Starcom

HUMANGRAPHEXPERIENCE

#WeGlobal

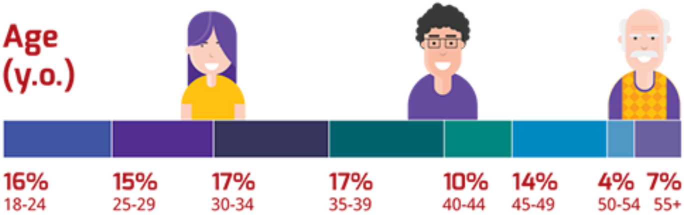
INFLUENCE ME

A 360° Perspective on Romanian Influencers

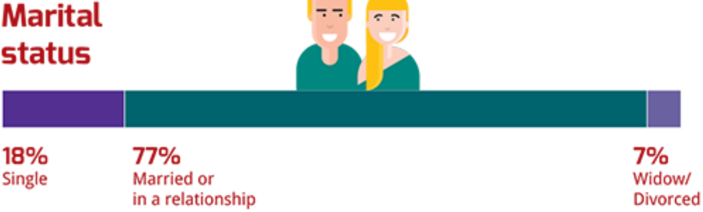
Part II

PINTEREST USERS THAT FOLLOW INFLUENCERS ON THIS CHANNEL

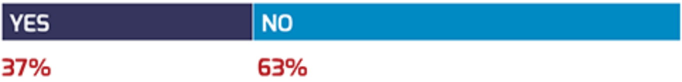
Pinterest users that follow influencers on this channel are more likely to be aged 18-39 years old.



Marital status



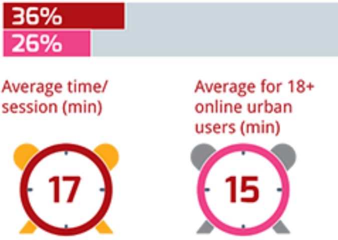
Kids under 14 y.o. In the HH



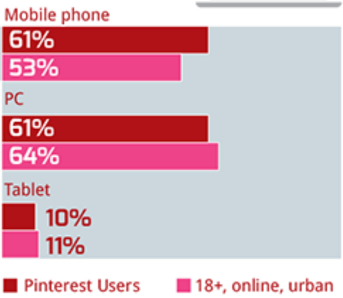
36% of the Pinterest users that follow influencers on this channel access it daily and spend there in average 17 minutes.

The majority also accesses on a daily basis: Facebook, YouTube, Instagram or blogs. They are more likely than general urban online users to access Pinterest from their mobile phones.

Access daily...

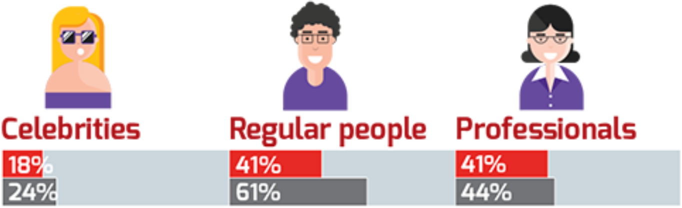

36%
26%
Average time/ session (min)
Average for 18+ online urban users (min)
17
15

Access it from...



Regular people and professionals are top influencers followed by Pinterest users.

On Pinterest, though, they are higly likely to follow regular people.

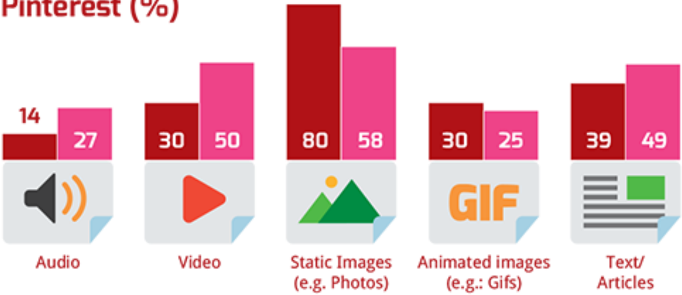


■ Which of the following types of persons do you especially read/ follow online?

■ Which of the following types of persons do you follow on Pinterest?

