



SOCIAL MEDIA INFLUNCER IMPACT PREDICTION



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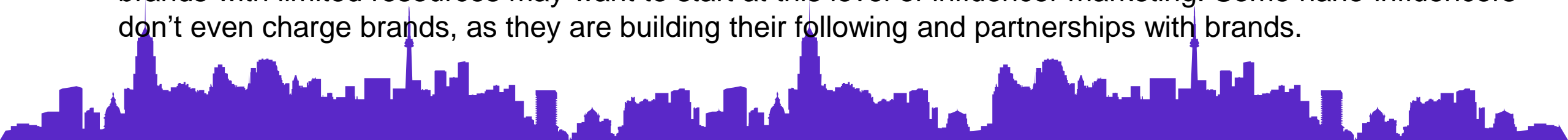


WHAT IS SOCIAL MEDIA INFLUNCER

A social media influencer is an individual who has established credibility and a large and engaged following on one or more social media platforms. These influencers have the ability to impact the opinions, attitudes, and purchasing decisions of their followers due to their perceived expertise, authenticity, and relatability within a particular niche or industry. Social media influencers are often seen as thought leaders or trendsetters in their respective areas.

TYPES OF INFLUENCERS

1. **Mega-influencers(1M+ followers):-** While mega-influencers offer incredible reach, studies have found that the rate of engagement decreases as the influencer's total follower count rises. For Instagram influencers with more than 10 million followers, the engagement rate is only.
2. **Macro-influencers(100k-1M followers):-** Macro-influencer content is typically more professional-looking than what brands find with micro- or nano-influencers. Some brands may find this to be a better fit for their audience and goals.
3. **micro-influencers(1k-100k followers):-** Content from micro-influencers is less polished but may feel more authentic than content from macro- or mega-influencers. This may influence the amount of success a brand experiences with influencers marketing, depending on business goals.
4. **nano-influencers(<1k followers):-** Nano-influencers are much more cost-effective than their higher-ups, so brands with limited resources may want to start at this level of influencer marketing. Some nano-influencers don't even charge brands, as they are building their following and partnerships with brands.



Key characteristics of social media influencers

1.Large and Engaged Following: Influencers typically have a significant number of followers on platforms like Instagram, YouTube, TikTok, Twitter, or Facebook. The size of their following can vary widely, but what's crucial is the level of engagement and interaction they have with their audience.

2.Authenticity: Many successful influencers are known for their authenticity and transparency. They build trust with their followers by being genuine, relatable, and honest in their content.

3.Content Creation: Influencers regularly create and share content that resonates with their audience. This content can include posts, videos, photos, blog articles, and more. The quality and creativity of their content are key to their success.

4.Influence and Impact: Influencers have the power to influence the opinions, behaviors, and purchasing decisions of their followers. Brands often collaborate with influencers to promote products, services, or causes to their target audience.



Role of social media influencer

Influencers play a pivotal role in social media marketing by acting as intermediaries between brands and their target audience. Their role involves several key aspects:

1.Content Creation: Influencers are skilled content creators. They produce high-quality and engaging content, whether it's in the form of Instagram posts, YouTube videos, tweets, or blog articles. This content is often tailored to resonate with their specific niche or audience.

2.Audience Engagement: One of the central roles of influencers is to engage with their followers. They respond to comments, answer questions, and facilitate discussions, creating a sense of community and trust.

3.Authentic Recommendations: Influencers provide authentic recommendations and reviews of products or services. Their followers trust their opinions and are more likely to consider a purchase based on an influencer's endorsement



THE BUSINESS SIDE

- Today, more than 3.23 billion individuals use social media across the globe. Whether it is for business or personal reasons, it's become a major part of the lives of billions of people worldwide.
- According to Emarketer, in 2019, 90.4% of Millennials, 77.5% of Generation X, and 48.2% of Baby Boomers were active social media users. But with all of these users ranging across a wide variety of ages, I wondered who, out of these different generations, were using social media for business purposes? Fortunately, I've been interning at a digital marketing agency for the last couple of months. So, I got the go-ahead to conduct a study to see what I could learn.
- My study was conducted over the course of three months starting with a survey and now the analysis with responses. The objective was simple: to understand how each generation uses social media and what it will take to get each generation to use social media more regularly for business purposes. The target group included 18-50-year-olds, women or men, in the United States, mainly West and East Coast .



