



Influencer Marketing

Presented by Clara Maybin

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Who am I?



Owner of So Social Marketing based in Omagh since 2012

Part Time Digital Marketing Lecturer, South West College Omagh.

Various Awards:

McBride's SPAR Digital Engagement Award at Retail Industry Awards.

BA Components Best Online Social Media Campaign EKKB Awards.

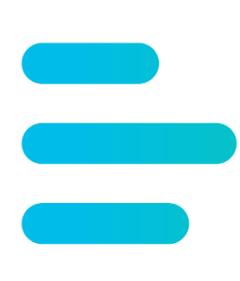
BA Components Best B2B Campaign DANI Awards.



@sosocialni



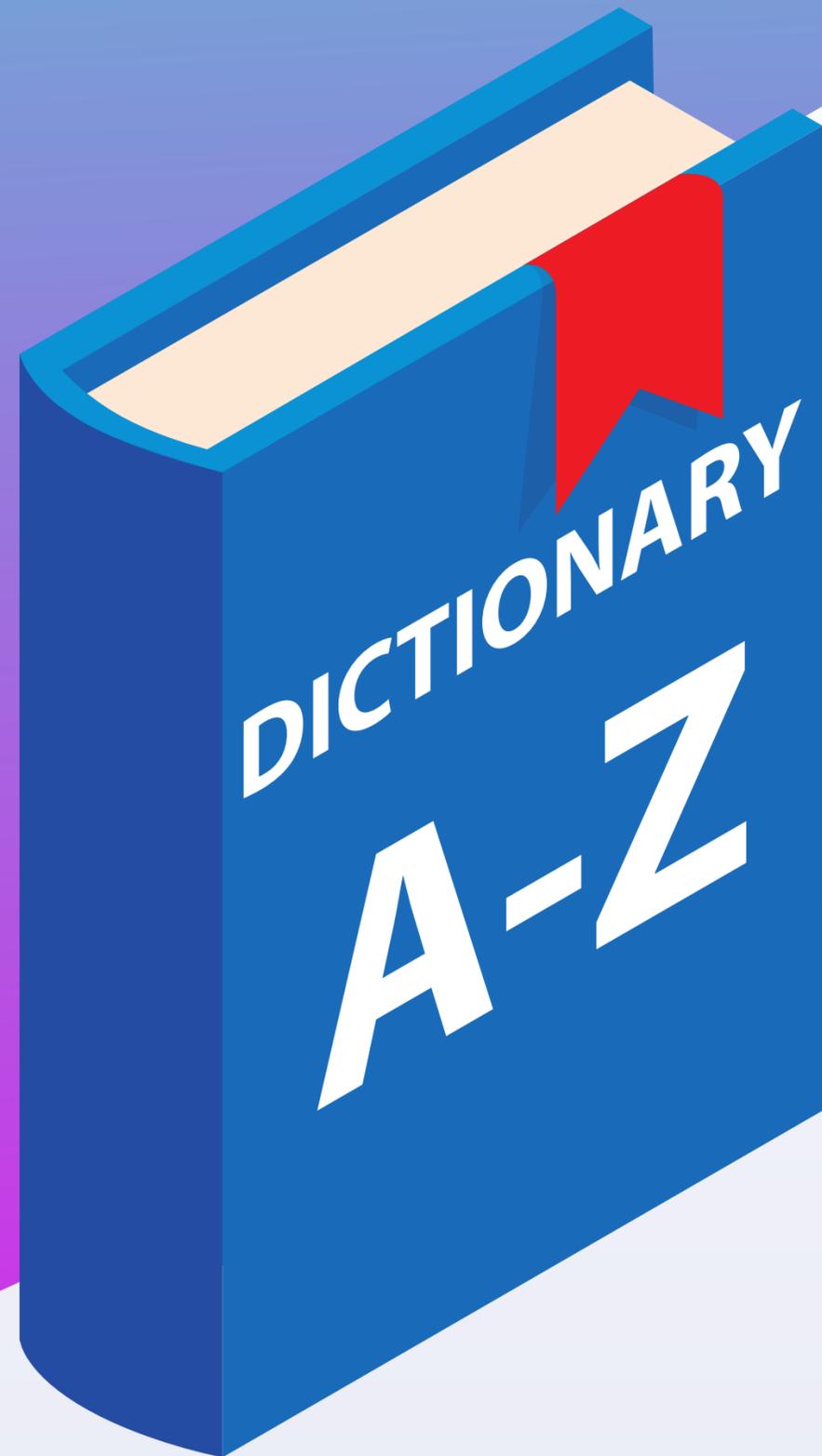
/sosocialmarketing

 POLL

**Have you experience using
Influencers?**



**What is an
Influencer?**



What is an Influencer?

Definition of **influencer** noun from the Oxford Advanced Learner's Dictionary

influencer *noun*

🔊 /'ɪnfluənsə(r)/

🔊 /'ɪnfluənsər/

★ a person or thing that influences somebody/something, especially a person with the ability to influence potential buyers of a product or service by recommending it on **social media**

What is an Influencer?

