired and Youtube or Google to find answers.

**Based on your niche, some channels are better than others.** To get an idea of where to start, look at your peers or test a few channels before investing further.

Here is the list of the most important ones – from the brand perspective.



**Which social media channels are most important for influencer marketing?**

# Step 4

## Plan, Create, Publish and Engage



### It all starts with planning.

Use momentum – **build on what people are most interested in at that time** – together with your own creativity.



Use [Buzzsumo](#) or [Google Trends](#) to see what's trending.

**Creating compelling content goes hand in hand with your niche and chosen channel(s).** Learn to be efficient here. Use tools like [Buffer](#) to schedule and auto-publish content, save yourself time and money by using easy-for-non-designers apps like [Canva](#).

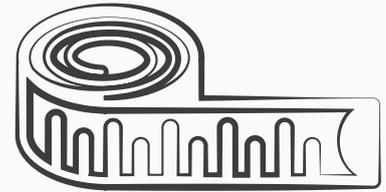
Most importantly, **ENGAGE WITH YOUR COMMUNITY.** Engagement is everything. Answer comments, give personalised tips, build a real relationship based on the **VALUE** that you provide.

**Collaborate with other influencers** who speak to the same audience. Make them use your content (while tagging you, of course). These tactics can skyrocket your follower growth.



# Step 5

## Learn to Measure Your Success



### If you can't measure it, you can't improve it.

Always check what's working and what doesn't. Choose your key metrics and watch them over time.

One of the key features that online channels allow you to do is AB testing – testing more variants and quickly learning which one works best. **Take advantage of it.**

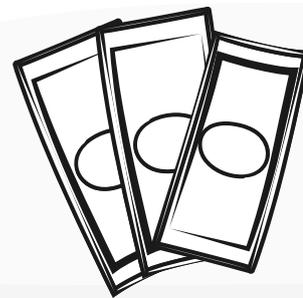


[Our app](#) helps you run AB tests through sponsored posts. You can try it out here for as little as \$1 a day.



# Step 6

## Monetize Your Influence



### Now the fun part.

Find ways—**there are many**—to monetize your long-term effort. Get discovered by brands for collaborations, create your own fashion brand, sell your own products, earn through affiliate marketing or leverage platforms, like [Patreon](#), which financially reward content creators.

But always keep one thing in mind: **Every offer you make to your community must be genuine. People will feel when your excitement is faked.**

 Use influencer networks like [Upfluence](#) or [AspireIQ](#) to get discovered by brands.



# The 6 Key Steps to Grow and Monetize Your Influence Have Just Been Revealed.

## The Ball is Now in Your Court.

You've just been introduced to the six key elements that will help you become a successful influencer. As easy as it may seem, if you get all these steps right and remain consistent, success will follow.

Once you have your strategy in place and are ready to increase your reach by a mile, use our easy-for-non-marketers app that allows you to manage all your marketing campaigns from a single place.

**Sign up at [groost.com](https://groost.com) to get started!**



