

The evolution of influence marketing in Switzerland and its impact on Companies

**Bachelor Project submitted for the degree of
Bachelor of Science HES in International Business Management**

by

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Geneva, June 2nd 2021

Haute école de gestion de Genève (HEG-GE)

International Business Management

Disclaimer

This report is submitted as part of the final examination requirements of the Haute école de gestion de Genève, for the Bachelor of Science HES-SO in International Business Management. The use of any conclusions or recommendations made in or based upon this report, with no prejudice to their value, engages the responsibility neither of the author, nor the author's mentor, nor the jury members nor the HEG or any of its employees.

Bilen Teklehaimanot

Acknowledgements

This bachelor thesis could not have been done without the help of several people who were there to support me, give me advice, and suggestions. That is why I would like to thank these people.

First of all, I would like to thank my mentor Jorge Sanchez, for being present and available to help me with the research. He has been a great help throughout the year by giving advice and guidance.

I would also like to thank all my family and friends who have been present during the year. They helped me to persevere and not to give up when I was out of inspiration.

And finally, thank you to all the people who participated in the survey, as well as the interviewees. Without them, the report would not have been as relevant as it is.

Executive Summary

Influence marketing is a digital marketing tool that many companies around the world use as a way to promote their brands. However, in Switzerland, the use of digital channels is relatively low compared to other countries. Digital advertising revenue of the United Kingdom is about 19,000 million dollars, while 1,300 million dollars in Switzerland. It places Switzerland in the eighth position with a low revenue in digital advertising (Statista, 2018). This can be explained by the fact that Switzerland is still using traditional marketing more than digital marketing (Media focus, 2016).

The aim of this research is to understand why Swiss companies are not using digital channels as a promotional tool, precisely influence marketing, the way other countries use them. Moreover, the report will encourage or discourage Swiss companies to contract with influencers to promote their brands. For this purpose, the first part of this research will be focused on social media and digital marketing. It will be followed by the introduction of influence marketing and influencers. This part will end with the comparison of Swiss and other influencers in the world. The second part will be the overview of the results obtained through the survey and interviews. Third part will contain the analysis of the whole data collected during the research. And finally the last part will be the conclusion and the answer of the main question.

Hiring influencers requires a lot of time and reflection, because it is important that the chosen influencer has exemplary behaviour, knowing that they reflect the image of the brand. As a matter of fact, it has happened several times that influencers have behaved badly in front of the audience, by neglecting the product and/or service they were supposed to present or by not knowing the usefulness of the product and/or service. Swiss companies probably have a certain fear concerning this method because they are afraid of the image they could give off by hiring an influencer (Gabrielle Canon, 2019).

Despite the disadvantages that influence marketing may have, the advantages take over. In fact, Influence marketing today costs less than traditional marketing, such as newspaper or billboard promotion (Simplilearn, 2021). Furthermore, it has been proven by marketers that influence marketing is 94% effective (Céline Albarracin, 2019). In addition, influencers in Switzerland are mostly nano- or micro-influencers, therefore, influencers with little notoriety (Victoria Marchand, 2019). This could be seen as an opportunity, considering that micro-influencers, and nano-influencers are more effective in terms of engagement (Natalia Angulo, 2016), which is a plus for Swiss companies. Those arguments are the reason of the positive answer of the research question. Thus, companies should increase or start partnering with influencers to promote their brands.

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1. Introduction

The year 2021 marks a turning point in the digital world. Indeed, the COVID-19 pandemic had an impact not only on schools, which had to organize themselves remotely, but also on the professional sector, where telecommuting was strongly recommended. If computer tools were more than solicited and a great help during this period, their use is not new (Vaughan, 2020).

In 1990, digital marketing started to appear with the development of the web platform 1.0 (Laurent Mano, 2017). Digital marketing consists of all marketing techniques used on digital media and channels. It occurs when companies or people use the internet, mobile devices, social media, and other digital channels to reach consumers (Laurent Bour, 2017). The success of this new marketing practice is explained by the fact that digital marketing has been a useful tool in a way that consumers can access information from any place and at any time. Moreover, it has shown the importance of a key concept of convenience that adds value to businesses by attracting more buyers and improving conversion rates. Compared to other advertisement media such as billboards, TV, and radio advertisements, it has proven to be much cheaper and even faster to reach customers everywhere. (Jennifer Bailey, 2020).

There are many types of digital marketing tools that companies can utilize to promote services, products, and more importantly influence marketing. Influence Marketing is a type of digital marketing strategy that a brand or company can use to transmit information via influencers on the internet or social media. For example, an influencer can post a picture on Instagram by showing the product that a company intends to promote, while at the same time promoting the same product through TV networks (Christina Newberry, 2019). This method has been used by various companies for many years. In fact, brands have always used muses to promote themselves: Neymar for Nike and Georges Clooney for Nespresso, for example (Brand and Celebrities, 2014). With the boom of social media, new influential people have entered to the marketing stage, although not with the same level of notoriety. Nowadays, becoming an influencer has become easier than before. It is enough to be followed by more than a thousand followers, as long as an influencer has some impact on once followers (Joel Mathew, 2018). The main principle of this approach is to improve the visibility and notoriety of a brand through targeted communication. Increasingly, companies around the world are contracting with well-known influencers or micro-influencers to promote a brand or a product via Instagram, Snapchat, or TikTok. According to a 2019 research, 94% marketing managers find influence marketing to be an effective strategy. Research shows that influencers can

help sensitize the audience, can build brand awareness, and therefore increase sales (Céline Albarracin, 2019).

However, this does not mean that digital technology has completely replaced Traditional Marketing. Traditional Marketing, although often underestimated and less preferred, still plays a significant role in the marketing environment as many people are influenced by Traditional Marketing, such as billboards or TV commercials. Moreover, unlike digital marketing, print marketing is more durable. An advertisement published in a newspaper can be kept for several years. Also, it is believed that a print advertisement is easier to remember because people retain longer, what they see in real life rather than something that comes through social media (Jennifer Bailey, 2020).

Access and use of Digital Technology is not uniformly stretched in the world. In Switzerland, for instance, the use of digital channels is relatively low compared to other countries. The United Kingdom (19,234 million), Germany (7,717 million), and France (5,563 million) are the top three countries in terms of digital advertising revenue, while Switzerland (1,304 million) ranks eighth, with a low revenue (Statista, 2018). Furthermore, Media Focus shows, that print media are still used more than digital channels in Switzerland (Media focus, 2016). In addition, some research has been conducted on online purchases and sales, including an international comparison of online purchases and sales. Surprisingly, Switzerland is placed in second place after the United Kingdom. This clearly shows that the Swiss people make more online purchases than people from other countries (OFS, 2020). So, the key question that requires attention here is why Swiss companies are not expanding the use of digital channels, and therefore influence marketing, as much as other countries. This can come from several reasons that will be studied during the research.

Thus, considering the above elements, this research paper will focus on this topic and will strive to show the most prominent reason why Swiss companies do not use more digital channels as advertising tools, more precisely to influence marketing, as other countries do. It will also determine whether there is a veritable potential to develop it in Switzerland. To do so, we will first elaborate on the basis of social media as well as digital marketing. We will continue by explaining and deepening the influence marketing concept. In order to know, if it is worthwhile for a Swiss company to invest in influencers, we will create a survey and some interviews. The survey will be sent to random people living in Switzerland, to get a wide range of answers. However, regarding the interviews, two types will be created, one will relate to influencers and the other for companies. The result obtained through both data collections will help determine if Swiss companies should use influencers to promote their brand.

Throughout the report, the researcher's opinion is not mentioned. Each paragraph is followed by a source that has been rephrased in the researcher's own words, and do not reflect the researcher's own ideas or opinions. These ideas stem from the findings found through primary or secondary data.

2. Literature review

2.1 Social network; its evolution and the use

In 2021, who can spend an entire day without checking their social media? Probably no one. Social networking has taken up a huge space in the daily lives of individuals as well as companies. A social network is the use of social media through the internet. It is a way to stay connected with friends, family, colleagues, or clients. Users can use it for different purposes, especially for sharing pictures or videos, contacting people, or looking for a job, through sites such as Twitter, Instagram, Facebook, LinkedIn, and Snapchat (Matthew Hudson, 2020).

Social networking was born in 1997 in the United States. Six Degrees was the first invention of a profile page that allowed people to connect with each other. This evolved into the birth of social media. A few years later other social media, such as Friendster, or MySpace emerged. Shortly after, LinkedIn was created as a professional social media, with the goal of helping professionals and entrepreneurs to expand their professional network, find new opportunities, and develop their brand image. A year later, social networks set a landmark with the emergence of Facebook, created by students at Harvard University. It is an online social media, that allows users to post pictures, videos, and other documents, and to exchange messages (Alexandra Samur, 2018). During the development of new functions, such as the Facebook Like¹, Instagram came out as 100% social media via mobile. Instagram has also created the ability to create stories² that people could share on their profiles (Dan Blystone, 2020).

Every social media that is used today has become important and each has its own features. Companies all over the world use them to promote their brands or to make themselves known. To begin with, Facebook is a social media that allows many types of people to use it to their advantage. This media is known for the exchange of messages, images or videos. Facebook is the most used social media in the world with almost 2.8 billion users. This platform is also widely used by businesses. Currently 160 million businesses have their own Facebook account. Thanks to Facebook, reaching out to customers has significantly increased. For instance, businesses that publish organic posts³ can reach their audience at a rate of 5.17%. (Anthedesign, 2020). In contrast, with a paid post the same company can reach its fans at a rate of 28.1%. (Christophe Asselin,

¹ A button that allow people to click on, in order to show people that you enjoy their content

² A post, through pictures or videos, that vanishes after 24 hours

³ A free publication that brands or companies publish to their audience

2021). A company that wants to promote its brand on Facebook has several ways to do so. First, a company can add a CTA, which refers to call to action. CTA is the next step the audience will take when browsing on Facebook. For example, a direct link to the website to buy a product could be a call to action that companies undertake (Will Kenton, 2020). Secondly, brands can also run Facebook ads in order to promote new products and/or services. It consists of creating campaigns on the platform with the ability of changing or adapting the ad and also tracking results. Last but not least, companies likewise are able to promote their brand with the help of influencers. For this, brands can simply create posts that will be published not only on their page but also on the page of the chosen influencer (Carlo Pacis, 2019).

Another social media that is widely known and frequently used for video posting is YouTube. This media has about two billion users per month. On this platform user can watch, share, and create videos by uploading them. In 2021, thanks to YouTube, companies have managed to increase their awareness by 14% (Victoire Gué, 2021). One of the main reasons for its popularity is ease of access. The social media, unlike other sources, does not require users to have an account to watch a video. However, according to Datareportal, it was indicated that in 2019, 79% of internet users had a YouTube account. In addition, a marketing statistics showed that, eight out of ten, marketing professionals viewed YouTube as the most effective video platform for marketing (Maryam Mohsin, 2020). Through YouTube, companies or brands are able to promote their products and/or services in several ways. For example, through YouTube Ads which include different ad formats, such as Masthead, Google Preferred, Bumper Ads and others. Masthead is a banner that is displayed across the entire width of the homepage for 24 hours, or more, depending on the contract signed with YouTube. Google Preferred format allows brands to display their ads on the most popular YouTube channels based on the level of engagement and their audience. And finally, Bumper Ads is the latest YouTube format released, consisting of six-seconds promotional videos that viewers can't avoid. These formats help companies to increase brand notoriety (Mélanie Harouel, 2017). Additionally, brands can hire influencers to promote their brand. In order to do so, Mediakix suggests that influencers can make three types of top videos that could engage the audience. The first is Product Review Videos where an influencer will basically receive a product that he/she will test on camera. This option will give the audience a glimpse of the product and/or service before buying it. This method is considered the best in terms of the number of views. The second type is How-to Video, this is for influencers who are experts in a certain field, such as beauty, or cooking. They will be able to explain or to show how to do a certain thing. Often, people show leniency or less patience to read instructions that are written on products. For this reason, creating

videos posts attracts more users. The last method is Vlogs⁴, the video can be a simple video talking about the person's life or also a video with some images, animations about any topic (Ritvars, 2019).

Instagram, which is a platform that allows users to share, edit pictures or videos. There is also the ability to communicate with people through messages and make video calls. Instagram has fewer users compared to Facebook in terms of active users. In fact, it has more than one billion users worldwide (Maryam Mohsin, 2021). It is the third most used social media after YouTube and Facebook. Around two million marketers use Instagram to promote their brand and more than 200 million people consult a professional profile every day. Its engagement rate depends highly on the number of followers a person has on the profile but the average is 2.84%. For example, an influencer who has between 20,000 and 100,000 followers has 2.15% engagement whereas an influencer who has between 1,000 and 5,000 followers has 5.6% engagement. Later on, the reasons for these rates will be explained (Christophe Asselin, 2021).

Then, Twitter, it is considered the oldest, and one of the most widely used social media in the world. The platform allows users to receive and send posts that are called Tweets⁵. As of 2020, the platform has nearly 200 million daily users. Twitter is in third place, as the most used social media by marketers. Around 50% of marketers use Twitter to promote a product and/or service. In terms of engagement, Twitter has a very high engagement rate when considering nano-influencers⁶, as they have an engagement rate of about 1.4% of engagement rate. However, when an influencer has more than 100,000 followers, the influencer achieves only 0.3% of engagement (Christophe Asselin, 2021). A company has the opportunity to promote its products and/or services on Twitter, to do this, several alternatives are available. First, it is important to track engagement, and determine the best time of the day to post content. This can be done by analysing the times when the network is most active. Brands can also connect with influencers to promote their products and/or services. To do this, brands need to find an influencer who identifies with the brand and shows engagement. An influencer will be able to create content by posting tweets with a link to the brand's website or Twitter page (Daniel Kosir, 2015).

⁴ It occurs when someone film itself when talking about a topic that is related to its lifestyle

⁵ A post that is limited to 140 characters long and users can include website links, images or videos

⁶ An influencer with 1,000 to 10,000 followers

As for Pinterest, it is a platform for sharing images and videos and is known as a source of inspiration in any topic or field. Every month, Pinterest has about 320 million active users (Orixa media, 2020). Users use Pinterest to find inspiration and ideas. Also, posts that are published on the platform are often redirected to a website. This is an ideal networking tool for businesses in the practice of brand promotion. This is one of the main reasons why brands should take advantage of it and use this social media to increase traffic and sales. (Nikki Canning, 2018). Pinterest's engagement rate has increased up to 60% in a year, and 40% of users save Pinterest posts (Rebecca Stewart, 2020). On Pinterest, businesses can promote their brands by simply uploading images, videos or even product pins⁷. This platform allows the influencers to be present to help brands create content that further increases the company's visibility. Most of the time, influencers show how to use the products in real time and motivate the audience to visit the brand's website (Sorilbran, 2020).

LinkedIn is a social media dedicated to professionals. The ultimate goal of this platform is to allow users to build a professional network. Users are entrepreneurs, employees, freelancers, and job seekers. It allows users to be always up-to-date concerning competitors, the market, partners, clients and also companies around the world (Patrice Khal, 2018). In 2021, LinkedIn has registered around 740 million members in the whole world. Moreover, 55 million large and two million small companies are present on the platform. Companies are able to promote their brand on LinkedIn and the platform proposes four kinds of advertising campaign strategies that companies could apply. These are: Sponsored Content, Message Ads, Dynamic Ads, and Text Ads (Business LinkedIn, 2021). Contrary to the other social media (Facebook, Instagram, or even Twitter), LinkedIn has a different algorithm regarding engagement. The engagement is based on the number of Likes a post will generate, and not based on the number of followers (Cécile Lemoine, 2020). Influencers on LinkedIn do not necessarily look like influencers on Instagram, for example. On LinkedIn, it's not enough to have a lot of followers to be taken seriously. An influencer on LinkedIn must show a good sense of professionalism for people to follow and be engaged by the influencer's content (Novel Coworking, 2018).

The famous chat Platform-WhatsApp is an application used to text, chat, share media, send voice messages and videos. The platform allows people to use it with individuals or with a group of people in one discussion (Chandra Steele, 2014). WhatsApp is the first application that does instant messaging in the world. In 2020, it had two billion users

⁷ An image of the product with the direct link for purchase

per month worldwide (Yannick Bouissiere, 2020). This platform is popular in Switzerland. In fact, 86% of Swiss people have used WhatsApp in the last months (Simon Kemp, 2021). WhatsApp Business is an application created for the business community to facilitate exchanges with customers. The application allows companies to customize their profile by entering all company's information directly on the platform. This enables clients to have an efficient response time, to help companies to communicate with their colleagues or employees and finally to allow a better networking with other professionals (Karin Olafson, 2021). WhatsApp is also used by influencers who promote a brand. With this tool, influencers have the ability to host online programs with direct access to a larger audience at once. Furthermore, they can join groups with like-minded people to increase their visibility a bit faster (Taiwo Sotikare, 2020).

Lastly, but equally important is TikTok, an application that has become popular in the digital community. TikTok is an application based on short videos that users can create, share and discover. Known for the music and dance aspect, the app started in 2014. The App grew fast and has seen a significant increase in usage in 2018 (Maggie Tillman, 2020). During the COVID-19 lockdown, usage has increased by 27%. In 2020, TikTok had more than 680 million active users every month worldwide. Its engagement rate is higher than those of Instagram and Twitter. An influencer with more than 1,000 followers in TikTok has an engagement rate of 9.38% and an influencer with more than 100,000 followers has a rate of 5.3% (Christophe Asselin, 2021). There are four types of advertising that companies can do on the platform. The first is In-Feed Ads, which are ads that appear on the newsfeed often with CTAs that lead directly to the website or page of the brand in question. Then, users can be directed to ads called Brand Takeover that appears directly after the application is accessed. Finally, TikTok also welcomes influencers who are very important for the success of a campaign to inspire an audience: which is a plus for companies that want to increase their notoriety (Joinative, 2020).

Today, more and more people are present on social media. (Alexandra Patard) This could be a reason for the increase of the company's action scope and development of their notoriety. Thanks to the virality of these media, companies can now learn about their potential customers by finding out which platform customers use the most. Social media is a way to build a direct relationship with customers, as it facilitates contact between individuals and professionals through social media. It is also a way to communicate differently, in an informal and more relaxed manner compared to a website or traditional communication. This is also the case in Switzerland: 81.8% of Swiss people connect daily through social media (Simon Kemp, 2021). Aside from the large majority

of Swiss people connecting daily through social media, the emergence of such platforms has helped create new jobs, such as influencers (Nikita Duggal, 2021).

2.2 Digital marketing

Digital marketing is the opposite of traditional marketing. Traditional marketing is commonly used to refer to the promotion of a brand in any kind of channel that was available before the invention of the internet. As its name indicates, digital marketing is a way to introduce people to a company and to persuade them to purchase the product or service. There are many approaches in digital marketing such as email marketing, pay-per-click advertising, blogging and influence marketing (Aden Andrus, 2020).

This marketing method has significant added value for a company. First, digital marketing can strengthen the online presence of a company, which will bring benefits in terms of sales, and will also increase the probability of reaching more target audiences. Moreover, it is cost efficient to use digital marketing. In fact, a continuous evaluation can be made easily, by measuring the return on investment of the advertisement made by a digital marketing tool. Thus, the company can modify or change its strategies in order to be on the right track. It also provides companies a straight communication route between the company and customer. The communication between those parties is valuable, and indeed customers can help a company improve their performance, by giving feedback in return. The reason behind is quite logical. Companies are selling to customers, who have the option to compare and buy products and/or services of interest. When customers are given such an opportunity, they most likely will purchase and are usually in the best position to give feedback or advice. Furthermore, digital marketing will help companies reach potential customers during the first stage of the buyer's journey for developing awareness. In this step, companies should focus on problems and pain points, by using big-picture industry-focused content with the help of digital marketing. In addition, buyers will be able to interact and connect directly with the brand more easily, an attractive stage from the buyer's point of view (Alex Membrillo, 2020).