Influencers in social media are people who have built a reputation for their knowledge and expertise on a specific topic. They make regular posts about that topic on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their views. Brands love social media influencers because they can create trends and encourage their followers to buy products they promote.

(Source influencermarketinghub.com)

It is important to note that these individuals are not merely marketing tools, but rather social relationship assets with which brands can collaborate to achieve their marketing objectives.





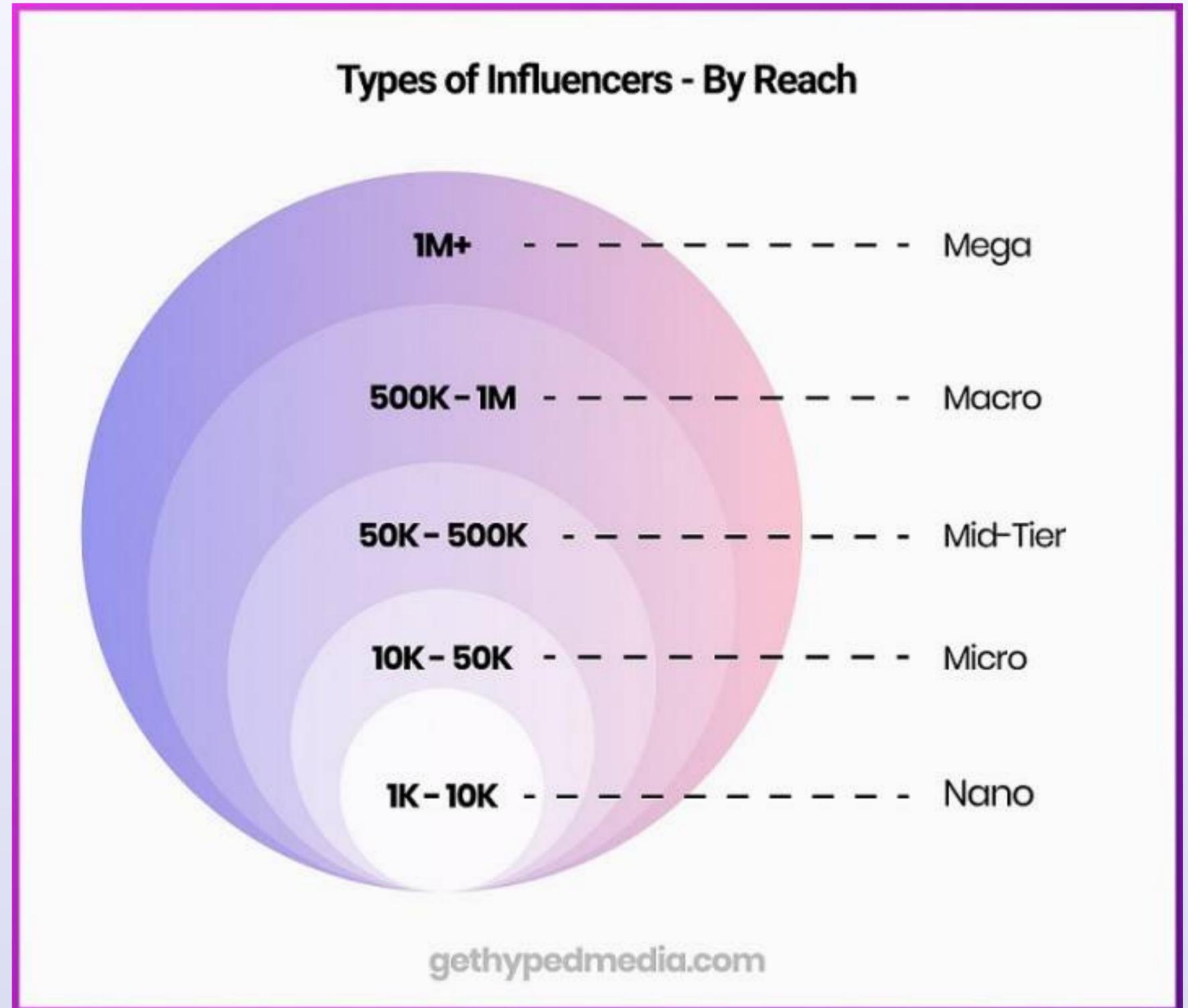
Types of Influencers

Types of Influencers

The secret to running a successful influencer campaign lies in identifying the right influencers for your brand.

To do so, it is vital to know the different types of influencers that you can collaborate with.

Based on the number of followers, social media influencers are divided into 5 categories.

