

How to Become a Social Media Influencer

Meta: Find out how to become an Instagram social media influencer with these clever tips and ideas.

It most certainly sounds like the perfect job, doesn't it? To get paid for advertising someone else's brand, service, or product when all you have to do is wear it, use it, or talk about it and shout it out to your followers! Social Media Influencer jobs are growing – but unless you have a strong following on social media, you won't be able to do the job. However, if you crave to be a social media influencer then you're in the right place. We'll tell you all about it, including how to become a social media influencer on Instagram and other social networking platforms. [1394ta](#) is the biggest Instagram platform marketing business and we operate on a global scale, so for Instagram – and other important social media platforms – we are the go-to for big brands and established influencers. Especially if you want to quickly ramp up your Instagram following. With one of our services, you could do what all the other big brand Instagram accounts do and [buy views on Instagram](#). That is the best way of improving the visibility of your online content and, unlike other follower selling companies online, our Instagram views are the real deal. We don't do fakes; we do not deal with Instagram accounts that aren't genuine and we promise you that you can [buy real active Instagram followers](#) at an affordable price from our website. It is one of the first hurdles you need to get past to be a reputable social media influencer and it's quick and easy to do.

What is a Social Media Influencer?

Perhaps you're not sure what a social media influencer is? Read on – because the influencers of today are making so much money it could be the right job for you!

Becoming a social media influencer means that you have a very large audience base of followers online. Usually you will be affiliated with one or maybe two industries, for example, food, beauty, hair, or fashion (but it can be any industry at all). There are some social media influencers who earn millions of dollars from what they do – just for posting an image of them wearing a big brand, like NIKE for example or drinking Coke! YouTube launched the social media influencer idea – people literally posting videos of them doing kookie stuff online gained views and soon, brands paid them to feature a product or service. Look at the Kardashians! They made a whole career out of social influencing.

Social Media Influencing Really Works

It works too. Did you know that up to 40% of people have made a purchase after seeing their favorite influencer use it or wear it (specifically on Instagram or YouTube social media platforms). For businesses, it's exceptional. A small business can get an enormous boost if an influencer wears or uses one of their products or services and tags them on a social media platform. It's powerful stuff and actually, did you know that you are already an influencer? What do we mean? Well, take that new jacket you wore last week – your friend loved it, so

went out and bought one in exactly the same color, see, that's influence! Or maybe you played a song to your friend and your friend loved it so they downloaded it – that's influencing again. It's not hard to do, once you know how.

So You Want to Be a Social Media Influencer?

You're not alone – in research ¾ of people under the age of 18 want to be a Vlogger or YouTuber as a full-time job so there's going to be lots of competition out there. The first thing to do is make sure you have got really good presence on social media platforms. You can't have any online influence without a captivated audience. You need to put some time and effort in because it doesn't happen overnight, although there is a quick-win, failsafe method. You can [buy Instagram likes cheap](#) on our website and this goes a long way towards gaining even more visibility on Instagram. That's one of the ingredients a good social media influencer needs. Likes, and views of course – and the holy grail, followers.

Next, you need to decide on your niche area. It could be teen fashion, or fashion for moms over 40 or hairstyling, perhaps it's beauty, or you're a budding chef or you've just had a new baby? Maybe you're a fitness guru? Find an area you love so it's easy for you to influence others with what you do and what you recommend. Here's what else you need to do to become a good social media influencer:

- Keep focussed on your niche area and stay abreast of news, other influencers in the area and the industry in general
- Build up a community of followers and stay engaged with them
- Stand out for something unique
- Set some achievable goals and milestones
- Network with other influencers but also network with brands that you're interested in
- Use more than one social media network as you may find your brand resonates better on a different network, play around with them all
- Keep on educating yourself on social media and try out any new platforms that launch
- Look at being a Brand Ambassador (which is similar to being a social media influencer). Brand Ambassadors are usually very loyal customers to a specific brand and their role is to share information and review their favorite products. They get rewarded by free products.
- Have a blog or vlog and shout out the brands you recommend
- Be real. People like the human touch so if you're having a bad day – don't be afraid to say so. It's still social media after all.

What About Qualifications?

There aren't any qualifications as such – who knows, in the future there may be but there are certain degrees/experience/diplomas which will definitely help leverage a career as a social media influencer. For example, if you're a PR, or you already work in marketing. Perhaps you do communications or advertising? Journalism is another area which will help you move into social media influencing roles.

However, you could also work with social media influencers in any of the above roles and it could be the springboard that you need to move over and become a social media influencer yourself. To be a social media influencer you should also be well organized, passionate about social media and love your niche area! Being a good negotiator is another good skill that's worth homing in on because then you can negotiate good fees for displaying a brand's products or services.

Measuring the Success of Being a Social Media Influencer

When it comes to measuring your success, remember that success very much depends on the goals that you put in place at the beginning of your partnership with a brand or business. There are metrics and analytics that you can use to report on engagement, for example you could use one of the following methods to measure success as a social media influencer:

- [Zoomph](#)
- [Traackr](#)
- [BuzzSumo](#)
- [GroupHigh](#)

Tips for Becoming a Social Media Influencer

Remember that becoming a social media influencer doesn't happen overnight, you do need to work at it and that's why it's so important that you are passionate about what you do, that you have a genuine love and understanding of social media, and that you really enjoy working in your niche area. It's the people who are determined and focussed that are the best social media influencers. Good tips include flattering the brands you love, shouting them out on social media again and again, doing it once won't work! Don't be frightened to post as many images as possible wearing brands you like either, it's that one picture that they publish of yours that will help to grow your own social media presence. You need a strong following for your favorite brands to want to collaborate with you.

Some Final Wise Words on Being a Social Media Influencer

Finally, if you want to be social media influencer just for the money then it might not be right for you. You have to be passionate about what you do and your niche area, whether it's fashion, beauty, food, home interiors, cars, fitness, travel etc. You won't be successful if you do it for the sake of doing it. It's also a role that needs dedication and devotion. If you like the idea of social media but perhaps influencing isn't right for you – think about being a social media manager or perhaps you could join the communications team of a brand to see if you enjoy that side of the business? Alternatively, why not work with social media influencers as an assistant to see if you like what they do? As an idea, perhaps you could offer your services for free during school vacation time, as this will also look great on your resume for future use.