

Course: Corporate Communication and Public Relations

Lecture 10: Proper identification of the influencer on social media

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Objectives

By the end of this lesson, learners will be able to:

- 1 → Define well social media and social media influencer.
- 2 → Explain clearly the aspects of being a social media influencer.
- 3 → Illustrate effectively the types of social media influencers.
- 4 → Explain well how to identify social media influencers.

Introduction

With the arrival of technologies, different businesses use social media to reach customers. This has developed different online opportunities including but not limited to being a social media influencer, a digital creator with expertise in a specific niche.

In fact, social media influencers share content they're passionate about, build and engage with an audience of their followers, and collaborate with their favorite brands. Influencers have the added benefit of being able to work from anywhere.

Therefore, many brands use social media influencers to authentically promote their products or services. Big and small companies use influencers to advertise what they do to get more clients.

Definition

1. Social media

Social media refers to digital platforms and online spaces that enable individuals and organizations to create, share, and interact with content and engage in real-time communication. These platforms facilitate the exchange of information, ideas, multimedia content (such as text, images, videos, and audio), and allow users to connect with one another.

Social media is already very well known and widely used in the professional world. It is considered a strategic knowledge source for decision and performance for firms, knowledge from customers, products and market. (Ros-Diego and Castelló-Martínez, Citation2012; Proulx et al., 2012).

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2. An influencer on social media

An influencer on social media is an individual who has developed a significant and engaged following on digital platforms, such as social networking sites, blogs, or video-sharing platforms. These individuals are known for their expertise, credibility, or influence within a specific niche or industry, and they use their online presence to shape the opinions, behaviors, and purchasing decisions of their followers.

An influencer on social media is an individual who has established credibility, authority, and a significant following in a particular niche or industry.

They use their online presence to impact and persuade audience's opinions and behaviors. On social media, influencers share their opinions on products, services, and brands every day. These influencers can be considered as opinion leaders who communicate with a sizeable social network of people that follow them (De Veirman, Cauberghe, & Hudders, 2017).

Characteristics of social media

The following are some of the characteristics of social media:

User-generated content: Users create and share content, including posts, comments, images, and videos, on social media platforms. This content is often the foundation of these platforms.

Interactivity: Social media allows users to interact with content, other users, and brands. This interaction can include likes, shares, comments, and direct messaging.

Real-Time communication: Many social media platforms offer real-time communication, enabling users to engage in conversations, discussions, and live broadcasts.

Networking and connections: Social media platforms provide opportunities for users to connect with others, whether it's to maintain personal relationships, network professionally, or form online communities with shared interests.

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Global reach: Social media has a global reach, connecting people across geographical boundaries. Users can interact with individuals and content from around the world.

Multimedia sharing: Users can share a wide range of multimedia content, including text, images, videos, audio, and links to external content.

Common examples of social media platforms include Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, Snapchat, and many others. Each platform has its own specific features and is often used for different purposes, from personal networking and communication to content sharing, marketing, and business promotion.

Social media has become an integral part of daily life for billions of people and is a powerful tool for communication, information dissemination, entertainment, and collaboration in both personal and professional contexts.

Social media marketing vs influencer marketing

With social media marketing

- ✓ Brands post directly to their social channels.
- ✓ This allows them to control content and engage with customers.

With influencer marketing

- ✓ An influencer posts content and interacts with customers on behalf of a brand.
- ✓ An influencer serves as an intermediary between a brand and customers.

Key aspects of being a social media influencer

Becoming a successful social media influencer involves developing and maintaining certain key aspects. The following are the primary elements that contribute to being a social media influencer:

Choose your niche: Identify a specific area or topic you are passionate about and knowledgeable in. It could be fashion, beauty, travel, fitness, technology, or any other field.

Create quality content: Produce high-quality content that engages and resonates with your target audience. This content can include photos, videos, articles, or any other form of media.

Build your following: Focus on growing your followers on social media platforms such as Instagram, YouTube, TikTok, Twitter, or Facebook. Consistency and engagement are key to attracting and retaining followers.

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Engage with your audience: Respond to comments, messages, and feedback from your followers. Building a personal connection with your audience can make them more loyal and supportive.

Collaborate: Partner with other influencers, brands, or organizations within your niche for collaborations and shout-outs. These partnerships can help you reach a wider audience and gain more exposure.

