

Like, Comment, Share: Choosing the Right Influencers and Platforms for Influencer Marketing Campaigns

Case

Author: Sandra Ziewiecki & Lisa Ross

Online Pub Date: January 04, 2021 | **Original Pub. Date:** 2021

Subject: Sustainability in Business, Marketing Strategy, Social Media Marketing

Level: | **Type:** Indirect case | **Length:** 5792

Copyright: © Sandra Ziewiecki and Lisa Ross 2021

Organization: [fictional/disguised](#) | **Organization size:** Small

Region: [Global](#) | **State:**

Industry: Manufacture of wearing apparel

Originally Published in:

Publisher: SAGE Publications: SAGE Business Cases Originals

DOI: <http://dx.doi.org/10.4135/9781529753479> | **Online ISBN:** 9781529753479

© Sandra Ziewiecki and Lisa Ross 2021

This case was prepared for inclusion in SAGE Business Cases primarily as a basis for classroom discussion or self-study, and is not meant to illustrate either effective or ineffective management styles. Nothing herein shall be deemed to be an endorsement of any kind. This case is for scholarly, educational, or personal use only within your university, and cannot be forwarded outside the university or used for other commercial purposes. 2021 SAGE Publications Ltd. All Rights Reserved.

The case studies on SAGE Business Cases are designed and optimized for online learning. Please refer to the online version of this case to fully experience any video, data embeds, spreadsheets, slides, or other resources that may be included.

This content may only be distributed for use within University of South Florida.

<http://dx.doi.org/10.4135/9781529753479>

Abstract

Lost Treasures, a sustainable company specializing in manufacturing and selling bags and jewelry made from “trash,” is on the brink of becoming a medium-sized company. Campaigning online has gone well, but founder Michelle Clarks has realized that to reach more customers, she must energize her marketing strategies. To broaden her marketing activities and reach a wider audience, she is looking into influencer marketing with the intent to increase brand awareness, gain new followers and customers, and obtain customer loyalty.

Case Learning Outcomes

After reading and discussing this case, students will be able to:

- Debate the benefits and drawbacks of influencer marketing and influencer marketing campaigns.
- Evaluate social media platforms and their success for influencer marketing campaigns.
- Examine the issues involved in finding adequate influencers for influencer marketing campaigns.
- Determine the process behind developing parts of a suitable influencer marketing campaign.
- Apply sustainable marketing practices to stay ahead of competitors in the influencer industry.

Introduction

While watching someone pick up trash from the road, Michelle Clarks recalled the old adage that trash for one person could be treasure for another. Online research revealed a number of companies producing upcycled designer bags made from plastic, but most of them catered to high-end consumers. Soon Clarks founded Lost Treasures, an accessory company that manufactures and sells bags, belts, and jewelry from various types of “trash” such as used tires, metals and plastics, milk cartons, fabrics, and used wood.

Lost Treasures produces its handmade products locally and offers them at accessible prices. Three years after its founding, Lost Treasures is on the brink of becoming a medium-sized company, with an offer from a major retail chain to sell its products. The current marketing team consists of a marketing manager, Richard Scott, and a newbie in the company, Daniel Johnson, hired for his expertise in social media marketing.

For online campaigns, the marketing department has created Instagram and Facebook accounts showcasing the company’s latest creations through pictures and story functions. With the help of these functions, Lost Treasures advertised products and informed followers of upcoming sales. Carousel ads on both platforms highlighted features of Lost Treasures’ accessories and showed the process behind the manufacturing of its products. Users can swipe through these ads to view additional pictures and videos linked to Lost Treasures’ website. However, Clarks has recognized that the company channels and advertising are not generating the reach she desires, and she is considering partnering with influencers.

Influencer Marketing and Sustainability

Influencer marketing has become a significant part of social media marketing, which is often localized on social networking sites (SNS) where individuals establish networks of friends and strangers (Kaplan & Haenlein, 2010). Among the millions of SNS users, so-called influencers have emerged. Influencers are usually average people who may be experts in a specific field, which can give them the status and power to influence on social networks (Langner et al., 2013).

