



## Influencer marketing

18.4.2019 / Hanna Reinikainen



# Introduction

- Title: Doctoral student
- Affiliation: Jyväskylä University School of Business and Economics
- Major: Corporate Communication
- Research project: #Agents – Young People’s Agency in Social Media
- Previous work experience: Communication consultant
- Influencer experience: Ex-wedding blogger (“*the murkiest blog in the history of this newspaper*”)
- Hobbies: Brazilianterrier @rio\_paulistinha

Social media  
influencers?



# Bloggers, vloggers, snappers, instagrammers, e-sports influencers...



paulinapau ja 23 205 muuta tykkäävät

uinoo 🌸💖📱 LIVE💖 TO💖 INSPIRE💖🌸

#camoshirt #BoymeetsGirl #Uino #ootd #boymeetsgirlinfinland #prisma #muotikuuluukaikille #kaupallinenyhteistyö



UnboxTherapy  
18. syyskuuta kello 20:13 · 🌐

NEW VIDEO - So You Want An S8 But You've Only Got \$150...  
<https://youtu.be/Cc0WWP45pLE>... < WATCH HERE



Tykkää Kommentoï Jaa

486

Osuvimmat kommentit



August Favori  
1 332 273 näyttökäyt.

Zoella Julkai

August Favori  
→ Pre  
→ Vic  
NÄYT.



ronibackyt  
Jyväskylä, Finland

ronibackyt Puhumassa yrittäjyydestä Jyväskylässä #4Hsuomi tapahtumassa. Pakko oli ottaa kuva, kun kerran vuodessa pukee puvun päälle. 📸

Load more comments

tuuli\_hartikainen Millon uusi video kaisla.matilda No nyt on Roni komeena kyllä! 📸💖

ronimikkuttajat Nyt on roni komia 📸💖

druffdevil97 Meidän koulussa puhuttiin yrittämisestä

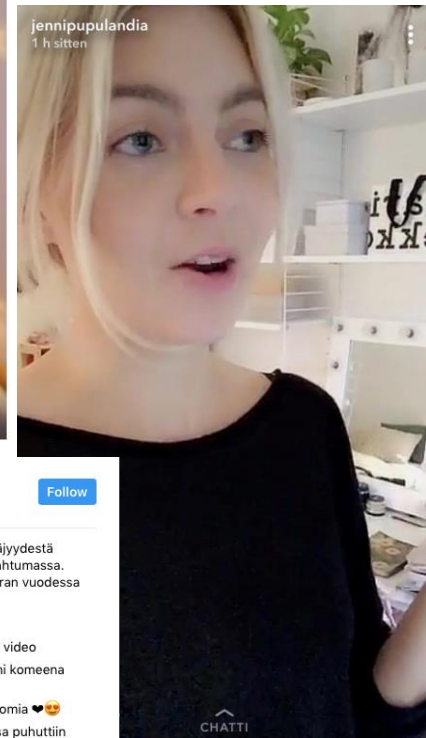
jarnojalluh @ronibackyt nähdään Kannuksessa 📸

supersoldier78901 Moi Roni. Näin unta et pelasin sun kaa minee

\_pinjaawww\_ Roni eikö sulla pitäis olla rusetti?

26,856 likes

SEPTEMBER 9



# Social media influencers

- *Endorsers, who shape the attitudes of their followers through social media* (Freberg, Graham, McGaughey, & Freberg, 2011).
- *New and authentic online celebrities* (Morris & Anderson, 2015).
- *Fashionable friends* (Colliander & Dahmén, 2011).

# Who qualifies as a social media influencer?

- Anyone, who has a certain amount of followers on social media?
- Anyone, who is a professional content creator?
- Anyone, who speaks to an audience that your brand is interested in?

# Influencer marketing

- Interaction and relationship building with consumers, through and with the help of social media influencers.
- Matching the values of the targeted consumers, the influencer, and your brand
- Telling stories that consumers can relate to and that also have an impact.