Monetize your influence: As your following grows, you can monetize your influence through various means, such as sponsored posts, affiliate marketing, selling merchandise, or offering consulting services.

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Stay authentic: Maintaining authenticity is crucial. Your audience should trust your recommendations and opinions. Promoting products or services that align with your values and interests is key.

Be consistent: Consistency is essential for success. Regularly post content and interact with your audience. This helps to keep your audience engaged and interested.

Understand analytics: Familiarize yourself with the analytics and insights provided by social media platforms. This data can help you better understand your audience and tailor your content accordingly.

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Legal considerations: Be aware of the legal and ethical considerations of being an influencer, including disclosure requirements for sponsored content and copyright issues.

Adapt and evolve: Social media trends and algorithms are constantly changing. Be prepared to adapt and evolve your strategies to stay relevant and continue growing.

Remember that becoming a successful influencer takes time and effort. Building a genuine connection with your audience and providing value to them should be your primary focus. Over time, if you remain dedicated and authentic, you can turn your social media presence into a rewarding career as an influencer.

Influencer marketing

Influencer marketing is a type of marketing strategy that involves collaborating with individuals who have a significant and engaged following on social media or other online platforms to promote products, services, or brands.

Influencers use their credibility and authority within their niche to influence their audience's purchasing decisions and opinions.

Key elements of influencer marketing

Identification of influencers: Brands and marketers first need to identify influencers who align with their target audience and brand values. This involves considering factors such as the influencer's niche, audience demographics, engagement rate, and authenticity.

Establishing partnerships: Once suitable influencers are identified, brands and influencers enter into partnerships. These partnerships can take the form of one-time collaborations or long-term relationships, depending on the campaign goals.

Campaign planning: Brands and influencers work together to plan and create content that promotes the brand's products or services. The content can be in the form of social media posts, videos, blog posts, or other digital media.

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Transparency and disclosure: Many jurisdictions have regulations that require influencers to disclose when a post is sponsored or contains affiliate links. Transparency is crucial to maintain trust with the audience.

Measuring results: After the campaign is launched, brands use various metrics to measure the success of the influencer marketing campaign. These metrics may include engagement rates, website traffic, sales, and brand awareness.

Compensation: Influencers are typically compensated for their work. Compensation can take various forms, including monetary payments, free products or services, or a combination of these. The compensation arrangement should be outlined in a formal agreement.

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Long-term relationships: Some brands opt for ongoing partnerships with influencers to build brand loyalty and maintain a consistent presence in the influencer's content.

Micro-influencers: In addition to celebrity and macro-influencers, micro-influencers (individuals with smaller but highly engaged followings) have become popular choices for influencer marketing due to their often higher engagement rates and more affordable collaboration costs.

Targeted marketing: Influencer marketing allows brands to target specific niches or demographics more precisely, reaching an audience that is already interested in their products or services.

Adaptability: The flexibility of influencer marketing allows brands to adapt to changing trends and market demands quickly.

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Influencer marketing can be an effective way for brands to reach and engage their target audience authentically.

However, it's crucial for brands to choose influencers wisely, ensure transparency and authenticity, and track the performance of their campaigns to achieve the desired results.

The success of influencer marketing campaigns often relies on creating genuine and valuable content that resonates with the influencer's audience.

Role of influencer

The role of an influencer in influencer marketing and in the broader context of social media and online presence is multifaceted.

Influencers play a central role in bridging the gap between brands and their target audience which contribute in boosting the corporate image of different companies/organisation, thus, the customer retention and attraction.

Let us go through some of their role and responsibilities.

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Content Creation: Influencers are content creators. They produce high-quality content in the form of videos, photos, articles, or other media that resonates with their target audience. This content is not only engaging but also aligns with the influencer's niche and brand partnerships.

Audience Engagement: Influencers actively engage with their followers. They respond to comments, answer questions, and foster a sense of community within their audience. Building a personal connection and trust with their followers is vital.

Brand Collaboration: Many influencers collaborate with brands to promote products or services. They play a crucial role in crafting content that showcases the brand in a positive and authentic light. This may involve creating sponsored posts, reviews, or unboxing videos.

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Product Recommendations: Influencers are often trusted sources for product recommendations. Their role includes sharing their genuine opinions and experiences with products or services they promote, helping their audience make informed purchasing decisions.

Storytelling: Influencers often tell stories about their personal experiences, incorporating the brand's message or product into these narratives. Storytelling can make the content more relatable and memorable.

