



De psychologie van influencer marketing

Waarom influencers invloed hebben

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1

Hoe beslissen we?

Hoe beslissen we?

2

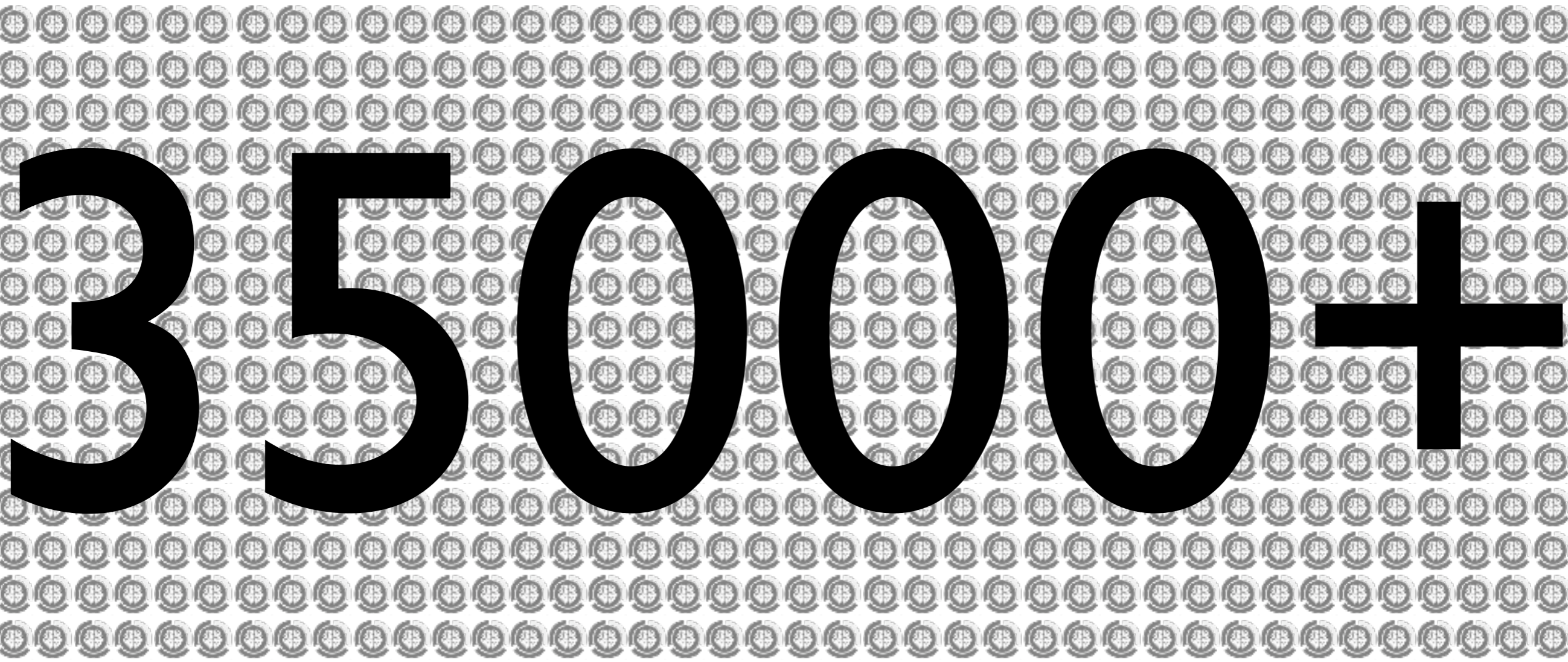
Waarom volgen we influencers?

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1

Hoe beslissen we?

