



Satakunnan ammattikorkeakoulu
Satakunta University of Applied Sciences

RIINA ARO

Influencer marketing for a small business owner

Planning an influencer marketing campaign

INTERNATIONAL BUSINESS
2020

Author(s) Aro, Riina	Type of Publication Bachelor's thesis	Date March 2020
	Number of pages 66	Language of publication: English
Title of publication Influencer marketing for a small business owner; planning an influencer marketing campaign		
Degree programme: International business		
<p>Abstract</p> <p>In Finland influencer marketing is still a relatively new concept compared to the phenomenon world-wide. It is a marketing opportunity for businesses regardless the size of the company. The purpose of this thesis was to give advices for a case company to facilitate the start of the influencer marketing campaign. The objectives were to define characteristics of a good influencer in general and to provide knowledge for identifying a suitable influencer matching the case company's brand and values. The last objective was to introduce to the business owner different ideas to collaborate with the chosen influencer.</p> <p>A qualitative research method was used to conduct the study. The data was gathered by using observation technique and document analysis. The research was including four Finnish influencers and the observation period was in total eight weeks. The research was narrowed down by observing certain areas determined beforehand such as content quality, followers' interaction and paid partnerships. There were two social media channels included in the study; Instagram and Blogs. The results were presented from each influencer separately to provide perspective to the reader about their different styles and characteristics. As the results and analysis were based on researcher's observations and opinions, it was important to add influencers' straight quotations and examples of their postings to increase the validity of the research.</p> <p>The analysis was carried out with the support of the theory by using the ABCC- tool. This abbreviation indicates the most important factors when selecting the influencer; authenticity, brand fit, community and content. The analysis of the results implied two of the observed influencers could be potential candidates for the case company. As a part of the results, certain influencer characteristics were emphasized, and campaign ideas suggested. The results led to the conclusion that the case company can either consider the influencer options researcher provided or use the information given in the thesis to search and identify other suitable prospects.</p>		
<p><u>Key words</u> influencer marketing, influencer, instagram, blogs, small business owner</p>		

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1 INTRODUCTION

Word of mouth has been the most common and effective way to influence people's minds over the history. When a person you know and trust shares opinion or experience, it very often has an influence on your behaviour, sometimes maybe only in the unconscious level. We all have friends, family members, relatives and colleagues in our lives, who have sometimes been recommending a good restaurant or hairdresser; in this extent we could all be called as influencers.

In Finland influencer marketing is still relatively new concept compared to the phenomenon world-wide. In the past years there has been a growing number of influencers in the fields of fashion, sports, travelling, food, home and lifestyle to name a few. However, many companies are still unaware of the possibilities and benefits influencers can provide.

Researcher has been a follower of different types of influencers and is fascinated of how this simple recommending style, word of mouth, has been developing to a new marketing tool for businesses. In researcher's opinion influencers can be used no matter the size of the company. However, this way of marketing can be very useful and cost-effective tool for especially small business owners who do not have large budgets nor personnel available. As the researcher is also a customer of small businesses and feels important of supporting their boutiques, especially the ones caring for environmental aspects; combining these two interests gave the idea for the thesis. Providing guidance to identify good influencers and introducing ideas of the co-operation possibilities will give the knowledge for entrepreneur about this rather down to earth yet creative marketing option to gain customers attention.

Wanhan Rauman Putiikki Taruliina is a gift shop located in the heart of Old Rauma, which was originally founded in 2011. A current owner is Annika Malinen who bought

the company in 2017. Part of the company's products are also sold through a web store. The idea of the business is to sell sustainable, quality items mainly made in Finland by small business owners and handcrafters. The product range vary from kids clothing and toys to jewelries and souvenir items. One of the focuses is also in ecological products such as organic soaps and shampoos. At the moment there are 46 different small business owners selling their products in Taruliina. In addition, some of the products are bought straight from the suppliers or distributors. Annika Malinen also has an own brand called AllaQuun Design, which sells handcrafts such as kids clothing and jewelry in Taruliina. The thesis is concentrating on both AllaQuun Design and Taruliina as they are sharing the same values and are owned by the same person.

Researcher was contacting the owner, Annika Malinen and suggesting co-operation and the thesis topic in question. She was interested of the idea as she has not used this marketing method in her business. She neither has the knowledge about how to find influencers and start the co-operation with them. Annika has however, some experience of influencers as she has been using their recommendations for personal shopping purposes. Researcher is a customer of Taruliina boutique and appreciates overall handcrafters' skills to create and design beautiful items. Taruliina's products and style seemed to be similar than the interests of some of the influencers' researcher is following, thus researcher believed these influencers could be prospects for the collaboration with AllaQuun Design or Taruliina. Therefore, it was easy for the researcher to choose Taruliina as a partnering company for the thesis and propose co-operation.

Important sources of information were influencer agencies in Finland, such as Ping Helsinki and Indieplace. The qualitative research was conducted using observation method and document analysis. Researcher selected four influencers for the research and determined the observation period to eight weeks in total, from which seven weeks were based on the past activity and one week was done in present time. Research was narrowed down by planning the issues observed and analyzed in advance and following only two social media channels, Instagram and blogs.

2 PURPOSE AND OBJECTIVES OF THE STUDY

2.1 Purpose of the study

The purpose was to provide guidance for a case company how to start a co-operation with the influencers. The methods researcher is using can operate as a tool to facilitate the process of entering new marketing area. Identifying right influencers suitable for a certain brand is not easy, but by applying information gathered from literature to the right research methods researcher's goal is to introduce a few possible influencers suitable for collaboration with Taruliina. In addition to identifying influencer candidates matching to Taruliina's brand and values, researcher's purpose is also to present few ideas for possible future influencer marketing campaigns. The case company owner will be participating to the process by giving information about the customer base, resources available and goals to use in the campaigns and other preferences relating to the influencer selection process.

As the results and conclusions can also be that none of the influencer prospects observed in this research are a perfect brand match or otherwise suitable for Taruliina; the thesis is still providing valuable information and work as a guide for Taruliina how to find a good influencer and what types of collaborations are possible to execute with them.

There are multiple channels in social media network influencers use daily. At the moment Instagram is one of the most popular channels influencers use and also Taruliina's owner was already familiar of using Instagram by posting pictures related to their products. Therefore, this thesis concentrates on two of those channels; Instagram and blogs. Blogs are often an addition to Instagram posts opening the topic more detailed, thus researcher found them the most suitable ones for case company.

Influencer marketing is not only for business to customer (B2C) relationships, but also for business to business (B2B) marketing although, the whole concept differs significantly from B2C aspects. In B2B approach influencers are required to be more educated and cautious to keep their credibility as the audience may consist of executives

of the company. Collaboration motives are also different as in B2C marketing influencers often receive payment from their work and B2B influencers are after different types of benefits. (Backaler 2018, 75-77) This thesis concentrates only on B2C level influencer marketing as that is the field case company is operating.

2.2 Objectives of the study

Based on the discussion with Taruliina owner following objectives for the thesis were determined. The first objective was to define characteristics of a good influencer in general. The second objective was to provide knowledge for the case company how to find influencer who is suitable for the Taruliina and Allaquun Design brand and products. The last objective was to introduce to the business owner different forms to collaborate with the chosen influencer.

This thesis seeks the answer to following research questions:

1. How to define characteristics of a good influencer?
2. How to find a right influencer for Taruliina/Allaquun Design?
3. How to identify good collaboration forms with the chosen influencer?

Researcher discussed with Taruliina owner, Annika Malinen in the beginning and during the thesis project to clarify the starting point and preferences for the work. As she had not used influencer marketing before, it was agreed that the main purpose for the thesis is to provide tools for her to find suitable influencer and give guidance how to start working with them. Researcher's thoughts and ideas were aligned with Annika Malinen about including different types of influencers to the research. She, however, did not have any particular preferences or suggestions of influencers' characteristics leaving that for the researcher to decide. According to Annika Malinen, influencer could be used for instance, to increase sales in the Taruliina's webstore or improve the recognition of her own brand Allaquun Design, what she has not advertised separately before.

Taruliina's customer base is varying from residents to tourists however, they are mainly Finnish women. Due to the versatile product range, there are customers from all ages. Taruliina is a one woman's boutique, thus the resources for planning and funding marketing, in other words time and money, are limited, which should be taken into consideration during this study.

3 INFLUENCER MARKETING

3.1 What is influencer marketing?

According to Word of Mouth Marketing Association, the word “influence” means “The ability to cause or contribute to a change of opinion or behavior”. (Website of the Wommpedia 2019) Another definition about the word “influencer” states: “Individuals who have the power to affect purchase decisions of others because of their (real or perceived) authority, knowledge, position, or relationship”. (Website of the Business Dictionary 2020)

When making the purchasing decision consumers want more and more to know about product characteristics, different ways to use it and the origin. Influencer can provide more precise and comprehensive information than traditional advertisement. Through social media, influencer introduces the brand or product in its natural environment, where the product’s real purpose is easy to present. Product’s benefits can be shown more in depth than in traditional ads. (Website of the Indieplace 2017)

Influencers can be in the same level in a person’s mind than a true friend whose opinion matters. They can be such as artists, athletes or experts in some area creating content through different social media channels and who have followers in some extent. From the companies’ point of view influencer marketing is an effective way to reach the main target group and affect to their attitudes, knowledge or purchase behaviour through genuinely interesting persons and their stories. (Mitä on vaikuttajamarkkinointi? 2019)

Social media influencers have power to behaviour especially among the young adults. According to research made by Ping Helsinki, almost half of the young respondents feels that content shared by influencers has affected their everyday life choices, but also in areas such as climate change, studies and questions concerning elections. Compared to the young adults, older age groups are not that easily convinced or affected by influencers.

Authenticity, cost efficiency and committed audience are the key advantages of influencer marketing. Honest influencer marketing is done openly, respecting the professionalism of both parties and listening the needs of the audience. It is important that commercial co-operations are always informed clearly to audience in all the channels. (Mitä on vaikuttajamarkkinointi? 2019)

3.2 Social media channels: Instagram and blogs

Nowadays social media is full of opportunities and companies can choose to do business in different channels. These channels are such as Facebook, Twitter, Pinterest, Snapchat, Youtube, Podcasts, LinkedIn, Instagram and Blogs. This chapter concentrates on two latter ones, Instagram and Blogs as researcher considers them to be one of the most popular channels at the time writing the thesis and suitable for the case company to reach the target audience. Many businesses and influencers are also using multiple channels at the same time to ensure the visibility for the consumers.

Instagram is a free mobile application for photo sharing and social networking. Users can upload photos and short videos either to the wall or to the stories side where the uploaded material can be seen 24 hours. Followers can like and comment the pictures or send a private message to account owner. Instagram has around one billion users monthly worldwide and there can be private and public accounts for people and businesses. According to Business Instagram, 60% of people using Instagram find new products there and over 200 million users worldwide visit some business profile every day. (Website of the Business Instagram 2019)

According to the wide research executed in Finland by Annalect, even one third of Finnish Instagram users age between 15 to 65 years who have seen influencer marketing in Instagram have been making a purchasing decision based on that. In Finland about 670 000 follows Instagram influencers and 32% of them says paying attention to the products and services influencers are using. Responses indicate the main reasons for people to follow influencers are interest towards the persons everyday life, receiving useful information and to view current trends and phenomenon. (Website of the Annalect 2017)

A *Blog* is a website, which can also be defined as a digital diary, where the writer (blogger) is producing text from the chosen topics. Blogs can also be used as information channels or channels to guide the reader to company's website. Usually the professional bloggers are publishing a few new posts weekly to maintain their readers interests. Blogs are two-way channels where the readers have a possibility to leave a comment thus providing blogger or influencer opportunity to interact straight with readers and get instant feedback. Many businesses and politicians also have their own blogs, because their value as a marketing channel have been recognized. Blogs are often used in combination with other social media channels such as Twitter or Instagram. Influencers can use the other social media channels to raise the audience's interest and direct them through a link to read more details from the blog as the length of the text is limited in some of the channels. (Kananen 2013, 149,153-154)

Blogs are not requiring lots of money, but they need a person to maintain the content, which is why companies are often using the influencers help, if they are lacking the resources to keep the blog by themselves. Professional bloggers have already gained their audience trust and provide expertise within their area of interest.

Nowadays consumers are searching the information for their problems or purchasing decisions from internet and are interested of other persons advices or recommendations. They can rely on bloggers practical knowledge and authentic experiences of the product or service. Therefore, it is crucial for the blogger to produce content with quality and to use precise search words to be found by readers. Google has tools for guiding the consumer to a certain webpage such as Search Engine Optimization (SEO) and AdWords, which are facilitating the visibility of the webpage by ranking it higher in search results based on the search word. (Kananen 2013, 156-157)

There are different platforms and web hotels for blogs, some of them are free and others comes with a fee. WordPress is one of the popular free platforms where a person or business can publish advertisements, modify the layout and receive support, although extra services such as web hotel is having a fee. (Kananen 2013, 154-155)

3.3 Defining influencer types

Influencers can be categorized into different groups based on their level of influence, which in turn is determined by the number of followers they have. These categories are celebrity influencers, category influencers, micro-influencers and nano-influencers. Depending on the influencer marketing strategy, company can co-operate with one or more different influencer types. Below the four different categories are explained and reviewed more detailed.

