



TRABLIN INTERNATIONAL
S U M M I T

DIGITAL REPORT

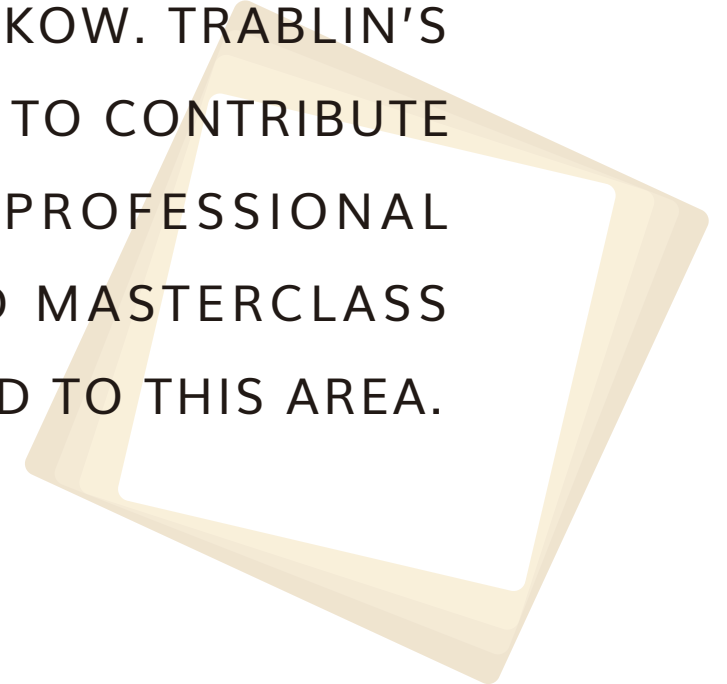
BLOGGERS & INFLUENCERS
TIS KRAKOW 2018

BLOGGERS' AND
INFLUENCERS
T R E N D S

TRENDS ! REPORT



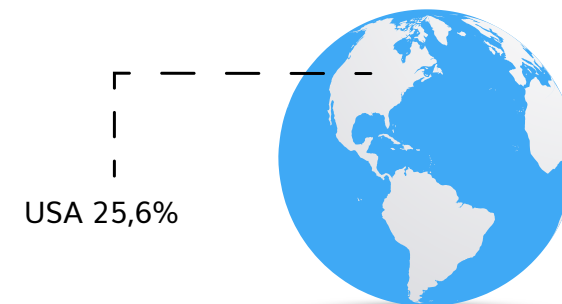
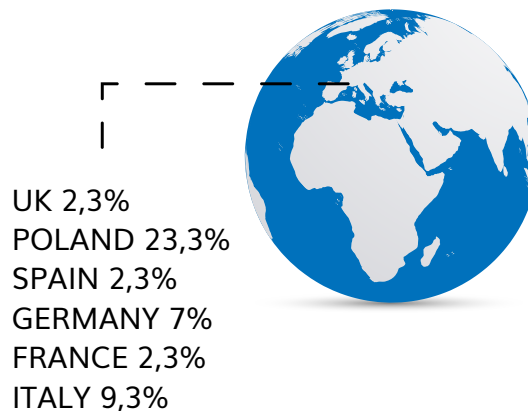
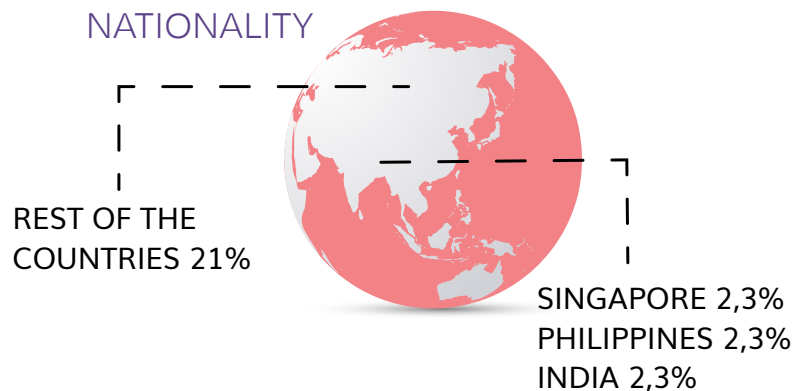
TRABLIN INTERNATIONAL SUMMIT (TIS) KRAKOW, AN INTERNATIONAL CONFERENCE THAT GATHERED BLOGGERS AND INFLUENCERS FROM ALL OVER THE WORLD WITH SPEAKER SESSIONS IN A TWO DAY CONFERENCE AT SHERATON GRAND KRAKOW IN KRAKOW. TRABLIN'S GOAL IS TO ENHANCE INFLUENCER MARKETING AND TO CONTRIBUTE A NEW PERSPECTIVE IN GIVING INFLUENCERS A PROFESSIONAL STATUS TO THEIR WORK. SPEAKER SESSIONS AND MASTERCLASS SESSIONS AT TISKRAKOW WERE VERY MUCH FOCUSED TO THIS AREA.



