

2019

# Examining the Relationship between Top Social Media Influencers and Corresponding Brands

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**EXAMINING THE RELATIONSHIP BETWEEN  
TOP SOCIAL MEDIA INFLUENCERS AND CORRESPONDING BRANDS**

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**PRESENTATION: May 3<sup>rd</sup>, 2019**

**GRADUATION: May 23<sup>rd</sup>, 2019**

**[insert advisor approval page]**

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**ABSTRACT**

This research paper explores the relationship between some of the world's top social media influencers and the brand's or businesses' that they have personally created. The goal is to uncover whether or not being a top influencer automatically translates to people having a strong association to the influencer's brand or business. In order to do this I first gathered data on Instagram interaction rates from different influencers on both their personal and brand/business profile. Second, I analyzed the data to compare the different influencers to one another and answer my hypothesis. Lastly, I took a closer look to see why some influencers have a stronger association to their brand/business while others do not.

## **INTRODUCTION**

Assumptions. In today's world people tend to assume. If someone posts a picture of a new car we assume that they must be living a lavish lifestyle. If someone posts a picture of themselves with a fit physique we assume that they must look like that all the time. And if someone is successful in one area of their life we tend to think that they are successful in all areas of their life. Many of these assumptions stem from the ideology surrounding social media. After all, we live in a world today where, "...perception is everything; especially in the world of social media." (Green 2013). With that said I decided to take a closer look into one my assumptions which is that top social media influencers must have very successful brands or businesses because of the mere fact they are considered to be "top influencers."

Also, influencers are the modern day celebrity. Celebrities are known for having the power to connect with an audience which is why many companies use them for endorsement deals. The reason for this is that, "People idolize celebrities, so when famous people are seen in advertisements promoting a new product, audiences are prompted to buy that product, either subliminally or directly" (Olenski 2016). Since influencers are now taking the place of celebrities I assumed that they have that same power. According to a Forbes article, "...celebrities have been losing ground to usurpers from a surprising arena: real life" (Dhanani 2017). In other words, influencers, unlike celebrities, have the power to connect with their audience in a more intimate way by participating in an ongoing conversation via social media. In the last decade consumers have responded to that intimacy and that is why companies are now turning to influencers for those same endorsement deals.

With that said, I wanted to uncover if influencers were able to control their own influence and drive consumer to their own brands and businesses.

## **LITERATURE REVIEW**

### **BRANDING TERMINOLOGY**

The world we live in today is rapidly changing as technology becomes a more integrated part of our everyday lives; however, the one thing that remains constant is human behavior. No matter what is occurring in the world, how we react as human beings will always hold true; that is important to keep in mind.

In the world of business, companies are forced to keep up with the demand of their consumers and that at times includes branching out into unfamiliar territory. Within the last decade, companies, and even small businesses alike have had to conform to the idea that traditional marketing and advertising tactics could no longer stand alone. After this realization, that is when digital media really began to shine in the world of marketing. Of course, digital media takes on various forms with one of them being social media.

Today, we as consumers are very familiar with the concept of social media as it has become a part of our everyday lives. From scrolling through our Instagram feed, to checking out the latest updates on Twitter, to even seeing the latest vacation photos from family on Facebook – social media is how we stay connected to the world.

However, with all of that said, even within the last decade social media itself has changed. For example, when Instagram launched in 2010 it was made to simply be, "...a social networking app made for sharing photos and videos from a smartphone" (Vinaika & Manik, 2017, p. 13). Today, some would argue that Instagram has become purely a marketing device – and one of the best, if not the best, that exists on the market. One study concluded that "Instagram [...] provides [a] unique way for companies to be able to form marketing messages

from their own, as well as their customers preferences,” (Berg & Sterner 2015). In other words, companies are able to manipulate Instagram so that they are effectively reaching their target.

So, this begs the question, how exactly does social media, specifically Instagram, operate as a marketing tool? This is where the idea of branding comes into play. Branding, in business terms, is defined as, “...the marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products,” (McCreary, Zipkin & Moynihan, n.d.). Instagram is the perfect place for a company to generate content that will promote a brand’s image and also allow them to differentiate themselves from the competition. With that said, a brand image is best defined as the, “...overall meaning of the brand characteristics and advantages that underpin a brand position in the customer’s mind” (ALKasassbh & Salleh, 2016, p. 1593). So, how does a brand position itself in the consumer’s mind and create a brand image? The answer is through brand credibility, brand uniqueness and brand identity.

First, brand credibility, “...refers to reliable information about the brand high quality which indicates a superior position of the brand,” (ALKasassbh & Salleh, 2016, p. 1594). In other words, in order to achieve a good brand image, the information that is being fed to the consumer must be truthful; a brand has to be able to keep its word or keep the promises it is making to the consumer. If a brand can develop an honest reputation it will be able to achieve a strong brand image. For example, if a swimsuit brand announces to its followers that it will work to offer more size options and then months later the delivers on that statement the brand is creating brand credibility.

Second, brand uniqueness, “...is the differences that distinguish the technical developments and the added values among competing brands,” (ALKasassbh & Salleh, 2016, p.

1593). In this case, a brand has to be able to differentiate themselves and stand out against the competition. In order for a consumer to form a brand identity in their mind they need to be able to separate the brand from other brands otherwise there is no unique identity. For example, if a swimsuit brand promises to donate a portion of each sale to a specific charity that would make them unique and stand out amongst the competition (assuming that most swimsuit brands do not donate to charity).

Finally, a brand needs to form its brand identity in order to form its brand image. A brand identity is, "...a means of designing a brand with a view to communicating with consumers," (ALKasassbh & Salleh, 2016, p. 1595). In other words, a brand needs to be able to have a clear message as to what the brand stands for; there has to be consistency across all mediums and platforms. For example, if a swimsuit brand told their customers that were all about helping young women feel confident with their bodies, their brand identity would be promoting self-confidence. Sometimes the brand identity can be referred to as the brand's "voice."

As a result, we know that in order to create a brand image you need to have successful brand credibility, brand uniqueness as well as brand identity. All of these aspects of branding are extremely important, and necessary, in order to build a relationship with the consumer. This is not a new concept; however, what is new, is how, and where, we develop each of these brand characteristics.

We know that one of the places that companies are designing their brand image is on social media platforms, like Instagram. However, the way in which these brands position themselves can differ. Some brands focus mainly on developing the brand's profile while other brands focus more heavily on developing the individual owner of the brand personal brand. For example, reality star, Kim Kardashian relies heavily on developing her personal page more than

her brands pages such as KKW Beauty. The reasoning for why an individual would do this will be explained shortly.

### **BUILDING CONSUMER TRUST**

In the book, “Emotional Branding” the author, Mark Gobé, states that “Who you are and how you engage people in promoting your brands will have a direct impact on how you will be perceived and taken into hearts” (Gobé, 2010). As I mentioned earlier, even though the world is rapidly changing, human beings are still the same. We as humans are emotional creatures and we need to buy into an idea before we are sold. You cannot sell an idea without some sort of emotion behind it. In fact, today, one could argue that people’s sensitivity to brands has heightened in the age of social media. According to a 2017 Forbes article, “As our lives become increasingly intertwined with technology, customers have more choices – and more power – than ever before...To earn the trust of today’s customers, you have to understand them on a personal level,” (Danna, 2017). In other words, consumers are becoming smarter and more aware of when they are being advertised to, so companies have to work even harder at earning consumer trust; consumers will be able to feel like there is a conversation rather than just being sold to.

With the ever-growing need to build relationships and trust with consumers, a brand must be able to form a strong bond with their audience. One way in which this is done is through personal branding. According to the article, “Marketization and the Recasting of the Professional Self,” personal branding is, “...the practice of people marketing themselves and their careers as brands” (Lair, Sullivan, & Cheney, 2005). It’s the idea that you are selling yourself. So if an audience can feel connected to an individual than they will have an easier time connecting to the brand associated with that individual. The individual acts like a spokesperson for the brand and

can help build a brand's credibility. However, before diving into the correlation between personal branding and business branding let us first discuss what personal branding is all about.

