

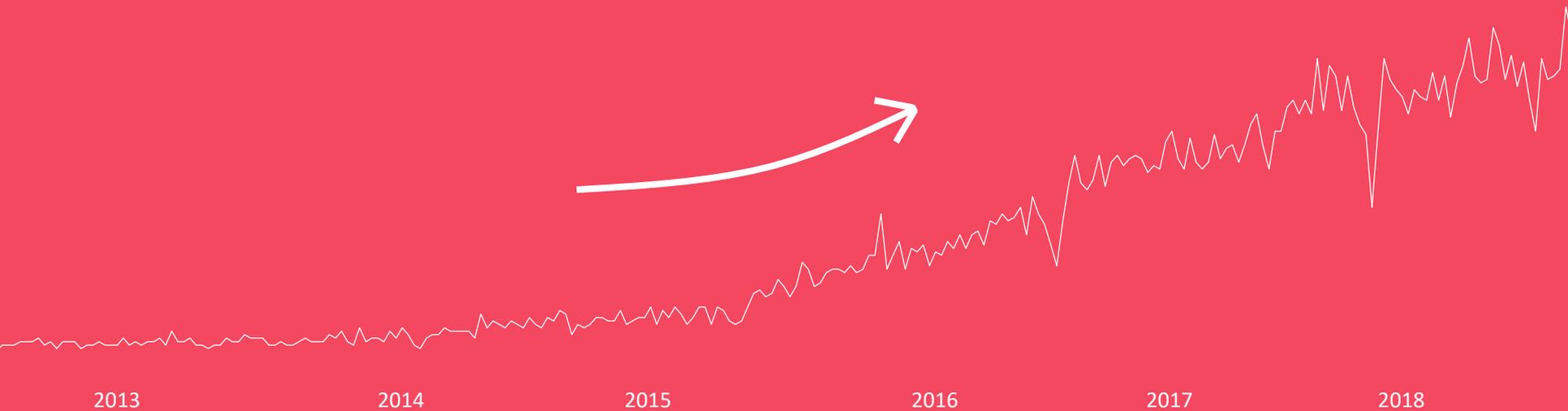


Sharpen your influencer marketing

A data driven approach to an optimal and measurable program.



The interest for influencer marketing is booming



How many have worked with influencers?

- I work frequently with influencers
- I work less frequently with influencers
- I do not work with influencers, but have plans to do so in the near future
- I do not have plans to work with influencers



Influencer Marketing Fraud Revealed In Study Of 700,000 Instagram Posts

First UK research by influencer analyst CampaignDeus shows 12% of influencers bought fake followers.



The New York Times



Why you should be concerned about fake Instagram followers (Stock) /

Fake Instagram followers bring numerous security risks

12:00 PM · Jun 27, 2018, 10:50 AM

Brands Are Cracking Down On Influencers With Fake Followers

Tom Ward Contributor



10,641 views · May 2, 2017, 02:26 PM

Influencer Marketing Is Growing Faster Than Digital Ads

Quora Contributor



Cristiano Ronaldo unveils the Nike Mercurial Vapor Superfly II boots. (Photo by Paul Gilham/Getty Images for Nike)

Why is influencer marketing growing faster than digital ads? originally appeared on Quora: the place to gain and share knowledge, empowering people to learn from others and better understand the world.

UNBUTTONED

The Rise and (Maybe) Fall of Influencers



Bella Hadid appeared in a promotional video for the failed Fyre Festival, an association she may now regret.

International edition

The Guardian

How do we save the world from Instagram 'influencers'? A new mural could help

A mural appeared this week in Los Angeles that supposedly only 'verified influencers' were allowed to photograph. Perhaps this stunt was on to something



Jack Wagner in front of his 'special' mural. Photograph: Luke & Subscribe

The Eiffel Tower, Sydney Opera House, Singapore's infinity pools, the street art of Shoreditch, São Paulo and Melbourne - scrolling through your Instagram feed can feel like Groundhog Day, with the same spots, in the same city, shot from a handful of angles, millions of times.

Many faces of influence



The employee



The expert



The business
practitioner



The journalist



The celebrity



The blogger

The three steps of influencer marketing



Identify



Track



Evaluate



IDENTIFY INFLUENCERS



How do you normally go about choosing influencers for your activity?