2.3 Detail explanation of influence marketing

Digital marketing combines different types of tools to diffuse information, which includes influence marketing. Digital influence marketing has become a fundamental tool to spread information or advertisements on social media. As explained in the introduction, influence marketing is a tool that companies can use to promote their products and/or services (Christina Newberry, 2019). This method is based on the collaboration between companies and influencers (also known as ambassadors) in order to increase the

visibility or the sales of a brand or company. It can be associated, with word-of-mouth, but it is slightly different. In fact, influence marketing is when the influencer is remunerated, either with money, with free products and/or services, or with an invitation to an exclusive event (Yann Guilleux, 2020). Furthermore, the main objective of this method is to take advantage of the engagement and the visibility of influencers. Because influence marketing is based on social influence, users are more willing to buy a product that an influencer has already tested and also recommended. This method is mainly used through social media such as Instagram, YouTube, Snapchat, Facebook, TikTok, as well as LinkedIn. Moreover, a research has been done in 2019, 94% of companies find influence marketing to be an effective strategy. It also shows that influencers can help sensitize the audience, can build brand awareness, and thus, can boost sales (Céline Albarracin, 2019).

Influence marketing can be done through several techniques and allows brands the chance to choose from one of them to help promote their brand. The first technique is Content Sponsorship, where brands ask their influencers to create content about the brand's product and/or service. This can be done by publishing a video, an article or a post on their profile. The second one is the Product Placement. This technique is often used on YouTube. The influencer is asked to show or place the product and/or service to its audience in the way the brand has decided. The third is the Takeover method which helps the company increase visibility. To do this, the influencer must take control of the brand's social media for a certain period of time, in order for them to show and to promote the brand. Afterwards, often, influencers are invited to events, organised by the brand, to attract more attention from people. Finally, an approach that is used a lot by influencers is the Buzz Kit. The influencer receives the product and/or service of a brand to try it and talk about it to its community. This technique involves a significant stage that is called Unboxing. If, for example, the company sends a product, it can also ask the influencer to open the package received directly in front of its community so that people can see the direct reaction of the influencer. This stage of unboxing helps to easily access other potential buyers via the existing customer. (Max Andersson, 2020).

2.4 Positive and Negative points of influence marketing

Influence marketing has great results in terms of impacting people. It is a common practice that influencers have the ability to influence people to purchase a product and/or service (Kelsey Libert, 2019). In fact, they are able to impact their followers because they create trust between each other. According to an analysis, people tend to trust their own experience as well as their close friends more than proven evidence in general (Markus

Freitag and Richard Traunmüller, 2009). That is why influence marketing is a promotional tool that works effectively today. When it comes to the company's benefits, it will help the company reach a relevant audience. For example, a company which wants to promote their hotel services will look for a famous travel blogger. A travel blogger will be able to help the company by posting images of the hotel, rooms or view in their social media. Moreover, companies that contract with influencers are undoubtedly to reach more people than if they were doing promotion on their own. A survey has been made in 2016, where 45% of women would buy a product promoted and recommended by an influencer (Bloglovin, 2016). In addition, thanks to influence marketing, today, companies are able to add new potential customers to their basket, as the range of targeted audience is larger. Besides, when an influencer promotes a product and/or service, it is important to know that the influencer must or should test it before promoting. This would help create authentic product reviews (Shane Barker, 2021).

Although influence marketing has multiple advantages to companies, it has its own limitations and could hurt business as well. It could take companies a long time to find and to contract with influencers. It requires great care and assessment when choosing. The process may involve a significant risk of malicious influencer practices that could damage the reputation of their brand. As a result, companies make all the effort into finding the right influencers in order to have the best results (Jacqueline Zote, 2019).

Common Example is that sometimes influencers make mistakes that can affect the company or the brand by not mentioning that a post is sponsored. Any influencer must clearly show that he/she is promoting a brand. To do so, influencers use hashtags such as #ad or #sponsored (Ernie Santeralli, 2021). Indeed, there are regulations that have been put in place to protect consumers and to ensure that influencers are not manipulating their followers concerning the products and/or services they have been paid to promote (Truth in advertising, 2018). Although all of them contain the same gaps. The choice of companies to pay and use the notoriety of influencers is certainly reflected more with successful results, speed, and the effectiveness as compared to traditional advertisements (Céline Albarracin, 2019).

For instance, it is challenging to measure results that generate influencers, especially when influencers have no promotional code⁸ to give to their followers. Many scandals have also been noticed due to lack of transparency and scamming of products sponsored by these influencers. For example, some influencers have been promoting products that

⁸ It is an alphanumeric code that brands offer to customer, that allow them to have discount or free product

come from a new marketing method called Dropshipping. It is a legal practice of supplying a business that does not store the products it sells. This method is a time saver in which the e-merchant does not have to take care of the stock of the goods. It is also proven that in the process of Dropshipping the sellers have fewer financial risks as they do not need to buy the goods they sell in advance. And finally, the seller can concentrate only on buying and selling without worrying about the actual goods (Retis, n.d). It is also a method that consists in finding cheap products on sites such as AliExpress, Wish, etc., and reselling them at much higher prices on a site they have created by themselves. Thus when the internet user sees the promotion made by the influencer on its profile, the user will more often click on the link which would redirect him/her to the site to make the order. However, the product order will be delivered directly by the initial supplier. This method has created scandals such as delivery problems, or consumers realizing the real price of the product they ordered. Several situations have shown that influencers no longer care about the well-being of their followers but would rather put their own gain of notoriety first. Such practice would break trust or provoke a loss of authenticity both towards the influencer and the company (Sébastien Bleriot, 2021).

Finally, a brand, looking for an influencer can rely on their followers to analyse the influencer's awareness. Unfortunately, sometimes influencers buy their followers to look better in front of brands and audiences. Indeed, several sites propose to increase their subscribers by paying a few euros, such as Acheter-des-fans.com, a French site. There are several ways to discover if an account is real or otherwise. One common practice is by looking if the account regularly publishes, or if the ratio of subscribers and likes on a photo is consistent. It is highly important to mention that there are also several software that would help with authenticity: such as Instagram Bot Analytics (Equipe Semji, 2018).

2.5 Detail explanation of influencers

An influencer is an individual who has certain notoriety in social media and who is paid by brands to promote products and/or services to followers. The promotion influencers provide allow them to receive free products or services and/or cash payment per promotional post (Influence marketing Hub, 2021). The amount an influencer receives will largely depend on its notoriety, in fact. Influencers are divided into five different levels.

The first level is Mega-influencers, which are influencers with over one million followers (Rob Sanders, 2021). In this level, most of them are in the famous A-list celebrities⁹ on

⁹ The A-list is a list that contains all the actors, singers and international sports celebrities who have a high profile regarding notoriety

social and real-life (Kaya Ismail, 2018). Mega-influencers are more suitable for mega-brands who are able to afford their price. The famous singer from the United States Beyoncé, for example, has 171 million followers on Instagram and according to a report made in 2017 by D'Marie Analytics, Beyoncé is the most valuable celebrity on social media (Alyssa Bailey, 2017). Another example that could be mentioned here is Kylie Jenner. Indeed, she is not a singer nor an actor either. But she is paid around one million of dollars from companies that want her to promote their brand. Although she is not known to have any talent that would attract any follower, about 224 million people follow her on Instagram. Her family members and especially her famous sister, Kimberly Kardashian West are the key to her success in this media network. Her sister is a business woman and a media personality and is known to millions. Kylie Jenner is followed by a lot of young women because she shares her luxury lifestyle on Instagram, Snapchat and Twitter. In 2015, she recorded a big success after she launched her own cosmetics brand (BBC, 2019).

Macro-influencers are the next level. The group in this category generates between 500,000 and one million followers. The key difference noticed in this level is that the influencers are involved much more with their followers. More specifically such influencers are famous for their lifestyle or their habits. Influencers in this category are able to create content more regularly. For the majority of them, social media has become a full-time job (Rob Sanders, 2021). Naomi Genes is an example of macro-influencers with almost 900,000 followers on Instagram, in and around the United Kingdom (Instagram, 2021). Her content focuses mostly on fashion and jewellery. She also owns an online clothing shop. Many companies are more likely to work with macro-influencers instead of mega-influencers, as these groups are more affordable, and most importantly promotion would be more targeted due to fewer number of followers (Kaya Ismail, 2018).

Following macro-influencers there are Mid-tier influencers who have between 50,000 and 500,000 followers. As the name indicates mid-tier influencers have more reputation than micro-influencers but less famous than macro-influencers. They generate high engagement from their followers. Companies which contract with this group of influencers have the opportunity to make more impact (Rob Sanders, 2021). Alex Crockford is an example in this category who has around 400,000 followers in his Instagram account (Instagram, 2021). He is a public personality who shares his lifestyle in sport. He has created an app dedicated to online fitness plans. He promotes most of the time fitness items or nutritious food. Contrary to mega- or macro-influencers, mid-tier influencers promote products they specialize in.

Another type of influencers is Micro-influencers who have between 10,000 and 50,000 followers. They are considered to be experts in their respective niche, it could be a food blogger, local fashionista or fitness guru. Moreover, they are closer to their audience. Thus, they generate greater engagement (Rob Sanders, 2021). A great example of a micro-influencer is the Swiss Priscilla Rossi, who is an influencer from Geneva, with almost 30,000 followers on Instagram (Instagram, 2021). She is advocating for natural hair, by posting pictures of her hair, she also likes to share outfit ideas.

Last but not least is Nano-influencers. In this category, the influencers generate 1,000 to 10,000 followers (Rob Sanders, 2021). These influencers make a strong impact on their immediate audience. Most of their followers could be their lovers, family members, and friends. In addition, these influencers could attract people with the same interests. Rafaela Francisco is a Swiss nano-influencer with around 3,000 followers on Instagram (Instagram, 2021). She promotes most of the time clothing items and shares her lifestyle through outfits, makeup, and beauty care.

2.6 Difference between big and small influencers

Now that the differences between each type of influencer is made clear, it becomes equally necessary to understand their contribution as well as the relationship they maintain with their followers. Influence marketing was initially applied by larger influencers, such as celebrities, media personalities. Gradually, the concept spread down and started to impact smaller influencers which have less notoriety. In general people tend to think that larger influencers have better engagement from their followers, but this is not the case all the time. According to Markerly, an influence is inversely proportional to a positive impact on engagement, i.e. the more followers an influencer has, the less engagement is made by fewer followers. Simply put, only fewer followers will buy the product that the influencer is promoting. This study has shown that, « *Instagram influencers with fewer than 1,000 followers have a like rate of about 8 percent while those with 1,000 to 10,000 followers have a like rate of 4 percent* » (Yuyu Chen, 2016). The CEO and co-founder of Markerly said that micro-influencers have better value in terms of engagement because they are able to target a specific audience more as they are connected with a niche audience (Natalia Angulo, 2016). In addition, brands also prefer to work with micro-influencers because they cost less than macro-influencers. For example, instead of paying one or two big influencers, brands are more likely to work with several micro-influencers who have the potential to reach a more engaged audience over a long period of time (Lesley Vos, 2020). As reported by Bloglovin, 84% micro-influencers charge companies fewer than 250\$ to promote their brand whereas 97% of

them charge less than 500\$. Moreover, the higher the connection between individuals, the higher they trust each other. This basic fact allows influencers to inspire trust and authenticity. (George Carey-Simos, 2016). Analysis has been made from Collect Bias, and 30% of people interviewed have reported that they would like to buy products promoted by micro-influencers. (Emilie Virfollet, 2018).

2.7 Comparison with Swiss and other influencers in the world

According to a Swiss Influencer Report, on Instagram in Switzerland, 47% of nano-influencers are present in the country, which represent the influencers followed by up to 10,000 followers. In addition, Switzerland's mega-influencers account for only three percent of total influencers in the market (Victoria Marchand, 2019). An influencer in Switzerland has challenges to become a mega influencer if one has to deal with specified target groups. Some research has been made in this area and it was pointed out that language was the main challenge. Four languages are spoken in Switzerland: German (63.5%), French (22.5%), Italian (8.1%), and Romanche (0.5%) (MySwitzerland, n.d.). This diversity has created a barrier for influencers in their effort to reach out to the whole country. A German-speaking influencer can interact with only a group of people who speak the same language. This limits the size of an impact an influencer would like to have. However, 60% of influencers in Switzerland communicate in English with the public in order to reach out to more people (Victoria Marchand, 2019). Being a nano-influencer is also defined as being a regular and passionate influencer who is willing to share interest usually with a low level of influence. The Swiss people like engagement, and that's why this country has more nano-influencers that take time to promote local and quality products. Unlike nano-influencers, mega-influencers cover a much bigger distance with a larger and diversified audience (Kaya Ismail, 2018).

However, influence marketing in Switzerland isn't used as much as in other countries like France or the United States of America. In fact, as mentioned before, print media continues to hold much larger space in Switzerland leaving less opportunity for influence marketing practices in product and/or service promotion. Nevertheless, there are still few companies that use it to promote their companies, for example, Tally Weilj. This is a clothing and accessories store that made paid partnerships with Rafaela Francisco, a Swiss influencer (Instagram, 2021).

Several other reasons need to be studied in order to understand the reason why Swiss companies lag behind in using influence marketing. Given the fact that there are less music or entertainment celebrities in Switzerland, the growth of influence marketing has not shown significant growth. In France, for example, various TV shows that get a lot of

audiences can be found. People who participate in those kinds of shows become marketing influencers later on due to the notoriety they gain after their programs. In Switzerland, influencers do not have such opportunities. Unlike in France, influencers in Switzerland appear through different means. One perfect example here is Kristina Bazan. This personality is the most famous and followed Swiss Lifestyle influencer on Instagram with over two million followers (Instagram, 2021). She became famous and popular after she won a beauty contest in Switzerland. She has created a blog where she shares her lifestyle and outfits ideas. From a simple teenager, she became not only an author and a singer but also one of the most famous digital influencers in the world (Séverine Saas, 2021).

3. Research methods

The purpose of this thesis is to understand why influence marketing is not as commonly used as in other countries such as France. Indeed, the main purpose of this thesis is to raise the understanding of Swiss companies that influence marketing in Switzerland can be as effective as in other countries, where it is the case. Companies will be able to make conscious decisions on whether to apply influence marketing in modern digital marketing.

To do this, the information collected has been divided into several parts. The first one is the primary data and the second one is the secondary data. Under each of these parts, there are sub-categories of research.

3.1 Primary data

Primary data has been collected using several methodology tools. The first one being the surveys and its quantitative analysis. In order to collect a reliable and maximum response, a survey questionnaire was sent to several people. The survey was created through Google form, because it was the easiest one and the most practical in terms of responses view. Google form shares the response by showing it with graphics and this helps to visualize the situation quicker and easier. A single criterion was specified before filling out the survey, the respondent had to be a resident of Switzerland at the time the form was completed. The survey was mainly dedicated to questions related to the use, as well as the purchase on social media. People were asked to answer ten questions that would take them less than ten minutes to fill in. It was important to make a survey that takes no longer than ten minutes to fill in, in order to keep the surveyed concentrated while completing the survey.

Then, regarding the qualitative analysis, several interviews were conducted in order to get more reliable answers on influence marketing. The interviewees had the choice to do the interview over the phone or by email exchange. The goal is to successfully interview Swiss influencers, Swiss companies, Swiss agencies, and international companies that hire Swiss influencers to promote their brand. Around nine questions were asked to all of the volunteers in the survey. All participants understood there was no obligation.

3.2 Secondary data

Secondary data was collected through several tools that were already available. Indeed, those data come from books, websites sources, business articles, reviews and documentaries. Those data were needed to understand the overall subject fully so as to

write a comprehensive introduction and literature review. It was also used to answer the general question regarding influence marketing. In order to have a realistic information source, all of the data collected has been checked at least twice on different websites. In addition, almost every source mentioned has been created or modified within the last five years. For a subject like this, it is important to have up-to-date sources, especially for figures concerning influence marketing or even the use of social media. Using figures that are more than ten years old will not be used wisely, and this researcher has made efforts to avoid outdated and unreliable data. In hopes that this thesis helps Swiss companies get the most information on the subject.

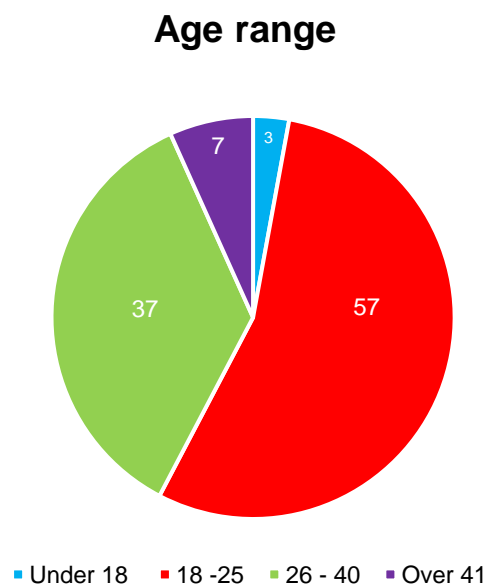
4. Results

The goal of the research is to see how influence marketing can impact the marketing sector in Switzerland and the evolution of influence marketing in Switzerland. In order to provide tangible results, a comprehensive survey has been made on the use of social media. At the same time real personal experience has been collected through interviews with Swiss influencers, and Swiss companies. This researcher has found all the responses received were very relevant to the purpose of this paper. All responses were carefully analysed. The responses were surprisingly similar and persuading enough to accept why influence marketing is slow in Switzerland.

4.1 Survey

As indicated before, this survey contained ten non-mandatory questions that respondents needed to answer voluntarily (Appendix 1: survey questions). 104 people ranging between the ages of 18 and 40 participated in this study. As shown in the graph one below more than half of participants are between 18 and 25 years old, participants between 26 and 40 years old are next in the line, followed by those over 41 years old and finally only three participants are under 18 years old.

Figure 1: Survey age range graph

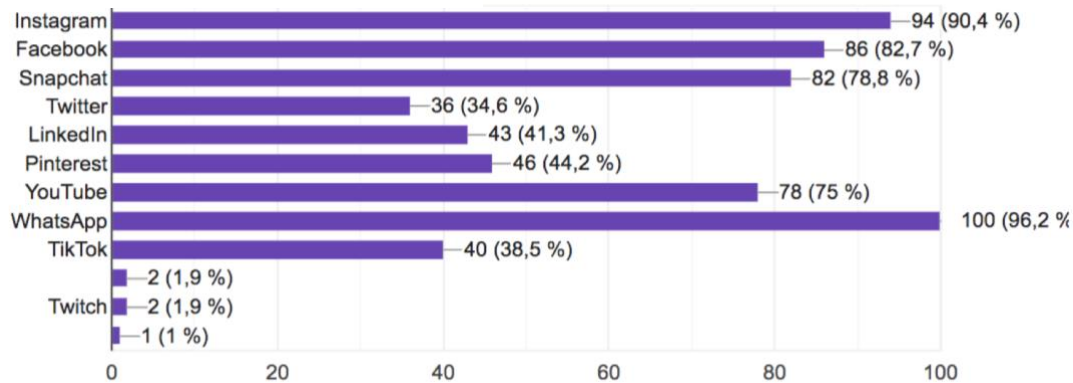


Source: Author, using excel

The first question was intended to know if the participants have social media accounts and which media they would frequently use. Response gathered show in the figure number two below.

1. *Do you have an account on social media that figures on this list? If yes, please tick the box/boxes that apply.*

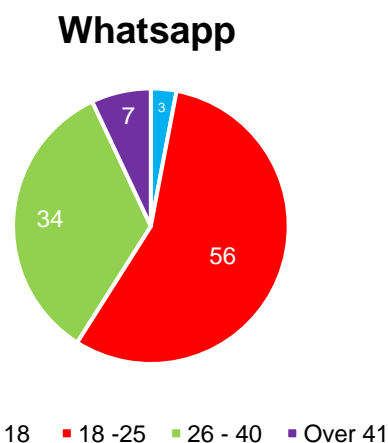
Figure 2: Social media users' account, 2021



Source: Author, using Google Forms

The graph in the figure one above shows that WhatsApp is the most used app. The App has been most popular for text messages, voice calls, recorded voice messages, video calls, images documents, and user locations (Nadeem Unuth, Lifewire). People probably think that this application is used by people for personal interest only. However, results show that companies have used WhatsApp to disseminate communications or announcements. As a matter of fact, Adidas has used this App to share new products with customers and to address comments and questions about their products (Pamela Bump, Blog Hubspot). Moreover, as shown in the figure three below, almost all participants use WhatsApp regardless of age.

