Influencers' Planet

Germien Amer

Influencers' Planet

The Writer Operation

#Influencers'_Planet

Book Dedication

To the most illustrious name in my life. One of the most prominent economic journalism icons in Egypt and Arab world. My first Coach in the media and communication industry and in the whole life. My dearest father, the esteemed journalist and distinguished writer, Hassan Amer and to my beloved mother who teaches me what is the real meaning of "devotion"?

The second important dedication goes to my husband, Dr. Hassan El-Molla. My life journey companion and my first reader.

The third important dedication goes to my beloved children: Loujain، Faris, and Asser Hassan El-Molla.

To everyone who has provided me with a moment of happiness and inspiration.

Thank you very much.

Germien Amer

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Introduction

In our digital era, influencers are no longer just famous faces or passing phenomenon we encounter while scrolling down into social media platforms. Their influence has transcended Internet boundaries, extending to #Influencers'_Planet. They reach the heart and minds of millions of people around the world.

Influencers' reshape public opinion, mold their digital behaviors and influence their daily choices. Their impact have even extended to reshaping the human civilization and languages to suit the digital global communities. Word like "Trending" has become the dominant language among the masses in social, economic, cultural and political spheres.

Have you ever wondered how a single person on a social media platform can move millions of followers around the world and change market trends in one seconds? Can you imagine an influencer reaching millions of people with a simple click of the Post/Publish/Send button, stimulating their emotions, directing their thoughts with specific mechanisms and behaviors?

This is the magical power of influencer's who affects audiences' decisions and stands behind every advertisement we watch and every product we purchase.

Influencers are recognize as the new inspirers' generation who are born in a digital environment. They share their lives details with their followers every second through social media channels. Their personal choices and experiences have become reference for large segments of people in various aspects of life.

The book #Influencers'_Planet sheds light on these micro-celebrities who have transformed from mere users of social media into leaders who change the cultural and social identity of nations.

Join us, on this exploratory journey at #Influencers'_planet to discover how influencers have changed the rules of media game and the mechanisms of mass communication in a world full of digital challenges. Furthermore, learn how they have become effective tools in economic, social, political and cultural forces.

This book presents real-life and analytical examples of influencers, revealing their innovative mechanisms to enhance their impact over masses behavior. The book classifies influencers into several categories based on their number of followers and their social, cultural and professional specializations.

#Influencers'_planet book is consider the firsts guidance/index that includes influencers' classifications within the Egyptian society. It presents their success stories, challenges they face and the mechanism they adapt to build their personal empires in fields like; creativity, science, fashion, art and culture, medicine, engineering, law, environmental impact, sustainability, individual and corporate social responsibility and even social changes.

Throughout the book, readers will explore the best practice in marketing strategies leveraging from influencers' impact. Starting from influencers' selection, Research and Development (R&D), measuring Return on Investment (ROI), building successful partnerships with influencers to enhance the brand equity, increasing sales and obtaining customers' loyalty.

For the first time, the book compares social media influencers with traditional celebrities in the Egyptian community, extracting their strengths and social impact. Investigating, how each has employed their influence to shape the nation identity.

Moreover, the book reviews how marketers and mass communication experts have harnessed the influence of both traditional celebrities and digital influencers to promote ideas, products and services.

This book addresses another variable scope, that is the influencers' fortune and their income generated from social media platforms. It discusses the governmental taxes obligations and how to be calculated. In addition, to the impact of global companies' decisions on adopting Egyptian currency in awarding influencers instead of foreign currency.

At the end of this introduction, "I would like to extend my sincere gratitude to my professional media friends: Ms. Sherien Mohamed - Editor of Banks Today Supplement, Mr. Mohamed Dadaa - Editor of Al Watan Economic pages and Mr. Tarek Bakar - Editor of Al-Bashair Newspaper. Expressing my deep appreciation to Al Alam Al Youm Newspaper, Al Watan Newspaper, and Al-Bashair Newspaper management teams.

Chapter One

The Magic of Influencers'

Communication

The Rise of Influencers' Communications

COVID-19 pandemic, commonly known as coronavirus marked a new milestone in the global economy. One of its most significant outcomes was the acceleration of digital transformation process across various sectors.

This reflected in the growing global demands for digital technology and smart applications including artificial intelligence; machine learning, electronic payment solutions, smart measuring techniques for customers' behavior that forecast their requirement. In addition, to the invention for new mechanisms to ensure the optimal utilization of big data, as well as cybersecurity applications to secure human data and protect them against cyberattacks.

Marketing communication was one of the most prominent arenas in the digital revolution. This field witnessed tremendous changes in the transformation of traditional mass communication methods into more agile, effective and inclusive digital means.

Consequently, many communication taboos were distracted such as; unified mass messages. That is direct to large audiences' segments to replace by tailored personalized message directed to individuals or groups

with specific social, cultural, environmental, economic or political characteristics. These circumstances lead to the emerging of new type of opinion leaders or digital

influencers who re-shape the public opinion using social media platforms.

Although there are no accurate statistics on the number of influencers worldwide, yet some studies state that their number reaches 64 million influencers worldwide on Instagram platform alone. Other studies discuss the size of financial investments pumped into the influencers marketing communication industry with no accurate figures, yet few studies have shown that "influencer marketing communication" budget increased to reach 30% for East and Southeast Asian companies in 2021. Furthermore, the number of influencers are growing and diversifying into wide range of categories. Consequently, their followers are also in continuous increase.

According to, The American Chamber of Commerce in Egypt statement; the first Egyptian influencer marketing communication agency was founded by "Julian Nabil", in 2016.

The Book Importance

#Influencers'_planet book is consider one of the firsts publications to explore the extent power of influencers and their strong influence on directing the public opinion through different social media platforms.

As a result, of many reasons of which, is the growth of internet users to reach 66% of the world's population that is equivalent to 5.35 billion people in 2023. Meanwhile, the number of social media users reached about 5 billion people worldwide, equivalent to 62% of the world's population, according to Al Youm Al Sabea newspaper.

The book extensive study aimed to document six main axes:

- Discussing the nature of influencers and their impact on audiences globally.

- Navigating and presenting real examples of influencers with their classifications, categories, insights and followers networks.

- Analyzing various methods and techniques influencers adopt to influence masses decisions.

- Reviewing different sources for influencers' fortune. How the governmental taxes are calculated. Presenting the local and regional laws affecting their business.

- Providing more comprehensive model for evaluating influencers' performance, which will help marketers, communication experts and media professionals to make the best utilization of influencer marketing communication mechanism in future campaigns.

- Developing a practical guide or index matching influencers with the product/service/idea they are promoting. This will help brands achieve the best professional practices and targeted outcomes.

Who are the influencers?

Influencers are creative individuals who have large number of followers on different social media platforms. They share their opinions and personal experiences along with their followers on daily basis. They encourage their audiences to respond and comment on various topics such as; fashion, beauty, technology, travel, health, financial, legal and banking consultations and more.

Influencers have significantly influence on public. They shape and direct their opinions and behaviors depending on several factors like; trust, credibility knowledge, experience, interaction and attractiveness.

This highly influential power attracted marketers and mass communication experts to the importance of utilizing these inspirers in promoting products, services or ideas. By sharing their personal experiences or providing advices and recommendations.

Nowadays, influencers marketing communication have become one of the most direct and impactful mechanisms in digital marketing industry.

What are influencers' roles?

In 2020, Wiedmann defined influencers communication as innovative marketing strategies and techniques that leverage from influencers' fame on social media to promote various types of brands. This type of marketing communication execution helps brands in reaching large segment of audiences, increase sales and deepen customers' loyalty.

Accordingly, the influencers accomplished six major roles:

1.   **Promote products and services:** Influencers collaborate with various brands to promote their products or services though providing recommendations and sharing personal experiences among their followers. This creates an intensive increase on brand awareness, boosts its sales and fosters customers' loyalty.

2.   **Create engaging content:** As creative individuals, influencers can produce engaging visual and written content (images, videos, or blog posts) that attract

and inspire audiences. This contributes heavily to brands promotion campaigns.

3. **Build trust and credibility:** Influencers are consider reliable sources of information among their followers. This is due to their success in building up strong relationships based on trust and credibility.

4. **Shape public opinion:** By highlighting specific topics in various fields such as; social, cultural, political or health, influencers can easily shape public opinion.

5. **Engage with audiences:** Influencers continuously interact with their followers through comments and direct messages, which enhance audiences' sense of personal recognition, connection and increase their engagement and loyalty with influencers.

6. **Drive purchasing decision:** Based on influencers' recommendations followers make their purchasing decisions. This makes them a driving force in the market.

What are the key factors contribute to the rise of influencers' communications?

In 2021, researchers identified three primary factors contributed to the rise of influencers marketing communications, which are:

First; Economic Factors: Influencers marketing communication have provided marketers and communications experts with unique challenging equation. That is the widespread reach of brands products or services at relative budgets. Additionally, it offers the ease to direct measurement for campaigns effectiveness based on sales and market equity. Consequently, influencers have become fundamental tool in brands' marketing strategies for the hereunder reasons:

1.   **Relatively low cost:** If it is compared to traditional media budget such as; television, newspapers, radio, outdoor advertising, print materials, conferences and public relations events.

2.   **High return on investment (ROI):** This attributed to the powerful impact for influencers over their audiences. Brands can achieve tangible outcomes in terms of increase sales, faster and broader promotion of products/services.

3.   **Easy reach to the target audiences:** Influencers have strong appealing and influence over their audiences. This helps brands to select their target consumers more accurately, reducing advertising spending and increasing campaigns success.

4.   **The gig economy:** The rise of the gig economy (refers to independent labor force and evolves of non-traditional jobs) led to the emergence of many influencers. The diversity of their contents creation challenge brands to collaborate.

5.   **Increased spending on digital advertising:** With the growing shift towards digital advertising and the decline of traditional advertising, brands have started allocating portion of their budgets to online marketing. This led to increase in demand for influencers' communications as core technique of digital marketing strategies.

6.   **The digital content economy:** The significant development of social media platforms like Instagram, YouTube, and TikTok has created a fertile environment for new type of economy based on the production and sharing of content between influencers, marketing agencies and brands. This generated more innovative and engagement with audiences.

7.   **Global growth potential:** Globalization and social media have increased the influence and demand for influencers worldwide. This enabled global companies to employ them in their marketing campaigns regardless of their geographical location, time zones or languages.

8.   **E-commerce:** E-commerce has boosted many collaboration opportunities between influencers and brands, directing followers for online purchasing.

9.   **Increased demand for authentic experiences:** Social media created unique desires among consumers for authentic experiences with products/services before their purchase. They find this desire in the influencers' content who voluntary share their personal experiences along with their followers at no cost.

10. **Expansion into various economic sectors:** Influencers content is no longer limited to specific areas or industry like fashion or beauty. It expanded to include various economic and social sectors such as; technology, travel, food, health and even finance and legal consultation, leading to increased market demand.

Second: Psychological Factors:

Influencers possess five major characteristics according to Hovland's Credibility Model, which are; personal experiences and knowledge, attractiveness, high interactivity, innovation, trust and credibility. These traits have encouraged millions of followers to engage with influencers instantly, voluntarily and deeply influenced them psychological in:

1. **Social influence and credibility:** Imitating the influencers' behavior and adopting their recommendations have become desirable for millions of followers. This is because, followers perceive influencers as role models and successful examples.

2. **Belonging and a sense of community:** Influencers have created virtual communities and strong social networks around them. Their followers feel sense of belonging and engagement with the content they provide. This has made their influence more powerful and impactful on a societal level.

3.   **"Psychological reward" and the need for recognition:** Followers are influence by influencers and view them as role models for achieving fame and success. They strive to emulate them to gain the same level of recognition, fame and social acceptance. When they follow their advices, they feel sense of accomplishment and receive this "psychological reward" of social recognition.

4.   **Emotional connection:** When influencers share their personal experiences along with their followers, they strengthen their connection. Followers become emotionally engage through comments and messages, creating sense of close and direct connection.

5.   **Influence on decision-making:** Many followers view influencers as pioneers in research and information gathering. Therefore، their advices are highly credible that save time and effort of self- searching. Through this psychologically influence, audiences take their decisions based on influencers' recommendations.

6.   **The need to escape or inspire:** many followers find the content provided by influencers way to escape from their daily routine, enjoy inspiring experiences or exciting adventures or simply be entertained.

7.   **Co-created content:** when influencers allow their followers to participate in creative content preparation, they allow them to share (co-creation) ideas and elements in different form; text, audio, video and posts, this helps in strengthen the relationships between them.

8.   **Freedom of expression:** Influencers provide their followers with the opportunity to express themselves freely without any regulations. This freedom of expression strength the connection between them.

Third: Cultural Factors:

The rise of influencers' communication impact communities as:

1.   **Deepening consumers' culture:** Influencers play significant role in marketing products/services, which reinforces consumers' culture.

2.	**Shift towards individualism:** People are more interested in differentiating themselves and making decisions based on influencers experience as success models and sources of inspirations. This made influencers' recommendations sources of trust and credibility for millions of followers.

3.	**Digital transformation:** The global trend towards digital technology has enhanced the role of influencers and encouraged more media consumption creating viral demands for digital and innovative content.

4.	**Fame and proximity to the audience:** Influencers are often perceive as creative individuals who have achieved fame through engaging content. This sense of intimacy strengthen followers' desires to interact with influencers and imitate their lifestyles.

5.	**Interaction and participation:** The digital age has encouraged direct and instant interaction along with influencers. Influencers become sources of trust and credibility in spreading cultural values, trends and social change.

What are the influencers marketing communication advantages?

Influencers marketing communication have achieved 11% increase as return on investment (ROI) than traditional communication channels. For this reason, influencers' communication become treasure trove for marketers and mass communication experts for the following advantages:

1. **Reaching the target audiences:** Influencers attract specific audiences segment based on their interests. This makes advertising campaigns more focused and effective addressing these specific and target segments.
2. **Credibility and trust:** Influencers have the ability to build strong relationships with their followers based on trust, credibility and knowledge.
3. **Instant and direct interaction:** Social media granted audiences the freedom to interact with their favorite influencers 24/7 giving them the opportunity to express their opinion freely without any censorship.
4. **Multiple social media platforms:** Platforms like: Instagram، YouTube, TikTok, and Facebook provide additional advantages for brands, enabling them to reach larger and more diverse audiences segments.

5. **Lower cost:** Compared to traditional advertising as; television, newspapers, outdoors and public relations activities, influencers marketing offer competitive advantage of promoting products or services at relatively low cost. This makes influencers become very attractive communications tool for small and medium-sized companies.

6. **Creative content:** Influencers create contents that aligns with their lifestyle and personality. This type of content is more appealing to audiences compared to traditional advertisements.

7. **Long-lasting impact:** The messages conveyed by influencers are sustainable. They are available online 24/7 where audiences can view them repeatedly. This makes their impact long lasting even after the campaign ends.

8. **Ability to build long-term relationships with brands:** Influencers working with brands over extended periods strengthens the relationship between the brand and the influencer's audiences, which helps in increasing customers' loyalty.

9. **Measurability:** Influencers marketing provide accurate and measurable data such as; number of views, interactions, clicks and shares. This facilitate companies' duties while evaluating the campaigns' success, enabling them to adjust their strategies with more flexibility.

What are the challenges facing influencers' communications?

Despite the significant advantages offered by influencers' communications for both audiences and brands، yet they face several challenges:

1. **Loss of credibility:** Excessive products or services promotion can sometimes lead to loss of audiences trust and credibility. The audiences may feel that influencers' are more interested in money than providing genuine experiences, which affect the brand's reputation and create "backlash".

2. **Content manipulation:** Some influencers may exaggerate in presenting the benefits of product or service unrealistically to earn more money. This can lead to a decline in followers' trust especially if the actual product experience does not match with followers' expectations.

3. **Difficulty measuring the actual return on investment (ROI):** It can be challenging to measure the real impact of influencers' campaigns on sales and brands' awareness. Yet these indicators may not directly reflect on consumers' purchasing decisions.

4. **Dependence on influencer's personality:** The campaigns success may depend on influencers' personality. If their popularity declines or suspect in any scandal, brands perception will negatively be affected.

5. **High cost of mega-influencers:** Influencers with large followings typically demand high fees. This can over expensive for small or startup companies.

