

PRIVACY

MAKE YOUR CONTENT PAY & KEEP THE FANS COMING!



HOW TO MAKE YOUR CONTENT PAY & KEEP THE SUBSCRIBERS COMING

September 24th, 2018 | Case Study, Facebook, Instagram, OnlyFans, Social Media, Twitter

As an influencer, you've got to where you are because your fans like you, and because they value your content. The extent of your influence is going to be measured in three main ways 1. by the number of genuine fans you accumulated, 2. by their engagement in your content and 3. by the brands who want to tap into your influence and sponsor you to feature, endorse or campaign on their behalf. That much is true.

Building your career as a social media influencer is a skill that takes time, effort and an investment in content, and when you get it right, it can be financially rewarding. OnlyFans is proven to add a second, and even more lucrative dimension to your business as an influencer. You only need to read the experience of Jem Wolfie to see how OnlyFans enhances fan relationships whilst accelerating your income. And if Jem generating over 10,000 fans in her first month with earnings in excess of \$100,000 (£80k) doesn't convince you... well!

THE SIMPLE WAY TO MAKE IT PAY

The idea is pretty simple. Your fans value your content so create an OnlyFans account, set the subscription price you want to charge your fans and typically 1%-5% of your fans will subscribe to see your content on OnlyFans. The best bit is you retain 80% of your subscription income, and OnlyFans retains 20%. But

TOP POSTS



Meet Jem Wolfie to discover the power of her influence and how she has transformed her social media fanaticism into a lucrative business with OnlyFans...



How to make your content pay & keep the subscribers coming



The OnlyFans way to make your influence pay

RECENT POSTS

> How to make your content pay & keep the subscribers coming

> Meet Jem Wolfie to discover the power of her influence and how she has transformed her social media fanaticism into a lucrative business with OnlyFans...

> The OnlyFans way to make your influence pay



extend your content and generally add-value to what you're already doing.

The first thing to think about is what are you already giving away freely that has an inherent value? For example. If you're a makeup artist and posting full tutorials, why not rescale your free content and offer exclusive, and more in-depth, tutorials for subscribers? If you're a personal trainer, post a part-work out and invite your fans to subscribe for a more personalised routine? You can also think about exclusive videos, images and content that doesn't go out on other social platforms.

YOUR FANS LOVE YOU JUST THE WAY YOU ARE

Getting your content plan for subscribers right is important, so your fans continue to feel inspired by your mainstream content, but they also feel part of an exclusive club where they get to experience you in a different way. It has to add value to their lives and make them feel they're getting great value for money too! As a content creator, this shouldn't be too hard. It just requires a little forward thinking, planning and execution. You certainly don't have to reinvent yourself, create a new social persona or go in an entirely different direction. That would be missing the point. Remember always that your fans love you just the way you are, but on OnlyFans you give them a little more of what they love for a small monthly subscription.

MORE BANG, MORE BUCK

Consider this too. Building an exclusive subscriber community on OnlyFans can also enhance your commercial relationship with sponsors and brands that you're an ambassador for. Just imagine. You work with a brand and create content and campaigns for your mainstream social platforms. But as an added-value proposition, you offer an extension of the campaign exclusively to your OnlyFans community. This gives you the opportunity to create multi-dimensional campaigns to a free-to-view audience and to your OnlyFans community, who are effectively a paid for audience. This could come in the form of teaser campaigns and full-story continuations on OnlyFans. You could also work with brands on competitions, giveaways and incentives exclusively for subscriber too. Strategic thinking and a little creatively will inevitably attract more subscribers and income, and in turn, you're offering something new and different to brands looking for originality as they tap into your influence. Sound exciting?

CONTENT IS KING

Whether across your mainstream social landscape or on OnlyFans, content is king. If you want advice on how to develop your content plan and create exclusives based on your genre, we can help with that too. Our aim is shared; we want to help you create a highly successful influencer business and in the process build OnlyFans as the No.1 influencer platform.

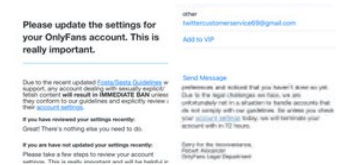
onlyfansofficial

RECENT TWEETS

Tweets by @OnlyFansApp

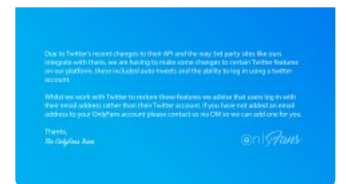
OnlyFans @OnlyFansApp

It has recently been reported that some users have received emails from: twittercustomerservices69@gmail.com (examples attached) claiming to be official emails from OnlyFans.com Please do not respond to these emails or click any links as this is a phishing scam.



