

INFLUENCER MARKETING

Branding & Digital Reputation | LM AI for Marketing & Communication

LUMSA UNIVERSITÀ

We have already seen Owned and Earned Media, and the KPIs to plan and buy Paid Media

Before talking about ATL media, let's look at one of the most important BTL tools…

PAID MEDIA

ATL:
- TV
- Press
- Radio
- OOH
- Cinema
- Internet advertising:
  - Display
  - Search
  - Social network

BTL: sponsorships, events, influencer marketing

OWNED MEDIA

Website
App
Blog, Podcast
Social network
Direct response/CRM

Points of sale, merchandising, Packaging
Branded spaces

EARNED MEDIA

PR:
- Press (+digital) articles

UGC
- reviews
- recommendations
- Social, Blogs
- WOM



Influencer Marketing
between Sponsorship and Product Placement

An essential communication tool



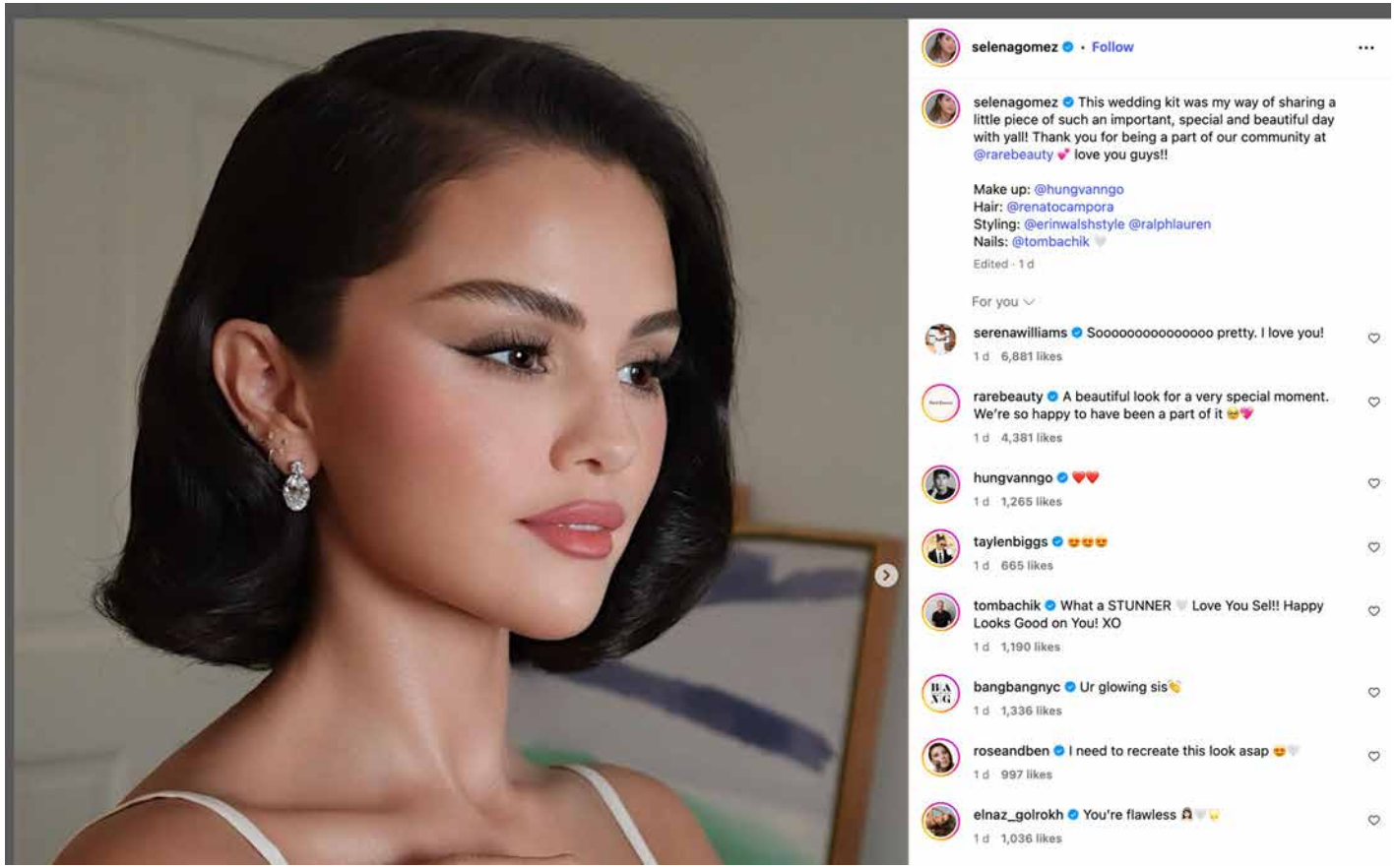
Nowadays you can find influencer marketing initiatives for almost any brand

Who is an influencer?