Figure 3: WhatsApp usage by age

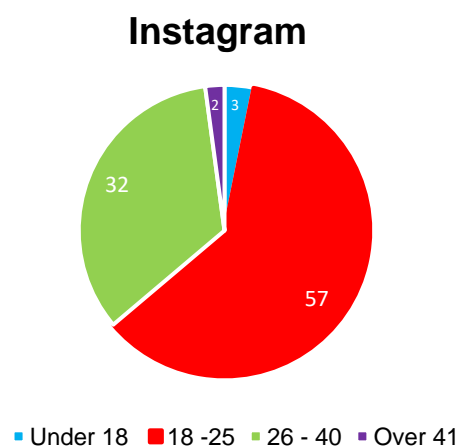


Source: Author, using excel

After WhatsApp, Instagram was the application the most used by people. Through Instagram, users can share their lifestyle via pictures, videos, and much more information. This application is specifically used by people to post stories that are instant and only temporary. Nowadays, the application has become global and a relevant tool for people to stay connected, and to be up-to-date. Recent and fresh news on famous people such as influencers or singers is now easily available through this application. As a result, it has become very significant for companies to share content regarding their products. There is a potential market opportunity to promote goods and services instantly. On top of that companies get more visibility when they use Instagram (Socialnomics, n.d).

The figure four below shows once again that Instagram is used almost as much by people between 18 and 25 years old as by people between 26 and 40 years old. A slight difference can be seen with people over 41, where there are fewer users.

Figure 4: Instagram usage by age



Source: Author, using excel

Facebook and Snapchat, on the other hand, do not show significant differences in usage. As shown in the chart above, both are used by almost the same number of people. The difference is only in purpose. For instance, Facebook as seen in the literature review is the biggest social media in the world. According to Statista, an online survey that has been made in the United States, Facebook is mostly used to look at pictures, to watch videos, and to share content with everyone and for one-to-one purpose (Statista, 2019). Whereas Snapchat is mainly used to talk to friends, and to share photos. This application was the first one that came with capability for users to insert stories and filters (Maryam Mohsin, 2020. Oberlo).

The difference between the two is not obvious in terms of the total number of participants. However, this can be explained by looking at the age of the participants. Indeed,

Facebook is hardly used by people under 18 years old, but all participants over 41 years old use the platform. Snapchat, on the other hand, is more used by participants under 25 years old, than Facebook. It is also shown, thanks to the graphs six below that participants over 41 years old do not use Snapchat.

Figure 5: Facebook usage by age

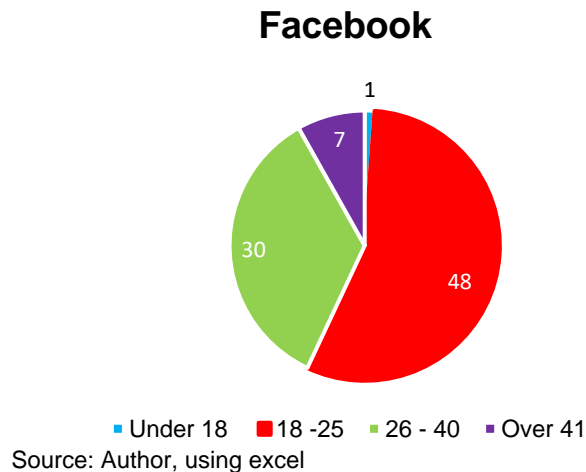
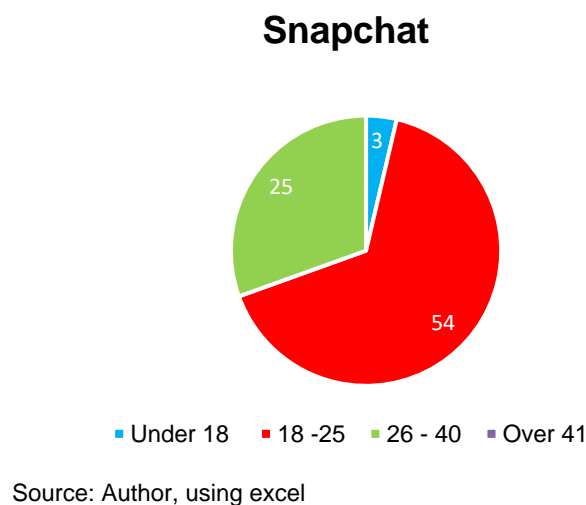


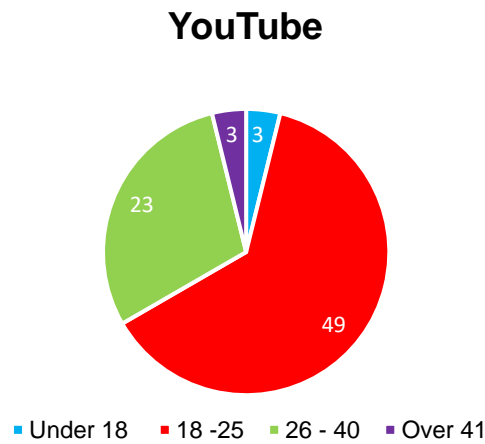
Figure 6: Snapchat usage by age



From the figure two above YouTube also has a significant number of users daily. The difference between this one and the rest is that YouTube does not require the visitors to open up an account. In fact, it is very friendly for any user who wants to watch videos of many and varied contents without creating an account. However, if a user wants to post a video, the application requires the user to open an account. To post videos, one is required to agree to the terms and conditions of the provider. It is legally relevant, and it is probably one of the reasons that YouTube stands in fourth place following WhatsApp, Instagram, and Snapchat. Besides YouTube, the remaining three have mandatory registration.

For YouTube, despite the fact that the 18 to 25 age group takes up the largest part of the chart, each age group is at about the same level proportionally speaking. What is sure is that YouTube is used by people of all ages, from those under 18 to those over 41 years old.

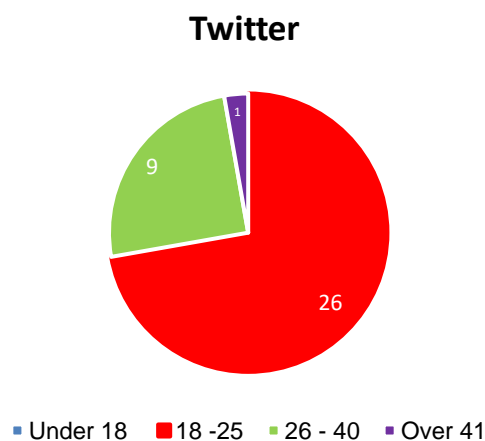
Figure 7: YouTube usage by age



Source: Author, using excel

Twitter, LinkedIn, Pinterest and TikTok, however rank lower than the above four. Twitter, for instance, is not commonly used by everyone as compared with Facebook. The key characteristic of Twitter is that it is famous for its efficacy to entertain famous characters such as politicians, leaders of countries, actors/actresses, and many people in key posts. Twitter has made a study on its potential on users and influencers. The findings released by the company show that users increase their memory encoding when they discover something relevant on Twitter. According to Twitter, they can be valuable for brands who promote products and services on their platform (Cartier Stennis, 2018. Twitter). Moreover, it is shown with the graph eight that most of the participants who use Twitter are between 18 and 25 years old, followed by only 9 out of 37 participants who are between 26 and 40 years old and finally only one person is over 41 years old.

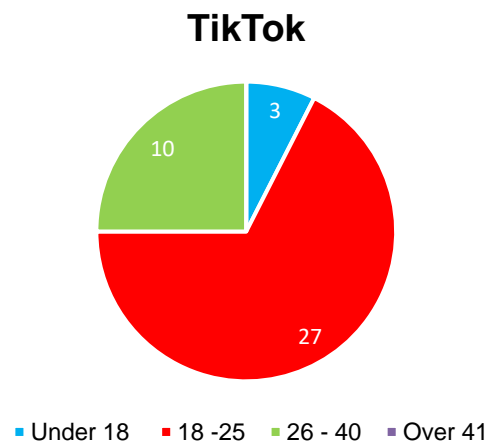
Figure 8 : Twitter usage by age



Source: Author, using excel

Despite the low percentage of people using TikTok, it has been the new social media that has increased users in a very short time. According to EBG, TikTok has increased from 8% utilization rate in 2019 to 35% in 2020 (Harris interactive, 2020). In addition, looking at graph nine, it is shown that all the participants under 18 years old use the platform and that nobody over 41 years old uses it. Just under half of the participants between 18 and 25 years old use TikTok and regarding participants between 26 and 40, they are only 27 percent of them.

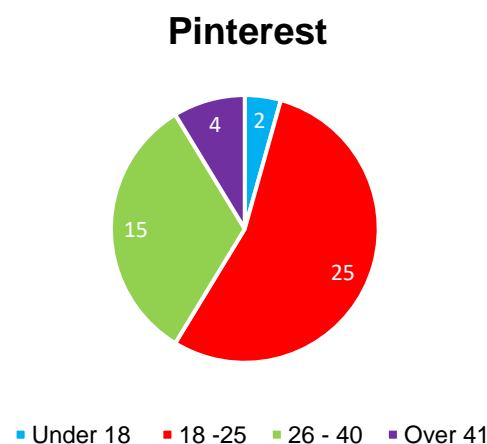
Figure 9: TikTok usage by age



Source: Author, using excel

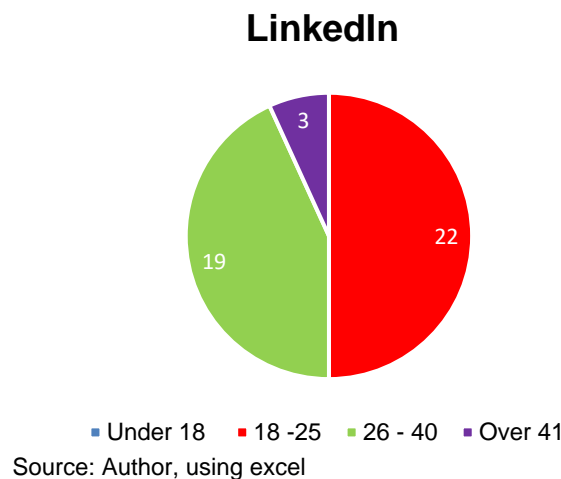
Regarding Pinterest, chart ten shows that each range age is proportionally equal to the total participants. Indeed, Pinterest is used by everyone with no age difference. And finally, LinkedIn clearly shows through the graph 11, that participants under the age of 18 are not using the platform. Proportionally speaking, people between 26 and 40 years old are the ones who use LinkedIn the most, with 51% of participants.

Figure 10: Pinterest usage by age



Source: Author, using excel

Figure 11: LinkedIn usage by age

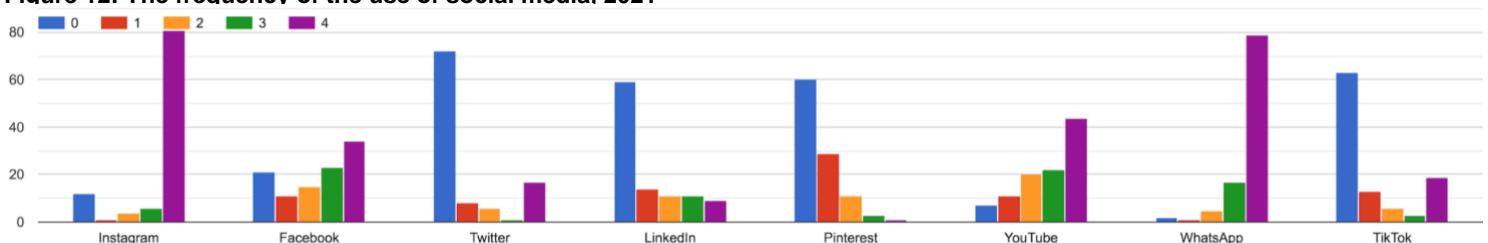


Participants in the study were asked next how frequently they use the app of their preference. Colour markers are used to represent frequency of usage. Blue represents “Never”, red indicates “less than once a week”, orange is for “1 to 2 times a week”, green “3 to 5 times a week”, and lastly the colour purple means “Everyday”.

The findings obviously and clearly show that (See graph number 12 below), there is consistency of some degree in both the previous question and this one in that the top most used apps here are Instagram, YouTube, and WhatsApp. The chart below can help companies to identify which application to use to attract more clients through influencers. Here it is very important to stress the fact that a company should utilize influence marketing strategies in its marketing strategies. It is equally relevant to mention that selecting or identifying the right influencer that works in the right social media is a key strategy to success.

2. How frequently do you use social media? (0 = "Never", 1 = "Less than once a week", 2 = "1 - 2 times a week", 3 = "3 - 5 times a week", 4 = "Everyday")

Figure 12: The frequency of the use of social media, 2021



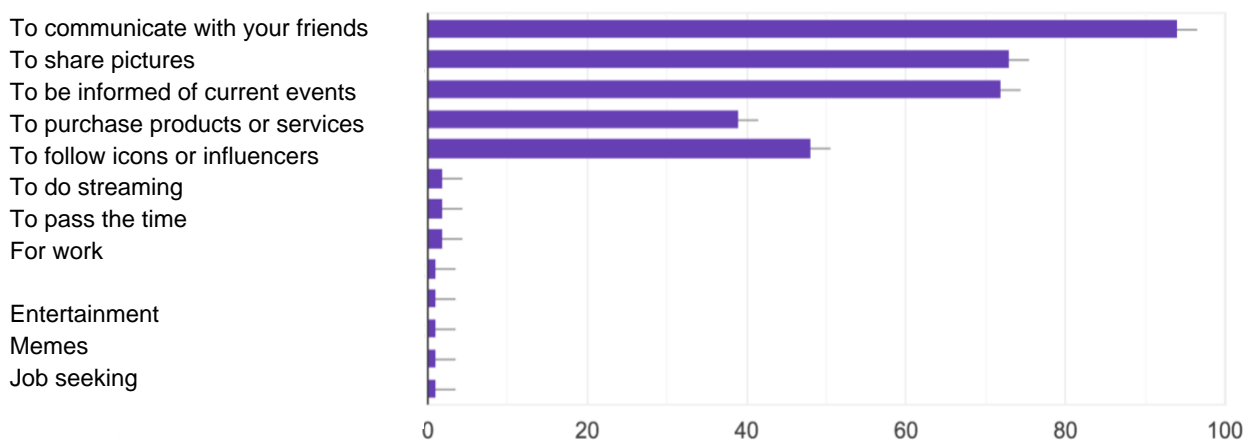
Source: Author, using Google Forms

The Next question is related to the purpose why a participant visits/uses social media of a choice. Participants were given a list of common purposes and were asked to mark any that apply. The list includes: *“To communicate with friends”, “to share pictures or videos”, “to get informed on current events”, “to purchase products or services”, and/or “to follow icons or influencers”*. Participants were also given the chance to add any other reasons of their own. As shown in the chart below, 86% (90 out of 104) of the total participants use the app mostly to communicate with friends. 73 participants would use the app to share pictures. This represents about 70%. Results show that almost a similar number of people use these apps for videos and for current information with 70% (73 out of 104) for video, and 69% (72 out of 104) for current information respectively.

Moreover, only 48 out of the total 104 participated indicated that they use social media to follow icons or influencers. And 39 out of 104 use it to purchase products and services. Other reasons with fewer percentages include entertainment, job search, or just for entertainment.

3. Why do you use Social media?

Figure 13 : The reason for using social media, 2021



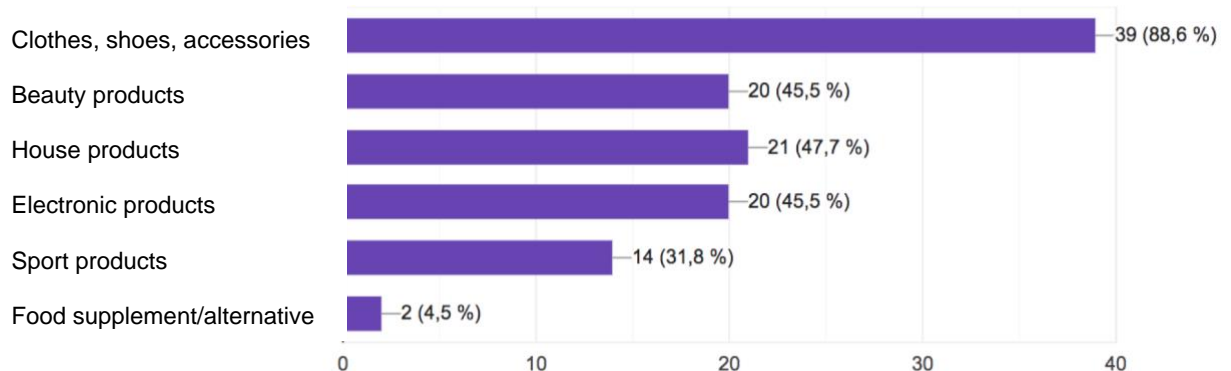
Source: Author, using Google Forms

Question four was for those who stated in the previous question that they use the app to purchase goods and services. The intention of this question is to find out what types of services and goods customers buy frequently through social media. Some common options were again given in this section. Participants are asked to add items bought if it is not in the list. Here again the data shows that shoes, clothing, and accessories were the items most participants purchased. As shown in the chart 14 below, beauty products, house products, and electronic products follow in order. The figure three below shows participants response in percentage. 39 participants used the app to purchase clothing, shoes, and accessories through social media. This represents 88.6 percent of the total.

This number shows that there is a significant market on social media. Companies in the clothing industry can benefit from the market potential of these media with the help of influence marketing. The next most purchased via social media is housing products followed by beauty products and electronic products. Some participants have indicated that they use social media to purchase sporting products, and food complement/substitute.

4. Answer this question if, in the previous question, you choose "To purchase" otherwise skip this question. What kind of product do you purchase?

Figure 14: The kinds of products purchased through social media, 2021

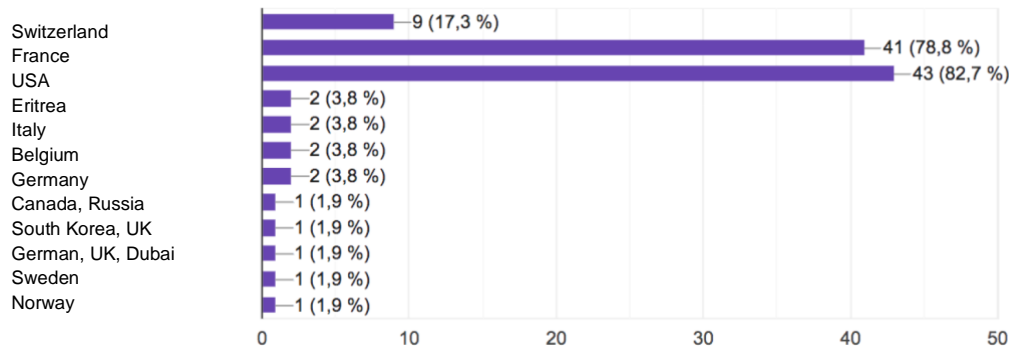


Source: Author, using Google Forms

Question five specifically is only for those who were selected from the list in the previous question that they use the app to follow icons or influencers. The question intends to identify the icons and influencers they follow and where they currently live. The purpose here is to see the extent of the opportunity there is for companies to maximize their marketing opportunity. The names of three countries were given to participants with the option to add when their choice is not in the list. The graph in the figure 15 below shows 82.7% selected icons and influencers from the USA. France followed the USA with 78.8%. Sadly, only 17.3% of the participants indicated they follow icons and influencers from Switzerland. Very few participants have also selected other countries like England or Germany.

5. Answer this question if, in the previous question, you choose "To follow icons or influencers" otherwise skip this question. From which country comes your icon or influencer?

