

WHO AM I

worked with
> 100 influencers
& content creators

> 300 influencer
marketing campaigns
coordinated



SCAN ME!





THE MAKING OF AN INFLUENCER – FROM CONTENT TO INFLUENCE

CONTENT CREATOR VS INFLUENCER



Content creator



Influencer



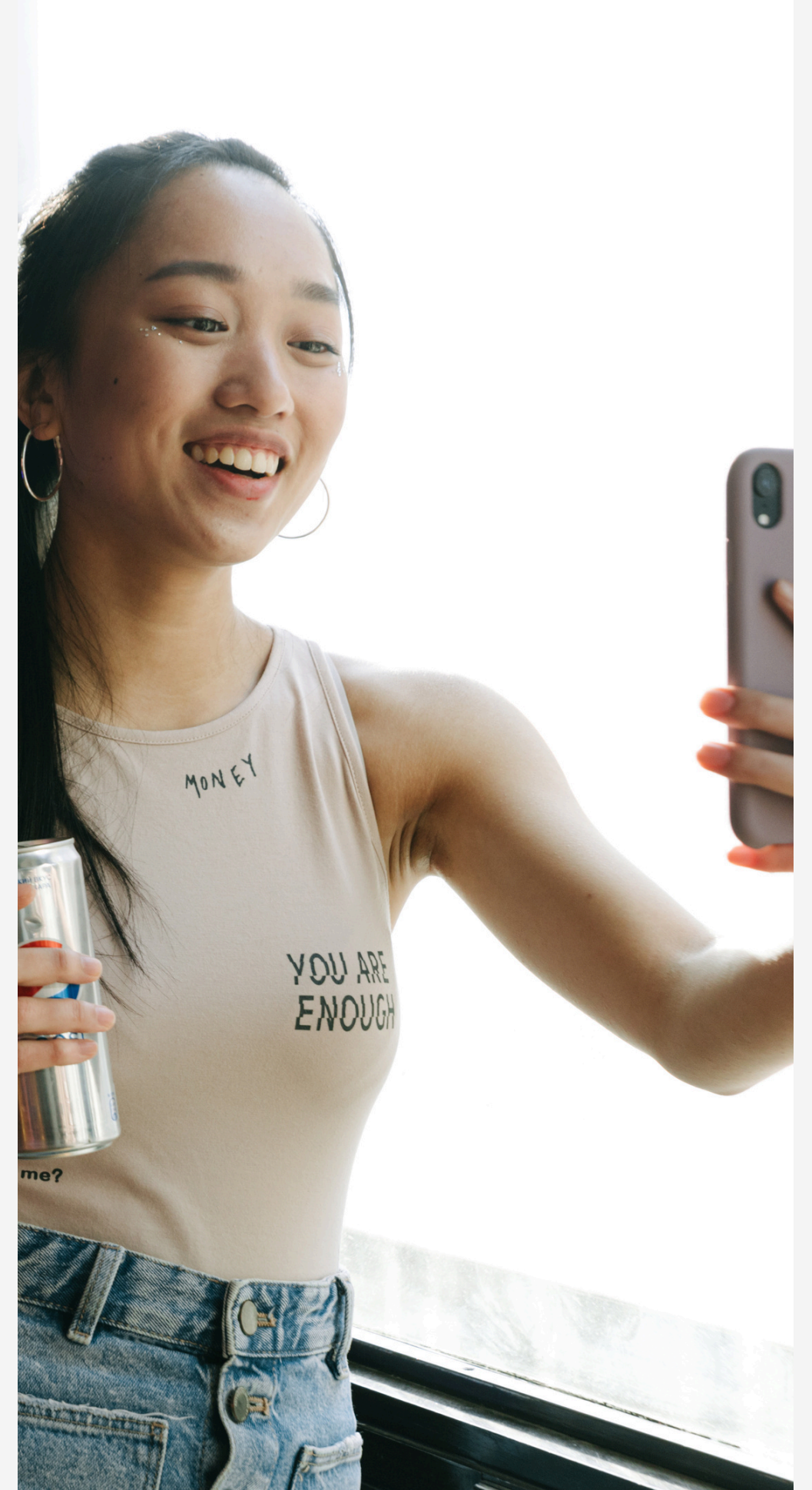
**Audiența consumă
conținutul.**

- Produce conținut.
- Are audiență.
- Urmărește views/reach.
- Atrage atenție.