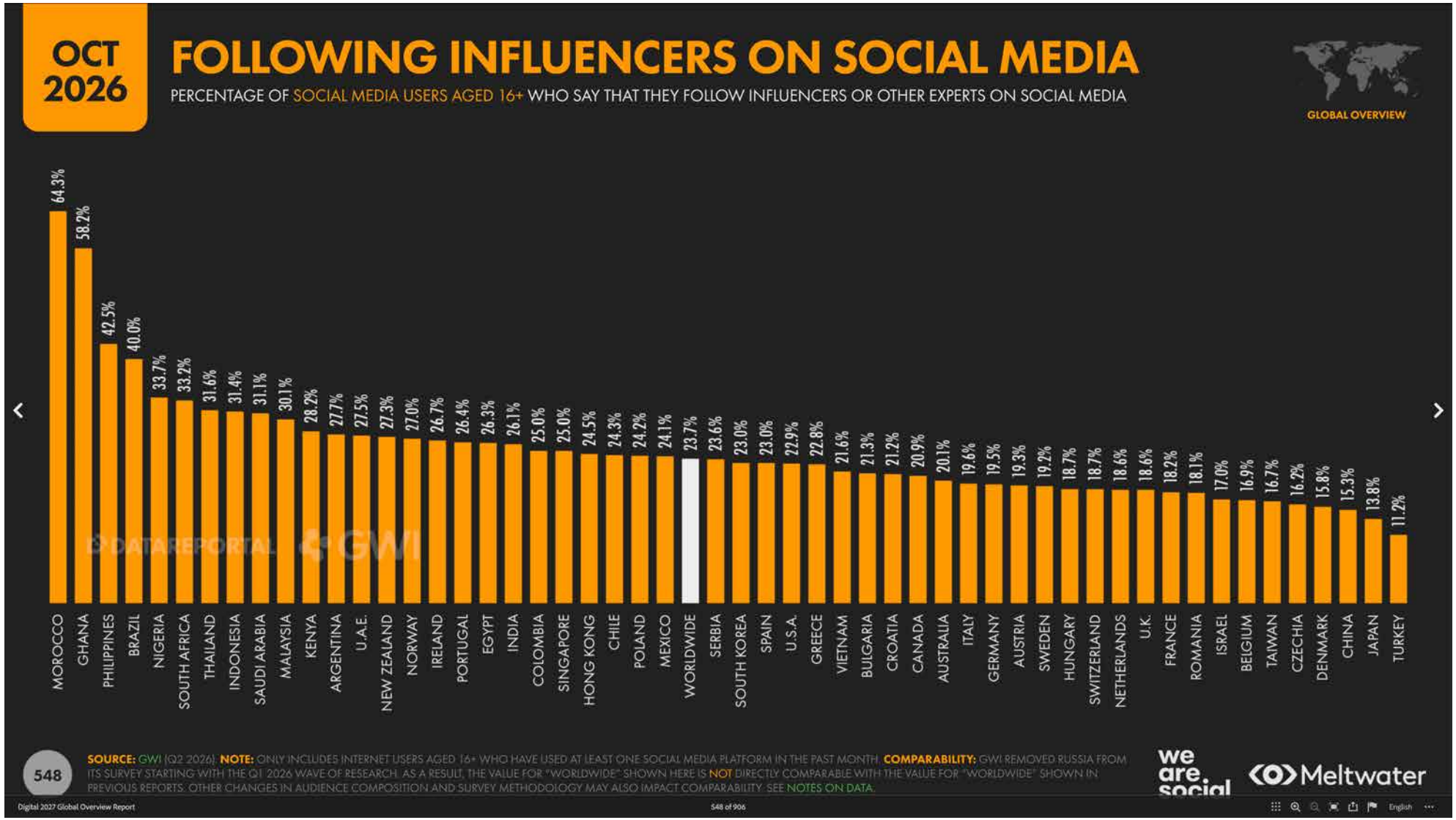
Influencer

Also called **KOL** (Key Opinion Leader) or KOC (Key Opinion Consumer)

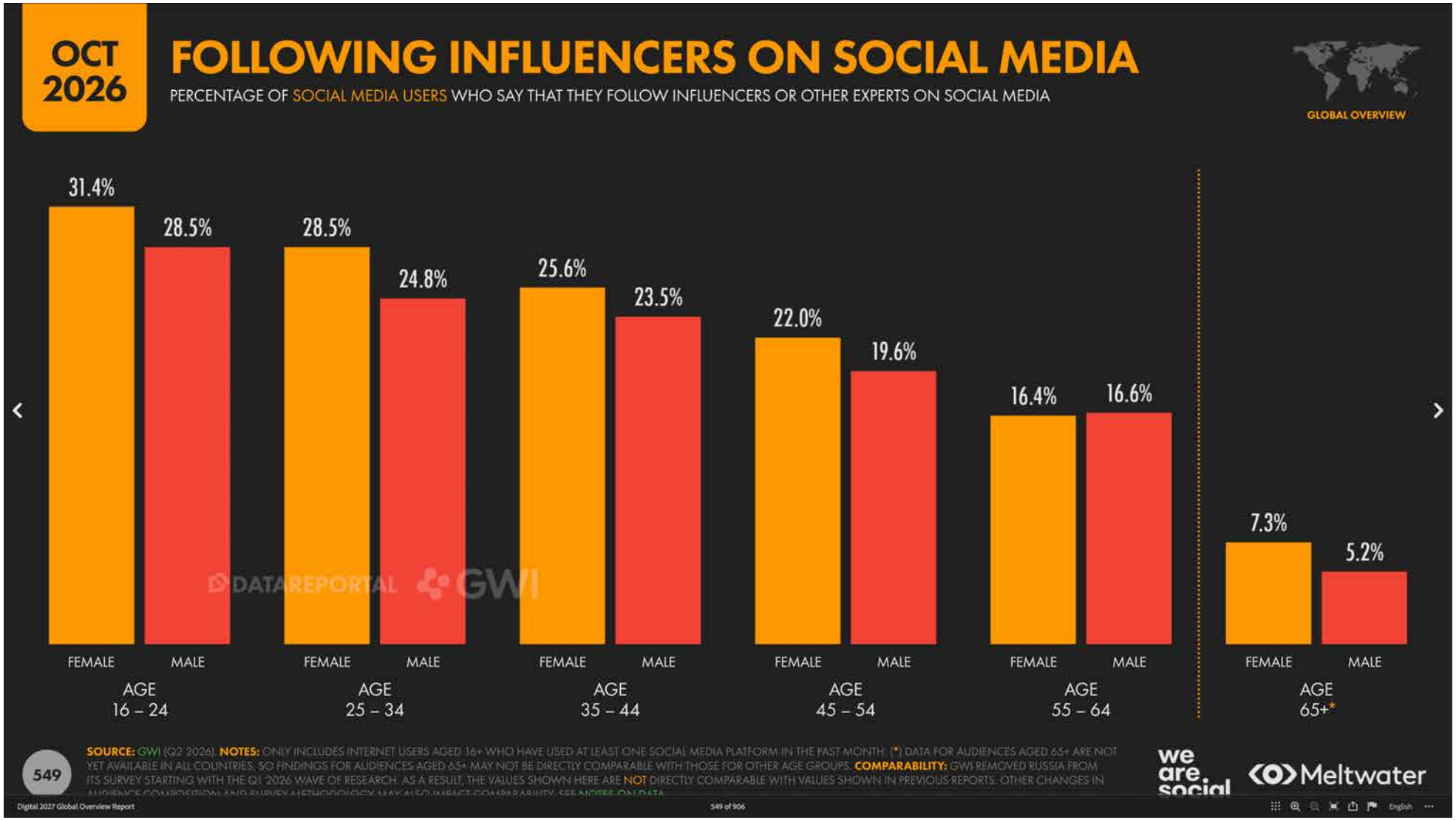
A person with the **ability to influence** potential buyers of a product or service **by promoting or recommending** the items on social media.



