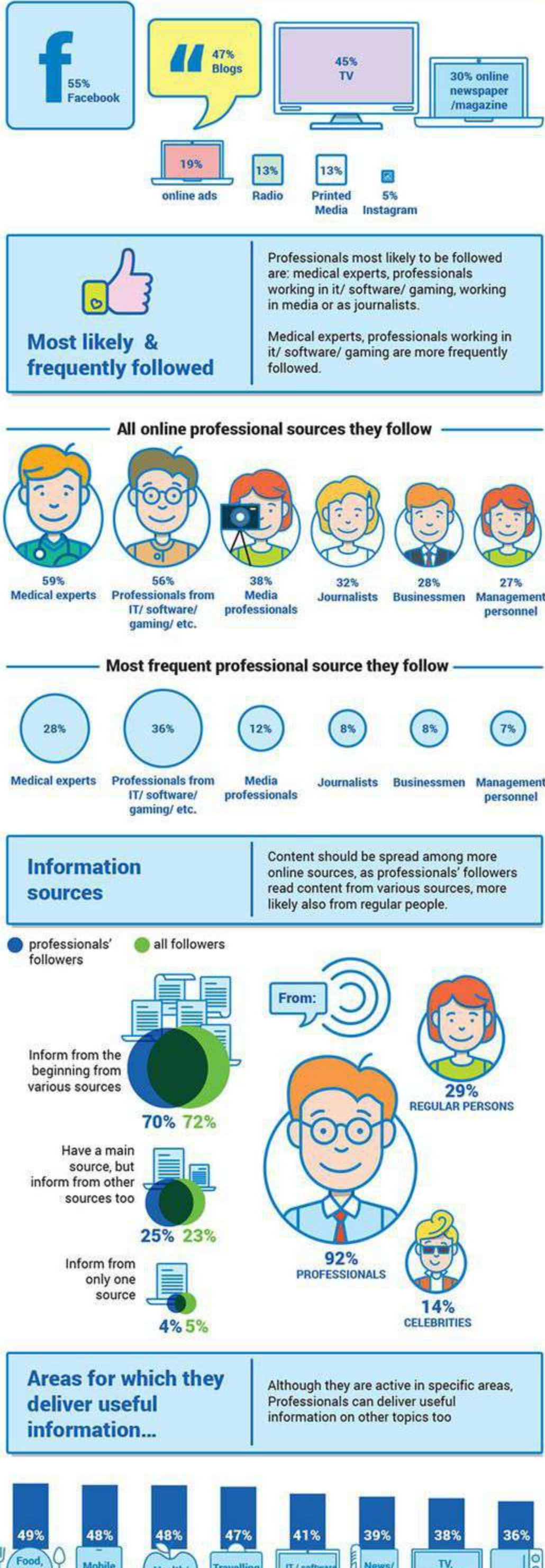


# Influencers' Role



## Profile of Online users that follow mainly professionals

Professionals attract both men and women, with medium-high education, aged 25-44 or more, with monthly personal income above average.

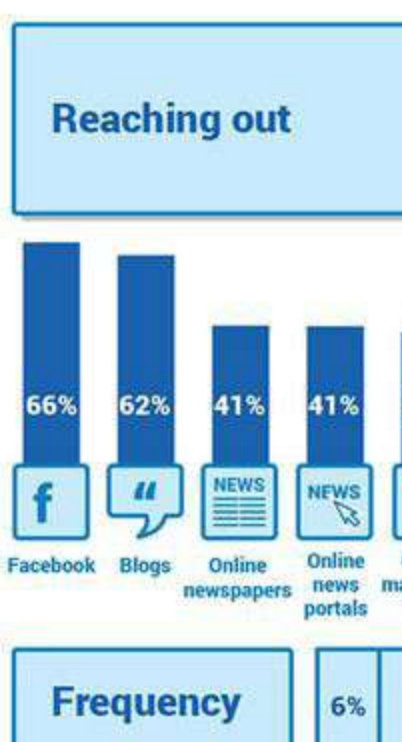


### Professionals attract followers on...



Facebook, blogs and TV help online professionals become known and followed. Other methods with high affinity of becoming a followed professional are writing for online newspapers/ magazines or through online ads.

