

## INFLUENCER TRACKING

M A Y A A H M A D



**[Instagram: @themayaahmad](#)** (1.1M)

<https://www.instagram.com/themayaahmad/?hl=en>

**[YouTube: @Maya Ahmad](#)** (635K)

<https://www.youtube.com/channel/UCWbCLKYteMFTLrp4jSFI8Nw>

**[Twitter: @themayaahmad](#)** (5.7K)

<https://twitter.com/themayaahmad?lang=en>

**[Facebook](#)** (26K L)

<https://www.facebook.com/profile.php?id=100009126833733>

**Snapchat: @themayaahmad**

## Individual Assessment

Maya Ahmad is a Lebanese 25 year old beauty blogger whose looks are especially influential to Middle Eastern women. She's been on YouTube since 2013 and since then has become a renowned makeup artist with an enormous presence on social media. **Maya is active on Instagram (1.1M followers), Twitter (5.7K followers), YouTube (635K subscribers), Facebook (26k followers) and Snapchat.** The beauty guru generally has Middle Eastern women as her followers, both living in the Middle East and North America, specifically ones interested in travel and beauty and who speak Arabic. Maya regularly publishes travel content, glamorous makeup looks and tutorials and makeup tutorials of widely known Arab and Hollywood actresses. Maya also **looks Levantine/Middle Eastern.** With her trademark dark hair, brown eyes and fair skin, she's **good at making you embrace these features – of feeling exotic.**

First of all, Maya built a platform that teaches beauty enthusiasts techniques on how to *accentuate and embrace* their natural Middle Eastern features while still looking glamorous. What's interesting is I've been a follower of hers since 2014, when she had just a few thousand followers and subscribers. Despite being a little bit late to the makeup tutorial trend on YouTube, she was one of the first Middle Eastern women to film the videos *in Arabic* (specifically in the Lebanese dialect). Her trademark look has always revolved around her natural thick brows, which was a huge beauty trend that had just taken off at the time. This was game changing because a large majority of women of Middle Eastern descent grew up feeling embarrassed about their bushy brows and ended up thinning them out trying to fit in rather than embracing them as a facial frame. Second, Maya is soft-spoken, honest and likeable. Her makeup techniques are fun to watch, easy to replicate (she shows she cares for her different audiences, like mentioning dupes for more high-end products) and her authenticity shines through the content she shares. She's always shared a lot about her personal journey and openly discussed sensitive topics, including Q&A sessions, her acne journey, getting fillers (before it was a trend), graduating from a prestigious business program (yet choosing to focus on her passion) and working alongside very famous makeup artists in the Middle East (makeupbyBouba). Today, Maya is highly influential because she's built and established her credibility with her audience.

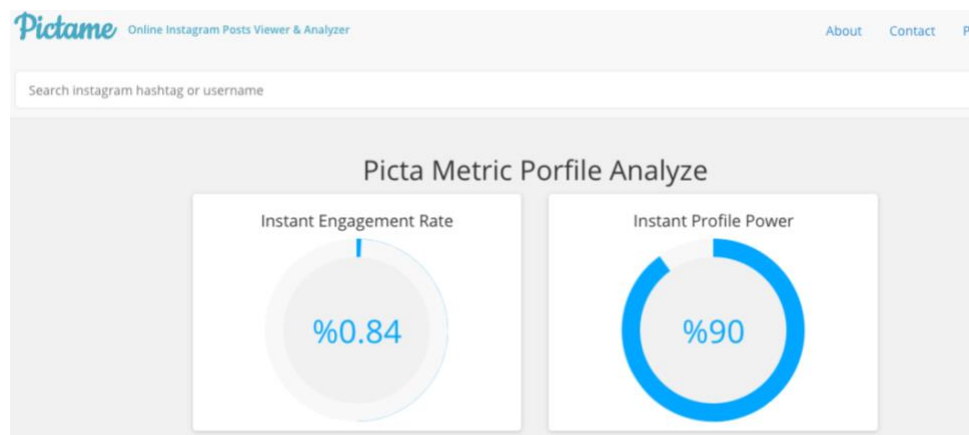


*Maya vlogging about getting fillers in her early 20s, back when it was considered taboo*

As her credentials grew and her name became more well-known, she began collaborating with the brands she mentioned and used in her YouTube content, including MAC, Pinky Goat, and Glossy Makeup, and eventually even Make Up For Ever.

