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EVOLUTION FROM TRADITIONAL TO DIGITAL MARKETING EMPHASIZING SOCIAL MEDIA AND INFLUENCERS

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1. INTRODUCTION

The concept of marketing has radically changed in the past decade due to technological advances; we are now seeing new forms of advertising and communicating. Traditional marketing has been left behind somewhat in order to introduce digital marketing. We have observed the evolution of the different webs (1.0, 2.0, 3.0 and 4.0) and along with it we have seen social media and social networks grow to becoming a crucial tool for marketers as well as for the society as a whole.

This study will focus on social media and social networks and look at the most important social networks. With this in mind, the aim of this study is to examine, through a literature review, how digital marketing has evolved, from its traditional beginnings to the start of social media and the new job it has created: influencers. Marketers have had the chance to take advantage of this evolution through the use of influencers. Influencers are the new way of advertising and promoting products in a less costly and more effective way. We will see what influencers are, what they do, the importance of it in Spain and how they are evolving and growing. I have had the opportunity to do an interview to two Spanish influencers, Clara Fernandez and Aurora Artacho, which has also helped me to better understand the influencer world from the inside.

Finally, this paper will study the impacts that social networks and influencers have on the generation that we categorize as 'millennials' who are the native-to-digital generation, and that have the best know-how on social trends and changes.

2. EVOLUTION FROM TRADITIONAL MARKETING TO DIGITAL MARKETING

The digital revolution has shaken the heart of marketing. Digital technology has opened new distribution opportunities for selling goods and services. It provides customers with an unprecedented amount of knowledge and efficiency in an easily accessible way. The new revolution has given responsibility to consumers, generating a fundamental change in marketing dynamics.

The first step in the digitalization of marketing was based on what was known as 1.0 web pages.(García Aretio, L. 2014) This consisted of a simple transfer of advertisements from conventional media (television, radio, paper media, etc.) onto the first web pages, which did not allow bidirectional contact with users. The advertising companies were in complete charge of the advertisements they published on this channel and were limited to presenting it to the public. In addition, the web 1.0 stage advertising was restricted to merely reproducing, in most cases, a display of goods or services in the form of an online catalogue. Nevertheless, this style of advertising provided important virtues, such as a potential universal reach, the possibility of easily updating the material and the combination of texts, photographs and, little by little, also multimedia formats. (Delgado, 2012)

The revolution came a few years later. Frantic technological advancement allowed the massive implementation of an Internet at a much higher level. Web 2.0 was born and with it ‘marketing 2.0’ which is also known today as internet or online marketing. From that moment on, thanks to social networks, blogs and websites, it became possible for all users to quickly share content, enabling the almost instantaneous sharing amongst customers of previously impossible pieces such as images and video. (Garcia Aretio, 2007)

The Internet was something more than a means of information seeking, it became a great interactive community. The network is actually only used as a way to share information in two directions. Therefore, feedback between brands and consumers is absolute and fundamental, with all the pros and cons that this entails.

Digital marketing has therefore become a key strategy for brands due to the strong potential for growth, positioning and sales or customer acquisition they reflect.

Potential consumers, or at least the vast majority, are continuously linked to the Internet from a computer and, in recent years, from their cell phones or tablets.

This context has fostered a wide range of advantages of digital marketing, among which are:

- **Affordable costs.** Digital marketing is more accessible from a budget point of view, particularly as compared to conventional marketing platforms such as television, radio or the newspaper, which have traditionally been much more expensive.
- Greater ability to **track, refine and correct campaigns** due to the possibility of compiling and checking the results collected in real time, in a precise manner.
- A great deal of **versatility and dynamism**, with the possibility of carrying out trials and improvements on the go, based on the results obtained and the attitude of the users in relation to the program.
- It allows for a very **accurate, customized and precise segmentation**. In an online marketing campaign, the organization will segment its strategies by taking into account the socio-demographic, psychological and behavioral data of users on the Internet.
- It makes a **precise assessment** of the campaign. Performance, profits, return on investment (ROI), etc. (Equipo Inbound Cycle, 2012)

2.1 Differences between traditional and digital marketing

	Traditional Marketing	Digital Marketing
Emergence of content marketing	Unilateral and basic communication	Great volumes of information and bidirectional communication
Demand	Inaccurate and basic measurement of demand	Accurate measurement of demand and the characteristics of potential customers
Visibility	Difficulty to reach a wide audience for firms	Internet has allowed firms to be exposed to all potential customers and invest in having visible web pages

Customer knowledge	Customers were manageable and easily influenced by advertisements	Customers are highly informed, very critical and know exactly what they want
Advertising images	Celebrity endorsements	Influencers and brand ambassadors
Advertising platforms	Television, magazines, radio, etc.	Social networks
Cost of advertising	Television, written press and even the radio (the cheapest) were only affordable for large companies	Advertising campaigns are faster to create, cheaper and easily modifiable

Source: own elaboration based on data from (González, 2020) and (Bailey, 2020)

Digital marketing brings within our reach a set of methods of great complexity from which can be carried out from small acts at virtually zero cost to complicated (and inevitably more expensive) tactics limitless techniques and resources can be incorporated. These are the principal resources available with digital marketing:

- **Web or blog:** undeniably, a web or blog are two of the key methods for centralizing a digital marketing or inbound marketing campaign (internet strategy for attracting users and turning them into consumers by creating value content rather than invasive content).

But using a website or blog as the central axis doesn't mean exclusivity, quite the contrary. Many digital behaviors may be used in a complementary or parallel manner to give campaigns greater visibility: social networks, video channels or forums, etc.

- **Search engines:** Search engines such as Google, Yahoo or Bing are tools that allow internet users to find information that is relevant to what they are searching for. It is important to effectively place a website or blog in the top positions of the search engines and get visitors.
- **Display Advertising:** is the most common branch of digital marketing. In the physical format it could be called the billboard. These are advertisements (banners) of various sizes and formats (texts, pictures, graphics, videos ...) that attractively and noticeably occupy a space on internet pages.
- **Email marketing:** This successor to the classic mailbox is perhaps the most traditional yet still successful resource because it has learned how to adapt to changes

and its willingness to function in coordination with other techniques, such as follow-up and coaching.

Email marketing can be achieved through own- or third-party databases from which messages are produced in the form of newsletters, newsletters, catalogs, courses etc.

- **Social networks:** as you know, these channels have not stopped rising and gaining recognition since the rise of digital marketing. In fact, they were able to adjust quickly to the changes and demands of users and customer preferences. Social networks are completely effective for disseminating content, building a brand group, branding and even online shopping, crisis management and customer support. In addition, in many of them (Facebook, Twitter, LinkedIn, Instagram, etc.) there is also the possibility of launching segmented online advertisement campaigns, which could be a strong complement to any online strategy. (Equipo Inbound Cycle, 2012)

2.2 Web from 1.0 to 4.0

Web 1.0 is the most basic form of text-only browser. It appeared around 1990 and is very primitive for what the web offers today. Web 1.0 is used by people connected to the web using the Internet and is read-only, the user is person who receives the information of the public, without the possibility of interacting with the content of the information. The sharing of information is totally limited to what the webmaster - the expert who manages the content - uploads to the website. This primitive website is static, centralized, sequential, read-only, and is non-interactive. It is used to use email, browsers, search engines, etc. (Naik & D Shivalingaiah, 2008)

The term web 2.0 was coined by O'Reilly in 2004 to refer to a second generation of web technology based on user communities and a special range of services, such as social media, blogging, wikis, chatting, forums, albums photography, network presentations, etc. It is dynamic, interactive, it develops collective intelligence and favors collaborative work. (O'Reilly, s.f.) Web 2.0 is linked to services that allow consumers to share data and interact with great ease. Social networks and collaboration platforms form the basis of this evolution of the Internet. With the advent of web 2.0, a social phenomenon occurred that forever

changed our relationship with information and communication, mainly because it made us part of it.