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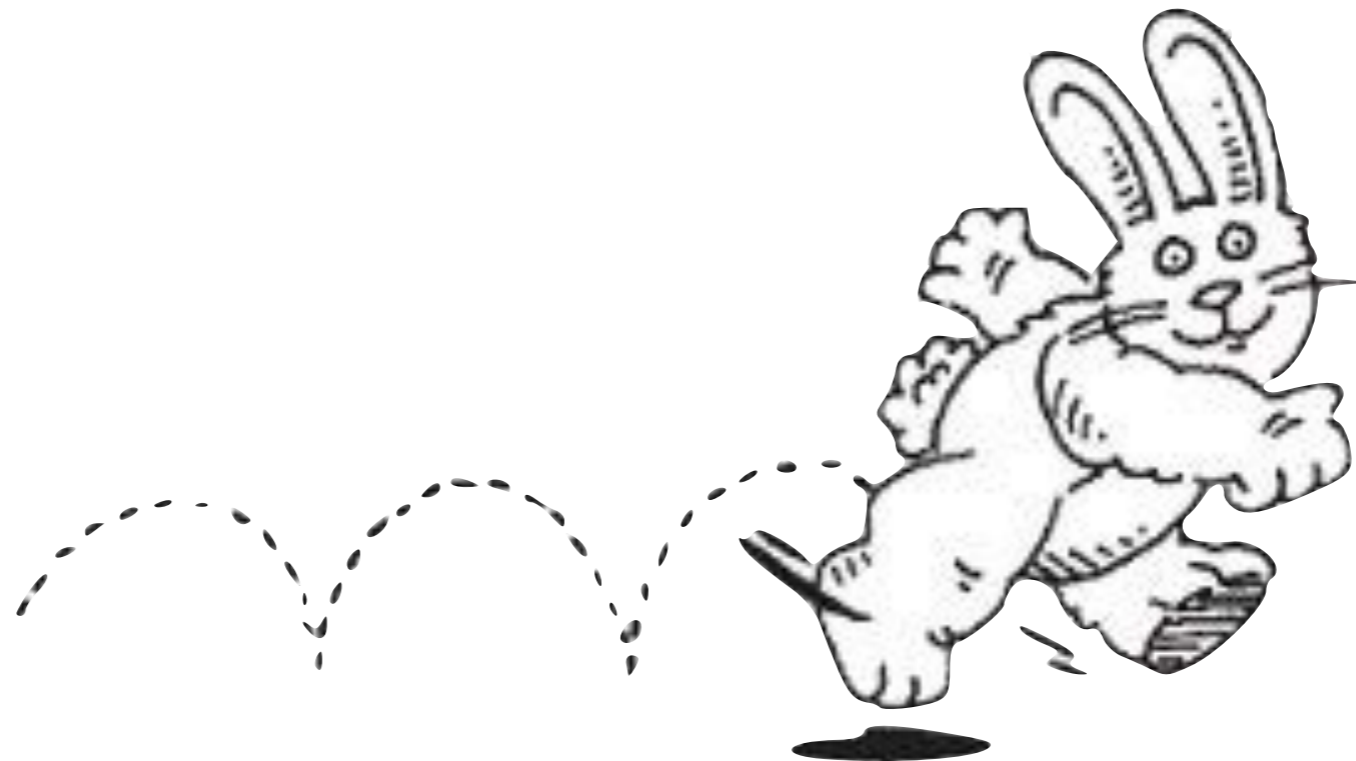
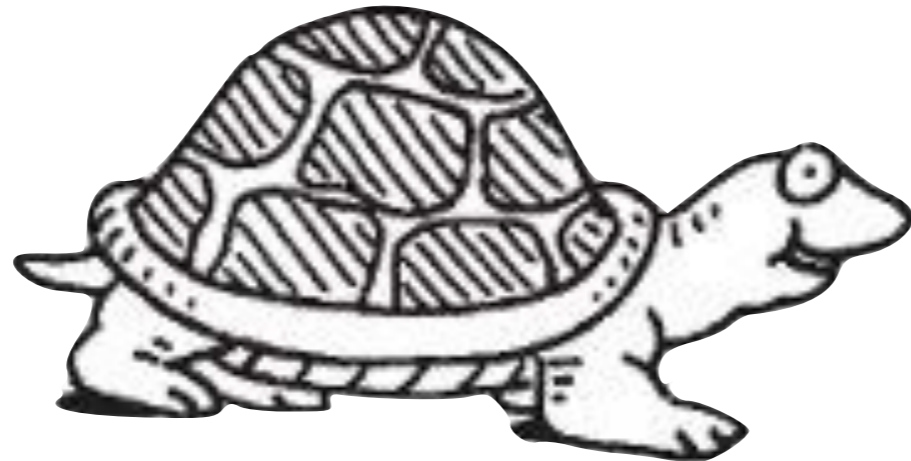
35000+