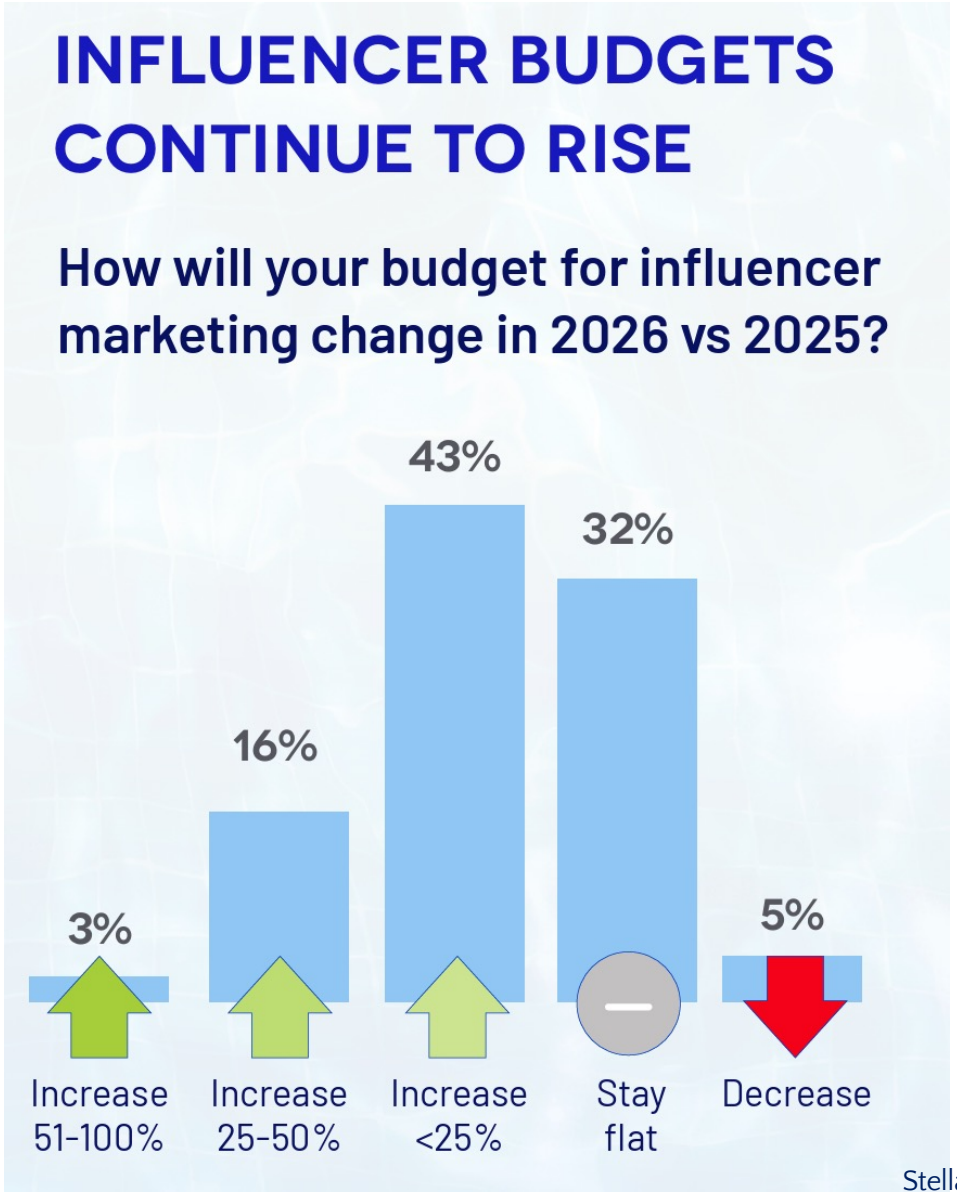
Almost 24% of all internet users worldwide follow influencers



The percentage is higher among young people



Influencer (or creator) marketing continues its rise worldwide



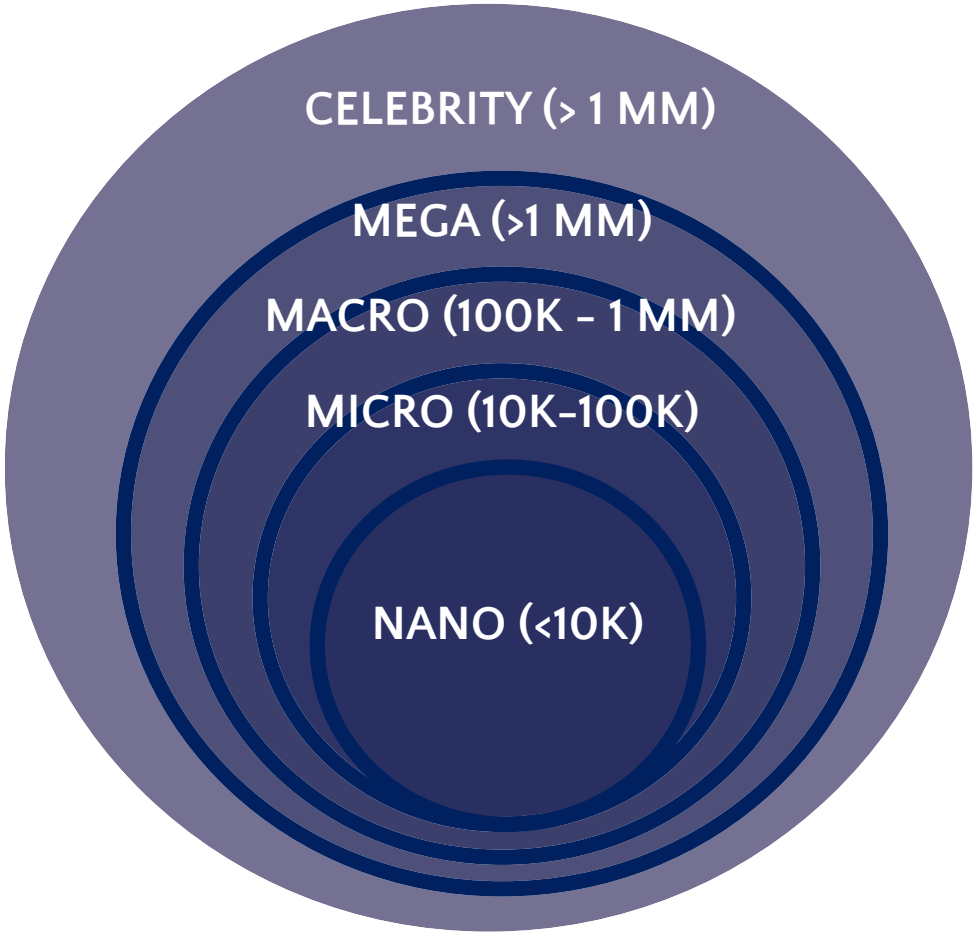
Source: Linqia, The State of Influencer Marketing 2026
(global data)

