

POWER OF INFLUENCERS

By Shayna Salomon

“In-flu-encer: A person or group that has the ability to influence the behavior or opinions of others: The influencer is the individual whose effect on the purchase decision is in some way significant or authoritative.” —Cambridge Business English Dictionary®



influencers who have been working on their image for years. They share their advice on how to become an actual “influencer” and what it takes to become one. As shown in our Q & A, with dedication and hard work, just about anyone can become one and promote their image to the masses in any way they wish to convey.

1. Do you consider yourself an influencer and what does that mean to you?

CARRIE I do consider myself an influencer. To me, an influencer is someone who uses social media as a positive platform in order to inspire and empower others. **SAMANTHA** Yes I consider myself an influencer. It means

someone who sets an example by being a good person and caring about others. I also consider myself a trendsetter for fashion. It means that when I am in the public eye, I have to present myself properly.

2. How many followers does one need to be viewed as an influencer?

CARRIE There’s no specific number in my opinion. As long as you stay dedicated to building a brand that benefits others, your influencer status will come naturally.

SAMANTHA You don’t need many, about 10k and by having that many you can get sponsored posts.

3. How long did it take you to gain that many followers?

CARRIE Years! I have been working diligently to build my brand and develop a strong voice over social media that resonates with others.

SAMANTHA When my Mom first started on Instagram she did not know how to do it at all. She started it about 3 years ago but did not post anything except now and then. A friend showed her how to do it and that was in July of 2016 and she started posting more. When I was 12 I had around 16k followers and now I’m



Being an “influencer” has recently become a nationwide phenomena. Many brands now recognize the power of these influencers as true money makers. An enhancement and added value to their current marketing plan to reach their end consumer. It is evident that the current generation uses social media as other previous generations used the newspapers and tabloids. Thus creating an easy segway for these influencers to find their reach and making them a viable marketing vehicle.

As the influencer trend continues *It’s a Kidsworld* visits with two strong

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14 and I have 122k followers. My Mom got better at it, but she is still learning.

4. What steps did you take to become an influencer?

CARRIE There are so many influencers out there, so first I figured out what makes me unique. I wanted my social media pages to reflect my style empowerment blog, which encourages others to embrace their individuality through style. As someone who was bullied for my fashion sense, it is my goal to prove to others that what makes you different is what makes you beautiful.

SAMANTHA My Mom kept posting photos from all my modeling jobs. People began to notice me and I started gaining followers. When I began modeling Bebe my followers were growing fast and Bebe loved me and kept having me model more and more for them.

5. What do you do currently to bring yourself more followers?

CARRIE They come naturally! As I continue to project my style empowerment

message through my posts, I notice that more and more people flock to my page.

SAMANTHA I try to look professional in my posts and I write an interesting intro to grab attention to what brand I am wearing. I post every day to keep people posted and always keep them updated what I am doing in my daily life.

6. Do you ever have personal contact with your followers?

CARRIE I love reading all my followers' comments on my posts--they are so sweet! I also repost fan art/edits on my Instagram story all the time and even have a highlight button for them.

SAMANTHA My Mom manages my account and she will collaborate with professionals, not myself at all. Its dangerous out there.

7. Do you offer any giveaways? If so how often do you have them and how do your followers get involved?

CARRIE Every week on *Carrie's Chronicles* (www.carrieschronicles.com), I offer a new giveaway—free to enter—that

relates to one of the categories of my website: fashion, beauty, food, fitness, entertainment, and places & spaces. When you subscribe to the site, you get two emails a week, one with all the articles published and the other with the new giveaway info! I also post giveaways on my Instagram feed sometimes, so make sure to follow and watch out for those.

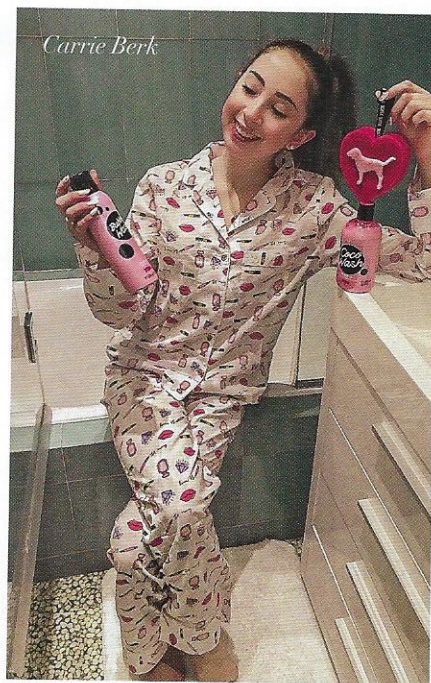
SAMANTHA I myself have not offered any giveaways but Bebe sponsored a giveaway for me when I reached 120k. If I sponsored a giveaway my Mom who is my manager would handle it.

8. Where does your style come from?

Who are your inspirations?

CARRIE My style is bold, experimental, and unafraid. My main style inspiration is Carrie Bradshaw! I feel like we are both style chameleons and are willing to try anything when it comes to our wardrobe.

