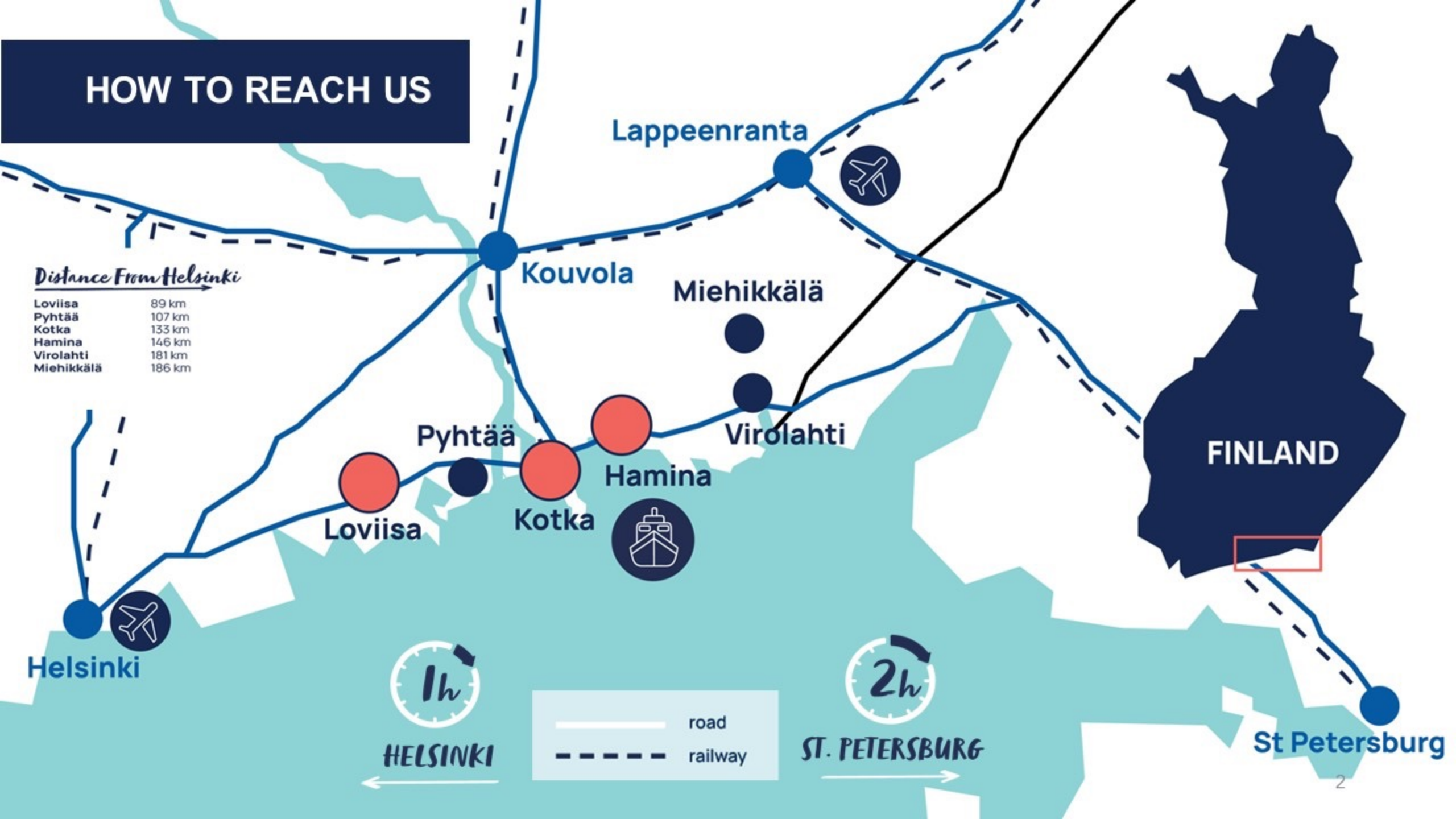


Impact of the Influencer Marketing and e-WOM in Tourism Marketing

Case: Visit Kotka-Hamina

Viktoria Shishkova, Tourism Marketing Specialist
8.3.2022

HOW TO REACH US



Helsinki



HELSINKI

— road
- - - railway



ST. PETERSBURG

St Petersburg

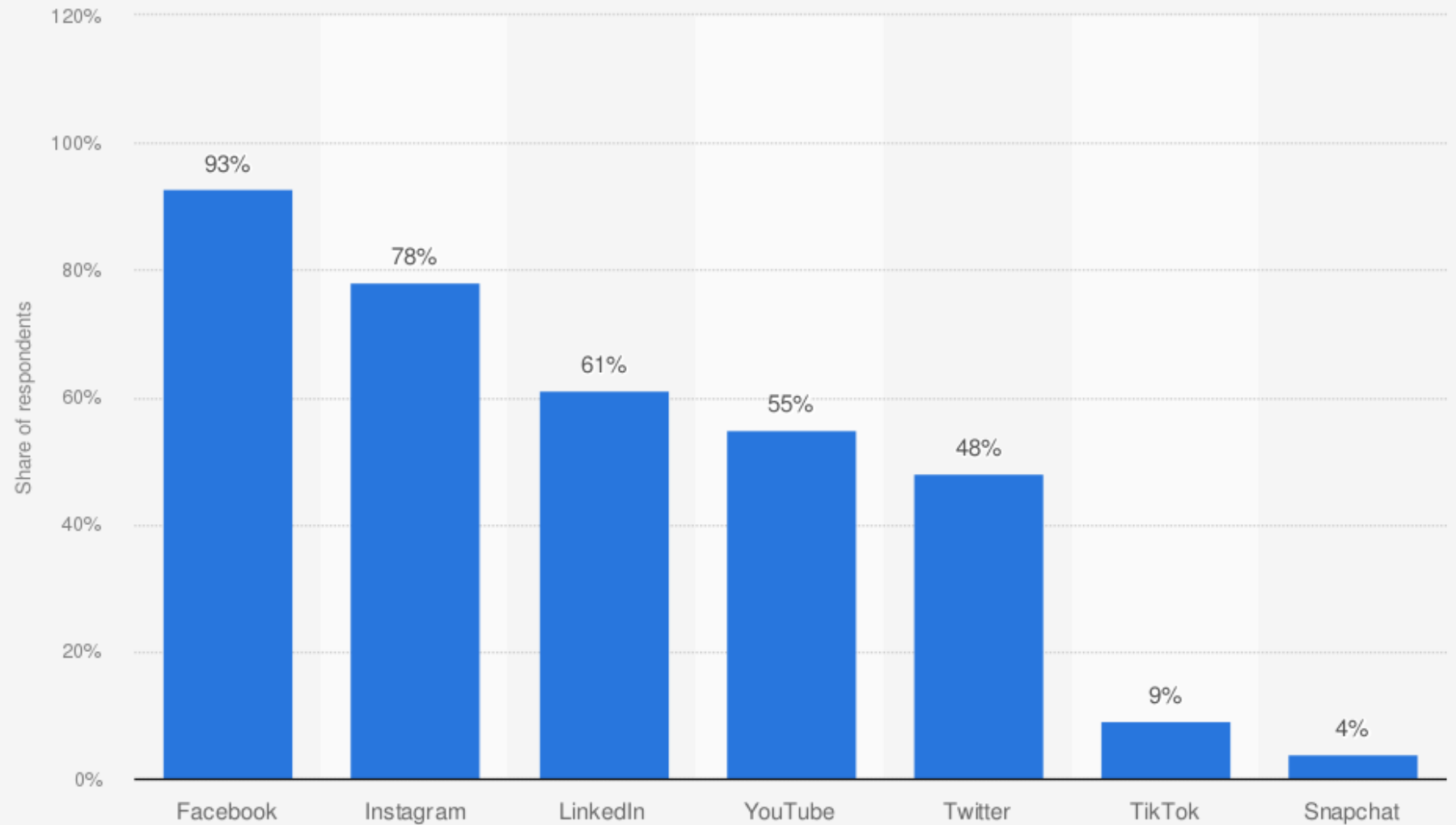
The state of influencer marketing

- Indispensable form of marketing nowadays
- Since 2019, the market size has more than doubled, and accounts for 14 billion U.S. dollars.
- Some benefits for the brands: increase of the brand awareness and exposure, reaching new audiences, unlocking niche audiences.
- In Europe, the spending on digital creators has more than quadrupled since 2016. According to the industry survey, 44% of the companies (B2C brands) were going to increase influencer budgets in 2021.