A top-down view of a wooden surface covered with a variety of fresh food items. In the top left, there are two whole fish. Next to them is a piece of raw meat. To the right are several sausages, two red bell peppers, and a bunch of potatoes. Further right are several onions and a pile of mushrooms. In the bottom left, there is a carton of brown eggs, a glass jar of white milk, and a block of yellow cheese. In the bottom center, there is a stack of sliced bread. To the right of the bread are two green apples, a pile of brown granola, a bundle of uncooked yellow spaghetti, and several whole carrots. In the bottom right corner, there are two red tomatoes.

227



Dual Process Theory



95-99%





Heuristieken/Biases



2

Waarom volgen we influencers?

Μαγιστοω λοιδεη με ιηηηεησεης;

Aandacht

Exposure & Clicks

Engagement

Invloed

Aandacht: Unity



We zijn geneigd ja te zeggen tegen mensen die zijn of handelen zoals wij

Wat is Unity?

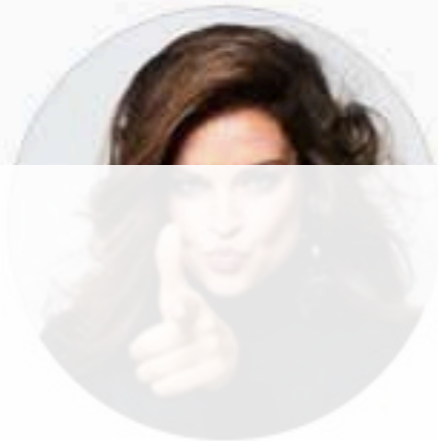


- Familiebanden
- Zelfde herkomst
- Religie
- Gezamenlijk doel
- Gezamenlijke beweging

A close-up photograph of a hand holding a coin, with a semi-transparent white banner overlaid across the center. The background is blurred, showing warm colors like red and orange.