### **THE TOPIC OF PERSONAL BRANDING**

Marketing expert, Jim Joseph, says that our personal brands begin at birth from the moment our parents gave us a name; the moment the brand is "launched." From that moment on each unique decision we make throughout the course of our life contributes to our personal brands and make us the individual we are today. Joseph also says that ironically it is no different from launching a brand like "Tide or Levi's" as each brand is responsible for connecting with the consumer and adding value to their life (Joseph, 2013). The same goes for personal branding. We as individuals have to brand ourselves in such a way that makes us unique and desired; that is one of the key ingredients to making yourself stand out amongst a sea of people. *What makes you different? What makes you special? Why should I hire you?* These are the questions that the world will ask.

Of course this does not mean that one should not remain true to who they are but it does mean that one should be consciously aware of the decisions they make and the way in which they are being portrayed to the world. Erving Goffman, one of the most influential sociologists of the 21st century developed a theory that he titled "Goffman's Self Presentation" that explores the way in which people want to be seen and how people are perceived by their peers. In Goffman's article, "The Presentation of Self In Everyday Life" he says, "And to the degree that the individual maintains a show before others that he himself does not believe, he can come to experience a special kind of alienation from self and a special kind of wariness of others," (Goffman, 2008, p. 236). In other words, Goffman says our personas should be treated as a drama and our actions as an actor in a play. He uses the metaphor the "front stage" and "backstage" to describe the way in

which one should conduct themselves depending on the environment. The “front stage” is what we want we want others to see and believe; it is the product we are presenting. The “backstage” is the opposite, in that it is what we don’t want others to see; it is who we are when we are not in public or posting on social media (Goffman). However, if a negative occurrence happens “backstage” it can be detrimental to someone’s career if they are trying to build a personal brand; a celebrity would be an example. In other words, when a celebrity has an indiscretion in their personal life it could potentially affect their personal brand because their audience might view who they are “behind the scenes” and their personal brand as one. One good example of this would be the Tiger Woods Scandal and his adulterous behavior; even though it was a private matter it led to the downfall of his personal brand as companies no longer wanted to sponsor him. As a result, the self presentation theory and personal branding go hand in hand.

As mentioned in Goffman’s quote above there are times when the individual may not even believe the performance he/she is putting on for those around him. However, if he is aware of what is occurring he can actually become more cognizant of the dynamics that are taking place. This is an extremely important skill to have in the workplace; if you are able to read people and understand what they want from you it can be advantageous in your career. Many people have criticized the self presentation theory because it does not support the idea of authenticity or one trying to be their authentic selves at all times; instead his theory is about fabricating or “self-packaging” yourself (Lair, Sullivan, & Cheney, 2005). In other words, “This puts individuals in the place of products, in which their efforts to appear more human are subverted,” (Banet-Weiser, 2012, p. 51). I understand how one might interpret the theory as cynical and distrustful, but there is some truth to be said in the matter. While one should hold on to their values and beliefs, one should also conduct themselves in such a way that makes them



marketable. You should maintain your sense of self, but you also need to recognize what others want to see from you.

With the rise of technology and social media the rise of personal branding has grown in popularity over the years; people are able to brand themselves from the comfort of their own home on their smart devices. So, branding is no longer just for companies but for individuals as well. In Dr. Hubert Rampersad's book, *Authentic Personal Branding: A new blueprint for building and aligning a powerful leadership brand*, he says, "In life, as in business, branding is more effective, powerful, and sustainable than marketing and sales and an effective way to eliminate your competitors. It's about influencing others, by creating a brand identity that associates certain perceptions and feelings with that identity" (Rampersad, 2009, xi). It is the same way in which you feel about any brand. For example, what feelings do you associate with the company *Coca-Cola*? The company has spent years branding themselves so that the consumer will always think about them in a positive light, even when they are not actually consuming the beverage. For instance, when Coca-Cola changed its tagline from "Open Happiness" to "Taste the Feeling," it maintained its focus on happy images of people connecting and engaging with one another. Coca-Cola did not change its brand identity (Balakrishnan, 2016). Personal branding is the same concept; it is how others think about you when you are not physically present. *What characteristics are associated with you? How are you marketing yourself?*

Dr. Rampersad continues to talk about personal branding by explaining how it is almost essential for success in today's "online, virtual, and digital age," (Rampersad, 2009, xi). Most people are not aware that they are their own brand and as a result they do not manage themselves effectively. We as individuals need to be more aware of the content we are displaying on our

social media pages because we live in a world that defines you by the content you post. For example, if someone is constantly posting pictures of name brand items and lavish vacations on Instagram the world will view them as rich and successful; however, for all we know, they could be thousands of dollars in debt. Depending on where you want your career to go, and what industry you want to be in, it is important to align yourself correctly with the already existing brand. You need to post appropriate content and content that will generate an audience that is interested in what you are doing.

The most successful people in the world like Oprah Winfrey, Michael Jordan, Donald Trump, Richard Branson and Bill Gates have used Personal Branding. They have taken control of how the world perceives them and the message they are trying to send out. As Dr. Rampersad put it, "...become the CEO of your [own] life," because it will allow you to "...actively grow and distinguish yourself as an exceptional professional," (Rampersad, 2009, xi). If people take control of their own lives and how people perceive them, it will train their mindset to always make sure they are differentiating themselves from the crowd. It is important to always try and advance, as well as stay one step ahead, because there are hundreds, if not thousands, of other people who are trying to achieve the same goal you are. What makes *you* unique? What makes *you* different? Sometimes the world requires more than just a great resume; it is about who you are as person and how the world views you.

According to the CEO of multimedia, brand management and production at Full Picture, a branding and public relations agency, Desiree Gruber who helped produce the award-winning show, *Project Runway*, and the annual Victoria's Secret Fashion Show says about personal branding in a Coveteur interview, "... if you're going to create a brand online, it has to be edited. Tell [your followers] what you're going to tell them, tell them again, and then tell them what you

told them. I need to look at your social media and know that there is some through line there and that you're ferreting out something I have not seen before" (Boone & Pantin, 2018). Personal branding is extremely important in today's world and developing a brand online requires that you make yourself unique.

### **EFFECTS OF PERSONAL BRANDING ON BUSINESS**

So, how exactly does branding oneself tie into branding a business? We discussed what personal branding is and how consumers want to feel connected to the brands they are consumers of. As I mentioned earlier, consumers want to feel like companies are having a conversation with them so one way in which this is done is through influencer marketing.

There once was a time where being the "face of the brand" meant that you were typically a celebrity who had just signed a deal with a company to promote the brand with your star status; however, in today's world that no longer is required to achieve brand credibility. Today influencers are the face of brands. Influencer marketing is, "...a type of marketing that focuses on using key leaders to drive your brand's message to the larger market," (TapInfluence, 2017). According to Bill Connolly, Director of Content for the media company, Olapic, "...modern consumers expect authentic brand relationships, and therefore value input of influencers that they trust over celebrities that have a perceived monetary relationship to promote brands and products," (Connolly, n.d.). In other words, consumers seem to trust influencers more than celebrities because brand deals seem to be more authentic than those of a celebrity; it mainly is about perception.

According to Ad Week article from January 2019, 22 percent of respondents from a CivicScience survey said they purchased something because an influencer recommended it while only 12 percent purchased something because a celebrity recommended it (Nickalls, 2019). This

a huge difference and it demonstrates that influencers the have power to effect purchase habits. So, over the past decade influencers have begun to taken advantage of the influence they have by starting their own companies and brands - and they can do it successfully. The reason they are successful is because they are able to use their own personal brands to drive traffic to the business's brand. After developing a strong personal brand image and trust with their followers they have the power to influence how their company brand is perceived. These influencers are the face of their brands and that is what has really changed the game.

