



THE FUTURE OF INFLUENCER MARKETING

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APRIL 2017



AGENDA

1. HOW DID WE GET HERE:

THE RISE OF THE CONSUMER MARKETER

2. WHERE ARE WE GOING:

INFLUENCER MARKETING LANDSCAPE

- The changing shape of influence – meet the microinfluencer
- ROI (Return On Investment) takes center stage

3. PARTING THOUGHTS: MY ADVICE FOR YOU

HOW DID WE GET HERE?

the evolution of consumer-to-consumer marketing



20TH CENTURY ADVERTISING

scaling endorsement



THE DIGITAL AGE

New life for consumer to consumer marketing

Digital changed everything

- Better data
- Lowered barriers to entry
- The rise of review sites



Blogger as consumer marketer

A consumer who understands her role as both customer and conduit to other consumers through her blog and social channels.

WHERE ARE WE GOING?

influencer marketing landscape 2017



INFLUENCE

ACTIVATING THE ATOMIC UNIT OF
INFLUENCE, WHERE ENDORSEMENT
sparks action ACROSS THE
SOCIAL PLATFORMS THAT
matter most to women

86%

**OF OUR USERS
FOLLOW
INFLUENCERS**

68%

**PURCHASE
BASED ON
INFLUENCER
RECOMMENDATIONS**

TRUST

#1 MOTIVATOR

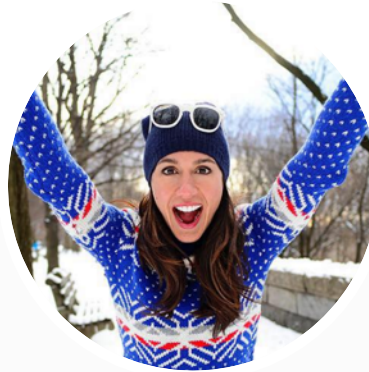
INFLUENCER LANDSCAPE – 2017



MICROINFLUENCERS

- Small bloggers and social influencers
- Handful of followers
- Love brands, love sharing them with others

Scale delivered through the aggregate of many small actions by many influencers.



MID-TIER CONTENT CREATOR

- Blogger
- A few social accounts
- At least 100,000 reach
- Authentic content about the brands she loves

She is both your customer and a conduit to others



CELEBRITY

- Millions of readers and followers
- Engages with brands on behalf of her audience
- She may not be your usual customer, but her audience is.

Celebrity endorsement

PERFORMANCE

objectives, measurement, results

REVISIONING MEASUREMENT



Client Name

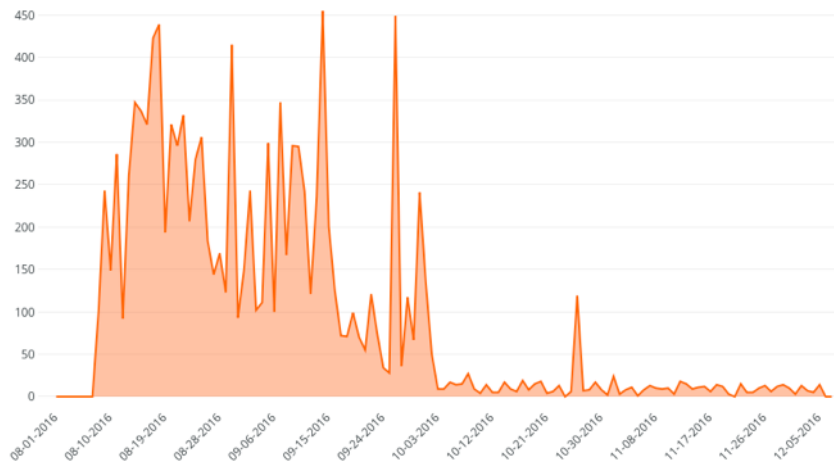
08-01-2016 - 10-31-2016

This campaign has review and social components, with a goal to bring awareness for Simply brand.

12,013
Engagements

4,599,100
Awareness

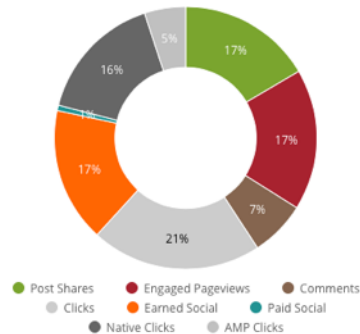
Campaign Engagement



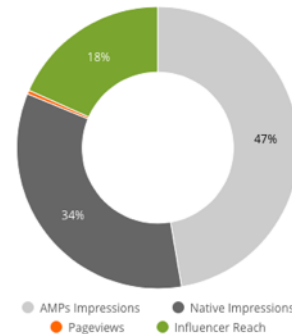
19,900
Pageviews

2,089
Engaged Pageviews (> 10 seconds)

Engagement %



Awareness %



AMPs & Native Performance

Unit	Impression	Clicks	CTR
1 AMP	2,175,515	608	0.03%
2 Native	1,560,979	1,913	0.12%
Total	3,736,494	2,521	0.07%

1.The engagement is highest when bloggers share the content they create with their online communities. 2.Using influencers with bigger audience help amplify awareness.