By spreading content in the form of pictures, messages, or videos, influencers rely on electronic word-of-mouth (eWOM); social media users must share this content for it to have an impact. Most platforms also let

users share experiences, a feature that can affect consumer purchase decisions because many people rely on advice given by others (Arndt, 1967; Chevalier & Mayzlin, 2006). Marketing departments now maintain budgets for influencer marketing strategies—for example, companies use influencers by giving them products to promote on their social media accounts. People on social media tend to see influencers as authentic and trustworthy. By collaborating with an influencer, Clarks believes she could transfer this sentiment to Lost Treasures and reach a wider audience while generating brand awareness (Uzunoğlu & Kip, 2014).

Consumers today expect companies to meet societal obligations—the slow fashion movement and sustainable fashion have been gaining ground. Clarks has already implemented two principles into Lost Treasures' marketing philosophy: demarketing and social marketing (Kotler, 2011). Through demarketing, the company reduces demand for products considered harmful to the environment. Lost Treasures includes individual cards with its products, printed on recycled paper, that address a different environmental problem caused by consumer purchases and suggest solutions to environmental problems—for example, how to reduce plastic waste or water consumption. Sometimes, the recycled paper cards propose challenges such as “ride your bike week,” “use-up challenges” (e.g., food, cosmetics), or “no-spend week.” Lost Treasures also uses recycled cartons and envelopes with no additional packaging when it ships to customers.

However, over the three years the company has been in operation, its social media account has not yet generated many followers. Lost Treasures' Instagram account has acquired around 1.5k followers, while the Facebook account only has 1k followers. Clarks asks her marketing team to look into connecting with influencers who also promote sustainability. They suggest that Lost Treasures seek out influencers who can raise awareness about the company's sustainable production practices. To convince critical followers, influencers must project authenticity when they convey environmental opinions and concerns. While an influencer who posts scandalous pictures may be an effective part of a strategic marketing campaign, someone who does something controversial can also damage a company's reputation. While Lost Treasures has actively implemented social marketing by influencing its target audience behavior to improve personal and social welfare (Andreasen, 1994), Clarks's social media marketing activities, which are part of her commercial marketing strategy, are still lacking.

The Struggle Is Real: Choosing the Right Influencer

The message Lost Treasures wants to convey must target the right platform and audience. Although influencers use different video formats such as tutorials, lookbooks, product reviews, hauls, and hacks, not all formats will work for Lost Treasures (Schwemmer & Ziewiecki, 2018). What Lost Treasures will need is an influencer who creates content that users will want to engage with (Meffert et al., 2015). That is, the company is hoping to gain followers who will interact more with the posts, videos, or the influencer through comments, likes, sharing, and similar actions. Johnson has prepared a portfolio consisting of basic information on three different female influencers Clarks might want to consider for her campaign.