Figure 15: The country of the icon or influencer followed by participants, 2021

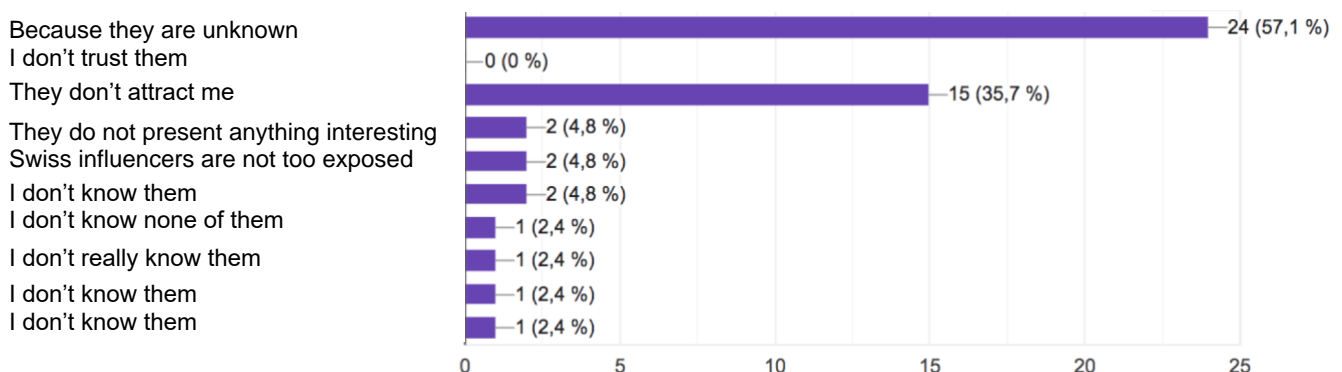


Source: Author, using Google Forms

Question six is intended for those who do not follow icons and influencers from Switzerland. In this question, as in the other questions, options of three reasons were listed to begin with. Participants were, however, informed that they can add a reason of their preference not mentioned in the list. As shown in the graph number 16 below 30 out of 42 participants reported that Swiss influencers are not known. This is about 71%. 35% (15 out of 42) participants also reported icons and influencers from Switzerland do not attract them. Again from the data collected in this section, this researcher was able to understand that trusting icons and influencers from Switzerland is not an issue at all.

6. Answer this question if, in the previous question, you didn't choose "Swiss". Why would you not follow a Swiss influencer?

Figure 16: The reason of not following Swiss influencers, 2021



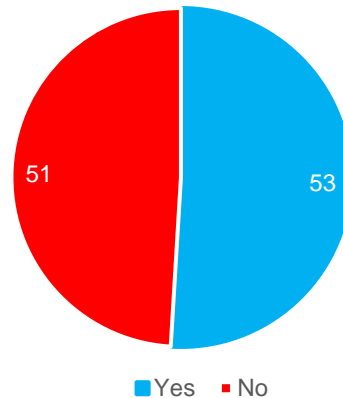
Source: Author, using Google Forms

Next question intends to find the role of influencers, if any, among Swiss residents. The participants in this research were asked if they have made any purchase after a brand is promoted by an Influencer. As shown in the figure number 17 below, from a total of one

hundred and four participants, 51% responded positively. The remaining 49% responded that influencer would not affect their purchase.

7. *Did you ever buy a product or service that an influencer has promoted?*

Figure 17: Percentage of people purchasing through influencers, 2021

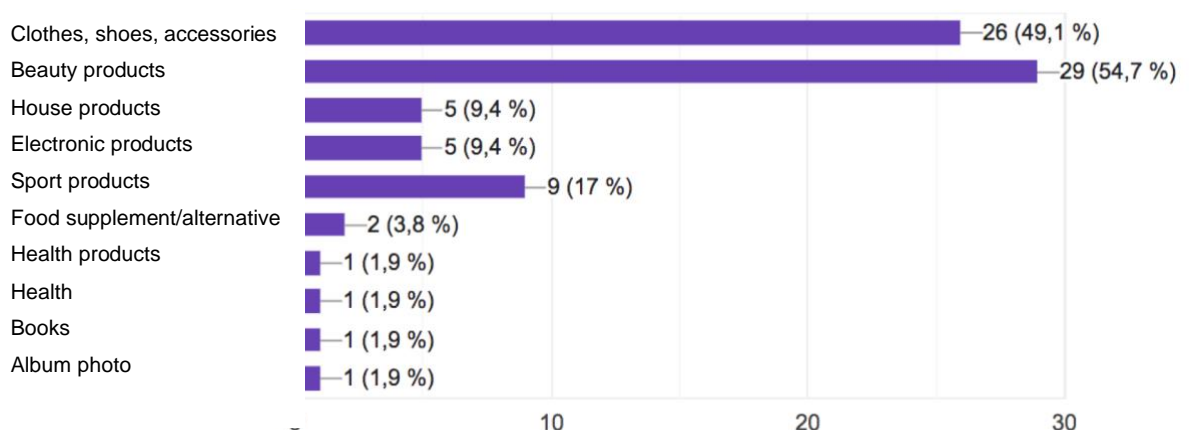


Source: Author, using Google Forms

A follow up question was then given to those 51% who use influencers to purchase. This researcher wants to know which products specifically participants bought after an influencer promoted a brand. Five items were listed to begin with clothing, shoes, accessories, beauty products, as well as home goods, products, and electronic products. Participants could also add any item not in the list. The intention here is to provide companies an idea where focus should be made when utilizing influencers to promote brands. The figure 18 down below shows that beauty products, clothes, shoes, accessories are the products that people will tend to buy through influencers. Following the above items, sports product ranks third with a significant number of people having bought due to Influencers.

8. *Answer this question if, in the previous question, you choose "Yes". What kind of product did you buy?*

Figure 18: the kinds of products purchased through influencers, 2021



Source: Author, using Google Forms

A follow up question was also given to those 49% who chose “No” in the previous question. The intention of this follow up question is to see if there are any reasons participants could mention on why they were not impacted by influencers. The responses were mostly similar, and mainly two reasons were common to most.

9. *Answer this question if, in the previous question, you choose "No". Can you tell me if there is a reason behind it?*

First, participants have difficulty trusting products or services that are promoted by an influencer. They show their fear by explaining that most of the products promoted by influencers were coming from Chinese sites such as AliExpress or Wish. AliExpress and Wish are similar giant online stores based in China. Their platforms include vendors and resellers who have large or small businesses in China. On AliExpress and Wish, people can find a wide variety of products ranging from makeup to a toilet mat or a lawn mower. Those sites are well known for their low price as well as their poor quality articles and their counterfeit production. In addition, some sellers have been dishonest towards their customers; indeed, they were asking them to pay before receiving the product and then disappearing without giving any response and taking the money (James Bruce, 2020). This is how the term Dropshipping came up. In fact, Dropshipping is a type of e-commerce solution, where the seller does not have the stocks, and the buyers receive their products directly from the supplier. Most of the time the customer is not aware of this practice. But if customers carefully look at the shipping sticker on the package when it is delivered, the address of the sender, the state where the sender is located, and the site where these items can be found are clearly marked. The seller is responsible for the website and for the customer service. This is why Dropshipping has shown remarkable growth this past year as it is both fast and easy to build a storage (Bertrand Bathelot, 2020).

The second, reason given by many is that: *“I don’t follow influencers”*. Indeed, people might think that knowing or following an influencer is a common practice these days. But the finding in this study shows that this is not always the case, and especially not so in Switzerland. Compared to the influencers in other countries like in France, the influencers in Switzerland are not so popular. It will be shown in the later part of this analysis why Swiss influencers have difficulty in finding a space in the influencers world. (Appendix 2: Survey answers)

4.2 Interviews

Although it was a difficult task to get several volunteering influencers, this researcher has managed to have the following three which agreed to participate in these research: four influencers, two companies which work with influencers, and two others who work in the digital marketing sector.

4.2.1 Influencers

The influencers had eight questions to answer either by phone or by email. All of them preferred to participate by email, and the questions were related in a way to understand their life as an influencer. (see Appendix 3: Interviews questions)

Indeed, the first question was about their thoughts about influence marketing in Switzerland.

1. What do you think of influence marketing in Switzerland?

The answers were quite similar to each other that all mentioned that influence marketing in Switzerland is underestimated and has not developed enough. Nonetheless, all indicate that there is potential, and it is changing over time. In addition, one of them mentioned that Swiss people are more fearful or less trusting that they take a longer time before deciding to purchase.

The next two questions are related to the social media the influencers most commonly use, and the number of followers they have in their Instagram account. The intention here is to have accurate information so as to evaluate if the customers/participants in the previous survey and these influencers commonly visit similar social media.

2. Which platforms do you use to promote or to share content?

3. How many followers do you have?

They all said that their main social media is Instagram even though they use Facebook and TikTok sometimes. As shown in figure number 19 at the end of this section, their average followers one has is about 2,500. This indicates that the influencers participating in this study belong to different categories based on the number of followers they reported. The ones with fewer followers belong to nano-influencers. Whereas those with around 22,000 followers belong to micro-influencers.

The fourth question intends to see how each Influencer defines the term Influencer.

4. What is an influencer for you?

Most participants expressed and used words like *“inspiring”, “affect”, “impact”, “share”*. Some also reported that influencer means one who convinces people to purchase a product or service. The answer of each influencer is very relevant and it leads to the following question, which is more specific, and personal.

5. Do you consider yourself an influencer?

Surprisingly, none of them consider themselves as influencers. All agree that influencers are professionals who devote their time fully in the profession. The participants in this study reported that influencer is not their full-time job. Each reported that they see themselves as someone who shares tips, their vision, and their lifestyle. Having this information from the participants, the researcher finds it very important to ask the following question.

6. Do you see a future career as an influencer in Switzerland?

They have responded to this question in almost the same way. They all think that it is hard to gain notoriety in Switzerland, even worse to be an influencer. The cost of living in Switzerland plays a huge factor that it has made it almost impossible to live as an independent influencer with a position a nano-influencer or micro-influencer position. It is equally difficult for companies to use influencers as they have to compensate influencers with either money or other gifts of equivalent value. But if one is working as a nano-influencer, does one get paid? This is the question that needs an answer, and it is put in the following form.

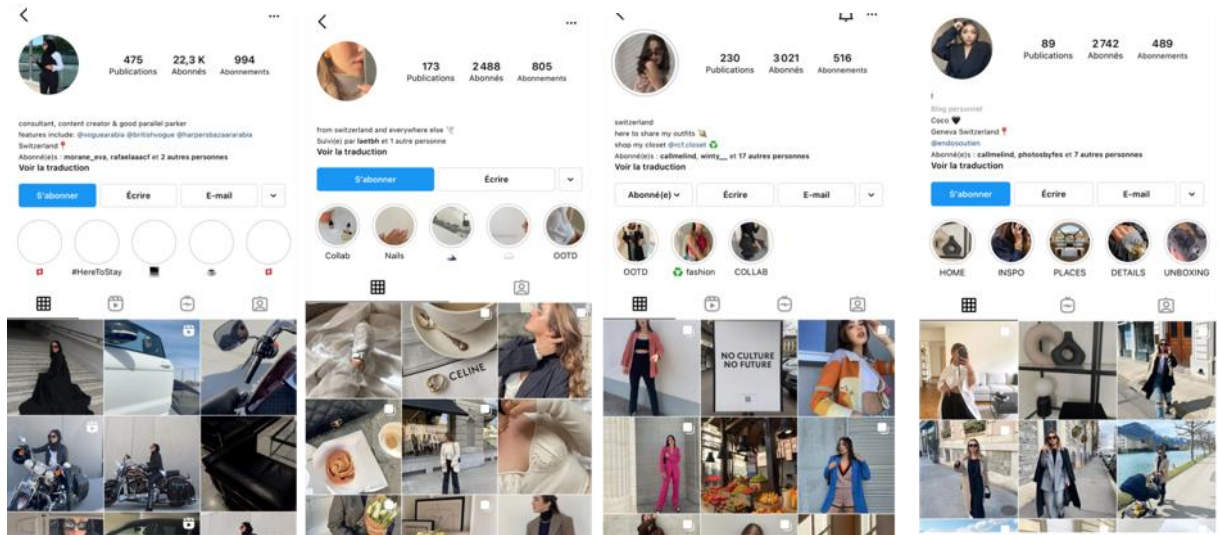
7. If it's not confidential, do you get paid to promote? Can you live from the earnings you get?

Most of the time, they are compensated with free products, or gifts. For example, one of them, said that sometimes she gets paid but majority of the time she receives products she promotes for free.

8. What kinds of products do you promote?

The participants answered this question in an almost similar way. The products they promote include beauty products, clothes, accessories, and glasses. The response here is very relevant and shows that it coincides with the findings from the previous survey. (see Appendix 4: Interviews answers)

Figure 19: Swiss influencers interviewee's Instagram account, 2021



Source: Instagram (Voluntarily anonymized accounts)

4.2.2 Companies / Agency

Regarding the interviews from companies, it has been difficult to have answers from them, as they are all busy. NA-KD, Tally-Weijl, Fitvia, Hello Body have all been contacted several times. They either don't answer the phone, or they don't have time. However, two companies and two agencies have answered the questions or they gave their opinion concerning influence marketing. In addition, a worker from a digital marketing company has also agreed to participate although he was not directly related to influence marketing.

Respondent A - Lush

This is an English cosmetics company. It has a little over 800 stores worldwide. A employee with a great knowledge in their marketing section agreed to answer some questions related to influence marketing. Several Swiss influencers have promoted this brand, and that is why the company has been contacted to answer questions. The response from this company will help in the development of this thesis. The interviewee agreed to answer the nine questions by email.

1. *How long have you been hiring influencers?*

This marketing manager reports that the cosmetics brand has been working with influencers for a very long time. Their parent company is in the UK, so they are often ahead in terms of marketing methods unlike a Swiss brand. They had organized their first event for influencers in 2012. At that time, there were only very few influencers who were interested in this business.

2. Is this the only promotional medium you use? If no. What other means of promotion do you use?

The marketing manager says that the Lush brand does not engage in paid advertising. Therefore, it does not spend money on advertising. They take advantage of their self-promotion which they do in the form of word-of-mouth in their stores. They also use newsletters and are actively present on social media.

3. Have you seen any difference since you started using influencer marketing, in terms of revenue?

According to her, influence marketing certainly has a positive impact on sales. She also claims that the brand had more sales after promoting a product with the help of an influencer. However, the brand cannot give specific numbers on the impact that influencers have had.

4. Do you have any numbers that show that your revenue has increased since you have influencers, or figures that show that influencer marketing is effective? If so. Is it possible to have access to these figures?

As mentioned in question three, she is not willing to share company financial matters with this researcher, but she states that the collaborations that Lush does can affect more countries in the same way as in the Influencer's location country. That means that an influencer from the United Kingdom can certainly equally influence people in Switzerland. That's why it's hard to say if Swiss influencers have much impact on Lush, as they don't know if the buyer was influenced by a Swiss or foreign influencer.

5. Is Influence Marketing today as effective as other means of promotion such as billboards or TV advertising in Switzerland?

She says that influence marketing is part of the whole package and in the case of Lush, this method fits perfectly with the advertising options they need. However, as mentioned above, they don't do paid advertising like billboards or TV spots, so she can't judge the effectiveness of a method without having the opportunity to try it. She also says that the advertising used will depend on the sector of activity of the company.

6. How do you choose influencers? What are the criteria?

For the company it is important that the person promoting their brand should, first of all, have a strong connection with, and give the same value to the brand. It is crucial that an influencer both likes and uses the products he/she is promoting. The company also

requires that the influencer exudes and shares the brand's values. Regarding the Swiss Lush, it only works with influencers who reside in Switzerland.

7. How much do you pay an influencer to promote your brand? indiscreet, perhaps you can give a range)

As mentioned above, Lush does not do paid-advertising. So influencers are not paid, and they are clearly informed of this practice in advance. Influencers have the choice to accept voluntary work. However, they invite their influencers to events and they have the opportunity to test their products.

8. Do you see a future with influencers in Switzerland? Why do you think so?

For her, it depends on the benefit, the company wants to gain from influence marketing. She explains that in Switzerland, there are very few influencers, especially big influencers. However, this company does not depend on the size of influencers. Micro-influencers and super-fans play equally relevant roles in the marketing. Very satisfied customers play a role as well in promoting brands by sharing with friends and relatives.

9. Why do you think an influencer in Switzerland does not have as much notoriety as a French influencer, such as Caroline Receveur?

The respondent thinks that this is due to the mentality of the Swiss people, and because of the many languages spoken in Switzerland. She also cites that a person who lives in French-speaking part of Switzerland can follow influencers in France. (see Appendix 5)

Respondent B - Pomodoro

This is a Swiss based company which agreed to answer a few questions on influence marketing in Switzerland. The brand is called Pomodoro, it's a recent Geneva-based ready-to-wear brand that was created in September 2020. The interview took place over the phone. There were nine questions prepared in advance. The brand was chosen because several Swiss influencers promoted their products.

1. How long have you been hiring influencers?

The company was established in September 2020, shortly after they started to hire influencers to promote their brand.

2. Is this the only means of promotion you use? What other means of promotion do you use?

Influence marketing is not the only means of promotion that the brand uses. On the contrary, it is their last resort. According to him, influence marketing simply helps to give credibility to the brand but in no way that it increases sales. For this company, employing influencers is not enough by itself to promote a brand. He reports that he does a lot of self-promotion, by posting ads directly on his personal account. In addition, the brand's Instagram account regularly posts content to stimulate its customers.

3. Have you seen the difference since you started using influence marketing, in terms of revenue?

The respondent affirms that influence marketing has allowed the brand to increase its visibility and awareness. However, the sales have not changed since the brand hired influencers.

4. How do you pay your influencers?

The founder remunerates his influencers with the products that the influencers promote. He thinks it's tacky to offer a coupon code to the influencer's audience, as almost all brands already do this and, in his opinion, it doesn't give the company a good image.

5. Do you have any figures that show that your revenue has increased since you have influencers, or figures that show that influencer marketing is effective? If so, is it possible to have access to these figures?

As explained in question three, he does not think that it is thanks to influencers that his sales are increasing.

6. Is influence marketing today as effective as other means of promotion such as billboards or TV advertising in Switzerland?

For him, poster advertising, or billboards work better. In other words, traditional marketing is more effective than digital marketing.

7. How do you choose influencers? What are the criteria?

It is important for him that the person in question has a strong taste in fashion. He also inspects the person's Instagram, knowing that he only works on Instagram but has a Facebook account because it was mandatory. He looks at the content the influencer posts, the audience and the Instagram's feed¹⁰.

¹⁰ It is the sequence of the users posted images

8. Do you see a future with influencers in Switzerland? Why do you think so?

He thinks there is an opportunity for influencers. He reports that gradually many countries are recognizing its relevance, and in Switzerland this marketing strategy is showing progress. On the other hand, he thinks that the influencers in Switzerland are not professional enough, especially when it comes to answering messages. He has had several cases with Swiss micro-influencers who respond, every month, not in a professional manner.

9. Why do you think an influencer in Switzerland doesn't have as much notoriety as a French influencer, such as Caroline Receveur?

He finds that the Swiss population has an ego problem, in fact he thinks that people have a culture that prevents them from saying that something and/or someone is good. He feels that people don't dare to say that they like something that a Swiss person does. He gives an example that happened to him. He was an influencer at some stage and he used to post a lot of content. He did his research and noticed that 90% of the people who followed him or reacted to his content were not Swiss. They were mostly from either France or Belgium. Moreover, the rest of the world neglects the creativity of Swiss personalities. According to him foreigners see Switzerland as a country with only Banks. This is not the case, and more work needs to be made to introduce to the rest of the world all the talents and potentials that remain hidden in Switzerland. (see Appendix 6)

Respondent C – Farner

The Farner is another agency which volunteered to participate in this study. This Agency supports companies for several subjects, such as public relations, public affairs, corporate communications, financial communications, reputation management, commodity marketing, and internal communications. The agency reports that it does not have an influence marketing specialist and couldn't answer the questions. Nonetheless, the agency shared its opinion on why influence marketing in Switzerland is not showing progress. The agency mentioned that the Swiss market is divided along linguistic lines. Swiss-German for example will mostly follow German trends, in the same way for Swiss French who will follow French trends. This is why influencers from France or Germany will have more notoriety and followers, as their audience will be larger. Consequently, Swiss companies don't use influence marketing as their main tool but more as support. (see Appendix 7)

Respondent D - Debout sur la table

Another company that has agreed to participate in this study is Debout sur la table. Debout Sur la table is a Swiss agency that has a strategic approach to work with the global brands' digital and physical ecosystem. Indeed, they work with Swiss influencers to promote brands with whom they have a partnership. In order to make the interview easier and convenient, the respondent was able to choose the way she wanted to answer the questions, she preferred to have an email exchange, thus she had seven questions to fill in.

