

UNISYNC
ANGEL INVESTING SIMPLIFIED

NEWSLETTER

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#INFULENCER ECONOMY

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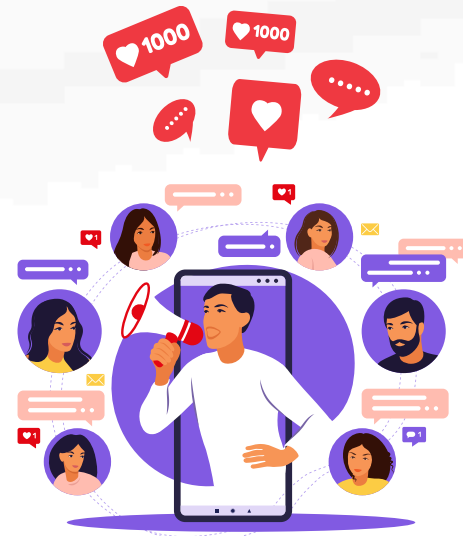
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Did you know?



AT UNISYNC ANGELS,

Our startup portfolio approach is sector agnostic as well as stage agnostic. We have a diverse set of startups from seed stage to growth stage headed by experienced and passionate founding team.

Creator Economy:

Refers to the ecosystem where influencers, content creators, and independent businesses generate revenue by monetizing their online content through various platforms.



THE INFLUENCER ECONOMY: A BOOMING OPPORTUNITY FOR INVESTORS

The influencer economy has transformed from a niche segment into a booming industry, one that continues to disrupt traditional media and marketing landscapes. Social media platforms have empowered individuals to amass huge followings and create content that resonates with audiences on a personal level. As a result, influencers have become key drivers of brand awareness, sales, and even social change. This meteoric rise presents a unique opportunity for investors looking to capitalize on the future of marketing and content creation.

Brands today recognize the power of influencer marketing in establishing trust and credibility with consumers. From fitness enthusiasts and beauty experts to tech reviewers and lifestyle bloggers, influencers have built communities centered around authenticity. It's this deep connection with their followers that drives high engagement rates, often outperforming traditional advertising. Investors can see clear potential in this—brands are willing to invest substantial sums into partnerships with influencers who can deliver a more targeted and impactful message.

The numbers speak for themselves. The global influencer market was valued at over \$21 billion in 2023 and is projected to grow further, with an increasing focus on micro and nano influencers.



CA MAYANK DESAI

Co-Founder, Unisync Angels
Partner, Y.B. Desai & Associates

These smaller influencers, with loyal but niche audiences, are proving to be more effective in driving conversions at lower costs. For investors, this means lower risk and higher returns on investment (ROI) as brands diversify their influencer marketing strategies.

The rise of new platforms like TikTok and YouTube Shorts only fuels this growth. Creators are now able to monetize their content directly through brand deals, merchandise, and even fan subscriptions. As the creator economy expands, investors have a chance to fund innovative influencer tools, talent agencies, and marketing platforms, shaping the future of this rapidly evolving space.

In the influencer economy, we're not just witnessing a shift in marketing; we're seeing the birth of a new economic ecosystem—one ripe with potential for savvy investors to tap into.

Best Regards
CA Mayank Desai

THE MIGHTY MINIONS:

WHY MICRO-INFLUENCERS ARE THE FUTURE OF MARKETING

Gone are the days when influencer marketing solely meant big-budget celebrity endorsements. Today, a new breed of influencer is taking centre-stage: the micro-influencer. These everyday individuals, boasting engaged communities of 10,000 to 100,000 followers, are fast proving their worth in the marketing landscape, influencing B2C and B2B brands alike.

WHO ARE MICRO-INFLUENCERS?

Forget the red carpets and celebrity lifestyles. Micro-influencers are the people next door, the experts in your niche – the travel blogger you trust, the tech-savvy engineer your colleagues follow, or the home cook inspiring your next culinary adventure. Their power lies in their authenticity and the deep connections they've built with their audience.

WHY THE RISE OF MICRO-INFLUENCERS?

Several factors are fuelling the micro-influencer revolution:

- **Niche Targeting:** Consumers crave trust and relatability. Micro-influencers cater to specific interests, fostering stronger bonds with their audience, leading to higher engagement and conversions.
- **Engagement:** Studies reveal that micro-influencers generate exponentially higher engagement rates per follower than their...



Written by,

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Director, Syncoro Ventures

celebrity counterparts. Take, for instance, a fashion micro-influencer in India like **Komal Pandey (@komalpandeyofficial)** with 1.8mln followers. Her sponsored posts garner an average engagement rate of 7%, compared to a Bollywood A-lister who might see a mere 1-2% engagement on theirs.

- **Authenticity:** Micro-influencers are perceived as more genuine and relatable than celebrities, leading to greater trust and influence over their audience's purchasing decisions.
- **Affordability:** Compared to celebrities, micro-influencers offer significantly lower costs, making influencer marketing accessible to a wider range of businesses.

SEEING IS BELIEVING: REAL-WORLD EXAMPLES

The impact of micro-influencers transcends borders. Let's take a look at two successful campaigns:

- In the US, **Mike Thurston (@dadbodfashion)**, a micro-influencer with **40,000** followers, partnered with Levi's to promote their plus-size clothing line.

- The campaign resonated deeply with his audience, generating high engagement and positive brand sentiment for Levi's.
- Closer to home, **Mallika Dubey (@mallika_dubey)**, a food blogger with **60,000** followers in India, collaborated with Maggi to create unique recipes using their instant noodles. This campaign effectively reached a targeted audience interested in quick and easy meals, achieving impressive brand awareness and engagement for Maggi.

BEYOND B2C: THE POWER OF MICRO-INFLUENCERS IN B2B

The influence of micro-influencers extends far beyond the realm of B2C marketing. In the B2B space, they can be valuable assets for:

- **Promoting specific products or services:** Imagine a tech micro-influencer like **Sahil Shah (@sahil_says)** showcasing the benefits of a new software tool to his developer community.
- **Building brand awareness:** An industry expert like **Sheena Bajaj (@sheenaba)**, with a focused following, can share thought leadership content and attract potential clients.
- **Engaging with a targeted audience:** Micro-influencers can participate in industry events and foster connections with relevant decision-makers, amplifying brand reach.

WHY CHOOSE MICRO-INFLUENCERS?