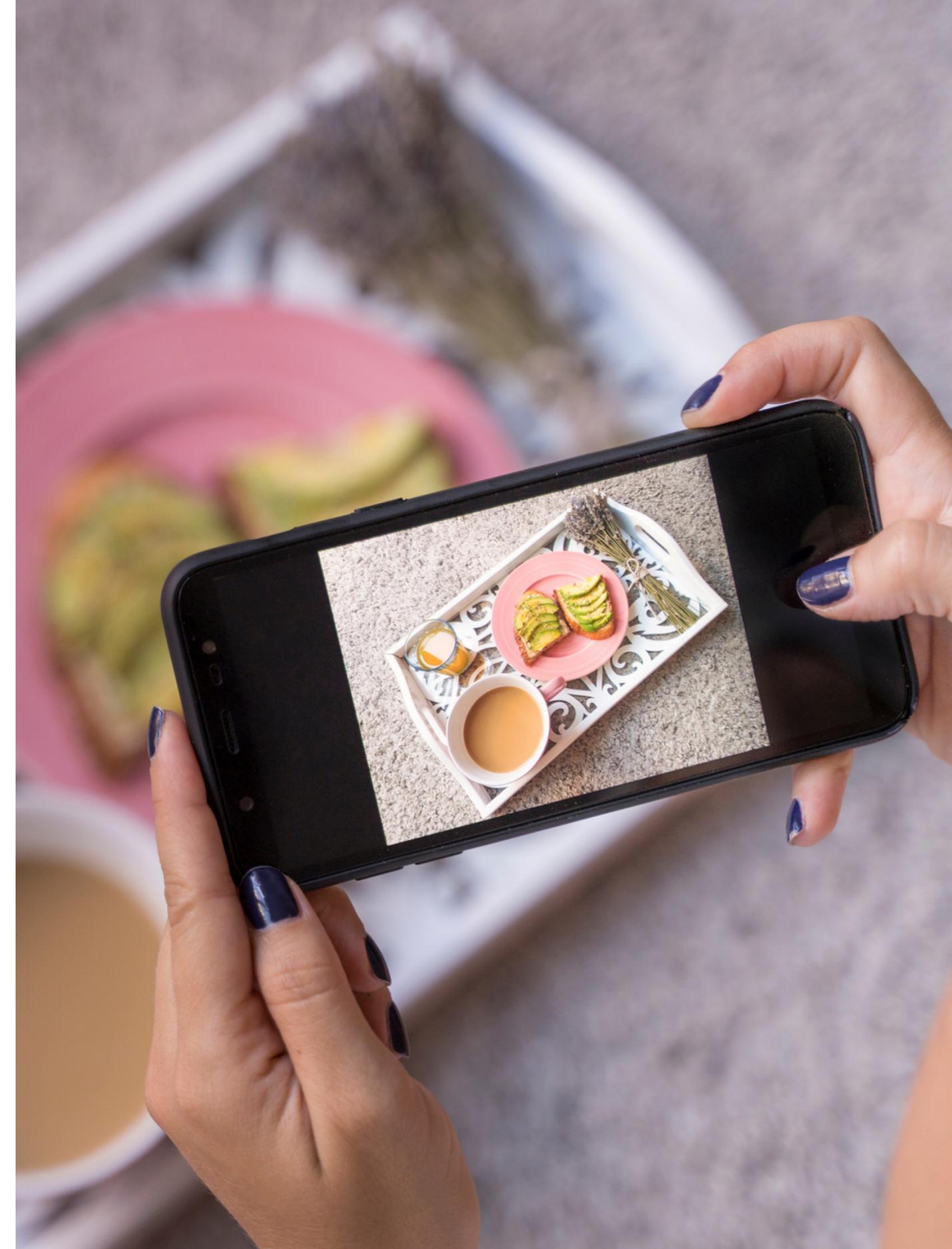


Nano Influencers (1K-10K)

Nano influencers have a highly engaged social media community. These types of influencers share a close bond with their followers and their recommendations are highly valued.

Nano influencers are the right choice for you if you are a small company or working on a tight budget and want to spread awareness about your brand in a super-specific niche.

They also tend to have the highest average engagement rate among all influencers at about 4%.



Micro-Influencers (10K to 100K)

Micro-influencers have a decent follower count, much more than nano influencers. They put in a lot of effort to engage their followers with high-quality content. They are often seen as an authority in a specific niche and usually have some degree of brand experience.

Brands can leverage the power of micro-influencers to reach out to a fairly large audience in a targeted niche.



Macro Influencers (100K to 1M)

Macro influencers can be called internet celebrities or social media stars owing to the widespread reach they have. Famous YouTubers, food bloggers, podcasters, and many more fall in this category.

These types of influencers are not born overnight. Rather, they would have made their way up the ladder with a lot of effort and dedication. That's why macro influencers are usually considered an authority in their niche.

Macro influencers are the best choice for spreading brand awareness, owing to their massive reach.



Mega Influencers (>1M)

Mega influencers are usually actors, pop stars, fashion icons, and other public figures. Although mega influencers have an enormous number of followers, the percentage of engagement they generate is the least compared to other types of influencers.

Their average engagement rate to be about 0.8%. They can be helpful in building brand awareness but you need to have a healthy influencer marketing budget to afford them.



