**VIDEO**: https://www.youtube.com/watch?v=PYIj1YvU9pI&feature=emb\_logo

Before watching video, in your own words, what is an influencer?

**From START to 2:00**  
What does he say an influencer is?

What do they do?

Who were influencers in the past?

Who are they today?

Why do brands like them?

How can you group influencers?

Does the size of their following determine their amount of influence?

Why might this be? What determines their influence?

What constitutes a successful influencer?

* Add some analysis here – Do you think influencer marketing has totally replaced traditional advertising? Is there still a place for traditional? What do you think is the future of influencer marketing? Do you see it as long-term? Or not. Why? Explain.

**2:00**

We can categorize \_\_\_\_\_ types of influencers by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .  
1) Name:

How many followers?

What is the downside of these influencers?

Who should work with these influencers and why?

Is there any other interesting info?

2) Name:

How many followers?

Who uses them?

Who should companies work with – influencers or successful online experts?

Why do you think this is true?

What is this group good at?

Why do a lot of companies end up working with them?

What’s the disadvantage of them?

* Cite a personal example of this – tell us about an influencer who you follow(ed) and you discovered was a fraud. What are the consequences of this, for the brand? As a consumer? Do you feel that fraud inevitable, sooner or later?

3) Name:

How many followers?

Who are they?

What’s their strength?

How much can they earn?

What’s the challenge for a company to work with them?

How much do they charge (ie What’s their fee?)?

Is there any other interesting info?

4) Name:

How many followers?

Who are they?

What kind of company would be interested in them?

What’s the advantage for a company to work with them?

Which type of influencer (by size) is the influencer of the future? Why?

* Name a couple of niche markets and explain the followers. Name an influencer(s) who answers this niche market. Describe their work.
* Do you think there are real influencers who, they themselves, are of this niche, or do you think an influencer sees an opportunity and decides to ‘work for’, represent this niche market?

**Starting at 4:50**We can also categorize influencers by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

Today, most of social media marketing is done by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1st group mentioned: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Describe this group:

2nd group mentioned: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Explain who they are:   
  
3rd group mentioned: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Otherwise known as

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Explain what exactly it is:

In your opinion, why is generation Z immune to this kind of post?

What is the word of advice to companies using this form of advertising?

4th group mentioned: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How is it different than blogging?

How do brands work with them?

5th group mentioned: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How do brands work with them?

6th group mentioned: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Explain how they build sizeable followings such that a company can work with them too:

* Where does TikTok fit in? And Insta? It seems social media apps evolve – they often start out as something, but then evolve. Talk about these 2 apps and where/how they fit in. Talk about their credibility and how/if a brand can work with them.

**6:27**  
The third way to categorize influencers is by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The first example of influencers categorized like this are: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

But what’s the problem with using them? (3 reasons)

The old-school term for the method of using them to promote your brand is called: \_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Why is it difficult to know the degree of influence they have? Explain.

Other influencers categorized like this are: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Who are they (list 3) and why should we believe them? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

What could be the difficulty of working with these people?

* Do you believe these two groups are credible? Is one more credible than the other? Can one, or both be approached by a company to be spokesman for that brand?   
  What do you think about TEDtalk speakers? How credible are they? Is TED still credible even after its success?

The highest performing influencers, (named by an agency in England) are called: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is their success based on?

What do they have that makes them so good?

* The video doesn’t elaborate on the factors impacting consumer behavior. Do some research and expand on this. List some of these factors and cite some examples for us. Thanks!

Vocabulary

**These are NOUNS -**

Purchasing decisions

Audience

A Niche

Trends

gargantuane

a sector

benchmark

fraud

folks

specialized fields

guest bloggers

generation Z

a popular form of entertainment

platform

consumer behavior

in an offline setting

expertise

**These are ADJECTIVES -**

to be fussy

inappropriate

finite

credible

**These are VERBS -**

to engage with

to approach someone

to have a high profile

to generate awareness

have bought their influencers

to convince them of your worth

to obtain recognition

to provide amazing value

it occurs

it leads to

to generate business

to be aligned with

to create a sizeable following

to be willing to do something

to get someone to do something

to gain respect

to earn

be aware of

to join a community

to wane

to flood

**These are some common phrases and idioms (expressions). Can you give their meaning?**

Reap the benefits

In some way, shape or form

It’s overkill

B grade celebrities

A word of warning

Any old rubbish

They’re a big fish in a very small pond

Want to try it out

There is no denying it

Beginning to wane

The market is flooded

With the new kids in town

The problems they face

It is debateable

How much influence do they hold over them?