Audience Theory

Ouidad posted this video and product tutorial of @iamluzkarolina post six days ago on IGTV, the post received 12,157 views and 25 comments. The video promoted three products: the "Advanced Climate Control Featherlight Styling Cream," the "Advanced Climate Control Heat and Humidity Gel," and the "Going Up! Volumizing Texture Spray." Overall the user engagement with the post on @ouidad was positive and generally indicated an interest in the products. Since the COVID-19 pandemic, Ouidad's Instagram account has not adjusted its content to speak to the current world news. However, they have reduced the amount of content produced on a week to week basis.

In this post, Ouidad is highlighting three of their products through influencer marketing. By resharing @iamluzkarolina post, @ouidad is utilizing the **social cognitive theory**. @iamluzkarolina has 2,084 followers and according to Phlanx she has a 10.34% engagement rate which is above the average .11% for social media hair benchmarks. By recognizing the model and nano-influencer (1,000-10,000 followers) Ouidad is hoping her consistently high engaged audience will be influenced to engage with their product and brand.

Additionally, the **user and gratification theory** are at work in this post because only a certain segment of their audience would stay to watch the 3 minute and 17-second video. Those who have curls like @iamluzkarolina or those who want to learn how to make their curls look like hers. Since audiences have so much power over the content, they choose to consume it is paramount that you catch their interest before the swipe on to the next piece of content on their feed.

I believe a combination of the **social cognitive theory** and the **user and gratification theory** makes this post more susceptible to a high volume of positive engagement from current and potential users in the Ouidad audience.

Ouidad could improve their engagement with their audience by participating in the comments section and creating a "Story Highlight" of tutorials from influencers with many different curl patterns.