Credibility and Authority: Influencers build credibility and authority in their chosen niches. They are seen as experts or enthusiasts, and their recommendations carry weight with their audience.

Trendsetter: Influencers often set trends and introduce their audience to new ideas, products, or styles. Their role as trendsetters can influence consumer behavior and preferences.

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Transparency: Maintaining transparency is a crucial responsibility. Influencers are often required to disclose when they are promoting sponsored content or have affiliate relationships with brands. This transparency helps maintain trust with their audience.

Adaptability: Influencers need to adapt to changing trends, algorithms, and audience preferences. They must stay up-to-date with social media platforms and adjust their content strategies accordingly.

Metrics and analysis: Influencers often analyze engagement and performance metrics to understand what content is resonating with their audience. This information helps them tailor their future content and helps brands measure the success of influencer marketing campaigns.

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Inspiration: Influencers can inspire their audience, whether it's through lifestyle choices, fitness routines, fashion styles, or other aspects of their lives. Their role often extends to motivating and empowering their followers.

Advocacy: Some influencers become advocates for social or environmental causes. They use their platform to raise awareness and support important issues.

In summary, influencers serve as content creators, brand advocates, trendsetters, and trusted sources of information within their niche. Their primary role is to build and engage with their audience authentically, which, in turn, can lead to successful brand collaborations and influencer marketing campaigns.

Types of social media influencers

Social media influencers come in various types, each catering to different niches and interests. These types of influencers are often defined by the content they create and their areas of expertise. Here are some common types of social media influencers:

Macro-Influencers: These are influencers with a massive following, typically over 100,000 or even millions of followers. They often have a broad appeal and cover a wide range of topics. Celebrities, industry experts, and well-known personalities often fall into this category.

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Micro-influencers: Micro-influencers have a smaller but highly engaged following, typically ranging from a few thousand to around 100,000 followers. They tend to have a niche focus, and their content is often more relatable and authentic.

Niche influencers: Niche influencers specialize in a specific topic or industry, such as fashion, beauty, technology, gaming, or travel. They are experts in their field and cater to a dedicated audience interested in that niche.

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Lifestyle influencers: Lifestyle influencers share their everyday life experiences, including travel, fitness, fashion, food, and family. They often create content that reflects their personal lifestyle and interests.

Beauty influencers: Beauty influencers focus on makeup, skincare, and beauty products. They provide tutorials, reviews, and tips related to the beauty industry.

Fashion influencers: These influencers primarily cover fashion trends, styling, clothing hauls, and outfit inspiration. They often collaborate with clothing brands and designers.

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Fitness and health influencers: Fitness and health influencers share workout routines, diet plans, and wellness tips. They motivate and inspire their followers to lead a healthy lifestyle.

Food and cooking influencers: These influencers create content related to food, recipes, cooking techniques, and restaurant reviews. Their content is often visually appealing.

Travel influencers: Travel influencers explore and document their journeys, providing travel guides, tips, and destination recommendations. They often collaborate with hotels and tourism boards.

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Tech and gaming influencers: These influencers focus on technology, gadgets, and video games. They review products, provide tech tutorials, and livestream their gaming experiences.

Parenting and family influencers: Parenting influencers share their experiences as parents, offer parenting advice, and review family-related products and services.

Political and social activist influencers: These influencers use their platform to advocate for social and political causes. They raise awareness, promote activism, and support various social issues.

Comedy and entertainment influencers: Comedy influencers create humorous content, such as skits, parodies, and funny commentary.

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Educational and informative influencers: These influencers provide educational content in various fields, such as science, history, self-help, and personal development.

Pet influencers: These influencers feature their pets and share pet-related content, including training tips, pet product reviews, and cute animal videos.

Financial and investment influencers: These influencers share financial advice, investment strategies, and insights on personal finance topics.

Environmental and sustainability influencers: Environmental influencers focus on sustainability, eco-friendly living, and raising awareness about environmental issues.

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Art and creativity influencers: These influencers showcase their artistic talents, whether it's painting, drawing, photography, or other creative endeavors.

Mental health and wellness influencers: These influencers share their experiences with mental health, self-care tips, and wellness advice to help and inspire their audience.

These are just a few examples of the types of social media influencers. The influencer landscape is diverse and continually evolving as new niches and interests emerge in the online space. Brands often collaborate with influencers who align with their target audience and values, making the choice of influencer type crucial to the success of influencer marketing campaigns.