While big influencers offer wider reach, micro-influencers come with distinct advantages:

- **Higher ROI:** The cost-effectiveness of micro-influencers often translates to a higher return on investment for brands.
- **Stronger Engagement:** As seen earlier, micro-influencers typically generate higher engagement rates, leading to more meaningful interactions and conversions.

- **Targeted Reach:** They allow brands to connect with specific niche audiences, increasing the relevance and impact of their campaigns.
- **Authenticity & Trust:** The genuine connection micro-influencers share with their audience fosters greater brand trust and advocacy.

THE FUTURE IS MICRO

As brands seek efficient and targeted marketing strategies, micro-influencers are poised to play an increasingly vital role. Their authenticity, niche expertise, and engaged communities offer a powerful alternative to traditional celebrity endorsements. By leveraging the power of micro-influencers, B2C and B2B brands can achieve greater reach, engagement, and ultimately, success in the ever-evolving social media landscape.

P.S.: Sometimes these micro-influencers become mega-influencers, thanks to their unique content creation skills. A brand may engage with such influencers depending on their brand promise and the target audience the brand wants to engage with:



Tanmay Bhatt (comedian with 1.9+ mn followers:

<https://www.instagram.com/tanmaybhat/>



Kusha Kapila (Digital Creator with 3.5+ mn followers:

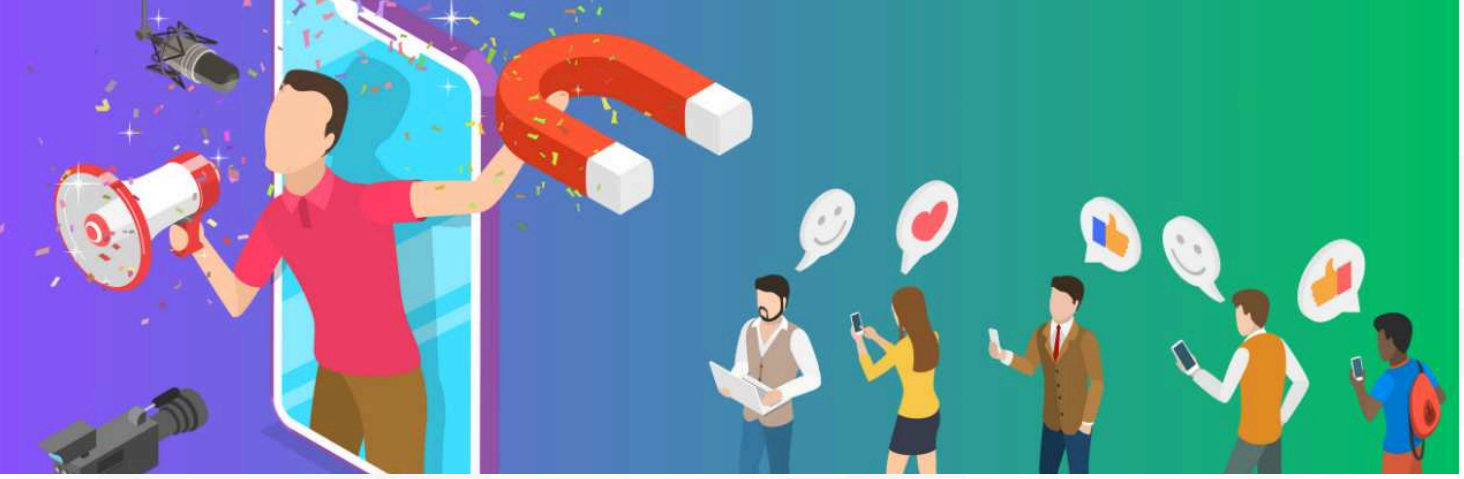
<https://www.instagram.com/kushakapila/>



Rupal Shah (from Surat with 621k+ followers:<https://www.instagram.com/roopalshahshah/>

In fact, there is a growing trend of moving from being an influencer to a brand creator using '**Content-to-Community-to-Commerce Strategy**' where these influencers have successfully launching their own brands!

Micro-Influencers: Social media influencers with a smaller following (typically between 10,000–100,000) but often have more niche or engaged audiences.



INFLUENCER'S ECONOMY: A GLOBAL AND INDIAN PERSPECTIVE

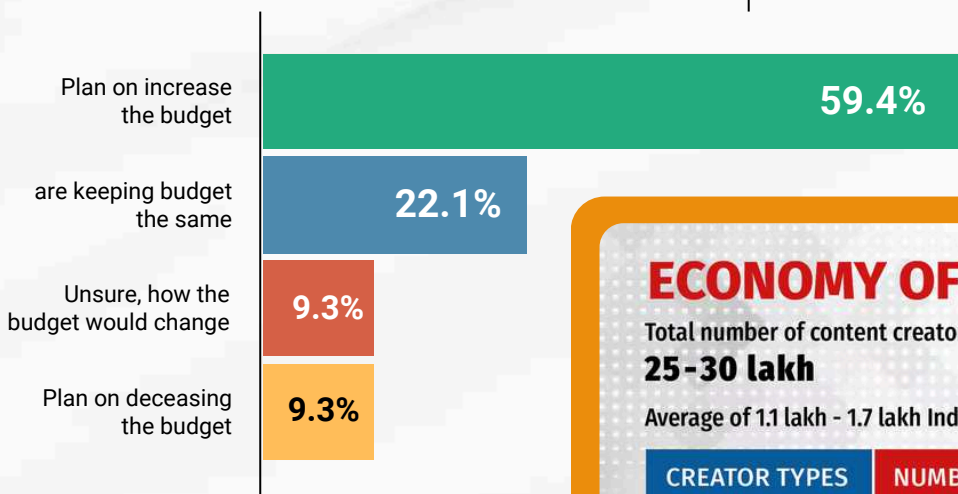
INTRODUCTION: THE INFLUENCER ECONOMY BOOM:

The **influencer economy** has rapidly evolved into a multi-billion-dollar global industry. What started as a trend on social media has now become a full-fledged industry commanding **\$24 billion globally**. In India alone, influencer marketing is growing exponentially, with brands shifting from traditional ads to influencer-driven strategies that leverage **authenticity** and **direct engagement** with consumers.

With over **85% of marketers** dedicating a portion of their budget to influencer marketing, this market is ripe for investment.