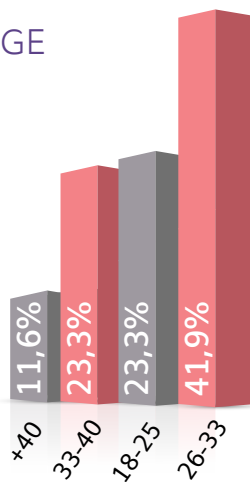
DEMOGRAPHICS & GENERAL INFORMATION

ANALYSIS OF 83 BLOGGERS/INFLUENCERS

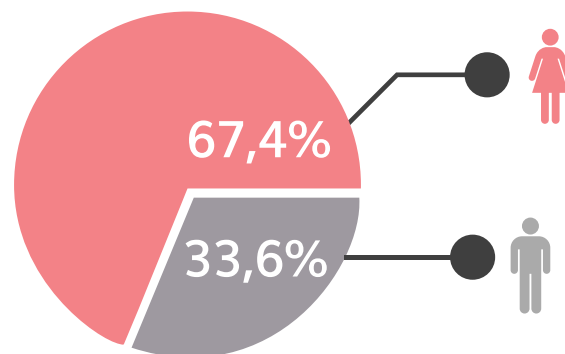
NATIONALITY



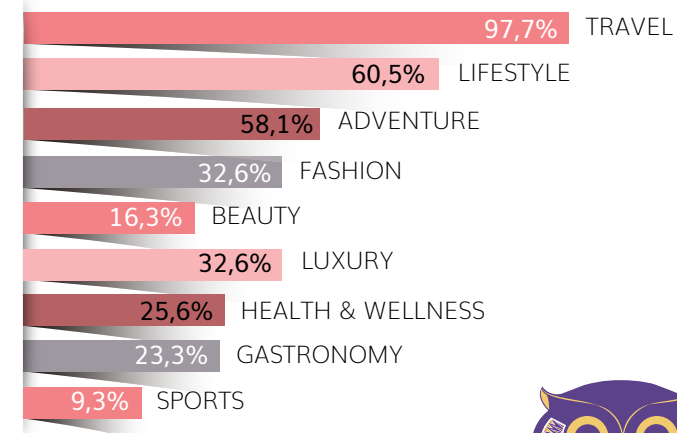
AGE RANGE



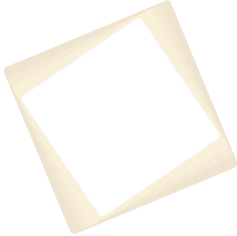
GENDRE



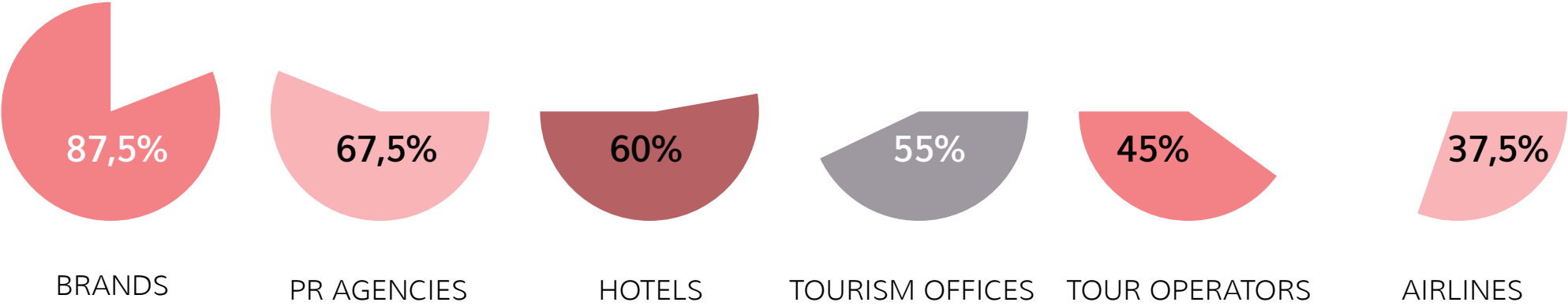