How to work with an influencer

Working with influencers effectively involves several steps to ensure a successful collaboration that benefits both your brand and the influencer. Here's a step-by-step guide on how to work with an influencer:

Identify your goals: Clearly define your goals and objectives for the influencer marketing campaign. Are you looking to increase brand awareness, drive sales, generate leads, or something else? Your goals will guide the entire process.

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Select the right influencer: Choose an influencer whose audience and niche align with your brand. Look for influencers who have an engaged following that matches your target demographics.

Reach out and establish contact: Once you've identified potential influencers, reach out to them. You can contact them directly through social media, email, or influencer marketing platforms. Introduce your brand, express your interest in collaborating, and explain why you think it's a good fit.

Discuss expectations: Have a transparent and open discussion about the campaign's expectations. This should include the scope of work, deliverables, timeline, compensation, and any specific brand guidelines or requirements.

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Negotiate compensation: Negotiate the terms of compensation, whether it's through monetary payments, free products, affiliate commissions, or a combination of these. Be prepared to discuss and reach an agreement that benefits both parties.

Set clear terms: Create a formal agreement or contract that outlines the campaign's terms, including the content to be created, posting schedule, disclosure requirements, and any exclusivity clauses. Contracts help clarify expectations and protect both parties.

Provide resources: Offer the influencer any necessary resources, such as product samples, creative assets, brand guidelines, and any other materials required for the content creation.

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Content creation: Let the influencer work their creative magic. Trust their expertise and allow them creative freedom while ensuring that the content aligns with your brand's values and messaging.

Approve content: Review the influencer's content before it's posted. Ensure it meets your brand guidelines, messaging, and any legal or disclosure requirements. Provide feedback and request changes if necessary.

Disclosure and transparency: Ensure that the influencer clearly discloses their relationship with your brand. Many jurisdictions have regulations requiring this transparency to maintain trust with their audience.

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Posting schedule: Coordinate with the influencer to determine the optimal posting schedule. This may involve identifying peak times when the influencer's audience is most active.

Promotion: Promote the influencer's content on your own social media channels to maximize its reach and impact. Encourage your audience to engage with the influencer's content.

Engagement: Engage with the influencer's content and audience yourself. Respond to comments, share the content, and actively participate in the campaign to show your support.

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Measure and analyze: Monitor the campaign's performance using key metrics, such as engagement rates, website traffic, conversion rates, and sales. Evaluate the campaign's success based on your predefined goals.

Payment and acknowledgment: Once the campaign is complete, fulfill your compensation agreement with the influencer. Acknowledge and thank them for their participation, and maintain a positive relationship for potential future collaborations.

Feedback and relationship building: After the campaign, seek feedback from the influencer about their experience working with your brand. Use this feedback to improve future collaborations. Maintain a positive and respectful relationship for potential future partnerships.

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Effective communication, transparency, and a mutually beneficial relationship are key to a successful collaboration with influencers. When done right, influencer marketing can boost brand visibility, credibility, and engagement with your target audience.

Benefits of working with influencers

Working with influencers in your marketing strategy can offer several benefits for your brand or business:

Increased brand awareness: Influencers can introduce your brand to their existing, engaged audience, expanding your reach to potential customers who may not have discovered your products or services otherwise.

Credibility and trust: Influencers often have a strong and trusted relationship with their followers. When they endorse your brand, their followers are more likely to trust and consider your products or services.

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Targeted reach: By choosing influencers whose followers match your target demographic, you can ensure your message reaches the right audience, increasing the chances of converting them into customers.

Authenticity: Influencers create content that feels authentic and relatable to their audience. This authenticity can enhance the perceived value and trustworthiness of your brand.

Content creation: Collaborating with influencers means you can tap into their creativity and expertise, resulting in high-quality content that showcases your products or services in a unique and appealing way.

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Engagement and interaction: Influencers often foster active and engaged communities. Their endorsement can spark meaningful conversations, comments, and shares, further promoting your brand.

Cost-Effective marketing: Compared to traditional advertising channels, influencer marketing can be a cost-effective way to reach a large and engaged audience.

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Measurable results: You can track the performance of influencer marketing campaigns using various metrics, such as engagement rates, website traffic, conversion rates, and sales. This allows you to measure the campaign's success.

