

Who & What

INFLUENCES

YOU?

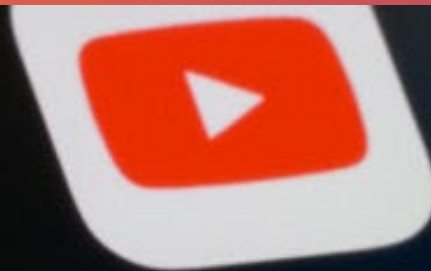




Facebook



Instagram



YouTube



Pinterest



X



LinkedIn



4 types of Social Media influencers



4

TYPES OF SOCIAL MEDIA INFLUENCERS

MEGA



>500K

MACRO



100K -500K

MICRO



10K -100K

NANO



10K

TOP OF FUNNEL



AUDIENCE SIZE

What influencers do...



**Social Media
Content Creation**

Why Are Brand Ambassadors So Important?



Building Trust



Long-term Commitment



Brand Advocates

PODCAST

Social Media

Shapes Opinions?



INFLUENCER NICHES



Beauty / Travel



Gaming



Fitness



Brand
Ambassador

3 Types of Influence

Social Media Influencers:

Industry Experts/Leaders:

Traditional Celebrities:

But you will receive power
when the Holy Spirit comes
on you; and you will be
my witnesses in Jerusalem,
and in all Judea and Samaria,
and to the ends of the earth.

Acts 1:8



The Greek word translated as “**witnesses**” is ***martys***, which primarily conveys the idea of someone testifying at court.

μάρτυς

martys / martyr; witness



The Great Commission



GO

MAKE DISCIPLES OF ALL NATIONS,

baptizing them in the name of the Father and the Son and the Holy Spirit, and teaching them to obey everything I have commanded you.

Matthew 28:19-20

“Follow me, and I will make you fishers of men.”

Matthew 4:19



WHAT INFLUENCES YOU?





THE GENI
W
magazine
MARTI-NISAN 2011-VOL. 3-N° 3-11-74-11-8 TL
TÜRKİYEMİN LÜKS SAAT DERGİSİ

BRITISH
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DE
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FINANCIAL TIMES
Lucy Kellaway
Media futures
Rattling the phone companies

VOGUE
BRITISH
THE 10th ANNUAL SHAPE ISSUE
RIHANNA
419

HELLO!
No. 1168 • 4 APRIL 2011 • £2.00
'Aiden is our miracle'
UNCES CLASSÉES
et la page V à la page XII

DEMAIN
DANS
INITIATIVES
EMPLOI
Les premiers pas
dans la vie active

se durch ostdeutsche Landschaften (Seite 6)
ZEITUNG FÜR POLITIK · WIRTSCHAFT · HANDEL UND KULTUR

MONDE. Syrie-Turquie
Tension entre
Damas et
Ankara
La Turquie et la Syrie
ont procédé à des
mouvements de
troupes le long de leur
frontière commune.
Cette crise survient
après la signature d'un accord militaire
entre Tel-Aviv et Ankara, qui ne ménage
pas ses critiques à l'égard du régime d'Ha-
lez-el-Assad (ci-dessus à gauche). Page 8
FRANCE. Deux-Sèvres
Le Marais
poitevin vidé
de ses
Des

STRUT BRACES
Can they improve your handing?
MORE POWER!
Essential sup
EXCLUSIF PEUGEOT RCS
La sportive rêvée du constructeur au Lion
L'Auto-Jour
N° 1025 DU 24 MARS AU 8 AVRIL 2011
GUIDE D'ACHAT
Citadines, petites, compactes,
monospaces, SUV P. 12
NOS 25 FAVORITES
VOTRE QUOTIDIEN

L'Auto-Jour
MAGAZINE
GUIDE D'ACHAT
Citadines, petites, compactes,
monospaces, SUV P. 12
NOS 25 FAVORITES
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Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND
Müller-Vogg, Günther Nonnenmacher, Johann Georg Reißmüller.