Whether it's tech, fashion, finance, or fitness, influencers are reshaping how businesses reach consumers. This shift presents a significant opportunity for investors to back platforms, tools, and businesses within this rapidly growing industry.

According to the Influencer Marketing Hub Report for 2024, nearly 59.4% of respondents who budget for influencer marketing plan to increase their influencer marketing budget over the next 12 months. An additional 22.1% indicate that they expect to keep their budgets the same as in 2023. Furthermore, 9.3% stated that they were unsure how their influencer marketing budgets would change, leaving just 9.3% intending to decrease their influencer marketing budgets.



Source: International Marketing Hub

ECONOMY OF INFLUENCE IN INDIA

Total number of content creators
25-30 lakh

Creators monetizing content
1.5-1.7 lakh

Average of 1.1 lakh - 1.7 lakh Indian creators monetise their content on YouTube

CREATOR TYPES	NUMBER OF CREATORS EARNING VIA YOUTUBE
Nano	20,000-30,000
Micro	30,000-60,000
Macro	60,000-68,000
Mega/Celebrity	6,000-10,000

Source: Koflucence influencer marketing report



THE GLOBAL OUTLOOK: CASE STUDY OF MR BEAST'S MEDIA EMPIRE

Influencer marketing has transcended content creation, with many influencers expanding their reach into entrepreneurship, launching businesses, and securing major investments. A prime example of this is **Mr. Beast (Jimmy Donaldson)**, one of the most prominent YouTubers globally.

FROM CONTENT CREATOR TO BUSINESS MOGUL

- **Mr. Beast** commands over **300 million YouTube subscribers** across multiple channels. He is famous for his viral stunts, massive giveaways, and philanthropy-based content. However, his influence extends far beyond YouTube videos. Here's how he has built a media empire:
- **Mr. Beast Burger:** Mr. Beast launched a virtual restaurant that now has over **1,000 locations worldwide**. The concept allows local restaurants to deliver Mr. Beast-branded burgers through food delivery apps, showing the power of influencer-driven consumer products.

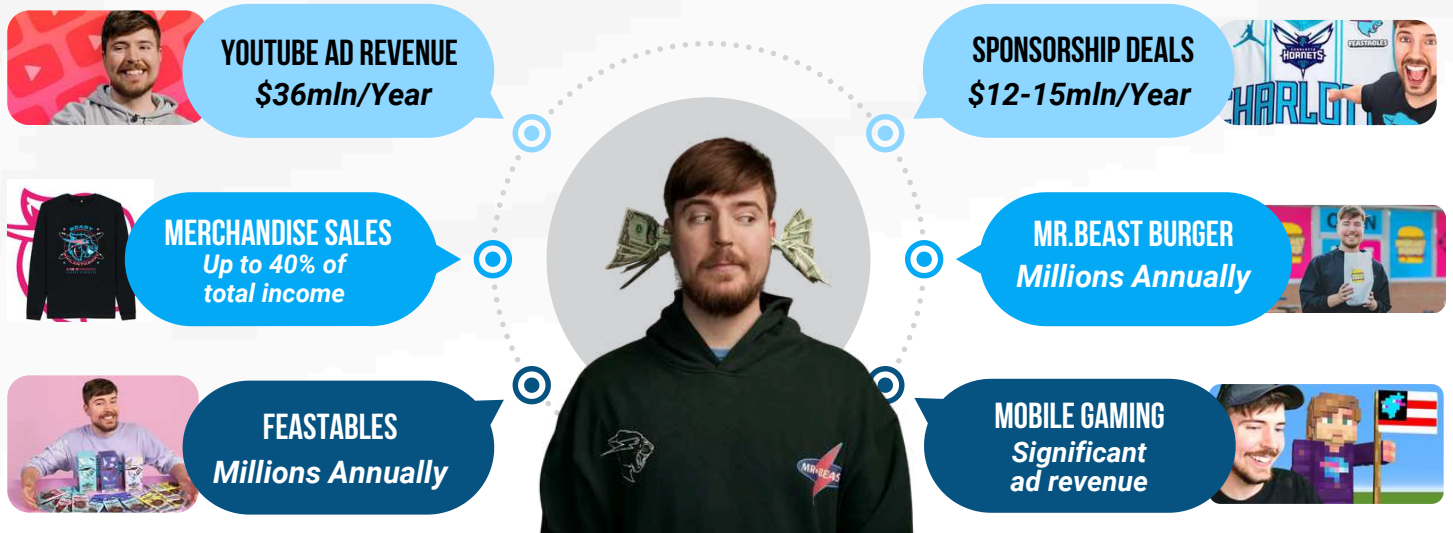
- **Feastables:** A successful venture into snack products, Feastables quickly raised \$10 million in funding within months of launch. Mr. Beast's ability to turn his follower base into customers is a prime example of how influencers can launch and grow brands.
- **Brand Partnerships:** Mr. Beast collaborates with global brands like **Honey** and **Shopify**, securing millions in sponsorship deals.

INVESTOR TAKEAWAY

Mr. Beast's journey highlights the potential for influencers to expand into direct-to-consumer businesses, media empires, and product lines, turning their follower base into customers. Investors should focus on influencers with long-term audience engagement who are capable of launching scalable businesses.

NET WORTH
\$500 MILLION

MR. BEAST'S COMPLETE REVENUE BREAKDOWN *(Estimated)*



INDIA LANDSCAPE

India's influencer marketing industry is projected to reach Rs 5,500 crore in 2024, indicating the increasing importance of social media creators. By 2028, over 80% of brands are expected to allocate up to 30% of their marketing budget to influencer marketing. In 2024, influencer marketing is anticipated to account for 11% of India's overall digital media landscape, with significant growth expected in the coming years.

India's influencer marketing industry is set to reach Rs 5,500 crore in 2024, as per the Influencer Marketing Report 2024 from Influencer.in. This trend reflects how crucial social media creators have become, with brands increasingly channelling hefty parts of their marketing budgets into influencer campaigns.

The report suggests that by 2028, over 80% of brands are expected to allocate up to 30% of their marketing budget to influencer marketing. This indicates a significant shift in advertising strategies. Brands, particularly in sectors such as FMCG, e-commerce, and automobiles, are projected to increase their investments in this area. It is estimated that about 40-57% of companies in these fields will increase their influencer marketing budgets by 10% by 2026.