Ander ritme: 19%

Zelfde ritme: 49%

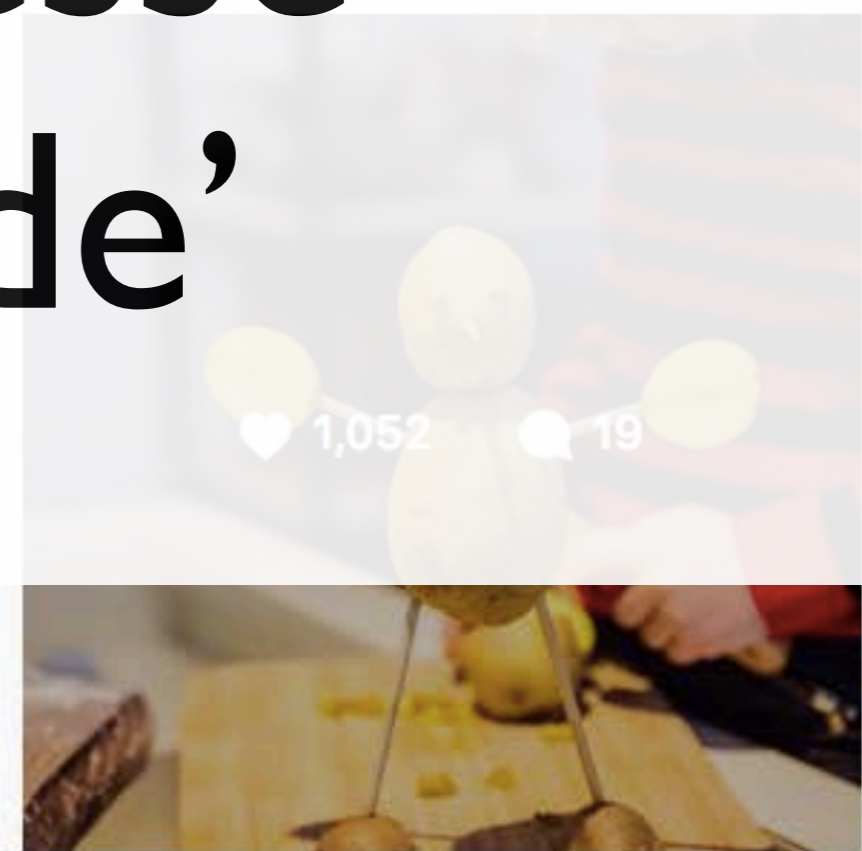
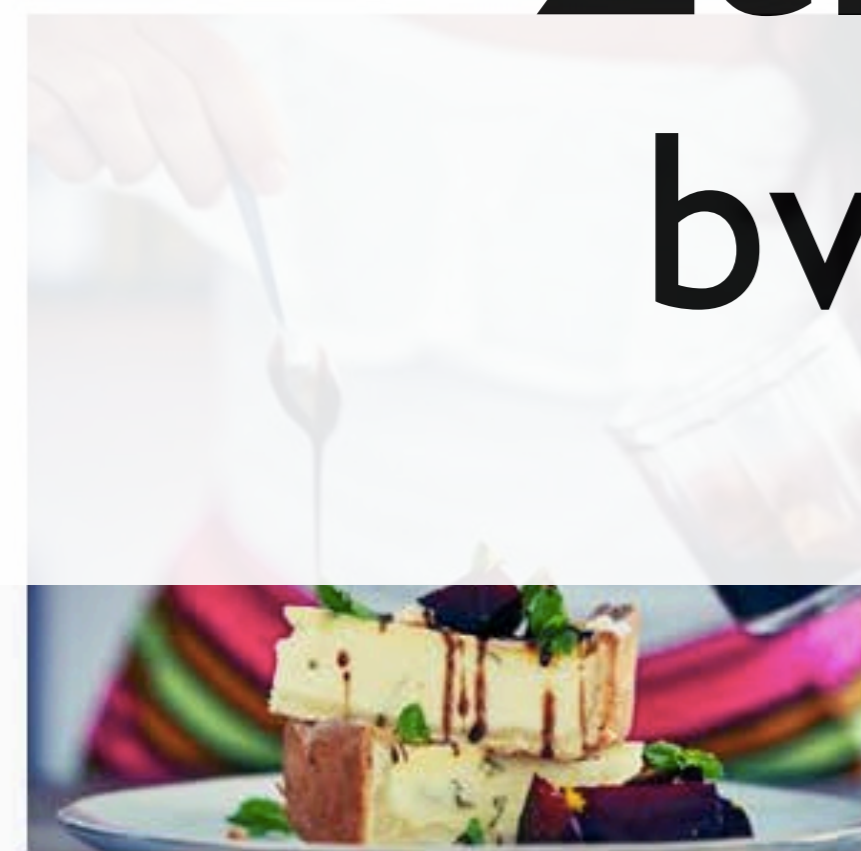


miljuschkka Following

2,708 posts 107k followers 1,920 following

Miljuschkka info@miljuschkka.com CHEESECAKEQUEEN 🧀 TV HOST&CHEF @RTL4 /@24KITCHEN • BOOKS : LEKKER/FOODTRUCKS/NEW BOOK STREETFOOD VIETNAM

Zelfde interesse by 'chocolade'



Clicks: Bandwagon effect



Als we zien dat anderen iets doen of vinden zijn we geneigd hetzelfde te doen



Meest effectief bij:



1. onzekerheid
2. unity

Bandwagon effect



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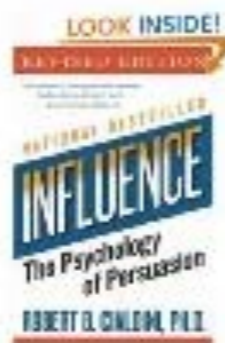
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★★★★★ (329)

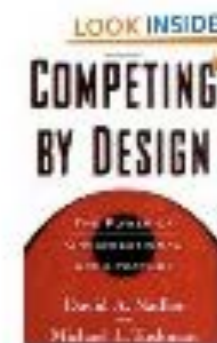
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[Competing by Design: The Power of Organizational...](#) by David Nadler

