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BY HILTON

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# How to identify influencers **who actually make sense** for your brand

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# IDENTIFYING INFLUENCERS

- **Corporate Soul Searching**

- What's your brand's personality? Who is your core customer? Which social channel is your target audience on most often? What are the goals of your program? What does success look like?

- **Search and Cyber-Stalk**

- Search like you're working for the NSA. Really get to know who you're getting into a relationship with, just short of conducting a background check.

- **Connect the Dots**

- Find the natural connection between your brand and the influencer, beyond their aesthetic.

Taking your influencer  
relationship from  
**“one-night stand”** to  
**“going to the chapel”**



# TASTE OF WALDORF ASTORIA



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Waldorf Astoria Park...

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tarasgroi Who will win this years challenge? Executive Chef Ryker Brown of @WaldorfParkCity & @beardfoundation's Rising Star Alex Bois @boisfirebread worked hard yesterday to create their iconic dish entry for this year's #TasteofWaldorf

erikbruneryang It's back!

biannadaley You have an awesome life woman! #winning

chefjj @tarasgroi dope. #alexi got skills  
explorerfoodie Nice! where was it? :)



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# LONG-TERM INFLUENCERS

- **Crystal Clear Ask**

- Set out specific deliverables (number of tweets, posts, deadlines, etc.), and secure an agreement – in writing – from the influencer well beforehand.

- **Be Responsive and Engaging**

- Answer your phone, reply to email, text back, respond to Whatsapp messages, etc.
- Comment on photos, send Instagram messages. But do so judiciously.

- **Don't be a Helicopter PR Person**

- Give them the creative freedom to produce the content they know is the most appropriate for their audiences and will receive the most engagement.