

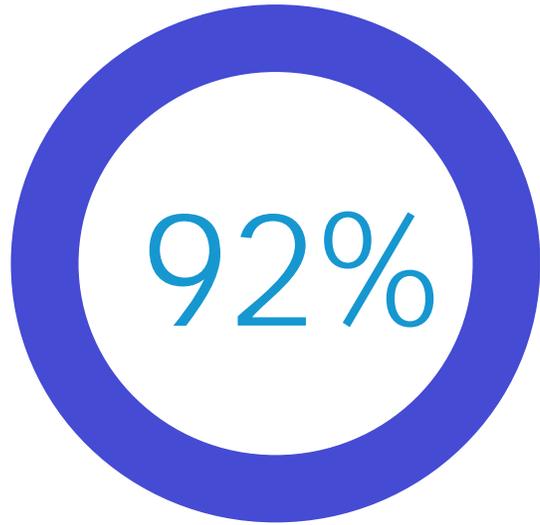


DISCOVER LOS ANGELES

Influencer Marketing: Seek Out and Build Rapport with Brand Ambassadors

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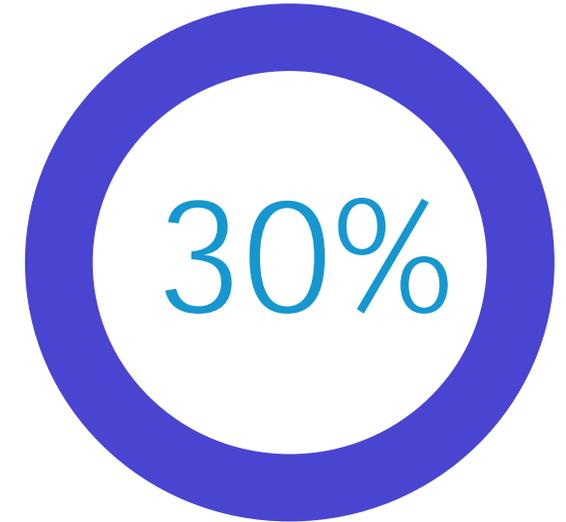
THE EFFECT OF INFLUENCE



92% of consumers trust user generated content and word-of-mouth more than traditional advertising.



Influencer marketing campaigns drive 16x more engagement than paid or owned media.



Consumers under the age of 32 spend 30% of their social media time digesting user generated content.

*Source: Nielsen's Global Trust in Advertising, SocialMediaToday (Dobkin) & Ipsos MediaCT's Social Influence

TYPES OF INFLUENCERS

1. *Trendsetters* – the early adopters [Social/Bloggers]
2. *Aggregators* – information gatherers/disseminators [@discoverLA]
3. *Recommenders* – suggesting what you should do [@discoverLA/Social/Bloggers]
4. *Persuaders* – those that tell you what you must do [TripAdvisor]
5. *Negotiators* – deciding how and how much [OTAs]



WHO ARE TODAY'S INFLUENCERS?

From bloggers to industry experts, today's influencers are content creators with the power to inspire consumers on multiple channels.



Julie Sarinana
Lifestyle Blogger
@sincerelyjules
4.3m followers
Instagram



Pete Halvorsen
Photographer
@petehalvorsen
183k followers
Instagram



Stacey Sun
Director, dineL.A.
@thestaceysun
20k followers
Instagram



Mariano di Vaio
Model
@marianodivaio
5.3m followers
Instagram

TWO DIFFERENT INFLUENCERS



sweatengine

Follow



1,986 posts

174k followers

151 following

Kevin Lu Creative director • Travel+Leisure ambassador • I make squares with my iPhone • 📍 New York, NY frametasy.com