The term web 3.0 first appeared in 2006 in an article by Zeldman, a critic of web 2.0. This website has been operational since 2010. Web 3.0 is a technological leap that has important consequences for network users. Web 3.0 is known as the “semantic web” because it uses data more efficiently: “data web”. It is inter-operative, and the user has the control to make the changes he wishes by directly modifying the databases. (Zeldman, 2006)

In 2016, web 4.0 began, which is the next big advance and will focus on offering smarter, more predictive behavior, so that we can, by simply making a statement or request, launch a set of actions that will have as resulting what we ask or say. We have the advancements that voice assistants are making. Siri, Google Now or Cortana understand more and more precisely and correctly what we say or request. As web 4.0 evolves, we are going to be able to have smart interaction with our devices as if we were speaking to an individual. We will have the possibility to verbally say “book me ticket flights for this date, around these hours” or “I want a taxi to pick me up at in this direction at a specific hour” and it will automatically execute the action without further intervention. We are evolving from a web that provides information to the web that provides solutions. (Marino Latorre, 2018)

Differences between web 1.0, 2.0, 3.0 and 4.0

	WEB 1.0	WEB 2.0	WEB 3.0	WEB 4.0
Characteristics	<ul style="list-style-type: none"> ○ First design of the web and the most important one. ○ Unidirectional. ○ Mainly used for the dissemination of documents and cultural information. 	<ul style="list-style-type: none"> ○ Evolution of applications from static to dynamic. ○ Blogging boom. ○ Resource sharing environments. 	<ul style="list-style-type: none"> ○ Semantic web. ○ Cloud Web. ○ Multi-application web. ○ Multi-device web. 	<ul style="list-style-type: none"> ○ Powerful like the human brain. ○ Advancement of nanotechnology worldwide. ○ New models of machine to machine communication

Pros

- Static web
- The information issuer has full control over what is published.
- Easy to use.
- Possibility to share information.
- Encourage constructivist learning.
- Availability from any place.
- Less hardware requirement.
- Computers find information much faster.
- It is much easier to make modifications and share information.
- Availability from any place.
- Access to information, video, images, audio and games.
- Interactivity
- You can make payments, paperwork and different tasks.
- Advance in the development of telecommunication.
- Use of user context information.

Cons

- Read only.
- Feedback is not allowed missing the opportunity to share valuable information.
- Eliminate physical social interaction between people.
- Less privacy.
- Information saturation.
- It can generate addiction.
- Greater care with information privacy.
- Certain computers are more vulnerable to viruses.
- Dependence of the system on the internet connection.
- More computers are more vulnerable to virus attacks.

Source: own elaboration based on information based on data from (Flat World Business)

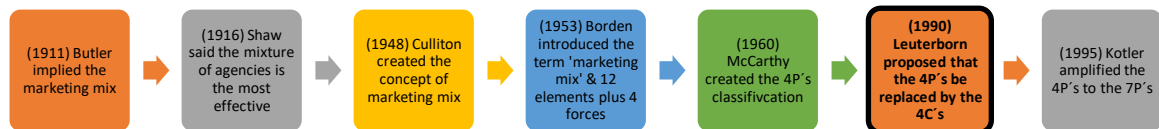
3. EVOLUTION OF THE MARKETING MIX

The term “marketing mix” started with Culliton who determined that a marketing manager had to be a mixer of ingredients in order to be successful. (Graham Jackson & Vandana Ahuja, 2016). After that, Neil Borden created the actual word "marketing mix" in his speech to the American Marketing Association, in which he declared that such a mix was composed of twelve elements (product planning, branding, pricing, distribution channels, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact-finding and analysis). (Journal of Direct, Data and Digital Marketing Practice, 2016). And last, Jerome McCarthy (1964) reduced these variables to 4 Ps. Marketing mix as a mixture of all the variables that managers can use to meet market needs. In McCarthy's version, the marketing mix consists of product, price, place and

promotion. Each of these Ps consists of a variety of the twelve management policies mentioned by Borden (1964), including other sub-mixes within each. McCarthy's marketing mix has been widely embraced over time by marketers and researchers, becoming a central element in marketing philosophy and practice. There is no question that the developments in the social and economic landscape and the resultant transformation of the competitive environment have a direct effect on the marketing mix. In particular, the digital framework is where the original implementation of the marketing mix reveals significant limitations. (Dominici, s.f.)

Lauterborn proposed that the four P's must be modified and replaced by the 'four C's,' which revolve around the consumer, his wants and satisfaction, leaving aside the product itself, as it adjusts to what the consumer wants: The first P (product) is substituted by the first C (consumer), Cost/Benefit substitutes Price, convenience substitutes place and communication substitutes promotion. He states that in order to establish a successful marketing mix, both the 4P's and 4C's should be implemented complementarily. (Trabado, s.f.) (Falcon, 2012)

The Marketing Mix Timeline



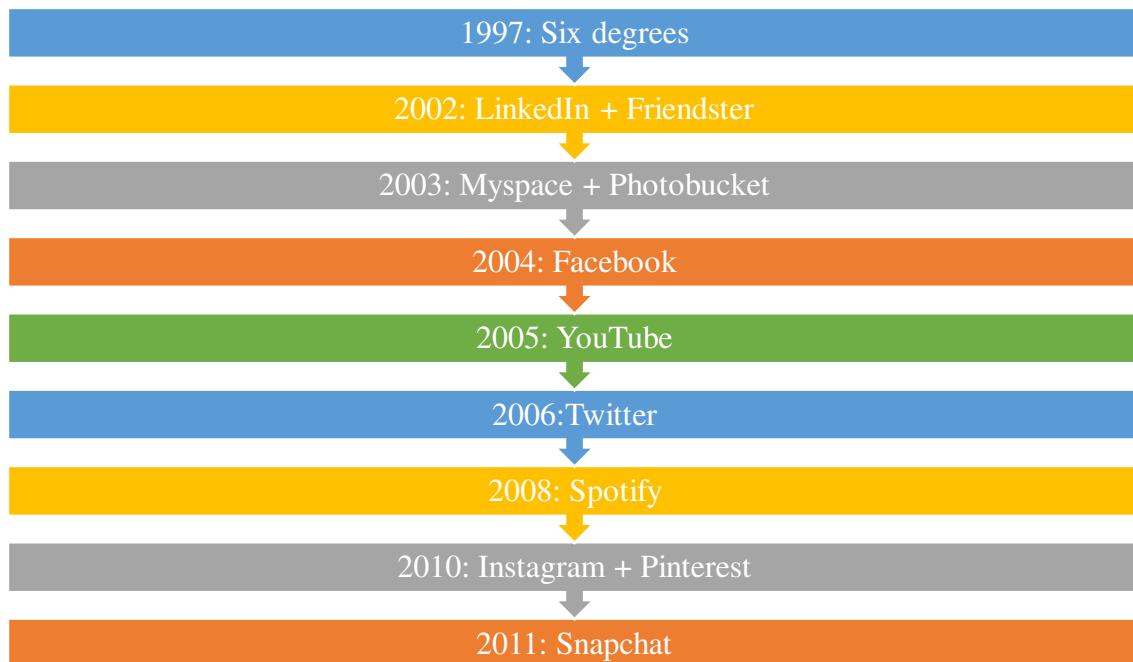
4. EVOLUTION INTO SOCIAL MEDIA

Social media has become an essential part of our society. It enables users to create content and participate in online activities at any time and place and it is possible due to the web 2.0 that makes it easy and accessible to all users. (Tang & Huan Liu, 2014)

The first social media site was created earlier than we think, in 1997. It was called “six degrees” and it allowed users to create profiles and connect with each other. The name “six degrees of separation” came from the theory that that people are interconnected by a maximum of six people, it held that you could reach anyone in the world through a “friend of a friend” in a maximum of six steps. Later, in 1999 the first blogging sites arose, creating what we know now as the social media movement. (Hendricks, 2013)

Once blogging was invented, social media burst into popularity until reaching the point at which we are today. At the beginning of the 2000's Myspace and LinkedIn began to gain importance.

Social Media Timeline



Source: own elaboration based on data from (Phrasee, s.f.)