6. **Fake audiences:** Some influencers purchase fake followers or use techniques to artificially pomp-up their engagement rates. This reflects directly on the inaccuracy of the campaign insights and lead to its failure.

7. **Incompatibility between the influencer and the brand:** Sometimes there may be a mismatch between the influencer's personality and the brand or its target audiences leading to audience unease.

8. **Reliance on fleeting trends:** Some influencers build their fame on temporary trends. This makes their impact short and highly affected by any changes in audiences' interest.

Comparisons between Traditional Celebrities and Social Media Influencers.

Influencers are modern form of opinion leaders and societal elites. They share many commonalities along with traditional celebrities. Of course, each has his own strengths, allowing marketing and mass communication experts to select and match them with brands, strategic goals, budgets and target audiences.

Here are the key similarities between influencers and traditional celebrities:

1. **The Road to Fame:**
o **Influencers:** Typically gain their fame through personal and engaging content on social media platforms like; beauty, fashion and technology. They do not need traditional mediums as; television, radio or cinema to achieve such fame.
o **Traditional Celebrities:** Gain fame through their talents performed via traditional media like; cinema, television, music or sports. Their success depends on recognition in their artistic fields.
2. **Audience Interaction:**
o **Influencers:** Interact directly and immediately with their followers through comments and messages on social media to become one close network.
o **Traditional Celebrities:** Interact with audiences often more formal and less interactive style relying on television interviews or public events.

3. **Credibility and Personal Connection:**
o **Influencers:** Rely heavily on building their personal relationships with audiences making followers feel connected and confident in their personal experiences and recommendations.
o **Traditional Celebrities:** Have strong influence due to their public fame but less personal connections. Therefore, they are promote through traditional media.
4. **Content and Specialization:**
o **Influencers:** Often focus on innovating content in areas like; fashion, beauty, fitness and gaming making their audiences more targeted.
o **Traditional Celebrities:** Are famous in fields like; acting, singing or sports. Their influence are broad across different ages and interests. Yet, more depending on a team of writers, producers, directors... etc.
5. **Commercial Benefit:**
o **Influencers:** Primarily use social media to promote brands, influencing their followers' for purchasing decisions.
o **Traditional Celebrities:** Receive advertising contracts from brands but their impact target masses. For this, it might be less focus on specific target groups.

6. **Daily Interaction:**
- **Influencers:** Provide regular and consistent content which lead to direct interactions with their followers. This make them part of their audiences' daily lives.
- **Traditional Celebrities:** Appear at major events or public occasions and do not interact directly.

7. **Local and Global Fame:**
- **Influencers:** Have local and global fame but within social media platforms.
- **Traditional Celebrities:** Have broader fame due to traditional media coverages for their news and work accomplishment.

8. **Management and Structure:**
- **Influencers:** Typically work independently or with digital marketing agencies giving them greater control over the content they produce.
- **Traditional Celebrities:** Often work with large production companies and have management teams to organize their professional lives.

9. **Short-term vs. Long-term Impact:**
- **Influencers:** Their impact can sometimes last shortly as their success depends on their continuity in providing engaging content, maintaining audiences' interaction and securing brand sponsorships.
- **Traditional Celebrities:** Their impact are often long lasting especially if they have successful career paths like; movie stars or major athletes.

What are influencers' classifications?

According to Ries Robert in 2020, there are three major criteria's that help marketers, public relations experts and brands to effectively select and match influencers' who align with the nature of service or product being promoted:

- **Alignment of Influencer and Brand:** Ensure the influencer's values; audiences and content align with the brand's goals.

- **Relevance of the Influencer:** Choose an influencer whose audience is highly interested in the brand product or service.

- **Authenticity of the Influencer:** Select influencer who is genuine and has a strong relationship with his/her followers.

Influencer Classifications

Influencers are categorize according to;

1. Quantitative Criteria:

- **Numbers of Followers:** Influencers are typically categorized into tiers based on number of followers:
  - **Mega-influencer**: Over than 5 million followers.
  - **Large influencer**: from 3-5 million followers.
  - **Medium influencer**: from 2-3 million followers.
  - **Small influencer**: from 1-2 million followers.
  - **Micro-influencer**: Less than 1 million followers.
  - **Nano-influencer**: Less than 500,000 followers.

2. Qualitative Criteria:

Influencers are classify according to Hovland "Credibility Model" 1980 into;

- **Trust and Credibility:** This is crucial for influencing purchase decisions as it fosters strong connection between followers and the brands.
- **Expertise and Innovation:** The ability to provide credible solutions to followers based on their personal qualities, knowledge and experience.
- **Attractiveness:** Personal qualities, behavior and social status have much influence on the influencers' perception among their audiences.
- **Interactivity:** The level of interaction between the influencers and their followers through comments and discussions.
- **Innovation:** is the ability of influencers to offer their followers innovative solutions to enhance their abilities and support the products or services promotion.

Additional features for influencers' selection:

- **Engagement Rate:** This measure how often followers interact with the influencers' content.
- **Niche Relevance:** The influencer's niche should align closely with the brand's target audiences.
- **Authenticity:** The influencers should genuinely believe in the product or service they are promoting.
- **Transparency:** The influencers should disclose any sponsored content.
- **Alignment with Brand Values:** The influencers' values should align with the brands' values.

Key features to consider

- Both quantitative (number of followers) and qualitative (trust, expertise, attractiveness, interactivity and innovation) factors are crucial for selecting influencers.
- Micro-influencers should be consider, despite of having smaller audiences' networks, yet they could often be more effective due to their higher engagement rates and authenticity.
- A well-rounded approach that considers both influencers' reach and their ability to connect with their audiences essential for campaigns' success.

To achieve the desired outcomes, carefully consider these criteria before brands, marketers and communication experts select influencers and assign them to promote products or services or ideas.

Chapter Two

Influencers' Charisma

The Influencers' Planet

Welcome to #influencers'_planet, a realm where social media celebrities have transcended the boundaries of time and space. They embarked on a rocket-like journey, blasting off into the digital universe.

The inhabitants of this celebrity planet have deeply penetrated the consciousness of society. No one is immune from their influence. Everyone is captivated by their smart skills, knowledge and opinions. People are so devoted to these influencers that they follow their recommendations without any hesitation, bound by their invisible magical connection.

This influencers' planet is a strange blend of reality and virtual world. It is a place where influencers marketing communication have become incredibly powerful, shaping the masses' minds through creative and engaging content. These digital stars have re-defined the knowledgeable and influential status for rapidly shifting in public opinion.

Just like traditional celebrities, influencers are ranked.
Their categories are base on their number of followers, from mega-influencers with millions of followers to micro-influencers with smaller but dedicated fans networks.

These digital celebrities share their daily lives along with their followers, creating a sense of community and network connection. They encourage their fans to participate in the creative process, fostering the sense of "co-creation".

What drives those influencers to gain high reaching rates and affects audiences' mindsets? It is the power of digital repetition and the ease of creating viral content. With just a smartphone and creative ideas, anyone can become an influencer then a trend.

How did influencers achieve this widespread popularity competing with traditional celebrities? The influencers' success are largely attribute to the digital repetition theory. In reality, to become a celebrity in fields like; art, sports, society, public opinion, economics, or politics required genuine talent, rigorous training, practice and full-dedicated team, well-crafted plans, media and communications experts, strong public relations, and substantial budget.

However, in the social media, a simple 10-second video shared on social media platforms can attract thousands even millions of followers with only one innovative video and influencer's strong capability to engage and interact with his/her audiences.

Attention, influencers have become role models and ideals for children, youth and even adults. While few of them have possess genuine talent, yet many need dedicated teams to nurture and develop their skills through training and experience.

This is an excellent opportunity. The media landscape has drastically changed. It has become digital. **#Influencers'_Planet** needs comprehensive catalog outlining operational mechanisms, code of ethics, specific criteria and evaluation standards to conduct its ethical, educationally and community role planned.

(2)

How To Be An Influencer?

Consider yourself in a sacred mission.

How to become an influencer and carve out a unique space for yourself among the multitude of influencers.

Influencers' marketing communication is no longer a new phenomenon. It is a tangible reality. We encounter daily as we scroll down through social media. It is everywhere; fashion - food - problem solving ...etc. Influencers' creativity and engaging content have managed to capture the attention of millions on social media platforms like; Facebook، LinkedIn، X، Threads، TikTok، and Instagram.

Becoming an influencer is not a co-incident matter of chance. It requires dedication, hard work and a well-defined strategy and plan for personal development scheme.

Let us; explore the steps to transition from a passive social media user to a content-creating influencer:

Step 1: Cultivate influencer's Qualities – Influencer should possess the essential attributes based on Hovland's 1980 credibility model. These attributes are; confidence, expertise, charisma, engagement, innovation and knowledge.

Step 2: Master Content Creation - Learn the art of content creation including production and design. Here are the five golden rules for creating engaging content:

1. **Innovative Ideas:** Choose unique ideas that set you apart from other bloggers.

2. **Unique Style:** Develop a distinctive digital personal branding that set you apart from others on social media.

3. **Target Audience:** Understand your audience and tailor your content to their preferences.

4. **Research:** exert a comprehensive research process for the information you would like to share within your content and ensure its credibility sources.

5. **Word Count:** Keep your spoken words up to 130 or less per minute, to ensure your audience can easily understand and engage with your content.

Step 3: Create Daily Content Schedule - Develop a daily content plan. Post fresh content every day with a different message. Continuously create new content to attract followers.

Step 4: Leverage Data and Analytics - from your social media profiles to understand your audiences and optimize your content strategy. This will help you to grow your following and eventually monetize your influence.

Step 5: Embrace Feedback - Be open for both praise and criticism. Remember, people do have different opinions.

Step 6: Engage with Your Audiences - Dedicate specific time to interacting with your followers daily. This is crucial to maintain a strong connection with them.

Step 7: Stay Updated - and well informed about the latest trends in your field and be aware of any updates on social media algorithms. This will help you stay ahead of the curve.

The Influencer's Charisma: A Magical Bullet

In Egypt, at North Coast, in a famous concert that amidst a highly charged and harmonious crowd, a Lebanese singer suddenly, paused his band.

In his distinctive Lebanese accent and with endearing words, he asked the audiences to stand up, turn on their smart phone lights and sway on his famous romantic song.

In mere moments, this talented singer transformed into an "influencer" captivating audiences attentions regardless of their culture, age, or social backgrounds. The crowd witness a state of euphoria and heightened emotion. They seemed hypnotized, obediently following the singer's instructions without any conscious thought.

This is an exact example of the "magical bullet" theory, where a message penetrates the soul of masses and ignites their emotions. An elderly woman swayed happily with her grandchildren and a sixty years old man sang along with renewed hope and optimism.

This magical bullet phenomenon has occurred throughout history. Every era has its own opinion leaders who launch their "magical bullets" direct them towards the masses subconscious to shape their thoughts and spirits.

In the early 20th century، leaders like Adolf Hitler, Benito Mussolini, Vladimir Lenin, Mustafa Kamel and Gamal Abdel Nasser wielded immense influence over their public audiences. These leaders became legendary figures, possessing a unique charisma and a powerful effect, penetrating influence over masses. Their speeches ignited the emotions of their audiences and motivated them to change, thus legitimizing their authority.

Concurrently, masses' emotions residing in the subconscious often dictate their actions and reactions. The crowd's spirit is characterize by intense emotion with an immediate response to leader's charisma. With a strong attachment to "magical bullet" that is repeatedly, emphasizes and reinforces this charisma.

In today's digital era, social media has shifted public awareness through the power of content creators and digital influencers. They replaced traditional opinion leaders exerting their influence over masses through five digital criteria:

- **Trust and Credibility:** influencers' personal attributes make their followers connect strongly in a friendship and ongoing communication.
- **Expertise:** influencer's ability to provide well-supported information and argument through creative content enriches his followers' knowledge.

- **Attractiveness or Charisma:** This is a significant motivator for followers to pay attention to the influencer's message. The more appealing the influencers are the greater their interest and influence will apply.

- **Interactivity:** Extended interaction is a fundamental part of any successful communication process between influencers and their audience. Social media has taken interaction to a new era with advanced digital technologies. This has added a special appeal to content creation, measured by the number of interactions, impressions and immediate shares by followers.

- **Creativity:** refers to the influencers' intelligence and ability to create engaging, contemporary and innovative content that anticipate the needs of their followers.

Influencers' intelligence lay in their professional management of masses psychology and opinion. They have the ability to stimulate the digital imagination of their audiences with creative content and stunning visuals. They fully understand that they are at the forefront of influencers' communication and have the power to ignite the enthusiasm of their audiences.

"The spirit of the masses remains the only invincible force throughout ages"

The Selection of the Ideal Influencer for Digital Banking Customers

In today's digital landscape, where individuals are constantly connected to various social media platform. The world has become borderless, transcending geographical, temporal, ideological, age and financial boundaries.

Amidst this transitional phase, the world of digital banking emerged on England, in 2015. Its smart financial and banking services have evolved dramatically, becoming a preferred choice for many customers. COVID-19 pandemic 2020 further accelerated this digital transformation and significantly increasing the demand for digital transactions globally.

The digital revolution, nowadays, is forcing everyone to adapt e-banking and financial solutions. The Egyptian Parliament, in 2020, approved the Banking Law number 194. The law included an entire chapter on digital banks making them tangible reality in everyday life. In July 2023, The Central Bank of Egypt issued the digital banking executive regulations. In 2024, banks were allow to apply for digital banks licenses.

This raise an important question: How to select the ideal influencer who can express and align with the digital banking services transition?

The answer is very complex and involves two essential stages:

1. **Identifying the ideal influencer:** Among the vast array of influencers on social media. For this, marketers and communications experts should consider five key criteria for best influencers' choice: credibility and trust, innovation, expertise and knowledge, attractiveness and audience engagement.
2. **Well-Understand to customers:** It is crucial to analyze the behavior of digital banking customers and categorize them based on their interaction with digital financial technology and their financial requirements.

   Sandstone Technology's 2020 report categorized digital banking customers into four segments based on their technological behavior and financial requirements:

   - **Baby Boomers:** Born after World War II, they make about 27% of banking customers. Their primary financial needs revolve around managing accounts, payments and loans. They are characterize by being insufficient tech-savvy and more security-conscious. They require AI-powered support and customers' service.

- **Generation X:** Born between late 1960s and early 1980s, they are comfortable with technology and make about 26% of customers. Their needs include account monitoring, bill payments and money transfers. They are more open to digital solutions.

- **Millennials:** Born in the late 1990s and early 2000s, they make about 30% of customers and are highly tech-savvy. Their needs include mortgages, student loans and investment opportunities. They are more flexible and open to cost-effective digital solutions.

- **Generation Z:** they describe as technology natives. Generation Z are born in late 1990s and early 2000s, they make about 17% of digital banking users. They are highly skilled in using social media and eager to try new digital banking solutions.

Selecting the ideal influencer is not a simple task. It requires a comprehensive strategy and dynamic plans through analysis of the four customers segments and their needs, as well as, the use of artificial intelligence and machine learning with continuous collection of customers' feedback.

Chapter Three

Two World Stardom

Naguib El-Rihani

The First Food Influencer in

the Egyptian Cinema

A Surprising Truth, discovered after 75 years of his death, the legendary actor Naguib El-Rihani was the first food influencer/blogger in the Egyptian cinema.

In a pioneering scene, from "Ahmer Shafaik" (Red Lipsticks) film produced in 1946, El-Rihani anticipated the food bloggers and influencers by decades. In a scene set at a grocery store, he tried and sampled various foods with an exaggerated skepticism, foreshadowing the discerning taste of modern-day food critics.

Beyond the plot, and while this scene reflected the character's poverty and desperation, it inadvertently established an idea for food reviews that would become ubiquitous in the digital era.

A growing trend before the advent of social media, food critics and writers had been reviewing about restaurants and recipes in traditional media like; radio, newspapers,

magazines and television. Programs like "Hawa" (Eve), "Sayidaty" (Lady), and "Nusf El-Donia" (Half the World) featured cooking segments and restaurant reviews.

The rise of food television industry with the advent of satellite television, cooking shows gained immense popularity, leading to the emergence of celebrity chefs like; Chef Mona Amer.

The social media revolution catapulted food blogging into a lucrative profession. Food influencers, armed with advanced photography and video editing skills, create visually appealing content that attracts followers. They use techniques like time-lapse and jump cuts to create engaging short-form videos on platforms like; TikTok and Instagram Reels.

