

Activating Influencers:

How To Incorporate Influencers Into Your Digital Marketing



My Story: From Influencer to Social Media Strategist



What Defines An Influencer?

A Social Media Influencer is a user on social media who has established credibility in a specific industry. A social media influencer has access to a large audience and can persuade others by virtue of their authenticity and reach.

- Pixlee

Influencer Marketing Is More Prevalent Than Ever Before

- **84% of marketers** said they would launch at least one influencer campaign within the next twelve months (eMarketer)
- **71% of consumers** are more likely to make a purchase based on a social media reference (HubSpot)
- **55% of B2C companies** run ongoing influencer programs, compared with 15% of B2B companies (Altimeter Group)

The Growth of Social Media Has Resulted in Many Types of Influencers

Celebrities



Mega Influencers



Micro Influencers



Industry Influencers



Is Working With Influencers Right For Your Company?



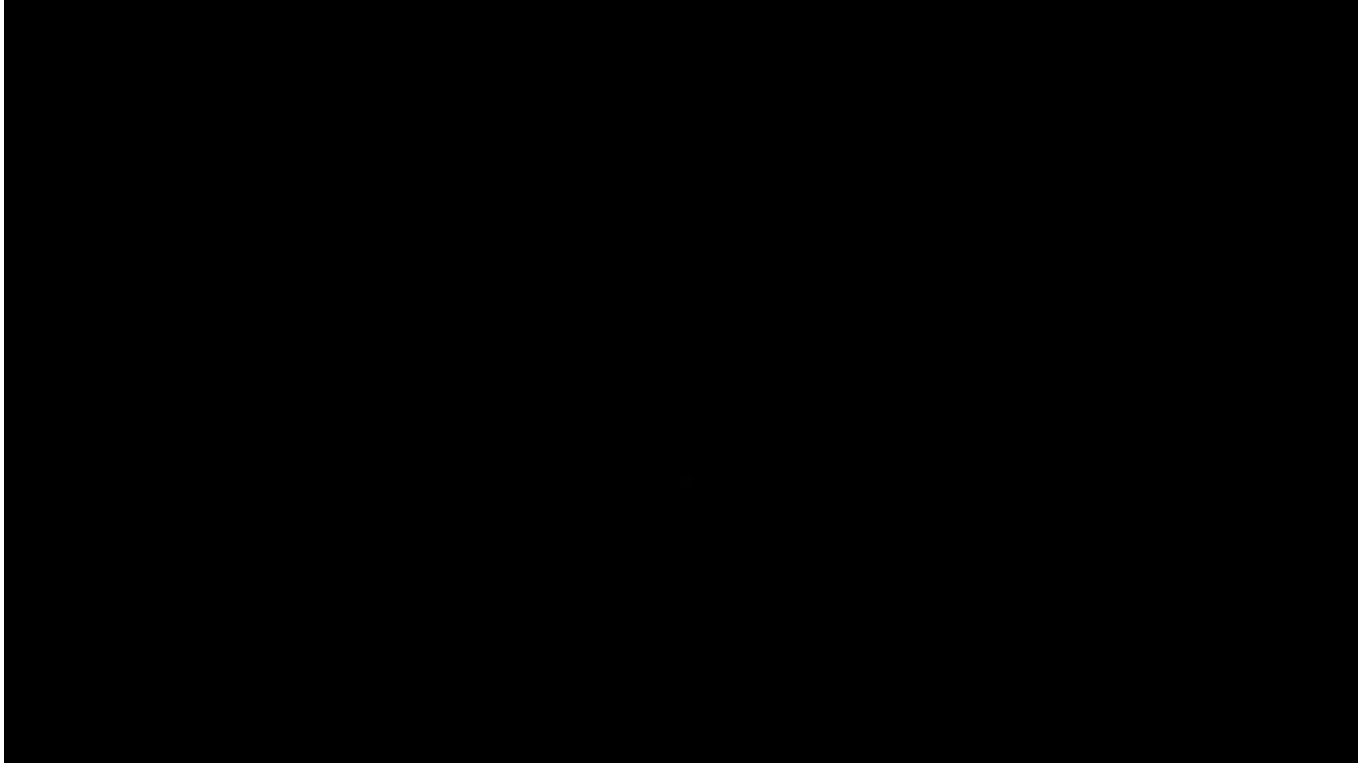
Example 1: Storytelling Around Products or Services



The Strategy

Leverage Instagram influencers to raise awareness with a new generation of buyer for Mercedes-Benz's new CLA, starting at \$29,900.

