

The universe of Influencers

Snapshot, challenges & foresight towards 2020



#SaintsStonesInfluencers

In the history of mankind, *influencers* have existed before *hashtag*. A clear proof is the first man who used the fire, he had to transmit the benefits of using the fire in a way that others were convinced and forgot the fear they had.

Another example that proves influencers are in the world before the *hashtag*; without being religious, is Jesus Christ. That man had great influence in a lot of people, he even marked a trend, before and after him. He didn't need to *post* anything; with his acts

and words he made an eco that last forever. This could not be possible without his *followers*, in this case his apostles, who spread and gave strength to his ideas.

And the story continues with people such as John Lennon, Michael Jackson, Muhammad Ali, Madonna, Coco Chanel, Mandela, among others. Having said the above, we can affirm that, *influencers* were not an Internet or a social-media invention, but they were popularized by them.



Influencers' anatomy

Maybe if your grandma asks you 'What is an *influencer*?' you can give the example of Jesus Christ and she might understand you. Nevertheless, another way to explain what is an influencer is from his root word: influence, which means "to have an effect in others, overrule a person or a thing"; therefore an *influencer* is "a person with authority who makes others to react in a certain way".

To a certain extent we are all influencers and are also influenced by others. But this e-book will only talk about the *influencers* in marketing which is defined as "**a person who has credibility, presence and influence in social media**".

There might be a slight misunderstanding of this world as to some people this person can be the same as the "face of the brand" but this cannot be much wrong. On the next page you can find some important differences.



Face of the Brand vs. Influencer – As people



Face of the Brand



Influencer

MAINLY traditional mass media channels.
Radio, newspaper, TV.

None

Normally they are known as field-experts: sports, movies, TV, design etc. They triumphed on their sector.

Medium to Large

The target of the company

High popularity, they are celebrities.

Media Presence

Media management

Training and education

Career path

Target

Popularity / Followers

Social media channel.

Uses his own social media where he is in control of all that is published. Not likely to appear in traditional channels.

Absolut

Not necessarily. They are Generation X and Y. They are well known in social media without needing to be experts.

Short to Medium.

They have their own target.

Medium to low in contrast with celebrities, however their followers are more loyal.



Face of the Brand vs. Influencer – Advertising actions



Face of the Brand



Influencer

Created by the brand	Content	Created by themselves
Low	Content prevalence	High
The brands' mood	Mood	Not specific moode, can change according to the day and topic.
None- Low	Brand linkages	High
Low	Duration of the linkage with the brand	Medium - Large
Medium	Credibility	High
None	Target affinity	Absolut
Unidirectional	Communication	Bidirectional
Monetary	Remuneration	In different ways: monetary, gifts, tickets to special events, etc.



Influencers typology

There are several forms to classify influencers:

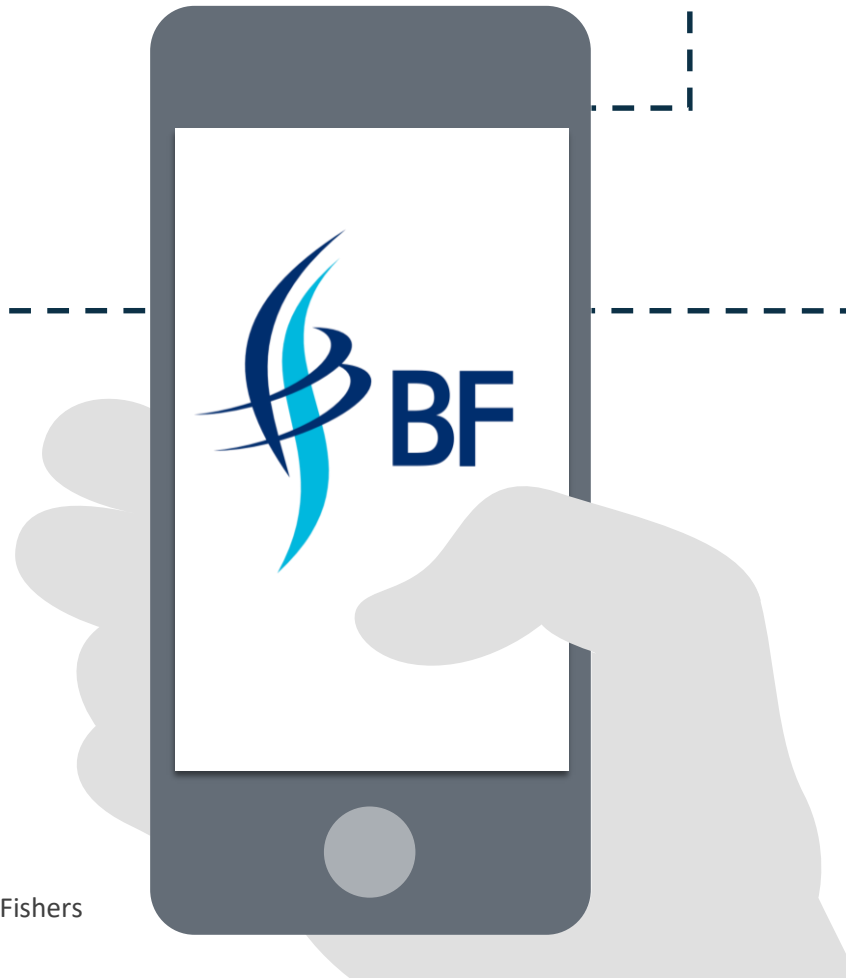
By their sector
(Healthy, Gamers, Travel, Fashion, etc.)