Who are the food bloggers/influencers? Food bloggers or influencers are people who combines between food admiration and talents for creating engaging content. They use their social media platforms to review restaurants, share recipes and influence food trends and markets.

Key characteristics of food influencers:

- **Visual appeal:** Highly qualified food photography and videography.
- **Engaging storytelling techniques:** Creating narratives about food that resonate with their audiences.
- **Authenticity:** Building trust among their followers through honest reviews and personal experiences.
- **Community building:** Fostering sense of community among their followers.

In conclusion, Naguib El-Rihani's pioneering role as a food reviewer has paved the way for a thriving food influencers' industry. As social media continues to evolve, food influencers play important role in shaping followers' preferences.

Where does the business come from?

Food influencers' income streams can be both fixed and variable. They collaborate with brands and restaurants for sponsored content, reviews and promotional material that generate substantial revenue. Additionally, they are reward from social media platforms like; YouTube and Instagram through posting direct advertising. There are many well-known Egyptian food bloggers/influencers as; Amr Hady and Mounir Makram. They gain fame and money through their transmitted blogging.

A growing industry

Many influencers prefer to have fixed income and work as culinary consultants or food tasters for companies or media organizations. With the popularity of cooking competitions like' Top-Chef fuel up the growing demand for food influencers to judge and participate in culinary events for prizes and rewards.

Innovation and competition

As digital celebrities with millions of followers, food influencers must constantly continue innovating to stay relevant. Some employ behind-the-scenes footage, like; "Fatty", the famous donut maker who shares her daily diary as a business owner and bakery. Others focus on healthy and sustainable recipes highlighting organic ingredients and reducing food waste.

A booming market, according to ProfileTree report, the food influencers market have grown 12% on annual bases since 2015. In US market alone, there are over than 32 million food bloggers. Food content is the most popular category on social media with 42.8% of followers' engagement directly or indirectly with related content. A significant portion of food influencers' revenues comes from social media advertisings, brand sponsorships and affiliate marketing.

The rise of food influencers in Egypt has significantly affected the digital economy, advertising and the food industry as well. It has transformed how consumers discover and consume food content adding innovation techniques to the food industry and e-commerce applications.

Ahmed Ramzy

The Shared Economy Influencer

Surprisingly! The Egyptian actor Ahmed Ramzy was nominate as The Shared Economy initiator. This was communicated in 1961 film "La Tatfi' Al Shams" (Do not Extinguish the Sun) written by the greatest writer Ihsan Abdul Quddus and directed by creative Salah Abu Seif.

The film revolves around an aristocratic family facing financial hardship after the father's death. The mother, "Aqeela Rateb" and her five children – "Faten Hamama", "Sharine", "Leily Taher", "Shukri Sarhan" and "Ahmed Ramzy" are disparately searching for means to support themselves.

Ahmed Ramzy, the youngest family member played the role of a rebellious and unconventional youth. He introduced an innovative radical idea: a precursor to sharing economy services like; Uber and Careem today's services. He suggested that the family could rent out their car to drivers who would then offered rides to customers, splitting the earnings among the owners and the drivers themselves.

This concept of sharing assets for mutual benefit was consider quite revolutionary at that time and met with resistance from all family members. They accused him of being reckless and disrespectful for tradition. Ahmed Ramzy's character in the film was advocating for shared economy models decades before it became to be a global phenomenon. He understood the potential of leveraging assets to create sustainable income streams.

Key points of the film:

- **Ahmed Ramzy's character** represents the young generation with their innovative ideas.
- **The shared economy concept:** The film foreshadows the idea of sharing assets for mutual benefit, which is now a cornerstone of the modern economy.
- **Resistance to change:** The family members' initial rejection for Ahmed Ramzy's idea highlighted the resistance challenges of introducing new concepts on the social level.

In conclusion, Ahmed Ramzy's character in "La Tatfi' Al Shams" offers a fascinating glimpse into the future of sharing economy. His ideas, advanced community understanding and became increasingly relevant in today's world.

Ihsan Abdul Quddus, the author could not imagined that the technological revolution would transform the world and that the shared economy would become investments mechanism for both individuals and institutions in the 21st century.

The most notable examples of shared economy platforms are Uber, Airbnb, TaskRabbit, Turo, Upwork, Poshmark, WeWork, and Fiverr. These cater a wide range of sectors like; transportation, travel, housing, employment, fashion, home services, and workspace rentals.

Ahmed Ramzy, therefore, is crown to be the shared economy generation influencer. His influence has transcended his own generation, inspiring digital natives who are re-shaping thoughts and beliefs with the magic touch of their smartphones. Ramzy's credibility model, encompassing trust, innovation, direct interaction, knowledge, and attractiveness has endured for centuries.

With the widespread adoption of technology and digital platforms, the shared economy has experienced tremendous growth. Its value estimated at $335 billion in 2023 and projected to reach $1.5 trillion by 2030, according to The Unified Arab Index 2023 report.

Individuals aged between 18-24 have the highest employment rates in the shared economy at The United States, with 38.70% employment rate. This followed by 25-43 age group that reaches 28.80%.

Egypt is the largest market in the Middle East with over than 110 million people. Egyptians are known for their innovation and tech-savviness, which significantly helped in the growth of shared economy industry. Platforms like Uber and Careem serve over than 4 million users and employ more than 200,000 drivers in Egypt.

The shared economy in Egypt extends beyond transportation to include rural areas, where people rent out their animals like; cows or donkeys for farming or transportation plus other services like renting ovens and hiring mourners for funerals.

Moreover, The World Travel and Tourism Council in 2015 ranked Egypt as the third Arab country with 12.8% GDP contribution to the sector. These insights indicated huge job opportunities creation in industries like; TeamShare, OLX, Property Finder, and Hosty which facilitate asset rentals.

The report attributes the global growth of the sharing economy to the significant benefits awarded to individuals and organizations, leveraging from their underutilized resources and assets such as; cars, homes, clothing, equipment, labor, and shared workspaces.

The report also emphasizes that sharing economy provides lower-cost resources for consumers offering greater flexibility in terms of working hours and operations.

As consumers' behaviors shift towards accessing rather than owning goods and services, the sharing economy has gained traction, particularly among those seeking sustainable lifestyles and reducing waste. This is evident in the growing popularity of renting tools, shared workspaces, equipment, or clothing for short periods through specialized platforms.

The report forecasts continuous growth for the sharing economy driven by improvements in digital infrastructure, increased technology adoption and the development of supportive regulations. The market expansion particularly in emerging economies is expect to fuel up the demand for flexible services especially among youth and entrepreneurs.

While the sharing economy offers numerous of benefits, yet it also faces many challenges such as; lack of regulatory frameworks. This dives countries like The United Arab Emirates, specifically Dubai to regulate the sharing economy in terms of demand and quality standards for both assets and services.

"Omar El-Sharif"

When The Influencer's Allure through Women's Eyes on Social Media

Let us!! take a moment to recall a memorable scene from the famous Egyptian 1980 play "Sekk Ala Banatak" (Shut over your Girls), starring the legendary Fouad Al-Mohandes. In a master scene, Al-Mohandes, reviewed a list of potential bridegrooms for his eldest daughter, who named Fowzia. At the top of this list was the internationally Egyptian actor, Omar El- Sharif. Al-Mohandes described El-Sharif as "The most charming and fascinating icon who drives women crazy."

If we pause and ponder on the previous phrase "drives women crazy." In Egyptian colloquial language signifies a man with immense charm and attractiveness as Omar El-Sherif.

This leads us to an important question: What are the qualifications that make a man attractive to women? Do these standards vary from one culture to another or they are universal characteristics?.

Certainly, the standards of male attractiveness vary significantly across cultures, influenced by social, geographical, and historical factors, For example:

- **Western Culture:** Physical fitness is often a top priority. Tall, athletic men are generally consider more attractive. Other qualities such as; self- confidence and effective communication skills also enhance men's appealing. Professional success and social status are further contributing factors.
- **Middle East Culture:** Religious devotion, commitment to family values, generosity, and responsibility are highly valued. While physical appearance is also considered. However, attributes as strong physique and dark hair are generally perceive attractive.
- **African Culture:** Physical strength is often associated with masculinity and seen as essential for protecting family. Wisdom and leadership qualities are also highly regarded. Interestingly, a fuller body type is sometime view as a sign of health and strength in certain African cultures.
- **Asian Culture:** Lighter skin tones are often prefer especially in countries like; South Korea and Japan. Qualities like; reserve and calmness are also consider attractive features as they convey strength and respect. Similar to Western cultures, academic, professional or financial stability enhances men's appeal.
- **Latin Culture:** Romanticism plays a significant role in Latin cultures. Men who are expressive their emotions and have strong social presence are consider attractive. Physical attributes and ability to socialize effectively also contribute to men's allure.

In conclusion, while there are universal qualities that enhance men's attractiveness such as; confidence and success. Cultural factors plays significant role in shaping specific beauty standards. These standards evolve over time reflecting changes in societal values and norms.

Here are the eleven Magical Rules to resample Omar El-Sharif's attractiveness.

1. **Self-confidence:** A confident man exudes strength and ability to handle any situation.
2. **Physical fitness:** A fit and healthy body is universally appealing. While you do not need to be muscular, taking care of your health and fitness will make you more attractive and vibrant.
3. **A warm smile:** A genuine smile can make you more approachable and appealing.
4. **Social intelligence:** The ability to communicate effectively and intelligently is highly attractive.
5. **Attention to appearance:** A well-groomed man is more likely to perceive as attractive and successful.

6. **A sense of humor:** A man who can make others laugh is more fun to be around.

7. **Ambition and success:** Having clear goals and striving to achieve them is attractive.

8. **Respect and humility:** Respecting others regardless of their social or cultural background is highly attractive quality.

9. **Leadership:** The ability to lead and make decisions are perceive as signs of strength and confidence.

10. **Positive social interaction:** Being kind, respectful, and engaging with others is attractive.

11. **Emotion and romance:** Men who can express their emotions, caring and romantic are often more attractive to women.

Social Media Influencers attractiveness

With the emerging of social media platforms, the male attractiveness features have evolved. Influencers shape males perceptions of attractiveness into;

1. **Digital fame:** A large following network on social media platforms is view as sign of attractiveness and influence.
2. **Unique talent and content:** Individuals with unique talents and ability to create original content are highly appealing.
3. **Openness and communication:** Being open and engaging with followers is attractive.
4. **Culture and social impact:** Men who are knowledgeable about current political, economic and social issues are recognize as more intelligent and attractive.

In conclusion, while the timeless qualities of confidence, kindness, and ambition remain attractive, social media influencers have introduced new dimensions to male attractiveness emphasizing digital presence, talents and social presence. While Omar El-Sharif may have been the heartthrob of last century's icon, the modern man must adapt digital attractive characteristics to allure to modern women.

Youssef Wahbi

Crafting "Don Juan" Persona

In 1960 film, "Ish'aat Hob" (Love Rumors), Youssef Wahbi declared that women love "Don Juan" type of male is due to his charismatic, sophisticated, romantic which makes her feel like a queen who dominates not only his heart and mind but also his life.

How does one become "Don Juan"? What are "Don Juan" qualifications? Do these qualifications change by time from classic cinema to the social media era?

Let us!! delve into a master scene from "Ish'aat Hob" where Youssef Wahbi, the great valine in the Egyptian cinema coaches his unexperienced nephew Hussein (played by Omar El-Sharif) how to win women heart. Wahbi, playing the role of a wise uncle who imparts valuable tips on his nephew's appearance, romantic gestures and even strategic deception.

In the film, Wahbi's advices are specifically tailor to help Hussein to win over his niece, Samiha's heart (played by the legend Soad Hosny). While these tips give in specific context, they highlight some timeless principles of personal branding and attraction.

Personal Branding in the Digital Era

In today's digital world, the concept of personal branding has evolved significantly. While Wahbi's advices focused on specific goals that is to win over woman heart, yet, contemporary, personal branding involves more holistic approach to self-development and identity.

Here are some key reasons for personal branding:

- **Personal desire for change:** individuals must have genuine desire to change their goals, values, and lifestyle.
- **Career transitions:** Changing careers or starting a business can necessitate a personal rebranding.
- **Social relationships:** Ending toxic relationships and building a new supportive one can contribute to personal growth.
- **Aging:** As people become old, they may choose to rebrand themselves to reflect their evolving identity.
- **Personal growth:** Learning new skills, developing hobbies, or adopting healthier habits can lead to personal rebranding.

Building Digital Personal Branding

If you want to rebrand yourself digitally, you might consider the following tips:

- **Self-reflection:** Assess your values, goals and strengths. Identify areas where you want to improve.
- **Set goals:** Define what you want to achieve with your digital personal branding.
- **Develop a personal narrative:** Create a compelling story about yourself that highlights your unique qualities and experiences.
- **Cultivate a positive online presence:** Build strong personal brand on social media by sharing valuable content and engaging with others.
- **Seek professional help:** If needed, consider working with a life coach, branding consultant or image consultant.

While the specific techniques for personal branding may have evolved, the underlying principles remain the same in; self-awareness, authenticity and clear understanding of your goals. By following these principles, you can create a compelling personal brand that resonates with others.

Let us!! pause for a moment and listen to the buzz and loud voices coming from social media influencers, those who have managed to change ideas and inspire personal change into "Don Juan" concept.

When comparing the attractiveness of traditional movie stars and social media influencers, we find differences in their roles and influence on the audiences' level, as well as, communities levels which are:

1. **Fame:**
   o **Movie stars:** Their fame are primarily base on their acting roles in films and TV series. Their fame are often tie to the characters they portray. They enjoy extensive media coverage through films, TV shows, and interviews.
   o **Social media influencers:** Their fame are built on platforms like; Instagram, YouTube and TikTok. Their attractiveness stems from direct and daily interaction with their followers. They often share personal details, which creates more intimate and authentic connection with their audiences.
2. **Appearance and attractiveness:**
   o **Movie stars:** Movie stars often have polished and idealized appearance based on styling team and makeup artists. They are often recognize as beauty icons.

- o **Social media influencers:** They present more realistic image often showing their everyday lives. Their attractiveness stems from authenticity and relatability.

3. **Personality and audiences connection:**
   - o **Movie stars:** Their attractiveness are often tied to the type of character they portray، whether romantic or powerful. Their off- screen persona are often more idealize
   - o **Social media influencers:** Their attractiveness are based on factors like; unique content, authenticity, humor and ability to connect with their audiences on emotional level. This direct and personal connection makes them more relatable to their followers.

In conclusion, while both movie stars and social media influencers have their unique ways of captivating audiences, influencers often have more personal and authentic connection with their followers. This led to a shift in the perception of attractiveness along with authenticity and relatability for digital leaders and celebrities in the social media era.

"Woman's Youth"

A Struggle for Freedom between Two Stardom Worlds

Searching for Eve, in the cultural heritage and art.

You will find her like a blossoming tree: attractive, resilient with roots deep in the earth and branches reaching high into the sky. She stands at the center of all life's arenas, declaring herself the beginning of all paths and the end for every freedom seeker. Whoever wishes to advance must offer his sacrifices, and she will grant them the keys to freedom, inspiring to reach for the unattainable. She remains dominant over every aspect of lives.

She is Eve!

From the famous painting "Liberty Leading People" by Eugène Delacroix painted in 1830. It depicted a woman carrying the revolution flag in one hand and a rifle in the other. She tries to lead French people to strike against King Charles X. Resampling the same freedom concept is the Statue of Liberty by Frédéric Auguste Bartholdi produced in 1886. It symbolized a woman freed from the chains of tyranny holding a torch in one hand and a book on the other hand, bearing the date of American independency.

This is Eve, the symbol of freedom in art and culture, remains steadfast.

Looking for Eve, the solitary beacon guiding you towards the desired freedom. Before you would find crossroads leading to two distinct worlds. Both ways are fill with stars, celebrities, lights and vast crowds.

The first world represents traditional cinema with its crystal-clear, classic films and social and political issues. The second world represents the magical realm of social media, captivating followers with constant and diverse content from short films and educational clips to comedy and entertainment.

Are you still searching for the connection between Eve and freedom? Are you still observing the audiences' longing to break free from the chains of traditional heritage and embrace future freedom?