### **DEVELOPMENT OF THE HYPOTHESIS**

After analyzing the power that influencers have in today's social media age, I wanted to find out how far does that influence go? In other words, can these influencers, with large social followings, influence their followers to engage with their own brands or businesses? This lead to me to my hypothesis: Being a top influencer automatically translates to having high engagement on your brand or business profile. According to an article in Ad Week, "By using quality influencers who know how to intelligently reach their targeted audiences, brands can create connections between products and people that will last and help generate sales..." (Pavlika 2018). This quote helps explain that brands are using influencers to generate authentic relationships with their consumer because influencers have the ability to advertise to followers who are genuinely interested in what they have to say. So I wanted to find out if those same influencers were able to convince their followers to be interested in a brand or business they created. I wanted to see if their influence was the same between their personal profiles and the brand or business profile. Also, I have to say "or business profile" as not all businesses that influencer's create are qualified enough to be "brands".

## **METHODOLOGY**

The way I decided to find out if being a top influencer automatically translates to having an influential brand or business is by comparing the interaction rate between a top influencer personal profile against their brand/ business profile. For example, Profile A would be a personal profile that an influencer uses to update their followers on events happening within their life and Profile B would be the brand/business profile that the influencer has started. For many influencers, their personal profile is their business; however, this research is specifically targeting influencers who have existing brands outside of their personal one. Also, I chose to study solely Instagram profiles as, “Instagram is the number one social media platform where people share and discover new places, products, and experiences. In fact, 80% of Instagram users voluntarily connect with a brand on Instagram” (Saad & Roseburg 2018). So not only is Instagram the most powerful social media platform, but a high number of its users use the platform to connect with brands making Instagram the perfect place for me to test my hypothesis.

So as mentioned before, I decided to compare interaction rates which is defined as, “The sum of Likes and Comments per post, standardized by the total amount of post of followers” (Quintly, n.d.). It could also be written as a formula:

$$\text{Interaction Rate (IR)} = \frac{\# \text{ Likes} + \# \text{ Comments}}{\# \text{ Post}} * \frac{100\%}{\# \text{ Avg Followers}}$$

The reason I chose to study the different interaction rates between a personal profile and a business profile is that it would give me a better insight into the amount of engagement that is taking place on the actual profile. If an influencer has *similar* interaction rates on both their

personal profile and their brand/business profile that would allow me to assume that their influence is strong enough where people not only care about their personal life but the life of the brand/business as well. In other words, the influencer's "influence" transcends to the brand/business. On the other hand, if an influencer has *different* engagement rates on both their personal profile and their brand/business profile that would allow me to assume that there is a disconnect between the influencer and the brand/business. In other words, people are either more invested in the life of the influencer or the life of the brand/business- but not both. Also, I need to make mention that I have to use "people" as opposed to "followers" because if I stated that "*followers* are more invested in the life of the influencer or the life of the brand" that would be assuming that every individual is following both the personal profile and the brand profile which is definitely not the case therefore I use "people."

So, the first step in collecting research was to find a platform that would calculate interaction rates for multiple Instagram profiles. After researching different services I discovered, Quintly, which is a social media analytics and benchmarking tool used by professionals. While Quintly offered me the opportunity to study different Instagram profiles, there was certain criteria that had to be met in order for me to upload the profile into their database. First, each profile has to be a public profile which is just a profile that is viewable for anyone to see. Second, each profile had to be a business profile which is a profile that is recognized for being a business; even if the profile is someone's personal profile it still must be recognized as a "business profile" not to be confused with an Influencer having a profile dedicated to their business; to not get confused we will call this "certified business profile." What this means is that an Instagram account is synced to a Facebook business page. According to Facebook, who owns Instagram, "With an Instagram [certified] business profile, you can see

real-time metrics on how your stories and promoted posts perform, get insights into how followers are interacting with your content, and unlock features available only to businesses that make it easier to get noticed and drives sales” (Facebook, n.d.). With that being said, this limited me to who I was able to study as many influencers do not make their personal profiles certified business profiles. So, in choosing my subjects I had to make sure they met this criteria. Also, Quintly informed me that their system starts tracking profiles the moment that the profile is added into their database which means that the amount of history available for each profile is different. In order to remain consistent I needed to make sure that the starting and ending dates in which I was tracking these profiles was the same; this will be discussed in more depth later.

Naturally, after selecting which service to use, my next step was to find a list of top influencers in which I would study. The best list I found was the Forbes Top Influencers list of 2017 (which is their most recent list). The Forbes Top Influencers list is a list of, “...power players who have turned their social media audiences on platforms like Instagram...into fortunes and empires” (O’Connor 2017). The list also breaks up influencers into different categories so I chose to study influencers from the fashion, food and fitness categories. I chose fashion because in today’s modern world many young people are discovering new fashion brands on Instagram. According to a 2018 Harper’s Bazaar article, “...some of the best new fashion brands can be found on Instagram” (Fisher 2018). I then chose the food category because there are so many different kinds of brands that could fall under food such as restaurants or specialty food businesses. For example, a brand called “Black Tap” went viral on Instagram for its giant and colorful shakes. Black Tap owner, Chris Barish, said in an interview, ““Instagram was something we cared about, but we certainly were not trying to become an Instagram brand...We had a [social media] following before the milkshakes based on our burgers. The milkshakes put it over

the top’” (Yurieff 2018). This is one example of how Instagram can affect a food brand. Lastly, I chose the fitness category because for many fitness brands Instagram is the perfect place to create a community of people who are all after the same goal. For example, the company, Women’s Best, “...a globally recognized brand that boasts over 3.5 million Instagram followers and hundreds of thousands of loyal customers” uses Instagram marketing to create an online community (Heitner 2018). After choosing the categories, I next chose the influencers from each category. As I mentioned before, each influencer had to meet certain criteria in order for me to upload their profile on Quintly; this limited me in who I could select to study.

Next, I decided that I would study three influencers for each category on the Forbes Top Influencers list. First, for fashion, I chose Chiara Ferragni, a Milan native who launched her blog, The Blonde Salad in 2009 before the days of Instagram. Today, she owns a clothing brand called the “Chiara Ferragni Collection.” Second, I chose Jenn Im who rose to fame on her YouTube channel, Clothes Encounters, that she began in 2010. Today, she owns the brand, Eggie, which is a direct-to-consumer line that is known for its comfy, cool looks including hoodies and jumpsuits. Lastly, I chose Nicolette Mason who began a blog in 2008 while working for a design firm. She later on got her rise to fame when she was contacted by Vogue Italia to write for their “Curvy” vertical. Today, she co-owns the plus-size apparel line, Premme (Forbes Top Influencers 2017).

For the food category, I first chose Joy Wilson, who began blogging in 2008. She is mostly known for her three cookbooks and her Instagram account “drake on cake” where she creates cakes and places song lyrics from the musical artist, Drake, on top. However, she also owns, The Bakehouse, which is a business in New Orleans that offers cooking classes, workshops, events, and private parties. Second, I chose Ali Maffucci who began blogging in



2013 after learning about “spiralizing” which is turning fruits and vegetables into healthy “noodles.” Not only is she the author of three cookbooks but she is the founder of brand, Inspiralized, which offers kitchen supplies, recipes and more (Forbes Top Influencers 2017) . Lastly, I chose Daniel Churchill who rose to fame after appearing on MasterChef Australia and serving as Lindsey Vonn’s personal chef during the 2018 Olympics. Today he owns his own restaurant, Charley St. that is equipped with a media studio and in house production team so he can quickly create instructional videos and collaborations with other chefs (Forbes 30 Under 30 2019). Daniel Churchill is the only influencer that was not on the Forbes Top Influencers 2017 list. The reason for this is because on the Forbes Top Influencers list from 2017 there were only 10 influencers from the food category and the only ones who met the needed criteria, and had an outside brand/business, were Joy Wilson and Ali Maffucci. With that said, I chose Daniel from a very similar list which was the Forbes 20 Under 30 2019 list under the Food & Drink Category.

