



**UNIVERSITAT  
JAUME·I**

# **INFLUENCER MARKETING IN THE TOURISM SECTOR**



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## **ABSTRACT**

This study has the objective of analyzing how marketing in the tourism sector is adapting to the new lifestyles of society as a result of major technological advances. More specifically, how marketing is being introduced in social networks and how it should reach the masses through a figure that represents them as an influencer.

The new forms of promotion in the tourism sector require a new strategic point of view that provides companies with a more efficient and satisfactory way to interact with the tourist user. In this context, traditional word-of-mouth has been evolving towards a new direction called Social Marketing Influencer (SMI), a new way of promotion that provides businesses with the benefits of accessing a wider and more diverse audience.

Therefore, the purpose of this study is to explore what influencer marketing is all about and how influencers can influence buyers, why companies today are investing more and more in these advertising campaigns and what aspects they focus on when they intend to enter the world of influencer marketing and what is the process that needs to be carried out in order to carry out an advertising campaign through social networks.

So, this thesis is presented to determine the impact of SMI in the tourism sector, study the brands and influencers that use this marketing approach, and finally analyze what is the behavior that end up adopting those users who use social networks and follow these influencers. We will use the capital city of Madrid as a case study in order to find out if SMI can be used in this sector to increase tourism and prestige.

**Keywords:** tourism sector, social networks, Social Marketing Influencer, advertising campaign.



## **0. Introduction**

Nowadays, most people have stopped believing the usual advertisements and traditional media advice to take a chance on the principles of their favorite influencers, an important figure in the consumer society.

To put more in context, an influencer is a person with enough potential to attract an audience that follows his or her accounts on social networks. Thanks to the recommendations they offer, they influence the purchase intention of both products and services, creating a strong emotional bond with an important part of their audience.

Some successful influencer profiles in Spain thanks to their online presence as content creators are, for example, María Pombo, Lola Lolita, Marina Comes...

On the other hand, the theme of this thesis also focuses on the power that influencers can have in the tourism sector. There are studies that prove that social networks can influence users' decisions about tourist destinations, especially in the process of advising and sharing their experiences to all followers.

It could be said that the tourism sector is increasingly using the popularity of these communication channels to satisfy the dreams and desires of consumers, to attract a wide range of customers and to create prestige thanks to influencers. 40% of consumers confirm that social media is their main source of inspiration when deciding to travel. Users turn to influencers when looking for ideas for their next destination, restaurant or hotel. So much so that, according to a Booking study, 20% of travelers choose their destination based on what they see on social networks.



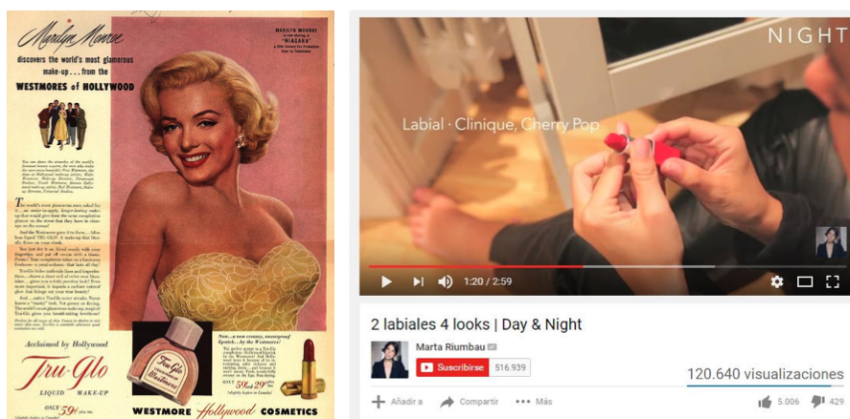
## 1. INFLUENCER AS A BUSINESS MODEL

The Internet has changed the way we communicate, connect and buy. Thanks to the technological revolution, people can have access to any type of information, communicate directly with consumers and share opinions and experiences.

As a result, the online environment has facilitated the rapid development of these opinion leaders in the world of social networks: the well-known influencers, dedicated to exposing in their networks the life that every young person would like to have: events, trips, free products, being able to collaborate with brands, etc., giving rise to the development of a new profession.

The use of influencers as a method to build brand reputation and credibility is reminiscent of the beginnings of advertising in the late 19th and early 20th century, when several companies used images of famous members as evidence of their activities. However, unlike the traditional online format, it allows for better brand segmentation across channels and profiles, including integration with communities already created across the web.

Illustration 1: Different eras of influencer marketing



Source: Tru-Glo. Año 1953. Marlyn Monroe.

Source: Clinique, Cherry Pop. Año 2016. Marta Riumbau





## **1.1 ¿How to become an influencer?**

The idealization of the influencer profession persists in recent years, especially among young people, and it is important to know that behind this profession there is a lot of work, dedication and hours.

The dream of many young people today is to have the opportunity to become a public figure, to be paid by companies to promote products or to be invited to parties and events, but you have to know that the road to becoming a known and credible influencer is long and constant. The key to do it is to meet the requirements that we will develop below.

### **★ SET A STRATEGY**

Before you start opening a Facebook or Instagram account and start sharing content, you need to develop a good strategy. You have to ask yourself what are your objectives, your defining characteristics, your value proposition, and start building your own strategy from that base. Defining your own style and the subject matter to be shared on social networks is fundamental. And from there, show the public all the potential in a pleasant and careful way. It is important to provide discreet information that adds value. We mean taking photos, videos or writing carefully edited texts, which are original and of high quality in order to connect with all followers and audience. You don't have to be an expert, but you do need to have some knowledge about photography, video editing, writing and some social media tools.

### **★ BE ORIGINAL**

Do not imitate other influencers. It is essential to know how to find the style that characterizes you and in which you feel comfortable and you can be you in order to be authentic and transparent, that way you can connect very easily with the public.

### **★ TAKING CARE OF THE FOLLOWERS**

Having loyal followers is the most obvious goal of any influencer, you must always put quality over quantity. You have to be conscious that your followers will contact you as soon as you offer them something different and that they feel part of the community.



In order to maintain some contact with them and offer them trust and closeness, you should try to respond to all their messages and comments and offer them some resources or gifts, for example through sweepstakes.

### ★ TRAIN TO IMPROVE

Becoming an influencer requires continuous training in the world of digital marketing. It is necessary to have knowledge about the latest trends and news on social networks, know how to use tools to increase one's visibility and thus be able to gain more credibility.

This profession can be a lucrative career that generates both benefits and recognition. However, it is a path that requires dedication and previous training in the industry so that brands manage to notice you, hire you and you can have the opportunity to offer something different that catches the attention of both the public and the company that has decided to collaborate with you. For this, research related to digital marketing, advertising and public relations, media or design as well as higher education or vocational training are recommended.

These skills will allow you to create great audiovisual content, build a high quality personal and brand image. In addition, the necessary skills will be developed to manage social networks and interact with the audience, use and analyze the results of advertising campaigns and design strategies for improvement.

## 1.2. Types of influencers

### **According to the number of followers**

The world of influencers has its own rankings and depending on the level they are at they can charge one base amount or another. The different types of influencers that exist are nano, micro, macro, fame and mega.

- **Nano influencers → 2.000-10.000 followers**

They have more followers on average than other profiles and have a lot of influence when it comes to recommending and giving their opinion.

If you are a small brand that is just starting out, this type of influencer is a very good option because they are very collaborative and modest with the business, so they are more open to



campaigns without financial compensation, although they are inclined to look for win-win collaborations, where they can get some kind of benefit (e.g. product, free service, visibility).