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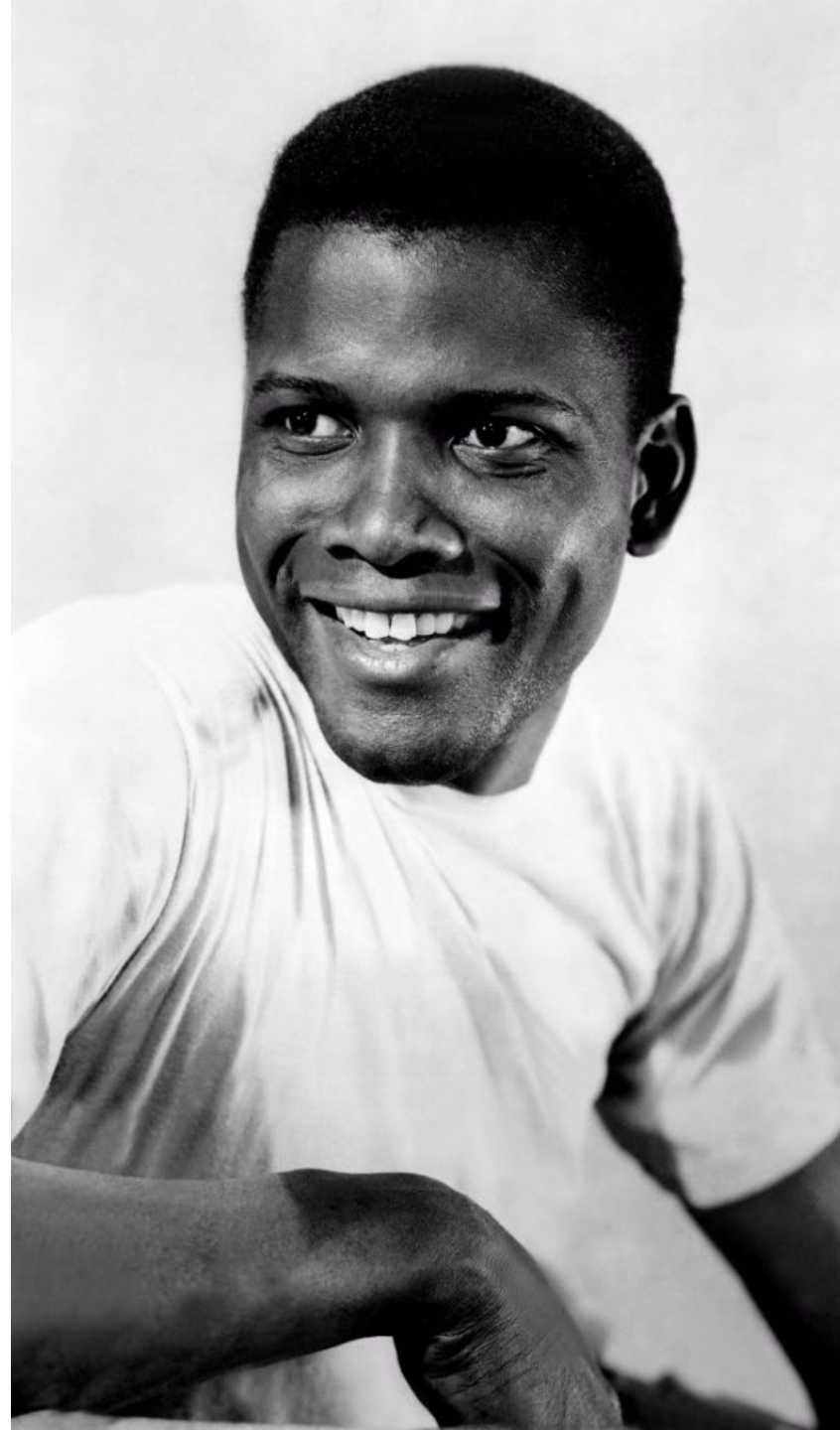
Russie : un général arbitre d
La Tribune
QUOTIDIEN ■ MARDI 18 JUIN 1996
Paris CAC 40
+0,06 %
New York DJ
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Watch-keeping and pro
DOWNSIZING

