

# Beyond follower size--investigating influencer's endorsing content creation strategies

Jing Niu ( HEC Paris)  
 Kristine De Valck ( HEC Paris)  
 Peter Ebbes ( HEC Paris)

## Introduction:

Influencers' content creation strategy is the approach they adopt to construct their communication on social media (Kozinets et al., 2010).

**Understanding influencers' content creation strategy matters for social media marketing.**

- 1) It helps companies evaluate influencer persona fit and make selection decisions accordingly.
- 2) Knowledge of influencers' content creation strategies allows companies to provide guidelines without hurting influencers' creative intelligence.

This paper contributes to the literature on the effectiveness of influencer campaigns by investigating **how to measure and evaluate influencers' content creation strategy.**

## Research Question:

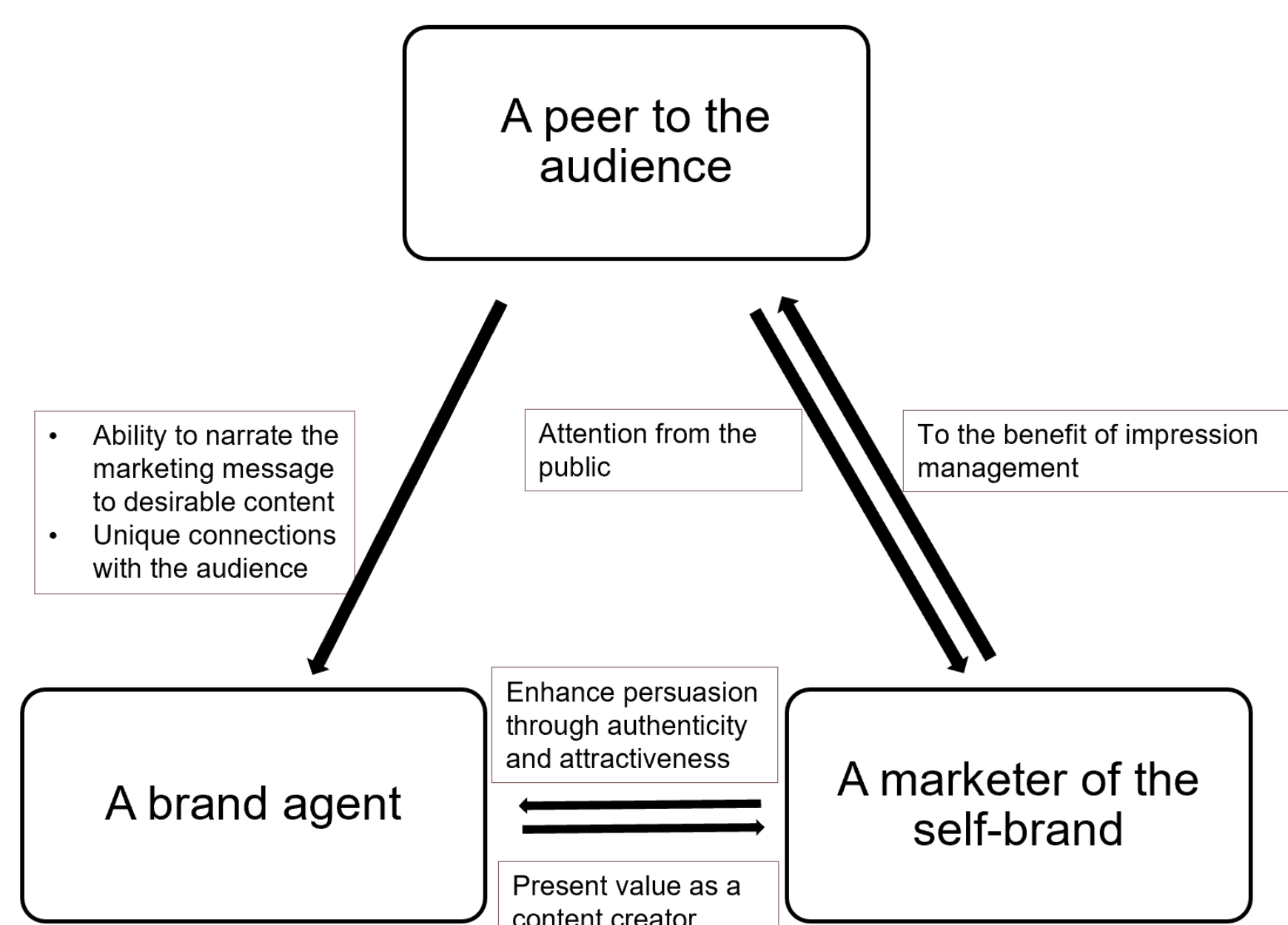
How many prototypes of content creation strategies exist in influencer campaigns?