1. Since when do you hire influencers?

Her response was: since 2013. It has been about eight years that she has been working with influencers.

2. Is this the only means of promotion you use? If not, what other means of promotion do you use?

The answer was negative, indeed the company uses social media campaigns, google ads, and press. Moreover, she doesn't recommend having influence marketing as a sole means of communication.

3. Have you seen any difference since you started using influencer marketing, in terms of revenue? Do you have any numbers that show that your revenue has increased since you've had influencers, or numbers that show that influencer marketing is effective?

Obviously obtaining accurate figures was not expected. However, the interviewee was able to give an answer with the example of Clinique Matignon - medical clinic dedicated to non-invasive aesthetic medicine. Therefore, thanks to influence marketing, the clinic has had an increase in customers for a few years. According to her, without making an e-shop it would have been complicated to track the effectiveness of an influencer. Indeed, when an influencer promotes a product or service, he/she usually gets a discount code that could be offered to his/her followers. This helps to track where exactly the client has discovered the brand, and to control the marketing strategy (Trust Beauty, 2020).

4. How do you choose the influencers? What are the criteria?

First of all, their community should correspond to the target of the brand, secondly, they are chosen based on how they behave online. The company then will look at their statistics as well as the quality of the content and the cleanliness of their audience. Lastly, the agency will examine the personality and credibility of the influencers. Apart from that,

and most of the time the feelings of the person in charge of hiring influencers can also have an impact.

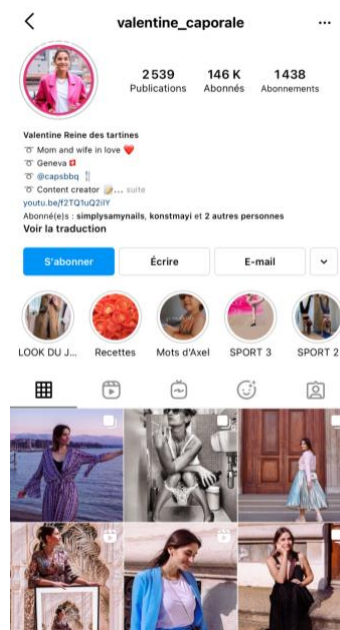
5. Do you see a future with influencers in Switzerland? Why do you think so?

Regarding question five, she had to give her opinion regarding the career of Swiss influencers. She said that the demand is currently constant, and the importance of the influence marketing market is growing.

6. Do you think that a Swiss influencer can live, financially speaking, by being only an influencer?

According to her, it is for sure possible, although she knows that it's not for the majority of them. Moreover, she could mention one influencer: Valentine Caporale who is a full-time influencer. This person spends a hundred percent of her time, and has also hired an assistant. As shown below the figure number 20, she is followed by almost 150,000 people. She belongs to mid-tier influencers which are between micro-influencers and macro-influencers.

Figure 20: Valentine Caporale Instagram account



Source: CAPORALE, Valentin, 2012. @valentine_caporale. *Instagram account [online]*. Updated 24 May 2021. [Viewed 15 April 2021]. Available from: https://www.instagram.com/valentine_caporale/?hl=fr

7. Why do you think an influencer in Switzerland does not have as much notoriety as a French influencer, such as Caroline Receveur?

She responded that due to the population in Switzerland, there is more opportunity for micro-influencers rather than for macro-influencer or even mega-influencers. She also

mentioned that an influencer that reaches more than 50,000 followers certainly has followers from the French-speaking community in other countries and not only from Switzerland. Regarding Caroline Receveur, she specified that before becoming a web content creator she used to be a French TV show personality. (see Appendix 8)

Respondent E - Swibeco

The last interviewee is a worker at Swibeco. This is a company that develops and offers a web-based business system managing employer benefits for Swiss companies. He is not directly related to influence marketing. Yet, since he works in the digital marketing sector, it was an opportunity to have a global opinion on influence marketing from this person. He made a brief introduction of his company before the actual interview began. This person was asked three questions.

1. Why doesn't influence marketing develop in Switzerland as much as in other countries?"

The main reason he thinks is the multilingualism nature of Switzerland. He stated that Switzerland is divided into four distinct territories with the two biggest being German, and French. Yet, those regions are so small in comparison with other countries like France or Germany. He thinks that this is one of the main reasons why influencers in Switzerland cannot compete and are having their opportunity crushed by the influencers in Germany and in France. He also added that influencers in the French part of Switzerland have no weight in front of influencers in France. Furthermore, today, when people talk about influencers from any domains, such as fashion or gaming, people know the most famous ones who come from France or the United States. But only few people know the influencers from Switzerland. Lastly, he mentioned that there are many foreign influencers in Switzerland and everyone is more comfortable to work in their own corner following their own culture, language, and speciality. Hence growing in diversity, space or coverage becomes limited.

2. Do you think that a Swiss influencer can have a professional future by being an influencer 100% of the time?

He stated that only few influencers are making a life from this profession. In addition, according to him, Swiss influencers think they will never be able to compete with influencers coming from Germany, France, or the United States. Non-Swiss influencers are more visible and can reach millions of followers, and they get paid accordingly. In other words, Influencers from Switzerland find it difficult to compete with those foreign origin influencers mainly due to the number of followers they can make from the Swiss

community that speaks the language of the influencer. The respondent could not hide during the interview the fact that Swiss people would be more comfortable to follow other Non-Swiss influencers. This, he suggests, is one of the discouraging factors for Swiss influencers not to be taken seriously in this profession.

3. Why can't a Swiss influencer influence a French community?

He stated that, although very few, there are Swiss influencers that influence other communities from other countries like French. However, he made a very powerful comparison that Swiss followers accept influencers from France more easily than a follower from France would accept a Swiss influencer. (see Appendix 9)

5. Analysis

5.1 Important findings

From 2017 up until now, social media usage has jumped by 32.2%, according to Statista, the number of social media users counts around 3.78 billion in 2021. The numbers forecast will continue to rise until 2025 (OBERLO, 2021). Moreover, with the COVID-19 crisis, people are more than ever using social media, for the purpose of work, school and relationships. More people started to buy all basic needs online. Restaurants were closed for indoor dining and therefore customers were ordering food online (Suzin Wold, 2020). Social media is an effective tool for small businesses who want to run their business. Businesses who use social media to sell their products have many benefits such as gaining traffic, interacting with customers, increasing sales, saving on advertisements and much more (Harsh Agrawal, 2019).

Thus, digital Media has become the best marketing strategy of the century. As a result, companies in the world are investing heavily in digital marketing instead of print marketing. It is easier to set up, and cheaper. It has made tracking, and measuring results easier (Simplilearn, 2021). Although print marketing has worked a lot for many years, today it has become less effective and its space in the market industry is being taken over by digital marketing. There are a lot of different types of digital marketing that companies use, such as Search Engine Marketing, Search Engine Optimisation, Pay-per-click, Social Media Marketing, Content Marketing, Email Marketing and our focus which is influence marketing (Revive Digital).

As stated earlier in this study, influence marketing is a tool that companies use to promote their products or services. It is based on two or three parties: the company, the potential agency, and an influencer. A company has the choice to contact an influencer directly who can prompt its brand. In addition, a company has the option to hire an agency who takes the responsibility to find an influencer that meets the company's requirement. And that will depend on the company whether they want macro or micro-influencers to promote their brand on social media. Most of them are paid in monetary, but a company and an Influencer can agree on other compensation. Sometimes the influencer gets a free product, or a discount for their service. Unlike in a Print Marketing, influence marketing is a short-term campaign that often influencers post sponsored products and/or services in their story for about 24 hours. It has been proven by Mediakix, that influence marketing is an effective strategy for companies (Mediakix, 2019).

Influence marketing has its down side. Despite the fact that results obtained from promoting products or service by an influencer is significant, influencers and companies

use it sometimes for their self-interest. When a company chooses an influencer to promote a brand, the company should hire someone who can reflect their brand. For example, Thibault Garcia, a famous French TV show figure, promotes menstrual panties. As in this case, using a male influencer to promote female hygienic products will not be an effective strategy. Earlier in this study it was noted strongly that an influencer who is most likely to use the same brand for him/herself is most likely to get more followers. Otherwise, it will send the wrong message to potential followers that could hurt the brand for its negligence. Another perfect example that could be mentioned here regarding the behaviour of influencers is Maeva Ghenam: who is also a famous French TV show figure. This personality was once asked to promote a slimming face mask. When she showed it to her followers how to use the face mask, she was lynched by them because she had misplaced the mask. This situation affected the reputation of the brand and it has made the influencer less credible (Saousan Daji, 2020).

In Switzerland, social media is used by a lot of people, 81.8% of The Swiss people connect daily through social media. However, it is not the case with the use of digital marketing, precisely influence marketing. Influence marketing in Switzerland isn't used as much as other countries such as France, Germany, or the United States. Influencers in Switzerland are mainly nano-influencers, influencers with up to 10,000 followers. It is not easy to become an influencer in Switzerland for several reasons, the first being multilingualism. Having more than one language in the country creates barriers to influencers who want to expand in the entire country. In the French part of Switzerland, people will follow influencers that speak French and not German, it means that an influencer in the French Switzerland part will only attract French speakers. The other part of Switzerland will be in turn attracted by an influencer that speaks their languages (Victoria Marchand, 2019).

In the research proposal some questions have been set out in order to know if Swiss companies should or shouldn't use influence marketing as a promotional tool. The questions were separated into two sections, the first being General research questions about influence marketing and the second Specific research questions about influence marketing in Switzerland. Each question below will be answered through primary data and secondary data.

General research questions about influence marketing:

1. How did social media go from a simple daily sharing application for friends, colleagues, and families to a real job for some?
2. What are the main differences between traditional and digital marketing?
3. How influence marketing became a way to monetize a company's notoriety?

4. How influence marketing has impacted and is impacting the visibility and notoriety of companies around the world?
5. What kind of companies and/or industries are using this method to promote their products?

Specific research questions about influence marketing in Switzerland:

1. How do companies manage their marketing through social media in Switzerland?
2. How many people follow Swiss influencers? Why is Switzerland not using influence marketing as other countries?
3. Is influence marketing growing in Switzerland?
4. What is the Return on investment of companies and influencers?

5.2 Social media: a simple daily sharing digital tool for friends, colleagues, and families to a real job for some

Influence marketing is not new and has always existed in the world. Indeed, influence marketing started a long time ago with the Queen of England and the Pope. They were influencing the nation to use medicine for their health. However, people were still finding it hard to believe (Stéphane Torregrosa). This was an example of how important figures were influencing people to buy products or to behave in a certain way. Influence Marketing in today's world appears to be quite similar. The difference lies in the level of notoriety, the impact made, and the means used. In fact, before the boom of influence marketing companies such as Nespresso were searching for mega-influencers to promote their brand. In addition, the advertisements were mainly shown on television (Aude Trémedet). Nespresso, for example, has chosen George Clooney to promote the brand. George Clooney is part of the A-list where the most famous people are placed in order of their fame (Anjelica Oswald, and Olivia Singh, 2019). However, the influence marketing of today is much more accessible for everyone. As explained in the literature review, there are different types of influencers regarding their notoriety. A simple influencer with fewer than 10,000 followers is also considered as a full-blown influencer. Unlike ten years ago, an influencer does not need to have one million followers to work as an influencer. People will follow an influencer not only for the content but also for their notoriety. In addition, being an influencer takes much time as it requires a longer time to create content, to edit it, and to post it at a specific time. Moreover, they are expected to create strong relationships and contact with their partners and with their followers to mention few. Depending on which category an influencer belongs to, an influencer often maintains a second job in order to manage their monthly expenses well (author's interview, 2021).

5.3 Differences between traditional and digital marketing

It is important to understand the differences between traditional and digital marketing in order to draw a conclusion about the effectiveness of these methods. To begin with, traditional marketing is an old technique of promoting and advertising a brand through flyers, billboards, TV ads, radio ads, print ads, and newspapers. Unlike digital marketing which is a modern marketing method. It consists of promoting and selling a brand's products and/or services using various tools such as social media. Traditional marketing has been used since the dawn of time, people are already used to receiving them and to see them on the streets. A brand that has a target audience will also be able to go directly to them by using traditional marketing, knowing their habits. However, specialists said that it is easier to track the results of the advertising campaign that is done with the help of digital marketing tools, it is impossible for a company to track traditional advertising. Moreover, digital marketing allows brands to make adjustments even after the advertisement is published, which is not possible with traditional marketing. Indeed, from the moment the traditional ad has been published the brand cannot change anything. Secondly, a traditional advert will only reach locally, which is not the case with digital marketing, which can reach the whole world (Surbhi S, 2021).

More important aspect is that traditional marketing is not as profitable as digital marketing. Thanks to Influencer Marketing Hub, it is now possible to calculate the value of an influencer by position. For example, Alison Liaudat, a Swiss influencer with 33,000 followers, receives between \$165.75 and \$276.25 per post on Instagram (Marketing Hub, 2020). Knowing that an Instagram post has no deletion time, the post will remain active as long as the influencer wishes. Then, according to the website of the Swiss Confederation, it is advisable to invest about 20 Francs per day on social media in order to obtain concrete results while the price of a billboard amounts to 2,000 Swiss Francs per week, which is very high compared to a Swiss influencer promotion. In addition, an appearance on the 24 heures¹¹ newspaper costs 23,500 Swiss Franc, if brands decide to have a whole page dedicated to them. Another example is the Swiss newspaper 20 minutes¹². If a company decides to have a full-page ad in colour print, it will cost the company 68,500 Francs. (Association des sociétés suisses de publicité (ASSP) et entreprises citées, 2020). These above examples show that there is a real price difference between the two methods. That is why a digital marketing method is more cost-effective, and highly recommended.

¹¹ It is the main daily paying newspaper in the canton of Vaud in Switzerland

¹² It is a daily general information newspaper distributed free of charge in Switzerland

5.4 Influence Marketing: A way to monetize a company's notoriety

As seen before, an influencer is someone who will be able to influence someone in daily life. Today, most of the time influencers promote a brand, not to have fun or just share with their followers. Influencers are actually there to promote the brand for their benefit as well the return they get from the brand, either in money or in products and/or services. When an influencer promotes a product and/or service to its followers, he/she will generally give a promotional code or free gifts. When a follower wants to use this promotional code, he/she will need to enter the promotional code in the website to have the discount. The promotional code usually contains the name of the influencer which allows companies to know where the sales are coming from, and to track the influencer's contribution on the sales (Trust Beauty, 2020). Moreover, according to an analytical company called Annalect, social media influencers are an effective way to connect a brand with its audience. It indicates that people trust influencers to the same level as they trust a friend or family member (Eric Burgess, 2018). Thanks to the notoriety of the influencer, the brand will have more visibility and it will increase their notoriety in return.

The evolution of technology is changing our lives in several aspects. The first being that everything is changing in the digital world. In fact, it has brought a huge change to the culture of shopping, working, studying, looking for an apartment or a job, booking holidays and much more. All humanly possible activities have been happening easily online from the comfort of a home, office or other public places like parks. This is why companies are more encouraged to take immediate measures to participate in the digital media. Over five billion people are now believed to be using the internet. This is a huge opportunity for companies as they could reach as many people as they can (Internet World Stats, 2020). By using online marketing, companies are able to get closer to their audience. Indeed, with traditional advertising, the communication is restrained. Online presence can let potential customers ask questions or to give feedback that by itself can help companies to adapt their products and/or services according to the needs of their audience. Moreover, a company that takes part in an online transaction activity increases its business's visibility as people are free to browse any website, social media whenever they want. By letting people access the company website or social media will allow people to be more familiar with the business. When a person becomes familiar with a brand, there is a chance this person could either purchase the product or at the minimum, to share it with friends and family (WebFX, n.d.).

5.5 Influence Marketing: The impact on the visibility and notoriety of companies around the world

It has been said already that influence marketing should help companies to gain engagement and visibility. Companies have understood very well the distinction among all categories of influencer in a sense that companies now know that they would benefit more by working with micro-influencers than they would with either mega or macro-influencers. The key point in this strategy is that a micro-influencer has seven times engagement per follower than a bigger influencer. Influence marketing has served several companies to promote and to increase sales (Kristen Baker, 2021).

Daniel Wellington is a good example who has success in influence marketing success. This company decided to invest in influencers to promote its brand with a resource of around 30,000 USD. The investor contracted with micro-influencers instead of macro-influencers. The company knows that although macro influencers bring about the same return, they usually require much money than smaller influencers. In addition, Daniel Wellington was offering these micro-influencers with a little more than a free watch in exchange for a service in promotion than an influencer would otherwise make with other investors. Moreover, Daniel Wellington gave their influencers the opportunity to offer a reduction code of 15% to their customers. The saving codes would display the name of the influencer and thus this watch company would make more sales and at the same time would be able to monitor the activity of the influencers. The company reported that it could have reached the same number of people with traditional advertising. But this traditional advertising would cost the company much more. This strategy used by this watch company brings a conclusion that influence marketing has helped the company to evolve and to gain in notoriety. Influence marketing is, for them, the most effective growth strategy (Megaphone, n.d).

Another story of success to influence marketing comes from the brand Hismile. This company did not have a lot of resources at the beginning of their launching. Hismile is a brand of teeth whitening item that the company claims to be easy to use, very convenient for anyone, and affordable. This company was targeting young and wealthy people. To do that, the company had to think of which approach to use in order to attract these classes of customers. That is when the idea of influence marketing was brought to the attention of the company. The founders invested almost all of their advertising budget on micro-influencers. It is important to mention that this company made a similar choice like the watch company. And this strategy has brought Hismile the same success. Although this company was giving his influencers teeth whitening kits in return, they have been able to reach a lot of potential customers. Once these companies made huge success

in their first endeavour, they can have higher resources and have the opportunity to hire bigger influencers, such as Kylie Jenner or Conor McGregor to reach a wider audience (Megaphone, n.d).

5.6 Industries and/or companies using influence marketing

The six industries that are most engaged in influence marketing are beauty and skincare, cleaning products, food and beverage, health and fitness, fashion, and lastly in travel and lifestyle. This adds to the two success stories mentioned above that these days it is obvious that almost everyone is contracting with influencers to promote its brand (Charmaine Deogracias, 2019). A study has been made and results show that only in the beauty, skincare, and fashion industry, almost 60 percent of their brands are promoted through influence marketing. This study concluded that 54.7% of people had already bought Beauty Products, and 49.1% bought clothing, shoes, and accessories through influence marketing (Pratik Dholakiya).

5.7 The management of companies marketing through social media in Switzerland

In order to discuss how companies, manage their marketing in social media, it was necessary to identify four Swiss companies or companies that have subsidiaries in Switzerland. Through the analysis of these four companies, a concluding and reliable remark could be made. The intention of this is to see if this researcher could make recommendations that other companies could take.

5.7.1 Lush

This is a British cosmetics retailer that has many branches in Switzerland. The company produces and sells all kinds of beauty and care products. More specifically, 85% of its products are Vegan (Wikipedia, 2021). Regarding their marketing, they use digital marketing, such as influence marketing, newsletters, and social media posts. They have a large presence on social media, particularly on Instagram. They also have a presence on YouTube, on Twitter, Facebook, and Pinterest. Their goal is to make their clients comfortable and welcome to ask questions about the product. They are also open to criticism, indeed they let their clients give feedback regarding the brand and they take comments and feedback very seriously. For instance, in the French-speaking part of Swiss, they have about 5,000 followers on Instagram. Whereas in the German-speaking region, there are around 9,000 followers. The biggest followers of this company are in the UK with 660,000 followers (Instagram, 2021).

By looking at other countries' accounts, it is easy to see that there is a huge difference with the account the company has in Switzerland. For example, the Lush in France has about 360,000 followers. In Italy, this company has about 145,000, and in Spain it has around 170,000 (Instagram, 2021). By looking at the number of followers that each Lush account has, it is quite surprising that the Swiss branch has very few followers. However, it is important not to forget that the population of Switzerland is almost fifteen times smaller than the other countries mentioned. In order to have concrete and relevant facts, the percentage of people following the Lush account has been calculated, in the table number one below, according to the number of the population of each country. Switzerland is still weaker than the other countries, but thanks to the percentage given in the last column, it shows less difference in percentage than when looking at the number of followers.

