

High profile influencers are famous people with millions of followers across various companies. They are well recognized and have the potential to successfully influence their audience. For example, contestants of the Australia reality television series, The Bachelor, have attracted millions of followers on their social media platforms such as Instagram, twitter and are known to collaborate with fashion and beauty brands.

There exist a variety of ways through which a brand can work with a celebrity influencer. For instance, the brand can ask the celebrity to click pictures with the product and post it on different social media platforms or have an informal conversation with the likeminded friends about the benefits of the product and the reason for choosing a particular brand. However, due to high costs, only a few brands can afford to hire celebrity influencers. Influencers share spin shots of their regular lives to hold a strong reputation and influence their followers. These are people with a very high number of followers who have gained popularity solely based on their social media profiles. These influencers are not niche experts but due to the personal connections with their followers, they can influence the consumption and behaviour of consumers. These social media influencers are seen as real-life consumers, which makes their recommendations even more trustworthy.

Exercise-

Q-1 Give suitable title of the above given case study?

Q-2 What does the influencers work in above the case study revealed?

Q-3 Write the merits and roles of influencers in social media?