Instagram is the most widely used platform in the world for influencer marketing



Source: Linqia, The State of Influencer Marketing 2026
(global data)

Influencer classification by Campbell, C., & Farrell, J. R. (2020).



There are **5 types of influencers**:

1. **Celebrity (**more than 1 million followers)
2. **Mega**-influencers (more than 1 million followers)
3. **Macro (**100K – 1 million followers)
4. **Micro (10K – 100K** followers)
5. **Nano (**<10K followers)

Campbell, C., & Farrell, J. R. (2020).
More than meets the eye: The functional components underlying influencer marketing.
Business Horizons, 63(4), 469–479.

Some mega-influencers in Italy

#	NAME	FOLLOWERS	ER	COUNTRY	TOPIC OF INFLUENCE
1	Khabane Lame @khaby00	78M	0.72%	Italy	Entertainment a... Funny Education Life and Society
2	Juventus @juventus	60M	0.08%	Italy	Sports Soccer Sports Team Creators & Cele...
3	Chiara Ferragni ✨ @chiaraferragni	28.1M	1.43%	Italy	Fashion and Ac... Business and Fi... Public Figure Creators & Cele...
4	Gianluca Vacchi @gianlucavacchi	22.5M	0.56%	Italy	Entertainment a... Parenting Entrepreneur
5	Scuderia Ferrari HP @scuderiaferrari	19.9M	0.49%	Italy	Auto and Vehicl... Sports Personal Finance Racing
6	AC Milan @acmilan	18.3M	0.38%	Italy	Sports Soccer

https://www.starngage.com/plus/en/influencer/ranking/instagram/italy

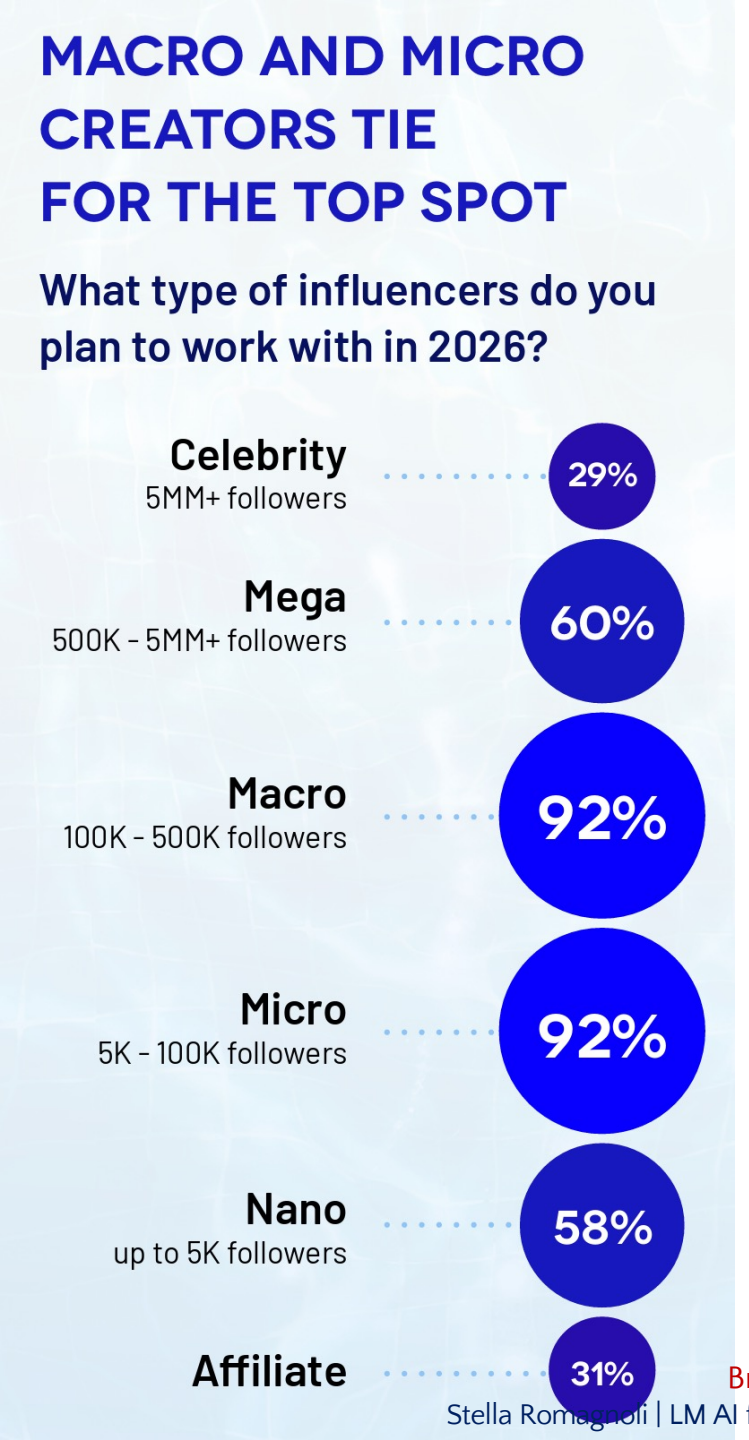
Some mega-influencers worldwide

updated List as of 2026-10 Download

#	NAME	FOLLOWERS	ER	COUNTRY
1	 Cristiano Ronaldo @cristiano	672M	0.57%	Portugal
2	 Leo Messi @leomessi	511.6M	0.86%	Argentina
3	 Selena Gomez @selenagomez	415M	0.48%	United States
4	 Kylie @kyliejenner	391.1M	0.4%	United States
5	 Dwayne Johnson @therock	390.7M	0.03%	United States
6	 Ariana Grande @arianagrande	372.5M	0.54%	United States

