

Bachelor's thesis

Bachelor of Business Administration (BBA)

International Business

2017

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HOW USE THE SOCIAL MEDIA INFLUENCERS TO SUPPORT THE COMPANY BRAND IMAGE?

– Case in PULLUP S.A Company

BACHELOR'S THESIS | ABSTRACT

TURKU UNIVERSITY OF APPLIED SCIENCES

Bachelor of Business Administration (BBA) | International Business

June 2017 | 59 pages

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- Case in PULLUP S.A. Company

Some actors of this thesis wish to stay anonymous. Their identity have been change by the author. The researcher chooses to delete all information which can be a proof of their true identity. By this way, it is possible there is a lack of information.

More and more, brands are developing their ambassadors range worldwide to increase their digital marketing. As the author worked for PULLUP Company, a famous firearms and outdoors company, the aim of this thesis is to increase the author's knowledge of webmarketing and bring his contribution to this enterprise.

For the moment, PULLUP has 4 ambassadors active on social media.

This thesis will study the influence of the brand ambassadors and particularly of Zoé Kollath. The relevance on the PULLUP French market and its fast-increasing numbers is the main motivation of the authors at the time of studying this area. The theoretical part describes the social media, the social media strategy and the influencers to visualize the thesis context. The empirical parts permits to highlight the relationship between influencers and company and understand the case of Zoé Kollath with PULLUP. As main findings, the economic and social benefits to have social media influencers but the necessity to manage them by social media strategy.

KEYWORDS:

MARKETING, PROMOTION, SOCIAL MEDIA MARKETING, SOCIAL MEDIA INFLUENCERS, BRAND IMAGE, FRENCH MARKET

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LIST OF ABBREVIATIONS (OR) SYMBOLS

USA United States of America

UN United Nations

W.O.M Word Of Mouth

FB FACEBOOK

IG INSTAGRAM

1 INTRODUCTION

1.1 Background

Since his first steps, the author had a passion for firearms. Because of this reason, he decided to go to business school with the purpose to sell firearms in the future and to discover the firearms industry in the PULLUP S.A company during an internship of 6 months.

The author aims to study the role of influencers in social media marketing as Facebook, Instagram, YouTube or Twitter. During the research, the author had lots of discussions with his managers, Mr. Boucher and Mr. Karpate. « It is a very efficiency way when the persons talk about a product or a service are individuals who have settled their authority and credibility around a topic » (Boucher, 2017). This thesis permits to bring new positive challenges to PULLUP company to, by the fact, improve their communication channels impacts on the French consumer and earn more market share.

1.2 PULLUP Company_at the assault of digital communication

PULLUP International sells its products worldwide to North America, which is supplied by the PULLUP. Nevertheless, even though PULLUP covers such a wide market, the researcher is going to focus on the firearms sector and concretely on French market. Meaningfully, it is organized in several departments such as the Strategic, Marketing, Financial, Accounting, Computing, Logistics, After Sales and Commercial departments with the sales administration "Distributors" and the administration of sales "Dealers".

As the author's purpose is to intensively study the Marketing department and its strategies, the thesis will mainly be focused on this part.

PULLUP negotiates the digital turn at full speed because "marketing through influencers is the client acquisition channel that has been increasing the quickest" (Odell, 2015). Like almost all large companies, they have a Facebook page where they can daily communicate with their customers and their fans. In addition, they reply to the questions asked by hunters and sports shooters. The goal is not to promote their products, but rather to maintain the relationship of trust that unites PULLUP with their customers and all those who share their passion. PULLUP's policy on social networks is more ambitious than a simple Facebook page because it tries to strengthen the relation customer brand. As a matter of fact, the Facebook page is updated, by one web-developer, day by day keeping the potential customers tuned by showing them the

best products to buy. (Karpate, 2017) Closely related, they work with many ambassadors on Facebook, YouTube, Instagram and Twitter to spread the brand. According to Odell (2015), every 1\$ invested in influencer marketing gives to the brand 6,5\$ back with the top 13% earning \$20 or more. It is also demonstrated that the intention to purchase increases by three if it is done by a brand through Twitter and by five if it is done by an influencer by Instagram. Moreover, 92% of consumers trust an influencer more than an advertisement or traditional celebrity endorsement. (Weinswig, 2016)

To illustrate, the thesis is going to study deeply the French PULLUP ambassador Zoé Kollath who reaches hundreds of thousand of people every week via her Facebook page. Finding of a survey about Facebook from 2015 show that this social media platform has 1,49 billion monthly active users (Sprout Social, Q3 2015). Among them, 81% of those respondents consider influencer engagement effective or very effective for attaining their objectives (Weinswig, 2016). In addition to Facebook, Zoé Mercier has an Instagram account, a social media for photography. Each month, more than 316 million people connect themselves to this network (Sprout Social, June 2015). In between all of them, 59% of Instagram users are on the platform daily, including 35% who visit several times a day. (Pew Research Center, 2015). It is expected that, by 2017, 51,8% of social network users will use Instagram (Miles, 2014). In order to know what the link is between Zoé Kollath and PULLUP the author will explain with more details the social media strategy in the next chapter of the thesis.

The research will be focused concretely on French hunter consumers and market. For PULLUP company, it represents 40% of the company's revenues (Boucher, 2017). Many competitors know that the French hunters have a high budget for their passion (Karpate, 2017). Among his purposes, the researcher will think and find new perspectives for the Marketing department to increase the future objectives of the brand and bring some different external points of view from the social media professionals to reach more potential purchasers. However, the author is well conscious that it will represent numerous challenges.

Hunting is an activity that we can daily measure the environmental impact. It regulates the animal population, preserves the species and helps the sylvo-culture balance. In France, the economic weight can't be concretely described but it can be said that there are around 1.100.000 French hunters. In 2016, Bernard Kratz wrote an article about the French Hunting Federation which studied the socio-economic data about hunting. The sales revenue made by hunting showed by the BIPE is 3,6 billion of Euro. In comparison, the tennis in France brings back 2,2 billion of Euro or 2,1 billion of Euro for the fishing. (Kratz, 2016, p.26-27) On average, a French hunter spend, by season, 2162€. However, this number depends how and where they hunt. There are many laws (ethical, system management, State engagement) which can

modify this average. As a matter of fact, in the region of France where the author comes from, due to the budget is higher, they spend on average 4617€. (Kratz, 2016, p.28)

1.3 Objectives of the research and Research questions:

The main objective of the thesis is to understand the impact of influencers at the time of promoting PULLUP company. Concretely, understanding the impact they can have on French hunter consumers solving the question how the companies can use social media influencers.

As a consequence of the objectives, this study will be focused on the marketing contents and promotion PULLUP company uses through social media and their influencers to strengthen its brand image.

Additionally, the research will try to focus on how this brand image is perceived by the French hunter consumers that are in contact with these PULLUP influencers.

The research questions are :

- What are social media influencers and how can they impact a brand image?
- What kind of impact a social media PULLUP influencer can have on the French hunter consumer?
- What is the PULLUP social media marketing strategy?

1.4 Research structure, scope and limitations of the research :

This thesis is divided in five chapters. The first part introduces the background of the thesis based on the experience of the researcher and general information about social media, the company PULLUP and the French hunting market in order to give the reader the basic knowledge. The objectives and structure of the research are also shown in this first section. Secondly, the literature review is presently divided in two parts. The first one provides information about the impact of the influencers on the brand image itself, the different social medias used by the PULLUP Ambassador Zoé Kollath, the advantages and disadvantages. On the other hand, the consumer behaviour of the French hunters is going to be studied theoretically, the French hunting market and the purchase process.

In the third point, the research methodology is highlighted in terms of the study of the observations, followed up on Zoé Kollath's Facebook and Instagram pages and methods used. Consequently, in the fourth point the data analysis is introduced where both information obtained and limitations are studied. Findings will be analysed carefully in order to obtain the conclusions drawn in the last point where the Thesis has its last reflection once all the information is provided. At the end of the paper, the Annex shows the tables, data, responses and numbers obtained during all the collection process in order to give reliability to the Thesis.

The project presented is going to be studied in the area of France, looking for the consumer behavior and possible trend brought by the social media influencers.

The first purpose of the thesis is to analyze France in general. Nevertheless, the author chooses to speak about a very broad population and it is such a difficult process to collect information about the whole country hunters. During the study of his thesis, the author will be confronted to some limitations. As long as the topic is of current issue, a lot of data can be found on Internet but the information provided there are not reliable, so unusable. In fact, that can mean a limitation for my research. Similarly, the lack of book references about social media influencers can imply a barrier to obtain information. Moreover, the author have to be carefully about the statistic organisms because they have not the same evaluation criteria. The data were collecting by the way of surveys and behaviour analysis. The main limitation is the company's discretion and the closed sector. Selling firearms isn't selling apples, the brand image is really important and it can have some ethical problems. For example, if a firearms company sells weapons to another country and we find the same weapons in terrorists hands, the different actors will have problems, perhaps legal issues and the brand image will be affected in the bad way. To conclude this point, taking into consideration that France is such a big country the possibility of investigating and comparing sources is still highly wide.

2 LITERATURE REVIEW

2.1 What is Social Media?

Many researchers have studied the use of the terms "Web2.0" and "social media" (Safko and Brake 2009, p.6, Kaplan and Haenlein 2009, p.60): which are very similar but are not synonymous. Their use differs according to their use. For the purposes of this research, and to avoid confusion, the terms "Web2.0" and "social media" will be defined despite of the fact that social media will be the gravity of the research.

By the word « Web 2.0 », Tim O'Reilly, the founder of O'Reilly Media, has declared : "Web 2.0 is the business revolution in the computer industry caused by the move to the Internet as platform, and an attempt to understand the rules for success on that new platform." He provided a general business vision in relations of Web 2.0 as the "harnessing of collective intelligence", in this one Web 2.0 produces platforms and fills the Web with UGC (user-generated content) where all individuals « the former audience are able to take part in instead of important decisions made by a few people. » (O'Reilly 2006). On the other hand, Web 2.0 is « a platform whereby content and applications are continuously modified and exchanged by all users » by a collaborative and participatory way and not created and published by individuals (Kaplan and Haenlein 2009).

There are still many discussions about social media's universal definition ; furthermore the author chose a definition about social media that is « social media also known as *user content generated* or *consumer generated media* is the visual/verbal sharing of thoughts and ideas with others having the same or similar interests that have been placed on the Internet by non-media professionals. » (Blakeman, 2014, p.234) . The definition of Blakeman is understandable by everyone and easy to connect to the Figure 1.

In accordance with the Figure 1, Dann and Dann (2011) have demonstrated how social media has on the interconnected elements – « social interaction, content, and communication media ». Social media has created a new horizon to support the socialization of information (Solis, 2007), it has facilitated and enhanced communication flow by making it easier and to more people, and to spread useful information with potentially vast online audiences (Smith and Zook 2011), in which the conversation may be taken place on media locally but lead to a global impact.

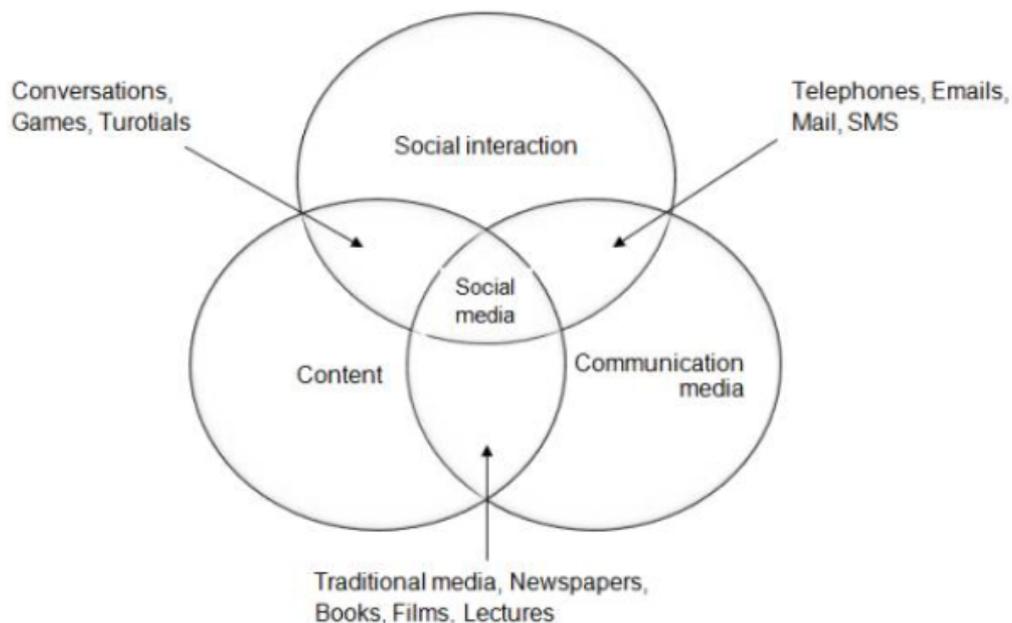


Figure 1 : theory about social media components by Dann and Dann (2011)

Safko and Brake (2009) agree with the Kaplan and Haenlein (2009) concept because they have referred social media to « activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media ». In brief, the researcher will introduce all the social media but it will be focused on two of them, Facebook and Instagram which are the tools used by Zoé Kollath communication for her communication.