VISIT
**KOTKA
HAMINA**

Leading social media platforms used by marketers worldwide as of January 2021

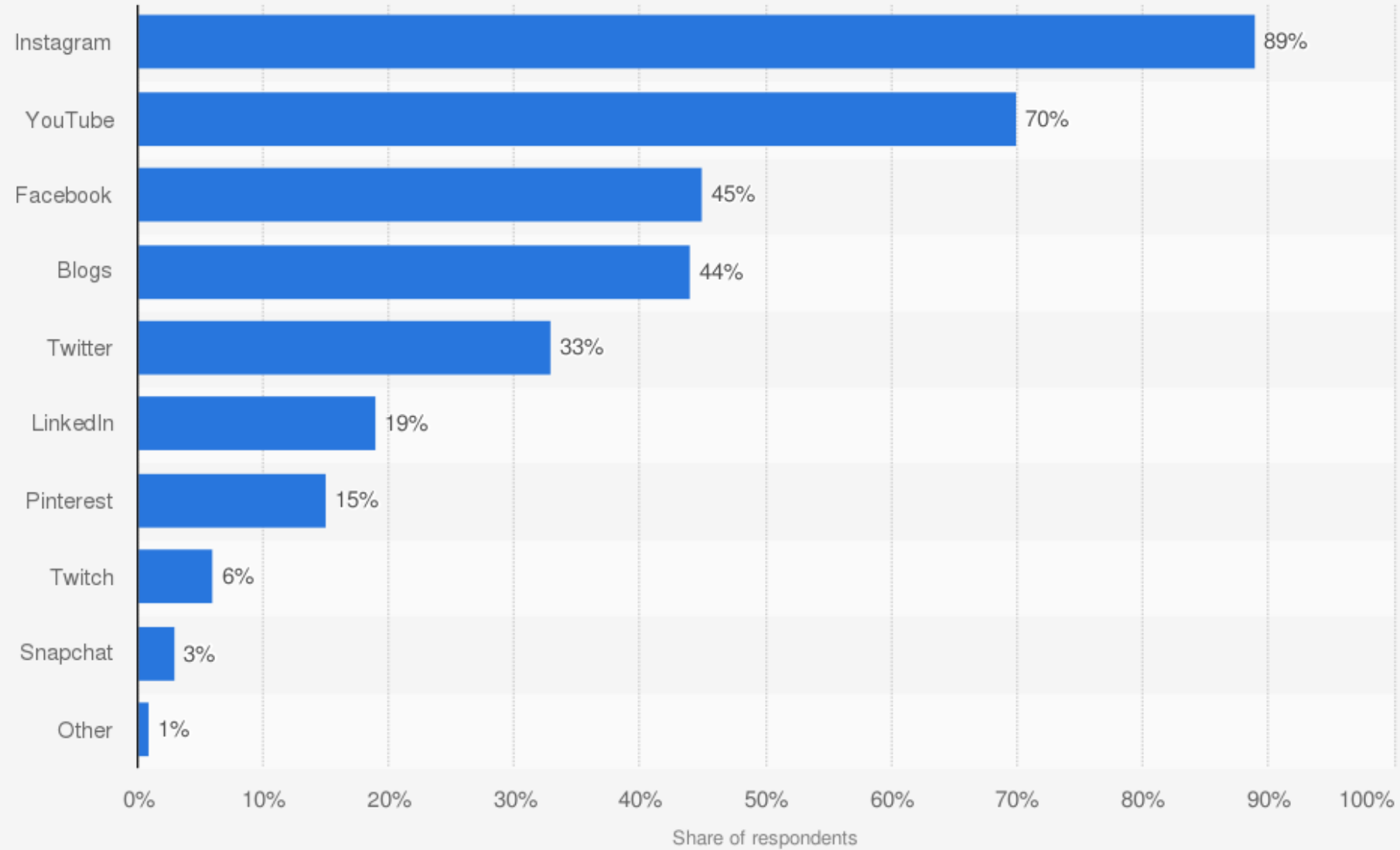


Source
Social Media Examiner
© Statista 2022

Additional Information:
Worldwide; January 2021; 4,394 respondents; marketers; Email survey



Leading platforms for influencer marketing worldwide as of January 2020



Source
Fourstarzz Media
© Statista 2021

Additional Information:
Worldwide; January 2020; among marketers

Defining influencers

“Influencers have the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience” (www.influencermarketinghub.com)

“Have a following in a distinct niche, with whom he or she actively engages. The size of the following depends on the size of his/her topic of the niche” (www.influencermarketinghub.com)

“An active and empowered social media user who is trusted by others” (Agnostino et al. (2019))

“Someone who is posting on social media for a compensation” (Campbell & Farrell (2020))