Food Influencers NI

bigdaddyslims

810 Posts | 20.5K Followers | 1,224 Following

Andrew McSparran
Home of one pan & pressure cooker recipes 🍲
Occasional Taco slinger 🌮
Husband of... more
linktr.ee/bigdaddyslims/

Followed by **onlyslaggin, ellepearls** and 78 others

Follo... Message Contact +

Cottage Pie | Scotch Eggs | Yum Porridge | Quick Curry

CHICKEN FRIED RICE | MUSHROOM RISOTTO

onlyslaggin

2,624 Posts | 130K Followers | 1,359 Following

Jim Moore
👉 @tiktok 990k+
🎥 Food Blogger & Content Creator
📺 @only.rom
✉️ onlyslaggin@gmail.com... more
linktr.ee/Onlyslaggin

Followed by **bigdaddyslims, centra_ni** and 127 others

Follo... Message Email a... +

Seafood | Burrito etc | House / Shack | Weber Connect

boredoflunch

326 Posts | 400K Followers | 615 Following

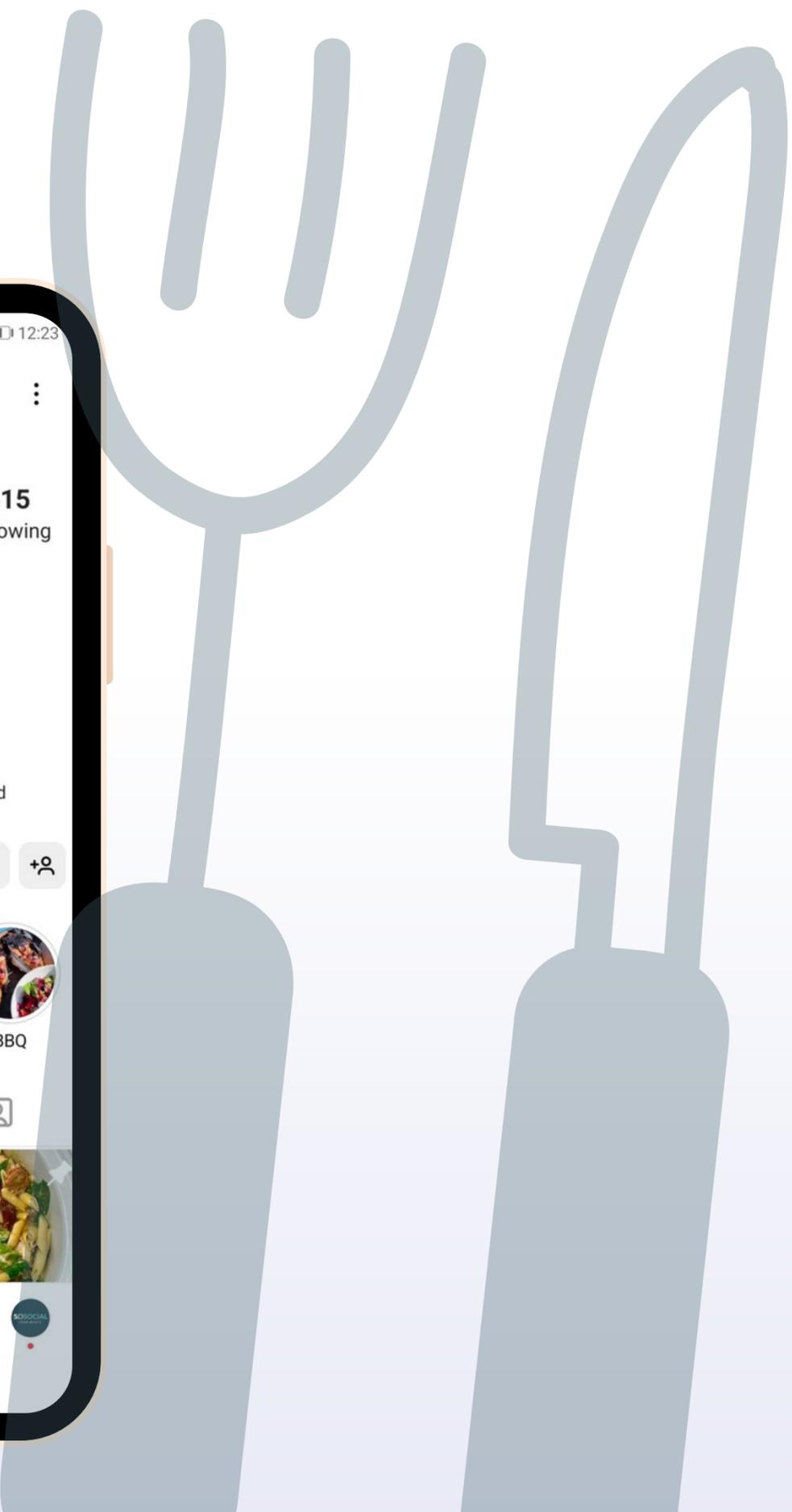
BORED OF LUNCH
Personal blog
👤 Nathan - Home Cook
🍳 Slowcooker / Airfryer recipes
📖 Pre-Order my Debut Book 📖
📍 Belfast
smarturl.it/BoredofLunch