Let us!! explore this timeless struggle within the Egyptian cinema, specifically focusing on "Shabab Imra'a" (Female's Youth) film. The 1956 film was rank, number six among the 100 top films in The Egyptian cinema history. It directed by Salah Abu Seif, and acted by the two superstars; Tahia Carioca and Shadia.

"Shabab Imra'a" was deliberate chosen for several reasons:

- **Female Protagonists:** The film features two movie stars of the 50s and 60s, Shadia and Tahia Carioca, whose cultural influence were immense.
- **Symbolic Storytelling:** The film's script is rich with symbolism from the sets and lighting to characters' actions all of which underscore the audiences' internal struggle between tradition and modernity.
- **Women as Metaphors:** The women in the film represent different life philosophies: tradition and conformity versus freedom and progress.

As you watch the film "Shabab Imra'a" you will see how the character of "Shafaat" played by Tahia Carioca embodies the allure of traditional and restrictive freedom. In contrast with "Salwa" played by Shadia who represents the new world of digital freedom attracting audiences with the promise of expression and connection.

The Illusion of Freedom

In the film, the audiences witness the major dilemma. Although they offered sense of freedom, yet this freedom is control with audience's passive respond as;

traditional cinema allowed audiences to see only one-sided perspective.

On the contrary, social media's freedom locked with conditions. Platforms set the rules and users must comply them to remain connected. While social media offers unprecedented connectivity, it creates dependency-limited resolution.

Comparing the two stardom Worlds

- **Traditional Cinema (Shafaat's World):**
  - Offers a tangible and immersive experience.
  - Provides a sense of escapism and emotional catharsis.
  - Requires a financial investment (ticket price).
  - Offers more controlled narrative.
  - Provides sense of community and shared experience.
- **Social Media (Salwa's World):**
  - Offers seemingly limitless access to information and entertainment.
  - Is free (or low-cost) to access.
  - Encourages user-generated content and interaction.
  - Can lead to information overload and addiction.
  - Often reinforces conformity and pursuit of instant gratification.

Symbolism and Subtext

The film filled with symbolic moments that highlight the characters' motivations and the underlying themes. For example, Shafaat's scenes in the restaurant where she uses food and seduction to control the protagonist, symbolize the allure of traditional power dynamics.

The protagonist's internal struggle is evident in the hero words such as; "Are you a man or not?" and "You have no right to interfere in my life." These words reflect the audiences 'desire for autonomy and freedom from external control.

In Conclusion "Shabab Imra'a" offers timeless exploration of human desire for freedom. By contrasting the allure of traditional cinema with the promise of the digital platforms.

Chapter Four

Influencers' Fortune

"Influencers: Penning Popular Economics Chapter"

The famous Egyptian proverb says; "Every era has its own ears", the ears of this era are the social media platforms. Driven by group of influencers, the digital public opinion leaders who ignite masses passions with innovative content. They disseminate popular economic knowledge in its simplest terms.

Targeting (generation Z, millennium and Alpha generations), influencers change the patterns and behavior of 72% of communities. They provide decision-makers with compass to discover the driving forces behind masses decisions. They achieve 11% increase in market value for companies with minimal cost and maximum public impact, while ensuring customers' loyalty.

The most popular economics influencer, famous for his blogs "Home Economic" is Mohamed Bassiouny. He has millions of followers on Facebook, 101k on YouTube and 301k on Instagram.

Bassiouny managed to transform the primary economic knowledge from elite audiences to general masses. He uses simple content to explain financial transactions and economic terms. Relying on the technique of symbolic storytelling, which has a great impact on masses. He launched the slogan "Talk about money and its impact on our lives in an aunty way" to reach the mindset of the simple citizens. Cultivating their financial knowledge and economic culture. His successful blogs appeared in a crucial time, as Egypt is moving towards digitization, increasing sustainable development rates and improving citizens' well-beings.

The general atmosphere and personal identity of "Home Economics" blogs is middle class image stereotype. In which Mohamed Bassiouny appears wearing his classic pajamas similar to those worn by cinema stars in the 50s and 60s like; Ahmed Mazhar, Rushdi Abaza, and Omar El-Sharif. Bassiouny choses the middle class as they resemble the main driving forces for social and economic development in the Egyptian society. The living room décor, colors and the usage of home sofa help Bassiouny to emphasize the middle class social and economic level stereotype.

Mohamed Bassiouny has adopted simple and understandable language. This successfully creating two ways communication dialogue between him and his followers. His continuous interaction with his followers, encouraging them to comment, like and share which again helps him in maintain this shared language and instilled trust and credibility. This contributed to the expansion of his followers' network, turning Mohamed Bassiouny into their trusted financial advisor.

When the reader follows "Home Economics" blogs comments, he will find many followers asking questions and demand consultations about various economic issues as; the best investment tools, invest in gold or real estate or savings certificates. As well as, techniques of purchasing installment or cash purchases.

The simplicity of which Mohamed Bassiouny speaks has contributed to eradicating economic illiteracy. The reader will find his followers are repeating economic terms such as; fiscal and monetary policies, inflation, unemployment, dollarization, financial inclusion, economic empowerment, the informal economy, financial markets, gold, sustainability, economic development, savings tools and entrepreneurship with full understanding and in simplicity.

The success of "Home Economics" blogs in its simplifying economic information and turning it into popular discourse which marked an important chapter in the success of "influencers' communication" experiment in spreading financial culture and popular economics.

Another example to the power of influencers' communications happened on The United State. Decision-makers at one of the major pharmaceutical company noticed public aversion from purchasing "influenza" medicine. They utilizes "influencers' communication" mechanism to promote the "influenza" medicine socially and economically in 2020. The campaign achieves huge widespread and succeed to create a public demand on the medicine.

According, a study was conduct by Bonnevie E to investigate "Utilizing Influencers to Increase Knowledge and Positive Beliefs about Influenza Drug" concluded that; influencers' communications garnered an increase in the number of followers. Audiences' shares the message to reach 69.495 shares. The campaign allowed the emergence of 117 new content creators who contributed to increase the percentage of positive beliefs and e-reactions about the vaccine. Thus, increasing the public demand. In addition to building direct communication channels along with customers to learn about their impressions on the drug and exclusively promote others company products to ensure customers' loyalty.

Influencers' communication is no longer a trend. It is effective mechanism with a wide masses impact. It is growing daily and its demand is increasing from masses, decision-makers, brands' and business owners.

(2)

Influencers: The Art of Constructing Consumers Purchasing Power

Can you imagine influencers becoming one of the vital mechanisms for mass economy creation? Those who direct the purchasing power of their followers, driving the influencers market to reach $15.2 billion in 2022, with projections to reach $22.2 billion by 2025 globally.

The numbers indicates that 61% of social media users trust influencers' campaigns. More surprisingly, 8 out of 10 people have actually purchased product or service recommended by an influencer.

As a result, the advertising landscape are re-shaped with influencers' marketing campaigns which capture 30% of marketing budgets for companies in East and Southeast Asia in 2021. This is the power of social media influences in the digital era.

The trend of influencers marketing have swept across major brands and institutions worldwide. This type of marketing communication introduced new terms such as; blogs, influencers, vlogs, and personalized messages. It imposes new social reality in parallel with the use of artificial intelligence to extract and analyze data related to the masses behavior, followers and their consumers' characteristics.

Influencers are individuals with creative minds who have boarded the "magic bullet" rocket to penetrate the masses psychology, digitally shape public taste and drive masses purchasing power.

The influencers' marketing index is increasing, nowadays, to reach approximately 64 million influencers worldwide on Instagram platform alone. With an average profit of $200 per post for Nano-influencers, (whose number of followers are less than 500,000). Imagine the earnings of other categories: mega, large, medium, small, and micro. Imagine the income of other influencers on other social media platforms like; Facebook and YouTube that are follow by more than 60% of the world's population.

More importantly, there are 10 countries recognized as the top influencers' producers worldwide that are; Brazil, The United States, India, Russia, Indonesia, Italy, The United Kingdom, Argentina, Iran and Turkey.

Five of these countries: The United States, India, The United Kingdom, Brazil and Italy are among the top 10 largest economies worldwide. This is according to The International Monetary Fund and Forbes in 2024.

Consequently, influencers are the masses economy creators! They have penetrated societies with various cultures and economic systems, imposing "Wisdom of the Crowd" reality. They have changed the structural and the purchasing power of the market on social media platforms. This has allowed the emergence of new type of customers known as the "sophisticated customers" who possess special characteristics. They got more developed and demanding purchasing pattern and behavior. They rely on e-information acquired from social media, comparing prices, seeking alternatives and reviewing the quality of products and services by searching for other customers' experiences. This increases in the market competition among companies to win customers' satisfaction and loyalty.

How do influencers create the mass economy?

Simply, influencers direct the societal purchasing power towards certain products or services, which create mass demand. Thus, they drive the economic mechanism that contribute to the market growth of brand value. This helps expand the base of the innovative economy and increase production, creating more job opportunities and contributes to the achievement of UN's 17 Sustainable Development Goals.

Eleven key points for influencers' campaign positive impact:

1. Creating brand awareness of products and services by 86%.
2. Achieving 74% increase in number of new customers.
3. Contributing 69% to product awareness among customers without an intermediary.
4. Increasing sales by 46%.
5. Increasing the market value of brands by 11%.
6. Increasing the return on investment. As investing one dollar in influencers' campaigns yields return on investment up to $5, according to Operllo Survey statistics.
7. Reducing the relative cost of advertising campaigns compared to traditional media channels such as; television, radio, newspapers, magazines, billboards, conferences ...etc. As well as saving huge production cost for advertising.
8. Encouraging creative economics and customers' participation in creating exclusive brands contents.
9. Gaining the public's trust for the published content on influencers' pages more than traditional advertising or public relations activities.
10. Granting freedom of expression, as customers have the right to express their opinions and direct evaluation to products or services with complete transparency without imposing any spatial, temporal or linguistic limitations.

11. Integrating with traditional media. Social media allowed for the broadcasting of live advertisement, public relations activities, communications and sharing updates on products or services. As well as responding to customers' questions and following media that calls for images and videos about the products or services and rebroadcasting them again. In a comprehensive, instantaneous, and parallel manner.

It is certain that influencers' communication imposed popular control over economic mechanisms. However, to ensure the ultimate effectiveness over masses, brands and marketers should search for the right influencers based on the "credibility model" of trust, credibility, expertise, attractiveness, interaction, innovation and knowledge. In addition to ensure their equivalent and suites to the brand nature.

This is to be preceded by careful and in-depth studies for customers' classifications, to their current and future needs and the extent to which they match with the nature of the content. Also, possess intensive advantage of artificial intelligence and machine-learning tools are highly important with continuous acquisition of customers' feedback.

(3)

The Influencers' Wealth

After many years of hard work, tremendous effort with countless attempts to increase followers' portfolio with full dedication to create engaging content. As well as allocating time for direct interaction with audiences. In addition, to the in-depth studies and daily monitoring of pages insights. Without mentioning, thousands of attempts to enter the influencers' quantitative classification (according to the number of followers: from mega too large to medium too small to micro and finally Nano influencers) and the qualitative classification (according to the type of information the influencers are transmitting), influencers finally reach the first steps of brand sponsorship deal.

Where a new round begins, it is the revenue chapter, the "cash world", where influencers are chosen by one of the brands ambassadors to carry on their advertising campaign. They join its marketing team under sponsored advertisement contract.

Let us!! preview some indicators of the influencers' wealth. It worth mentioning that the influencers market reached $15.2 billion in 2022 and expected to grow to $22.2 billion by 2025.

Moreover, IWT website recorded an average income of $200 per post for micro-influencers (with number of followers over than 100k) on Instagram platform, which

ranks, the first social media platform in awarding influencers. The more followers the influencers have, the higher their earnings are determined. For example, if the influencer has 100k to 300k this means that his/her earnings can reach $600. As for the large influencer, whose number of followers exceed 2-3 million his/her earnings may rise to $2k per post.

Of course, the profitability rate of influencers varies according to the nature of the published content. If an influencer posts a story, his/her earnings will be between $40 and $100, while a reel would be between $100 and $300.

YouTube ranks the second social media platform after Instagram in terms of influencers' earnings with average return equal to $1154 per week in 2022. Content creators receive 55% of the advertising revenue generated from their videos, compared to $100 spent by the advertiser on YouTube. This means that Google gives content creators/influencers reward of about $55 for broadcasting one post.

Simply, if an influencer transmits videos and gets one thousand views. This means that Google will reward him/her with $18.

TikTok platform is even more creative in influencers' earnings. It reward them from special fund allocated for content creators/influencers that estimated with 2-4 US cents per one thousand views. This amount increases with the increase in viewership rates. Videos with millions of views have an average return of $20-40.

Here are the top five methods for influencers' wealth:

1. **Brand sponsorships:** This is the primary source for influencers' income. Brands contract influencers to accomplish and transmit content for a specific period with a paid financial return such as; the mega-influencer, Ahmed El-Wakil who is the most famous influencer in the automotive industry.
2. **Content marketing:** Companies provide influencers with gifts of their products aiming to mention the products features in their published blogs. The endorsement and recommendation provided by the influencers convey tangible experience of the products or services to their audiences, as they enjoy high credibility, increasing demand and consequently raising sales such as chief "Mai Yaacoub" in marketing Zahr kitchenware.
3. **Affiliate marketing:** Influencers receive commission for advertising the brands on their pages. This share ranges between 5-25% of the sales volume.
4. **Philanthropy:** Sometimes, influencers require donating part of their earnings in form of food bags or donating paints for hospital.
5. **Proactive approach:** Influencers can reach out to companies expressing their willingness to cooperate with them to enrich their portfolios. This brings them to sponsorships in the future.

Influencers' Earnings in

The Egyptian Currency

Finally, Google, the owner of 11 platforms including Google Search, YouTube, Google Drive, Gmail, Google Maps, Google Chrome, Google Play, Google AdSense, Android, Google Photos and Google Docs has officially recognized Egyptian currency for rewarding content creators in Egypt.

This was announced in an official statement last October 2024. The implementation of this decision will start from next May 2025.

Some may perceive this as an internal regulatory decision for a global company who seeks to organize its operations with its service providers, content creators across various platforms worldwide.

However, in reality, this decision deserves recognition to those Egyptian creative content creators. They have managed to persuade Google, one of the largest and most important global entities that control and multiple various platforms to include the Egyptian pound in its currency basket.

This also represents a vital implicit change in recognition within Google's policy towards more localization in dealing with Egyptian content creators/influencers. This carries many significant economic, social and cultural implications:

- **Social Recognition:** Egypt is recognize as one of the largest market for content creators in the Middle East and North Africa. Although there are no accurate figures for their numbers. Yet, they are constantly increasing and diversifying with not statics. They create videos attracting millions of views and followers, placing them among different platforms in various fields such as; education, comedy, gaming and entertainment.

- **Economic Recognition:** This decision highlights the desire for transparency in calculating taxes in the local currency. This reinforces the Egyptian pound against US dollar especially with the increasing interest in the digital content creation industry.

- **Cultural Recognition:** It recognizes the importance of Arabic language that ranks the fourth widely spoken languages in the world after The Chinese, The English and The Spanish languages. The number of Arabic speaker counts 550 billion, 300 billion of them speaks it as their native language while the rest of 250 billion speaks it as their second language, according to Al Jazeera website in 2023.

Google's revenue comes from the recurring subscriptions paid by users for its services in US dollars using their credit cards with a 5% conversion fees.

In return, Google awards content creators worldwide by transferring a percentage of the advertising revenue collected directly in dollars to their accounts or by calculating the return in Egyptian pounds and transferring

it to their accounts, according to the average exchange rate for the previous month.

Content creators are subject to the quantitative classifications of social media platforms based on the number of subscribers:

1. **Micro content creators:** 1,000 to 10,000 subscribers.
2. **Small content creators:** 10,000 to 100,000 subscribers.
3. **Large content creators (silver tier):** Over 100,000 subscribers.
4. **Medium content creators (gold tier):** Over 1 million subscribers.
5. **Mega content creators (diamond tier):** Over 10 million subscribers.

Egyptian content creators varies in the fields of education, culture, families, entertainments and others. Many bloggers appeared and succeeded to gain millions of followers as; "Ahmed El-Ghandour" (Al-Dahheeh) channel, "Zema Biygol El-Kitab" politics with "Mohamed Samri" entertainment and comedy, gaming that is widely popular among young people, family content that focuses on sharing the daily lives of families. Technology and technical education includes explaining modern technologies and developing skills.