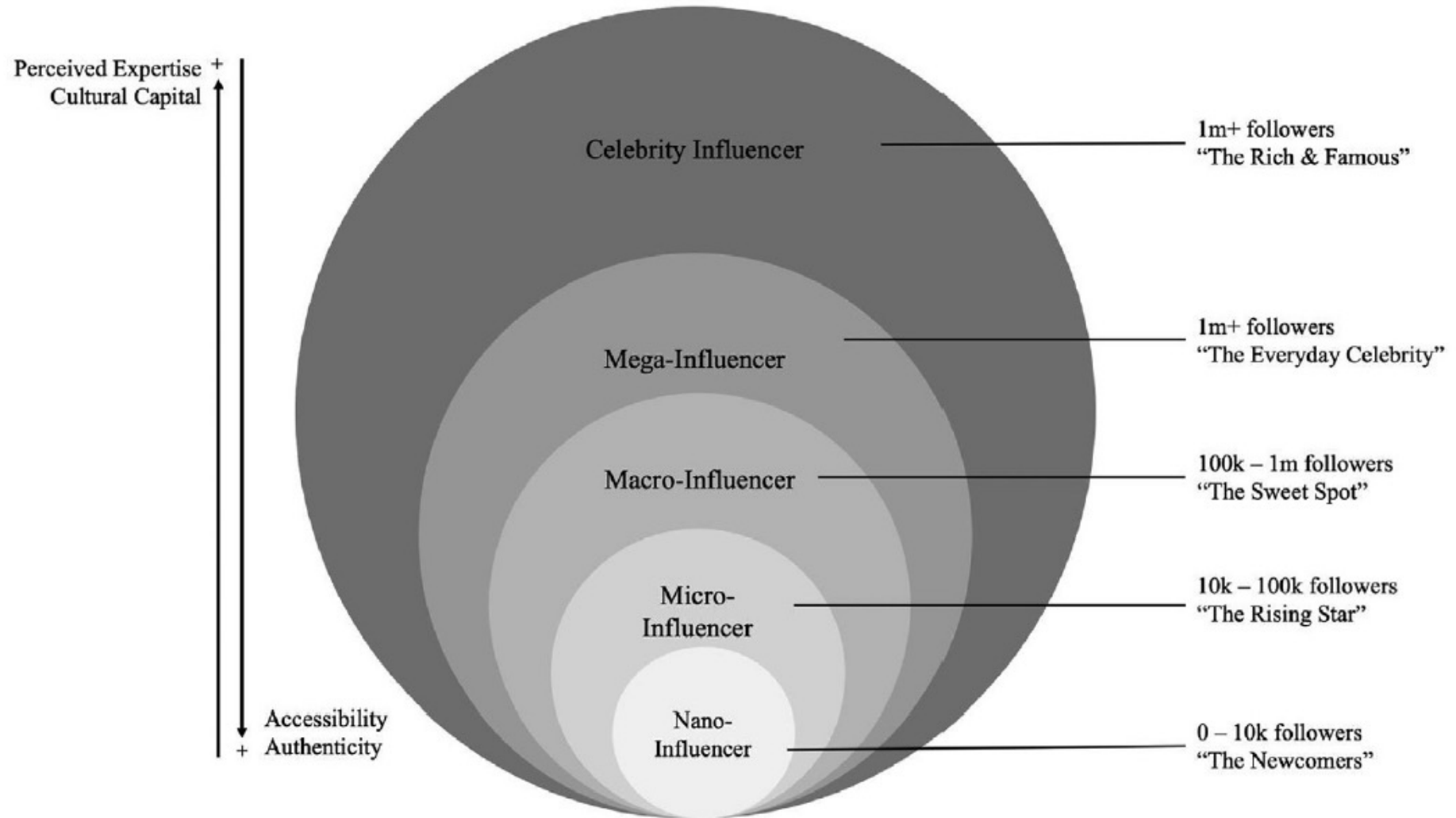


Important aspects:

- Reach
 - Organic reach, specific targeting
- Impact – opinion leaders
- Expertise, authenticity, and intimacy
 - Creates a bond with the followers
 - (Credibility = Expertise + Trustworthiness)

	Born	Ages
Gen Z	1997 – 2012	10 – 25
Millennials	1981 – 1996	26 – 41
Gen X	1965 – 1980	42 – 57
Boomers II*	1955 – 1964	58 – 67

From nano to celebrity



Influencer marketing at Visit Kotka-Hamina

- In 2021: 33 influencers, 40 posts, 978 stories, 9 blogs, reach 5,6 million views
- Carefully planned visits to the region
- The influencers are carefully selected based on their follower base, interaction metrics and theme of the channel.

Benefits:

- Increased awareness of the area
- Increased reach, quality reach
- Continuous growth in the follower base on our own Instagram
- Influencer marketing has benefited other marketing activities and has been efficient tool in terms of ROI

eWOM

Internet plays a central role in the today's marketplace, thus, e-WOM has never been more important.

“eWOM can be generally defined as consumers' information sharing and exchange about a product or company via the Internet, social media, and mobile communication. eWOM has been recognized to lead to high retransmission intentions because it is easy for consumers to generate conversations online.”
(www.oxfordbibliographies.com/)

A woman with long brown hair, wearing a blue and red plaid shirt, white pants, and a red headband, is walking two alpacas on a grassy path. The alpaca on the left is brown, and the one on the right is white. They are surrounded by green trees in the background.