- **Micro influencers** → **10.000 - 100.000 followers**

Although they don't have that celebrity side, in recent years people have found them to be more influential and recognized among the public as they are seen as more close and professional. Micro influencers are a great option for all types of brands, as they find the perfect balance between proximity, naturalness and authority over followers, making them a must-have for all types of campaigns and brands.

- **Macro influencers** → **100.000 - 500.000 followers**

This group consists especially of profiles such as bloggers, vloggers, fashion, fitness and lifestyle influencers. To work with this type of influencers, you should have a fairly high budget reserved just for them, or provide them with an exclusive experience that fits their profile so that they want to collaborate in some way with you.

- **Fame influencers** → **500.000 - 1 million followers**

In general, they are profiles that have been exposed and visible in other media such as TV, radio, cinema, politics, music and fashion, etc. For them, social networks are not their profession, but they consider it as an extension of their image and professional prestige.

- **Mega influencers** → **+1 million followers**

Mega influencers are true celebrities who attract the attention not only of their followers, but also of the media across the country and even internationally.

### **According of motivation**

- **Celebrity:** people who give prestige to the brand, but depending on the brand they want to work with, reaching them can be difficult.

For example: Kylie Jenner, Miguel Ángel Silvestre, Thalía.



- **Opinion leaders (influencers):** thanks to them, brands can win recognition and credibility. In general, the more audience an opinion leader has, the more credibility he or she can generate.
- **Prosumers:** a person able to directly influence the buying decision. Its main function is to awaken the consumer's confidence in a certain brand and get them to make a purchase.

### According to the theme they share

- **Gamers:** The online gaming world has grown rapidly. Gamers have covered a large number of social networks, especially YouTube and Twitter, the preferred platforms for such influencers.

It's not just about knowing how to play, it's about spending time with your fans and giving them in some way what they want to see in a video game. Graphics cards, technology brands, clothing, and companies that create video games, who contact them so that they can exhibit and use their products so that the fans who are watching them decide to buy and use them.

Thegrefg, one of the youngest YouTubers and influencers to successfully play and promote video games. He works with big brands such as Playstation, Red Bull, Fanta, etc.

Illustration 2: Thegrefg promoting a Playstation controller



Source: Twitter

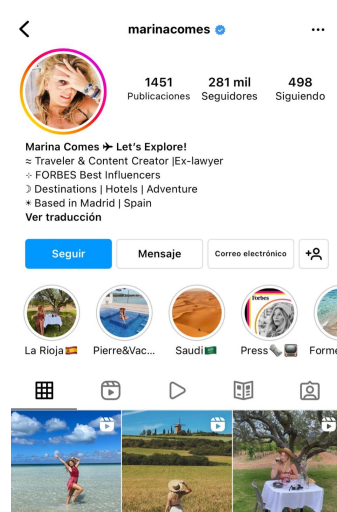


- **Gastronomy:** They make time for everything related to food, whether it is visiting restaurants or bars in the area, commenting on them or sharing their own or other chefs' recipes, being the first to know about the food or recommending the restaurant in the area, and even promoting brands of kitchen products or utensils.
- **Travelers:** one of the types of influencers to be envied. They spend most of their lives traveling to different cities and countries. They represent extraordinary places and captivate the viewer with their landscapes.

It is about traveling to different places in the world and besides enjoying it, showing the most attractive of each place as well as recommending the hotels where you can stay, serving as a great help and being a complete guide for regular travelers and for those who want to travel for the first time.

Marina Comes is a Spanish influencer who travels the world and inspires her followers through the images she uploads on her social networks.

Illustration 3: Marina Comes promoting her travels on Instagram



Source: Instagram



- **Fashion and beauty:** Both men and women, they often produce their videos for all types of audiences. They provide fashion tips or advice and may set clothing trends. On the other hand, they engage in makeup tutorials on how to use each of the products, try new ones and recommend or reject others.

Dulceida is the fashion influencer with more than 2.19M subscribers on Youtube

Illustration 4: Dulceida suggesting a look



Source: publicidaduch

- **Sports and health:** People who create health or healthy lifestyle content. They introduce formulas and products from maintaining a healthy weight to exercising daily. Staying fit is something everyone wants at some point in their life and they feel the need to follow these habits and learn and try healthy products.

Patry Jordán is the most popular fitness influencer in Spain, with more than 12 million subscribers on YouTube and 1.4 million followers on Instagram. She is dedicated to making exercise videos from her home.



Illustration 5: Patry Jordan doing sports in her virtual gym



Source: Gymvirtual

The influencers with the most female followers are Dulceida (32.00%), María Pombo (10.40%) and Mary Turiel (6.40%), on the other hand, the influencers most known by the male gender are Luisito Comunica (15.09%) and María Pombo (9.43%).

On the other hand, countless brands today have made many collaborations with influencers, but not all have done well working with them, so it is worth considering the pros and cons of working with influencers when trying to incorporate them into the digital strategy of the company.

The influencer marketing strategy has a number of advantages in its favor that make it stand out from others, since it has proven that it can achieve very good results. The main advantages of this tactic are:

- **Reach:** Professional influencers have the amazing ability to spread your message and spread it until it goes viral. This is a big plus point for influencer campaigns as it helps them to present your company, product, service, etc. in front of a big audience.
- **Own audience:** Selling online is getting more difficult when you are not known and you don't add value to your own content: quality blog posts, social media posts, YouTube videos, magazines...



Therefore, influencers can be of great help in the first steps on the Internet platform because they have an audience that trusts them (they have been using their content systematically for years).

- **Segmented audience:** The best influencer for your brand is not one with millions of followers, but someone with an audience interested in a particular topic that aligns with your brand and products.

In fact, a necessary requirement for the success of any marketing campaign is to influence a specific group of people who share similar characteristics and interests. Therefore, it is best to work with multiple micro influencers or nano influencers.

- **High prescription capacity:** They are true experts in the subject matter they cover in their content, and they also have an amazing ability to educate their followers about the interests that unite them. Therefore, their opinions and suggestions have a huge conversion and sales potential as the audience considers them true experts and fully trusts their word.
- **Successful conversion:** All of the above advantages create the perfect conditions for a campaign investment to generate a positive return and benefit.
- **Attractive content:** Being able to create attractive content and adapt to new trends is not always easy for a company, big or small, that is why having that freshness and cheekiness is what helps them to present and advise the brand and products in a natural way.
- **More human and less corporate:** Given how difficult it is for some brands to convey their message in a natural and simple way, professional help to communicate in a more intimate and familiar tone of voice is an essential, useful and necessary ingredient in reaching younger audiences.
- **Good management of new channels and formats:** Influencers adapt very easily to new content formats and new channels that are becoming more and more popular, thus helping to gain visibility on the platforms they are interested in promoting.





Although cooperating with content creators is an excellent idea, it is not always a win-win situation. To control the risk, it is important to know what the disadvantages can be and how they can affect the growth of the campaign:

- **Questionable values:** A lack of strong values is a hallmark of a social media influencer. Some of them may find it difficult to empathize with brand values.
- **Not knowing their level of compromise:** It is unknown whether in a month's time the influencer will change his or her mind about the brand or start recommending a competitor's product. Therefore, if you are planning to create a long-term campaign and want your collaborators to be linked to the brand, it is a good idea to formalize the relationship by contract or agreement.
- **Limited credibility:** Not all influencers have the same degree of trust and professionalism. However, as more channels open up, such as podcasts and blogs, you can find a large number of professionals who have earned trust over the years.
- **Insufficient professional equipment:** Depending on the type of campaign planned, the selected partner may not have the resources to meet the campaign requirements.
- **Not knowing the continuity of your project:** One of the biggest disadvantages of working with influencers is that they may suddenly quit the collaboration, stop your project or even disappear unexpectedly.
- **Expensive:** Influencers are very trendy, so the cost of having their support can be high when they are very popular.
- **They can be linked to polemic themes:** You never know what an influencer might surprise you with or whether they will be associated with controversial topics that have nothing to do with the brand. Some even have the ability to speak without stopping to think about the consequences of their words, with the risk that users may change their perception of the brand as opposed to the values that the company is trying to convey.
- **Working with many brands:** An important factor to achieve the desired effect is to try to work with people who do not abuse advertising, because if they work with many



brands or tire users with constant promotions, the expectation that the campaign will be effective will be much lower.