effortlyss



Follow



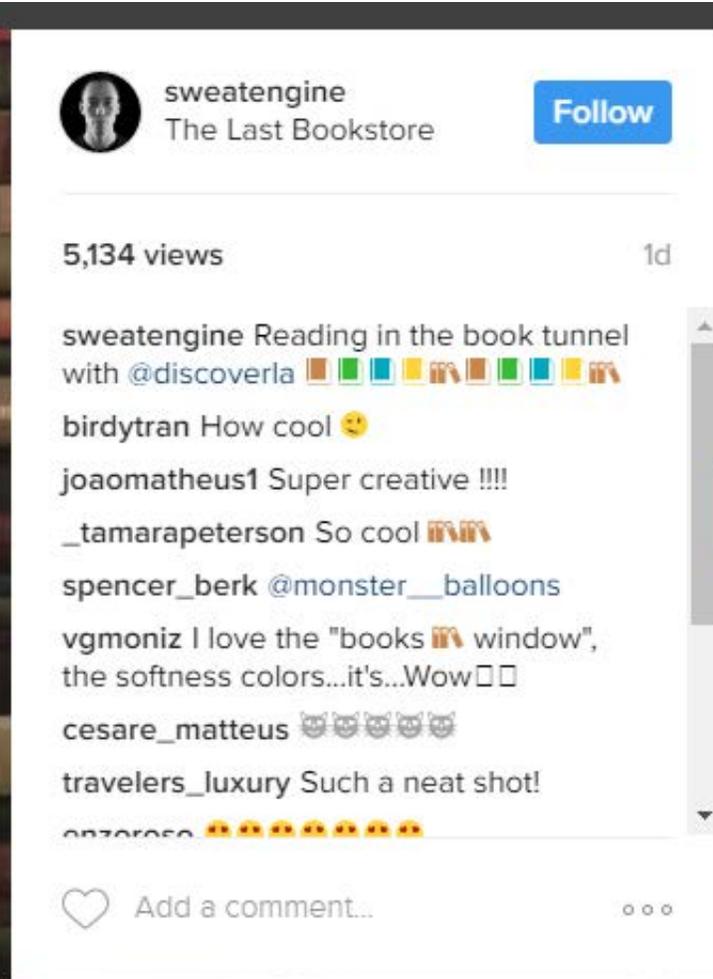
1,149 posts

1.2m followers

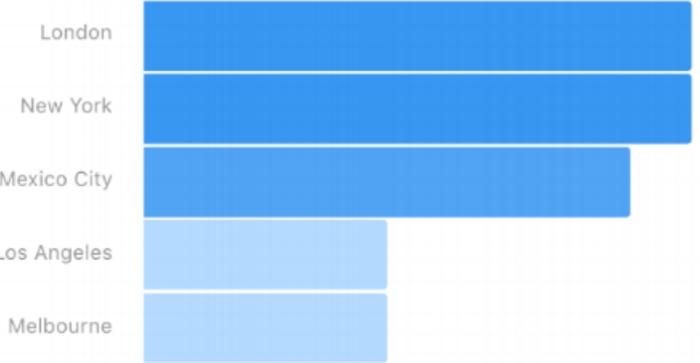
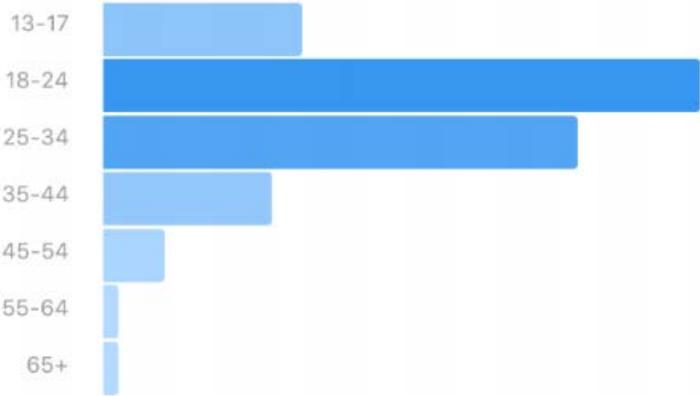
121 following

Alyssa Bossio ❤️ Blogger, Influencer, Traveler ✉️ Effortlyss@gmail.com 📺 YouTube: [Effortlyss](https://www.youtube.com/watch?v=aUZMt4hg_qs) 📍 NYC & LA www.youtube.com/watch?v=aUZMt4hg_qs

