Influencer Marketing:
Seek out & build rapport with brand ambassadors

Christina Sponselli, @sponselli
Director of Social Media
University of California, Berkeley
#PRNews

Berkeley
UNIVERSITY OF CALIFORNIA

Where it started

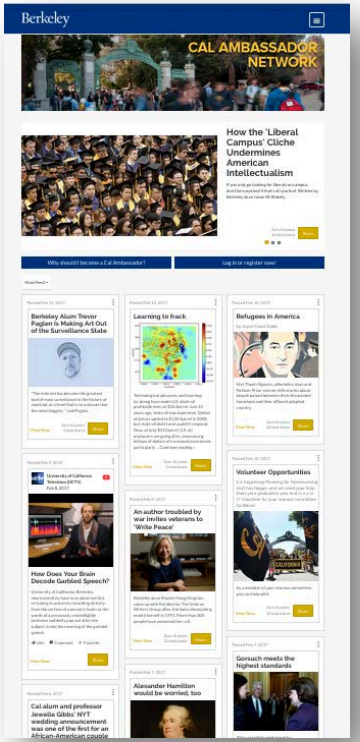
We support philanthropy at the University of California, Berkeley

- Wanted to formalize social media efforts
- Create new engagement and deepen existing engagement
- Support our philanthropic efforts

Berkeley
UNIVERSITY OF CALIFORNIA

Criteria for user experience

- Easy to register & use
- Mobile experience
- Strong user control
- Robust admin tools
- Monthly competition for prizes



Preparing for launch

- Identify business objectives and map strategy
- Develop policies
- Tap into existing supporters & their networks
- Integrate into existing data systems
- Create project plan for launch
- Create project schedule for post-launch activities

Planning for post-launch

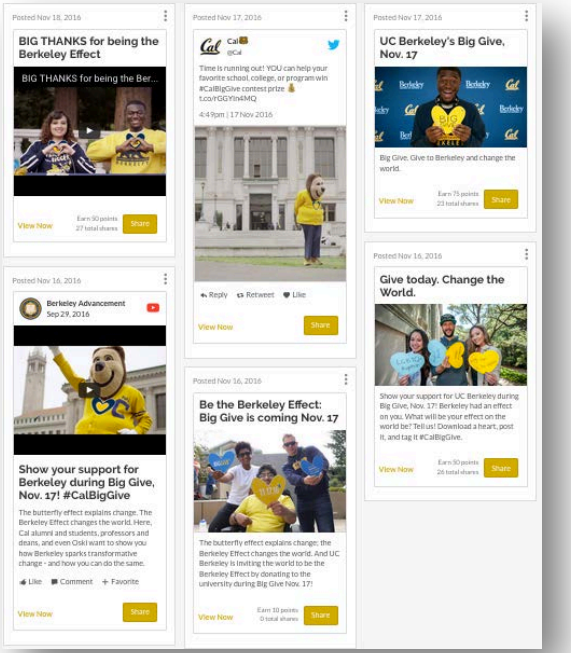
- Identify ambassadors & content
- Determine key performance indicators
- Establish long-term, two-way communication that lasts past a single campaign
- Track influencer communications over time to evaluate and build upon existing relationships

Use Case: Big Give

Berkeley
UNIVERSITY OF CALIFORNIA

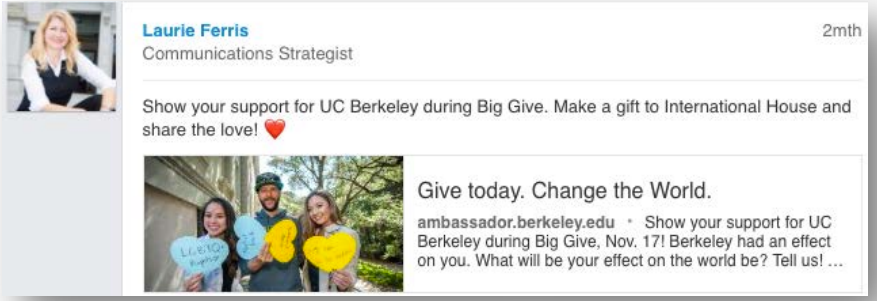
Cal Ambassador Network

- Social media friendly fundraising program
- Support publicity leading up to event, event, and thank you phases
- Big Give social media contests during event
- Engage with our supporters & ask them to amplify our reach



Berkeley
UNIVERSITY OF CALIFORNIA

Shares by ambassadors



Berkeley
UNIVERSITY OF CALIFORNIA

Results

- Big Give 2016 content responsible for almost 1,000 clicks
- One post accounted for almost 30% of those clicks
- Engagement was higher in 2016 over 2015
  - 93% more clicks
  - 22% more reactions

Tips

- Assess your objectives
  - What are your goals? Who is your audience?
  - Do you have executive buy-in?
  - Do you have resources?
- Develop strategy
  - What is your schedule?
  - How can you integrate with existing processes?
- Identify your key performance indicators
  - How can you measure them?
  - How can you share with your executives?
- Integrate relevant data with in-house systems

Thank you

Christina Sponselli, @sponselli
Director of Social Media
University of California, Berkeley

#PRNews

Berkeley
UNIVERSITY OF CALIFORNIA