

Class Project: BIPOC social media influencers

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Project Description

To understand the role of diverse influencers in social media marketing, a project was developed which asked students to describe influencer marketing, identify at least one BIPOC influencer, and analyze their content. In the analysis, students were asked to identify the main message in the content, communication ways and tools that are employed, and to suggest improvement areas and actions.

This project was conducted as an extra credit opportunity in two marketing classes (MKTG 3050: Marketing Principles, MKTG 4750: Digital Marketing) in Spring 2021 Semester.

Fifteen students submitted their work for this project. Various BIPOC influencers and their methods are covered in the reports which offers a new opportunity for research and teaching social media outreach efforts.

What is influencer marketing?

According to students' submissions: influencer marketing is a marketing strategy that uses influence of key individuals or opinion leaders to drive customers' brand awareness and/or their purchasing decisions. Brands can reach out to their targeted audience through a method that feels more genuine compared to traditional advertising.

List of BIPOC Influencers

Here is a list of few of the influencers that were identified in students projects:

| Name | Main message |
|------------------|--|
| Karina Garcia | Body positivity, comfortable in own body |
| Jenné Claiborne | Healthy and vegan diet |
| Bretman Rock | Sharing positive message with make up community, be true to yourself |
| Alexis Aguilar | Fitness brand in Inland Empire |
| Jazmine Rogers | Social issues such as sustainability and race |
| James Jones | raise awareness of his Indigenous culture |
| Aurora James | creating a difference for the black community |
| Anna Alvarado | equality for women and love for Mexican culture |
| Jazmine Rogers | Sustainable lifestyle and racial inequality issues |
| Fumnanya Ekhaton | Pursuing law school and her faith |

Main Message and Communication

Different messages are being communicated by BIPOC social media influencers including appreciating all body types and exemplars of beauty, having a positive perspective in life, promoting higher education, raising awareness of social and racial injustice, environmental issues, and educating on different cultures.

BIPOC influencers get their message through using methods such as posting photos and videos on social media consistent with their message, partnering with brands, sharing life stories that are relatable, partnering with other influencers, making appearances on talks or branching out to doing Television shows, creating non-profits, offering links and resources that support their cause, creating viral content, using a variety of platforms depending on audience (tik tok, twitter, Instagram, YouTube, blogs, podcasts, LinkedIn, etc.), engaging with followers (question and answers, comments, reactions, likes).

BIPOC influencers can improve their communication by using more visual content rather than lengthy text, being consistent and having frequent posts, avoiding too many ads, being relatable to their audience, partnering with other influencers, having giveaways, generating more leads, making sure the message and schedule of posts are clear and consistent.