The global rate of social penetration hit 45 per cent in 2019, with East Asia and North America having the highest penetration rate at 70 per cent, backed by northern Europe at 67 per cent. (J. Clement(Statista), 2019)

4.1 Difference between Social Media and Social Networks

Social media and social networks are terms that are frequently used as synonyms although in reality they don't have the same meaning. Social networks are prompted by social media. (Petrescu, 2014). Social media is an internet tool that allows online interactions between users. Social media has widely developed in the past years as each day we are more connected and involved in providing and sharing information, opinions or knowledge in an online space. There are different types of social media platforms such as blogs, microblogs or social networks. Social networks are specific social media platforms that have arisen to facilitate

consumers their interactions with one and other. Social networks are a type of social media and have become very popular among the majority of the population. Some examples of the most popular social networks are Facebook, Twitter, LinkedIn, etc. (Kimball & JaeRan Kim, 2013)

5. EVOLUTION INTO SOCIAL NETWORKS

The impact of social networking is such that the number of global users is projected to exceed some 3.02 billion active social media users per month by 2021, around a third of the world's total population. Despite the growing popularity of social networks, the business opportunity continues to increase, as not only user numbers but also user interaction continue to rise. Internet users spend an average of 136 minutes a day browsing social networks. This encourages global brands and their advertisers to use this opportunity and screen room to advertise a range of goods and services through social media marketing or viral ads. Over recent years, social networks have seen a strong change towards mobile channels. Smartphone and tablet applications, as well as mobile internet access, have encouraged the growing existence of mobile-only networks. (Statista, 2019)

5.1 Facebook

Facebook is an American social networking site that was created in 2004 by Mark Zuckerberg originally to connect college students. Facebook lets you send messages and share updates to stay in contact with friends and relatives. It also allows you to share a wide variety of content, such as images, videos, links, etc. Posting on Facebook is different from other forms of online communication, rather than private one-to-one communication it is a way to share your content to a bigger amount of people and is therefore, less private. (GCF Global, s.f.)

Their mission is to “Give people the power to build community and bring the world closer together” (**Facebook, 2020**). Facebook was opened to the public in 2006 and it is now by a great difference the biggest social network in the world. Facebook has actually over 2.5 billion active users monthly and a total of 2.89

billion users if we count with all of the company's core products (Facebook, Instagram, Messenger and WhatsApp). (Statista, 2020)

Facebook's most followed account is the famous footballer's account; Cristiano Ronaldo. He created his account in 2010 and has summed over 120 million followers since then. (Robinson, 2020) He's account shoes content on both his professional and personal life. Here he also posts sponsored advertisements of brands and other accomplishments aside of he's career as a football player. (Statista, 2020)



5.2 Twitter

Twitter is a blogging network that allows you to send and receive instant messages called tweets. Tweets can be linked to pictures, websites or links and may be up to 280 characters long messages. Twitter users can follow other users, and the tweets posted by the people that you follow appear in your twitter home page. You may opt to follow individuals and organizations with common interests to yours. You can either generate your own tweets and post them or retweet a tweet someone else has posted. Twitter has now become incredibly popular amongst celebrities, politicians, academics and the general public. (Economic and Social Research Council, 2020).

The firm was launched public in November 2013 and is listed as one of the largest U.S. Internet firms with a market capitalization of approximately 33 billion U.S. dollars as of September 2019. Twitter accounted 152 million daily active users worldwide, the company's revenues amounted to 3.46 billion US dollars, with a net profit of more than US\$ 1.47 billion. Almost all of the company's revenue is

raised via advertisements. Recent social network data also shows that Twitter use is becoming increasingly common in events. Live-tweeting events, such as sporting events or television shows, have become a common way for users to engage online with others while sharing their views on current experiences. Twitter has also become an increasingly powerful tool in politics, with many elected officials, states, and ministries using official Twitter accounts to make announcements and reach the general public. (Statista, 2020)

Twitter is a social network very popular among celebrities and this is evidenced by how popular celebrities' accounts are. The most five followed twitter accounts are: Barack Obama 's with 113 million followers, Justin Bieber's with 109 million followers, Katy Perry 's with 108 million followers, Rihanna's with 96 million followers and Taylor Swift's with 86 million followers. (Pope, 2019)



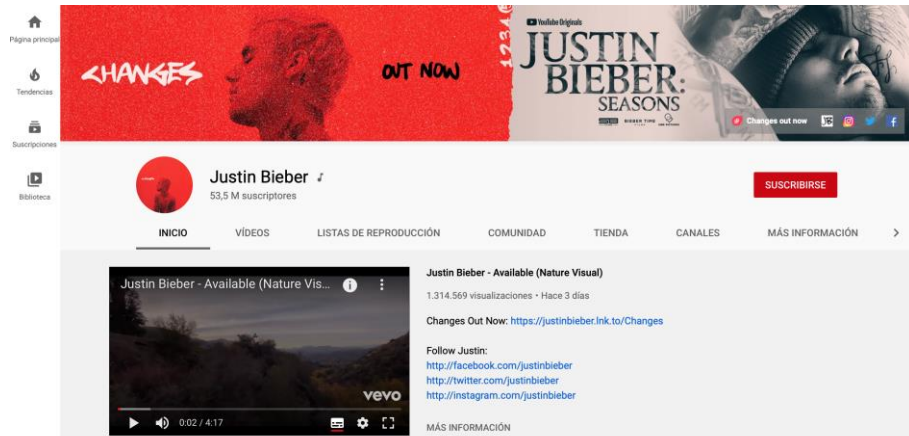
5.3 YouTube

YouTube is the most successful and biggest video sharing site. YouTube was created in 2005 and since then billions of videos have been posted and shared on the site, ranging from Hollywood movie trailers, music videos, TV clips, short original videos, instructional videos to video blogs from influencers or celebrities. (Moreau, 2020)

The majority of online content is free to view, but occasionally it is subject to national limitations for reasons such as copyright.

In 2019, YouTube's worldwide advertisement sales rose to almost US\$ 15.15

YouTube's eight most subscribed channels are corporation entertainment channels such as music company's channels or children entertainment channels. The first individual person's channel (ninth position) is Justin Bieber's channel with 53 million subscribers.



5.4 LinkedIn

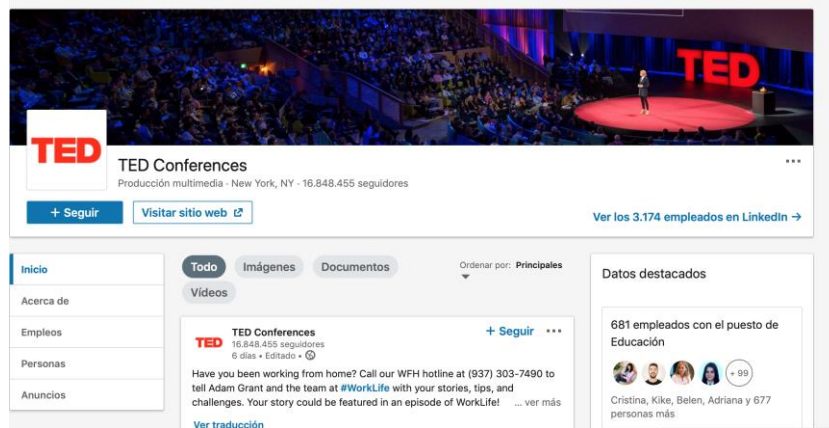
LinkedIn is a social network founded in 2002 oriented towards professional networking and career growth. As Hoffman, the creator of LinkedIn, put it, it was created to 'find and contact the people you need through the people you already trust'. (Elad, 2014)

LinkedIn helps you to organize your professional identity on the Internet via a social network to make you more successful in your career. Networking has always been an important part of professional careers and LinkedIn allows you to open doors in your professional connections and extend your network.