Table 1: Summary of the advantages and disadvantages of working with influencers

<b>ADVANTAGES</b>	<b>DISADVANTAGES</b>
REACH	QUESTIONABLE VALUES
OWN AUDIENCE	NOT KNOWING THE DEGREE OF COMMITMENT
SEGMENTED AUDIENCE	LIMITED CREDIBILITY
HIGH PRESCRIPTION CAPACITY	LACK OF PROFESSIONAL EQUIPMENT
SUCCESSFUL CONVERSION	NOT KNOWING THE CONTINUITY OF THE PROJECT
ENGAGING CONTENT	EXPENSIVE
MORE HUMAN TONE	LINKING TO POLEMIC THEMES
MANAGEMENT IN NEW CHANNELS AND FORMATS	WORKING WITH MANY BRANDS

Source: Own elaboration

### **1.3. Important social networks**

Nowadays, social networks can be considered the queens of inspiration, collecting millions of users around the world. In the last ten years, the use of the Internet and social networks has grown and expanded to all ages, and not only young people are consumers, but more and more adults are using this content on a daily basis. The consumption of these social networks is so large that we seem to live through them, so they certainly affect people's daily lives, especially since many influencers are prominent on different platforms with millions of followers.

Influencer marketing has become increasingly important over time and today companies must use it to increase the visibility of their products and services and reach specific audiences in some of the most targeted niches.



Below, we list the most popular social networks in the order in which we can find different types of influencers, and according to the type of business or industry they target.

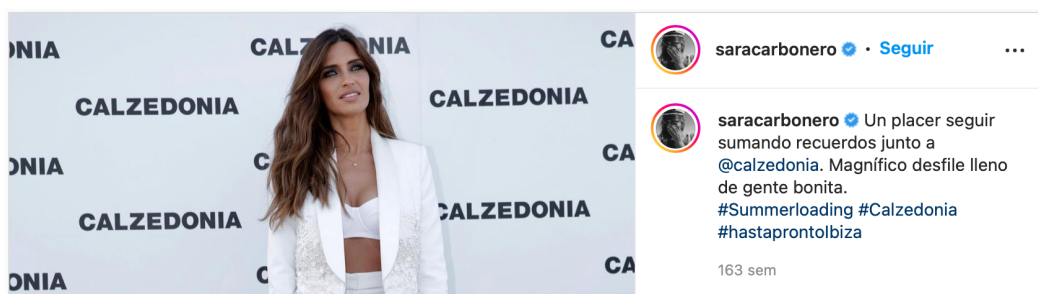
### ➤ **INSTAGRAM**

It is the most successful platform for influencer marketing as it has a large number of profiles and is currently the network that produces the best results. There are all types of influencers and oriented to numerous segments, but the predominant profiles are Fashion, Lifestyle, Travel and Gastro, in addition to major celebrities and popular personalities.

Another characteristic that makes Instagram No. 1 is the already popular shopping feature on Instagram, where products can be sold directly by tagging them in posts, which is a great advantage for customers. It is the favorite social network for shopping (23%), ahead of Facebook and Tik Tok.

We can see below the profile of the celebrity Sara Carbonero, where she is doing paid collaboration with Calzedonia.

Illustration 6: Sara Carbonero's collaboration with Calzedonia via Instagram



Source: Instagram

### ➤ **YOUTUBE**

The big video platform called YouTube leads the way in video content. Many brands get involved in sponsoring their products through all kinds of influencers who record videos for the platform.

Some of the most demanded people on this platform provide content on entertainment, travel, leisure, video games, beauty, among others.



One example is the popular Youtuber/Gamer RubiusOMG, who has more than 25 million subscribers and works with brands such as Sony Pictures to promote some of his work.

### ➤ TWITCH

Twitch is a live video streaming platform where you can find broadcasts of both e-sports and different games and various video game events as well. It is seen as a social network or community of video game fans

Auronplay is the most relevant Spanish content creator on the Twitch platform.

Illustration 7: Auronplay in streaming on Twitch



Source: Twitch

### ➤ TIKTOK

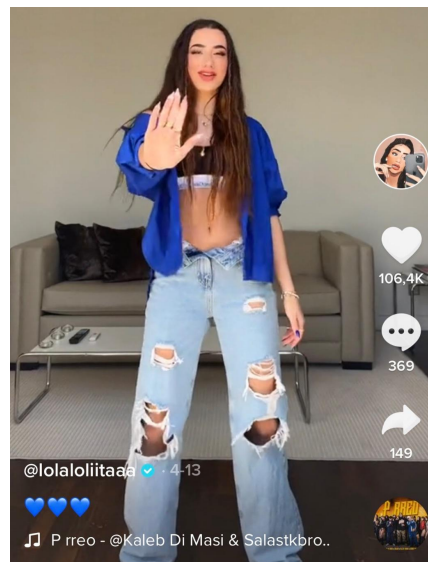
This platform allows you to edit and share short videos with songs, text and effects in an original and very simple way.

Videos with humorous content are popular, or those in which people play the songs of their favorite artists or perform popular dance choreographies. But the platform is also well known for its content dedicated to "challenges".

Influencer Lola Lolita is the real star of Tik Tok, with more than 8 million followers.



Illustration 8: Lola Lolita doing a dance choreography in Tik Tok



Source: Tik Tok

#### **1.4. Pricing model**

In an industry as new as influencer marketing is today, the issues surrounding budgets, payouts and pricing may not be entirely clear, as many brands, agencies and creators judge their actions differently, making it difficult to set a "standard" in this industry.

An influencer campaign can be considered a modern advertisement for any company's product. Influencers themselves are media that can reach thousands, even millions of followers (and thus potential consumers). So, in theory, if they do their job, they should be paid. In addition, once payment is made, the influencer must communicate to their followers that it is a sponsored post according to the Code of Conduct for the use of influencers in advertising.

Compensation can take many forms. Depending on the size of the influencer community, compensation can take various forms: free products (beauty, video games...), travel or participation events and financial compensation. On the other hand, there are different ways to pay influencers depending on their legal status, such as number of followers, number of views, participation rate...



Knowing what kind of remuneration influencers can have depends on several factors, but both the quality of the content and the audience the influencer has are key factors. They usually get paid for advertising, yes, but they don't just make money from it. The most important task of an influencer is to gain as many followers as possible, create influence on them and get them to visit the channel.

To be concrete, social media influencer marketing is one of the most effective ways for influencers to connect with their target audience. However, influencer spend varies significantly depending on business objectives, market, target channels, blogging frequency and more. Therefore, you need to find the best way to spot the perfect influencer for your brand without having to get hurt.

Determining how much to spend to collaborate with influencers can be a challenge for businesses looking to grow on social media, especially Instagram. With so many variables to consider, such as an influencer's follower base, engagement rate, reach claims and production costs, it's no surprise that finding a partnership agreement with your brand can be difficult.