- I get recommendations from my agency
- I go through a lot of profiles and get a sense of the right brand fit
- I use data to asses which influencers adhere to my criteria
- All combination of the above
- Something else



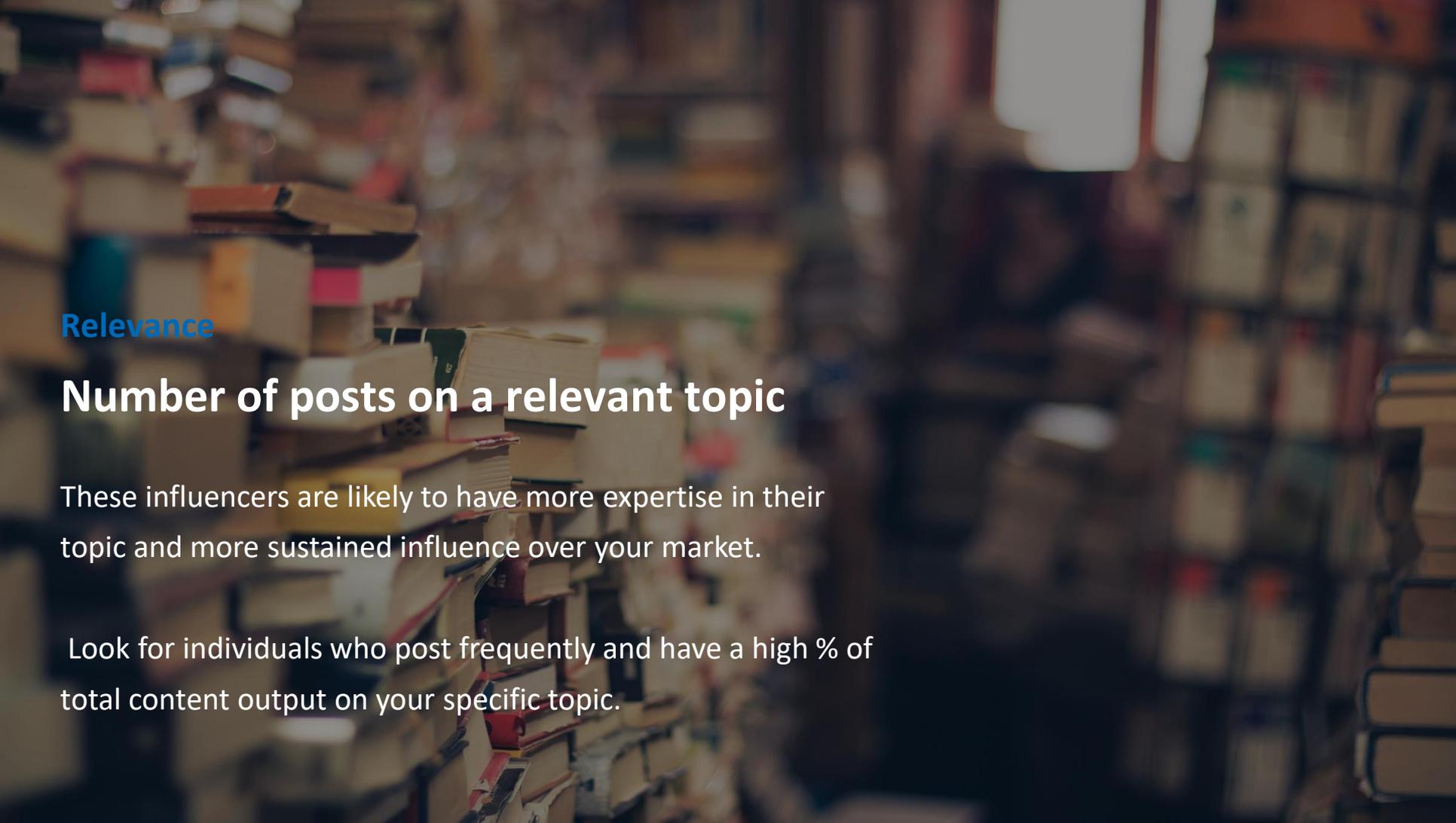