### Most likely & frequently followed

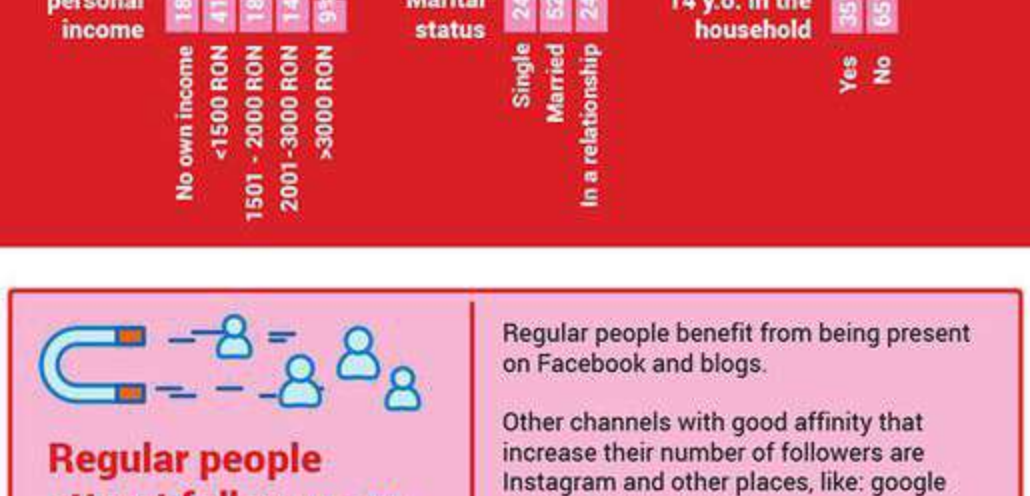


Professionals most likely to be followed are: medical experts, professionals working in IT/software/gaming, working in media or as journalists. Medical experts, professionals working in IT/software/gaming are more frequently followed.

