

# **Social Media Marketing of Filmmaking and Photography Online Influencers Worldwide**

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<p>The research of this thesis is focuses on Social Media marketing of filmmaking and photography online influencers. It attempts to understand how particular group of influencers can improve their success on Social Media.</p> <p>The goal of this research is; first, discover what is success for filmmaking and photography online influencers; second, what are their challenges on Social Media; third, how improve their success; forth, find key to successful Social Media marketing of filmmaking and photography online influencers. All of that, in the scope of YouTube and Instagram.</p> <p>The research is implemented through hypothetico-deductive reasoning, using systems analysis method. For data collection methods are used case studies and questionnaire. For analysis are used statistical correlation and percentage analysis. For data interpretation is used qualitatively descriptive context.</p> <p>Results of the research are; first, success on Social Media for filmmaking and photography online influencers is constant growth of a loyal target audience, as well as partnering with brands; second, a main challenge of influencers is not being able to build audience; third, the best way to improve success on Social Media is by facilitating case by case analysis; forth, there are general guidelines, which are: having humour in the content, having advices in the content, having longer videos for higher views, being an object on the Instagram photos, and asking questions in the comment area, will increase audience engagement and potential growth. The research is concluded by giving recommendation for further development and discussing the reliability of the study.</p>	
<b>Keywords</b> Social Media marketing, influencer marketing, target audience, YouTube, Instagram	

## Table of contents

Terms and Abbreviations.....	0
1 Introduction.....	1
1.1 Research problem .....	1
1.2 Research questions.....	1
1.3 Research objectives .....	1
1.4 Scope .....	2
1.5 Out of scope .....	2
2 Theoretical framework .....	3
2.1 Online Influencers.....	3
2.1.1 Effectiveness of Influencer Marketing .....	4
2.2 Target Audience .....	5
2.2.1 How to Build Loyal Target Audience .....	5
2.2.2 In YouTube.....	7
2.2.3 In Instagram.....	10
2.2.4 Essential Elements of Rapid Audience Growth .....	11
3 Research plan.....	14
3.1 Methodology.....	14
3.1.1 Data collection methods.....	15
3.1.2 Data analysis methods .....	15
3.1.3 Data interpretation methods.....	15
3.1.4 Justification of the chosen methods.....	15
4 Empirical part.....	16
4.1 Case studies.....	16
4.1.1 Peter McKinnon .....	16
4.1.2 Matti Haapoja .....	17
4.1.3 Parker Walbeck .....	17
4.2 Metrics.....	17
4.3 Questionnaire .....	19
4.3.1 Data.....	20
4.3.2 Analysis.....	24
4.3.3 Results .....	40
4.4 Key findings.....	41
5 Discussion .....	44
5.1 Reliability and Validity.....	44
5.2 Recommendations.....	45
5.3 Conclusions.....	45
References.....	46

Appendices .....	50
Appendix 1. Case Studies – YouTube Statistics .....	50
Appendix 2. Peter McKinnon – YouTube, Video Analysis (period of 3 months).....	51
Appendix 3. Matti Haapoja – YouTube, Video Analysis (period of 3 months).....	54
Appendix 4. Parker Walbeck – YouTube, Video Analysis (period of 3 months).....	57
Appendix 5. Case Studies – Instagram Statistics .....	58
Appendix 6. Peter McKinnon – Instagram, Posts Analysis (period of 3 months).....	59
Appendix 7. Matti Haapoja – Instagram, Posts Analysis (period of 3 months).....	61
Appendix 8. Parker Walbeck – Instagram, Posts Analysis (period of 3 months).....	63
Appendix 9. Case Studies – YouTube and Instagram Comparison .....	64
Appendix 10. Questionnaire.....	66
Appendix 11. Questionnaire – Response #1 .....	68
Appendix 12. Questionnaire – Response #2 .....	70
Appendix 13. Questionnaire – Response #3 .....	72
Appendix 14. Questionnaire – Response #4 .....	74
Appendix 15. Questionnaire – Response #5 .....	76
Appendix 16. Questionnaire – Response #6 .....	78
Appendix 17. Questionnaire – Response #7 .....	80
Appendix 18. Influencers Studies – YouTube Statistics .....	82
Appendix 19. Peter McKinnon – YouTube, Consistency and Quality .....	83
Appendix 20. Matti Haapoja – YouTube, Consistency and Quality.....	84
Appendix 21. Parker Walbeck – YouTube, Consistency and Quality.....	85
Appendix 22. Shutters and Shots – YouTube, Consistency and Quality.....	86
Appendix 23. Samuel Happenin’ – YouTube, Consistency and Quality.....	87
Appendix 24. Anastasia Kontinen – YouTube, Consistency and Quality .....	88
Appendix 25. The Alaskan Outsider – YouTube, Consistency and Quality.....	89
Appendix 26. Mato Hill – YouTube, Consistency and Quality.....	90
Appendix 27. Filmmaker’s Formula – YouTube, Consistency and Quality.....	91
Appendix 28. Brunton Media – YouTube, Consistency and Quality.....	92
Appendix 29. Influencers Studies – YouTube Statistics, Consistency .....	93
Appendix 30. Influencers Studies – YouTube Statistics, Quality .....	94
Appendix 31. Views monitoring.....	95
Appendix 32. Statistical correlation data .....	96



## Terms and Abbreviations

Ad	Advertisement.
B-roll	In filmmaking, additional footage, which intercut in main shot.
Colour grading	The process of improving colour of the image.
Comments	On Social Media, a written expression or respond.
Facebook	A Social Media platform.
Influencer marketing	Marketing that focuses on promotion through influencer.
Instagram	App for sharing photos.
Instagrammer	User of Instagram.
Intro	In YouTube, short introduction video.
K	Thousand.
Likes	In Social Media, button for showing approval.
LUT pre-sets	In Lightroom (photo editing software), Look Up Tables.
M	Million.
ND filters	Neutral-density filter.
Online influencer	In Social Media, user with a loyal audience.
Social Media marketing	Marketing that focuses on Social Media platforms.
Views	In YouTube, number of people who saw a video.
Vlogger	Person, who makes videos about him and his life.
Vlog	Video with creator sharing his life.
YouTube	Social Media for sharing and watching videos.
Youtuber	User of YouTube, who has a channel.
1080p	Full HD resolution (1920×1080 px).
4K	Resolution (3840 × 2160 px).

# **1 Introduction**

The thesis at hand introduces latest perspectives on the topic of Social Media marketing of online influencers. The thesis is structured in such an order, that helps the reader to follow fact-finding on objectives, and answering on research questions. Due to the narrow scope of the thesis, it is possible to focus on a specific group of the people, who participate in the research - filmmaking and photography online Influencers. My choice fell on this group because of personal interest and belonging to this community. I saw a demanding need for this research to be done, which will be discussed in Research problem section.

## **1.1 Research problem**

Thought-provoking concept, which I have noticed, in the Social Media world of filmmaking and photography online Influencers – when certain online influencers become successful and popular rapidly, others very slow, while some never reach that level. The problem that the research attempts to solve is the varying levels success in the careers of specific people involved in the research. I concluded that success on Social Media can be achieved if one will know the fact-based pattern. Others, who consider themselves to be filmmaking and photography online Influencers can also benefit from the research. In the light of the fact, I find it essential to do this research considering my knowledge and passion for this field of study.

## **1.2 Research questions**

My main research question is “What is the key to success of filmmaking and photography online influencers on Social Media?”. The sub questions are “What is success on Social Media for filmmaking and photography online influencers?”, “What are the challenges for filmmaking and photography online influencers on Social Media?”, and “How can filmmaking and photography online influencers can improve their success on Social Media?”

## **1.3 Research objectives**

The research objectives are: first, to detect how filmmaking and photography online Influencers worldwide define success in their niche; second, to discover the pattern of an outperforming Social Media marketing, specifically for this group of online influencers; and third, to compile a consulting feedback for each online influencer participating in the research, based on the key findings, and deliver it to them. After publishing by the means of Social Media, thesis will be spread online for other influencers to learn from it. Contribution of the data and personal learning are my additional objectives.

## **1.4 Scope**

Due to the fact that the research targets filmmaking and photography online influencers, one of the first delimitations is Social Media platform choice. For this thesis has been chosen two popular platforms – YouTube and Instagram. The choice was made due to the nature of filmmaking and photography online influencers, whose main content are photographs and short films. YouTube is a Social Media platform, that focuses on video content, while Instagram is targeting images. Consequently, in this thesis ‘success’ on Social Media is limited to YouTube and Instagram.

The scope of this thesis includes worldwide influencers, giving that Social Media is an international network, as well as community, and it is unnecessary to allocate the particular research on specific areas on the Globe.

As part of the research of this thesis, I investigated what success on Social Media means in the opinion for filmmaking and photography online influencers. Therefore, the word ‘success’ in the paper means success defined by participating online influencers.

## **1.5 Out of scope**

Although Facebook is considered to be the most popular Social Media platform, in the scope of this thesis it is excluded due to not being enough relevant for this study. The same goes for all other Social Media platforms, excluding the two chosen ones.

Individual feedback for each participant is going to be send to each online influencer. The feedback itself is not going to be placed on the thesis paper.

## **2 Theoretical framework**

The standards were set high, choosing the sources only from reliable sources and not older than 2018. Exceptions are only unreliable videos from YouTubers about the success on YouTube and Instagram. Nevertheless, I considered it indispensable to study what they have to say on the subject at hand, since they are the successful creators on these platforms.

### **2.1 Online Influencers**

As it is stated in Cambridge Business English Dictionary (2019), an online influencer is “a person that has the ability to influence the behaviour or opinions of others”. Online influencers conquered the Internet with their presence and exhilarated everybody with their engaging content. With the ease of distributing information, now everybody can become an influencer, if only one proves to be capable and trustworthy (Dubarenok 2018).

#### **Influencer marketing**

Left with no chance to miss such a popular trend, brands started partnering with online influencers, currently known as “influencer marketing”. Sanya Nayeem (2019) says, that “influencer marketing is a new age of advertising”, thus, let us explore the truth, diving further into the theory. That said, at this stage of the literature review, I point out that not only people know who online influencers are, but 1 out of 7 (14.7 percent) consider to be one. Moreover, if you ask those aged 18-21, number is 1 out of 5 (20 percent). (Entertainment Close-Up 2019.)

**Who can be considered to be an online influencer?** Should you have many thousand followers to be one? According to Lucy Britner (2018), if one has between 10,000 and 100,000 followers, he or she can be considered “smaller-scale influencer”. If one has between 500 and 10,000 followers, he or she is a “micro-influencer”. And last, but not least, one having 50 to 500 followers considered to be a “nano-influencer”. (Britner 2018)

**Why is it so popular?** Sanya Nayeem (2018) believes it is because, “Social media influencers do not just sell products – they sell a lifestyle”. When you follow their accounts, you digitally experience their life. They take you on the journey with them, they share what they eat, where they stay, what they see, what they know and how they live. Their objective is to inspire, to educate, to entertain. And your feeling for them is somewhere between excitement for a celebrity and the trust for a friend (Britner 2018). Therefore, influencer marketing is “a new, improved, online version of word-of-mouth – one that goes much further”, says Erin Bury (2019), managing director at Eighty-Eight Agency in Toronto.

### **2.1.1 Effectiveness of Influencer Marketing**

By analysing research on influencer marketing, John Harrington found that 45 percent of comms and marketing chiefs agree that influencer marketing is more powerful than conventional celebrity endorsement, while 37 percent believe it is the same power. In the question of press, 85 percent agree that influencer marketing is replacing the place of press launches. (Harrington 2018.) As the matter of fact, in accordance with international survey by Linqia, in 2017, 86% of marketers partnered with influencers to promote their products, and 92% of them agree that it was effective (Aggarwal 2018).

**Why is it considered to be effective?** In the study that researched people of 13 to 24-year-olds, it was found that 62 percent of them take action after seeing digital creator content, while only 18 percent, 18 percent, and 12 percent, take action after seeing, respectively, TV ads, social media ads, and preroll ads (Nickalls 2018). In the research held by Entertainment Close-Up (2018), it was found that among all participants of different ages, 36.7 percent made a purchase after seeing a promotion by online influencer.

**Why is it extremely effective?** Let us say you comment on celebrity post. There is a very little chance that he/she will answer you. While online influencers most probably will message you back directly. Consequently, that is the reason why in influencer marketing, 60 percent higher campaign engagement rates, says Lucy Britner (2018).

When companies, partnering with online influencers, organize campaign for them, influencers share their experiences virtually with their followers (Britner 2018). For that reason, it is very important for companies to trust influencers and just say, "Here's the product, do what you do", because when it feels authentic for followers, there is the highest return on investment and engagement rates (Davis 2019).

#### **Online ranking**

Yet if the brand is looking for online ranking, influencer marketing is not the best strategy to use. According to B & T Weekly (2018), in their study, non-influencer posts gain approximately 1400 social shares, while influencer posts gain approximately 150 social shares. They proved that influencer marketing is fruitless for brand's online ranking. (B & T Weekly, 2018.)

**How much companies do invest in online influencers?** From all the budget for marketing, almost half of the companies from the research of John Harrington (2018), will spend at least 20 percent or more on online influencers, while 23 percent indicated that will

spend 81 to 90 percent of their marketing budget on online influencers. In the matter of how much companies pay online influencers, 27 percent called a “sweet spot” a range between £1,000 to £10,000, while half of the respondents believe it is fair to pay up to £20,000. There is a minority of 16 percent who thinks it is enough to pay no more than £500. On the contrary, 23 percent of the respondents would pay even more than £100,000 for a post, if they believe it is a good deal. (Harrington 2018.)

**How do companies find and choose online influencers for partnerships?** It is quite equal in the matter of choosing how to find online influencers: 51 percent of investigated companies contact influencers directly, while 49 percent find them through special agencies. As for choosing the right online influencer, companies chose image (44 percent) above number of followers (42 percent), and influencer’s knowledge in the niche (40 percent) above frequency of posts (39 percent). (Harrington 2018.)

### **Online influencers have target audience**

“The true value of influencers is access to their audience”, says Natalie Giddings (2018) in her “How to maximise your ROI from influencer marketing” article. The value of the influencer is high, especially when brands recognize the uniqueness of each influencer. With them, brands can “unlock [influencers’] full potential to help build [the] brand” (Giddings 2018). It is all due to the fact that influencers already have particular loyal audience, which brand is targeting, while, for instance, press releases might never even be seen by brand’s potential customers (Harrington 2018).

## **2.2 Target Audience**

According to Cambridge Business English Dictionary (2019), target audience is “the particular group of people to which an advertisement, a product, a website or a television or radio programme is directed”. As it is explained in the previous chapter, target audience is an essential benefit of influencers when it comes for company to choose who they will partner with to promote the awareness of their brand and products. Therefore, it is necessary for influencers to learn how to build their loyal target audience.

### **2.2.1 How to Build Loyal Target Audience**

“Make social your side hustle”, recommends Higgins. Dedicating at least one hour a day will dramatically improve your social media presence. (Davis 2019.) It is equally important the influencer to stay true to their values and create what they are passionate about. Zoë Meggert (2018) claims that, “you are doing it wrong”, when your own content does not hold your interest. The audience will grow when the influencer penetrates the content with

their personality by telling stories from their life and using their conversational tone in posts. For instance, you can create a topic list for content creation, where the topics you are brainstorming fall somewhere between: what your target audience loves and what you love (Meggers 2018.) When thinking to become professional online influencer ask yourself following questions:

- What are my short-term goals?
  - What are my long-term goals?
  - Am I achieving them?
  - If not, what can I change to improve my chances?
  - What works well and what needs improvement?
  - Is my content professional and of high quality? How can I make it better?
- (Hundt 2018.)

Regularly answering these questions will improve the chance to reach your highest potential as an online influencer and build loyal target audience. Cori Hundt (2018) also suggests creating content for a specific audience, instead of trying to aim everybody at the same time. That is why it is important to know who your audience is.

### **Who is your audience?**

Lauren Pérez-Maiy's (2018) fifth tip on crafting authentic social media stories is to have a strong understanding of your audience. Another proof of its importance is indicated by Backstage Expert Heidi Dean, who says that many creators make a mistake by "desperately trying to appeal to everyone but end up appealing to no one" (Hundt 2018). With that being said, there is a clear need to identify who your audience is and what they want. Lauren Weinstein and Matt Abrahams (2018) suggest asking yourself and your audience following questions:

- What does my audience care about most?
  - What motivates them?
  - What do they expect to learn or gain?
  - What biases or hesitations might they have?
  - What knowledge level do they bring to the session?
  - What do I want my audience to know?
  - How do I want my audience to feel?
  - What do I want my audience to do?
- (Weinstein & Abrahams 2018.)

After identifying your target audience and learning about them, then comes the time to establish correct online behaviour to grow your loyal audience.

## **General Guidelines**

There are two fundamental rules for rapidly building loyal target audience. First, remember that quality is the most important, not quantity. Second, consistency is a way for strong social media presence. (LeGate 2019.)

As a general rule, Sandy Nathan (2019), Director of BDB Advertising and initiator of The Label Sticks, recommends making posts personalized and delivered at the right time. When planning to create content, brainstorm topics and include personal stories to make it more authentic (Meggert 2018).

The last three guidelines are to increase engagement. To maximize the amount of post impressions, video views and likes, Sandy Nathan (2019) recommends streaming live during the time your audience is online. Another tip is to connect with communities, influencers and people who you follow (LeGate 2019). And last, but not least, always answer comments and messages “to validate the audience’s involvement and encourage future participation” (Weinstein & Abrahams 2018).

### **2.2.2 In YouTube**

“Nowadays online video has become a true alternative to old-style television”, says Douglas A. Ferguson (2018). The research found that, 29.5 percent of participants use YouTube as their first tool for product research, and for millennials, it is 35.2 percent. YouTube has an effect on purchase behaviour for 38.3 percent of research participants. (Entertainment Close-Up 2018.) Given that, through YouTube and video marketing, brands increase the number of people they are reaching and being able to address them all at the same moment (LeGate 2019). Likewise, more popular videos enable the exposure of industry for brands and influencers to garner (Hundt 2018).

#### **By YouTubers**

Looking at the tips by YouTuber themselves, Justricia (2018) created a video “How to Have a Successful YouTube Channel 2018” and posted it on YouTube, when she still had only 52K subscribers. Now, in May 2019, she already has 272K subscribers, which make it reasonable to assume that her video is reliable and that she assessed the reasons for her success correctly. She recommends making your channel look professional by including intro, outro, profile picture, and channel banner. Also, she emphasises uploading consistently, by setting a day or part of the week for when you are posting your new videos. Justricia believes that “if you have an interesting thumbnail, people will click on your video”, generates more views and subscribers for you. She warns of the mistakes to



avoid: content of the videos – not interesting, not creative, not most searched for; commenting spam on other channels like “go check my channel”; and acting differently in real life than on Social Media. Justicia shared an experience of how her five most successful videos brought her 30K subscribers, which emphasises the importance of quality and relevance in the videos.

Another YouTuber, whose channel named Infinite Waters (Diving Deep), has 1.5M subscribers, also posted a video about “10 Secrets Successful YouTuber’s Won’t Tell You”. There he tells that the first year will be the hardest and, most probably, no one will watch your videos. He also says that it is not very important what you talk about in your videos, but more important how you make your audience feel. The YouTuber emphasises the importance of knowing your audience and adding value, especially lasting value – videos which people can watch 5 years later and still get value. Next, he suggests being consistent, have fun making videos, and to be a YouTuber only if it is your passion. Lastly, he advises to get personal. “The more vulnerable you are, the stronger you become. Don’t be afraid and hide your true self, in fact it is the most interesting part of you” (Infinite Waters (Diving Deep) 2016)

One of the most successful YouTubers of the last two years is Peter McKinnon, who as of May 2019 holds a channel with more than 3.5M subscribers, grew his audience from 0 to 1M in nine months. Another YouTuber, Paddy Galloway (2017) did a deep analysis on how it was done and came to following conclusions: first, gaining initial attention; second, providing quality content; third, growing relationships with your audience. Paddy Galloway explains that Peter McKinnon got initial attention through his “viral video attempts”, which were in a list, tutorial format, had high shareability, and made people want to click. Galloway also mentions that McKinnon’s thumbnails are simple high-quality photos without text. He suggests that the text is unnecessary, since people always read title of the video. Paddy Galloway emphasises that in Peter’s videos first fifteen seconds capture the video’s topic and straight away show the learning outcome. He also points out that the YouTuber’s content is of high quality, with 1080p or 4K resolution, and light and sound on point. Peter McKinnon’s content is also of a high retention, provides learning and entertainment value, teaches viewers new skills, detailed tutorial videos and follow-along format. Paddy Galloway also believes that “when Peter provides all this free content, viewers feel debt for him. They repay with subscription”. Last, but not least, Peter McKinnon is being personal with his audience and in his videos often positively greets audience, adds-in light humour, and shows the relevance for his viewers. Most of all, “people watch Peter McKinnon because he is Peter McKinnon”. (Paddy Galloway 2017.)