Product reviews and testimonials: Influencers can provide detailed product reviews and testimonials that offer potential customers a better understanding of your offerings, which can lead to increased trust and conversions.

Social proof: When followers see their favorite influencers endorsing your brand, it provides social proof, making them more likely to try your products or services.

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Flexibility and creativity: Influencer campaigns offer flexibility in terms of creative content and strategies. You can collaborate with influencers to develop campaigns that align with your brand and meet your specific marketing objectives.

Access to new audiences: Influencers can introduce your brand to audiences you may not have previously reached. This can be particularly valuable for businesses looking to expand into new markets or demographics.

Long-term partnerships: Building ongoing relationships with influencers can lead to long-term partnerships, allowing for consistent promotion and increased brand loyalty.

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Adaptation to trends: Influencers are often on top of social media trends and platform changes. Partnering with them allows your brand to stay current and adapt to evolving marketing landscapes.

In few, working with influencers can offer numerous advantages, from expanding your brand's reach to enhancing credibility and trust among your target audience. However, the success of influencer marketing campaigns depends on careful selection, clear communication, and a well-defined strategy that aligns with your brand's objectives and values.

Good vs bad influencers

A good and bad influencer can be distinguished by their effectiveness, alignment with brand values, and ethical considerations.

One of the most important metrics brands use to apprise influencers, they're considering working with, is their follower number. However, the number itself isn't a good indicator of whether a partnership will help the brand reach its goals. When analyzing an influencer's qualities, it's important to make the distinction between good and bad followers.

Of course, it's impossible for all the followers that an account has to be extremely engaging and beneficial. However, this doesn't mean that we should only take the total number at face value without looking into the general quality of the followers an influencer has.

Good influencer

Effective collaboration: A beauty brand partners with a beauty influencer known for their makeup expertise. The influencer creates a series of video tutorials showcasing the brand's products and how to use them. The campaign leads to a significant increase in sales and positive feedback from the audience.

Authenticity and transparency: A fitness influencer collaborates with a sports nutrition brand. The influencer uses the products in their daily routine and shares their honest, positive experience with their followers. They clearly disclose the partnership, which enhances trust with their audience.

Creativity and engagement: A fashion brand teams up with a fashion influencer for a creative campaign. The influencer produces a visually appealing, storytelling-style video featuring the brand's clothing. The campaign encourages followers to participate in a contest, leading to high engagement and excitement.

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Social responsibility: A sustainability-conscious brand partners with an environmental influencer. They raise awareness about environmental issues and promote sustainable living. The influencer creates educational content and encourages followers to take action, such as reducing plastic use.

Long-term partnership: A pet food brand collaborates with a pet influencer who genuinely cares for animals. They establish a long-term partnership where the influencer consistently shares pet care tips, product recommendations, and highlights the brand's products. The campaign leads to brand loyalty and consistent growth in sales

Bad influencer

A bad influencer has the following features:

Lack of alignment: A software company partners with a fashion influencer to promote a business software product. The collaboration seems forced and doesn't resonate with the influencer's audience. The campaign generates minimal interest and engagement.

Inauthenticity: An influencer promotes a weight loss tea product without ever using it. The endorsement feels insincere, and the influencer doesn't disclose the paid partnership. This results in backlash and a loss of trust from their audience.

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Over-promotion: A tech company collaborates with a gaming influencer, but the influencer promotes the product excessively and aggressively, spamming their audience with promotional content. Followers become annoyed and disengage from the influencer's content.

Ethical concerns: An influencer collaborates with a fast fashion brand that has a history of unethical labor practices. Despite earning money from the partnership, the influencer faces backlash from followers concerned about the brand's ethics, damaging their credibility.

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Short-term focus: A skincare brand partners with a beauty influencer for a one-time sponsored post with little context. The campaign lacks a coherent message, and the influencer's audience doesn't connect with the content. The brand doesn't see a significant return on investment.

Briefly, the collaboration is well-aligned with both the influencer's niche and the brand's values, and it results in engagement and trust. Conversely, bad influencer often lack authenticity, transparency, or ethical considerations, leading to disengagement, backlash, and a damaged reputation for both the influencer and the brand. It's essential for brands to choose influencers wisely and for influencers to maintain authenticity and transparency in their endorsements to ensure successful partnerships.