What features capture the uniqueness of each strategy?

How is each strategy related to campaign performance?

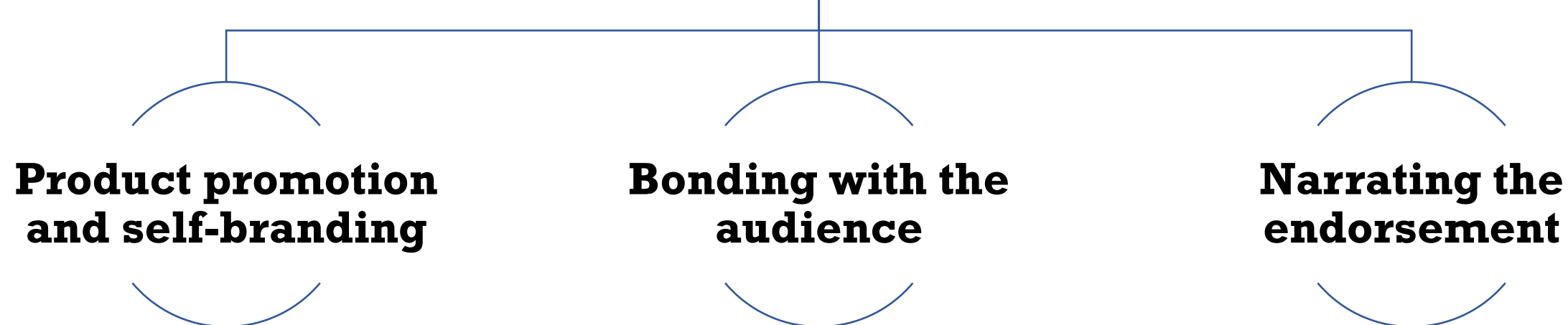
## Theoretical development:

Influencers who participate in a paid campaign need to cater to the needs of different stakeholders, (s)he plays a triple role as : **a relevant peer to the audience, a persuasive-based brand agent, and a marketer of their self-brand.**



Influencers face a constraint in their content creation: the audiences have limited attention to the information. They need to make decisions in terms of how to construct the content to meet multiple role objectives.

**Influencers should balance objectives based on multiple roles**



## Data collection:

- 195 Influencer campaigns conducted on Instagram
- 400 posts made by unique "influencer-brand" pair (2<sup>nd</sup> round is ongoing)
- Image posts are used only (image + text)
- Crowdsourcing quantification coding by more than 2400 human coders
- At least 6 coders per post who answered about 46 questions about the post content
- We calculated for each post an overall score for each question across the coders

## Statistical approach: latent class analysis

- We process the crowdsourced scores and develop sixteen main variables (both continuous and categorical variables) based on the theoretical conception to capture content creation strategies.
- Run a latent class analysis to identify content creation strategies clusters based on how (dis)similar the posts are.
- We estimate the number of prototypes of content creation strategies based on model performance.
- Using a post's features, predict to what cluster it is most likely to belong.

## Findings:

### Four prototypes of content creation strategies

#### Test using:

- Influencers as test users.
- Their personal branding efforts are quite significant.

#### Role modeling:

- Influencers who know that they only need to insert the product in their daily life-sharing.