Mrspress

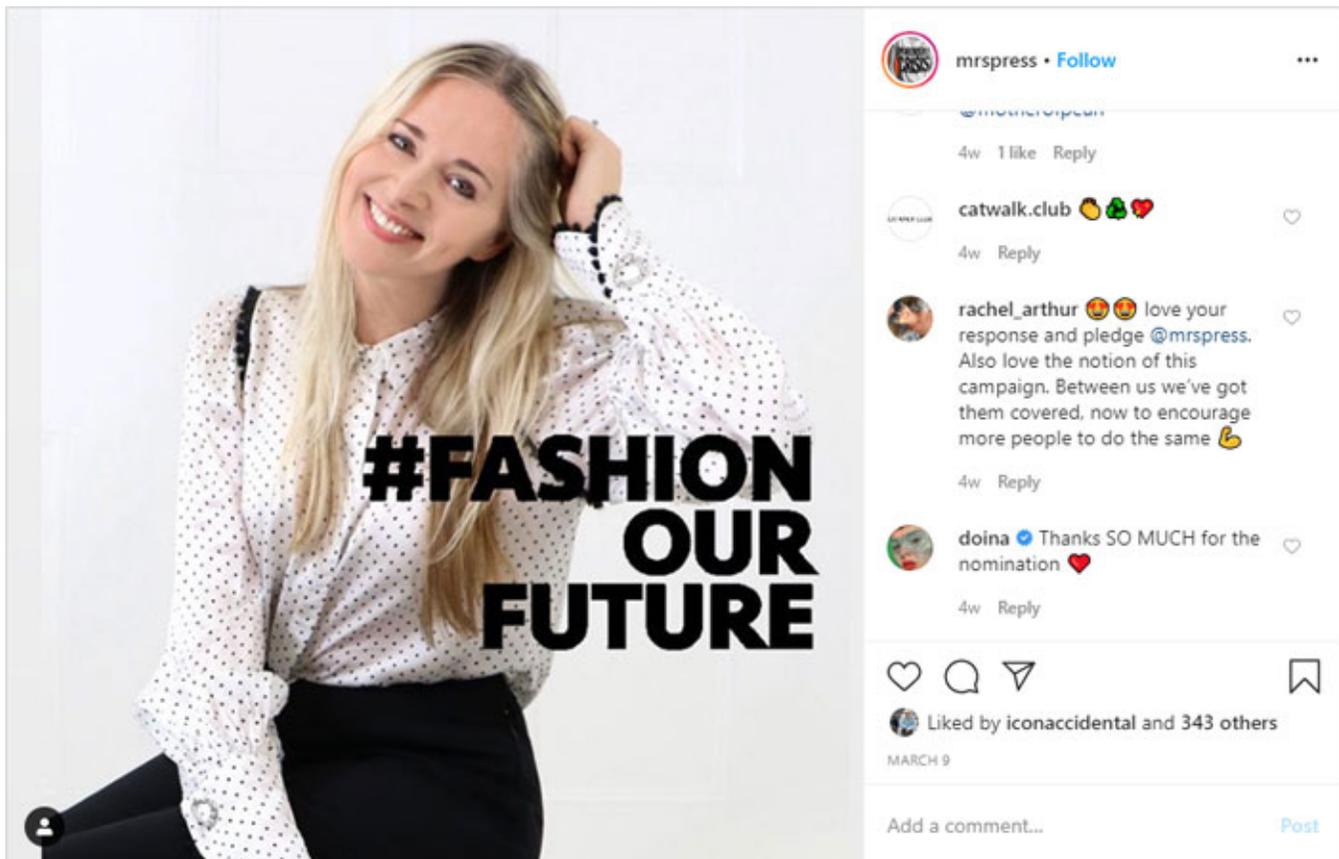
Clare Press, aka Mrspress, began her career as a senior writer at Rolling Stone and is now a presenter on the Wardrobe Crisis podcast. She is an author and public speaker who lives for sustainable fashion, aiming to educate people around the world. Each week, she interviews interesting people—designers, creatives, change-makers—on topics concerning ethical and sustainable fashion. Her commitment to sustainability has not gone unappreciated: she was named one of the Australian Financial Review's 100 Women of Influence in 2019, and she won the Green Globe Sustainability Champion Award. Lost Treasures could benefit from working with her as she is the fashion industry's go-to journalist concerning sustainability and ethics (Wardrobe Crisis, 2020). Next to her website, she is also very active on [Instagram](#), where she has generated over 39.5k followers. On Instagram, Clare often posts clothing items she has purchased in thrift shops in her story and gives her followers insight into her personal life as a sustainable fashionista (see [Figures 1](#) and [2](#)).

Figure 1. Instagram Post on Vintage Clothes by Mrspress



Source: Press (2020b).

Figure 2. Instagram Post on Sustainable Fashion by Mrspress



Source: Press (2020a).

