Abstract

This bachelor thesis focuses on the phenomenon of influencers on social media and their use in the area of the marketing communication of fashion brands. The purpose of this thesis is to explore the influencer marketing on Instagram. The first part of this thesis describes the theoretical foundations based of marketing communication and PR. The next part of this thesis focuses on the specific forms of influencer marketing on Instagram which are followed by the research of followers of selected influencers that explores the impact of branded content on Instagram.