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This item: Influence: Science and Practice (5th Edition) by Robert B. Cialdini

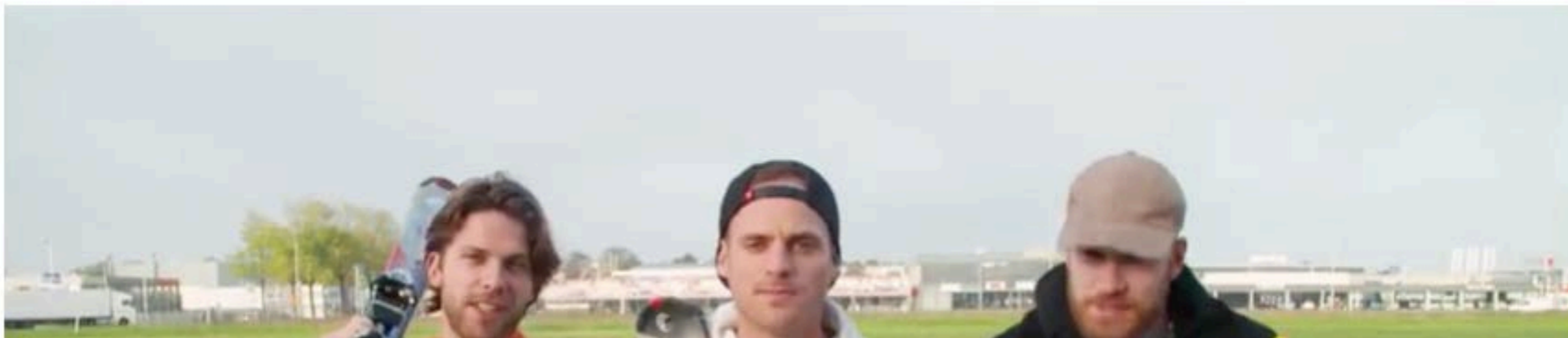


ABONNEREN 232K

Uploads ALLES AF SPELEN

ABONNEREN

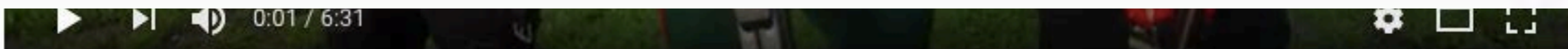




36K



552



#267: Skiën in een Bouwmarkt [OPDRACHT]

473.844 weergaven

36K

552

DELEN



StukTV ✓

Gepubliceerd op 22 nov. 2017

ABONNEREN 1,6 MLN.

Engagement: Wederkerigheid



Mensen proberen naar
evenredigheid te vergoeden
wat hen is gegeven

Hi Mischa,
Could you help
us by filling out
this survey for
me?

Thanks,
Robert

PERITI BIENNIAL BIOBIBLIOGRAPHIC SURVEY

Responses to Include Just Two Years, from JULY 2007 through JUNE 2009

3. TEACHING
Did you teach on campus? (Check if) Yes
Elsewhere? (Please list): _____

of students advised or mentored: *

4. UNIVERSITY SERVICE (if served): *

Committees / Groups: _____
Academic Senate _____
Department _____
Dean's Office _____
Admission _____
Other _____

5. OFFICE SERVICE (if served): *

Committees / Groups: _____
Office field _____
Editorial Appointments _____
Articles Reviewed _____
Book Reviews _____
Writes Research _____
Other Service _____
Professional _____

6. COMMUNITY SERVICE (if served): *

Local _____ State _____ National _____
Office held _____

7. PERSONAL NOTES *

Your average # of campus visits per week: _____
Are you more , or less or just as busy as you
were before retirement?
Any unusual interests or hobbies? _____

* Besides the numbers, explanatory details are optional
but very welcome if you care to include some in margins
or elaborate on your activities, concerns, or views on the
back of this sheet.
- MANY THANKS -

69%

Details (for any category): *

Influencers geven entertainment & informatie

5:19 / 12:03



Volgende



DIT WAS EEN GOED IDEE! - ENZOKNOL VLOG #1572

612.860 weergaven

35K

924

DELEN



EnzoKnol

Gepubliceerd op 26 nov. 2017

ABONNEREN 1,6 MLN.