SAMANTHA My style comes from the great clothes from Bebe and Habitual and many other brands that I influence for. I put my own little touch to things and have fun too. My inspiration is Gigi Hadid because



“Followers need to be themselves and never give up. Believe in yourself and something good always comes your way.”



she is out there and just does her own thing. She also started as a child with Guess and so did I. Elvis Presley is an inspiration too. He achieved fame for his style and he took a chance and made it.

9. Why do you think your followers continue to follow you and take your advice in suggesting products and brands?

CARRIE I think my followers are drawn to authenticity, so I try to be as genuine as possible in what I post and the brands I showcase.

SAMANTHA I think that's because they see me having a good time and enjoying what I wear. I write good things about what I wear and I truly love the clothes.

10. What do you want your followers to know about?

CARRIE They need to be themselves and never give up. Believe in yourself and something good always comes your way.

SAMANTHA They need to be themselves and never give up. Believe in yourself and something good always comes your way.

11. What social media platforms do you use regularly?

CARRIE Instagram, Twitter, Facebook, Pinterest, and my website: www.carrieschronicles.com.

SAMANTHA I use Instagram and then twitter. My Mom runs the business accounts, Instagram is the most important one. I have a Facebook my Mom runs for me too. I have a YouTube channel also.

12. What social media platforms do you use to promote products and which you use yourself?

CARRIE I usually do sponsored brand posts on Instagram, as well as articles on my website about products I love!

SAMANTHA Instagram & twitter also my YouTube channel.

14. Are all your posts to promote certain brands?

CARRIE Nope. Only the posts marked “paid partnership” are dedicated to promoting a specific brand. Otherwise, I love using New York City as my canvas that I paint with my bold sense of style—my feed posts definitely reflect that!

SAMANTHA Not all of my posts. Sometimes I will have random posts about random things.

15. What is your favorite brand to promote?

CARRIE Recently, I collaborated with Victoria's Secret Pink, and that was such a great opportunity. I have been using their products for years, so it was exciting to try some of their new items.

SAMANTHA Bebe and Habitual because they have great style and are very comfortable.

16. How many brands do you promote?

CARRIE I don't have a specific number in mind, but some brands I've worked with exclusively in the past include Victoria's Secret Pink, Diff Eyewear, Daniel Wellington, and Nakd Fashion.

SAMANTHA Several and it is constantly increasing.

17. How many times do you post on your social media platforms? What is the socially acceptable amount of times to post for each platform?

CARRIE I post on my social media platforms once a day. Consistency is key, and I always try to post in the morning so that

Samantha Beining



CARRIE BERK FOLLOWERS

Instagram: 19,800

Twitter: 225

YouTube: 105

T-Mobile Wi-Fi 3:59 PM 49%

carrieberkk

564 posts 19.8K followers 379 following

Follow

Carrie Berk
Public Figure
teen bestselling author • ambassador for no-bully • creator of #carrieschronicles • contributing writer for @girlslifemag • PR contact: @brandsway
www.carrieschronicles.com/
Followed by lizzieberl, micaylamcmahon and shirtsby_soph

Blog Ads/Spons... Your Art! NYFW Events

SAMANTHA BEINING FOLLOWERS

Instagram: 122,000

Twitter: 839

YouTube: 4,025

T-Mobile Wi-Fi 4:00 PM 49%

samanthabeining

1,086 posts 122K followers 7,498 following

Follow

Samantha Beining
Public Figure
Managed model clients are Bebe Girls, Habitual Girl, Guess, O'Neill, Ralph Lauren, DM for bookings LA, NYC & Miami also can contact NEXT Miami&LA
www.famousbirthdays.com/people/samantha-beining.html
Followed by lizzieberl, malibusugar and t2loveinc

like my link... RUNWAY... Blue Eyes Got That Gl... love you

my followers can look forward to seeing my pictures at a specific time.

SAMANTHA I post daily sometimes 2x depending on how many brands I am working with. The best time to post is in the morning. That way when people wake up they are up to date with the latest things I am doing.

18. Do you put in time and consideration about the flow of your feed and if the colors coordinate?

CARRIE For sure. The Adobe software is great for editing photos. I have a filter that I apply to each one of my pics so that my feed remains consistent.

SAMANTHA The designers coordinate my outfits not me.

19. Where do you go from here for yourself on social media... where do you expect it will lead you in the future?

CARRIE I dream of becoming the Editor-in-Chief of Vogue in the future! Social media has allowed me to make so many amazing connections with others in

the fashion industry, so hopefully it will lead me to Vogue one day.

SAMANTHA I expect in the future I will become famous to where I will one day be such a big inspiration to the entire world where everyone will know me.

20. What is one message you'd like to share throughout your feed?

CARRIE Your style is your superpower. Own who you are—there's nothing more beautiful than that.

SAMANTHA I would like to share that I hope everyone is enjoying their life and to be happy. There is always something to look forward to and if things are bad there is always a new day. You make your life happen only you. ■