In 2024, influencer marketing is expected to account for 11% of India's overall digital media landscape. The forecasted growth of 20% this year, followed by an annual increase of 25% from 2024 to 2026, highlights the integration of influencer marketing in the broader digital ecosystem.

SECTORAL DOMINANCE IN INDIA: THE INFLUENCERS SHAPING INDUSTRIES

India's influencer landscape spans across multiple industries, with creators dominating key sectors like **fashion, fitness, technology, and finance**. Below is a deeper dive into some of the most influential figures across trending sectors, showcasing their market influence and brand partnerships.

COMEDY BLOGGER & INFLUENCERS:




Brand Collaboration: A partnership between a brand and an influencer to promote products or services through the influencer's content.

FASHION BLOGGER & INFLUENCERS:



Karron Dhingra

 **2.2M** Followers

 **6.13M** Subscribers



Ayush Mehra

 **1.1M** Followers


 **116K** Subscribers




Siddharth Batra


 **264K** Followers

 **228K** Subscribers



Sakshi Sindwani


 **672K** Followers


 **143K** Subscribers




Kritika Khurana


 **1.8M** Followers


 **858K** Subscribers




Aashna Shroff


 **1M** Followers


 **186K** Subscribers




Komal Pandey


 **1.8M** Followers

 **1.36M** Subscribers



Sejal Kumar

 **820K** Followers

 **1.45M** Subscribers




Masoom Minawala


 **1.3M** Followers


 **58.5K** Subscribers

EDUCATION & FINANCE INFLUENCERS:



Neha Nagar

 **1.7M** Followers

 **386K** Subscribers



Ranveer Allahbadia

 **2.7M** Followers

 **9.39M** Subscribers




Ankur Warikoo

 **3.5M** Followers


 **4.97M** Subscribers




Shashank Udapa


 **352K** Followers

 **247K** Subscribers



Abhi & Niyu

 **2.8M** Followers


 **6.2M** Subscribers




Jay Kapoor


 **621K** Followers


 **682K** Subscribers



Rachana Ranade

 **1.1M** Followers


 **5.05M** Subscribers




Anushka Rathod


 **1M** Followers


 **704K** Subscribers




Shreya Kapoor


 **650K** Followers

 **7.35K** Subscribers



Sharan Hegde

 **2.7M** Followers

 **3.23M** Subscribers

TOP GAMING INFLUENCERS:



Anshu Bisht

 **1.9M** Followers

 **6.35M** Subscribers



Nischay Malhan

 **10M** Followers

 **22.7M** Subscribers



Rony Dasgupta

 **834K** Followers


 **4.92M** Subscribers




Dyanmo Gaming


 **2M** Followers


 **10M** Subscribers




Lokesh Gamer


 **7.3M** Followers


 **16M** Subscribers



A_S gaming

 **3.4M** Followers

 **20.5M** Subscribers



Techno Gamerz

 **1.5M** Followers

 **42.4M** Subscribers



CarryMinati

 **21.9M** Followers

 **12.2M** Subscribers



Tanmay Bhatt

 **1.9M** Followers

 **4.93M** Subscribers




MythPat


 **3.6M** Followers


 **15.4M** Subscribers


TOP FITNESS INFLUENCERS:




Simrun Chopra


 **780K** Followers


 **36.6K** Subscribers




Pooja Makhija


 **431K** Followers


 **21.3K** Subscribers




Namrata Purohit


 **528K** Followers

 **54.1K** Subscribers



Luke Coutinho

 **594K** Followers


 **428K** Subscribers




Rohit Khatri


 **1.4M** Followers


 **5.08M** Subscribers




Jeet Selal


 **2.3M** Followers


 **4.61M** Subscribers




Varun Verma


 **665K** Followers


 **61.5K** Subscribers




Yasmin Karachiwala


 **1M** Followers


 **104K** Subscribers




Biglee Murali


 **1.2M** Followers

 **232K** Subscribers



Rujuta Diwekar

 **1.6M** Followers

 **1.09M** Subscribers



Gaurav Taneja

 **3.7M** Followers

 **9.23M** Subscribers



Ankit Baiyanpuria

 **8.2M** Followers

 **4.52M** Subscribers


TECHNOLOGY INFLUENCERS:




Manoj Saru


 **1.8M** Followers


 **14.5M** Subscribers




Praval Sharma


 **94.7K** Followers


 **1.62M** Subscribers




Techno Ruhez


 **400K** Followers


 **3.75M** Subscribers




TrakinTech


 **1.2M** Followers


 **14.6M** Subscribers




Ranjit Kumar
(Geekyranjit)

 **46.1K** Followers


 **3.3M** Subscribers




Gaurav Chaudhary


 **5.9M** Followers

 **23.6M** Subscribers



Shlok Srivastava

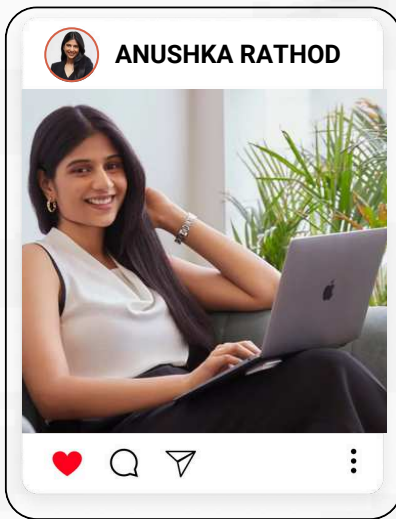
 **4.8M** Followers

 **12M** Subscribers

LOCAL TALENT FROM SURAT: EMERGING INFLUENCERS

Surat is emerging as a significant hub for digital creators, with influencers gaining attention across diverse niches such as finance, fashion, food, and lifestyle. These influencers have not only gained large followings but are also collaborating with top brands, establishing themselves as key figures in India's growing influencer economy.





- **Instagram Handle:** [@Anushka Rathod](#)
- **Niche:** Finance, Investing, Personal Growth
- **Follower Count:** 1M+
- **Impact:** Anushka is known for simplifying complex financial concepts for millennials, making finance accessible and relatable. She covers topics like savings, investments, mutual funds, and stock markets. Her content is popular for breaking down financial jargon in an engaging and humorous way.
- **Brand Collaborations:** She has collaborated with major brands like **ETMoney**, **Groww**, and other fintech companies to promote financial literacy among young adults.