Followed by **ciarafitandfab, tedandstitch** and 319 others

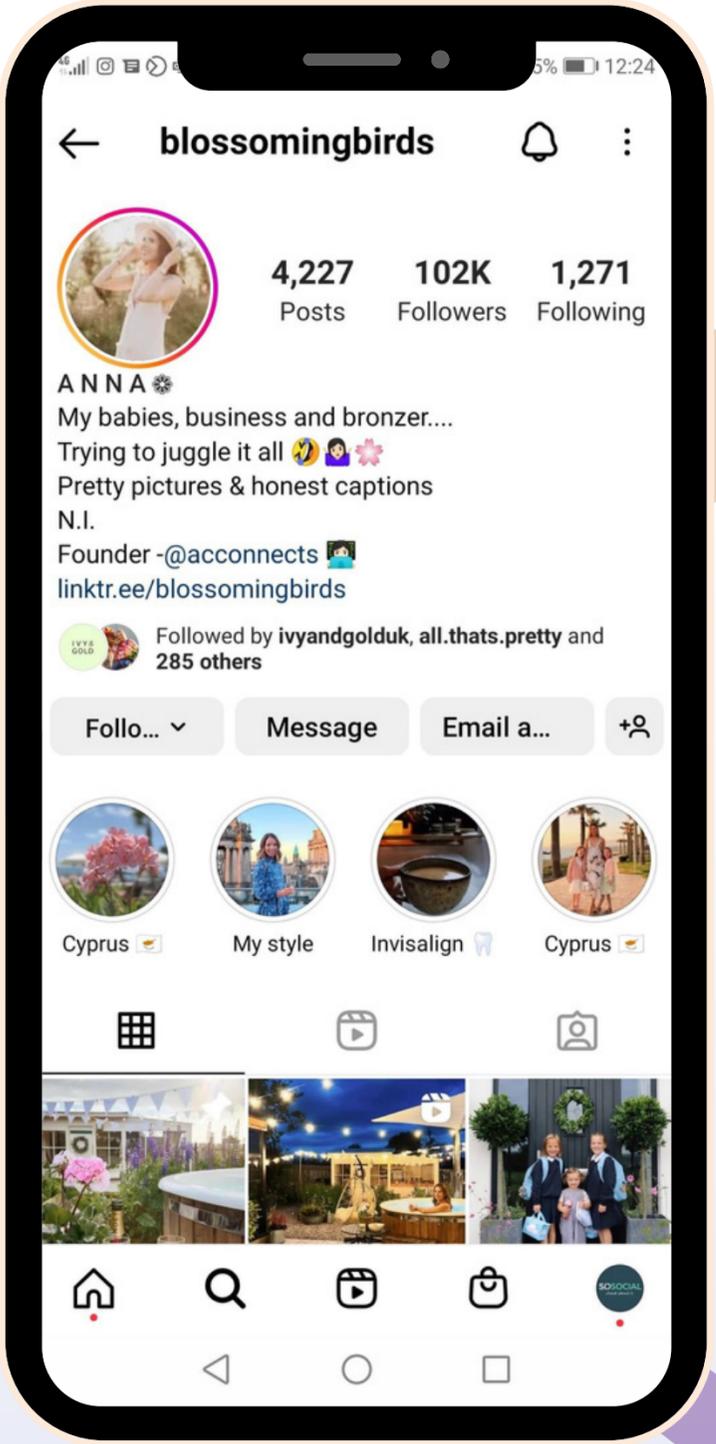
