

# Blogger Influencer Network

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**Abstract**—The blogger influencer network is a streamlined platform where influencers and brands meet to create a win solution by leveraging on the USP's of each other. Influencers can expect to work with world's greatest brands and campaigns eventually adding freshness of content for their users and brands can leverage on the audience base of the influencers to generate engagement and traction. Social media has become a noisy place and organic success is nearly impossible.

**Keywords**— influencer writing, blogging campaign, paid blogging

## I. INTRODUCTION

Blogger community is a platform created by us that will provide users great content and great insights about the brands under the all universe by running online influencer campaigns with country's most sought after and aspirational bloggers.

No matter where you are based out of, or what audience you are targeting, this platform enables you to curate content for global fashion and lifestyle brands at the click of a button. All you have to do is apply for a campaign or pitch what you have to offer.

From the lack of quality education and resources to the constant battle with brands and advertisers to provide us the respect that we deserved. So instead of accepting how the industry stands – we decided to build something different, something that would empower us blogs to leverage the clout and influence that we have together. From this, The Blogger Network was born.

We hope you are moved to join us – so that together we can provide the world with the positive content and influence that we have to shape the future of online publishing. Whether you're a beginner or seasoned veteran eventually all bloggers want to at least cover blogging expenses from their hobby.

Blogging is still what powers the growth of small online businesses. Over 800+ bloggers spent more than thirty minutes tell us about the ins and outs of their blogs and also the business. Without them, these reports would not exist. What it really means to be a blogger and how we make a living in this industry today.

## II. HOW NETWORK HELP US

Communication in today's time has become extremely accessible, without considering the hierarchy of the person you are writing to you. Hence, too much communication also becomes overwhelming. From a brands point of view, this network will help cater to all influencers who swamp our mailboxes on a daily basis to ask for associations. Blogger Influencer Network was thus introduced to keep things systematic and easy. The network on a holistic level helps all the expectations of an influence.

## III. BLOGGER COMMUNITY

1. **Aspirational bloggers-** No matter where the bloggers are based out of or what audience they are targeting, this platform enables aspirational bloggers to curate content for global fashion and lifestyle brands at the click of a button. All they have to do is sign up, apply for a campaign for any of the fashion forward brand under that already lists the to do's of the campaign or pitch what they have to offer. After vetting the list of bloggers who applied closely, each influencer who will be selected to work for respective campaigns will be gratified in some or the other way based on your performance.

2. **Established bloggers-** This program is an exclusive membership extended only to the utmost elite influencers who are passionately engaged in promoting a stylish & fashion forward lifestyle. This community will identify luxury only super bloggers that fits with the brands aesthetics.

## IV. PROS AND CONS

### Pros

- a) Amplification of content
- b) Monetizing the content
- c) Low investment bigger returns
- d) Strategic collaborations.

### Cons

- a) Follow ups for influencers to perform the activity after applying for the campaigns.
- b) Getting influencers who've signed up be more active on the network
- c) Frequency of campaigns and gratification happens too quickly now, which needs a lot of content

## V. VARIATIONS OF BLOGGER INFLUENCE NETWORK

Blogger Influencer Network is Asia's leading automated platform that connects brands and influencers. Blogger Influencer Network helps brands identify and engage targeted influencers to create powerful social and video content. Blogger Influencer Network offers transparent pricing and real time campaign analytics for every piece of content.

- 1) **For brands:** With Blogger Influencer Network, brands can run influencer outreach campaigns for product launches, affiliate marketing and brand awareness in one click.
  - a) **Create campaign:** Create blogger outreach campaign to engage targeted influencers for product launch, brand awareness, content distribution and more.
  - b) **Invite Influencers**  
Invite relevant influencers to participate and blog basis genre or Blogscore – a metric which is derived from blog's performance, blog's global benchmarking and influencer's social influence.
  - c) **Review & Approve Blog Post**  
Review draft blogs and give feedback to ensure your brand guidelines are met. The blog goes live only once you approve it.
  - d) **In-depth Analytics**  
Analyze the reach and influence earned in real-time.
- 2) **For Influencer:** Blogger Influencer Network endeavors to provide sufficient opportunities to them to make it happen. Our aim is to match right Brands and Influencers and we encourage Influencers to create authentic content as per the needs of their audience.
  - a) **Discover Campaigns**  
Search and explore live campaigns from your favorite brands.
  - b) **Apply for campaigns**  
Apply for relevant campaigns or accept invitations from brands that want to engage you.
  - c) **Submit Blog**  
Submit draft blog for review. Once the brand approves it, publish the blog and submit the published URL.
  - d) **Get Paid!**  
Get paid directly in your bank account for what you love doing.

## VI. HOW DOES IT WORK?

No matter where you are based out of, or what audience you are targeting this platform enables you to curate content for global fashion and lifestyle brands at the click of a button. All you have to do is apply for a campaign or pitch what you have to offer.

- Figure1: Sign up and sign-in to your account
- Figure2: Discover all on-going campaigns
- Figure3: Apply for the campaign or submit a pitch!



- Figure4: Once we review your application, publish your content



- Get gratified!

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## VIII. CONCLUSION

This is the beginning of blogging network is a positive business process. For bring two or many others blogger together than two organizational entities. Bloggers can communicate and start a new campaign and aware to the people in these world and also convey any opinion over the social networks. The blogger network community has started to take the enormous possibilities of reaching and serving the Blogger in this emerging bloggers Influencing marketing.

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