

# Predicting Consumer Engagement on Influencer Content

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## **Abstract**

Influencer marketing is prevalent but marketers have little knowledge what influencer characteristics drive consumer engagement at different stages of the purchase funnel. Besides, brand managers often use a portfolio of influencers for campaigns but neither marketing practice nor research offers insights into the effectiveness of an influencer within a portfolio on campaign success. We examine what network and personal resources of influencers effect engagement at different stages of the purchase funnel. The findings suggest that choosing a portfolio of influencers with a high unique reach enhances overall campaign likes. In addition, if influencers with a large follower base follow the focal influencer, campaign likes increase. However, if the campaign aims for clicks, a follower overlap of influencers within the portfolio is beneficial. Yet, being followed by other influencers with an engaged follower base reduces an influencer's effectiveness. The results also show that influencer expertise drives engagement along the funnel.

**Keywords:** *influencer marketing; consumer engagement; social network sites*

**Track:** Digital Marketing & Social Media