Homework

Emily is a 35-year-old nurse and mother of three. In her free time, she posts photos and videos of her children on social media and shares her thoughts on the challenges of working full-time and raising a family. She doesn't only share her posts with family and friends, but with the thousands of people who follow her on social media. To these people, known as followers, Emily seems friendly and honest. They feel like they know her and, most importantly, want to be just like her and buy the things she has.

Emily is an influencer – someone who is paid by companies to promote their products on social media. Almost forty percent of the world's population – around three billion people – use social media, and paying influencers to reach as many of them as possible is an increasingly popular marketing technique.

There are millions of influencers with a range of interests and backgrounds. Some have become famous because of their social media content, while others were already celebrities. The biggest influencers are followed by hundreds of millions of people, and some are paid up to $1 million per post by brands.

For companies, it's worth paying that much money – influencer marketing is big business and getting bigger. The industry has grown quickly in recent years, from $1.7 billion in 2016 to $8 billion in 2019. And it shows no sign of stopping. Experts think that it'll be worth more than $15 billion by the end of the year and will keep growing.

Influencer marketing is so successful because of the ability of influencers to create content that seems real and honest and to connect with their audience. While celebrity influencers do sell products (demand for a certain brand of shoe rose almost 5,000 percent after a singer posted photos of herself wearing them), research shows consumers are more likely to buy products promoted by 'regular' people that they understand and trust.

But how much can you really trust even a regular influencer? Many people question influencers' honesty and whether their posts hide the fact that they are advertising something. UK consumer law says that influencers have to state if they're advertising something, but many hide this fact among other comments on their posts. This makes it difficult for their followers to know if the influencer is recommending something because they think it is good or because they're being paid.



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Read the article. Choose the best title (a–c).

a The problems with influencer marketing

b The success of influencer marketing

c How to become an influencer

Choose four things that the article includes.

a the type of people who are influencers

b when brands began using influencer marketing

c the amount influencers get paid

d the names of the biggest influencers

e the reason why influencer marketing is successful

f problems with influencer marketing

Complete the sentences with one word from the article in each gap.

1 Emily's social media posts talk about the _____ of bringing up children and working as a nurse.

2 The people who _____ Emily on social media think that she is friendly and honest.

3 Companies pay influencers to _____ their products on social media.

4 Influencers come from a variety of _____.

5 People are more _____ to buy a product recommended by an influencer that they trust.

6 Some people have doubts about the _____ of influencers who may not clearly show that they are advertising something.

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