**Comunitatea acționează în urma
conținutului.**

- Recomandă, inspiră.
- Are comunitate.
- Urmărește relația cu comunitatea.
- Construiește încredere.



**FROM CONTENT
CREATOR TO
INFLUENCER
IN 6 MONTHS**

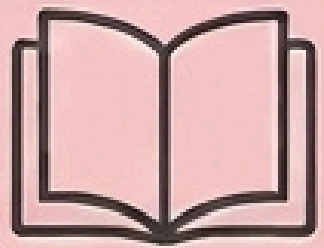


*1st Month:
you can get paid to be you*

**AS LONG AS YOU KNOW
WHO YOU ARE**

Show off your niche & focus areas!

EDUCATION



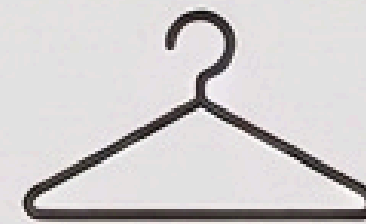
influencer

ENTERTAINMENT



influencer

FASHION



influencer

COOKING



influencer

TRAVEL



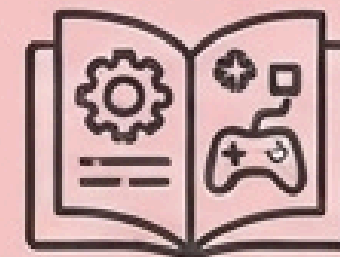
influencer

TECH



influencer

GAMING



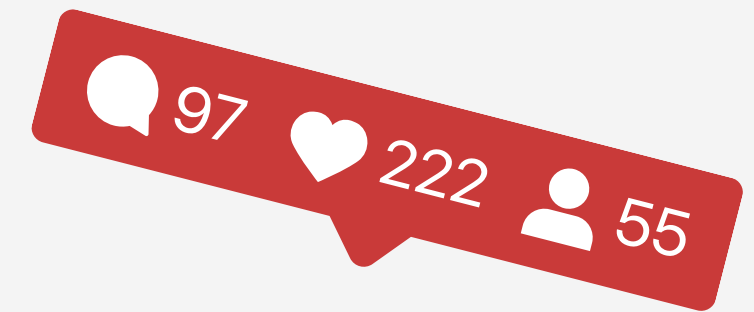
influencer

MOM



influencer

*2nd Month:
listen & talk to your audience*

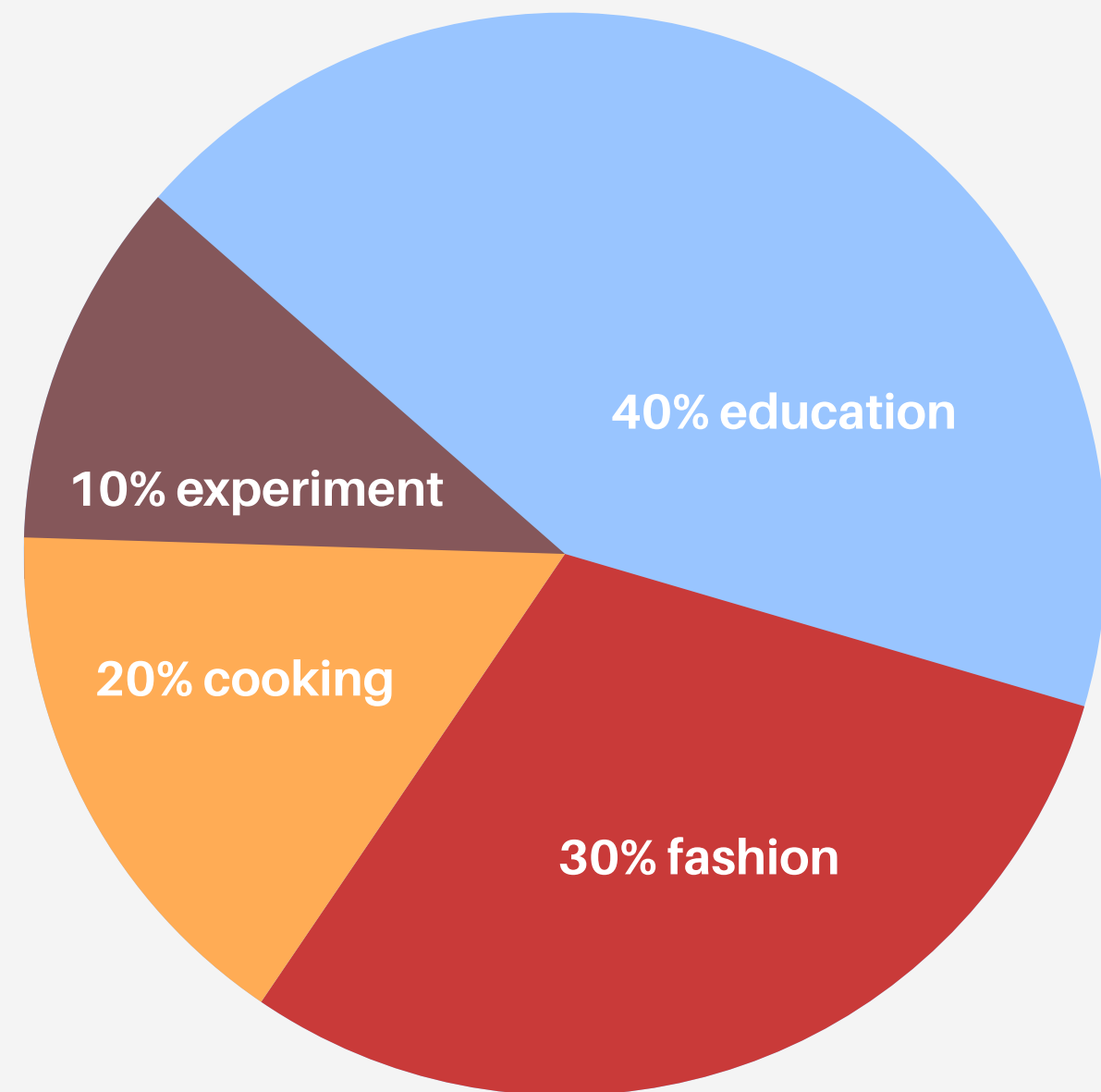


WHAT DO THEY NEED?