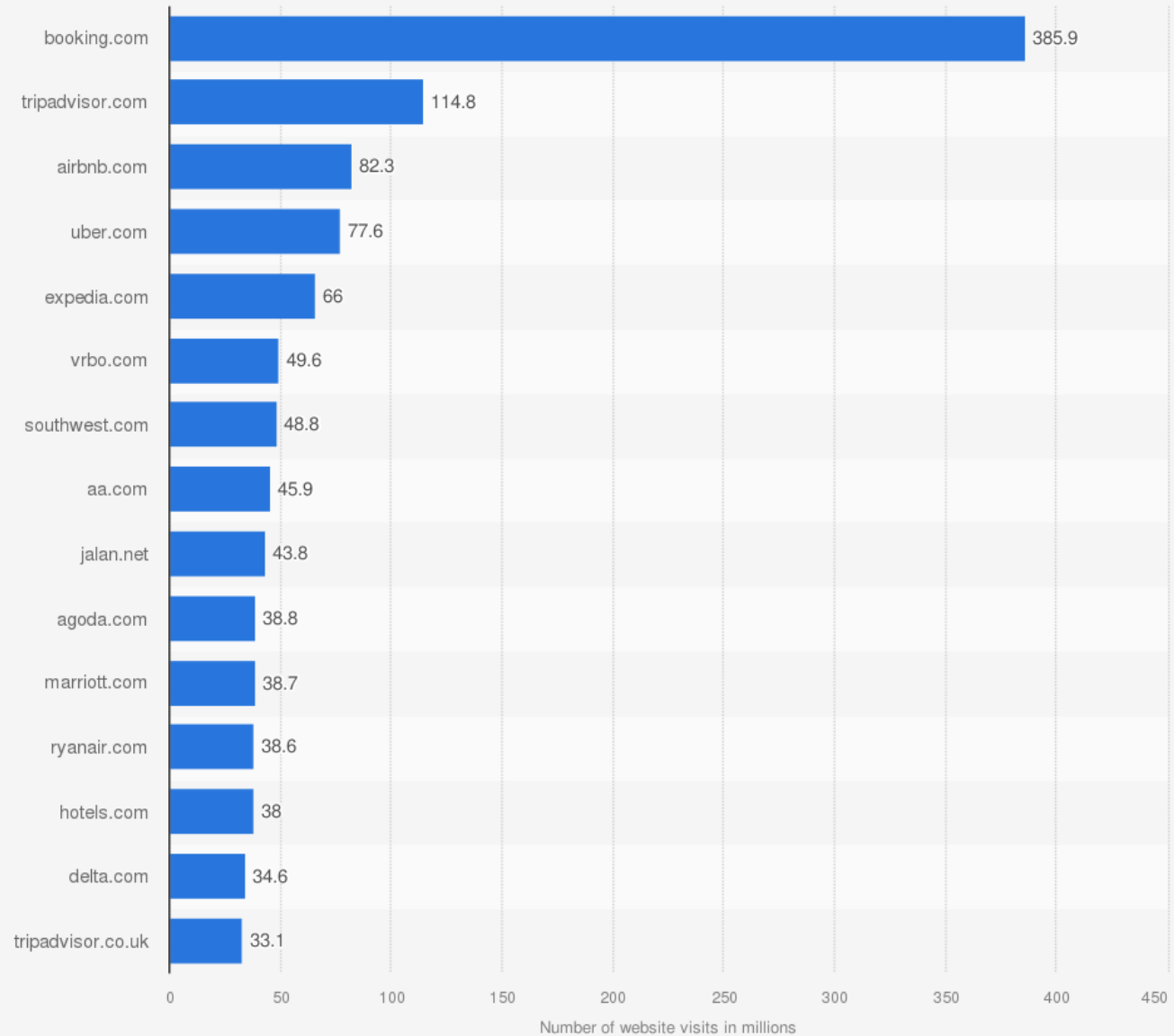
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eWOM in Tourism

Reviews provided by other travelers are often perceived by readers to be more up-to-date, enjoyable, and reliable than information provided by travel service providers. (Gretzel & Yoo, 2008).

Online customer reviews as a particular form of eWOM have become the most important information source in customers' decision making (Ye et al. 2011).

Most visited travel and tourism websites worldwide as of January 2022 (in million visits)



Source
SimilarWeb
© Statista 2022

Additional Information:
Worldwide; January 2022

eWOM at Visit Kotka-Hamina

- Ensure to meet and outgo customer's expectations. Do not set too high expectations in marketing.
- Motivate people to share their travelling experiences [#visitkotkahamina](#)
- Leverage the same to local entrepreneurs
- Monitor social media so-called social listening
- Check TripAdvisor and Booking for reviews
- Endorser marketing and media cooperation



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Thank you!

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