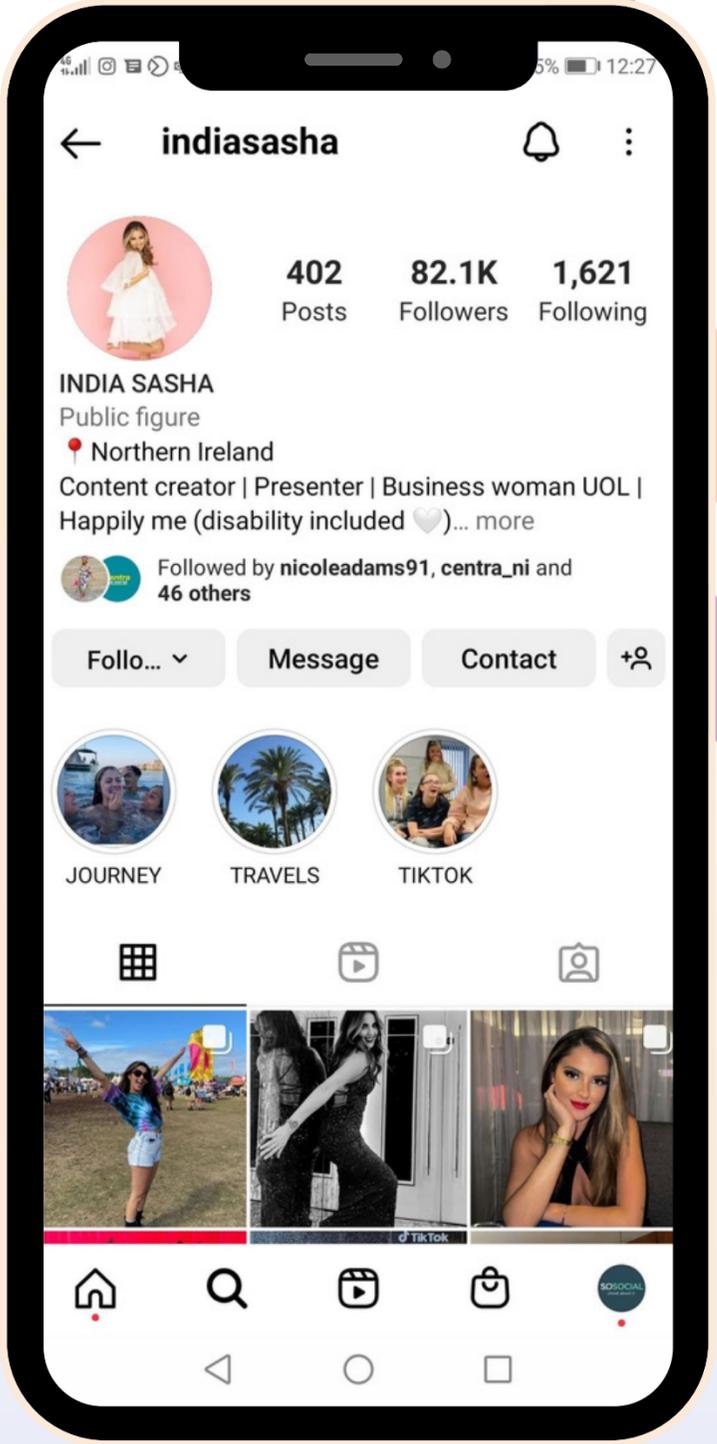
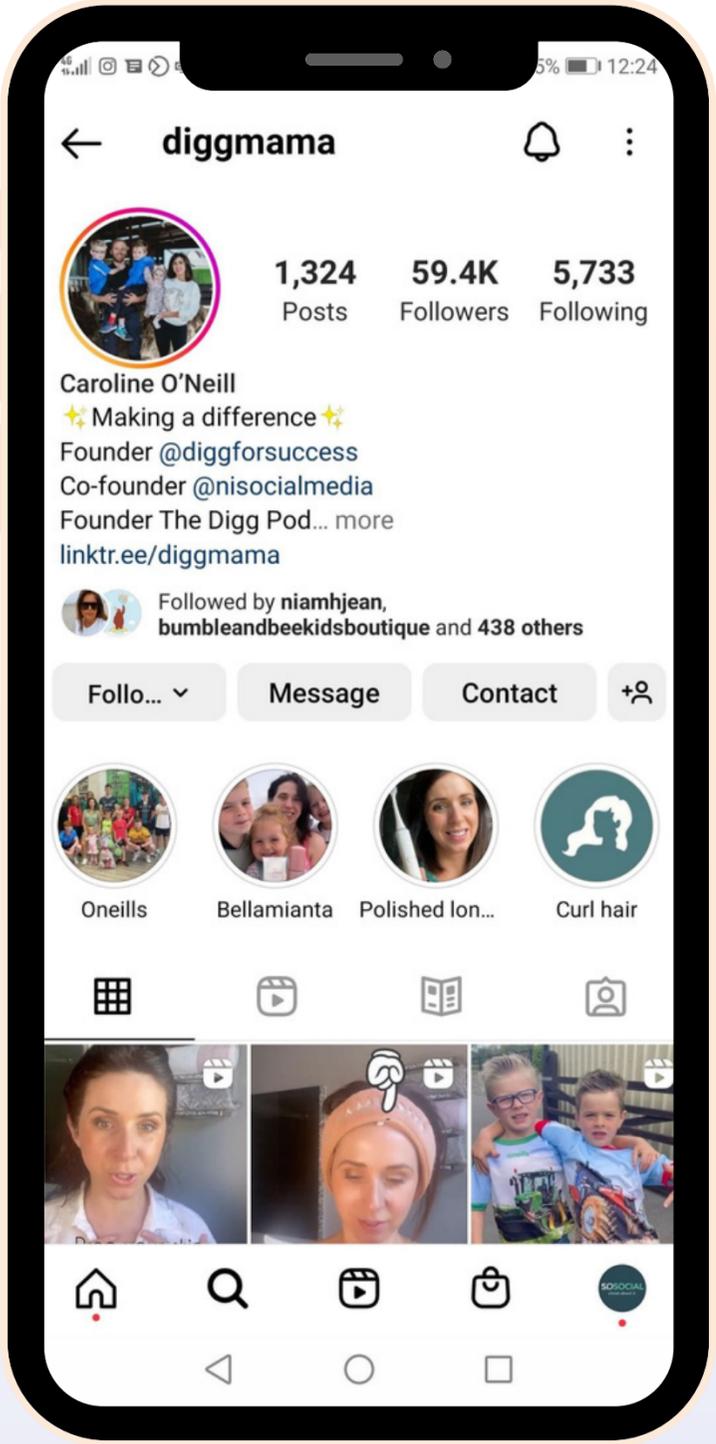
