It looks so easy. Take some great photos, come up with a cute caption that catches your followers’ attention and voilà! behind the scenes. There are many elements to juggle, from content creation to follower engagement and corporate

It sounds a bit like owning a business, doesn’t it? Like any start-up, success doesn’t happen overnight.  

DEFINITION: DIGITAL INFLUENCER 101: people behave, for example through their use of social media (Kim Kardashian, Lilly Singh YouTube, Instagram, Facebook, WordPress)

EXAMPLES: Kim Kardashian, Lilly Singh

Both alumnae have grown their audiences to the point of the ways I increased my follower base — especially in the beginning — was to partner with fellow bloggers and friends and write about her adventures trying new looks outside of her West Coast fashion comfort zone, eventually began to generate income — but not until three years of hard work and effort in content creation and follower engagement was invested into her channel. Not that Barber’s complaining. “Leopard Couture is a job of passion for me. It’s my fuel.”

Barber cautions, that it’s not an overnight success. “Some of the ways I increased my follower base — especially in the beginning — was to partner with fellow bloggers and friends and write about her adventures trying new looks outside of her West Coast fashion comfort zone, eventually began to generate income — but not until three years of hard work and effort in content creation and follower engagement was invested into her channel. Not that Barber’s complaining. “Leopard Couture is a job of passion for me. It’s my fuel.”

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