Celebrity Influencers are famous persons such as actors, athletes and musicians who have a great number of fans following their accounts. This category also includes persons who have become famous and gained the large number of followers by more traditional ways such as through some expertise. (Backaler 2018, 22-23)

Category Influencers are people with special skills or expertise or who are passionate about some topic they know a lot about such as a chef who shares cooking tips, or a model giving beauty advices. They might not be known in the same level than traditional celebrities, but they are known in their own field and gather audience with same interests. Therefore, they have an influence within their community which can affect to people's opinions or behaviour. (Backaler 2018, 23-24)

Micro-Influencers are persons who are active in social media but have less followers than more known influencers or celebrities. They are creating content about their own interests, such as cooking, decorating, style or certain life situation, but sometimes the interest of the audience can be also gained only by visually attractive posts in Instagram. In United States where influencer marketing has already stabilized its position; micro-influencers are persons who have 10 000 – 100 000 followers. In Finland a realistic limit is around 1000 – 5000 followers.

Micro-influencers have a lower rate of followers; however, they are normally more committed and loyal compared to followers of higher-level influencers. The reason for this is partly the fact that micro-influencers are easy to relate with and their content can be seen authentic thus the product recommendations are more credible. Therefore,

micro-influencer can be even more useful partner for the company's brand than traditional celebrity influencer. (Muista myös mikrovaikuttajat! 2017)

Nano-Influencers are even smaller influencer group when it comes to number of followers than micro-influencers. In United States Nano-influencers are accounts with 1000 – 10 000 followers, but in Finland's scale the number is less than 1000 followers. Nano-influencers' audience is mainly consisting of influencers personal acquaintances and persons interested of the same niche topics. Nano-influencers are fascinating, because they are ordinary persons who are sharing their everyday life experiences with the persons relating them. (Muista myös mikrovaikuttajat! 2017)

Micro- and Nano-influencers audience is not as large as popular celebrity influencers or category influencers, but their followers are balancing this difference by being extremely active and committed. According to Markerly's research there was a surprising correlation between the number of followers and commitment level – the fewer followers influencer has, the higher is the follower's commitment rate. Celebrity influencers who has a large number of followers do not have time to commit their audience and create interactive relationships with them in the same way than influencers with smaller audience. ((Muista myös mikrovaikuttajat! 2017, Markerly)

3.4 Collaboration styles with the influencer

Influencer marketing offers plenty of opportunities for collaboration depending on business owners' goals and marketing strategy. In this chapter researcher gathers the styles especially suitable for small business owners. The following areas are seen effective to use influencers as a tool for reaching to customers.

Content collaboration includes blog posts, videos, pictures or live storytelling on influencers own personal channels. In this form of co-operation company can also utilize micro-Influencers to reach the audience by giving free samples or products which encourages to use them and share pictures in their social media sites. However, the more popular influencers who have plenty of followers probably do not settle for free product or service in return of their time and effort. (Website of the Ping Helsinki 2019)

Influencer can also do *takeovers* in social media and produce content straight to companies' own channels such as in Instagram or Twitter. (Website of the Ping Helsinki 2019) This approach requires trust between the company and influencer to hand in company's social media accounts for outsider, but in turn facilitates engagement, creates more traffic to web site and increases brand visibility. (Backaler 2018, 132)

In *affiliate partnering* it is ensured both parties get mutually advantage of the co-operation as company is paying to influencer according the actualized sales. In this type of marketing company is normally providing the product or service for influencer to promote in chosen channels. Company is then using links or special offers with discount codes to facilitate tracking the actual sales accomplished by influencer and based on that compensates the efforts. (Backaler 2018, 131-132)

Influencer can work as a *brand ambassador* who is presenting the company in positive way and facilitates separating brand from similar companies. Brand ambassadors are divided into two groups: paid persons and the brand's loyal customers who are excited about the brand's products and are willing to recommend it to their friends or writing positive reviews online. In order to brand ambassador be convincing, the person needs to fit to brand's image. Long-term collaborations with the same influencer are benefiting the company and adding the credibility. Therefore, brand ambassadors are often used in various marketing methods such as traditional printed ads, social media publications and sponsorships. (Brändilähettiläät – vaikuttajamarkkinoinnin kuumiin trendi 2017)

Competitions and giveaways are a good opportunity for the company to advertise their brand or discover potential customers through influencers. Company is providing a product or service as a prize to a competition created by influencer. Followers are then attracted to join by giving simple terms to participate such as to share a special hashtag created for the competition or to follow partner company's account. They might also need to give a like to a post, share the post in their own account or tag a few friends to a comment field. Often followers are asked to do a combination of the above mentioned tasks. (Backaler 2018, 132)

One considerable benefit is to take influencers as a part of the product - and service *development process* by listening their feedback after testing the existing product or service. Company can also deepen the co-operation by creating the products together with the right influencer to gain better understanding of customers' preferences as the good influencer can tell what their audience desire. (Backaler 2018, 131-132)

Events, trips and workshops are also areas where influencers can be a valuable asset for the company. New product launches, customer evenings, and consultant visits could be these kinds of happenings. Also workshops where the company's product range such as flowers, spices or handcrafts is utilized in creating new items can be influencers expertise. (Website of the Ping Helsinki 2019)

Another marketing method to get advantage of influencers is *native advertisement* which is commercial content published in paid media. It can be executed as an article in either printed media or online to create extra value to its readers. It can also take a form of pictures, videos and blogs carried out with influencers. According to Otavamedia's web page, native advertisement is growing its popularity: in year 2017 there was growth of 45% compared to the previous year (Website of the Otavamedia yrityksille 2019).

In addition to earlier mentioned collaboration possibilities there are still more ways to advertise online with the help of influencers. These options can be considered more passive such as widgets and display- ads (banners), which are usually placed on a reserved area in influencers web pages or blog platform and linked to company's web page. (Website of the Suomen Digimarkkinointi 2019).

4 USING INFLUENCERS AS A MARKETING TOOL

4.1 Finding the right influencer

There do not exist two identical influencers. Each influencer profile reaches to its own unique follower groups. It is not unusual that same influencer can have followers from different demographic groups within different channels. (Näin aloitat vaikuttajamarkkinoinnin tehokkaasti 2019)

According to Ping Helsinki real influencer:

- Knows the partnering company's product or service or has a genuine interest towards it.
- Is an acknowledged expert or is influencing opinions among his or her audience.
- Influencer's audience corresponds to brand's target audience.
- Knows how to produce the required content such as storytelling, videos, photos.
- Understands about marketing and is interested to do commercial co-operations.
- Number of followers in the relevant channels is considerable when related to company's target audience and the followers' commitment level to influencer's content is high.
- Personality is co-operative by nature and capable for collaborations.
- Understands the value of own work and knows the justifications. (Mitä on vaikuttajamarkkinointi? 2019)

4.1.1 Authenticity

One of the main concerns of influencers is to avoid being seen as a salesperson among their audience. Influencers' relationships with their followers is based on trust, which determines their success. In case influencer collaborates with companies only for money, it can reduce his or her credibility in the eyes of the audience. (Backaler 2018, 28)

Authenticity does not mean avoiding the trends but introducing them by still being loyal to one's own style. The real genuineness can often be found through humour thus self-irony is recommended. Openness and relativeness between influencer and audience was also emphasized in the results of a research executed in co-operation with Norstat Oy and PingHelsinki. (Website of the Ping Helsinki 2019)

4.1.2 Brand fit

The audience of influencers is not very forgiving in case influencer choose to partner with company whose product is not in line with influencer's own brand, thus this can mean in a worst case that they stop following the person's accounts in social media. It is crucial for the influencer who desires to do commercial co-operation with businesses to select carefully the partnering company based on their brand and values. Influencer has the own personal brand created among the followers, which can be difficult to align with another brand belonging to the partnering company. Therefore, influencers who wants to be convincing, needs to be able to also refuse from the collaboration proposals, if the message is incompatible. (Backaler 2018, 29)

According to Babler when planning a successful influencer collaboration, the outcome must be something else than using the influencer as an advertisement. Everything starts from the beginning of the planning process when the influencer selection is in the consideration. In case the right influencers are search for only from the brand matches, which feels obvious choices, there is a risk that the audience is not paying attention to the co-operation, because the influencer has already done many similar partnering programmes before or the topic is just too used. The risk is especially high, if even the execution of the collaboration is traditional.

Babler presents following advises for companies to prevent the over advertisement and to create successful influencer marketing. First, it is important to be interested in influencers who are not the perfect brand matches to the company. Influencers are naturally choosing their partners, which they find most ideal for them and they avoid creating risks concerning their own personal brand. Therefore, businesses are required to justify their brands to the influencers and convince them to get keen on their story.

In the worst case the brand match is self-sensor; ensuring the fact that the audience is agreeing when influencer is introducing the certain brand. The campaign can be noticed, but the audience is not learning anything new about the brand.

It is false belief that influencer's audience would be automatically eating from their hands. In the paid co-operations, audience is normally more reserved, thus too obvious partnerships between influencer and a business can in a long term weaken the credibility of the influencer. The followers' willingness to embrace issues and ideas from the influencer is functioning best when the influencer is providing new and surprising aspects for the audience. (Vaikuttajavalinta voi ratkaista, syntykö vaikuttavuutta vai mainontaa 2019)

4.1.3 Community

Engaged target audience is the core element in influencer marketing. The number of followers is not the most important factor, but their quality determines the value of the influencer. To measure the quality of influencer's audience, there is a method including three areas; Reach, Relevance and Resonance.

The word *Reach* refers to the total number of followers and the overall activity within all the social media channels influencer is sharing content. The result specifies the influencer type explained earlier in the thesis. *Resonance* measures the commitment level of the community. When the followers are interested in the content influencer is sharing, they comment, like and share it with others. Close relationship between influencer and the audience also facilitates sharing the paid collaborations. *Relevance* verifies the consistency of the overall content shared in influencer's accounts. When the topics produced by influencer are balanced with the interest of the audience, it is easier for the partnering company to define, if the followers are matching with their target group. Relevance also indicates, if the content shared by influencer is similar than the message company wishes to deliver to its customers. (Backaler 2018, 30-31)

4.1.4 Content

Different social media channels enable influencers to choose the ones they find most suitable for them. One can be good taking pictures where the other prefers writing long stories. Youtube and Podcasts are for those who are fluent speakers. Many influencers are also using multiple channels to communicate with their audience. Regardless of the chosen channel quality of the content is the key factor to engage the followers. Influencers in that sense are under constant pressure to create new inspiring content, which is distinctive and yet consistent with their personal brand. For instance, if influencer has a large audience, but he or she represents totally different types of brands simultaneously, the followers can disappear. To increase the audience's loyalty, content is required to raise followers' interest enough for them to learn more about the topic and in the end to make a purchase. In the best scenario they would also recommend the product for others. (Backaler 2018, 31-32)

The brand is everything to the company, therefore the risks of damaging it are kept in minimum. Most of the brands wants to avoid similar type of content, which could be linked to their company, such as violence or too revealing pictures. (Website of the Ping Helsinki 2019)

4.2 Starting the co-operation with the influencer

In Ping Helsinki webpage it is stated for influencer marketing to succeed it is required a win-win-win approach in which co-operation is done by the terms of an influencer, according to company's goals and by serving the audience. (Mitä on vaikuttajamarkkinointi? 2019)

Many collaborations with the influencers start with one paid campaign without more plans for the future. These kinds of short-term partnering agreements are sometimes needed, but after seeing the effort of finding a suitable influencer, the real value for both parties is gained by long-term deals. The relationship between the company and the influencer can last for years, if it is maintained and managed properly. One benefit of the long-term relationship is the increased credibility and trust over the time, which

is crucial for the success. Sometimes companies can also choose not to pay cash to the influencers but provide other value instead. This usually works best in a long-lasting relationship where the both parties want to help each other. A company can for instance assist the influencer to create unique content and add value to his or her community by offering access to different events or providing interview with a valued expert in the field influencer is working in. (Backaler 2018, 107, 109-111)

Influencer marketing is a relatively new concept and many companies have been undermining the resources required to first find a right influencer to their business, and after that managing the relationships and campaigns. The brand can choose to manage everything by themselves from hiring the influencer to managing and measuring the results, thus having control over everything. There are also many influencer agencies nowadays to co-operate with companies and facilitate the process. It depends on the brand's objectives which alternative is the best for them. When starting the influencer marketing, it might be useful for company to receive some guidance from the agencies especially if the resources or budget are tight. Agencies can also own rather expensive software tools to help identify influencers, which would otherwise be difficult for especially small business owners to purchase. Some companies combine these two options by using the agencies to find the perfect match for them and after that manage the relationship by themselves. This requires good co-operation from the agency as not all of them are offering services worth of paying. (Backaler 2018, 96-98, 101)

4.2.1 Planning an influencer marketing campaign

The influencer marketing campaign starts with careful planning. The following details needs to be thought through in order the campaign to be successful.

1. *The goal*: Defining the purpose and objectives for the co-operation. These can be such as increased sales, increased visibility for the brand or new product launch.
2. *The target audience*: Determining the target group for the campaign.
3. *The content*: Specifying the main message, hashtags and links used and planning the implementation. The company can give instructions and preferences, but certain freedom given to the influencer can reach to better results. In case

company is lacking ideas, influencer can also have more power in the execution of the campaign.