The top social medias active monthly users in 2016 (Mangukiya, 2017) are 8 social sites like Google+, YouTube, Vine, LinkedIn, Twitter, Pinterest, Facebook and Instagram :

- Google Plus is a social platform where the user can share his « circle » photos, commentary, +1, texts, and others medias. 540 millions of monthly users.
- Youtube is a platform of video sharing. The user can like or dislike a video, comment it, share it. More than 1 billion of monthly users in 2016.
- Vine is a social video app that people used to share six-second long looping videos. Vine is 200 million monthly users.
- LinkedIn is a business and employment-oriented social networking service. LinkedIn is 100 million of monthly users.
- Twitter and 'tweeting' is about broadcasting daily short burst messages to the world. It's a kind of microblogging in 140 characters. Twitter has 320 million of monthly users.
- Pinterest is a web and mobile application company that operates a photo

sharing website. It has 100 million of monthly users.

Released in 2004, Facebook is a website and social networking service with almost 1 billion active users in 2012, making it one of the most popular social media (Hill – Dean – Murphy, 2014, p.21). Nowadays, this platform count 1,55 billion of monthly users (Mangukiya, 2017), the enrollment is free and the users can create a profile, share information as their hometown, their current city, their education and employment, interests and favorites. Furthermore, they can share videos, photos, notes. As it was mentioned by Hill, Dean & Murphy (2014) « Facebook users and their “friends” comprise virtual communities linked by shared interests or opinions. » (Hill – Dean – Murphy, 2014, p.37).

Actually, the content of the PULLUP Facebook page, is publications about PULLUP history, sponsoring shooters results, hunting/shooting events sharing, product promotion/reviews, sharing of PULLUP users photos. (Boucher, 2017)

Facebook, end of 2015 in Europe, represents 349 million of monthly users. Moreover, in France, there is 32 millions of monthly users, 24 million are daily users, it represents 37 % of the French population. 65% of French connected persons have a Facebook profile. (Ronfaut, 2016)

To deliver contents to their channels, the influencers can do the following on Facebook:

- “Posting” to post contents (texts/photos/videos/advertising).
- “Live” where the SMI is filming and discuss in live with his followers about current subjects or presentation of new products.
- “Sharing” to share contents from others SMI or to promote those (SMI network is very important)
- “Personal Texting” to discuss with person

On the other hand, Instagram was presented as a photography social network. As it was mentioned by Spritzer & Abrams, “*instagram is the fast-growing visual social network*” (2015, p.31). Instagram was founded in October 2010 by Systrom and Mike Krieger before to be bought by Facebook in April 2012. It is a photo-sharing app. The users can like, comment or share a photo/video. It’s one of the easier social medias nevertheless it’s 55 million of photos by day, 16 billion of photos shared, 1,2 billion of ‘likes’ every day. (Miles, 2013, p.47)

Actually, PULLUP company has not got Instagram account, but according to M. Boucher (2017), the company will launch one the 15th of May 2017. However, the author couldn't follow the PULLUP Instagram account evolution because he will not have enough data to process an analysis. Even though they will launch it, the company will keep the influencers that is the main point of investigation of the thesis.

To deliver contents on their channels, the influencer scan, on Instagram :

- "Posting" but in this social media this is only photos or videos
- "Live" too
- "Sharing"

Comparing both social networks it can be found some differences and things in common. First of all, Facebook allows users to share more than photos and videos and also permits the users to react in front of a product of publicity in more ways than Instagram.

In contrast, Instagram owns a « hashtag » system really developed for «creating your own hashtags enabling a nice collection of marketing activities,including leading conversations and creating topics that rally customers and interested prospects in ad hoc conversations and sharing.» (Miles, 2013, p.89)

It could also be said that Instagram needs less attention, time and energy than Facebook because Instagram is already a social media well targeted. Moreover, the Facebook followers will expect to you to show up, say something, and be generally conversational with them. They expect real-time participation more than Instagram followers, which expect a few pictures a day – that's it. They could appreciate some likes on their photos and « they are blown away when you leave a comment. » (Miles, 2013, p.95)

2.2 What is Social Media Marketing?

As everything newly introduced, a company has to be organized to establish a social media strategy. It is called Social Media Management/Marketing and this is « methods for advertising products, services, or brands using the internet, by attracting the interest of groups of people who discuss them, make suggestions about them, etc. online » (Cambridge University Press, 2017)

Social media marketing is used for all the traditional marketing goals, to reach customers and in addition the marketer could increase referrals or sales leads, build word-of-mouth, increase sales of services or products, provide a means of feedback and provide customer service, develop a reputation as thought-leader, drive traffic to a business website, keep people informed about special events or about the business. (Hill – Dean – Murphy, 2014, p.31)

In the PULLUP company case, the Marketing Manager M. Boucher provides the author an interview to explain the Social Media Marketing strategy, planned by him and executed by Sebastien Marchand, the webmaster of these platforms. « The social media marketing is a tool of the brand image, it is why we have to show the best from our company. » (Boucher, 2017)

Based on the 5th of May 2017 examination of the data, the researcher found that the current situation of Social Media Marketing in PULLUP is that the company has got a website to present their products, events and the links to click to their blog and their Facebook & YouTube pages. Going further on the data, the researcher found that the PULLUP Facebook page has got 48.450 followers and the Youtube channel has got 2 .944 followers (May 2017).

PULLUP recruited 4 influencers to increase their social media expansion ;

Luc Perazzi (27.321 Facebook followers) and Maria Terzoli (3.756 Facebook followers) who promote the PULLUP products by professional videos, that PULLUP used during the gunshows and events (May 2017). The PULLUP Marketing Manager expects of them a visual work and result. In addition, they are promoting the PULLUP products but in a smaller scale than Zoe Kollath or Valerie Mechet because that's not their main task.

The second one, Valerie Mechet, 5.494 Facebook followers (May 2017), Valerie has got an objective to impact the Swedish consumers. However, Valerie reaches more and more english speakers because she translates her contents in English and the hunters like her huntress soul and her ethical.

The largest social media influencer is Zoé Kollath (91.198 Facebook followers in May 2017) that PULLUP used as a promotional tool for their products by her image and her community. When she shares one of the PULLUP content, the reactions are superior than the original post because she has the more importance public. Her community is very responsive and is composed by French speakers –France, Belgian, Canadian, Maghrebi- and Spanish speakers. This is a real bonus for putting products forward. PULLUP targets young hunters with Zoé.

The thesis will be focused only on the Zoé profile because the researcher will be focus on the French market. Zoé Kollath was born on April the 23rd 1997 in Perpignan. She is currently studying at university and obtained her hunting licence in 2014. As a matter of fact ,she is a big game hunter in the south of France. In 2015 she was hunting around Madrid, but she also travelled and hunted in different countries. Since the summer 2016 she has been working for PULLUP as theirs European ambassador.

Zoé Kollath quickly became one of Europe's most influential influencers by different social media tools as a Facebook “public personality” page with 91.198 followers, a Facebook group “Discutons Chasse – Zoé Kollath” to discuss with 14.867 members, a Facebook “personal profile” with 13.404 followers and an Instagram profile with approximately 11.000 followers. (May 2017)

The Advantages of Social Network Marketing

Cost – compared to the other forms of marketing, social media is very inexpensive. It is free to sign up on all of the platforms and free to postings to followers, who maybe will share the content with others members of the community. The various options for paid advertisement show better result at reaching potential customers. Facebook and Instagram developed this. For example: the ability to target members that reside within a specific geographic radius. (Blakeman, 2014, p.82).

Engaging the audience - social media could permit the company to engage the targeted consumers and develop the bidirectional relationships with them. (Blakeman, 2014, p.82).

The Disadvantages of Social Network Marketing

Time – Social media marketing campaigns are very time consuming, not in time of money but in the sense of time. These platforms need to be nurtured over time. Big businesses such as Microsoft or IBM have got the resources to assign community managers and other workers , that a lot of small businesses don't have. (Blakeman, 2014, p.82-83).

Direct advertising on social media - Businesses using social media want to sell their products or their services but the blatant advertising won't be efficient because they have to be accepted and integrated to the « community », as a member of this one. A direct advertising

campaign will get PULLUP banned from their targeted community of customers. The companies have to infiltrate the communities and use more subtle forms of promotion on social media. (Blakeman, 2014) Indeed, PULLUP company already used this method but only to promote the blog or potential customers events. For example, PULLUP Xperience was a French event in the whole France where PULLUP has made available new firearms to test them. None of the competitors are doing direct advertising. (Boucher, 2017)

Risks – By the nature of social media, companies must be aware of the risks. The main one is an unsatisfied customer, a mad ex-employee or a competitor. It can be a risk for the brand image because one negative commentary or unkind image can become viral and have a buzz effect. However, a buzz is Internet phenomena where there is an important word of mouth and the potential consumer become the media. The buzz can be positive or negative. True or false, this negative charge can seriously damage the notoriety and reputation of a business. If a hacker manages to take control of a social network account the results can be catastrophic too. Even a harmless posting can turn into a public relations disaster (Blakeman, 2014). In that case, in 2012, the fastfood brand McDonalds tried to launch a hashtag which was « #McDStories » - the customers answered by posting dread stories about hospitalization for food poisoning after eating at McDonalds (Rowles, 2014, p.157).

The Customer Relationship Management (CRM) becomes higher with the trends of social media because there is a bidirectional exchange, between the customer and the company. « Social media holds enormous potential for companies to get closer to customers and, by doing so, increase revenue, cost reduction and efficiencies. However, using social media as a channel for customer engagement will fail if the traditional CRM approaches are not reinvented » (Heller Baird & Parasnis, 2011, p.30-37). This new paradigm called Social Customer Relationship Management is more than a simple customers management. It is defined such as « the role of the business is to facilitate collaborative social experiences and dialogue that customers value. » (Heller Baird & Parasnis, 2011, p.30-37)

2.3 Influencers

2.3.1 What is an influencer?

”The biggest mistake a marketer could do is treating the social web like any other kind of advertising channel.” (Schaefer, 2012, p.12). Schaefer explained that potential consumers are

unwell and bored of being advertised to, of being sold to, but these ones are always searching some people who can advise them, who can permit to save money, and answer to their questions. Well made social media influencer marketing could reach these objectives.

The people follows influencers lives in social media, and thought that influencers do not work but publish their contents as a natural part of their lives rather than advertising. Influencers posting about products or brands will be seen as fellow social media users by their followers, their impacts is more credible and trustworthy. "The influence is a long-term proposition that is grown and nurtured over time" (Kassoway, 2015, p.8) means that long-term relationships between influencers and the consumers are the key to succeed in today's social media marketing.

According to Wong (2014), the influencer marketing can be defined as a marketing way that identifies and targets influencing people over potential purchasers. « Having an influence is far more than having a lot of followers. » (Gillin, 2007). Gillin, by this sentence, wished to say that it is about the relationship between the followers and their influencer and the credibility/expertise of this influencer.

As a consequence, the choice of an influencer to represent a brand is a real challenge because it can ruin all the efforts in Social Media Marketing. The author searched what were the main skills to have to be a good influencer according with the Brown & Hayes writings (2008) .Well rounded individuals with demonstrated experience ,loyalty and an ability to communicate the company position with vigor. This person has to be passionate about their work/product, enjoy sharing with others, ambitious and risk taking, goal oriented, a sense of humor developed and receptive to the feedback.

Nowadays, brands tend to establish different points of view in which focus their marketing based on influencers. Once they have identified the influencers, the brands can apply these different strategies :

- 1) Marketing **to** influencers – to increase brand awareness within the influencer community
- 2) Marketing **through** influencers – using influencers to increase brand awareness to target markets
- 3) Marketing **with** influencers – turning influencers into advocates. (Gillin, 2007)

2.3.2 Brand - Influencers link

Once the main theory about influencers is drawn, the link between them and brands should be studied. Taking into consideration the study case of study of David Beckham with Manchester United it can be observed how David Beckham was linked with Manchester United and how Manchester football club benefits of this situation with an iconic player. It will help the reader to follow the relationship brand influencer that is going to be explained later with PULLUP company.

Manchester United, famous English football club, wished to « exploit Beckham's popularity to boost the club's profile. » (Telegraph, 05/08/2009). It could be also said that « The club has lost Cristiano Ronaldo as a key marketing tool and Beckham would help fill that void when he retires. » (Manchester United staff, 2009). Indeed, there is always a top player in a team, and after the Beckham's departure to Real Madrid, Cristiano Ronaldo replaced him. However, the number 7, David Beckham stayed an emblematic player from Manchester and « could become Manchester United ambassador » (Vincent, John; Hill, John S; Lee, Jason W. Sport Marketing Quarterly Sep 2009).

As a result of this popularity, Manchester United decided to build the David Beckham image as a son of Manchester. By this way, the club sold a huge quantity of jersey and obtained lot of money. Likewise, Beckham increased his personal image by different ways. He married one of the Spice Girl and this couple became the favorite one of the English tabloids. Moreover he developed some lucrative endorsement contracts, « most notably as the face for Police sunglasses and the brand ambassador for Gillette. » (John Vincent, John S. Hill, Jason W. Lee, 2009)

As the researcher can observe, Manchester United made his business in partnership with David Beckham through his football skills and shaped his legend of football. But Manchester did it to their own interest because when they sold him to Spanish football club, the Real Madrid, they sold a legend of football so Real Madrid had to pay a lot to acquire this player « The team paid Manchester United a hefty \$41.3 million transfer fee for Beckham ». (Darmasubrata & Yi Tse, 2008)

It could be also said that Real Madrid realized a profitable investment because « In Beckham's contract, Madrid is guaranteed 50% of the revenues from image royalties » (Wharton university, Aug 13, 2003) knowing that « Revenues from his advertising campaigns during the last two years alone, for example, are estimated at \$23.8 million. » (Wharton university, Aug 13, 2003).