Interest in Type Of Content Posted By Influencers On Pinterest (%)

Static images are the trade mark of Pinterest and the most appreciated content on this channel. Secondary are text/ articles and animated images.

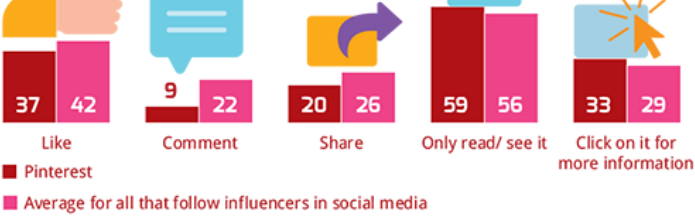


■ Pinterest

■ Average for all that follow influencers in social media

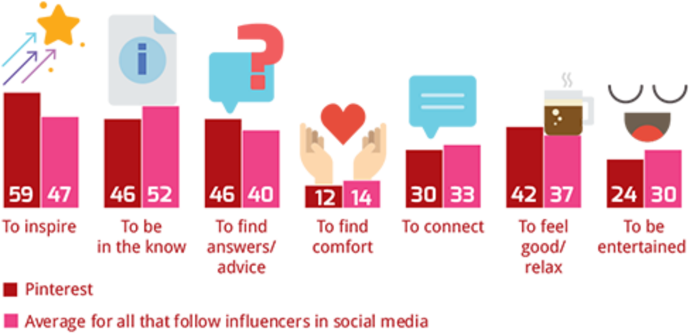
Actions on Influencers' Content (%)

59% of them only read or see the content, while 33% actually click on the content for more information. Still, it seems that users following influencers on this channel are less inclined to interact with them via comments.


37
42
Like
9
22
Comment
20
26
Share
59
56
Only read/ see it
33
29
Click on it for more information
Pinterest
Average for all that follow influencers in social media

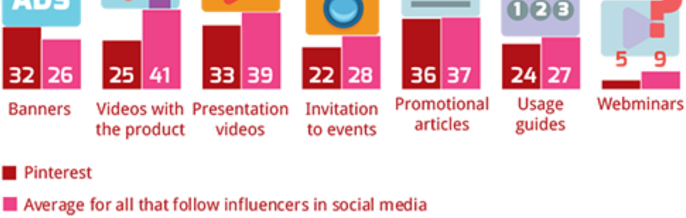
Reasons to Follow Pinterest Influencers (%)

Pinterest users folow influencers on this channel first and foremost to be inspired. Content on this channel also makes them feel in the know, gives them the answers or advices they were looking for, making a good part of them to feel good.



Preffered Type Of Advertising Endorsed by Influencers On Pinterest (%)

Pinterest users are more attentive to promotional content posted by influencers on this channel when it is under the form of: promotional articles, product presentation video or banners. Compared to the average preference, banners seem to be more characteristic to Pinterest than to the rest of the social channels users.

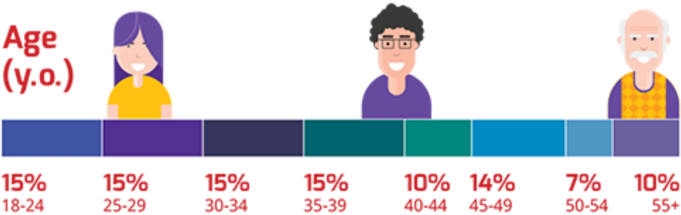


YOUTUBE USERS THAT FOLLOW INFLUENCERS ON THIS CHANNEL

YouTube users that follow influencers on this channel are aged 18-39, with higher affinity for 18-24.

They come from households with varied income and they are either single, either married or in a relationship.

Age (y.o.)



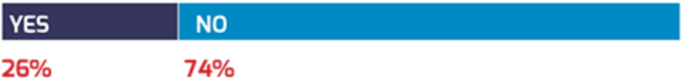
Marital status

23% Single

71% Married or in a relationship

6% Widow/ Divorced

Kids under 14 y.o. In the HH

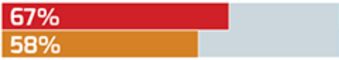


67% of them access YouTube daily, spending in average 36 minutes per session on this channel.