Identifying an influencer

relevance

resonance

reference

reach

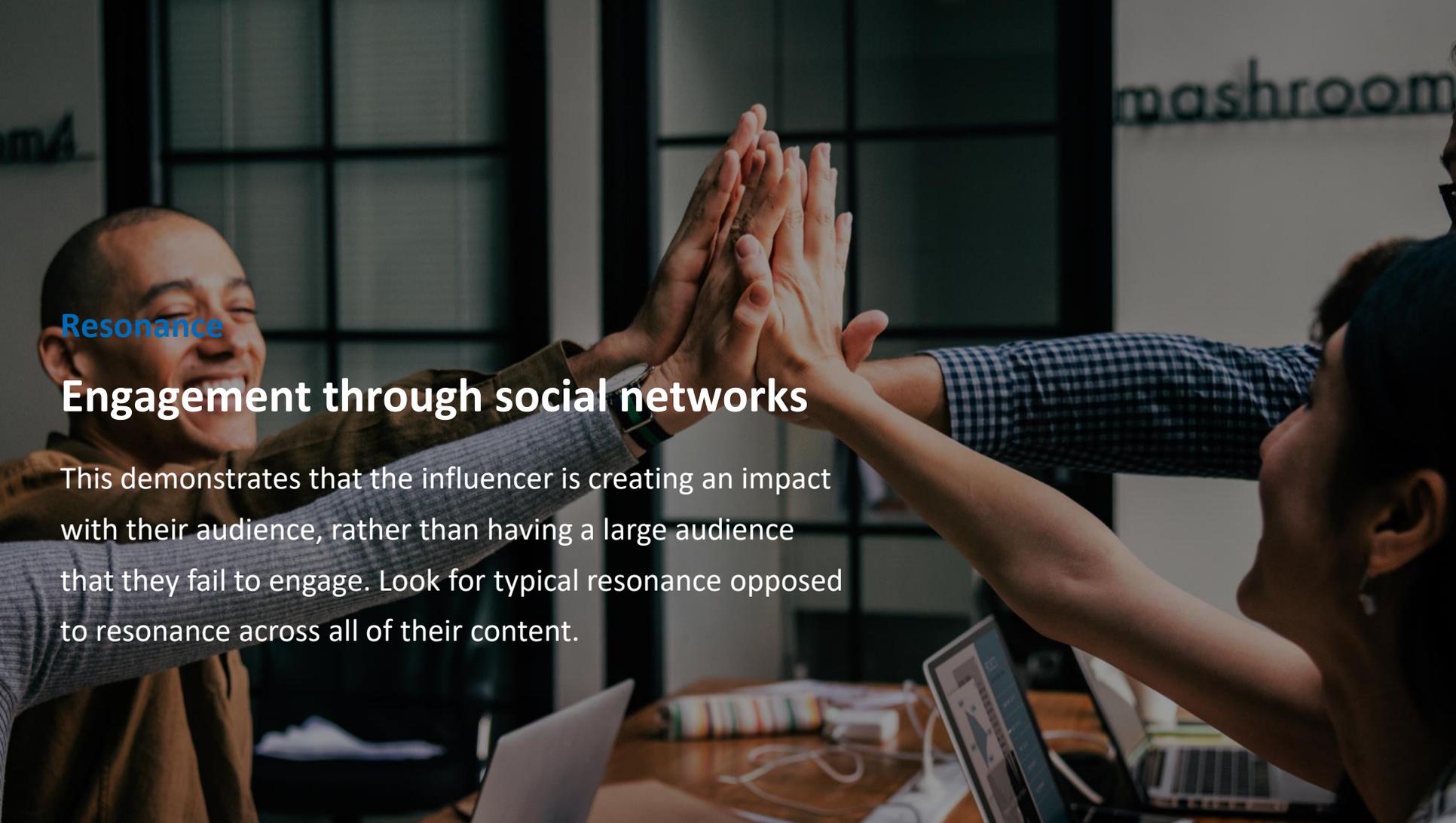


Relevance

Number of posts on a relevant topic

These influencers are likely to have more expertise in their topic and more sustained influence over your market.