According to Marie Mostad, co-founder of influencer marketing Inzpire.me, an influencer with an audience of 40,000 followers can earn between €450 and €900 per sponsored post. On the other hand, an influencer with 500,000 followers can even earn up to €4,580 per sponsored post. Finally, influencers with an audience of 1 million followers or more can earn up to €18,300 per sponsored post.

Below are the standard clauses that are usually contained in brand contracts with influencers:

### **CONTRACT STRUCTURE**

- **OBJECT:** The purpose of the contract consists in the promotion and propagation by the influencer of such a brand and that will be carried out through such collaboration.
- **MODIFICATIONS OR EXTENSIONS TO THE SUBJECT MATTER:** The modifications or extensions to the contract by both parties and the manner in which they are negotiated shall be indicated.



- **DURATION OF THE CONTRACT:** Stipulates when the contract comes into force and its duration, stating that there will be no renewal unless otherwise agreed by the parties.
- **RETRIBUTION AND METHOD OF PAYMENT:** The advertiser will pay the influencer in cash or in kind within days of signing the agreement.
- **TERMS AND CONDITIONS OF PUBLICATIONS:** Indicate the actions and dates on which such conditions will be carried out and on which platforms. The conditions under which the content will be created and sent for review will also be determined.
- **LIMITATIONS:** Indicate whether the influencer may partner with other advertisers. As well as possible penalties for violating this section.
- **INTELLECTUAL PROPERTY:** Identifies who will have the rights to the content generated, the terms and conditions attached as well as the use of the content.
- **ADVERTISING:** Influencers will need to clearly indicate to their followers that their posts are sponsored or sponsored content (through appropriate means).
- **LIABILITY:** The influencer's liability in the event of non-compliance with its obligations, as well as any resulting sanctions or penalties, shall be indicated. The influencer's responsibility for his or her content shall also be indicated.
- **THE OBLIGATION TO KEEP SECRET AND CONFIDENTIALITY:** Obligation of the parties to take the necessary measures to maintain the confidentiality and secrecy of all information provided by the other party and to indicate the period of time during which such information will be kept secret.
- **TERMINATION OF THE CONTRACT:** Indicate the conditions for the termination of the contractual relationship.
- **APPLICABLE LAW AND JURISDICTION:** The Parties declare that they shall be bound by this agreement, as well as by the annexes, and legal effects and undertake to comply with it in good faith.



Any legal action relating to the creation, effect, interpretation, signature, existence, execution or termination of this agreement and, in general, to the relationship between the parties, shall be governed by Spanish law; especially the Commercial Code and supplemented by the Civil Code.

- **JURISDICTION:** In the event of any controversy, dispute or claim relating to the interpretation or performance of the agreement, the parties agree to submit to the competent court and to arbitration as provided by law.

### **1.5. Influencer pay gap**

The wage gap can be defined as the difference in salaries between women and men, this gender discrimination has been a problem for many years and has also been the cause of many feminist struggles. This dilemma not only exists in the real world but also in the digital world, through research it has been discovered that male influencers get to earn more money than women, performing both genders the same tasks.

Yes, it seems that in the world of influencers there is also a salary inequality between genders, although little by little it is evolving to achieve salary homogeneity between men and women.

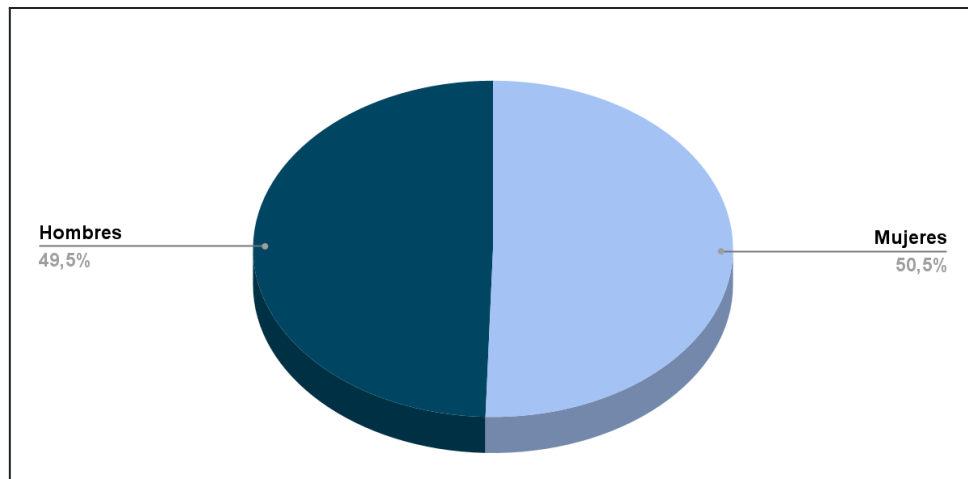
A study by HypeAuditor, a suite of tools for managing the work cycle of an influencer marketing campaign, conducted a survey to find out how much Instagram influencers can earn on average and found that men earn 49% more than women, conducted a survey to find out how much Instagram influencers earn on average and found that men earn 49% more than women.

According to a recent study, it was observed that 50.5% of influencers on Instagram in terms of gender are women, but these come to earn 95 euros less per publication than men.





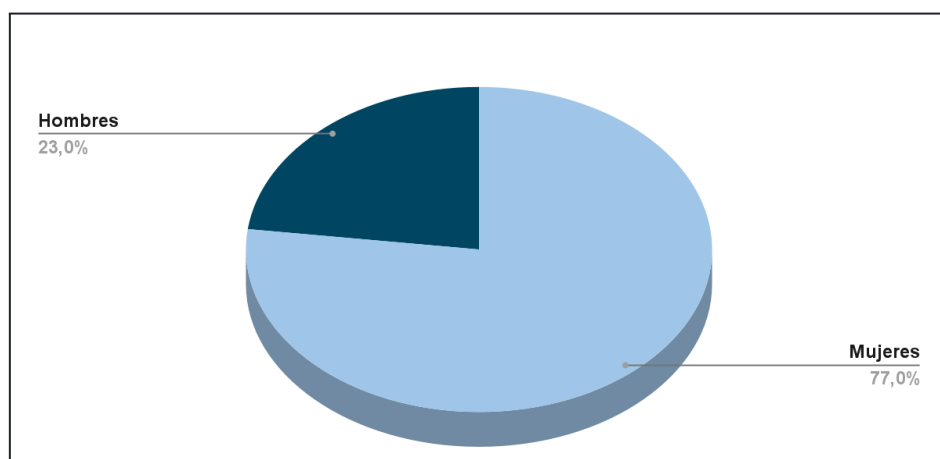
Graph 1: Percentage of influencers on Instagram in terms of gender.



Source: Own elaboration

The influencer community is one of the few work environments dominated by women. Across all industries (destination, beauty and fashion, technology, food and entertainment), 77% of influencers are women. It would seem that with such strength, women's salaries would at least match men's salaries, but that is not the case.

Graph 2: Percentage of global influencers by gender



Source: Own elaboration



Here we show the difference in salary according to the type of publication on the Instagram social network:

- **Promotional publication:** men are paid more than €1,346 and women €1,225, representing a difference of 7%. For publications by content creators with more than 100,000 followers, the average payout for men is €2,522, and for women €2,309.
- **Promotional stories:** 27% difference. Men earn an average of €772 and women €604. For mid-level influencers and large influencers, the difference is 92% and 30%. However, in the group of micro influencers, women earn 47% more than men.
- **Publishing and history combined:** The salary gap increases to 49.6%: €2,911 for men and €1,946 for women. In this category, the largest differences are found in the higher ranges.
- **Publication, story and non-IGTV video combined:** a male creator earns an average of €3856 versus €2579 for women, a difference of 49%. At the same time, the biggest difference is in the mid-level influencer sector, which is 125%.