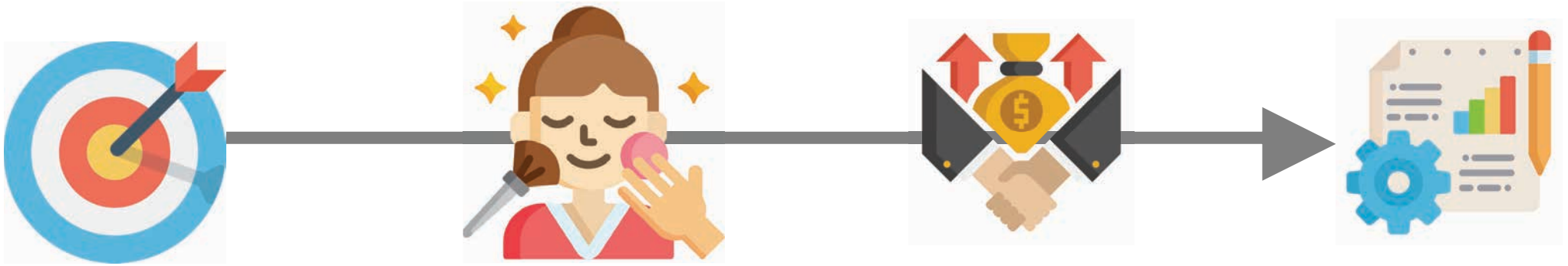
https://starngage.com/plus/en/influencer/ranking/instagram/all-countries

Micro and macro influencers are the most used worldwide



Source: Linqia, The State of Influencer Marketing 2026 (global data)

The phases of an influencer marketing campaign



1
Define **targets & objectives**

2
Look for the most suitable **influencers**

3
Define the most effective **way of collaborating**

4
Measure the **results**



1.
Define **targets**
&
objectives



Awareness and image



Sales



Website **traffic**, event registrations



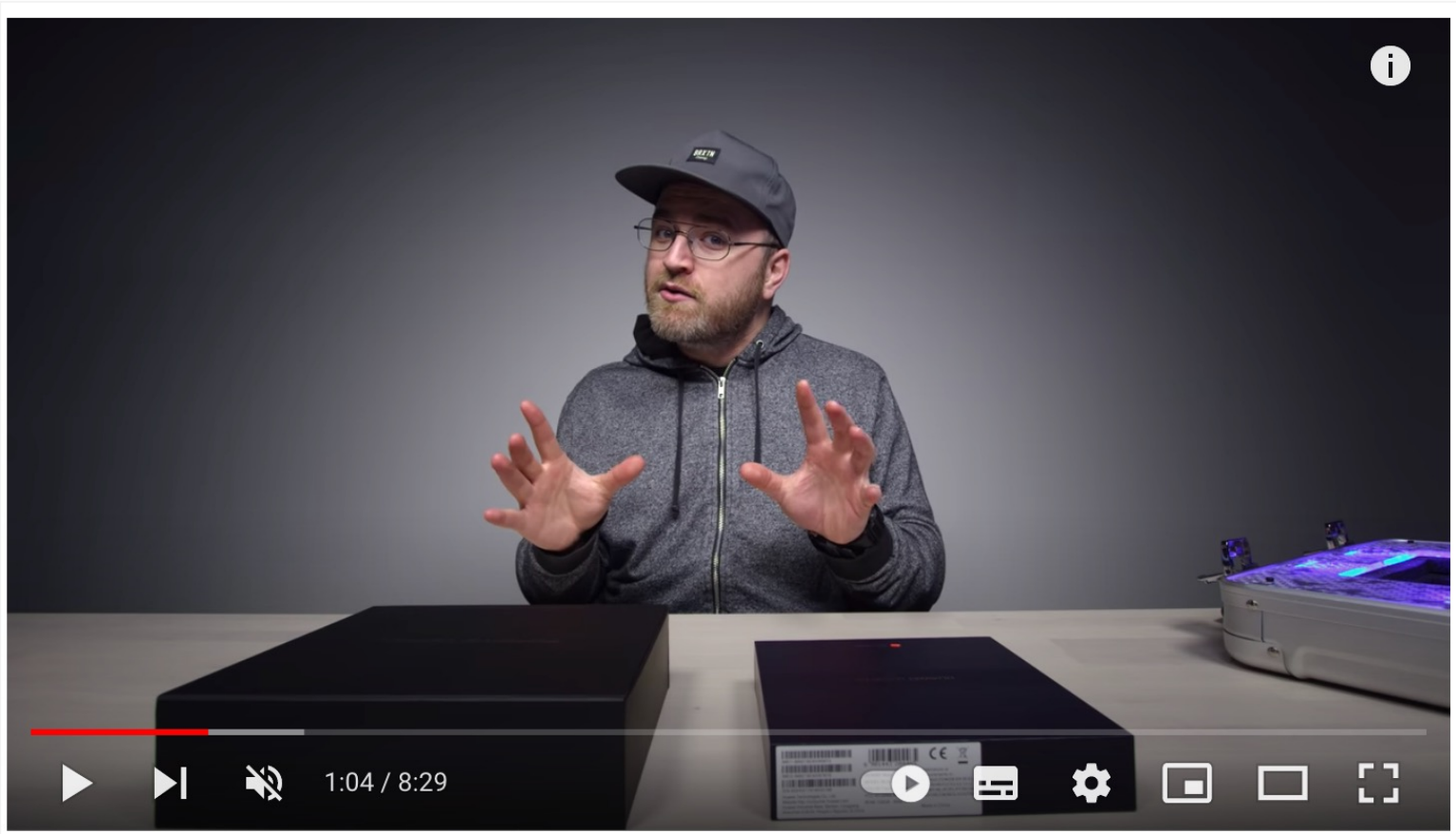
Increase **followers**



Get more **impressions/reach**

What can build brand awareness and image through influencer marketing?