For the fitness category, I first chose Simeon Panda, a fitness trainer who began blogging in 2013 and over the years has over 8 million followers on Instagram and Facebook. Today, he owns the clothing brand SP Aesthetics Sportswear. Second, I chose Cassey Ho who is a pilates instructor that created a YouTube channel in 2009 that has led to her having a very large following. Today, she owns the brand Popflex Active which sells workout apparel and accessories like yoga mats. Lastly, I chose Kayla Itsines who co-founded The Bikini Body Training Company in 2014 and since has built a community of over 11 million people who trust her workout and recipe guide for a healthier lifestyle. Today, she is a trainer at, Sweat, which is one of world’s largest digital gyms (Forbes Top Influencers 2017).

At this point, I had a total of 9 influencers with 3 influencers from the fashion, food and fitness category. However, I wanted a total of 12 influencers but no other category had three

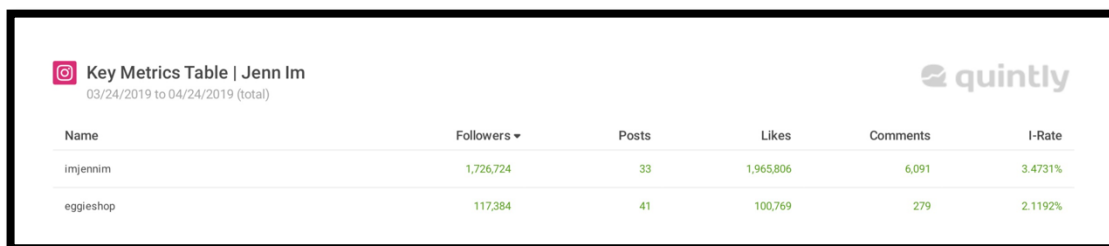
influencers, or even two, that met the criteria that I needed. So, I decided to create to create a fourth category called “Other” where I chose three influencers from three different industries. First, I chose Paloma Contreras from the home category. Paloma is a Houston, Texas based interior designer who began blogging over a decade ago which led to magazines, and famous brands like Kitchen Aid, approaching her. Today, she owns Paloma & Co. which is a business that curates different pieces for homes. Second, I chose Gary Vaynerchuck from the technology category. In the 1990s, Gary took his family’s wine business online, launched a webcast in 2006 and then a digital agency in 2009 that he co-founded with his brother. Today, he’s an investor, the host of a YouTube doc-series, a podcast and runs the Media/News Company called ONE37pm. Lastly, from the travel category I chose Brian Kelly. Brian earned his fame from starting the blog, The Points Guys, where he shared how to travel the world on a budget. In 2016, Chase Bank hired him launch their new credit card. Today, The Points Guy is a brand that offers insider access to all things travel (Forbes Top Influencers 2017).

After selecting the influencers I was going to study I added their Instagram personal profiles and brand/business profiles to the Quintly database. Some of the profiles were previously added which meant that they had tracking history and other profiles were not added which meant that they did not have tracking history. I decided to track the profiles for 1 month. To be exact, I began the tracking March 24<sup>th</sup> and ended April 24<sup>th</sup> for a total of 30 days. Even though a longer amount of time would perhaps give deeper insight, focusing on a single month also allows me to see the current interaction rate. However, I need to make notes that some of the profiles I studied were tracked for a total of 17 days as they were added in past March 24th. To see the exact dates please refer to Appendix A.

So with that said, to review the profiles I chose to study:

FASHION	FOOD	FITNESS	OTHER
<u>Influencer</u> : Chiara Ferragni <u>Brand</u> : Chiara Ferragni Collection	<u>Influencer</u> : Joy Wilson <u>Business</u> : The Bakehouse	<u>Influencer</u> : Simeon Panda <u>Brand</u> : SP Aesthetics Sportswear	<u>Influencer</u> : Paloma Contreras <u>Business</u> : Paloma & Co.
<u>Influencer</u> : Jenn Im <u>Brand</u> : Eggie	<u>Influencer</u> : Ali Maffucci <u>Brand</u> : Inspiralized	<u>Influencer</u> : Cassey Ho <u>Brand</u> : Popflex Active	<u>Influencer</u> : Gary Vaynerchuck <u>Business</u> : ONE37pm
<u>Influencer</u> : Nicolette Mason <u>Brand</u> : Premme	<u>Influencer</u> : Dan Churchill <u>Business</u> : Charley St.	<u>Influencer</u> : Kayla Itsines <u>Brand</u> : Sweat	<u>Influencer</u> : Brian Kelly <u>Brand</u> : The Points Guy

After the tracking period had ended, I created a Key Metric Table on Quintly for each influencer and their corresponding brand/business. Each table displayed the # of followers, # of posts, # of likes, # of comments and the interaction rate for the amount of time they were tracked for both the personal and brand/business profile. Here is an example of those tables; to see all of them please refer to Appendix A:



Name	Followers ▼	Posts	Likes	Comments	I-Rate
imjennim	1,726,724	33	1,965,806	6,091	3.4731%
eggieshop	117,384	41	100,769	279	2.1192%

## **RESULTS & DISCUSSION**

After the month had passed I was able to analyze my results and answer my hypothesis question which is: Being top influencer automatically translate to having high engagement on your brand or business profile.

To reiterate, the Key Metrics Charts that I created had # of followers, # of posts, # of likes, # of comments as well as interaction rates. The metric I was interested in the most was interaction rates as they would help me get a better understanding of the engagement on the profiles. So, I decided to break down the interaction rates in order for me to compare the I-Rate of the personal profile to the brand or business profile. Please refer to Appendix B to see the breakdown. Here is an example of one of the breakdowns:

<u>Influencer:</u> Jenn Im
<u>IR:</u> 3.7431%
<u>Brand:</u> Eggie
<u>IR:</u> 2.1192%

Next, I decided to find the absolute difference of the interaction rates as this would give me a closer insight into the relationship between the profiles by subtracting the interaction rates. If the difference is smaller, or closer to “0”, that tells me that the profiles share similar interaction rates which would lead me to believe that there is a close association between the personal and brand or business. In other words, it shows that people are almost as engaged with the personal profile as they are with the brand/business profile. On the other hand, if the difference is larger, or further from “0”, that would leave me to believe that there is a weaker association between the personal and brand or business. Also, it shows that people are not as

engaged with the personal profile as they are with the brand/business profile. With that said, I listed out the absolute differences for each of the profiles in Appendix C. Here is one example:

<u>Influencer:</u> Jenn Im
<u>IR:</u> 3.7431%
<u>Brand:</u> Eggie
<u>IR:</u> 2.1192%
<u>Absolute Difference:</u> 1.6239%

While finding the absolute difference gives some insight, it is still hard to determine if the difference shows a strong association or a weak one because there is no base to go off of. Therefore, the next step would be to compare all of the differences by calculating the index of each relationship and then calculating the average of those indices. First, to calculate the index I divided the higher IR by the lower IR. You can see the full breakdown in Appendix D. Here is an example:

<u>Influencer:</u> Jenn Im
<u>IR:</u> 3.7431%
<u>Brand:</u> Eggie
<u>IR:</u> 2.1192%
<u>Absolute Difference:</u> 1.6239%
<u>Index:</u> 1.77

Second, I calculated the *average* index by adding all 11 indexes and dividing by 11. I did not divide by 12 as one of profiles I studied did not have an I-Rate available; this is something I will discuss later. Anyway, once I finished my calculations I found that the average index was 2.13.

Next, it was time to compare the indices to the average index. Doing this allowed me to not only see how the associations of the personal profile to the brand/business profile but also to see if there are any patterns or trends. So with that said, after taking a close look at the results I saw that 7 profiles were below the average index and 2 profiles above the average index. Lastly, one profile was extremely close with the index being a 2.16 and the other was exactly equal to the average index of 2.13. Once again, please refer to Appendix D for the full breakdown.