Plasticfreemermaid

Plasticfreemermaid, born Kate Nelson, is an ethical influencer, environmentalist, activist, yoga teacher, writer, and—most importantly—ocean lover. What makes her a potential influencer for Lost Treasures is the fact that she has been living a disposable plastic-free life for ten years now. Kate’s Instagram profile reflects a deep link to nature and love of the environment through pictures of oceans and plastic-related pollution images, such as plastic bottles being swept up by the ocean (see [Figures 3](#) and [4](#)). Kate founded a non-profit called [Save the Mermaids](#), which educates society about human-sourced ocean pollution (IQuitPlastics, 2020). Moreover, Kate raises social awareness around environmental issues through her social media platforms: [Instagram](#) (101k followers), [Facebook](#) (5.6k followers), and [YouTube](#) (2.36k followers). Most recently, she is increasing her knowledge of sustainable fashion and is looking into different areas that show gaps in sustainable fashion.

Figure 3. Instagram Post on Ocean Plastic Pollution by Plasticfreemermaid



Source: Nelson (2020b).

Figure 4. Instagram Post on How to Avoid Plastic by Plasticfreemermaid



Source: Nelson (2020a).

Video 1. Plasticfreemermaid Tips and Tricks to Live Plastic Free

PickUpLimes

Sadia Badiei is a Canadian foodie and dietetics graduate, currently living in the Netherlands. The positive vibes she projects in her YouTube videos and Instagram pictures are what help her to stand out. The number of her [YouTube](#) followers (3.13m) reflect the power of her positivity. Sadia lives a vibrant life and gets her energy from plant-based foods, which is why she created PickUpLimes as a medium to share appealing and nutritious vegan recipes. Moreover, Sadia is interested in topics such as minimalism and healthiness. It is important to Sadia to create a community of people who share similar values and interests (PickUpLimes, 2020). What makes Sadia most interesting for Lost Treasures is her many social media channels and her immense follower reach: next to YouTube, the vegan influencer is also active on [Facebook](#) (81.6k followers), [Pinterest](#) (139.6k followers) and [Instagram](#) (686k followers). Through these channels, Sadia shares DIY vegan recipes (see [Figure 5](#)) but she is starting to present new topics such as plastic-free tips and tricks or hacks—that is, she demonstrates cunning techniques to accomplish daily tasks more easily and without harming the environment. For example, Sadia films healthy eating hacks that come with a printable guide for her followers. As an influencer who finds it essential that her content provides value to her viewers, she could inform on environmental topics and place Lost Treasures' products authentically.

Video 2. Meal Prep Ideas From PickUpLimes

Figure 5. Example Vegan Recipe From PickUpLimes



Source: Badiei (2019).

Lost Treasures wants to work with someone who has the same values as the company, someone who is inspiring to followers and who can persuade them and create eWOM. Clarks must consider some important aspects about market reach with the influencer she contacts. The market reach of an influencer is critical, and direct reach, or the amount of followers an influencer has generated over time, can be the main asset an influencer brings into a partnership with a company. Yet micro influencers with less reach can grab more attention than far-reaching macro influencers, as followers often tend to relate more to micro influencers due to their authenticity as well as approachability. Consumers feel a strong connection to average persons, which most micro influencers are. Thus, they pay more attention to their product endorsements.

When analyzing an influencer, regular growth in followers should be clear—that is, there should not be inexplicable and striking fluctuations. Leaps in growth may mean temporary attention from raffles, for example, or indicate “fake followers”—influencers buying followers to artificially boost their account. A look at the community commitment and interactions can reveal the authenticity of the influencer’s community. Multiple standardized or superficial comments of the same followers can reveal manipulations (Meffert et al., 2015).

Micro influencers tend to have sets of followers ranging up to 150,000 or 500,000. Anything above is considered a macro influencer. Followers of micro influencers tend to relate to them more, as these micro influencers often cater to a specific niche and command dedicated and engaged followers (Boyd, 2016; Wissman, 2018). Macro influencers, on the other hand, can reach millions of people with their content (Deges, 2018). When selecting an influencer for Lost Treasures, Clarks could choose micro influencers such as Plasticfreemermaid or Mrspress, or a macro influencer like PickUpLimes.

