Setting Yourself Up For Success with Influencer Marketing in 2018

Presented by: Keely Nolan and Brennah Rosenthal
Introducing today’s speakers

Keely Nolan
Owner & Founder of Influence Inspired
Influencer Marketing Expert & Brand Strategist

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Owner & Founder of Great Escape Media
Focusing on Creative Brand Building Strategy & Productions
Incorporating Influencer Marketing into your Marketing Mix
Why businesses turn to influencer marketing

- Creating authentic branded content: 89%
- Drive engagement with my brand: 77%
- Drive traffic to my website: 56%
- Generate content cost-effectively: 43%
- Reach audiences who don't trust ads: 40%
- Generate authentic product reviews: 36%
- Drive product sales: 34%
- Capture email addresses: 9%
- Other: 7%
Influencer results along the customer journey

<table>
<thead>
<tr>
<th>Goals:</th>
<th>Awareness</th>
<th>Consideration</th>
<th>Preference</th>
<th>Purchase</th>
<th>Loyalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key metric 1:</td>
<td>Reach</td>
<td>Likes/Follows</td>
<td>Shares</td>
<td>Traffic</td>
<td>Referrals</td>
</tr>
<tr>
<td>Key metric 2:</td>
<td>Views</td>
<td>Comments</td>
<td>Positive mentions</td>
<td>Conversions</td>
<td>User generated content</td>
</tr>
</tbody>
</table>
Integrating influencers into other marketing efforts

● Have some place online for people to visit and take action
  ○ Capture email addresses
  ○ Offer coupons
  ○ Create interactive landing pages

● Leverage influencer marketing in your email marketing strategy
  ○ Emails are gold

● Ensure your brand already has a social media presence
  ○ Influencers should not be a substitute, they are also more likely to work with a visible brand
Have a place to convert your traffic

GET 10% OFF
When you enter your email below.

Enter Email

VIEW MY CODE

No thanks, not for me.
## Is influencer marketing right for my business?

<table>
<thead>
<tr>
<th>B2C:</th>
<th>B2B:</th>
<th>Top Performing Verticals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pros:</strong></td>
<td><strong>Pros:</strong></td>
<td><strong>Food</strong></td>
</tr>
<tr>
<td>- Reusable content</td>
<td>- Reusable content</td>
<td><strong>Fashion</strong></td>
</tr>
<tr>
<td>- Brand awareness and engagement</td>
<td>- Brand awareness and engagement</td>
<td><strong>Travel</strong></td>
</tr>
<tr>
<td>- Direct conversions and sales</td>
<td>- Thought leadership</td>
<td><strong>Outdoors</strong></td>
</tr>
<tr>
<td><strong>Cons:</strong></td>
<td><strong>Cons:</strong></td>
<td><strong>DIY</strong></td>
</tr>
<tr>
<td>- Competing for attention</td>
<td>- Difficult to scale</td>
<td><strong>Beauty</strong></td>
</tr>
<tr>
<td>- Expenses</td>
<td>- Proving ROI</td>
<td><strong>Fitness</strong></td>
</tr>
</tbody>
</table>
Determining the right influencer category

- **Celebrities**: Reach and Recognition
- **Creatives**: Content and Ideas
- **Thought Leaders**: Credibility and Resonance
- **Advocates & Loyalists**: Authenticity and Relevance
Planning your Influencer Program
What you need to know up front...

- **Your Goals and KPIs**
  - What are your key business objectives?
  - What are your marketing goals?
  - How will your influencer marketing program support the above?
  - How will you track and measure the success of your influencer marketing program?

- **Program Deliverables**
  - What content will be created?
  - How will the content be repurposed?
  - Is this part of a campaign or an ongoing effort?
  - Is this supporting a particular brand or product?
  - Who is your target audience?

- **Logistics**
  - What is the program budget?
  - Who is responsible for the program’s output?
  - What is the program timeline?
  - What tools do you need?
# Measuring content & influence

### Interactions
- **3,291** Actions from Apr 06 - Apr 12

### Profile Visits
- **2,618** in the last 7 days

### Website Clicks
- **630** in the last 7 days

### Emails
- **3** in the last 7 days

### Get Directions
- **40** in the last 7 days

This is where you’ll see how many actions were taken on your profile and posts this week.

## All Website Data

### Audience

**Overview**
- **All Traffic**

### Acquisition
- **1,483** Users
  - **26.41%** of Total
  - **1,261** New Users
  - **1,644** Sessions
  - **51.16%** Bounce Rate
  - **51.90%** Avg for View: 4 min 4 sec
  - **3.10** Avg Session Duration
  - **00:01:38** Ecommerce Conversion Rate

<table>
<thead>
<tr>
<th>Source</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Avg for View:</th>
<th>Avg Session Duration</th>
<th>Ecommerce Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. wrold.com</td>
<td>315 (21.10%)</td>
<td>312 (24.24%)</td>
<td>331 (20.73%)</td>
<td>71.90%</td>
<td>1.91</td>
<td>00:01:03</td>
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<td>2. instagram.com</td>
<td>301 (20.16%)</td>
<td>261 (20.70%)</td>
<td>325 (19.77%)</td>
<td>34.46%</td>
<td>4.09</td>
<td>00:01:47</td>
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<td>3. linstagram.com</td>
<td>150 (10.99%)</td>
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<td>137 (8.33%)</td>
<td>60.58%</td>
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<td>4. gearpatrol.com</td>
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<td>120 (9.52%)</td>
<td>137 (8.33%)</td>
<td>32.02%</td>
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<tr>
<td>5. m.facebook.com</td>
<td>112 (7.50%)</td>
<td>46 (3.45%)</td>
<td>141 (8.58%)</td>
<td>32.02%</td>
<td>4.16</td>
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<tr>
<td>6. design-milk.com</td>
<td>84 (5.63%)</td>
<td>66 (6.63%)</td>
<td>93 (5.66%)</td>
<td>78.49%</td>
<td>2.04</td>
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<tr>
<td>7. lfacebook.com</td>
<td>83 (5.56%)</td>
<td>71 (5.02%)</td>
<td>87 (5.29%)</td>
<td>79.31%</td>
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<td>8. facebook.com</td>
<td>58 (3.88%)</td>
<td>24 (1.76%)</td>
<td>76 (4.62%)</td>
<td>23.68%</td>
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<td>9. denverite.com</td>
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<td>65 (3.95%)</td>
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<tr>
<td>10. reddit.com</td>
<td>25 (1.67%)</td>
<td>24 (1.76%)</td>
<td>26 (1.58%)</td>
<td>76.92%</td>
<td>1.65</td>
<td>00:09:37</td>
<td>0.00%</td>
</tr>
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Working with influencers as affiliates