You can use LinkedIn to show your resume, search for job positions, and improve your professional credibility by posting updates and communicating with others. LinkedIn is free, but the LinkedIn Premium edition provides extra features such as courses online and workshops, along with insights into who is viewing your profile. (Johnson, 2019)

LinkedIn has around 610 million users and it is available in over 200 countries. December 2016, Microsoft acquired LinkedIn for approximately 26.2 billion US dollars, making it the most expensive acquisition Microsoft has made to date. LinkedIn is considered a very effective platform for online recruitment of social recruiting networks with a near-universal use. LinkedIn has the highest usage rate for successfully placing a candidate according to industry statistics. (Statista, 2019)

LinkedIn's most followed page is TED Conferences with 12.5 million followers. TED Conferences is a mix of video, articles, and customized image-centric inspirational thought leadership from business professionals.



5.5 Instagram

Instagram is a free social networking application focused on photo sharing and video sharing. It was launched in 2010 and Facebook acquired it in 2012 becoming the owner to today. Instagram, like most social networks allows you to create a profile and to follow and connect with other people. If you have a private account, only the people that you accept as friends can see your posts, but you can also choose to have an open account. Following other accounts produces a feed on the homepage that displays recent posts from everybody you follow, and you can like and comment on them. (Stegner, 2019)

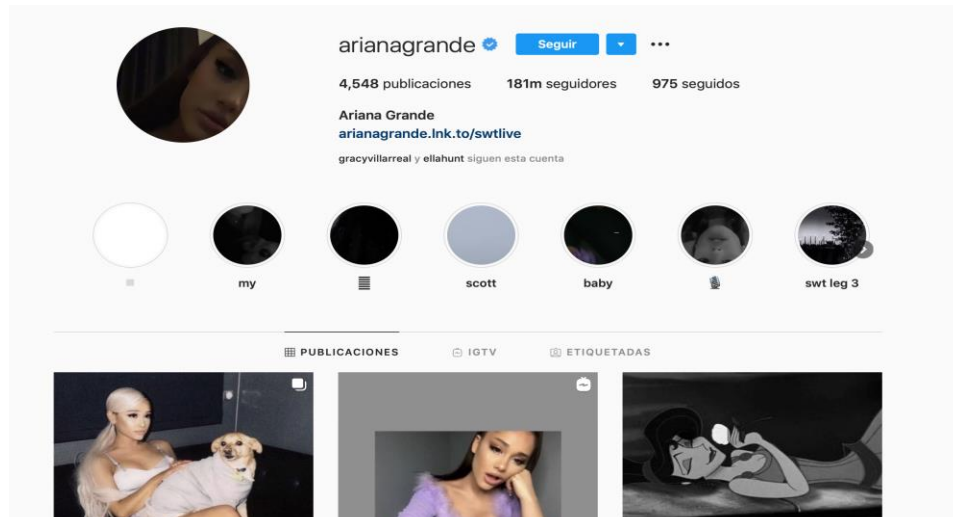
Besides sharing regular images and videos that stay permanently on your account, Instagram also supports a feature called 'Stories', which enables you to post pictures and videos that disappear within twenty-four hours. (Stegner, 2019)

The social network registered more than 1 billion active monthly users worldwide as of June 2018 and the daily active users of the social media network amounted 500 million people. Instagram is dominated by younger users under the age of 35, many of whom take an interest in getting a peek into celebrities' lives by following their respective Instagram accounts.

The online self-expression opportunities and the exhibition of wealth through pictures are attractive qualities of the visual medium that lend itself to countless celebrity brand promotions of goods and services. This situation is extremely well

suited to e-commerce through social media marketing; fashion and luxury brands have particularly turned to marketing through Instagram. This has led to the Instagram influencer marketing trend that we observe nowadays. (Statista, 2019)

The most followed accounts on Instagram are Cristiano Ronaldo's account, as it is on Facebook, closely followed by Ariana Grande with 181 million followers.



6. INFLUENCERS

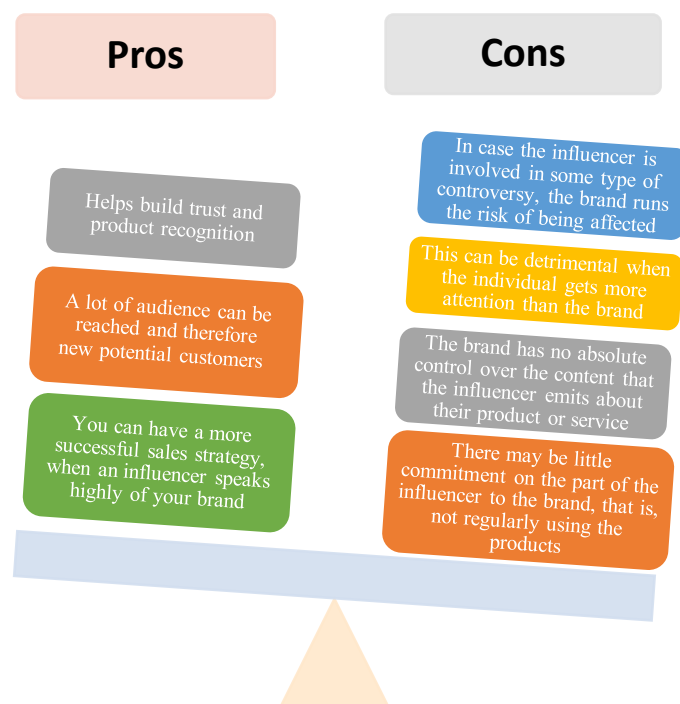
Influencers are those individuals that are perceived to have the ability to build interaction, kick up the dialogue and impact the decision to buy products and services from a target market. (iab Spain, 2019)

Influencer marketing is an innovative marketing technique that consists of creating a set of mutual ties between brands and corporations and those individuals with high exposure and protagonist on the internet, known as 'influencers.' The Internet, and particularly social networks, have created the emergence of a set of individuals, who may be more or less the equivalent of popular people or celebrities in the mass media, who have become icons for a significant number of users. These people have become the key for brands as their critique of a certain product or simply its appearance using a clothes brand or other item can make their followers get the exact image the brand wants to transmit and consequently make their sales increase dramatically.

The advantages of Influencer Marketing for firms are that they continue to reinforce their firm's optimistic messages, a lot of dialogue about their brand is generated online, traffic to their website or our campaign landing page is heightened, Influencers are closely followed by a target group with a strong buying power and a rather consumerist one: the millennial generation, if properly planned, an influencer strategy doesn't have to be very expensive, so a satisfactory and competitive return on investment can be obtained and the company earns prestige and recognition. (Inbound Cycle, s.f.)

Instagram is crowned as the ultimate social network that best meets the specifications requested by today's viewer (naturalness, proximity and reality). That ranks it first in terms of brand media spending but also as the first channel choice while collaborating with influencers. (INFLUENCITY, 2018)

6.1 Pros and Cons of Influencer Marketing



Source: Own elaboration based on data from (Ruiz, 2017)

A con that also affects consumers and followers is that there is not enough transparency many times. That is to say, the influencers appear to be endorsing a brand because that is their own judgment, forgetting that they are really doing so in return for something, usually money. In these situations, there is a lack of integrity and a certain degree of manipulation to the followers, who do not know

that the financial interests of brands and corporations are implied behind the position of their representative. (Inboundcycle, s.f.)

6.2 Influencer marketing in Spain

It's not a surprise for any of us that the 'influencers' are becoming stronger and have a significant weight on the internet. The sector has only expanded after the first trend of youtubers and bloggers began to emerge, and now we can observe it with specific figures. The IAB Spain Annual Social Media Study 2019 presented together with Elogia and sponsored by Adglow, came to several conclusions. Among its key findings, they note that 47% of respondents claim that they guide the purchasing of a product or service and 55% announce that they have checked for product / service details on social networks before making a purchase, especially the female target and under 45 years. 85.5 per cent of Internet users aged 16-65 use social networks covering more than 25 million Spanish people; robust results relative to previous years showing the maturity of social networks. The Internet user population who uses social networks is very close across both sexes (men 49 per cent vs. women 51 per cent) and the average is 39 years of age. Additionally, 41 percent are actively involved in giving their opinion in Networks on their internet purchasing. 58 per cent of business professionals hired influencer platforms on social networks, mainly on Instagram. In fact, 87 per cent of the experts surveyed are very pleased with the work carried out by the influencers. Sixty-seven percent appear to have raised media spending in Social Networks from the previous year, with Facebook and Instagram taking the biggest share. (Rodríguez, 2019)

6.3 Influencer agencies

Businesses can't continue to neglect Instagram's success and value in marketing its goods and services. Instagram is no longer a niche social media site, since it hit the 1 billion monthly users' milestones in June 2018.