Mercedes-Benz: Take The Wheel



Mercedes-Benz: Take The Wheel

Link to video case study:

<https://vimeo.com/81342429>

Mercedes-Benz: Take The Wheel

The Results

- 87 Million+ organic Instagram impressions
- Social conversation was 90% net positive
- Record-breaking sales results
- Average buyer 10 years younger
- 76% buyers new to the brand
- 150 marketing assets for future campaigns

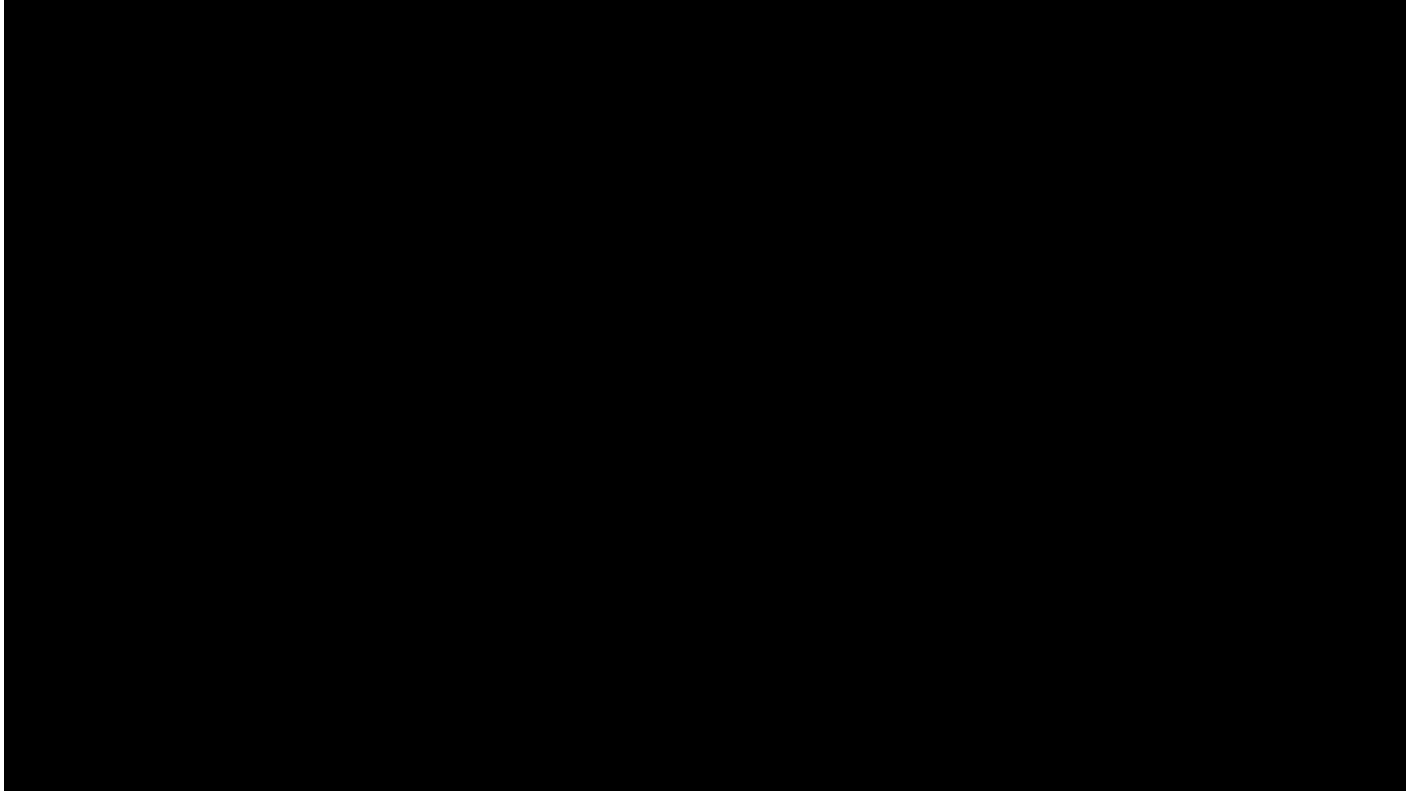


Example 2: Showcase Thought Leadership and Industry Expertise

Join our #CreditChat on Periscope every day at 3 p.m. ET. This week we'll chat about financial challenges that military families face.