Influencers active on more than one platform are stronger influencers, and the platforms they use should correspond with channels where the company can reach its target audience (Meffert et al., 2015). While the three influencers Clarks is interested in are active on more than one social media platform, PickUpLimes records an immense follower research on various platforms.

With Lost Treasures' environmental focus, the personality and appearance of the influencer need to fit with the values of the company. Clarks wants to know how well an influencer represents her target audience, how they react to their community as well as the corporations the influencer already works with. Do the values of the other companies match those of Lost Treasures? Are they competing companies?

All of the potential influencers focus on saving the planet and contributing their knowledge, influence, and ideas to society. All of their values would align with Lost Treasures' goals and mindset. Lost Treasures would be a first-time collaboration with a sustainable fashion company for any of them. Plasticfreemermaid and PickUpLimes have so far done their own thing in their field of expertise. While Plasticfreemermaid has been creating awareness on plastic pollution in the oceans, PickUpLimes has been stressing the topic of clean and healthy plant-based eating. Even though neither has yet to discuss the topic of sustainable fashion, they would both be of great value for Lost Treasures due to their positive energy. Although Mrspress has not actually worked with a corporation with competitors, an important consideration for Clarks is that she hosts a podcast where she interviews other creative minds in the fashion industry.

Resonance, or the active engagement of an influencer's followers, is an indicator that varies among social media platforms—based on likes, shares, inviting friends, and comments. When taking a closer look at Mrspress, Clarks notices that although not every Instagram post shows many comments, the ones containing a certain story or an inspiring quote seem to generate active engagement. In addition, many followers repost her podcast posts or link her to their pictures. Even though she is not on Facebook, Mrspress and her podcast is sometimes mentioned in comments, especially within the sustainability community.

Kate Nelson (Plasticfreemermaid) seems to have a low like follower ratio (percentage of likes in relation to total followers) on her YouTube account, which could indicate fake followers. However, a deeper dive into her Instagram account shows that posts or videos of DIY projects generate far more comments. More importantly, she interacts with her followers by answering questions, such as making recommendations or giving her opinion.

Lastly, Clarks takes a closer look at PickUpLimes. She is astonished by the like follower ratio this woman has managed to attain. Clarks realizes that PickUpLimes is more about cooking and a nutritious diet; however, she sees the potential this influencer has for Lost Treasures. The comments beneath her content include grateful people and a lot of followers recommending her recipes and sharing their experiences with Sadia's suggestions. PickUpLimes also tries to engage with as many comments as possible.

The First and Final Steps

The long-term goal for Lost Treasures is to have a personal and direct collaboration with an influencer, which raises questions about budget. The marketing team will choose an employee eye-level with the potential influencers and contact them directly through email, after researching them. If Lost Treasures receives positive feedback, they will arrange a meeting face-to-face, before sending them products and briefings to present Lost Treasures' products and company values (Meffert et al., 2015). Last year Lost Treasures' revenue hit the USD 10,000,000 mark. Clarks has therefore decided that 9% (USD 900,000) of last year's revenue should be invested into her marketing activities. She asks her marketing department for guidance on an adequate budget for influencer marketing, and Johnson, the social media expert, explains that mid-sized companies devote 15% of their marketing budget to influencer marketing, or USD 135,000 a year for Lost Treasures.

There are also other costs around social media activities (e.g., Facebook ad formats) when Clarks must calculate her total marketing budget. The budget for these ad formats can be set to not exceed a certain amount per month. She needs to decide whether she wants to keep these formats next to a collaboration with an influencer or integrate the influencer into existing formats. One possibility is a more short-term relationship

with an expensive influencer, such as a one-time event with the guest appearance of the influencer, or one informative and significant video. Johnson provides a list of possible pricings to help make a decision (see [Table 1](#)).

