

Linking Global Commerce and Women-Owned Business

How Influencers and Bloggers are Creating Six-Figure Businesses with e-Commerce

Gina Lynn Kershaw

Abstract

Influencers are the new wave in marketing. They create a valuable word-of-mouth, viral buzz about products and businesses that can be secured with minimal brand investment. Businesses have been successfully using these influencers and bloggers to promote their products, while the influencers themselves have been largely content with earning small payments or free products for their role. That is, until recently. Influencers and bloggers are starting to realize the huge power they have in their hands, and have been using that influence to build their own wildly successful companies. Power influencer, Kylie Jenner, built a billion-dollar cosmetics company (without traditional advertising) using only her social media presence. Medium and Micro-Niche Influencers are also starting to capitalize on their smaller media presences to create their own profitable companies. Utilizing strategies like dropshipping, these influencers have been able to easily build their own online boutiques without the previous hassles of securing investors, buying and storing inventory, or even shipping to customers. They can do all of this for investments as low as \$100 US per month. This e-commerce strategy has lowered the barrier to entry into the online business arena for women globally. This presentation explores how influencers are using e-commerce and dropshipping techniques to create their own successful online companies and will provide attendees with actionable steps they can use to start their own boutiques right away.

Biography:

Gina Kershaw, JD, MBA is a Business Strategy Coach for Influencers and is the founder of InfluencerCEO. She has mentored hundreds of women, and particularly loves helping entrepreneurial minded moms/bloggers/influencers build successful online boutique stores so that they can ditch their soul-sucking day jobs and start focusing on what is really important to them. (She knows the value of being able to attend a child's school assembly without asking permission from a boss.) She has authored two best-selling books and has been a featured speaker at several conferences for women in business including the always sold-out *Altitude Summit*. She can be found at <https://ginakershaw.com>.



Abstract Citation:

Gina Lynn Kershaw, Linking Global Commerce and Women-Owned Business: How Influencers and Bloggers are Creating Six-Figure Businesses with e-Commerce, Global Entrepreneurship Summit 2020, Rome, Italy 30-31 July. (<https://www.lexismeeeting.com/entrepreneurship>)