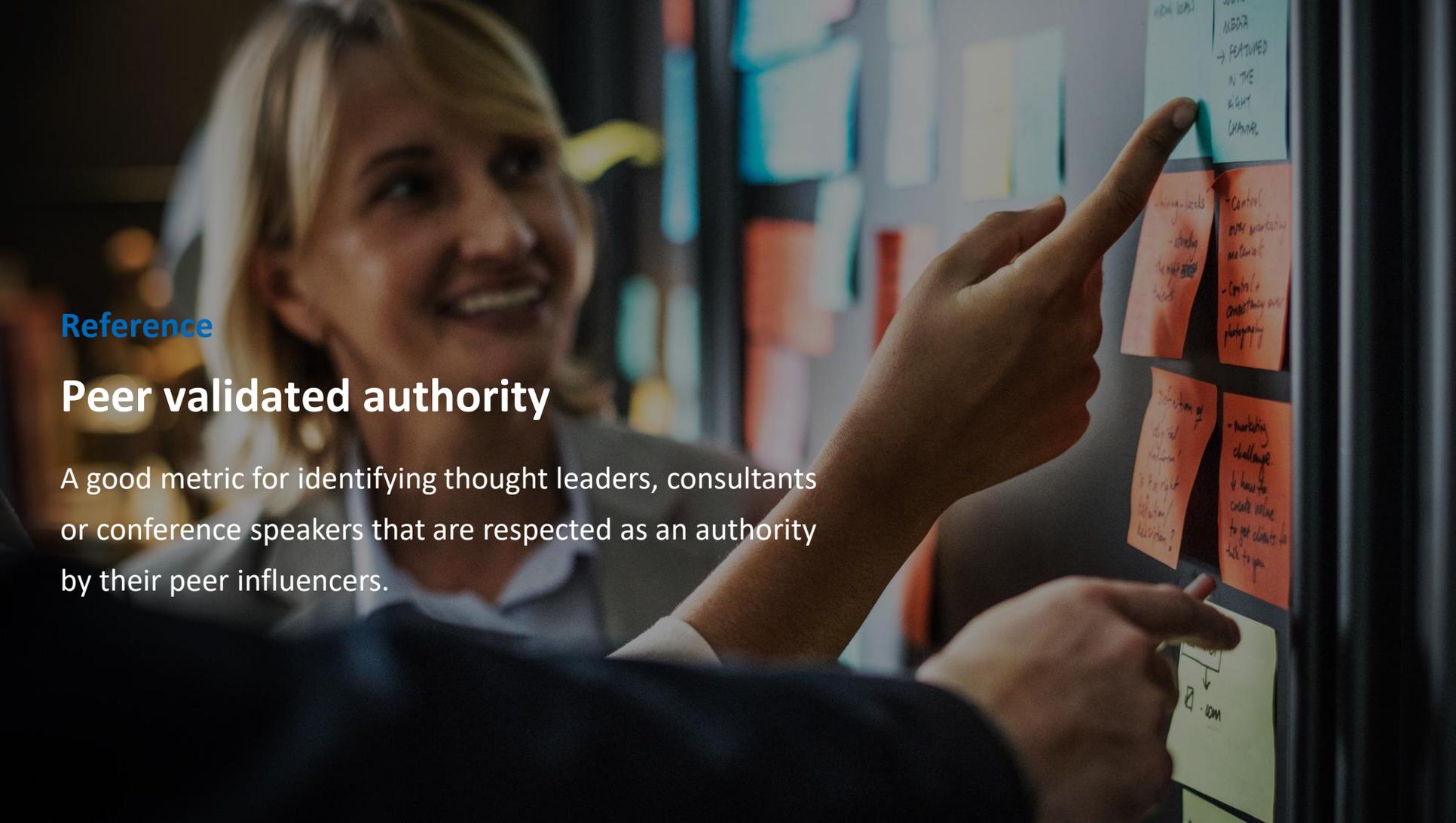
Look for individuals who post frequently and have a high % of total content output on your specific topic.