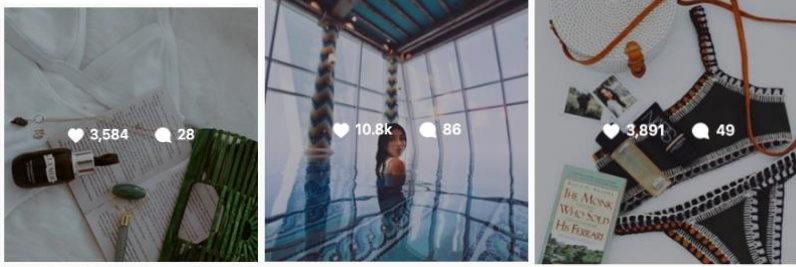
Her followers were highly influential because she used to ask them what kind of content they expected before she became anywhere near this influential. In a way, her audience dictated her route and had a say in the content she posted. This **mutually-beneficial relationship** played a vital role in her levels of engagement. They guided her towards the growth and branding on all her platforms. Eventually, as her following grew, she shifted her focus away from YouTube beauty tutorials to Instagram beauty and travel content. YouTube became more of a platform for look-specific content (celebrity-inspired looks) and collaborations with other YouTube channels. Her Instagram blew up and she began travel vlogging as she became a global figure, or “macro influencer.” Her young followers are still vital because their levels of engagement display which of her platforms are the most successful and lucrative, and where she should focus her content. She’s *always* focused her content on quality rather than quantity. In fact, she has even posted tutorials on how she takes pictures, how she edits them and to what extents she goes to create content she’s 100% satisfied with. The following are metrics regarding her level of engagement, amount of shares and likes.

## Instagram

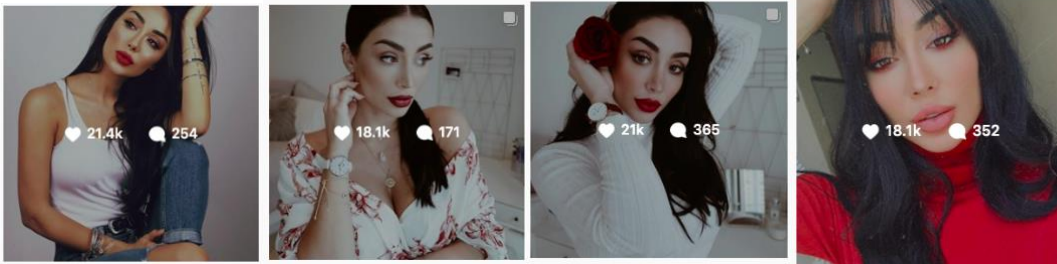


[https://www.pictame.com/user/themayaahmad/46771655/2129306982665161501\\_46771655](https://www.pictame.com/user/themayaahmad/46771655/2129306982665161501_46771655)

At below 1%, Maya’s engagement rate seems to be below the standard benchmark for an average/good engagement rate. Her engagement rates really differ depending on the type of post (next page shows the differences).

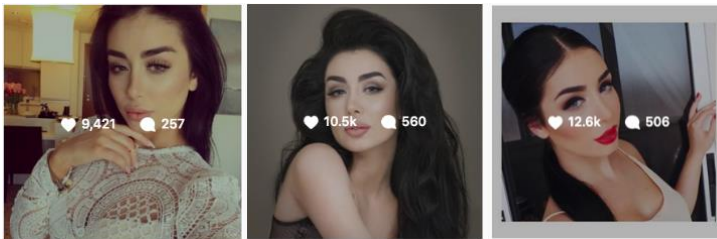


Sponsor/travel-related posts seem to have extremely low engagement rates.