4. *The influencer*: Choosing the right influencer(s), who is suitable for the company's brand.
5. *The schedule*: Agreeing the publishing schedules for the content and possible linking with other procedures.
6. *The channels*: Selecting the preferred channels for releasing the content.
7. *The budget*: Agreeing the level of compensation for the influencer and clarifying the budget available.
8. *Ethics*: Emphasizing the importance of influencer's responsibility to inform the audience about the commercial content and sponsored advertisement.
9. *The metrics*: Defining the tools for measurement such as Google Analytics and measuring the outcome of the campaign. Analysis can be implemented for instance by following the sales, traffic or link usage in the influencer's account. In case the goal was adding brand visibility, it might be hard to define the results in a short period of time. (Website of the Somessa 2018)

4.2.2 Budget

In influencer marketing the influencer commissions starts from a few hundred euros upwards depending on the channel. Professionally produced and executed multichannel content campaign can reach hundreds of thousands consumers and be worth of thousands of euros. The size of the reward is depending on the quantity of the agreed topics, photos and postings. Influencer's popularity and commitment level are also affecting to the compensation received. The partnering company is usually willing to pay more in case they get the user rights to the content outside of the influencer's own channels for their other marketing purposes. Therefore, it is important to receive quality content, which can be used also in the future in other marketing materials, and thus have an opportunity to save in expenses. (Näin aloitat vaikuttajamarkkinoinnin tehokkaasti 2019)

Influencer marketing is missing the clear guidelines regarding the paid co-operations. This is creating challenges to companies to determine the right level of compensations as the similar type influencers can request different fees. High fees do not guarantee

the success, it is more about the level of relationship created and brand fit. (Backaler 2018,108)

In case influencer marketing is implemented using company's inner resources, the total cost calculations should include the personnel costs in addition to influencer's rewards. The working time used for influencer marketing should include setting up the goals and measurements, planning of the content and distribution, the required stages to choose the right influencer, making the contracts, briefings and going through the advertisements, coordination and communication with all the parties during the process. (Näin aloitat vaikuttajamarkkinoinnin tehokkaasti 2019)

4.2.3 Measuring the success

The campaign's success is always measured according to the business goals and strategic choices. It is important to ensure the chosen measurements are aligned with the goals. If, for instance the goal is to add brand visibility, but the measurement is sales, the situation is incoherent for both, the company and the influencer. The most common terms used in influencer marketing are commitment, coverage, views, shares, and reading times. Unclearness and misunderstandings with the concepts are risks when selecting the measurements as well as when choosing the influencer as in different platforms the term can have a different meaning. (Näin aloitat vaikuttajamarkkinoinnin tehokkaasti 2019)

Sometimes the vanity metrics such as number of views, likes, shares and comments are enough for the company who just aims to get some short-term boost for their business, but most often companies should set metrics related to sales by using discount links and coupon codes which can be traced to the partnering influencer. (Backaler 2018, 158-159)

Return on investment (ROI) is one commonly used concept to identify if the marketing efforts have been profitable in comparison to the money spent. It is calculated by dividing the profit of the investment with the costs of the investment. The result is shown as a percentage. (Hanlon 2019, 314)

In addition to the tools each social media platform provides to its users to facilitate receiving statistics, there are also many different web-based tools to gather and measure data to understand whether the campaign was successful or not. One of the best known is Google Analytics, which help the company to understand the traffic from different channels by providing data about the areas such as the number of visitors on a site, the time they spend there and what they do there, for instance purchases, or downloads. While there are multiple benefits to analyze the consumer behavior, there is also a possibility to get lost with all the data available. Therefore, companies are required to be aware of the exact type of data they need to avoid wasting time and money. (Hanlon 2019, 320-324)

4.2.4 Risks in influencer marketing

Brand reputation: Every influencer has their personal brand, which consist of values, beliefs and interests. When collaborating with influencers, their brand needs to fit also to company's brand to avoid contradictions and conflicts, thus it is important to check the influencers' background and accounts carefully. In a worst case, influencer can harm the company's brand, if consumers are connecting the influencer's actions or words into the company which she or he is collaborating with and those actions are not following company's values. (Backaler 2018, 139-141)

Competitor collaborations: It is a common policy to make contracts with influencers as in any partnership situations. The contract can for instance include agreement of certain time period the influencer cannot work with competing brands, after collaborating with the first company. Some fields of industries are more precise on the competitor aspect than others. It can also be beneficial for the brand and create more credibility for the influencer that there have been collaborations with other similar brands in the past. (Backaler 2018, 145)

Transparent marketing: World-wide the laws and regulations in influencer marketing are still quite unclear and new rules are being developed. One of the main priorities for influencers is to be as transparent as possible in their co-operations with companies

and mark properly the paid advertisements and sponsored content in order to avoid misleading the followers. (Backaler 2018, 142-143)

Fake accounts: Brands are required to be caseous while identifying influencers due to fake influencer accounts in the markets. There are companies providing questionable services by selling followers and engagements such as likes and comments thus enabling people to create fake accounts, which seem to have lots of followers and activity. Fake influencers are trying to do co-operations with companies resulting brands money lost without gain. So called “Click farms” mainly operating in low cost countries are creating this fake activity into accounts. People there are paid to implement certain tasks such as increasing the engagement of accounts by using several different cell-phones and SIM cards.

There are several ways for a person to get followers without having the real influence, which can be challenging for the brands to notice. Persons can create groups “pods” where they agree to share each other’s content to receive more engagement in their accounts. They can also trick random people by first starting to follow their account and hoping the person does the same. Then after a few days they unfollow the account. Repeating this over a time can result to thousands of unknown followers in one account. (Backaler 2018, 146-151)

4.2.5 Marketing laws, regulations and ethics

Advertisements are regulated by several laws such as consumer protection law, international advertisement regulations, law of inappropriate procedures in business operations and rivalry legislation. EU’s privacy protection act should also be followed. In addition, advertisement is guided by advertising medium – and different industry regulations as well as by good advertisement practise.

According to consumer protection law marketing is required to be recognisable and all kind of hidden advertisement is forbidden. Commercial agenda as well as the company behind the ad must occur clearly. These requirements are applied to all the different marketing forms and - channels, including the social media. Marketing cannot be

against the good practise nor inappropriate from consumer's perspective. Advertisement cannot be misleading or untruthful. Marketing neither can be aggressive nor missing relevant information. Lawfulness in marketing under consumer protection law is supervised by consumer attorney. (Website of the Suomi 2019)

A company using influencer marketing is according to the consumer protection law responsible of informing about the paid partnership despite influencer being professional or amateur. A company is always responsible of its marketing regardless the party executing the marketing.

In Instagram, influencer can use the service's own marking tool ("paid partnership with company XX"). In addition, to the beginning of the text should be written "ad" or "paid partnership" and the company name (for example "ad with [a company]"). Also, in the blog posts the commercial content and links must be informed clearly in the beginning of the posting and links needs to be marked with a sign. Gifted products shown in the blog posts or Instagram posts should also be mentioned although it would not be a paid ad. (Website of the Kilpailu - ja Kuluttajavirasto 2019)

A company considering influencer marketing needs to pay attention to issues such as the marketing practise, partnering person, product being marketed, but also to the target group's age who are following the influencer. Special attention needs to be given when instructing the influencer in case influencer marketing is reaching mostly underaged persons and the content is interesting for them. Parents as educators have the right to decide about family purchases without marketers' involvement by appealing to the child through advertisement and trying to get the child to influence to parents' decisions. (Website of the Kilpailu - ja Kuluttajavirasto 2019)

The International Chamber of Commerce (ICC) has developed Advertising and Marketing Code for businesses to emphasize the responsibility and high ethical standards internationally in all the marketing and advertisement activities. It states that advertisement is required to be easily recognizable as a marketing and the company involved should be shown clearly. It is also indicated that in digital marketing communication the paid advertisement must be shown in the beginning of the ad despite the channel

or the type of the advertisement and the partnering deals cannot be hidden in any way. (ICC's Advertising and Marketing Communications Code 2018)

ICC's Advertising and Marketing Communication Code is used internationally, and it facilitates conformity in the different marketing areas. However, the regulations are also flexible making it possible to coordinate between different cultures and social norms. Digital media is international and people around the world are different, thus marketer needs to always consider the local regulations and traditions and adjust the marketing accordingly to avoid insulting target audience. (ICC's Advertising and Marketing Communications Code 2018)

In Finland there is also The Council of Ethics in Advertising, which applies the ICC business practices and gives statements, if the advertisement or other practice in advertising is ethical or not. They are not however, intervening, if the advertisement or marketing is against the law. (Website of the Kauppakamari)

4.3 Framework for the study

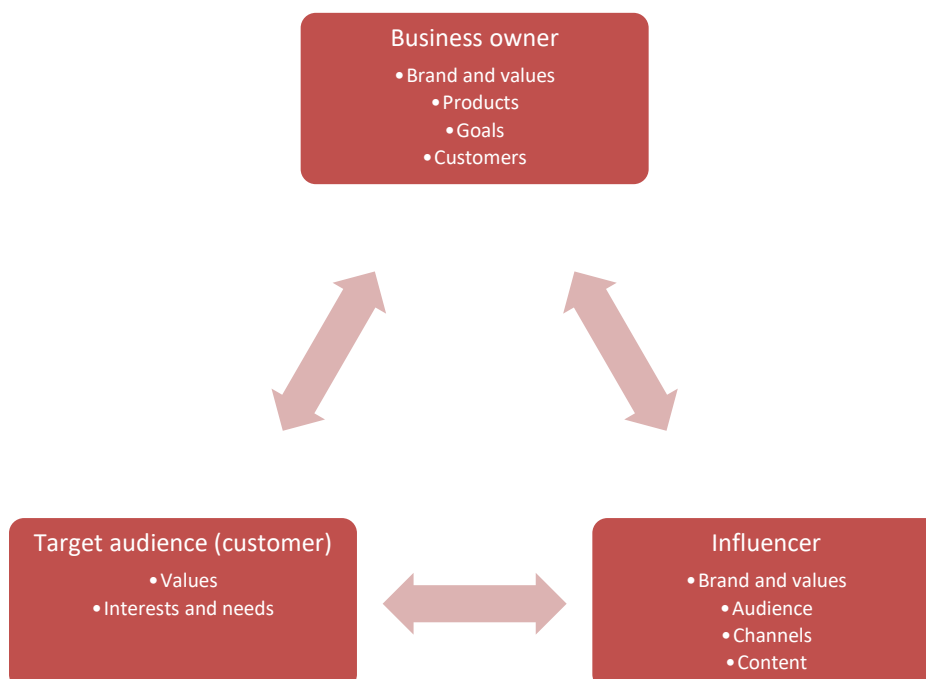


Figure 1. The conceptual framework: Main characters merging in influencer marketing.

The graphic of the framework above was done by the researcher and it demonstrates the areas this thesis is concentrating on. It describes the main characters in the influencer marketing and how their relations are linked to each other. One of the most important part in the influencer marketing planning from business owner's point of view is to find a right influencer whose brand and values are similar with theirs. When the core values are aligned, it is more likely to business owner reach the target audience attention through influencers and be able to respond their needs. A good influencer knows the followers' (audience) preferences and needs and creates the marketing campaign based on the company's goals which corresponds to audience's interests. Carefully planned content is published through the chosen social media channels, in this case, Instagram and blogs. Depending on the goal and the success of the campaign, influencer's followers can for instance acknowledge the new brand, products or make a purchase.

There are two ways relations between all the parties in the influencer marketing process. Business owner and influencer are doing co-operation in planning phase as well as during and after the campaign. Influencer and audience communicate with each other in the social media channels related to the product advertised. In the preferred end, a new customer relationship is created.

5 METHODOLOGY AND IMPLEMENTATION OF THE RESEARCH

5.1 Qualitative approach

Two main research types, which are commonly used in the studies, are quantitative and qualitative approaches. Quantitative approach is focused on numbers and the research can be analyzed using diagrams or statistics. Qualitative approach is offering deeper point of view of the research and thus, the research area is usually quite narrow. The research is often executed by interviews or observations and results analyzed in the text form. A disadvantage of this approach is that generalization from one in depth view to larger population is difficult. (Myers 2013, 8-9)

In this thesis, information for the empirical part is gathered by using qualitative approach. The research is concentrating on observing a few chosen influencers a certain time period in social media to provide in depth and comprehensive analysis of the persons and their characteristics.

5.2 Validity and reliability

Validity refers to the ability of the selected research method to measure the issues supposed to be measured. Validity is related to theory and research objectives. (Hirsjärvi et al 2009, 231-232) According to Grönfors, research based on observation technique has only one reliable way to indicate the validity of the results. Researcher needs to demonstrate in detail, systematically and critically, how he reached to his outcome. (Grönfors 1985, 178)

The term reliability refers to consistency of the measured results. Reliability can be examined in different ways. The research can be identified to be reliable when the results are proven to be the same after measuring them multiple times. In the qualitative research, the reliability as a concept has been criticized to correspond only to the requirements of quantitative research. The evaluation of the research is always based on the whole content thus, the consistency is emphasized. This determines, if the

different parts of the work are in relation to each other and hence increase the reliability. (Hirsjärvi et al 2009, 231; Tuomi 2007, 150-151).