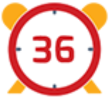
Almost all of them also have an account on Facebook, while 48% also go daily on Instagram.

🟥 YouTube Users 🟧 18+, online, urban

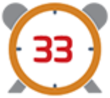
Access daily...



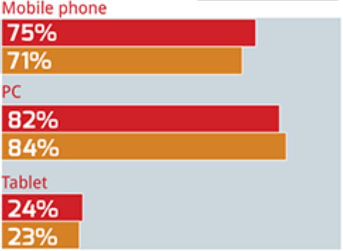
Average time/ session (min)



Average for 18+ online urban users (min)



Access it from...



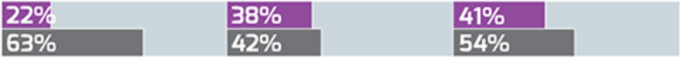
In gereneral they follow regular people and professionals but on YouTube they focus their attention especially on celebrities (63%).

Despite being the native place of regular people doing vlogging, on YouTube this category of influencers is the least followed.

Celebrities

Regular people

Professionals

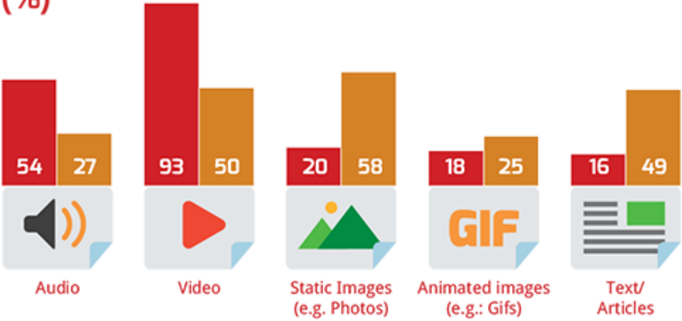


■ Which of the following types of persons do you especially read/ follow online?

🟪 Which of the following types of persons do you follow on YouTube?

Interest in Type Of Content Posted By Influencers On YouTube (%)

YouTube users go to YouTube almost exclusively for videos. Audio content posted by influencers also attracts the attention of 54% of them, confirming the fact that YouTube is also used as a music digital platform.

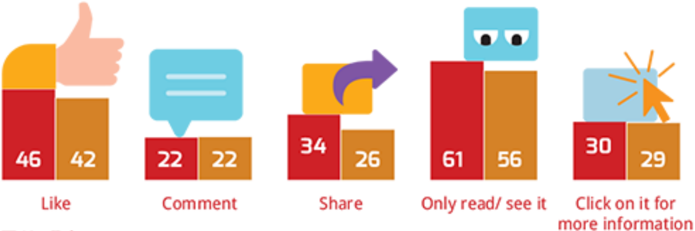


🟥 YouTube

🟧 Average for all that follow influencers in social media

Actions on Influencers' Content (%)

When being exposed to content from influencers on YouTube, 61% of the users only see/ watch it. 46% also show their appreciation, while 34% share it with friends (higher than the average reaction).

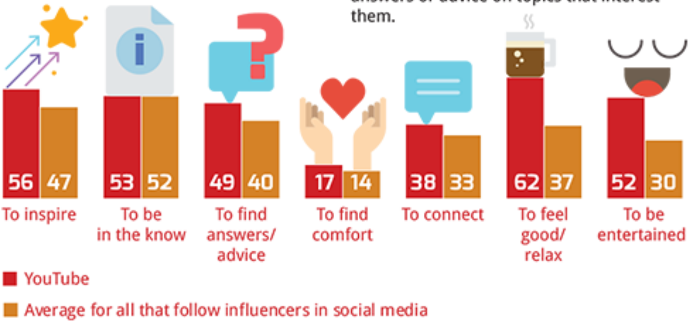


🟥 YouTube

🟧 Average for all that follow influencers in social media

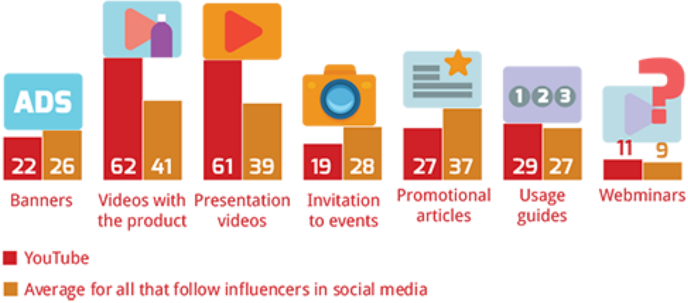
Reasons to Follow YouTube Influencers (%)