# Now also trending...



Credit: @lilmiquela

## The Rise of the Virtual Influencers

CBS NEWS · July 29, 2018, 9:17 AM

### Animal influencers: How pets earn big bucks as Instagram stars

Share / Tweet / Reddit / Flipboard / Email

The woman's pet project has turned into a project with legs. Here's our Richard Whlesinger (This story was originally aired on April 15, 2018):

vi Edwards is an unusual agent with peculiar clients. Take Ella Bean: "She els all over the world. We recently did a campaign within the Ritz Carlton."

ean is a dog. "She's the fashion blogger in dog form, So she's always g," said Edwards. As when Ella Bean posted pictures from Paris.



## DARK SOCIAL

User **copy-pastes** the link to their closed social channels, namely email and WhatsApp.



What makes influencers  
so popular?

# The power of the visual

- Images, especially moving images often evoke strong emotions.
- Mobile devices and apps like Instagram and Snapchat have lowered the threshold for shooting and sharing video content.
- They also allow us to get really close to influencers.
- The content from influencers and our friends appear side by side in our social media feeds.
- Video is no longer broadcasting, but a way to interact with other people.

# Parasocial interaction

- "Illusionary interaction with a media performer" (Horton & Wohl, 1956).
- The feeling of mutual awareness and adjustment (Hartmann & Goldhoorn, 2011)



# Parasocial interaction – Developing the experience

- 1) Looking straight at the camera
- 2) Addressing the audience
- 3) Imitating a personal, private conversation
- 4) Self-disclosure
- 5) Feeling of "ad hoc"
- 6) Blurring the boundary between the performer and the audience
- 7) Technical solutions, such as zooms and "subjective camera"

# Parasocial relationship

- Parasocial interaction can develop into a **parasocial relationship**, an illusion of a long-term relationship with the performer (Horton & Wohl, 1956).
- Feeling of **knowing the performer well, liking and trusting** the media performer, **feeling solidarity**, and **desiring self-disclosure** from and **communication** with the media performer (Tukachinsky, 2010).
- Can be very powerful and affect the audience member's **identity, lifestyle, attitude,** and **behaviors** (Tian & Hoffner, 2010).



# Credibility

- Parasocial relationship with a social media influencer supports the perceived credibility of the influencer.
- Credibility in turn advances the effectiveness of endorsements the influencer makes.
- (Munnukka, Maity, Reinikainen, & Luoma-aho, 2019)

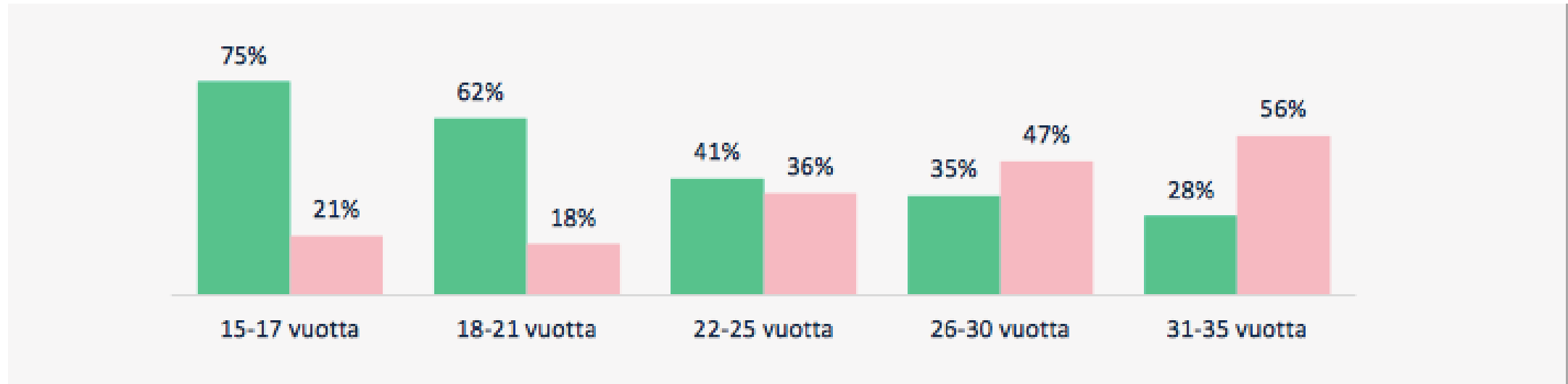
Why influencer  
marketing?