Observation technique and document analysis are chosen for the research methods of the thesis. The issues observed and analyzed regarding both methods are planned in advance and they are based on the theory findings and research questions of the thesis. Therefore, the research area is more focused and both parts of the thesis are linked together increasing the validity and reliability of the work. Research findings are also including direct quotes of the influencers' postings to indicate and strengthen the validity. However, the research is made specifically for the brands Allaquun Design and Taruliina boutique and therefore, utilizing the results for other purposes will not be a reliable option. Observations and analysis are also conducted by the researcher, thus they are based on her opinions, although researcher tries to be as objective as possible.

5.3 Data gathering

Data for the research part of the thesis is gathered by using observation method. Observation method is suitable for qualitative researches regarding individual's actions as well as interpreting texts and pictures. (Grönfors 2001, 127) The framework for issues to be observed is done according to the research problem, research questions and research objectives. The practical issues such as *what, how and where* are determined already when selecting the data gathering method. (Vilkka 2005, 125) Observation for this study is done systematically with carefully planned list of topics the research is concentrating. Observation method requires a proper technique for note taking and access to the background information of the research objects. (Hirsjärvi et al. 2005, 203-204) Observation technique and document analysis are convenient for this type of research, where one can observe passively without intervening to happenings and affecting to the research material. There is also an easy access to the research area as all is public.

The research details consist of observing chosen influencers in their Instagram accounts and analyzing their blog posts. From the selected channels, Instagram is popular platform for paid ads and already familiar to Taruliina owner. Blogs are also used in

paid ads and are often providing additional source of more detailed information concerning the Instagram posts. Another reason why blogs are convenient for marketing purposes is that, even though potential customers of the company may not be following the influencers, they still often do the research using Google before buying decision, hence can find the blog posts concerning the issue.

Researcher set the observation period to eight weeks in total, of which one week is based on the present time and seven weeks are seen from the past. In researcher's opinion, eight weeks is enough to observe and create an idea of influencers image, style and routines. The one week follow up period in present time is to observe Instagram Stories, which is shown only 24 hours. Researcher thought that observing during the Christmas season is not giving the most reliable data as influencers can be spending holidays and therefore, be less active in their social media accounts. For this reason, the first seven weeks observation was set for time period from 28th of October 2019 till 15th of December 2019. The one week's observation in present time was from 27th of January 2020 till 2nd of February 2020.

Researcher chose four Finnish influencers based on her evaluations of whom could be suitable for presenting Allaquun and Taruliina brands. These influencers are familiar to the researcher as she has been their follower in the chosen channels already before the study. Researcher finds them good prospects as their values seems to be similar with Taruliina's values and Taruliina's products could fit to their lifestyles. All the selected influencers are having children; kids clothing and toys being one of the main product groups in Taruliina and Allaquun brands. They also seem to share interest towards Finnish design and handcrafts, which are important factors for Taruliina owner and the main focus in her product lines.

Researcher decided that including four influencers into the research, whom are already familiar to her in some level, could potentially result in finding at least one prospect for Taruliina. However, thesis is a valuable guide for Taruliina even if, none of the selected influencers is suitable. Furthermore, having them from different categories is providing variety for different marketing purposes. As Taruliina's budget is limited, researcher decided to include only one celebrity influencer into the research. Celebrities have more followers and publicity thus using them in the marketing campaign is

also more expensive. Two other chosen ones are category influencers and one is a micro influencer. Nano influencers were left out of the research area, but researcher will return to their utilization later in the recommendations chapter. The selected influencers are: Sara Parikka (celebrity), Satu Rämö (category), Iina Hyttinen (category) and Terhi Nyykooli (micro). Introduction of the influencers can be seen in the *chapter 6.1, Observation findings*.

The observation area is limited to the specific frame of subjects determined and listed in advance. Therefore, it is possible to narrow down the research area and concentrate on the most essential factors. These factors are related to the theory part of the thesis as well as to the research questions consisting of issues such as background information of the influencer, content style and - quality, paid partnerships, followers' quality and overall expertise and activity. The observation and document analysis guide can be found in *Appendix 1*. Furthermore, during the whole research, researcher is keeping in mind Taruliina's preferences and values based on the discussion with the owner described in the chapter two.

Researcher is making notes regarding the subjects from each of the influencer separately. The one week's period, which the influencers are been observed in present time, notes are taken daily basis by following the IG stories and keeping a diary.

5.4 Data analysis

After the observation period researcher is reading through the manually gathered material and notes and selecting the key issues to build up a summary into the *results section in chapter six*. Researcher tries to be as objective as possible while making the summary including there all the relevant information. The summary is clarifying the data and making it easier for the reader to understand the findings. The data of the four influencers is reviewed individually and the observed subjects described systematically.

As part of the summary, there is also influencers' quotations and examples of postings chosen by researcher. The translated quotes are included to the reviews and the

originals can be found in appendices. Quotations are vitalizing the presentation of written material hence facilitating the image creation of the influencers' personality. The links to images referred in the text can be found in the references. When writing about influencers, researcher is using their real names as their accounts in social media are available for everybody and their postings are public. However, researcher is avoiding insulting anyway their postings or personality with her opinions.

In the analysis researcher is comparing the gathered data to the theory introduced in chapter four, into the "ABCC – model". The letters represent influencer's key factors: authenticity, brand fit, community and content. These factors in short, determines influencer's content quality, audience engagement, experience and professionalism. As a result, in the end researcher is evaluating and explaining, if the influencer is suitable for Taruliina brand. Analysis is presented in *chapter 6.2* in similar manner than the findings in chapter 6.1; every influencer is evaluated separately.

6 RESULTS

6.1 Observation findings

In this chapter researcher is presenting the findings of the observations in a summary form using the manually gathered notes from Instagram (IG) and blogs during the period of 28.10.-15.12.2019 and from IG stories during 27.1.-2.2.2020. The summary is also consisting of influencers' quotations to make it more interesting and easier for the reader to get familiar with their characteristics. The original quotes with translations can be found in *Appendix 2*.

6.1.1 Sara Parikka (celebrity influencer)

Sara Parikka is a 28 years old entrepreneur and mom for two daughters, soon to be mom of three children as she is pregnant at the moment. She became known for the big audience due to the part in Finnish soap opera series "Salatut Elämät". Her husband Mikko Parikka is also acting in the same tv – series. She started her lifestyle blog while in maternity leave after the first child in 2014 and after that she has been very active in that field and nowadays, she is having also a popular Instagram account and podcast. " *After the long acting courier, I have moved to work more comprehensively as a multi-skilled person in the media sector-- I hope you find inspiration, recipes and positive peer support from my content.*" (Parikka 2020, author's own translation)

Her Instagram account has 201 000 followers and both accounts Instagram and blog are with her own name. The writing subjects are such as home and decoration, fashion and well-being, recipes and family. The blog is updated regularly with a new posting a few times per week. Instagram account is updated almost daily basis, often two postings per day in addition to the stories. (Parikka 2020)

Content

As already mentioned, Sara Parikka's blog and IG are lifestyle accounts, consisting of her family's everyday life and interests. She is sharing with the readers and followers such topics as the project of building a house, home decoration, own – and her kids

clothing styles, recipes and the paid partnerships. Blog posts are not very long, usually including a few photos and the same style continues also in Instagram. She is combining the IG and blogs by sometimes mentioning in IG about the newest blog post and vice versa. Her writing style is relaxed and down to earth, which could also be said about her pictures. The photos are not very polished or filtered, although some layout planning can be seen especially in the paid ads.

Her writing style overall is positive, and the warmth is radiating especially when she writes about her children. *“On Tuesday we got to peak in the tiniest family member inside the belly and on top of our minds was a great excitement and worry, if everything is well. Feels like this third pregnancy has somehow been the most exciting one. Small girl was moving rapidly in the belly. Our dreams about having a trio is coming true. <3 You can only imagine how much the LITTLE SISTER has been waited for!!!!”*. (Parikka 2020, author’s own translation)

Followers

Sara Parikka’s followers consist partly of famous, Finnish persons, but mostly private accounts owned by regular people mainly from Finland. Her postings in IG are gathering likes which varies between 7000 and 12000 in average. The most likes (22100) were in the photo of her pregnant belly with her two daughters holding hands on top of it. This picture also gathered 170 comments from the followers. In average her IG account has comments from 10 to 50 per each posting. However, a clear difference is in the paid partnerships when there is a lottery in question. Those postings have been gathering comments from around 1000 up to almost 6000. (Parikka 2019)

The interaction between her and her followers is varying as often part of the comments are being replied while some of the questions are not. However, many comments do not require reply as they are just a reaction to the posting with emojis or compliments. She is also sometimes in her blog thanking the readers about their helpful ideas or comments regarding her previous post instead of replying one by one to each message. As a summary I would say, every posting included at least a few replies. She also asks questions or opinions of the audience and therefore, usually gains more comments than the average postings.

Paid partnerships

During the follow up period Sara Parikka had several paid ads done in Instagram with different companies. These companies were *Nivea Suomi*, *Moccamaster*, *Vepsäläinen* (furniture store), *Aarniwood* (watch), *Sokos tavaratalot*, *Fazer Suomi* (chocolate), *Daniel Wellington* (watch), *Lindex Official* (kids clothing), *Amo toys*, *Röhnisch* (outdoor clothing) and *Polar Suomi* (fitnesswatch). Some of the companies had two ads during that period, these were *Polarn O. Pyret Finland* (kids clothing), *Adlibris.fi* (books), *Matsmart.fi* and *Bio Oil Suomi*. In addition, she was gifted by *Tammikirjat* (Frozen 2 premier movie tickets) and *Nivea Suomi* (a flower bouquet). (Parikka 2019)

In her blog the same period was including four paid partnerships with the following companies: *Valio* (mifu – vegetarian food products), *Sokos* and *Asennedia* (different product categories mentioned), *Amo toys* and *Suomen leluhdistys*. The blog was also including six postings with gifted products such as clothing or services and some comments and photos regarding the Instagram collaborations.

The paid partnerships in Sara Parikka's IG (Instagram) and blog accounts are very visible and clear. There was always a note in the beginning of the posting such as "kaupallinen yhteistyö @ (company name)". The gifted products in the blog were sometimes listed in the end of the posting after having pictures where they were presented. She also mentioned in the beginning of the blog post, if the posting was including photos of the same company's products she has been partnering with, but that particular posting was not a paid advertisement.

Examples of collaborations

Moccamaster organised a lottery in IG where the prize was one Moccamaster retro coffeemaker. The ones who wanted to participate needed to comment something under the Sara Parikka's posting and start to follow Moccamaster's IG account. The post included a photo of the Moccamaster in use, a short description of the product characteristics and the info that she is using Moccamaster in her home. The post gathered almost 5900 comments and 12100 likes. (Parikka 2019)

Lindex Official was partnering with Sara Parikka to introduce their holiday clothing for kids. She posted a photo series of her own children wearing the clothes while

decorating a Christmas tree at home. The photo series gathered over 11400 likes and 39 comments. (Parikka 2019)

The next example is from Sara Parikka's blog. She introduced three games each of them including a photo, a description of the game purpose and her family's opinions.

*“Paid partnership / **Amo Toys***

Hi! We love playing! 😊 Board games are an essential part of our everyday life and during the move, we packed them with us to the rental home. Only a few board games were put to the storage to wait the tiniest family member. 😊

Board games are bringing the family together in a wonderful way and the best thing to see is the excitement in the kid's eyes when parents are participating. It feels that to our girls it is very important to get every once in a while, also us, the parents to the game. This way playing is also more peaceful, when you can guide all the time and tell about the rules.

We tested three this year's game releases and below is our assessment. 😊 In my opinion, board games work also as a nice gift to siblings or shared gift for the family. We are leaving to the cabin for the long weekend and are taking all these games with us. Is there any of these that you would like to try? What kind of games you prefer?”
(Parikka 2020, author's own translation)

Instagram -stories

Sara Parikka used the IG stories daily during the follow up period, although postings and videos were not very long, but enough to give the audience a glance of her daily life. Almost every day she visited in their house project, which was soon to be ready for moving. She showed photos and videos of the materials they are using and replied to people's questions where they had purchased them. She was also few times sharing food tips and recipes by using the swipe up tool to connect the reader to her blog. She did one paid partnership with Nivea Suomi where she was in a video presenting face-mask. The paid partnership notification was shown there during the video.

She also talked about how the pregnancy was proceeding and her kids sleeping rhythm. She asked what paid partnerships the followers had liked and what not in 2019. Her style to speak and present things is quite calm, and she has a pleasant voice in the videos with a clear articulation. Overall the shared content was similar than in her other channels but presented in more scattered style consisting of short clips. (Parikka 2020)

6.1.2 Satu Rämö (category influencer)

Satu Rämö is a 40 years old economist, entrepreneur, public speaker and writer, who lives in Ísafjörður, Iceland with her husband and two children. She has a podcast, she writes articles, columns, and books and she also have a blog with her own name, “Satu Rämö – doing stuff I love”. Her Instagram account is “satu_ramo” and there are 11600 followers. She is updating the blog a few times per week and Instagram account daily basis. (Rämö 2019)

She mentions her hobbies to be reading and listening books, exercise and travelling. She also is a fan of Icelandic horses and does co-operation with the Finnish travelling agency to organize riding trips to Iceland. She works occasionally as a middleman between Finnish and Icelandic companies, providing knowledge and experiences from both cultures. She had a design shop selling Finnish and Icelandic products, but that business is now over.