As we can see, they are not paid or treated equally. But in addition to this gender pay gap, race, skin tone, ethnicity, or disability community are aspects that also influence the pay gap in this world of influencer marketing.

## **1.6. Customer typology**

When we talk about an influencer's customers/audience, we are referring to the number of people who follow them on social media. To find the perfect audience, you need to go a step further and consider the interests, location, gender and authenticity of those audiences.

The size of the community that each influencer has does not indicate their real impact on the audience. It has nothing to do with numbers, or at least with the number of followers you have. The quality of the followers, the characteristics of these, the likeability, values and interests of these people will clearly mark the relationship that can exist between the community and the influencers. As well as knowing the personality traits of your followers, their socio-demographic characteristics, knowing their motivations, needs, values, interests



and tastes or even what their favorite online and offline channels and media are, are key to be able to communicate with the audience in a way that provides them with the right content in the right place.

An influencer must never forget that he is his product, therefore he must know how to adapt to the trends of his market and community, since using tools that allow him to control every detail of his followers is crucial to maximize the influence and reach he can have.

Another relevant fact about an Influencer's followers is their affinity with brands. Do you know which brands they are interested in and trust? To do this, it is necessary to analyze the different segments of your audience in order to discover what their favorite brands are, and thus be clear about which companies should be targeted to present themselves as candidates in your influencer marketing campaigns. The followers' favorite brands and their competition would be the main target.

Therefore, the division of customers/audience into smaller segments is key to be able to look at a broader market:

#### → **DEMOGRAPHIC SEGMENTATION**

It is a key factor for audience segmentation. Dividing the market into smaller customer segments with different needs, characteristics and behaviors that require different marketing strategies or combinations is important when creating customer profiles.

- ❖ Gender: Although many products are gender neutral, some brands may consider their audience primarily male, female or non-binary.
- ❖ Place: Understanding the geographic location of customers is especially important for digital brands, which will also help to speak the language your audience has.
- ❖ Age: has a direct effect on the message and value proposition (think fun and stylish elements for younger consumers, ease of use and safety for older consumers).
- ❖ Income: high spenders create more opportunities for premium products, while low-income customers are more interested in bargains.



#### → **SEGMENTATION BY PURCHASE BEHAVIOR**

- ❖ How long you have been a customer or subscriber (months, years).
- ❖ How much money you have spent as a customer.
- ❖ How often the customer logs into an account or product.

#### → **SEGMENTATION BY PLATFORM**

It means knowing where customers are coming from. Marketers need to understand how customers behave based on where they spend their time. Platforms like Google Analytics help you know which segments are the most valuable and the ones to interact with without the need for a lot of digging.

#### → **SEGMENTATION IN TERMS OF INTERESTS**

What excites your audience, what motivates them? This segmentation allows you to understand and empathize with your customers, and to connect with them and make more meaningful connections. This data can provide much-needed direction when it comes time to create a marketing or advertising campaign.

#### → **SEGMENTATION BASED ON INTENT**

It focuses on what people want to see from the product and how they plan to use it. The value of using intent data cannot be overestimated. This includes identifying new customer groups and better matching marketing and sales actions.

Some examples of intent data points: most used keywords and terms to discover the most popular products, products and product categories and direct customer inquiries, surveys and reviews.

## **2. INFLUENCER IN THE TOURISM SECTOR**

In the travel industry, influencer marketing is a powerful strategy. For 60% of organizations in the travel industry, the reason they choose influencers in their communication strategy is because they represent their brand values.



## **2.1. How can influencers change the way we travel?**

Recently, influencers have become the new travel guide for every tourist. The way in which they expose their experiences in first person leads them to transmit proximity and credibility that make tourist brochures lacking. In addition, the effect of campaigns involving influencers becomes very beneficial for travel brands, since they reach very specific audiences at a much lower cost than traditional campaigns.

It is therefore recommended to choose a good "storyteller" for any travel event, who knows how to transmit the travel experience to the audience making them feel as if they were living the trip in first person.

Whether it's hanging out by a pool or casually sitting at a bar overlooking the ocean, influencers not only benefit by giving positive reviews of brands or products, but also by promoting tourist sites and accommodations, sharing stories, feelings, emotions and experiences, which is why their power is so strong. With this, influencers have favored companies in all sectors because their advertising has helped influence their followers and reach customers in a more intimate and trustworthy way.

According to a study, 8 out of 10 people are inspired by the content provided by travel social networks as they facilitate the knowledge of different destinations and everything you can do and see in them. For example, you can find hidden and less crowded places that if it were not for influencers we would not know of their existence.

The search and bet of influencer marketing in the tourism sector has played an important role in meeting the needs of tourists seeking new options and quality for their vacations since they offer the service in a natural, fun and exciting way. The influencer has the role of sharing how they have felt during their stay in that place, what they liked the most, what they liked the least, what they recommend... thus interacting with the follower.

The collaborating companies invite content creators to explore different types of places around the world with the agreement that they end up sharing all their experiences on social networks. In this way, the influencer is at the height of the experience they recommend, and it will not only be about promoting the ad itself, but also about sharing the adventure they



have lived. The experiences with influencers through the content they publish will create the desire in followers to want to live similar moments and experiences.

One of the most commonly used platforms for sharing travel content is YouTube, as the ability to upload full-length videos is an effective way to showcase the full range of a location's tourist attractions, which is why travel channels have been so popular for many years. The travel industry has a very visual marketing and, therefore, there is a social network that surpasses the others: Instagram, an ideal application for marketing campaigns in the tourism sector. Its most outstanding advantage is in terms of audiovisual content, such as: reels, Instagram stories, publications or IGTV, which allow potential tourists to be able to see and observe in detail and absolute detail those places they will want to visit.

The arrival of short and concise videos has made content more enjoyable and easy to watch, which is what today's new generations are looking for. Tik Tok already has thousands of travel content accounts with millions of likes every day. Undoubtedly, nowadays, the best way to get to know a place before your visit is through travel content creators.

With this type of marketing, companies achieve better distribution, reach and reputation of destinations, as well as organic growth of the community of followers. Thanks to the reach they achieve on social networks, influencers can reach people all over the world and without any kind of barrier of nationality, age, language or purchasing power. Therefore, it can be said that this is a very interesting tool for the tourism sector.

Like Bali, a place visited by many active content creators who are already early in the morning visiting temples, swimming at the beach or in the private pool, dining at street stalls and ending the day with a party until dawn.





Illustration 10: Martin Garrix advertising Airbnb



Source: Instagram

Airbnb, a company that provides a digital platform dedicated to the supply of accommodation to both individuals and tourists, in popular Coachella festival (California) hosted several influencers, as in this case to Martin Garrix, and in return, he had to share on their social networks their experience in the houses that Airbnb offered them.

### → **Events**

This is where the influencer agrees to participate in one or more of the brand's events with which they collaborate. This could be a grand opening, a product launch, an event, a trip, etc.

Let's say you are the owner of a new Hotel in London and you want to promote your next opening, in this case it would be interesting to invite influencers known and dedicated more to the field of travel. This way they can tell about it on their social networks, for example, broadcasting the event in a live video and commenting on what they like the most.





### → **Spontaneous cases**

For example, in this case, the top influencer María Pombo was getting married and Drumwit, an online travel agency that offers surprise destinations at fixed prices, took the opportunity to collaborate with her so that they could celebrate the farewell gifts...