SUBJECT AREAS



COLLABORATIONS

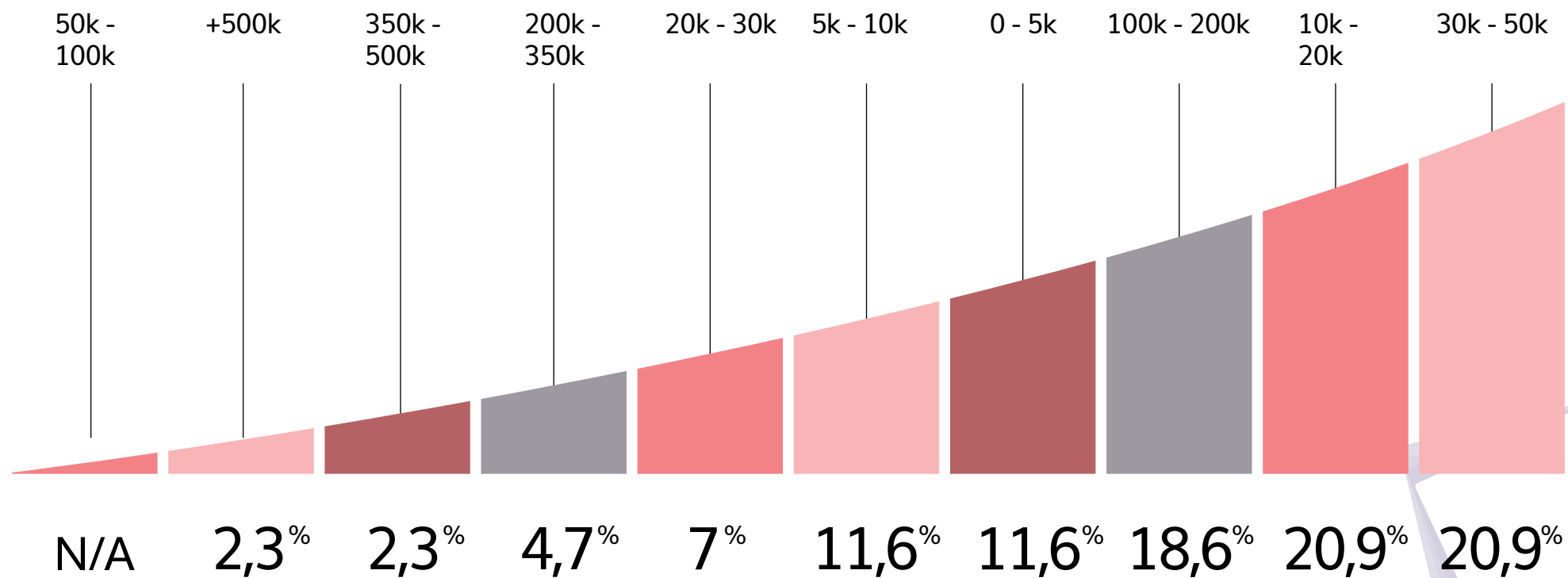


WHAT KIND OF COMPANIES HAVE BLOGGERS COLLABORATED WITH IN THE PAST YEAR?



NUMBER OF FOLLOWERS

BLOGGERS' NUMBER OF FOLLOWERS ON SOCIAL MEDIA



SOCIAL MEDIA, AGE & REACH



HOW LONG HAVE THEY HAD THEIR BLOG/VLOG/SOCIAL MEDIA?

