

Vortrag

Alexandra Palla

Entrepreneur, YouTuber & Blogger und Influencer-Marketing

Datum: Mittwoch, 28. November 2018

Zeit: 12:00-13:30 Uhr

Ort: WU Campus, Welthandelsplatz 1, 1020 Wien, im Raum [TC.4.01](#)

Influencer and Influencer Marketing: just a hype or a new reality?

Influencer in general and Influencer Marketing in particular *are on everyone's lips*. The hype surrounding this term does not seem to be slowing down. But how long will this trend last and what makes influencers so attractive?

In order to find answers, we decided to look around for experts. But who might actually be the best candidate to answer these kind of questions? Is that an influencer him-/herself or an innovative marketing expert seeking new trends, a business owner considering whether or not to use an influencer marketing in order to promote company's products or rather someone from an independent organization, like an interests association, setting the standards for influencer and all involved.

We feel extremely lucky to have found an expert, who combines all those roles in one and is ready to share her knowledge and experience with us.



[Alexandra Palla](#) is an Entrepreneur, You-Tuber & Blogger and Influencer Marketing expert since 2011. Her agency "Alexandra Palla" is specialized on ***Blogger Relations and Influencer Marketing*** services. As a founder & organiser of ***Austria Food Blog Award*** since 2012, she is trying hard to communicate and implement high quality standards in order both, the field and the profession itself, to become more professional. Last but not least, Alexandra is a small business owner of a fashion brand PALLA and experienced all advantages and disadvantages of influencer marketing for SMEs by her own.

As a student of ExInt Master Program as well as all students, including incoming students, of a course International Marketing (Dr. Viktoriya Zipper) are invited to attend our next ExInt Cercle Event, which will take place on the 28th of November, 12:00-13:30 in Room TC.4.01, WU Wien and discuss with us:

- The current developments of the influencer scene
- Are there differences by using influencer marketing as a MNU versus SME and which exactly?
- How significant is the impact of Influencer Marketing on internationalization process of SMEs?
- And of course, what about the daily routine of an influencer
 - How does it feel to be a “star”?
 - How many followers do you need in order to belong to the best of the best?
 - Is it rather a hobby or can one make a living of it?
 - Are the products, which influencer get from companies, considered as a part of a taxable income or as a gift and who controls it in which way?
 - Do Austrian influencers play any significant role internationally or at least within a German-speaking area?

Join us and use the opportunity to quiz out the expert!