Main reasons YouTube users follow content posted by influencers on this channel are to feel good/ relax and to be entertained.
They are also more likely to look for content that's inspiring and helps them to find answers or advice on topics that interest them.



Preferred Type Of Advertising Endorsed by Influencers On YouTube (%)

Users that follow influencers on YouTube prefer to receive promotional content from them under the form of videos, be it only about the product/ brand, be it with the product in it.

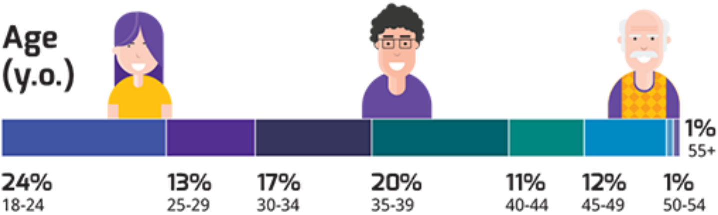


SNAPCHAT USERS THAT FOLLOW INFLUENCERS ON THIS CHANNEL

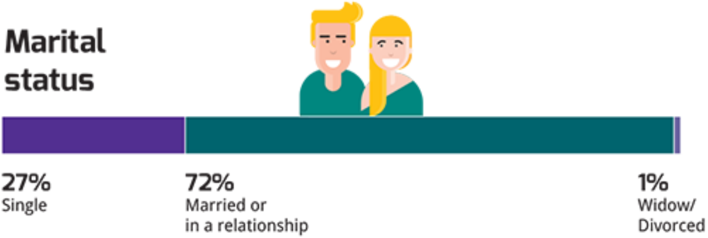
Users of Snapchat that follow influencers on this channel are:

Aged 18-39
More likely to live in households with kids under 14 y.o.
Have high affinity for not being in a relationship.

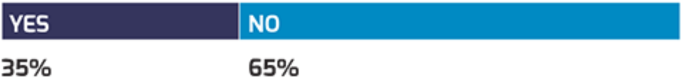
Age (y.o.)



Marital status



Kids under 14 y.o. In the HH

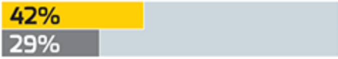


42% of them access Snapchat daily and spend in average 13 minutes on this channel.

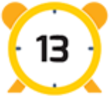
Besides this, 96% also use Facebook and 86% access YouTube daily, where they spend in average more than half an hour.

🟨 Snapchat Users ⬛ 18+, online, urban

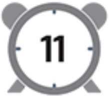
Access daily...



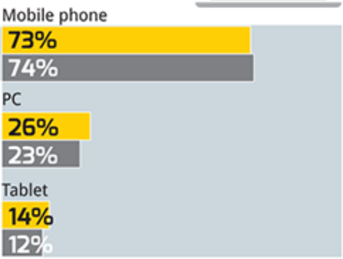
Average time/ session (min)



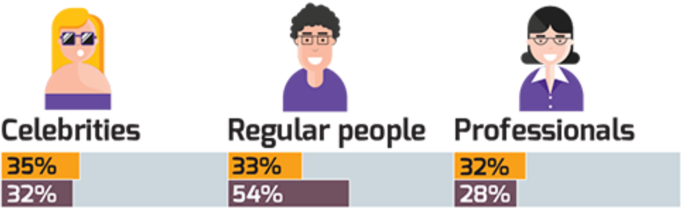
Average for 18+ online urban users (min)



Access it from...



Although they follow all types of influencers similarly, on Snapchat especially they follow firstly regular people.