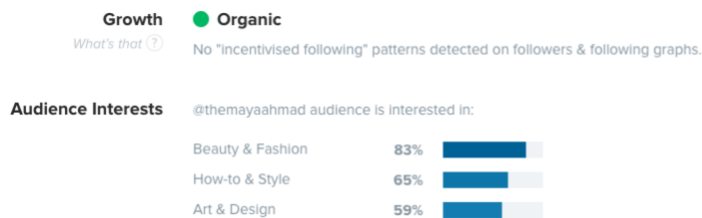
Beauty posts/close-ups of Maya are correlated with much higher engagement rates.

What I find particularly amusing is how little difference her engagement rates were before she gained so many followers and had so many sponsors. Here are some posts from over four years ago, before going viral (note the amount of comments – looking much more like “real” comments):



Results via [https://app.hypeauditor.com/youtube/maya\\_ahmad-UCWbCLKYteMFTLrp4jSFI8Nw](https://app.hypeauditor.com/youtube/maya_ahmad-UCWbCLKYteMFTLrp4jSFI8Nw) show similar stats:

Her growth pattern seems organic, her audience pretty authentic, and her engagement rate still seems low:



## Engagement

Compared to average values for similar accounts (by number of followers)

Avg Likes **9.1K**  
Avg Comments **180**

### Engagement Rate ● **0.78% Could be improved**

*What's that?* [?](#)

0.78% of audience like or comment the content, similar accounts receive 1.27% on average



### Audience Reachability ● **Average**

*What's that?* [?](#)

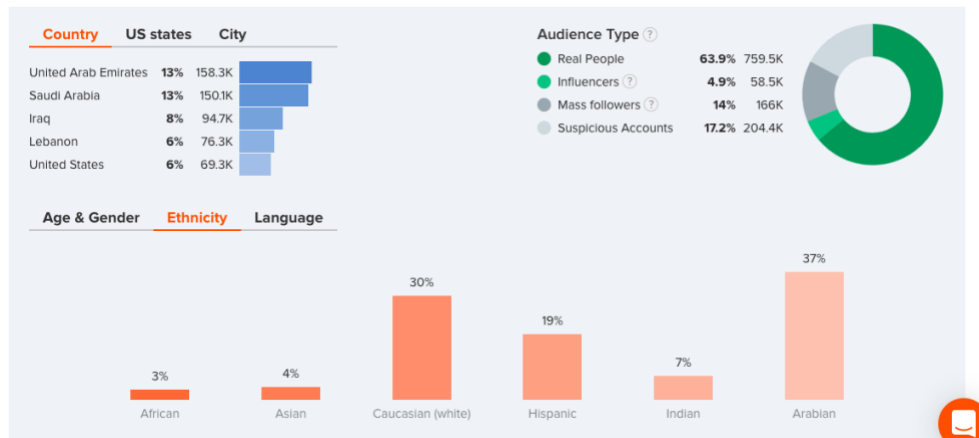
86% of audience have less than 1,500 followings, similar accounts have 88.9% in average

### Audience Authenticity ● **Average**

*What's that?* [?](#)

68.8% of audience look authentic, similar accounts have 72.8% of authentic audience on average

Maya's main audiences are mostly real people, Arab/Caucasian, living in Middle Eastern areas. Her like to comment ratio is also decent.