3rd Month: content plan

**WHAT ARE YOUR VALUES?
WHAT DO YOU LIKE?**

CONTENT STYLE



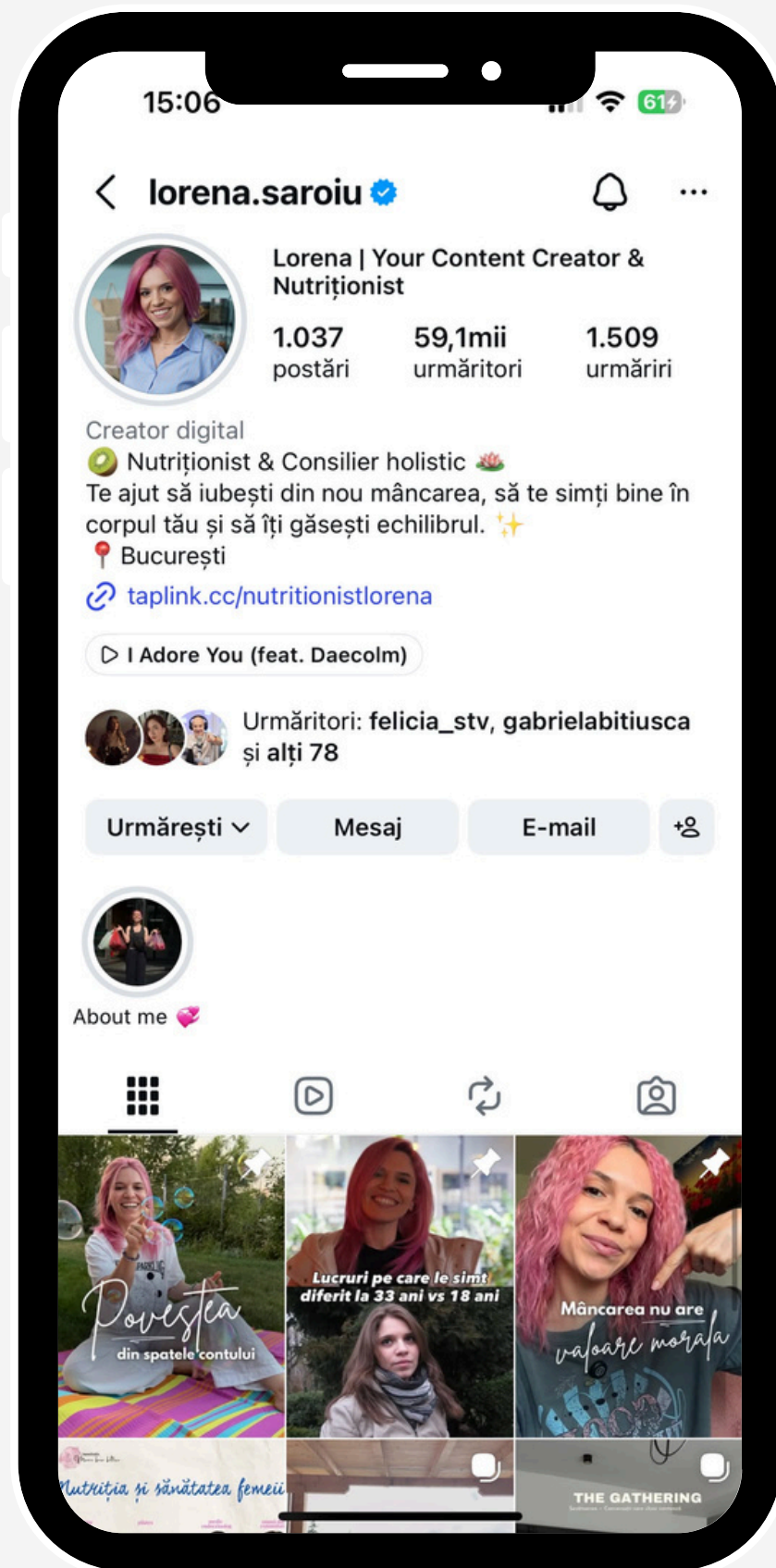
- Experiențe
- Recomandări
- Storytelling
- Integrări organice
- Serii speciale, recurente
- Interacționează cu comunitatea