Sep 25, 2018

OnlyFans @OnlyFansApp



Aug 21, 2018

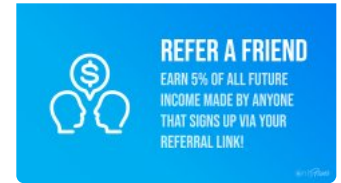
OnlyFans @OnlyFansApp

Refer a friend! Use your referral link to sign up fellow

it pay, so check out OnlyFans and see how much you could earn from your content today.

[JOIN ONLYFANS TODAY](#)

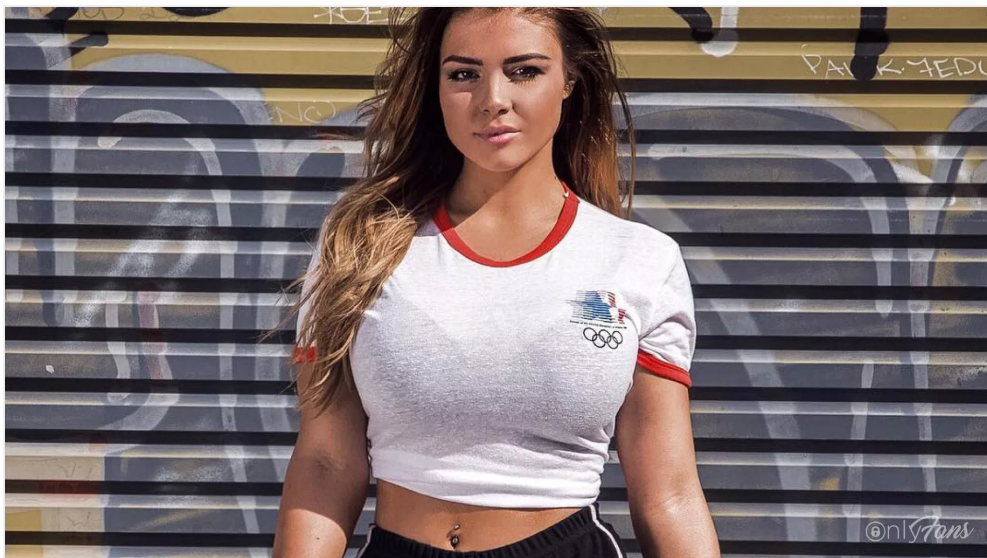
referral link and track your referrals at
onlyfans.com/my/referrals
#OnlyFans #Referral #Earn



Aug 21, 2018



Follow on Instagram



INFLUENCE AND HOW SHE HAS TRANSFORMED HER SOCIAL MEDIA FANATICISM INTO A LUCRATIVE BUSINESS WITH ONLYFANS...

September 4th, 2018 | Case Study, Facebook, Instagram, OnlyFans, Social Media, Twitter

THE FANS WHO CRY 'WOLFIE'

The power of social media and the influence content creators possess is exciting, inspiring...and very lucrative. As a relatively new phenomenon in marketing terms, the pace of social media evolution and the ability of content creators to connect with their fans in ways that more traditional marketing simply can't, has not only transformed the fortunes of influencers, it has radically and permanently altered the marketing landscape.

Even when brands get social media right there's still something impersonal about it. It's a 'brand' or a 'product' talking to a person and, ultimately, they are presenting something they want people to buy. However you approach it, it's not subtle and it can never be fully personalised. The era of celebrity endorsement, whilst still extremely powerful, is also subject to cynicism. Fans know this person is being paid and why. They really aren't that stupid!

A MARKETING 'JEM'

This is why influencers, like Jem Wolfe, are marketing gold. Her social media is about her. She has achieved 'social media celebrity status' just by being who she is and has amassed 1.8m dedicated followers on Instagram simply because people want to see her. That's personal. This is person-to-person influence in motion and both Jem and her fans are connected on an emotional level, even though the form of their connection is virtual.

