

This cat could make more money from one tweet than you do at your day job

 By Chiara Di Rago

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With 320 million active users and 1 billion+ unique visitors each month, Twitter falls second only to Facebook which is the most popular social network currently. The huge audience on Twitter presents a great opportunity for brands and marketers to engage and connect with consumers with only 140 characters.

In an [article](#) about targeting Twitter users connecting with influencers, it was said that Twitter enables brands to connect with the correct target audiences through finding and using the correct influencers.

Essentially influencers have become an undeniable asset to brands in terms of being able to use them to connect with the correct audiences in a way that does not make consumers feel as though they are being bombarded with advertising. Influencer marketing has created a mutually beneficial relationship between brands and influencers.



While most of us are happy to go about using social media for connecting with friends or for a good snoop into people's personal business, top influencers are able to make their living through social media, be it on Instagram, Twitter or other social networks. You may have come across profiles such as Grumpy Cat or Kermit the Frog, which both provide us with an unlimited supply of hilarious memes and quotes to share and enjoy. But just how much could these influencers earn?

Webfluential created the Twitter Calculator which went viral with coverage across [The Daily Mail](#), [Cosmopolitan](#) and [Unilad](#). The tool allows you to measure how much you could earn per tweet by simply putting your twitter handle into the calculator. Not only can you see how much you could earn, you can also have a good snoop and see how much Katy Perry and other celebs could earn per a tweet.

It's been estimated that Katy Perry could earn from \$57,605 to \$70,405 per tweet! Then again she is the most followed celebrity on Twitter, so how much could Twilebs earn?

To help you further understand this term, Twileb is short for Twitter celeb. A Twileb refers to a person that has achieved a somewhat "celebrity status" on Twitter but their celebrity status ends there. We looked at four twitter profiles with large followings and were shocked to discover just how much these influencers could earn per tweet!

1. Pakalu Papito

For those of you who aren't familiar with this hilarious Twitter sensation, [Pakalu Papito](#) is a fictional convenience store clerk with an impressive 1.5 million followers. He is known for posting hilarious tweets using puns and irreverent humour.



Pakalu Papito

Yesterday at 18:52 · 🌐

my mom say that everyone has a beautiful side. so i guess im a circle.

7.7K Likes 236 Comments



Like



Comment



Share

So just how much could Pakalu earn?



I'm pretty sure Pakalu can resign from his job as a convenience store clerk at this point in his Twitter career.

2. The Grumpy Cat



me



you

Let's just take a moment to take in the fact that she is a cat! I'm pretty sure [Grumpy Cat](#) isn't grumpy on pay day, well at least her owner isn't. According to an article posted on [Time](#), In 2014 The Grumpy Cat made over \$100M, just in commercial deals.

A screenshot of a Twitter profile card for the user @PAKALUPAPITO. The background is a city skyline at sunset. The profile picture is a circular image of a man with a mustache. The text on the card includes the Twitter logo and name, the handle @PAKALUPAPITO, a bio "started from gas station now we here.", and the join date "Since: Wed, Jul 10th 2013". A large white box at the bottom contains the text "ESTIMATED AROUND \$4,540 - \$5,550 PER TWEET". At the very bottom, in smaller text, it says "Your true influence can be calculated by signing up as an influencer on Webfluential and linking your social accounts."

3. Kermit the Frog

The Twitter account is based on the very famous muppet from Sesame street. Over time people have created thousands of memes featuring [Kermit the frog](#). His twitter account was created in 2014 and now has 95.9k followers. So how much could Kermit the Frog earn for a Tweet?

 TWITTER



@REALGRUMPYCAT
The Official Twitter for Grumpy Cat. The World's grumpiest cat! #TeamGrumpy
<https://t.co/tHU9DEatvI> <https://t.co/LscGBR9Od1>
Since: Wed, Oct 3rd 2012

**ESTIMATED AROUND
\$970 - \$1,185 PER TWEET**

Your true influence can be calculated by signing up as an influencer on Webfluential and linking your social accounts.

Not as much as his fictional peers, but that's none of my business ;).

4. Sarcasms

The Twitter [account](#) was created by 19-year-old Mondré in 2011. The account is certainly a true reflection of its name as all the posts are laced with sarcasm making them equally humorous. Over the past five years the account has built up a following of 4.7M users. So let's see just how much this teen could earn for each sarcastic tweet.

 TWITTER



@KERMITTHEFROG
Hi-ho! Welcome to the official Twitter of me, Kermit the Frog!
Since: Sat, Mar 8th 2014

**ESTIMATED AROUND
\$295 - \$360 PER TWEET**

Your true influence can be calculated by signing up as an influencer on Webfluential and linking your social accounts.

So it's safe to say this teen won't have to do any student jobs to make extra money. Must be nice.



@THATSSARCASM

There's a fine line between being sassy and being an asshole and I cross it everyday. Blogger and student.

Business: thatssarcasmposts@gmail.com

Since: Tue, Jun 21st 2011

ESTIMATED AROUND
\$14,625 - \$17,875 PER TWEET

Your true influence can be calculated by signing up as an influencer on Webfluential and linking your social accounts.

Have a look how much you could earn per a tweet [here](#).

ABOUT CHIARA DI RAGO

Chiara Di Rago is leading the industry when it comes to influencer marketing and how best to utilise new platforms such as Instagram and Snapchat. Utilising her BA in Strategic Communications, 22 year old Di Rago has carved out a position as thought leader in the "new" social space. After a short internship at influencer marketing platform Webfluential, she was offered a full time position handling influencer relations and social media marketing.

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