

# Bloggers as Digital Influencers

**JENNIFER LOPEZ – GANA**

**JLOFIED.COM**

**#JLOFIED @JLOFIED**

Certified Blog and Social Media Entrepreneur

Mom-preneur

Government Employee

# Mommy JLo

Blogging allows you to share experiences from TTC (trying-to-conceive) to birthday party preparations, so that readers may learn and benefit from your experience.



I ♥  
being a  
MOM

## Advocacy

Blogging can be used as a tool for an advocacy campaign.

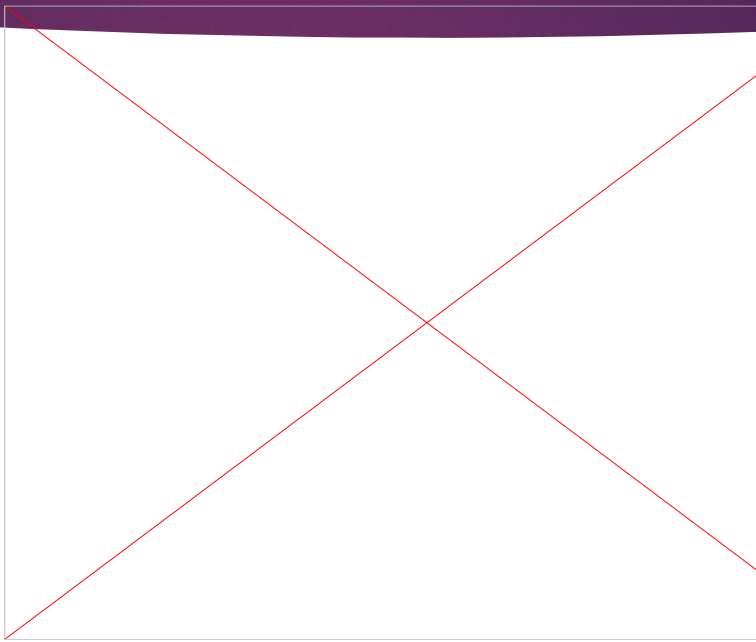
The #ibm2014 is an advocacy campaign organized by [lofed.com](http://lofed.com) with the main objective of showing that Social Media can be a platform for social change and anyone has the power to motivate others to give back to society.

The project also aims to promote Nazareth Homes as an institution that provides services to single expectant mothers and to encourage these mothers to continue with their lives despite of their unwanted pregnancies, and that life has to go on.



# Mom-preneur helping other mom-preneurs

Blogging creates an opportunity for start-up businesses be known in their respective industries, even with limited resources



# The Influencer within Us

- You don't need to be a celebrity or an official to be influential.
- Being influential gives you the opportunity to make a positive change, use it to inspire, to build, to lead and create passion.