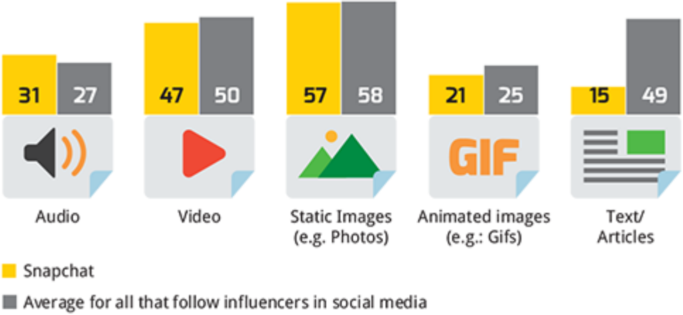


🟪 Which of the following types of persons do you especially read/ follow online?

🟧 Which of the following types of persons do you follow on Snapchat?

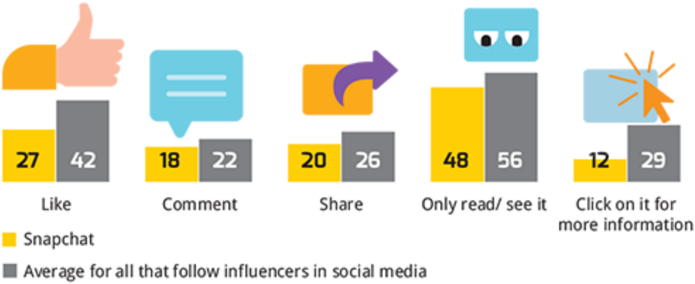
Interest in Type Of Content Posted By Influencers On Snapchat(%)

Static images and video are the two main types of content Snapchat users follow on this channel.



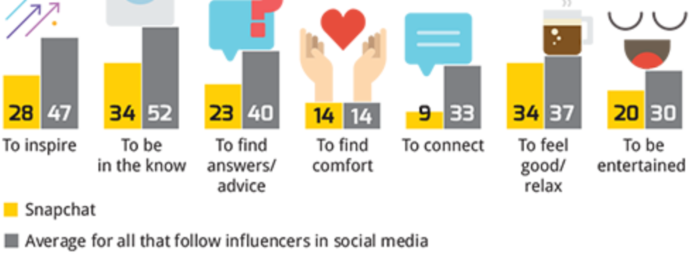
Actions on Influencers' Content (%)

When being faced with content from influencers on Snapchat, users will most likely read or see it versus show their appreciation. They are less likely than the average influencer follower to click on it for more information.



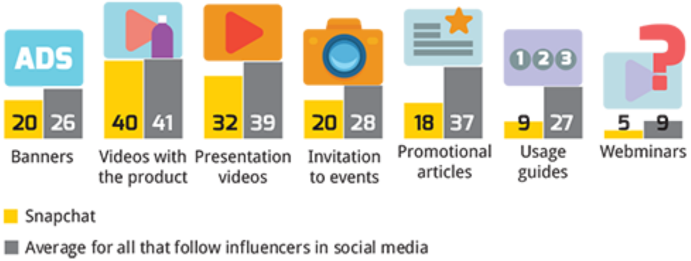
Reasons to Follow Snapchat Influencers (%)

There is no main reason to follow influencers on Snapchat, motivations being fragmented, but most Snapchaters want to be in the know, to feel good/ relax and to be inspired.



Preferred Type Of Advertising Endorsed by Influencers On Snapchat (%)

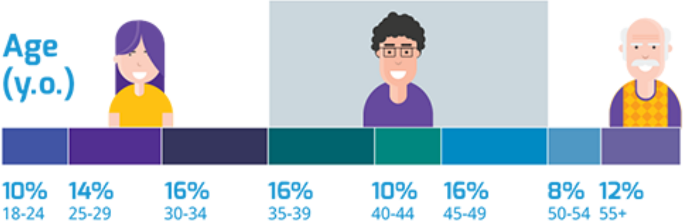
They like to receive content from influencers in videos, either videos with the product or dedicated to it or to the brand. Show reduced interest for other forms of advertising content posted by influencers.