Influencer agencies are agencies who serve exclusively a certain number of influencers, assist them in the commercial management of their profiles and advise them in the creation of their content. They typically have profiles with

related characteristics and generally have exclusivity in the commercial use of their listed parties' products, so all promotional activity must be coordinated with them. Agencies typically differ by type of network, separate verticals of the industry and the scale of those represented. We can observe agencies that focus on fitness, other on lifestyle, fashion, and so on.

Influencer marketing agencies provide an important service on Instagram for brands wishing to partner with influencers. They provide valuable help to busy firms, with little time or inexperience to launch internal marketing influencer campaigns.

A great example of an influencer agency is 'Soy Olivia'. Daniela Rodríguez is no newcomer to the Influencer Marketing world. In 2015, when influencer marketing was already viewed as a fleeting trend by the Spanish marketers, she created the Instagrammer agency Soy Olivia. Five years later, Daniela is a reference point for the national marketing influencer industry, representing María Pombo, Grace Villarreal and María Fernández-Rubíes amongst others.

6.4 Influencers launch their own brands

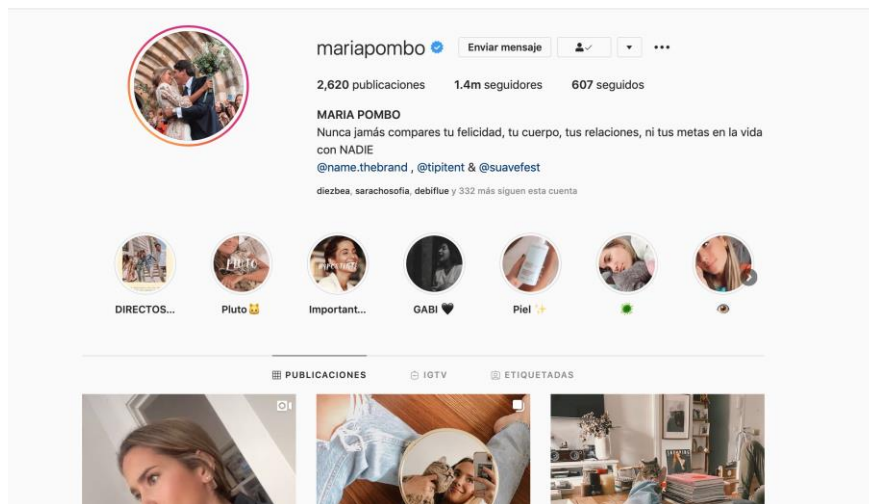
Influencers of social media act as early adopters of products which set trends within the broader consumer population. (Mediakix, 2019) They are using their social networking sites to help in enhancing the message. Influencers work hard in building a strong personal brand and the collaborations they do with other brands must be consistent with their own brand. That is how they build connections and loyalty with their followers. Young generations (Millennials and Generation Z) follow influencers because of what they represent and because they somehow feel identified with their tastes, personality or lifestyle, therefore, if they try to advertise or sell something that is not consistent with who they are and what they represent, it doesn't work. (Mediakix, 2019)

That is why it is very important for businesses to choose the right Influencer to promote their brand, if the choice is not correct, your efforts and investment will be wasted. (Hamann, s.f.)

This strong personal brand that Influencers have built and the many years they have spent building trust with their followers, have made many of them launch their own brands that fully represent them. Some examples are the aforementioned influencers María Pombo and Grace Villarreal. Apart from launching

their own brands, certain influencers like María Pombo have a sufficient influence on product lines that brands offer them the ability to launch their own product range.

María Pombo

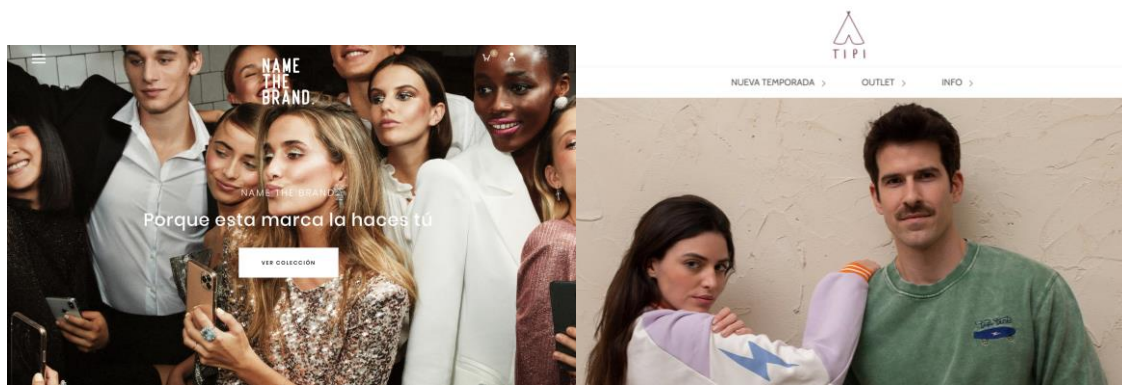


María Pombo has become one of the best-known influencers in Spain. She is from Madrid and has over 1.4 million followers on Instagram, which shows that her image sells. For this reason, fashion firms count on it for most of their advertising campaigns. The young businesswoman has succeeded in transforming her identity into a prosperous business in which she has built an empire where she makes thousands of euros from her publications, her clothes company and her own festival with herself being the sole claim to ads. As of the end of 2012, the Influencer, who was studying Tourism with Protocol, opened her Instagram page. Since that moment to now, her social network page has not stopped collecting "likes" and followers, something that has driven her to make the decision to leave her studies and devote herself to the creation of content in social networks.

She is a significant individual in the fashion section influencer. Those are, in turn, some of the categories that best define her profile: fashion, travel, blogger and youtuber, beauty and makeup.

⇒ María Pombo started in the fashion industry with the brand 'Tipi Tent' that she created along with her sister Marta Pombo, this year, she has launched her own

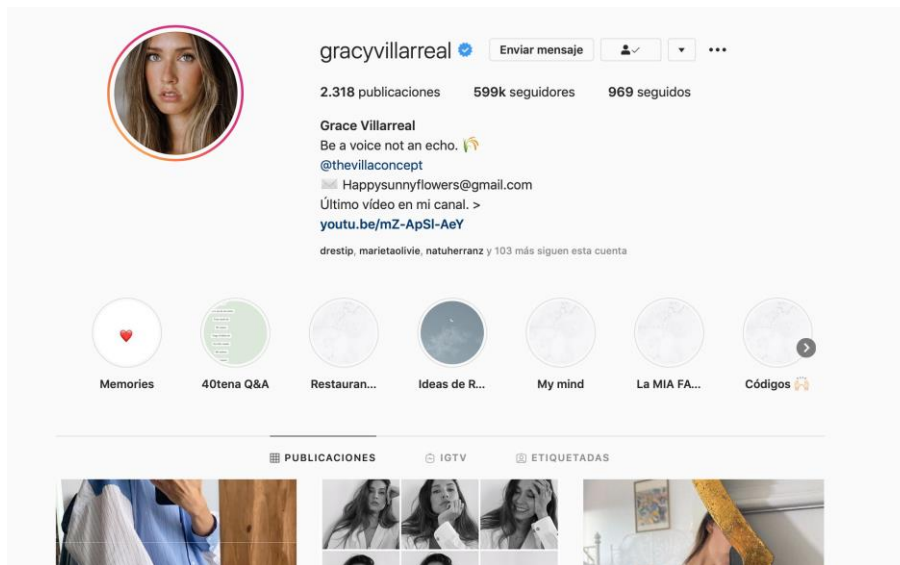
personal brand called 'Name the brand'. She says, "My initial idea was to make a brand for a larger audience to which Tipi Tent is directed, who is my baby in this fashion.". Name the brand is a collection of party clothes that is born with two objectives: the first, María's dream to see a more mature fashion collection materialized (she started in this world with the casual firm Tipi Tent with her sister Marta), and the second, to pay tribute to their followers and make them participate in this adventure, because they were the ones who decided the final name of the brand and they will have a say in the future path that it must follow. (Mata, s.f.)