Illustration 11: Maria Pombo collaborating with Drumwit



Source: Instagram

In this publication, the influencer shares through the social network Instagram her experience with the travel agency Drumwit and the amount of positive emotions she has felt on the trip as can also be seen in the image, and thus showing her followers a super creative idea to celebrate her farewell.

### → **Raffles**

1 in 4 millennials actively participate in sweepstakes that are conducted through social networks driven by influencers. Thanks to this type of activity, you can develop your brand in an easier and faster way.



It is important to be clear about what you want to achieve. Therefore, it is essential to have marketing specialists who can track progress to achieve the desired results.

CaixaBank organized a sweepstakes on the Instagram profile of Verdeliss, one of the top influencers who stands out for her large family. This influencer has seven children and on social networks she feeds her audience by sharing the day to day she spends with her children. 100 bracelets were raffled on the influencer's profile to be able to spend two days at PortAventura. In this example, it is clear how there is a relationship between the sweepstakes and the influencer, reaching the target audience.

Illustration 12: Verdeliss sweepstakes on her Instagram profile



Source: Instagram

### → **Discount codes or promotions**

The most commonly used discount codes are affiliate codes, which involves giving influencers a unique code from which they can earn a percentage each time they receive a sale from you.

Another way to discount is to offer influencers a discount code that they can give to their followers when they promote through the network, this being like a gift for their followers. If the goal is to increase sales, this is one of the most direct ways to do it.



The influencer will create a publication with the product or service they want to promote through the social network of their choice and add the discount code to the publication. Those followers who are interested will only have to visit the website and use it to obtain a percentage discount.

Illustration 13 : Influencer offering a discount code to his followers



Source: Instagram

### **2.3 Influencer-client collaboration models**

The most important step in the whole process is to hire an influencer to execute your various marketing campaigns. In fact, the success of this partnership will largely depend on finding the right influencer.

The success of an influencer marketing campaign depends on the reach and social engagement of the influencer. Although this success also depends on whether or not the



particular influencer's profile fits the brand or company. Of course, if your business sells leather garments, you should not collaborate with vegans.

Below we will name the different models of collaboration that an influencer can perform:

➤ **Travel Agencies**

One of the defining traits that an influencer must have is that they identify with the tourism brand or company they are going to collaborate with, as it is extremely important for the travel industry that influencers who travel enjoy and feel comfortable with the place they are going to visit.

In this type of collaboration, travel agents get in touch through social networks or through the managers of the most prominent influencers and offer free trips to those they consider suitable for this adventure, in exchange, they ask them to comment on the services they receive and their experiences with the company. In addition to good reviews, travel agencies also pay attention to satisfied customers and research them so that they can be used as influencers in the travel industry.

For example, the travel company Busabout has launched the proposal The Great Travel Experiment which seeks to hire a total of six charismatic content creators influencers to take them on an 11-week trip through Europe, USA or Asia with all expenses paid in exchange for them to expose the travel experience and share through social networks everything they have been experiencing and living throughout the journey.

➤ **Restaurants**

To find the right food influencer for the food industry, you'll need to dig into social media looking for hashtags related to the particular company, such as #instafood #foodie and the like. In this area, it's best if the influencer specializes in food-related content, so you can be more authentic and get to dig deeper into more specific topics.

Another recommended option is to contact an influencer agency as this will save time as well as offer security in terms of the person they are going to recommend. The agency will provide a series of profiles and the company will approve the profile that best complements the company.



In order to capture the attention of the influencer and get him/her to collaborate with the restaurant, the following can be done:

→ Invite him to a meal at the restaurant and have the influencer himself make stories on his social networks explaining the steps of the preparation of the star dish from start to finish, entering the kitchen and showing all the preparation and then also the tasting of the dish and also publishing the opinion of the dish and mentioning the restaurant in his social network.

This is a partnership where the influencer who shares dynamic content for their followers wins and, of course, the restaurant that delivers their products directly to potential customers wins.

Illustration 14: Example of an influencer's collaboration with a restaurant



Source: Instagram

→ Create a popular event for food influencers.

The idea is to find those topics that most interest the influencers in order to relate them to the restaurant's potential customers and create events that are interesting for the influencers as well, such as tastings, celebrity chefs, conferences, meetings, culinary demonstrations, etc.

This way they can be asked to create live broadcasts from their social networks such as Instagram or Facebook or an article if it is a blogger, about everything that is happening at



the event. A slightly more complicated strategy that requires a lot of capital, but can be very effective in gaining recognition for the restaurant and building trust with these influencers.

→ Cook an influencer's favorite dish and name it after them.

How to reach the heart of an influencer? You have to find out which dish or recipe is the favorite of an influencer that you would like to visit your restaurant and invite them to eat, to taste a dish prepared by the chef and also to include their name on the menu. An act that you can share with their followers, establishing an emotional bond.

### ➤ **Hoteles**

In the last few years, many travel companies and hotels have opted to hire influencers because collaborations with them can significantly increase traffic to the company's website.

Thanks to influencers, the hotel can also showcase its visibility on social networks by reaching a larger number of people who were unaware of its existence, thus gaining a larger audience. In addition, influencers can also help reverse any negative comments your brand has had. With this content created by "real guests", users who are considering booking a stay at the hotel will have access to real, reliable and valuable opinions.

But you should always look for the right influencer for the characteristics of the hotel, that is, if the hotel is a family hotel or offers the option that allows dogs, the focus should be on finding influencers that have those characteristics, such as being animal lovers or who have already formed a family, so that the customer feels more identified.

But there are other keys to pay attention to:

- Professionalism, if you have a background in tourism or hospitality, the publications will be more in line with the hotel's philosophy and will support the brand image.
- Look at previous publications, see if they have collaborated with other hotels to know how they work and see if it is what you are looking for as an image for the hotel.
- Check your community, it must be real and interactive. It would be useless to have 10,000 followers but have almost no activity in your comments. Experts like La Copy Turística help you to find out.



In summary, when this type of collaboration takes place, it has to be based on the principle of mutual benefit (win-win), there are many aspects in which both parties can benefit. Although the ultimate benefit will always be to acquire new customers.

Below is a list of the most important benefits that can be obtained through a strategic cooperation with an influencer:

- **Aggregate audience.** All collaborations that are made will have an impact on a wider audience than if they are made individually. Because they will not only reach the followers of a single person, but they will also reach the followers of the other party.
- **You earn more.** When you are the only one selling your product or service, your profit depends only on your own effort, your audience, your investments... But if you have a partner, everything will be multiplied and thus profits will increase.
- **Increases visibility and exposure.** This type of collaboration gives you the opportunity to express yourself to people who may not have heard of you. If they end up liking what you do, they will become more interested in what you have to offer and you can gain their trust.
- **Have free publicity.** If your partnership is based on attending an interview or webinar, your organizer is likely to invest in advertising. This means that this partnership becomes a free advertising platform for you.

## **2.4 Alliances model**

One of the most common doubts that companies have when deciding to start marketing with influencers is: is it worth hiring an influencer agency?

Due to the wide range of options and the need to professionalize influencer marketing, it can be difficult to decide whether we need to outsource the development of our influencer marketing campaign to a specialized agency or do it ourselves.

First, let's define what an influencer agency is. It is a company dedicated to creating, executing and managing advertising campaigns with influencers on social networks. The influencer marketing agency is in charge of accompanying companies in a predefined communication process, identifying communication topics and recommending strategies to achieve the brand's objectives.



Once the campaign is finished, the results are reported, measuring the actions carried out to reach a conclusion. Thanks to this, you can know both the successes and possible mistakes as well as business opportunities to develop future influencer marketing campaigns.