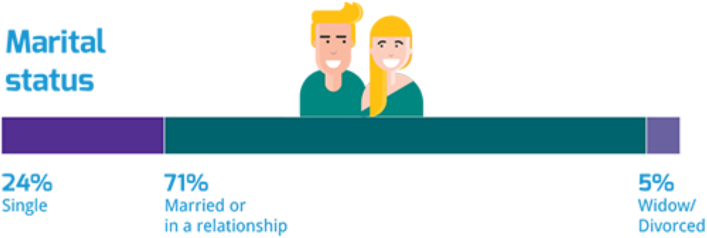
LINKEDIN USERS THAT FOLLOW INFLUENCERS ON THIS CHANNEL

LinkedIn users that follow influencers on this channel are similar to the online adult population, with higher focus on older segments (45-54 y.o.) probably those in search of jobs or job related possibilities.

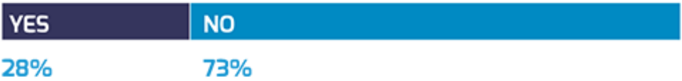
Age (y.o.)



Marital status



Kids under 14 y.o. In the HH



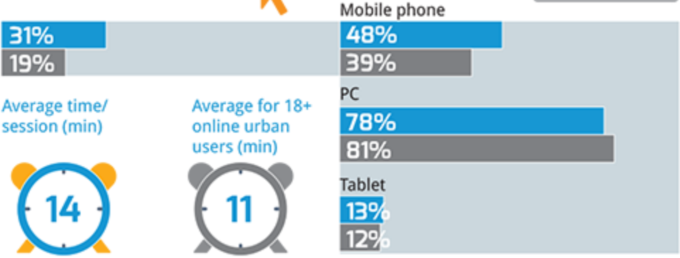
31% of those that have an account on LinkedIn and follow influencers on this channel access it daily. Their session takes in average 14 minutes, a bit more than the adult urban average.

They go online on LinkedIn from their PC, but have high affinity for also accessing it from their mobile phones.

🟦 LinkedIn Users ⬛ 18+, online, urban

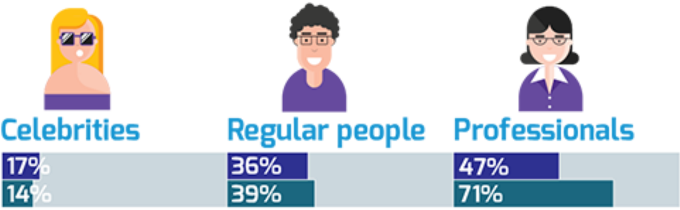
Access daily...

Access it from...



LinkedIn users that follow influencers on this channel do it for professional purposes mostly – 71% follow professionals and 39% follow regular people.

LinkedIn is THE place for following professionals, compared to other platforms.

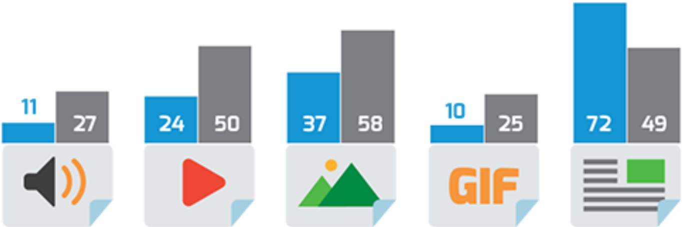


■ Which of the following types of persons do you especially read/ follow online?

■ Which of the following types of persons do you follow on LinkedIn?

Interest in Type Of Content Posted By Influencers On LinkedIn (%)

72% of those that have an account on LinkedIn follow influencers that post content as text/ articles. Secondarily, 37% also show interest towards content published as static images, still lower than the average.

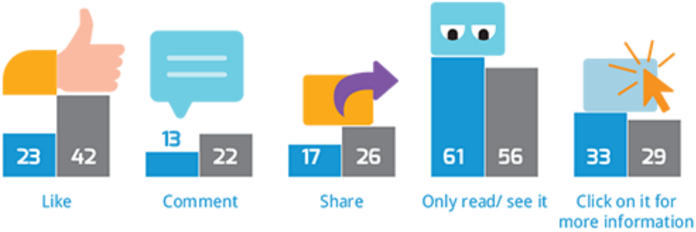


🟦 LinkedIn

⬛ Average for all that follow influencers in social media

Actions on Influencers' Content (%)

Most frequent action performed by people exposed to content from influencers on this channel is to read it. 33% admit they also click on it for more information.