PULLUP company is trying to develop the Zoé Kollath image as Manchester did with David Beckham. In this case, PULLUP equips Zoé with PULLUP goods. Indeed, the company send all the clothes that she needs to promote them. From hat to the boots. Moreover the company provides the firearms and the ammunition that match. Zoé is fully equipped to go hunting where her influencer role step in ; photos, live videos, products test available on the several social medias. If PULLUP gives to her all these products that is in the goal to Zoé Kollath creates content about PULLUP products on her social medias pages and by this way, advises and gives visibility to her followers who can potentially purchase these goods.

Zoé Kollath is free to decide what will be her new publication and how she will present the products as the number of post per week. PULLUP company decided, after observing her Facebook page, that she has to come to the main French hunting events to meet her followers because these ones want it. It can reinforce the link between Zoé and her followers. PULLUP enterprise will redact a contract to Zoé that she will normally sign the 23rd of June during the biggest hunting event in France, where the PULLUP bosses will meet her at the booth. It will be at this moment that the author will know the contract requirements. (Boucher and Karpate, 2017)

The author received an interview from Zoé and they discussed about the advantages and disadvantages about this job. Zoé Kollath enjoys very good relationships with her followers. She likes to be in contact with people from worldwide, to share and exchange about her passion and to feel her impact on her followers.

However, sometimes it is difficult for the influencer because there are some disadvantages. Time intensive, negative feedbacks or insults, the feeling to be a simple « product » that the brands wish to buy. (Kollath, 2017)

Zoé Kollath creates these relationships by what the marketers called « engagement » by different ways as photo conquests, hunting invitations, asking questions to her followers, recording live videos where the followers can comment in live. (Kollath, 2017)

The author will define the notion of engagement which be an important notion during the thesis. « Engagement on the Social Web means customers or stakeholders become participants rather than viewers. » It means that « in a social business sense, your customers are willing to take their time and energy and talk to you- as well about you – in conversation and through processes that impact your business. ». The engagement can be a tool to measure the influencer efficiency. (Evans and McKee, 2010, p.49)

3 RESEARCH METHODOLOGY

3.1 Research Methodology

This research aims to provide a clearer and better understanding to both consumers and companies of when, why and how social media influencer has impacted the French hunting market. It may also offer some replies to companies questions about the disadvantages and advantages in this new marketing tool that is social media / influencer.

The theoretical part regarding the different social medias and how they are used by the company marketing departments. On the other hand, it has also explained the influencer roles and the link between them and the companies.

The empirical part focuses on finding out the Zoé Kollath's work in Facebook and the engendered reactions by her followers. Moreover, it will focus on the PULLUP Facebook page performances then the link between Zoé Kollath and the company PULLUP. The empirical part comes from mainly by the author six month internship where he knew keep contact and develop his contacts.

The original idea was to realize a survey to know the impact of Zoé Kollath on the French hunters in the social media. However, the author did not do it because his survey launch platforms were Facebook groups and the replies could be from the worldwide. Moreover in Facebook, no one can handle a publication and the result could be random. Alternatively, the researcher chose to realize passive observations on Zoé Kollath's Facebook activities because it is more original and logical to understand the impact of Zoé Kollath on the French hunters and on PULLUP brand image. The author chose to analyze the public person page of Zoé Kollath because this is her own content, her own page management, and this is her major influence tool.

3.2 Data collection

There are two distinct research methods, the quantitative one and the qualitative, to collect data, analyze them and obtaining information from them, to solve or answer a question (Ghauri & Grønhaug, 2005).

« Quantitative data is any data collection technique or data analysis procedure that generates or uses numerical data » (Saunders, 2009) ; while « qualitative data is in form of descriptive

accounts of observations or analysis which is conducted through the use of conceptualization » (Ghauri & Grønhaug, 2005).

The research is formed by primary data, obtained by the author himself and used subsequently for its own study. For example for the more theoretical part we have mostly primary sources of information (Saunders, 2009). Moreover the researcher had a lot of primary data, it permits to select the most reliable and coherent with his subject. My primary data has been provided by the researcher observations and author contacts into the PULLUP company, the observation of PULLUP Facebook page and Zoé Kollath Facebook page. The researcher conducted two interviews ; M. Boucher, A. Karpate. S. Marchand, the webmaster sent me the data. For instance, they provided to the author – statistics, information, emails. This one studies twelve screenshots from Zoé Kollath's Facebook public person page and PULLUP Facebook page. Additionally, he works on 4 tables.

The author spent one day per week since February to do his own observations and since mid of May, he is daily observing the social medias to collect his data. He judges this time enough same if the author would have preferred collect the data since the beginning of Zoé Kollath's influence, six months ago.

Nevertheless, we can notice that in general primary data become secondary data for future investigations and it represents a large source of knowledge and handiness advantages (Zikmund, 2013).

The secondary data, understood such as the resources gathered from other sources already available that help the current study are used in this paper for a part of the literature review and sometimes for the data analysis. (Saunders, 2009, p.292) There are advantages to use this kind of data is the wide knowledge and availability it represents (Zikmund, 2013). In addition, normally it is cheaper than obtaining primary data, it covers some gaps or lacks of information researchers can have and it may serve for comparison and complementation of the primary data (Kumar, 2008).

The researcher chose to doesn't follow the Zoé Kollath Instagram account because she had not that much content, she deleted a lot of her PULLUP ambassador photos. When the author had a Messenger discussion with her, she explained to him that she didn't obtain the expected success to reach the French hunters on this photos platform. (Kollath, 2017)

BIPE study :

The author used secondary data to improve his knowledge.

As regarding the investigation, one very relevant analyse has already been done recently in France about more or less this topic :

“L’impact économique et social de la chasse en France” by BIPE – Cabinet de conseil en analyse stratégique et prespective économique in 2015. In English, it is “the economic and social impact of hunting in France” by BIPE - Strategic Analysis and Economic Perspective Consulting.

The BIPE exist since 1958 and was developed by the French govnement and big companies to have data treatment offices and have exchange places between major economic actors. The BIPE are totally independant of all lobbies.

3.3 Limitations of the research :

In the case of the researcher observations, in Facebook and Instagram especially, the numbers of likes or sharing are constantly changing. In social media, the content flows and reactions flows are perpetual.

It could be also said that, by the fact of the recent apparition of these social network, there is a limited number of books and articles. The main authors that the thesis researcher found were Miles, Hill, Dean, Murphy, Blakeman and Rowles. Unfortunately, lot of business articles are available. Internet is full of these.

Moreover the company PULLUP asked to the author that the thesis should be confidentiel because all the informations that they gave to the researcher are secret and could have an important value for the competitors. In addition, in the sensitive firearms sector, each data is well kept and difficult to collect.

Admittedly, the author decided not to do the research through questionnaires because of the high expansion of the French Facebook hunter groups.

However, the 17th of May, Zoé Kollath sent an email to M. Boucher, PULLUP Marketing Manager, with new financial conditions to continue the partnership between her and the company PULLUP. Her expectations were so high that M. Boucher refused them and stopped all partnership with her. In other words, the author observations were disturbing by this incident. Otherwise, PULLUP learned that Zoé Kollath had got an agent with who the thesis author had

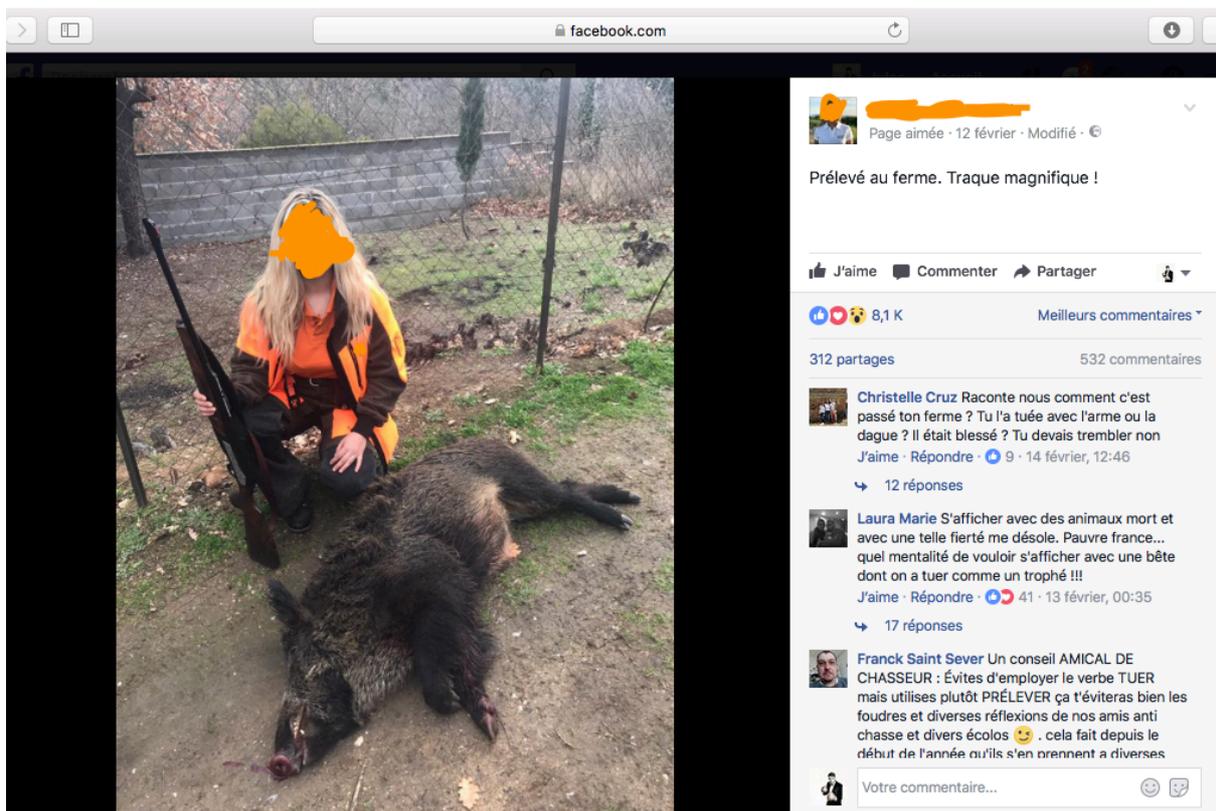
a phoning meeting. His name is Jean Duvion and he is in charge of Zoé and his future project. He works for XXXX, that is a company specialized in the data collect and data analyse.

4 DATA ANALYSIS

4.1 Zoé Kollath publications analysis:

To analyse the impact of Zoé Kollath for the company PULLUP, the author conducted a data collecting and a passive observation on her public person page in Facebook. In the first time the author selects the Top 3 Facebook publications in terms of likes and reactions then he is analysing why the publication is in the Top 3. In the second time, the author wishes to demonstrate that some publications can be considered as failed. In the third time, the researcher is analysing how Zoé Kollath promotes the PULLUP brand on her Facebook publications.

4.1.1 Zoé Kollath Top 3 Facebook publications about likes, reactions and sharing



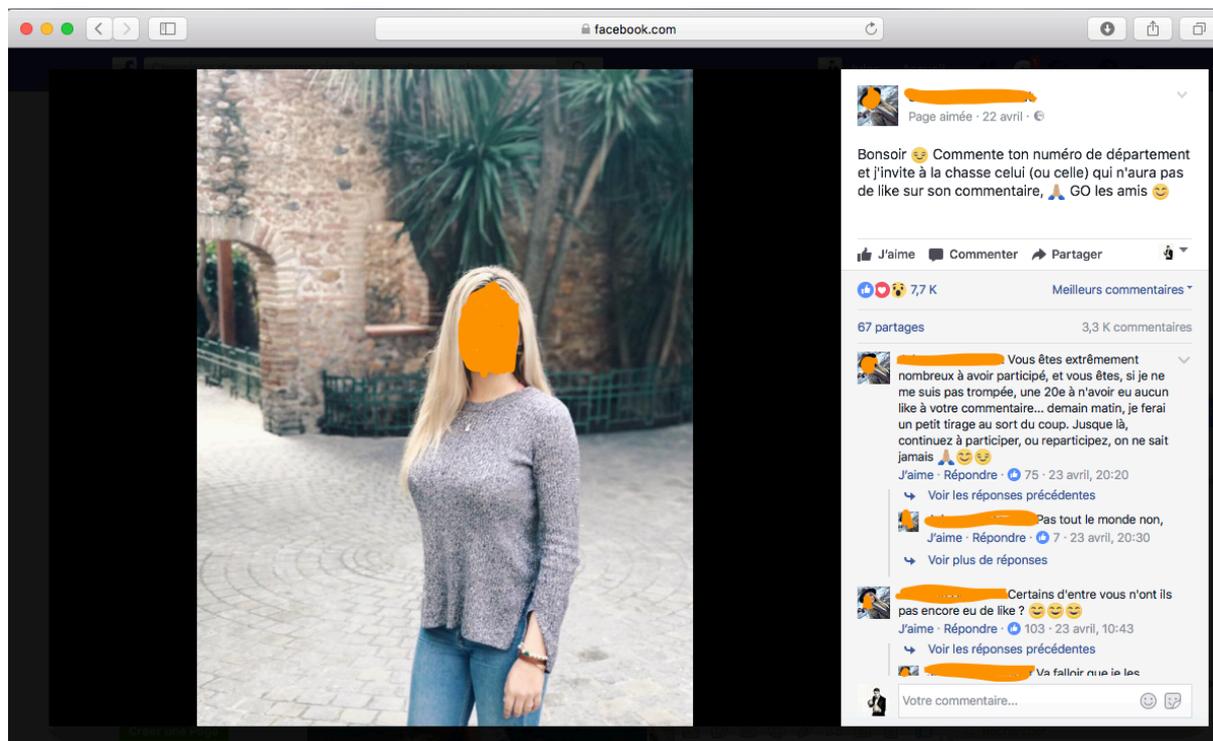
Best post of the TOP 3 about Zoé Kollath Facebook post.