- **Instagram Handle:** [@ca.twinklejain](#)
- **Niche:** Finance, Taxation, Education
- **Follower Count:** 411k+
- **Impact:** Twinkle Jain is dedicated to making financial literacy accessible to everyone. Through her engaging content, she simplifies complex financial and taxation concepts, empowering her followers to understand their financial rights and responsibilities. By addressing common misconceptions and providing practical tips, she fosters a community that values informed decision-making. Her relatable approach encourages young professionals and students to take control of their financial futures.
- **Brand Collaborations:** Twinkle collaborates with financial institutions and educational platforms to provide insightful content about tax planning and personal finance. Her partnerships with brands like HDFC Bank and ClearTax often include interactive sessions and webinars, offering her audience direct access to expert advice and resources. By integrating brand messages with educational content, she enhances her followers' understanding while promoting relevant financial solutions.



- **Instagram Handle:** [@Roopalshahshah](#)
- **Niche:** Fashion, beauty, Travel, Fitness
- **Follower Count:** 621k+
- **Impact:** Rupal Shah Shah inspires her followers with her diverse content focusing on fashion, beauty, travel adventures, and fitness tips. Her ability to blend these niches provides a holistic approach to lifestyle improvement, engaging her audience with authenticity and practical advice. Her curated fashion looks and beauty routines make her a go-to for style inspiration.



- **Instagram Handle:** [@Shivamsingh_Rajputt](#)
- **Niche:** Comedian
- **Follower Count:** 1.4M+
- **Impact:** Shivam Singh Rajputt captivates his audience through humorous skits and relatable comedy content. His sharp wit and ability to turn everyday situations into laughter-filled moments resonate with a wide audience, building a strong community of comedy enthusiasts.



- **Instagram Handle:** [@dudeseriouslyofficial](#)
- **Niche:** Comedy
- **Follower Count:** 88.9k+
- **Impact:** "Dude Seriously" creates engaging, humorous content featuring sketch comedies and parodies that entertain a broad audience. Their witty takes on relatable situations and social issues spark laughter and connect with a younger, humor-driven demographic.

INFLUENCER MARKETING PLATFORMS: BRIDGING BRANDS AND CREATORS

In the age of digital storytelling, influencers have become the voice that shapes consumer decisions. But behind every successful influencer campaign is a platform that makes it happen—automating processes, connecting brands with the perfect creators, and turning creativity into conversions.

Here's a look at some of the most powerful influencer marketing platforms transforming the digital world.



1. Upfluence: Let AI Find Your Perfect Match

Think of Upfluence as your AI-powered matchmaker in the influencer world. With a vast database of influencers and content creators, Upfluence doesn't just help brands find influencers—it helps them find the right ones. Imagine a platform that analyzes millions of data points, then hand-picks influencers whose audience mirrors your brand's personality.

- **What Makes It Special:** Upfluence's AI assistant works like a personal guide, taking the guesswork out of influencer marketing. Whether you're a fashion brand, a tech startup, or a wellness company, Upfluence ensures the perfect match by analyzing everything from engagement rates to audience demographics.

(Imagine a world where every influencer collaboration is driven by data that guarantees success—Upfluence turns this into reality.)

Sponsored Content: Paid content created by influencers on behalf of a brand, with the aim to promote a specific product or service.



2. Creator.Co: Dive Deep into Audience Insights

In the crowded space of influencer marketing, **precision** is key. Creator.Co brings together a **300-million-strong database** of influencers with deep audience insights. Whether you're launching a new product or expanding into new markets, Creator.Co ensures that your brand's story is heard by the right people.

- **What Makes It Special:** Hyper-targeted influencer search means you'll be connected with creators who speak directly to your audience, not just anyone with a following. Add audience analysis and social listening, and you've got a platform that tailors campaigns to get your brand in front of the people who matter most.

(Why waste time on broad strokes when you can laser-focus on influencers whose audiences are already engaged with your product niche?)



3. Grin: Building Relationships that Last

Grin believes that great marketing is about relationships, not just transactions. Imagine building **long-term partnerships** with influencers who care about your brand as much as you do. Grin's platform allows brands to nurture these connections while keeping an eye on analytics that matter.

- **What Makes It Special:** It's like having a **relationship manager** for your influencer campaigns. Grin not only helps you find influencers but also lets you manage content, track results, and even handle e-commerce integrations. It's a one-stop shop for brands looking to go beyond "one-off" collaborations and focus on real **brand ambassadors**.

(Grin gives you the tools to foster authentic relationships—because long-term influence is built on trust, not trends.)



4. Influency: Filter the Noise, Find Authenticity

In a world of fake followers and inflated engagement stats, **authenticity** is priceless. Influency's fraud detection feature helps brands avoid influencers with fake audiences, ensuring that every collaboration delivers real results. With a **170-million influencer database** and powerful filtering tools, Influency brings transparency to influencer marketing.

- **What Makes It Special:** Imagine being able to **filter influencers** by every imaginable metric, from age to location to engagement style. And with **fraud detection**, brands can confidently partner with influencers knowing that their following is genuine.

(In the age of misinformation, Influency offers the ultimate shield—ensuring that every follower is real and every dollar spent is worth it.)



5. Izea: Creativity Meets Strategy

For brands that want to inject **creativity** into their influencer campaigns, Izea offers a solution that goes beyond just finding influencers. With its focus on **creative strategy** and **paid media optimization**, Izea ensures that your campaigns not only reach the right audience but resonate with them in meaningful ways.

- **What Makes It Special:** Izea acts as a **creative agency** and influencer platform rolled into one. Its tools guide brands through influencer discovery, campaign management, and analytics, making sure every campaign feels fresh and engaging.

(It's not just about who's talking about your brand; it's about how they tell your story. Izea makes sure that story sticks.)



6. LTK (LikeToKnow.it): Made for Lifestyle Brands

For brands in **fashion, travel, fitness, and lifestyle**, LTK is the platform of choice. Its deep understanding of these industries, combined with its **end-to-end campaign management**, makes LTK the go-to for brands looking to boost their presence in these lifestyle niches.

- **What Makes It Special:** LTK specializes in creating **authentic connections** between lifestyle influencers and brands, ensuring that content feels natural and not forced. From **discovery to audience analysis**, LTK helps brands leverage influencer relationships in a way that drives **organic engagement**.

(With LTK, your lifestyle brand becomes part of your audience’s daily routine—because great influencers don’t just sell, they inspire.)



