

Influencers are impacting the purchasing decisions of consumers more than ever before

By Chiara Di Rago

13 Jun 2016

In a recent article I read, a woman explained how, after coming across an Instagram post of one of her favourite bloggers, she rushed to the stores in search of the very doormat she saw in the post. After searching high and low she eventually got hold of the doormat and felt compelled to share the news on social media.

In the above-mentioned case, not only did the blogger influence the woman's decision to buy the mat, but she also got her to talk about it online, further contributing to the digital conversation around the product. The fact that the influencer got her to get into her car and rush to the stores for something as boring as a doormat is remarkable.

Another article discussed how beauty vloggers have become more influential and credible than top makeup artists. By having daily interaction and engagement with their fan base, these vloggers/bloggers have a significant influence on the purchasing decisions of their followers. A great example would be Zoella, fashionbi explained how after mentioning a Topshop blusher in one of her blog posts, there was a 40% click through rate to the brand's site. With vloggers/bloggers providing brands with a significant return on investment, there is no doubt that they have helped smart brands embrace the digital potential of influencer marketing.

Through influencer marketing, brands are able to connect with the right target audiences in a much more organic way. By using social media, as well as native advertising and influencer marketing, brands are able to take advantage of predominant industry trends - for example the shift from TV to digital, display advertising to sponsored content, and online video traffic. Essentially, influencer marketing is a term that separates successful brands from those being left behind.

While traditional advertising models embrace concepts such as celebrity endorsements, we are living in a digital world where popular vloggers, bloggers and social influencers have more influence on the purchasing decisions of consumers, than celebrities. This could be that a lifestyle similar to that of a blogger/vlogger seems more attainable than trying to keep up with the lifestyle of a celebrity. We see our favourite vloggers/bloggers as ordinary people, as our peers rather than someone superior to us and our lifestyle.

But how can this all be measured? At the end of the day brands need to see a return on investment and influencers need to be able to prove to brands that their marketing efforts were, in fact, successful.

To allow influencers to show brands the success of their work and campaigns featuring their brands, Webfluential provides influencers with the tools to accurately track, measure and report on an online campaign. Brands can see whether the influencer did in fact meet the brand's objectives. By simply inputting the links of social posts, YouTube videos, blog posts, Tweets, Instagram and Facebook posts, the tool is able to track a host of data. The tool tracks the number of posts published, total engagements and how many people had the opportunity to see the posts.

To test the tool on a vlogger's post I added some social posts into the report. Have a look at what I found:

ZOELLA PRODUCT REVIEW

SUMMARY

Posts tracked:	4
Total engagements:	564,662
Engagement rate:	2.86%
Opportunity to see (OTS):	19,718,936

NEED MORE INSIGHT INTO AN INFLUENCER MARKETING CAMPAIGN?

SEE WHAT OUR FULL REPORTS OFFER

POSTS BY WEEK

We only show data for weeks that posts had engagement

SUN, MAY 22ND 2016 - SAT, MAY 28TH 2016

4 POST(S) OTS:
19,718,936

ENGAGEMENTS:
564,662

TOTAL:
564,662



ZOELLA



The Perfect Picnic Party | Zoella

VIEW VIDEO



YOUTUBE VIDEO

May 22nd, 17:00

OTS	Likes	Replies	Total
1,553,881	103,081	332	103,413



ZOELLA

I uploaded a blog post about our picnic! With lot's of photos and a breakdown of essentials
<https://t.co/u8U61tHvjK> <https://t.co/vjlCauCED9>

VIEW TWEET



TWEET

May 22nd, 19:26

OTS	Likes	Replies	Total
4,956,840	11,245	1,116	12,361



ZOELLA



Uploaded a video & a blog post about our picnic party! Click the link in my bio to read all about it! We had so much fun ✨

VIEW POST



INSTAGRAM POST

May 22nd, 19:52

OTS	Likes	Replies	Total
8,251,387	432,432	2,056	434,488



ZOELLA

Good Morning! Did you read about my pinterest picnic in a treepee? It was magical
<https://t.co/Zq1ugoZg6v>
<https://t.co/QxXTvthAmJ>

VIEW TWEET

TWEET

May 23rd, 06:54

OTS	Likes	Replies	Total
4,956,828	13,077	1,323	14,400

ABOUT CHIARA DI RAGO

Chiara Di Rago is leading the industry when it comes to influencer marketing and how best to utilise new platforms such as Instagram and Snapchat. Utilising her BA in Strategic Communications, 22 year old Di Rago has carved out a position as thought leader in the "new" social space. After a short internship at influencer marketing platform Webfluential, she was offered a full time position handling influencer relations and social media marketing.

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