(5)

Fourteen Golden Rules

Towards Building Influencer's Fortune

Dear Influencers,

If you aspire to build your wealth of fame and money, establish a sustainable successful career and earn a substantial income as a professional influencer, here are some tips:

1. **Build a Strong and Influential Audience network:** Cultivate following that can influence opinions, trends and purchasing decisions.
2. **Niche Down:** Specialize in a particular area where you find your passion or expertise such as; fashion, beauty, fitness, gardening, food, travel, arts and culture, technology or even cybercrime.
3. **Create Valuable Content:** Ensure you always transmit rich, high quality and beneficial content to your followers.
4. **Consistent Posting:** Post content regularly on your platforms.
5. **Engage with Your Audiences:** Respond to comments and messages honestly and attentively. The more your followers feel valued and heard the larger your following will grow.

6. **Master the Art of Storytelling:** Use this skill to connect directly with your audience, sharing details of your daily life or discussing common interests.
7. **Develop Your Personal Brand:** Differentiate yourself from other influencers by creating a unique visual identity, content style and tone.
8. **Continuous Learning and Development:** Invest in developing your skills to become a reliable source of knowledge to your followers. Attend workshops and specialized training courses; learn digital marketing and professional content creation. Stay updated with the latest trends and technologies. Utilize analytics tools to understand your content and insights performance.
9. **Transparency and Authenticity:** Be honest and transparent with your audiences. If you discuss a particular opinion or promote a product or service, be fully aware of its pros and cons. Your followers will judge you based on your credibility and transparency. So do not promote ideas or opinions you do not believe in or have not personally tried.
10. **Enable Google Ads:** Convert your personal account to an advertising one. This allows Google to display advertisements on your pages and calculate you are earning revenue percentage based on your followers and their classifications.

11. **Avoid Comparisons and Consider Differences:** The volume of advertising varies between influencers and platforms. For example, Facebook differs from TikTok or YouTube. Meanwhile, there is a globally published price list.

12. **Collaborate with Brands:** Prepare your profile that includes information about yourself, your niche, followers, account statistics/insights and examples of previous collaborations.

13. **Diversify Income Streams:** Diversify your income sources among four main ways:
    o **Direct advertising:** Have a direct advertiser on your page and receive a fee for sponsorship on posts, reels and stories each with a different price and the platforms.
    o **One-line sponsorship:** Have multiple advertisers, preferably those offering similar services or products often organized by an advertising agency.
    o **Affiliate marketing:** is earning commission through promo codes over your followers.
    o **Create paid-content** Charge a monthly subscription fee for accessing exclusively to your content.

14. **Once the influencer starts earning money, he/she should consider creating his/her own business** like; clothing, books or cosmetics.

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Influencers and the Egyptian Laws

Currently, Egypt does not have a specific law tailored for online content creators/ influencers. However, influencers are subject to a range of existing laws and regulations governing media and digital communications. These include:

1. **Cybercrime Law (Law No. 175 of 2018):** This law addresses various internet-related crimes like:
   o Crimes related to content as; spreading fake news or content that incites violence or hatred.
   o Crimes related to privacy such as; cyberbullying and stealing personal data.

2. **Press and Media Regulation Law (Law No. 180 of 2018):** This law regulates traditional and digital media in Egypt which includes:
   o Licensing requirements: News websites and blogs must obtain licenses from the Supreme Council for Media Regulation.
   o Legal liability: Journalists and content creators are legally responsible for the content they publish on their websites or pages.

3. **Copyright Law (Law No. 82 of 2002):** This law protects the intellectual property rights of content creators including copyrights. Content creators can protect their work by registering and documenting them according to the law.

4. **Telecommunications Law (Law No. 10 of 2003):** This law regulates the use of communication networks in Egypt **including** the internet. The law includes provisions related to protecting user data and ensuring the confidentiality of communications.

In conclusion, there is an urgent need to issue a specific law for content creators and influencers. Given the fact of their increase in number. This dedicated law requires addressing various aspects of this profession.

Egypt ranks the third among Arab world in terms of number of influencers after The United Arab Emirates and Saudi Arabia. Such a law would provide a clear definition of content creators and influencers regulate their activities and address the rapid growth of this industry globally.

(7)
Influencers' Taxes

While we are considering how influencers build their wealth and diversify their income from content creation, direct advertising and sponsorships, as well as indirectly through Google payment awards, we must also consider the government's taxes**.**

Influencers are self-employed individuals who are subject to the same tax system as other professionals. This system includes income taxes, value-added taxes (VAT) and corporate income taxes.

Unfortunately, there is not any specific law tailored for content creators and influencers in Egypt. However, Influencers' activities fall under existing laws and regulations governing the digital space. It is crucial for influencers to understand and comply with these laws to avoid any legal issues.

Taxes imposed on influencers and content creators include:

1. **Income Tax:**
   o **Individuals:** are subject to earning income taxes from their content creation activities. They must file annual taxes returns detailing all their income sources.
   o **Companies:** If content creator operates through a company, the company is subject to corporate income taxes.
2. **Value-Added Tax (VAT):** is impose on digital services provided within Egypt. Influencers and content creators must register for VAT if their annual revenue exceeds the registration threshold.
3. **Corporate Income Tax:** This applies to profits generated from various activities such as; advertising, partnerships, sponsorships and others.

Influencers' Tax Obligations:

- **Tax Registration:** Influencers must register with the Egyptian Tax Authority to obtain taxes number. This allows them to file taxes returns and pay their taxes regularly.
- **Tax Returns:** Influencers must submit periodic taxes returns (annually or quarterly) detailing their income, expenses and taxes due.

Tips for Influencers Tax Compliance:

1. **Maintain Financial Records:** Keep detailed records of all income and expenses.
2. **Consult Taxes Advisor:** Seek professional advice to understand your taxes obligations and ensure your compliance.
3. **Stay Updated:** Stay informed about changes in taxes laws and regulations that may affect content creators.

The United Arab Emirates is the first Arab country to impose taxes on influencers and content creators in June 2024. UAE imposes a fine on influencers and content creators who engage in advertising without licenses. The law requires influencers to obtain licenses from the Department of Economic Development in Abu Dhabi.

In conclusion, while the digital landscape offers numerous opportunities for influencers, it is essential to comply with the relevant taxes laws and regulations. By understanding their taxes obligations and seeking professional advices, influencers can ensure long-term financial stability and avoid any legal issues.

Chapter 5

Influencers' Index

(1)

Even the "Avocado" (lawyer) becomes An Influencer

A new generation of lawyers who are looking for popularity among social media audiences. They found out a virgin arena and golden platforms for fame, reach, trend, money, business and followers.

They transmit legal advisory content, smoothly and with innovative ideas, using artificial intelligence skills to promote and re-brand digitally the modern professional lawyer's personality away from the mockery of the famous actor "Adel Emam" when he played the lawyer character "Hassan Sabanakh".

This section aims to show specialized types of avocados (lawyer) such as "Divorce Lawyer", "Fatwa Pope" and "Hacker Hunter". These lawyers acquire followers and localize the legal expert experiences for Sophisticated Customers, who request take-away legal advices. This type of customers investigate, compare solutions, consult and analysis from the others experiences.

Social media platforms allow number of lawyers and consultants to provide their legal consultations digitally, which give them strong presence and build good reputation among their followers.

The first model:

Avocado (lawyer) / Fady Suleiman - known as the divorce lawyer. He becomes famous among Facebook followers because of this famous motto. He graduated from Faculty of Law, Ain Shams University - English Department in 2018. As usual, he started working in the office of a famous lawyer. In 2021, he decided to start his digital professional activity as an "influencer" aiming to promote his law firm through social media platforms. Until his followers' number reached about 356k on Facebook platform.

1- Professional content:

• Fady Suleiman's page provides a set of legal solutions and consultations. It began with a fixed quote explaining his firm's vision and directed to followers: "I am here to help you in every step of your legal path, whether you are selling or buying. I will work in cooperation with you to obtain the required legal advice."

• When his fame as a "divorce lawyer" increased, he published an important note on his Facebook account indicating: "We do not aim to destroy family relationship, yet there are some cases and problems that require divorce like; reaching beating, betrayal and insulting the wife."

• The page also provides services known as "Know Your Rights" which discusses set of rulings and penalties like: the penalty for recording voice calls without permission.

2- Technical content:

• Fady Suleiman excelled in employing artificial intelligence techniques, to facilitate customers' communication and scheduling appointments by uploading the QR code. He took advantage of Egyptians' passion by offers and discounts and gave his customers 50% discounts via using the QR code services.

3- Moving away from stereotype perception, Fady Suleiman worked under two mottos: the spirit of a lawyer and the spirit of an influencer. He began to support women's empowerment. Through imitating, smart solutions to work and achieve economic independence. Including investing alimony money after divorce in a project that generates stable income instead of wasting the fund.

Despite the weak artistic content, Suleiman posts on his Facebook account some personal photos, funny comments like "Trust in God, its divorce".

The second model is Dr. Walid Hajjaj-

known as "Hacker Hunter" or "Information Security Expert". He has 49k followers on Facebook platform and 70k subscribers on YouTube.

1- Professional content:
• "Hacker Hunter" provides a set of legal consultations and analyses on cybercrimes and privacy on the Internet, which contributes to enhancing legal awareness among his followers. His style relies on simplicity in providing legal consultations that helps the public for better understanding their legal rights and duties.

2- Artistic content:
• The artistic content posts by Hajjas as videos and blogs enjoys a distinguished level of quality in terms of photography, video shooting, editing and lighting.

• As for Hajjaj's social media strategy, it is characterize by being regular, serious and adopt a very attractive presentation method. His blogs are also flexible and keep up with contemporary local and global events. This was clearly noticed in the recently disruption that hit number of airports around the world as well as some companies like Microsoft in 2024.

There is no doubt that legal take-away consultations offer many advantages to social media followers as;
• Easy access to legal information.
• The ability to obtain multiple opinions from various lawyers and legal experts.
• helping followers to understand legal issues from different angles and make the right decision.
• In addition to giving audiences sufficient, flexibility tools to communicate with the avocadoes via: text messages - videos - calls or pages.
• Most importantly! The low cost.
• In addition, to privacy and the ability to review similar customers' experiences.

The important and controversial area, right now is the legality and credibility of take-away legal consultations provided through social media platforms whether through smart applications or by appearing in the tradition media such as television, radio and newspapers.

Therefore, digital legal consultations conducted by influencers lawyer need to be carefully organize to ensure, it is protection to customers privacy and comply with the laws. In addition to legalize, those professionally by offering them licensed to practice their profession with complete transparency.

The Female Engineer Influencers' Pull the Colors Ballet from Male Engineer

When we talk about the world of colors and décor we dive into a world of funny contradictions. One may be confused. As we cannot issue a final judgment statement.
Who is the best social media practitioner - the female engineer influencers or the male?

She is Eve,
The female engineer who turned into an influencer on social media platforms after reserving a place owing millions of followers' in the world of paints, decoration, colors and fashion. She realized the philosophy of colors to prove her ability to transform walls of one color into colorful artistic paintings, radiating radiance and dancing in coordinated chaos.
In her opinion, life is too short to be waste with one sole wall color.

Because the field of decoration and colors is relatively new for female engineer. The decision is made quickly and intelligently to invade the social media platforms that have a great impact on masses psychology. Thus, to pull the rug out from male engineer, suddenly and with utmost ease.

She begins to prepare her own agenda, full of colors, decorations and fashion lines, without any introduction, male influencers find themselves trapped between two corners:

- **The first:** is to continue providing traditional advices on colors and paints. Convincing their customers that white and gray color are the most creative choice. While the purple gray is just a passing phenomenon.
- **The second corner** is to educate and spreading awareness among customers through blogs and vlogs on how to choose the perfect brush and mix paint correctly.

The female influencers engineer compete with determination and challenge against male influencers.

Dear reader, in a very enjoyable journey. Let us!! compare between the female engineer influencers and the male engineer influencers. The comparison highlights aspects and interests of social media audiences in the field of paints, interior design, decoration, colors and fashion in the following points.

1- **Audience impact**: Influencers have a special attraction in the fields of beauty and colors. As well as attention to details and interior designs, which makes their influence deeper and stronger in promoting painting products with innovative colors and designs. As well as, the imitation of small, creative decorative projects that can easily implemented at home attracting lot of followers like; walls painting and furniture designs.

Among the most famous examples of engineer influencer is Shaima Hassan - an architect who provides tips and ideas on interior designs and the effective usage for colors, paints in lighting to achieve visual effects.

On the other hand, male engineer influencers have the ability to influence the practical and technical aspects of products such as weather-resistant paints or saving on maintenance. As well as quality, standards like; Bahaa Maher who tours exhibitions providing the best engineering and architectural solutions in interior decoration and design.

2- **Interaction and participation:** The female engineer influencers have high degree of direct interaction with comments and inquiries of their followers either technical or personal. They provide instantly advices and inspiring ideas like color coordination and home decorations, which enhances audiences' interaction.

While male engineer influencers tend to interact with followers, by answering technical questions and providing advices on the tools and equipment used in painting and home renovation.

3- **Content creation:** female engineer influencers choose unique innovative content targeting type of audiences looking for inspiration and aesthetic advices for decoration and ornamentation projects. They encourage them to try new ideas and send comments. They teach those ways to paint walls and furniture. Also tips for choosing the right colors for each room and ideas for improving decor with a limited budget.

While the male engineer influencers target followers looking for technical knowledge and projects in the field of home renovations or commercial projects. They provide them with explanation for different painting techniques, painting tools, and how to prepare walls before painting in technical blogs entitled "Before & after" theme.

4- **When we come to business,** we find out that paint and decoration companies are more likely to target female engineer influencers especially when they want to enhance the brand and expand the market.

Interesting information that the paint business in Egypt records 2.1 billion pounds in 2023, in comparison to 2022, which records 12.5 million according to a study prepared by Value Business Solution on the paint market in Egypt.

Female engineer influencers have proven their ability to focus on modern colors and patterns in decor and paints. They got a high degree of influence on public's purchasing decisions.

As for male engineer influencers, companies usually employ them in technical or artistic traditional aspects.

There is no doubt that female engineer influencers are playing major role in guiding and educating social media audiences. They shape public taste and fashion with the latest trends and finest guidance in paints, colors and interior design. Thus, with the increase in environmental awareness and the importance of applying sustainability standards, new type of influencers have emerged looking for best practices solutions seeking human wellbeing's.

(3)

The Robotic Influencer

Human influencers have succeeded in captivating 72% of audiences' attention particularly Generation Z and millennials, as per Influencer Magazine report issued in 2019. This challenges marketers and communication experts to innovate new breed of digital influencers 'known as the Robots influencers.

These AI-powered influencers are incredibly engaging, capable of building trust among their followers and inspiring their audiences. They offer entertaining and informative content that they become the modern advice lifestyle source. Their influence power are deeply imped among their followers. They often blindly trust their recommendations.

Advantages of Robotic Influencers:

- **Ease to management:** They are easier to control and manipulate.
- **Eternal youth:** They never age and maintain constant appeal.
- **No demands:** They have no personal needs or desires.
- **Endurance:** They can work tirelessly.
- **Programmability:** They can easily programmed with specific messages.
- **Customization:** Their appearance and behavior can be tailored to specific products or services in addition to the age group of followers they are targeted.

- **Complete control:** Human creators have full control over the Robotic influencers' content.
- **Data-driven improvement:** Content can be adapted based on the audiences preferences.
- **Eco-friendly:** They have no carbon footprint.
- **Legal immunity:** They cannot sue for copyright infringement.

Examples:

- **Leli Miquela:** A highly successful virtual AI- influencer who succeeded to win millions of followers.
- **Shudu:** The first dark-skinned male virtual AI-influencer.
- **Ms. Lala:** A virtual AI-Assistant in the Middle East.
- **Kenza Lily:** A popular North African virtual AI-influencer.

The Impact:

These robotic influencers are re-shaping the influencers' industry, nowadays, blurring the lines between human connection and artificial intelligence. They create the sense of need and desire to affect consumers' behavior and shape public opinion. Many brands, such as: Samsung, Phoenix, Vogue, and others, have adopted AI influencers' mechanism in their latest advertising campaigns to leverage from their popularity and power in shaping public opinions. The most famous of whom are:

• **Leli Miquela** - has 206 million followers on her social media accounts. It is design and create by McFedries and Sara DeCou who were able to collect $125 million from publishing and marketing her songs on Spotify channel.