41,9%

2 - 5 YEARS

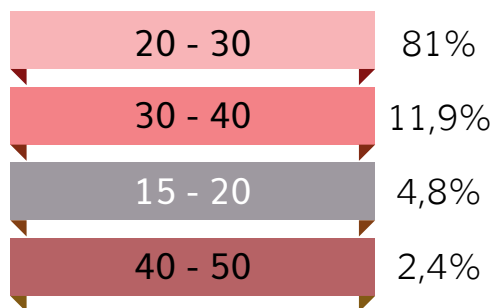
30,2%

0 - 2 YEARS

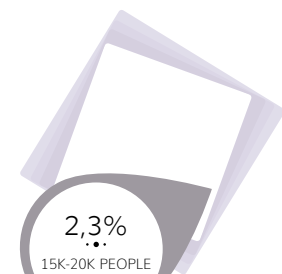
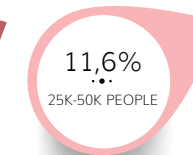
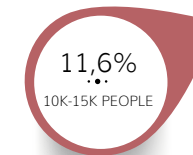
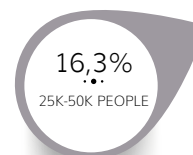
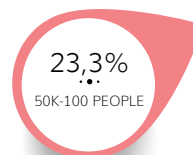
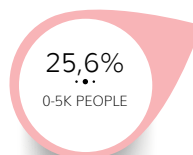
27,9%

5 - 10 YEARS

AVERAGE AUDIENCE AGE



WHAT IS THEIR MONTHLY REACH?

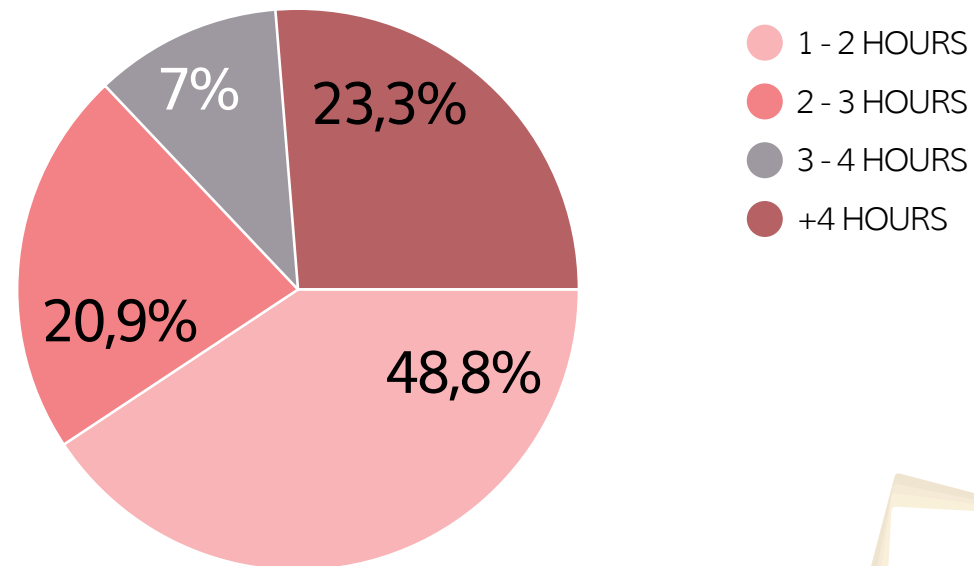


SOCIAL MEDIA POSTS & DEDICATION

HOW OFTEN DO THEY POST ON THEIR SOCIAL MEDIA?