Social media influencers in boosting corporate image

Social media influencers can play a significant role in boosting corporate image development by leveraging their online presence, credibility, and audience engagement. Here's how they can contribute to improving a company's image:

Credibility and trust: Influencers often have well-established credibility and trust with their followers. When they endorse a brand, their audience is more likely to trust and have a positive perception of that brand. This can help enhance a company's image, especially if the influencer's values align with the brand's values.

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Targeted reach: By partnering with influencers whose followers match the company's target demographic, a brand can ensure that its message reaches the right audience. This targeted reach is valuable in shaping a positive image among potential customers.

Authenticity: Influencers create content that feels authentic and relatable to their audience. When they authentically promote a brand's products or services, it can enhance the perceived authenticity and credibility of the company.

Engagement and interaction: Influencers often have engaged and active communities. When they endorse a brand, their followers are more likely to engage with the content, which can lead to valuable interactions and discussions related to the brand. This engagement contributes to a positive image.

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Content creation: Influencers are content creators and can produce high-quality, creative, and engaging content. Their content can showcase a company's products or services in a unique and appealing way, which contributes to a positive brand image.

Social proof: Influencers' endorsements provide social proof. When followers see their favorite influencers endorsing a brand, it reinforces the idea that the company is reputable and trustworthy.

Positive reviews and testimonials: Influencers can provide detailed, positive reviews and testimonials about a company's products or services, which can lead to an improved image and trust among potential customers.

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Storytelling: Influencers are skilled at storytelling, and they can integrate a brand's products or services into engaging narratives. This narrative approach can make the brand more relatable and memorable.

Educational content: Influencers can educate their audience about a company's offerings, explaining how they work and their benefits. This educational content can lead to a better understanding and appreciation of the brand.

Consistent partnerships: Building long-term relationships with influencers can lead to consistent brand promotion, which contributes to a positive and ongoing corporate image.

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Adaptation to trends: Influencers are often on top of social media trends and platform changes. Partnering with them allows a company to stay current and adapt to evolving marketing landscapes, which can improve the brand's image.

In summary, social media influencers can be valuable assets in shaping and boosting a corporate image by leveraging their credibility, authenticity, and engagement with their audiences. To maximize the benefits of influencer partnerships, it's crucial for brands to choose influencers that align with their values and objectives and maintain transparency in their collaborations.

How to identify social media influencers

You've decided to develop an influencer marketing campaign. Where do you start? Here are five ways to identify social media influencers:

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- Search engines
 - Social media platforms
 - Social listening software
 - Local searches
 - Influencer marketing platforms

Search engines

It's possible to search for and identify social media influencers using Google. If you run searches on the most important keywords relating to your business, or specifically relating to a particular marketing campaign, the results represent a who's who of the most influential people talking about those subjects right now.

If content creators are making it to the top of the Google search rankings, then there's a good chance they're content creators you want to work with. This is a cost-effective method to get started, but it's also time-consuming.

There's a high risk of overlooking someone because you're searching for the wrong things.

Social media platforms

If you intend to focus your marketing campaign on a particular platform, it's a good idea to find and identify social media influencers that have a strong following there.

Rather than running searches on search engines, fire up the relevant social media service and search there instead to get someone who fits your strategy.

Social listening software

There are many social listening programs that make it easier to establish an influencer marketing strategy.

You have options to filter results to more closely align with your content goals. The process is much more efficient than doing one's own searches, and you have a better opportunity to find the right partner.

The downside is that many programs have an associated cost if you want more than limited access to basic functionality or a timed trial period.

Local searches

Want to do things the old-fashioned way? Then it's time to hit some conventions and shake some hands.

Checking local press and print media, and going to various presentations gives you an opportunity to hear influencers talk.

You may even get some face-to-face time to discuss strategies. Getting to know some local influencers can help give a fledgling company a boost.

Influencer marketing platforms

An influencer marketing platform is a software platform for marketers to locate and interact with content creators. The content creators provide details of their expertise, making it easier for marketers to quickly and effectively find the right people. There's no need to rely on time-consuming and inaccurate online searches.

Additionally, there's no risk of partnering with a fake who has purchased his or her audience.

Most platforms also offer additional functionality, such as analytical reporting tools.

Review

In this session, we covered:

- ✓ Definition of social media and social media influencer.
- ✓ Aspects of being a social media influencer.
- ✓ The types of social media influencers.
- ✓ How to identify social media influencers.

References

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Thank you!