All in all, an influencer agency brings added value to companies that use influencer marketing.

The agency, considering the needs and objectives available to each brand, will be involved from campaign design to performance measurement. This includes selecting the most relevant influencers by target audience and selecting, developing and optimizing those campaign activities that will generate the best results.

### **Which companies should work with an influencer marketing agency?**

→ Companies that lack know-how in specialized fields such as influencer marketing will be the most in need of professional advice.

→ On the other hand, those companies that do not have sufficient resources (special equipment, time to control activities...) will turn to an influential agency to successfully develop and implement their activities.

Generally, the new big brands are the ones that need this type of service the most. Whether due to lack of experience or the time it takes to train their strategic marketing department, the help of an influencer marketing agency that is 100% dedicated to communicating the strategic brand through the right people makes it easier:

- Improved time and workload

- Be effective in achieving objectives

### **How many followers are needed?**

They usually work with profiles that have at least tens of thousands of followers. The more people you have, the easier it will be for the agent to be interested in your results. But do not worry if you do not reach 50,000 followers, as there are agencies and companies that are looking for small influencers but very specialized in a particular topic.





The following are the most important influencer agencies in Spain:

- **SIXTAGRAM**
- **Sight Influencers**
- **Hamelin Agency**
- **Imagency**
- **SocialPubli**

### **3. EXTERNAL FACTORS**

One of the most useful tools for external market analysis in this case in the world of influencer marketing is the PESTEL analysis, in which we will analyze the political, socio-cultural, economic, technological and legal factors.

- **POLITICS:** That which implies a position of power in our society and has an economic impact.

The invasion of Ukraine by Russia is having some very relevant economic causes for Spain, and one of the causes to be commented on linked to this work is the fall of Ukrainian and Russian tourists. Therefore, Spain as a result of the Russian War will notice the decline in tourism mainly the Community of Valencia, Catalonia, Balearic and Canary Islands and thus an economic decline causing losses in tourist agencies and making these need even more that the influencers with whom they collaborate further enhance the business to attract the maximum number of tourists.

- **LEGALS:** any aspect that may impair the way in which companies carry out their activities.

There are a number of legal restrictions to take into account, so there are five rules that every company must comply with:

- 1. Law of Electronic Commerce Services and Information Society.** Commercial communications must be identified as such.



**2. General Advertising Law.** It is forbidden to use hidden advertising or advertising that is considered misleading. Therefore, be sure to use the hashtag #ad on Instagram, as fines can be up to €30,000.

**3. Unfair competition.** It is forbidden to compete with competitors using illegal and comparative advertising.

**4. Legislation on protection of honor, privacy and image.** Images may not be used without the consent of the person to whom they belong.

**5. Intellectual and industrial property law.** Mandatory copyright compliance.

In conclusion, when promoting an influencer campaign, it is important to carry out follow-up activities at the launch of the campaign. Likewise, once the campaign has been carried out, the results must be analyzed.

- **TECHNOLOGICAL:** developments and trends affecting the company's future

Both the emergence and the dissemination of the figure of the influencer has become known and has been successful thanks to the evolution and great impact of ICT (information and communication technologies). As a result of technological progress, the figure of the influencer has flourished, even giving rise to a profession.

We are currently in a situation in which digital networks such as Instagram, Facebook or Youtube have become a fundamental spokesperson for society.

For example, the way in which today the impact of social media is greater, and online shopping is increasing, all greatly benefits influencers.



#### **4. CASE STUDY: INFLUENCER MARKETING IN MADRID CITY.**

Previously we have seen how there is a close relationship between social networks and influencers in general. But now we are going to focus on a specific case in relation to the tourism sector. Therefore, we are going to analyze the use of influencer marketing in a major tourist destination such as Madrid.

Madrid is considered the fourth most influential city in Europe, being even just ahead of London, Paris and Moscow. The Spanish capital is considered one of the European cities with the highest number of influencers, and it stands out that Plaza Mayor has more than 568,827 hashtags (keywords that people use related to the topic of the content they share on social networks) on Instagram.

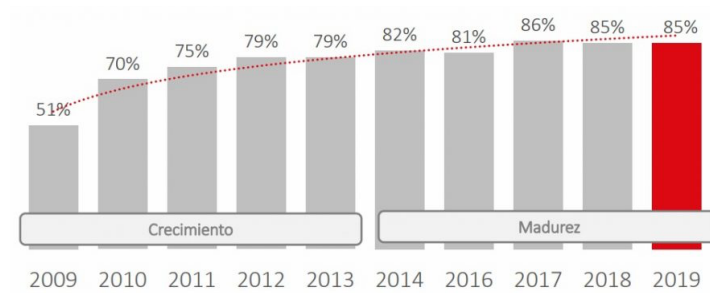
Spain is well aware of the value of Madrid as a tourist destination, but to create a good momentum both nationally and internationally, it is important to promote it properly. Madrid's leisure and entertainment offerings are endless and it is important to take advantage of this.

It is easy to fall in love with the capital, but what is not so easy is learning how to use all the opportunities it presents to people. There is nothing better than being guided by a Madrid expert and connoisseur to plan and make life in the capital an authentic experience.

There are 47 million people in Spain and, according to the latest research, 13 million of them have Instagram accounts (the most popular social network), and the penetration of social networks in Spain is increasing. By way of comparison, in 2009, 51% of the population used social networks, now we are at a mature point, where 85% of the population uses some social network.



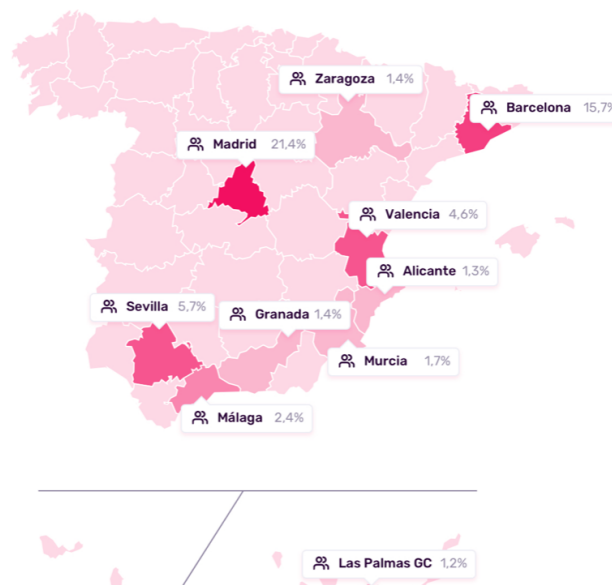
Graph 3: Annual study of the use of Social Networks in Spain



Source: unniun

According to data from an analysis in Influency Data-Driven Technology there is a large number of people using social networks in Spain today, with Madrid being the most influential city in the country with 21.4%, followed by Barcelona with 15.7% of social network accounts.

Illustration 15: Percentage map of the number of Instagram accounts in Spain



Source: Influency Data-Driven Technology



And when analyzing the top ten in Spain in terms of the concentration of influencers in each community, we obtain the following positions in the ranking:

1. Madrid: 21,4%
2. Barcelona: 15,7%
3. Sevilla: 5,7%
4. Valencia: 4.6%
5. Málaga: 2,4%
6. Murcia:1,7%
7. Zaragoza: 1,4%
8. Granada: 1,4%
9. Alicante: 1,3%
10. Las Palmas de Gran Canaria: 1,2%

On the other hand, as we said before, Madrid has a lot of value as a tourist destination but it is very important to know how to promote it properly, so let's talk about what are the types of influencers that exist in Madrid and their profiles according to the type of tourism in Madrid and which is the most prominent influencer of the capital.