Youtuber Jeven Dovey (2019) has a video called “Mistakes New YouTubers Make & 15 Tips to Avoid Them”, where he invited other successful YouTubers to share from their experiences about mistakes they made. Gerald Undone said that mistakes he made were having variety of topics and feeling entitled to having views and subscribers because he made one or two good videos. He reminded us that “YouTube is not a sprint, it is a marathon”. YouTuber Dunna Did it tells that his mistakes were making too much content without focusing on quality and not paying attention to thumbnails and titles. Sidney Diongzon revealed that his mistakes were being afraid of creating and posting and copying one of the most famous YouTubers of all times – Casey Neistat, who has more than 11M subscribers. Dave Maze said that the mistakes he made were, not staying focus and doing it alone. The last YouTuber from Jeven Dovey’s video, Make Art Now, said that his mistakes were wasting a lot of times on the making first video and trying to predict what subscribes want. (Jeven Dovey 2019)

### **By reliable independent sources**

Among the reliable independent sources can be found Backstage Expert Denise Simon (2018), with his article “How to Become a YouTube Sensation”, where he writes, “You love to perform, and you love to [fill in your interest here]. Do it at the same time by turning the camera on and including the audience in your project”. That is how you become online influencer on YouTube. The same author in his article “How to get your first 100 YouTube subscribers” advises to focus on learning your target audience. He recommends to not create random videos that try to please everyone, but rather to be specific.

In the best-case scenario, one high quality video should be added each day. In practice, of course, to make high quality videos take a lot of time, so the rule “quality over quantity” (Hundi, 2018) is important to keep in mind. Instead, let your audience know when you post and then post without delays, constantly. Cori Hundi (2018) also suggests creating a trailer with a call to action, like asking views to subscribe to your channel, perfecting your “About” section, creating stunning thumbnails, with keeping in mind the “less is more” rule, and adding a branding watermark.

Use YouTube’s analytics to improve your social media performance by learning what your audience likes and what their online behaviour is. Create playlists. It will help your audience to watch your videos in the right order, or just easier find your related videos. Advertise your YouTube videos through your other Social Media accounts. Last, but not least, always ask to subscribe to your channel, because it is an assumption that people after enjoying your video will automatically subscribe to your channel, or even have enough skills to know how to do it. (Hundt 2018.)

One of the best content strategies for YouTube and other Social Media platforms is the 70-20-10 rule. According to this rule, you should post 70 percent of content that adds value, 20 percent of posts and thoughts of others, and only 10 percent of self-promotion. (LeGate 2019.) And keep in mind the “long tail” effect, according to which, “95 percent of the views comes from 5 percent of the content” (Ferguson 2018).

### **2.2.3 In Instagram**

Instagram is one of the most popular platforms for influencer marketing. As indicated by Influencer Marketing Hub, in 2017 there were 13 million sponsored posts in Instagram (B & T Weekly 2018). According to research by Entertainment Close-Up (2018), 34.1 percent of participants agreed that Instagram influence their buying behaviour and 39.3 believe that Instagram is the best tool for product promotion via online influencers.

#### **By Instagramers**

Instagramer and YouTuber Sunny Lenarduzzi (2019) has a video called “Doubling My Instagram Growth (2019)” where she gives eight tips for building audience. First, she recommends using “When to post app”, an app that gives you three best times a day to post an Instagram post after analysing your account. Another tip is to repost your posts in Instagram Stories. Third, always answer comments with questions or thoughtful answers. She emphasises that the first hour after posting is the most important, which is why she recommends answering each comment immediately with at least a four words respond. Forth, Sunny Lenarduzzi advises to pay attention to what is working by taking a closer look at your analytics. A fifth tip is the often-mentioned consistency. The sixth tip is to be active in your niche. For example, look at accounts in your niche and comment meaningful comments as well as like comments of other people. Sunny Lenarduzzi also advises to direct message new followers, by saying thank you, getting to know them and asking what they would want to see more on your account. The last tip is to remind people about you by liking their comments on your previous post. They then get notified of it and hopefully go check your account again. (Lenarduzzi 2019.)

#### **By reliable independent sources**

Tips for how to build audience on Instagram can be found from reliable independent sources as well. For example, Vic Styles, which has 41K plus followers shared her experience on one-day Purpose PushHer 2019 speaker series in New Your City. She talked how it is important for you to “Focus on your top 12”, because when you open someone’s

Instagram account, you see 9 to 12 first posts, and if they are not attracting enough, people will leave this account without even checking what else is there. Another tip is growth hacking: engage in accounts that have a similar audience to the one you are trying to build. Styles believes this will help you to attract new followers. In addition, always use hashtags. Vic Styles shared an experience when on her post, 75 percent of likes, which were 30k, came from hashtags. To find the best hashtags, investigate which ones draw the most clicks, especially for your type of audience. (Davis 2019)

In the matter of Instagram stories, Lauren Pérez-Maiy (2018) recommends keeping in mind that your audience is highly distracted. Fill your Stories with context and call to action. Have strong visuals and text. Have cohesion in your account. And last, but not least, create the feeling of urgency and motivate your followers to engage with your page. (Pérez-Maiy 2018.)

#### **2.2.4 Essential Elements of Rapid Audience Growth**

All discussed above guidelines for building loyal target audience is crucial, but there are additional essential aspects to consider if you are trying to rapidly grow your audience.

##### **Being a real person**

Very often it is common for brands, as well as individuals, to post content which does not relate to anything, does not tell a story, and is most importantly faceless. “People like knowing who they’re talking or listening to – it allows them to connect with a real person”, emphasises Shari LeGate (2019). Why is it important for people? The answer can be found in multiple sources. For instance, Zoë Meggert (2018) and Krystle M. Davis (2019) both say that, “humans crave connections with other humans”. Meggert (2018) asks to “focus on authenticity” by being yourself. People will follow you more enthusiastically if you remember to “put a face on your business” (LeGate 2019).

##### **Content**

Your content defines you on Social Media. That is why it is important to make best out of it. As Andrey Slivka (2018) says, “Content is a presumption on your audience’s time – but if you make it worth their time, they’ll give it to you”. As was discovered already at the times of Greeks, “best communication is that which is in the service of the audience” and helps them with all they need (Weinstein & Abrahams, 2018). In order to know what is serving your audience the best, Zoë Meggert (2018) suggests to ask following questions:

- Where is your website traffic coming from?
- What pieces of content are consistently performing best?

- What types of social media posts have garnered the most attention?
  - What email broadcasts or campaigns have the highest open and click rates?  
What was different about them?
- (Meggert 2018.)

After finding what content works the best – use it more. The one which works poorly – eliminate. Weinstein and Abrahams (2018) also suggest asking yourself:

- What do I want my audience to know?
  - How do I want my audience to feel?
  - What do I want my audience to do?
- (Weinstein & Abrahams 2018)

These questions will help you to understand what to post on your Social Media page. When writing text for your post, Weinstein and Abrahams (2018) advise to follow “What? So What? Now What?” structure. In this structure you start by telling about the topic supported by example, then you explain why it is important, and lastly you tell about the consequences of the point you just talked about. They illustrate it with example of Franklin Roosevelt, who in March 1933, when one fourth of population was unemployed, gave a very successful speech using intimate and informal language that helped people to understand the situation and created trust among nation. That is why Weinstein and Abrahams (2018) suggest to always include a personal story or at least an example for each key point you are writing about in your posts. In conclusion, when you are writing the text of your content, do not forget to you’re the language of the audience – the one they got used the most (Ivan Temes 2017).

## **Value**

One of the most important aspects of growing audience is adding value to your followers. In the 70-20-10 rule defined by Crystal Vilkaitis, 70 percent is fully dedicated to adding value (LeGate 2019). Your content will not have much value if it is not of a high quality (Hundt 2018).

## **Engagement**

Engagement with your audience and other accounts, pages and communities are one of the most important elements of growing audience, because Social Media is “social”. Lauren Pérez-Maiy (2018) stated, “Social is everything, but it means nothing if your audience isn’t engaged”. That is why online influencers get 60 percent higher engagement rates comparing to celebrity’s posts – they comment back, they send direct messages (Britner 2018). In order to be more engaging on Social Media you can ask questions like “How

many of you have had that experience?” or “Who can tell me...?” (Weinstein & Abrahams, 2018).

### **Trust**

Though anyone can become an online influencer, not everyone can build close online relationships with their audience, raising the question, what stands as an indicator if people will follow and get influenced? Ashley Galina Dudarenok (2018) believes it all lies in trustworthiness. That is why audience, if they trust, will feel for online influencer as for a friend or even a family member. When companies promote their products through online influencers or organize a campaign with them, influencers share their whole experience with their audience. These followers, which just like their friends, will experience it virtually and trust the brand as well. (Britner 2018.)

### **Emotions**

Humans are emotional beings. That is why such an aspect like emotions should not be overestimated in Social Media marketing. Marketers use different strategies to stimulate people through their emotions by different means, such as photos, videos, and talking about most cared-about issues (Hundt 2018). Lauren Pérez-Maiy (2018) suggests using strategic storytelling by creating content about wants and needs of audience. It will help to involve followers' emotions and get your content to stand out from the thousands of other posts.

### **Relevance**

People connect much better when they feel that it is relevant to their life. Jessica Higgins (2019), JD MBA, serial entrepreneur, consultant and author, advises to never sell on your Social Media, because “the last thing anybody wants is a pitch”, she emphasises. Create content with which your audience can connect. (Davis 2019.) To make your posts more relevant, use inclusive language with words like “you” and “we”. For example, say “Like many of you, I...” or “We all have...”. (Weinstein & Abrahams 2018.) Do not forget to include your audience as much as you can in your content if you want them to care.

### **3 Research plan**

This research follows evaluation design, with elements of correlation and comparative designs. Evaluation design's model – systems analysis, is used in the research. This model is examining complex interplay of diverse variables (Walliman 2011, 11).

#### **3.1 Methodology**

For this thesis has been chosen hypothetico-deductive reasoning as the method of research. According to this method, identification of the problem is made and described in this empirical part of the thesis. Following comes the hypotheses, which observe inductively from the case studies. The implications of the observations are collected in appendices as well as shown on figures in the empirical part of the thesis. Next, using the qualitative data from questionnaire, comes testing according to the hypotheses. In the results section, the hypotheses are either confirmed, rejected or refined. This will answer the main research question and help to achieve research objectives. (Walliman 2011, 19)

##### **Identification of the problem**

Identification of the problem is drawn from research problems and research questions. Using knowledge obtained from theoretical framework, the problem is defined and metrics are detected. Metrics are used to collect data from best cases of filmmaking and photography online influencers worldwide in order to define hypotheses for testing.

##### **Hypotheses**

After data is collected, hypotheses are drawn using analysis and interpretation methods. These hypotheses are used later for testing with online influencers, the participants of the research.

##### **Implications of the observations**

All the data collected by observations are stored in appendices as well as displayed via empirical part in figures, charts and tables.

##### **Testing hypotheses**

After responses for questionnaire are analysed and some of the sub-questions for the research are answered, comes requirements for testing hypotheses. These requirements are drawn from responses of the questionnaire. Hypotheses are tested using data collection, analysis and interpretation methods of the participants of the research.

### **Confirmation, refinement or rejection of hypotheses**

When hypotheses have been examined, the refining or rejection is stated in the results section. After that, proposition is made and written in key findings section.

#### **3.1.1 Data collection methods**

The data collection methods used in this thesis are; first, case studies of the best examples of online behaviour on Social Media of filmmaking and photography online influencers, for collecting data quantitatively with metrics; second, questionnaire, where participating in research online influencers give qualitative responses for sub-questions of the research. Metrics are used to collect records from different Social Media platforms to examine online behaviour or case studies as well as participant of the research.

#### **3.1.2 Data analysis methods**

Statistical correlation analysis is used to analyse collected data for YouTube. When hypotheses are drawn from case studies, by understanding the requirements, they will be tested with statistical correlation analysis by comparing it to online behaviour of participating online influencers. Percentage analysis will be used for Instagram.

#### **3.1.3 Data interpretation methods**

Interpretation of the analysed data of this research is categorical and by the means of descriptive context. The results are interpreted qualitatively.

#### **3.1.4 Justification of the chosen methods**

Although hypothetico-deductive method is problematic due to the difficulty of testing hypothesis in real life situations, especially online on Social Media, there are justifications for the chose I made. I, as an author of the thesis, cannot possibly test each online behaviour of participating online influencers in real life. This is impossible due to the fact that; first, I do not hold the access to participant's account; second, content they create is unique, as for example, I cannot make videos or pictures, by myself as they would do it; third, they do not all have means to test the hypotheses themselves perfectly by my request. Therefore, only way possible to test the hypotheses is to correlate it with behaviour of other online influencers and try to find patterns. Even though the quantitative results from the metrics after analysis, may not make sense, "those with an idealist and relativist point of view insist on importance of human subjectivity and the social dimensions to facts and their meanings" (Wallinman 2011, 20). Therefore, in as much as my choice of methods is right, the results of this research are having some validity.



## 4 Empirical part

The following section consists of case studies reviews, descriptions of collected data, analysis, observation of participants' cases, and results of the study. In this section hypotheses are defined and tested, followed by their confirmation, refinement or rejection. Identification of the problem is described below.

Let us suppose that loyal target audience is one of the indicators of success, as it is learned from the theoretical part of this thesis. In YouTube, subscribers, views of the video, and comments are indexes of loyal target audience. In Instagram they are followers, likes on the posts, and comments. The problem lays in identifying, which online behaviour actions is impacting indexes of loyal target audience.

### 4.1 Case studies

I chose three famous online influencers in the field of filmmaking and photography. They are loved and admired by many people. I chose them because to my prediction they can be called "successful filmmaking and photography online influencers", although I will find out if it is true later in my research. If it is the case, their behaviour online can be used as a pattern. For this purpose, I will analyse each one of them.

#### 4.1.1 Peter McKinnon



Figure 1. Peter McKinnon's YouTube Profile Image (YouTube s.a.)

Peter McKinnon is a Canadian YouTuber with a quickly growing YouTube channel as well as Instagram page. His YouTube channel has over 3,5M subscribers and approximately 200M total views of his videos. His Instagram page has 1,7M followers. He can be also called an entrepreneur because he sells his own LUT packs and Sound packs on his sellfy.com website. Also, he frequently participates in different projects of cooperation with other companies. For example, he released his own ND filters together with PolarPro; and he is well known to cooperate with James Coffee Co by having his own coffee and clothes line, where he sells his own merch, mugs, pins, hats, t-shirts, and other goods. Recently his photo was printed on a limited Canadian coins edition. Mainly, Peter McKinnon does vlogs and tutorials for other photographers and filmmakers. He is a finalist of the "Breakout YouTuber of The Year" in The Shorty Awards, where they call him "an internationally acclaimed creator, using his platform to help others pursue their passions" (The Shorty Awards 2019).

#### 4.1.2 Matti Haapoja



Figure 2. Matti Haapoja's YouTube Profile Image (YouTube s.a.)

Matti Haapoja is a Finnish YouTuber, who is based in Canada. He is a best friend of Peter Mckinnon, with who he shares an office. Matti Haapoja has a big YouTube channel with over 600K subscribers and Instagram page with approximately 230K followers. Matti Haapoja is a freelance Director of Photography and he told that “in January 2017 I decided to begin sharing my filmmaking know-how, experience, and tips for the YouTube community” (Matti Haapoja, 2018). He is an entrepreneur and, on his website, he sells his LUT Pre-sets, Motion Graphics Templates, apparel, accessories, and online filmmaking courses.

#### 4.1.3 Parker Walbeck



Figure 3. Parker Walbeck's YouTube Profile Image (YouTube s.a.)

Parker Walbeck is a creator of Full Time Filmmaker online film school where he teaches beginner filmmakers “everything from the very basics of what gear to buy and how to use it, to advanced cinematography techniques, my full editing workflow (on both Premiere Pro and Final Cut Pro X), and the steps it takes to run a successful business” (Parker Walbeck, 2018). He is also a YouTuber with approximately 500K subscribers. His Instagram page has over 84K followers. On Facebook Parker Walbeck hosts a private Facebook page for the students of his school, which is nearly 6,7K members and has a high activity rate. I am a student

of Full Time Filmmaker and that is one of the reasons why I chose Parker Walbeck as one of the cases I will research.

#### 4.2 Metrics

I purposely chose two similar and one slightly different influencer to see if the results of research will be different. I will try to find out the reason why Peter McKinnon has such a big channel, while Matti Haapoja has fewer subscribers despite the fact that both of them create the same type of videos. From that analyse I plan to find answers to my research question. Parker Walbeck will be an interesting example of a YouTuber who posts much less videos but still has similar number of subscribers as Matti Haapoja and even higher numbers of views on his videos. After studying theoretical framework, I detected metrics. The metrics I chose for this stage are: approximate average video posts per month of the

last three month, how long they are, thumbnail content, views, comments, advices, tips and teachings (average per video), ads (average per month), other people in the videos (average per video), how many times smiles (average per video) and how many time jokes (average per video). The data, which I collected, can be found in appendices. For Peter McKinnon in appendix 2 and appendix 6. For Matti Haapoja in appendix 3 and appendix 7. For Parker Walbeck in appendix 4 and appendix 8. The statistics of their YouTube channels can be found in appendix 1 and of their Instagram pages in appendix 5. Below can be seen the comparison of the YouTube videos for the period of three month.

YouTube									
video #, title	how long	thumb-nail	views	comments	advices, tips, teachings	ads	other people in video	how many times smiles	how many times jokes
Peter McKinnon									
Approx. average per month	12.53	(10) him = 69,3 % work = 30,7 %	392217	2389,27	7,2	3	2,5	5,5	8,8
Matti Haapoja									
Approx. average per month	11.16	(9) him = 55,1% work = 44,9%	82451,7	945,7	10,3	3,3	1,9	1,7	4,3
Parker Walbeck									
Approx. average per month	12.23	(1,3) him = 100% work = 0%	87410,5	482,7	16,3	0,6	0,3	0,3	1,2

Figure 4. YouTube comparison

In the figure 5 can be seen the comparison of the Instagram pages for the period of three month.

Instagram									
post #	photo/video	photo of him/his work	likes	comments	hashtags	ads	accounts mentions	questions	invites to watch his YT
Peter McKinnon									
Approx. average per month	(15,6) photo 100%	him = 23,4% work = 76,6%	137464	1226,0306	2	1,3	7,6	1,6	8,3
Matti Haapoja									
Approx. average per month	(6,6) photo 83,4% video 16,6%	him = 48,79% work = 51,21%	20866,9	229,53788	3	0,6	2,6	2,6	2,3
Parker Walbeck									
Approx. average per month	(2) photo 33,4% video 66,6%	persona l 55,5% work 44,5%	4548,93	125,5	0,3	0	1,3	0	0,6

Figure 5. Instagram comparison

### 4.3 Questionnaire

The questionnaire I did, was sent to forty smaller filmmaking and photography online Influencers and posted in the group of Full Time Filmmakers. I received seven answers, of people willing to participate in my analyses. The main idea of the questionnaire was to determine what is success on Social Media for filmmaking and photography online Influencers as well as what are the challenges of filmmaking and photography online Influencers on Social Media. I also asked about how successful their YouTube channels and Instagram pages are in their opinion. In addition, I asked what they wanted to know about how to successfully market their Social Media accounts.