Resonance

Engagement through social networks

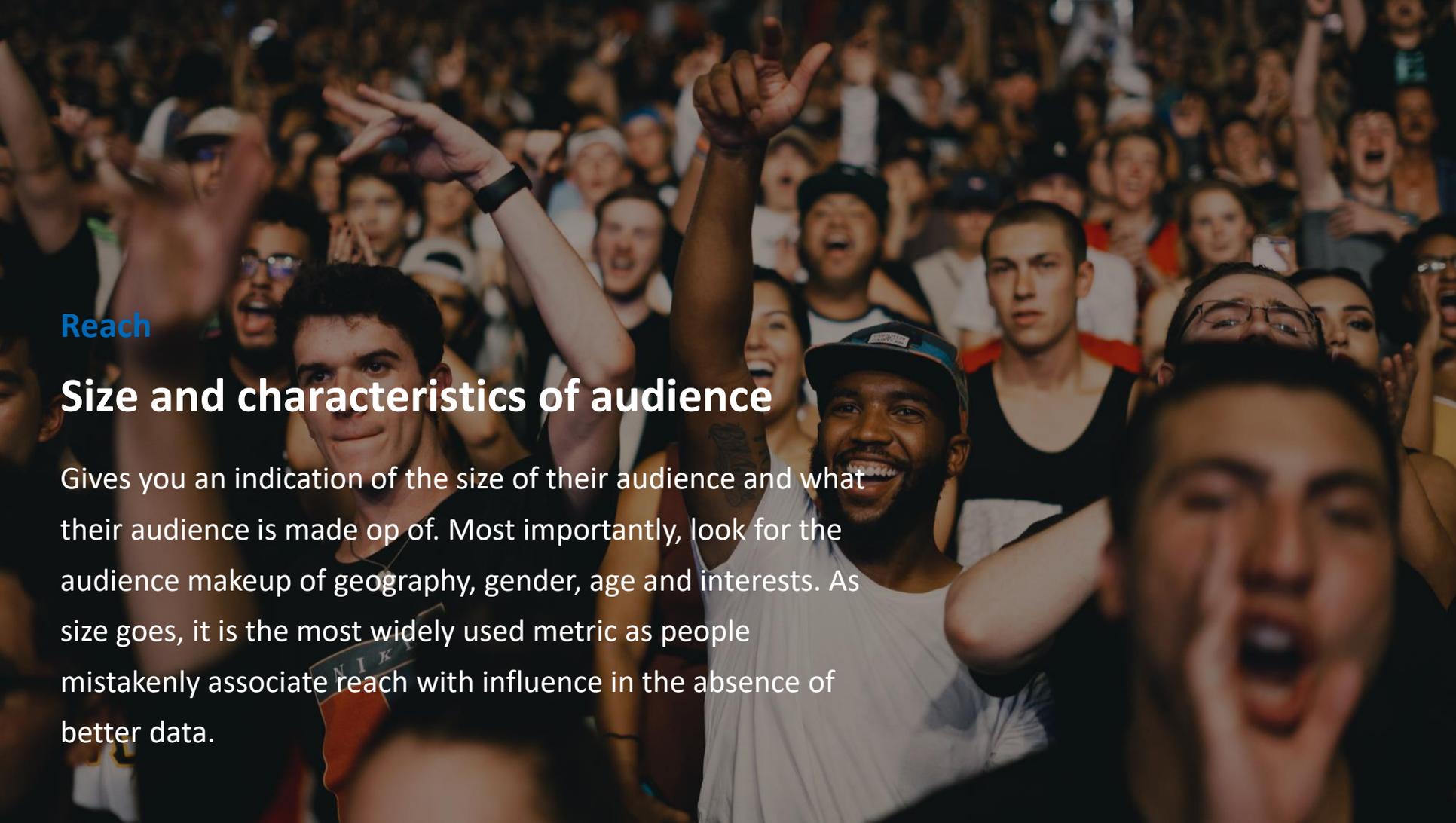
This demonstrates that the influencer is creating an impact with their audience, rather than having a large audience that they fail to engage. Look for typical resonance opposed to resonance across all of their content.

A woman with blonde hair, wearing a light-colored blazer over a white shirt, is smiling and pointing her right index finger towards a whiteboard. The whiteboard is covered with several colorful sticky notes (orange, yellow, blue) containing handwritten text. Another person's hand is visible in the foreground, also pointing at the board. The background is slightly blurred, showing more sticky notes on the wall.

Reference

Peer validated authority

A good metric for identifying thought leaders, consultants or conference speakers that are respected as an authority by their peer influencers.

