

# How to become an influencer

It takes time to become a social media influencer, but one of the first steps you might consider taking is finding an area you'd like to focus on. That's usually the starting point, but let's explore some of the steps required to become a content creator:

## Find a niche

A niche is essentially an area you specialize in. Choosing one helps you identify the types of products and services your audience will benefit from. It also helps you focus your content to cater to that audience and attract new followers accordingly.

Your niche doesn't necessarily have to correlate with your education. It can be something you're particularly passionate about or like to spend time doing or learning about.

Common influencer niches could include:

- Fashion
- Beauty
- Travel
- Lifestyle
- Celebrities and Entertainment
- Sports
- Animals

- Health and Fitness
- Gaming
- Family and Parenting
- Business and technology

## **Gain a following**

Influencers need a following to influence, but it takes time to gain a following. Research shows that Instagram accounts with fewer than 1,000 followers grow 9.4 percent every six months. It can take months of work and consistency to not only attract followers but also build trust with them.

To build a following, consider these tactics:

- Mention your niche in your bios
- Post high-quality content
- Be authentic
- Engage with followers regularly
- Set a post cadence and keep up with it
- Add hashtags to your posts to increase visibility

## **Find a strategy**

Before sharing any content, it's best to create a strategy. A strategy helps you create consistent, tailored content that your audience enjoys. To find what

works for you, consider the importance of:

- Understanding who your audience is, including their needs and wants
- Setting a posting schedule
- Planning times to shoot, edit, and publish content
- Drawing inspiration for content from your audience and their recommendations

## **Use SEO**

While social media posts don't directly impact search engine optimization (SEO), the personal links shared can have SEO implications by delivering visitors to your site or blog. To aid SEO, consider these tips:

- Post helpful content to gain traction, increase your reach, and generate backlinks
- Write thoughtful messages
- Build a trusted audience

## **Connect with your audience**

Being an influencer is about more than posting quality content. Connecting with your audience is important too. While you can respond to comments, additional engagement measures include hosting an "ask me anything" Q&A or giveaways and contests.