As mentioned, the average index was created as a base to compare the other indices to. In this case, I used 2.13 as the average index or the average association between a personal profile and a brand/business profile. So, the 7 profiles that were below the average index have a stronger association between the personal profile and the brand/business profile. On the other hand, the profiles that were above the average index have a weaker association between the personal profile and the brand/business profile. Also, the only pattern I noticed was that both fitness profiles had stronger associations; however, it is hard for me to make any conclusion as one of the influencers I studied did not have enough data. Other than that, there were no patterns or trends that stood out; in fact, the data seemed to be all over the place except for the fact that more profiles were below the average index than above it.

As a result, I can answer my hypothesis question which is: Being a top influencer automatically translate to having high engagement on your brand or business profile. The answer would be no. No, being a top influencer does not automatically translate to having high engagement on your brand or business profile. I determined this based on three aspects of my data. First, when looking at the interaction rates I was able to see that many personal profiles had higher interaction rates than their brand/business profile which means that those influencers are known more for their personal profile than their brand/business profile. For example, Jenn Im,

the fashion influencer, had an interaction rate of 3.7431% on her personal profile but 2.1192% on her brand, Eggie, profile. This tells me that her influence on her personal profile does not fully translate over to her brand. On the other hand, the opposite occurred where some personal profiles had lower interaction rates than their brand/business profile which means that those influencers are known mainly for their brand or business. For example, Dan Churchill, the celebrity chef, had an interaction rate of 1.7479% on his personal profile but 2.7555% on his business, Charley St, profile. This tells me that his influence is not extremely meaningful to the business as the business has a life of its own.

Second, when looking at the absolute differences I was able to clearly see that there is in fact a disconnect between some of the personal profile and brand/business profile. The further the absolute differences were from 0 meant that there was a weaker association between the personal profile and the brand/business profile. Every profile was greater than 0; however, there were a few that stood out. Ali Maffucci, who is top food influencer, had an absolute difference of 4.1355% which means that there is very weak association, compared to the other differences, between her personal profile and brand. When taking a closer look her personal profile had an interaction rate of 0.7799% and her brand, Inspiralized, had an interaction rate of 4.9154% which tells me that her personal profile has very little to do with the engagement taking place on the brand's profile; once again the brand's profile has a life of its own.

Thirdly, when looking at the indices there were a few that were above the average index of 2.13 which meant that they had a weaker association between the personal profile and the brand/business profile. One example would be Joy Wilson who had an index of 2.74. Another example would be Ali Maffucci who had an index of 6.30. These are a few examples of that answer that disprove my hypothesis.

However, with all of that said, there were of course some influencers who did have high interaction rates on their personal profiles and brand/business profiles. For example, Brian Kelly, the travel influencer, had an absolute difference of 0.026% which says that there is very little differences in the interaction rates between both profiles meaning that he has done a good job of translating his personal profile engagement over to his brand. Another example would be fitness influencer, Kayla Itsines, who had an absolute difference of 0.038%. She has done a great job of closely associating her personal brand to her business brand.

At this point the data showed that sometimes influencers have close interaction rates to their brand or business profile and other times they do not. So, the next question that I asked is: Why do some influencers have stronger associations their brand or business than others? The truth is that is hard to give an definitive answer to this question. When analyzing the results from Quintly I saw that number of times someone posted did not have a positive correlation to the I-Rate; the data was extremely varied. For example, Ali Maffucci, the food influencer, posted 12 times on her personal profile and had an I-Rate of 4.9154% and then posted 37 times on her brand profile and had an I-Rate of 0.7799%. On the other hand, Paloma Contreras posted 17 times on her personal profile and business profile which led to two different interaction rates. Her personal profile had an I-Rate of 1.2149% and her brand profile had an I-Rate of 2.2802%. With this said, I concluded that the amount of times someone posts does not necessarily translate to a higher I-Rate. However, what it could mean is that the profile that is receiving a higher I-Rate has much more engaging content.

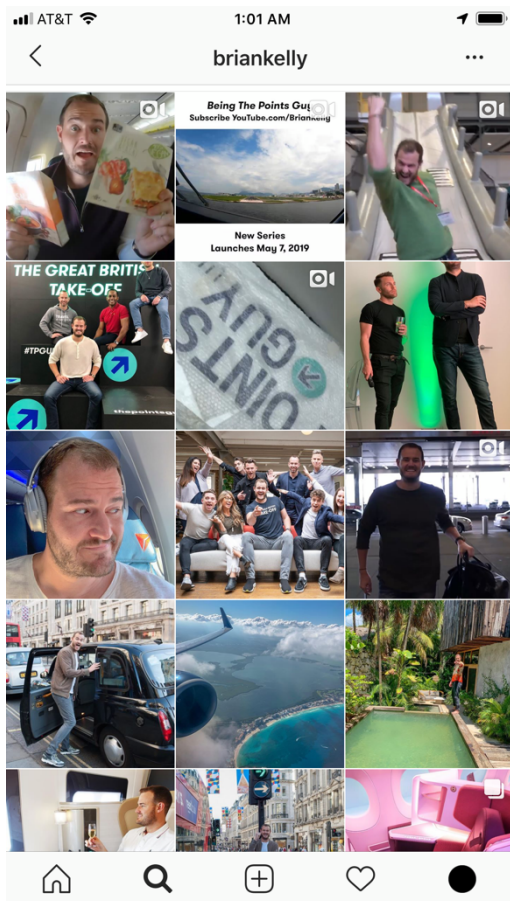
According to Jeff Bullas, Forbes top influencer of Chief Marketing Officers and the world's top social marketing talent, "Just like any other social media platform, your Instagram audience wants consistency. Consistency in your posting schedule, and consistency in the quality



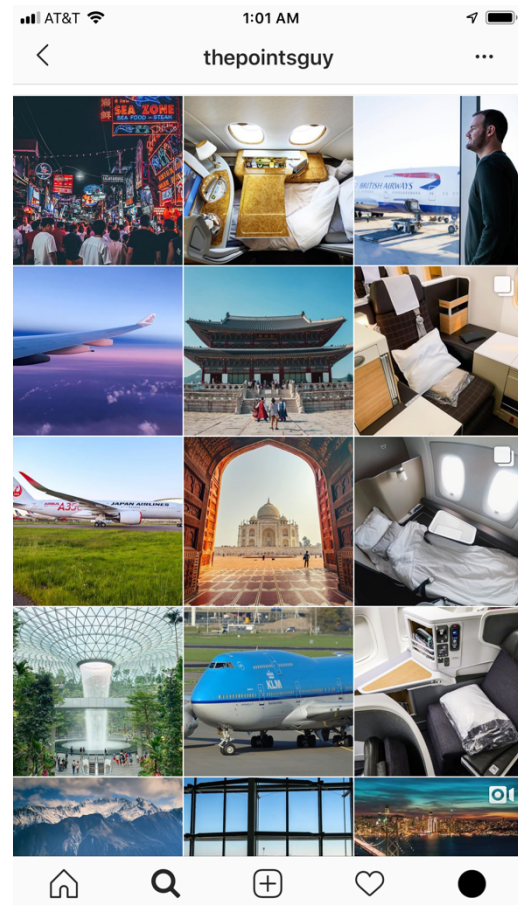
of your content” (Bullas 2018). So, one of the ways to achieve a higher I-Rate is to have consistent quality content that really speaks to the brand image. Also, since brand image is considered not only the individual but the personal as well it could be that influencers who have a consistent brand image across all profiles have stronger associations. We can look at two examples:

First, let's take a look at the travel influencer, Brian Kelly, who had a very strong association as he had an absolute difference of only 0.026% and an index of 1.03 which was below average. Here are screenshots of both his personal profile and his brand profile.