A large, diverse crowd of people at a concert or festival, many with their arms raised in excitement. The scene is filled with energy and joy, with people of various ages and ethnicities visible. The lighting is warm and focused on the foreground, creating a sense of being part of the event.

Reach

Size and characteristics of audience

Gives you an indication of the size of their audience and what their audience is made up of. Most importantly, look for the audience makeup of geography, gender, age and interests. As size goes, it is the most widely used metric as people mistakenly associate reach with influence in the absence of better data.

Which influencer fits your objective?



The employee



The expert



The business
practitioner



The journalist



The celebrity



The blogger

Your personal assessment follows

Style

Language

Formats

A little space to be creative



TRACK INFLUENCERS

Primary objectives

- What activities work well?
- What needs to change?
- Are the KPIs set out achievable?
- Are your influencers respecting regulatory and contractual obligations?
- Are you paying the right people for the right outputs?

Secondary benefits

- Find new influencers
- Measure derivative effect
- Uncover new sub topics
- Detect crisis

— Paid influencer posts

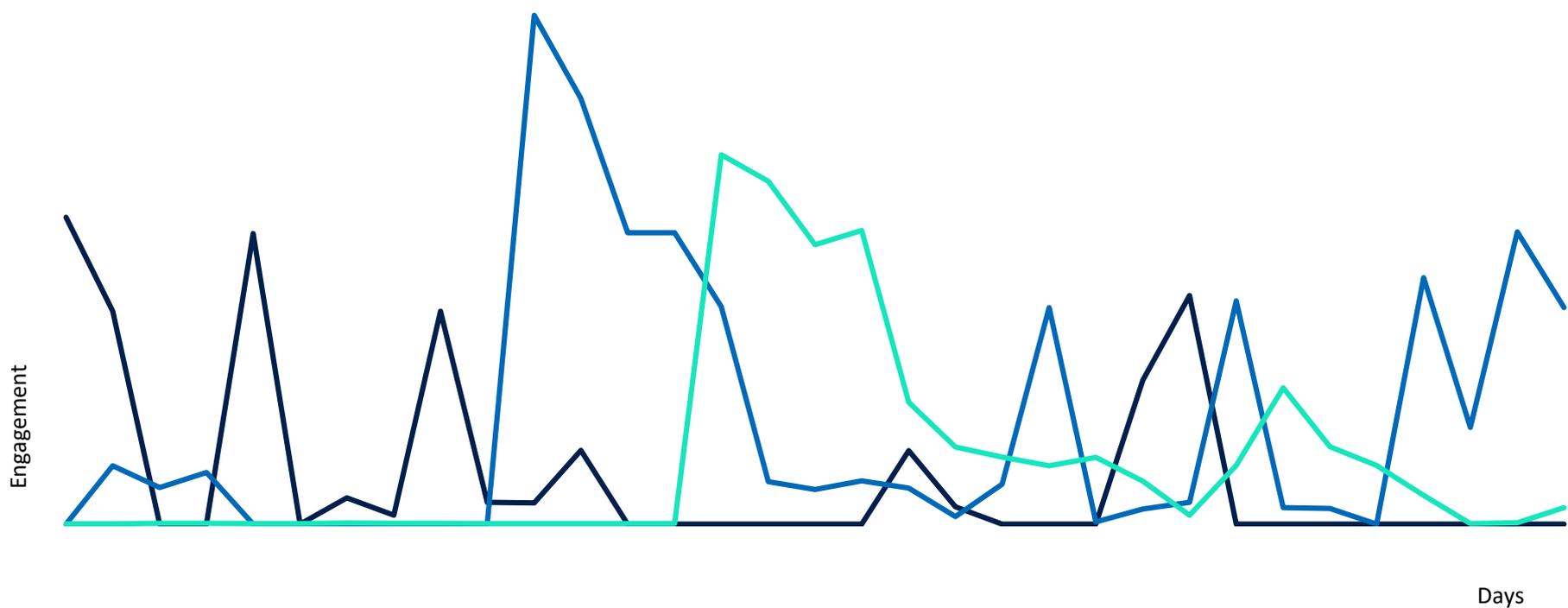
— Influencers invited to event

— Public influence

— Paid influencer posts

— Influencers invited to event