7. InsightIQ: The Facebook & Instagram Specialist

If your brand lives and breathes on **Facebook** or **Instagram**, then InsightIQ is your go-to platform. With a **250 billion influencer database**, InsightIQ offers unparalleled insights into the most popular social platforms.

- **What Makes It Special:** With features like **fake follower checks** and **engagement rate** calculators, InsightIQ gives brands the tools they need to ensure every partnership is effective and trustworthy.

(When every “like” matters, InsightIQ helps brands build campaigns that turn engagement into real conversions.)



8. Shopify Collabs: Empowering E-Commerce with Influencers

E-commerce brands looking to boost their sales will find a strong ally in **Shopify Collabs**. This platform allows Shopify users to connect directly with influencers who can **drive traffic** and **increase sales**.

- **What Makes It Special:** Shopify Collabs offers a seamless integration with Shopify stores, letting brands track influencer-driven sales and analyze engagement all from one platform.

(Shopify Collabs turns influencers into salespeople—combining creative influence with measurable outcomes.)



9. IndaHash: Perfect for Social Media Campaigns

IndaHash is built for brands focused on **social media engagement**. With AI-powered influencer discovery and comprehensive CRM tools, IndaHash simplifies the process of managing multiple influencers for large-scale campaigns.

- **What Makes It Special:** **Gifting campaigns**, **content auto-discovery**, and **sales boost campaigns** make IndaHash an ideal platform for brands that want to focus on boosting engagement through interactive campaigns.

(In a world of endless scrolling, IndaHash ensures your brand stands out by connecting with influencers who know how to create meaningful social media content.)



10. Aspire: Automating the Future of Influencer Marketing

Aspire takes the hassle out of influencer marketing by automating workflows and using **AI-driven discovery** to find the best-fit influencers for your brand. With a strong focus on **e-commerce integration** and **product gifting tools**, Aspire makes managing influencer campaigns a breeze.

- **What Makes It Special:** Aspire automates the more tedious aspects of influencer marketing—like content review and payment processing—allowing brands to focus on creativity and results.

(Aspire helps brands unlock the full potential of influencer marketing by combining automation with personalization.)

WHICH PLATFORM WILL TELL YOUR BRAND'S STORY?

Influencer marketing platforms have turned a once-complex process into a seamless experience. From **AI-powered discovery** to **relationship-building** and **fraud detection**, these platforms allow brands to reach the right influencers, build meaningful partnerships, and **maximize ROI**. Whether you're a lifestyle brand or an e-commerce startup, there's a platform out there that's perfectly tailored to help your brand **tell its story** through the voices that matter.

Brand Awareness

Key Creator Metrics:

- # of active creators
- # of creator posts
- Creator reach
- Follower growth on brand pages
- Ongoing creation of user-generated-content (UGC)

Creator Content Types:

- Unboxing videos
- Blogs
- Branded hashtags

Top of the Funnel (TOFU)

TOFU Goal:

Introduce your brand to new audiences and broaden your reach.

Audience Nurturing

Key Creator Metrics:

- Engagement rate
- Likes-to-comments ratio
- Quality of engagements
- Follower growth on brand pages

Creator Content Types:

- Contests and giveaways
- Informational videos and live streams
- FAQs
- How-tos
- Behind-the-scenes content

Middle of the Funnel (MOFU)

TOFU Goal:

Introduce your brand to new audiences and broaden your reach.

Conversion

Key Creator Metrics:

- Link clicks (CTR)
- Leads
- Discount code redemptions
- Subscriptions
- Quality of engagements
- Follower growth on brand pages

Creator Content Types:

- Contests and giveaways
- Informational videos and live streams
- FAQs
- How-tos
- Behind-the-scenes content

Bottom of the Funnel (BOFU)

BOFU Goal:

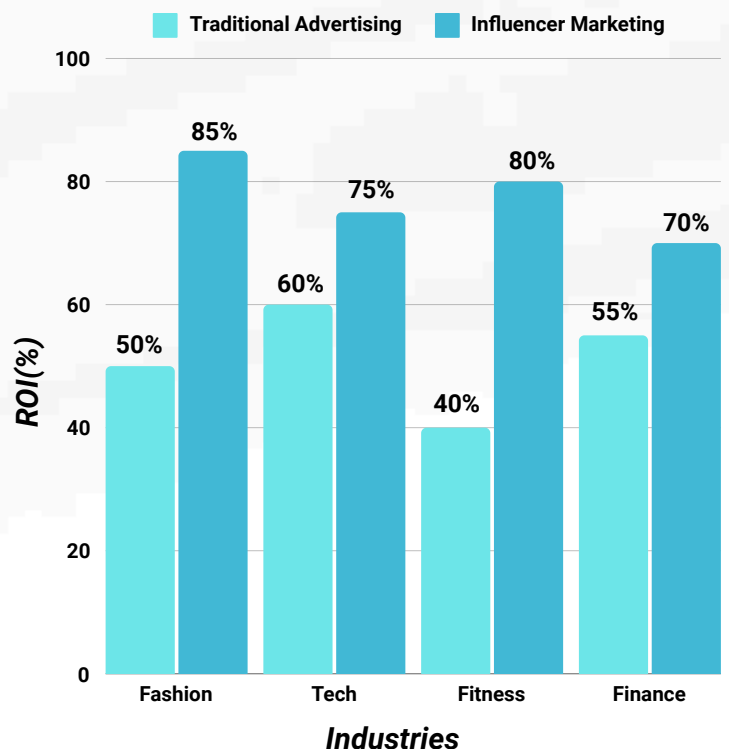
Convert prospects into customers.

DATA-DRIVEN INSIGHTS: WHY ROI MATTERS FOR INVESTORS

Influencer marketing has become increasingly data-driven, with brands leveraging **AI** and **machine learning** to optimize campaigns. For investors, the measurable nature of these campaigns ensures transparency and accountability. According to recent data, **84% of brands** report positive ROI from influencer campaigns, largely due to advances in analytics and AI tools that track **engagement**, **conversions**, and **audience quality**.

- **Engagement Metrics:** With AI and machine learning now integral to influencer marketing, platforms are able to track not just reach, but engagement, such as likes, shares, comments, and even sentiment analysis.
- **Fraud Detection:** As influencer fraud increases, AI-powered fraud detection tools are helping brands identify fake followers and inauthentic engagement, protecting their marketing investments.

