Today, marketing through the use of social media influencers is a popular way to promote brands. Influencer marketing can be defined as “the practice that involves paying people with large social media followings to promote a product or service” [2]. As technology and social media continue to advance, it is not surprising to see a rise in this type of marketing approach. Some current studies have shown recommendations to implement influencer marketing while others have discussed the risks associated with using social media influencers. The use of influencers not only affects businesses, but also their customers. The literature reviewed for this study has neglected to show the brand growth acquired from using social media influencers in comparison to businesses that do not use this method. Thus, this study objective is to analyze the impact on businesses that use influencers to advertise their brand and compare these results with businesses that only use traditional marketing methods. Questionnaires will be used to gather quantitative data to examine the verifiable effect of social media influencers. It is predicted that quantitative data will show that there is still value in traditional methods of marketing despite the increasing use of influencers to advertise and promote brands.