

Marketing Seminar

DoIT! Influencer Marketing *together with InfluencerDB + Social Match*

Summer 2018
Dr. Sonja Gensler

Influencer marketing involves marketing products/services to those who have a sway over the things other people buy. This market influence typically stems from expertise, popularity, or reputation. Any person, group, brand, or place could potentially be an influencer. For example, celebrities are often used to market products because they are highly respected and highly visible.

Today, bloggers using Instagram or YouTube have become important influencers because they are seen as authentic and have loyal followers. By using influencers, companies can avoid much of the skepticism that is directed at straightforward marketing messages. This is one reason why Influencer Marketing is growing. However, our knowledge about the effectiveness of Influencer Marketing is rather limited. Moreover, using Influencers poses some crucial questions such as 'What Influencer and portfolio of Influencers to use in a campaign?', 'How influential is an Influencer actually?', or 'How much to pay for an Influencer's post?'. Moreover, examining Influencers' activities might be an appropriate market research tool to identify upcoming trends. In this seminar, we will have a closer look at these timely questions related to Influencer Marketing (topics might be subject to changes):

- (1) Rising or falling star? Investigating the influence of Influencers over time
- (2) What Influencers to use for an Influencer campaigns? Identifying effective Influencer portfolios
- (3) How to detect fake influence in the Instagram universe?
- (4) How much is an Influencer worth? ROI-driven compensation of Influencers
- (5) Trendspotting: How to detect future market opportunities with Influencers?

This seminar is a joint seminar with **InfluencerDB** and **Social Match**. InfluencerDB is an Influencer Marketing platform & influencer management tool, and Social Match is an agency specialized in Influencer Marketing. **InfluencerDB** and **Social Match** are two successful start-ups in Münster (<https://www.startupvalley.news/de/influencerdb-influencer-marketing/>) and they will share insights and data to address the research questions discussed in this seminar.

Learning objectives

The main objective of this seminar is to train your academic research skills (esp. analytical skills). Further, the seminar intends to develop your academic writing and argumentation skills. Moreover, you can train your presentation and communication skills.

After participating in this seminar, you are able to address an academic and managerial relevant research question yourself. Moreover, you will deepen your knowledge about Influencer Marketing.

Seminar Requirements

The seminar consists of three mandatory group assignments (3-4 students):

- (1) Presentation of research design and discussion (15 minutes; not graded)
- (2) Report outlining your research model, analyses and results (20 pages; 50% of final grade)
- (3) Presentation of the results and implications for managers (20 minutes; 50% of final grade)

All assignments have to be passed to get 12 ECTS for the seminar.

Organizational issues

- How to apply? Please follow the MCM application process for seminars (email by Michael Zylla).
- The IWM offers two seminars each semester (DoIT and KnowIT) and supervises 1/3 of all students who want to follow a seminar offered by the MCM in a specific semester. Yet, the number of students for this seminar is restricted to maximum 20 students.
- For specific questions, please contact Dr. Sonja Gensler (s.gensler@uni-muenster.de).

Timetable

What?	When?	Where?
Kick-off meeting incl. allocation of topics together with Influencer DB and Social Match	April 10, 2018 (14:00 hrs to 17:00 hrs)	HMB 110*
Workshop "How to get from the research question to a research design?"	May 2, 2018 (16:00 to 18:00 hrs)	HMB 110*
Presentation of research design and discussion	May 15, 2018 (14:00 to 16:00 hrs)	HMB 110*
Report outlining your research model analyses, and results (paper-based and electronically)	June 28, 2018 (14:00 hrs)	MCM 202 s.gensler@uni-muenster.de
Deadline for handing in presentation (electronically + 3 hard copies)	July 5, 2018 (10:00 hrs and 12:00 hrs)	MCM 202 s.gensler@uni-muenster.de
Presentation of results and implications. Discussion of your findings with Influencer DB and Social Match	July 5, 2018 (12:00 hrs to 16:00 hrs)	HMB 110*

* Heribert Meffert Bibliothek: room 110

During the course of the seminar, you can schedule **meetings** with your supervisor if you have any questions. Please contact your supervisor to arrange an appointment.