Allians för influens

En kvalitativ studie av influencer marketing-samarbeten ur ett influencerperspektiv

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Abstract

Title: Alliance for influence - A qualitative study of influencer marketing collaborations from an influencer’s perspective.

Influencer marketing is a relatively new marketing method that focuses on key individuals who have influence on potential buyers and orients marketing activities in its direction. Influencers have become increasingly better at knowing the value of what they deliver and are thus increasing the demands on what the companies can offer. The purpose of this study is to identify and enlighten which factors that influence influencers when they choose which companies to cooperate with. The study also analyze and problematize the cultural beliefs and values concerning these factors and highlight what relevance they have in contemporary society.

The study has a qualitative approach, which was considered appropriate to get a deeper understanding about the purpose of the thesis. Five interviews were conducted with influencers - bloggers and other creative professionals on social media - and is the foundation for the empirical material. The collected data has been analyzed through theoretical- and empirical themes through a qualitative data analysis.

The main conclusion from the analyze is that influencers, in their choice of companies to work with, adapt to cultural beliefs and values that exist in the contemporary society. The study identifies that companies can possess specific assets that influencer’s value and that those assets has an affect on whether an influencer choose to enter into a collaboration, or not. The study also identifies a dilemma with influencer marketing in relation to trust, authenticity and credibility. The study shows that it is of great value for an influencer, to choose his/hers collaborations with care so that they do not positioning themselves wrong and lose credence of their target audience.

Keywords: Influencer marketing, Brand alignment, Brand, Positioning, Pierre Bourdieu, Viral marketing, Social media, Convergence Culture.