VIDEO: https://influencermarketinghub.com/what-is-an-influencer/

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

What is an influencer VIDEO

➢ In your own words, what is an influencer?

Up to 4:50.

What does he say an influencer is? Someone ==who has the power to affect the purchasing decisions of others with their authority, knowledge, or their position with their audience.==

What do they do? ==They actively engage with a distinct niche, and that can be small or large depending on the topic. They post content on social media for their audience.==

Who were influencers in the past? ==Celebrities, film stars, professional athletes.==

Who are they today? ==All kinds of people who have increased their knowledge or expertise on a specific topic. And they are reaping the benefits.==

Why do brands like them? ==They can create trends and encourage their followers to buy the products that they make.==

How can you group influencers? ==In the size of their following or the niche that they operate in.==
Does the size of their following determine their amount of influence? ==No==

Why might this be? What determines their influence? ==Their expertise on the subject.==

➢ What constitutes a successful influencer? ==They are very productive in promoting a product in a specific sector.==
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

the ==4== types of influencers ==**by size**==:
==1) MEGA – Huge following +1million.==

What is the downside of these influencers? ==Their influence is 'overkill'. There's no official benchmark to measure this success.==

Who should work with these influencers and why? ==Only the major brands because their services can cost up to a million dollars a post! They are very selective with whom they work. And they have an agent.==

2) ==MACRO – 40,000 – 1 million==.

Who uses them? ==B grade celebrities and successful online experts.==

Who should companies work with – influencers or successful online experts? ==Online experts – they wil be more beneficial to their business==.

Why do you think this is true? ==More credible==.

What are MACRO influencers good at? ==Creating awareness==.

Why do a lot of companies end up working with them? ==Because there are more of them==.

What's the disadvantage of MACRO influencers? ==They are more likely to engage in influencer fraud. And some of them accept to be bought to influence (they are paid to talk about a brand, so they have no influence at all)==

> 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) ==MICRO – 1,000-40,000==

==ordinary people who know a lot about a subject. They have the potential to earn up to a million dollars by sharing their knowledge. They provide a lot of value.==

What's the challenge for a company to do work with them? ==Micro influencers probably don't know your company, so you need to contact them and persuade them to work with you. They will not 'represent' any company; they need to believe in your company to work for you. And they have to share your values==.

How much do they charge? ==They might work for free or for a small fee, but they have to believe in your brand.==

4) ==NANO – Less than 1,000 followers.==

==they work in incredibly niche or highly specialized fields.==

What kind of company would be interested in them==? Firms that make niche products==.

What's the advantage for a company to work with them? ==The influencers will provide a lot of value==.

Which type of influencer (by size) is the influencer of the future? Why? ==MICRO, because the internet is broken into small niches and they answer to one niche.==

> 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
Influencer type ==**by content**==:

Today, most of social media marketing is done by ==MICRO influencers== and ==blogging with YouTubers==.
==1 BLOGGERS – most authentic and active relationship with their fans.==
==2 GUEST BLOGGERS== – explain.
==3 A SPONSORED POST== (otherwise known as ==CONTENT marketing==)– ==explain== exactly what 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?

4 Y==OUTUBERS== – How is it different than Blogging? ==It's all video based and is all on YouTube, instead of on an independant blog.==

How do brands work with YouTubers? ==They sponsor videos or they pay to have them created for them.==

==5 PODCASTS – How do brands work with them? They sponsor an individual show or an episode.==

==6 SOCIAL POSTS – They all== <u>promote</u> ==their content on social media. It's not just found by hazard. In this way, they build sizeable followings and become a micro influencer as a result. So, 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 **level of influence**:
First and foremost are ==CELEBRITIES== –

But what's the problem with using celebrities? They are ==limited in number== and they are fin==ite - they are not famous forever.== And ==they don't always want to promote the brand or company==. It's best to find a celebroty that already likes/uses the product.

The old-school term for the method of using CELEBRITIES to promote your brand? ==<u>Endorsement</u>==.

Why is it difficult to know the degree of influence a celebrity has? Explain.
Because ==they are successful in their own right – people follow them for their talent so it's hard to know if they really have influence over their fans, regarding the brand.==

==KEY OPINION LEADERS== – Who are they : ==industry experts, sports leaders, journalists==.

Why should we believe them? We believe ==because of their qualifications and position on the subject. Also because they work for credible establishments/entities==.

What could be the difficulty of working with these people? ==They don't always have a social media following because they've already built up their fan base offline==.

> ➤ 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?

Who are the highest performing influencers? ==CHROMO-INFLUENCERS==^{TM}

What is their success based on? ==It's based on 46 crucial factors that impact consumer behaviour.==

> ➤ Do some research and tell us more about the factors that influence consumer behavior.

What do they have that makes them so good? ==The best relationship with their followers, best communication skills, high engagement, and they are recognized as experts in their field, extra high quality content.==

<u>Vocabulary</u>

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

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

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 they hold over them

HOMEWORK: Name the 4 types of influencers. Explain the position of each in society and/or in the business world. State a unique characteristic of each

Types of content –

Levels of influence :
Celebrities – What's the problem with using them?
Key opinion leaders – Who are they? Name a possible problem working with them.
Who are the best influencers? Why are they the most influencial?

Vocabulary quiz:
influencer   someone who affects consumers' decisions given their expertise, authority, or their persuasiveness.

NicheTo reep benefits

Trends

Gargantuan

Nano   very small, < 1,000 followers

Micro   small, 1,000 – 40,000 followers

Macro   very large, 40,000 – 1 million followers

Mega   huge, over 1 million followers

Chromo   highest performing influencers based on crucial factors impacting consumer behavior

Fussy   particular, not easy to please, highly demanding

Fraud   fake, counterfeit, non-authentic

Try out test it

Sponsored post written by the company or brand

To deny something   to avoid saying it is true; to say it's not true

To wane   to decrease in numbers or in influence

To flood   to increase in numbers or presence

To be willing   to want to do something, to agree voluntarily without being forced