Golden Age of Radio



THE GOLDEN AGE OF TELEVISION







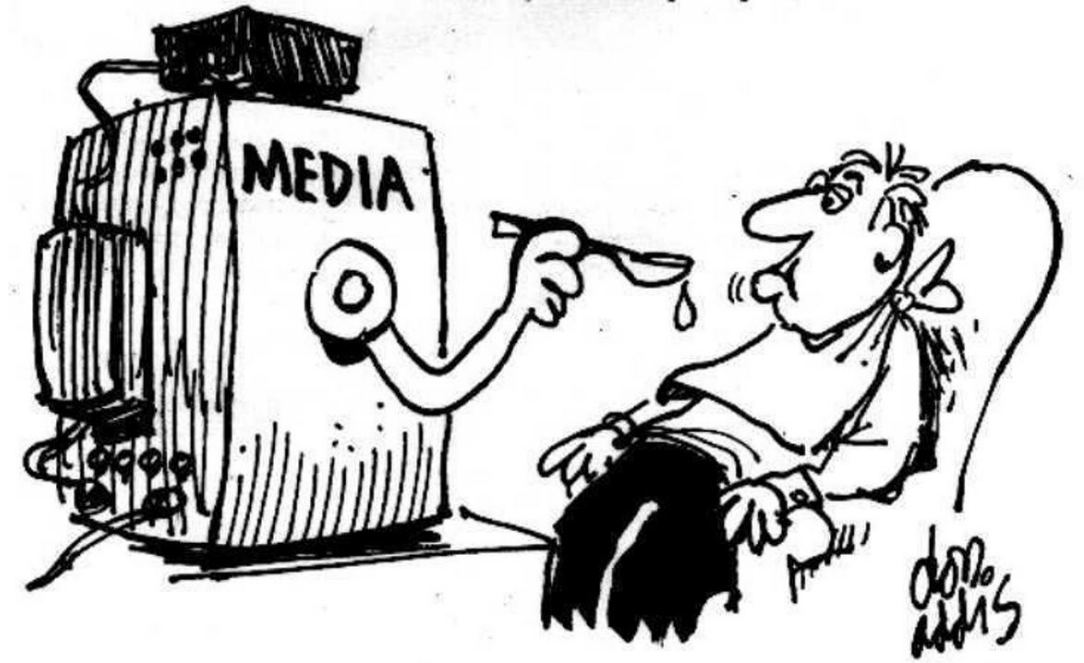
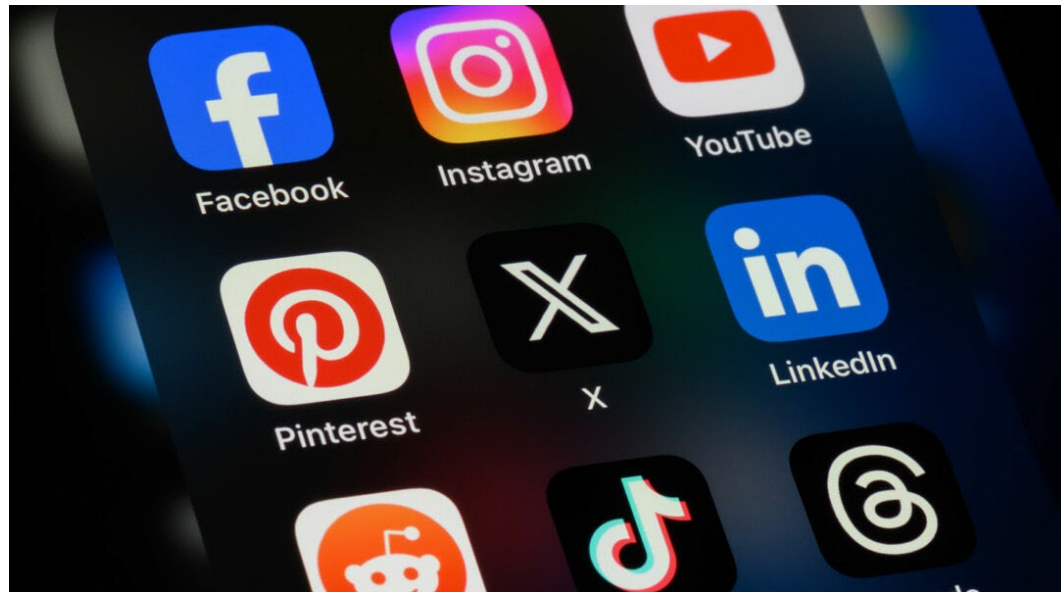
GUESS TV SHOWS



CLASSICS 50'S – 70'S SHOWS



What & Who should be the greatest influence upon your life.



