

Iconic Influencer Award Isle of Man

Individual Excellence Award Top Lifestyle Influencer

OVERVIEW

Top Lifestyle Influencer is a captivating figure in the realm of lifestyle influencing, seamlessly blending fashion, travel, wellness, and culture into a curated digital experience. With an eye for aesthetics and a passion for storytelling, Has amassed a dedicated following drawn to their unique blend of sophistication and authenticity.

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ELIGIBILITY

Becoming a top lifestyle influencer typically requires a combination of certain qualifications, skills, and characteristics. Here are some common eligibility criteria:

- 1. Passion for Lifestyle Topics: An authentic ..

QUALITATIVE CRITERIA

JUDGING CRITERIA

Judging criteria for the top lifestyle influencer may vary depending on the specific context of the competition or evaluation.

- Content Quality: Judges may assess the quality of the influencer's content, including the creativity, originality, and relevance of their posts, videos, or other media.
- Engagement: This includes the level of interaction and engagement the influencer receives on their content, such as likes, comments, shares, and overall audience participation.
- Authenticity: Judges may evaluate how genuine and authentic the influencer appears in their content, including their personality, values, and lifestyle choices.
- Audience Reach: The size and demographics of the influencer's audience play a significant role. Judges may consider factors such as the ..

METRICS

Metrics Criteria	Current Year	Previous Year
Evaluating the impact and reach of a top lifestyle influencer. 1. Follower Count: This is the total number of followers across all their social media platforms. It..		



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