That is the best publication of Zoé Kollath on her personal public page. The reader can observe that there is more than 8100 likes and reactions, 312 shares and 532 commentaries (screenshot dated from 16th of May 2017).

In first, the thesis author can explain why that is the TOP 1 of her photos. Zoé Kollath is present on her photo, with hunting clothes but she stays feminine. The followers wait about her to be a pretty huntress, it is a key point for her success. She is dressed by PULLUP clothes, as a huntress, and carry a PULLUP firearm. Eventhought the viewer cannot see the PULLUP brand logo of the firearm it is more than obvious that she is promoting the brand. She have to seem as an usual user and an uninterest user. Moreover, on this photo, the followers can see a nice trophy according the common animals in France. With this combination of factors, Zoé reached more than 8000 likes. The reputation of PULLUP products, the fact that she is pretty and a game trophy did the job.

In addition, the viewer can read the best commentaries and read one from Christelle Cruz, another social media influencer. This one asked to Zoé Kollath to explain her hunting story to bring engagements and following to this publication. By this way, social media influencers exchange services and followers to help themselves to increase their popularity.

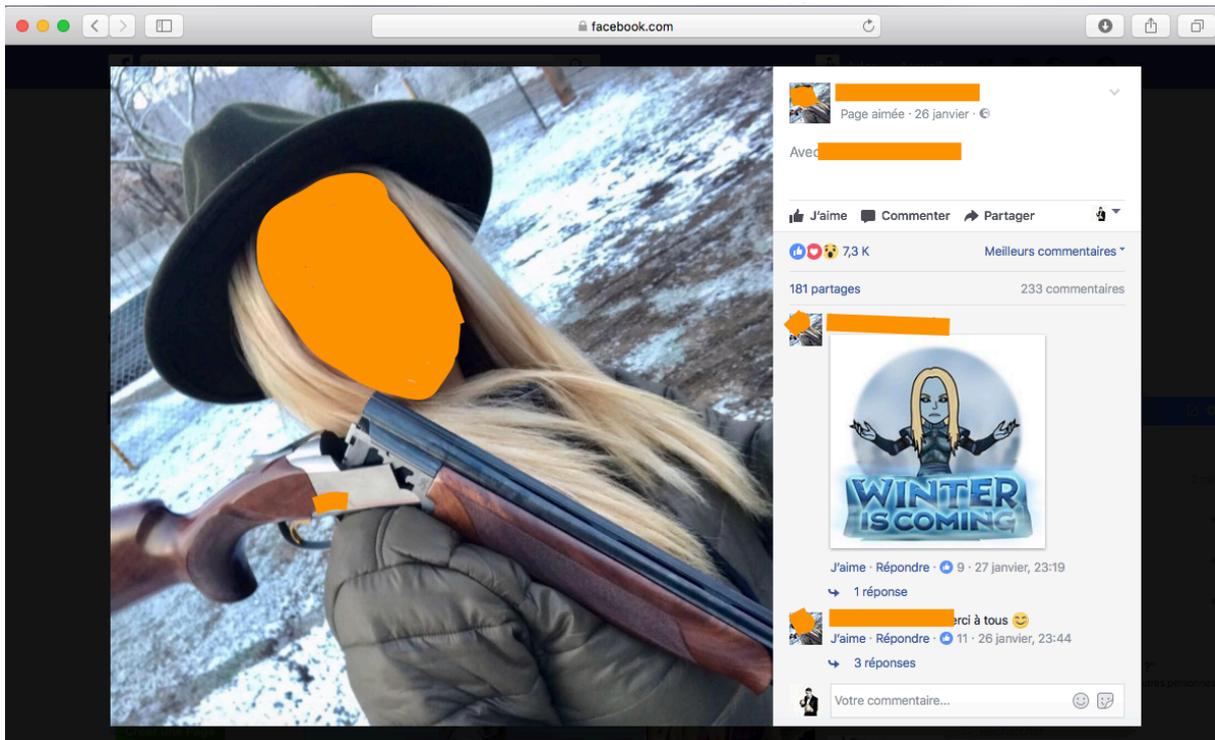
This screenshot is interesting because in the other side, the lector can read another commentary but this one is negative. Indeed, Laura Marie is an anti-hunt person, she is insulting Zoé. It could be a negative aspect that Zoé Kollath, sometimes has to tolerate.



Second post of the TOP 3 about Zoé Kollath Facebook post.

On this publication, Zoé joined 7.7k of reactions and likes, this is her second-best publication. Moreover, there is 3.3K of commentaries which is huge number (screenshot dating from 16th of May 2017). In legend of her photo, the lector can read, in French, that the follower can write his department number and maybe being the Zoé's guest for hunting together. By this way, Zoé can reach the high number of engagements.

However, the reader could be surprised that Zoé has got casual clothes and she is not hunting. This is mainly because Zoé Kollath is a social media influencer who worked for PULLUP but in first she is building her own image that she tries to sell and convince her followers. In addition, Zoé Kollath wants to obtain more benefits from other brands like cosmetics brands. The author used the example of cosmetics brands because Zoé keeps Facebook to promote the PULLUP products but her Instagram was mixed between hunting products and cosmetics products.



Third post of the TOP 3 about Zoé Kollath Facebook post.

On this publication, her profile picture, Zoé reached more than 7300 reactions, 233 commentaries and 181 sharing (screenshot dating from 16th of May 2017). She is wearing a PULLUP jacket, a PULLUP hat and carry a new model of PULLUP firearm but the viewer can not see this. In the researcher's mind, Zoé Kollath should give a better exposure of PULLUP logo from the PULLUPproducts even if her marketing should be indirect. Main part of the 233 commentaries are compliments about her beauty more than the products from her followers.

The author can suggest after his observations that where Zoé appears, the publication reaches more than 1.000 likes. Moreover, where the PULLUP products are present, sometimes without Zoé Kollath, the publication is closed or spend the thousand of likes and reactions. During his observations, the author could note that the Zoé's page have a +2,2% increasing of likes per week on her Facebook page (Duvion, 2017). In addition, between the 1st of April to the 1st of May, when Zoé published a post, she reached 1.200.000 Facebook profiles so an evolution of +6% (Duvion, 2017). However, some Zoé posts are not successful on her own page. The author could define this "disengagement" by a low number of likes, reactions and engagements in comparaison of her other posts.

4.1.2 Top 3 Zoé Kollath Facebook failed publications



Screenshot of Zoé's Facebook page.

The 7th of April 2017, Zoé published a Charles Dickens citation. Unfortunately, this one picked up only 250 likes and reactions, 12 sharing and 4 commentaries (screenshot dating from 16th of May 2017). According to the researcher observations, that is the worst result from Zoé on her Facebook page. Zoé Kollath knows now that she should avoid the literary references if she aims the engagements.

Screenshot of Zoé's Facebook page.

During May 2017, there was the French presidential elections. Zoé published an article from Chassepassion.net which is a serious web newspapers about the hunt. This article spoke about the new position of Nicolas Hulot as “Minister of ecological transition”. It is a very important subject which concerned all French hunters. There is 23 sharing and just 294 likes and reactions, the main part were contestation and scared ones (screenshot dating from 16th of May 2017). For the author part, Zoé should not develop political content because it is a dangerous bet for her image and for her page. It is a public person page, with an influential role. She can express herself in all subjects by a personal Facebook page. Moreover, her behavior could be risky for PULLUP company and could impact its brand image.

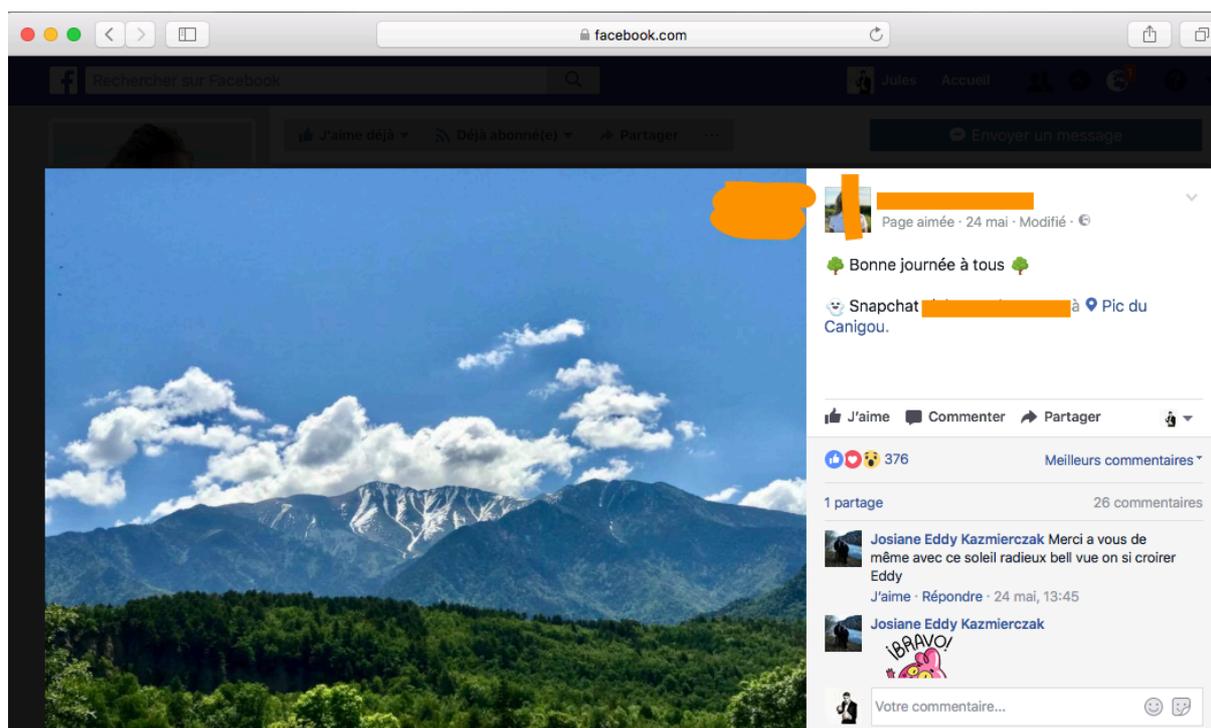
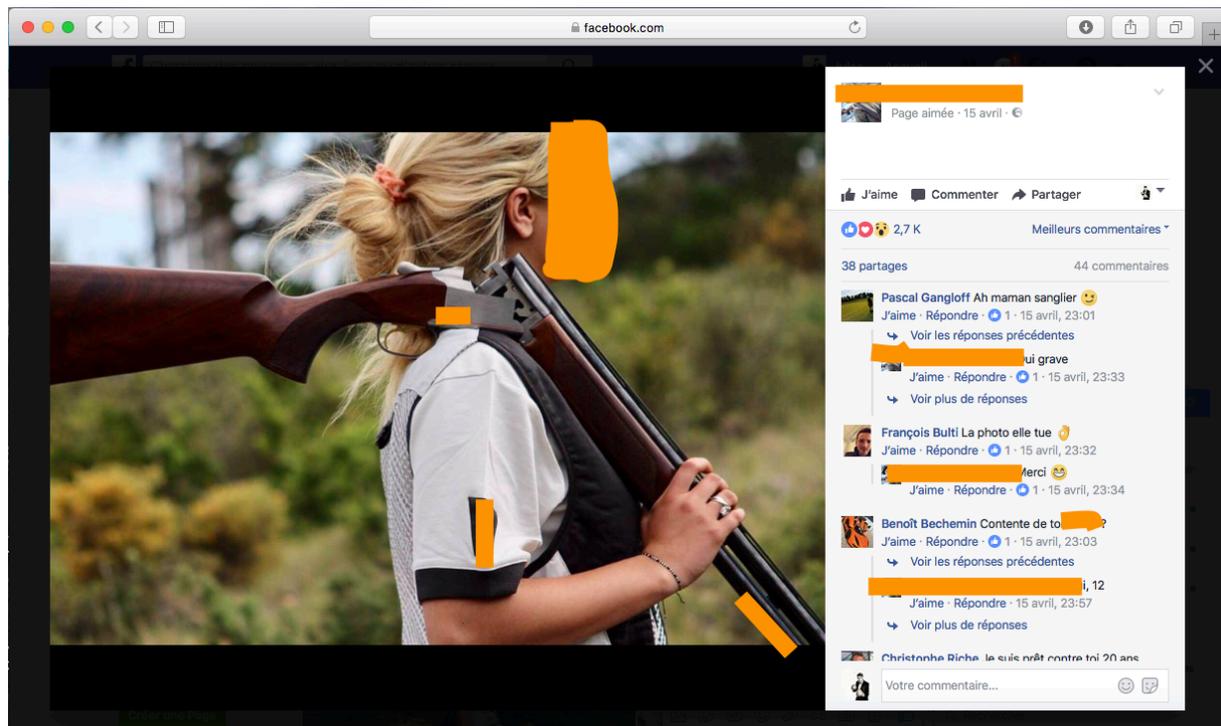


Photo took by Zoé Kollath and published on her Facebook page.