### All online professional sources they follow

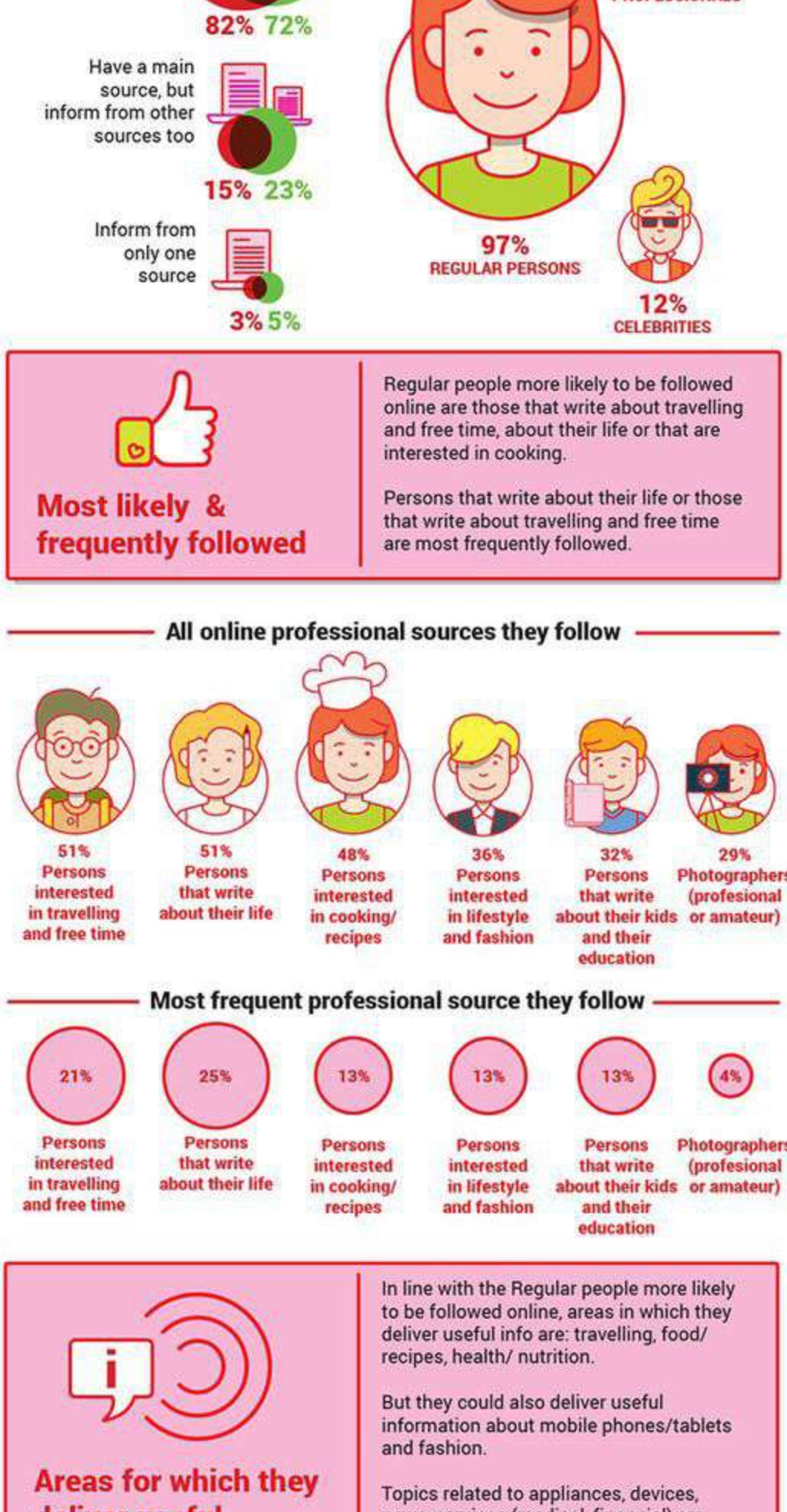


### Most frequent professional source they follow



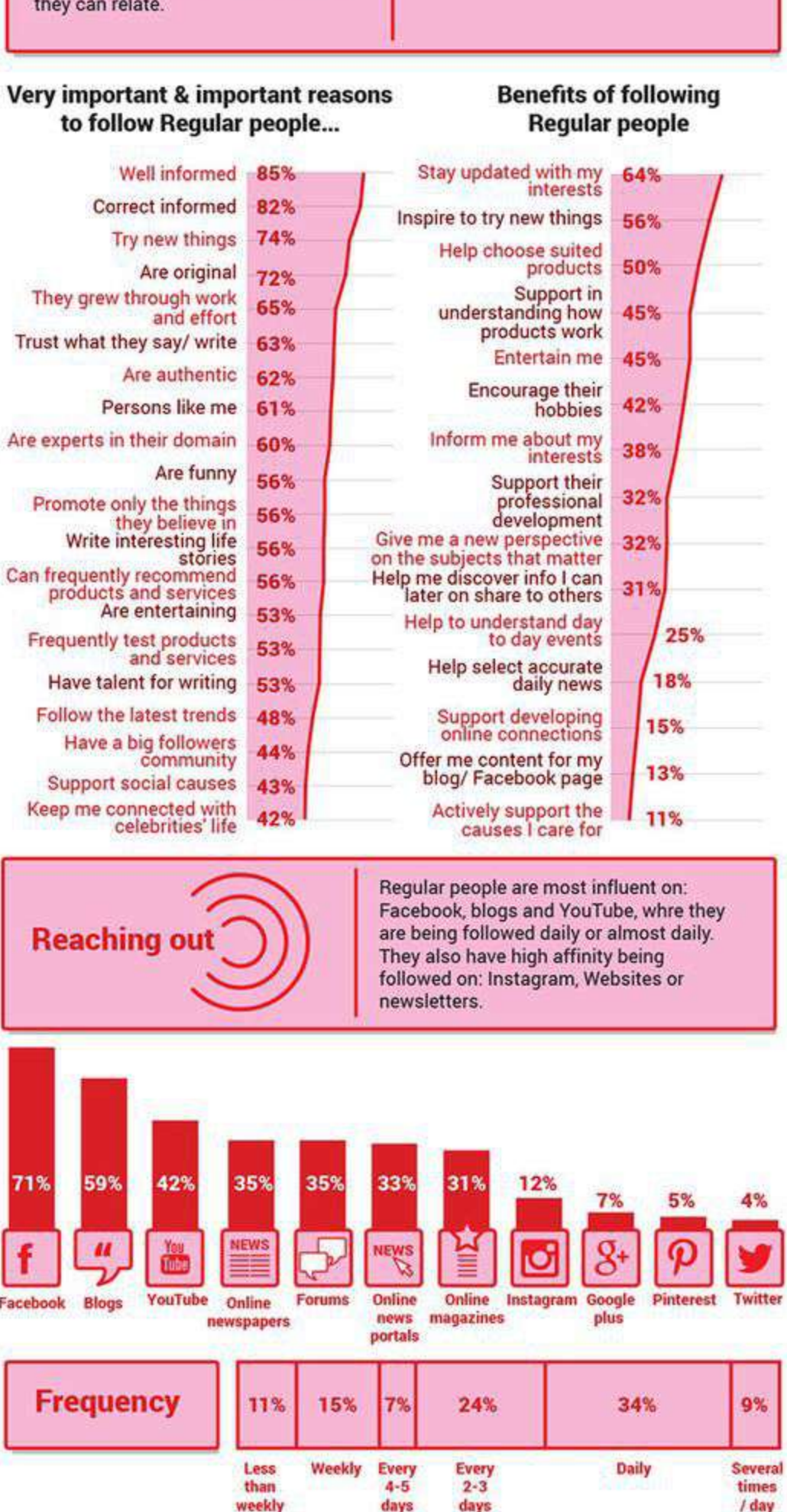
### Information sources

Content should be spread among more online sources, as professionals' followers read content from various sources, more likely also from regular people.



### Areas for which they deliver useful information...

Although they are active in specific areas, Professionals can deliver useful information on other topics too



### Why are they being followed?

Professionals are being followed because of: the quality of the information, being recognized as experts for their domain, keeping up with the novelty, having a high credibility level and becoming an expert through their own effort. Being on TV helps too.

Following mostly Professionals helps online users to stay updated with their interests, be inspired to try new things and choose better suited products. Professionals have high affinity for delivering support for professional development, actively supporting social causes and for helping online users better understand and select daily news.