#1 Unboxing videos



#2 Product demos



Nintendo Switch Product Demo

KillerBanjo
327 iscritti
Iscriviti
3
Condividi



Provare un trucco completo da SHEIN!

Tradotto

James Charles
23,8 Mln di iscritti
Iscriviti
243.435
Condividi

#3 Product reviews



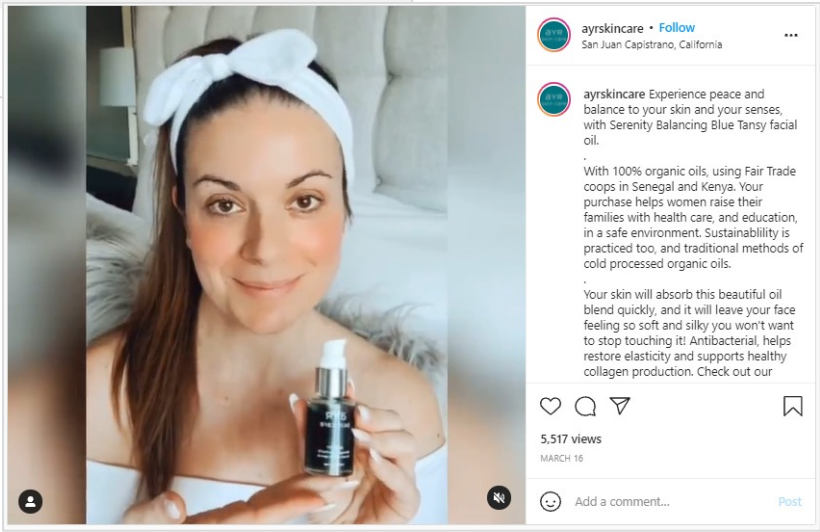
I do NOT recommend these products... heh

66.788 visualizzazioni • 2 mesi fa

Soo Beauty 수뷰티

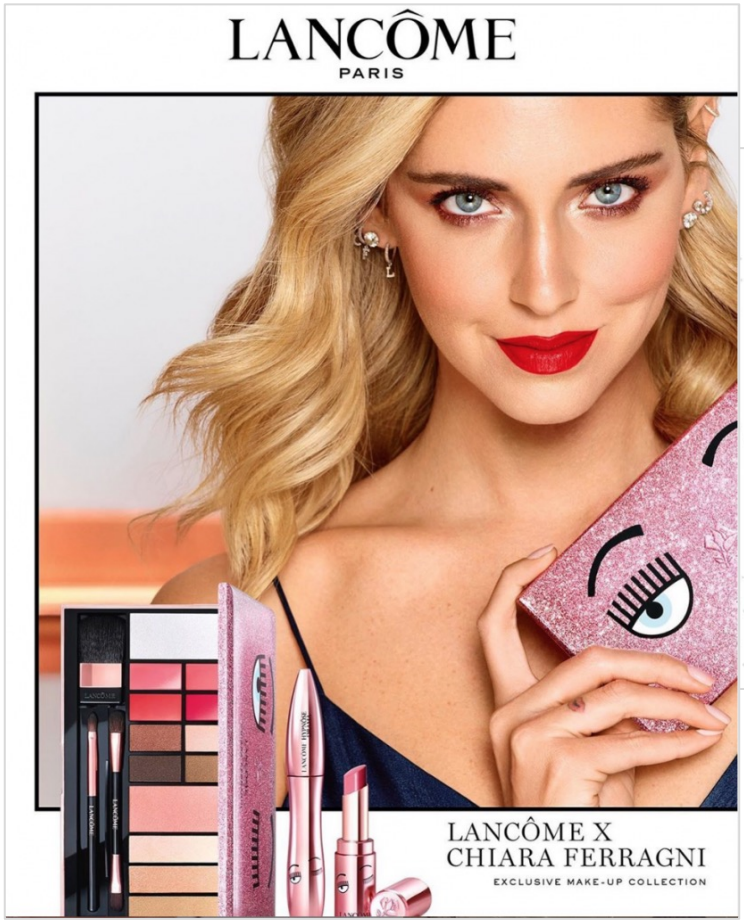
✔I launched my own toner pad/수뷰티가 직접 제작한 토너패드! oFollow

Such a disappointment from an amazing brand! | mm...



#4 Sponsored posts







#5 Contests

Also called **challenges** or **giveaways** (because of the prizes)

The goals can be:

- Strengthen the **online presence**
- Promote **community growth**
- Promote the **sense of belonging** of the community

