

The news story appeared on September 23, 2017 on *CBS News This Morning*, an American morning television programme, which attracts roughly 3 million viewers every weekday.

CBS News

Inside the big business of being a social media influencer

Transcript:

CBS News hosts: Celebrities can have a lot of influence in our world, especially online. And many are now reaping the benefits¹.

According to marketing firm Media Kix, Beyoncé² can earn \$1 million for a sponsored social media post. That's followed by Selena Gomez³ at more than half a million and Kendall Jenner⁴ at up to \$300,000.

5 Gomez had eight of the top ten most liked photos on Instagram in 2016, including this ad for Coca Cola which has been liked more than 6.8 million times, making it the most liked post of all time. But you don't have to be a household name to be a social media influencer. Jamie Wax is here to explain.

Jamie Wax: Good morning, Anthony!

10 The influencer category is a \$1 billion industry and it's projected to grow to \$2.4 billion dollars in just two years. In some ways, this is a throwback to integrated content⁵ at the dawn of television. But as one expert told us, what's different now is who can be the pitchman⁶ and how much money they can make.

Jamie Wax: With the help of a photographer and a bottle of cologne, Ryan Clark is essentially the head of a one-man ad agency.

Is it difficult for you to explain to old friends, family members what it is you do for a living?

15 **Ryan Clark:** It is. It is very difficult at times. I think I go by many hats, so I can go by blogger, influencer, brand consultant. I can go by creative director.

Jamie Wax: Clark is paid to post photos and curated⁷ videos on social media for brands ranging from Armani to BMW. The Texas native passed up⁸ a career as a medical doctor to become a travel and lifestyle influencer.

¹ *reaping the benefits*: høster fordelene

² (f. 1981) amerikansk sanger og skuespiller

³ *Selena Gomez*: (f. 1992) amerikansk sanger og skuespiller

⁴ *Kendall Jenner*: (f. 1995) amerikansk model og realitystjerne

⁵ *throwback to integrated content*: tilbagevenden til produktrelateret indhold

⁶ (her) den højtråbende sælger

⁷ (her) bestilte

⁸ *passed up*: gav afkald på

20 **Ryan Clark:** I was three degrees in⁹, a bachelor's in chemistry, a master's¹⁰ in healthcare management, second master's in biomedical sciences. And completely stopped, dead set in my tracks¹¹ and was just, like, "I don't see myself doing this for the rest of my life".

Jamie Wax: It might seem like a hobby, but running two Instagram accounts with nearly three million followers is serious business.

25 **Ryan Clark:** We have a set influence over the people who follow us in that regard that they want to aspire to do the things that we're doing or go to places that we're going or wear the clothing that we wear.

So, managing engagement, managing my followers, managing my brand placement, my partnerships, all of those different things – it's a full-time job. And I wish there were two of me. I would probably make a lot more money if there were two of me.

30 **Jamie Wax:** Clark is one of 17,000 influencers in the database of Fohr Card¹².

James Nord: Brands want to go where the eyeballs are¹³.

Jamie Wax: James Nord is the founder and CEO of the company that provides detailed analytics on its legion of influencers to brands, and helps with marketing campaigns.

Jamie Wax: Tell me about the dollars that the influencer category represents.

35 **James Nord:** So my, like, very back of the napkin¹⁴, if you kind of want to get a sense of what somebody's making – and this is for the fashion and beauty space – 100,000 followers on Instagram, you probably make \$100,000 a year; 200,000 followers, \$200,000; 300,000 so on and so forth. So, people at a million followers should quite easily be able to make \$1 million a year.

40 **Jamie Wax:** Earlier this year *Forbes*¹⁵ released a comprehensive list of the world's top influencers. In the field of fitness alone, the top 10 influencers have a combined reach of 106 million followers.

They calculated top YouTubers can fetch up to \$300,000 for a video partnership and at least \$150,000 on Instagram.

Jamie Wax: How much of major corporations' marketing campaigns are now dedicated to supporting influencers?

45 **James Nord:** Yeah, not enough. I wish there was more, but it's certainly growing. You know, I've heard that it's going to be \$5 billion in the next three years. I think global digital advertising is about \$150 billion. So it's a sizeable chunk.

Jamie Wax: Can anyone be an influencer?

Max Chafkin: Yes. Maybe. No... [*laughs*].

⁹ *I was three degrees in:* Jeg havde taget tre uddannelser

¹⁰ kandidat

¹¹ *dead set in my tracks:* (her) fuldstændig stivnet

¹² *Fohr Card:* platform for influencere

¹³ *where the eyeballs are:* (her) hvor folk kigger

¹⁴ *very back of the napkin:* (her) i grove træk

¹⁵ amerikansk erhvervsmagasin

50 **Jamie Wax:** Journalist Max Chafkin would know. His first-person account of becoming an Insta-influencer appeared in *Bloomberg Businessweek*¹⁶.

Max Chafkin: There were sort of two reactions. One was, “Ha, ha, ha, this world is so ridiculous.” And then on the other side it was like, “Can you tell me how to get more followers?”.

55 **Jamie Wax:** Chafkin worked with the company Socialyte. Its website says it offers influencers strategies for marketing, talent management, content creation and media partnerships.

Max Chafkin: I got a professional Instagram photographer to shoot me in various cool clothes. And they coached me on how to act. And I did okay. Like, I added about 1,500 followers or so over the course of 30 days. So you look at that...

Jamie Wax: That’s not bad!

60 **Max Chafkin:** Yeah, that sounds pretty good. Except I was spending basically all of my time on this. So I think anyone can do it, but a talent is probably more important than anything else.

Jamie Wax: But as Chafkin found out, even with influencers – whose brands are based on authenticity – looks can sometimes be deceiving.

Jamie Wax: Can you buy followers?

65 **Max Chafkin:** Yeah. The answer is yes. You can buy followers. And as part of my experiment I bought 500 followers for \$50 bucks or something, and very quickly Instagram deleted a lot of them. But they didn't catch all of them.

(2017)

¹⁶ *Bloomberg Businessweek*: erhvervstidsskrift