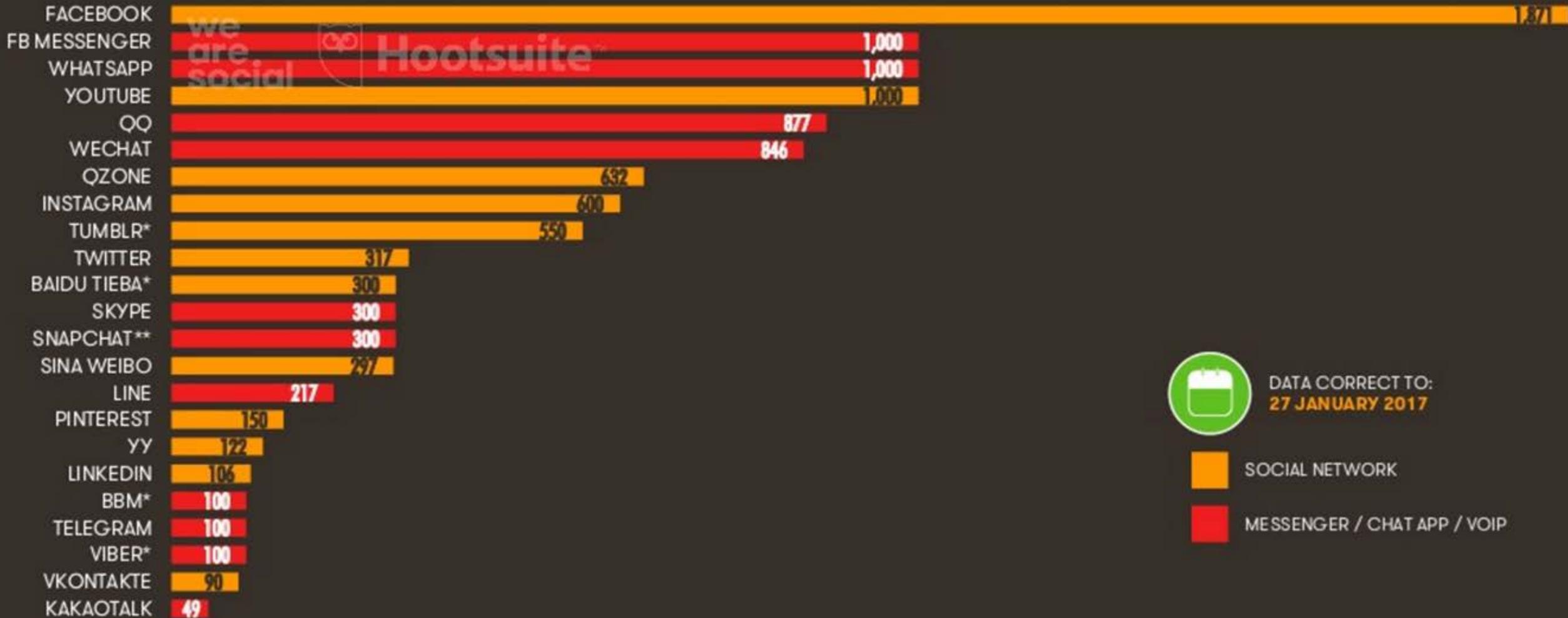
TWO DIFFERENT INFLUENCERS



TWO DIFFERENT INFLUENCERS

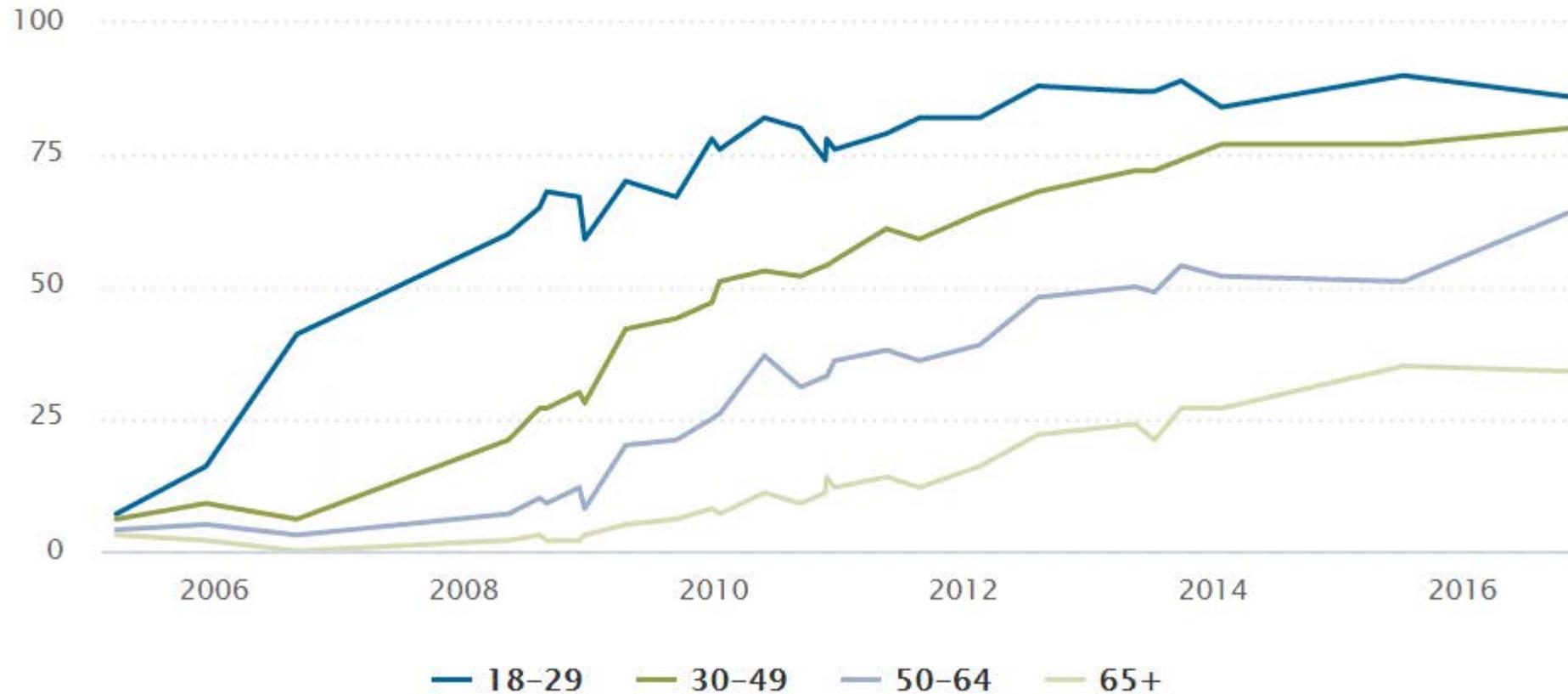


SOCIAL LANDSCAPE



DEMO OF SOCIAL USERS

% of U.S. adults who use at least one social media site, by age



INFLUENCER VS TRADITIONAL



The image shows an Instagram profile for 'marianodivaio'. The profile picture is a circular portrait of a man with dark hair and a beard, wearing a patterned shirt. The bio reads: 'Mariano Di Vaio Actor & Blogger 📷 Climb the mountain not so the world can see you, but so you can see the world • Contact the MdvCrew at info@mdvstyle.com WWW.MDVSTYLE.COM'. Below the bio, it shows '5,357 posts', '4.2m followers', and '512 following'. A post is visible, featuring a man in a patterned shirt leaning against a yellow convertible car. The post has a 'Follow' button and a caption: 'I love shirts with strong patterns 📷 #LAstory'. The post also shows several likes and comments from other users.