Table 1. Pricings for Influencer Marketing

Platform	Influencer reach (followers/subscribers)	Influencer marketing prices (USD)
	10,000–100,000	250 per post
Facebook	100,000–1,000,000	2,500 per post
	1,000,000<	25,000 per post
	10,000–100,000	100 per post
Instagram	100,000–1,000,000	1,000 per post
	1,000,000<	10,000 per post
	10,000–100,000	200 per video
YouTube	100,000–1,000,000	2,000 per video
	1,000,000<	20,000 per video
	10,000–100,000	100 per post
Snapchat	100,000–1,000,000	1,000 per post
	1,000,000<	10,000 per post

Source: Data from WebFX (2020)

Influencer Marketing Platforms

Clarks sees more potential in Instagram (IG), a photo and video sharing platform where users edit their pictures with effects and filters from their mobile devices. On Instagram, users share their content by posting to their profile page, which shows up in follower newsfeeds, or by creating an authentic “story” available for 24 hours. Influencers often use this function to give their followers insights into their daily lives, inform them about topics which are important to them, and strengthen the connection to their followers.

For Lost Treasures, the story function could be used to share upcoming sales, giveaways or promotional codes with potential consumers. Moreover, Instagram's hashtag feature creates a link between a picture and a word, helping users find images via search. Because Instagram is an important influencer marketing platform, and many influencers use Instagram as their preferred social media platform to place products, Clarks is interested in pursuing an influencer who is strong on this platform. Instagram has demonstrated high engagement rates between users and influencers with its "like," "comment," and "sharing" functions. These engagement rates vary depending on the number of followers and tend to decrease with a rising number of followers. However, micro influencers on this platform have demonstrated rates ranging from 1.7% to 8% compared to other platforms such as Twitter (0.3%–1.5%; Influencer MarketingHub, 2020). With the help of multiple effects and prefabricated filters, Lost Treasures' influencers could add their creativity to postings and in turn might stand out more and create attention for themselves and the brand.

Facebook, which reported around 1.6 billion daily users worldwide in 2019, is the platform with the widest reach (Facebook, 2019a). As a social network that integrates pictures, videos, and messages, Facebook allows users to communicate with each other and share content and experiences, creating user-generated eWOM. Furthermore, Facebook offers ad formats, including slideshows, collection ads, photo/video ads or carousels, stories, and messenger ads (Facebook, 2019b). Potential influencers working with Lost Treasures can prove their talents and promote Lost Treasures' products via pictures to make people aware of the concept behind the company. Besides using Facebook's advertising tools, Clarks can make use of the data collected from each user to help reach the desired target audiences. The "live function" on Facebook, like the IG story function, can create an authentic atmosphere and give the viewers insight into the life of the influencer. Additionally, Facebook allows users and influencers to interact by liking or disliking pictures or posts, and moreover, express their feelings toward the influencer's content via emoji buttons.

On YouTube, people connect with other viewers and creators by means of comments, and through live streams and live chats, making the creators more accessible. Comment functions let users communicate and discuss topics. Thereby, their opinions and experiences can be spread among the YouTube community, thus creating eWOM for Lost Treasures. YouTube has a high viral force that aids the rapid spreading of videos, which are watched over one billion hours daily in total (YouTube, 2020). Users can create individual channels and display personal information next to uploading videos. Many companies choose influential individuals to advertise products via product placement, hauls, unboxings, affiliate links, or tutorials, as Lost Treasures' company channel would probably not generate the same reach as a channel of a YouTuber. On YouTube, influencers can create videos without time boundaries and therefore can give more information on Lost Treasures' products.

On Snapchat, a platform where users take pictures and videos and choose a time limit for the receiver's viewability, spontaneous pictures can be taken anywhere at any time. Lost Treasures can use Snapchat for its influencer marketing campaign to its advantage, as influencers can convey this spontaneity as a by-product of their authenticity. Unlike other platforms, Snapchat does not have a like or comment function, it is solely based on the viewing of stories and snaps. On the discover pages users can view any content, such as brands or news, or branded filters; the platform is often used by influencers to provide insights to their lives. Younger people are active on this platform, making it a good venue for marketing to such a target audience.