# The idols for 13-17 -year-old Finns in 2017



Source: [Nuorisoidolitutkimus 2017](#) (Tubecon)

# YouTube reaches 15-21 -year-olds better than TV

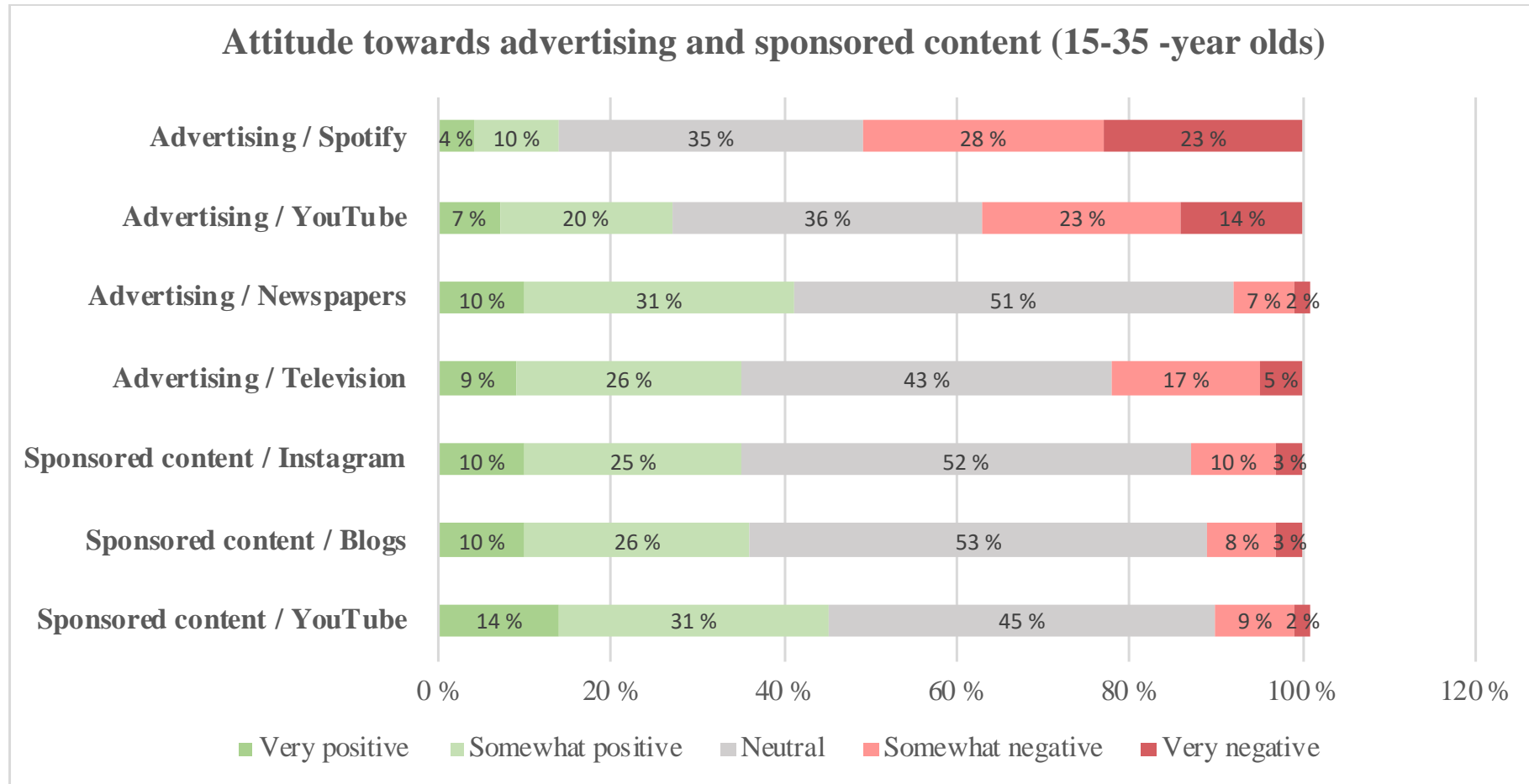


■ YouTuber reach per day

■ TV reach per day

*Source: Tuben vaikuttavuus 2018 (Troost Network)*

# Interruptive advertising perceived most negatively



Source: *Tuben vaikuttavuus 2018 (Troost Network)*



# 46%

Used blogs as a  
source of information in  
the purchase process

*Source: Dagmarin ja PING Helsingin  
vaikuttajamarkkinointitutkimus 2017*

# 48%

Bought or considered  
buying a product seen on a  
YouTube video

*Source: [Sisältömarkkinointi YouTubeissa –tutkimus](#)  
(A-lehdet ja Tubecon)*

## – INFLUENCER MARKETING STATS –



94% of marketers find influencer marketing effective.



Influencer marketing can generate 11 times the ROI of traditional advertising.



90% of consumers trust peer recommendations but only 33% trust traditional ads.



88% of customers trust online reviews by strangers as much as they would a recommendation by a friend.

# Academic sources

- Blogs are better in creating purchase intention and brand attitude than the traditional media: **Colliander & Dahlen, 2011.**
- Vlog endorsement adds purchase intention and brand perception: **Lee & Watkins, 2014.**
- Trust towards the blogger and perceived usefulness of the endorsement add online shopping intention: **Hsu, Lin, & Chiang, 2013.**
- Influencers have more impact on purchase decisions on Instagram than traditional celebrities: **Djafarova & Rushworth, 2017.**

How to do  
influencer marketing?

# Through managers and media sales

- Very few of the most popular influencers manage their partnerships on their own – most are represented either by networks or media houses.