## Personal Profile

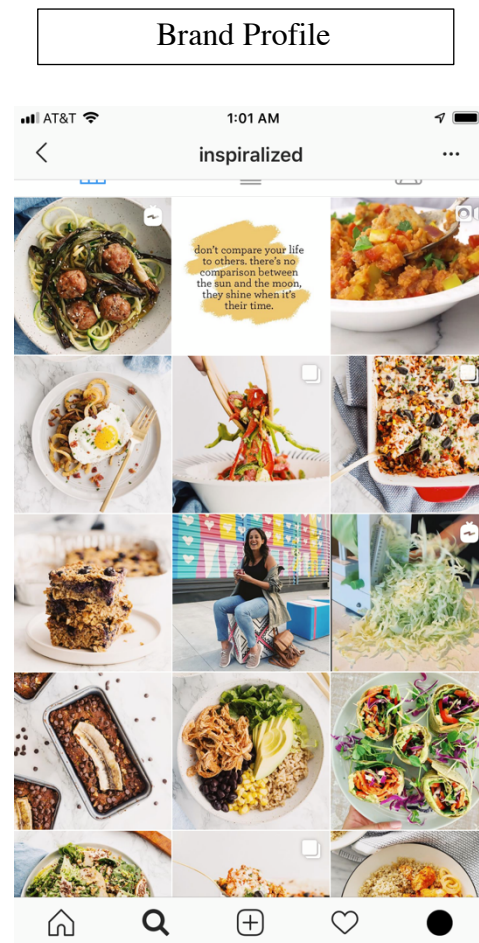


## Brand Profile



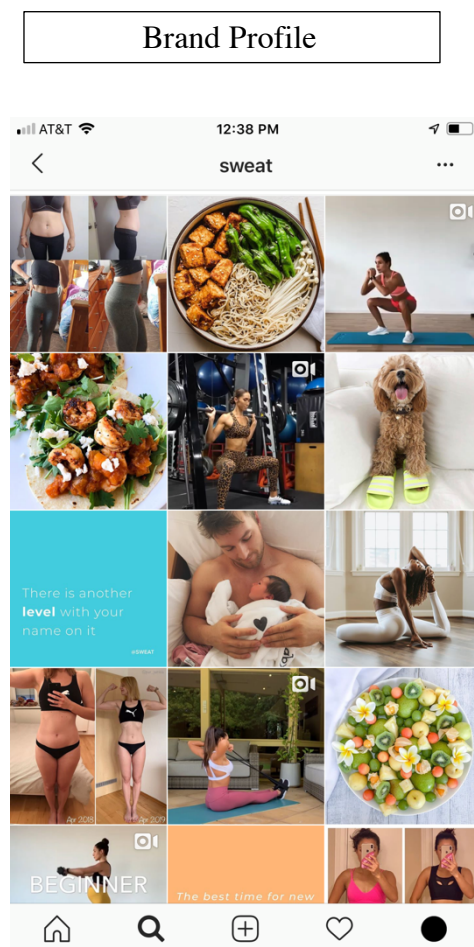
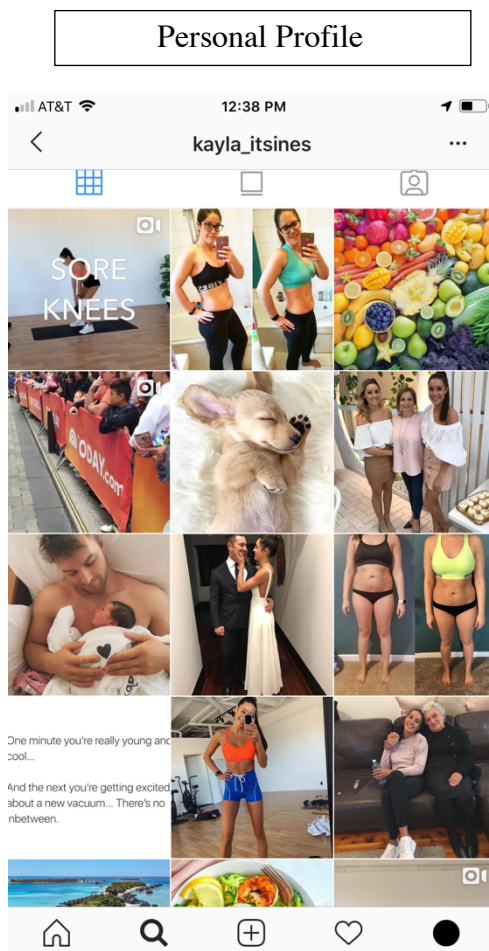
After closely examining the content that Brian Kelly is posting I was able to see the overall brand image. On both profiles he is posting about traveling and sharing captivating images and videos from those travels.

Next let's take a look at the food influencer, Ali Maffucci, who had a very weak association as he had an absolute difference of 4.1355% and an index of 6.30 which was above average. Here are screenshots of both her personal profile and brand profile.



After analyzing both of her profiles I noticed that the brand image was not consistent. On her personal profile she posted for content of her family and herself. On her brand's page she posted mainly meal photos. While the quality of the content is captivating there seems to lack a consistent brand image across the profiles. If I was to stumble upon her personal profile I would not be able to tell, without reading her biography, that she is the owner of a large food brand as most of her content is related to her family life.

To see if this theory is true I tested it out with two other influencers. For fitness influencer, Kalya Itsines, who had a who had a very strong association as she had an absolute difference of only 0.038% and an index of 1.07 which was below average. Here are screenshots of both her personal profile and her brand profile.

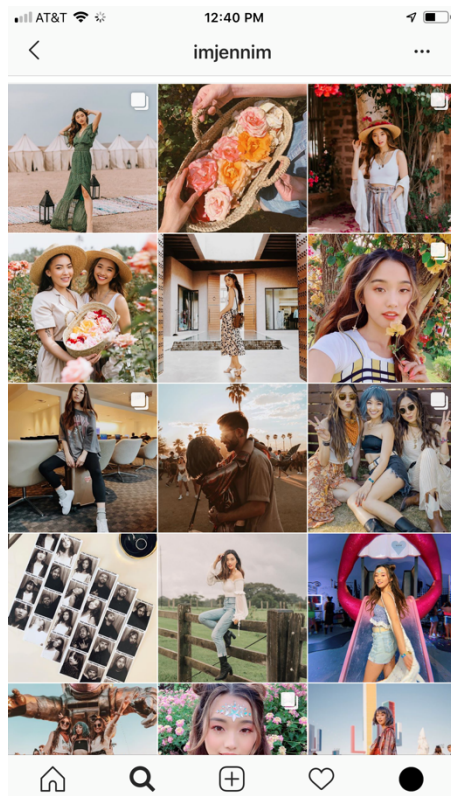




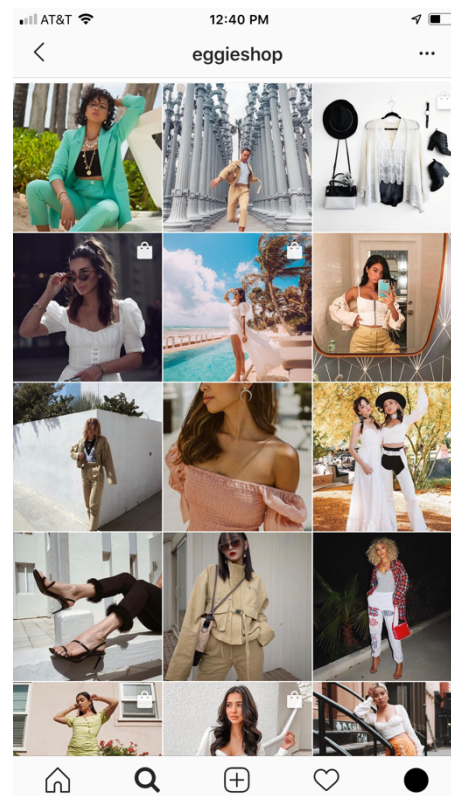
Once again I can see that the content on her personal profile and business profile is very similar; in fact, she even posts some of the same photos on both accounts. She is posting photos of weight loss, healthy meals, and inspirational quotes. There is a consistent brand image and voice across her profiles which leads to her having a strong association.