Influencer Marketing VS Traditional Advertising

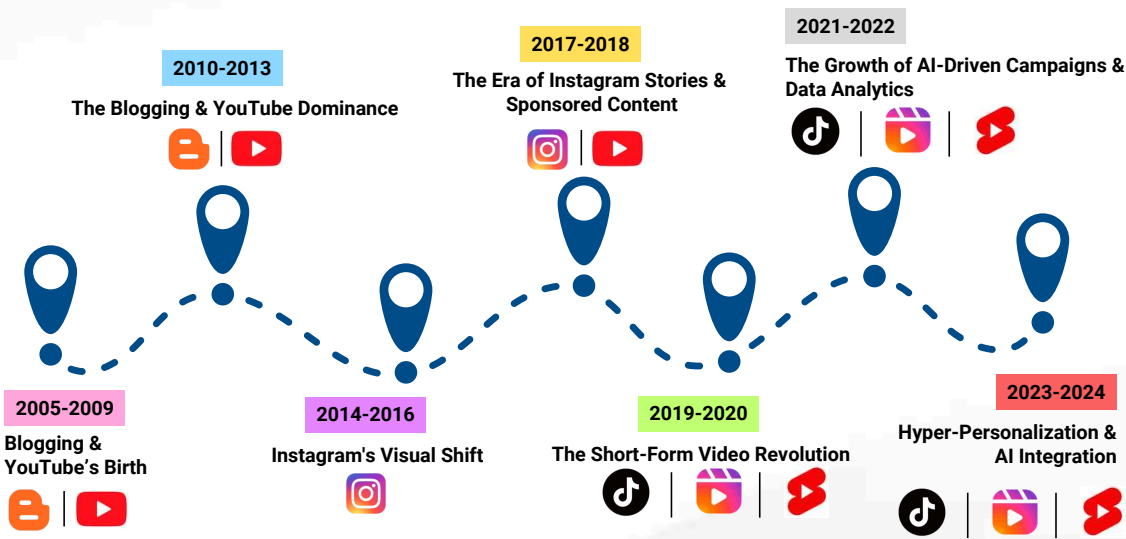


THE FUTURE OF INFLUENCER MARKETING: AI, SHORT-FORM VIDEO, AND HYPER-PERSONALIZATION

As influencer marketing continues to grow, AI and short-form content are emerging as dominant trends. Short-form platforms like TikTok, Instagram Reels, and YouTube Shorts are becoming the go-to mediums for Gen Z, with 63% of brands planning to incorporate AI into their influencer marketing strategies by 2025.

Key Future Trends:

- **AI-Driven Campaigns:** AI will play a central role in influencer discovery, campaign optimization, and audience targeting, helping brands identify high-performing influencers more efficiently.
- **Short-Form Video Dominance:** Short-form content is expected to dominate the influencer landscape, as more consumers prefer bite-sized, engaging content that's quick to consume.
- **Hyper-Personalization:** Influencers will continue to create highly personalized content, tailored to specific audience niches, making their collaborations more effective in driving purchases and brand loyalty.



THE FUTURE OF INVESTMENT IN THE INFLUENCER ECONOMY

For investors, the influencer economy offers a high-growth and data-driven market with numerous avenues for investment. From backing influencer marketing platforms to investing in digital-first brands created by top influencers like Mr Beast, the opportunities are vast. Sectors like technology, fitness, finance, and gaming offer particularly high returns, as influencers continue to drive consumer behaviour and brand loyalty.

As AI-driven insights and short-form content dominate the market, now is the perfect time to capitalize on the power of influence. With transparent ROI tracking and a global reach, influencer marketing is poised to outperform traditional marketing strategies for years to come.





BigBasket's revenue crosses Rs 10,000 Cr in FY24: Tata Digital-owned BigBasket is shifting its focus to the quick commerce market, aiming for \$1.5 billion (Rs 12,400 crore) in total sales for the current fiscal year (FY25). In the previous fiscal year (FY24), it surpassed the Rs 10,000 crore mark in sales and reduced its losses by over 20%.



Livspace revenue crosses Rs 1,200 Cr in FY24; losses shrink by 46%: In the fiscal year ending March 2024, Livspace, an omnichannel home interior and renovation platform, experienced a 20.86% growth in scale, following an 85% year-on-year growth in FY23. Despite this more modest growth, the Singapore-headquartered firm managed to keep its losses in check during the same period.



Three year old luggage brand uppercase's revenue zooms 6X to Rs 62 Cr: Uppercase, a direct-to-consumer luggage brand, has secured \$9 million in Series A funding led by Accel Partners. In FY24, the company reported a 5.8X surge in revenue and reduced its losses by over 19%. Owned by Acefour Accessories, Uppercase saw its revenue from operations increase to Rs 62.2 crore in FY24 from Rs 10.7 crore in FY23.



10 year old Josh Talks posts Rs 19 Cr revenue in FY24, cuts losses by 25%: Known as the Indian version of TED Talks, Josh Talks has featured numerous inspiring individuals from diverse fields and regions. However, the company has faced difficulties in increasing its revenue, with only a modest 2.2% growth in FY24 compared to FY23. This indicates the company's challenges in developing a robust monetization strategy.



Swiggy eyes Rs 3,750 Cr in fresh issue as Prosus prepares to sell 63.8% of OFS: Minutes, the quick commerce service by Flipkart, has launched in some areas of Bengaluru. The e-commerce giant has been preparing to enter the 10-minute delivery service sector for the last six months. Reports suggest that the company is delivering groceries, electronics, smartphones, and other products within about 10 minutes in specific pincodes in Bengaluru. According to sources, the company intends to fully implement the quick commerce service in four weeks from now.

Ambassador Programs: Long-term collaborations where influencers represent a brand consistently over time, often with perks like free products, discounts, or exclusive access.



Physics Wallah raises \$210 Mn in Series B, valuation soars to \$2.8 Bn: The edtech company Physics Wallah (PW) has secured \$210 million in a Series B funding round led by Hornbill Capital, with participation from Lightspeed Venture Partners, GSV, and WestBridge. This investment has increased the company's post-money valuation to \$2.8 billion, marking a 2.5X increase from its previous valuation of \$1.1 billion when the Noida-based firm raised \$100 million in Series A.