On this photography, Zoé reaches only 376 likes and reactions, 1 sharing and 26 commentaries. The author would like to draw attention to the fact that the publication dates back only to 24 May. However, 376 that is the number of likes and reactions after less than 3 hours with a photo about her.

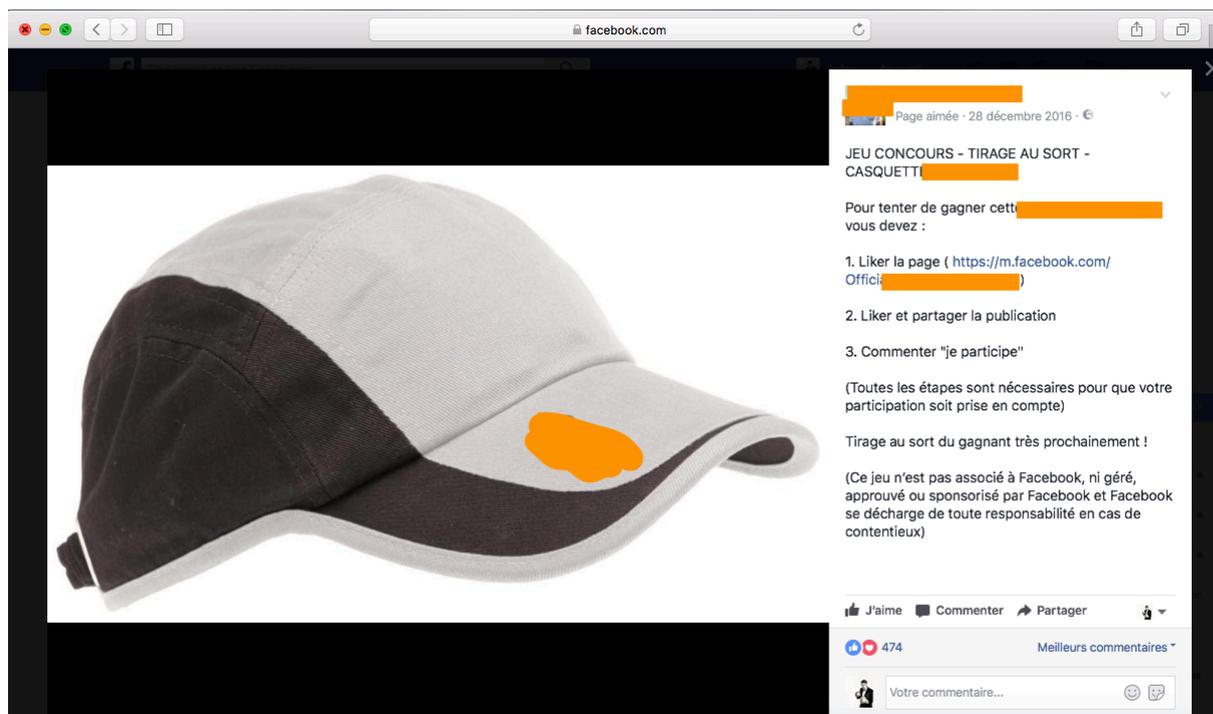
Indeed, there are photo characteristics which increase the number of engagements and reactions as Zoé person or PULLUP products. Nevertheless, Zoé have to put, quite daily, contents to attract new followers and to fuel her page. In addition, she cannot be repetitive in her posts, Zoé have to test all kind of subjects and different way to reach followers and potential customers for PULLUP.

4.1.3 Analyse of PULLUP products placement in Zoé Kollath publications



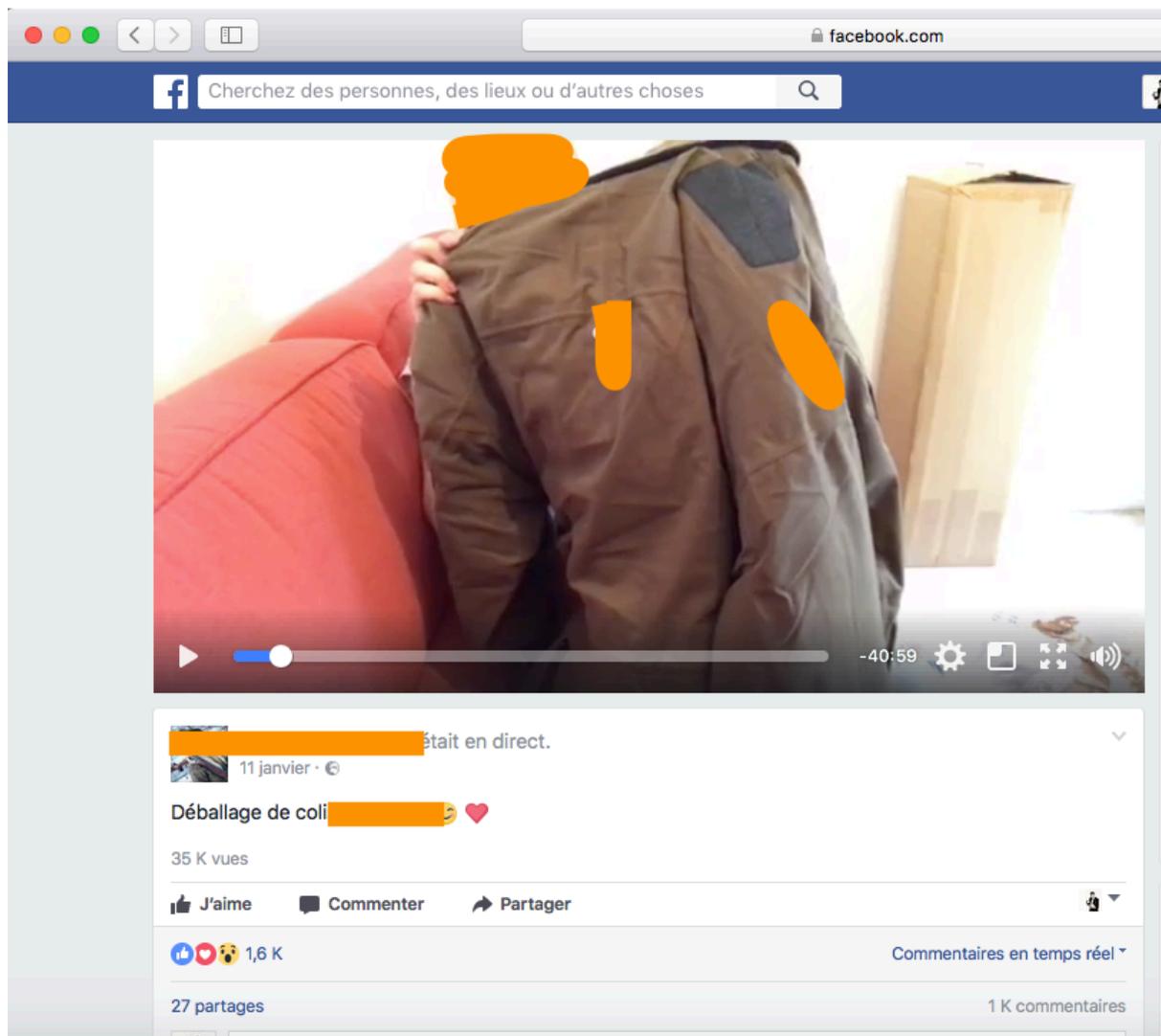
Screenshot of Zoé's page. Zoé is wearing PULLUP products on a promotion photography.

The main way of Zoé to promote the PULLUP products is the photography. This photography is a perfect example. The follower can easily see the PULLUP logo on the polo-shirt. Moreover, the shotgun that Zoé is carrying is a PULLUP too. By this photo, the follower can observe the products during their utilisation, here Zoé is practising the clay-shooting. As the reader could note, Zoé Kollath uses only high quality photos and professional looking. This is the importance of image for the consumer, it links the image with the quality it can be seen how it fits, it gives trust and it makes the product reliable.



Screenshot of Zoé's page. Zoé's contest post to promote the PULLUP products.

Zoé uses her social media page to promote the PULLUP products and to increase her number of engagements. She utilizes some PULLUP products that the follower can win if he subscribes to her page, like and share the post and finally comment her post. By this way, the follower has used all the 'social' functionalities of Facebook and permit to Zoé to appears in the 'feed' of the follower friends and reach more people. In this way, Zoé wins engagements, followers, popularity and promotes the brand in an easy way. She has not to pay anything and she is paid.

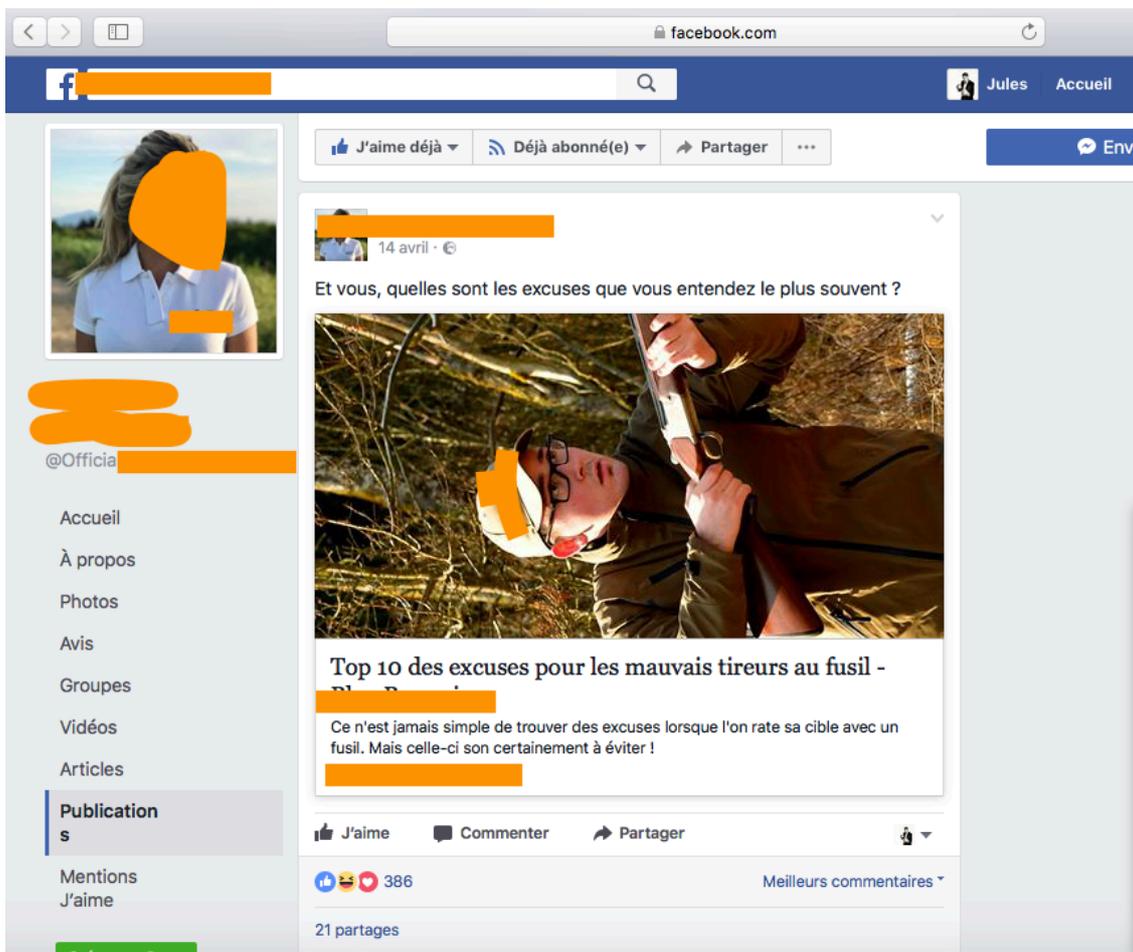


Screenshot of a Zoé live video where she unpacks her PULLUP package.

Zoé Kollath is using live videos to show to her followers what contains her packages from PULLUP company. By this way, she presents the different ranges of PULLUP products. The lector can notice that this live video was viewed by 35.000 peoples (screenshot dating from the 16th of May 2017) and it is available to watch again. Zoé reached more than 1600 likes and reactions, that is nice but the author wants to insist in the number of commentaries. More than 1.000 persons write a commentary, that is a lot. Moreover, by the video, the followers can perceive Zoé closer, her behaviour, her personality and the way that she talks. (Mercier, 2017) The followers can also know about the reality because although the product pictures can be modified by some editing app (Evans, 2008).



Zoé's photo where she promotes the PULLUP App.



Screenshot of Zoé's page where she promotes the PULLUP company blog.

Zoé doesn't promote only the products but the PULLUP communication channels too. It permits to PULLUP to reach more people and give an easy access to the Zoé's followers to the company communication channels.