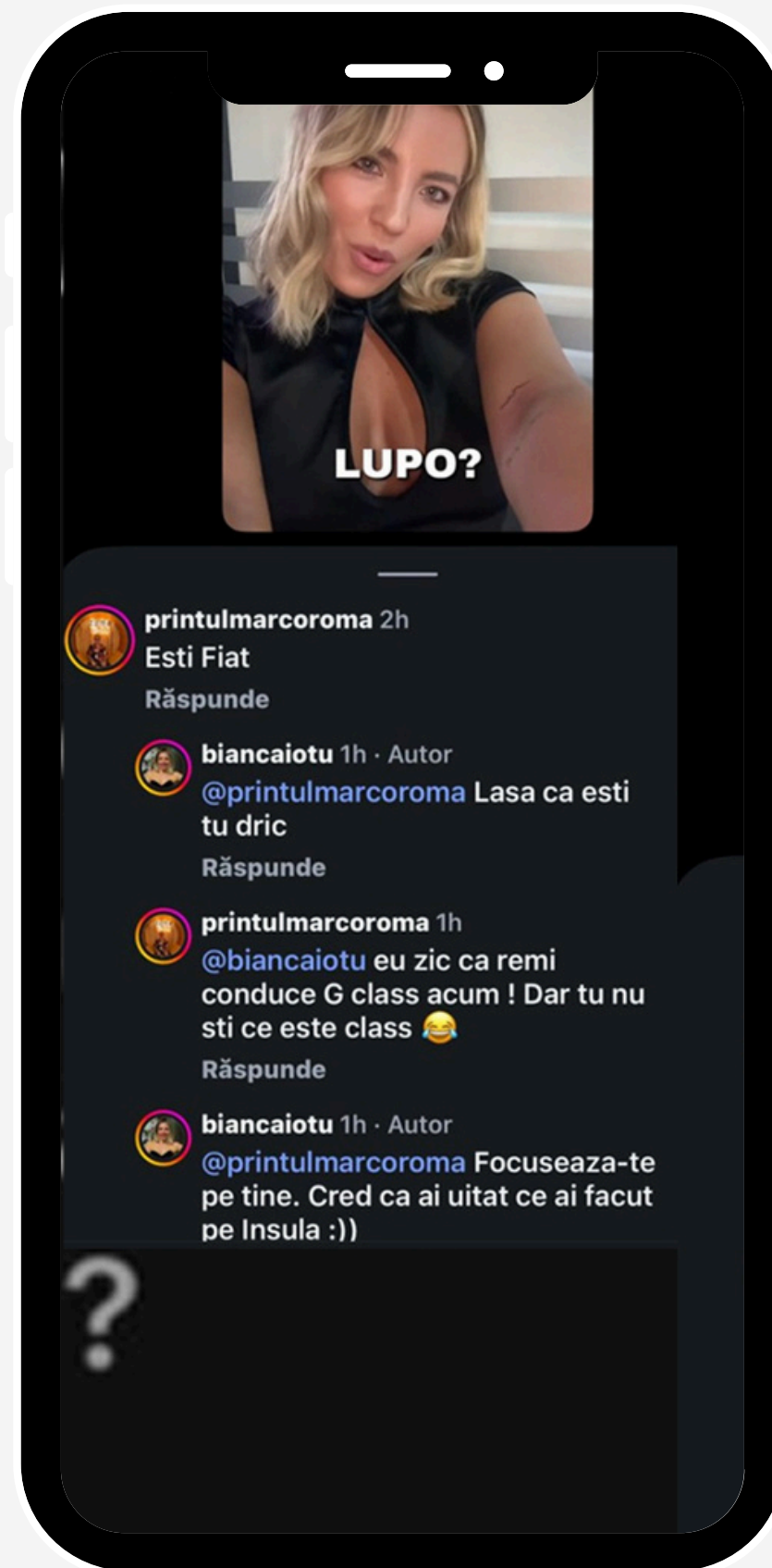
*4th Month:
build trust*

**FROM CONTENT CREATOR
TO INDUSTRY VOICE** 

*5th Month:
brand ready*

**WHAT BRANDS ACTUALLY
LOOK FOR IN AN
INFLUENCER**





*6th Month:
personal brand consolidation*

**START THINKING LIKE A
BUSINESS PARTNER**

Anna Rusu

UGC/Lawyer

Media Kit



45K

Reach

9%

Engagement

91%

Women

83%

From RO

Anna Rusu is a passionate content creator blending her expertise in law with her interests in cooking, fashion, and lifestyle. Through engaging digital storytelling, she creates relatable and informative content that connects professional expertise with everyday interests.





@xlm

AFTER 6 MONTHS



Știu exact ce nișă are acest creator.



Știu cine este comunitatea lui.



Înțeleg de ce publicul are încredere în el.



Îmi pot imagina brandul integrat în conținutul lui și am încredere că poate gestiona parteneriatul în mod profesionist.

**YOU DON'T BECOME AN INFLUENCER
WHEN BRANDS START PAYING
YOU.**

**YOU BECOME VALUABLE TO
BRANDS WHEN YOU HAVE BUILT
SOMETHING PEOPLE TRUST.**

THANK YOU!



SERVICES OFFERED:



SCAN ME!