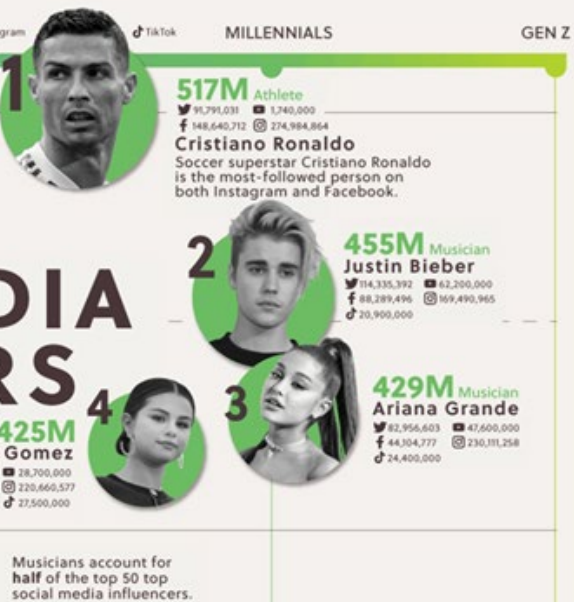
BOOMERS GEN X MILLENNIALS GEN Z

5 TOTAL FOLLOWERS IN 100M

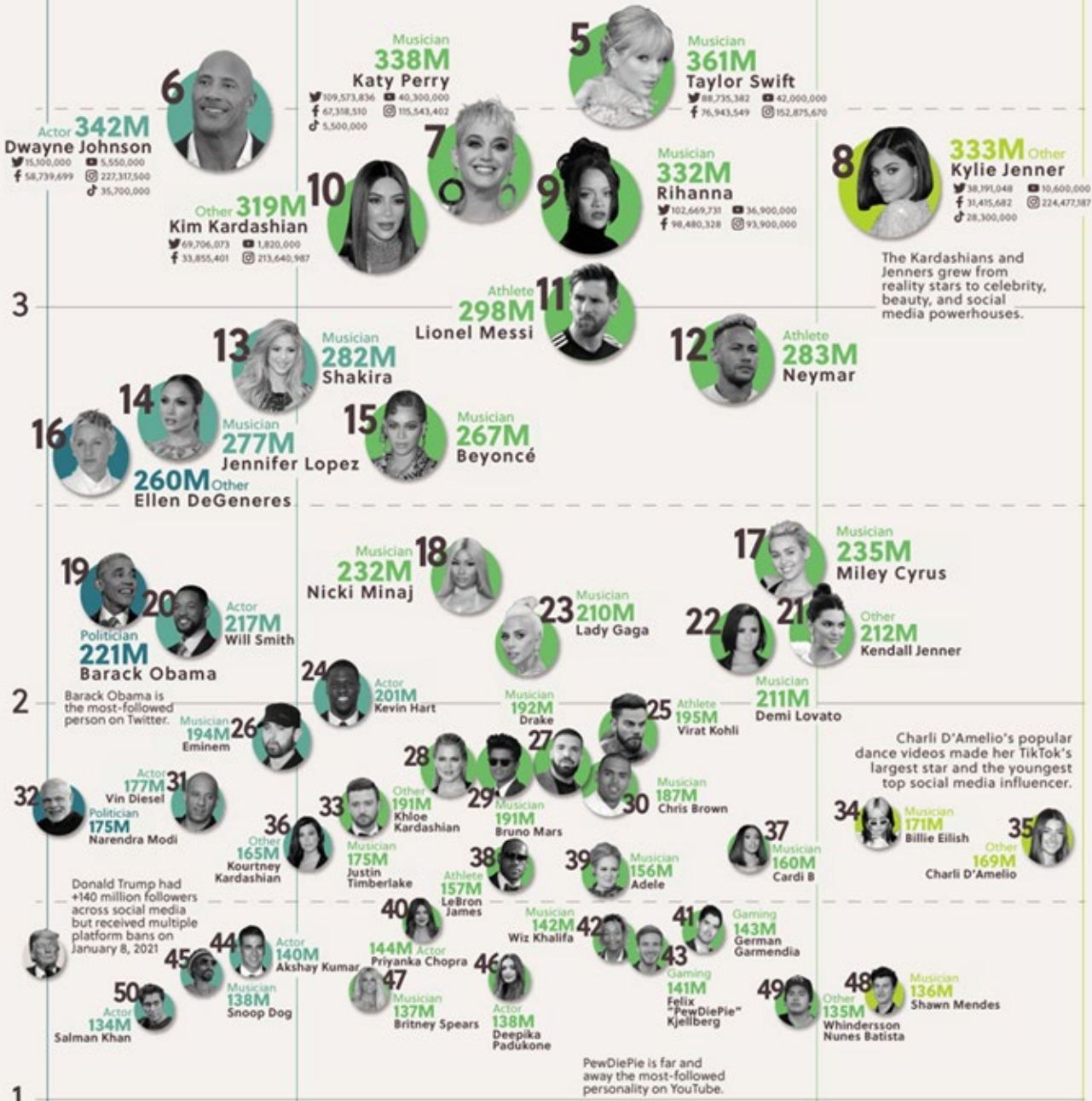
THE WORLD'S TOP 50 SOCIAL MEDIA INFLUENCERS

From sports and movie stars to social media personalities and politicians, here are the people with the largest social media followings across platforms.