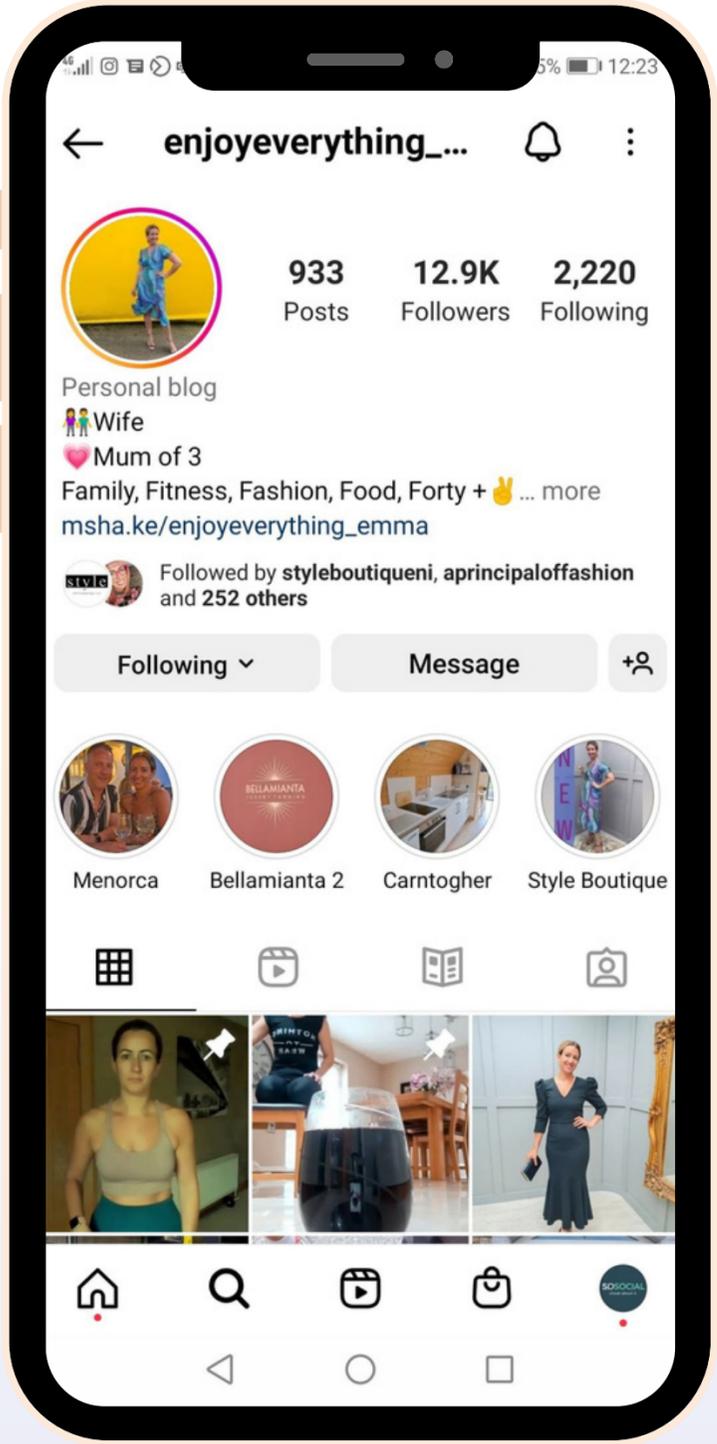
Follo... Message Email a... +