Experian's #CreditChat



Experian Credit Chat

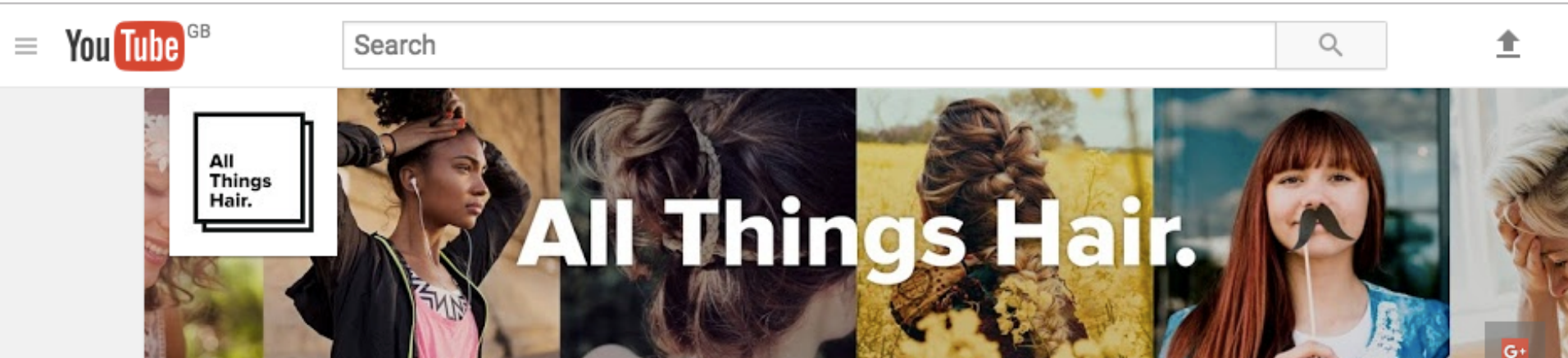
Link to video case study:

https://youtu.be/n7SzGLDslQs?list=PLLBhd7AgxEFU5JxpORV_Ph9LXrxgOVd70

Influential Thought Leaders Give Customers A Reason To Watch



Example 3: Product Demos and Trend Identification



Unilever's All Things Hair YouTube Channel



Unilever All Things Hair

Link to video case study:

<https://vimeo.com/96954626>



How Do You Get Started In Incorporating Influencers Into Your Marketing?

Define The Role & Strategy For Influencers In Your Marketing Program

Who are your target customers?

What is your customer buying journey?

What role can influencers play in the journey?

What programs, content can add value?

Identify Relevant Influencers For Your Company

Identification

- Google
- Blogs
- Social Networks
- Hashtags
- Direct Engagement
- Software Tools
- Influencer Agencies & Networks

Qualification

- Topics
- Types of Content
- Content Performance
- Content Frequency
- Brand Partnerships
- Affinity For Your Company

Outreach

- Get to know them
- Send a personalized email or DM
- Be specific on how you want to work together

Allocate Budget - But Think Creatively About How To Add Value

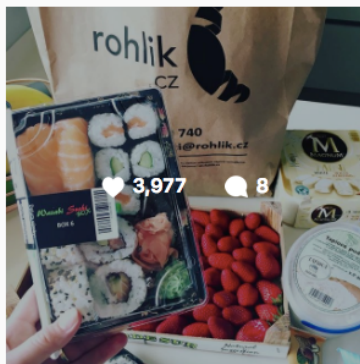
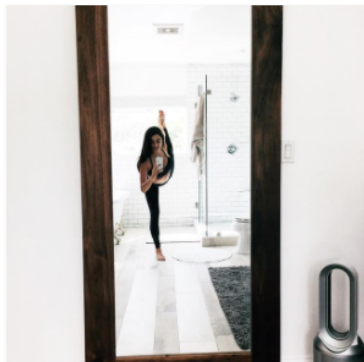
- Financial Compensation
- Shout Outs
- Discount or Giveaway
- Commission
- Exclusive Experiences



Have a Defined Brief – But Leave Room For Creativity

1. Who is the audience for this content?
2. What is the story & call to action behind this piece of content?
3. What background information can you share – product, FAQs?
4. What type of content would be most useful – blog post, video?
5. What links, hashtags, legal disclosures need to be included?
6. Where & when should the content be published?
7. How will success be measured?

Know The Rules - And Make Sure You're Compliant



The FTC's Endorsement Guides state that if there is a "material connection" between an endorser and the marketer of a product –that connection should be clearly and conspicuously disclosed.

Key Takeaways

- ❑ **Influencer Marketing Requires A Well-Defined Strategy**
- ❑ **Reach vs. Relevance – Target Influencers That Align With Your Customer Journey**
- ❑ **Creativity Matters – Structure Collaborations To Make An Influencer’s Talent Shine**
- ❑ **Set KPIs - But Embrace A Test and Learn Mindset To Ensure Long Term Success**
- ❑ **Stop Thinking Transactionally - Focus on Building Long-Term Relationships**

Thank You & Questions?
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