Leli Miquela's account is full of stunning photos and unusual experiences. She presents her experiences in storytelling style that is preferred by many followers. It uses colloquial words whether in lyrics or while sharing her daily experiences. In addition to her entrepreneurial spirit, especially in publishing her personal experiences voluntarily. To appear more attractive than human influencers who usually seek public support and interaction before publishing their experiences.

Most importantly, Miquela has 80,000 listeners. It identifies herself as the creation of the pop culture, knowledgeable programmers, McFedries and Sara DeCou.

The second example is **Shudu**, the first black-skinned sports robot influencer on social media. He has 206 million followers. The creator of Shudu called James Wellstone, who is a white American citizen. This ignited the flames of fanaticism between white and black people.

The third example of robot virtual influencer launched at Think Smart Hub in Dubai in 2023. She named Miss Lala who invented to keep pace with the technological development acquainted with the Metavers. It was programmed using application similar to Chat GPT, by the innovator Fayrouz Daoud.

Miss Lala's role is not only to assist humans on their journey through the Metaverse. However, to educate and provide them with sufficient knowledge and information they require in all languages.

From Dubai to North Africa, in February 2024, **Kenza Lily** - the first virtual AI-influencer in Morocco, celebrated reaching 100k followers. She sends a thanking message to her loyal followers.

Kenza Lily represents a model of contemporary girl who preserves latest fashionable styles in customs, lifestyle with the authentic Moroccan traditions. She wears veil and always appears wearing the Moroccan tradition Ababa.

Kenza Lily has succeeded to build strong fans networks. Through continuous interaction with her followers, constructive discussions, and especially while encouraging the Moroccan national team in African Cup. She posts 80 mixed content messages in one year that vary between lifestyle, fashion, beauty and nutrition.

Recently, Kenza Lily appeared with her sister, **Zeina Lily**.

Surprising, Zeina Lily's account attracted 31k followers as soon as it was launch. Although Zeina Lily differs in cultural identity, interests, and hobbies from her sister, yet her audiences are expanding, imposing the new type of robot influencers.

Dear Reader, It is a sincere of falsehood message convey by the robot influencer.

Robot influencers inspire consumers' needs and penetrate the masses mindset, directing their decision, nourishing them with wonderful combination of sound, image and content. Where it is difficult to differentiate between real human needs and artificial needs.

Key concerns:

- **Authenticity:** The blurred line between human and artificial influencers raises questions about authenticity and trust.
- **Manipulation:** The ability to manipulate public opinion through AI-powered influencers is a growing concern.
- **Ethical implications:** The creation of hyper- realistic digital beings raises ethical questions about human identity and the nature of community connection.

In conclusion, the rise of robot influencers marks a new revolutionary era in digital marketing and social media communications. Although, AI-Influencers offer many benefits, they present significant challenges and ethical dilemmas. As AI technology continue developing, it is crucial to develop guidelines and regulations to ensure the responsible usage of robotic influencers.

Key themes:

- **AI and influence:** The growing power of artificial intelligence in shaping public opinion.
- **Authenticity vs. artificiality:** The blurring lines between human and digital influencers.
- **Ethical concerns:** The potential of manipulation and exploitation.
- **Future of marketing:** The role of AI in shaping future marketing strategies.

(4)

"Influencers' Recipes: The Youth Elixir"

Dear follower,
If you suffer from excess weight?
You are worried about your appearance!
You have a constant feeling that your energy are burn up.
You lost your motive to continue dieting or exercising.
Do not worry; just watch this video until the end that contains the fast acting solution to blast fats. An incredible herb that will transform you into a model competing with movie stars.

Lovely young woman,

If you suffer from hair loss!
Moreover, white hair has started to appear!
Confused about using creams to straighten your curly hair!
You are tired of going the hairdresser every week and you dream of silky hair!
If you feel, your hair is not growing and is always dry and split!
Simplify, share and follow us to know the magic recipe that will straighten and lengthen your hair, treat any split ends and get rid of gray hair.
The magic recipe will makes you younger.

Dear Sir,
Do you have continuous knee pain and always feels down?

You cannot move and every time you become fed-up waiting for someone to help you.

You will find the magic treatment that will restore your movement and youth all at once. With only one herb, your life will change.

Moreover, you will dispense doctors and their expensive products.

Follow us, like and share the content.

Magical blogs and recipes play with followers' imagination on different social media channels, portraying natural herbs as miracles alternative medicines and magic solutions for youth elixir.

From "Aby" channel and its natural beauty recipes. To "Amina Taher", the beauty expert who will reveal skin freshness and treatment secrets. To "Ahmed Saleh" the alternative herbal medicine therapist located in Sant Catherine, South Sinai, Egypt.

The natural Influencers appear on social media channel spreading awareness on the importance of alternative medicine and returning-back to nature in our daily lives usages. They provide valuable advices and solutions on how to integrate natural herbs into our diet and skin and hair care routine. Relying on their personal characteristics and qualifications that connect them with their followers.

They direct and change the digital public opinion towards the importance of returning to nature and promoting herbal medicine. With popular trumpet, they provide medical content on daily basis, easily and without the need for medical appointments or long waits for doctors and consultants.

Influencers leverage from the intimate relationship and trust between them and their audiences. They share their personal experiences, success stories and advices related to health and beauty. They simplified medical information in ways that the audiences understand, away from complicated medical terms that only specialists and consultants master. They present them in a smooth and easy style that encouraged audiences to follow their tips.

They exploited their attractiveness, appearance and teased followers' imagination, to become a role model or an icon if they follow their tips and advices. Moreover, Influencers relied on the techniques of transferring experiences of others and sharing their own personal experiences with these natural products. They reviewed how these products and natural herbs contributed to improving their health condition.

With the insufficient trust on the traditional health system and the difficulty to obtain accurate medical advices, the star of health and beauty influencers have risen. Alternative medicine and natural herbs have become new obsession-sweeping people. The demand for information and old books that provide effective and inexpensive medical alternatives increased in comparison with medicines and drugs demand.

The success of influencers in changing digital public opinion towards returning to the nature in food, health and beauty have reflected in the growing of global trend and increased demand for natural products and herbs. According to a report published by Grand View Research, the natural health products market reach $140.3 billion in 2021 with amid expectations to grow to 7.9% by 2028.

In the Middle East and North Africa regions in particular, there is a clear trend towards leveraging of natural herbs in treatment. In a study published by the Journal of Alternative and Complementary Medicine, highlights that about 40-60% of the population in Egypt and Saudi Arabia use herbs as part of their natural treatments routine.

The beauty industry among women has great preference for natural products. According to Statista in 2020, about 50% of women aged from 18 to 34 prefer to use natural products in beauty and skin care.

A report from Euromonitor also stated that the natural beauty products market in the Middle East is growing significantly and expected to reach $ 5.9 billion by 2025. Especially after the major shift in public opinion towards natural products including herbs.

With this significant growth in global market demand for herbs and natural products, caution must be drawn because many influencers may not have the sufficient and necessary medical knowledge to provide accurate and safe advices to their followers. Therefore, it is necessary to consult specialized doctors especially in critical or complex cases.

Influencers with Special Abilities

These influencers are very close to audiences' heart and mind. Although their language are different, yet people understand its vocabulary and feel it easily. Many inspiring stories that touch hearts with radiate hope, life and ambition. Forcing followers directly to press the likes and shares bottom.

"Turki" and "Jawhara", two children of a Saudi Arabian artist named "Shams". They become influential faces and topped on social media sites. They occupied a well-known position gaining thousands of followers who watch them daily on Facebook, Instagram and TikTok.

Two inspiring stars, but they are different from the rest of the social media influencers. Because they are simply with special abilities. Their mother "Shams" played her natural role as a mother and supporter for her children. However, she broke the rules, as she believed in her children's special abilities and her responsibility towards them and towards society.

The Saudi artist, who has 1.8k followers on Facebook and more than 480k on Instagram did not frustrate or felt ashamed of her children's disability. Rather, she turned their differences into inspiring success stories for many parents who share the same situation.

She invested her time and effort in producing innovative contents and turned social media into public influence tool to spread community awareness about; various types of disabilities, whether cognitive or physical and the best ways to support disabled children. Especially that people with special abilities represent 15% of the worldwide population. The daily creative content created by "Shams" with her disabled children aimed to change the audiences' mindset.

Turki and Jawhara are among billion of people around the world who have the right to socially integrate and find out real opportunities for empowerment. They were able with the support of their mother to change the public culture towards disables social acceptance instead of sympathy.

Their successful stories motivate many parents to discover their special needs children talents in various fields such as: literature - science - music - sports - art ... etc. Parents mindsets changed from: surrendering to their fate into challenging circumstances and then creating their children's success.

The iconic, Turki and Jawhara are not the only success story. We have many others icons in Arab world as; "Taha Hussein", "Ammar Al-Sharie", Sheikh "Sayed Makkawi", "Fatima Omar"- the holder of 6 consecutive Paralympics, "Rania Saleh"- the miracle child who suffers from Down Syndrome and yet obtained the International Computer License. She, nowadays, owns her computer educational center.

Many activist around the world believe in the power of disables. One of them is the Emirati; "Fatima Al-Jassim" who owned the "people of determination" institution that launched at Expo Dubai in 2020. She insists to continue her consistent call for empowering disabled.

Nevertheless, The Egyptian president, Abdel Fattah El-Sisi announced that 2018 was the year of "special needs" followed by intensive efforts to empower disables as issuing: "the Rights of People with Disabilities" law. In which the Egyptian state guarantees the rights of disables. Furthermore, the civil society, under the supervision of The Ministry of Social Solidarity has launched many campaigns to encourage and empower people with disabilities.

Moreover, The Central Bank of Egypt encourages banks to provide banking services for people with disabilities, as part of financial inclusion schemes across the country. Akhbar El-Youm newspaper has participated and launched many campaigns under the name "Touch Your Dream". These campaigns aim to provide cultural packages and social services under the auspices of Akhbar Braille magazine, which headed by the famous Journalist Ahmed Al-Maraghi. The latest cultural initiative was allocating prominent location in The 55th Cairo International Book Fair for disables publications.

In conclusion, the road is still at its beginning, people with disabilities are human energy that should be empowered.

(6)

Influencers' Creativity Portrayed at
The Animal Kingdom

It may not be, the first or last time to hear, about animal kingdom stories and tales. Many writers and authors, around the world, throughout different ages have taken the animal kingdom literature symbolically to illustrate mottos, lessons and idioms for human's kingdom. Different civilizations built huge philosophical, entertainment and mythological legacies from animal kingdom. They portrayed gang of animals like; Kalila and Dimna, Animal Farm, Baghdad dog's sufferage, Al-Aqqad's poems about animals and many others to extract literature civilization.

With the rise of social media era and the continuous desire of followers' for laughter and sarcastic comedy situations. Many comedian contents and videos have appeared portrait animals' kingdom.

A huge library, full of artistic materials is available 24/7 on the Internet, communicating creative contents on animals. This digital library has four common features:

• **Simplicity:** these artistic materials do not require any effort or explanation.

• **Ease:** It uses simple, clear and understandable vocabulary.

• **Rich:** with funny and spontaneous situations.

• **Acceptable:** are beloved and accepted from different cultures.

These artistic materials attract many social media influencers. They collect, classify, edit, and then transmit in attractive and appealing techniques for their followers' entertainment. Audiences, on the other side are in consistent following up of these influencers. They are afraid of being deprivation or digitally losses any information. They fall under the e-Fear of Mission (e-FOM) effect.

The average daily number of followers' hours on social media platforms increased especially among teenagers to reach more than 4 hours per day. This is according to; The Common Sense Media Foundation index in cooperation with CS Mott Children's Hospital at the University of Michigan.

Animal kingdom influencers

They are influencers with sense of humor; quick wit and sarcastic artistic style appear on various social media platforms. They transmit videos and blogs performed on both monologue and dialogue style. They were accepted and gained millions of followers.

They symbiotic the animal world in sarcastic situations. Exploiting the similarity between humans and animals behavior: Love X Hate - Motherhood - Gratitude X Ingratitude - Fear X Reassurance - Comfort X Suffering ... etc.

One of the most talented influencers who prove his talent in creative creation "Co-Creation" was able to successfully influenced followers on; Facebook and Instagram called "Mohamed Helmy". He worked as an engineer and lately owned a marketing agency.

"Mohamed Helmy" played in a zone completely far from the rest of the influencers. He was able to create a creative satirical identity on #Influencers_planet. Choosing artistically animal kingdom, which evidenced Helmy's intelligence, passion and talent. Confirming the scientist "Albert Einstein" statement that "Creativity is nothing but a state in which intelligence becomes a kind of fun".

Followers of "Mohamed Helmy's" blogs will notice an evolution in his narration style, script writing and the way he delivers his message.

The heroes are a group of animals: monkeys, chimpanzees, lions, squirrels, penguins, kangaroos, cats, dogs' even mices.

This chimpanzee got bored from taking numerous photos with the forest's visitors.

As the forest management's employees him for the whole day in the visitors zone preventing him from walking around or playing with his peers. Aiming to entertain the visitors, inspiring them to take souvenir photos and collect money.

One day, the chimpanzee was fed-up with human's exploitation. He decided to end the visitor photography sessions quickly and hold a strike against the forest management.

Another blog portrait, a penguin refusing any human attempt to stand firmly on the scale to be weighted. Apologizing that it usually gains extra weight in winter.

The cat in another blog was teasing his wife while the wife is fidgeting with his way of teasing.

"Mohamed Helmy" blogs creativity opened an important question! Where is the animal literature? Moreover, how can social media platforms motivate authors to write and increase the productivity in the animal literature scope?

The first thing that comes directly to your mind is to re-transmit stories and novels of the existing animal kingdom literature on the most highly viewed websites and platforms. Yet the available artistic literature my not be sufficient for heavily followers consumption.

The biggest challenge remains in continuing of content creation with the same efficiency. Therefore, holding specialized workshops and symbolic literature are necessity. Motivating authors to produce content is another important issue. In addition, to translate stories and novels from various cultures and publish them is also important subject.

Throughout the ages, writers and authors have paid attention to the animal kingdom.

One of the most famous stories in animal literature is Kalila and Dimna - an Indian heritage that was translate into number of languages as; Persian, Arabic and English. It deals with many stories for a group of birds and animals. They resemble the lion as the king, who symbolizes the hasty person. While the bull plays the role of the servant and symbolizes the person who has lost his identity as a mere follower with no value in the society. As for Kalila and Dimna themselves, they are animals that symbolize cunning and deception. In addition, the story of Animal Farm and Bagdad dog and the symbolic description to human struggle for democracy.

(7)
Green Influencers

A group of green influencers' appears and decides that humanitarian issues and life sustainability on Earth would be the core of their blogs. Inviting millions of followers to implement "go green" theme and change their lifestyle.

With social media strategies based on social justice, protecting the earth and economic prosperity. They adopted the favorite human technique of "storytelling" and measuring the impact. They work tirelessly to link beliefs to real human practices. They instill green values and principles, and environmentally friendly programs.

They started from America and Europe more than 10 years ago. Green Influencers intelligently targeted young people specifically the millennials and Generation Z, along with Western celebrities. They reached 78% of societal influence, according to a study conducted by the German University of Erfurt.

From: **Jack Harris** – the American influencer with more than 3.6 million followers on his Earthrise channel. He transmits films about climate disasters migration, mental health and psychology.

To **Liam Carpenter** – From Germany with 2.3 million followers on TikTok. He presents innovative solutions to recycle waste so that it does not harm human health.

In addition, **Lauren Bash** – the American influencer, who posts diverse contents tackling; climate change, inspiring solutions and spreading societal calls for recycling.

Bea Johnson – the French origin author who writes a book called "Zero Household Waste" which includes families' awareness to reduce consumption and benefit from waste recycling. She is proud and always posts, that her household waste does not exceed one jar.

Until we reach the Egyptian influencers, **Walaa Abdel Rahman** and her famous vlog "El Arouba" with more than million followers on Facebook and 366k followers on Instagram. She started her journey as an influencer in a simple storytelling technique spreading community awareness dedicated to homemakers about the art of managing homes.