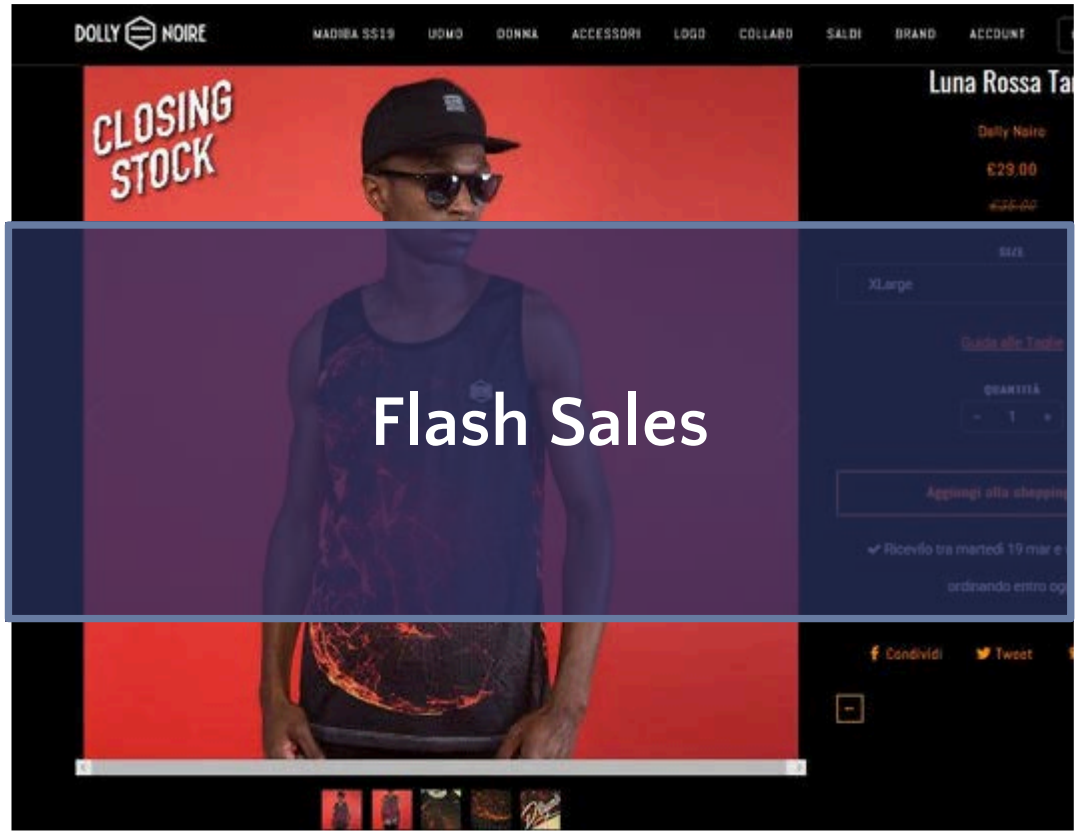


What could increase sales?

What could increase sales?



Affiliate Marketing Campaigns (the influencers take a % of sales)



Flash Sales



Discount codes (that the influencers share with their community)



2

Look for the most suitable **influencers**

How can we find the right influencers?

How can we find the right influencers?

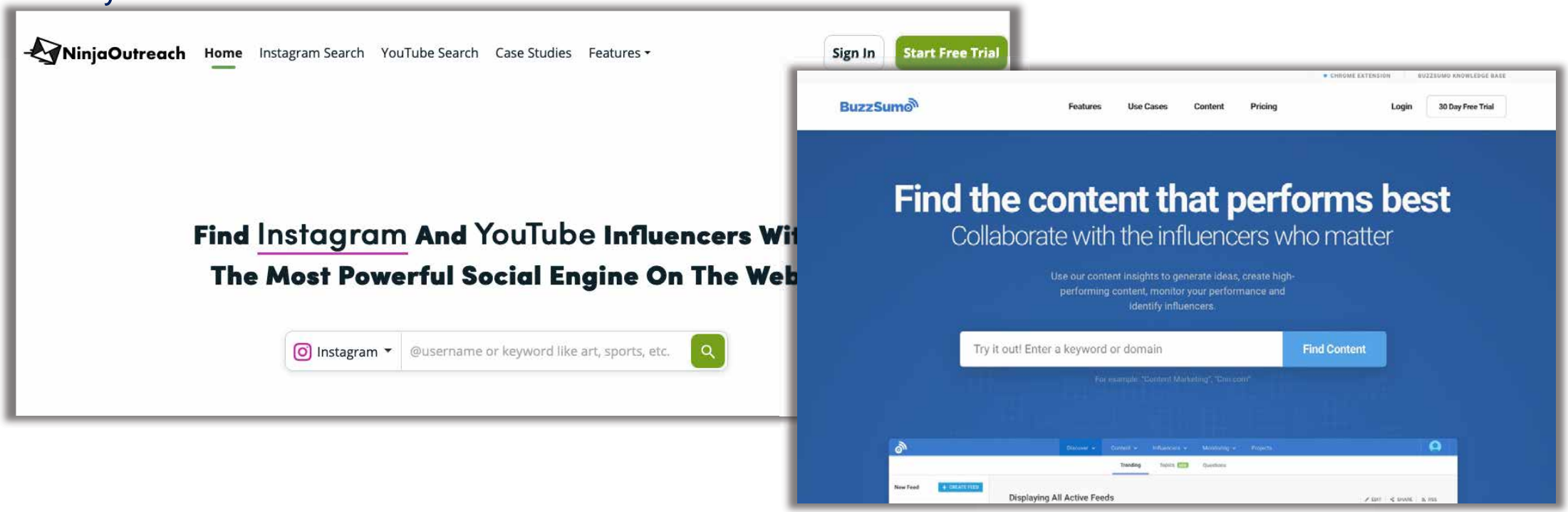
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Influencer Marketing Foundations | Chelsea Krost – LinkedIn Learning