- In Finland these include **Troot Network, Splay Finland and United Screens**, aka Multi-Channel Networks (MCN), and **A-lehdet, Suomen blogimedia, Idealista, Indieplace, Asennemedia, PING Helsinki, Monochrome....**
- These people help brands to **identify** and **choose** the most appropriate influencers and **carry out** the co-operation.



# What can it entail?

- Loads! Videos, pictures, texts, audio, events, competitions, product or service design...
- The influencer usually knows, what works best with his/her audience. Trust this instinct instead of pushing your brand's own ideas.
- Things to consider:
  - Content in the influencers own channels
  - Content in your brand's channels
  - Participation possibilities for the audience
  - Length of the co-operation
  - Other, related marketing activities

## SUUNNITTELEMANI KAHVILA

July 1, 2017, Collaboration, Uncategorized

*Kaupallinen  
yhteistyö*



# Examples

# Mercedes Benz + Loki

- Mercedes Benz teamed up with Instagram celebrity Loki, the wolfdog.
- The co-operation included a 360-video and other social media outreach.
- In Instagram alone the campaign generated 173 million impressions and over 2 million likes and comments.
- The campaign also generated lots of earned media.





## Dunkin' Donuts

- Influencers took over Dunkin' Donuts' Snapchat channel on National Donut Day.
- The co-operation included special offers and Geofilters in driving people to Dunkin' Donut stores.
- Results: 10x more followers to their SnapChat channel, reaching 3 million people with 40 000 engagements.



# #YearInClarion

- Finnish social media influencer moved into a Clarion hotel for a year.
- A novel way to do a long-term partnership.
- Already received a lot of attention and earned media.

Finnish Social Media Influencer Joonas Pesonen will live in a Clarion hotel for a year – “This is the craziest thing I have ever done – luckily, my houseplants are moving with me!”

