

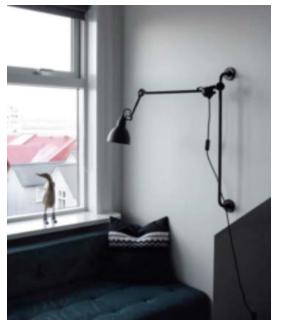


#### **John Walls**

Director, Brand PR, Luxury & Lifestyle Brands, Hilton @whereswalls

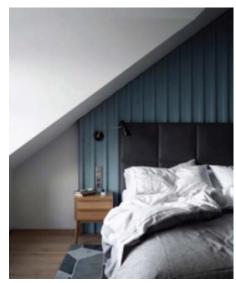
# How to identify influencers who actually make sense for your brand

# Canopy











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# IDENTIFYING INFLUENCERS

### Corporate Soul Searching

o 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?

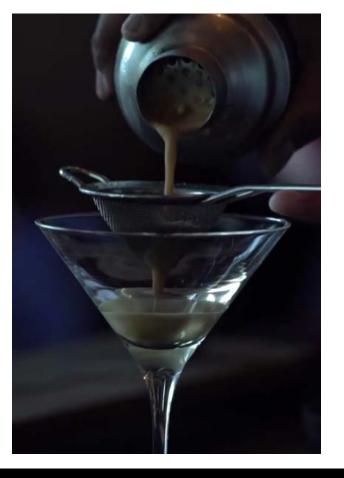
# Search and Cyber-Stalk

o 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

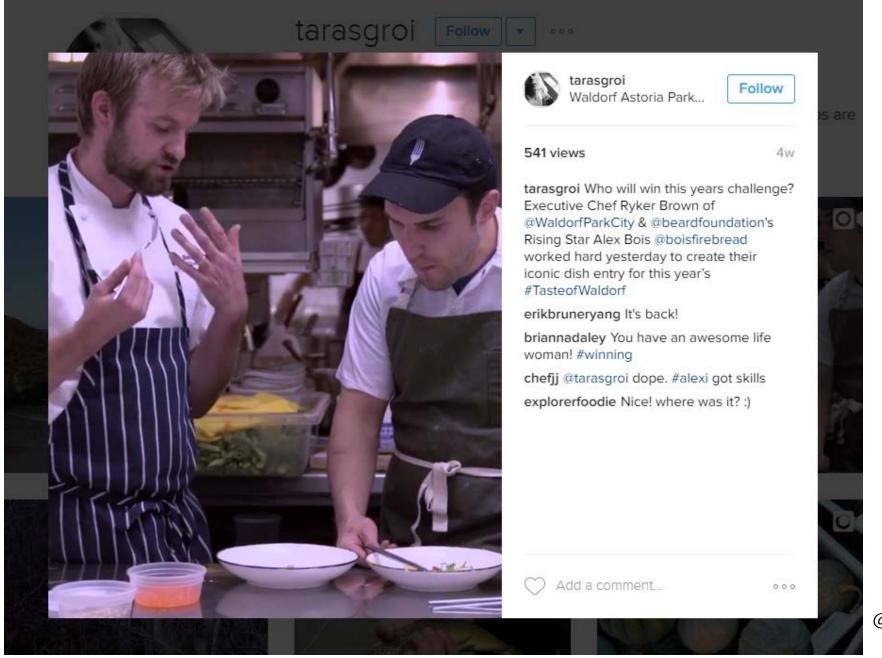
 Find the natural connection between your brand and the influencer, beyond their aesthetic. Taking your influencer relationship from "one-night stand" to "going to the chapel"

# TASTE OF WALDORF ASTORIA









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# LONG-TERM INFLUENCERS

# Crystal Clear Ask

o 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.
- o 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.