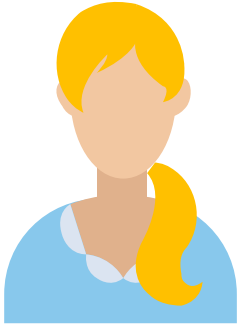
By their type of publications
(Product trials, brand ambassadors, product discounts, etc.)



By their reach
Celebrities, opinion leaders and micro-influencers. This classification was made by Baron.



Influencers reach typology (1/2)



CELEBRITIES

Are people who jump from the offline to the online world. They are easily identified due to their appearances on TV and spots. The size of their community is large, but their influence is not very high, as people believe the celebrity is receiving a payment for the product he is recommending. Their followers like to see what they do just to know more about them, but don't like to receive information about products or services.



OPINION LEADERS

This group consists of journalists, vloggers and experts who share their knowledge of a specific topic. Their followers are more loyal than the celebrities. Their main contributions to brands are credibility and notoriety.






MICRO - INFLUENCERS

Are current consumers who are active in social media and who are committed with a brand. Their community is the smallest of the three however, their influence is the highest as the community is very active. Their contribution to brands is activate the purchase decision of their followers.



Influencers reach typology (2/2)

	 Celebrities	 Opinion Leaders	 Micro - Influencers
Number of followers	Facebook >500K Twitter >50K Instagram >1M	Facebook >100K Twitter >20K Instagram >50K	Facebook >20K Twitter >5K Instagram >10K
Main Characteristic	Fame	Experience and credibility	Recommendation
Communication channels	Mass media and social media	Blogs, social media	Social media, Forums
Marketing objective	Awareness and brand visibility	Awareness and credibility	Purchase decision
Retributions	Monetary	Increase their influence, monetary.	Discounts, samples, awards, recognition, monetary.
How they influence?	The brand creates events where the celebrities will be.	Co-creation of events, webinars, product trails, online and offline interactions.	Offer samples, discounts, create challenges.

Influencers objectives typology

There is another classification of influences created by Fernando Anzures, which is very interesting as it is based on their **objectives**. His classification is as follows:



MAVEN

Experts with high credibility. The money is not their main objective, they want to maintain their credibility and expertise by receiving up-to-date information, testing new products and being able to give their feedback in the community.



CONNECTOR

Data viralizer. Professional in gossipers. The ones brands need when they want recognition to be high. The trick is to find the gossiper who has the credibility the brand needs.



SELLER

Persuasive. Experts in convincing others, their main objective is to receive a payment for giving information. These influencers might be very good when doing an online and offline campaigns, he can give special promotions, coupons, invitations, etc. The influencers' comments might end on new purchases.



Influencers objectives typology

In the past month we made an E-commerce study with 10,000 Millennials in Mexico, where we detect *influencers* are the new communication strategy for brands as they know consumers will be more motivated in purchasing new products if the influencer recommends to do it.

*BUSINESS FISHES STUDY: E-COMMERCE. How likely will you be in purchasing some product that ...?

