

# WHAT IS PASSION ECONOMY AND WHO RUNS IT?





# Introduction

Passion Economy allows content creators, nano, and micro-influencers to earn a livelihood through their passion and follower engagement. Check out our presentation to know more about the economy and to understand the different perspectives





## Through creators perspective

- Passion economy gives a stage to nano and miniature influencers to transform their enthusiasm into their occupation
- The Passion economy offers a stage for pretty much every enthusiasm
- It empowers the makers to create a niche community to engage with and monetize their interaction





## Through users perspective

- Passion economy gives a user direct access to the exclusive content of their chosen micro-influencer
- By subscribing and gaining access to the niche community, they can directly engage with their creators
- Users crave new and quality content from their creators and can pay any price for the early access







## Through brands perspective



- When a micro-influencer endorses a brand, it creates a sense of authenticity amongst their niche community
- A mere 'shout-out', picture post, video, or a mention in their blog post can boost up the visibility of the brand
- Passion economy offers more personalization to a brand in contrast to the vast, and profit concentrated attention economy



- Time and energy are being spent by creators, users, and brands on the social media building their niche communities

## Passion Economy: Way towards future

- The more authentic a community is, the more the user engagement, these gave birth to many influencers

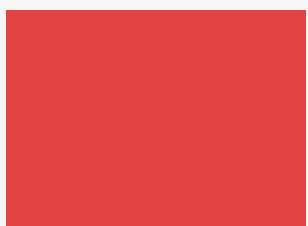




# Conclusion

The innovation and foundation required for the economy are as yet in its improvement stage, yet many content makers have just started appreciating incredible accomplishments through the eco-framework. Later on, content makers' chances don't appear to subside, neither do the advantages for shoppers due to passion economy

To know more about the passion economy, [click here](#)



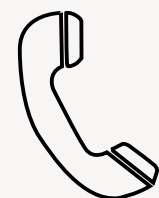
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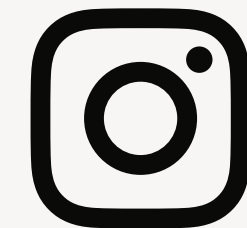
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