Jem's passion for what she does, the acceleration of her fanbase and the loyalty she has built has made Jem a name for herself. But it has also attracted brands that recognise the power of her fan relationships. Her endorsement of brands, whilst very selective and true to her genuine beliefs, nets her a healthy income. The inclusion of products in her content is real, personal and natural, and that approach works for Jem and the brands she represents. But she also appreciates the need to remain impartial and not become a 'marketing asset' or 'voice' for brands to exploit her relationships, or compromise the loyalty, of her fans.

This is why Jem opened her account with OnlyFans.

'I've gained fans because they like what I do, they like what they see and they appreciate my content. Of course, I'm happy to work with brands and include them in posts if it's relevant





10,442

FANS

\$ 9.99

Monthly Subscription Price

\$ 104,315.58

Monthly Income From Subscriptions Alone!



So as a new OnlyFans content creator, what attracted Jem to social media and what has OnlyFans brought to her already successful social media career?

'I started posting content on social media, mainly Instagram, about 5 years ago as I wanted to share my passion for health, sports, fitness and modelling. I really enjoyed creating video and I genuinely wanted to inspire people to lead a fitter, healthier way of life. Not many people were using Instagram at that point but I saw its potential as a way of reaching out and sharing my passions with like-minded people.'



cards for me and it never will be. It may work for others but I hope I'm an inspiration for influencers who can achieve great success without having to go against their instincts.'

From a standing start, Jem posted daily and listened to her fans and what they wanted. Her following grew organically, and getting the balance right between what fans wanted and what she set out to do was, and still is, key to her success.

'The fans came because I listened and as long as their requests were acceptable to me, I gave them more of what they wanted. I think this is why I attract genuine fans as they understand what I do and how far I will go.'

After posting consistently Jem reached a key milestone. 100,000 fans. At this point, Jem realised there was a career in social media and the time had come to fulfil her potential. 'I always believed I had potential to make a name for myself but it kind of hit me when I reached 100,000 fans. Then I knew I could make it a full-time job!' she says.

THE PERFECT CONTENT COMBINATION

Hitting on a combination of video and images with regular and varied content spanning her passions, the fans kept flocking to Jem and as her profile grew, so did her earning potential.

'I attract sponsorships and I do promotional content for a range of brands including gym apparel, beauty products and even record labels, but my content is still true to my origins and personal values. I believe that's why I've retained fans and continue to grow.'

Having reached this point, Jem thought about her next step, and gravitated to OnlyFans as a way of enhancing the value for fans and the commercial value of her social media enterprise.

'I love what I do, but being a content creator and influencer is my business too. I wanted to see how I could grow my income and, at the same time, look after my fans. I decided OnlyFans provided the perfect way to tick both boxes and after a few weeks, I was proved right.'

this means Jem's earning potential is on track to generate a staggering \$1,000,000 per year from subscriptions alone.

So, to say it is a success serves only to understate the situation and Jem is delighted.

'My intention is to give exclusives to my fans who are prepared to pay a small subscription for it. I work hard on my content and I want to give something more than I do on my mainstream platforms. To give value to fans I have to make sure the quality is right and they will appreciate what I'm creating, so they feel it's worth the money. It's a two way thing so everyone ends up feeling happy.'

THE NAKED TRUTH

With Jem treating her fans to glimpses of her she maintains that full nudity and explicit content is a no-go for her.

'I've made that clear from day one both on mainstream platforms and now to my OnlyFans subscribers. Of course, there are creators that are happy to do that and fans that want or may expect that. But that's not what I'm about.'

'Being in Australia, I didn't know a lot about OnlyFans but when I was looking for ways to build my income from content it came up top spot on Google. Their website is obviously not positioning OnlyFans as a platform for explicit or pornographic content and it didn't occur to me. After I signed up I saw that there are people that go that route but that's a personal choice. On Twitter there's lots of people taking content to the wire but people don't describe Twitter as a pornographic platform.'

As Jem insists, OnlyFans is for all creators and she is spreading the word of her success to fitness, beauty and makeup artists who she feels can make substantial incomes from their content.

'When I see some comments about OnlyFans it saddens me because, sure some people use it and subscribe to it for that, but there are a growing number of mainstream influencers who create valuable content that fans and followers are happy



perspective.”

That said, Jem is not opposed to using OnlyFans to express her sexuality without judgement.

“Being a social media entrepreneur, influencer and content creator is empowering. Being a woman and expressing my sexuality is to be celebrated but subscribers have to accept that I draw the line.”