### Very important & important reasons to follow professionals...

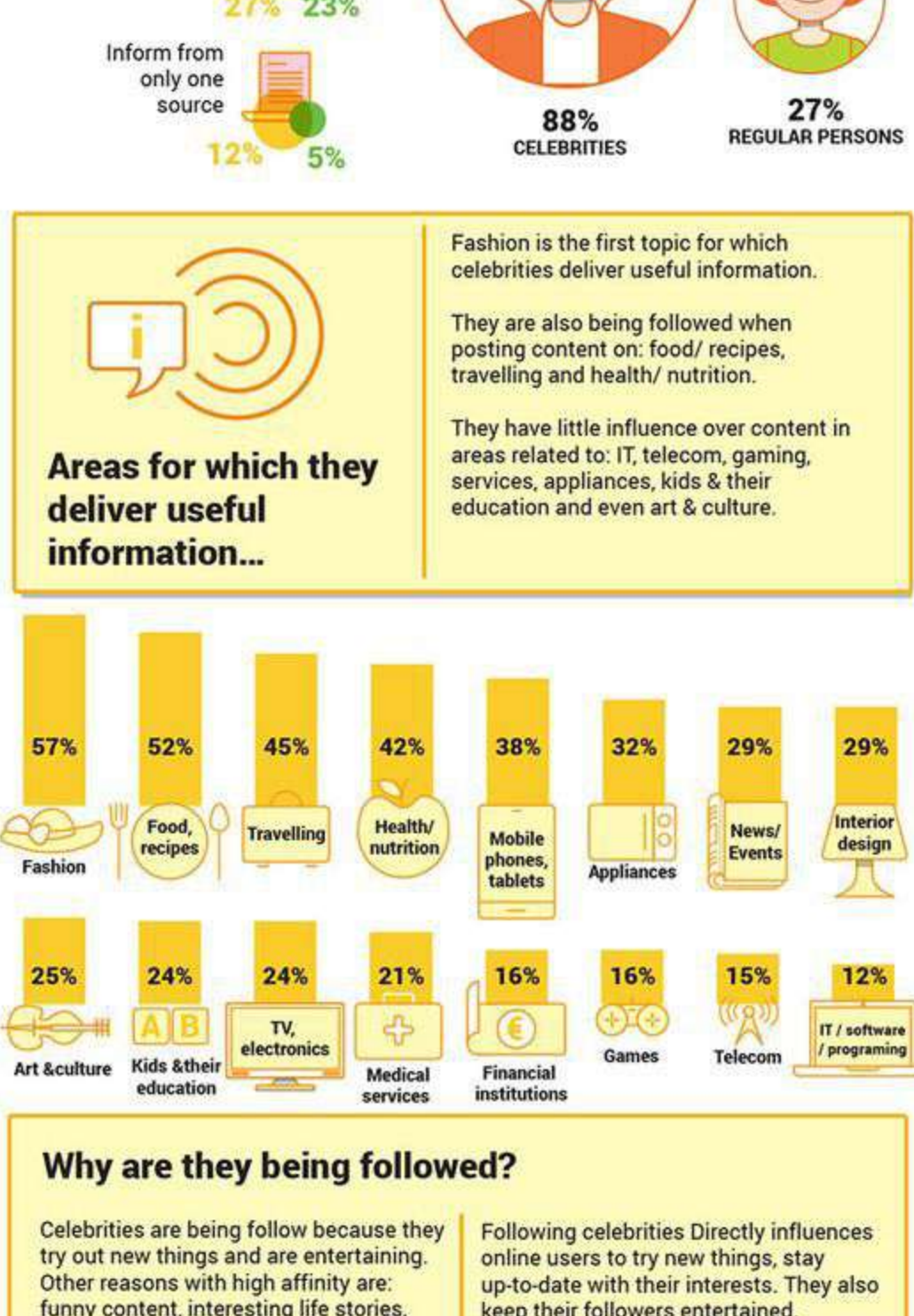


### Benefits of following Professionals



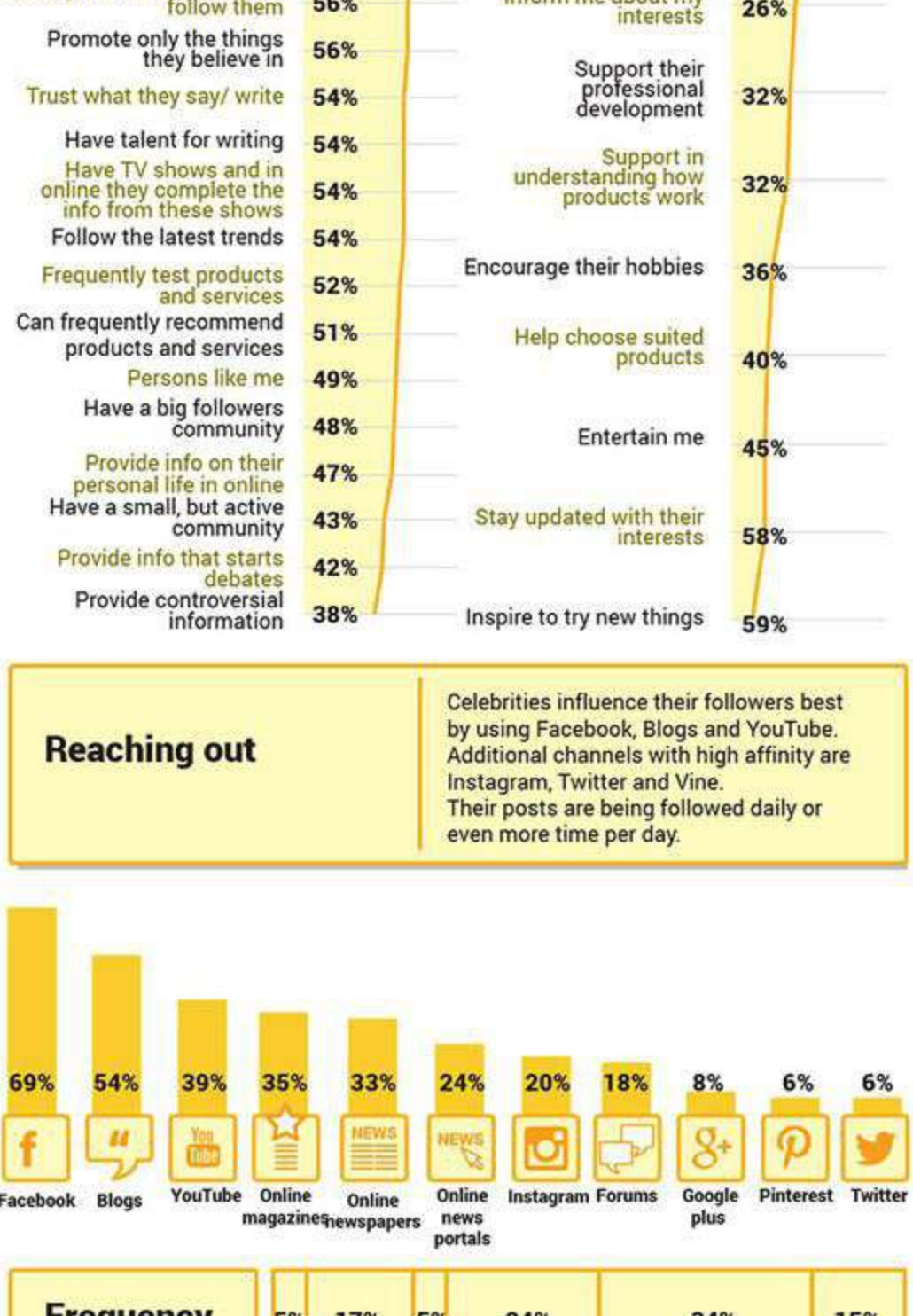
### Reaching out

Although professionals are mostly being followed on Facebook, blog and online newspapers, they have high affinity for also being followed on: online news portals, Pinterest, or Twitter.