⇒ After being an ambassador for several fashion and beauty brands, María Pombo also had the opportunity to design her own jewellery collection together with the known jewellery firm, Agatha Paris. Her first collaboration was an absolute success, and that has led her to launch a second collection under the name of Prisma. (Lecturas, 2019)



Grace Villarreal



Grace Villarreal started her Influencer phase as youtuber but now has thousands of followers on her various social media accounts. She was born in Colombia but moved to Madrid when she was 4 years old. This girl has earned the affection of her followers for her ability to teach many things, not only about fashion or makeup. She shares with her followers her day-to-day life, not just the glamorous parts. In her Instagram account, 'gracyvillarreal', the Influencer opens the doors of her life to her followers. She shares from the fashion and beauty events she assists to, to how she does the dishes at her house or puts her kids to bed. She has even shown the natural birth of her third child, or the evolution of how she has decorated her house.

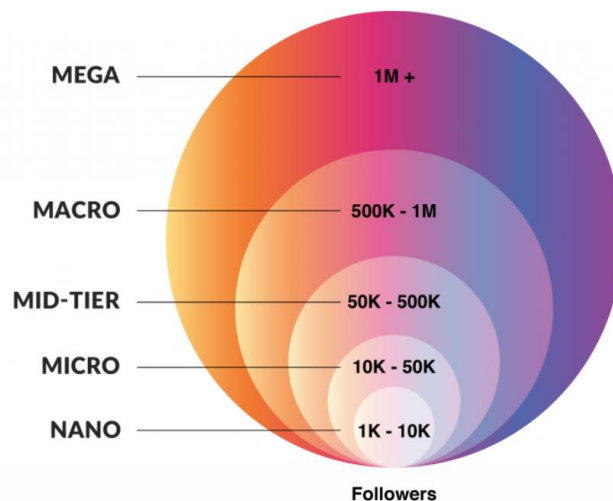
Grace Villarreal's career on YouTube began in 2012. After her first video the subscriptions began to rise like foam. She currently has more than 800,000 followers on YouTube and 598,000 on Instagram. (Mastronardi, 2020)

⇒ She has also grown enormously in business, she has created her online store called The Villa Concept where you can find jewellery, accessories, gift cards and stationery. This is a project started by Grace and her sister Melissa. It is a dream that was born from the love that both feel for fashion. (Mastronardi, 2020)



6.5 Interview to Clara Fernandez and Aurora Artacho

Instagram Influencer Tiers

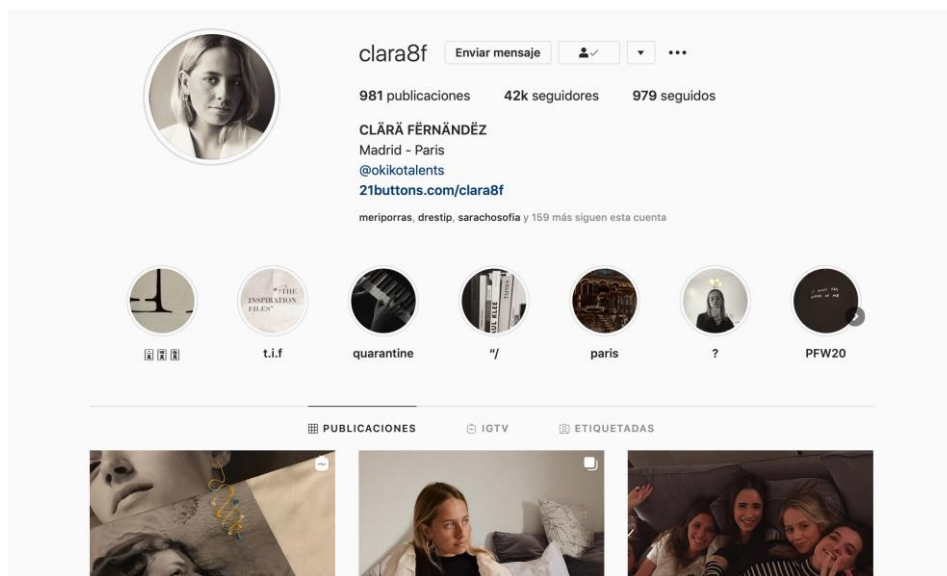


Source: (Mediakix, s.f.)

According to the above chart, both the influencers I have had the opportunity to interview are considered Micro Influencers.

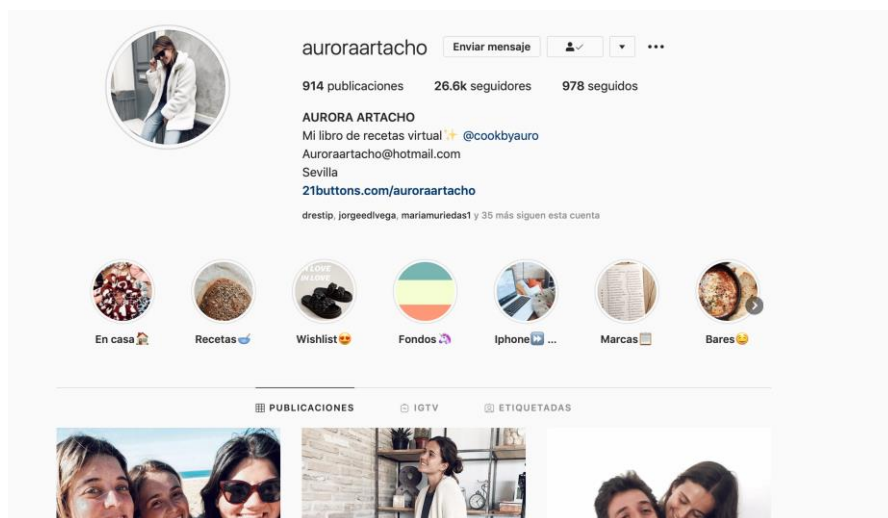
Micro-influencers are developers of content in social media who have between 10,000 and 50,000. These creators usually create niche such as travel, fashion, beauty or photography, and cultivate communities using their personality to enhance followers. Most micro-influencers often communicate with fans and therefore also create high interest and engaged audiences. Micro-influencers are typically easier to feel identified with than macro-influencers, resulting in higher interaction with the followers, they also often have a lower price tag which allows brands to work with them at much lower budgets. (Mediakix, s.f.)

⇒ Clara Fernandez



Clara Fernandez is a 22-year-old influencer that counts with 42 thousand followers on Instagram. She is a fashion and beauty influencer.

⇒ Aurora Artacho



Aurora Artacho is a micro influencer that lives in Seville. She has 26.6 thousand followers on Instagram and fashion and lifestyle influencer.

	Clara Fernandez	Aurora Artacho
N° Followers	42.188 followers	26.000 followers
How she started on Instagram	Following her posts on her end of school trip around Europe (Interrail).	She started 3 years ago as a youtuber and then from that, she went onto Instagram. She no longer uses YouTube.
Age range of audience	80% of her followers are from 18 to 35 years old.	Her followers are between 18 and 34 years old.
Definition of her content	Fashion, art and travel.	Natural and real. She shares her day-to-day life.
N° of hours spent on Instagram per day	Around 2 hours a day. If she has to post something on a collaboration, more.	Around 3 or 4 hours a day.
How she influences others	Sharing what she likes and is inspired by.	By being herself. She finds it a great responsibility influencing other but also very exciting.
How much influence she thinks Influencers have on millennials	Too much, especially on young people who are still shaping their personalities and compare themselves to Influencers.	Too much. Some influencers are thought of as idols by young people and they believe on everything they say or do.
Contracts	She has been working with an agency for less than a year. The agency provides her with collaborations and events and in exchange keeps a % of profits.	She doesn't work with any agency.
Profits from her work on Instagram	Very variable profits (depends on each month). On average 1.000 euros a month in cash, and if she takes into account payments in kind (clothes/products) around 2.500 euros a month.	Example: for eating in a restaurant and uploading a couple of Instagram stories and a post they paid her 200 euros approximately.
Does she ever refuse collaborations?	She es very demanding and strict on the collaborations she does, she will not do it if she does not like the product or if she has to speak to de camera.	She rejects everything that she doesn't feel identified with or she dislikes
How she sees herself in 10 years	She doesn't see Instagram as being her only job. She intends to keep posting on Instagram her inspirations and tastes but she hopes that Instagram might open the doors for her in a job she likes related to fashion.	She will still be active on Instagram, but she doesn't count on living from it. If she gets the opportunity to, she would love to but if not, she will find something else that she likes to do.

