



# Blogs, Vlogs, and Beauty, Oh My!

The meteoric rise of beauty bloggers and vloggers is a shooting star that doesn't seem to be in danger of burning out. From industry staples, like Michelle Phan, to lesser known writers and video mavens making their mark one mascara swipe at a time, there's no denying that consumers are keen on beauty bloggers and vloggers. Like it or not, their sway over what brands consumers buy—or don't buy—is growing. But just how much influence do these new media voices have? Read on to find out.

**She's all ears (and eyes): the beauty blogger/vlogger has her attention**  
**39%** of women regularly read beauty blogs or watch beauty vlogs

## What they say matters

**64%** say the opinion of bloggers/vloggers is important in her decision to purchase beauty products

**Two thirds of women** see blogs and vlogs as an educational resource

**26%** make unplanned beauty purchases after watching a tutorial on YouTube!

## What she thinks of them

- **78%** say bloggers/vloggers are beauty enthusiasts, sharing their opinion
- **67%** say they are beauty consumers **just like me**
- **34%** see blogs as just another form of brand advertising
- **78%** believe bloggers/vloggers deliver **unbiased** reviews in their posts



## Women tune in to learn about...

- Tips and tutorials (88%)
- Info about new brands/products (74%)
- Coupons/specials (47%)
- Trends (39%)



## What she's doing on these sites

- **61%** read product reviews
- **60%** get advice, tips, or beauty insider secrets
- **57%** get samples/coupons, and to keep updated on new products
- **51%** participate in sweepstakes/promotions
- **42%** connect with other people/readers

## How bloggers/vloggers gain her trust, by...

- Watching blogger/vlogger actually use the product she's reviewing (81%)
- **Not loving everything reviewed!** (70%)

## Readers like supporting their favorite bloggers/vloggers

- **61%** will click-through a sponsored ad if they know the blogger/vlogger is getting paid for clicks vs going straight to the brand's website
- **68%** say NO to government monitoring of blogs (like traditional advertising)



## For those blogs that do disclose their fees

- **59%** say this disclosure affects the validity of the blogger's/vlogger's endorsement
- **41%** still believe what the blogger/vlogger says...even knowing they are paid
- **Less than 10%** say they feel negatively toward the brand sponsoring the blogger/vlogger

## Now let's talk pay for play...

- **54%** of women say the blogs/vlogs they follow disclose fees paid for reviews
- **25%** say the blogs/vlogs do not disclose fees
- The remainder aren't sure

## Ultimately, pay for play not a big issue for consumers

- Regardless of fee disclosures, **46%** say they'll still seek out claims and reviews from other women before purchasing
- **35%** say, "Good for the blogger/vlogger: everyone has to earn a living!"

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