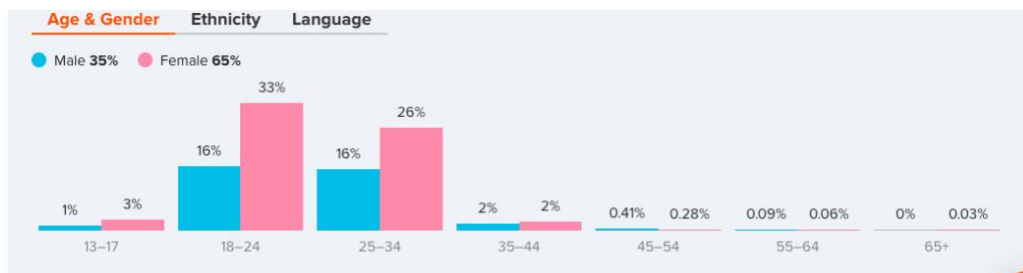


### Likes-Comment Ratio ● **Good**

*What's that?* [?](#)

@themayaahmad receives **2 comments** per 100 likes, similar accounts receive **1 comments** per 100 likes.

Maya's target audience is shown to be between the ages of 18-34, which comes to no surprise as to why she focuses on grown her Instagram and YouTube platforms, rather than Facebook, Twitter (more breaking news-related content), or Snapchat (not very effective for makeup tutorials, sponsored content or makeup look closeups – harder to get engagement rates on).



Maya doesn't post too often compared to other influencers of her size, which I've noticed, so I suspect that that's how she keeps her following strong – consistency and quality posts rather than quantity (doesn't want to make me unfollow). She does have quite a bit of sponsored content, though, but about average compared to other influencers. She keeps her travel content and tutorials for YouTube, and visual/design and sponsored beauty content for Instagram (effectively).

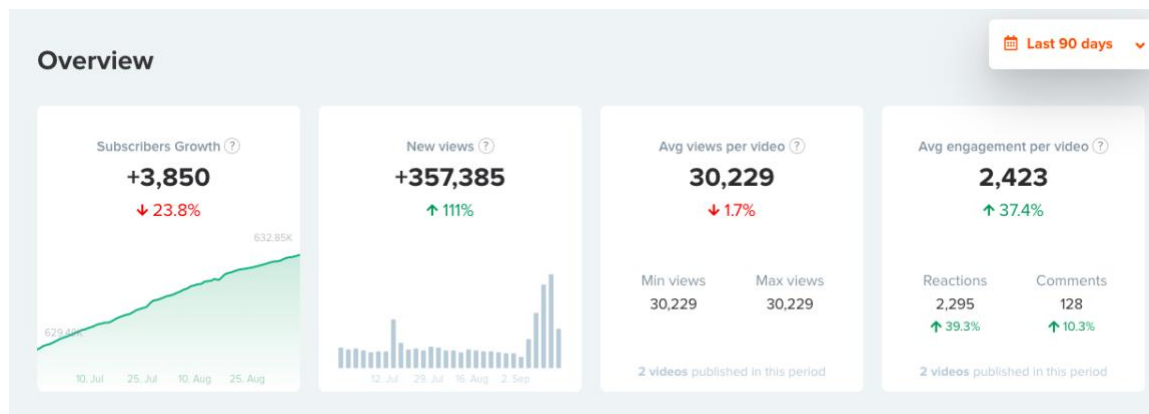
### Brand Mentions

Non-ad vs advertising posts for 180 days

- Advertising Performance** ● Normal  
*What's that?* @themayaahmad average ER is 0.78% and their advertisement posts average ER is 0.94%
- Post Frequency** ● Below Average  
*What's that?* @themayaahmad makes 5.35 post/week
- Advertising Post Frequency** ● Average  
*What's that?* @themayaahmad makes 2.65 ad post/week that's 50% of their content.
- Brand Mentions** ● 38 brands

### Youtube (second main platform)

[https://app.hypeauditor.com/youtube/maya\\_ahmad-UCWbCLKYteMFTLrp4jSFI8Nw](https://app.hypeauditor.com/youtube/maya_ahmad-UCWbCLKYteMFTLrp4jSFI8Nw)



<https://www.geeksmash.com/youtube-engagement-average-views-calculator/>

Maya's YouTube engagement rate seems pretty healthy considering her average likes per video, average comments, average views.

