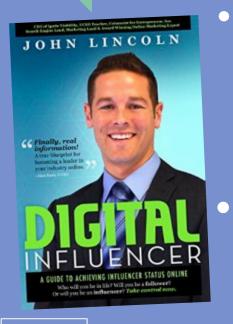


FACILITATORS: MEGHANA AND ZEHRA



Slide by Zehra



Slide by

Zehra

Youtubers are formally known as digital influencers
Influencer marketing
Target the consumers that want what you have to offer

Research shows that influencers do 3 main things:

• Effective "Echo"

• Powerful "Exposition"

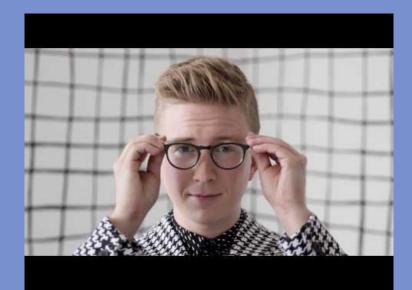
• Major "Share of Voice"

#### • Youtubers

- Feel more comfortable
- Genuine, loyal following because they add real value
  - Have insight & actionable information
    - Attract eyes of even

#### Slide by Zehra





• Influencers now have power

Slide by

Zehra

- Catalyze actions in others
  - Drive business straight to top:
  - knock competition/ alter course of industry
- Valuable content
  - Growing your influence
  - More visibility



DO NOT SUPPORT THIS WEBSITE! (TEXTS/EMAILS/VOICE	NOTES/RECEIPT	S!)				
2,669,285 views	162K	<b>Ф!</b> 1К	4	SHARE	≡+	
The Gabbie Show ©				SUBSC	RIBE 4	.9M

The Gabbie Show talking about her bad experience with T-shirt business Represent.com

- Ways Influences develop their presence on YouTube
  - Spark conversations Ο
    - Useful
    - Productive relationship & networks
    - Improve themselves & work
  - Consistent Ο

Ο

Slide by

Zehra

- Contributing & evolving
- Constantly improving

LET'S MAKE NOISE !!! #TurkishAirlinesHelpSomalia 💻 ÔME JARRE

WE HAVE 10 DAYS TO GET A MILLION DOLLAR\$

3,710,502 views

CaseyNeistat © Published on Mar 17, 2017 What I have to tell you, my friends

76,296 76,857 🖉 🖬 🖬 🖉 🖓 🖉 🕅

Jerome Jarre, Casey Neistat sparks funding of \$1 Million For Famine in Somalia

1 185K 11K - SHARE

SUBSCRIBE 7 8M



# **3** Types of Influencers

#### **D&B ENT Reactions 167K Subs**



TOP 10 GAME OF THRONES BETRAYALS | Reaction

4K views · 13 hours ago

WWE TOP 10 MCMAHON FAMILY | Reaction

BEST NEL FOOTBALL

20K views · 14 hours ago

CELEBRATIONS OF ALL TIME 12K views · 14 hours ago

BROKE CHARACTER LIVE I 9.8K views • 15 hours ago

10 WWE WRESTLERS WHO

THESE MAJOR HOTELS WERE CAUGHT NOT 7.9K views • 15 hours ago



The Most Embarrassing Knockouts in Boxing |

10K views · 15 hours ago



THE ROCK COMPLETELY OWNS RANDY ORTON 2004 |

11K views · 16 hours ago

NBA Moments | Reaction 8.6K views · 16 hours ago

4.9K views • 16 hours ago



NARDWUAR'S OUESTIONS GIVE PRICELESS REACTIONS

"IT" EXCEPT PENNYWISE DANCES TO ANYTHING |

15K views · 16 hours ago





THIS IS WHY You Should Never Say "Whats Up Sir?" To

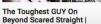
### #1 Micro Influencer

Someone who influences a small circle of people

Specific 

#### Recommendations

- High engagement
- Not a lot of subscribers



Customers - Cyanide & Happiness Shorts | Reaction

Screaming to dads "I LOVE YOU" Challenge! | Reaction The Perfect Proposal - Lele Pons & Anwar Jibawi I

Mother! - SPOILER Talk! (My

Interpretation Of The Movie)

141K views · 2 days ago

Wind River - Movie Review

179K views · 2 weeks ago

Slide by Zehra

Jeremy Jahns: Movie Reviewer **1.3 Million Subs** 





American Assassin - Movie

248K views · 5 days ago

Review



Birth of the Dragon - Movie

242K views · 3 weeks ago

**IT - SPOILER Talk** 



908K views • 1 week ago

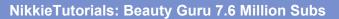
**IT - Movie Review** 

1.1M views • 1 week ago

New Joker Stand Alone

281K views • 3 weeks ago

Origin movie Coming





PLAYING WITH MAGIC MAKEUP?? | NikkieTutorials

2.1M views · 2 days ago



1.4M views • 1 week ago

POWER OF MAKEUP: KIM

Personal Get Ready With Me -

GLOW AROUND THE WORLD:

KARDASHIAN WEST |

GLOW AROUND THE WORLD:

FINGERPRINT MAKEUP SPONGE ?? HUGE FAIL!! | 2.3M views • 1 week ago

WORLD'S MOST FULL COVERAGE FOUNDATION ?? | 5.1M views • 1 week ago

PALETTE: Review + Swatches



Finale - Review







Review





Obi-Wan Kenobi Movie Is Happening - What I want To

Justice League **UNWATCHABLE!? DCEU vs** 

Death Note - Movie Review

546K views • 3 weeks ago

The Hitman's Bodyguard -Movie Review

The Founder - Movie Review 342K views • 1 month ano



EPIC FAIL ?? - NICKI MINAJ x MAC LIPSTICKS: Review +

2M views · 3 weeks ago

5.7M views · 3 weeks ago



2.2M views · 3 weeks ago

2.2M views • 4 weeks ago

KIM KARDASHIAN: KKW

**BEAUTY - POWDER** 

14:19



MY LITTLE PONY MAKEUP?? Testing The PÜR Collection!

1.4M views • 1 month ago









### #2 Subject Matter Expert Influencer

Someone who has significant influence over a specific subject and industries that deal with subject





16:32

BEST AFFORDABLE. **BLINDING HIGHLIGHTERS!!** | NikkieTutorials

WORLD'S BEST LIPSTICKS??

WILL THIS MAKE ME A **CONTOUR QUEEN??** Testing

HUDA BEAUTY DESERT DUSK 1.5M views • 2 weeks ago





Game of Thrones: Season 7

Mother! - Movie Review

403K views • 2 days ago











LaurDIY

2.4M views • 2 months ago



STRUGGLES GIRLS HAVE IN SUMMER!

1.3M views • 3 months ago

**DIY Challenge: Fall Edition** Feat. Niki & Gabi!

KIAN LAWLEY DOES MY

MAKEUP | Bethany Mota

1.4M views · 3 months ago

EASY DIY Room Decor Ideas

MUST try! | Bethany Mota

SCHOOL | Back To School 970K views + 2 weeks ago

1M views · 1 month ago

HALSIN .



7 EASY & QUICK HAIRSTYLES FOR SCHOOL 1M views • 3 months ago

HAUL | Bethany Mota

Logan Paul

2.8M views + 2 months ago

HUGE SUMMER TRY ON

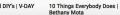
1.6M views · 4 months ago

YOUR FRIEND VS YOUR BEST FRIEND 1M views · 4 months ago

NEVER HAVE I EVER FT. JANEL PARRISH | Bethany 1M views · 5 months ago



My Dad Does My Voice Over I TESTING weird DIY's | V-DAY My Makeup Routine Edition!



5 EASY Outfits for School I Bethany Mota









Tiny Meat Gang - Super Xan Our first time... (OFFICIAL VIDEO) 278K views \* 2 weeks ado 393K views • 2 weeks ago

HOW TO GET RICH!!! 307K views • 3 weeks ago

Miller

THAT'S CRINGE !! w/ Noel 539K views • 1 month ago

Cole Labrant \*IM SORRY\* 637K views • 1 month ago



















What's on my hard drive?? Hvar'dly know her!! (thank you for 400k) 280K views • 2 months ago 299K views · 1 month ago

**BLAYZE DOES SPAIN** 223K views • 2 months ago

Weird Instagram Comments w/ Corinna Kopf

MERCH???????

562K views • 2 months ago

Soldiers coming home to

182K views · 2 months ago













WATCHING AN OLD Tiny Meat Gang - Keep Ya UNLISTED VIDEO (very rare!!)

297K views • 2 months ago

D\*ck Fat (OFFICIAL VIDEO)

300K views · 3 months ago

F\*ck these comments: Jake Paul (ers) edition 709K views · 3 months ago

their dogs challenge 253K views • 3 months ago Reading dirty fan fiction (PART TWO!!) 286K views · 3 months ago

#### #3 Macro Influencer

Slide by Zehra

Someone who has significant influence reaching a variety of 

subjects, industries, and demographics





- Define your goals
- Determine the level of status you are aiming for
- → Influencers and Business
  - You can be this kind of influencer and partner with a company.
- $\rightarrow$  Become an author
  - Ignite visibility
    - Digital marketing agency

Slide by Meghana



#### → Psychology of Influence

- Research
  - You can only be successful as an influencer if you convince your audience you have something unique and valuable to offer
  - Use the right tags to improve SEO
  - Question: How did Casey Neistat's channel grow in millions (sometimes within weeks)?





# Let's watch a video!



- → Must combine technique and science of influence with authentic, beneficial content, ideas and/or services.
- → Someone who chooses quantity over quality
- $\rightarrow$  Or Quality over quantity
  - Which will yield a higher growth?



### → Mastering 6 steps of pyschology:

- Reciprocating
  - Give back to the audience
  - Understand the business aspects of public relations and media
    - Noticing trends on twitter- staying active
    - If you don't stay active on media, you will lose a following
  - Partner with nonprofits

# Exercise: Get into a group of four or five and listen for further instructions



# Thanks for coming! See you next week!