The tourist attraction of Madrid has always been associated with culture, food, shopping and tradition. But Madrid today is much larger and with it the types of tourists are becoming more and more diverse. With the growth of the city and the future tourist attractions, the national and international potential of Madrid is multiplying, so we are going to name the main tourist themes of Madrid with the respective outstanding influencer in them and we will also mention which is the most prominent influencer at the general level of the capital.

- **Gastronomy:** Madrid is already considered an outstanding destination that combines tradition and the avant-garde, with hundreds of restaurants and many of them awarded with the main recognitions.

Pablo Cabezali, gastronomic influencer with more than 300,000 followers and creator of one of the most popular gastronomic channels in Madrid, is dedicated to visiting the most famous and interesting restaurants in the capital to taste delicious dishes



such as steaks, croquettes, calamari and hearty desserts and share it on his social networks.

- **Culture:** musicals, theaters, museums, concerts, events, exhibitions. The offer that Madrid has to offer is endless.

The influencer Marina Rivers stands out, she attends thousands of events in Madrid such as the MTV with many celebrities, she has also attended concerts and musicals sharing the experiences in her social networks by posting videos and photos.

- **Fashion and Design:** Madrid is home to some of the best brands and designers. It is the perfect place not only to shop, but also to understand the evolution of one of the most innovative design and manufacturing industries in the world.

Pelayo Diaz, the prominent fashion influencer from Madrid graduated from Central Saints Martins School in London, one of the most important universities in the fashion world. He started working with luxury brands and has even launched his first collection.

- **Beauty:** a multitude of beauty centers to get the best treatments.

Rym Renom, influencer dedicated to uploading stories, photos, videos... of her collaborations with makeup brands and shows how the products look on her skin.

- **Sports: creation of numerous sporting events.**

Patricia Alamo, fitness model, personal trainer and athlete. She is a respected figure in the Spanish bodybuilding industry thanks to her impressive physique and her involvement in the sport has garnered her thousands of followers on social media.



Illustration 16: Top Influencers in Madrid according to subject matter



Source: Own elaboration

As for the most notable influencer in Madrid we find Maria Pombo (Madrid, 1994) who with her content and opinions causes more and more emotions on Instagram. She has more than 1.5 million subscribers and specialized in tourism and protocol but it did not convince her, so she decided to leave the career to focus entirely on social networks, mainly Instagram.

As far as her entrepreneurial side is concerned, the famous Instagrammer has been able to create several projects and companies. With her sister and friends, she created TipiTent, a casual clothing brand aimed at a young audience and on the other hand she also owns another clothing brand, Name the Brand, but this time with more exclusive clothing attracting people from all over Spain to Madrid to be able to shop in her stores. In addition, she also maintains many types of collaborations with other brands to which she lends her image as she is one of the most sought after faces for them. When he sponsors photos on his social media account he can charge up to 4,000 euros for them.

He also has a restaurant in Madrid called Camino Food & Drinks, which has become a place frequently visited by people from all over Spain.

Illustration 17 : Maria Pombo eating at her restaurant Camino Food & Drinks



Source: belairmagazine

## **5. EXPECTATIONS FOR THE FUTURE OF THE INFLUENCER PROFESSION IN THE TOURISM SECTOR**

Over the last decade, we have witnessed the digitization of the global economy, giving rise to new professions, business models and workplaces, and we have also witnessed how other industries have faded away because they have not been able to adapt to the times of the new era.

Tourism marketing is no stranger to this evolution: the modern tourist is totally different from the tourist of forty years ago. The tourism that exists today is the result of the development of digital channels for promotion, management and supply. As a result of this transformation, a





new type of tourism was born, called digital tourism, in which digital channels play a fundamental role in social segmentation, with one of the most important roles being played by social networks, more specifically, travel instagramers, accounts with millions of followers that take the audience to the other side of the world in a matter of a microsecond.

But social networks and the Internet are just some of the sources of information we turn to first when we intend to plan a trip or express our opinion about an experience. In other words, the Internet has completely revolutionized the field, giving rise to the emergence of digital tourism marketing, where influencers play a very important role, as we have been mentioning.

In recent years there has been a large increase in the number of people who are apparently working on this route, many travelers now plan their vacations based on what they have seen on social networks. In this way, it is possible to expand a brand's online presence and, therefore, increase traffic, from the web to blogs or the different social platforms that the company has. The alliance between social networks and influencers in the promotion of tourist destinations will allow for greater traffic of new customers, both through content published by the brand and content generated by the influencers. This interaction of publications and the content they share will reach their own followers, increasing their audience and creating a new network of contacts.

2021 was undoubtedly the year of content creators, many of whom have broken revenue records. All this points to the fact that in 2022 this can only increase. The influencer industry has been growing strongly over the years, and currently generates around 990 million euros worldwide. In Spain, investment in influencer marketing grew by 14.9% (€55.7 million) in 2021 and is expected to reach €62 million in 2022. According to ARCE Media (specialists in the monitoring and analysis of advertising efficiency), the level of influencer advertising investment in 2021 increased by 14.9% reaching 55.2 million euros. In this year 2022, direct investment in this market is expected to exceed €61.9 million, 11.1% more than the previous year, making this industry one of the fastest growing budget lines for advertising media investment.



Therefore, it can be affirmed that the future expectations of the influencer profession in the tourism sector are going to be positive, as more and more travel agencies seek to partner with influencers in their marketing and social media strategies to enhance their reputation and authenticity.

## **6. CONCLUSION**

Tourism marketing has been evolving into the age of digitalization and with it the world of travel influencers. For many people today it will be difficult to remember the last time they went to a travel agency in person to get information or to plan a trip. Nowadays, when a person wants to start a trip, they do it directly from a smartphone or a computer or through a trusted person with the necessary knowledge and experience to advise them, such as a travel influencer.

Whether through a tablet, a mobile device or a computer, electronic devices have become an indispensable mechanism for the coexistence of a large number of people. Therefore, if the goal of tourism companies is to connect with customers, build loyalty among those who are considered current customers and try to attract and retain potential ones, the solution is to build customer loyalty and interact with them through new technologies. In order to do so, it is first necessary to realize that the communication that was previously used to reach the end customer has changed and evolved radically, and today the consumer of the tourism sector is very active on social media platforms, and that is why the marketing strategy that this sector has to follow has to be adapted to continue reaching and approaching its audience.

So, how can companies in the tourism industry communicate with customers? By using new tourism marketing techniques, we have seen that email marketing campaigns or distributing some ads on the web are no longer enough, we must go further, and as we have been saying throughout the work we must collaborate with influencers, as they are the new explorers of this digital age.

That said, and after conducting a series of research from the emergence of social media to the influencer marketing model that exists today, we can say that influencers are here to



stay. In fact, they have been an essential element since networks like Instagram and blogs exploded and started generating revenue. Over the years, influencer marketing is a trend that is beginning to take hold and is gradually being incorporated into current marketing strategies. Influencers have become a target for brands among the stakeholders of companies, and in particular of the media.

With all that has been said throughout the paper, I would like to end by saying that an influencer is generally a tool that has, today and going forward, a lot of potential for a company or brand. Influencer marketing is an industry that offers a wide variety of business opportunities to different individuals, whether they are offering you a product, a trip, experiences or being able to become the youngest billionaire in history. Therefore, I would like to conclude by saying that, in my opinion, influencers will continue to be the best sales tool until a cheaper and more effective way to advertise, promote or create a more direct channel to reach consumers is found.



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