Channel Username or Id:    
Select Range:

makeupbymayaahmd



635,000 Subscribers  
130 Videos

- AVERAGE VIEWS PER VIDEO: 37,605
- AVERAGE ENGAGEMENT RATE: 6.22%
- ESTIMATED COST PER SPONSORED VIDEO: \$282
- ESTIMATED COST PER INTEGRATION: \$470
- ESTIMATED COST PER DEDICATED VIDEO: \$658

What I've noticed is that she gets much higher engagement rates when it relates to skincare (by far the most), followed by makeup tutorials/celebrity makeup tutorials, then her travel vlogs.

### Platform Assessment

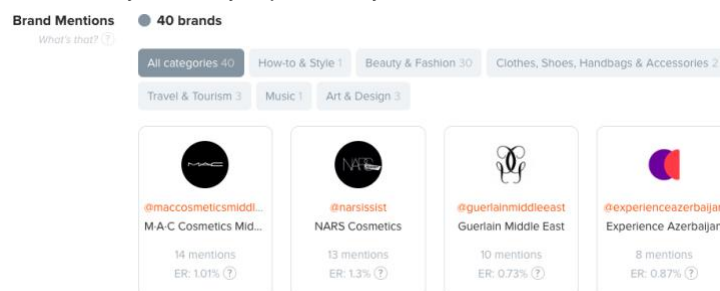
As mentioned earlier, Maya is active on Instagram, YouTube, Facebook, Twitter, Facebook and (barely) Snapchat. Maya is most active and effective on YouTube and Instagram. She is barely active on Twitter, which is probably due to the fact that it's catered more as a breaking news outlet than it is for visual appeal. Her Facebook is barely active, where she last posted in June, which is probably for the better considering she caters more to a younger audience. Her Snapchat is more private and low-maintenance. Maya is least active on Facebook and Snapchat and least effective on Twitter. It's clever that she focuses on YouTube content given her tutorial

fame, whereas she focuses sponsored content on Instagram because it's visually more appealing. Compared to other current viral beauty bloggers, she's built quite the platform because she has so many subscribers on two separate platforms. A platform Maya should be using is Pinterest. It's interesting when you take a look at the numbers – her most engaging posts are directly correlated with close ups of her face. Those same closeups she posts on Instagram have been shared *a lot* on Pinterest posts from third party users. I think she should be using Pinterest because that's where her *shared* content hits the jackpot. Using Pinterest can create additional traffic for her pages, increasing awareness and converts more browsers into buyers (since she posts a considerable amount of sponsored content). As one of the largest website traffic drivers in the world and has such high user engagement, Pinterest is a great opportunity for Maya to dive into considering her breathtaking selfies and travel content. It's arguably the greatest inspirational platform for the influencer and can add to her engagement rates.

### Business Assessment

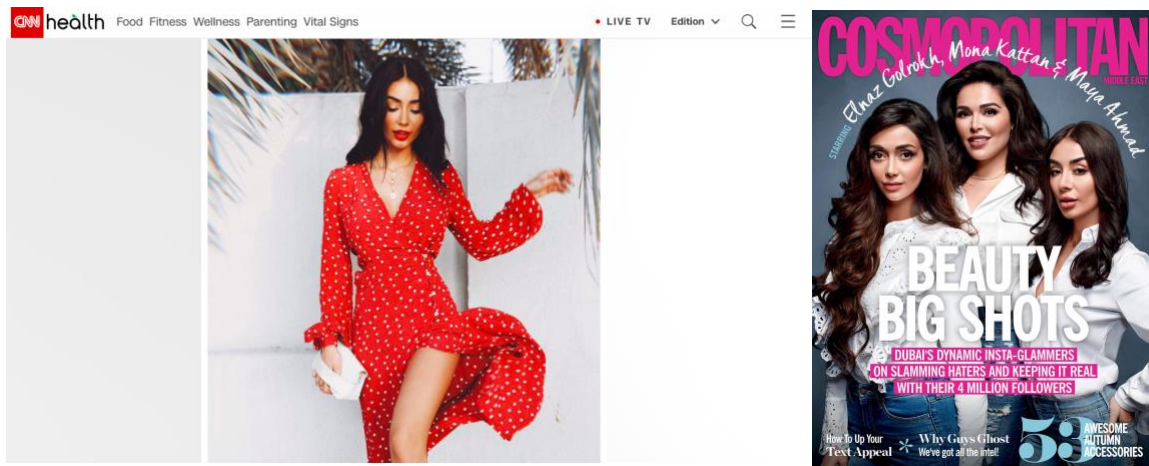
Based on the aforementioned, a business would want to engage with Maya because she understands what her brand is and where to place what post. Maya is a credible and trusted figure in the Middle East, and the fact that she's one of the few influencers that films her videos in Arabic really helps. After analyzing her platforms, Maya's PESO model is pretty strong in certain areas, specifically beauty and skincare (since it's still a very strong trend nowadays, especially skincare). A business would want to engage with Maya if they're in the beauty industry because she has decent engagement rates and holds a lot of credibility – and is one of the very few large influencers who speak in Arabic, which is a huge market.