Was recommended by an influencer (not celebrity)	Was recommended by a friend	You saw on TV	You saw a digital advertisement	You saw a print advertisement	Was recommended by a celebrity
35%	25%	13%	10%	5%	2%

We all know that 70% of purchases are made due to a recommendation so our results make sense, recommendations are more relevant than traditional advertisements. However, it is important to notice that 4 out of 10 Millennials feel influencers understand them better than their own friends, this is why they trust them more and are open to try the products or services they recommend.

Even though, it is still uncertain the exact impact of influencers, , according to the Marketing Digital agencies, it is envisioned that by the end of the year (2019) 90% of companies will increase the investment on this segment.



Marketing with Influencers

Well-established sector: Currently is a common practice among digital agencies and brands mainly on beauty, fashion, tourism, restoration and it is growing in specialized sectors such as the economy.



Awareness

Attract new audiences and create loyalty.



Importance of the audiovisual

Instagram is the main media for new campaigns.



Retribution

As a well-established sector the monetary compensation is a reality.



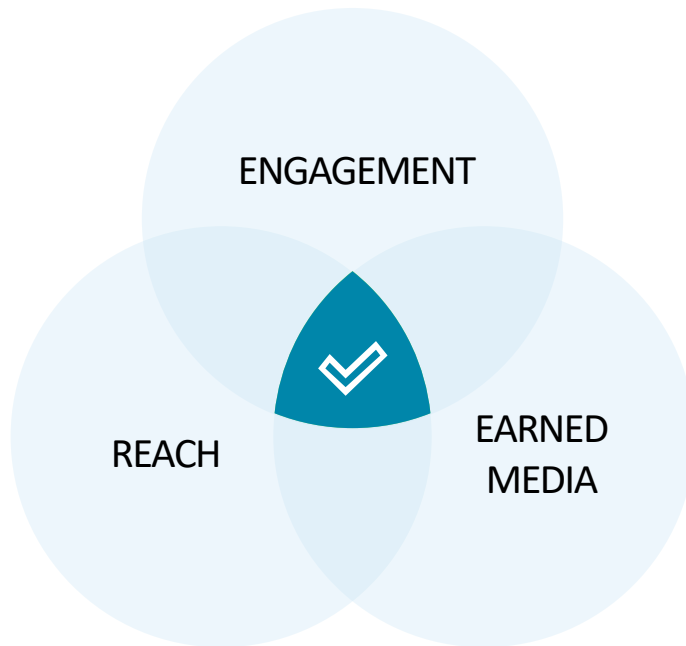
Increase investment

The investment had increased significantly, and it will continue to increase, due to the high impact in campaigns with influencers.



Metrics to take into consideration

For doing an impactful campaign with influencers it is important to consider that with bigger communities the loyalty decreases, and with smaller communities the participation is higher. Therefore, in small communities the influencers' credibility is high. Here, there is an important challenge influencers face with: the need to have a better community management in order to not lose credibility when the number of followers increases. Before doing a campaign with influencers the objective of the campaign needs to be clearly defined in order to look for the best influencer who can fulfil the objective. The most common metrics are:



✓ Engagement:

Is one of the most important KPIs due to the high interaction with the influencer content. This influencer can transmit emotions as well as information.

✓ Earned media:

This objective is to increase awareness and make consumers more loyal towards a brand. The *influencer* interact with his community, and the community shares his recommendations in the form of retuits, likes, mentions.

✓ Reach:

The main objective is awareness. It is important to know the number of followers the influencer has, with more followers the information will be highly spread.

✓ Other:

Another aspect that needs to be considered is to detect **Fake Influencers**, the ones who purchase followers with services such as BuzzDayz and Stormlikes. These influencers can be identified if the number of followers increased dramatically from one day to another without having made any specific new communication.



Investment foresight towards 2020

As the influencers market is growing fast, the NEO magazine, affirms that by the year 2020 the total investment on this segment will be of US\$10-15 millions. However, with the current experiment on Instagram who is hiding the “likes” each person is obtaining with his publications, the influencer figure might be transformed.

If Instagram decides to maintain that change, brands will need to make extra effort in deciding which influencer is the best for his brand but as this might be too complex, they might tend to decide to create strategies without influencers.





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