

Influencers are impacting consumers' purchasing decisions more than ever before

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In a recent article I read, a woman explained how, after coming across an Instagram post of one of her favourite bloggers, she rushed to the stores in search for the very doormat she saw in the post. After searching high and low she eventually got hold of the doormat and felt compelled to share the news on social media.



Image source: [Memeburn](#)

So, not only did the blogger influence the woman's decision to buy the mat but she also got her to talk about it online, further contributing to the digital conversation around the product.

The fact that the influencer got her to get into her car and rush to the stores for something as boring as a doormat is remarkable. Another article discussed how beauty vloggers have become more influential and credible than top makeup artists. By having daily interaction and engagement with their fan base, these vloggers and bloggers have a significant influence on the purchasing decisions of their followers.

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