Table 1: Percentage on the country population following Lush Instagram account, 2021

Country name	Country population	Number of followers on Instagram	Percentage on the country population
Switzerland	8'754'540	13'661	0.15 %
UK	68'266'352	658'000	0.96 %
France	65'586'404	360'000	0.55 %
Italy	60'561'949	145'000	0.24 %
Spain	46'619'259	170'000	0.36 %

Source: Statistiques en temps réel. Horloge de la population pour tous les pays, 2021. [online]. [Accessed 25 March 2021]. Available from: <https://countrymeters.info/fr>

Moreover, the company uses some influencers to promote its brand. For example, Meri Gretillat (Instagram, 2021) bought several products multiple times. The figure 21 below is obtained from her Instagram's story that she shares. Meri Gretillat is a Swiss based nano-influencer with around 2,500 followers. She shares her lifestyle by showing outfit, nail ideas, as well as Swiss location. FYNX (Instagram, 2021) is another Swiss influencer, who has already been promoting the brand as shown in the image 22 below. As mentioned during the interview with Lush, influencers are not remunerated but they volunteer to participate in the promotion of the free products.

Figure 21: Meri Gretillat Instagram post



Source: GRETILLAT, Meri, 2017. @merigretillat. *Instagram account* [online]. Updated 10 May 2021. [Viewed 15 April 2021]. Available from: <https://www.instagram.com/merigretillat/?hl=fr>

Figure 22: FYNX Instagram account

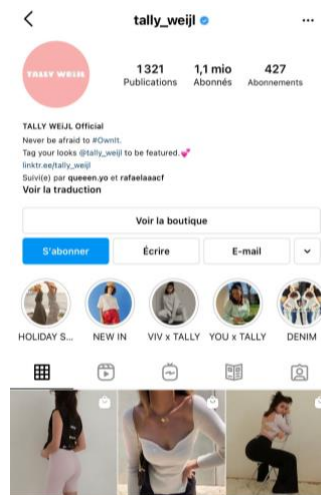


Source: FYNX, 2017. @f.ynx. *Instagram account* [online]. Updated 12 April 2021. [Viewed 15 April 2021]. Available from: <https://www.instagram.com/f.ynx/?hl=fr>

5.7.2 Tally Weijl

Here is another company selected for the purpose of this study. Tally Weijl is originally a Swiss-based company which draws, produces, and sells clothes, accessories, and shoes for young women and girls. The brand has expanded in about 39 countries in the world (Wikipedia, 2021). Their official social media accounts are Instagram, Facebook, Twitter, YouTube, and LinkedIn in all its branches. Of all these social media, the company uses Instagram and Facebook the most by posting everyday content regarding new products, or discounts. The company shows less activity and participation in the other three social media (Twitter, YouTube, and LinkedIn). As a result, the company has far too many followers in both Instagram and Facebook as shown in the two figures 23 and 24 below.

Figure 23: Tally Weijl's Instagram account



Source: TALLY WEIJL, 2011. @tally_weijl. *Instagram account* [online]. Updated 15 April 2021. [Viewed 15 April 2021]. Available from: https://www.instagram.com/tally_weijl/?hl=fr

Figure 24: Tally Weijl's Facebook account



Source: TALLY WEIJL, [no date]. @tallyweijl.official. *Facebook account* [online]. Updated 15 April 2021. [Viewed 15 April 2021]. Available from: <https://www.facebook.com/TALLYWEIJL.official/about>

Tally Weijl hires influencers to promote its brand. The company contracts influencers from around the world and this is very visible for one who follows the company on its social media. In its Instagram account, for instance, all posts are promoted by influencers only who appear wearing some of their clothes. This is a different marketing strategy compared with other brands such as Zara or H&M where these two brands use or publish in their social media pictures of their own model or personalities rather than influencers. The figure 25 below is an example of a Swiss influencer promoting Tally Weijl clothes. The influencer is known to customers as Rafaela Francisco, and she is a one of the Swiss nano-influencers with around 3,000 followers (Instagram,2021). Another influencer who promotes the brand is Valerie Hellinx: see the picture in the figure 26 below (Instagram, 2021). This person is a Belgian nano-influencer. Both of them are nano-influencers, from two different countries, who are promoting for a Swiss company.

Figure 25: Tally Weijl's influencer : Rafaela Francisco



Source: TALLY WEIJL, 2021. @tally_weijl. *Instagram account* [online]. 12 February 2021. [Viewed 15 April 2021]. Available from: <https://www.instagram.com/p/CLMrW2PHWi2/>

Figure 26: Tally Weijl's influencer : Valerie Hellinx



Source: TALLY WEIJL, 2021. @tally_weijl. *Instagram account* [online]. 22 April 2021. [Viewed 15 April 2021]. Available from: <https://www.instagram.com/p/CLMrW2PHWj2/>

5.7.3 NA-KD

The next brand to analyse is NA-KD. It is a Swedish company that specializes in fashion, and accessories around the world. The brand is recognized as a digital native, which is highly present on social media. The company constantly updates its content with new styles. The company makes continuous analysis to identify and makes an effort to meet its audience likes and needs (NA-KD, n.d). NA-KD uses Instagram as its main marketing media. However, it equally uses Facebook, LinkedIn, YouTube, and Twitter. In addition, the company values the significance of all media and updates them in at most similar manner. All of its posts in any of those accounts are updated daily.

The difference with this company is that NA-KD is not a Swiss-based company. But it has used many Swiss influencers to promote brands. For example, Jessica Bruxa is a Swiss influencer living in Geneva and has around 7,000 followers (Instagram, 2021). She is an influencer that shares her lifestyle, fashion ideas, and vacation trips. She often promotes for NA-KD, by publishing stories with clothes she receives from the company. She provides her followers a promotional code. The picture 27 below is an example of her post on Instagram for the brand.

Figure 27: Story of a NA-KD influencer



Source: BRUXA, Jessica, 2020. @Jess.caet. *Instagram account* [online].
[Viewed 15 April 2021]. Available from:
<https://www.instagram.com/stories/highlights/17874314584752883/?hl=fr>

5.7.4 Muuze

Last, but not least, is a company called Muuze - a Swiss and the United Kingdom-based accessories brand launched in December 2020. This company mainly sells sunglasses (Muuze, 2021). The brand is only present on Instagram with around 500 followers and with only five followers on Facebook. This company contracts several Swiss influencers for their marketing strategy. This company is new in the Market and as a result it has fewer number of followers. The company has been using Rafaela Francisco, Morgane Real, Karla and some others to promote its brand (Instagram, 2021). The company has also used its own models as influencers. One can easily see in the company's website pictures of their influencers that shows how an influencer could be used, either in their social media or in their website. The brand is probably saving money when it uses its own models as influencers as compared to models hired to pose for pictures for promotion in social media. Using influencers' pictures is an effective way to minimise budget that could be used for something else. The image 28 below shows its home page with pictures of their sunglasses and some influencers that have already promoted the brand. The image 19 shows the influencer Rafaela Francisco promoting the brand, the same picture posted by the influencer was reported in the website after asking for permission.

Figure 28: Muuze's cover page



Source: Muuze, 2021

Figure 29: Muuze partnership with the influencer Rafaela Francisco



Source: FRANCISCO, Rafaela, 2021. @rafaelaacf *Instagram account* [online]. 22 February 2021 [Viewed 15 April 2021]. Available from: <https://www.instagram.com/iam.rcf/?hl=fr>

In conclusion, it is now understandable that Swiss influencers are not only in high demand for Swiss brands but also for other brands around the world. As seen before, NA-KD is a good example, although it is not a Swiss-based company, its products are both popular and available in Switzerland. The reason being the company has hired Swiss influencers and has been able to get more visibility. This analysis also shows that no matter how big the brand is, an influencer with a good taste for lifestyle can make a big difference in its strategy. Moreover, companies don't necessarily need a big budget in order to engage in the influencers business. On the other hand, Lush for example doesn't offer anything in return to its influencers. The company does not spend any money on it. Yet, it manages to get Influencers who would work to promote its brand. Mostly influencers who agree to work with this company accept to promote the brand as it fits to their tastes and lifestyle. Normally, an authentic and honest influencer will not promote a brand that he/she doesn't like. The people who follow these types of influencers are mostly people who like the content of the person and are looking for new ideas whether it is clothing, travel, or food. This is why many brands around the world are looking at influence marketing as a marketing strategy to raise awareness of their brand and to increase sales.

5.8 How many people follow Swiss influencers? Why is Switzerland not using Influence Marketing as other countries?

Thanks to the result of the survey made in the result section, it is now possible to know approximately how many people follow influencers on social media. Out of 104 people used on the survey, 46.2% (48 people) reported they use social media to follow idols or influencers. This figure is very encouraging. Yet when it comes to a specific country, only nine people have said that they follow Swiss idols or influencers. This represents only 18.8% of the 48 people who have reported above. This number is very low and worrying. Surprisingly enough, all these participants commented in a very much the same way that Swiss influencers are not known.

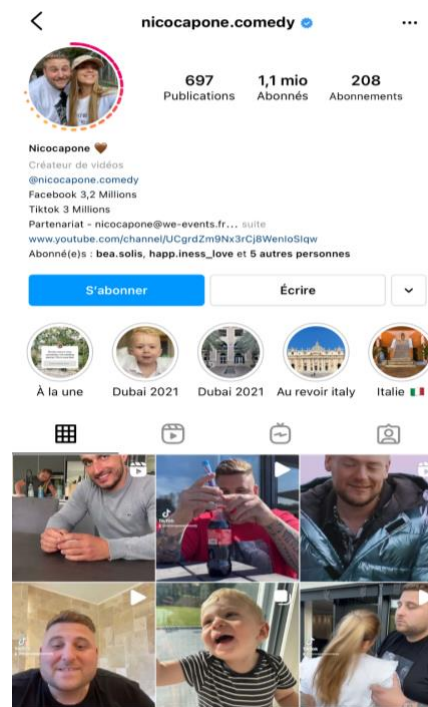
What is the reason behind it? One reason could be the multilingual nature of the country. As mentioned in the study the more diverse, the language of the country is the less an influencer in only one specific language works. In Switzerland, for example, this research has found out that the language diversity has impacted the influencers business so much. This country has four languages: German, French, Italian, and Romanche. As bilingualism is not a common occurrence in Swiss, it has become a barrier for a monolingual influencer to find followers from the other languages spoken in Swiss. This means, a Swiss-French influencer, will probably interact with followers in French (Victoria Marchand, 2019).

In addition, during the interviews, one influencer mentioned that Swiss people take precautions in trusting people. Although it seems a very insignificant number, any influencer who works with customers/followers need to put into consideration that the term Trust plays a very important role in this type of marketing strategy. The more the followers trust the influencer, the more likely followers would buy a brand this Influencer promotes.

Another reason that has impacted the growth of influencers negatively in Switzerland, this study finds out, is the total population. Switzerland is a small country with a total population of around eight million inhabitants. France, for example, has around 65 million inhabitants, which is around eight times bigger than Switzerland (countrymeters, 2021). Thus, an influencer who works with Swiss followers will not have the same number of followers as compared to an influencer in France. On the other hand, the survey has also shown that many participants in the study follow French influencers. The two questions are then, why are Swiss-French influencers not followed by people in France? Why Swiss-German influencers are not followed by people from Germany?

This study has already mentioned some of the reasons found from the interview. For instance, the famous Swiss family living in Lausanne: Nicolas Capone (Instagram, 2021), and Daniela Pinto (Instagram, 2021) could be mentioned here as examples to illustrate the idea more. This family used to share only funny video contents previously. Recently, however, they have started to participate in the influencers profession with a famous French agency. They are examples of Swiss influencers who are able to reach the French population.

Figure 30: Nicocapone's Instagram account



Source: NICOCAPONE, 2021. @nicocapone.comedy. *Instagram account* [online]. Updated 25 February 2021 [Viewed 25 February 2021]. Available from: <https://www.instagram.com/nicocapone.comedy/?hl=fr>

Finally, this study has found the reason why influence marketing in Switzerland is not as widely used as in other countries. For instance, there appears that many popular influencers working in France today come from the TV show programs. That means they already have popularity in the TV world. One great example here is Jessica Thivenin who is a candidate of a famous French TV show *Les Marseillais* (Instagram, @jessicathivenin, 2021). She is one of the most followed French personalities on Instagram with around six million followers. Besides that, she is also an influencer and promotes lots of product placement for different brands. Her notoriety has helped her to become an effective influencer (Voici, 2021). This has gained her more popularity, that many more brands have signed contracts with her to use her notoriety in order to increase sales and visibility.

5.9 The growth of influence marketing in Switzerland

In Switzerland, as seen before, nano- and micro-influencers are the one that are most present. According to a study made by Jonah Berger, 82% of respondents were more likely to follow recommendations from micro-influencers. This, in fact, is very encouraging for the influencers in that category in Switzerland. Indeed, Swiss influencers may not have as many followers as influencers from other countries that are celebrities or macro-influencers, but they will at least have higher engagement and more trust. This is why a micro-influencer will have more impact on its followers than a celebrity who has a huge notoriety but no or little interaction with the audience (Kristen Baker, 2021). Moreover, a Swiss Influencer Marketing report made in 2020 by University of Lucerne used for his study facts from three main parts of influence marketing: brands, influencers, and the group targeted. The report shows that influence marketing is actually growing substantially in that 28% of companies were using this marketing strategy. It also indicated that 44% of companies were planning to use it in the near future. In addition, 53% of companies that are currently using influence marketing have observed that using this method creates a return in investment higher than using other types of advertisement (Swiss Influencer Marketing Report, 2020).

5.10 The Return on investment of companies and influencers

In order to complete the analysis, it was important to raise the return on investment for companies as well as for influencers when making a campaign through influence marketing. The return on investment allows companies and influencers to calculate the profitability of contracting with one or the other. Indeed, by calculating the ROI, a company can know how much does the influencer in question bring to the company by promoting the brand. At the same time, an influencer will be able to know if the promotions that she/he is making are profitable for her/him (Kolsquare, n.d).

Unfortunately, as mentioned in the result section, companies and agencies are not willing to give information on their figures regarding influence marketing. However, the kind of costs and revenues that influencers and companies can have, are shown in table number two for influencers and number three for companies. In order to draw more conclusions, an estimation of incomes and expenses table has been made based on real figures of a campaign made by a Swiss influencer, that are open to public. On the other hand, to obtain concrete information about the ROI, it would have been necessary to have the number of people who buy a product discovered with the help of an influencer. The calculation to find the ROI is the profit return divided by the investment that was used to get the profit and the total times 100 to get the ROI in percentage (Keyhole, 2020).

The return on investment can be impacted and affected by several elements that need to be collected to calculate the return on investment. To start, the ROI can be shown through the number of impressions that post has displayed, which represent the number of times a sponsored post has been exhibited on screens. The engagement rate plays a role in determining the ROI, as the engagement rate on the sponsored post contributes to the ROI results. Lastly, companies can calculate their expected monetary value, in order to know in advance an estimation of the ROI of a future campaign (Kolsquare, n.d).

The table two represents the charges and the revenues that an influencer could generate when promoting for a company. Those charges and revenues will obviously depend on the kind of promotion that will be done and also the kind of influencer the person is. The table three is the charges and revenues of a company or a brand that use influence marketing to promote their product and/or service. Both tables are examples of all kinds of expenses and revenues that both can obtain either by being an influencer or by being the company contracting with influencers.

Table 2: Influencer's Charges/Revenues

Charges	Revenues
Phone, tablet, computer, camera	Cash payment
Editing software	Free products or services
Home office equipment	
Travel costs	
Advertising and marketing costs	
Website or emailing service costs	
Accessories for the campaign	

Source: Autor, using Filing Taxes for YouTubers, Bloggers, and Other Social Media Influencers, 2021. *The Official Blog of TaxSlayer* [online]. [Accessed 21 June 2021]. Available from: <https://www.taxslayer.com/blog/filing-taxes-for-youtubers-bloggers-and-other-social-media-influencers/>

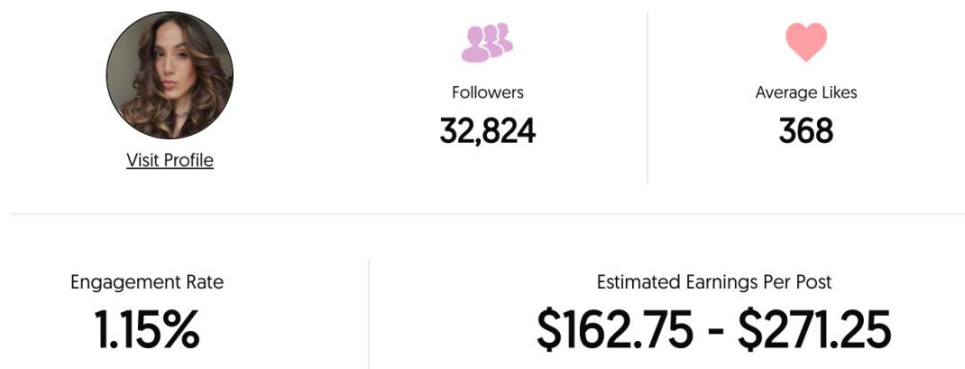
Table 3: Companies' Charges/Revenues

Charges	Revenues
Influencers fees	Sales coming from influencers promotion
Agency fees	
Production costs	
Analytics software fees	

Source: Autor, using Filing Taxes for YouTubers, Bloggers, and Other Social Media Influencers, 2021. *The Official Blog of TaxSlayer* [online]. [Accessed 21 June 2021]. Available from: <https://www.taxslayer.com/blog/filing-taxes-for-youtubers-bloggers-and-other-social-media-influencers/>

An example of a partnership has been calculated. Indeed, the Swiss influencer Alison Liaudat as well as one of her partnerships has been analysed. First of all, it is important to mention that Alison Liaudat has more than 30,000 subscribers, which corresponds to 1.15% of engagement, according the Influencer Marketing Hub (Influencer Marketing Hub, 2021). The image 31 below also shows an estimate of the income she gets by promoting a product and/or service. This estimate is between 152 and 254 Swiss francs (converted to Swiss francs). In order to have a concrete example, a sponsored post was taken. Indeed, on May 26, 2021, the influencer had promoted a Swedish brand of painting called Desenio. The painting that appears on the influencer's post in the image 32 costs 19.95 (Desenio, 2021). In the table four below, a simulation of the expenses as well as the income of the influencer and the company has been made. The profit was also calculated on the basis of the figure of the incomes and expenses. In this example, it is assumed that there was a direct contact between the brand and the influencer, which means that the company did not have to pay an agency to recruit and manage the influencer. Moreover, this simulation stated that the influencer was remunerated with money. It is also important to mention that the research part of the influencer has not been taken into account. And finally this assumption considered that the engagement rate was equal to the number of people who could potentially buy the promoted product.

Figure 31: Instagram Influencer Sponsored Post Money Calculator



Source: Influencer Marketing Hub

Figure 32: Alison Liaudat's sponsored Instagram post



Source: Alison Liaudat, 2021. @Alisonliaudat. *Instagram account* [online]. 26 mai 2021. [Viewed 17 June 2021]. Available from: <https://www.instagram.com/p/CPVO1NDHw-S/>

Table 4: Alison Liaudat & Desenio's Charges/Revenues

Alison Liaudat (Influencer)	Desenio (Brand)
Revenue: 152 – 254 CHF for an Instagram post (Average: 203 CHF)	Revenue: $377 * 19.95 = 7521.15$ CHF $(32.824 * 1.15\% = 377 \text{ followers are engaged})$ 1. 19.95 2. 13.95
Costs: 3 possibilities <ol style="list-style-type: none"> Influencer pays the total amount of the product = 19.95 CHF Free product – 30% = 13.95 CHF 	Costs: 2 possibilities <ol style="list-style-type: none"> 152 – 254 CHF for an Instagram post (Average: 203 CHF) – 19.95 (Free product)
Profit: <ol style="list-style-type: none"> <u>183.05 CHF</u> <u>203 CHF</u> <u>189.05 CHF</u> 	Profit: <ol style="list-style-type: none"> <u>7318.15 CHF +19.95 or 13.95</u> <u>7298.2 CHF</u>

Source: Author

6. Discussion & Recommendations

After studying influence marketing in depth, several points could be drawn for conclusion. It is true that influence marketing has not been very popular and advanced in Switzerland, despite the fact that it has been proven that the Swiss population is among the most online consumers after the United Kingdom. Yet, the following change has become very significant to change the dynamics. According to Statista, 81.8% of the Swiss population is active on social media (Statista, 2021). This figure represents almost the entire Swiss population. As a result, many companies in Swiss have now started to see the significance of the potential in influence marketing. Therefore, influence marketing is increasing in many companies in Switzerland nowadays. However, more needs to be done to introduce the strategy in all companies operating in Switzerland. That is where the relevance of a study like this becomes very important.