#### Endorsing:

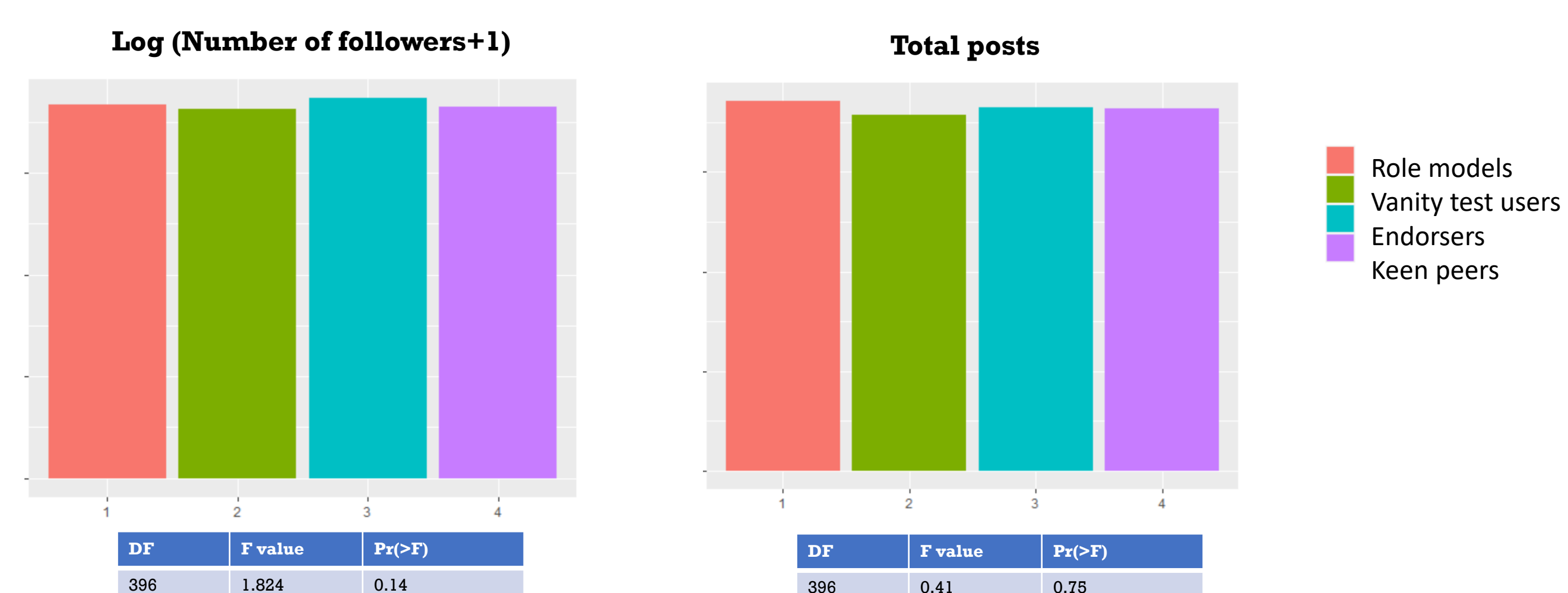
- Influencers who are skillful in making endorsements.
- They put the product in the spotlight.
- In the meantime, they share their user experience to add their personal signatures.

#### Relationship building:

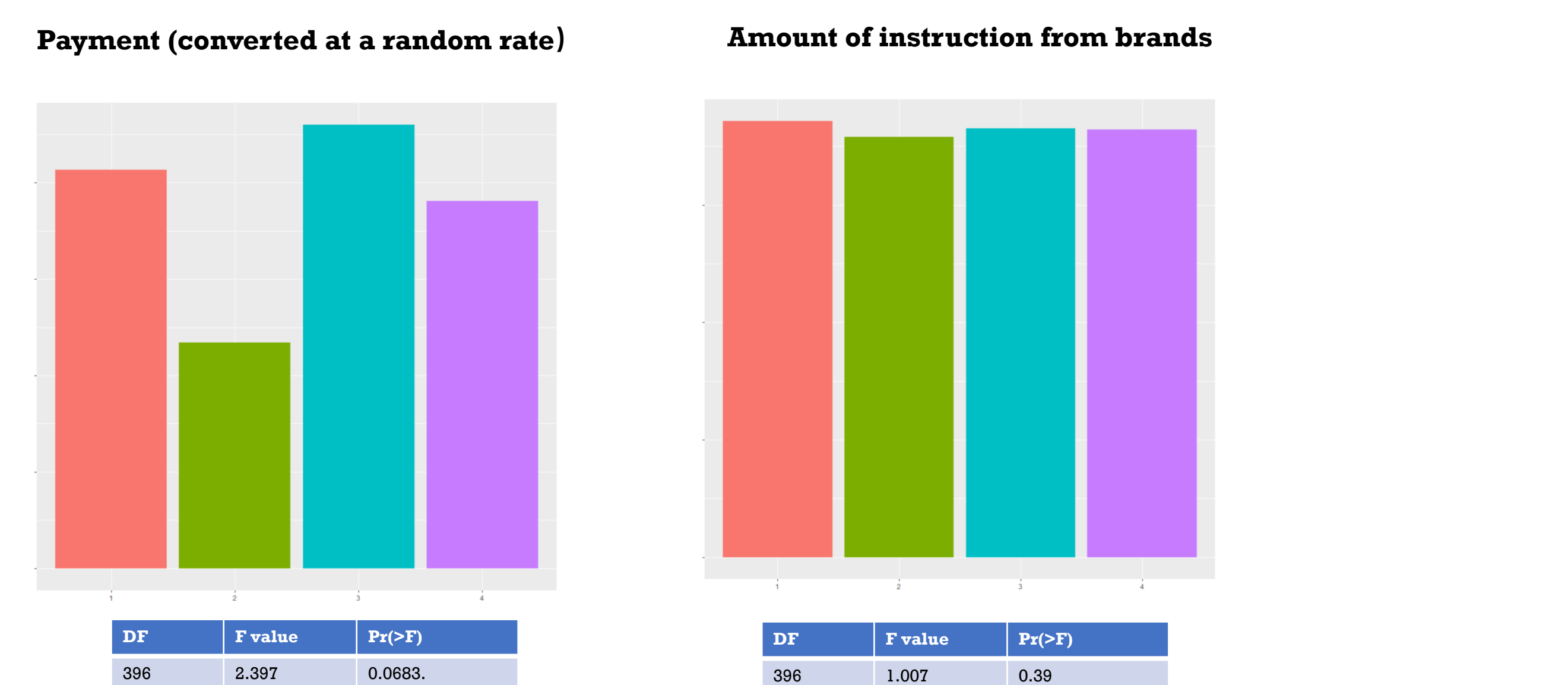
- Influencers who try to be desired peers.
- They make the product eye-catching.
- They create narratives around "promoting the product".

