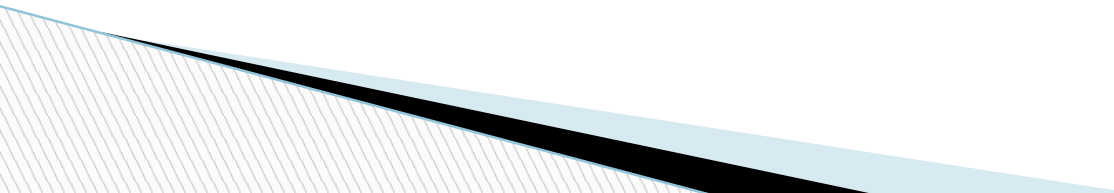


Social Media Influencers in Marketing

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What is MARKETING?

Marketing is “the science and art of creating, and delivering value to satisfy the needs of a target market at profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential.



What is Marketed?

- Goods
- Services
- Events
- Experiences
- Persons
- Places
- Properties
- Organizations
- Information
- Ideas

What is Influencer Marketing?

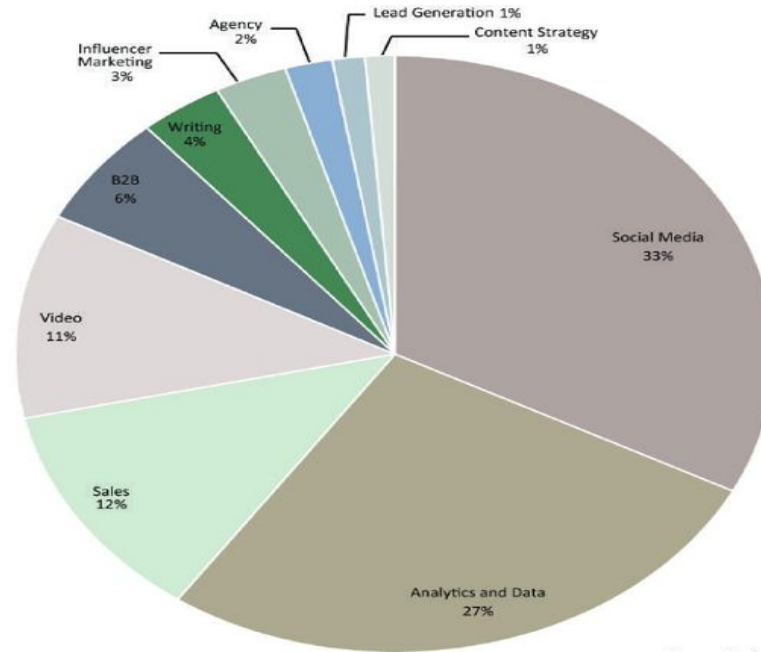
- ▶ Influencer marketing is a relationship between a brand and an influencer. The influencer promotes the brand's products or services through various media platform such as Instagram and YouTube.



Influencer Marketing


- ▶ The phenomenon is the professional way of what is called the word of mouth marketing.
- ▶ It's fair to say that 2017 was the year of influencer marketing. Brands flocked to influencers in hoards to help sell their products and services to engaged audiences. It increased for more than 375% only in this year.
- ▶ Influence is not only popularity. Influence is the ability to affect action.

According to [Onalytica's 2017 report](#), the most talked about content marketing topics in 2017 were social media, and analytics and data. These two combined made up the lion's share of the conversation, followed by sales, video and B2B.



Source: Onalytica IRM

Benefits of social media influencers:

1. Creates brand awareness
 2. Drives your brand's campaigns
 3. Influencers do the convincing work for you to gain trust
 4. Converts audiences into loyal customers
 5. *Gives your brand visibility in the social media platform*
 6. *Finding new markets*
 7. *Save money*
- 

Types of Influencer:

- ▶ Celebrity Influencers
 - ▶ Authority Influencers
 - ▶ PR Influencers
 - ▶ Connectors
 - ▶ Micro-Influencers
- 

Who are They?

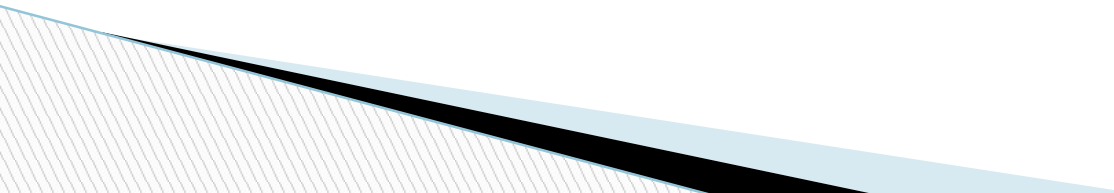
1. Actors
2. Singers
3. Sport players
4. fitness flogger
5. Announcer \ broadcaster
6. Chiefs
7. Fashionistas \ fashion and makeup
8. Bloggers
9. We are the ONE

Top Influencers 2018

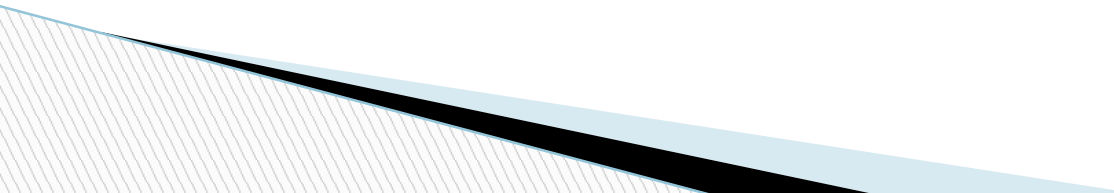
Instagram Rich List 2018

Followers	Name	Rank
26,000,000	Huda Kattan hudabeauty \$ 33,000/post	1
25,600,000	Eleonora Pons lelepons \$ 32,500/post	2
21,500,000	Zach King zachking \$ 30,000/post	3
18,700,000	Sommer Ray sommerray \$ 29,000/post	4

Personal Brand

1. You use your personal branding to differentiate yourself from other people.
 2. your personal brand is the image that people see of you.
 3. You can either ignore your personal brand, and let it develop organically, beyond your control.
- 

ROI's of Influencers

1. Tangible
 2. Views, Impressions and Reach
 3. Engagement
 4. Intangible
 5. Trust and Authenticity
 6. Organic Conversation
- 

▶ **Thank You for Listening**