#### 4.3.1 Data

The data of the questionnaire can be found in appendices: the questionnaire form is appendix 10; the responses are appendices 11-17. Below can be seen how online influencers, who participated in the research, rated their success on YouTube platform.

##### How successful your YouTube channel in your opinion?

7 ОТВЕТОВ

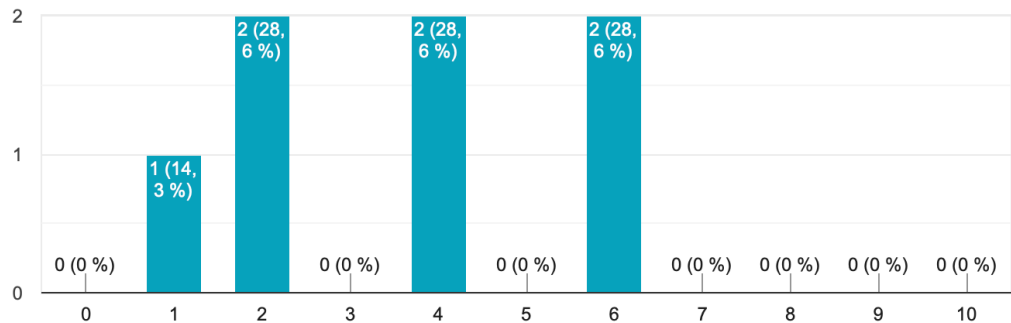


Figure 6. Statistics of responses about YouTube channels

Next figure is showing how the online influencers rated their success of Instagram platform.

##### How successful your Instagram page in your opinion?

7 ОТВЕТОВ

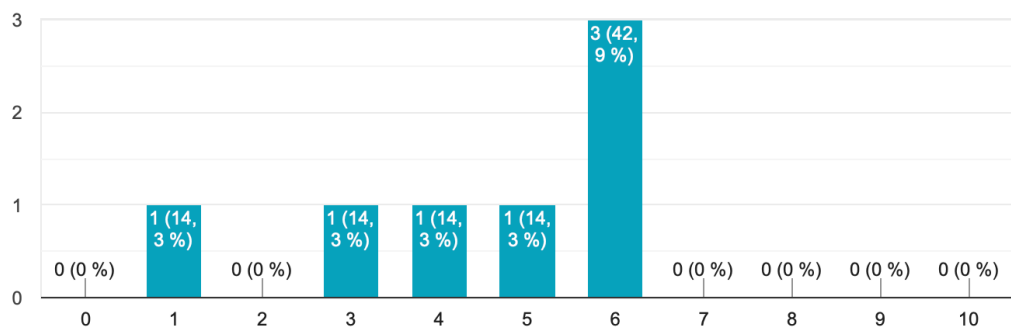


Figure 7. Statistics of responses about Instagram pages

The most common answer to the question what constitutes success on Social Media was, that it is a constant growth of a loyal audience by sharing content. Also, some answered that it is cooperating with others and generating income. All answers can be seen below on the figure 8.

## What is success in Social Media for you?

7 ОТВЕТОВ

Gaining an audience and being able to share what you love with them
Consistent growth of followers and feedback suggests that content provides some kind of value
For me it's when I have loyal audience, which is constantly growing & when I receive different interesting offers for cooperation from other creators or companies.
Reoccurring Passive Income - Views (But again thats what generates income) - Ultimate Success for me would be YouTube being a fulltime reveune generator with only part time involvement. I'd love to work 20 hours a week on YouTube and generate 60k a year in sponsorships, ad sense money. Rlght now i spend 10 hours a week and generate \$5,000. (Majority being from Amazon Affiliates)
Engagement with your fans and a stedy growth of your brand.
Reaching people with my creative work. Making people happy.
Sharing my work (video and timelaps photography) seem to really help my channel to grow.

Figure 8. Responses about success on Social Media

The most common challenge online influencers identified with was not being able to reach their loyal audience. Others also mentioned problems like not being able to get admiration from what they like creating, or not being able to find “trending topics to make videos on”. One of the influencers mentioned that has challenges with “coming across salesy”. All the responses can be read on the figure 9.

## What problems/challenges do you face with Social Media marketing of your channel/page?

7 ОТВЕТОВ

Not being able to reach a large enough audience, and changes in the algorithm meaning my followers don't always see my posts
I don't market much in general but I suppose the toughest part is finding and reaching your core, most loyal audience
I feel that I don't have enough time for creating content, and I don't know how to reach more people after I created and posted it.
Desire to do vlogs but not getting many views. GoPro Hero 7 Tip videos go crazy high views
Coming across salesy
Finding trending topics to make videos on, and exposure.
Really hard to get seen as there is a lot of others doing the same thing.

Figure 9. Responses about problems/challenges on Social Media

The responses on the wishes on what filmmaking and photography online influencers would like to know about how to make their Social Media presence more successful were the following: how to grow a YouTube channel, how to post more regularly, how to build your brand with your own style and the average subscriber to view ratio. All the answers can be viewed below on the figure 10.

## What do you want to know about how to make your YouTube channel/Instagram page more successful?

7 ОТВЕТОВ

Best ways to grow a YouTube channel
Specific feedback on one's channel is always really useful but otherwise understanding the reasons behind good and bad results
I want to know how to get to that level.
I really know what to do.... i just don't have the time to do it. How to post more regularly. Just spend so much time on my videos i can't post more than once a week and still have a life. (Just hired an editor for my channel and so now will be able to at least try and do once a week) I haven't posted in 2 months! :/
How to really build your brand with your own style and freedom
How to reach more people? What is the average subscriber to view ratio.
Any new tips and trips would be great to know.

Figure 10. Responses about what influencers want to know

## New metrics

After receiving the answers from filmmaking and photography online influencers who desired to participate in the research, I decided to adjust my metrics for case studies and complete the research with collecting the data and analysing all ten influencers.

My new metrics included two sections: "consistency" and "quality, diversity, and entertainment". In the consistency section I track the last three months activity on the YouTube channel, as well as the activity of the audience. The metrics are how often the YouTuber posts a video per month, how many videos and comments the video receives in average per month. In the quality, diversity, and entertainment section I am tracking the average of what the last four videos on the channel consist of. Although it is obvious that the quality cannot be determined by only some specific metrics, as well as it does not guarantee that audience will like the video despite of high numbers in some metrics. Nevertheless, I am tracking specific metrics in hope to possibly find patterns of success. The metrics are:



length of video, views, thumbnail, comments, advices, tips, and teachings, ads, other people in the video, how many times smiles, how many times jokes, B-rolls, how many times B-rolls can be seen in the video, how long in total B-rolls in the video, is there colour grading, is there intro.

## Data of new metrics

Below can be found the data of the metrics of consistency sections (figure 11). Full data can be found in the appendices 19-28.

consistency					consistency				
Average of month 1-3					Average of month 1-3				
video #	how long	views	comments		video #	how long	views	comments	
Brunton Media	16,3	06.43	25,13	0,79	Peter Mckinnon	13	12.35	595484,3	2578,6
Peter Mckinnon	13	12.35	595484,3	2578,6	Parker Walbeck	2	07.37	131686,6	551,4
Matti Haapoja	11	10.49	99153,8	996,5	Matti Haapoja	11	10.49	99153,8	996,5
Filmmaker's Formula	9,3	03.25	334,19	20,95	The Alaskan Outsider	1,6	06.07	495,8	16,9
Parker Walbeck	2	07.37	131686,6	551,4	Filmmaker's Formula	9,3	03.25	334,19	20,95
Shutters and Shots	1,6	03.00	41,9	5,3	Shutters and Shots	1,6	03.00	41,9	5,3
The Alaskan Outsider	1,6	06.07	495,8	16,9	Brunton Media	16,3	06.43	25,13	0,79
Samuel Happenin'	0	00.00	0	0	Samuel Happenin'	0	00.00	0	0
Anastasia Kontinen	0	00.00	0	0	Anastasia Kontinen	0	00.00	0	0
Mato Hill	0	00.00	0	0	Mato Hill	0	00.00	0	0

Figure 11. Consistency data

Next can be seen the data of the quality, diversity, and entertainment section. In the figure 12 it is filtered by most views. Full data can be read in the appendices 19-28.

quality, diversity, entertainment														
Last 4 videos														
video #	how long	views	thumbnail	comments	advice, tips, teachings	ads	other people in video	how many times smiles	how many times jokes	B-roll	how many times (b-roll, total)	how long (b-roll, total)	color grading	Intro
Peter Mckinnon	08.39	459251,3	work = 75% him = 25%	3179,8	11	own = 75%	2,75	8	12	yes = 75% no = 25%	1,5	01.29	yes = 100%	yes = 75% no = 25%
Parker Walbeck	10.57	259864,8	him = 100%	1034	19	0,75	0,25	0,25	0,75	yes = 100%	19,3	05.11	yes = 100%	yes = 50% no = 50%
Matti Haapoja	11.48	56365,5	work = 25% him = 75%	476,5	11,8	25 %	2	4,5	7	yes = 100% yes = 75 %	6,5	02.00	yes = 100%	yes = 25% no = 75%
Samuel Happenin'	03.35	1142,5	work = 100%	1,5	0,25	0,25	>1,25%	6,75	7,75	yes = 75 % no = 25%	2,5	02.26	yes = 25% no = 75%	yes = 100%
Anastasia Kontinen	09.03	814,8	work = 100%	4,3	13,8	0	0	0	1	yes = 100%	>1,25	07.03	yes = 100%	yes = 100%
The Alaskan Outsider	08.02	689	work = 50% him = 50%	20,75	11	0,5	0,75	12,5	0,75	yes = 100%	7,25	04.51	yes = 25% no = 75%	yes = 25% no = 75%
Filmmaker's Formula	03.50	674,25	him 100%	19,25	7,75	0	0	0,25	5,5	yes = 100%	12,25	00.43	yes = 100%	yes = 100%
Mato Hill	07.07	52	him = 75% work = 25%	3,25	1,5	0	1,5	0,75	1,5	yes = 75% no = 25%	2,75	01.25	yes = 75% no = 100%	yes = 75% no = 25%
Shutters and Shots	02.56	43,3	work = 100%	7	7,3	0	1,3	0	0	yes = 100%	3	02.07	no = 100%	yes = 75% no = 25%
Brunton Media	07.20	24	him = 75% work = 25%	0	1,5	0	>0	0	0,5	yes = 100%	6,25	01.23	no = 100%	no = 100%

Figure 12. Quality, diversity, entertainment data



#### 4.3.2 Analysis

From the case studies data collection have been detected following correlations. They, as described in the previous section, cover the range of three month of YouTube and Instagram online behaviours of Peter McKinnon, Matti Haapoja and Parker Walbeck.

Views and comments were taken as an indicator of “successful engagement of loyal target audience”, therefor variables were examined in correlation particularly with these two metrics.

Read the appendices 32 for taking a closer look at statistical correlations data and results analysed in this research. Below can be seen the table of positive, negative and neutral correlations of online behaviour of Peter McKinnon on YouTube.

Table 1. Correlations of Peter McKinnon’s online behavior

Peter McKinnon					
Positive correlation		Negative correlation		Neutral correlation	
R <sup>2</sup>	variables	R <sup>2</sup>	variables	R <sup>2</sup>	variables
0,4573	comments vs. number of other people per video	0,0465	comments vs. how many times he jokes per video		
0,4148	views vs. how long the video	0,0325	views vs. how many times he joked per video		
0,2667	views vs. number of people per video				
0,2129	comments vs. number of ads per video				
0,1896	comments vs. how long the video				
0,1803	views vs. number of advices per video				

0,0666	comments vs. how many times he smiled per video				
0,0437	views vs. how many times he smiled per video				
0,0133	views vs. number of ads per video				
0,0009	comments vs. number of advices per video				

Next can be viewed the table of positive, negative and neutral correlations of online behaviour of Matti Haapoja on YouTube.

Table 2. Correlations of Matti Haapoja's online behavior

Matti Haapoja					
Positive correlation		Negative correlation		Neutral correlation	
R <sup>2</sup>	variables	R <sup>2</sup>	variables	R <sup>2</sup>	variables
0,0134	comments vs. number of advices per video	0,1255	views vs. how long the video	0,00	comments vs. how long the video
0,001	views vs. number of advices per video	0,0724	views vs. number of people per video		
		0,0706	views vs. how many times he smiled per video		
		0,0472	views vs. ads per video		
		0,0375	views vs. how many times he joked per video		

		0,0317	comments vs. ads per video		
		0,0296	comments vs. how many times he smiled per video		
		0,0149	comments vs. how many times he joked per video		
		0,0144	comments vs. number of people per video		

Parker Walbeck did not have many videos during the examined three months on YouTube, nevertheless, correlations were found and located below.

Table 3. Correaltions of Parker Walbeck's online behavior

Parker Walbeck					
Positive correlation		Negative correlation		Neutral correlation	
R <sup>2</sup>	variables	R <sup>2</sup>	variables	R <sup>2</sup>	variables
0,9299	views vs. number of advices per video	0,6794	views vs. number of ads per video	0,00	comments vs. how many times he joked per video
0,8159	comments vs. number of advices per video	0,6117	comments vs. number of ads per video		
0,4314	views vs. how long the video	0,2049	comments vs. number of people per video		
0,2366	comments vs. how long the video	0,2049	comments vs. how many times he smiled per video		

0,0472	views vs. how many times he joked per video	0,0891	views vs. number of people per video		
		0,0891	views vs. how many times he smiled per video		

After correlations were found, each variable is given 1 point per case if correlation is positive, take 1 point per case if correlation is negative and 0 points per case if correlation is neutral. The following table shows the conclusions of this practice.

Table 4. Conclusions of correlations

Points	Variable
3	views vs. number of advices per video
3	comments vs. number of advices per video
2	comments vs. how long the video
1	views vs. how long the video
1	views vs. how many times one joked per video
-1	views vs. how many ads per video
-1	comments vs. how many ads per video
-1	views vs. number of people per video
-1	comments vs. number of people per video
-1	views vs. how many times one smiled per video
-1	comments vs. how many times one smiled per video
-2	comments vs. how many times one joked per video

The next will be shown correlations in Instagram.

### Defining hypotheses

From the analysis can be drawn the conclusions of defining hypotheses. According to three months of online behaviours on YouTube of three successful filmmaking and photography influencer, following hypotheses are defined:

- Video, containing more advices, tips and teachings, will get higher views.
- Video, containing more advices, tips and teachings, will get more comments.
- Video, which is longer, will get more comments.
- Video, which is longer, will get higher views.
- Video, containing more jokes, will get higher views.

- Video, containing ads, will get lower views.
- Video, containing ads, will get less comments.
- Video, containing more people, will get lower views.
- Video, containing more people, will get less comments.
- Video, where creator smiles more, will get lower views.
- Video, where creator smiles more, will get less comments.
- Video, containing more jokes, will get less comments.

### **Participating online influencers**

In this section I will be taking closer look at each filmmaking and photography online influencer which agreed to participate in my thesis research.

#### **Shutters and Shots**



Figure 13, Shutters and Shot's YouTube Profile Image (YouTube s.a.)

This channel's creator is a 15-year-old girl who enjoys photography and cinematography. She lives in West Yorkshire, England. Her YouTube channel has creative videos of nature as well as vlogs of different events. Her channel has 42 subscribers and she links the channel to her Instagram page, Twitter, website and Patreon account. Her Instagram page has 1267 followers and 227 posts. Mostly she focuses on nature photography.

#### **Samuel Happenin'**

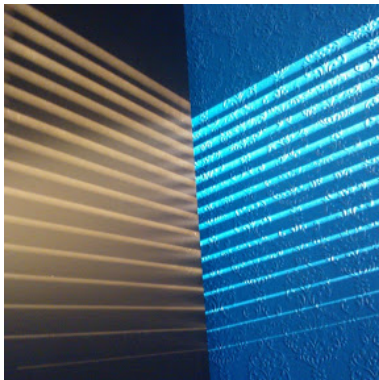


Figure 14. Samuel Happenin's YouTube Profile Image (YouTube s.a.)

Samuel Happonen is a Finnish creator, who lives in Sweden. He joined YouTube on 28<sup>th</sup> of January, 2016. His channel, Samuel Happenin', has 93 subscribers. Most of his content focuses on creative videos, as well as promotion. Samuel Happonen's Instagram page has 836 followers and 162 posts. The content is mostly creative videos and personal posts.

### Anastasia Kontinen



Figure 15. Anastasia Kontinen's YouTube Profile Image (YouTube s.a.)

I am the creator of this channel. I am from Russia and live in Finland. My YouTube channel has mostly creative videos, as well as bullet journal planning videos. Channel has 78 subscribers and is linked to my Instagram page, Facebook and Etsy shop. My Instagram page has 90 followers and 27 posts. Most of the content of Instagram is nature and architecture photography, as well as bullet journal and drawing photos.

### The Alaskan Outsider



Figure 16. The Alaskan Outsider's YouTube Profile Image (YouTube s.a.)

The creator of this channel lives in Alaska, United States. His most common content on YouTube is reviews, sponsored videos and vlogs. His channel has 6393 subscribers and it is linked to his Instagram and website. His Instagram has 663 followers and 235 posts. His content is focused on nature, as well as personal and adventure photography.

### Mato Hill



Figure 17. Mato Hill's YouTube Profile Image (YouTube s.a.)

Mato Hill is a creator from New Zealand. His channel is about events, short films and vlogs. He has 84 subscribers on YouTube. His channel is linked to his Facebook, Instagram, LinkedIn, and Twitter pages. His Instagram page has 174 followers and 19 posts. Mostly he is posting quotes about success and attitude to life, as well as sponsored posts.

### Filmmaker's Formula



Figure 18. Filmmaker's Formula's YouTube Profile Image (YouTube s.a.)

This creator is from United States. His channel has 1594 subscribers with his content mostly about creative filmmaking in a tutorial format. His YouTube channel is linked to My Gear, Patreon, and Tweeter pages. He has no Instagram page.

### Brunton Media



Figure 19. Brunton Media's YouTube Profile Image (YouTube s.a.)

The creator of this channel is Carlton Brunto. It is unclear where he is from, but it is clear that he is traveling a lot. His YouTube channel has 54 subscribers and focused on life updates vlogs, as well as client work. On Instagram he has 306 followers and 400 posts. His main content is landscapes and attractions photography and videography.

### Consistency analysis

Below can be seen the figure showing consistency of posting during three examined months of all the participants of the research.

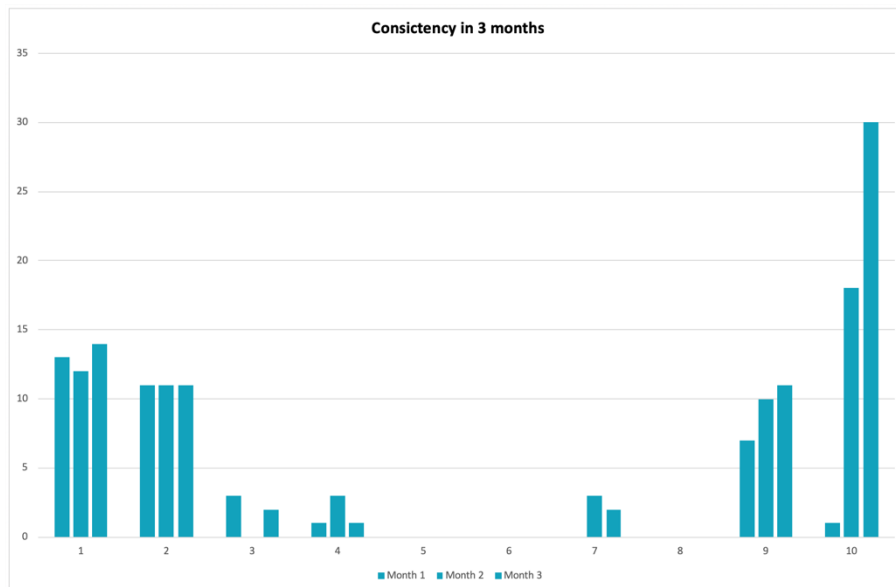


Figure 20. Consistency in three months

The number 1 represents Peter McKinnon. Respectively, Matti Haapoja, Parker Walbeck, Shutter and Shots, Samuel Happenin', Anastasia Kontinen, The Alaskan Outsider, Mato Hill, Filmmaker's Formula, and Brunton Media.