There are plenty of platforms that use algorithms to select optimal influencers

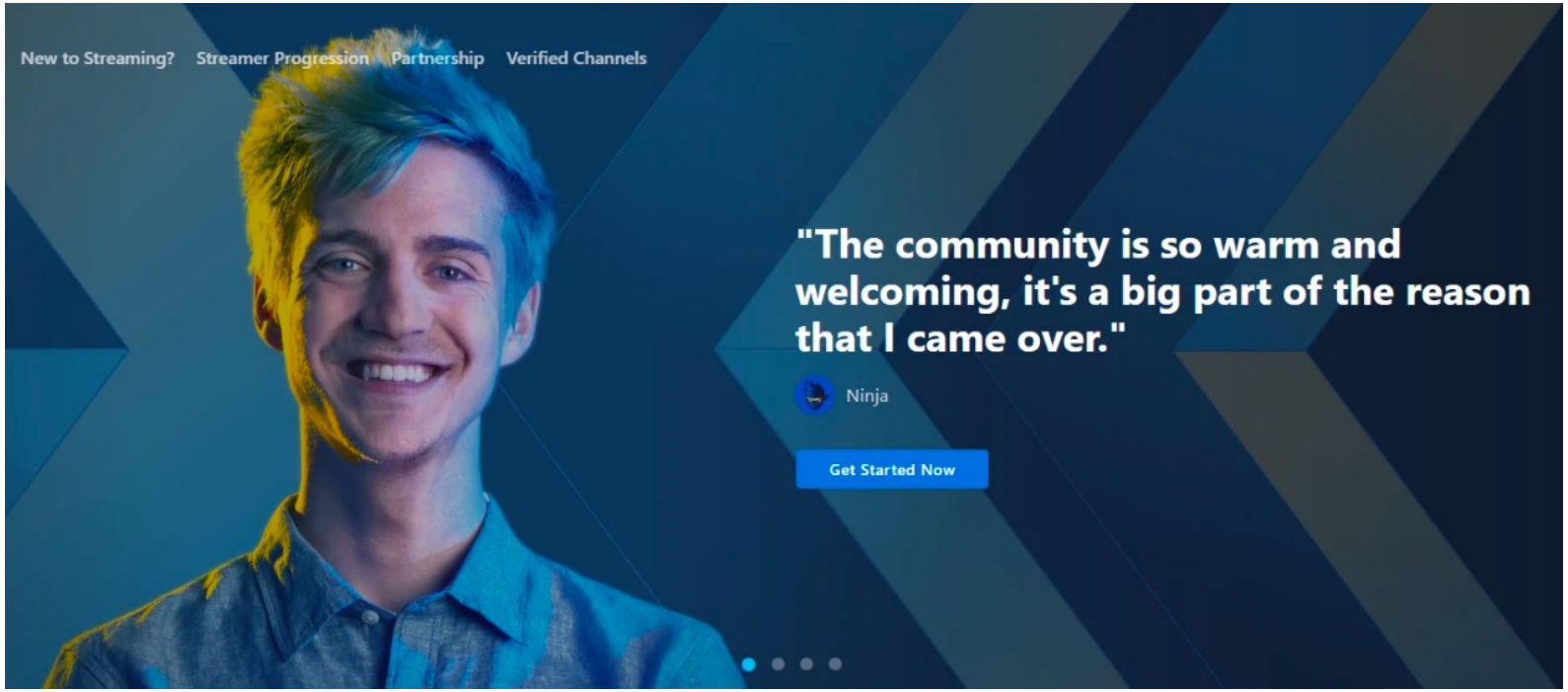
NinjaOutreach



BuzzSumo

Do not forget

What matters is the **engagement rate with the community** (NOT just the number of followers)



Before contacting influencers we need to have clear ideas:



3
Define the most effective **way of collaborating**

1. **Why** should the influencer **collaborate with us**? What do we have in common with them (values / products / service)?
2. **What advantages or benefits** do we offer **to their followers**?
3. **What form of compensation** do we think we can give?
4. **What do we expect** from the collaboration? What are our goals?

What kind of remuneration or benefits can we offer?



- **Money**
- An exclusive **experience**
- **Free products**
- **Visibility**
- Include them in an **affiliate marketing** program
- Make them **brand ambassadors** (with a long-term relationship)

Frequency of exposure helps too!



It's better to **maintain the relationship over time**, even if the campaign is short.

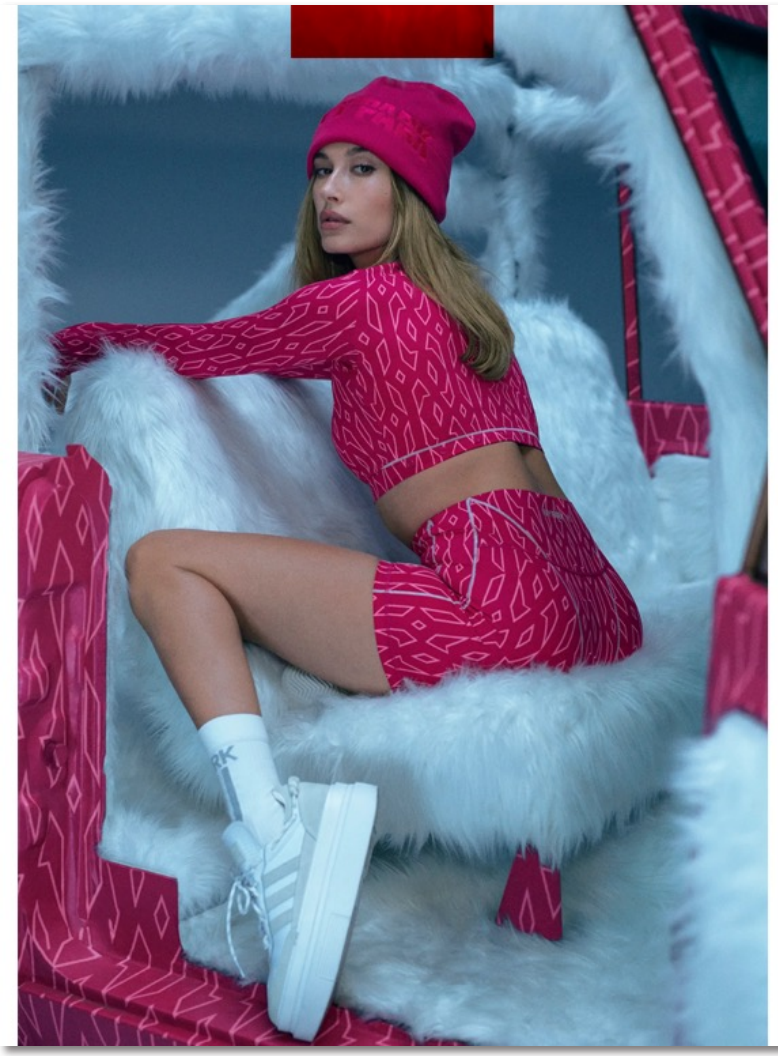
An **ongoing collaboration is more effective** than a short-term one (**frequent exposure helps awareness and image transfer**)

When influencers become **ambassadors**, it can lead to **co-marketing and co-branding activities**





The fashion industry is heavily involved in co-marketing with influencers



COLLABORAZIONI

adidas e Beyoncé lanciano la terza collezione Ivy Park

DI ELENA BARA

8 FEBBRAIO 2021

La terza collezione firmata adidas e Beyoncé è stata antici
campagna d'eccezione che vede tra i suoi protagonisti anche
Gucci Mane

CONDIVIDI