**Paid:** In terms of paid content, Maya has been sponsored by *a lot* of brands. They are: Benefit Cosmetics (perfect because they focus on brows and that was her signature look to fame), Dior, Urban Decay, Make Up Forever, Maybelline Levant, Glossy Makeup, NYX Professional Makeup, NARS, MAC Middle East, Guerlain Middle East, Shiseido and Foreo (skincare), Pinky Goat (false eyelashes), Hairfinity (vitamins), Daniel Wellington (fashion), Experience Azerbaijan (travel), and so on. Needless to say, Maya's gained the attention of a lot of major brands and has established herself strongly in the beauty industry, specifically in the Middle East.





**Earned:** Maya has earned a *ton* of earned media, such as being featured on Velvet Magazine Dubai, a local lifestyle magazine (26k followers on Instagram). She was also featured on Cosmopolitan Middle East (61k on Instagram) alongside some of the most influential women in the beauty industry in the Middle East, and on All & About Qatar” as one of the nine beauty bloggers to follow on Instagram. She’s also been mentioned quite often in Arab media magazines, such as arabnews.com, Cult Beauty, Savoir Flair, Step Feed, and About Her as a Top 5 Beauty Influencer in the Middle East. She was also announced to be featured on a new E! Reality show called “My Fabulous M.E.” in Harper’s Bazaar Arabia in 2018. Most notably, Maya was mentioned was one of the Middle East’s top beauty influencers on CNN.com.



**Owned:** The only owned content Maya has is her social media accounts mentioned earlier – specifically Instagram (1.1M followers), YouTube (635K subscribers), Twitter (5.7K followers) and Facebook (26K likes but 1.3K followers). She holds very strong brand presence and understands how to use her platforms – her engagement rates are authentic and not too bad. From my analysis, Maya really grew her platforms by catering to what her audience asked for.

**Shared:** Maya has a lot of shared content on fan pages made by a younger audience base (her target audience) as well as on Pinterest, as mentioned earlier. On another note, Maya’s also been featured on other major YouTube channels catered towards the beauty industry in the Middle East, such as Backstage Beauty, Wow by Wojoo, Maybelline Levant’s “Makeup on the Way” challenge, and Loolia. I would categorize it as “shared” because she has creative freedom and the content is directly linked to her channel. Also, the content strengthens her credibility through a third party because she’s creating tutorials for a wider audience.

## Business Opportunities

Specific organizations that might want to engage with Maya are limited (since she's already teamed up with *so many* beauty and travel brands). The first one I would choose is **Phillips UAE** (Phillips DryCare Pro Hair Dryer Ionic BHD176 in particular, 2200 watt, AC motor, with diffuser).