Next, the views during three months of each participant were examined and can be seen in appendices 31.

### Testing hypotheses

In order to test hypotheses, data of the four last videos of all participation filmmaking and photography online influencers as well as of chosen three successful YouTubers were combined and correlations were found.

First, "Video, containing more advices, tips and teachings, will get higher views" is tested and results are following.



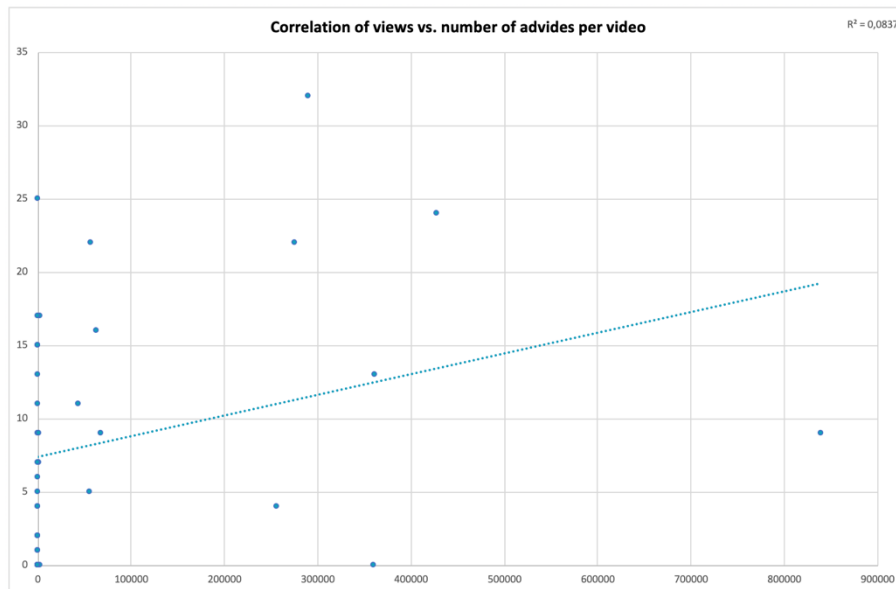


Figure 21. Correlation of views and number of advices per video

Correlation is positive, but weak ( $R^2$  is 0,0837).

Second, "Video, containing more advices, tips and teachings, will get more comments". Test results are shown below.

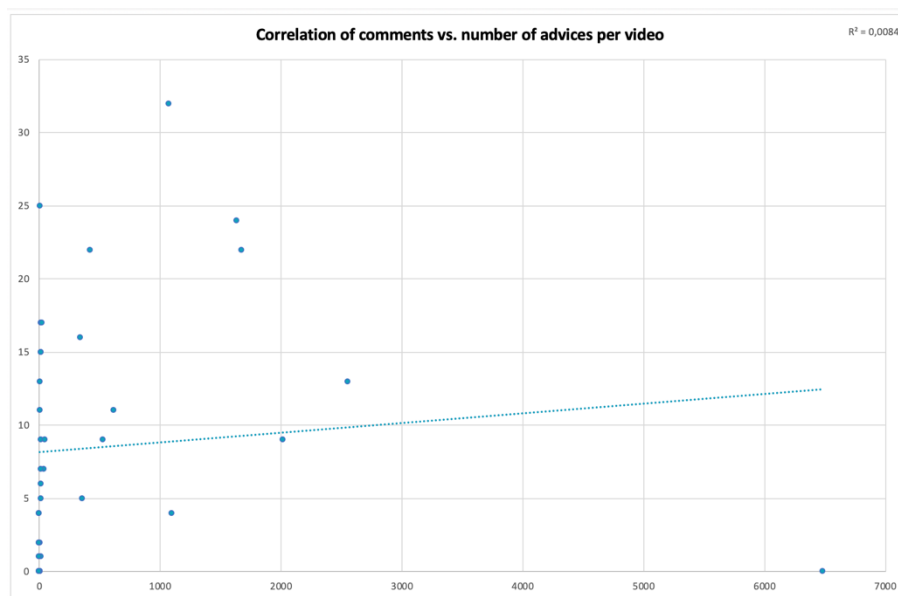


Figure 22. Correlation of comments and number of advices per video

Correlation is found. It is positive and weak ( $R^2$  is 0,0084).

Third, "Video, which is longer, will get more comments". Below can be found the results.

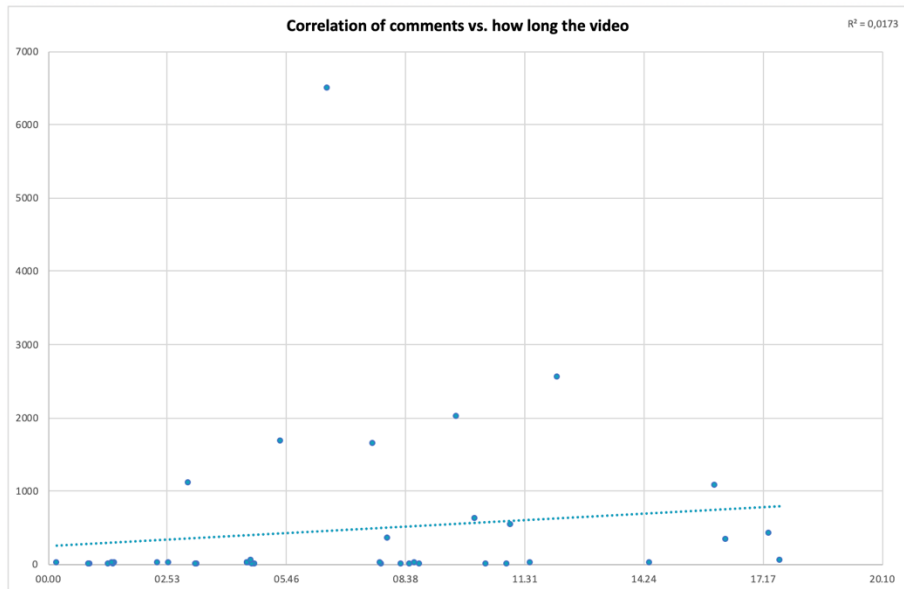


Figure 23. Correlation of comments and how long the video

Correlation is positive and weak ( $R^2$  is 0,0173).

Forth, "Video, which is longer, will get higher views". Correlation results are seen below.

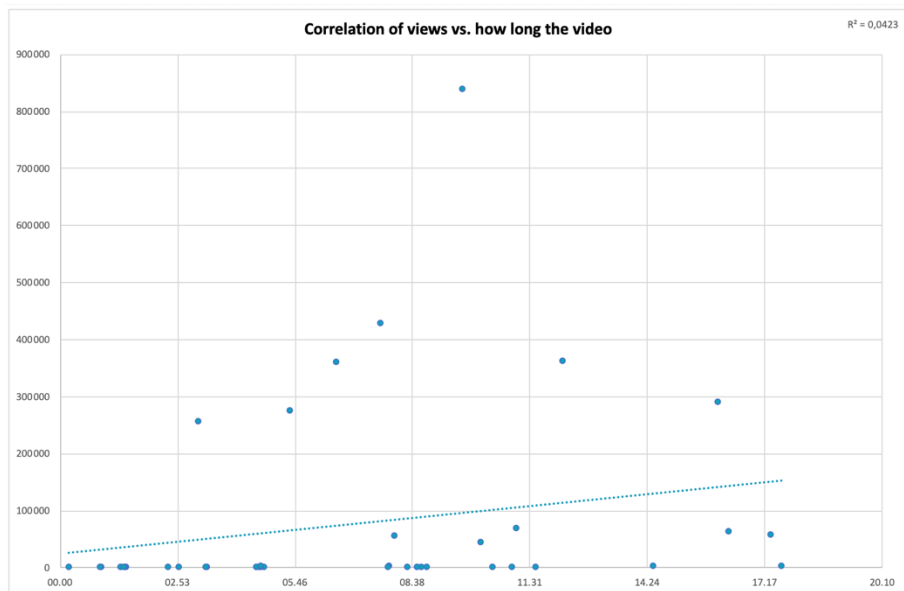


Figure 24. Correlation of views and how long the video

Correlation is positive. It is also weak ( $R^2$  is 0,0423).

Fifth, "Video, containing more jokes, will get higher views". Below are the results.

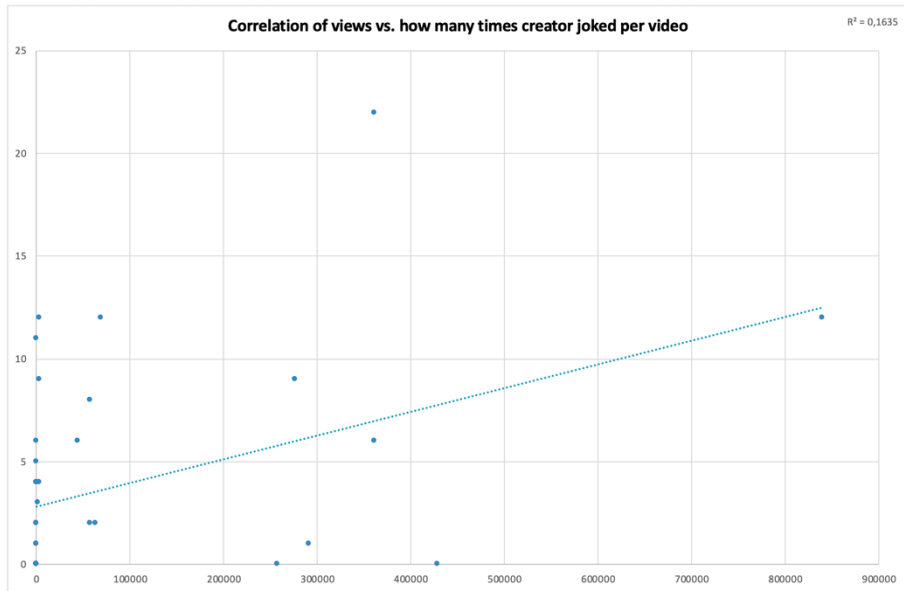


Figure 25. Correlation of views and jokes per video

Correlation is positive ( $R^2$  is 0,1635).

Sixth, "Video, containing ads, will get lower views". Testing result is shown below.

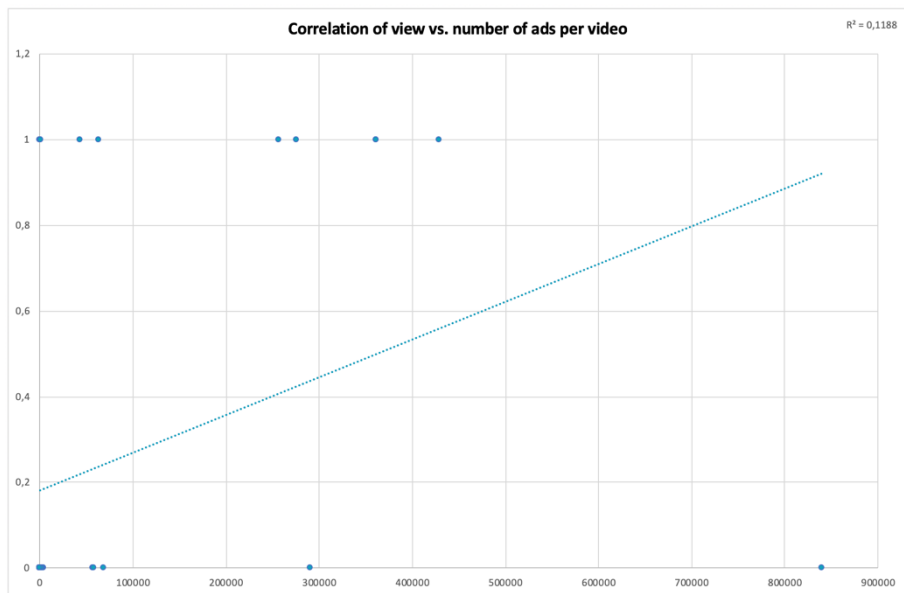


Figure 26. Correlation of views and ads per video

Correlation is positive ( $R^2$  is 0,1188).

Seventh, testing of "Video, containing ads, will get less comments". It is seen below.

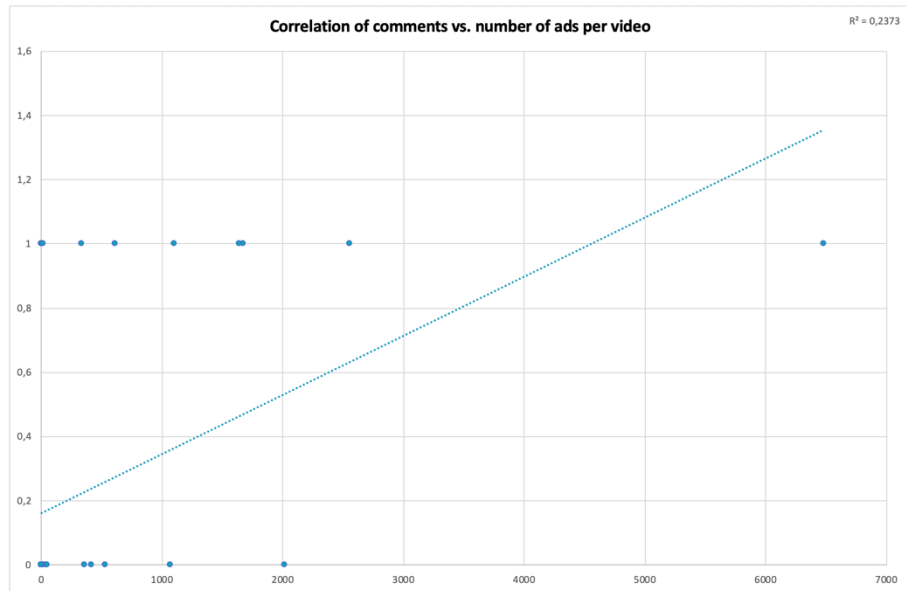


Figure 27. Correlation of comments and ads per video

Correlation is positive ( $R^2$  is 0,2373).

Eighth, "Video, containing more people, will get lower views". Testing results are below.

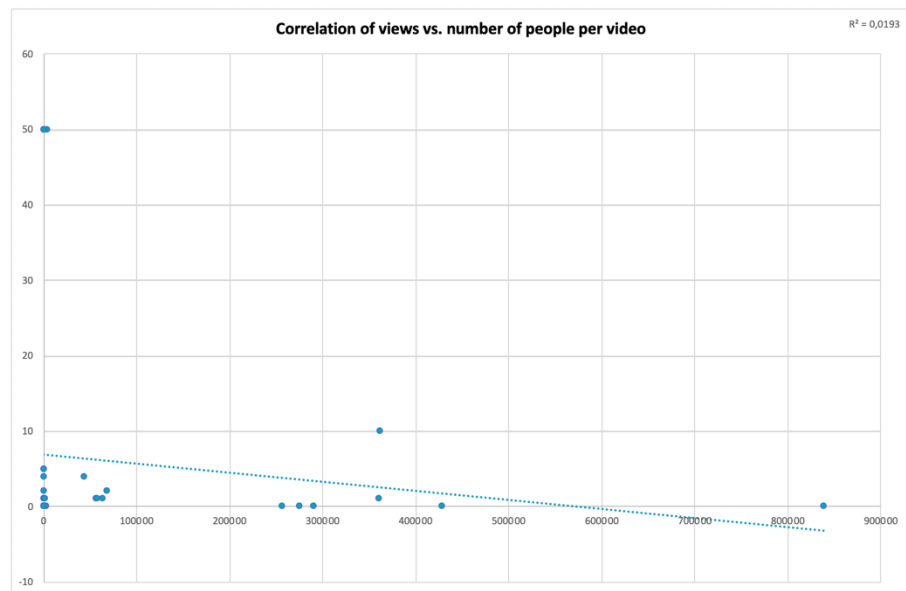


Figure 28. Correlation of views and number of people per video

Correlation is negative. It is also weak ( $R^2$  is 0,0193).

Ninth, "Video, containing more people, will get less comments". Results are shown below.

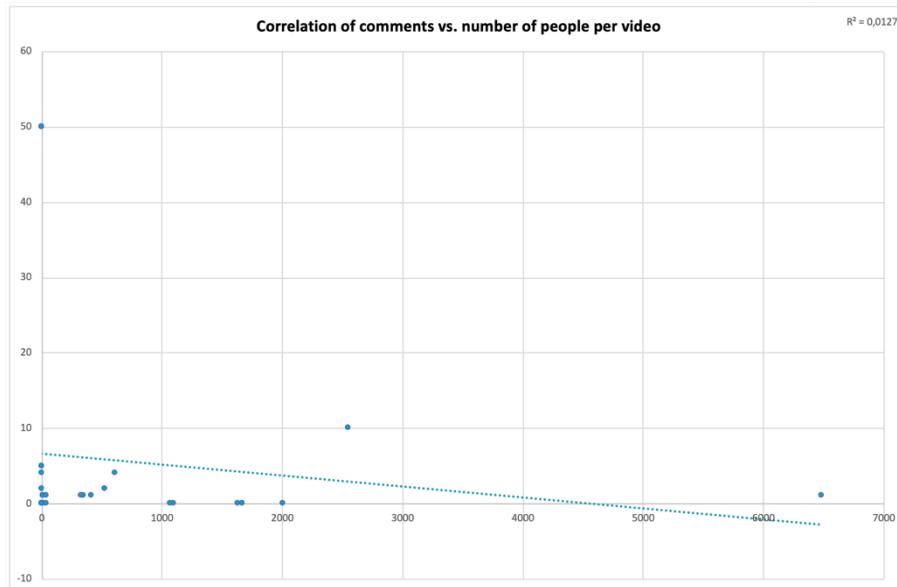


Figure 29. Correaltion of comments and people per video

Correlation is negative. It is also weak ( $R^2$  is 0,0127).

Tenth, "Video, where creator smiles more, will get lower views". Results of test is following.

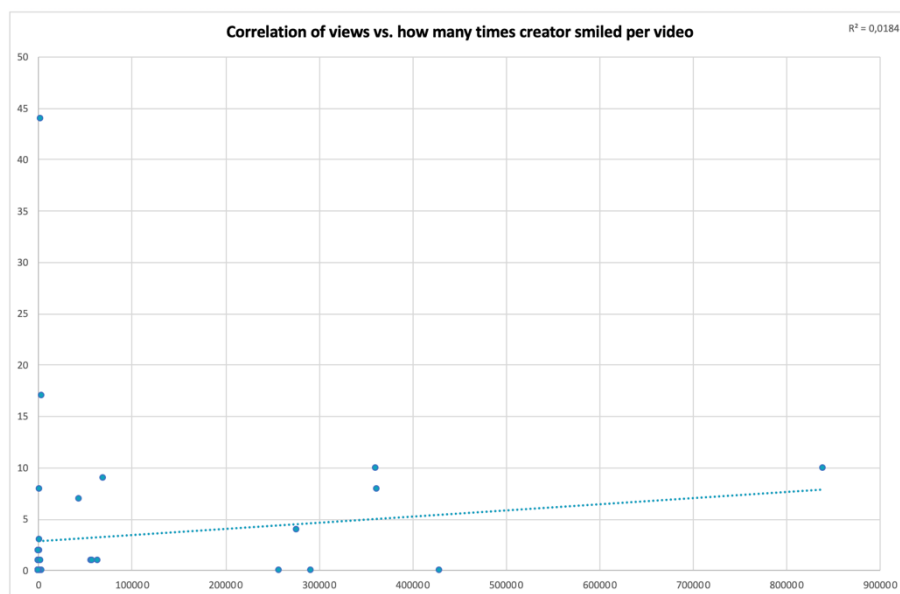


Figure 30. Correaltion of views and smiles per video

Correlation is positive and weak ( $R^2$  is 0,0184).

