

# Influencers

## Pre-Reading

### A. Warm-Up Questions

1. Which social media sites do you use?  
Which one is your favourite?
2. Do you follow any celebrities on social media?
3. When you are thinking about making a purchase, who do you trust to give you good advice?
4. What is an influencer? Can you give an example of a social media influencer?



### B. Vocabulary Preview 1

The word cloud below includes words and phrases related to social media influencers and marketing. Check your understanding of each one. If you are unsure, ask a classmate or search for the meaning online.

**social media platform**

podcast

**vlog**

**content creators**

industry

blog

**followers**

**digital marketplace**

## Pre-Reading cont.

### C. Vocabulary Preview 2

Match up as many words and meanings as you can.

Check this exercise again after seeing the words in context on page 3.

- |       |                    |   |
|-------|--------------------|---|
| _____ | 1. generate        | a) to appear different from others, to be unique                            |
| _____ | 2. encourage       | b) to put into groups   |
| _____ | 3. categorize      | c) a series of advertising messages that help promote a brand or product    |
| _____ | 4. reach           | d) a large variety  |
| _____ | 5. stand out       | e) to produce, to make  |
| _____ | 6. target audience | f) a person who manages the business affairs of someone else                |
| _____ | 7. campaign        | g) a small section of the market dedicated to a specific product or service |
| _____ | 8. exposure        | h) a customer   |
| _____ | 9. diversity       | i) to try to make a person believe that something is a good thing to do     |
| _____ | 10. niche          | j) the likely consumers of a product or service                             |
| _____ | 11. agent          | k) the condition of experiencing or being in contact with something         |
| _____ | 12. client         | l) the total number of people who see an ad or social media content         |

## Reading

### INFLUENCERS

*Helping companies access online audiences*

1. An influencer is a person who **generates** interest in something by posting about it on social media. Influencers are found across networking sites such as Instagram, TikTok, YouTube, and Twitter. They are often experts in a certain industry and have a large audience. Influencers **encourage** people to buy products, and they often promote companies, causes, and ideas through their social media channels.
2. Influencers are **categorized** according to the number of followers they have on a single social media platform. A mega-influencer is someone who has more than one million followers. Macro-influencers have somewhere between 10,000 and one million followers, and micro-influencers have between 1,000 and 10,000 followers.
3. Many companies work with influencers to sell their products. This is called influencer marketing. Fashion, beauty, food, travel, fitness, and technology are some of the most common industries to make use of influencers. Popular influencers such as Huda Kattan (beauty), Gigi Hadid (fashion), and Salt Bae (food) have over 50 million followers each on social media. Working with influencers can give brands huge **reach** and help them **stand out** in the crowded digital marketplace.
4. Companies may choose a specific type of influencer depending on their goals or their **target audience**. Large companies often employ well-known celebrities as the face of brand-awareness **campaigns**. Celebrities are often mega-influencers who enjoy tremendous popularity, which gives the brand lots of **exposure** in different markets.
5. Mega-influencers, however, tend to be costly to hire. Furthermore, the size and **diversity** of their following limit their ability to engage on a personal level. Companies may choose to hire macro-influencers instead as they can help target a particular audience. Macro-influencers are often industry specialists with followers who share their passions. They are also professional content creators, producing their own high-quality vlogs, blogs, and podcasts.
6. Some companies may look to micro-influencers to expand their customer base. Although micro-influencers tend to have a relatively small reach, their audience is very specific. Micro-influencers are often regular people who have an interest or expertise in a particular industry or **niche**. They build close relationships with their audience, meaning they are highly trusted. They are also readily available to companies, unlike macro- and mega-influencers, who often have an **agent** to help manage their **clients**.
7. If you owned a company and money were no object, which type of influencer would you use?



## Vocabulary Review

### A. Complete the Sentences

Complete the sentences using vocabulary from page 2.  
You may need to change the word forms.

1. Can we make some changes to the logo? I think a bit of colour or perhaps a change of font would make it \_\_\_\_\_ more.
2. When Eliza began working in influencer marketing, she knew she had found her \_\_\_\_\_ .
3. If the company wants to increase its \_\_\_\_\_ , it's going to have to spend more on marketing.
4. People say that in order to become a fiction author, you need to hire an \_\_\_\_\_ to get published.
5. The company's latest advertising \_\_\_\_\_ was a complete failure.
6. I wouldn't say our local community has much \_\_\_\_\_. Most people have the same ethnic background, religion, social class, and so on.

### B. Choose the Correct Word

Choose the word or phrase with the closest meaning to the underlined word or phrase.

