

# How Emotional Storytelling in Social Media Content influences Advertising Effectiveness

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## **Abstract**

Despite the increasing use of Social Media Influencers (SMIs) as advertising tools, little is known about their effectiveness. By analysing the Instagram content produced by a successful SMI-owned female gymwear brand this study demonstrates which emotional personal narratives themes generate the highest levels of engagement and highlights the importance of SMI collaborations, purpose, and congruence between values and value of the personal and product brands.

**Keywords:** personal narratives, content characteristics, consumer engagement, Instagram, Social Media Influencers, collaborations, Oner Active, Krissy Cela