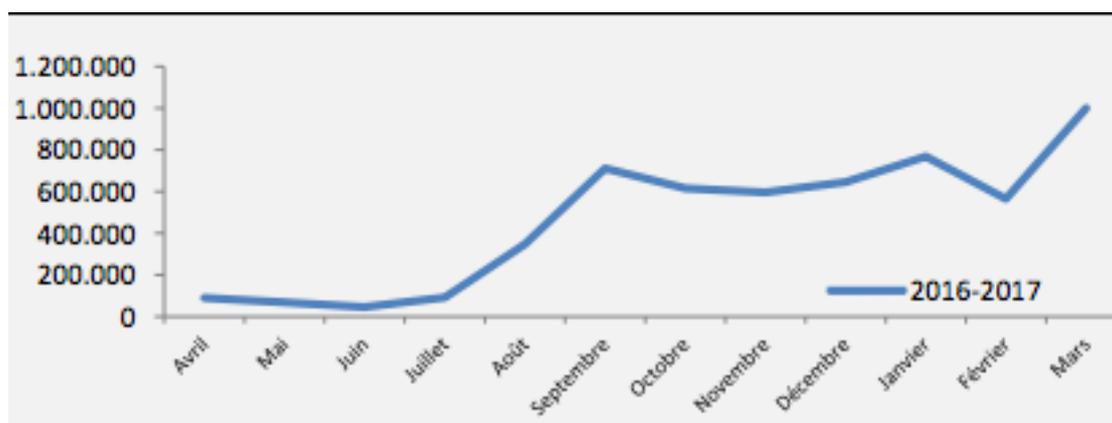
4.2 PULLUP Facebook page analysis:

Instead, despite the popularity of PULLUP Europe is not as high as PULLUP USA, the number is increasing and the lector should take in consideration that selling firearms in Europe is more complicated than in USA. By the cultural way of life, by the laws, and the administrative papers.

The researcher wish to explain, before confusions, that PULLUP Europe and PULLUP USA is totally different.

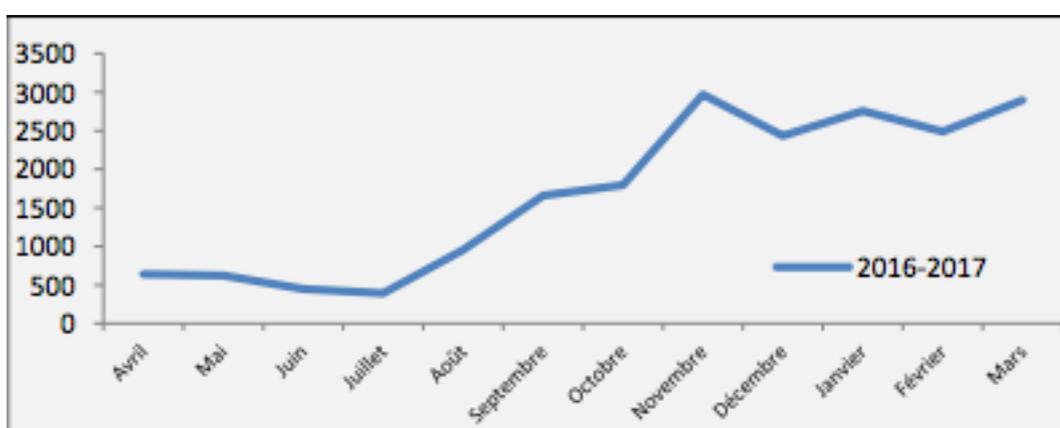
Hunting in the USA is better accepted than in the old continent. There are many more hunters. However, this one aims the animal shooting and the trophies quest whereas in Europe, the hunter must have an ethic close to the wildlife and very respectful. Because of this, marketing must adapt as well as products. Moreover, it is not the same products because consumers have neither the same tastes and the same needs. Existing firearms in Europe are not available in the US market and vice versa.

4.2.1 Demography of PULLUP Europe Facebook page engagements



Screenshot of a PULLUP web analysis about the engagements and their demography during 2016/2017. (Marchand,2017)

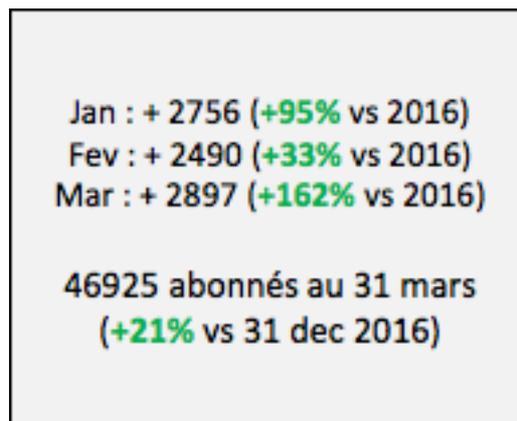
On this graphic, where the curve is the number of engagements on PULLUP Facebook page during April 2016 to March 2017. The author would put in highlights the month of July 2016 where the curve starts to growth a lot. It could be a consequence of the beginning of Zoé Kollath as PULLUP ambassador. March 2017 was a great month too because the curve restarts to growth exponentially until one million of engagements. Moreover, August (“Août” in French) is the month where starts the hunting season in France, it can explain the increasing number of PULLUP contents and by this way, more “likes” on the PULLUP page.



Screenshot of a PULLUP web analysis about the number of likes during 2016/2017.

(Marchand,2017)

On this graphic, the curve presents the number of likes on the PULLUP Facebook publications each month. The PULLUP Facebook page looks like to attract more and more likes. As the engagements curve, the researcher insists in the fact that the curve growth during July. The correlation between the number of likes and the number of engagements is appropriate.



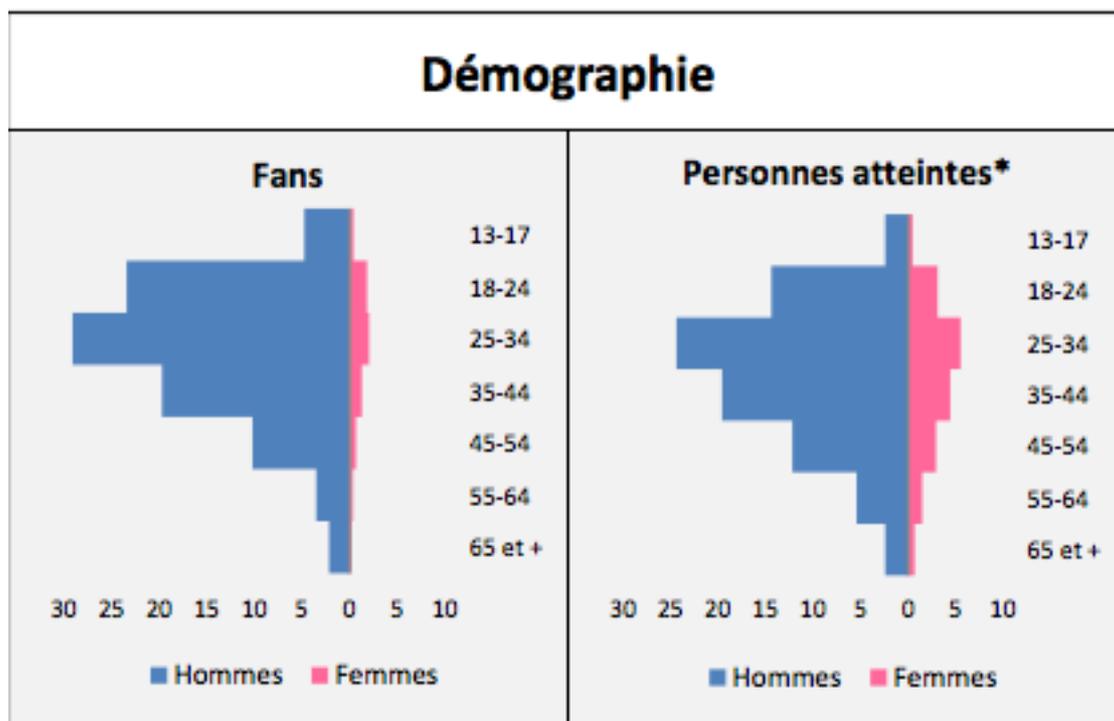
Screenshot of a PULLUP 1st quarter web analysis about the evolution number of followers 2016/2017. (Marchand,2017)

This screenshot presents the increasing of the PULLUP Facebook page followers between the third first months of 2016 and the third first months of 2017. In January 2017, PULLUP quite doubled (+95%) its number of new followers compared to January 2016.

In February 2017, PULLUP increased of 33% (822 new followers) its number in comparison of February 2016.

In March 2017, PULLUP increased of 162% (1796 new followers) its number in comparison of March 2016.

In total, the PULLUP company page had an augmentation of +21% (9855 new followers) between 31st December 2016 to 31st March 2017. This page, for sure, will spend the 50.000 followers during the 2nd quarter.



*Screenshot of a PULLUP web analysis about the demography of PULLUP Facebook page.
(Marchand,2017)*

The researcher chooses to present and compare these both graphics and not to analyse one then the other because there is a correlation between them.

For the ordinate axis, it represents the age categories, for the abscissa axis, it represents the percentage.

In blue, that is the men, in pink, that is the women. In the left column, that is the PULLUP Facebook followers, in the right column, that is the reached Facebook profiles by the publications.

It is interesting to see that the reached Facebook profiles are identical than the PULLUP Facebook fans or followers. There are more young fans between 18-24 years old fans than reached Facebook profiles. However, there is 20% of reached feminine Facebook profile whereas the women represent just 7% of the fans.

Langues				Pays			
Fans		Personnes atteintes*		Fans		Personnes atteintes*	
Français	28,5%	Français	28,2%	France	22,3%	France	22,5%
Anglais	19,5%	Italien	21,2%	Italie	8,5%	Italie	21,5%
Espagnol	11,8%	Anglais	12,7%	Royaume-Uni	6,9%	Espagne	4,7%
Italien	8,6%	Espagnol	7,8%	Mexique	4,3%	Allemagne	4,0%
Portugais	5,0%	Allemand	7,0%	Belgique	4,3%	Royaume-Uni	3,4%

Screenshot of a PULLUP web analysis about the native country followers and their languages. (Marchand, 2017)

It is interesting again to compare these both tables. The left one concerned the language that the PULLUP Facebook followers/fans and the reached Facebook profile. The right one is the native country about the PULLUP followers and the Facebook profile that PULLUP Facebook page reached.

The first rank is occupied by the French language and the France is the first country of followers and reached profiles. It is understandable because the company PULLUP is based in Belgium, where the French is the official language. The company enjoys an excellent reputation and is prized by French consumers. The French followers are very active in social medias. However, all the PULLUP publications are in English. It is maybe why the English speaker followers arrived in second position and in third for the reached profiles. 6,9% of the followers come from United-Kingdom, it is not that much and confirm that there is a difference between English speakers and native UK followers or reached people.

In addition, the author wish to explain the Italian case. Italian people loves PULLUP same if lot of PULLUP company competitors come from Italy. It can explain why Italy is the second native country from the followers. The Italians represent 8,6% of the PULLUP followers but 21,2% of the reached people. The author can affirm that is because Italian fans are doing lot of engagements and likes on the PULLUP posts that the Italian follower network will be reached until 21,2%.

4.2.2 TOP 3 of PULLUP Facebook page publications during the author's observation time (January 2017 to May 2017)



Best post of the TOP 3 of PULLUP Facebook page.

At the beginning of the year, M. Boucher, the Marketing Manager has decided to change the design and the typography of PULLUP's communication channels.

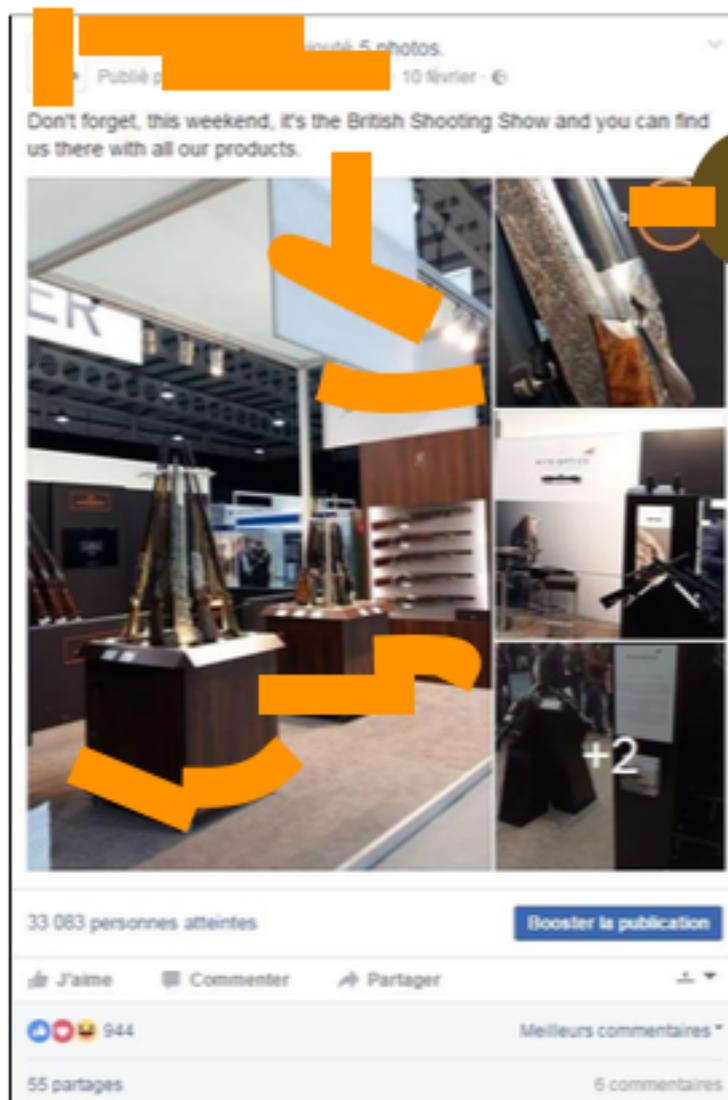
This change was received by the followers much better than expected and had more than 1.000 likes and reactions, 16 commentaries to compliment and 31 sharing.