- |  |  |  |
|--|--|--|
| <ol style="list-style-type: none"> <li>1. Companies try to increase their <u>reach</u> with different marketing strategies.           <ol style="list-style-type: none"> <li>a) budget</li> <li>b) audience</li> <li>c) bottom line</li> </ol> </li> <li>2. My school <u>generated</u> interest in the fundraiser by giving away T-shirts.           <ol style="list-style-type: none"> <li>a) ignored</li> <li>b) influenced</li> <li>c) created</li> </ol> </li> </ol> | <ol style="list-style-type: none"> <li>3. <u>Clients</u> in every industry want to be treated with respect.           <ol style="list-style-type: none"> <li>a) Customers</li> <li>b) Advertisers</li> <li>c) Marketers</li> </ol> </li> <li>4. Lila <u>categorized</u> her wardrobe according to colour.           <ol style="list-style-type: none"> <li>a) bought</li> <li>b) designed</li> <li>c) grouped</li> </ol> </li> </ol> | <ol style="list-style-type: none"> <li>5. Parents often try to limit their young children's <u>exposure to</u> social media.           <ol style="list-style-type: none"> <li>a) dislike of</li> <li>b) experience with</li> <li>c) understanding of</li> </ol> </li> <li>6. Ms. Anderson <u>encouraged</u> Stella to major in advertising and marketing.           <ol style="list-style-type: none"> <li>a) persuaded</li> <li>b) forced</li> <li>c) reminded</li> </ol> </li> </ol> |
|--|--|--|

# Language Review

## TEND (NOT) TO

### A. Reference

We use *tend to* when describing actions that usually happen or characteristics that are often true. This phrase is used to make generalizations.

- Mega-influencers *tend to* be costly to hire.
- Micro-influencers *tend to* have a small reach.

We use *tend not to* or *don't/doesn't tend to* when making negative statements.

- Celebrities *tend not to* have close relationships with their followers on social media. / Celebrities *don't tend to* have close relationships with their followers on social media.

### B. Practice

Rewrite each statement to make it a generalization. Use the phrase *tend (not) to*.

1. We get more forgetful as we get older.

---

2. Younger people spend more time online than older people.

---

3. He doesn't usually respond to direct messages on Twitter.

---

4. People skim online articles rather than read them word for word.

---

5. We often ignore new information that contradicts our existing beliefs.

---

## Critical Thinking

Do you think a phrase like “tend to” or “tend not to” can be useful when discussing culture and society? Do you think it could be problematic? Share your views with a partner.

## Discussion

1. Would you like to be an influencer? Why or why not?
2. In your opinion, do influencers really have an impact on the marketplace?
3. Do you think influencers are trustworthy? Why or why not?
4. In what ways might an influencer damage their reputation by helping companies with their marketing?
5. To what extent do influencers have a social responsibility to their followers?
6. Should social media companies regulate the actions of influencers? Why or why not?

## Listening

Fill in the blanks as you listen to the recording.

### INFLUENCERS

*Helping companies access online audiences*

1. An influencer is a person who \_\_\_\_\_ interest in something by posting about it on social media. Influencers are found across networking sites such as Instagram, TikTok, YouTube, and Twitter. They are often experts in a certain industry and have a large audience. Influencers \_\_\_\_\_ people to buy products, and they often promote companies, causes, and ideas through their social media channels.
2. Influencers are categorized according to the number of \_\_\_\_\_ they have on a single social media platform. A mega-influencer is someone who has more than one million followers. Macro-influencers have somewhere between 10,000 and one million followers, and micro-influencers have between 1,000 and 10,000 followers.
3. Many companies work with influencers to sell their products. This is called influencer \_\_\_\_\_. Fashion, beauty, food, travel, fitness, and technology are some of the most common industries to make use of influencers. Popular influencers such as Huda Kattan (beauty), Gigi Hadid (fashion), and Salt Bae (food) have over 50 million followers each on social media. Working with influencers can give brands huge reach and help them \_\_\_\_\_ in the crowded digital marketplace.
4. Companies may choose a specific type of influencer depending on their goals or their \_\_\_\_\_. Large companies often employ well-known celebrities as the face of brand-awareness \_\_\_\_\_. Celebrities are often mega-influencers who enjoy tremendous popularity, which gives the brand lots of \_\_\_\_\_ in different markets.
5. Mega-influencers, however, tend to be costly to hire. Furthermore, the size and \_\_\_\_\_ of their following limit their ability to engage on a personal level. Companies may choose to hire macro-influencers instead as they can help target a particular audience. Macro-influencers are often industry specialists with followers who share their passions. They are also professional content creators, producing their own high-quality vlogs, blogs, and podcasts.
6. Some companies may look to micro-influencers to expand their customer base. Although micro-influencers tend to have a relatively small \_\_\_\_\_, their audience is very specific. Micro-influencers are often regular people who have an interest or expertise in a particular industry or \_\_\_\_\_. They build close relationships with their audience, meaning they are highly trusted. They are also readily available to companies, unlike macro- and mega-influencers, who often have an agent to help manage their \_\_\_\_\_.
7. If you owned a company and money were no object, which type of influencer would you use?