

How Chea Seed Can Help Financial Nano-Influencers Earn More and Empower Their Followers

Background: Financial nano-influencers are individuals with a strong social media presence and a following that looks to them for advice on managing personal finances.

Challenge: The challenge for financial nano-influencers is to generate revenue from their audience while providing valuable content to their followers. This is where Chea Seed comes in.

Solution: Chea Seed is a FREE career tracker app that helps users earn more money, advance and plan their careers, and make smarter career decisions. It offers features such as career tracking, personalized performance review guidance, toolkits, and challenges. By partnering with Chea Seed, financial nano-influencers can provide their followers with a valuable resource that can help them achieve their financial goals, while also generating a secondary revenue stream.

Results:

1. Increased loyalty from their followers by increasing their funds to invest and save.
2. Increased revenue through revenue share from users who sign up through their personalized link and offer code.
3. Increased engagement by inviting their followers to participate in the app's bespoke career challenge feature, customized with the influencer's name.
4. Increased followers as followers share their participation in the career challenge with others.
5. Increased financial intentionality as users track their careers and grow their career intentionality.