Clarion Hotels Finland - 1d6 ·



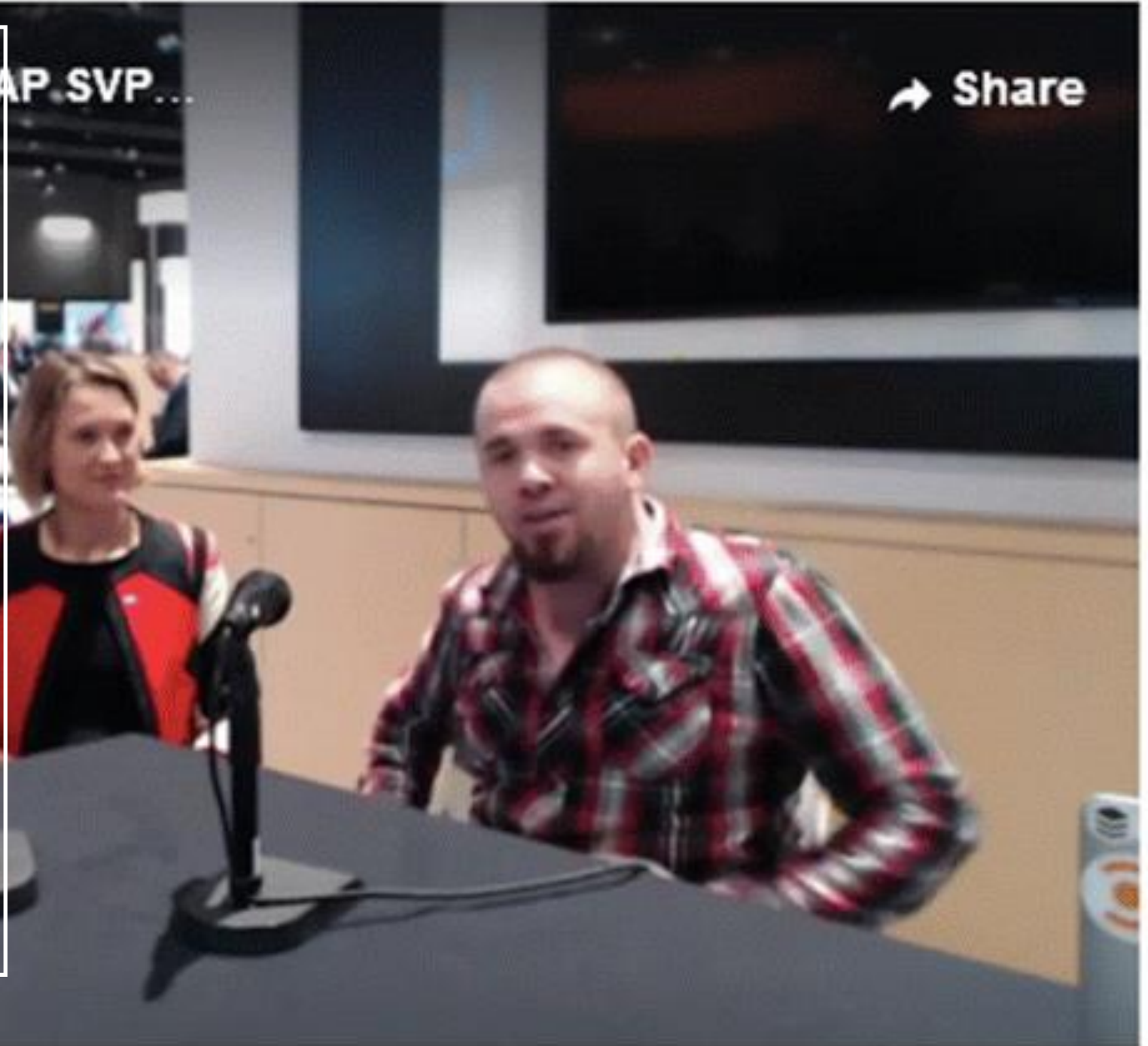


Interview with Maggie Fox SAP SVP...

➔ Share

## **Influencer marketing also works in B2B!**

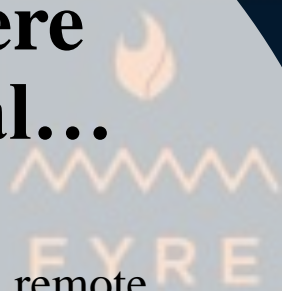
- SAP did a series of live chats with key B2B influencers from their annual Sapphire Conference.
- Reach: Over 100 000 people online.
- Don't forget LinkedIn, when trying to reach professionals!