Eleventh, "Video, where creator smiles more, will get less comments". Below can be found results.

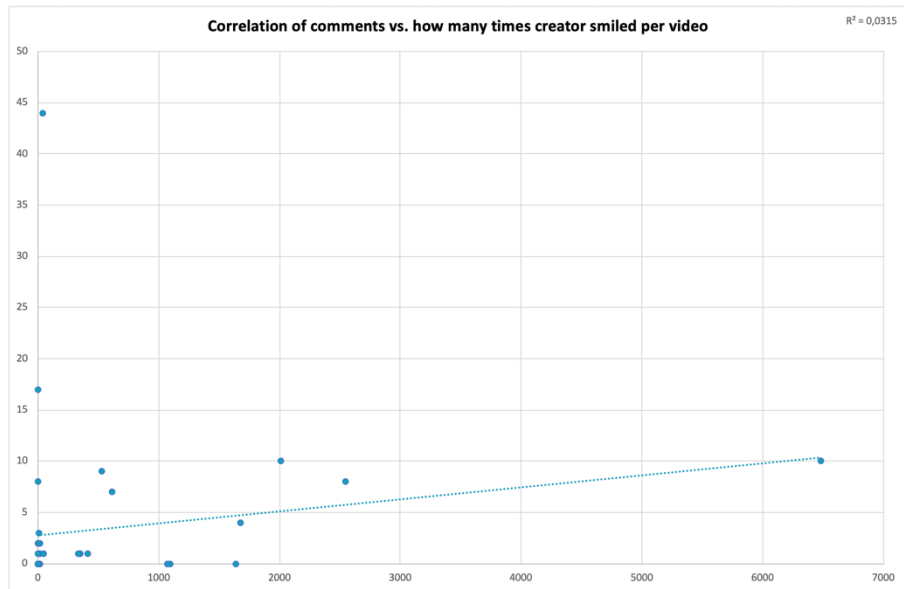


Figure 31. Correlation of comments and smiles per video

Correlation is positive. It is also weak ( $R^2$  is 0,0315).

Twelfth, “Video, containing more jokes, will get less comments”. Testing results are following.

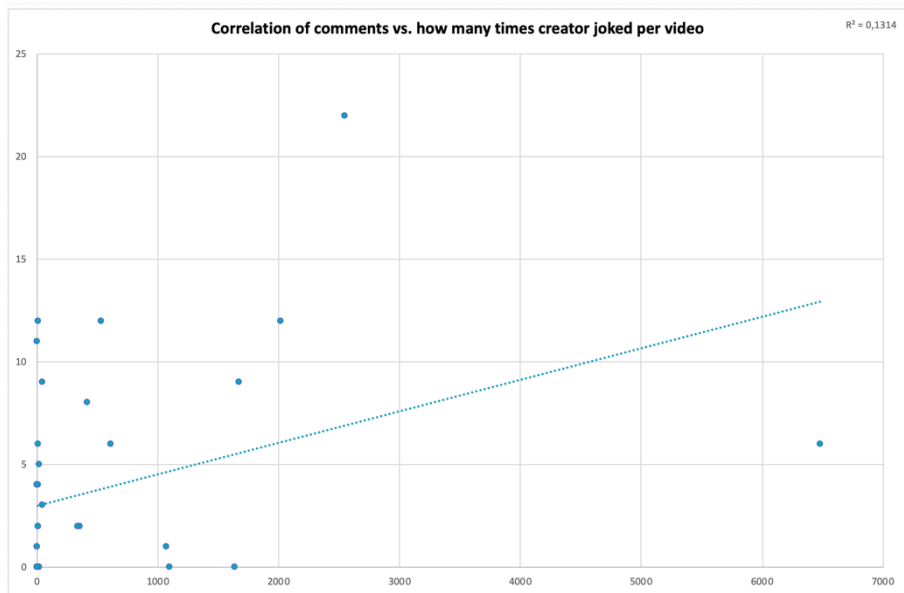


Figure 32. Correlation of comments and jokes per video

Correlation is positive ( $R^2$  is 0,1314).

## Instagram analysis

Based on theoretical framework, indicators of loyal target audience growth where assigned to be likes and comments, similar to the previous study. First, likes on posts with the creator as an object on the photo and posts of professional photography work were compared. The sum of averages of each case study was analysed with percentages. Below can be found the figure illustration the difference.

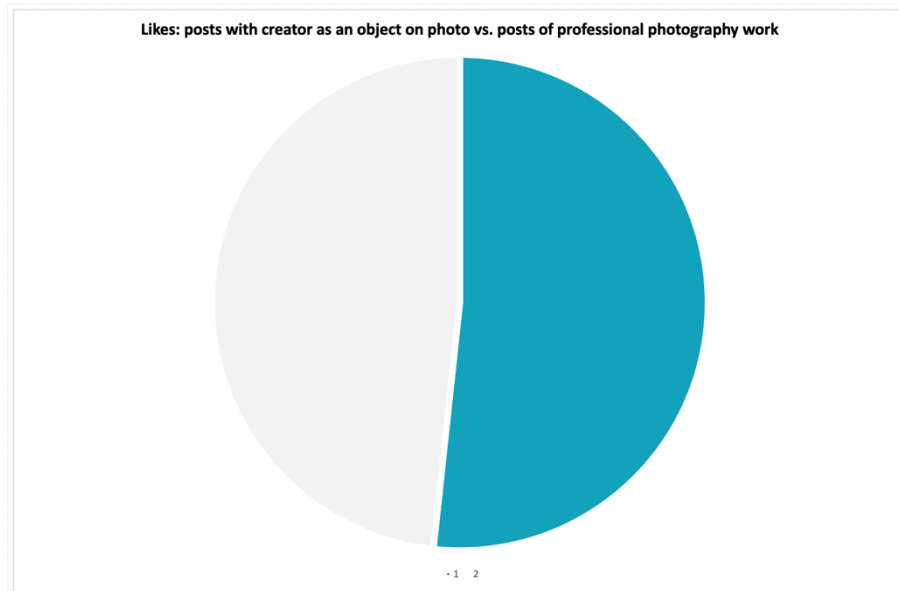


Figure 33. Likes analysis with the content of the photo

It was found that, posts where creator is an object on the photo has 7 per cent higher number of likes.

Next was analysed the same criteria, but on the comments. Below the figure displays the results.

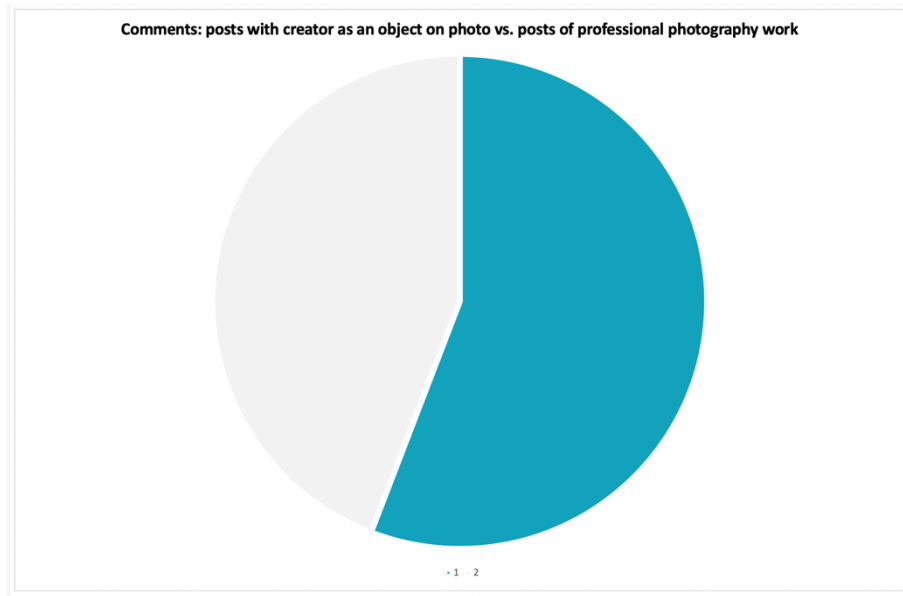


Figure 34. Comments analysis with the content of the photo

Posts where creator is an object on the photo have 26 per cent higher number of comments.

Another variable which was analysed the presence of questions in the posts and their impact on likes and comments. Below can be seen the figure showing the results on likes.

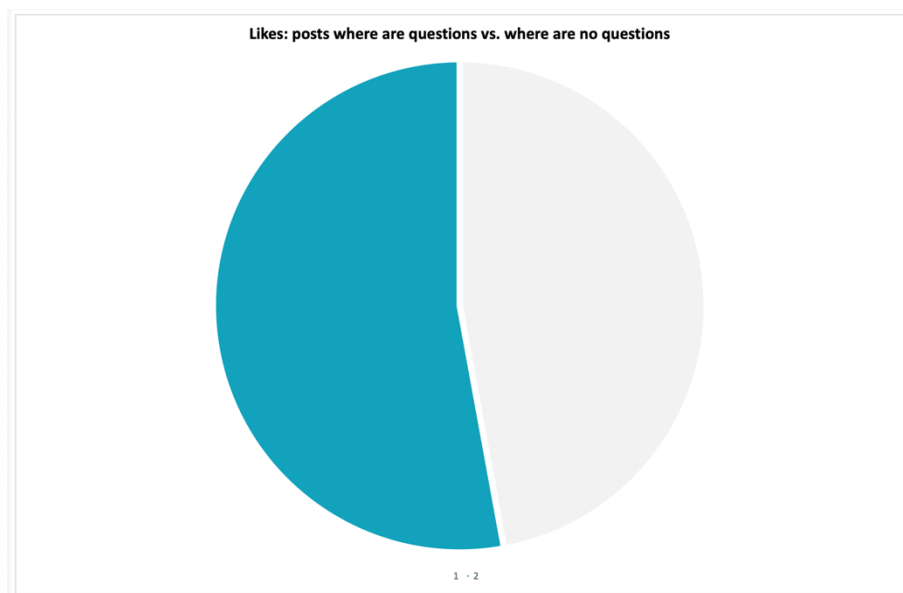


Figure 35. Like analysis with the questions in the post

According to the results, posts, which have questions in the description have 12 per cent more likes.



Next is the same analysis, only with comments.

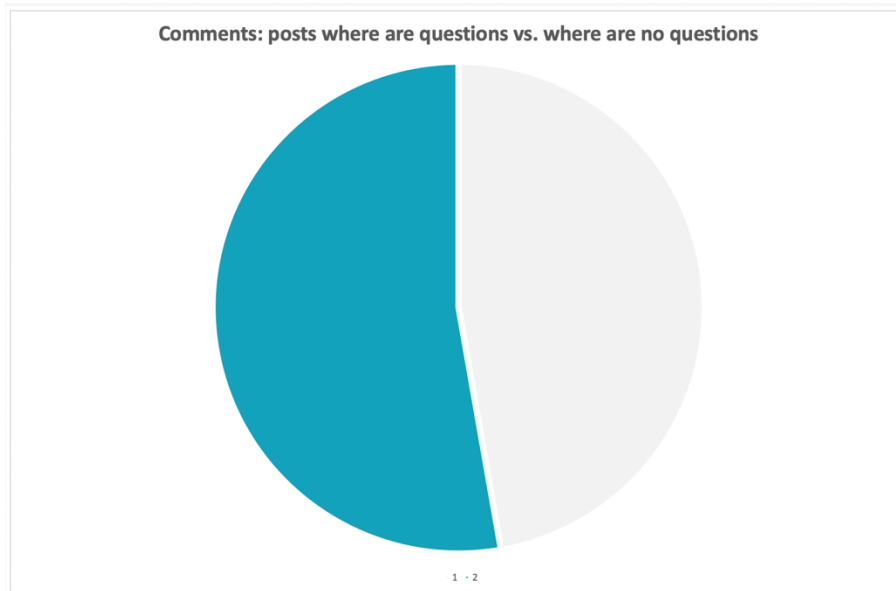


Figure 36. Comments analysis with the questions in the post

As results show, posts which have questions, have 11 per cent higher number of comments.

#### 4.3.3 Results

In this section hypotheses are refined or rejected, based on if after testing correlation was found. For congruent positive correlations hypothesis is confirmed, for congruent positive but weak correlation, it is refined, for congruent negative correlation it is confirmed. For incongruent positive correlations hypothesis is rejected, for incongruent positive but weak correlation, it is rejected, and for incongruent negative correlation it is also rejected. For the convenience table is used to illustrate the results.

Table 5. Hypotheses' status

Hypothesis	Status
Video, containing more advices, tips and teachings, will get higher views.	Needs refining
Video, containing more advices, tips and teachings, will get more comments.	Needs refining
Video, which is longer, will get more comments.	Needs refining
Video, which is longer, will get higher views.	Needs refining
Video, containing more jokes, will get higher views.	Confirmed

Video, containing ads, will get lower views.	Rejected
Video, containing ads, will get less comments.	Rejected
Video, containing more people, will get lower views.	Needs refining
Video, containing more people, will get less comments.	Needs refining
Video, where creator smiles more, will get lower views.	Rejected
Video, where creator smiles more, will get less comments.	Rejected
Video, containing more jokes, will get less comments.	Rejected

The conclusions of the hypotheses will be discussed in Key findings section.

As analysis show, there is neutral correlation between consistency and views. The only condition is that videos are posted, because if it is not kept, then there are no views.

Results, according to research of three successful filmmaking and photography online influencers of three month of posting, on the Instagram platform show:

- Posts where creator is an object on the photo has 7 per cent higher number of likes.
- Posts where creator is an object on the photo has 26 per cent higher number of comments.
- Posts, which have questions in the description have 12 per cent more likes.
- Posts, which have questions in the description have 11 per cent more likes.

These are all the finding of this thesis research.

#### **4.4 Key findings**

From the results of testing hypotheses were found the following conclusions. Confirmed hypotheses are left as they were, hypotheses, need to be refined, are refined, and rejected hypotheses are excluded.

- Video, containing more jokes, will get higher views.
- Video, containing more advices, tips and teachings, will possibly get higher views.
- Video, containing more advices, tips and teachings, will possibly get more comments.
- Video, which is longer, will possibly get more comments.
- Video, which is longer, will possibly get higher views.
- Video, containing more people, will possibly get lower views.
- Video, containing more people, will possibly get less comments.

In the consistency analyses no correlation was found between the views and how consistently participant was posting videos. Exception for this rule is only when participant did not post any videos on YouTube.

Since correlation between consistency and views are not found, it can be claimed that it does not matter if filmmaking and photography online influencer posts regularly or not – it does not impact the amount of view he receives.

In the matter of Instagram, it is clear that the posts where the creator is an object on the photo impacts indexes of rapid audience growth. The same goes to posts, where there are questions in the description.

### **Proposition**

Although hypotheses were confirmed and refined, from my observation it is better for each individual online influencer to test these metrics for themselves, in order to find out what works especially for him or her. Nevertheless, the results are showing general rules. Proposition occurs “when filmmaking and photography online influencers post content on YouTube, their online behaviour impacts indexes of loyal target audience’s activity”. In order for them to increase indexes of loyal target audience’s activity – their success on YouTube – they should consider above discussed general rules, or conduct similar tests especially for themselves, try will find more personalized results.

### **Feedback for each participant of the research**

The general results draw feedback for each participant, as an acknowledgment for their participation. I will send the feedback directly for each participant. The feedback is not included in the thesis paper.

### **Answers to research questions**

My first sub question of this research is “What is success on Social Media for filmmaking and photography online influencers?” The answer to it is constant growth of a loyal audience by creating content, as well as partnering with others and generating income.

Second sub question is “What are the challenges of filmmaking and photography online Influencers on Social Media?”. The answer is not being able to build their loyal audience, not being able to get appreciation for what they like creating, not being able to find “trending topics to make videos on”, and not “coming across salesy”.

Third sub question of the research is “How filmmaking and photography online Influencers can improve their success on Social Media?” The answer was given through the distribution of individual feedbacks for each participant, since there are general rules, but no direct single answer to this sub question.

My main research question is “What are the key to success of filmmaking and photography online influencers on Social Media?”. From the grounded theory we find that being real person, emotions, and relevance are important for growing audience, and confirmed hypotheses are proving it right. In other words, if content on YouTube contains humour it will get more engagement from the audience side. The same is true for videos containing advices from and for filmmakers or photographers. Longer videos also appear to be more popular in many cases. Interestingly, but videos containing more people, for example, events, most likely will be less popular if posted by filmmaking and photography online influencers. Consistency is not impacting how many views are gained. On Instagram, likes and comments will increase if post contains creator as an object of the photo and questions in the description area.

## 5 Discussion

The research questions were answered in the manner of the possibly best attempt at given conditions. Objectives were achieved respectively. As for limitations in this research, it was difficult to collect the data in a controlled state, since likes and comments were constantly changing (for this issue was decided to always mark the date of inserting data). Some metrics of the research, for instance, smiling, joking, counting advices – in some degree can be subjective data. Nevertheless, I wanted to check its correlation to the success, therefore I need to admit it is possible subjections. Another limitation was unreachability of celebrities: Peter McKinnon, Matti Haapoja, and Parker Walbeck are famous YouTubers, who will not answer all the research questions – therefore, valuable information, which could be gathered qualitatively from their experience with Social Media is missing. Another problem was so-called “indescribable metrics”, which is a general feeling you have when you watch a YouTube video or see an Instagram post. In my opinion such a metric could play essential role in success on Social Media. As it was already said in theoretical section, “people watch Peter McKinnon, because he is Peter McKinnon” (Paddy Gallow 2017).

Nevertheless, even with all limitations, this thesis has achieved its objectives and answered, from possible angles, the research questions.

### 5.1 Reliability and Validity

Methodology was used based on book, Research Methods: the basics by Nicholas Walliman. Evaluation design of the research was chosen because “it aims to move beyond just getting the facts” (Walliman 11, 2011). This type of design attempts to understand all the diversity of elements. The method, which was chosen, is system analysis. The reason behind choosing it was that it allows to research “complex interplay of many variables” (Walliman 12, 2011). Scientific method, or in other words, hypothetico-deductive reasoning, was chosen to check found hypotheses and identify which independent variables are affecting the success on Social Media. Statistical correlation analysis as well as percentage analysis were chosen to better see the relationships between variables, and later better illustrate the results. If my methodology is chosen correctly, the results of this research have reliability and validity. Same goes to my theoretical framework study. I purposely chose sources to be only of 2018 and 2019 (exceptions can be found). I took into account the rapidly changing Social Media world and its rules.

## **5.2 Recommendations**

For someone who would want to further develop this research, I would recommend finding more metrics and analysing their correlation to the success. Also, looking from the experience, it would be the best to do this research for a particular account and individual, due to the fact that each target audience is unique, as well as each online influencer is unique. Different Social Media strategies would work better for different individuals. I would also recommend identifying, which metrics are related to quality of the content, which are of online behaviour tasks, and which of emotions and psychology. I believe, these groups of metrics differently affect the success and growth of loyal target audience, as well as success cannot be achieved without all of them.

## **5.3 Conclusions**

I learned a great deal about Social Media marketing, especially about such platforms like YouTube and Instagram. It is positively affecting my own Social Media presence, which was one of my objectives of the research. Another objective, such as contribution of the data was achieved excellently. All the appendices, which are located at the end of the thesis, contain the data for public use and benefit. Some of the elements of the fruitful Social Media marketing were also found and defined. What is success, as well as discovered by the means of questionnaire. Feedback was written for each participant to help their audience growth. Research is concluded with possibility for further development.