In her Webpage, she describes herself as follows: *“Regarding housework, I hate vacuum cleaning and ironing. I like to organize and cook. I live in Iceland’s fjords, but work mainly with my Finnish customers. My motto is to do things that I like. Also, at work. I am quite productive business chic from time to time, but I do not do things only for the money. Work can be hard, and one can do it a lot, but it needs to be fun and meaningful.”* (Rämö 2019, author’s own translation)

Content

Satu Rämö has a wide range of topics to write about in her blog and Instagram accounts. She is writing about Icelandic lifestyle, family life and parenting, travelling,

book tips, wellbeing, and work-related issues such as entrepreneurship, reaching to the dreams, writer's work and paid partnerships. In addition, she is also sharing opinions about relevant subjects happening in the world. She is often combining the IG and blog posts by mentioning in Instagram about her blog and continuing the same subject there in more detailed. She can ask questions and ideas from her audience in IG and then shares some of them as a blog post.

She is a professional writer and that is easy to notice especially in blog posts. She also has a unique, fun approach to many topics, and she is not afraid to use humour in her writings. This quote is from her Instagram account: *“Stormy weather today in Niceland ❄️ Today there has been whatever weather warnings. The wind can reach even over 40m/s, there might be snowing over a meter during the day, all the roads to the village are closed. The kindergarten is closed, as well as the coffee places and music school. There were only five kids who went to school in the morning. But hei: swimming hall is open, opened at seven in the morning 😊❤️ #onlyiniceland #islanti #satuislannissa #iceland #winterstorm #icelandicweather #nordicwinter”* (Rämö 2019, author's own translation)

The picture quality in her accounts is varying depending who has been the photographer. Most of the photos are having casual style without filters however, the ones her husband has taken are having more professional touch. Her husband has his own account “retro_outdoors”.

Followers

Satu Rämö's followers consist of partly famous Finnish persons, but mostly her network is including regular people. The activity of her followers is varying as her IG photos gathered likes from 300 to over a thousand and comments per picture was in average around 20. A few of the postings were without any comments. The most likes (1431) were gathering the photo of northern lights. (Rämö 2019)

In the paid partnerships it is not easy to determine the followers' activity as many of the postings are including a discount code or link, which will give the data to the

partnering company and influencer but is not shown to public. Some advertisements, which are including a lottery can include a request of the participant to make a related post in their own accounts and add hashtags in it. Therefore, there are not that many comments in the postings itself to see how many have reacted to the advertisement.

It is evident however, that her followers are giving positive feedback and she is replying actively the ones shown in Instagram and blog posts. She receives also a lot of private messages, which can be understood from her writings. People seem to be interested of her life in Iceland and her work overall. Partly these private messages are related to her questions when she asks ideas or opinions such as “where to find friends in adult age?” or “what kind of plays and activities there are for kids’ birthdays?”

Paid partnerships

Satu Rämö has been partnering in IG side with companies such as *Storytel.fi* (audio books), *Kivat Official* (kids clothing), *Plan Suomi* (charity organisation), *Biodelly natural* (natural cosmetics), *Myssyfarmi* (knitted hats), *Wsoy* and *Suomalainen Kirjakauppa* (publisher and a book store), and *Edita_oppiminen* (audio books for studying). In addition to these, she is also advertising her own books and articles and other businesses such as the guided horse tours during the summer. Some of her books has been published also in audio version and the newest one is in stores on February 2020, “Unelmaduunarin *tilipäivä – kahdeksan askelta ja tienaat tarpeeksi*” written together with Hanne Valtari. (Rämö 2019)

In the blog, during the follow up period she was partnering with the same companies, however, she was writing in more details and longer postings than in IG, usually in the same day in both accounts. Most of the companies were part in two different postings. Every paid partnership was properly marked and shown in the beginning of the postings in both accounts IG and blog.

Examples of collaborations

Kivat Official was one of the companies Satu Rämö partnered. She shared photos of her daughter wearing Kivat outdoor clothing and described the company values such

as quality products made in Finland and transparent production chain. There was also a lottery included, where the participant needed to visit Kivat website to see their selection and write their preferences into the comment section. (Rämö 2019)

Satu Rämö co-operated a few times with *Plan Finland* in her IG account and in her blog. In one of the collaborations she opened a charity account having objective to collect 500 euros with the help of the followers. She participated to the charity herself by donating the money otherwise spent to Christmas cards and chocolates for her business partners to the good cause. (Rämö 2019)

The following is a small sample of her blog post regarding the other collaboration with Plan International: *“As the children’s rights agreement is a base of Plan’s work, Plan wants to honour the anniversary of the agreement this week by raising the topic about children’s rights into conversation also in social media and organise a lottery with its collaborating partner. **Tell by your own words in some of your social media releases (e.g. in Instagram), why children’s rights or girls’ education are important to you. In order to participate to the lottery, your social media release must be public, and the following tags needs to be included #childrensrights, #plangodparent, #girlsponsor and @plansuomi**”* (Rämö 2019, author’s own translation)

With *Biodelly Natural*, Satu Rämö collaborated to introduce the natural cosmetic products for various different purposes. In Instagram she mentions about the discount percentages one can have a limited time period and more detailed description about her favourite products were in the blog. The blog post was quite long and had many pictures of the products. She included the products into her daily routine and explained that way how she uses each product and what she likes about them starting by morning cleansing and continuing to add make up. (Rämö 2019)

To demonstrate her style, the following quote is from her blog post regarding the same company, but different posting date: *“Quite affordable face oil from Mossa is smelling good and it is nourishing, but for my forty years old skin this oil is not effective enough. --However, I warmly recommend these Mossa products to a bit younger skin. The scent is truly wonderful!”* (Rämö 2019, author’s own translation)

The following quotes are consisting of different parts of the same, rather long blog post regarding the collaboration done with *Myssyfarmi*. In this post she describes the business from many angles and compares it to the trends and clothing industry world-wide:

“I have an entrepreneur spirit, but in a hmm, content wise. I get a spark from work issues when somebody does something so well that it gets the others excited and to join that thing.”

“These kinds of things I appreciate:

Company needs to have a good mission-- If somebody wants to do only money, my meter is dropping to the minus side. It is not about that I would not like money. I certainly do! But no business is ever succeeding, if the goal is to only make money. It is not appealing to consumers or creating trust among business partners.”

“Myssyfarmi has done everything totally different way than the traditional fashion brands-- First of all, it is already a different way of acting, that these products have a lifetime guarantee. There are no collections, which would change 15 times per year-- Myssyfarmi in my opinion does not try to do luxury, but uniqueness. World is changing and less and less people are interested about some bag or scarf only because there is a logo of a brand everybody knows is expensive.”

“Myssyfarmi is not moving the production to abroad, but it brings the grannies from Pöytyä to shopping centres instead. I met some “myssygrannies” by occasion while visiting in Finland, in Stockmann-- There the grandmas were sitting on a couch knitting hats and attaching the pompoms. There was porridge, Karelian pies and milk in a glass bottle served for the passers-by. Bringing the production straight from the countryside close to the people is so great promotion trick, that I was almost sorry did not invent that myself.”

“Myssyfarmi has built up their business for “waste” utilisation. It uses Finnish lamb wool as a raw material, from where even 60% has been burnt as a waste earlier, because there has not been any usage for it.”

“All of this difference has been managed to bring clearly visible in a brand level. The essential is said in a slogan: It’s not cool. It is warm.”

“There are not that many companies, which are doing international business 100% responsibly and transparently. Myssyfarmi itself wrote about its growth desire as follows, and I think this was very well abbreviated: The more we sell, the more we can employ the grandmas. The larger we grow; more lamb breeders will receive reasonable payment the wool they produce. The bigger we are, less wool will be wasted and less grandmas are left home alone.”

“The myssy on even my own husband was willing to SMILE IN A PHOTO!! So, there must be something especially significant in this.” (Rämö 2019, author’s own translation)

Instagram – stories

Satu Rämö’s stories started by her sharing a photo taken from the plane when she was travelling back home to Iceland after four weeks holiday in Lapland, Finland. After that there was a photo of her home yard with lots of snow. During the observation week, she shared overall many outdoor photos from their picturesque views of mountains, snowy landscapes and skiing tracks.

She advertised her own work projects such as the newest book coming up on February, Webinar where she is one of the speakers talking about issues such as IG- marketing and pricing your own work. She was also a member, in a team making the Life – magazine newest issue. The magazine was taking part to a competition where the voters are choosing the best cover page and she was sharing the link, in case her followers wanted to participate and have a chance to win 500€. She also used the Swipe up tool to share her blog posting with the headline: *money in the relationship – how we divide the incomes and expenses.*

Her stories were also including everyday life photos and videos where she is doing activities with her kids such as swimming hall visit, going to skiing school their municipal is organising for kids and what books she and her daughters are reading. She was interacting with her followers by replying their questions regarding her earlier

posting about how to get compensations from a flight company or insurance coverage in case your flight is delayed. She also was having a “woman flue” and asked how many others are having some seasonal illness at the moment. She brings humour sometimes in her videos and writings simply how she chooses the words. (Rämö 2020)

6.1.3 Iina Hyttinen (category influencer)

Iina Hyttinen is a 28 years old lifestyle blogger, entrepreneur and a mom for three daughters. She lives in Helsinki with her husband. Iina Hyttinen has a blog named “But I’m a Human not a Sandwich” and her Instagram account is “iinalaura”. She writes about subjects such as style, parenting issues, cooking, and relationships. She says: *“I’m a passionate everyday life enthusiast, who hunts for functional clothing closet, decorates semi-detached home, tries new foods at home kitchen as well as in the restaurants, and loves to talk about relevant topics.”* (Hyttinen 2020, author’s own translation)

Her Instagram account has 16300 followers and she update’s the content daily. She is also very active with her blog as during the seven weeks’ observation, she published 54 blog posts. (Hyttinen 2019)

Content

She is a fluent writer, which makes her text easy to read and the overall style is positive reflecting her excitement towards the shared content. Her topics are varying from sharing easy and fast recipes for the whole family to listing the costs of having kids. She is providing ideas of different ways to do charity and telling about their family traditions during Christmas time. She also talks about the frustration of searching for home without luck.

She is writing almost every day in both channels IG and blog; sometimes there can be more than one posting per day. Her blog postings are often very thorough, and the length can be several pages with many pictures included. The photos are very family oriented and relaxed, but one can see most of them have been planned through before

taking them. Pictures are fitting well with the writing style and giving the idea of the person.

The following is a short part from her blog posting where she shows self-irony by talking about the photo, she shared wearing a Halloween costume:” *When I had put the make up on and the black wig, Otto [husband] started to laugh. According to him, I looked exactly the same than when we met! And that is true. Somehow hilarious, that the way I looked before every day is today my costume: black hair, drawn eyebrows, three kilos of eye make-up and fake lashes. That is what I looked like nine years ago--*” (Hyttinen 2020, author’s own translation)

She seems to have lot of ideas what to write about and her postings are often giving useful hints for the audience. The next example is one of her Christmas calendar postings, where she was sharing an idea of making a decorative element for the wall together with her daughter:

“The Christmas calendar’s second hatch is containing a funny tassel wall décor, which we crafted together with our six years old. Making the tassels is easy and fast job, which already six years old can manage by herself in no time. This tassel décor was done by us in two hours and making it was so much fun. As a material we used some leftover threads found from our home, some leftover wooden pearls from previous crafting project and wooden stick our schoolgirl had found from the woods on the ground, which was suitable for the purpose.” (Hyttinen 2020, author’s own translation)

Followers

In the “Iinalaura” IG account, she has steady interaction with her followers maybe partly due to the versatile content she is sharing. Around half of her IG postings during the observation period gathered thousand or more likes. The quantity of comments in her postings vary a lot, but in average there are about 20 to 30 comments per posting. She sustains the interaction by also asking readers’ opinions and interests and writes about them. In one of her blog postings, but also mentioned in IG, she was concluding the replies received concerning her earlier made question about what her audience prefers to read. She asked, if the followers are interested of hearing more about her

everyday life in addition to postings of some specific topics. She received over 1200 replies and 93% of them would like to hear more about her life overall. These kinds of small surveys are indicating that people are appreciating her ideas and interested of her lifestyle. (Hyttinen 2019)

Her followers are consisting of other bloggers, companies she has co-operated with and private accounts belonging mostly to Finnish people. During the observation, she replied to most of the messages she received in Instagram and blog. The most likes (3339) were gathering the photo of “Addams family” where her whole family was dressed as the tv series characters during the Halloween. (Hyttinen 2019)

Paid partnerships

Iina Hyttinen did many collaborations during the observation period. In her Instagram account the partnering companies were: *Maldon* (salt), *Wsoy* (publisher), *Marli Vital* (juice), *Silmäasema* (Kate Spade NY glasses and sunglasses), *F-Secure* (IT security), *Nosh kids* (kids clothing), *Salon Pepe Åhman* (hairstylist), *Desenio* (posters and frames), *Kuntokeskusliikku* (gym), *Olympus Suomi* (camera), *Samsung Suomi* (phone), *K-supermarketketju* (Christmas food), *Polarn O Pyret Finland* (kids clothing), *Green choice* (vegan food), *Lekmer* (kids products/ family games), *Viaplay Suomi* (Movies and series). With many of the partnering companies, she had two different IG postings and also blog co-operations included. In addition, she was gifted by *Leffamaailma*, who invited her with the daughter to see “Last Christmas” movie. She also received as a gift some decorative pieces for the homemade Christmas calendar from *Pop up kemut*. (Hyttinen 2019)

All of the partnerships and gifts were clearly noted in the beginning of each posting in IG and blog. In some of the partnerships she is educating her audience by providing information and facts about the product in question and explaining the benefits. These types of collaborations were for instance with *Silmäasema*, when she was talking about the overall health care of the eyes and different types of glasses available, not just for the looks. Another example was the partnering with *F-secure* as she was sharing her concerns towards different kinds of threats in the cyberworld.

