



TOP SOCIAL MEDIA INFLUENCERS

*WHO CAN HELP
GROW YOUR BRAND*

2023 Edition



Niche

Dance



VAVO
DIGITAL

Vavo Digital

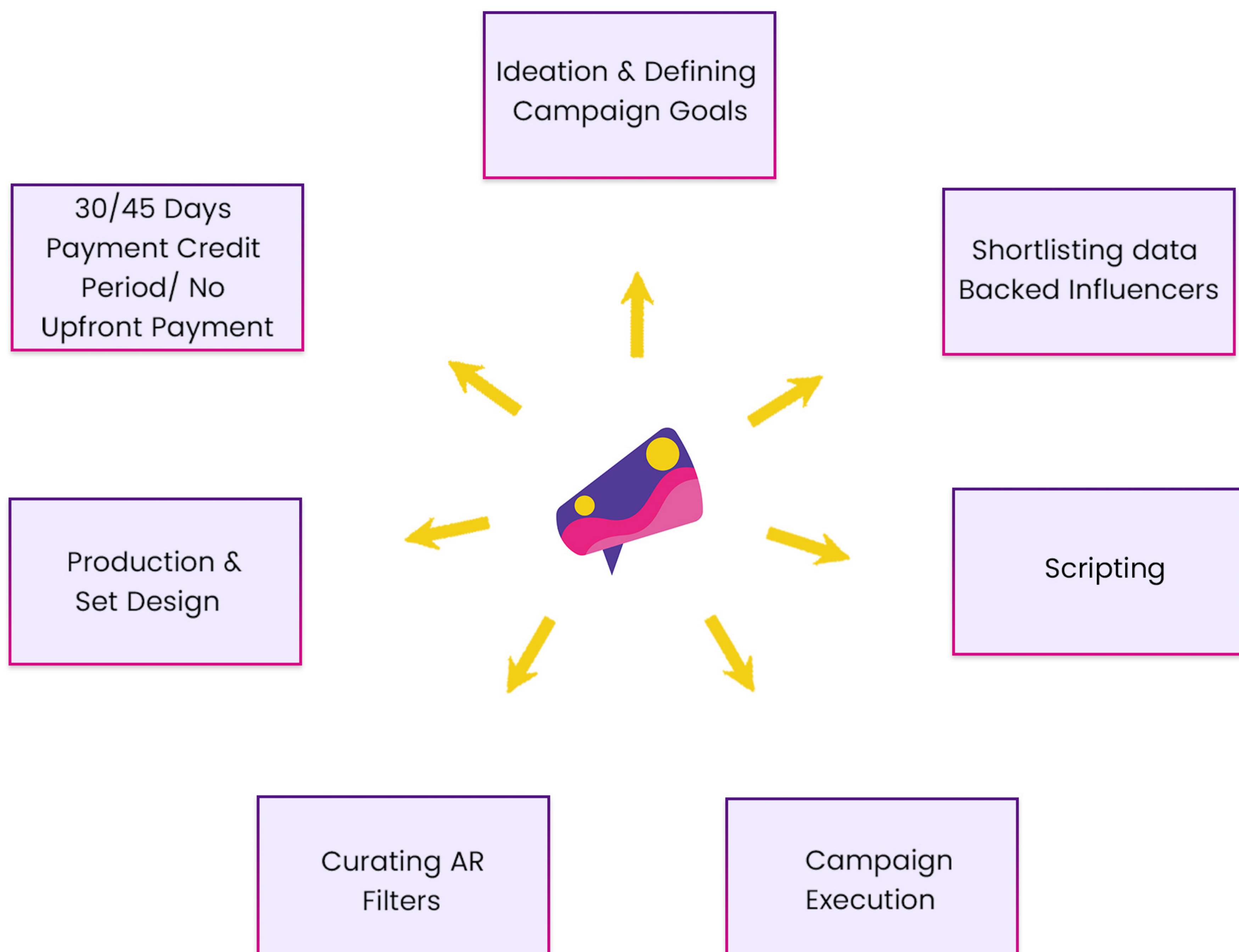
The Influencer Marketing Solution

"**Influencer marketing**" was unheard of a decade ago, but it is now one of India's and the world's fastest-growing sectors. The Influencer marketing industry is estimated to be worth **Rs 900 crore by 2025**. In the business sector, however, there is far too much information available. It is tough to distinguish authentic messaging from genuine brands. That is why people seek authenticity and connection, and we recognised that data-driven, strategic influencer marketing could change the game for brands.

Vavo Digital is an **influencer marketing domain** that serves clients via its offline division and streaming and structuring influencer marketing via a new tech-enabled and data-backed **self-service barter application**.