6.1 Should Swiss companies or brands invest more in influence marketing?

There are some points to consider when it comes to influence marketing practice. Primarily, a company that considers hiring an influencer needs to do research and carefully analyse before a decision is made to invest. It is equally important to understand that influencers are people who have a certain notoriety that they sell for a living. The challenge companies face is then finding not only professional influencers, but also honest ones. This point is equally relevant from the follower's point of view. That is why companies take the hiring of influencers very seriously. Unless a company is fully confident about an influencer in question, the company may not use this person to promote the brand. As described in the literature review, there have been several dishonesties, and scandals in the process. In general, it is a good practice to understand that even if hiring influencers brings positive return, it does not mean this is the case all the time. A promotion may not go well if there is a poor quality product or customers do not have complete understanding and knowledge of the product. In other words, this means the main players in the marketing strategy (the company, and the influencer), need to be honest and trustworthy to give all the required information to customers if both expect the followers to remain loyal to the brand (Jacqueline Zote, 2019).

If at any stage of the transaction, an audience feels suspicious of the origin, and quality of the brand there is a high chance that the same customer will break connection with both the company and the influencer. This is a common occurrence in the Dropshipping business. According to the survey done in this research, many people still think that Dropshipping involves a higher chance for scams. The reason for this, as participants in

this research indicated, comes mostly from delay in delivery, unreliable source, or/and poor product quality. (Retis, n.d.). Dropshipping, this researcher likes to stress, is a legal practice that is playing a very important role in social media marketing. This field has created job opportunities for millions of people and has been very instrumental during the pandemic.

Moreover, it has been demonstrated by partially concrete figures that the return on investment of a company using influence marketing as a marketing tool is only beneficial. Indeed, after having made calculations on the return of an advertisement made by a Swiss influencer, it showed that the company as well as the influencer makes profit on the advertisement.

One relevant point this research has made is related to the cost involved in influence marketing strategy. The strategy can vary depending on the type of influencer a brand hires. It is highlighted in the study that a micro-influencer will cost less than a macro- or mega-influencer. For example, Alison Liaudat, a Swiss influencer with just less than 33,000 followers on Instagram, is considered a micro-influencer (Instagram, 2021). According to an Influencer Marketing Hub, the estimated calculated revenue per post for Alison Liaudat ranges between \$165.75 and \$271.25. This amount is calculated according to the engagement rate and notoriety. When compared with a mega-influencer such as Kylie Jenner who has around 230 million followers on Instagram, the calculated income of such an influencer would be between \$452,120 and \$753,534 (Instagram, 2021). An influencer like Kylie Jenner then becomes a very expensive for many companies to hire. Thus many companies would like to work with micro-influencers to save expenses.

Figure 33: estimated Alison Liaudat revenue

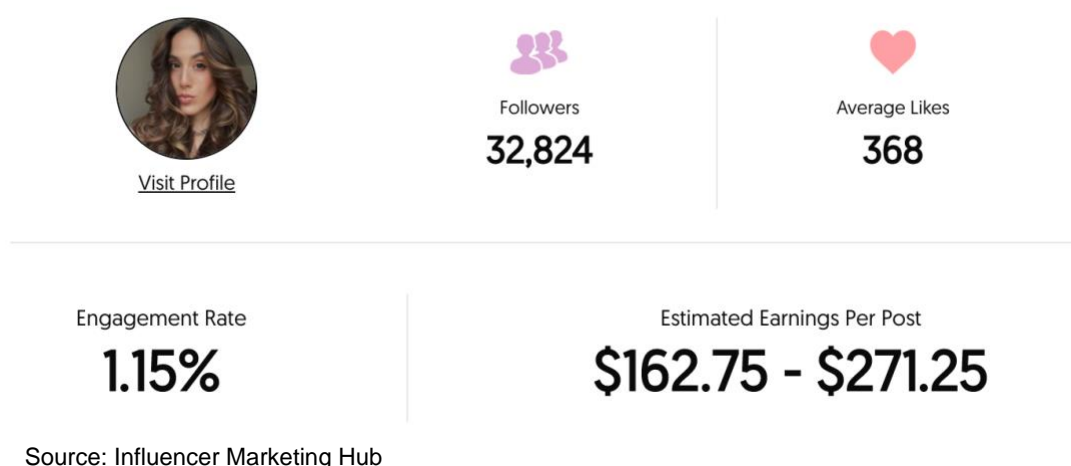
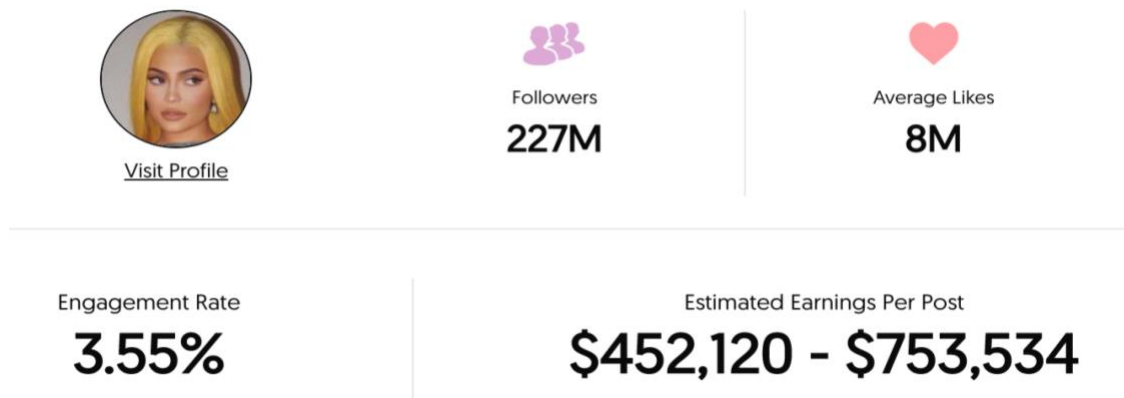


Figure 34: Estimated Kylie Jenner revenue



Source: Influencer Marketing Hub

Additional point to note here is that a nano- and micro-influencer have more engagement with their followers as compared to the mega-Influencers. This fact is more relevant for the companies in Switzerland that companies in this country have found that micro-influencers or nano-influencers have proven to be more effective to their purpose in terms of engagement. As stated in the literature review, 47% of the influencers in Switzerland are nano-influencers. Two advantages can be noted here. First, a nano-influencer will not cost much compared to a macro-influencer or traditional marketing (Association des sociétés suisses de publicité (ASSP) et entreprises cotées, 2020). Secondly an influencer who does not have millions of followers has a higher engagement rate with the audience.

In addition, according to the data collected from participants of the survey from the French-speaking part of Switzerland done for this research, Instagram is the most used social media, next to WhatsApp. On top of that, Mediakix has asserted that the best social media for influence marketing is also Instagram. This is another good news for Swiss companies that these companies can specifically focus on this media to reach to customers (Mediakix, 2020). It is also important to mention that thanks to figure four of the report, Instagram is a platform used by any age range. This confirms that businesses should focus on this platform to reach its customers.

Moreover, as seen above, Swiss influencers are not limited to work with Swiss brands. There is evidence that Swiss influencers work with international brands as well. NA-KD and Lush are the two examples. Both are internationally famous brands that have used Swiss influencers. Both companies widely use influence marketing. Lush has asserted in the interview that influence marketing has increased its revenue without spending any

money at all for influencers. Those are perfect examples to show that Swiss companies should start to develop confidence in the practice of using influence marketing to promote their brand.

It is important to say that more than half of the people who participated in the survey have indicated that they have already purchased a product and/or service promoted by an influencer. This means that people are already aware of the strategy and in fact have already been participating in it. The fact that 48 out of 104 people use social media to follow influencers or idols, represents a huge market for influence marketing in Switzerland. If companies work harder to introduce the practice to the remaining population, there is a higher chance that the strategy will grow substantially. The study has already indicated that 56 out of the 104 total participants indicated that they have not purchased from an influencer. The reason they gave was that they have not had the opportunity to be influenced by a Swiss influencer (Author survey, 2021).

Finally, influence marketing can be recommended for a Swiss company entering a new market. It may have the possibility to hire nano-influencers who will not require huge amounts of money in return. This will help the brand to enter the market without having to invest a lot in its marketing promotion strategy. Later on, the brand can invest in other influencers who have a higher profile, such as micro-influencers. For a company that is already established, it is a great opportunity to get more visibility, by contracting with influencers who engage with the audience very well.

Digital Marketing is gradually growing in Switzerland, and more and more people are participating in the activity. This means, Swiss companies should be able to expand their outreach further to accommodate the growing number of digital market users. This process would require companies to involve influence marketing strategy. Various studies have been made, and results show that this strategy is 94% effective (Céline Albarracin, 2019). Swiss companies should realize that there is a huge opportunity for them if companies use influencers. This would help companies grow in their revenue and at the same time this will provide opportunity for more Swiss influencers to emerge. Currently, influencers do not take the job seriously as they do not make enough to make a living out of it. On the other hand, the introduction of more influencers will help the public develop the habit of trusting influencers. The way it appears now, it could be predicted that in the coming few years, influence marketing will grow to become as common practice as it is traditional marketing now in Switzerland. The companies that have not started to use social media will have a huge task to catch up in this practice.

7. Conclusion

This research aims to understand the evolution of influence marketing in Switzerland and the impact it is having on Swiss companies. This research paper intends to help Swiss brands or companies to consider the finding and to make a conscious decision in expanding their outreach in digital marketing through Swiss influencers. This study recommends that; it is highly profitable to work with influencers. At the same time, this paper shows that this strategy will also create career opportunities for many Swiss citizens.

However, this study has also tried as much as possible to highlight several factors that affect influence marketing. Trust and honesty are the two outstanding factors. If not taken seriously, both lack of trust and dishonesty of companies and influencers towards their customers can have devastating effects on the company's brand, and on the influencer's career.

This paper also has for the most part, tried to identify several factors that have affected the use and growth of influence marketing in Switzerland. One of factors identified in this study is the multilingual nature of this country. The point highlighted here is that a monolingual influencer has challenges to reach the entire Swiss community in a single post of a brand. This would limit the number of followers, and discourages newcomers to join the profession. This paper has also noted that fame is directly attached to success in becoming an influencer. Celebrities would enjoy a career in the influence marketing more than non-celebrities. A person living in French-speaking Switzerland will naturally follow a French-speaking influencer although the same language is spoken in both. This is so because in Switzerland there are few celebrities who are known worldwide. This thesis has also indicated that most mega- or macro-influencers around the world have gained more notoriety from their previous experience and exposure in the music, film, or entertainment industry. This is not the case when it comes to the influencers in Switzerland. Most Swiss influencers in are, first of all, nano-influencers and have become influencers because they like to share content about lifestyle, outfits, vacation and food.

The analysis done for this research shows that the advantage of using influence marketing outweighs the disadvantage. This study has pointed several reasons to strengthen this fact and to inform Swiss companies of its effectiveness. Some actual examples, figures from interviews, and reports from other studies and reports on this subject have been used to demonstrate why digital marketing becomes more profitable compared to traditional marketing. In addition, the paper has tried to emphasize that among all commonly used categories of influencer, nano-Influencer is in a much wider

use among companies in Switzerland because of its cost effectiveness. Influencers either get paid less, get gifts from brands in return, or volunteer to work for fun. When knowledge and understanding of the effectiveness of the strategy grows, however, companies will be forced to expand their outreach through micro, or/and macro Influencers in the near future. The other reason for using nano-influencers in Switzerland is also related to notoriety. It has been found out that influencers with few subscribers, and little notoriety have more engagement opportunities with their audience. It has been proven that people trust more influencers with less notoriety because they have more time to interact with their audience.

In conclusion, the researcher highly recommends that the Swiss companies introduce influence marketing as a long-term promotional tool. Companies would grow financially at the same time and would create job opportunities for millions of citizens. Digital marketing is growing rapidly, thus it is important that all companies take a step in this direction.

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Appendix 1: Survey questions

Les réseaux sociaux en Suisse

Bonjour à toutes et à tous, je mène une enquête sur l'utilisation des réseaux sociaux en Suisse. Les résultats seront ensuite utilisés pour ma thèse de bachelor, et ne seront pas utilisés en dehors du projet mentionné.

Merci d'avance pour votre participation !

***Obligatoire**

Dans quelle tranche d'âge vous trouvez-vous? *

- ☐ Moins de 18 ans
- ☐ 18 - 25 ans
- ☐ 26 - 40 ans
- ☐ Plus de 41 ans

Avez-vous un compte sur les réseaux sociaux qui figure sur la liste ci-dessous? Si oui, veuillez cocher les cases qui correspondent. *

- ☐ Instagram
- ☐ Facebook
- ☐ Snapchat
- ☐ Twitter
- ☐ LinkedIn
- ☐ Pinterest
- ☐ YouTube
- ☐ WhatsApp
- ☐ TikTok
- ☐ Autre : _____

À quelle fréquence utilisez-vous les réseaux sociaux? (0 = "Jamais", 1 = "Moins d'une fois par semaine", 2 = "1 à 2 fois par semaine", 3 = "3 à 5 fois par semaine", 4 = "Tous les jours") *

	0	1	2	3	4
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WhatsApp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pourquoi utilisez-vous les réseaux sociaux? *

- ☐ Pour communiquer avec des proches
- ☐ Pour partager des photos ou des vidéos
- ☐ Pour être informé sur l'actualité
- ☐ Pour acheter des produits ou des services
- ☐ Pour suivre des idoles ou influenceurs
- ☐ Autre : _____

Veillez répondre à cette question seulement si, à la question précédente, vous avez choisi "Pour acheter des produits ou des services", autrement veuillez passer à la question suivante. Quel type de produit achetez-vous ?

☐ Habits, chaussures, accessoires

☐ Produits de beauté

☐ Produits de maison

☐ Produits électroniques

☐ Produits de sport

☐ Autre : _____

Veillez répondre à cette question seulement si, à la question précédente, vous avez choisi "Pour suivre des idoles ou influenceurs", autrement veuillez passer à la question suivante. De quel pays vient votre idole ou influenceur?

☐ Suisse

☐ France

☐ États-Unis

☐ Autre : _____

Veillez répondre à cette question seulement si, à la question précédente, vous n'avez pas choisi "Suisse" autrement veuillez passer à la question suivante. Pourquoi ne choisiriez-vous pas un influenceur suisse?

☐ Car ils ne sont pas connus

☐ Car je ne leur fait pas confiance

☐ Car ils ne m'attirent pas

☐ Autre : _____

Avez-vous déjà acheté un produit ou un service dont un influenceur a fait la promotion? *

☐ Oui

☐ Non

Veillez répondre à cette question seulement si, à la question précédente, vous avez choisi "Oui", autrement veuillez passer à la question suivante. Quel type de produit avez-vous acheté?

☐ Habits, chaussures, accessoires

☐ Produits de beauté

☐ Produits de maison

☐ Produits électroniques

☐ Produits de sport

☐ Autre : _____

Veillez répondre à cette question seulement si, à la question précédente, vous avez choisi "Non". Pouvez-vous me dire s'il y a une raison à cela?

Votre réponse _____

Appendix 2: Survey answers

Je préfère aller dans les magasins!

Aucun des produits qu'ils proposent semblent intéressants et utiles

Je ne suis pas d'influenceuse

c'est souvent de l'arnaque

Car les articles qui vendent sont sur des sites chinois et cela 3x moins chère (Vova, AliExpress..)

bitch je ne suis pas influençable

La majorité du temps les produits que les influenceurs vendent sont des produits produits en Chine et une grande partie de c'est produit on peut les retrouver sur Wish, AliExpress ou autre (je dis bien la majorité et non pas tous les produits) courage.

Pas l'utilité

C'est de l'arnaque, y'a tout sur AliExpress

Je ne suis pas d'influenceur

Parce que tous ces produits proviennent de sites chinois et sont alors revendus à des prix super élevés.

Les produits qui vendent ne sont pas forcément de bonne qualité (ex des AirPods de Wish au lieu d'Apple etc..)

Je ne suis pas d'influenceur

Car ce n'est que la poudre aux yeux en d'autres termes ... DE L'ARNAQUE !

Je ne fais pas confiance à ces promotions

Ce n'est pas fiable

Je ne regarde aucune vidéo sur les influenceurs

Trop cher ou finalement plus envie parce que pas besoin

J'aime pas acheté quelque chose de déjà porté ou qui a été utilisé

Car ils font la promotion de produits de mauvaise qualité

Souvent du dropshipping, ou des produits qui ne m'intéresse pas

Je ne fais pas trop confiance aux influenceurs

Je ne suis pas d'influenceurs et je sais qu'ils vendent dans un but d'avoir une commission et non pour la qualité du produit.

Non

J'en merde les influenceurs. Je n'es pas besoin d'eux pour pouvoir m'acquérir un produit souhaité.

Je ne fais pas trop confiance aux produits pour lesquels certains influenceurs font la promotion.

Je préfère mon propre avis sur l'article au quelle je souhaite acquérir

Je ne suis pas d influenceur

Ca ne m'inspire pas confiance, ça me donne l'impression que les produits sont uniquement mis en avant car il y a un bénéfice pour l'influenceur

Je leur fais pas confiance donc je n'achète pas. C'est du business donc parfois les produits sont vendus à beaucoup plus chers que ce qu'ils valent réellement.

C'est souvent du drop shipping, mauvaise qualité à un prix énorme

Appendix 3: Influencers interview's questions

French version

- 1) Que pensez-vous du marketing d'influence en Suisse ?
- 2) Quelles sont les plateformes que vous utilisez pour promouvoir ou partager du contenu ?
- 3) Combien d'abonnés avez-vous ?
- 4) Qu'est-ce qu'un influenceur pour vous ?
- 5) Vous considérez-vous comme un influenceur ?
- 6) Envisagez-vous une future carrière d'influenceur en Suisse ? Si non, pourquoi ?
- 7) Si ce n'est pas confidentiel, êtes-vous payé pour faire de la promotion ?
Pouvez-vous vivre des revenus que vous recevez en Suisse ?
- 8) Comment les entreprises vous contactent-elles ?
- 9) Quels sont les produits dont vous faites la promotion ?

English version

- 1) What do you think about influencer marketing in Switzerland?
- 2) Which platforms do you use to promote or share content?
- 3) How many followers do you have?
- 4) What is an influencer for you?
- 5) Do you consider yourself an influencer?
- 6) Are you considering a future career as an influencer in Switzerland? If not, why not?
- 7) If not confidential, are you paid to promote? Can you live on the income you receive in Switzerland?
- 8) How do companies contact you?
- 9) What products do you promote?

Appendix 4: Influencers interview's answers

INFLUENCER A – 13 April 2021 (E-mail exchange)

1. What do you think of influence marketing in Switzerland?

First of all, I think that the world of influence marketing in Switzerland is underestimated. There is a huge potential but I feel that companies and even the influencers themselves do not see it for the moment. I also feel that Swiss people are afraid to trust stranger.

2. Which platforms do you use to promote or to share content?

I mostly use Instagram and started recently to use TikTok as it is a platform that is evolving and rising very fast.

3. How many followers do you have?

I have actually a little more than 3000 followers

4. What is an influencer for you?

For me an influencer is someone that is inspiring and has the power to affect their audience's decisions as purchasing a product, for example.