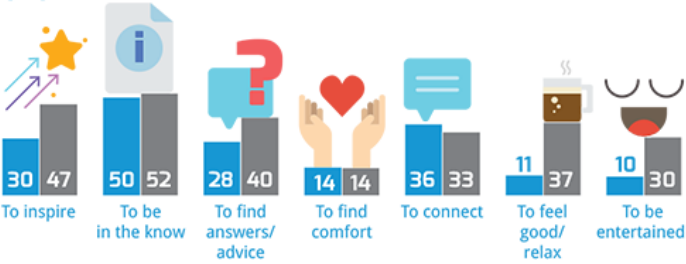


🟦 LinkedIn

⬛ Average for all that follow influencers in social media

Reasons to Follow LinkedIn Influencers (%)

The main reasons why this target follows influencers on LinkedIn is to be in the known and to professionally connect.

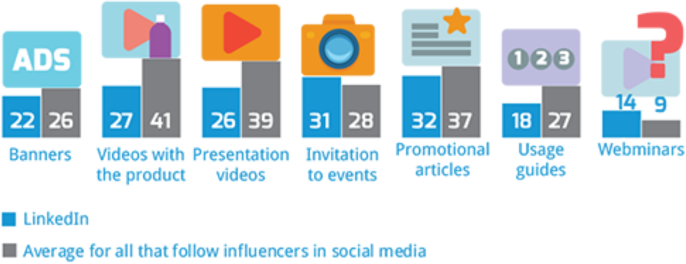


🟦 LinkedIn

⬛ Average for all that follow influencers in social media

Preferred Type Of Advertising Endorsed by Influencers On LinkedIn (%)

They don't show a clear, strong preference for a certain type of advertising content on this channel. They are open to: promotional articles, invitations to events and videos.
Show more interest for webminars than the rest of the influencer followers.



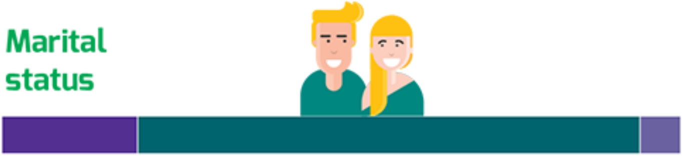
BLOG READERS THAT FOLLOW INFLUENCERS ON THIS CHANNEL

Blog readers that follow influencers on this channel are well distributed across age intervals, with a peak in 25-29 y.o. and 50-54 y.o.

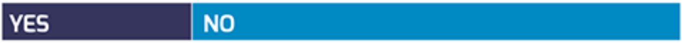
Age (y.o.)

18-24	25-29	30-34	35-39	40-44	45-49	50-54	55+
12%	16%	17%	15%	10%	14%	8%	9%

Marital status



Kids under 14 y.o. In the HH

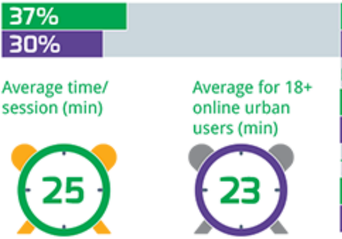


37% of those that read blogs and follow influencers on this channel access them daily, spending in average 25 minutes reading.

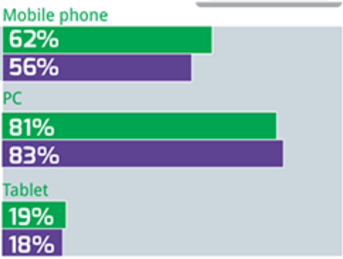
They are more likely to access blogs from their PC, but have high affinity for accessing them also from their mobile phone.

🟩 LinkedIn Users
🟪 18+, online, urban

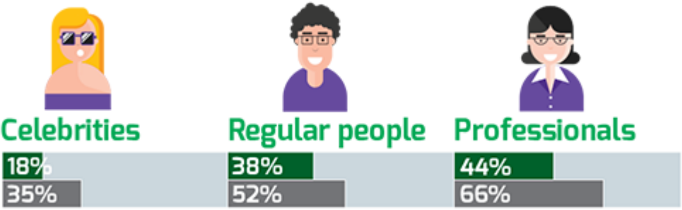
Access daily...