4



Musicians account for half of the top 50 top social media influencers.



The Kardashians and Jenners grew from reality stars to celebrity, beauty, and social media powerhouses.

Charli D'Amelio's popular dance videos made her TikTok's largest star and the youngest top social media influencer.

Barack Obama is the most-followed person on Twitter.

Donald Trump had +140 million followers across social media but received multiple platform bans on January 8, 2021

PewDiePie is far and away the most-followed personality on YouTube.



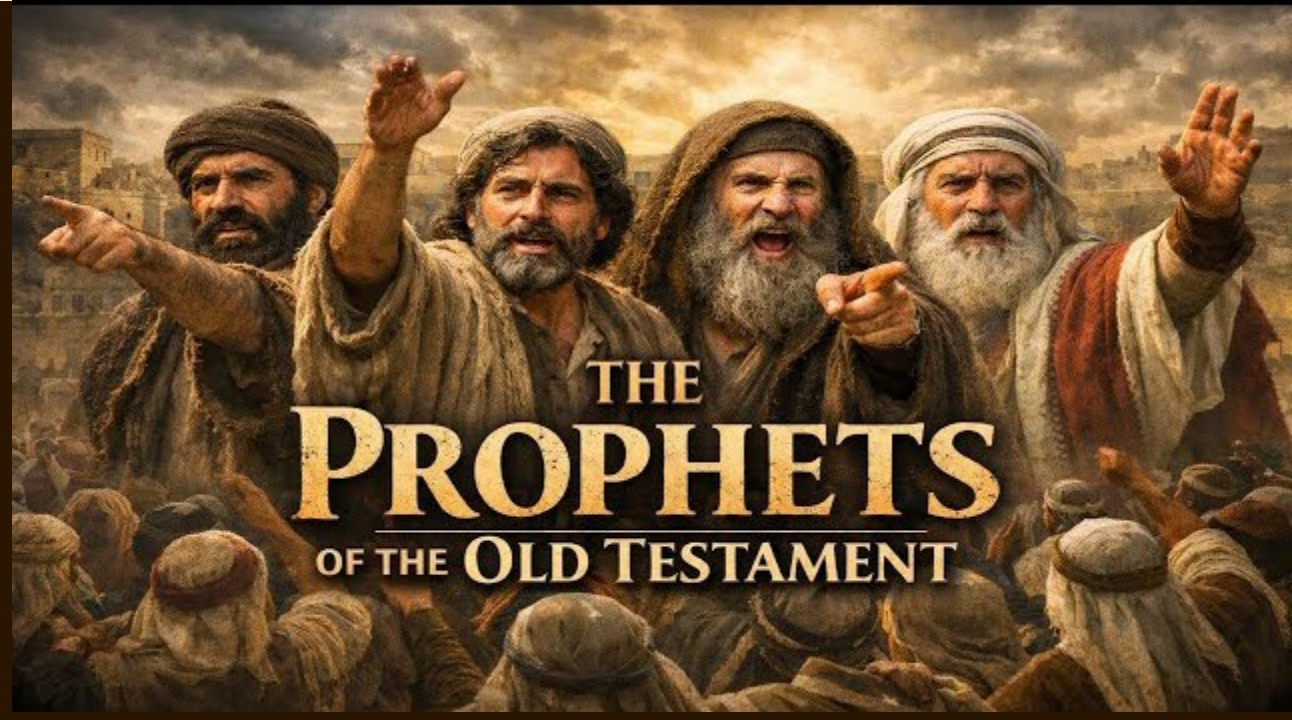
WHO INFLUENCES YOU?







THE JUDGES



THE PROPHETS OF THE OLD TESTAMENT





Influencers in the authoritative sense



One of the things you realize as you grow older is that the things that influence you the most are those things that have authority over you.





No man is above the law and no man
is below it: nor do we ask any man's
permission when we ask him to obey
it.

— *Theodore Roosevelt* —

AZ QUOTES

You must, to some degree, obey the laws of the land.



3 sources of influence



WHAT MAKES ONE ETERNALLY

INFLUENTIAL

Knowing and sharing the WORD of God is the way to be eternally influential.

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Knowing and sharing the **WORD** of God is the way to be eternally influential.

Knowing and following the **SON** of God is the way to find acceptance in the presence of God.

