



FASHION INFLUENCERS

Italy (Milan, Florence, Rome)

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Method and Results

This report identifies influential fashion bloggers with a good follower base, in the cities Florence, Milan, and Rome. The report is made based on tweets and instagram posts collected during 3 weeks.

The influential fashion bloggers were to be used as targets for a marketing campaign in those three cities.

The keywords for retrieval were initially defined as follows:

Topic	Keywords		
	Mandatory	Optional	Not
Italy - 3 cities	abbigliamento	disinvolto casuale sportive	luxury lusso

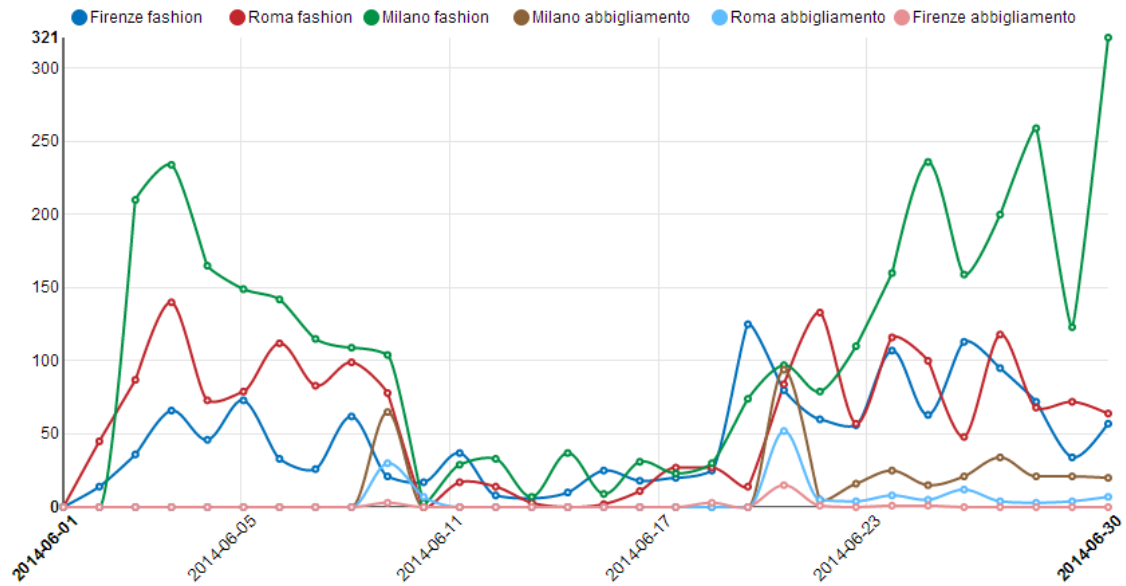
However, this did not reveal many messages in the short timeframe that was at hand.

Therefore, a different approach was chosen:

- Keywords reduced to just the mandatory "abbigliamento ". This would generate more results.
- On the other side, the search area was limited to the geolocation of those three cities, thereby ignoring any profile that does not have geolocation set properly. The radius of the geolocation that was used is shown in the maps below (pins on the map are purely indicative and do not resemble the actual result).

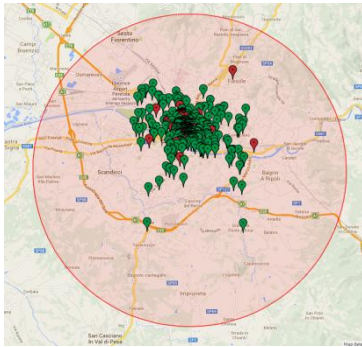


After evaluating the results, still the keyword "abbigliamento" was changed for "fashion" to give better results, as can be seen in the comparison graph below. The Y-Axis shows the number of tweets captured.

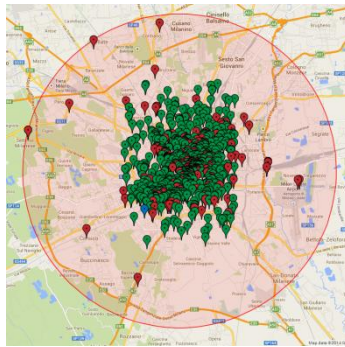


Final results (every pin represents a Tweet or Instagram post):

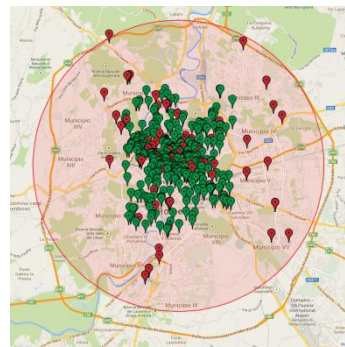
Florence



Milan



Rome



A final list of 500 profiles was provided. Three examples, one per city, are given here.

the baG girl
@carlaelmioblog
fashion blogger and bag addicted from Florence, Italy 3
📍 florence

Style Tao
@StyleTaoblog
Style Tao is a street style fashion blog, featuring the best street style, catwalk shots in Milano-Paris Fashion Weeks and Pitti Uomo / GQ Turkey, Vogue Italy
📍 Milan

Gianluca Grimaldi
@The_Gianx
📍 Italy,Rome

Conclusion: This method is very efficient for finding influencers in specific towns with general keywords.

Detailed list and statistics?

Log in to www.snalizzner.com with your username/password

You can download the full influencer list there.

Or

Contact us via rudj.jacob@social-3.com.