

词汇: *digital marketing* 市场营销

Have you ever been on **social media** and seen your favourite **celebrity** talking about a product? These **endorsements** might not be totally random, and are actually seen as a vital part of the **marketing** process. The question is: How do **social media influencers** ‘influence’ what you buy?

Human desire for status and making friends, combined with our need to belong to a group, make us susceptible to being ‘socially influenced’. Companies often use that desire to have a similar lifestyle to a celebrity we admire to **hawk** or launch a product. So, what do these endorsements actually do?

Firstly, they can be used to build **brand awareness**. A social media influencer should have a strong understanding of the platform they operate on, and therefore can create **engaging content** that not only adheres to the **brand image**, but sparks their followers’ interests in a product they might never have seen before.

Secondly, influencers can improve a company or product’s relationship with their **customer base**. According to InMoment’s 2018 US Retail CX Trends Report on **customer loyalty**, 77% of buyers have been brand loyal for more than ten years. This is also true of 60% of millennials. A popular celebrity can target key **demographics** and talk or **blog** about a product, which can create an instant and lasting **bond** with the consumer.

Lastly, influencers can improve customer **buying habits** with seemingly ‘unbiased opinions’. We are more likely to respond to ‘**peer recommendation**’ than traditional ads, meaning the fact we see an influencer as a ‘friend’ can make us less likely to be sceptical about what we are seeing.

So, the next time you see a celebrity talking about a product, you might want to consider that this could be a carefully crafted marketing strategy designed to target your core needs. If you find yourself perusing a product you've seen on social media, you may well have been influenced.

词汇表

social media	社交媒体
celebrity	名人
endorsement	名人代言, 名人为某商品做广告
marketing	营销, 推销
social media influencers	网络红人
hawk	兜售
brand awareness	品牌意识, 品牌认知
engaging content	吸引人的内容
brand image	品牌形象
customer base	客户群
customer loyalty	客户忠诚度
demographic	(顾客) 族群
blog	写博客
bond	联系, 纽带
buying habit	购买习惯
peer recommendation	朋友的推荐, 熟人的推荐

测验与练习

1. 阅读课文并回答问题。

1. Why can social influencers make such engaging content?
2. What factors make 'social influence' so effective?
3. How long have 77% of customers been brand loyal?
4. How does seeing an influencer as a 'friend' affect our decision making when we see products they promote?
5. What should you consider the next time you see a celebrity talking about a product?

2. 选择意思恰当的单词或词组来完成下列句子。

1. That celebrity is always _____ something on the TV!

hawk	hawking	hawks	hawked
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2. _____ is one of the ways influencers choose to promote products.

Bloggling	Blog	Blogs	Blogged
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3. We have to make some _____ for social media.

engaging content	middleman	hawk	vendor
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4. They have a bad reputation and need to work on their _____.

middleman	hawk	vendor	brand image
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5. All companies want a loyal _____.

customer base	blog	hawk	social influence
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答案

1. 阅读课文并回答问题。

1. Why can social influencers make such engaging content?

Because they have a strong understanding of how to use the platform they are working on.

2. What factors make 'social influence' so effective?

Human desire for status, making friends and belonging to a group.

3. How long have 77% of customers been brand loyal?

They have been loyal for more than ten years.

4. How does seeing an influencer as a 'friend' affect our decision making when we see products they promote?

It can make us less likely to be sceptical about adverts we are seeing.

5. What should you consider the next time you see a celebrity talking about a product?

Consider that this could be a carefully crafted marketing strategy designed to target our core needs for inclusivity.

2. 选择意思恰当的单词或词组来完成下列句子。

1. That celebrity is always **hawking** something on the TV!

2. **Blogging** is one of the ways influencers choose to promote products.

3. We have to make some **engaging content** for social media.

4. They have a bad reputation and need to work on their **brand image**.

5. All companies want a loyal **customer base**.