This post reached 10.568 peoples and more than 1 person out of 10 did an engagement (interaction with the post), that is the best statistical since the page creation, the 7th of June 2015 (Marchand,2017).



Second post of the TOP 3 of PULLUP Facebook page.

This post of the 19th of January is a photography that a photography company “Lens & Hound” let used by PULLUP. It reached 26.085 Facebook profile that is huge. 948 likes and reactions, 21 commentaries and 55 sharing put this publication at the second position of the Top 3. The researcher is not surprised because he could observe that the firearm focus/close-up was most of the times successful publication.



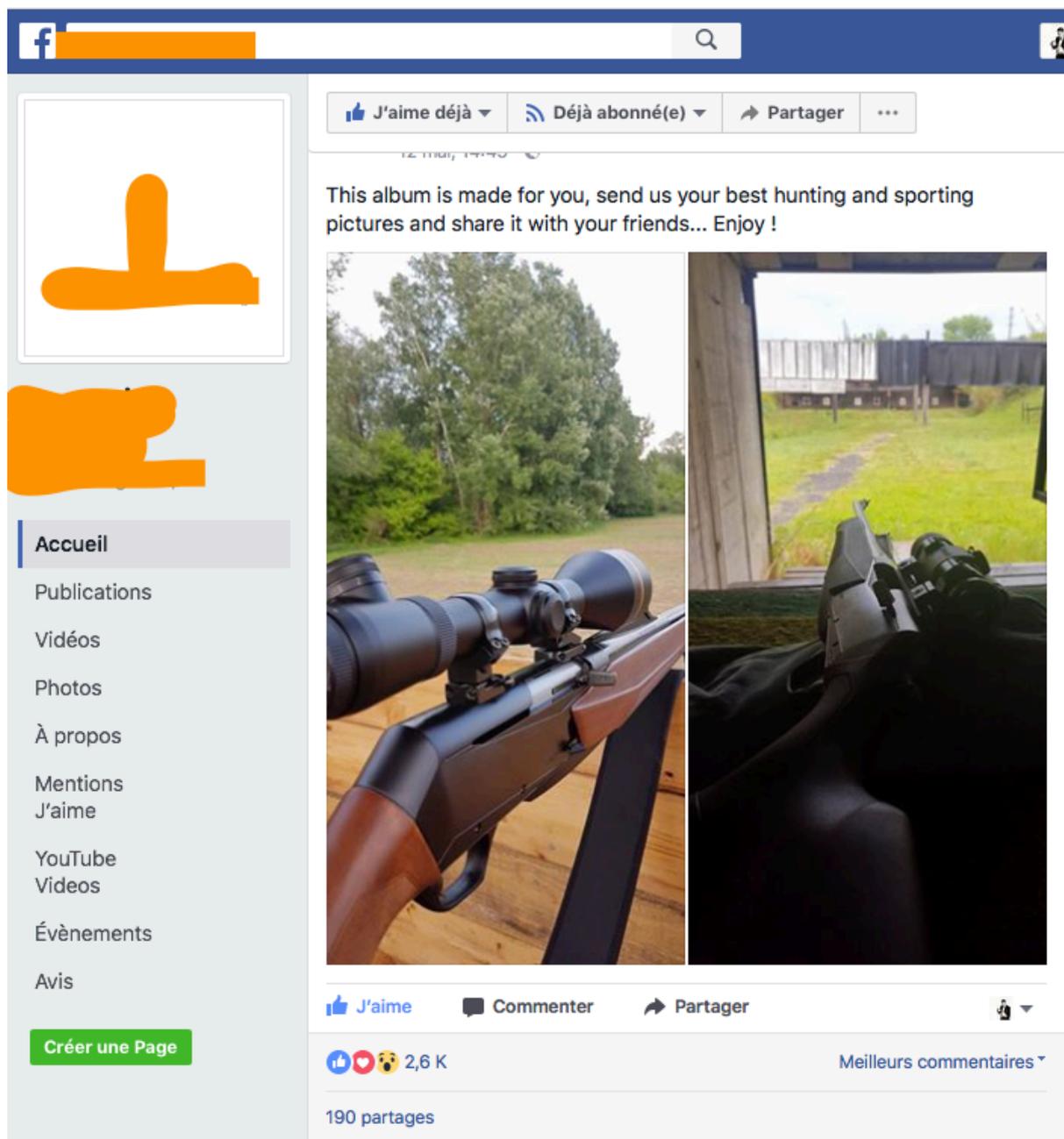
Third post of the TOP 3 of PULLUP Facebook page.

This publication from the 10th of February, is a photo-compilation to promote and show to the followers the PULLUP booth during the British Shooting Show. It is the biggest event of this type in England. It reached 33.083 Facebook profiles, generated 944 likes and reactions, 6 commentaries and 55 sharing.

The author is surprised to observe this high number of Facebook profile reached. However, 55 sharing and 944 likes and reactions could have this consequence if the post was published in an opportune day and time.

In addition, this publication shows luxurious guns and not these ones from the common product range, it can be a reason it is success.

4.2.3 TOP 3 of PULLUP Facebook page publications between January 2016 to January 2017



Best post between 01/2016 to 01/2017. Screenshot of PULLUP Facebook page.

This post is a file where PULLUP company publishes fans photography that themselves send to the company by mail. This album has got more than 2.600 likes and reactions, 190 sharing and an indefinite number of commentaries. The author can explain this number of likes, reactions and sharing because that is a collective and passionate PULLUP user album, the followers could identify themselves in this kind of picture and participate to build this one.

Rechercher sur Facebook

J'aime déjà ▼ Déjà abonné(e) ▼ Partager ...

Votre commentaire...

calme.
18 novembre 2016 · 🌐

Wildlife in October

145 K vues

J'aime Commenter Partager

1,1 K Meilleurs commentaires ▼

2 434 partages

Second best post between 01/2016 to 01/2017. Screenshot of PULLUP Facebook page.

This publication date of the 18th of November 2016, this is a wildlife video which show the animals during the October month. More than 1.100 likes and reactions, 2.434 sharing, 145.000 views and lot of commentaries.

It is a successful publication, maybe not about the likes and reactions but in all cases for the number of sharing and the number of views. Sharing is an important engagement because the fan will publish to his own network this content and create a viral diffusion. Moreover, the reader can notice the PULLUP logo on the top at right. The author thinks that PULLUP should advise to his social media influencers to put the PULLUP logo where they promote PULLUP products.

Rechercher sur Facebook

J'aime déjà ▾ Déjà abonné(e) ▾ Partager ...

ajouté une photo à l'album [redacted] - avec [redacted]
17 novembre 2016 · [redacted]

What an amazing view on the [redacted] Isn't it ?

J'aime Commenter Partager

870 Meilleurs commentaires ▾

56 partages

Votre commentaire...

Third best post between 01/2016 to 01/2017. Screenshot of PULLUP Facebook page.

Once again, a firearm close-up photo is in the best publications. The publication date of this one is the 17th of November 2016. It has 870 likes and reactions, indefinite number of commentaries and 56 sharing. The researcher can enlighten this success by the fact that is a nice photography and in addition this is a luxurious firearm which is unique, personal and expensive so not common.

4.2.4 PULLUP competitors and PULLUP's strategy of differentiation

The author searched the main competitors of PULLUP on the social medias to observe their social media strategies. Their Facebook page are like the PULLUP one. They used mainly the same tools, any of them are doing direct advertising. Some of them started to look for a person able to be their influencers. The author can say that PULLUP was one of the first in Europe to work with influencers but the North American competitors launched this trend since, at least, 2011 (Evans, 2010). The North American population are more user and reactive about social medias.

The researcher studied and created the PULLUP Europe ranking among the 10 main competitors in terms of "brand page likes" at the 11th of May:

Ranking	Brand	Number of followers	Brand Origins
1.	PULLUP US	2.200.000	USA
2.	Remington	1.300.000	USA
3.	Beretta	941.200	ITALY
4.	Benelli	244.800	ITALY
5.	Verney-Caron	71.800	FRANCE
6.	Blaser	61.900	GERMANY
7.	PULLUP Europe	48.800	BELGIUM
8.	Perazzi	47.300	ITALY
9.	Sauer	38.600	GERMANY
10.	Merkel	12.100	GERMANY

PULLUP Europe Ranking between its competitors (Mercier, 2017)

By this way, the reader can measure and evaluate the PULLUP Europe ranking between its competitors. It is easy to note that the North American brands as PULLUP US and Remington have got already lot of followers and their Facebook page is older than the European brands. The researcher can also conclude that Beretta is far ahead in front of the others European brands. It can be an explanation for this phenomén, the social media marketing of Beretta is both in hunting

and shooting sports industry. It can permit to reach more followers. In the PULLUP Europe case, the social media marketing is made to target essentially the hunters and then the shooters.

For the PULLUP strategy of differentiation, the marketing department aims to be the brand of their followers or customers and therefore to put forward them and not to show that PULLUP products and nothing else. PULLUP communicates a lot with their followers and post their pictures regularly. (Boucher & Karpate ,2017)

Since the beginning of the year, they also adapt the new image of PULLUP with images more design than before and soberer. (Boucher & Karpate,2017)
Finally, they communicate about the feel that a user will have with a PULLUP weapon in hand, that's their main objective. (Boucher & Karpate ,2017)

4.3 Link between PULLUP Facebook page and influencers impacts.

4.3.1 Link between PULLUP Facebook page and ambassadors

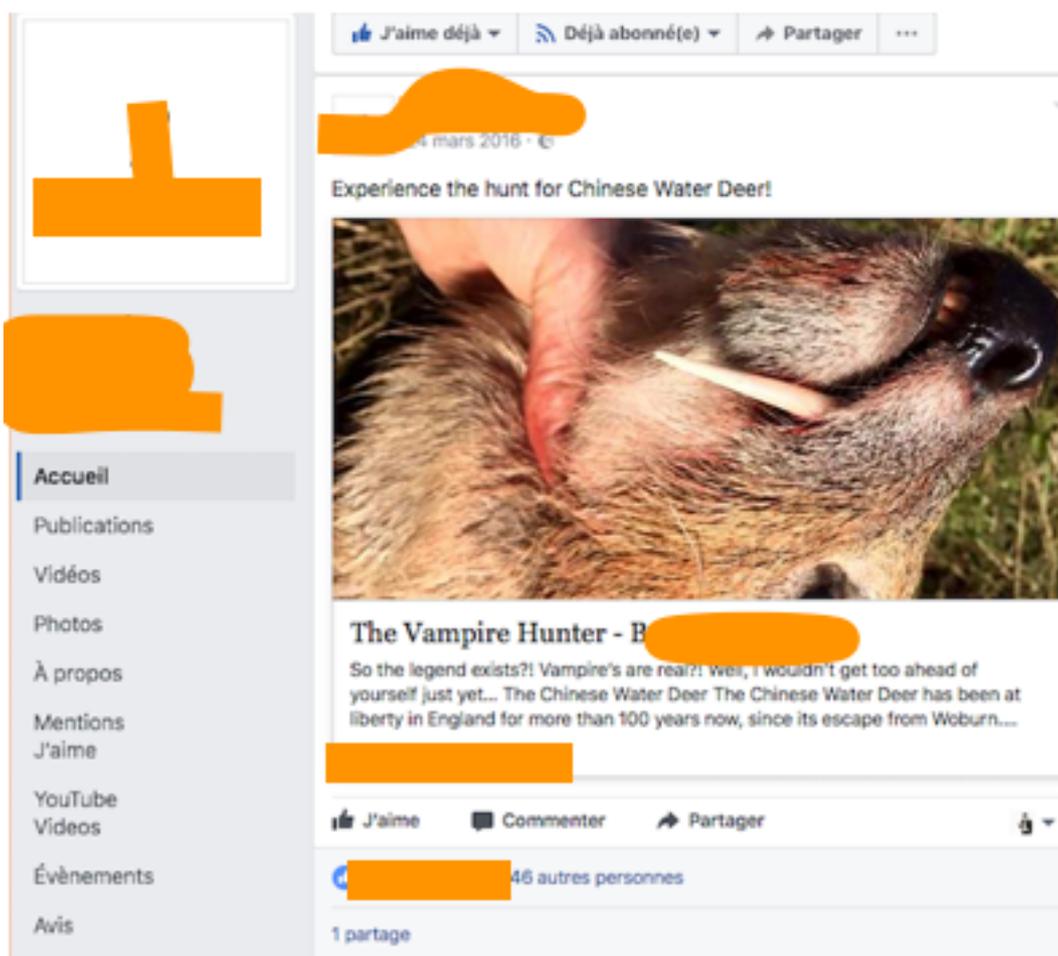
After having studying the Zoé Kollath Facebook page and the PULLUP Facebook page, the researcher wish to establish a relation between the PULLUP Facebook page and the PULLUP ambassadors. The reader can already link up the demography of the PULLUP Facebook page and the ambassadors. As the author exposes with the tables and graphics, the native countries of the influencers play a key role in the followers ranking. Zoé Kollath was determinant to attract her French followers to become French PULLUP followers.