In the interviews, both Clara and Aurora strongly agree that Influencers have too much of an influence and impact on young people. Millennials are the digital-native generation and the ones that are more comfortable with new technologies and social networks and also the ones that most hours spend on it. They both agree that an influencer has a great responsibility on what they say and do as there are a lot of young people looking up to the. In many occasions social networks affect negatively young people.

7. NEGATIVE EFFECTS OF SOCIAL NETWORKS ON MILLENNIALS

It is very dangerous how people tend to compare themselves to what others are posting online and this can influence in how you value your own life. This comparison that people do, is specially seen in millennials who are the ones most exposed to social networks. (RICCI, 2017)

Social networks have had very positive advances such as making easy to stay connected to your loved ones, but it has also had some negative effects that the population but specially millennials are exposed to are:

- Addiction: Social media and networks are becoming addictive for users. Most of them recognise the spend countless hours on their phones searching through Facebook, Instagram etc. Most of them argue it is to “kill time” But the truth is that the time they spend each day on social networks, is time they could be spending doing something productive, such as studying, getting your work done or dedicating time to hobbies or family. (Moore, 2017)
- Lower self- esteem: Magazines and advertisements have been blamed for upholding overly unrealistic expectations of achievement and appearance for a long time, but at least it is well known that they are idealized. We have Acknowledged over the years that models are re-touched, photoshopped and made up by professional make-up artists. However, now we have this same example much closer to us, it is not only celebrities and models that have impossible beauty standards to reach but also normal girls on Social networks. These ‘normal’ girls are Influencers, who show a life full of travels, glamorous

events, style and perfection. The pressure to look 'perfect' is increasing and people only post on social networks the 'good part' of their lives, they post beautiful pictures filled with unrealistic filters hiding imperfection and reality. This has also triggered a lack of self-esteem where millennials see their life failing when they compare it to peers' supposed lives which they see on their social networks. (Jacobson, s.f.)

- Anxiety: We are more interested to see what other people are doing than to spend time on ourselves. People who spend more time on social media are victims of depression and anxiety because the thought processes and emotions are adversely influenced by it. (Prajapati, 2020)
- Stalking: Millennials share too much personal data online. They constantly share what they are doing or where they are, without thinking twice the consequences this can have. Stalking has increased tremendously in the past years helped by social media, and users should be aware of the importance of privacy on social networks. (Forbes, 2019)
- Cyberbullying: Cyberbullying is the use of social media to convey information that is misleading, embarrassing or abusive to individual users. Cyberbullying is one of the big consequences of social networks. Long-term cyber-bullying victims frequently end up with psychosocial issues such as depression, alienation, loneliness, tension, anxiety, low self-esteem and can even end up in suicides. (Prajapati, 2020)
- Sleep deprivation: Today, social media is among the leading causes of millennial sleep deprivation. They are constantly concerned about what they upload and share with their peers. When not pressured to stop, they stay on social media for long hours, and if they do that, particularly during the time of sleep or just before sleep, then there is a strong risk that their sleep will be disturbed.
- Decreased activity: Millennials who use social media extensively will not spend enough time on activities that will positively improve mental capacity, skills

and physical activity. Exercising daily releases endorphins from the body which signals our brain to stay optimistic and reduce depression. If millennials spend long hours connected to online platforms, physical activities are reduced and endorphin secretion decreases, and this is a common issue that causes depression. (Prajapati)

8. CONCLUSION

We have seen the evolution of traditional to digital marketing, what the differences between them are and how the webs have evolved from web 1.0 to 1.4 in a short period of time involving big changes for our lives and the way we interact with each other.

Along with the evolution of the webs, we saw social media beginning with web 2.0. Social media supposed an online active and fast way of interacting and exchanging communication between one and others, it enabled us not only to receive information but to give it. First, blogs started to become popular and then we witnessed the birth of social networks when “six degrees” was launched in 1977. We have looked at the timeline of how social networks begun until now, and there have been huge advances.

The most popular social networks that we have studied are Facebook, Twitter, YouTube, LinkedIn and Instagram and we have seen how they work and what they are mostly used for. All these social networks are used by billions of people, amongst them, celebrities, politicians, and regular people. Celebrities are clearly the star users of these sites as we have perceived that the most influential and followed users are celebrities such as Cristiano Ronaldo, Ariana Grande, Barack Obama or Justin Bieber.

Instagram is the influencer’s world, it is the network they most use and where most of them started their careers. It seems unusual to think that regular people have somehow become ‘famous’ for posting pictures of themselves and the things they like but this is what has happened with influencers. Marketers realised that using influencer marketing could be very beneficial for their marketing campaigns as it offers a lot of positive outcomes. An influencer campaign is comparatively less costly than traditional ways to advertise such as TV, radio, or magazines which are only for big powerful companies that have enough budget dedicated to marketing to afford it. Influencers have become the new way to advertise for all kind of brands, whether they are big or small. Small companies can generally afford it and big companies are also interested because of the huge reach influencers have.

Influencers are accumulating millions of followers who blindly trust them and listen to their advice whether it is about beauty, fashion, food, travel or lifestyle. This is what has created an advantage for brands, they sign a contract with influencers in exchange for them to talk about their firm and post pictures with their products. We have seen from the interviews we have done to Clara Fernandez and Aurora Artacho, that followers should not fully trust influencers or at least not all of them. They both assure that they would not collaborate with a brand that they don't like or that does not fit with their style or values but that a lot of influencers do. Followers must be careful with this, not all the products that influencers show or post pictures with, they actually regularly use. Followers should bear in mind that at the end of the day, influencers are making a living out of recommending things to their followers and therefore they are coerced by money.

Influencers have a huge importance and impact on the world nowadays, that is why they should be very responsible with what they do and say as there are millions of followers looking up to them. This responsibility is specially with the young, who are the most easily coerced and manipulated as they are still conforming their personality. We have looked at many good things that social networks and influencers have brought society, but they can also have a negative effect on the population.

We have studied how social networks and influencers negatively affect millennials and the impact it can have in their lives. Millennials are the segment of the population most exposed to social media and therefore, most exposed to these negative effects. We have researched that as with everything in life, an excessive use of social media in millennials can cause addiction, low self-esteem, anxiety, sleep deprivation and a decrease of activity amongst other things.

To conclude, I personally think that everything is bad in excess. The evolution of technology and marketing have created numerous benefits for our society as we have proven along this study, but it can also turn to something harmful if we misuse it.