Discussion Questions

- 1. How can Lost Treasures apply sustainable marketing practices in the context of influencer marketing?
- 2. What features make the chosen influencers suitable for Lost Treasures' influencer marketing campaigns? Explain micro and macro influencers and how Lost Treasures can benefit from working with them. If Clarks chooses one of the three influencers, which one should she choose and why?
- 3. How should Lost Treasures strengthen its social media channel activities on Instagram and Facebook in order to develop its influencer marketing strategy? On which platform should Lost Treasures focus next? Explain the potentials of the respective social media platforms.

- 4. Select a product type of your choice (bag, belt, jewelry, etc.) and collect ideas for a suitable influencer marketing campaign for Lost Treasures (e.g., text and photo ideas for an Instagram posting, content and text for a Facebook or YouTube video, or Instagram/Facebook/Snapchat story).

Further Reading

- Athwal, N. , Wells, V. K. , Carrigan, M. , & Henninger, C. E. (2019). Sustainable luxury marketing: A synthesis and research agenda. *International Journal of Management Reviews*, 21(4), 405–426. <https://doi.org/10.1111/ijmr.12195>
- Carter, D. (2016). Hustle and brand: The sociotechnical shaping of influence. *Social Media + Society*, 2(3), 1–12. <https://doi.org/10.1177/2056305116666305>
- De Veirman, M. , Cauberghe, V. , & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>
- Hoffman, D. , & Fodor, M. (2010). Can you measure the ROI of your social media marketing? *MIT Sloan Management Review*, 52(1), 41–49.
- Instagram (2020). Mrspress. <https://www.instagram.com/mrspress/?hl=de>
- Murphy, P. E. (2005). The roots of the obligation of business to preserve the environment. *Business & Professional Ethics Journal*, 24(1–2), 171–198. <https://doi.org/10.5840/bpej2005241/210>
- Nayak, R. , Nguyen, L. , Nguyen, T. , Gaimster, J. , Panwar, T. , & Morris, R. (2019). The challenges for sustainability marketing approach: An empirical study in Vietnamese fashion SMEs. *International Journal of Trade, Economics and Finance*, 10(4), 104–107. <https://doi.org/10.18178/ijtef.2019.10.4.645>
- Ozdamar Ertekin, Z. , & Atik, D. (2015). Sustainable markets: Motivating factors, barriers, and remedies for mobilization of slow fashion. *Journal of Macromarketing*, 35(1), 53–69. <https://doi.org/10.1177/0276146714535932>
- Voorveld, H. A. M. , van Noort, G. , Muntinga, D. G. , & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, 47(1), 38–54. <https://doi.org/10.1080/00913367.2017.1405754>