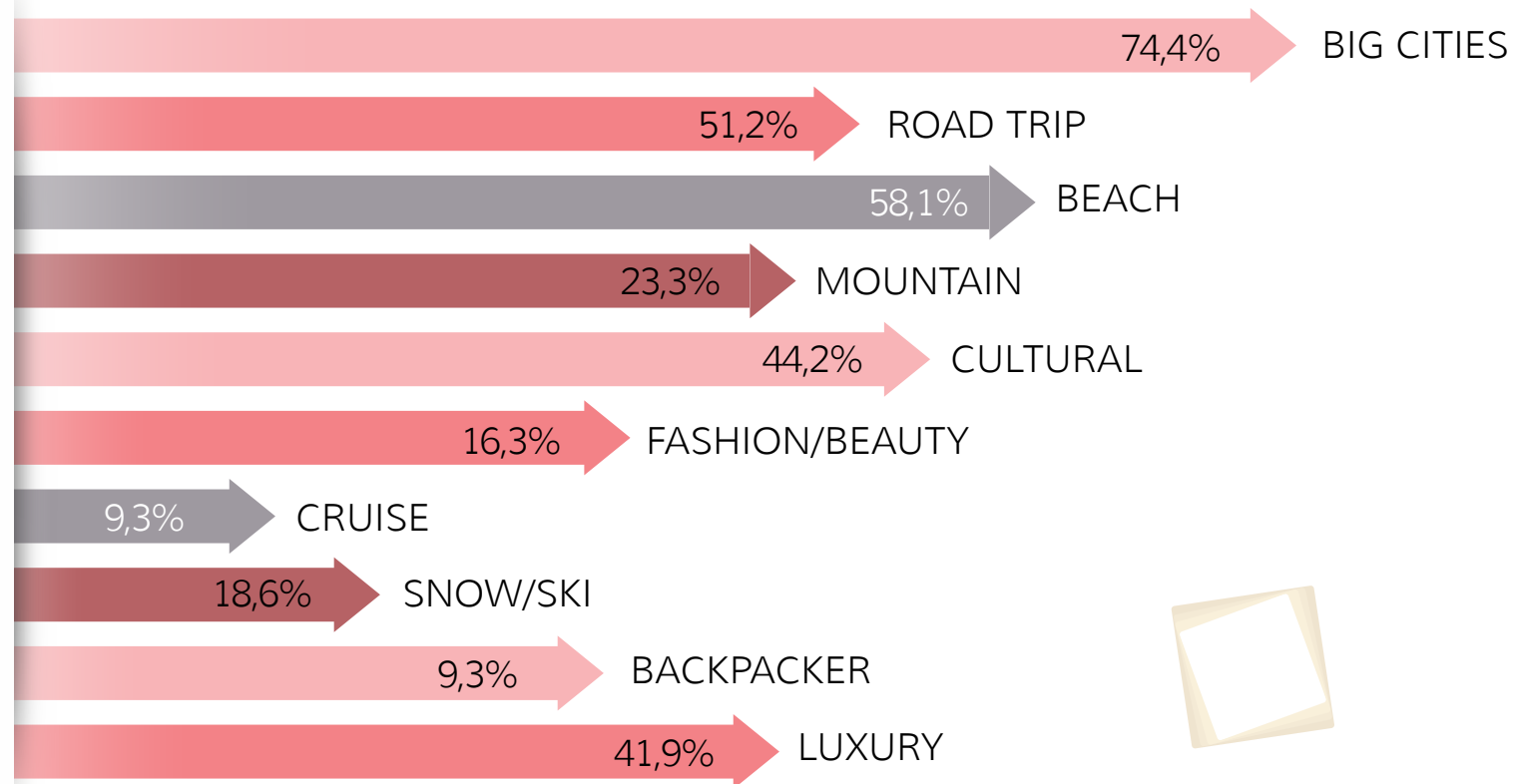


HOW MANY HOURS A DAY DO THEY WORK ON THEIR BLOG?



TYPE OF TRAVELS

WHAT TRIP DO THEY GO ON MORE OFTEN?



HOW BLOGGERS' BECOME MORE PROFESSIONAL

ARE THEY A FULL TIME BLOGGER?

60,5%
YES

39,5%
NO

HOW DO THEY IMPROVE THEIR BLOGGER SKILLS?

ATTENDING FAIRS
AND EVENTS

58,1%

LOOKING FOR ADDITIONAL
INFORMATION IN INTERNET

86%

ATTENDING TRAINING
COURSES

44,2%

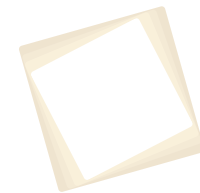
MEMBERSHIP AT BLOGGERS
ASSOCIATIONS / GROUPS

32,6%

MEETINGS WITH PROFESSIONALS
AT DIFFERENT COMPANIES

32,6%





MADE BY



TRABLIN



Letting the world be influenced