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APPENDIX

Interview with Clara Fernandez:

1. **How many followers do you have?**
42,188 followers
2. **When did you start in the world of social media and how?**
I created my Instagram account in the first year of high school and when I finished school, I did an end of school trip around Europe called "Interrail". Just between interrail and September of starting the university, a lot of people started to follow me (I think that as a result of the photos I uploaded during that trip) and from there it the followers started growing at a much faster speed.
3. **What age range does your audience cover?**
Between 18 and 35 years old are 80% of my followers
4. **How would you define your content?**
I upload what I like, I love fashion and art and I always go with my camera everywhere. When I travel, I always try to upload what I like the most about the streets, landscapes, the people on the site that I visit, and it is usually the content that I like to share the most.
5. **How much time do you spend on social media per day?**
A normal day when I do not have to take photos (more professional ones because they are a collaboration) about two hours or so (now in quarantine much more) but when I have collaborations and have to take a photo I have to "prepare" it better, it usually takes 45 more or less between looking for a place to take it, taking it and editing it.
6. **How do you influence others?**
I think each person follows you for a different reason. In this quarantine I have done a lot of activities in my house, making collages, painting, embroidering some clothes ... and I have seen that many people have shared with me the things they had done inspired by some things that I had shared! So, I think that's what influences them the most.
7. **How much influence do you think the Influencers have on young people?**
Nowadays I think that there is a lot of "power" that social networks have over the youngest. There are many people who will compare their lives with that of the influencers who are traveling or getting new clothes all day and I think that in large part can negatively affect many young people who are still shaping their personality.
8. **Is there a contract? How does it work?**
With Instagram there is no contract. In my case, less than a year ago an agency contacted me to work with them. They provide me with collaborations, events, etc. ... and they manage them all in exchange for a % of profit. The collaborations I decide if I want to do them and also do things on my own with other brands. In my case, 90% of the collaborations (where there is no money involved) do not sign a contract, a series of conditions are agreed (how many things they give you, how many photos you have to upload, etc.)
9. **In terms of income, is the profession well paid?**
It depends a lot on the month and the type of collaboration. On average this last year I could say that about € 1,000 a month (in cash, if we count in kind (clothes and products that they give you) it would be about € 2,500 approx. In my opinion I think it is a job that is very well paid for the actual time that is dedicated to each collaboration. But in the end, it is a constant work on which your future collaborations and future income depend so it can be seen from two points of view.

10. Before promoting a brand, do you ask yourself if it is according to your personality, style and values? Do you reject collaborations if they don't fit with you?

I am very demanding with the collaborations that I do. I do not like the advertising concept of selling a product because it is great. I never speak to the camera, so many of the collaborations I have to reject or renegotiate so I don't have to. Also there are many products that do not represent me or it would cost me a lot to sponsor them (I mean it would cost me to make a content that I liked and convinced myself) I think the sooner you choose which line you want to follow, the less it will cost in the long run reject collaborations that don't fit with your style.

11. Have you had a bad experience with any brand? What happened?

The truth is that I have never had a bad experience with any brand. The "nearest" thing that could have happened to me is that less than three months ago I was offered a treatment with creams and lasers for the face in exchange for some Instagram stories. As I was in France, I rejected it and a week later I found a girl on Instagram who they had done it to (she shared the email where they offered it, the site and everything just like what they had sent me) and they had literally burned her whole everything. Thank goodness that didn't happen to me.

12. How honest do you think Influencers' opinions are on products? Should followers trust the content that Influencers publish?

It depends A LOT on the type of influencer you follow. I do not know if it is because I am more aware of the how the Instagram "world" works but I see clearly what kind of influencer each is: the one who try to sell you even the soap with which he washes her house (I think that one should not be trusted because they sponsor everything they are offered and it is very complicated that you can like everything they give you) and those who do it more temporarily or with things that are related to their style (for example makeup to a makeup artist, or clothes to an influencer Fashion). But in the end, I think people realize who to believe and trust and who to not.

13. Is there rivalry between influencers? Can you tell us about any bad experience you have had with another influencer?

I am not very involved in this world to be honest; I do know many influencers from events or joint collaborations that are very friendly to each other and have always been very kind to me so I would not know if there has ever been rivalry.

14. How do you see yourself 10 years from now? Will you continue dedicating yourself to social networks? Do you have any project on mind?

I think the Instagram world opens up many new experiences and gives you good opportunities if you do it right, but I don't think it will ever be my only or main job. I will keep uploading things to my Instagram because I love it and for me (for the moment) it is not a job, and therefore I only get to upload the content I do. In the future I would love that through Instagram I could find a job related to the world of fashion and I think it is a good way to do it since you know many influential people in this sector and who are dedicated to what I want to dedicate myself to in the future.

Interview with Aurora Artacho:

1. How many followers do you have?

I have 26 thousand approximately

2. When did you start in the world of social networks and how?

Well I started 3 years ago or so. I was a YouTube freak; I spent the day watching videos of fashion youtubers and felt that I had to do that. It was like this, when I created my own channel (which no longer exists Hahahaha) and started posting YouTube stuff on my instagram and progressively grew a little more.

3. What age range does your audience cover?

It could be said that between 18 and 34 years old

4. How would you define your content?

Natural and real, after all I share a part of my life. I am a normal girl who has a life like any other Hahahaha

5. How much time do you spend on social networks a day?

I have no idea but many! I may spend 3 or 4 hours.

6. How do you influence others?

If I tell you the truth, I am not that aware that I am influencing others. I can't believe that behind the screen there are people who listen to me and that they can buy something the products I recommend. The reality is that it is that way, many times girls send me photos dressed just like me or that they have bought such a product ... It is a great responsibility! But it also excites me, everything must be said.

7. How much influence do you think the Influencers have on young people?

A lot, not so much me because after all I don't have as many followers as macro influencers, but influencers with many follower's influence people too much. There are people who see influencers as idols and what they say goes to mass.

8. Is there a contract? How does it work?

Well, it depends a lot on each brand. There are several types of collaborations: a) the brand contacts you to give you a product agreeing that you will upload totally free content in your profile b) the brand contacts you, gives you a briefing where the end of the campaign is explained, the content Exactly what you have to create and the message you have to convey. It may or may not have a fee (fee is the amount of money you are paid) c) the brand tells you that it will send you such a product for you to try and if you want you will upload it and if not. With no obligation. All this also depends on whether you have agency or if you do it alone. Normally, when you work with an agency, most campaigns have a fee because the agency keeps a percentage (20% approx.). To the question of whether there is a contract, it depends on the brand, the campaigns with fee do have it, you have to send them an invoice because the money has to be declared and you have to be autonomous. For example, when they are going to give you a product, you don't usually sign a contract.

9. In terms of income, is the profession well paid?

This profession is very very well paid. It all depends on the followers or the reach you have. I give you an example of mine: I was invited to eat at a restaurant and in the contract, it said I had to upload a couple of stories and a post and for that they paid me about € 200 approx. I can tell you that for each story you upload you can earn up to € 500 or more. The money that moves this world is crazy. If I talk about influencers at the level of Maria Pombo ... Thousands of euros per photo or per campaign.

10. Before promoting a brand, do you ask yourself if it is according to your personality, style and values? Do you reject collaborations if they don't fit with you?

Always, I never accept something that does not suit me or that I do not like. I see it find it very important. I have rejected many.

11. Have you had a bad experience with any brand? What happened?

The truth is, no. Nothing weird has ever happened to me. Once ,to tell you something, I accorded with a brand in choose an outfit form their shop to upload a post with it, when the clothes arrived I did not like the clothes at all and they looked horrible on, I told the brand and without problems we looked for a solution and everything turned out great.

12. How sincere do you think Influencers' opinions are on products? Should followers trust the content that Influencers publish?

On the one hand yes and on the other no. Everything clearly depends on each person, there are people who are in this world for money and others because they really like what they do. The involvement of money helps lose credibility because it is not the same as recommending a product that you have bought yourself and that you love, than a product that you have been paid x amount to show. I think one way, or another people know that influencers get paid so they don't fully trust their recommendations. It is also true that thanks to influencers you get to know many new brands.

13. Is there rivalry between influencers? Can you tell us about any bad experience you have had with another influencer?

As an experience I do not have any, I am not very involved in this world and there are many things that I do not see. But I can imagine there is quite a lot of rivalry.

14. How do you see yourself 10 years from now? Will you continue dedicating yourself to social networks? Do you have a project in mind?

Well, 10 years from now I have no idea Hahahaha

The first thing is that I do not dedicate myself to this because I do not earn a salary, nor do I consider it my profession, right now it is a hobby. In the future, well, I would like to continue sharing my what I do and like on social networks, but I am not fighting to dedicate myself to this either. If it comes to me, well great, I think you live very well, if not then I will do something else! What I would like is to go in a little and see how this whole world is more closely. So, if it can be called a project, I have in mind to go live in Madrid. I think that until you go there you don't live the real influencer world.