Access it from...



They are more oriented towards professionals and regular people, which they also follow on blogs: 66% follow bloggers professionals, while 52% follow bloggers without any special background.

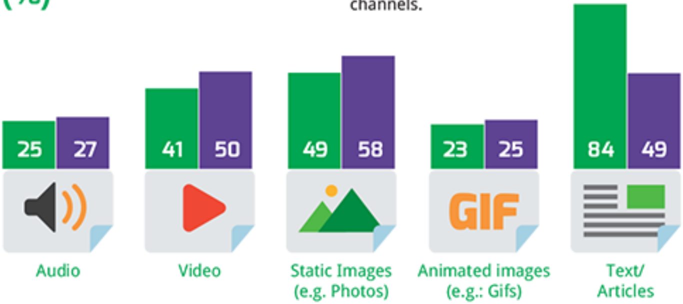


■ Which of the following types of persons do you especially read/ follow online?

■ Which of the following types of persons do you follow on BLOGS?

Interest in Type Of Content Posted By Influencers On Blogs (%)

84% of those that follow influencers on blogs prefer to receive content under written form, as texts or articles.
49% also appreciate static images, while 41% are open for videos, albeit under the average for influencers' followers on social channels.

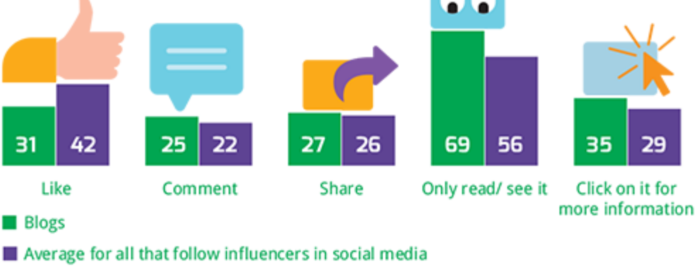


■ Blogs

■ Average for all that follow influencers in social media

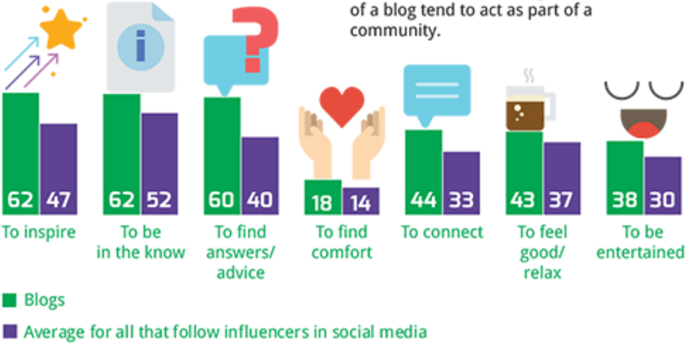
Actions on Influencers' Content (%)

Interacting mostly through written form, their main action when exposed to influencer content is to read.
They have a higher rate of clicking for more information than the average.



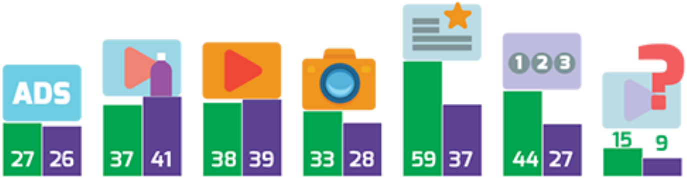
Reasons to Follow Bloggers (%)

6 out of 10 admit following influencers on blogs because they get inspired, stay in the know and find answers and advice. It is also a good place to be entertained and to feel connected, indicating that the readers of a blog tend to act as part of a community.



Preferred Type Of Advertising Endorsed by Influencers On Bloggs (%)

59% say they like advertising under the form of articles on blogs. 44% prefer usage guides – blogs being the best channel for using this type of content.
Invitation to events are also attractive to blog readers.



Ask for details from consumer@ro.starcomworldwide.com