### Type of content

Most useful forms of content provided by professionals are: articles, product comparisons and comments. Graphics can add flavor and make the content even more useful.



## Profile of Online users that follow mainly Regular people

Regular people's audience consists of: men and women, with medium and high education, aged 35+, with no income or average monthly income, not working, most probably taking care of the kids in the house.



### Regular people attract followers on...



Regular people benefit from being present on Facebook and blogs. Other channels with good affinity that increase their number of followers are Instagram and other places, like: google search, friends, forums.

### Information sources

Content should be spread among more online sources, as regular people's followers read content from various sources, more likely also from professionals.



### Most likely & frequently followed

Regular people more likely to be followed online are those that write about travelling and free time, about their life or that are interested in cooking. Persons that write about their life or those that write about travelling and free time are most frequently followed.

### All online professional sources they follow



### Most frequent professional source they follow



### Areas for which they deliver useful information...

In line with the Regular people more likely to be followed online, areas in which they deliver useful info are: travelling, food/recipes, health/ nutrition. But they could also deliver useful information about mobile phones/tablets and fashion.

Regular people's life is: helping their followers stay up to date with their interests, inspire them to try new things and helping them choose products suited to their needs. They also offer relaxing, entertaining content.



### Why are they being followed?

Regular people are being followed because they are: well informed, give correct information and try new things. They are also funny and entertaining. For 61% it really matters that these people are people like them, to which they can relate.

Regular people's life is: helping their followers stay up to date with their interests, inspire them to try new things and helping them choose products suited to their needs. They also offer relaxing, entertaining content.

### Very important & important reasons to follow Regular people...



### Benefits of following Regular people



### Reaching out

Regular people are most influent on: Facebook, blogs and YouTube, where they are being followed daily or almost daily. They also have high affinity being followed on: Instagram, Websites or newsletters.



### Type of content

Most useful forms of content provided by online regular people are: articles, product comparisons, comments and discussions among group members.



## Profile of Online users that mainly follow Celebrities

Celebrities' online audience consists of: men, with medium to high education, partly because they are still learning. They are aged 18-34, don't work or have low personal income and are more likely still single.



### Celebrities attract followers on...



Online celebrities attract their followers mainly from the TV. Second channel is Facebook, blogs and YouTube, where they have high affinity are: radio and Instagram.

### Most likely & frequently followed

Professionals most likely to be followed are: medical experts, professionals working in IT/software/gaming, working in media or as journalists. Medical experts, professionals working in IT/software/gaming are more frequently followed.

### All online professional sources they follow



### Most frequently followed...



### Information sources

12% consider to follow only one celebrity versus 5% from the online users that read content from only one source. Persons that follow celebrities put emphasis on social status, following besides Celebrities, most likely professionals.



### Areas for which they deliver useful information...

Fashion is the first topic for which celebrities deliver useful information. They are also being followed when posting content on: food/recipes, travelling and health/ nutrition. They have little influence over content in areas related to: IT, telecom, gaming, services, appliances, kids & their education and even art & culture.

Celebrities influence their followers best by using Facebook, Blogs and YouTube. Additional channels with high affinity are Instagram, Twitter and Vine. Their posts are being followed daily or even more time per day.



### Why are they being followed?

Celebrities are being followed because they try out new things and are entertaining. Other reasons with high affinity are: funny content, interesting life stories, updated content on celebrities life, completing info from TV with exclusive content in online, looking good and providing controversial info.

Following celebrities Directly influences online users to try new things, stay up-to-date with their interests. They also keep their followers entertained.

### Very important & important reasons to follow Celebrities...



### Benefits of following Celebrities



### Reaching out

Celebrities influence their followers best by using Facebook, Blogs and YouTube. Additional channels with high affinity are Instagram, Twitter and Vine. Their posts are being followed daily or even more time per day.



### Type of content

Best content posted by celebrities consists of: photos, videos. Secondary, they can also post product comparisons and articles.