Examples of collaborations

Iina Hyttinen partnered with **Maldon** (salt and pepper) and shared in IG a post with photos of a homemade pizza. She advertised her blog posting where the recipe can be found and gave a hint that it is delicious and would fit to Halloween menu as it includes seasonal ingredients such as pumpkin. She shared in the blog some background information regarding Maldon and how to use it. She also shared a link to her earlier posting last year where she used the smoked salt from Maldon in a pasta recipe, thus she is having a long-term collaboration with this company. (Hyttinen 2019)

She also collaborated in IG with **Nosh kids** having her own three daughters as models for the kids clothing. She shared photos where her kids are wearing the same clothes from Nosh and explained the benefits of these clothes. Nosh has the idea to provide clothes for kids, which can be worn longer period as they are easy to adjust according the kids' measurements. The design enables double sizing without that the clothes look too big at any point. They are also ecological and sustainably produced quality clothing. In the end, she shares the link to Nosh's IG account to participate their lottery. (Hyttinen 2019)

In one of her IG postings she presented an idea for the self-made Christmas calendar and used the products she received as a gift from the company called **Pop Up Kemut**. She had put paper bags with numbers from 1 to 24, hanging in a string and the idea was that each of the bags would contain some Christmas related activity or play for the whole family. The paper bags and stickers with numbers were provided by Pop Up Kemut. She shared more details in her IG stories side. (Hyttinen 2019)

Instagram – stories

Iina Hyttinen was active in the stories side having many different topics handled and collaborations done during the week. She talked in a video that she has been many times expressing in her social media accounts how happy she is about her family, but that she is also receiving critics about that and some persons have been doubting the truthfulness of her words. Relating to this topic, she was mentioning about the research

made where the results show that adults with kids are often happier than the persons without kids. She continued with this topic in her blog.

She had a paid partnership with *Posti group*, which was combined with charity campaign. The collaboration had Valentine's Day as a theme and the idea was to make cards, which will be sent via Posti to the charity organisations the persons chooses beforehand. She was making 18 cards with her kids and they chose Helsinki Missio (association for elderly persons who are alone) to their charity target. She wrote more about the topic in her blog. The purpose was to encourage others to join to the good cause and in the following days she shared similar postings in her stories from her audience who had made their own cards for the campaign. (Hyttinen 2020)

She partnered with *Wsoy* and in this video, she described the newest book she has read and also told about her very ambitious goal to read 52 books this year. Relating to the books' theme, she shared a very intimate love letter she had written to her husband years ago. She also partnered with *K-supermarket chain* and was cooking and sharing recipes of vegetarian food with her daughters. Related to the collaboration she asked the followers, how many times they are eating vegetable-based food in a week and what is their favourite vegetarian food.

She always mentioned when there was a new blog posting available and used the swipe up tool for easy access. One of the topics was, 9 x me in January (she asked the audience to guess what year some photos were taken). She also shared video her daughter playing piano, their little dog having birthday and postings consisting of compliments and recommendations her followers had shared about her account. (Hyttinen 2020)

6.1.4 Terhi Nyykooli (micro - influencer)

Terhi Nyykooli is writing a blog on the webpage of *Kaksplus* magazine named "Äiti ja melukylän lapset" and her Instagram account name is "_Terhin_". She is a 36 years old woman with six children, and pregnant of the seventh. She is a housewife and doula. She describes her life as follows: "*Mom of six children, who's not lacking hugs,*

love, speed, noise, baby food, and mess in her life.” (Nyykooli 2019, author’s own translation)

In her Instagram account there are almost 4200 followers. She writes about her kids and the pregnancy related issues and she is also interested of kids’ fashion and decorating their rooms. Instagram account has a new posting daily, the blog is updated two to three times per week.

Content

Terhi N. is sharing her thoughts and experience about pregnancy and she is also posting a lot of photos of her children wearing stylish, mainly Finnish design clothing. She has practised to do some handcrafts for children and is also giving hints to the readers where to find the tutorials. Her photos have a Nordic style as they are light coloured, and the filter used is creating a calm atmosphere. One can see that most of the photos have been planned and considered beforehand, thus the idea is to show fashionable pictures, instead of the messy life with children.

Her writing style is warm and family oriented. She is sharing opinions, but not very strong ones, thus giving space for different ideas. The next example is from her blog post before Christmas: *“At one point I did not like Christmas that much-- Awful stress about things, you did not even have to do-- After our son was born on December 2010 something changed. I concentrated that Christmas mostly to the baby and noticed that the Christmas came anyway without my extra hustling despite was I ready or not. Children enjoyed that Christmas as much as the earlier ones when I had been sweating while cleaning the closets, fridge, scrubbing the doors, oven etc-- This year I will continue with the same relaxed way not cleaning the closets and only do the basic cleaning and enjoy the Christmas together with the family.”* (Nyykooli 2020, author’s own translation)

Followers

The followers Terhi N. has in her IG account are mainly consisting of private accounts. However, there are a few celebrity followers and also kid clothing and decorating

companies in her audience. The most likes (483) was getting a picture taken outside, where she is presenting her pregnant belly and writing about the feelings of pregnancy at that point. On average she is having around 10 to 40 comments per posting and likes are varying from 200 to 400. The interaction with her followers seems to be rather high level as she has been replying to almost every comment and sometimes having longer conversations. She is also asking questions and opinions sometimes to activate the audience. (Nyykooli 2019)

Paid Partnerships

During the observation period Terhi N. was partnering with four companies in Instagram. In the blog side there was no partnerships done. The partnering companies were *Koukussa Design* (Finnish handcrafts), *Posti Group* and *Jollyroom* (products for children), which had two separate postings. Every collaboration was clearly marked in the beginning of the posting. (Nyykooli 2019)

Examples of collaborations

The collaboration with *Koukussa Design* included a lottery, where the prize was one of their products, a bunny baby toy. Terhi N. is describing product features and giving an idea of the usage possibilities by reflecting to her own life. Their lottery instructions consist of following both accounts, *koukussadesign* and *_terhin_*, commenting the preferred colour of the bunny and tagging at least one friend to the comment. Followers were encouraged to add more friends as each new comment would be a new lottery ticket.

Jollyroom was another company Terhi N. co-operated. This collaboration was introducing a baby bed to the followers and she included a link to the partnering company's webpage. Otherwise the pattern was quite similar with the previous collaboration with *koukussadesign*; she described the product benefits and how she is using the bed when the newborn arrives. (Nyykooli 2019)

Instagram – stories

Terhi Nyykooli had a few postings in her stories side, but there was also one day without anything new added. She was loyal to her style and there was not much variations in her topics, which were mainly concentrating on her pregnancy follow up photos and showing pieces of the everyday life. Some examples of these postings are when she was choosing the sitter for her unborn child from the webstore and organizing a combined birthday party for two of her kids. She showed the cake she had made, and some decorations there was in the house.

She informed about her new blog posts a few times during the week. She also showed outside pictures with kids playing in the snow and interacted with the audience by asking, if they had snow. Next day she shared the replies, 66% was answering yes, and 34% of the replies was negative. There were not any paid partnerships done during the observation week. (Nyykooli 2020)

6.2 ABCC – analysis

The findings from previous chapter is now being compared to the ABCC-model introduced in theory part of the thesis. These four areas (Authenticity, Brand fit, Community and Content) are being evaluated from each influencer. The conclusion of the analysis is done in the end by assessing influencer's suitability for Taruliina's marketing purposes. As the researcher is doing the analysis by herself and the results are based on her opinions, the writing style is less formal written in singular form of the first person.

Sara Parikka (celebrity influencer)

She shared her everyday life with the constantly growing number of followers. When writing this, she had 205 000 followers in Instagram. She partnered with several different companies probably partly due to the Christmas season, but I would say all of the companies were more or less aligned with her style. Only Matsmart.fi and Lidl (gifted dress) was differing from the others being more affordable brands. It was clear

many of the partnering companies had a longer collaboration period with her than just a one-time deal as she often posted same company's paid advertisements more than once.

Her audience seems to be very interested of their new house building project and she is replying to followers' queries about the material choices and other decorative related questions. Her growing family is also receiving a lot of attention and she is sharing family related topics rather openly overall. She is a Finnish celebrity known from tv, but she has more the "girl next door style" which makes it easier for the followers to relate with her lifestyle when she is not "too far in the stars".

I could see Sara Parikka wearing the handmade jewellerys such as earrings or her kids using the clothing Taruliina is selling. She is showing interest towards the Finnish design and she is a positive, likeable character. Taruliina would receive a lot of visibility via her channels, however, it might be that the marketing budget Taruliina has available is not enough for a long-term collaboration with her.

Satu Rämö (category influencer)

She had very good interaction with her followers as she received a lot of private messages in addition to comments seen in IG and Blog during the observation time. One of her habit was that she asked straight questions from her audience such as "where the adults can find new friends" or "what games to play in kid's birthday" and then she shared the summary of replies in her blog postings. She also was helping audience in the IG stories side about how to receive compensation from the insurance or flight company in case your flight has been delayed. These topics are providing ideas and can be helpful for her followers and thus valuable information. It is refreshing from the follower's point of view to see that she can share information concerning different topics, and one cannot know the next useful idea without seeing her postings and videos regularly.

She did not do as many paid advertisements as Iina Hyttinen or Sara Parikka, but the collaborations she did, were consistent with the topics she is interested of and similar with the ones she is sharing in her other postings. These types of co-operations were

for instance the book and reading related ads, and outdoor clothing for kids and adults. She has principles and values, and she educates the audience, which was shown well for instance in the collaboration done with Myssyfarmi. Reader can understand that she is passionate about her work, and many of her postings were relating to her new projects, which she can conveniently advertise in her own channels. The fact that she is a writer and has different business projects going on all the time, can increase the credibility of her paid partnerships, because she is not “only” an influencer, whose main work is to do collaborations and share interesting content.

Satu Rämö would be a good influencer option for Taruliina due to her relaxed, easy going personality what one can learn when following her accounts and the videos shared in the IG Stories. She uses humour sometimes in her wordings, but not too much to lose the credibility or lessen the importance of her message. She shares the interest towards natural products and items produced in Finland with Taruliina. She also knows what it requires to be a small business owner by her own experience and can use that as a strength in campaign planning. I believe she would add value with her professionalism in any area of business.

Iina Hyttinen (category influencer)

Iina Hyttinen has the blog named “But I’m a Human Not a Sandwich”, which sounds by the name quite original and interesting, although it does not tell that much about the content. The content itself does not let the reader down either, if the family-oriented lifestyle accounts are in interest overall. She is very active in writing and the topics vary a lot but stays still consistent. In her blog, she shares easy cooking and baking ideas, “do it yourself” handcrafts, gift ideas for kids, different ways to do charity as well as some styling and exercise inspirations. She often replied to followers’ comments and had a lot of responses when she asked the audience’s opinions in her postings. Her followers were also sharing her ideas and content in their own accounts such as the charity campaign Posti was organizing. Therefore, I would say she has found loyal audience around her.

I had the feeling that she made a few paid partnerships too much during the observation time, although it was before Christmas, thus it is understandable there are more of

them than normally. However, she compensated the frequency of collaborations with a new blog post almost every day and in some days two per day, one paid posting and another of some other topic to counterbalance the paid postings (or this was how it felt). The partnerships were also quite well in line with her own interests and needs, thus the justifications for the ads were more believable and audience might see there also other motives than money. For instance, she had suffered many migraines in the past, so partnering with *Silmäasema* and introducing the eyeglasses with blue light filter made sense. Another example concerns the partnering with *Green Choice* where she shared some vegetarian recipes made from their ingredients. Their whole family is trying to eat healthy and more plant-based meals, so this collaboration fits to that goal.

Iina Hyttinen would be an interesting choice to represent Taruliina and she could bring new ideas and aspects in the marketing campaigns. She has a positive style, but she is also sometimes sharing life's ups and downs and her frustrations, which adds the authenticity of her account. She is an inspiring person to whom it is easy to relate. The lifestyle of her and her family would be suitable for Allaquun clothing and jewellery and Taruliina's brand overall.

Terhi Nyykooli (micro-influencer)

The name of Terhi Nyykooli's blog "Äiti ja melukylän lapset" in my opinion gives the idea that she would be showing a hectic family life with her six (soon to be seven) kids including all the mess and hustle, but both of her accounts the blog and Instagram are pretty far from that. The Instagram pictures are very polished like being in a pink cloud with bunnies and babies where you cannot see one stain in the home or on the clothes.