\$28 CPM

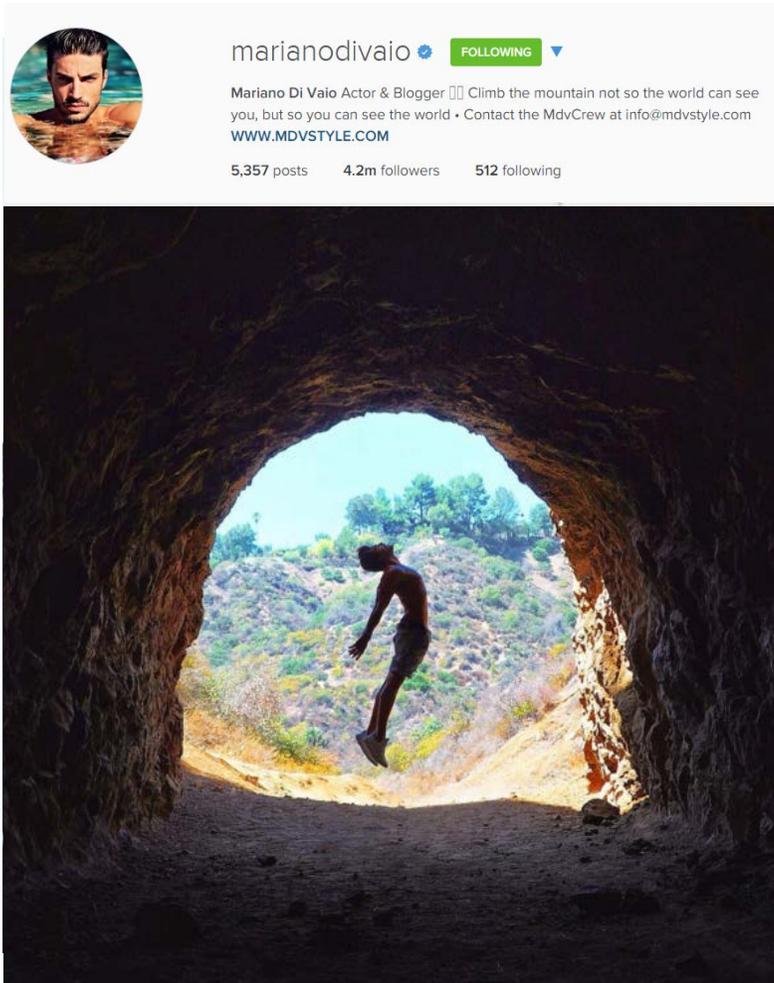
E-VALUATING INFLUENCERS



Market	Engagement	CPM
international	10%	\$7.00
international	9%	\$6.76
international	8%	\$6.54
international	7%	\$6.32
international	6%	\$6.10
international	5%	\$5.88
international	4%	\$5.66
international	3%	\$5.44
international	2%	\$5.22
international	1%	\$5.00

Market	Engagement	CPM
domestic	10%	\$6.00
domestic	9%	\$5.76
domestic	8%	\$5.54
domestic	7%	\$5.32
domestic	6%	\$5.10
domestic	5%	\$4.88
domestic	4%	\$4.66
domestic	3%	\$4.44
domestic	2%	\$4.22
domestic	1%	\$4.00

E-VALUATING INFLUENCERS



Value Based on CPM

$$\frac{4,200,000 \text{ followers}}{1,000} \times \$5.44 = \mathbf{\$22,848}$$

per post

OR

Value Based on Engagement

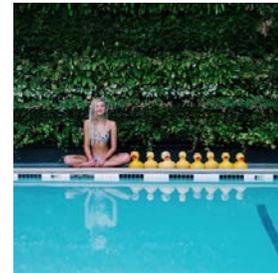
$$126,000 \text{ engagements} \times \$0.25 = \mathbf{\$31,500}$$

per post

E-VALUATING INFLUENCERS



Through a combination of campaigns, influencer outreach and personalized influencer experiences, @discoverLA has generated \$2.5 million in earned social media value from a \$50k investment.



OUTREACH & CULTIVATION

- Identify influencers who are brand appropriate with a highly engaged audience
- Manage and assist influencers throughout the content creation process to make sure your brand is thoughtfully integrated
- Ensure influencers are appropriately compensated and credited for their efforts
- Get ready for the groundswell



OUTREACH & CULTIVATION

Ideal Influencer Profile

- Highly engaged following
- Established audience on various social platforms (Twitter, Facebook, Instagram, Snapchat, YouTube, etc.)
- Brand appropriate message, theme and content
- Thoughtfully produced content

Target Influencer Verticals

- Lifestyle
- Entertainment
- Travel
- Food
- Photography
- LGBT
- Multicultural

WHO INFLUENCES YOUR AUDIENCE?