Maria Terzoli and Luc Perazzi have the same role to attract their Italian followers to develop the PULLUP company Facebook page.

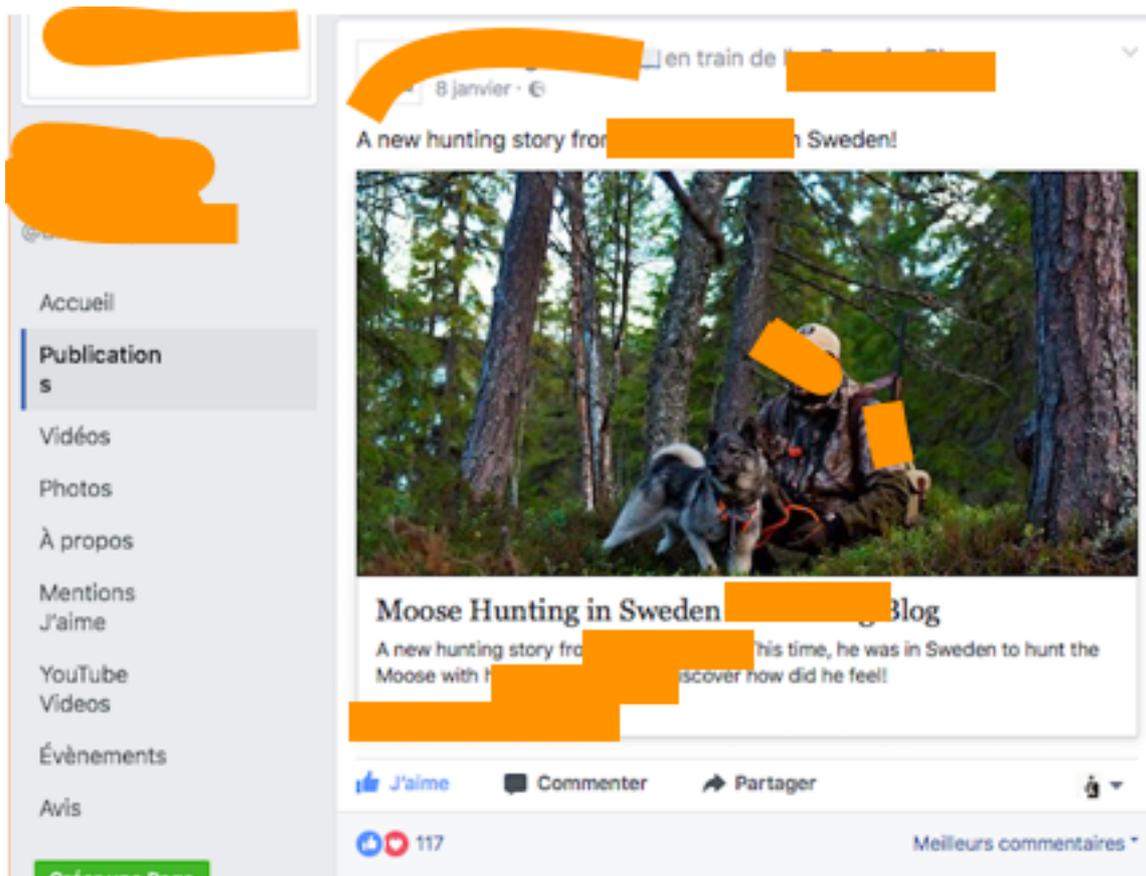
4.3.2 Link between Zoé Kollath and PULLUP company

The thesis is focus on Zoé Kollath and her impact for PULLUP company. As the author said previously, Zoé is the French ambassador to PULLUP on the social media. The France is the first country in all statics ranking. The statics put the France as first follower's country and French as first follower language to visit the PULLUP Facebook page.

Before July 2016, the PULLUP company publications was reached only by more or less 100 likes and reactions. In July 2016, Zoé became an official PULLUP ambassador. Then this event, the author can note that the number of likes and reactions become more and more important.



Screenshot of PULLUP Facebook page, publication of 24th of March 2016.



Screenshot of PULLUP Facebook page, publication of 8th of January 2017.

In the same kind of publications, links to PULLUP blog and the both posts are in English. The publication of the 24th of March 2016, before that Zoé becomes a PULLUP ambassador, the PULLUP Facebook post has 47 likes. The second post has 116 likes and reactions if the author deletes his like. Since Zoé is in the PULLUP Ambassadors Team, the number of likes in the PULLUP Facebook page increases.

Moreover, the researcher will prove by two screenshots that Zoé has more likes by her influence than the PULLUP reputation. The author selects the publication “Zoé Kollath’s interview”, realized by PULLUP team. Then PULLUP published it in her own Facebook page the 12th of January. Before that PULLUP Facebook Page shared it on its own page. The reader can observe the engagement curve from the PULLUP Blog (Marchand, 2017), where the curve increases suddenly, the same day than Zoé published her interview. The 15th of January, when PULLUP shared the publication, there is only 77 engagements about the 1.100 reach by Zoé Kollath . The reader can note that Zoé obtained more likes and reactions and more sharing than PULLUP Facebook page. It means that PULLUP ambassadors have a Facebook audience of 126,635 followers and 12,866 subscribers on Instagram. But PULLUP must easily

reach 100,000 subscribers only through the PULLUP ambassadors and their followers. To compare, PULLUP's Facebook page has 47,000 followers.

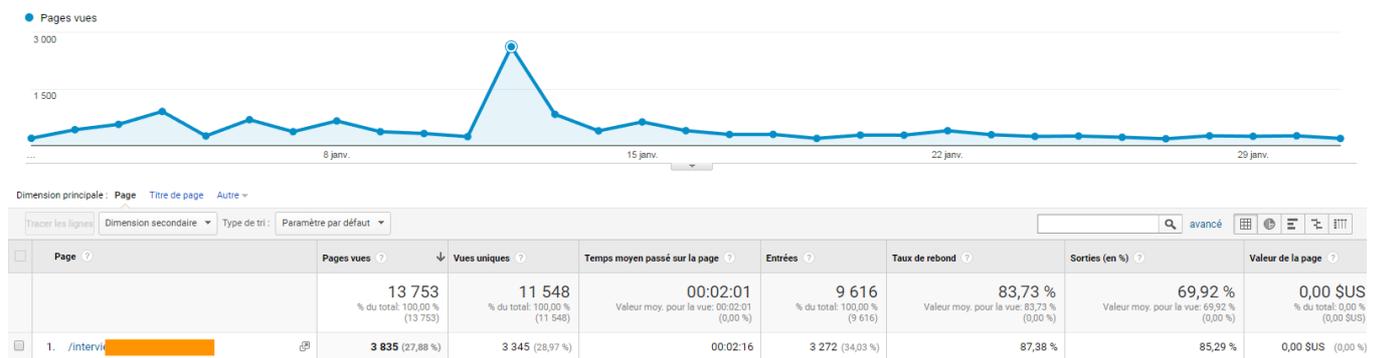
If PULLUP company estimates that its influencers have a similar percentage to PULLUP in terms of people affected per quarter (PULLUP Europe, it is 2,333,738 people affected in the first quarter of 2017), then they can reach up to 5 million of people each quarter with their social media influencer's publications. However, it is an estimate.



Screenshot of the original publication in Zoé Kollath in her page.



Screenshot of the shared publication in PULLUP Facebook page.



Screenshot of the PULLUP Blog Statistic 2017 (Marchand, 2017).

4.3.3 Future options to develop the PULLUP social media impacts

To develop their web-marketing and reach their competitors in the social media, PULLUP company has to improve its tools. Some solutions exist as developing its Instagram account. This one was created the 15th of May, there is an enthusiasm because it is new. PULLUP entreprise should put more content, find which kind of photos or videos their followers like. The company have to enjoy this new social media.

Moreover, PULLUP copany should be focusing on its followers and their needs. By this way, the researcher means that the enterprise should target the products relative to the geographical areas. Take the case of the United Kingdom, the semi-automatic rifles are forbidden so PULLUP should favour the other kind of firearms in their publication. Furthermore, PULLUP is so focus on the hunting market and some shooters are disappointed by the miss of shooting content in the social medias. The author thinks to widen the social media influencer range of PULLUP by adding, not only hunter influencers but shooter influencers as Pedro Racuzzo who already works for Winchester company.



Screenshot of a PULLUP Facebook publication. Audrey Volff is saying “ PULLUPcompany will think one day to the shooters ?! however you are making very nice pistols”

Finally, PULLUP entreprise can and study the fact to employee new social media influencers to conquer the difficult markets as England or mainly Germany. It is an opportunity that PULLUP should take because it can have big positive consequences in exchange of a small investment as supply clothes, accessories and at least one firearm to the new influencer.

5 CONCLUSION

The motive of the research was triggered by PULLUP enterprise interest and personal interest in how the social media influencers can develop the company brand image. The quantity of information available increases in each new day. As a result, the consumers are overwhelmingly exposed to different aspects of information via this communication channel. The free access and intuitively that social media offers has led changes in how the companies can use them to increase their results or improve their brand image. But to reach these goals, companies need new marketing mindset.

The main topic of the research was to explain where, why, who and how, the company brand image can be support by the web-marketing and particulary by social media influencers.

Additionally, the research can help PULLUP company to gain new insights from this perspective and to find potential pitfalls and opportunities in the social media. For example, to improve their social media communication by a better understanding of its followers and to reach more potential customers, the company has got a general point of view of their social media influencers and their impacts. Essentially focused on the French Market, the company could reply with more accuracy to the French follower expectations and manage to have the better brand image possible. The Facebook pages analysis added to the theories in social media provided guidelines on which set of questions would grasp the research questions.

The following chapter presents the conclusions drawn from the research findings. Nonetheless, further discussions and limitations are outline and deliberated.

The objective of the research was to explain where, why, who and how, the company brand image can be develop by the web-marketing and particulary by social media influencers. Research questions were designed to narrow down the subject and to help the author to identify the explanations of the issue.

The three research questions for this thesis were :

- What are social media influencers and how can they impact a brand image?
- What kind of impact a social media PULLUP influencer can have on the French hunter consumer ?
- What is the PULLUP company social media marketing strategy ?

The prevalence of social media in society is now at least as significant as the one of traditional media channels. The vast majority of French people between the ages 15 to 64 are active social media users. The brand presence on social media is generally regarded as more important to consumer-perceived trust on a brand. In addition, the study demonstrates who are the social media influencers and shows that there is many links between the social media influencer and the brand that he represents.

The companies absolute need a Social Media Marketing Strategy if they want a performing utilization of the social media influencers. Their utilization can be approved because the study shows their impacts on the company brand image. Moreover, social media influencer can have economic benefits. More efficient and less costly than traditional marketing campaign. It could have some social benefits too because the potential consumers can feel them closer to the company, or create a link between the followers, the social media influencer and the entreprise. However, the companies have to take in consideration that there are advantages and disadvantages of social media marketing. The overall impact of traditional media on brand image seems to be fairly consistent on all age groups, while the overall impact of social media on brand image is the most significant in younger age groups.

Unequivocally the impact of social media on brand image is strongly linked to the media usage of the target market, more specifically to how much time the target market spends in social media. With regard to brand strategy, the study found that there may be significant differences in the demographics of each social media service and brands should determine which social media services to use based on their target market. Additionally, the results show that the followers are focus on social media influencer activities, and if they were posting relevant content. To conclude, from the findings of this research, it can be observed that consumers in France are actively utilizing social media platforms as a tool of communication and judgement.

At that time, the theories were taken from reliable sources and the author did passive observations, more reliable than a survey, the study can be considerate as valid. However, the things could change quickly with the Zoé's resignation. This event has to be a lesson for PULLUP company. The company should, in a first time, allows a small budget to test a new influencer and send the package. Then, if the results are positive, signs a contract between both parts and transfers all the products to this person. Moreover, this event disturbed a lot the researcher because lot of data were deleted in less than 24 hours and the PULLUP marketing team was ousted of the Zoé Kollath's page. In addition, her agent Jean Duvion was not really cooperative.

Considering the limited time and scope of this research, many theories related to the subject were covered but in a rather general perspective so as to provide a big picture for the readers.

Therefore, if further research could be conducted, then a larger study should be carried out in tackling the research objective. To exploit deeply this subject, the author could study the influencer impacts into the different subgroups of population or larger than the French market scale or observe how the purchase process changed by the utilization of social media.

With a different way to collect data, it would be undoubtedly useful and interesting to have a survey as a reference of the research. It may offer a comparison between what company thinks about its ambassador impacts and what the followers think really. Would the result reflect a diverse perception from two different parties in regards of social media and how these ones can develop the brand image?

Therefore, a future research can be conducted based on this perspective. How it could be altered in order to utilize social media as an effective purchase validation tool. Nonetheless, if more researches could be conducted for companies, then theories could be more accuracy, because some of them are proposed and developed in aiming to help companies to earn a better position in the transition from the traditional marketing approach to the new marketing mindset. In that case, findings and conclusions could be drawn without vagueness.

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