The blog, as its main idea in Kaksplus website is to provide baby related topics, is mainly describing how the pregnancy is going week by week. I felt that there was missing the effort of giving more value to the audience than what is expected. One refreshing posting where she provided some ideas to her followers was when she had knitted some baby clothing and gave to the interested ones the links where to find the instructions. The quantity of likes and comments in her postings is quite good when compared to the number of followers she has overall, and she replies very well to the comments received.

Terhi Nyykooli did paid partnerships with three different companies during the observation. The collaborations were aligned with her brand and did not give any surprises. The clothing and style she has in her accounts are giving hints that she appreciates Nordic design and handmade products. In this light, she could fit presenting some Taruliina's products such as baby toys or clothes. She would probably be suitable for Taruliina also from financial aspect as being a micro-influencer the quantity of followers is not as high as with the other influencers analysed in this research. Therefore, her rewards from collaborations cannot be that high either.

However, when evaluating the influencer as a whole, I find her accounts and topics too limited to represent Taruliina. Her followers need to be interested specifically pregnancy and baby related subjects, and Taruliina again, is more versatile with a large product range, thus co-operation with her would probably not continue in a long-term.

Competitor collaborations

Three of the influencers, Sara Parikka, Iina Hyttinen and Satu Rämö did some collaborations with children clothing companies that can be considered as Taruliina's competitors during the observation period. The collaborations they made with companies selling children clothing were such as Nosh Kids, Polarn O Pyret and Kivat Official.

These companies are Taruliina's competitors in some level, but I would see that more as a positive issue. All of these companies are sharing some similar values with Taruliina such as the responsibility in producing the clothing and sustainability in the material choices. They are also considering the environmental aspects such as the good quality of their clothing, which enables long-term usage and several users for the same cloth. Therefore, I would say these companies represent the same ideology than Taruliina. The followers can see the influencers being socially responsible persons and their partnering consistent and aligned with their brand. Audience could also appreciate that influencers are introducing more options and companies new to them with the similar values.

Charity work

Satu Rämö and Iina Hyttinen did some charity collaborations during the follow up period. Satu Rämö was co-operating with Plan International and did a few postings regarding them. She introduced the audience to the work that people in Plan are doing and she also explained why charity is needed. In one of her posting she put a link to a Christmas charity collection where she had set a goal of gathering 500 Euros. She also shared many photos from her trips to charity locations in Africa.

Iina Hyttinen did several postings relating to charity work. Once she collaborated with Polarn O Pyret and they were having a competition to win pyjamas, but they also donated three clothing bags to Christmas gift charity collection. Another charity project she did was a collaboration with Posti Group by participating to their Valentine's Day campaign. The idea was to send homemade cards to different charity associations, who would give them for instance to elderly persons who are alone or to SOS- children's village. She also did a long blog posting about how to do charity in a Christmas time where she shared ideas for readers.

I felt both of them are genuinely the type of persons who wants to help others and that the charities were not done by any other motive in mind to get for example more popularity or other benefits. This kind of humanitarian work is increasing the authenticity of the influencers in the eyes of the followers.

Conclusion of the analysis

As the influencer for Taruliina should be inspiring personality with the ability to interact with the audience and in a certain level educate the followers, the best choices from the observed influencers would be the category influencers *Iina Hyttinen* and *Satu Rämö*. These results were based on the influencers' brand, style and content shared as well as Taruliina's brand, values and available budget. The required budget for collaborating with category influencers is related to their popularity, in other words the number of followers, which is less than celebrities, but more than micro- and nano- influencers. Therefore, category influencers could still match with Taruliina's budget range. Both of the suggested influencers would bring their own professionalism and

ideas into the campaigns and their authentic personalities would create trust and emphasize the positive image of Taruliina.

7 RECOMMENDATIONS

The analysis results indicated there would be two potential category influencers suitable for Taruliina in researcher's opinion. In addition to category influencers Taruliina could use micro – and nano-influencers in their marketing. Although the micro-influencer researcher was observing was not the best choice, it does not mean that micro-influencers overall would not be useful for Taruliina. The theory part of this thesis is providing comprehensive guidance how to find any type of influencer and what are the characteristics to look for.

Nano-influencers can be almost anybody who has a few hundred followers in their accounts and who fits to the criterias given in the theory part as well as to Taruliina's values. Taruliina can for instance find Nano-influencers from their own customer base and followers. As Nano-influencers are not having a large audience, they would probably be willing to collaborate in turn of a free product, which they could be showing and recommending in their accounts. As stated in the theory, Nano-influencers can have a very engaged audience thus using them in marketing could be prosperous for the company. However, due to the small number of followers, it would be more efficient to have a group of them instead of just one person.

Based on the findings of the theory and the observations, researcher gathered below some ideas and recommendations about the collaboration possibilities in case Taruliina decides to use influencers in its marketing.

Activating online sales

Considering the fact that Taruliina has a store in Rauma, which is rather small city and the peak season is during the summer when tourists are filling Old Rauma's streets, influencers could be very effective tool in particularly increasing the web store visibility and sales via internet. This would maximize the results of Taruliina's marketing campaign as the target audience would not be limited by the location thus increasing the quantity of prospects. However, before executing a marketing campaign, company

needs to ensure the availability of the products and make sure the web store's user friendliness and functionality in every area from the payment options to the mailing details as otherwise the efforts put to marketing might not be reaching to its full potential.

Educating audience via influencer

Taruliina's brand and values are strongly based on sustainability by mainly selling quality products made in Finland. Many of the items sold are also ecological as raw materials can be recycled or organic origin. Satu Rämö could be a suitable influencer for representing these type of products as she has been a user of natural cosmetics and she has the same value basis than Taruliina. She is familiar with the ecological products and she is a strong advocate of products designed and made in Finland, which is also convincing in the eyes of the audience. The collaboration could include giving instructions and ideas how to use a certain product such as "laundry vinegar" or "shampoo bar" which might be still unfamiliar for many persons and explaining the benefits of them being natural origin.

Storytelling approach

Long-term partnering with the influencers can be one of the future trends in this field of marketing. Taruliina could do a larger influencer marketing campaign in co-operation with the small business owners selling their products in her boutique. This way the marketing budget would be shared with all the participants, and campaign can last longer period of time ensuring more visibility among the followers. The chosen influencer can share in her account for instance, short videos of the small businesses involved, introducing the persons behind the brands and showing the workplace, materials and methods used in making the product. Therefore, audience would learn something new and a story is created, making the product or whole brand more interesting in the eyes of the consumer.

Influencer as a part of the product creation process

Taruliina's owner has the own brand called AllaQuun Design, which is mainly consisting of jewelry and children clothing. One possibility to benefit from influencer is to collaborate with her already in the development process of a new product. Influencer can provide own ideas how a certain piece would look like and also insight of the followers' preferences. She could even at some point have a product line created together with the brand owner. This level of co-operation could increase the brand awareness, and sales, although requires an influencer with expertise and certain status. Celebrity influencer known for style in fashion could be a good choice keeping in mind the budget of the campaign. Taruliina should be familiar with the influencer already from the earlier campaigns to have the trust and knowledge regarding the influencer's characteristics and suitability for the brand.

Competitions and social media channel takeovers

Other options Taruliina can use influencers are for instance to create different competitions and giveaways via influencers as was shown in the observation examples. In that case influencer could first publish a Taruliina related posting in her account and then ask her followers to share the posting and/or follow Taruliina's account to participate to the contest with product prize as a motivator. These types of strategies are activating the audience and Taruliina receives more followers and thus potential customers. Influencer can also write content or share videos straight in Taruliina's Instagram account instead of sharing it in her own account and this way bring more variation and reach precisely to the Taruliina's existing followers and customers.

Influencer marketing agencies

In case Taruliina does not prefer the influencers suggested in this study and does not have time to look for the right ones; the option is to use influencer marketing agencies instead. The agencies can take care of all or partially the marketing campaign starting from the influencer selection, as they already have many options in their payroll. In this case, Taruliina should take into consideration the additional fee agency is charging

being in the middle and the lost control as the communication with the influencer might be handled via agency instead of straight contact.

8 EVALUATION OF THE STUDY

In researcher's opinion, the theory part of the thesis was compressed well, providing all the necessary information for Taruliina to find a good influencer with required characteristics. In the empirical part researcher was demonstrating in practice the process of searching the right influencer for the brand. Observation method was a good choice for this study, especially when using the structured guide to ensure the consistency of the results. After observing and analysing the chosen influencers, two potential prospects for Taruliina were found. Researcher believes either one of the chosen influencers could be valuable for Taruliina especially, if the aim is in developing the web store sales. However, it is not an easy job to find suitable influencer to partner with, thus it is possible Taruliina decides to continue the search now that the tools for it are available. It can anyway be stated that the purpose of the study, which was to provide comprehensive guide for Taruliina to start the influencer marketing, was accomplished.

The development areas researcher noticed during the process were mainly concerning the empirical part of the thesis. It could have been more useful for Taruliina, if the influencers chosen were all from one category, and in the analysis part, they would have been compared to each other. In this case researcher should have been convinced about the right category Taruliina prefers. However, it was interesting to see the difference between the categories as well. Researcher also felt the number of influencers observed was enough, especially when considering the length of the period, eight weeks in total. The other option would have been, that the observation period was narrowed down for instance to half, and thus there could have been one or two more influencers selected to the research.

Researcher found the topic interesting and inspiring as influencer marketing is full of possibilities and companies can use their creativity to benefit influencers in various ways. A continuum to this study in the future could proceed from finding the influencer to planning and executing the marketing campaign with the chosen influencer.

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APPENDIX 1

The observation and document analysis guide

Introduction of the influencer

- Name and age
- Education and work experience (if known)
- Hobbies and other personal interests

Influencer information (in general)

- Influencer type (celebrity, category, micro)
- Name of the Instagram account and Blog
- Field of influence (writing subjects)
- Number of followers (Instagram/Blog)
- Posting activity overall

Content

- Topics (main writing areas)
- Quality (writing, photos)
- Style (Humor, excitement level, positive energy)

Followers

- Quality (fake accounts vs real accounts)
- Comments and likes (quantity)
- Interaction (does influencer reply)

Paid partnerships

- Companies and products (competitors for Taruliina)
- Transparency (paid ads properly informed)
- Examples of collaborations

APPENDIX 2

The original quotes in Finnish and translations in English

Sara Parikka

” After the long actin courier, I have moved to work more comprehensively as a multi-skilled person in the media sector. I hope you find from my contents inspiration, recipes and positive peer support.”

”Pitkän näyttelijänuran jälkeen olen siirtynyt työskentelemään laajemmin media-alan moniosaajana. Toivon, että löydät sisällöistäni inspiraatiota, reseptejä ja positiivista vertaistukea.” (Parikka 2020)

“On Tuesday we got to peak in the tiniest family member inside the belly and on top of our minds was a great excitement and worry, if everything is well. Feels like this third pregnancy has somehow been the most exciting one. Small girl was moving rapidly in the belly. Our dreams about having a trio is coming true. <3 You can only imagine how much the LITTLE SISTER has been waited for!!!!”

“Tiistaina päästiin kurkkaamaan perheen pienintä masun sisään ja päällimmäisenä oli suuri jännitys ja huoli siitä, että onko kaikki hyvin. Tuntuu, että tämä kolmas odotus on jännittänyt jollain tapaa eniten. Siro pieni tyttö liikkui vaudikkaasti vatsassa. Haaveemme triosta on todella toteutumassa. <3 Voitte vaan kuvitella kuinka täällä odotetaan PIKKUSISKOJA!!!!” (Parikka 2020)

“Paid partnership / Amo Toys

Hi! We love playing! ☺ Board games are an essential part of our everyday life and during the move, we packed them with us to the rental home. Only a few board games were put to the storage to wait the tiniest family member. ☺

Board games are bringing the family together in a wonderful way and the best thing to see is the excitement in the kid’s eyes when parents are participating. It feels that to

our girls it is very important to get every once in a while, also us, the parents to the game. This way playing is also more peaceful, when you can guide all the time and tell about the rules. We tested three this year's game releases and below is our assessment. © In my opinion, board games work also as a nice gift to siblings or shared gift for the family. We are leaving to the cabin for the long weekend and are taking all these games with us. Is there any of these that you would like to try? What kind of games you prefer?"

"Kaupallinen yhteistyö / Amo Toys Moikka! Meillä rakastetaan pelata! □ Lautapelit ovat kiinteä osa meidän arkea ja muuton yhteydessä ne pakattiin vuokrakotiin mukaan. Ihan muutamat palapelit siirtyi varastoon odottamaan perheen pienintä. □ Lautapelit tuovat ihanasti perheen yhteen ja on parasta nähdä innostus lasten silmissä kun vanhemmat osallistuu. Tuntuu, että meidän tytöille on tosi tärkeää saada välillä myös meidät aikuiset mukaan peliin. Tällöin peli sujuu myös sopuisammin, kun pystyy koko ajan ohjata ja kertoa säännöistä. Testattiin kolme tämän vuoden uutuuspeliä ja alla meidän arvio. □ Lautapelit toimii mun mielestä kivana lahjana myös sisaruksille tai vaikka perheen yhteiseksi lahjaksi. Lähdetään torstaina mökille pitkäksi viikonlopuksi ja otetaan nämä kaikki pelit mukaan. Nouseeko näistä joku sellaiseksi, että haluaisit kokeilla? Millaiset pelit ovat teidän mieleen?" (Parikka 2020)

Satu Rämö

"Regarding housework, I hate vacuum cleaning and ironing. I like to organize and cook. I live in Iceland's fjords, but work mainly with my Finnish customers. My motto is to do things that I like. Also, at work. I am quite productive business chic from time to time, but I do not do things only for the money. Work can be hard, and one can do it a lot, but it needs to be fun and meaningful."