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Being a contributing, influencer within the body of Christ, submitting to the authority of **THE CHURCH**.

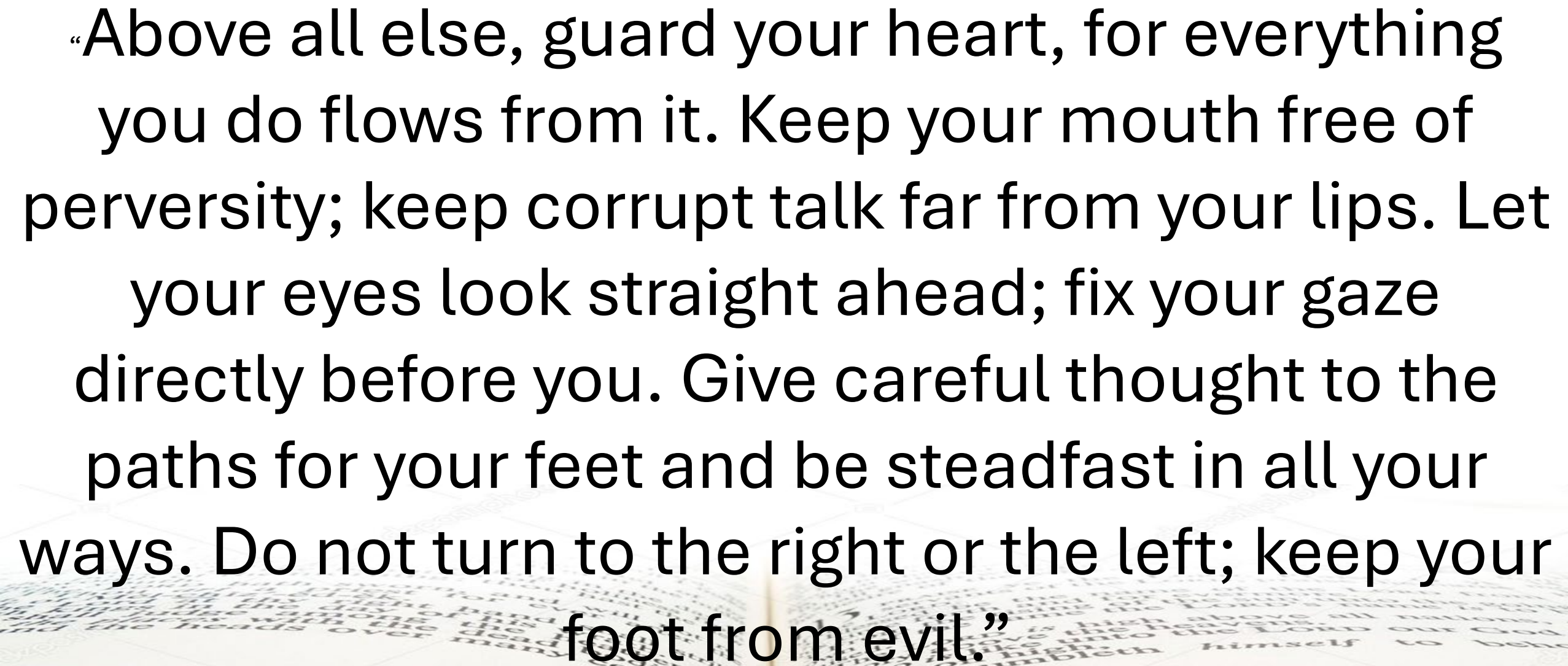


**How you fill
your cup will
determine
what spills
over in your
life.**



Set your mind on the things which
are above, not on the things which
are on the earth.

Col. 3:2



“Above all else, guard your heart, for everything you do flows from it. Keep your mouth free of perversity; keep corrupt talk far from your lips. Let your eyes look straight ahead; fix your gaze directly before you. Give careful thought to the paths for your feet and be steadfast in all your ways. Do not turn to the right or the left; keep your foot from evil.”

Proverbs 4:23-27

A serene sunset over a body of water. The sky is filled with soft, colorful clouds in shades of purple, pink, and orange. The water reflects the colors of the sky. In the foreground, a small, dark-colored boat is visible, with its reflection on the water. The overall mood is peaceful and contemplative.

Where focus goes,
energy flows.

Tony Robbins

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What you think about
you bring about.

Bob Proctor

“ quote fancy

**7 things
you CAN control
that will make a
big difference
in your life.**



What you watch

What you listen to

What you read

What you believe

What you pray about

What you say to yourself

What you do for others