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## Appendices

### Appendix 1. Case Studies – YouTube Statistics

*YouTube*

#### Peter McKinnon

date of inserting data: 25.03.19

subscribers: 3,379,825  
playlists: 5  
views: 203,544,002  
joined: 15 Feb 2010  
links: Sellfy shop, Instagram, Twitter

#### Matti Haapoja

date of inserting data: 25.03.19

subscribers: 637,606  
playlists: 5  
views: 30,143,033  
joined: 19 Sep 2015  
links: Own website, Instagram, Twitter , Facebook

#### Parker Walbeck

date of inserting data: 25.03.19

subscribers: 567,339  
playlists: 7  
views: 23,840,402  
joined: 114 Aug 2012  
links: Own website, Instagram

## Appendix 2. Peter McKinnon – YouTube, Video Analysis (period of 3 months)

YouTube


### Peter McKinnon

\*date of inserting data

Month 1 (8.2.19 - 9.1.19)

video #, title	how long	thumb-nail	views	comments	advices, tips, teachings	ads	other people in video	how many times smiles	how many times jokes
1, GUERRILLA CAMERA HACKS *8.2.19	08.30	him	143027	1024	5	0	0	7	7
2, My Everyday CAMERA Bag! *8.2.19	13.34	him	242282	2036	11	0	0	7	19
3, Editing YOUR Photos!! Ep 02 *8.2.19	20.25	work	299107	1435	13	0	7	15	21
4, HOW LONG FOR A PRO DSLR TO FREEZE? *8.2.19	06.55	work	253999	1800	1	0	2	6	9
5, This thing is GENIUS!!! *13.2.19	10.46	him	578963	3888	6	0	1	7	12
6, I WAS NOMINATED! I NEED YOUR HELP!! *13.2.19	13.38	him	217362	2311	2	0	2	12	9
7, Editing YOUR Photos!! *13.2.19	26.59	work	1799219	4282	23	0	9	12	7
8, THE HOLY TRINITY OF LENSES *15.2.19	07:29	work	391753	2602	10	0	0	2	9
9, 3 camera tricks NO ONE will suspect! *15.2.19	08:31	him	660103	2068	6	0	1	3	5
10, How to FAKE THE SUPER BMM Film look with digital cameras! *15.2.19	12.50	hjm	307793	1022	12	0	0	5	5
11, UNINSPIRED WITH PHOTOGRAPHY *15.2.19	04.48	him	282241	1591	4	0	0	1	2

12, What's in my CAMERA BAG 2019?! *18.2.19	21.59	work	604974	2892	34	0	0	1	11
13, HOW I EDIT MY PHOTOS *18.2.19	16.10	work	620188	3736	12	0	0	2	7
Month 2 (8.1.19 - 9.12.18)									
1, How to EDIT VIDEOS FASTER with these QUICK HACKS! *18.2.19	06.47	him	301218	1760	6	0	0	1	2
2, WINTER PHOTO CHALLENGE! *18.2.19	15.41	work	326348	3067	5	0	1	7	15
3, THE BUCKET SHOT *18.2.19	23.18	him	1006337	11617	5	3	14	9	2
4, I really don't enjoy this... *19.2.19	16.02	him	274655	1415	0	1	2	4	8
5, PHOTOGRAPHERS EMERGENCY POUCH (15 things you need in your camera bag!) *19.2.19	11.34	work	369122	1541	23	0	0	3	11
6, SEIZED *20.2.19	09.26	him	285937	1291	2	1	6	4	9
7, THE MOST ANNOYING SOUND YOU'VE EVER HEARD *20.2.19	14.38	him	242494	1426	2	1	6	8	9
8, My TOP 5 FAVORITE INSTAGRAM Accounts!! (Incredible Photographer s!!) *20.2.19	09.24	work	289190	6248	1	0	6	9	9
9, PUKING IN A FORD RAPTOR IN THE DESERT *20.2.19	13.51	him	276942	1244	0	2	4	11	13
Month 3 (8.12.18 - 9.11.18)									
1, CAN YOU VLOG ON A GOPRO HERO 7?? *20.2.19	14.23	him	324690	1746	0	0	2	7	9

2, How to 3D Track TEXT ANYWHERE in your videos (After Effects Video Tutorial) *20.2.19	15.37	him	233179	1218	15	1	0	2	7
3, AFTER EFFECTS BASICS 2 *22.2.19	11.39	him	333928	1121	15	0	0	7	10
4, you asked for it... *23.2.19	08.39	him	226706	1355	1	own	1	3	6
5, ANYTHING FOR A PHOTO?? *23.2.19	09.31	him	339551	1249	3	0	1	1	5
6, ALONE IN CASEYS OFFICE  *23.2.19	12.17	work	471541	1399	3	0	2	2	13
7, HOW TO VLOG WITH NO IDEAS *23.2.19	10.22	him	228276	2075	9	0	2	5	7
8, is this a joke? *23.2.19	13.24	him	318707	1976	3	0	3	5	10
Approx. average per month	12.53	(10) him = 69,3 % work = 30,7 %	392217	2389,27	7,2	3	2,5	5,5	8,8

### Appendix 3. Matti Haapoja – YouTube, Video Analysis (period of 3 months)

YouTube

## Matti Haapoja

\*date of inserting data

Month 1 (2.3.19 - 3.2.19)

video #, title	how long	thumb-nail	views	comments	advice, tips, teaching	ads	other people in video	how many times smiles	how many times jokes
1, MAKING HOLLYWOOD QUALITY FILMS *2.03.19	11.14	him	55127	278	14	1	4	1	0
2, A FILMMAKER'S BEST FRIEND *2.03.19	07.52	work	62922	279	10	1, 1 own	0	0	0
3, لعلل CORRECT Like A PRO *2.03.19	13.11	him	103106	698	19	1 own	1	0	0
4, SONY A6400 REVIEW - Good for video? *2.03.19	14.40	work	61440	554	14	0	1	1	2
5, UPGRADE Your LENSES and SAVE \$\$\$ *2.03.19	10.30	work	77519	371	10	0	0	0	0
6, FUJIFILM XT30 REVIEW! CINEMATIC LOOK + SPECS *2.03.19	11.48	work	124218	13455	15	0	0	0	2
7, Why Canon? Why? NEW EOS RP *203.19	06.10	him	163639	1440	4	0	0	0	1
8, 5 Favorite FILMMAKING Channels *2.03.19	09.09	him	63628	804	9	0	5	6	7
9, SUPERCHARGE ANY CAMERA 📸 *4.03.19	08.56	work	137583	1283	13	0	2	2	2
10, Benefits Of Minimalist Filmmaking *4.03.19	07.10	work	99953	865	7	0	0	2	1

11, How To MAKE PHOTO'S POP! *4.03.19	06.45	him	50265	226	12	0	0	1	2
Month 2 (2.2.19 - 3.1.19)									
1, How to stay HAPPY as a creator *4.03.19	10.14	him	37285	588	15	0	0	0	3
2, 5 TIPS For FILMING SLOW MOTION BROLL! 120FPS *4.03.19	08.08	him	86745	459	13	0	1	2	5
3, You HAVE to TRY 360 VIDEO! Here's why... *4.03.19	17.14	him	42566	348	16	1 own	2	7	13
4, ANIMATE YOUR TITLES IN 5 SECONDS... Literally! *5.03.19	08.59	work	83354	656	15	1 own	0	2	1
5, PODCAST? NIKON RAW VIDEO? SONY VS CANON? Q&A *6.03.19	14.27	him	37345	374	21	0	18	2	3
6, BEST and EASIEST WAYS TO HYPERLAPSE *6.03.19	15.48	him	65181	412	15	0	0	1	7
7, Are GIMBALS WORTH THE MONEY? Mosa Air 2 + Felyu AK4000 Unboxing *6.03.19	18.43	work	65812	378	22	0	0	0	5
8, SMARTPHONE VIDEO QUALITY IS BETTER THAN DSLR? *15.03.19	10.01	work	96810	527	11	0	0	1	1
9, 10 MISTAKES EVERY BEGINNER FILMMAKER MAKES *15.03.19	07.59	him	334780	1037	14	0	0	0	3
10, 2018 REWIND + 2019 NEW STUFF *19.03.19	11.33	him	58221	499	4	0	5	2	4
Month 3 (2.1.19 - 3.12.18)									



1, CINEMATIC SEQUENCES WITH A TWIST *19.03.19	09.20	work	83703	381	12	1	0	0	2
2, WINTER CINEMATOGRAHY SHOWDOWN! *19.03.19	15.00	him	84250	603	1	0	3	0	12
3, How I deal with haters *19.3.19	11.44	him	54847	781	6	0	3	1	4
4, Checking Off The BUCKET LIST! *20.03.19	10.14	him	32272	283	1	1	2	2	5
5, DJI Mavic Pro 2 Review (Sorta...) *20.03.19	12.11	work	54351	238	6	1	2	4	8
6, Is the Canon 1DX2 Outdated? *20.03.19	11.47	work	84721	522	2	1	2	6	10
Approx. average per month	11.16	(9) him = 55,1% work = 44,9%	82451,7	945,7	10,3	3,3	1,9	1,7	4,3

## Appendix 4. Parker Walbeck – YouTube, Video Analysis (period of 3 months)

YouTube

### Parker Walbeck

\*date of inserting data

#### Month 1 (20.3.19 - 21.2.19)

video #, title	how long	thumb-nail	views	comments	advices, tips, teachings	ads	other people in video	how many times smiles	how many times jokes
1, I was the first to shoot with this unreleased smartphone camera, and it's AMAZING! *20.3.19	03.25	him	13030	320	4	1	0	0	0
2, Canon Ix Mark II vs. Sony a7iii - Am I Switching to Sony?? *20.03.19	16.09	him	202261	948	32	0	0	0	1

#### Month 2 (20.2.19 - 21.1.19)

3, Shotgun Mic Shootout! Video Mic Pro vs. NTG-3 vs. 416 vs. S-Mic vs. CMIT Su *20.03.19	16.24	him	56167	319	16	1	1	1	2
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#### Month 3 (20.1.19 - 21.12.18)

4, Smartphone Video Shootout: iPhone Xs Max vs. Pixel 3 XL vs. Samsung Note9 vs. RED Hydrogen *20.03.19	10.59	him	98419	495	15	0	0	0	1
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Approx. average per month	12.23	(1,3) him = 100% work = 0%	87410,5	482,7	16,3	0,6	0,3	0,3	1,2
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## Appendix 5. Case Studies – Instagram Statistics

*Instagram*

### Peter McKinnon

date of inserting data: 06.02.19

followers: 1,5M

following: 144

posts: 671

YouTube channel in Bio: yes

### Matti Haapoja

date of inserting data: 06.02.19

followers: 209K

following: 363

posts: 528

YouTube channel in Bio: yes

### Parker Walbeck

date of inserting data: 06.02.19

followers: 80,5K

following: 224

posts: 608

YouTube channel in Bio: yes

## Appendix 6. Peter McKinnon – Instagram, Posts Analysis (period of 3 months)

*Instagram*

### Peter McKinnon

date of inserting data: 22.01.19

#### Month 1 (22.01.19 - 23.12.18)

post #	photo /video	photo of him/his work	likes	comments	hashtags	ads	accounts mentions	questions	invites to watch his YT
1	photo	him	82160	530	no	no	no	no	yes
2	photo	work	131297	1185	no	no	no	no	no
3	photo	work	159488	1029	no	no	no	no	yes
4	photo	work	121246	716	no	no	no	no	yes
5	photo	him	154129	1065	no	no	no	yes	yes
6	photo	work	160249	1304	no	no	yes	no	yes
7	photo	work	126078	1087	yes (own)	no	no	no	yes
8	photo	work	153733	1200	no	no	no	no	yes
9	photo	work	176418	1036	no	no	yes	yes	yes
10	photo	work	148807	1241	no	no	no	no	no
11	photo	work	144900	1961	no	no	no	yes	no
12	photo	work	136455	1206	no	no	no	yes	no
13	photo	work	117836	1047	no	no	no	no	yes
14	photo	work	194275	2826	no	no	no	no	yes
15	photo	him	162912	2554	no	no	no	no	yes

#### Month 2 (22.12.18 - 23.11.18)

1	photo	him	112399	749	3	yes	yes (ad)	no	yes
2	photo	work	130037	897	no	no	no	no	no
3	photo	him	121009	757	no	no	no	no	yes
4	photo	work	111327	918	no	no	no	no	no
5	photo	him	170800	1410	no	no	7	no	yes
6	photo	work	153168	1454	no	no	no	no	yes
7	photo	work	138464	1337	no	no	no	no	no
8	photo	work	115221	1061	no	no	yes	no	no
9	photo	work	174987	2164	no	no	no	no	no
10	photo	work	118366	1002	no	no	no	no	yes
11	photo	work	177869	2570	no	no	yes	no	no
12	photo	him	117384	734	no	no	yes	no	no
13	photo	work	109182	880	no	no	no	no	no
14	photo	work	123164	804	no	no	no	no	no
15	photo	him	153694	939	no	yes	yes	no	no
16	photo	work	111530	866	no	yes	yes	no	no

#### Month 3 (22.11.18 - 23.10.18)

1	photo	him	124142	676	no	no	yes	no	yes
2	photo	work	154590	1091	no	no	no	no	yes
3	photo	work	100970	596	no	no	yes	no	yes
4	photo	him	191547	1307	no	no	yes	no	no
5	photo	work	115315	1200	no	no	no	no	no
6	photo	work	112336	870	no	no	no	no	yes
7	photo	work	118585	694	no	no	yes	no	yes
8	photo	work	132610	1014	no	no	no	no	yes
9	photo	work	143290	998	no	no	yes	no	yes
10	photo	work	125284	951	no	yes		2	no
11	photo	work	128189	950	no	no	no	no	no
	photo	work,							
	,	work,							
12	photo	work	94543	468	no	no	yes	no	yes
	photo								
	(B-								
	day of								
13	Peter)	him	184237	4980	no	no	no	no	no
14	photo	work	132042	946	yes (own)	no	no	no	no
15	photo	work	147358	1428	no	no	no	yes	no
16	photo	work	140001	819	yes (own)	no	no	no	yes
Approx. average per month (15,6) photo him = 23,4% work = 76,6% 100%			137464	1226,031	2	1,3	7,6	1,6	8,3

## Appendix 7. Matti Haapoja – Instagram, Posts Analysis (period of 3 months)

*Instagram*

### Matti Haapoja

date of inserting data: 31.01.19

Month 1 (31.01.19 - 1.01.19)									
post #	photo /video	photo of him/his work	likes	comments	hashtags	ads	accounts mentions	questions	invites to watch his YT
1	photo	work	23682	348	no	no	2	1	yes
2	photo	him	17463	230	no	no	no	no	no
3	photo	him	30585	380	no	no	no	no	no (yes)
4	photo	work	27447	189	no	no	yes	1	no (yes)
5	photo	him	28381	248	no	no	no	no	no
Month 2 (31.12.18 - 1.12.18)									
1	photo	work	12843	111	3	yes	yes (ad)	no	no (yes)
2	photo	work	24811	311	no	no	no	no	no
3	photo	him	20255	244	no	no	no	no	no (yes)
4	photo	work	21606	262	no	no	no	3	no
5	photo	him	19887	144	no	no	no	no	no (yes)
6	photo	him	29834	305	no	no	no	no	no
7	photo	him	25150	249	no	no	no	2	no (yes)
8	photo	work	18811	136	no	no	no	no	no
9	photo	work	22529	261	no	no	no	yes	no
10	photo	work	29047	235	no	no	no	no	no
11	photo	work	30776	298	no	no	yes	no	no
Month 3 (30.11.18 - 1.11.18)									
1	photo	him	25144	318	no	no	no	no	no
2	photo	work	14284	120	no	no	yes	no	no
3	video	work	8380 (29780 views)	110	no	no	no	no	no
4	video	him	7622 (30361 views)	161	no	yes	2 (1 - ad)	no	no

Approx. average per month	(6,6) photo 83,4% video 16,6%	him = 48,79% work = 51,21%	20867	229,5379	3	0,6	2,6	2,6	2,3
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## Appendix 8. Parker Walbeck – Instagram, Posts Analysis (period of 3 months)

*Instagram*

### Parker Walbeck

date of inserting data: 1.02.19

Month 1 (1.02.19 - 2.01.19)									
post #	photo /video	photo of him/his work	likes	comments	hashtags	ads	accounts mentions	questions	invites to watch his YT
1	photo	personal	5526	70	no	no	1	no	no
2	photo	personal	9337	423	no	no	no	no	no
Month 2 (1.01.19 - 2.12.18)									
1	video	personal (work)	3738 (17527)	91	no	no	no	no	no
2	video	personal	2817 (24790)	45	no	no	no	no	no
3	video	work	3172 (16837)	98	1	no	2	no	yes
Month 3 (1.12.18 - 2.11.18)									
1	video	work	2973 (17032)	52	no	no	1	no	yes
Approx. average per month	(2) photo 33,4% video 66,6%	personal 55,5% work 44,5%	4548,9	125,5	0,3	0	1,3	0	0,6



## Appendix 9. Case Studies – YouTube and Instagram Comparison

### YouTube

video #, title	how long	thumb-nail	views	comments	advices, tips, teachings	ads	other people in video	how many times smiles	how many times jokes
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### Peter McKinnon

Approx. average per month	12.53	(10) him = 69,3 % work = 30,7 %	392217	2389,27	7,2	3	2,5	5,5	8,8
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### Matti Haapoja

Approx. average per month	11.16	(9) him = 55,1% work = 44,9%	82451,7	945,7	10,3	3,3	1,9	1,7	4,3
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### Parker Walbeck

Approx. average per month	12.23	(1,3) him = 100% work = 0%	87410,5	482,7	16,3	0,6	0,3	0,3	1,2
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### Instagram

post #	photo/video	photo of him/his work	likes	comments	hashtags	ads	accounts mentions	questions	invites to watch his YT
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### Peter McKinnon

Approx. average per month	(15,6) photo 100%	him = 23,4% work = 76,6%	137464	1226,0306	2	1,3	7,6	1,6	8,3
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### Matti Haapoja

Approx. average per month	(6,6) photo 83,4% video 16,6%	him = 48,79% work = 51,21%	20866,9	229,53788	3	0,6	2,6	2,6	2,3
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### Parker Walbeck

Approx. average per month	(2) photo 33,4% video 66,6%	personal 55,5% work 44,5%	4548,93	125,5	0,3	0	1,3	0	0,6
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## Appendix 10. Questionnaire

### Social Media Marketing of Filmmaking and Photography Online Influencers Worldwide

This questionnaire is part of the Bachelor Thesis of Anastasia Kontinen.

When you send your answers, you will be considered to be a participant of this research and you will have privileges of receiving key findings on your case. Please note, that this thesis will be published online with your YouTube channel/Instagram page name mentioned in it.

Thank you for your time and participation!

\* **Обязательно**

1. **Your YouTube channel link: (if no, write "-")**

\_\_\_\_\_

2. **Your Instagram page link: (if no, write "-") \***

\_\_\_\_\_

### Questions

3. **How successful your YouTube channel in your opinion?**

*Отметьте только один овал.*

	0	1	2	3	4	5	6	7	8	9	10	
Failure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Success

4. **How successful your Instagram page in your opinion?**

*Отметьте только один овал.*

	0	1	2	3	4	5	6	7	8	9	10	
Failure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Success

5. **What is success in Social Media for you? \***

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. What do you want to know about how to make your YouTube channel/Instagram page more successful? \*

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7. What problems/challenges do you face with Social Media marketing of your channel/page? \*

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На платформе  
 Google Forms

## Appendix 11. Questionnaire – Response #1

Social Media Marketing of Filmmaking and Photography Online Influencers Worldwide

06/04/2019, 23.10

# Social Media Marketing of Filmmaking and Photography Online Influencers Worldwide

This questionnaire is part of the Bachelor Thesis of Anastasia Kontinen.

When you send your answers, you will be considered to be a participant of this research and you will have privileges of receiving key findings on your case. Please note, that this thesis will be published online with your YouTube channel/Instagram page name mentioned in it.

Thank you for your time and participation!

Your YouTube channel link: (if no, write "-") \*

<https://www.youtube.com/channel/UCZKmuUSY6n1PC6PS4ihcECg>

Your Instagram page link: (if no, write "-") \*

<https://www.instagram.com/shuttersandshots/>

## Questions

How successful your YouTube channel in your opinion?