There are a number of reasons why I picked the Phillips hair blow dryer in particular. First, Maya has filmed hair care tutorials and answered questions about how she keeps her hair so silky. She speaks about products in particular (L'Oreal shampoos), but doesn't mention any hair *tools* in particular, despite the fact that she's widely known for having a blown-out, sleek look. In her engagement on YouTube there are many questions asking about her hair products/ how she styles her hair. It's clearly a large market in the Middle East and is an area of opportunity that she hasn't touched. The fact that it comes with a diffuser makes it a styling tool as well. It fits into the Arabian culture and (the diffusers make it a good option for any hair type), the industry she targets (both beauty and travel) and the brand she's built. Second, the Phillips blow dryer is easy, widely accessible in all her target audience markets (Carrefour UAE and Middle East, as well as in North America) and affordable, which caters to her major audience. Finally, this blow dryer is marketed as ultra compact, ultra portable and incorporates advanced technologies. She gets the most engagement when she posts beauty-related close ups, and she's known for her dark, thick and luscious locks, so it makes sense to talk about a compact and well-trusted styling tool. It can also serve her YouTube channel; hair styling isn't something she's touched much upon, but when she does touch on it, she gets a lot of engagement.

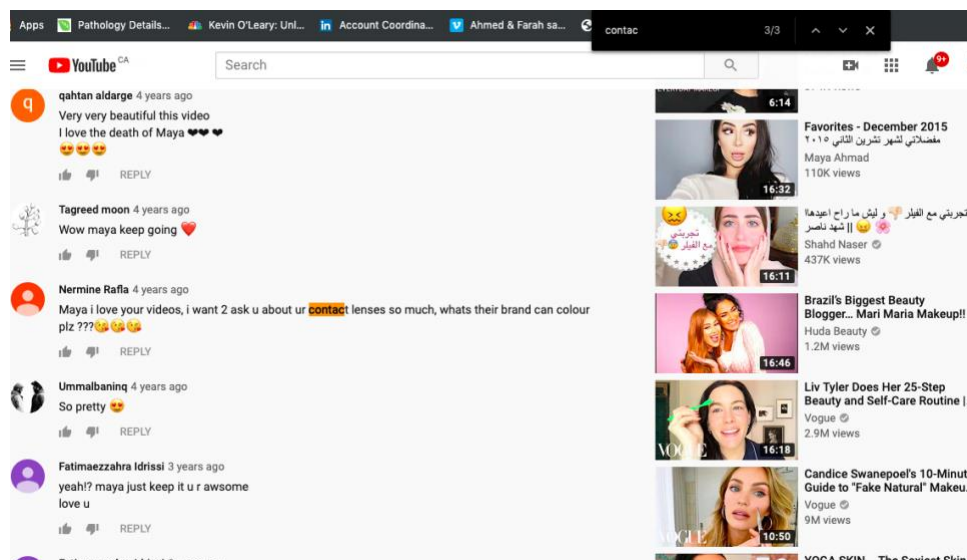


Almost 200K views in regards to hair and skin

The second brand I would align with Maya is **Lens.me**. Maya has shared that she loves their contacts lenses, but has openly admitted to using many other brands as well. Also, Lens.me is very popular and reputable in the Middle East and it's only accessible online; easy to ship and most people buy contact lenses online so it cuts consumption time significantly.



The reason I chose contact lenses is because despite Maya being known for her signature for dark doe-eyed look, a *lot* of her content is shown wearing coloured lenses, which has been widely shared on various platforms (especially Pinterest). Since she posts YouTube content recreating celebrity looks, she often recommends wearing lenses to finalize the look. Since a large portion of her audience seems to be quite young (specifically young Arab women aged 18-34), coloured lenses would be ideal because they're not too expensive and they're quite trendy in the Middle Eastern culture. Coloured lenses are a huge trend in the Middle East and have blown up with the beauty influencer trend. Also, many people ask her under her Instagram posts where she gets her contact lenses (more often than they ask about other makeup products she's wearing), so there seems to be a correlation with her lenses and engagement rates.



*Maya very often gets asked about her lenses in her comments*