— Public influence

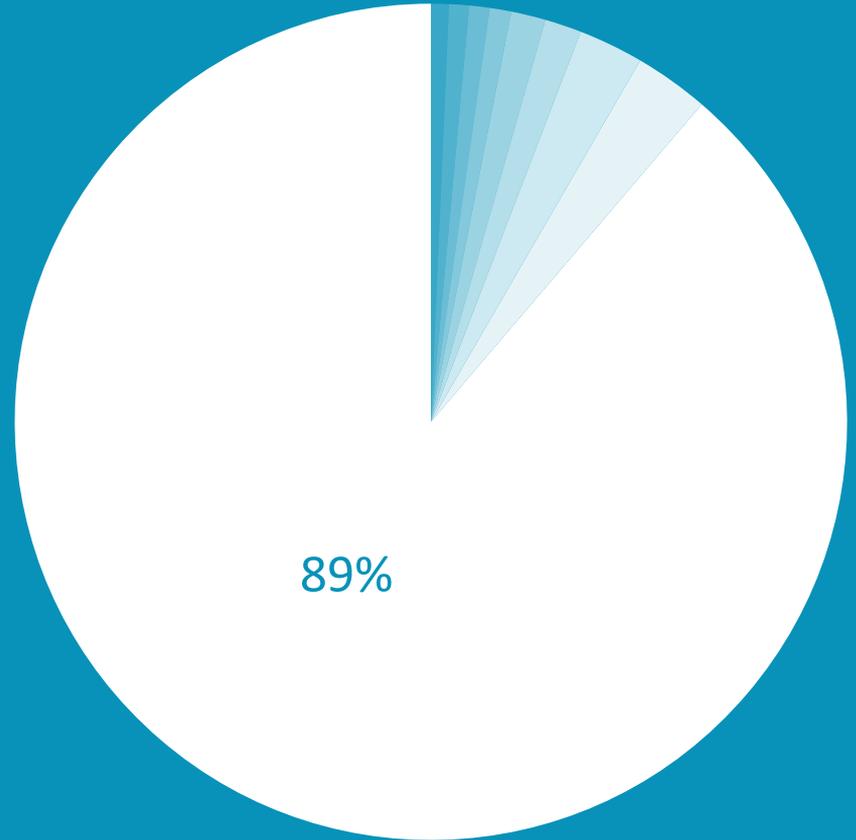


Tracked brand, product, campaign and influencer mentions



Identified top performing product

- Twisted
- Beach Matt
- Guardian Angel
- Happy Hour
- Fresh It Up
- Oil-licious
- Phenomenal
- Volumaniac
- Glued



Uncovered unknown sub topic leading conversation



Discovered new product use case and identified new audience



HOW I SECURE MY FRONTAL| GOT2B GLUE| HOPEFULLYHOPE

198,289 views

3.2K 134 SHARE



#18 How I LAY MY LACE w/ Got2B Glued Gel | BeautyEnthused

322,393 views

5.8K 381 SHARE



YAYAH

@YayahTheArtist

Follow

being a drag queen means you always have like 8 almost empty cans of Got2B in ur possession at all times

12:40 AM - 30 Jul 2018

1 Like



HOW TO USE GOT2B GLUED GEL FOR LACE FRONT WIGS | BeautyandMarie

443,813 views

5.2K 270 SHARE



View Profile



View More on Instagram



461 likes

mrandrmsmue PRIDE DRAG ❤️🏳️‍🌈🏳️‍🌈🏳️‍🌈 Marilyn Monroe vibes. inspired by: @eurekaohara Hair & Makeup by: @pabliomue Product deets down below. @got2busa glue. @benefitcosmetics pearl poreprofessional. @benefitcosmetics roller lash mascara. @benefitcosmetics hoola bronzer. @milanicosmetics conceal & perfect in shade light natural. @milanicosmetics retouch and erase concealer in shade light. @milanicosmetics stay put brow

Embraced new use and audience in earned and owned content



thebrilliantbeauty
72.8k followers [View Profile](#)

[View More on Instagram](#)