Furthermore, we investigate differences among four content creation strategies in terms of **influencer characteristics, campaign conduction, and performance.**

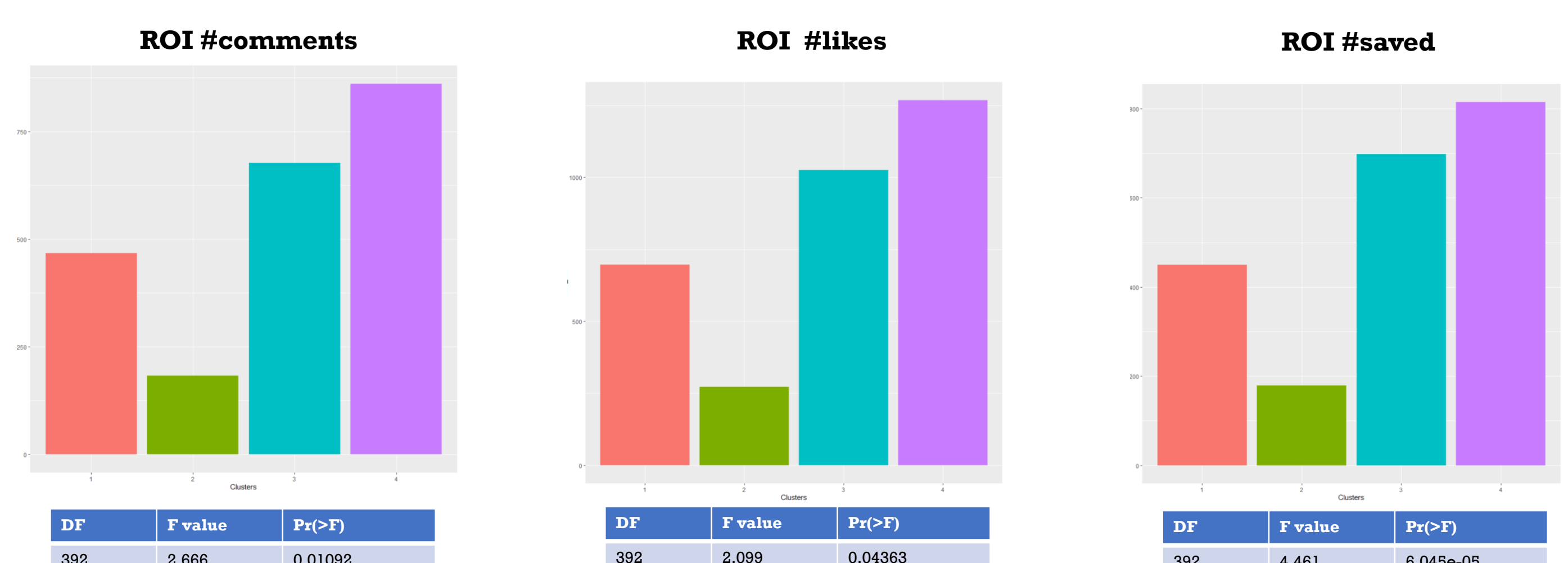
- The four different strategies do not significantly differ in influencers' number of followers or previous experience (measured in # of posts before the campaign).



- The strategy difference is related to influencers' payments but not to campaign briefs.



- The strategies are significantly different in campaign effectiveness captured by various measures.



HEC  
 PARIS  
 jing.niu@hec.edu  
 (33)778907866  
 1, rue de la liberation, Jouy-en-Josas, France