17 DAYS LEFT

## Then, of course, there was the Fyre Festival...

- A super exclusive music festival on a remote island, promoted through some of the most popular social media influencers in the world.
- The festival sold out in minutes after it was announced, purely based on images.
- The festival turned out to be a disaster and the responsibility of influencers was questioned later on.



5,913

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Log in

It's often a balancing act  
between authenticity and  
inauthenticity.



natawhitetrash · Seuraa



Instagram interaction icons: heart, comment, share, bookmark

xeniasday



Instagram interaction icons: heart, comment, share, bookmark

iinalaura



Instagram interaction icons: heart, comment, share, bookmark

525 tykkäystä  
iinalaura Yksi mun parhaista ystäväistä muutti tällä viikolla Rovaniemeltä Helsinkiin ❤️ mä yllätin hänet iisillä lounaalla muuttojuhlien keskellä, blogissa lisää 😊 #knorr-suomi #snackpot #kaupallinenyhteistyö

saratickle



Instagram interaction icons: heart, comment, share, bookmark

**Fake?** **Inauthentic?**



**A little too real?**

What does it take then?



Clear,  
measurable  
goals



Trust and the  
ability to let go  
of control

TRUST



Transparency  
and openness



Long-term  
planning

Q1

Q2

Q3

Q4

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Multi-channel  
thinking

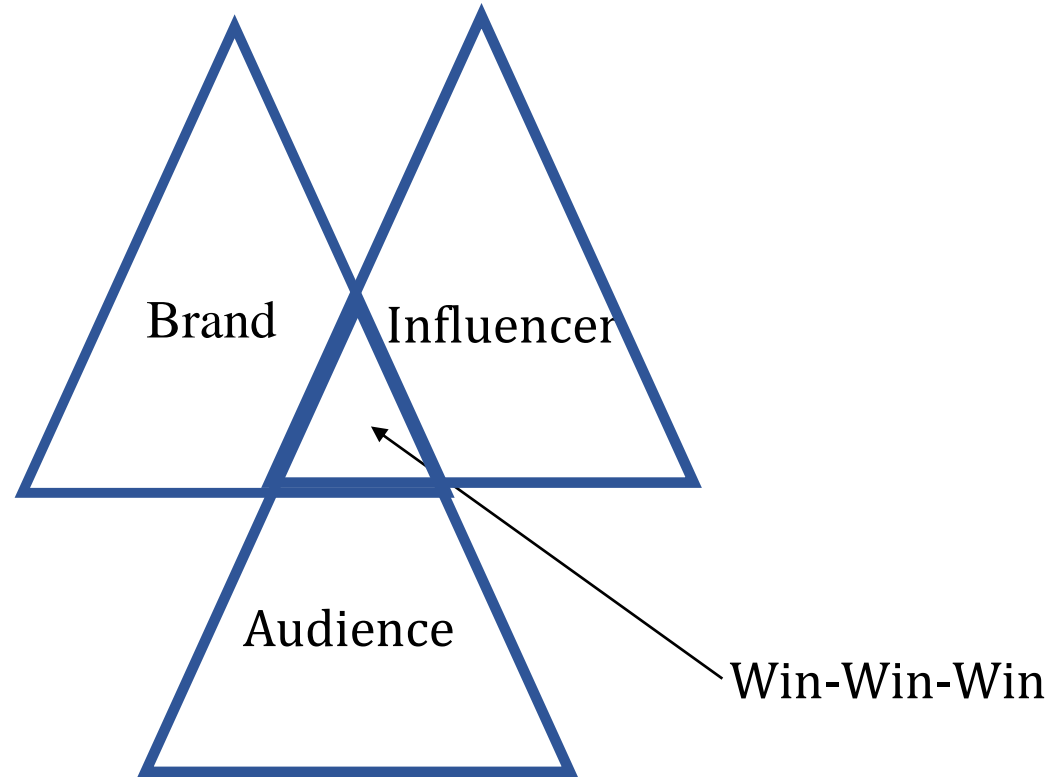




Money!



# Aim for the sweet spot!



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**Thank you!**

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