*"Kotitöistä vihaan imurointia ja silittämistä. Tykkään järjestää ja laittaa ruokaa. Asun Islannissa vuonoilla, mutta työskentelen pääasiassa suomalaisten asiakkaitteni parissa. Minun mottoni on tehdä sellaisia asioita, joista itse pidän. Myös töissä. Olen aika ajoin tuottelias bisnesmujja, mutta en tee asioita *pelkästään* rahan takia. Työ saa olla rankkaa ja sitä voi tehdä paljon, mutta sen pitää olla hauskaa ja merkityksellistä." (Rämö 2020)*

“Stormy weather today in Niceland ❄️ Today there has been whatever weather warnings. The wind can reach even over 40m/s, there might be snowing over a meter during the day, all the roads to the village are closed. The kindergarten is closed, as well as the coffee places and music school. There were only five kids who went to school in the morning. But hei: swimming hall is open, opened at seven in the morning 😊❤️ #onlyiniceland #islanti #satuislannissa #iceland #winterstorm #icelandicweather #nordicwinter”

Tänään on annettu ties mitä säävaroituksia. Tuuli paikoittain jopa yli 40m/s, lunta päivän aikana voi tulla yli metrin, kaikki tiet kylään suljettu. Päiväkoti on kiinni, kahvilat ja musakoulu samoin. Kouluun oli mennyt aamulla vain viisi lasta. Mutta hei: uimahalli on auki, aukesi aamuseitsemältä 😊❤️ #onlyiniceland #islanti #satuislannissa #iceland #winterstorm #icelandicweather #nordicwinter” (Rämö 2020)

*“As the children’s rights agreement is a base of Plan’s work, Plan wants to honour the anniversary of the agreement this week by raising the topic about children’s rights into conversation also in social media and organise a lottery with its collaborating partner. **Tell by your own words in some of your social media releases** (e.g. in Instagram), why children’s rights or girls’ education are important to you. In order to participate to the lottery, your social media release must be public, and the following tags needs to be included #childrensrights, #plangodparent, #girlsponsor and @plansuomi.”*

”Koska lasten oikeuksien sopimus on Planin työn perusta, Plan haluaa sopimuksen merkkipäivän kunniaksi tällä viikolla nostaa lasten oikeudet keskusteluun myös sosiaalisessa mediassa ja järjestää yhteistyötahonsa kanssa arvonnän. **Kerro omin sanoin jossain somejulkaisussasi** (esim. Instagramissa), miksi lasten oikeudet tai tyttöjen koulutus ovat sinulle tärkeitä. Jotta voit osallistua arvontaan, tulee sosiaalisen median julkaisusi olla julkinen, ja siinä tulee käyttää tunnisteita #lapsenoikeudet #plankummi/#tyttösponsorin sekä @plansuomi.” (Rämö 2020)

“Quite affordable face oil from Mossa is smelling good and it is nourishing, but for my forty years old skin this oil is not effective enough. However, I warmly recommend these Mossa products to a bit younger skin. The scent is truly wonderful!”

”Melko edullinen Mossan kasvoöljy tuoksuu hyvälle ja se on ravitsevaa, mutta nelikymppiselle iholleni tämä öljy ei kuitenkaan ole tarpeeksi tehokas. Suosittelen näitä Mossan tuotteita kuitenkin lämpimästi hieman nuoremmalle iholle. Tuoksu on aivan ihana!” (Rämö 2020)

“I have an entrepreneur spirit, but in a hmm, content wise. I get a spark from work issues when somebody does something so well that it gets the others excited and to join that thing.”

“These kinds of things I appreciate:

Company needs to have a good mission-- If somebody wants to do only money, my meter is dropping to the minus side. It is not about that I would not like money. I certainly do! But no business is ever succeeding, if the goal is to only make money. It is not appealing to consumers or creating trust among business partners.”

“Myssyfarmi has done everything totally different way than the traditional fashion brands-- First of all, it is already a different way of acting, that these products have a lifetime guarantee. There are no collections, which would change 15 times per year-- Myssyfarmi in my opinion does not try to do luxury, but uniqueness. World is changing and less and less people are interested about some bag or scarf only because there is a logo of a brand everybody knows is expensive.”

“Myssyfarmi is not moving the production to abroad, but it brings the grannies from Pöytyä to shopping centres instead. I met some ”myssygrannies” by occasion while visiting in Finland, in Stockmann-- There the grandmas were sitting on a couch knitting hats and attaching the pompoms. There was porridge, Karelian pies and milk in a glass bottle served for the passers-by. Bringing the production straight from the countryside close to the people is so great promotion trick, that I was almost sorry did not invent that myself.”

“Myssyfarmi has built up their business for “waste” utilisation. It uses Finnish lamb wool as a raw material, from where even 60% has been burnt as a waste earlier, because there has not been any usage for it.”

“All of this difference has been managed to bring clearly visible in a brand level. The essential is said in a slogan: It’s not cool. It is warm.”

“There are not that many companies, which are doing international business 100% responsibly and transparently. Myssyfarmi itself wrote about its growth desire as follows, and I think this was very well abbreviated: The more we sell, the more we can employ the grandmas. The larger we grow; more lamb breeders will receive reasonable payment the wool they produce. The bigger we are, less wool will be wasted and less grandmas are left home alone.”

“The myssy on even my own husband was willing to SMILE IN A PHOTO!! So, there must be something especially significant in this.” (Rämö 2019, author’s own translation)

”Olen yrittäjähenkkinen, mutta sillä tavalla, hmm, *sisältölähtöisesti*. Sytyn työjutuissa siitä, kun joku tekee jotain niin hyvin, että se saa muut innostettua siihen mukaan.

Tällaista minä arvostan:

Yrityksellä pitää olla hyvä missio. Jos joku haluaa tehdä vain rahaa, mittari värähtää miinukselle. Ei siinä, ettäkö en pitäisi rahasta. Todellakin pidän! Mutta ei mikään bisnes ikinä menesty, jos tavoitteena on vain tehdä massia. Ei sellainen vetoa kuluttajiin tai herätä luottamusta yhteistyökumppaneissa.

Myssyfarmi on tehnyt kaiken ihan eri tavalla kuin perinteiset muotibrändit. Ensinnäkin jo se on tapa toimia toisin, että näillä tuotteilla on elinikäinen takuu. Ei ole mallistoja, jotka vaihtuvat 15 kertaa vuodessa. Myssyfarmi ei minun mielestäni yritä tehdä luksusta vaan ainutlaatuisuutta. Maailma muuttuu ja yhä harvempaa kiinnostaa joku laukku tai huivi sen takia, että siinä on jonkun kaikkien kalliiksi tietämän merkin logo.

Myssyfarmi ei vie tuotantoa ulkomaille vaan se tuo pöytyäläiset mummot ostoskeskuksiin. Tapasin myssymummoja sattumalta Suomen reissulla Stockmannilla

Siellä mummot istuivat sohvalla neulomassa myssyjä ja kiinnittämässä niihin tupsuja. Tarjolla oli ohikulkijoille puuroa, karjalanpiirakoita ja maitoa lasipulloissa. Tuotannon tuominen iholle suoraan maaseudulta on niin hyvä promootiokeino, että melkein harmittaa, että en keksinyt sitä itse.

Myssyfarmi on rakentanut bisneksensä ”jätteen” hyödyntämiselle. Se käyttää raaka-aineena suomalaisen lampaan villaa, josta on aikaisemmin poltettu jopa 60 % jätteenä, koska sille ei ole ollut käyttöä.

Tämä kaikki erilaisuus on onnistuttu tuomaan bränditasolla selkeästi näkyville. Oleellinen tiivisty sloganissa: It's not cool. It is warm.

Harvassa ovat ne yritykset, jotka tekevät kansainvälistä liiketoimintaa 100 %:sti vastuullisesti ja läpinäkyvästi.

Myssyfarmi itse kirjoitti kasvuhaluistaan näin, ja minusta tämä oli valtavan hienosti tiivistetty: Mitä enemmän myymme, sitä enemmän mummoja pystymme työllistämään. Mitä isommaksi kasvamme, sitä useammalle lampurille voimme maksaa kohtuullisen korvauksen heidän tuottamastaan villasta. Mitä suurempia olemme, sitä vähemmän villaa haaskataan ja yhä harvempi mummo joutuu jäämään yksin kotiin.

Myssy päässä jopa oma puolisoni suostui HYMYILEMÄÄN KUVASSA!! Kyllä tässä siis jotain erityisen merkittävää on.” (Rämö 2020)

Lina Hyttinen

“I’m a passionate everyday life enthusiast, who hunts for functional clothing closet, decorates semi-detached home, tries new foods at home kitchen as well as in the restaurants, and loves to talk about relevant topics.”

”Intohimoinen arjen fiilistelijä joka metsästää toimivaa vaatekaappia, sisustaa rivitalokotia, kokeilee uusia ruokia niin kotikeittiössä kuin ravintoloissakin, ja rakastaa tarttua ajankohtaisiin aiheisiin.” (Hyttinen 2020)

” When I had put the make up on and the black wig, Otto started to laugh. According to him, I looked exactly the same than when we met! And that is true. Somehow hilarious, that the way I looked before every day is today my costume: black hair, drawn eyebrows, three kilos of eye make-up and fake lashes. That is what I looked like nine years ago.”

”Kun mä olin meikannut itseni ja laittanut mustan peruukin päähän, Ottoa alkoi naurattaa. Mä kuulemma näytin ihan samalta kuin silloin kun me tavattiin! Ja siis totta se kyllä on. Jotenkin huvittaa, että se miltä mä ennen näytin joka päivä on tänä päivänä mulle naamiaisuus: musta tukka, piirretyt kulmakarvat, kolme kiloa silmämeikkiä ja tekoriipset. Siltä mä näytin myös yhdeksän vuotta sitten.” (Hyttinen 2020)

“The Christmas calendar’s second hatch is containing a funny tassel wall décor, which we crafted together with our six years old. Making the tassels is easy and fast job, which already six years old can manage by herself in no time. This tassel décor was done by us in two hours and making it was so much fun. As a material we used some leftover threads found from our home, some leftover wooden pearls from previous crafting project and wooden stick our schoolgirl had found from the woods on the ground, which was suitable for the purpose, see the Appendix.”

”Joulukalenterin toinen luukku pitää sisällään hauskan tupsuseinäkoristeen, joka me askarreltiin yhdessä meidän kuusivuotiaan kanssa. Tupsujen tekeminen on helppoa ja nopeaa puuhaa, joka onnistuu käden käänteessä kuusivuotiaalta jo itsekin. Tämä tupsukoriste valmistui meiltä kahdelta tunnissa ja sen tekeminen oli tosi hauskaa. Materiaaleina käytettiin kotoa jo valmiiksi löytyneitä jämälankoja, aiemmasta askarteluprojektista ylijääneitä puuhelmiä sekä meidän koululaisen metsästä maasta löytämää keppiä, joka oli tarkoitukseen juuri sopiva.” (Hyttinen 2020)

Terhi Nyykooli

“Mom of six children, who’s not lacking hugs, love, speed, noise, baby food, and mess in her life.”

”Kuuden lapsen äiti, jonka elämästä ei halauksia, rakkautta, vauhtia, meteliä, sosetta tai sotkua puutu.” (Nyykooli 2020)

“At one point I did not like Christmas that much. Awful stress about things, you did not even have to do. After our son was born on December 2010 something changed. I concentrated that Christmas mostly to the baby and noticed that the Christmas came anyway without my extra hustling despite was I ready or not. Children enjoyed that Christmas as much as the earlier ones when I had been sweating while cleaning the closets, fridge, scrubbing the doors, oven etc. This year I will continue with the same relaxed way not cleaning the closets and only do the basic cleaning and enjoy the Christmas together with the family.”

”Yhdessä vaiheessa en erityisemmin pitänyt joulusta. Kamala stressaaminen asioista, joita ei olisi ollut edes pakko tehdä. Poikamme synnyttyä joulukuussa 2010 jokin muuttui. Keskityin sen joulun lähinnä vauvaan ja huomasin, että kyllä se joulu sieltä tuli ilman yhtään sitä mun ylimääräistä hörsäämistä, olin valmis siihen tai en. Lapset nauttivat siitä joulusta ihan yhtä paljon, kuin niistäkin jolloin olin itse hiki hatussa siivonnut ensin kaapit, jääkaapin, puunannut ovet, uunin yms. Aion siis tänäkin vuonna jatkaa samalla rennolla menolla, jättää kaapit siivoamatta ja tehdä vain perussiivouksen ja nauttia joulusta yhdessä perheen kanssa.” (Nyykooli 2020)