1,987
Post Shares

00:02:46
Avg. Time On Page

SETTING PERFORMANCE BENCHMARKS

generate brand awareness and engagement through influencers



AWARENESS (REACH)

- Ad Impressions
- Viewability Rate
- Auto Expansion
- Influencer Reach
- Potential Audience Reach
- Brand Lift
- Content Views
- Video Views



ENGAGEMENTS ENGAGEMENT RATE

- Engaged Page/Slide Views
- Time Spent
- Content Engagement Rate
- Click Rate (ad)
- Click Rate (content)
- Expansion (user initiated)
- Mouse Over/Hover Rate
- Expansion Rate
- Conversions
- Comments
- Social Shares
- Social Links
- Paid Touts
- Earned Touts
- Engaged Video Views
- Completion rate

ENGAGEMENT

actions



GENERALLY:

Click Through Rate still relevant

Overall Engagement Rate = $\text{Total Engagements} / \text{Total Reach}$



FOR CONTENT:

Blog Engagement → Postviews/Monthly Pageviews

Content Engagement Rate → $\text{Actions} / \text{Content Views}$



FOR SOCIAL PROMOTION:

Engagements:Followers

Earned:Paid

SUMMARY

TACTIC	REACH/AWARENESS	ENGAGEMENT	ENGAGEMENT RATE
Ads	Target Audience, Impressions	Viewability, Clicks	CTR
Content	Monthly Page Views	Page/Slide Views Actions on Content – clicks, likes, comments, shares	Page Views/MPVs Actions/Page Views
Video	Followers/ Monthly Video Views	Video Views Engaged Views (25% complete/ Facebook >10 seconds)	VCR Engaged Views: Total Views
Social	Total Followers	Social Actions	Paid: Earned

COST PER VIEW

quantifying awareness



$$\text{COST PER VIEW} = \text{BUDGET} / \text{VIEWS}$$

- Pageviews, slide views, video views
- Viewable native ad impressions. Regardless of clicks.
- Viewable content amplification ad impressions. Regardless of clicks.
- Earned social engagements.

This is a PROXY for viewers across all social platforms. If someone shared or liked or commented, we know they saw it. This will undercount, but it is a start.

WHERE DO WE GO FROM HERE?



No single metric is the silver bullet.

Need to look at these measurements side by side with third party research (brand lift, foot traffic, message penetration)

Plus actual sales results!!!

The important first step is to begin standardizing our metrics

- compare campaign performance month to month, year to year,
- isolate tactics that are both efficient and effective.

MORE OF WHAT WORKS, LESS OF WHAT DOESN'T!



ADVICE FOR INFLUENCERS

who want to be influencer marketers



DIVERSIFY INCOME STREAMS

Make sure you have mix of active and passive streams.

Run ads on your blog – Google AdSense, sell direct, join a network. Lots of options.

Affiliate marketing, if you are willing to invest the time.



FOCUS

Don't spread yourself too thin. Focus on 2, maybe 3 platforms that fit your blog, your passion, your skills, and most importantly, that you love to use.

A small number of followers on each platform does not have the same impact as a huge following on one

A photograph of two women embracing warmly. The woman on the right has long dark hair and is wearing sunglasses on her head. The woman on the left has curly hair. They are both smiling. The text 'JOIN INFLUENCER NETWORKS' is overlaid in white capital letters.

JOIN INFLUENCER NETWORKS

Don't go it alone. Join influencer networks and marketplaces.

More than ever before, advertisers will be working through these intermediaries to source influencers and develop influencer programs.

There is too much at stake — big budgets, brand equity and goodwill — to take a shot-in-in-dark approach to work with unknown influencers or not apply rigorous analytics.



KNOW YOUR NUMBERS

Start with your traffic or followers. Dig into your audience, your performance for other brands, the engagement with your content, sponsored or otherwise. How well do your properties perform? Where are you strongest?

You are ultimately responsible for telling your complete story. The more you know about your performance, the more you will be in control of your earning opportunities.

DO IT BECAUSE YOU LOVE IT!!



thank you