

# Introducing Our THIRTY PLUS Awards Judges: Nikki Taylor

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Continuing our series introducing you to our judges, next up we have Nikki Taylor. Nikki's experience in the beauty industry is second to none, and she's willing to share that via her YouTube videos with Tracey McAlpine of [FightingFifty.co.uk](http://FightingFifty.co.uk). Here we get to know Nikki a little better and find out why she's so excited about our forthcoming awards.

## **Q1 Our collective members would love to learn more about you; can you share a little about yourself and your background?**

I have 30 years experience in the beauty industry and I have spent much of my career within training roles. I have been fortunate to work with brand founders and launch many brands into the UK market; I have also worked across Europe, Middle East and US. Now as a consultant I work with brands training and advising on retail, but I also I love writing and filming YouTube videos for Fighting Fifty.

## **Q2 Why have you kindly agreed to be part of the THIRTY PLUS awards?**

I have a passion for good honest content that is age relevant. I also believe these awards will celebrate this and not just be a numbers game.

## **Q3 Do you think the 30+ category is growing in influence and importance?**

Totally, I believe brands are starting to see that being involved with smaller more focused bloggers is a wiser move. Audiences are more engaged and often as they get older they have a greater spending power and ultimately the brands are all after that consumer spend.

## **Q4 Which category are you most excited about in the THIRTY PLUS awards?**

The Next Big Thing award – I love looking for new talent whatever their age.

**Q5 How do you think the bloggersphere will change in the next 12 months?**

As I mentioned above I believe that the tide is changing and consumers and brands want a more intimate relationship with a blogger that they feel relates to them as a consumer and also as a brand. A savvy reader wants to read interesting content and reviews.

**Q6 What would your one tip to a THIRTY PLUS blogger be?**

Be Yourself – don't try and copy anyone else. Readers buy into you as a person as much as your content.

Find out more about Nikki on her website: [nikkitaylor.me](http://nikkitaylor.me)

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