

ARE YOU BEING INFLUENCED?

SEE HOW INFLUENCERS
IMPACT WHAT YOU BUY



INFLUENCERS ARE HUGE ON SOCIAL MEDIA! WITH TONS OF FOLLOWERS, THEY USE THEIR ONLINE PRESENCE TO GUIDE WHAT OTHERS DO. THEY OFTEN GET PAID TO PROMOTE PRODUCTS AND USE THEIR INFLUENCE TO PERSUADE THEIR FOLLOWERS TO BUY THEM. INFLUENCERS USE THEIR CONNECTION WITH THEIR AUDIENCE TO MAKE PROMOTIONS FEEL MORE GENUINE AND CONVINCING. HAVE YOU NOTICED ANY OF THESE METHODS USED BY INFLUENCERS?

- ◆ **UNBOXING VIDEOS** Influencers open and review new products, giving their audience a first-hand look at what's inside the box. The excitement and positive reactions they display can make us feel like we need the product to experience the same joy.
- ◆ **CLOTHING HAUL VIDEOS** Influencers showcase a collection of clothes they've recently purchased. They try on each outfit, often highlighting the fit, style, and versatility. Seeing these clothes on someone we admire can make them more appealing.
- ◆ **TUTORIALS AND HOW-TOS** They create step-by-step guides on using a product and provide tips and tricks. This content educates followers and builds trust, showing that the influencer genuinely knows and uses the product.
- ◆ **LIFESTYLE INTEGRATION** They seamlessly incorporate products into their daily routines and content. This approach creates an aspirational appeal, as followers see the product as a key component of the influencer's successful and appealing lifestyle.
- ◆ **LIVE STREAMS** This interactive format allows influencers to create a more personal experience. Followers can ask questions, request specific demonstrations, and get instant feedback, making the product presentation more engaging.

PURCHASE PERSUASION

WAYS WE'RE ENCOURAGED TO BUY — HOW IT ENCOURAGES US TO BUY

- Product Links** — *Makes it easy with just a few clicks*
- Giveaways & Contests** — *Generates excitement*
- Special or Limited-Time Offer** — *Creates a sense of urgency*
- Exclusive Discounts & Promo Codes** — *Gives a sense of insider access, making followers feel valued*



THE PSYCHOLOGY OF FOMO: WHY WE BUY

Fear of Missing Out, or FOMO, is that anxious feeling you get when you think you're missing out on something fun or cool that everyone else is doing. On social media, FOMO hits hard when you see your friends, celebrities, or influencers doing awesome things, buying cool stuff, or going to amazing events. This fear can make you buy things impulsively just to feel like you're part of the action and not left out.



Don't let influencers and FOMO decide what you'll buy. Take control of your social media spending with these five tips:

1) Pause and Reflect: Before you hit "buy," take a moment to think. Is FOMO influencing your decision?

2) Research Reviews: An influencer will say that the product they're promoting is the "absolute best!" Don't take their word for it. Find unbiased reviews from multiple sources.

3) Unfollow or Mute: If certain accounts or influencers constantly cause FOMO, consider unfollowing or muting them. Less exposure means less temptation.

4) Customize Your Feed: Follow accounts that make you feel good. Look for content that inspires you, not accounts that focus on selling stuff or presenting the perfect life.

5) Talk It Over: Discuss with your family and friends what you're thinking of buying. They can offer advice and help you decide if it's a good idea or just FOMO talking.

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#ad #sponsored Look for these hashtags to identify genuine influencers. They are transparent about their promotions by including these hashtags or mentioning their sponsorships in their captions or videos.

**IT'S OKAY TO ADMIRE AND FOLLOW INFLUENCERS,
BUT ALWAYS MAKE SURE YOUR PURCHASING
DECISIONS ARE BASED ON YOUR NEEDS AND
PREFERENCES, NOT JUST THE LATEST TREND.**