

*Bizdaily 13 August 2024 Pet-fluencers*

a fashionista

an advocate for rights

to recount a journey

a social media sensation

to feature posts

to blend high fashion with humour

to showcase sth

daily outfits

holiday themed ensembles

witty voiceovers

a behind-the-scenes commentary

across various platforms

a prime example

a top-tier pet-fluencer

to boost bank accounts

animal safety advocates

to get an exclusive peek into

an illustrious career

to create an online persona

a diva

to highlight sth

to spark sth

to do a tribute to pop culture

modelled after sm

a primary source of income

iconic symbols

to cement the impact

to seamlessly transition from

a broad appeal

to vary across markets

to elicit an Ah moment

to gain traction

a winning formula

to exploit sm

to break into the world of stardom

to uncover a secret of a phenomenon

the powerhouse

an expert angle

educational content

to get eyeballs

to pursue avenues

merchandise

to take sm on as a client

to do a deep dive

to provide good value to a partner

to evaluate metrics

restrictive costumes

harmless pranks

unknowingly cause harm

to display discomfort

a staged portrayal of animal rescues

to shed light on sth

to accept sth at face value

picky

brand fatigue

oversaturated with

a scripted video