Invloed: Autoriteit



Mensen zijn geneigd te doen
wat een legitieme en
geloofwaardige autoriteit zegt

Autoriteit



Wat is 'geloofwaardig'?



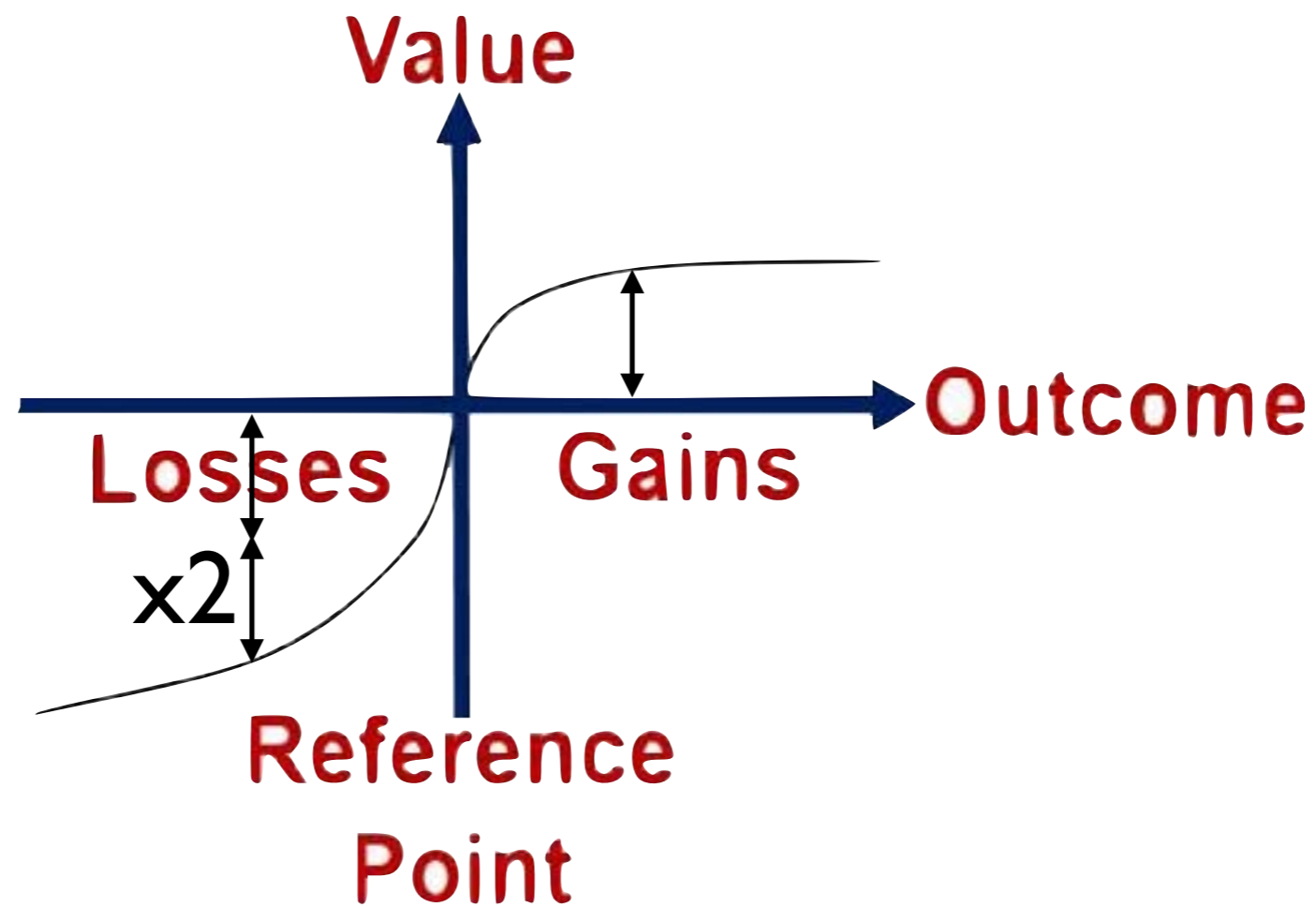
- ④ Moral Character (oa betrouwbaar, tolerant, integer)
- ④ Warm (aardig, vriendelijk, grootmoedig)
- ④ Competent (beloftes nakomen, doen wat hij/zij zegt te doen)

Wat is 'legitiem'?