I also decided to take a look at an influencer who did not have a very strong association but not a weak one either. For fashion influencer, Jenn Im, she had an absolute difference of 1.6239% and an index of 1.77 which was below average. Here are screenshots of both her personal profile and her brand profile.

Personal Profile



Brand Profile



By looking closely at her content there is definitely a brand image. I can see that her posts are fashion related with a concentration on travel. The reason why she may not have a stronger association is due to the fact that she posts more photos of her everyday life on her personal profile and more photos of others on the brand profile. If she was more personal on the brand profile that may allow her to have a stronger association.

As a result, some influencers have stronger associations to their brand or business because of the fact that their brand image is consistent across all platforms. As I mentioned earlier in the literature review a brand needs to be able to have a clear message as to what the brand stands for; there has to be consistency across all mediums and platforms. The same way that a company needs to be consistent on every platform it advertises the same applies for influencers.

Overall, if I had the opportunity to collect my data differently there would be a few things I would change. First, I would have collected more data over a longer time frame to obtain more accurate results and also analyze how interaction rates change over time. I ran into an issue with the influencer, Simeon Panda, as I was unable to collect any interaction rates from his profile since he did not post in the given time frame. However, him not posting anything in over two weeks is also something to be questioned. Nonetheless, I would also focus on one industry such as fashion. This would allow me to see how different influencers, who post similar content, perform; doing this also eliminates more variables. Lastly, I would try and find a database that did limit me in the type of profiles I could study; this was a major issue given the fact that most profiles are not Facebook business profiles.

## **CONCLUSION**

My original hypothesis was: Being a top influencer automatically translates to having high engagement on your brand or business profile. After research and data collection I came to discover that being a top influencer does not automatically translate to having high engagement on your brand or business profile. Many of the influencers I studied did have a high interaction rate on their personal profile; however, they did on their brand/business profile. I also discovered the opposite where influencers had a low interaction rate on their personal profile but a high interaction rate on the brand/business profile.

I originally assumed that being a top influencer automatically gave you the power to connect to your audience across multiple platforms or in this case profiles. However, this is not the case. Your audience may not follow or engage with you on your business or brand profile because there is not a consistent brand image. Consistency is a major component, if not the largest component, in having a successful brand image. This consistency must transcend across all platforms and all profiles. If an influencer has a high interaction rate on one of their profiles they should question why there is not the same level of interaction on the weaker profile. Clearly, if there is a higher interaction on a given profile the audience feels more connected and is more engaged with the content that is being delivered. Overall, interaction rates give you key insight into not only how well a profile is performing but if your audience is connected to the content. If companies used this type of quantitative data when deciding which influencers to work with they would be able to see which influencers are succeeding in their own personal endeavors. This insight can make more companies aware and allow them to choose influencers who know how to successfully use their influence to drive traffic to their brand/business. As a result, if influencers

can drive traffic to their brand/business they will be more likely to be able to drive traffic to any brand they work with; this is something companies should take into consideration.

To conclude, in order to build a relationship with the consumer and successfully use your influence to drive traffic to the brand/business you must develop a successful brand image. As discussed earlier the way in which you do this is by having brand credibility, brand uniqueness, and of course establishing a brand identity. That is how influencers have a strong association to their brand/business.



## APPENDIX

### Appendix A



NOTE: The personal profile is the first row and their business brand is the second row.



#### **FASHION INFLUENCERS:**

**TRACKING: 3/24/2019 – 4/24/2019 (30 Days) \***

 Key Metrics Table   Chiara Ferragni <small>03/24/2019 to 04/09/2019 (total)</small> 					
Name	Followers ▼	Posts	Likes	Comments	I-Rate
chiaraferragni	16,329,046	54	20,876,705	93,473	2.3842%
chiaraferragnicollection	1,034,517	48	549,898	2,456	1.1169%

*\*NOTE FOR CHIARA FERRAGNI: After 4/9/2019 her profile was no longer able to be tracked on Quintly's database. Therefore she was studied for 17 days.*

 Key Metrics Table   Jenn Im <small>03/24/2019 to 04/24/2019 (total)</small> 					
Name	Followers ▼	Posts	Likes	Comments	I-Rate
imjennim	1,726,724	33	1,965,806	6,091	3.4731%
eggieshop	117,384	41	100,769	279	2.1192%

 Key Metrics Table   Nicolette Mason <small>03/24/2019 to 04/24/2019 (total)</small> 					
Name	Followers ▼	Posts	Likes	Comments	I-Rate
nicolettemason	177,599	17	30,808	1,392	1.0691%
preme.us	80,624	18	31,964	979	2.3089%





**FOOD INFLUENCERS:  
TRACKING: 3/24/2019 – 4/24/2019 (30 Days)**



 Key Metrics Table   Joy Wilson 03/24/2019 to 04/24/2019 (total) 					
Name	Followers ▼	Posts	Likes	Comments	I-Rate
joythebaker	447,719	19	90,209	1,426	1.0792%
thebakehouseenola	18,034	30	15,193	379	2.9573%

 Key Metrics Table   Ali Maffucci 03/24/2019 to 04/24/2019 (total) 					
Name	Followers ▼	Posts	Likes	Comments	I-Rate
inspiralized	201,763	37	53,249	4,953	0.7799%
inspiralizedali	31,863	12	18,193	474	4.9154%



\*NOTE FOR ALI MAFFUCCI: *The personal profile is the second row and their business brand is the first row.*



 Key Metrics Table   Dan Churchill 03/24/2019 to 04/24/2019 (total) 					
Name	Followers ▼	Posts	Likes	Comments	I-Rate
dan_churchill	65,903	24	26,405	796	1.7479%
charleyst	6,138	12	1,892	86	2.7555%

**FITNESS INFLUENCERS:**  
**TRACKING: 4/11/2019 – 4/27/2019 (17 Days)**

 Key Metrics Table   Simeon Panda 04/11/2019 to 04/27/2019 (total)							
Name	Followers ▼	Posts	Likes	Comments	I-Rate		
simeonpanda	5,126,909	44	2,503,263	23,789	1.1254%		
sp_aesthetics	102,887	0	0	0	n/a		



*\*NOTE FOR SIMEON PANDA: The business brand did not post anything in the given time frame & therefore there is no I-Rate available.*

 Key Metrics Table   Cassey Ho 04/11/2019 to 04/27/2019 (total)							
Name	Followers ▼	Posts	Likes	Comments	I-Rate		
blogilates	1,539,414	19	665,236	9,464	2.3061%		
popflex_active	173,069	17	48,565	2,750	1.7384%		



 Key Metrics Table   Kayla Itsines 04/11/2019 to 04/27/2019 (total)							
Name	Followers ▼	Posts	Likes	Comments	I-Rate		
kayla_itsines	11,433,932	43	2,664,884	27,873	0.5494%		
sweat	562,784	31	86,815	1,241	0.5114%		

**OTHER INFLUENCERS:**  
**TRACKING: 4/11/2019 – 4/27/2019 (17 Days)**


**HOME:**

 Key Metrics Table   Paloma Contreras 04/11/2019 to 04/27/2019 (total)							
Name	Followers ▼	Posts	Likes	Comments	I-Rate		
palomacontrerasdesign	126,909	17	25,037	1,004	1.2149%		
shoppalomaandco	10,456	17	3,859	96	2.2802%		

**TECHNOLOGY:**

 Key Metrics Table   Gary Vaynerchuk 04/11/2019 to 04/27/2019 (total)							
Name	Followers ▼	Posts	Likes	Comments	I-Rate		
garyvee	5,709,376	34	4,068,098	78,926	2.1596%		
one37pm	148,572	76	164,414	6,076	1.5360%		

**TRAVEL:**

 Key Metrics Table   Brian Kelly 04/11/2019 to 04/27/2019 (total)							
Name	Followers ▼	Posts	Likes	Comments	I-Rate		
briankelly	218,448	11	18,201	575	0.7827%		
thepointsguy	211,961	46	76,195	1,501	0.8087%		