She resembles the famous radio program "To Housewives" who spotlight on usual household wives life and challenges. Abdel Rahman in her vlogs tackled contemporary issues such as: women's career, family relations and household expenses. She also spotlights sustainability issues like ;

rationalizing food consumption, transportation and energy consumption and calls to reduce wedding expenses. She provided advices and solutions for recycling household waste.

The digital personal identity for "El-Arouba" vlogs, "Walaa" appears as a common middle-class woman. This emphasizes the stereotype of Egyptian women. In addition, the decoration of the living room and the sofa she usually sits on, well service her identity. She talks to her followers in simple language to ensure the messages conveyed easily. In addition to the way, she works with thread and needle "crochet" reflects common methods of household recycling.

"El-Arouba" used an interior and exterior photography technique characterized by simplicity to express the middle class citizens' daily lives. These people strive and work hard to educate their children and maintain the same social level. In addition to her ability to communicate and influence followers to comment, share and like.

In the same green line comes, "Outside the Box in Arabic" vlogs with more than 1.3 million followers on Facebook. The heroes represent an Egyptian family living in America. They provide contents and advices on ways to rationalize consumption of food, energy and water, thus reducing expenses.

Thus, the most important things that distinguishes these vlogs are confronting women's obsession with buying household tools and appliances. Through practical experience and providing advices and alternatives to dispense with plastic materials and replace them with paper or cloth products.

Social media platforms have given green influencers excellent opportunities to launch and spread their green beliefs with highly effective competitive advantages over other traditional media mechanisms such as; television, radio, newspapers, magazines etc. As they set out, to post programs, values and practices to teach individuals and groups the arts of sustainability. Moreover, preserving natural resources and rational consumption that provides better life for the current and future generations.

In parallel, the rapid spread of green influencers and their development in presenting creative contents have great impact on millions of followers. They inspire them to begin new green chapter in the lives. A chapter concerned with techniques for promoting environmentally friendly products that led to an increase in market demand that tempted many brands to produce eco-friendly products.

(8)
The Blue Influences Arena Requires Arab influencers

A special invitation for Arab social media influencers to inspire masses and declare a new constitution entitled The Blue Mass Inspiration. This constitution aims to raise awareness and reduce human harmful practices that deplete the marine environment. Also, cooperate to initiate innovative solutions aiming to achieve balance between land and marine life.

The influencers' arena is completely empty from Egyptian and Middle East influencers. It is only inhabited by the 80s generation celebrities like; Dr. Hamed Gohar, who presented "Seas World" television program and Dr. Mustafa Mahmoud with his famous television program "Science and Faith".

Surprisingly, since the 80s none of the tradition communications mediums has tackled these issues. This opens the door for early-bird content creators and influencers to initiate innovate attractive contents to win the game and gather the big gang of followers.

The Blue Influencers Scheme appeared in England at ST Mary RC primary school, which launched the Blue Influencers Scheme team targeting people resident near the seas and rivers' shores. They start by raising their awareness against the flood and its impact on human and marine creatures.

What bothers the blue influencers was the harmful behavior of people performed on the beaches. Where huge amount of garbage and waste spread over. The temperature of oceans, seas and rivers are rising, because of climate change and melting of ice. This leads to a rise in water levels, which threaten communities around rivers, seas and oceans. In addition to carbon dioxide gas harmful absorption and preventing from released up in the atmosphere. This reflects on oceans acidity, exposing coral reefs and risking marine life.

Furthermore, life beneath seas, rivers and oceans are also affected by harmful practices and violations against the marine environment as; overfishing - climate change - artificial clouds and rain - pollution - oil spills - boat collisions and others.

In addition to the depletion of animals like; fish and coral reefs. This includes the manta ray in the Pacific Ocean, the whale shark on the Red Sea shores, the dugong, dolphins, the Napoleon fish, the sunfish, the hawksbill turtle, the ridley kemp, the sea lion, the hammerhead fish, the vaquita dolphin, the blue, humpback - gray whales, the manatee, the porpoise, the tuna, the seal and the coral reefs are badly affected.

Because of the importance of community awareness, many campaigns carried out by the Blue Influencer Scheme, number of English civil society institutions have joined them. The team has undertaken to broadcast many public awareness programs and use both direct and indirect communication channels. They have even won many honors and awards crediting their efforts in raising awareness and creating balanced environment.

The amazing thing is that the Blue Influencers Scheme team consists of group of Generation Z students aged from 10-14 years. This is because of four main reasons:
• They are more passionate about the environment.
• They are more aware and knowledgeable about harmful practices and issues of environmental balance between marine and terrestrial life.
• They represent influencers' huge audiences segments on social media platforms.
• In addition to their desire to make a change to preserve the planet's future.

In recognition of their humanitarian goals, the English **#iwill_Fund** was founded. It dedicated its fund to community through collecting donations to create a marine environmental balance. Even the English Lottery Club donated 66 million pounds to the Blue Influencers Scheme project. The Department for Culture, Media and Sport plus The Ernest Cook Trust also supported them and adopted their awareness activities.

These community awareness activities let to organize a team of Blue Mentors whose mission is to hire qualified young people to perform as Blue Influencers. They spread awareness by producing blogs and documentary videos based on storytelling method on; the environment, the depletion of organisms and the ways to preserve environment.

Despite the global growing demand for environmental balance. The blue environmental awareness scheme is still exclusive to countries and NOGs efforts.

Let us!! start with a special invitation for Arab Influencers to enrich the blue arena with their creative contents.

(9)
The Influencers' Secret Formula;
"Sugar Daddy" and "Hot Mommy"

Age is just a number used for official papers, what matters is the likes, shares, comments records.

Elder people have their own glory, charm and attraction. They keep secretly their own attractive formula of white hair, charisma and wrinkles that added magical touch of wisdom, experience, knowledge, confidence and credibility.

"Sugar Daddy" and "Hot Mommy" influencing steps may be slow on social media platforms, but their followers have exceeded millions of people all over the world. They present innovative attractive and cheerful contents that motivate their followers for quickly press on the "like" and "Share" buttons.

Their desire to socialize and refusal of isolation added an exclusive kind human touch to their posts, blogs and videos. Many brands such as; Adidas and Mazda begin to address them to advertise on their products.

"Sugar Daddy" and "Hot Mommy's" journey on social media platforms began in 2010 with:

• **Betty White in Grace & Frankie**, followed by 381k.

• **Kim and Grandma Gail** with more than 385k followers. She posts various videos on number of occasions along with food recipes and tips about Hot Mommy's fashion lines and colors.

• **Grandma Dronik,** the 92 years old influencer who has more than 7 million followers on TikTok.

• **Cool Grandpa** who posts funny videos and cheerful clips with his grandchildren achieving 6 million followers.

Interesting insights stated that the number of "Sugar Daddy" and "Hot Mommy" followers reached 45% of the social media's audiences. With a great advantage to TikTok platform. Behind them stand a dedicated team of content creators who manage an estimated business of $250 billion with expectation to grow to reach $480 billion by 2027. The journey of "Sugar Daddy" and "Hot Mommy" influencers is not over, yet, Elon Musk's mother, Maya Mask came out in 2022 with a swimsuit fashion show transmitted on social media platforms. This marks her as the oldest 74 years model.

It is not a surprise that Egyptian people never miss the trend. An influencer and content creator "Rofi Al-Nashat" invented her famous character "Teta Batta" who was able to attracted more than 372k followers. She was creative in creating the features of the grandmother's character. Rofi smartly uses special makeup and special types of filters to appear old. She presents her contents in storytelling techniques where she gives e- psychological advices. Her imagination leapt to a new area. Using the elder people's credibility, experiences and their desire to communicate with generations.

"Sugar Daddy" and "Hot Mommy" Influencers overcome the age, technological illiteracy and health difficulties hiders and catch up the trend without any denial for their age. They seize the advantage of social media freedom of publishing and expression to transmit innovative contents attracting millions of followers. This proves that human minds are capable of delivering creativity and innovation outcomes at any age.

(10)

The Knowledgeable "Sponge" Influencers

These influencers are describe as Wikipedia. They live virtually in a world full of paper and words. They have very distinctive skills to absorb ink and words, bringing out unique mixture of knowledge, science and wisdom.

They are called; "Bookworm" in the English culture, "Book Flea" in Indonesia, "Library Rat" in the Romanian and Spanish and Portuguese culture, "Reading Rat" in Germany, "Ink Drinker" in French and the "Reading Horse" in Danish.

They review books, spread knowledge and inspire followers to read and engage in intellectual discussions on daily bases. Their integrity impose mentioning the sources of any information they post.

It is often claim that Arab people do not read! Suddenly, The World Culture Score Index report issued in 2021 by Statista in partnership with the British newspaper "The Independent" denied this claim.

The report stated that Egypt is among the top five countries in the Middle East, with average reading hours of 7:30 per week. While The Kingdom of Saudi Arabia came in 11th place with an average reading of 6:46 hours per week.

India came at the top of reading indicator, while Thailand

was in second place and China came in third place. Surprisingly, The United States of America came in the 23rd place with an average reading hour of 5:42 per week.

The amazing reading indicator highlighted the growth in the Professional Readers Club members on Facebook (virtual association that includes 150k members) to reach 80%. Their age are between 18 - 35 years old. The association is being recognized for its pioneer efforts in bonding all reading process parties with each other's including; the writer, the publisher, the reader...etc.

In the last seven years, number of influencers have emerged in Egypt described by "The knowledge Sponge". They chose to summarize books and share their readings among their followers on social media. The most famous influencer is Ahmed Al-Ghandour, and his well-known blog "Al-Daheeh".

"Ahmed Al-Ghandour" or "Al-Daheeh" is known for his distinctive content and skillful presenting techniques that combines both knowledge and science. He presents them in a cheerful spirit to attract followers and keep their minds alert. He often resorts to the storytelling technique, short acting scenes and utilizes clothes and lights to disguise to catch followers minds.

In addition, the famous journalist "Omar Taher" who presents and summarizes books in his charming style on social media platforms. He has a number of blogs criticizing many cultural legacies in Egyptian society. Amr Taher relies on his narrative style and comparisons, transferring audiences in scenery to the past.

Some of the "Knowledge Sponge" influencers provide contents and books reviews in certain scopes such as: Brief X Rghif page, who is specialized in human developments books, work relationship and spreading teamwork culture. As well as qualifying followers for the new digital transformation era.

The "Knowledge Sponge" influencers' methods varied between summarizing books, choosing presentation methods and targeted different age groups based on their numbers and followers insights. Some focused on the main ideas of the books, presenting these ideas in a simplified and easy-to-understand way. While others follow detailed summary methods. To give, followers more detailed overview about different chapters of the book as if they are reading themselves.

Sometimes "Knowledge Sponge" influencer analyzes or criticizes books adding comments includes his personal opinion, making the presentation and review experience more interactive among followers.

While, other influencers make comparisons between books with similar topics. In order to help followers to choose the best book that suits their real needs.

The storytelling method topped the list of multiple contents presentation methods to "Knowledge Sponge" influencers. They summarize books and present them in narrative style that resembles stories aiming to attract the audience's attention and make the summary seem more enjoyable such as; "My Books" and "Read with Me" emerged platforms.

As soon as, the "Knowledge Sponge" realize the importance of visuals in attracting audiences, they start to summarize, infographics, video graphs content posting them through different techniques as; blogs, vlogs, podcasts and video podcast in more dynamic methods. These different forms of content presentation aim to reach the type of audiences who prefer listening or watching instead of reading like; Hossam Heikal and the podcast "External Books" by Omar Shams El-Din.

The Tiny Influencers

Many stories and tales describe real situations and sometimes-fake ones. Parents decided to reach the trend presenting their babies as tiny influencers. They find out that these tiny creatures contents were able to achieve the highest numbers of likes, interactions, fame and caches.

The camera is an essential element at home. Always in the zoom mode. Taking pictures and videos for these tiny creatures. Parents devoted themselves for making creative, smart and interactive contents. A mixture of information, sarcastic situations, proverbs, stories, cooking, songs and fashion. To gain the admiration of followers and reap the largest number of likes, shares and comments.

Shooting, the first time this tiny influencer opens his eyes, laughs, cries, first step, first birthday, first punishment, first day of nursery, nursery graduation party, and first day at school, school bag, splice lists, sports, hobby...etc, documenting all situations.

All of this happened with no response from these tiny influencers. They have nothing to do except listening and obeying their parents' orders, who create them the attractive content, shoot and post their pictures and videos daily on social media. They are also responsible for contracting with the advertising agencies. Moreover, at the end they take their money. With no objection to the child labor law nor the child rights privacy protection.

The tiny influencers firstly appear in 2015 by "Ryan Khazi". He gained wide fame by transmitting videos on his YouTube channel under the name "Ryan's World" attracting over than 3 million followers. "Khazi" describes his personal experience playing games. Due to his successes, many game-brands and advertisers began to contract "khazi" for reviewing their games aiming to increase sales and attract children.

Young celebrities is not a new phenomenon. It started in 1914, when the young actor "Jack Coogan" appeared in silent movies and continued to act in many films until his wealth reached 4 million dollars. The surprising case was when Jack Coogan reached the age of 21 years. He filed a lawsuit against his parents. The California Child Actor's Bill (Coogan Act) fined his parents with $129,000 in 1939.

In our Arab world, many young stars had appeared as; Fairuz, Nelly, Lebleba and others, until social media micro-celebrities appeared and awarded a gold membership in #Influencers_planet.

The most famous tiny influencer is "Mizo" who has 547k followers. "Mizo" provides general knowledge content expressing sarcastic situations and highly interacts with his followers.

There is also "Jean Ramez" who has 458k followers. He attracted his audiences with sarcastic stories, funny situations and dancing performances.

In conclusion, the tiny influencers have become fully aware. They could access easily to Internet and deal with technology without any restrictions. Therefore, reformulating articles in the Child Protection Law and the Child Labor Law have become absolute necessity to respect their privacy, mentality and protect them from cyber-hacking and bullying crimes. Just like the Ireland government who recently imposed a fine Of 345 million euros on "TikTok" platform for violating children's privacy.

Mega Influencers with Golden Residence on #Influencers'_planet

The Mega Influencers are the first choice for decision-makers and marketers. They are influencers with over than 5 million followers on social media platforms. They proof their capability to guarantee marketing success, higher attraction and effectiveness campaigns among different social media platforms. The Mega Influencers possess the key influencing methods to inspire, motivate and change consumptions patterns.

Social Media platforms have got various examples for Egyptian mega influencers, in the food industry as; "Murad Makram" who presents wide range of restaurant from 5 pounds to 50 thousand pounds. If you would like to rate any restaurant, over rated and under rated "Amr El Hadi" can assist you the way long. If you would like to go on vacation, "Basant Nour El Din" will guide you all the way. If your favorite hobby is to drive, "Ahmed El Wakil" will guide you to the best types of cars and their features. If you are fond with technological equipment, "Omar Deezer" will brief you with the latest versions of fintech; mobiles, tablets and electronic games.

The mega influencers are your safest choice for successful campaigns based on their digital personality through **the 4X5 equation**.

The 4X5 equation; is the success equation for mega influencers. The number 4 represents the influencer's digital identity and his credibility among his followers in presenting innovative content that directly affects them. While number, five represents the necessary indicators websites that measure sales insights and promotional impact on the target audiences, which are Google adv. Isight - Opt-in indicator - Customer survey indicator e-survey - Search Engine Optimization (SEO) indicator and e-Word-of-Mouth indicator.

The result is amazing! Influencers' imposed new language and culture among their followers. Words like; Story, Reel, Post, Interaction, engagement, reach, hook and insights are commonly used and understandable.

Red Flag!

As time passes, some of the mega influencers lose their attractiveness and their number of followers' begin to decline. An immediately decisive decision should take announcing "It time for a change".

Changing or re-employing the mega influencer is a difficult job that requires decision-makers courage and adventure spirit from the influencer himself. Many examples of influencers have changes their specialization over time as; "Islam Fawzy" and "Mohamed Molla" who have successfully changed their skin to influence audiences in e-banking and finance industry.

Although both influencers' blogs combined sarcastic social criticism techniques, yet they were able to encourage audiences to acquire new digital banking methods. They made various comparison between traditional banking services and digital applications in terms of; speed, flexibility, accomplishment, security, saving time and effort.

They successfully reposition digital banking applications and services as youthful financial solutions and the latest trends in banks. Their attempts to change their skin are still happening over time, as soon, as they recognize the red flag.