0 1 2 3 4 5 6 7 8 9 10

Failure



Success

[https://docs.google.com/forms/u/0/d/1T3-u3i3O7xNayMMx1T0ktW...u6kfNP\\_cbk2rIo9sblHFQ0okEDUx2RpIBTtAKIFVsHgsPFFm\\_2KOpNp55HM](https://docs.google.com/forms/u/0/d/1T3-u3i3O7xNayMMx1T0ktW...u6kfNP_cbk2rIo9sblHFQ0okEDUx2RpIBTtAKIFVsHgsPFFm_2KOpNp55HM)

Page 1 of 2

How successful your Instagram page in your opinion?

0 1 2 3 4 5 6 7 8 9 10

Failure ☐ ☐ ☐ ☐ ☐ ☐ ☒ ☐ ☐ ☐ ☐ Success

What is success in Social Media for you? \*

Gaining an audience and being able to share what you love with them

What do you want to know about how to make your YouTube channel/Instagram page more successful? \*

Best ways to grow a YouTube channel

What problems/challenges do you face with Social Media marketing of your channel/page? \*

Not being able to reach a large enough audience, and changes in the algorithm meaning my followers don't always see my posts

Компания Google не имеет никакого отношения к этому контенту.

Google Формы

## Appendix 12. Questionnaire – Response #2

# Social Media Marketing of Filmmaking and Photography Online Influencers Worldwide

This questionnaire is part of the Bachelor Thesis of Anastasia Kontinen.

When you send your answers, you will be considered to be a participant of this research and you will have privileges of receiving key findings on your case. Please note, that this thesis will be published online with your YouTube channel/Instagram page name mentioned in it.

Thank you for your time and participation!

Your YouTube channel link: (if no, write "-") \*

<https://www.youtube.com/channel/UCwKJ6431dxgTCKeUjzGkbOQ>

Your Instagram page link: (if no, write "-") \*

[@samuel\\_happenin](#)

### Questions

How successful your YouTube channel in your opinion?

0 1 2 3 4 5 6 7 8 9 10

Failure

☐☐☐☐☒☐☐☐☐☐☐

Success

How successful your Instagram page in your opinion?

0 1 2 3 4 5 6 7 8 9 10

Failure ☐ ☐ ☐ ☐ ☐ ☐ ☒ ☐ ☐ ☐ ☐ Success

What is success in Social Media for you? \*

Consistent growth of followers and feedback suggests that content provides some kind of value

What do you want to know about how to make your YouTube channel/Instagram page more successful? \*

Specific feedback on one's channel is always really useful but otherwise understanding the reasons behind good and bad results

What problems/challenges do you face with Social Media marketing of your channel/page? \*

I don't market much in general but I suppose the toughest part is finding and reaching your core, most loyal audience

Компания Google не имеет никакого отношения к этому контенту.

Google Формы



## Appendix 13. Questionnaire – Response #3

# Social Media Marketing of Filmmaking and Photography Online Influencers Worldwide

This questionnaire is part of the Bachelor Thesis of Anastasia Kontinen.

When you send your answers, you will be considered to be a participant of this research and you will have privileges of receiving key findings on your case. Please note, that this thesis will be published online with your YouTube channel/Instagram page name mentioned in it.

Thank you for your time and participation!

Your YouTube channel link: (if no, write "-") \*

[https://www.youtube.com/channel/UCLi6GEDyIW7sKD-KrUeQoSg/videos?  
view\\_as=subscriber](https://www.youtube.com/channel/UCLi6GEDyIW7sKD-KrUeQoSg/videos?view_as=subscriber)

Your Instagram page link: (if no, write "-") \*

[@ann\\_xdd\\_creative](#)

## Questions

How successful your YouTube channel in your opinion?

0 1 2 3 4 5 6 7 8 9 10

Failure



Success

How successful your Instagram page in your opinion?

0 1 2 3 4 5 6 7 8 9 10

Failure ☐ ☒ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Success

What is success in Social Media for you? \*

For me it's when I have loyal audience, which is constantly growing & when I receive different interesting offers for cooperation from other creators or companies.

What do you want to know about how to make your YouTube channel/Instagram page more successful? \*

I want to know how to get to that level.

What problems/challenges do you face with Social Media marketing of your channel/page? \*

I feel that I don't have enough time for creating content, and I don't know how to reach more people after I created and posted it.

Компания Google не имеет никакого отношения к этому контенту.

Google Формы

## Appendix 14. Questionnaire – Response #4

Social Media Marketing of Filmmaking and Photography Online Influencers Worldwide

06/04/2019, 23.11

# Social Media Marketing of Filmmaking and Photography Online Influencers Worldwide

This questionnaire is part of the Bachelor Thesis of Anastasia Kontinen.

When you send your answers, you will be considered to be a participant of this research and you will have privileges of receiving key findings on your case. Please note, that this thesis will be published online with your YouTube channel/Instagram page name mentioned in it.

Thank you for your time and participation!

Your YouTube channel link: (if no, write "-") \*

www.youtube.com/c/josiahmartin

Your Instagram page link: (if no, write "-") \*

@JosiahDMartin

## Questions

How successful your YouTube channel in your opinion?

0 1 2 3 4 5 6 7 8 9 10

Failure

☐☐☐☐☐☐☒☐☐☐☐

Success

<https://docs.google.com/forms/u/0/d/1T3-u3i3O7xNayMMx1T0ktW...fcBWOq9q1VEZ0RY5SccqauduV5CgrlFSac6U-TFHcVtr2259BHS3Q0s83c>

Page 1 of 3

How successful your Instagram page in your opinion?

0 1 2 3 4 5 6 7 8 9 10

Failure ☐ ☐ ☐ ☐ ☒ ☐ ☐ ☐ ☐ ☐ ☐ Success

What is success in Social Media for you? \*

Reoccurring Passive Income - Views (But again thats what generates income) - Ultimate Success for me would be YouTube being a fulltime reveune generator with only part time involvement. I'd love to work 20 hours a week on YouTube and generate 60k a year in sponsorships, ad sense money. Right now i spend 10 hours a week and generate \$5,000. (Majority being from Amazon Affiliates)

What do you want to know about how to make your YouTube channel/Instagram page more successful? \*

I really know what to do.... i just don't have the time to do it.  
How to post more regularly. Just spend so much time on my videos i can't post more than once a week and still have a life. (Just hired an editor for my channel and so now will be able to at least try and do once a week) I haven't posted in 2 months! :/

What problems/challenges do you face with Social Media marketing of your channel/page? \*

Desire to do vlogs but not getting many views.  
GoPro Hero 7 Tip videos go crazy high views

Компания Google не имеет никакого отношения к этому контенту.

## Appendix 15. Questionnaire – Response #5

Social Media Marketing of Filmmaking and Photography Online Influencers Worldwide

06/04/2019, 23.11

# Social Media Marketing of Filmmaking and Photography Online Influencers Worldwide

This questionnaire is part of the Bachelor Thesis of Anastasia Kontinen.

When you send your answers, you will be considered to be a participant of this research and you will have privileges of receiving key findings on your case. Please note, that this thesis will be published online with your YouTube channel/Instagram page name mentioned in it.

Thank you for your time and participation!

Your YouTube channel link: (if no, write "-") \*

MatoHill

Your Instagram page link: (if no, write "-") \*

matchill or mato\_thomas\_hill

## Questions

How successful your YouTube channel in your opinion?

0 1 2 3 4 5 6 7 8 9 10

Failure



Success

<https://docs.google.com/forms/u/0/d/1T3-u3i3O7xNayMMx1T0ktW...YUOIH2URdFjv-eLAYEM65oJTPyCa-Q4iqg8oq3XS1gBIL21Ae8nAzLu8BM>

Page 1 of 2

How successful your Instagram page in your opinion?

0 1 2 3 4 5 6 7 8 9 10

Failure ☐ ☐ ☐ ☒ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Success

What is success in Social Media for you? \*

Engagement with your fans and a steady growth of your brand.

What do you want to know about how to make your YouTube channel/Instagram page more successful? \*

How to really build your brand with your own style and freedom

What problems/challenges do you face with Social Media marketing of your channel/page? \*

Coming across salesy

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Компания Google не имеет никакого отношения к этому контенту.

Google Формы

## Appendix 16. Questionnaire – Response #6

Social Media Marketing of Filmmaking and Photography Online Influencers Worldwide

06/04/2019, 23.11

# Social Media Marketing of Filmmaking and Photography Online Influencers Worldwide

This questionnaire is part of the Bachelor Thesis of Anastasia Kontinen.

When you send your answers, you will be considered to be a participant of this research and you will have privileges of receiving key findings on your case. Please note, that this thesis will be published online with your YouTube channel/Instagram page name mentioned in it.

Thank you for your time and participation!

Your YouTube channel link: (if no, write "-") \*

The FilmMaker's Formula

Your Instagram page link: (if no, write "-") \*

-

## Questions

How successful your YouTube channel in your opinion?

0 1 2 3 4 5 6 7 8 9 10

Failure

☐☐☐☐☐☐☒☐☐☐☐

Success

[https://docs.google.com/forms/u/0/d/1T3-u3i3O7xNayMMx1T0ktW...QHLL3TCnHkJaRMIV9bEhJMy2GyGz8YZIP09IH97eM\\_ZTiHTLTJZxN5E-G8](https://docs.google.com/forms/u/0/d/1T3-u3i3O7xNayMMx1T0ktW...QHLL3TCnHkJaRMIV9bEhJMy2GyGz8YZIP09IH97eM_ZTiHTLTJZxN5E-G8)

Page 1 of 2

How successful your Instagram page in your opinion?

0 1 2 3 4 5 6 7 8 9 10

Failure ☐ ☐ ☐ ☐ ☐ ☒ ☐ ☐ ☐ ☐ ☐ Success

What is success in Social Media for you? \*

Reaching people with my creative work. Making people happy.

What do you want to know about how to make your YouTube channel/Instagram page more successful? \*

How to reach more people? What is the average subscriber to view ratio.

What problems/challenges do you face with Social Media marketing of your channel/page? \*

Finding trending topics to make videos on, and exposure.

Компания Google не имеет никакого отношения к этому контенту.

Google Формы



## Appendix 17. Questionnaire – Response #7

Social Media Marketing of Filmmaking and Photography Online Influencers Worldwide

06/04/2019, 23.12

# Social Media Marketing of Filmmaking and Photography Online Influencers Worldwide

This questionnaire is part of the Bachelor Thesis of Anastasia Kontinen.

When you send your answers, you will be considered to be a participant of this research and you will have privileges of receiving key findings on your case. Please note, that this thesis will be published online with your YouTube channel/Instagram page name mentioned in it.

Thank you for your time and participation!

Your YouTube channel link: (if no, write "-") \*

Bruntonmediac

Your Instagram page link: (if no, write "-") \*

Bruntonmedia

## Questions

How successful your YouTube channel in your opinion?

0 1 2 3 4 5 6 7 8 9 10

Failure

☐☐☐☐☒☐☐☐☐☐☐

Success

<https://docs.google.com/forms/u/0/d/1T3-u3i3O7xNayMMx1T0ktW...84ul-1kVUIbSx5Tw7S5erwFJsHTqyXXyRJ4Y0bMgOU0PVWQJ5HCYVrK1rM>

Page 1 of 2

How successful your Instagram page in your opinion?

0 1 2 3 4 5 6 7 8 9 10

Failure ☐ ☐ ☐ ☐ ☐ ☐ ☒ ☐ ☐ ☐ ☐ Success

What is success in Social Media for you? \*

Sharing my work (video and timelaps photography) seem to really help my channel to grow.

What do you want to know about how to make your YouTube channel/Instagram page more successful? \*

Any new tips and trips would be great to know.

What problems/challenges do you face with Social Media marketing of your channel/page? \*

Really hard to get seen as there is a lot of others doing the same thing.

Компания Google не имеет никакого отношения к этому контенту.

Google Формы

## Appendix 18. Influencers Studies – YouTube Statistics

### YouTube Info

	subscribers	views
Peter Mckinnon	3379825	203544002
Matti Haapoja	637606	30143033
Parker Walbeck	567339	23840402
Shutters and Shots	42	374
Samuel Happenin'	93	16075
Anastasia Kontinen	78	4612
The Alaskan Outsider	6393	668671
Mato Hill	84	20792
Filmmaker's Formula	1594	21632
Brunton Media	54	11757

## Appendix 19. Peter McKinnon – YouTube, Consistency and Quality

### Peter McKinnon

date of inserting data: 6.04.19

#### consistency

video #	how long	views	comments
Month 1 (6.4.19 - 7.3.19)			
1	12.20	312269	2335
2	06.47	343455	6355
3	05.39	252929	1630
4	09.54	756847	1955
5	08.17	247556	2072
6	09.53	454726	1703
7	07.39	348656	2343
8	12.43	453617	3408
9	16.11	636747	2586
10	09.30	316356	1430
11	13.57	4816995	7661
12	20.07	643999	1498
13	07.41	345789	3166
Month 2 (6.3.19 - 7.2.19)			
1	13.21	349677	1905
2	29.55	54752	2986
3	11.10	377448	1863
4	07.48	334286	1383
5	16.19	334268	1567
6	14.16	914159	2059
7	21.05	480780	7420
8	15.50	282365	903
9	09.04	371655	1388
10	02.30	276493	1764
11	13.38	359946	1563
12	08.31	481078	1611
Month 3 (6.2.19 - 7.1.19)			
1	13.34	339985	2231
2	20.26	624499	1731
3	06.55	278231	1832
4	10.46	642917	3977

date of inserting data: 9.04.19

#### quality, diversity, entertainment

video #	how long	views	thumbnail	comments	advice, tips, teachings	ads	other people in video	how many times smiles	how many times jokes	B-roll	how many times (b-roll)	how long (b-roll, total)	color grading	Intro	type of video
Last 4 videos															
1. This is how you get the BEST CINEMATIC Footage (Photo)															personal product promotion
2. The Greatest Honor of my Career - I GET PHOTO ON CINECAMERA CURRENTLY!!!	12.19	361523	work	2550	13 own		10	8	22	yes		1	02.34	yes	yes
3. HOW TO MAKE COFFEE with PETER MCKINNON	06.46	360632	work	6482	0 own		1	10	6	yes		4	01.10	yes	personal
4. Filmmaker Breaks INCREASING HOLLYWOOD MOVIE MAGIC	05.38	275629	work	1675	22 own		0	4	9	yes		1	02.12	yes	creative, ad
	09.53	839221	him	2012	9	0	0	10	12	no		0	00.00	yes	yes
			75% him =		own =				yes = 75%						yes = 75%
	08.39	459251,3	25%	3179,8	11	75%	2,75	8	12	no = 25%		1,5	01.29	100 %	no = 25%

### YouTube Info

date of inserting data: 25.03.19

subscribers: 3,379,825  
playlists: 5  
views: 203,544,002  
joined: 15 Feb 2010  
links: Selfly shop, Instagram, Twitter

5	13.38	230142	2327
6	26.59	2854615	5236
7	07.29	462538	2702
8	08.31	775675	2119
9	12.50	324978	1026
10	04.48	292686	1595
11	21.59	751899	3036
12	16.10	703743	3802
13	06.47	314266	1755
14	15.41	333993	3051
15	12.35	595484,3	2578,6

## Appendix 20. Matti Haapoja – YouTube, Consistency and Quality

### Matti Haapoja

date of inserting data: 6.04.19

consistency			
video #	how long	views	comments
Month 1 (6.4.19 - 7.3.19)			
1	11.11	60037	492
2	08.13	52025	344
3	17.26	55387	412
4	08.26	184251	459
5	10.35	52582	597
6	11.28	96695	469
7	16.12	72005	682
8	12.02	56590	364
9	10.45	78881	500
10	12.39	56728	311
11	07.24	81287	474
Month 2 (6.3.19 - 7.2.19)			
1	05.51	140002	1242
2	05.34	64424	501
3	11.14	78709	301
4	07.52	74716	290
5	13.11	242453	858
6	14.40	85870	614
7	10.30	85773	375
8	11.48	152464	14036
9	06.10	172269	1445
10	09.09	67787	807
11	08.56	167073	1350
Month 3 (6.2.19 - 7.1.19)			
1	07.10	108251	883
2	06.45	53764	225
3	10.14	38365	590
4	08.08	101675	457
5	17.14	44306	348
6	08.59	89683	657
7	14.27	37784	375
8	15.48	68332	411
9	18.44	71915	391
10	10.01	97842	539
11	07.59	382151	1086
11	10.49	99153,8	996,5

date of inserting data: 10.04.19

quality, diversity, entertainment															
video #, title	how long	views	thumbnail	comments	advice, tips, teachings	ads	other people in video	how many times smiles	how many times jokes	B-roll	how many times (b-roll)	how long (b-roll, total)	color grading	Intro	type of video
Last 4 videos															
1. MY VERY FIRST TIME USING NICHON	10.20	43380	work	611	11	1	4	7	6	yes	4	01.49	yes	no	ad
2. SHOULD BATTLE OF THE BROTHERS	11.11	68356	him	526	9	0	2	9	12	yes	6	01.55	yes	no	creative
3. WHAT I'VE LEARNED FOR MOVEMENT? SHOW US SOME THE DIFFERENCE IS CRAZY!	08.13	56356	him	353	5	0	1	1	2	yes	15	03.58	yes	yes	tutorial
4. MATTI'S OFFICE TOUR 2018	17.26	57370	him	416	22	0	1	1	8	yes	1	00.18	yes	no	personal
	11.48	56365,5	25% him = 75%	476,5	11,8	25 %	2	4,5	7	100 %	6,5	02.00	100 %	yes = 25% no = 75%	

### YouTube Info

date of inserting data: 25.03.19

subscribers: 637,606  
playlists: 5  
views: 30,143,033  
joined: 19 Sep 2015  
links: Own website, Instagram, Twitter, Facebook

Appendix 21. Parker Walbeck – YouTube, Consistency and Quality

Parker Walbeck

date of inserting data: 6.04.19

consistency			
video #	how long	views	comments
Month 1 (6.4.19 - 7.3.19)			
1	07.52	394198	1563
2	03.25	254671	1091
3	16.09	278223	1055
Month 2 (6.3.19 - 7.2.19)			
0	00.00	0	0
Month 3 (6.2.19 - 7.1.19)			
1	16.24	62156	324
2	10.59	109902	512
2	07.37	131686,6	551,4

date of inserting data: 10.04.19

quality, diversity, entertainment															
video #, title	how long	views	thumbnail	comments	advice, tips, teachings	ads	other people in video	how many times smiles	how many times jokes	B-roll	how many times (b-roll)	how long (b-roll, total)	color grading	Intro	type of video
Last 4 videos															
1. EXCLUSIVE: First footage from the AMAZING Huawei P30 Pro!	07.51	428537	him	1635	24	1	0	0	0	yes	17	05.26	yes	no	ad
2. I was the first to shoot with this unreleased smartphone camera, and it's AMAZING!	03.24	256971	him	1096	4	1	0	0	0	yes	6	03.06	yes	no	ad
3. Canon S16 Mark II vs. Sony a5100 - Act 1	16.08	290649	him	1071	32	0	0	0	1	yes	31	07.28	yes	yes	tutorial
4. Shotgun Mic Shootout! Video Mic Pro vs. Video 3 vs. 412 vs. 5 Mic 2 vs. CM107 Pro	16.24	63302	him	334	16	1	1	1	2	yes	23	04.43	yes	yes	personal
	10.57	259864,8	100% him	1034	19	0,75	0,25	0,25	0,75	100 %	19,3	05.11	100 %	yes = 50% no = 50%	

YouTube Info

date of inserting data: 25.03.19

subscribers: 567,339  
playlists: 7  
views: 23,840,402  
joined: 14 Aug 2012  
links: Own website, Instagram

