

Who are influencers?

Influencers are individuals who have established credibility, authority, and a substantial following in a specific niche or industry through the use of social media. They possess the power to influence the opinions, behaviours, and purchasing decisions of their audience due to their expertise, authenticity, or popularity. Influencers can be found across various platforms such as social media, blogs, YouTube, podcasts, and more. They often collaborate with brands to promote products or services to their audience, leveraging their influence to drive engagement, brand awareness, and sales.