- Ⓞ Niet te veel commerciële content (vertrouwen)
- Ⓞ Openheid over sponsoring
- Ⓞ HALO effect
- Ⓞ Wat anderen zeggen (ook mede influencers)

Invloed: Prospect Theory





Influencers helpen bij twijfelreductie



cynthiapuntnl • Following

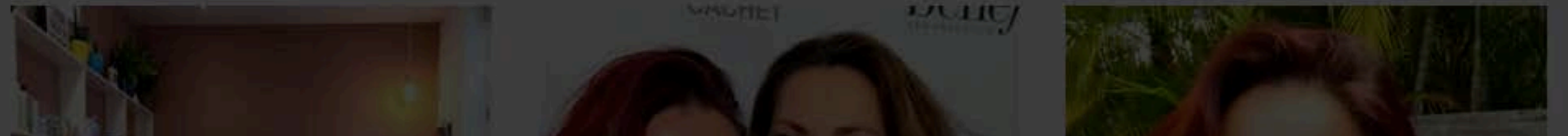
Op mijn blog staat nu een heel uitgebreid artikel over mijn wenkbrauwen-PMU! Inclusief een video van het proces, op verzoek. Ik vertel je er alles over en laat veel voor- en na foto's zien! link in bio! #mu #maner #mak #ha #kes #pe #maner #ma #e #o #gekregen #de #z #te #dra #g #i #k #o # #mak #up #o #p #de #a #f #o #t #o #, #m #a #r #n #i #k #s #t #o #e #g #e #v #o #e #g #d #i #n #m #i #j #n #w #e #n #k #b #r #a #u #w #e #n #n #a #t #u #r #l #i #j #k #! #A #l #l #e #v #o #r #e #n #n #a #f #o #t #o #s #o #o #k #z #o #n #d #e #r #m #a #k #e #u #p #z #i #e #i #n #d #e #n #a #t #u #r #l #i #j #k #! #a #l #l #e #v #o #r #e #n #n #a #f #o #t #o #s #o #o #k #z #o #n #d #e #r #m #a #k #e #u #p #z #i #e #i #n #d #e #n #a #t #u #r #l #i #j #k #!

kikenbun Over mijn wenkbrauwen twijfel ik

1,056 likes

OCTOBER 19

Add a comment...



Wrap-up



Aandacht



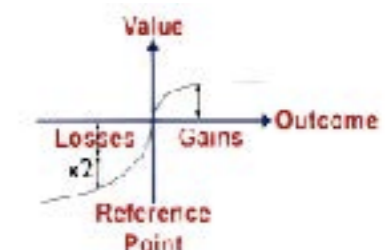
Exposure & Clicks

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Engagement



Invloed



Meer informatie



workshops, advies, begeleiding (CPO)

twitter @mischacoster
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facebook facebook.com/greymattersNL

BEED

mischa@greymatters.nl

<http://www.greymatters.nl>

<http://www.marketingfacts.nl/topic/psychologie>

The image shows a screenshot of the greymatters website. The top navigation bar includes 'Home', 'Mijn Store', 'Wisselen', and 'Over Greymatters'. The main content area features a photograph of a group of people in a meeting, with a 'Intervallie' button and a 'meer weten?' link. Below the photo is the text: 'Toegepaste psychologie – voor het gewenste effect.' and a paragraph of smaller text. To the right is a book cover for 'Zeg het met Emoji' by Mischa Coster, with the subtitle 'Overtuigen en beïnvloeden'. The cover is decorated with various emoji icons and a network diagram.