Think of the people you would ask to promote your business if you only had 10 letterheads left ...

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

TRACK YOUR INFLUENCE

Name	Handle	Followers	Contact Info // Notes	Category
Pauly Vella	paulyvella	296k	paulyvella@gmail.com	Photography
Jewel	jewelszee	100k	jewelszeezee@gmail.com	Photography
William Patino	william_patino	119k	info@williampatino.com	Photography
Garry Norris	garry_norris	124k	garrynorrisphotography@gmail.com	Photography
Chantelle Ellem	fatmumslim	96k	www.fatmumslim.com.au	Family
Emily Skye	emilyskyefit	976k		fitness
Jessica Stein	tuulavintage	1.7m	jessicamaystein@gmail.com	Fashion
Liz Carlson	youngadventuress	78k		Travel
Dilya Diaz	diazdilya	624k	diazdilya@hotmail.com	Fashion
Lisa Hamilton	seewantshop	252k		Fashion/Lifestyle
Cody Simpson	codysimpson	2.5m	Pop star	Lifestyle
Brooke Hogan	brookehogan1	364k	brooke-hogan@live.com.au	Fashion
Jordan adn Zac Stenmark	jordanandzac	95k	Twin models	Lifestyle
Ruby Rose	rubyrose	4.5m	Actress, model, DJ	LGBT
Jen Hawkins	jenhawkins_	606k	Miss Universe	Fashion/Lifestyle
Shanina Shaik	shaninamshaik	491k	Model	Fashion
Bambi Northwood Blythe	bambilegit	170k	Model	Fashion
Jesinta Campbell	jesinta_campbell	260k	Sharon@sfccelebritymanagement.com.au	Fashion
Lara Worthington	laraworthington	433k		Lifestyle
Caitlyn Paterson	caitlynpaterson	305k	nadine@chicmanagement.com.au	Lifestyle
Renee Somerfield	reneesomerfield	1m	reneesomerfield.com	Fashion
... and Staff

+ ☰ Photography ▾ Family ▾ Fashion/Beauty ▾ Lifestyle/Travel ▾ Food ▾ LGBT ▾ African-American ▾ International (Australia) ▾

TRACK YOUR INFLUENCE

Handle	Followers	Avg. Engagem	Engagement %	Market	Posts	CPM	CPM Value	CPE	CPE Value	Cost	CPM ROI	CPE ROI
marianodivaio	3,600,000	120,000	3%	international	2	\$5.44	\$39,168	0.25	\$60,000.00	\$1,000.00	38	59
tashoakley	950,000	18,700	2%	international	3	\$5.22	\$14,877	0.25	\$14,025.00	\$1,500.00	9	8
jlin7	718,000	47,393	7%	international	1	\$6.32	\$4,538	0.25	\$11,848.25	\$200.00	22	58
songofstyle	1,900,000	35,888	2%	international	1	\$5.22	\$9,918	0.25	\$8,972.00	\$200.00	49	44
petehalvorsen	123,000	2,900	2%	local	1	\$4.11	\$506	0.25	\$725.00	\$1.00	505	724
LiketoKnow.it	1,100,000	10,200	1%	international	9	\$5.00	\$49,500	0.25	\$22,950.00	\$1,700.00	28	13
sincerelyjules	2,500,000	60,000	3%	international	11	\$5.44	\$149,600	0.25	\$165,000.00	\$2,900.00	51	56
sjanaelise	1,000,000	25,000	3%	international	18	\$5.44	\$97,920	0.25	\$112,500.00	\$1,900.00	51	58
kissandmakeup01	151,000	6,000	4%	international	30	\$5.66	\$25,640	0.25	\$45,000.00	\$598.62	42	74
louiseroe	352,000	7,000	3%	international	6	\$5.44	\$11,489	0.25	\$10,500.00	\$2,800.00	3	3
stevenfingar	22000	1500	7%	local	1	\$4.66	\$103	0.25	\$375.00	\$50.00	1	7
eslee	77000	3000	4%	local	1	\$4.33	\$333	0.25	\$750.00	\$50.00	6	14
andyheart	131000	2000	2%	local	1	\$4.11	\$538	0.25	\$500.00	\$50.00	10	9
andrewkuttler	46000	1500	3%	local	1	\$4.22	\$194	0.25	\$375.00	\$50.00	3	7
hungryinla	32000	1700	5%	local	2	\$4.44	\$284	0.25	\$850.00	\$50.00	5	16
compartes	59000	2000	3%	local	1	\$4.22	\$249	0.25	\$500.00	\$50.00	4	9
jeffmindell	36000	1000	3%	local	1	\$4.22	\$152	0.25	\$250.00	\$50.00	2	4
jess_hannah	201000	2000	3%	local	1	\$4.22	\$848	0.25	\$500.00	\$50.00	16	9
poketo	45000	400	1%	local	1	\$4.00	\$180	0.25	\$100.00	\$50.00	3	1
laurejoliet	21000	400	2%	local	1	\$4.11	\$86	0.25	\$100.00	\$50.00	1	1
kimgenevieve	50000	1100	2%	local	1	\$4.11	\$206	0.25	\$275.00	\$50.00	3	5



DISCOVER *Los Angeles*™

SOCIAL BRIEF 2/7/17

CAMPAIGN BACKGROUND

CAMPAIGN STRATEGY:

Showcase the emotional experience of visiting L.A., not a to-do list of locations or activities. Every piece of creative should communicate a unique feeling one gets in L.A. in a relatable, believable way.

CAMPAIGN IDEA:

When you *Discover Los Angeles*, you're not just visiting a city, you're feeling its vibe.

CAMPAIGN LOOK AND FEEL:

We want to capture the beauty and richness of our city and its people in a way that feels authentic. Avoid imagery that feels like stock photography. Avoid talent that seems overly staged or phony. Diversity is key.

TARGET AUDIENCE: MILLENNIAL TRAVELERS

Diverse, global millennials (25-35), and those that embody the “experiential” traveler mindset:

- Go with the flow, more independent when they travel
- Hope for more random and unexpected experiences (things that have “story value”)
- Want to get off the beaten track / go beyond what's in the travel book
- Intrigued by experiencing well-known attractions in new or unique ways that don't feel cliché

CAMPAIGN TV EXAMPLES



[Click to watch "Chill"](#)



[Click to watch "Magic"](#)

CREATIVE BRIEF

THE ASK:

Create social content that creatively showcases a vibe, a feeling, that is unique to Los Angeles.

Can include, but not limited to:

- Photography
- Cinemagraphs, Boomerangs
- Video

CASTING:

If people are featured, prefer to showcase diversity and the millennial age bracket. Talent should feel real — somewhat hip, authentic — not supermodels.

LOCATIONS: ANOTHER SIDE OF L.A. & QUINTESSENTIAL L.A.

Not the clichéd or touristy version of L.A. (and Hollywood) that many people think of. Seemingly lesser known or off the beaten path spots, but with cues so that they're still recognizable as L.A.

tone:

Authentic. Real. Free-spirited. Hip without being obnoxious — without trying too hard. Inclusive. Inspiring. Awesome.

DELIVERABLES

PROPOSAL:

Please include in your proposal a write-up of the idea and potential locations. Include any reference images, mood boards, sketches, etc. necessary to communicate the idea.

BUDGET:

Please give us an approximate budget of what this execution might cost to develop. Include a detailed break-down of the proposed costs (talent, equipment, fees, etc.)

TIMING:

Please detail to us how long it will take to conceptualize, produce and deliver finished content, along with a proposed rough timeline.

AGREEMENT

----- NOT FOR USE -----

COLLABORATION AGREEMENT: [DRAFT]

PROJECT NAME: [DRAFT]

This Collaboration Agreement ("Agreement") is entered by and between _____ ("COMPANY") and _____ ("Influencer").

DATE OF AGREEMENT DELIVERY: [DATE]

SUMMARY OF COLLABORATION AGREEMENT:

[Company] will partner with Influencer to _____.

AGREEMENT TIMEFRAME:

[DATES]

[COMPANY] OBLIGATIONS:

- Compensation
 - [Company] will pay Influencer \$_____ to _____.
 - [Company] will reimburse Influencer for reasonable incidentals incurred during her three-day itinerary. Reasonable incidentals include mileage, parking and meals (alcohol not included).
- Cross-promotion
 - [Company] holds the rights to cross-promote/publish Influencer's content created for the purpose of this campaign via their own marketing channels, included but not limited to: Instagram, Twitter, Facebook, Pinterest, Website, and email.

INFLUENCER OBLIGATIONS:

- Influencer will _____
 - _____
 - _____
 - _____

In consideration of the premises and for other good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, Influencer hereby agrees that [Company] shall have the right to record, broadcast and otherwise exploit in any and all media, now known or hereafter created, in perpetuity, throughout the world the Influencer's name, likeness, voice and biographical information in connection with the Activity.

INFLUENCER ASSUMES ALL RISKS AND DANGERS KNOWN OR UNKNOWN, FORESEEN OR UNFORESEEN, INCIDENTAL TO THE ACTIVITY AND HEREBY RELEASES AND HOLDS HARMLESS THE COMPANY PARTIES AND THEIR RESPECTIVE SUCCESSORS AND ASSIGNS, FROM AND AGAINST ANY AND ALL CLAIMS, DAMAGES, LIABILITIES, COSTS AND EXPENSES, INCLUDING REASONABLE ATTORNEYS' FEES, ARISING OUT OF INFLUENCER'S PARTICIPATION IN THE ACTIVITY, INCLUDING WITHOUT LIMITATION ANY PERSONAL INJURIES OR DAMAGE TO PROPERTY WHICH INFLUENCER MAY INCUR AS A RESULT OF THOSE DANGERS INHERENT IN THE ACTIVITY EXCEPT THOSE DUE TO THE GROSS NEGLIGENCE OR INTENTIONAL MISCONDUCT OF ONE OR MORE OF THE COMPANY PARTIES.

This agreement constitutes the entire agreement between the parties with respect to its subject matter and supersedes all prior agreements, representations and understandings of the parties, written or oral.

INFLUENCER ("LICENSOR") hereby grants to COMPANY ("LICENSEE"), the non-exclusive, irrevocable and perpetual right to distribute, copy, duplicate, publish, display, transmit, license, sublicense, modify, alter, crop, edit, adapt and utilize in combination with any other images, one or more images, identified below or copies of which are attached, for use in any and all media, print, broadcast, internet or otherwise, now or hereafter existing, throughout the universe in perpetuity for commercial or non-commercial use. Licensor acknowledges receipt of the sum of \$_____ for such images and waives and relinquishes any further right to compensation for the display, duplication, distribution or sublicense of the images covered by this License. Licensor hereby agrees and acknowledges that the images covered by this License shall be the non-exclusive property of Licensee and Licensor shall have no claims thereto or rights therein or to the proceeds thereof.

[Licensor understands that he or she will be credited for each image as the undersigned has specified.]

Licensor warrants to Licensee that (i) he she or it has the right, title and interest in each of the images covered by this License sufficient to grant this License, and (ii) has valid releases from any recognizable person depicted in any image covered by this License, a copy of which the undersigned agrees to provide to licensee, on request. Licensor agrees to indemnify and defend licensee from any claims arising out of or based on a breach or alleged breach of the foregoing warranties are untrue.

Influencer:

Signature

Date

Print Name

Address

Company:

Signature

Date

Print Name

Address

Title

THANK YOU

KEY TAKEAWAYS

- Recognize the value of influencer marketing and manage up.
- Know your influencers and your audience.
- Develop goals and KPIs for your efforts.
- Set values and ROI.
- Put it in writing.