



**TODOS SOMOS**  
**INFLUYENTES**

# Hablemos de **Influencia**



**Quién es y qué hace a  
alguien influyente?**



# Genera decisiones



**¿A quién buscas cuando  
debes tomar una  
decisión clave?**



**“Oye, quería tu opinión.  
Qué te parece (x)...”**



**Le creemos más a quienes  
valoramos de verdad**





## Twitter Says Users Now Trust Influencers Nearly as Much as Their Friends

### How brands are taking advantage of the trend

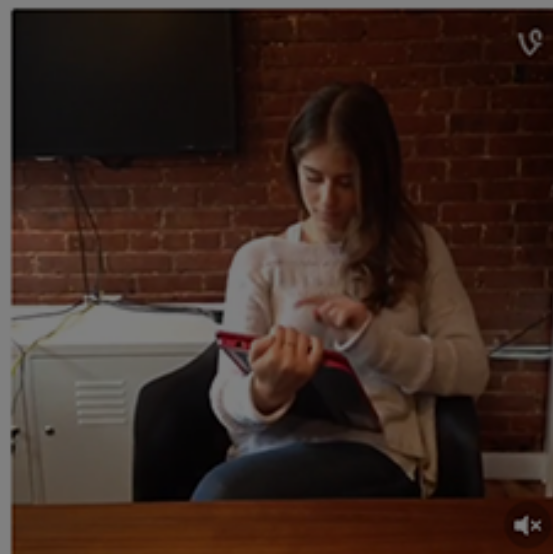
May 10, 2016, 1:38 PM EDT

Technology



Robby Ayala  
@robbyayala

So I found out today not all laptops can turn into a tablet @HP #BendTheRules



So I found out today not all laptops can turn into a tablet. Hewlet...

Vine by Robby Ayala

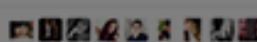
View on Vine

RETWEETS

22,068

LIKES

30,726





## Estudio Twitter + Annalelect:

- **40%** ha comprado un artículo en línea después de ver que un influencer lo usa en Instagram, Twitter, Vine o YouTube.
- **20%** comparte contenidos generados por un influenciador
- **1/3 de los millenials estadounidenses** siguen al menos a un creador de contenidos en Twitter/Vine.

# Un buen influenciador tiene:

**Relevancia** con sus opiniones

**Alcance** entre sus congéneres

**Resonancia** en su nicho



¿Por qué la **influencia**  
**saca ronchas?**



# Confessions of a social media exec on influencer marketing: 'We threw too much money at them'

Shareen Pathak @shareenpathak

May 12, 2016

51570

“Influencer” is the biggest buzzword of the moment. An entire ecosystem has evolved around these social media stars, but there are cracks in the foundation. The relationship between brands, agencies and influencers is starting to get rocky. In this edition of Confessions, a social media executive lays out how this relationship soured.

## When was the tipping point for this madness?

The summer of 2014. That’s when I feel brands really, finally accepted that social media was here to stay. Up until then, it was, “Is this thing worth investing in?” And then Facebook and Instagram started giving out numbers, and brands said, “Wait,

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— “...Recuerdo que una vez hice una charla en una escuela sobre redes sociales, y uno me preguntó: “¿Cómo puedo ser influyente?” Así que les pregunté en qué eran buenos. Y ellos me dijeron: “En nada”.

relationship between brands, agencies and influencers is starting to get rocky. In this edition of *Confessions*, a social media executive lays out how this relationship soured.

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**— “Los influenciadores van a comenzar a desaparecer. Las marcas se van a dar cuenta que la cantidad de seguidores que tienes es una mierda. Si tus fotos se ven bien y tienes 200.000 seguidores no significa nada. No puedes confiar en los creadores de contenido todo el día.”**

**When was the tipping point for this madness?**

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“Es que **le gusta a mi**  
**hijo**”

- CEO McCEO





“E  
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le  
a mi

SEO Mo





# Un buen influenciador tiene:

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**Alcance** entre sus congéneres

**Resonancia** en su nicho



**Le creemos más a quienes  
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