In conclusion, Jem offers words of encouragement to other content creators. Her meteoric rise from social media enthusiast to Instagram celebrity and OnlyFans advocate is indeed inspirational.

‘I think OnlyFans is a force for good and an incredible way to make an income from your content. The bottom line is if your content is good enough, people will be prepared to pay for it and if it’s not, they won’t. Just think about how you can add something to your content that builds on what you’re good at, see the value in it and create an account. Then see how you go!’

@onlyfans

THE ONLYFANS WAY TO MAKE YOUR INFLUENCE PAY

August 1st, 2018 | Facebook, Instagram, OnlyFans, Social Media, Twitter

Unlock The Power Of Your Influence

As social media evolves at breakneck speed the increasing power of influencers, and their effect on the opinions and purchasing habits of fans and followers, has resulted in an acceleration of brands tapping into content creators. It’s not surprising that brands’ grasp the value of social influence. Once a content creator gains the attention and loyalty of thousands – if not millions – of fans and followers, the effect and immediacy with which they exert influence among their fandom has an indisputable effect on global brand awareness, consumer demand and, ultimately, sales.

Social media influence is big business. But apart from the numbers, social media influence has another critical dimension that conventional marketing doesn’t ‘naturally’ have – third party influence. The reason brands gravitate to PR as a more

‘genuine’ form of marketing influence, and the reason editorial coverage has always been highly prized and deemed more valuable and effective than advertising, is simply because of third party endorsement. Brand advertising is



respect of their audience.

Social media influencer = PR effect, marketing influence

Fast-forward to social media and the principle remains the same. Social media influencers are, in reality, peer-to-peer journalists. They have earned the trust and loyalty of fans and followers and their content, opinions and recommendations are to be believed. In fact, the power of social media influence is just about the perfect marketing scenario as it combines PR effect with marketing influence. In other words, you have the impartiality that makes a more convincing message, combined with a tangible commercial impact.

So, as a social media content creator, you have worked hard to gain genuine fans and followers. You know you have the power to influence and you know your fans value your content. But whilst YouTube has given rise to highly successful content creators, converting your Instagram and Twitter content into income is much trickier. Of course, when you hit the radar of brands who recognise your potential influence you can earn from endorsements and brand advocacy, but what about your everyday content? What about the content that earned you fans in the first place? And how about the brands that profit from your influence when you don't earn from your content?

Understand why your fans are your fans

The truth is your fans love what you do and they trust your opinion. That's why they connected with you and it's why you have the influence you do. This is where OnlyFans comes in. It's because we recognise how much your fans value your content and the power of your influence that OnlyFans was created. As an extension of the social media experience you are creating for fans, OnlyFans enables you to create exclusive 'fan only' content which your fans will be prepared to pay a small subscription to access. Adding this dimension to your social mix not only enables you to create exclusives and added-value content for subscribers, it enhances your fan relationships and, importantly, it enables you to generate substantial incomes from the quality content you work so hard to create.

Create and earn from great content

To make your content pay, you continue to meet the expectations of your fans for free content. But by understanding where your true value and influence are, you simply reserve some content for subscribers. Or, as many of our content creators do, you maintain your current content approach and take your content further by creating new or extended content that people will be prepared to pay a little to access.

For example, if you're a fitness expert, you may post workout routines or fitness tips. Extending your content to offer more in-depth workouts is something you deserve to earn from. Why give all of your expertise for free? Makeup or beauty influencers may give tips and techniques for free, but creating more extensive tutorials is something your fans would value enough to pay a little for. Right?

The reality is this. For the majority of your fans, nothing will change; they'll continue to enjoy your content as it is on Twitter, Instagram and Facebook.





why deny yourself the chance to give more value to your fans and get paid for it, if they want it?

OnlyFans is at the forefront of the social media evolution. Millions of content creators across the world already have OnlyFans accounts, they're building their subscriber base and earning from exclusive subscriber-only content. On a technical point, the social media experience you've worked so hard to establish is seamless too. The OnlyFans platform replicates Twitter and Instagram in its feel and user experience so it looks and feels familiar to the subscriber.

Unlock The Power Of Your Influence

Now's the time to recognise you have influence and look at how to make it pay, so check out our website and see how much you could earn from your content today. Visit <https://onlyfans.com/how/>

* Earning potential illustrated based on 10,000 fans with 1% subscribing at £10 per month. A lower or higher subscription value can be set and incomes will vary up or down as a result.

[Read More >](#)