1,071 likes

thebrilliantbeauty ❤️❤️❤️ Achieved this summer-ready purple ponytail using Got2b spiking glue (yes, the yellow one that you use to lay your wig 🤪) 🙌🏾 Y'all want a tutorial? Click the link in my bio to get \$2 OFF any got2b styling product. @got2busa #youngstyledfree #got2standout #ad

view all 14 comments

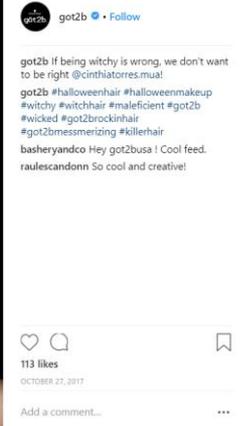


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fofa.amr Hm please

104 likes
SEPTEMBER 27, 2017

Add a comment...



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got2b If being witchy is wrong, we don't want to be right @cinthiatorres-mua
got2b #halloweenhair #halloweenmakeup #witchy #witchhair #maleficient #got2b #got2bmesmerizing #killerhair basheryandco Hey got2busa ! Cool feed. raulescandann So cool and creative!

113 likes
OCTOBER 27, 2017

Add a comment...



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got2b Thanks @teapeea for using #got2b ultra glued invincible STYLING GEL to keep your gorgeous style secure! #regram #got2b #got2b #got2bglued #hairgel #smile #longhair #hairpoint #instahair #hairinspo #blackhair #lacefrontal #selfie thechicpaige 🥰🙌
sakae___ Keeps your gorgeous lace wigs ! Don't forget that part

102 likes
APRIL 26, 2017

Add a comment...

DAILY

WEEKLY

MONTHLY/QUARTLERLY

CAMPAIGN/ACTIVITY PEAKS



DAILY	WEEKLY	MONTHLY/QUARTLERLY	CAMPAIGN/ACTIVITY PEAKS
Monitor brand mentions, divided by influencer and public conversations	Review trending hashtags and trending topics	Analyse overall performance	Check monitoring feed throughout the day
		Competitive analysis	Run searches for new influencers mentioning your brand/campaign
		Run searches for new influencers mentioning pertinent topics	Run analytics by channel to understand where most activity happening



EVALUATE INFLUENCERS



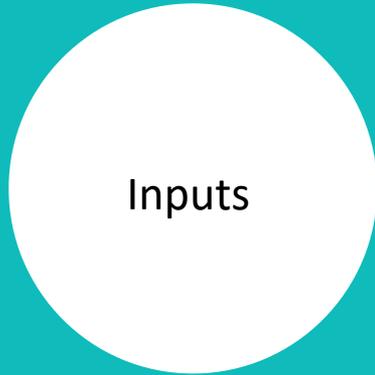
Define your objectives

Raise product
awareness

Recruit top talent in
new field

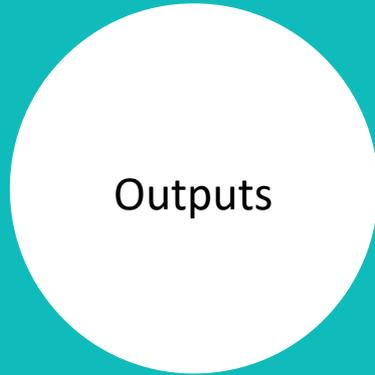
Drive lead
generation





Inputs

Program
activities



Outputs

Activated and
engaged
influencers



Outcomes

Advocacy
and action

	Raise product awareness	Drive lead generation	Recruit top talent in new field
Inputs:			
Nr. of influencers invited to join program			
Nr. of internal employees trained			
Nr. of influencer product sends			
Outputs:			
Influencer content pieces around new product benefits			
Nr. of influencer posts containing content/product URL			
Social shares of job postings			
Outcomes:			
Increase in product SOV			
Influencer referred site traffic / downloads / subscriptions			
Applicant-to-hire conversion rate for social employee referrals			

Key take aways



Identify

- Think of what type of influencer that fits with your objective
- Quantify their fit and impact via relevance, resonance, reference and reach metrics



Track

- Track to stay abreast on objectives and to uncover new tactics for future activities
- Implement a tracking framework that can fit in to any busy routine



Evaluate

- Evaluate your success in meeting your objectives
- Create a framework for measuring input, output and outcomes