

## GLOBAL JOURNAL OF ENGINEERING SCIENCE AND RESEARCHES REVIEW ON BLOGGER INFLUENCER NETWORK

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### ABSTRACT

Influence Of blogging has increased tremendously over the time span. And due to which it is a point of focus for all the USP's. Now a days all the market and website rely on blogging for their market growth and reputation. We have different types of blogging such that it can be a friendly ne or a paid one for which a blogger is paid to write the comments. It has a huge impact on the website or that particular channel on internet after blogs. So, we have a blogger community which work over this to fulfil the demands of network.

*Keywords: blogging, paid blogging.*

### I. INTRODUCTION

Blogger is the word which originated from the word weblog. Blog is a platform, created by us, providing users better content as well as great insights about the companies that are under the universe and run by online influencer campaigns with country's most sought after and aspirational bloggers. You can also refer it as an online journal or diary, although blogs are used for much more now, as of in online journalism. A blogger is someone who blogs through blogging, or writes content for a blog. Blogging is basically the act of writing a post for a blog. 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 a click. All you have to do is apply for a campaign or pitch what you have to offer. From the lack of quality education to the lack of resources, a battle sets to be constant with brands and advertisers to provide us the deserving respect. So instead of accepting how the industry stands – we decided to build something different, something that would empower us blog to leverage the clout and influence that we have together. This lead to the birth of Blogger Network. We hope you are moved to join us – so that we together will provide and influence the world with a positive content 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 up the blogging expenses from their hobby. Blogging is still what powers the growth of small online businesses. Over 900+ bloggers spent more than thirty minutes telling us about the ins and outs of their blogs and also the business. What it really means to be a blogger and how we make a living in this industry today, these reports would not exist without knowing the present ins and outs of the blogger.

### II. HOW NETWORK HELP US

Information passing and communication in today's time has become extremely easy to access, without considering the type of the person you are writing to. But, too much of communication also becomes extra emotional. From a company point of view, this network will help cater all the influencers who fill our mailboxes on a daily basis to ask for collaborations and associations. Blogger Network influence was thus introduced to keep things systematic and easy. The network on a holistic level helps to meet up all the expectations of an influencer.

### III. TYPES OF BLOGGER COMMUNITY

**1.Succeeding 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 on a single click. All they have to do is sign up, apply for a campaign belonging to any of the fashion forward brand that 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 selected to work for respective campaigns will be gratified in some or the other way based on your performance.

**2. Existing 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. ADVANTAGES AND DISADVANTAGES

##### Advantages

- a) clearing content
- b) Monetary benefits
- c) Less expenditure and higher returns
- d) Strategic collaborations.

##### Disadvantages

- a) continuous monitoring of bloggers about the content of blog.
- b) Getting influencers who've signed up to be more active on the network
- c) Frequency of campaigns and gratification happens too quickly now, which in result needs a lot of content.

#### V. DIFFERENT BLOGGER NETWORKS

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

**1) For branded companies:** With Blogger Influencer Network, brands can run influencer outreach campaigns for product launches, affiliate marketing and brand awareness only in a click.

**a) Create new campaign:** Create a blogger outreach campaign to engage the targeted influencers for product launch, brand awareness, content distribution and more.

**b) Invite Influencers:** Invite relevant influencers to participate and blog basis genre or Blog score – a metric which is derived from blog's performance, blog's global benchmarking and also from influencer's social influence.

**c) Review & Approve Blog Post:** Review draft blogs and give a feedback to ensure your brand guidelines are met. The blog goes live only once you approve it.

**d) In-depth Analytics:** Analyse the reach and influence the earned review in real-time.

**2) For Influencer:** Blogger Influencer Network endeavours for them to provide sufficient opportunities to make it happen. To match right Brands with the right Influencers is our aim and we encourage Influencers to create authentic content as per the needs of their audience.

**a) Discover Campaigns:** Search, explore and enjoy live campaigns from your favourite brands.

**b) Apply for campaigns:** Apply for relevant campaigns or accept invitations from brands that come forward to engage you.

**c) Submit Blog:** Submit a 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 loved and will love doing.

#### VI. HOW IT WORK?

This platform enables you to curate content for global fashion and lifestyle brands at the click of a button by less focusing where you are based out of, or what audience you are targeting. All you have to do is apply for a campaign or pitch what you have to offer.

This is the beginning of a positive business process through blogging network. This network brings two or many bloggers together than two organizational entities. Bloggers can communicate and start a new campaign and aware 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 the emerging bloggers Influencing marketing.

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