CASE STUDY

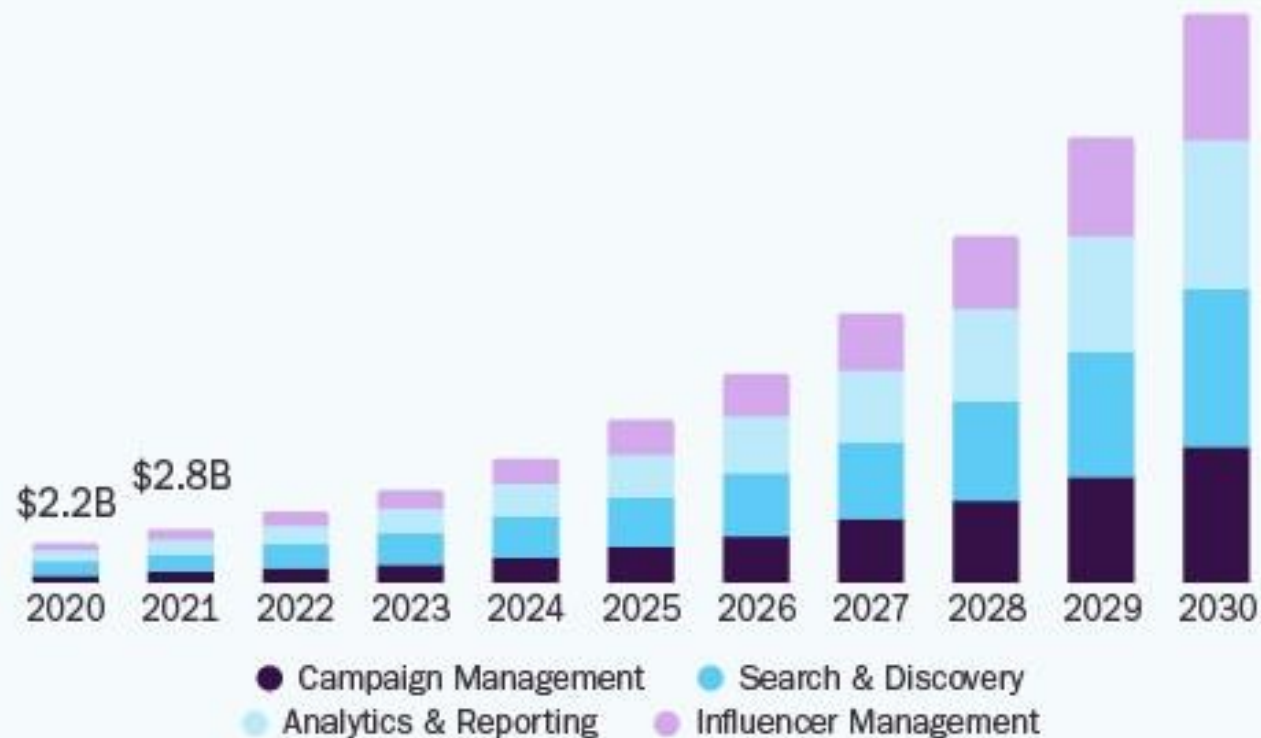
- *.About 70% of people between the ages of 18 and 29 use Instagram, and it's hard to spend much time scrolling without encountering a sponsored post from an influencer. The same holds true for just about any other social media platform.
- *.New research from the University of Washington examines how factors related to influencers, their posts and their followers impact marketing success. Social media influencers are typically digital creators who have built a large following due to their knowledge on specific topics, such as beauty products, food or pets.
- *.Recently published online and forthcoming in the Journal of Marketing, the study is one of the first to include cost data in its examinations of influencer marketing. Researchers found that if firms spent 1% more on influencer marketing, they would see a nearly 0.5% increase in engagement. They also concluded that reallocating spending based on the study's insights could result in a 16.6% increase in engagement.
- *.Engagement is the way people react to online content, such as such as liking, commenting or reposting. For this study, researchers prioritized the number of reposts because it represents a deep form of engagement where followers are choosing to share content with their own networks.



MARKET TENDS IN FUTURE

U.S. Influencer Marketing Platform Market

size, by application, 2020 - 2030 (USD Billion)



29.3%

U.S. Market CAGR,
2022 - 2030

Source:
www.grandviewresearch.com

PYTHON PROGRAM

```
1 def get_engagement_rate(likes, comments, followers):
2     total_engagements = likes + comments
3     engagement_rate = (total_engagements / followers) * 100
4     return engagement_rate
5
6 def main():
7     print("Social Media Influencer Engagement Rate Calculator")
8
9     # Input data
10    likes = int(input("Enter the number of likes on the post: "))
11    comments = int(input("Enter the number of comments on the post: "))
12    followers = int(input("Enter the total number of followers: "))
13
14    # Calculate engagement rate
15    engagement_rate = get_engagement_rate(likes, comments, followers)
16    print(f"Engagement Rate: {engagement_rate:.2f}%")
17
18 if __name__ == "__main__":
19     main()
```


OUTPUT

```
Social Media Influencer Engagement Rate  
Calculator
```

```
Enter the number of likes on the post: 10
```

```
Enter the number of comments on the post:  
5
```

```
Enter the total number of followers: 40
```

```
Engagement Rate: 37.50%
```



THANK YOU

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