- Offer influencers commission based payments that are directly correlated with their posts
- This is usually where you see links in people’s profiles (bit.ly) and they are getting directly paid for their impact
- It’s not the right fit for everyone. Requires influencer to have digital marketing and technical knowledge
Identifying Your Influencers
Components of an ideal influencer

- Authentic following and engagement
- Reaches your target audience in a relevant way
- Similar brand look, feel, and mission
- Quality content
- Appropriate post cadence
- Not an ambassador for your competitors
- Meets any necessary demographic criteria
How to find influencers

- Start with your friends
- Look at your customer base
- Know who your audience follows
- Do brand relevant research
- Attend the right events
- Use a social listening tool
- Ask for applicants or referrals
- Use an agency, influencer marketing platform, or influencer network
FIELD AGENTS = THE PEOPLE WITH A #RIMBY SPIRIT
Seek brand relevant influencers...
Work with professionals...

♥ 4,291 likes

letthelordbewithyou Here you go, at 4pm est, write the below.
Caption:
Keeping up with the summer workout routine with my morning @booteauk protein shake!
Set them on the path to succeed
Match made in heaven!
Influencer Outreach and Recruitment
Influencer outreach best practices

- Start with an introductory email/conversation to feel out the potential for a partnership before diving into details
- Find out how your influencer would be incentivized to work with you
  - Providing value for their audience
  - A chance to represent your brand
  - Attending an event
  - Receiving a product, service, or discount
  - Compensation
- Provide enough information to ensure an effective collaboration but not too much to create inauthentic content
- Create a contract when necessary
- Ask for/provide feedback once a campaign is complete and say thank you
- Keep in touch
Offer the right incentive... and get creative!

Run a photo challenge

Create an unforgettable experience
Sample Influencer Brief
We want to partner with you!

We not only love to share delicious food with our customers but it is our goal this year to spread education around the health benefits of the ingredients we use.

Research shows that many consumers feel ‘being healthy’ is expensive and we want to work with thought leaders like yourself to not only spread the word about our cupcakes but to help us show consumers that healthy lifestyles are accessible.
Introducing Carrots and Cupcakes

Our delicious cupcakes are made from natural, locally sourced ingredients and guess what... all ingredients are vegetable-based!

Wondering how you will get that extra serving of vegetables today? Eat a cupcake!

Our cupcakes are made from beets, carrots, and lentil flour. These ingredients make you feel better about yourself and the environment.

We are based out of Boulder, Colorado but you can find our products in any Whole Foods store!
Carrots and Cupcakes Ambassador Program

What you will receive:

- A yearly supply of cupcakes with one box of featured cupcakes each month
- Carrots and Cupcakes swag such as totes, hats, and chapstick
- Featured content on our website and social channels

What you will provide:

- Weekly health tips sponsored by Carrots and Cupcakes
- One blog post per month featuring a Carrots and Cupcakes product, inspired recipe, and content theme from the next slide
- One video featuring a Carrots and Cupcakes event
- One Pinterest board with your Carrots and Cupcakes content pinned to the board
Content Calendar

**August**
End of summer party planning

**September**
Back to school treats for kids

**October**
Healthy Halloween ideas

**November**
Thanksgiving desserts

**December**
Healthy holiday hacks and ingredient swaps
# Ambassador Program Timeline

Thank you for partnering with us!

**Before you post:**
- Review this brief
- Sign the ambassador agreement
- Supply your shipping address
- Receive and experience our products!

**When you post:**
- Include images of the product
- Follow the content calendar prompt for the monthly blog post
- Direct your audience to our website
- Tag @carrotsncupcakes in any content and include #veggiecupcakes #ad

**After you post:**
- Please send post performance and feedback
- Please share content links, your # of followers/subscribers, # of post views/impressions, # of engagements (comments, likes, shares, etc), and any feedback you have.
- Keep in touch!
A quick note on disclosure...

Please clearly and conspicuously include the following disclaimers to let your audience know you have been provided product by Carrots and Cupcakes:

- Blog Posts/Video: **Product provided by Carrots and Cupcakes, all thoughts and opinions are entirely my own.**
- All other social media shares: Include **#ad or #sponsored**
Thank you!

Please contact keely@cupcakesncarrots.com with any questions.
Mood board template

Photo Mood Board: Location / People
Creating the right content

5 Things Every New Mother Needs

1.

2.

3.

4. DulcoEase Pina Stool Softener

5. The Nerd's Wife

A GREAT PIECE OF CONTENT

TARGET AUDIENCE NEED/WANT

BRAND'S STORY

INFLUENCER'S POINT OF VIEW
How to use influencer content

- Website/social channels
- Email/CRM
- Digital ads/paid media
- Print/packaging
Questions?