(13)
The Nano Influencer

The Nano Influencers are those influencers whose fame do not exceed few hundred of followers(up to 500,000 follower). Their ambition is to jump up to the "mega" influencers club.

However, according to the influencers' general index. The Nano influencers have many unique advantages as; they are much closer to their followers. They are characterize by being smart and talent. They are flexible with higher human adaptability manner.

The Nano influencers are digital public opinion leaders. They encourage their followers to communicate freely providing them a platform to perform freedom of expression. As followers spend an average of two hours and 27 minutes on social media platform per day which makes them in continuous search for new influencers.

A clear example of Nano influencer's effect, what happened in 2020, US elections. The fierce competition occurred between "Donald Trump" and "Joe Biden" where Trump advantage from social media force and Nano influencers' direct impact over the masses. The same scene topped again in 2024 election between "Donald Trump" and "Camilla Harris".

In economy, with the rise of e-commerce and the digital transformation methods position the effect of Nano influencers to become clearly notice. Their effect are reflect on new consumption patterns and customers' interaction, where 80% of human interaction become digital.

On the culture side, Nano influencers help in building new digital learning and educating standards, developing skills and opening new venues for entertainment and recreation. They aim at human relief and assisting human to get rid of social stress and isolation imposed by geo-political borders.

One of the Egyptian banks decided to adopt influencers' communications methods and launched its digital banking awareness campaign. The bank chooses one of the Nano influencers named "Hesham Salah", who works at the bank.

The selection of Hesham Salah as a digital ambassador and Nano influencers was too smart from the bank's marketing department and top management for many reasons;

By analyzing Salah - Nano influencer pages' insights, it was notice that customers' age and segments fall among young and middle age audiences. Salah knowledge, appealing and credibility added a lot to the core of digital banking solutions campaigns. The campaign strategy was built on the theory of embodiment and personification.

In which, the five campaign series describe real situations that customers' face and their enquiry of immediate quick and easy digital solutions to be resolved. The difficulties were like transferring money - paying credit cards - paying bills - credit inquiry...etc.

The campaign adopts influential techniques with indirect persuasion leveraging from the mix of human emotional and rational demand for followers, highlighting on the importance of gaining followers' loyalty. It employed the five criteria for building Nano influencer's credibility model: trust - credibility - direct interaction - digital banking experience - and attractiveness.

The important question, will the success of "Hesham Salah" as a Nano influencer in acquiring a share of young and middle-aged followers change the bank's consumers map convincing decision makers to recruit Nano influencers and repeat the experiment with other banking products?

(14)

The Funny Sarcastic Influencers

Egyptians are described as; funny, sarcastic and joyful people. The Egyptian cinema included many remarkable comedian actors as "Adel Emam", "Ismail Yassin", "Fouad El Mohandes", "Ali El Kassar", "Abdel Fattah El Kasry", "Sharf Natah", "Amin El Henedy", "Hassan Fayek", "Zeinat Sedky", "George Sidhom", "Samir Ghanem", "Mohamed Henedy", "Ashraf Abdel Baqi" and many others.

Even in the most difficult situations like: wars, revolutions, social and economic obstacles, health pandemic and disasters, Egyptian always get their own jokes and sarcastic gags that express society.

Recently, with the spread of social media platforms from: Facebook - Instagram - TikTok – YouTube, a new type of comic influencers emerged.

The funny sarcastic influencers. The smart content creators who critically and satirically perform and post jokes, meme, reaction, sketches and standup comedy that reflect contemporary situations and address issues traditional media failed to discuss. Consequently, audiences topped into social media platforms searching for smart solutions to their problems.

They find the funny influencers who tease their imagination with satirical and innovative content, free of affectation, bullying or insults. Funny Influencers who create joyful smile over their followers' faces, criticizing many phenomenon as; the evil coast, killing spouses, the dancing cactus, Corona pandemic, schools' purchases (supplies)... etc. Where, their number of followers' increase daily and diverted into segments, conducting likes and shares until the advertisers contact them for sponsoring campaign.

The amazing thing is that old age influencers enter the funny zone, descripted as "Sugar Daddy" and "Hot Mommy". They broke the barrier adding new scopes to comic material presented, for example, "Teta Bata" the old woman, who is created by the content creator "Rofi Al-Nashat". She appeared criticizing many social phenomenon as; divorce among young people, family disintegration and the exaggeration in appearance and lifestyle of the North Coast vacationers.

In a study conducted by Dr. "Sohair Othman" - Professor of Media at Cairo University and published in the Arab Journal of Media and Communication Research in 2021, defined satirical media as, one of the most important strategies that reflect some societal issues and critically discuss them in a satirical way in-which traditional media failed to tackle. In attempts to reach out-of-the-box solutions addressing social phenomena and issues.

She explained that satirical critical media attracts a large segment of followers from different age groups. Because it represents a new venue to escape frustration and an attempt to find solutions to society's problems. In addition to creating smiles and hope through entertainment and humor.

The study classified satirical influencers into three types:

1- **The satirical influencers** with extensive social knowledge such as:

• "**Walid Mustafa**" - an engineer who always conduct comparison between different social classes.

• "**Ahmed Refaat**" - known as the street broadcaster - who became famous for providing satirical content and reports on the society.

• "**Khaled Mukhtar**" - known as the Generosity Jar.

• "**Issam Araikat**" – A Jordanian engineer known for his famous Borders program.

• And the famous media figure "**Bassem Youssef**" - the well-known political and social satirist who creates a wide scope for criticism and ridicule.

2- **The sarcastic influences** with limited knowledge. They rely on posting contents, daily improvisation, comedy and sometimes slapstick. It is often without any scope except to attract followers. There are many examples of them:

• "**Amr Mustafa''** - criticizes vacationers' lifestyle on the evil North coast.

• "**Mohamed Auf**" - criticizes girls using English language to communicate.

• "**Akram Ahmed''** - criticizes parents' methods for upbringing their children.

3- The third and most dangerous type of funny influencer is **''tissue'' influencer** who appears as a trend once and then demolish. Because of his obsession with fame and money, he tries desperately to come over the trend numerous of times applying cunning methods such as: disguise, changing voices, manipulating words and sometimes using obscene words. He may reach the stage of falsifying facts to reach the trend again. This is the most dangerous influencer on society.

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What is The Vampire Effect of Influencers?

Despite of the global rise for influences communication accompanied with a wide spread of social media platforms. These digital micro-celebrities were able to build huge portfolios of followers and fans for their pages on social media: Facebook - Instagram - X – TikTok and others.

They utilize directly public subconscious to influence their followers'; impressions, opinions, ideologies, behavior and sometimes their beliefs.

However, sometimes influencers fail to reflect companies' strategies and maintain brands' image as planned. Their fame and charm overwhelms their primary mission of brands promotion. The audiences remember the influencer himself, the blog content, the production venue and sometimes minor details such as: the timing, the influencer's outfit, the colors used … etc., forgetting the brand's name. An example of this case is the influencer "Ahmed Al-Wakeel" who was promoting the new Chinese car. Followers were highly affect by "Al-Wakeel" appealing narrative style, forgetting all about the new car facilities.

Shock! Great Failure! Financial loss! Moral assassination! Negative impact on customers' loyalty.

The influencers' communication is able to achieve 11% increase in the market value for the brands equity, higher than any other channels of traditional marketing.

This is due to the Win-Win Situation theory, through which the brand's followers are expanding based on influencers' networks of fans.

Therefore, choosing the appropriate influencer to consistent with the product or service nature is highly important. Moreover, creating interactive contents that attracts followers is another essential element in promoting brands.

Innovative contents play joint starring role with the appropriate influencer. The first role; is to attracts new customers and follows up on existing portfolios. The second role is to inspire followers for joined content names "co-creation" so they feel as being vital partner of the game.

These two major roles conducted to increase the number of fans, and thus, increase sales and build direct communication mediums with customers. Moreover, they help in evaluating the products or services through various insights as; number of impressions, customers' experience and expectation. This type of reviews evaluate indirect the

products contribute to the development process of the products or services, and then gaining customer's loyalty.

#influencers'_planet overviewed many marketing campaigns concluding that 30% of the marketing budgets in East and South Asia companies in 2021 allocated to influencers' communication **due to:**

1- The ability of influencers to create exclusive contents that suit and enable brands to direct interact with its customers.

2- The public's confidence and trust in the content published by influencer is much greater than that published on traditional advertising or public relations activities.

3- The brands that apply influencers communication mechanism gain wider reach and accessing to their audiences/subscribers and followers directly.

4- Influencers provides golden opportunities for brands to directly market their products/services digitally.

5- Social media platforms have changed the structural and the purchasing power in the market. They have allowed the

emergence of new type of customers, known as the "Sophisticated Customers". They are characterize by being sophisticated in their purchasing patterns and behavior. As they rely on e-information, compare price, try to find alternatives, reviews products and services, and searches for other customers' experiences.

6- Freedom of expression, customers have the right to express their opinions and directly evaluation the products or services with complete transparency. Without imposing spatial, temporal, or language limits.

7- Social media allowed applying parallel marketing communication techniques both tradition and innovative.

8- Relative low cost compared to other traditional media channels.

Here emerges the importance of sufficient influencers' insights, which allow marketing communication experts to identifying appropriate influencers for sponsoring.

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Rising "Red Flag'' for Influencers
Indicting Immediate Career Shift

While, we are striving to achieve professional success, seeking small promotions to enrich our "Career Portfolio" and skills. We noticed influencers who are socially known as; the stars of "Food Blogging" and the queens of "Body Care", sitting on their comfortable chairs, drinking their luxurious coffee and reviewing the latest products trends and launching golden tips for their followers. They got the power to influence 15% of their followers' for an immediate purchase decision.

So why! After all these great successes, social effectiveness, fame, and cache influencer takes the step of "Career Shift".

Simply! Because the influencer is gifted by a sharp intelligence compass that extend across his social media pages, monitored different insights. He recognizes when the red flag rises indicating the reluctance of his followers.

Red Flag announcing the imminent end of his popularity or a change in the platform algorithms, which gradually lead to the loss of his followers.

In addition to other reasons as; the desire for financial stability and obtaining a fixed income. Searching for personal and professional opportunities development. The stress and psychological pressure, so he searches for a less stressful work environment. Realizing the importance of privacy. In addition to the desire for more creativity - as well as personal reasons such as: loss of passion and the desire to retire fame.

#Influencers'_planet monitors eight highly preferable professions among influencers:

First: Entrepreneurship: A number of influencers start their own business such as: fashion lines, beauty products, fitness products…etc.

Second: Media and Entertainment: A number of influencers move to traditional media channels such as: acting and presenting television and radio programs.

Third: Public Speaking and Training: A number of influencers share their experiences and personal opinions among their followers away from virtual social media platforms. Through participating in events, conferences, meetings, workshops and seminars, they reap great success and confirm their ability to influence public.

Fourth: Writing and Publishing: Some influencers are talented in writing; poetry and composition have turned to social media platforms to publish their works. In order to increase the number of followers and gain more freedom of expression.

Fifth: Consultation and brands ambassadors: While a number of influencers preferred to work as marketing consultants for local or international brands. They specialized in developing marketing strategies or as brand ambassadors. This contributes in spreading community awareness and attracting more followers. As well as strengthening customers' loyalty.

Sixth: Charitable activities; Some influencers used their influencing power to advocate number of social and environmental issues such as; spreading environmental awareness, reducing carbon emissions, and activating sustainable green tourism. As well as moving towards supporting non-profit civil society organizations and their charitable activities.

Seventh: Education field: Some influencers entered the educational field specifically in: fitness, cooking, decoration and home organization. By participating in training courses and workshops either online or offline raising community awareness towards important issues such as rationalizing consumption and women's equality.

Eighth: Marketing and advertising: Because influencer's intelligence is a non-stop process, they created their own companies specialized in marketing and communications.

Now, what are the influencers' career shift challenges?
1- **High competition** - As the number of influencers increases, their career paths become limited to specific fields. Thus, the competition becomes higher and more intense to attract attention and commercial sponsorship.

2- **Achieving a balance between personal life and professional life** - Despite of the desire of many influencers to maintain their privacy, the continuous sharing of their daily lives remains a major challenge.

3- **The constant desire to innovate** - These micro-celebrities realize that their smartness and innovation are their powerful gift. Therefore, they always look for new innovative content that supports their continuous presence on the social media. This puts influencers under constant pressure to innovate and create content.

4- **Dealing with criticism -** Continuous interaction with audiences are consider one of the most important rules of influencers' active presence. The influencer may expose to negative criticism or offensive comments. He/she must deal with these comments according to the rules of decency. This may negatively affect his/her mental health on the long run.

5- **Financial stability and sustainability** - A fixed and sustainable income is an essential factor for influencers. Sometimes it may be difficult, especially with changes in the social media platforms algorithms to maintain such amount of financial income.

6- **Time management** – distributing duties and time management are another challenge.

About The Author

Talent is a divine gift form God. It is burden with many factors, the most important of which are: education, professional experience, innovative thinking, devotion, sincerity and diligence. These factors shaped Germien Amer's personality.

With one long-life mission, that is; "Media is a noble profession that aims to enlighten and change people's lives". She builds her life mission on a strong belief and faith, in the power of media and communication for inspiring public opinion and reshaping their behavior for community development.

She worked throughout her professional career under a sole slogan, that is; "Nothing is impossible", by studying, continuous reading and applying up-to-date marketing communication strategies and influential methods in managing corporate communication affairs and green media communication were her most important ambitions and achievements.

The author was highly affected by her bringing up nature in a communication environment, as her father is one of the most important figure in the economic journalists industry in Egypt. "Hassan Amer" who is recognize as the first's writer and editor-in-chief establishing the digital economic journalism. This aspect contributed much in defining professional or creative identity of Germien Amer.

She holds Master's degree of Media and Mass Communication from Liverpool St. Moors University in The United Kingdom. Earlier she graduated from The American University in Cairo, holding Bachelor's degree in Journalism, Mass Communication along with Political Science minor.

She also obtained a Diploma in Women's Leadership from The Afro-Asian Union in Cairo in 2020 and the Union's membership. Moreover, she obtained Diploma in Digital Transformation Strategies and Culture Transformation from The Italian University of Guglielmo Marconi.

Last year, Amer was enrolled in The Arab Media Union with golden membership that was award upon her professional and academic contributions in the field of media relations and mass communication. In addition to developing institutions' internal resources to maximize the return on investment. She has participated in many specialized local and international training courses in women's leadership, women's media issues and empowerment of women leaders.

Since 2007, Germien Amer, headed The Corporate Communications department at The United Bank of Egypt, witnessing and participating in the bank two important restructure phases.

Before joining, The United Bank team, she worked for many international institutions like; Orascom Telecom, Gulf News - The United Arab Emirates, Commercial International Bank (CIB) and ART Media Corporation. In addition, she participated in number of projects for American aid and Canadian aid affiliated with the Ministry of Industry, Commerce, and The Ministry of Finance.

The author possesses a unique and distinctive style of writing which is evident in her published columns entitle; "#Women's Zone", "#Compulsory_couse", "#Essential_precaution" and "#Influencers's_planet" in a number of social and economic websites. In addition to printed newspapers. Most of them come in the context of green communication, women's empowerment, artificial intelligence, digital media and electronic crime. In addition to social media influencers.

In 2018, Amer was chosen as one of the 50th most influential women from "The Fifty Forum" in Egypt. In 2019, she was selected from The Egyptian Women's Forum among the 30th Egyptian women successful stories. Moreover, for seven consecutive years, she was selected in the annual poll of "Bankers Lounge" Academy as one of the best corporate communication leaders in the banking sector.

Furthermore, The United Bank, Corporate Communications Department team received the "Best Communication Channels" rating among banks operating in the Egyptian market for three consecutive years 2020-2021-2023 from the annual "Business News" index. This certifies the Excellency and professionalism of the team as well as, the great supporters of the bank's CEO who believes in the effective role of media and communication for both external and internal audiences.

The writer has three published books in Cairo International Book Fair for two consistent years The First one was issued in 2023, under the title of: "The power of social media Influencers' communication on generation Z towards e-banking" in both Arabic and English language. The second book was published in 2024, entitled "50 Metaverse Snapshots", of which copies were issued in "Braille" language for disabilities. This was in cooperation with El Akhbar Braille magazine. The three books have participated in many local and international book exhibitions.