5. Do you consider yourself an influencer?

I do not consider myself as an influencer at the moment. I could more consider myself as someone who loves sharing my vision, the things I like etc. Although I know some people can already be influenced by what I share.

6. Do you see a future career as an influencer in Switzerland?

Why not! Or maybe abroad. I have other plans actually such as owning my own brand but it would help if I have some notoriety in the influencing world.

7. If it's not confidential, do you get paid to promote? Can you live from the earnings you get?

It depends on the deal I have with the company. Sometimes I get paid to promote and receive some gifts and sometimes I just get gifted some of the articles.

Absolutely not, I think with the cost of living in Switzerland it is very hard to live just with the influencing and social media world.

8. How do companies contact you?

They contact me by e-mail or directly by direct message on Instagram

9. What kind of products do you promote?

I mostly promote clothing and accessories brands and sometimes cosmetics or beauty services

INFLUENCER B – 11 March 2020 (E-mail exchange)

1. Que pensez-vous du marketing d'influence en Suisse ?

Pour l'instant, le marketing d'influence reste marginal pour la plupart des marques en Suisse. Les marques internationales, elles, investissent beaucoup plus le marketing d'influence. Nous sommes un peu en décalage avec le reste du monde mais cela est en train de changer.

2. Quelles sont les plateformes que vous utilisez pour promouvoir ou partager du contenu ?

Principalement Instagram. Je poste en parallèle sur Facebook et TikTok.

3. Combien de followers avez-vous ?

Environ 21 milles.

4. Qu'est-ce qu'un influenceur pour vous ?

C'est quelqu'un qui partage à une audience intéressée sa/ses passions et son mode de vie.

5. Vous considérez-vous comme un influenceur ?

Je pense surtout que si je parviens à donner quelques idées à quelques personnes, pourquoi pas ? Nous sommes tous influenceurs ou influencés. Que ce soit sur les médias sociaux ou dans notre cercle d'amis / famille, du moment où l'on est dans le partage, nous influençons.

6. Envisagez-vous une future carrière d'influenceur en Suisse ? Si non, pourquoi ?

J'ai en parallèle mon activité de consultante mode. Tout est lié et je pense que le mot "carrière" est un grand mot. J'aime faire plusieurs choses différentes qui m'enrichissent au niveau professionnel et qui ont un but plus profond que de poser avec une belle tenue.

7. Si ce n'est pas confidentiel, êtes-vous payé pour faire de la promotion ? Pouvez-vous vivre des revenus que vous recevez en Suisse ?

Personnellement, si j'acceptais toutes les offres proposées je pourrais bien en vivre. Ce n'est pas le but et j'ai d'autres activités qui me permettent d'être indépendante.

8. Comment les entreprises vous contactent-elles ?

Par e-mail la plupart du temps.

9. Quels sont les produits dont vous faites la promotion ?

Ma passion est la mode et ce qui en découle. Les habits et les accessoires mais aussi j'ai aussi un intérêt pour la beauté, le design et les voitures.

INFLUENCER C – 9 March 2021 (E-mail exchange)

1. Que pensez-vous du marketing d'influence en Suisse ?

Selon moi le marketing d'influence en Suisse n'est pas assez développé. Il est quasi inexistant.

2. Quelles sont les plateformes que vous utilisez pour promouvoir ou partager du contenu ?

Principalement Instagram

3. Combien de followers avez-vous ?

J'ai 2763 abonnées

4. Qu'est-ce qu'un influenceur pour vous ?

Un influenceur pour moi est une personne qui a de l'impact sur les gens (ses abonnés) à grande échelle. Un influenceur est une personne qui promouvait des produits ou/ ou des marques. Influenceur pour moi est un métier. Un bon influenceur est capable de promouvoir des produits et de donner envie à ses abonnés, un peu comme de la publicité ou du marketing.

5. Vous considérez-vous comme un influenceur ?

Non je ne me considère pas comme influenceuse.

6. Envisagez-vous une future carrière d'influenceur en Suisse ? Si non, pourquoi ?

Non, il faut être réaliste, nous ne pouvons plus vivre de ça de nos jours, encore moins en Suisse.

7. Si ce n'est pas confidentiel, êtes-vous payé pour faire de la promotion ? Pouvez-vous vivre des revenus que vous recevez en Suisse ?

Je ne suis pas rémunéré pour faire de la promotion. Je reçois des produits gratuitement mais je ne perçois aucun revenu via les réseaux sociaux.

8. Comment les entreprises vous contactent-elles ?

Elles me contactent principalement via Instagram ou par email

9. Quels sont les produits dont vous faites la promotion ?

J'ai fait de la promotion pour une marque d'accessoire de téléphone, des lunettes de soleil et des bijoux.

INFLUENCER D – 24 April 2021 (E-mail exchange)

1. Que pensez-vous du marketing d'influence en Suisse ?

Je pense qu'actuellement ce n'est pas très développé comparé à d'autres pays tels que la France, Allemagne, États-Unis ...

2. Quelles sont les plateformes que vous utilisez pour promouvoir ou partager du contenu ?

Majoritairement Instagram pour ma part ! Parfois il se peut que des marques demandent de partager également sur TikTok.

3. Combien de followers avez-vous ?

2456 actuellement (je fais à petite échelle J)

4. Qu'est-ce qu'un influenceur pour vous ?

C'est une personne qui doit partager des tips, du contenu pour inspirer, comme en présentant des outfits, des nouveaux produits que tu aimes etc. Malheureusement, certains influenceurs font plus ça pour l'argent et du coup ils ne partagent pas vraiment ce qu'ils aiment et créent des publicités « mensongères »... c'est dommage !

5. Vous considérez-vous comme un influenceur ?

Je ne pense pas me considérer comme une influenceuse car je fais ça pour le plaisir et surtout à petite échelle. Je pense qu'être influenceuse est un métier à part entière, car cela prend énormément de temps. On doit prendre de belles photos, mettre en avant le produit et tout cela en restant fidèle à nous-même. Je pense qu'un post peut facilement prendre entre 1h30 et 2h au minimum, après ça va dépendre de la photo ou s'il faut créer un « réel » par exemple.

6. Envisagez-vous une future carrière d'influenceur en Suisse ? Si non, pourquoi ?

Non alors absolument pas. Je trouve que c'est difficile de « perser » en Suisse et que ce n'est pas un monde qui me correspond pleinement. Il y a énormément de jalousie entre influenceurs et on est très soumis à la critique. Il faut parfois faire preuve de sang-froid. Je pense que les gens ne se rendent pas forcément compte qu'on lit les critiques et parfois j'avoue que ce n'est pas facile à encaisser. Après je parle de mon expérience à petite échelle, mais je n'ose pas imaginer pour un compte

avec beaucoup plus de followers. Après je parle du côté négatif, mais il y a également beaucoup de points positifs.

7. Si ce n'est pas confidentiel, êtes-vous payé pour faire de la promotion ?

Pouvez-vous vivre des revenus que vous recevez en Suisse ?

Oui, parfois je suis payée pour parler de quelque chose. Cependant, la majorité du temps on t'offre une prestation ou un produit et on te demande de faire une petite story ou un post en retour.

8. Comment les entreprises vous contactent-elles ?

Elles nous contactent via Instagram directement ou parfois c'est une agence d'influenceurs qui te contacte pour te mettre en relation avec des marques.

9. Quels sont les produits dont vous faites la promotion ?

Essentiellement des prestations en lien avec la beauté, des produits cosmétique ou d'habits, chaussures, sacs etc..

Appendix 5: Lush interview's answers

28 April 2021 – E-mail exchange

1. Depuis quand embauchez-vous des influenceurs ?

Nous travaillons avec les influenceurs depuis très longtemps. Comme notre société mère se trouve au Royaume-Uni, nous sommes généralement un peu en avance sur le jeu. Nous avons organisé notre premier événement pour les influenceurs en 2012, mais il y avait très peu d'influenceurs au début.

2. Est-ce le seul moyen de promotion que vous utilisez ? Si non. Quel autre moyen de promotion utilisez-vous ?

LUSH ne fait pas de publicité payante. Concrètement, cela signifie que nous ne dépensons pas d'argent en publicité. À partir de là, nous nous appuyons sur l'autopromotion sous forme de bouche à oreille dans les magasins, de bulletins d'information et de médias sociaux.

3. Avez-vous vu de la différence depuis que vous utilisez le marketing d'influence, en terme de revenu ? Avez-vous des chiffres qui montre que votre revenu a augmenté depuis que vous avez des influenceurs, ou des chiffres qui montrent que le marketing d'influence est efficace ? Si oui. Est-il possible d'avoir accès à ces chiffres ?

Les influenceurs peuvent certainement avoir un impact positif sur les ventes. De temps en temps, il arrive que nous vendions mieux certains produits après des promotions. Malheureusement, nous ne pouvons pas vous donner de chiffres de vente plus précis. Comme mentionné précédemment, nous ne sommes pas en mesure de partager les chiffres de vente. Les influenceurs ont certainement un impact important sur les chiffres de vente - cependant, vous devez également faire très attention aux influenceurs qui peuvent bénéficier d'une collaboration. En fonction du nombre d'adeptes, le succès mondial peut également être atteint pour l'ensemble de l'entreprise LUSH. Les Suisses suivent certainement de nombreux influenceurs à l'étranger.

4. Est-ce que le marketing d'influence est aujourd'hui aussi efficace qu'un autre moyen de promotion tel que les affiches publicitaires, ou la publicité à la télé en Suisse ?

Le marketing d'influence fait partie d'un tout et, dans notre cas, il complète parfaitement nos options publicitaires. Comme nous ne faisons pas de publicité payante, comme les

panneaux d'affichage ou les spots télévisés, je ne peux pas juger si c'est aussi efficace. En outre, la publicité la plus efficace dépend du secteur.

5. Comment choisissez-vous les influenceurs ? Quels sont les critères ?

Les influenceurs doivent avoir un lien fort avec la marque et les valeurs de LUSH. Il est important pour nous qu'ils aiment les produits LUSH, les utilisent eux-mêmes et partagent si possible certaines de nos valeurs. Chez LUSH Suisse, nous travaillons avec des influenceurs qui résident en Suisse.

6. Combien payez-vous un influenceur pour promouvoir votre marque ? (Si cela est trop indiscret, pouvez-vous peut-être donner une fourchette ?)

Comme indiqué, LUSH ne fait pas de publicité payante. Cela s'applique également au marketing d'influence. Les influenceurs sont informés de manière transparente et, en fin de compte, chacun choisit lui-même si les conditions sont réunies. Nous invitons les influenceurs à des événements et les laissons tester nos produits. Tout se passe sur la base du volontariat.

7. Voyez-vous un avenir grâce aux influenceurs en Suisse ? Pourquoi ?

Cela dépend toujours beaucoup des avantages que l'on veut tirer du marketing d'influence. En Suisse, il n'y a que très peu d'influenceurs - qui sont vraiment très grands. Toutefois, la taille n'est pas le seul critère à prendre en compte. Les micro-influenceurs et les superfans ont également une grande importance. Les clients heureux qui partagent leurs expériences avec d'autres sont également très importants.

8. Selon vous, pourquoi un influenceur en Suisse n'a pas autant de notoriété qu'un influenceur Français, tel que Caroline Receveur ?

Je pense que c'est dû à la mentalité des Suisses et aussi au fait que nous avons naturellement plusieurs langues dans le pays. Une personne qui vit en Suisse romande peut bien sûr suivre des influenceurs en France, car la langue est la même.

Appendix 6: Pomodorro interview's answers

28 April 2021 – Phone call

1. Depuis quand embauchez-vous des influenceurs ?

Respondent B

Nous avons lancé la marque en septembre 2020, et nous engageons des influenceurs depuis octobre 2020

2. Est-ce le seul moyen de promotion que vous utilisez ? si non. Quel autre moyen de promotion utilisez-vous ?

Respondent B

Non, c'est même notre dernier recours. Je fais de l'auto promotion sur mon Instagram personnel. Nous publions beaucoup sur Instagram nos nouveaux produits. Nous utilisons le marketing d'influence uniquement pour crédibiliser la marque pas pour avoir des ventes, car cela ne suffit pas

3. Avez-vous vu la différence depuis que vous utilisez le marketing d'influence, en terme de revenu ? Avez-vous des chiffres qui montrent que votre revenu a augmenté depuis que vous avez des influenceurs, ou des chiffres qui montrent que le marketing d'influence est efficace ? Si oui. Est-il possible d'avoir accès à ces chiffres ?

Respondent B

Non rien de spécial, nous avons plus des gens qui découvrent la marque mais pas de vente en plus.

4. Est-ce que le marketing d'influence est aujourd'hui aussi efficace qu'un autre moyen de promotion tel que les affiches publicitaires, ou la publicité à la télé en Suisse ?

Respondent B

Non, selon moi le marketing traditionnel marche mieux.

5. Comment choisissez- vous les influenceurs ? quels sont les critères ?

Respondent B

Nous prenons des personnes qui ont un goût prononcé pour la mode et un bon feed sur Instagram sachant que nous travaillons uniquement sur Instagram. (Compte Facebook aussi)

6. Combien payez-vous d'influenceur pour promouvoir votre marque? (Si cela est trop indiscret, pouvez-vous peut-être donner une fourchette ?)

Respondent B

Nous donnons des produits à nos influenceurs. Sans donner de code promotionnel, car nous trouvons ringard le concept de donner un code à nos clients par l'intermédiaire d'un influenceur. Nous n'aimons pas non plus les vidéos, mais nous demandons aux influenceurs de porter notre marque et de poster sur leurs réseaux sociaux.

7. Voyez-vous un avenir grâce aux influenceurs en Suisse ? Pourquoi ?

Respondent B

Oui, car cela va commencer à être comme ça dans le monde entier.

Non, car la Suisse n'est pas assez créative et pointue sur les détails. Les influenceurs en Suisse ne sont pas assez professionnels, ils ne répondent jamais, ce qui n'est pas assez professionnel.

8. Selon vous, pourquoi un influenceur en Suisse n'a pas autant de notoriété qu'un influenceur Français, tel que Caroline Receveur ?

Respondent B

La population Suisse a une culture d'ego qui empêche de dire que quelqu'un a fait quelque chose de bien, d'après moi les gens n'osent pas dire que ce que les gens font de bien. Un exemple que je peux donner c'est quand j'étais très actif sur Twitter, je postais tout le temps et j'étais beaucoup suivi. Mes abonnés étaient constitués de français et de Belges et pas des personnes Suisses. Ce qui montre encore que les gens en Suisse ne vont pas être derrière vous mais vont plutôt suivre des gens d'ailleurs. Pour les gens du reste du monde, la Suisse est vu comme ayant que des banques et du chocolat, et pas le côté créatif.

Appendix 7: Farner interview's answers

16 March 2021 – E-mail exchange



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mar. 16.03, 14:16

Teklehaimanot Bilen (HES) ✕

🔄 Répondre à tous | ▼

Boîte de réception

Chère Madame,

L'agence Farner vous remercie pour votre sollicitation. Votre sujet de recherche est pertinent et nous voudrions pouvoir vous aider.

Néanmoins, le bureau de Lausanne ne compte pas de spécialiste en marketing d'influence. Ce domaine est celui de nos agences outre-Sarine.

Nous pouvons cependant vous apporter une brève réponse en vous disant que le marché suisse est dans de nombreux domaines divisé selon les frontières linguistiques. Nos compatriotes suisse-allemands suivent le plus souvent des tendances présentes en Allemagne, quand nous nous tournons vers la culture ou la mode française.

Pour cette raison, ce sont les influenceurs de ces pays-là qui sont les plus suivis chez nous. Cet état de fait restreint le potentiel d'une campagne marketing via un influenceur romand, dont l'audience se limite le plus souvent à la Suisse francophone, un marché trop petit. Par conséquent, les marques, pour l'instant, ne s'appuient en Suisse que de manière secondaire sur le marketing d'influence, même si celui-ci est en pleine croissance.

Nous vous souhaitons une bonne continuation.

Meilleures salutations,

Appendix 8: Debout sur la table interview's answers

13 April 2021 – E-mail exchange

1. Depuis quand embauchez-vous des influenceurs ?

Depuis 2013.

2. Est-ce le seul moyen de promotion que vous utilisez ? si non. Quel autre moyen de promotion utilisez-vous ?

Non. Campagnes médias sociaux, google ads, presse. Je ne recommande pas que cela soit un moyen unique de communication.

3. Avez-vous vu de la différence depuis que vous utilisez le marketing d'influence, en termes de revenu ? Avez-vous des chiffres qui montrent que votre revenu a augmenté depuis que vous avez des influenceurs, ou des chiffres qui montrent que le marketing d'influence est efficace ?

Sans e-shop, c'est toujours compliqué de tracer l'efficacité de l'influence précisément. Cela participe toutefois à la perception de la marque, participe à la création de contenus et nous permet d'augmenter notre nouvelle patientèle. Une constante depuis quelques années par exemple pour clinique Matignon par exemple sans pouvoir pour autant attribuer l'évolution uniquement à l'influence. Pour moi ce n'est pas un moyen unique de communication mais s'intègre parfaitement dans une stratégie complète.

4. Est-ce que le marketing d'influence est aujourd'hui aussi efficace qu'un autre moyen de promotion tel que les catalogues, en Suisse ?

Qu'entendez-vous par catalogue ? Je ne comprends pas la question.

5. Comment choisissiez-vous les influenceurs ? Quels sont les critères ?

Leur communauté doit correspondre à notre cible, selon leur comportement en ligne, selon leurs statistiques, selon la qualité des contenus, selon la propreté de la communauté, selon leur personnalité et leur authenticité, selon notre feeling.

6. Voyez-vous un avenir grâce aux influenceurs en Suisse ? Pourquoi ?

Oui, la demande est constante et le marché en évolution.

7. Pensez-vous qu'un influenceur suisse peut vivre, financièrement parlant, en étant uniquement influenceur ?

Oui bien sûr, si ce n'est pas la majorité, je peux vous citer en exemple Valentine Caporale qui emploie même quelqu'un pour l'assister.

8. Selon vous, pourquoi un influenceur en Suisse n'a pas autant de notoriété qu'un influenceur Français, tel que Caroline Receveur ?

En Suisse, de par le nombre d'habitants nous sommes plutôt sur de la micro influence, dès qu'on arrive sur les plus de 50k, la communauté devient alors aussi française. Caroline Receveur est avant une starlette de télé-réalité avant de devenir une créatrice de contenu web. J'en parle dans le dernier Illustré.

Appendix 9: Swibeco interview's answers

24 March 2021 – Phone call

Pourquoi le marketing d'influence ne se développe pas en suisse autant que dans les autres pays ?

Respondent E

Pour moi c'est dû au plurilinguisme par rapport au multilingue que nous avons en Suisse et du coup ça réduit finalement la suisse en trois, ou quatre parties distinctes, vous avez des influenceurs en Suisse allemande et en Suisse romande mais de nouveau c'est des régions tellement petites et elles sont font écrasées par des pays plus dominants. Les influenceurs en Suisse romande n'ont pas de poids face aux influenceurs en France. Aujourd'hui vous prenez différent domaine où il y a des influenceurs que ce soit la mode le gaming, les gens connaissent les plus connus qui sont les français mais ne connaissent pas ceux en Suisse car les marchés sont différents et il a tellement d'influenceurs étrangères sur la suisse. Chacun est dans son coin avec sa culture, sa langue et sa spécialité.

Est-ce que vous pensez qu'un influenceur suisse peut avoir un avenir professionnel en étant influenceur à 100% ?

Respondent E

Oui, il y a des exemples d'influenceurs qui en vivent plutôt bien mais encore une fois c'est de nouveau restreint, ils ne vont jamais arriver au niveau des influenceurs que ce soit en Allemagne, en France, ou aux Etats unis, forcément eux ils touchent des millions de personne et en plus les influenceurs sont payés en fonction du nombre de followers et donc la visibilité qui peuvent avoir auprès de leur communauté. En Suisse on ne peut pas avoir une communauté aussi grande que les autres.

Pourquoi un influenceur Suisse ne peut-il pas influencer une communauté française ?

Respondent E

Je pense qu'ils existent, je ne sais pas si c'est une question de culture ou d'acceptation des autres. Un Suisse accepte plus facilement un français qu'un français accepte un suisse.

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