References

- Andreasen, A. R. (1994). Social marketing: Its definition and domain. *Journal of Public Policy & Marketing*, 13(1), 108–114. <https://doi.org/10.1177/074391569401300109>
- Arndt, J. (1967). Role of product-related conversations in the diffusion of a new product. *Journal of Marketing Research*, 4(3), 291–295. <https://doi.org/10.2307/3149462>
- Badie, S. [@pickuplimes]. (2019, July 25). NEW VIDEO some quick, delicious and healthy 20-minute #vegan meal ideas [Instagram photo]. <https://www.instagram.com/p/BOV80A-lc13/>
- Boyd, S. (2016). How Instagram micro-influencers are changing your mind one sponsored post at a time. <https://www.forbes.com/sites/sboyd/2016/06/28/howinstagram-micro-influencers-are-changing-your-mind-one-sponsored-post-at-a-time/#5bcb785b34a1>
- Chevalier, J. A. , & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of Marketing Research*, 43(3), 345–354. <https://doi.org/10.1509/jmkr.43.3.345>
- Deges, F. (2018). *Quick guide influencer marketing: Wie Sie durch Multiplikatoren mehr Reichweite und Umsatz erzielen* (1st ed.). Springer Gabler.
- Facebook (2019a). Number of daily active Facebook users worldwide as of 3rd quarter 2019 (in millions) [Graph]. In *Statista*. <https://www.statista.com/statistics/346167/facebook-global-dau/>
- Facebook (2019b). Ad formats. <https://www.facebook.com/business/ads/ad-formats>
- Influencer MarketingHub (2020). Instagram influencer sponsored post money calculator. <https://influencermarketinghub.com/instagram-money-calculator/>
- IQuitPlastics (2020). Who is Plastic Free Mermaid? <http://iQuitplastics.com/about-2>
- Kaplan, A. M. , & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kotler, P. (2011). Reinventing marketing to manage the environmental imperative. *Journal of Marketing*, 75(4), 132–135. <https://doi.org/10.2307/41228615>
- Langner, S. , Hennigs, N. , & Wiedmann, K.-P. (2013). Social persuasion: Targeting social identities through social influencers. *Journal of Consumer Marketing*, 30(1), 31–49. <https://doi.org/10.1108/07363761311290821>
- Meffert, H. , Burmann, C. , & Kirchgeorg, M. (2015). *Marketing: Grundlagen marktorientierter* Like, Comment, Share: Choosing the Right Influencers and Platforms for Influencer Marketing Campaigns

Unternehmensführung Konzepte – Instrumente – Praxisbeispiele (12th ed.). Springer Gabler.

Nelson, K. [@plasticfreemermaid]. (2020a, January 18). HOW TO SURVIVE SUPER MARKET PLASTIC-FREE STYLE [Instagram photo]. <https://www.instagram.com/p/B7eiOBknARV/>

Nelson, K. [@plasticfreemermaid]. (2020b, February 29). Plastic is driven not by the demand, but by the supply. [Instagram photo]. <https://www.instagram.com/p/B9LYWrsHlnM/>

PickUpLimes (2020). About Pick Up Limes. <https://www.pickuplimes.com/about>

Press, C. [@Mrspress]. (2020a, March 9). Thank you for interviewing me on your blog @parlourx (link in bio) 🍷 You asked me for one piece of advice to be more sustainable. I said: Stop consuming mindlessly. Think before you buy, & not just when it comes to fashion. [Instagram photo]. <https://www.instagram.com/p/B9hzHnSgKJI/>

Press, C. [@Mrspress]. (2020b, April 7). Show us yer #vintage 🍷♻️ #todayimwearing a striped cotton shirt \$10 from @vinniesshops with a moth-eaten beaded & sequined 1960s wool tank top from some market somewhere—can't remember the price but you can pick these things up for \$30. I nominate @skillingsthe @op_shop_to_runway & @natshehatastyling to show me theirs.... [Instagram photo]. <https://www.instagram.com/p/B-qRZ6gA5ti/>

Schwemmer, C. , & Ziewiecki, S. (2018). Social media sellout: The increasing role of product promotion on YouTube. *Social Media + Society*, 4(3), 1–20. <https://doi.org/10.1177/2056305118786720>

Uzunoğlu, E. , & Misci Kip, S. (2014). Brand communication through digital influencers: Leveraging blogger engagement. *International Journal of Information Management*, 34(5), 592–602. <https://doi.org/10.1016/j.ijinfomgt.2014.04.007>

Wardrobe Crisis (2020). About Clare Press. <https://www.clarepress.com/about>

WebFX (2020). Influencer marketing pricing: How much does it cost in 2020? <https://www.webfx.com/influencer-marketing-pricing.html>

Wissman, B. (2018). Micro-influencers: The marketing force of the future? <https://www.forbes.com/sites/barrettwissman/2018/03/02/micro-influencers-the-marketing-force-of-the-future/#279d469a6707>

YouTube (2020). YouTube for press. <https://www.youtube.com/intl/enGB/about/press/>
<http://dx.doi.org/10.4135/9781529753479>