We have rapidly expanded as an **award-winning agency** and a leader in the sector. With our two offices in **Mumbai & Delhi**, we are building a client portfolio of some of the biggest brands and deploying thousands upon thousands of influencer activations. And we're not stopping there.

Our Services



Top Influencers Of 2023


















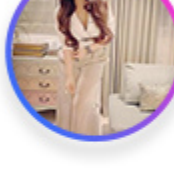








DANCER

DANCER

NAME	GENDER	FOLLOWERS	ER%	REEL VIEWS	GENRE	LOCATION	AGE SPLIT	MALE RATIO	FEMALE RATIO
 Awez Darbar   	Male	26,100,000	3.03%	8,900,000	Dancer/ Lifestyle	Mumbai	18-34	51%	49%
 Dhanashree Verma Chahal  	Female	5,300,000	3.18%	2,300,000	Dancer	Mumbai	18-34	26%	74%
 Dharmesh Yelande  	Male	4,700,000	2.57%	328,000	Dancer	Goa	18-34	53%	47%
 Himanshu Dulani   	Male	597,000	4.28%	697,000	Dancer	Gwalior	18-34	18%	72%
 Lucky Dancer 	Female	6,600,000	2.49%	937,000	Dancer	Mumbai	18-34	48%	52%
 Marzi Pestonji  	Male	221,000	4.48%	152,000	Dancer	Mumbai	18-34	65%	35%
 Melvin Louis   	Male	2,200,000	2.53%	172,000	Dancer	Mumbai	18-34	41%	59%
 MJ5   	Male	876,000	4.92%	550,000	Dancer	Mumbai	18-34	65%	35%
 Nishant  	Male	759,000	2.61%	312,000	Dancer	Mumbai	18-34	60%	40%
 Paul Marshal   	Male	324,000	2.43%	39,400	Dancer	Mumbai	18-34	46%	54%
 Piyush Bhagat  	Male	1,300,000	3.30%	321,000	Dancer	Kashmir	18-34	65%	45%
 Prince Gupta   	Male	471,000	2.39%	78,200	Dancer	Chandigarh	18-34	47%	53%
 Punit Pathak   	Male	2,400,000	2.74%	787,000	Dancer	Mumbai	18-34	54%	46%
 Raghav Juyal   	Male	11,200,000	3.21%	2,500,000	Dancer	Mumbai	18-34	12%	88%
 Rahul Shetty   	Male	581,000	2.66%	72,100	Dancer	Mumbai	18-34	30%	70%

*Data is arranged in alphabetical order

DANCER

NAME	GENDER	FOLLOWERS	ER%	REEL VIEWS	GENRE	LOCATION	AGE SPLIT	MALE RATIO	FEMALE RATIO
 Salman Yusuff Khan   	Male	1,100,000	2.63%	48,400	Dancer	Mumbai	18-34	38%	62%
 Sanam Johar 	Male	544,000	4.33%	1,900,000	Dancer	Delhi	18-34	49%	51%
 Shakti Mohan   	Female	16,900,000	2.98%	1,200,000	Dancer	Mumbai	18-34	28%	72%
 Shantanu Maheshwari  	Male	1,800,000	3.13%	782,000	Dancer	Mumbai	18-34	23%	77%
 Sonali Bhadauria   	Female	896,000	3.14%	194,000	Dancer	Mumbai	18-34	54%	46%
 Vaibhavi Merchant.  	Female	149,000	3.14%	-	Dancer	Mumbai	18-34	39%	61%
 Vartika Jha  	Female	1,800,000	3.32%	677,000	Dancer	Kolkata	18-34	41%	59%
 Zaid Darbar  	Male	4,100,000	2.56%	872,000	Dancer/ Lifestyle	Mumbai	18-34	41%	59%

Conclusion

Since customers value real content, influencer marketing through dancing influencers has emerged as the most successful marketing method. With the rise of dance influencers on platforms such as YouTube and Instagram and many regional platforms, now is the moment to capitalize on the reach of influencer marketing and expand your brand.

For Example, **Haier India** launched #HaierHoliChallenge, an influencer-led hook-step dance challenge that resulted in amazing views and engagement.

CTA

Influencer marketing will advance and change over time. To succeed, stay current on market changes, social media updates, and collaborative efforts with like-minded brands and influencers.

We've executed campaigns with influencers in practically every niche and across different platforms. Please don't hesitate to contact us to learn more about how we may assist you in accomplishing your influencer marketing objectives.

Curious to know more about us? Then, check out the hub of influencer marketing by scanning the QR code below:

