

HOW TO IDENTIFY + CULTIVATE
RELATIONSHIPS FOR BRANDS

INFLUENCER MARKETING

DEFINING INFLUENCER MARKETING

How would you define influencer marketing?

WHAT INFLUENCER MARKETING IS

Assessing your audience and identifying, engaging, and cultivating relationships with trusted leading voices who impact cultural trends that influence consumer behavior.

STATISTICALLY SPEAKING

- ▶ A DECEMBER 2016 SURVEY OF MARKETERS FROM BRANDS AND AGENCIES SHOWED THAT 94% OF MARKETERS FOUND INFLUENCER MARKETING TO BE EFFECTIVE.¹
- ▶ ANOTHER RECENT SURVEY SHOWED THAT 84% OF MARKETERS WERE PLANNING TO EXECUTE AT LEAST ONE INFLUENCER CAMPAIGN OVER THIS YEAR.²
- ▶ IN 2016, 47% OF ONLINE CONSUMERS 18–24 RESPONDED THAT THEY USE AD BLOCKERS.³
- ▶ 86% OF MARKETERS USED INFLUENCER MARKETING IN 2016.⁴
- ▶ 78% CITED DETERMINING ROI AS THEIR TOP CHALLENGE FOR 2017.⁴

WHAT WE KNOW

The endorsement of a trusted influencer can have high impact on your brand. What actions should marketers need to take now?

- ▶ Allocating appropriate funds in your budget for influencers
- ▶ Knowing which platforms are most relevant for your audience and what types of content they are receptive to
- ▶ Overcoming the challenge of determining ROI by identifying and aligning with influencers who impact your audience
- ▶ Understanding that it's deeper than product placement: Closer collaboration with influencers on creating compelling content

WHO INFLUENCERS ARE

Through social media and the transition from print to digital, experts and influencers have created channels that consumers gravitate to for their information

- ▶ From breaking news, to sports and entertainment, to home improvement, technology and business.
- ▶ How we consume information has changed and experts and influencers are the relevant voices
- ▶ They are content creators, which provides brands opportunities to collaborate
- ▶ They are the new media, or evolution of the media – like media relations, relationships still matter

**INFLUENCER ENGAGEMENT IS
THE EVOLUTION OF MEDIA
RELATIONS.**

HOW TO EXPAND

- ▶ Identifying the influencers who align with your brand
 - ▶ Reach + relevance + resonance with key audiences and markets
- ▶ Collaborating on content with influencers to create content
 - ▶ Compelling + engaging + on brand to demonstrate authenticity of partnership
- ▶ Compensating + Crediting influencers for their content
 - ▶ Knowing the various tiers + costs to maximize your network reach
- ▶ Managing feedback + engagement that comes with territory
 - ▶ Real-time responses with key messaging to control the conversation

IDENTIFYING INFLUENCERS

- ▶ **Connecting with impactful influencers who fit your brand**
 - ▶ **Defining influence + identifying your brand's focus area**
 - ▶ **Vetting influencers thoroughly to ensure brand alignment**
 - ▶ **Utilize influencer resources + tools, but do the math: Followers + reach doesn't always add up to engagement**
 - ▶ **Leveraging your local, regional + national relationships and resources to identify the right influencers**
 - ▶ **Tap into your national marketing team + field marketing managers to engage and foster these relationships**

COLLABORATING ON CONTENT

- ▶ Work together with influencers to create content that is authentic and on brand
 - ▶ Build in all PR asks into contract up front, including content formats and frequency (i.e., video, photo, infographics)
 - ▶ Media training influencers as an extension of your brand voice
 - ▶ Clearly outline the brand voice, values and key messaging to create content aligned with both the brand and the influencer
 - ▶ Help them to help your brand to maximize ROI, by demonstrating to them that the partnership is mutual

COMPENSATING + CREDITING INFLUENCERS

- ▶ Determine your budget and objective
 - ▶ National or local + regional campaigns
 - ▶ When to use one influencer vs a network of influencers
 - ▶ Noting the varying compensation levels based on tiers of influencers
 - ▶ Quantifying the true reach of influencer content and engagement
 - ▶ Think beyond the campaign and cultivate a relationship for an extended partnership
- ▶ Influencer content should be clearly identified as on behalf of the brand
 - ▶ Leverage influencer content for brand channels to boost engagement with your target audience

MANAGING THE ROI

- ▶ Determine what action your brand is looking to drive to determine the value of the influencer strategy
- ▶ Cost per click vs Cost per engagement
 - ▶ CPC: Leveraging influencer networks to drive consumers to a destination to take an action
 - ▶ CPE: Research metrics around your potential influencer's content to ensure the numbers align with your brand objectives
- ▶ Real-time responses with approved key messaging to create dialogue with key audiences
 - ▶ Develop organic messaging by fusing the brand and influencer voice

MANAGING THE RESPONSES

Partnering the right influencer + right brand with an authentic message + content delivers the desired results.



KEY TAKEAWAYS

- ▶ Making contact – relationships still matter
- ▶ Relevance + resonance = results
- ▶ Influencer engagement is not the right tactic for every PR strategy
- ▶ Think long-term relationships and not one offs
- ▶ Identify ways to align the influencers current projects with your campaign timing to maximize PR opportunities
- ▶ Authenticity is everything – consider the message and the messenger and if they are a fit for your brand

QUESTIONS?

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