## Appendix 22. Shutters and Shots – YouTube, Consistency and Quality

### Shutters and Shots

date of inserting data: 6.04.19

consistency			
video #	how long	views	comments
Month 1 (6.4.19 - 7.3.19)			
1	05.01	45	4
Month 2 (6.3.19 - 7.2.19)			
1	01.38	55	9
2	00.13	16	5
3	04.54	54	10
Month 3 (6.2.19 - 7.1.19)			
1	01.43	39	4
1,6	03.00	41,9	5,3

date of inserting data: 10.04.19

quality, diversity, entertainment															
video #, title	how long	views	thumbnail	comments	advice, tips, teachings	ads	other people in video	how many times smiles	how many times jokes	B-roll	how many times (b-roll)	how long (b-roll, total)	color grading	Intro	type of video
last 4 videos															
1. THE PHOTOGRAPHER AND VIDEO SHOW 2019 VLOG!	05.00	46	work	4	13	0	5	0	0	yes	6	03.26	no	no	vlog
2. To escape - spiritual world	01.37	57	work	9	1	0	0	0	0	yes	1	01.37	no	no	creative
3. To escape trailer	00.13	16	work	5	0	0	0	0	0	yes	1	00.13	no	no	creative
4. Canon EF 16-35mm STM lens review - The best budget lens?	04.54	54	work	10	15	0	0	0	0	yes	4	03.14	no	yes	product review
	02.56	43,3	work 100%	7	7,3	0	1,3	0	0	100 %	3	02.07	no 100%	yes = 75% no = 25%	

### YouTube Info

date of inserting data: 12.04.19

subscribers: 42  
playlists: 2  
views: 374  
joined: 18 Apr 2018  
links: Own website, Instagram, Twitter, Patreon

## Appendix 23. Samuel Happenin' – YouTube, Consistency and Quality

### Samuel Happenin'

date of inserting data: 6.04.19

consistency			
video #	how long	views	comments
Month 1 (6.4.19 - 7.3.19)			
0	0	0	0
Month 2 (6.3.19 - 7.2.19)			
0	0	0	0
Month 3 (6.2.19 - 7.1.19)			
0	0	0	0
0	00.00	0	0

date of inserting data: 11.04.19

quality, diversity, entertainment															
video #, title	how long	views	thumbnail	comments	advices, tips, teachings	ads	other people in video	how many times smiles	how many times jokes	B-roll	how many times (B-roll)	how long times (B-roll, total)	color grading	Intro	type of video
Last 4 videos															
1. Denmark 2017 Feb 27	01.36	294	work	0	0	0	5	0	11	no	0	00.00	no	no	creative
2. P33 Finland 2017	08.04	3457	work	4	0	0	many	17	12	yes	8	05.36	no	no	event
3. Getting Ready for For the Strength of Youth	03.37	752	work	2	0	0	many	8	4	yes	all	03.37	no	no	event
4. Valentines Weekend 2017 Ad	01.01	67	work	0	1	1	0	2	4	yes	1	00.31	yes	no	creative, event, ad
	03.35	1142,5	100%	work =	1,5	0,25	0,25	>1,25%	6,75	7,75	yes = 75 % no = 25%	2,5	02.26	yes = 25% no = 75%	no = 100%

### YouTube Info

date of inserting data: 13.04.19

subscribers: 93  
playlists: 0  
views: 16075  
joined: 28 Jan 2016  
links: no



## Appendix 24. Anastasia Kontinen – YouTube, Consistency and Quality

### Anastasia Kontinen

date of inserting data: 6.04.19

consistency			
video #	how long	views	comments
Month 1 (6.4.19 - 7.3.19)			
0	0	0	0
Month 2 (6.3.19 - 7.2.19)			
0	0	0	0
Month 3 (6.2.19 - 7.1.19)			
0	0	0	0
0	00.00	0	0

date of inserting data: 11.04.19

quality, diversity, entertainment															
video #, title	how long	views	thumbnail	comments	advice, tips, teachings	ads	other people in video	how many times smiles	how many times jokes	B-roll	how many times (B-roll)	how long (B-roll, total)	color grading	Intro	type of video
Last 4 videos															
1. 2019 Set Up - Practical Bullet Journal	08.32	116	work	1	25	0	0	0	0	yes	2	00.30	yes	yes	art
2. Plan with me   May Set Up   Bullet Journal 2018	14.33	2874	work	9	17	0	0	0	4	yes	all	14.33	yes	yes	art
3. April Set Up 2018   Bullet Journal	11.40	230	work	7	11	0	0	0	0	yes	all	11.40	yes	yes	art
4. Draw - Most important things - March 2018, day 2	01.29	39	work =	0	2	0	0	0	0	yes	all	01.29	yes	yes	art
	09.03	814,8	100%	4,3	13,8	0	0	0	1	yes = 100%	>1,25	07.03	yes = 100%	yes = 100%	

### YouTube Info

date of inserting data: 13.04.19

subscribers: 78  
playlists: 6  
views: 4612  
joined: 19 Mar 2017  
links: Instagram, Facebook, Etsy shop, another Instagram

## Appendix 25. The Alaskan Outsider – YouTube, Consistency and Quality

### The Alaskan Outsider

date of inserting data: 6.04.19

consistency			
video #	how long	views	comments
Month 1 (6.4.19 - 7.3.19)			
0	00.00	0	0
Month 2 (6.3.19 - 7.2.19)			
1	01.34	484	8
2	08.03	380	16
3	17.42	1644	41
Month 3 (6.2.19 - 7.1.19)			
1	03.16	711	18
2	15.11	592	40
1,6	06.07	495,8	16,9

date of inserting data: 11.04.19

quality, diversity, entertainment															
video #, title	how long	views	thumbnail	comments	advice, tips, teachings	ads	other people in video	how many times smiles	how many times jokes	B-roll	how many times (b-roll)	how long (b-roll, total)	color grading	Intro	type of video
Last 4 videos															
1. Best Value Lightweights															
Travel -Thapsot	04.49	149	work	17	17	0	0	1	0	yes	2	00.23	yes	yes	product review
2. Value Deal: Glacier   The Alaskan Life	01.34	515	work	9	5	1	1	3	0	yes	3	00.37	no	yes	travel
3. Best Glacier   The Alaskan Life	08.03	415	him	16	15	1	1	2	0	yes	10	05.54	no	no	ad
4. The Perfect Proposal   Engaged in Alaska	17.42	1677	him	41	7	0	1	44	3	yes	14	12.32	no	no	personal
	08.02	689	50% him = work =	20,75	11	0,5	0,75	12,5	0,75	yes = 100%	7,25	04.51	yes = 25% no = 75%	yes = 25% no = 75%	

### YouTube Info

date of inserting data: 13.04.19

subscribers: 6393  
playlists: 6  
views: 668671  
joined: 18 Sep 2012  
links: Instagram, Facebook, website

## Appendix 26. Mato Hill – YouTube, Consistency and Quality

### Mato Hill

date of inserting data: 6.04.19

consistency			
video #	how long	views	comments
Month 1 (6.4.19 - 7.3.19)			
0	0	0	0
Month 2 (6.3.19 - 7.2.19)			
0	0	0	0
Month 3 (6.2.19 - 7.1.19)			
0	0	0	0
0	00.00	0	0

date of inserting data: 12.04.19

quality, diversity, entertainment															
video #, title	how long	views	thumbnail	comments	advices, tips, teachings	ads	other people in video	how many times smiles	how many times jokes	B-roll	how many times (b-roll)	how long (b-roll, total)	color grading	Intro	type of video
Last 4 videos															
1. I'm Back! What's New & Coming? 2. ALOO! Wellington Awake! Conference 2018 Vlog	11.06	8	him	0	4	0	0	0	4	no	0	00.00	no	no	live
3. Disappointments Happen	08.52	48	work	8	0	0	4	2	2	yes	8	04.35	no	yes	event, vlog
4. I thought it was a Blue!	04.56	99	him	3	2	0	0	0	0	yes	1	00.08	no	yes	vlog
	03.34	53	him	2	0	0	2	1	0	yes	2	00.56	no	yes	vlog
	07.07	52	him = 75% work = 25%	3,25	1,5	0	1,5	0,75	1,5	yes = 75% no = 25%	2,75	01.25	no = 100%	yes = 75% no = 25%	

### YouTube Info

date of inserting data: 13.04.19

subscribers: 84  
playlists: 4  
views: 20792  
joined: 4 May 2007  
links: Instagram, Facebook, LinkedIn, Twitter

## Appendix 27. Filmmaker's Formula – YouTube, Consistency and Quality

### Filmmaker's Formula

date of inserting data: 6.04.19

consistency			
video #	how long	views	comments
Month 1 (6.4.19 - 7.3.19)			
1	04:49	59	13
2	02:55	209	10
3	04:55	1340	40
4	01:39	110	6
5	04:32	159	22
6	01:31	160	27
7	03:36	156	20
Month 2 (6.3.19 - 7.2.19)			
1	04:42	166	31
2	02:06	110	18
3	05:51	342	18
4	03:04	400	19
5	03:05	416	33
6	02:29	645	12
7	02:24	164	18
8	02:52	97	1
9	03:24	208	10
10	02:50	272	16
Month 3 (6.2.19 - 7.1.19)			
1	01:58	573	55
2	02:46	168	36
3	04:23	640	11
4	01:47	327	21
5	02:44	218	23
6	03:21	174	30
7	04:15	402	37
8	04:07	152	21
9	04:54	131	16
10	04:05	1500	18
11	04:34	195	13
9,3	03:25	334,19	20,95

date of inserting data: 12.04.19

quality, diversity, entertainment															
video #, title	how long	views	thumbnail	comments	advices, tips, teachings	ads	other people in video	how many times smiles	how many times jokes	B-roll	how many times (B-roll)	how long (B-roll, total)	color grading	Intro	type of video
Last 4 videos															
1. How Good is Adobe Video Content-Aware FIRST	02:40	46	him	10	7	0	0	0	6	yes	10	00:15	yes	yes	tutorial
2. YouTube Tips CRAZY HOLYWOOD CAMERA Techniques Pt. 2				04:49	174	him	13	6	0	0	0	5	yes	14	00:44
3. 200M ROTATION EFFECT by Graham - 211 (Official Music Video)	02:55	271	him	10	9	0	0	0	2	yes	9	00:28	yes	yes	tutorial
4. YouTube Tips the CRAZY HOLYWOOD CAMERA Techniques!				04:55	2206	him	44	9	0	0	1	9	yes	16	01:26
	03:50	674,25	him 100%	19,25	7,75	0	0	0,25	5,5	yes = 100%	12,25	00:43	yes = 100%	yes = 100%	

### YouTube Info

date of inserting data: 13.04.19

subscribers: 1594  
playlists: 8  
views: 21632  
joined: 5 Sep 2013  
links: Subscribe, My Gear, Twitter, Patreon

## Appendix 28. Brunton Media – YouTube, Consistency and Quality

### Brunton Media

date of inserting data: 6.04.19

consistency			
video #	how long	views	comments
Month 1 (6.4.19 - 7.3.19)			
1	01.00	22	0
Month 2 (6.3.19 - 7.2.19)			
1	08.46	44	0
2	10.37	18	0
3	10.40	10	0
4	05.49	10	4
5	13.07	26	0
6	06.24	14	2
7	20.04	78	0
8	11.31	34	2
9	15.19	17	0
10	15.53	28	2
11	07.42	16	0
12	06.53	20	2
13	04.06	16	0
14	08.40	14	2
15	11.33	50	4
16	09.57	14	0
17	14.00	18	0
18	04.51	24	0
Month 3 (6.2.19 - 7.1.19)			
1	05.17	21	0
2	04.04	22	0
3	04.38	17	0
4	08.12	32	6
5	15.22	24	4
6	13.49	39	4
7	07.23	27	0
8	16.05	64	0
9	02.48	22	2
10	07.54	20	0
11	17.23	23	0
12	09.04	26	0

date of inserting data: 12.04.19

quality, diversity, entertainment															
video #, title	how long	views	thumbnail	comments	advices, tips, teachings	ads	other people in video	how many times smiles	how many times jokes	B-roll	how many times (b-roll)	how long (b-roll, total)	color grading	Intro	type of video
Last 4 videos															
1. Vlogs are back! Update: New Projects and what is coming 2019 #1 Season 2	09.00	8	him	0	4	0	0	0	1	yes	11	02.38	no	no	vlog
2. Visit Salisbury Instagram Meet-up	01.00	25	work	0	0	0	many	0	0	yes	all	01.00	no	no	event
3. Always Meet People in your line of work when you can! 2019 #54	08.45	44	him	0	0	0	many	0	1	yes	8	01.12	no	no	vlog
4. Why you should meet people you are going to be working with? - 2019 #53	10.36	19	him	0	2	0	0	0	0	yes	5	00.41	no	no	vlog
	07.20	24	work = 75%	0	1,5	0	>0	0	0,5	yes = 100%	6,25	01.23	no = 100%	no = 100%	

### YouTube Info

date of inserting data: 13.04.19

subscribers: 54  
playlists: 6  
views: 11757  
joined: 16 Nov 2017  
links: no

13	06.44	27	2
14	07.50	22	2
15	07.23	24	2
16	09.43	23	2
17	12.08	19	0
18	04.22	26	2
19	06.10	26	0
20	06.11	33	3
21	12.01	20	0
22	22.22	33	2
23	04.55	23	0
24	17.41	48	4
25	04.28	40	0
26	07.55	29	2
27	09.53	28	2
28	03.11	35	2
29	07.42	28	0
30	02.45	29	0
16,3	06.43	25,13	0,79

## Appendix 29. Influencers Studies – YouTube Statistics, Consistency

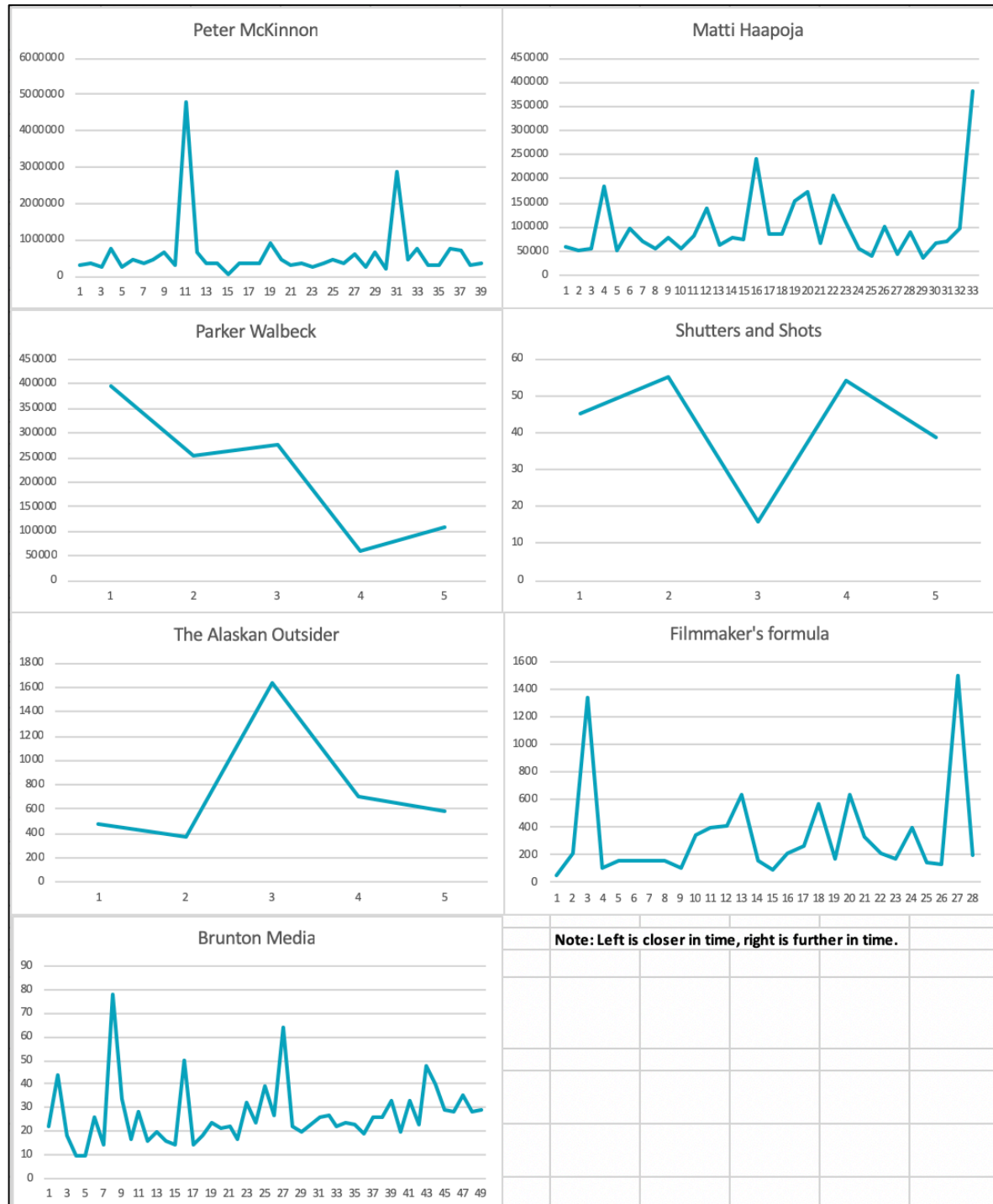
### *consistency*

	video #	how long	views	comments
	Average of month 1-3			
Peter Mckinnon	13	12.35	595484,3	2578,6
Matti Haapoja	11	10.49	99153,8	996,5
Parker Walbeck	2	07.37	131686,6	551,4
Shutters and Shots	1,6	03.00	41,9	5,3
Samuel Happenin'	0	00.00	0	0
Anastasia Kontinen	0	00.00	0	0
The Alaskan Outsider	1,6	06.07	495,8	16,9
Mato Hill	0	00.00	0	0
Filmmaker's Formula	9,3	03.25	334,19	20,95
Brunton Media	16,3	06.43	25,13	0,79

## Appendix 30. Influencers Studies – YouTube Statistics, Quality

<i>quality, diversity, entertainment</i>														
	how long	views	thumbnail	comments	advice, tips, teachings	ads	other people in video	how many times smiles	how many times jokes	B-roll	how many times (b-roll)	how long (b-roll, total)	color grading	Intro
Last 4 videos														
Peter Mckinnon	08.39	459251,3	work = 75% him = 25%	3179,8	11	own = 75%	2,75	8	12	yes = 75% no = 25%	1,5	01.29	yes = 100%	yes = 75% no = 25%
Matti Haapola	11.48	56365,5	work = 25% him = 75%	476,5	11,8	25 %	2	4,5	7	yes = 100%	6,5	02.00	yes = 100%	yes = 25% no = 75%
Parker Walbeck	10.57	259864,8	him = 100%	1034	19	0,75	0,25	0,25	0,75	yes = 100%	19,3	05.11	yes = 100%	yes = 50% no = 50%
Shutters and Shots	02.56	43,3	work = 100%	7	7,3	0	1,3	0	0	yes = 100%	3	02.07	no = 100%	yes = 75% no = 25%
Samuel Happenin'	03.35	1142,5	work = 100%	1,5	0,25	0,25	>1,25%	6,75	7,75	yes = 75 % no = 25%	2,5	02.26	yes = 25% no = 75%	yes = 25% no = 75%
Anastasia Kontinen	09.03	814,8	work = 100%	4,3	13,8	0	0	0	1	yes = 100%	>1,25	07.03	yes = 100%	yes = 100%
The Alaskan Outsider	08.02	689	work = 50% him = 50%	20,75	11	0,5	0,75	12,5	0,75	yes = 100%	7,25	04.51	yes = 25% no = 75%	yes = 25% no = 75%
Mato Hill	07.07	52	him = 75% work = 25%	3,25	1,5	0	1,5	0,75	1,5	yes = 75% no = 25%	2,75	01.25	yes = 100%	yes = 75% no = 25%
Filmmaker's Formula	03.50	674,25	him 100%	19,25	7,75	0	0	0,25	5,5	yes = 100%	12,25	00.43	yes = 100%	yes = 100%
Brunton Media	07.20	24	him = 75% work = 25%	0	1,5	0	>0	0	0,5	yes = 100%	6,25	01.23	no = 100%	no = 100%

## Appendix 31. Views monitoring





## Appendix 32. Statistical correlation data