Aye Finance raises \$30 Mn in Series G round: Aye Finance, a microlending platform, has successfully raised Rs 250 crore (\$30 million) in a Series G round. This round was led by Singapore's ABC Impact, with participation from British International Investment, the UK's development finance institution and impact investor. The British International Investment also led Aye's Series F round of Rs 310 crore (\$37 million) in December 2023. Additionally, in June of this year, the company secured \$30 million in debt.



Blue collar recruitment platform Vahan raises \$10 Mn in Series B: Blue-collar recruitment platform Vahan.ai has secured \$10 million in its Series B funding round, with Khosla Ventures leading the investment. Y Combinator, US-based VC firm Gaingels, and Paytm founder Vijay Shekhar Sharma also participated in the round. In September 2021, the Bengaluru-based startup raised \$8 million in a Series A round with Khosla Ventures as the lead investor. Vahan was part of Airtel's Startup Accelerator Program, and the telecom giant acquired an 8.82% stake in the company led by Madhav Krishna in October 2019.

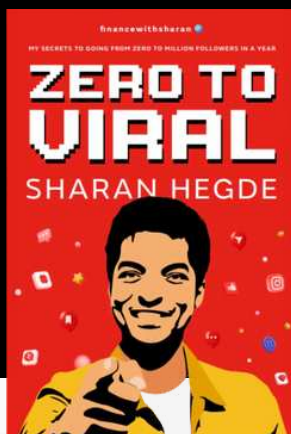


Rapido raises \$200 Mn in Series E at \$1.1 Bn valuation: Ride-hailing app Rapido has secured \$200 million in its Series E funding round, led by WestBridge Capital. The round also saw participation from Think Investments, Nexus Venture Partners, and Invus Group. WestBridge alone invested \$120 million, and the remaining capital came from the other three investors. With this funding, the Bengaluru-based firm has reached a valuation of \$1.1 billion. Entrackr had previously reported on WestBridge's investment in Rapido last month.



Zomato-backed AdOnMo raises \$25 Mn in new round: Adtech startup AdOnMo, backed by Zomato, has secured \$25 million (approximately Rs 209 crore) in funding. The funding round was led by Singapore-based venture capital firm Rigel Capital and Indonesia-based Sinar Mas. Previously, in January 2022, the startup had raised \$15 million in its Series B round from Zomato. As part of this funding, Zomato acquired about 19.8% stake in the Hyderabad-based startup. In total, AdOnMo has raised \$43 million to date.

Influencer Network: A group or community of influencers that a brand or platform can tap into for campaigns or marketing initiatives.



ZERO TO VIRAL (WRITTEN BY: SHARAN HEGDE)

"Zero to Viral" by Sharan Hegde is an engaging exploration of what it takes to create viral content and achieve remarkable growth in today's digital landscape. Hegde combines personal anecdotes, case studies, and actionable insights to guide readers through the process of building a brand or campaign that captures attention and spreads like wildfire.

KEY THEMES:

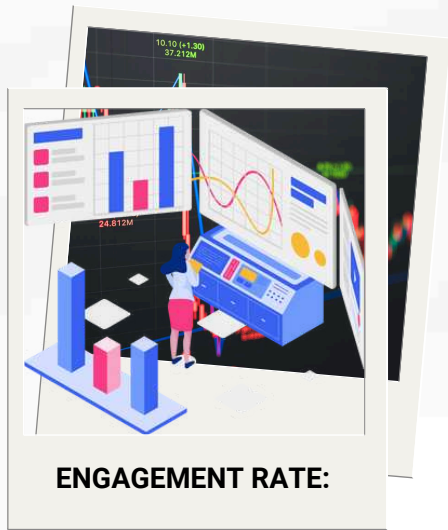
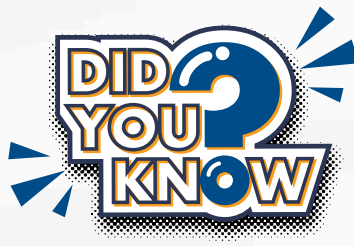
- 1. Understanding Virality:** Hegde dissects the elements that make content go viral, emphasizing the psychological triggers and social dynamics at play. He delves into the importance of emotional resonance, storytelling, and relatability.
- 2. Building a community:** The author highlights the significance of cultivating a loyal audience. He argues that true virality comes not just from one-off hits but from fostering a community that shares and engages with your content.
- 3. Data-Driven Insights:** Hegde advocates for leveraging data to refine content strategies. He discusses tools and techniques for measuring engagement and iterating based on audience feedback.

- 4. Practical Frameworks:** The book offers practical frameworks and step-by-step guidance for creating and distributing content. Hegde provides tips on optimizing for different platforms and understanding the unique dynamics of each.
- 5. Mindset and Resilience:** Hegde emphasizes the importance of a growth mindset and resilience in the face of challenges. He shares his own experiences and lessons learned on the path to success.

OVERALL IMPRESSION:

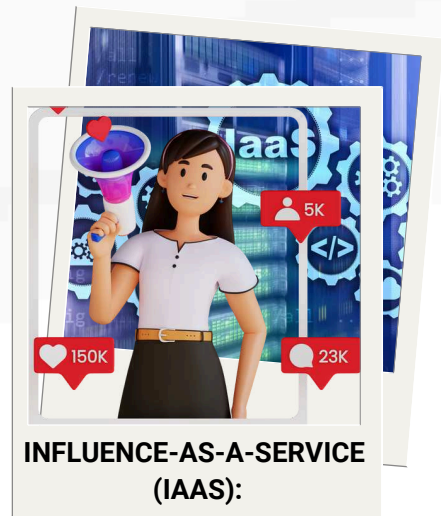
"Zero to Viral" is a well-crafted guide for anyone looking to make an impact in the digital space, from marketers to entrepreneurs and content creators. Hegde's engaging writing style, combined with practical strategies and real-world examples, makes this book both informative and inspiring. It's a must-read for those eager to harness the power of viral marketing and build a meaningful brand in the process.

Influencer-Led Commerce: The act of driving direct sales through influencer promotions and content, often tied to e-commerce or social shopping platforms.



ENGAGEMENT RATE:

Engagement Rate: A metric that measures how actively the audience interacts with an influencer's content (likes, comments, shares, etc.), typically used to assess influence and campaign success.



INFLUENCE-AS-A-SERVICE (IAAS):

Influence-as-a-Service (IaaS): A business model where agencies or platforms provide access to influencers as a service for brands looking to run marketing campaigns.



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