**Appendix B**

FASHION	FOOD	FITNESS	OTHER
<u>Influencer:</u> Chiara Ferragni <u>IR:</u> 2.3842%  <u>Brand:</u> Chiara Ferragni Collection <u>IR:</u> 1.1169%	<u>Influencer:</u> Joy Wilson <u>IR:</u> 1.0792%  <u>Business:</u> The Bakehouse <u>IR:</u> 2.9573%	<u>Influencer:</u> Simeon Panda <u>IR:</u> 1.1254%  <u>Brand:</u> SP Aesthetics Sportswear <u>IR:</u> n/a (please refer to Appendix A)	<u>Influencer:</u> Paloma Contreras <u>IR:</u> 1.2149%  <u>Business:</u> Paloma & Co. <u>IR:</u> 2.2802%
<u>Influencer:</u> Jenn Im <u>IR:</u> 3.7431%  <u>Brand:</u> Eggie <u>IR:</u> 2.1192%	<u>Influencer:</u> Ali Maffucci <u>IR:</u> 0.7799%  <u>Brand:</u> Inspiralized <u>IR:</u> 4.9154%	<u>Influencer:</u> Cassey Ho <u>IR:</u> 2.3061%  <u>Brand:</u> Popflex Active <u>IR:</u> 1.7384%	<u>Influencer:</u> Gary Vaynerchuk <u>IR:</u> 2.1596%  <u>Business:</u> ONE37pm <u>IR:</u> 1.5360%
<u>Influencer:</u> Nicolette Mason <u>IR:</u> 1.0691%  <u>Brand:</u> Premme <u>IR:</u> 2.3089%	<u>Influencer:</u> Dan Churchill <u>IR:</u> 1.7479%  <u>Business:</u> Charley St. <u>IR:</u> 2.7555%	<u>Influencer:</u> Kayla Itsines <u>IR:</u> 0.5494%  <u>Brand:</u> Sweat <u>IR:</u> 0.5114%	<u>Influencer:</u> Brian Kelly <u>IR:</u> 0.7827%  <u>Brand:</u> The Points Guy <u>IR:</u> 0.8087%

**Appendix C**

FASHION	FOOD	FITNESS	OTHER
<u>Influencer:</u> Chiara Ferragni <u>IR:</u> 2.3842%  <u>Brand:</u> Chiara Ferragni Collection <u>IR:</u> 1.1169%  <u>Absolute Difference:</u> 1.2673%	<u>Influencer:</u> Joy Wilson <u>IR:</u> 1.0792%  <u>Business:</u> The Bakehouse <u>IR:</u> 2.9573%  <u>Absolute Difference:</u> 1.8781%	<u>Influencer:</u> Simeon Panda <u>IR:</u> 1.1254%  <u>Brand:</u> SP Aesthetics Sportswear <u>IR:</u> n/a (please refer to Appendix A)  <u>Absolute Difference:</u> n/a	<u>Influencer:</u> Paloma Contreras <u>IR:</u> 1.2149%  <u>Business:</u> Paloma & Co. <u>IR:</u> 2.2802%  <u>Absolute Difference:</u> 1.0653%
<u>Influencer:</u> Jenn Im <u>IR:</u> 3.7431%  <u>Brand:</u> Eggie <u>IR:</u> 2.1192%  <u>Absolute Difference:</u> 1.6239%	<u>Influencer:</u> Ali Maffucci <u>IR:</u> 0.7799%  <u>Brand:</u> Inspiralized <u>IR:</u> 4.9154%  <u>Absolute Difference:</u> 4.1355%	<u>Influencer:</u> Cassey Ho <u>IR:</u> 2.3061%  <u>Brand:</u> Popflex Active <u>IR:</u> 1.7384%  <u>Absolute Difference:</u> 0.5677%	<u>Influencer:</u> Gary Vaynerchuk <u>IR:</u> 2.1596%  <u>Business:</u> ONE37pm <u>IR:</u> 1.5360%  <u>Absolute Difference:</u> 0.6236%
<u>Influencer:</u> Nicolette Mason <u>IR:</u> 1.0691%  <u>Brand:</u> Premme <u>IR:</u> 2.3089%  <u>Absolute Difference:</u> 1.2398%	<u>Influencer:</u> Dan Churchill <u>IR:</u> 1.7479%  <u>Business:</u> Charley St. <u>IR:</u> 2.7555%  <u>Absolute Difference:</u> 1.0076%	<u>Influencer:</u> Kayla Itsines <u>IR:</u> 0.5494%  <u>Brand:</u> Sweat <u>IR:</u> 0.5114%  <u>Absolute Difference:</u> 0.038%	<u>Influencer:</u> Brian Kelly <u>IR:</u> 0.7827%  <u>Brand:</u> The Points Guy <u>IR:</u> 0.8087%  <u>Absolute Difference:</u> 0.026%

**Appendix D**

<b>FASHION</b>	<b>FOOD</b>	<b>FITNESS</b>	<b>OTHER</b>
<u>Influencer:</u> Chiara Ferragni <u>IR:</u> 2.3842%  <u>Brand:</u> Chiara Ferragni Collection <u>IR:</u> 1.1169%  <u>Absolute Difference:</u> 1.2673%  <u>Index:</u> 2.13	<u>Influencer:</u> Joy Wilson <u>IR:</u> 1.0792%  <u>Business:</u> The Bakehouse <u>IR:</u> 2.9573%  <u>Absolute Difference:</u> 1.8781%  <u>Index:</u> 2.74	<u>Influencer:</u> Simeon Panda <u>IR:</u> 1.1254%  <u>Brand:</u> SP Aesthetics Sportswear <u>IR:</u> n/a (please refer to Appendix A)  <u>Absolute Difference:</u> n/a  <u>Index:</u> n/a	<u>Influencer:</u> Paloma Contreras <u>IR:</u> 1.2149%  <u>Business:</u> Paloma & Co. <u>IR:</u> 2.2802%  <u>Absolute Difference:</u> 1.0653%  <u>Index:</u> 1.88
<u>Influencer:</u> Jenn Im <u>IR:</u> 3.7431%  <u>Brand:</u> Eggie <u>IR:</u> 2.1192%  <u>Absolute Difference:</u> 1.6239%  <u>Index:</u> 1.77	<u>Influencer:</u> Ali Maffucci <u>IR:</u> 0.7799%  <u>Brand:</u> Inspiralized <u>IR:</u> 4.9154%  <u>Absolute Difference:</u> 4.1355%  <u>Index:</u> 6.30	<u>Influencer:</u> Cassey Ho <u>IR:</u> 2.3061%  <u>Brand:</u> Popflex Active <u>IR:</u> 1.7384%  <u>Absolute Difference:</u> 0.5677%  <u>Index:</u> 1.33	<u>Influencer:</u> Gary Vaynercheck <u>IR:</u> 2.1596%  <u>Business:</u> ONE37pm <u>IR:</u> 1.5360%  <u>Absolute Difference:</u> 0.6236%  <u>Index:</u> 1.41
<u>Influencer:</u> Nicolette Mason <u>IR:</u> 1.0691%  <u>Brand:</u> Premme <u>IR:</u> 2.3089%  <u>Absolute Difference:</u> 1.2398%  <u>Index:</u> 2.16	<u>Influencer:</u> Dan Churchill <u>IR:</u> 1.7479%  <u>Business:</u> Charley St. <u>IR:</u> 2.7555%  <u>Absolute Difference:</u> 1.0076%  <u>Index:</u> 1.58	<u>Influencer:</u> Kayla Itsines <u>IR:</u> 0.5494%  <u>Brand:</u> Sweat <u>IR:</u> 0.5114%  <u>Absolute Difference:</u> 0.038%  <u>Index:</u> 1.07	<u>Influencer:</u> Brian Kelly <u>IR:</u> 0.7827%  <u>Brand:</u> The Points Guy <u>IR:</u> 0.8087%  <u>Absolute Difference:</u> 0.026%  <u>Index:</u> 1.03

**Average Index = 2.13**

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