My Book | Veggie Dishes | Slowcooker | BBQ

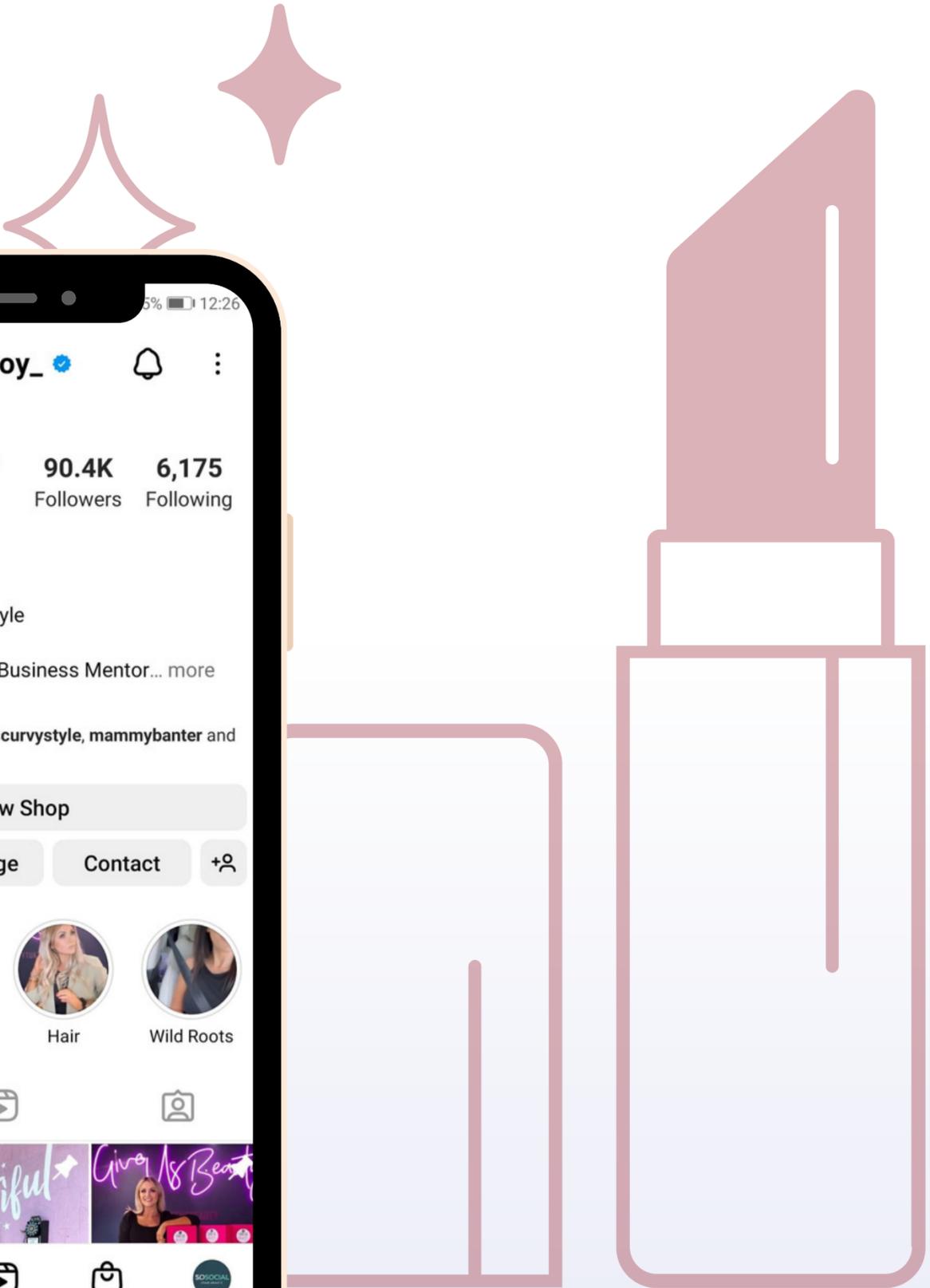
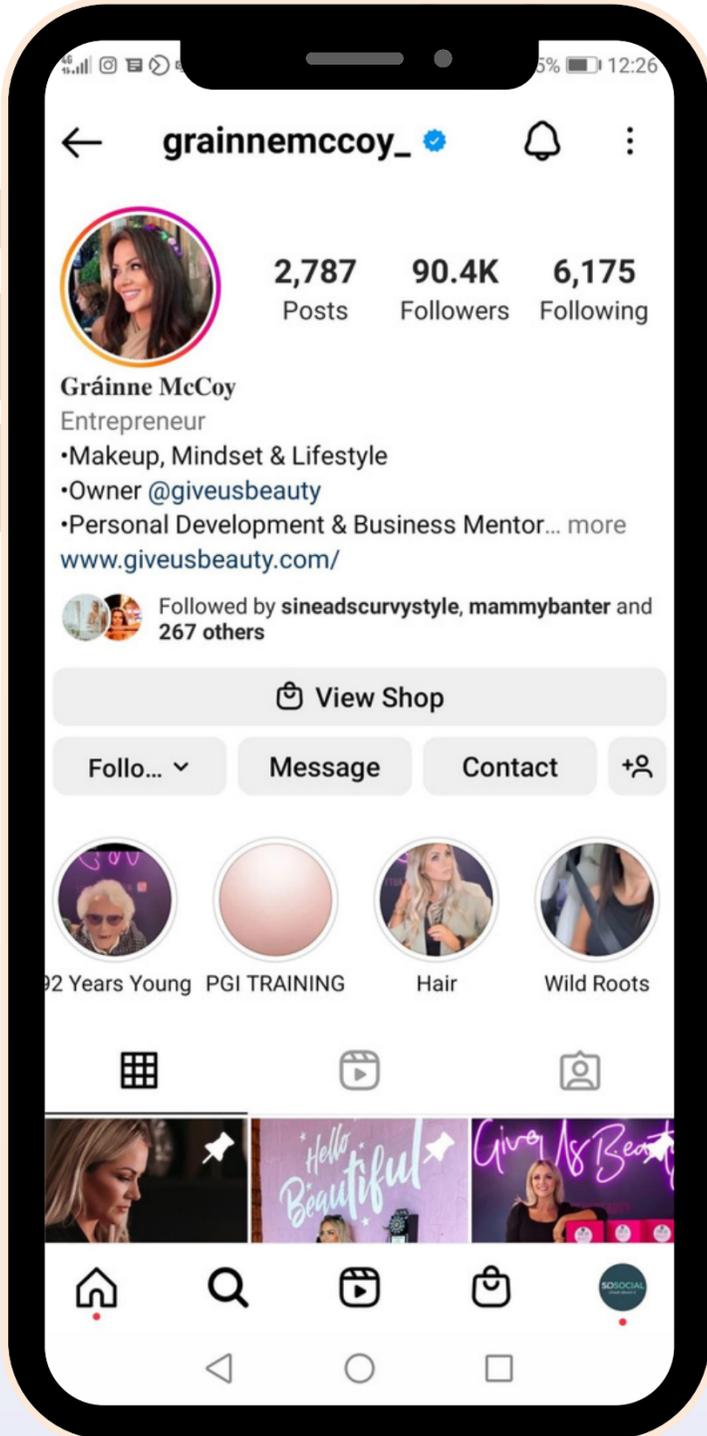
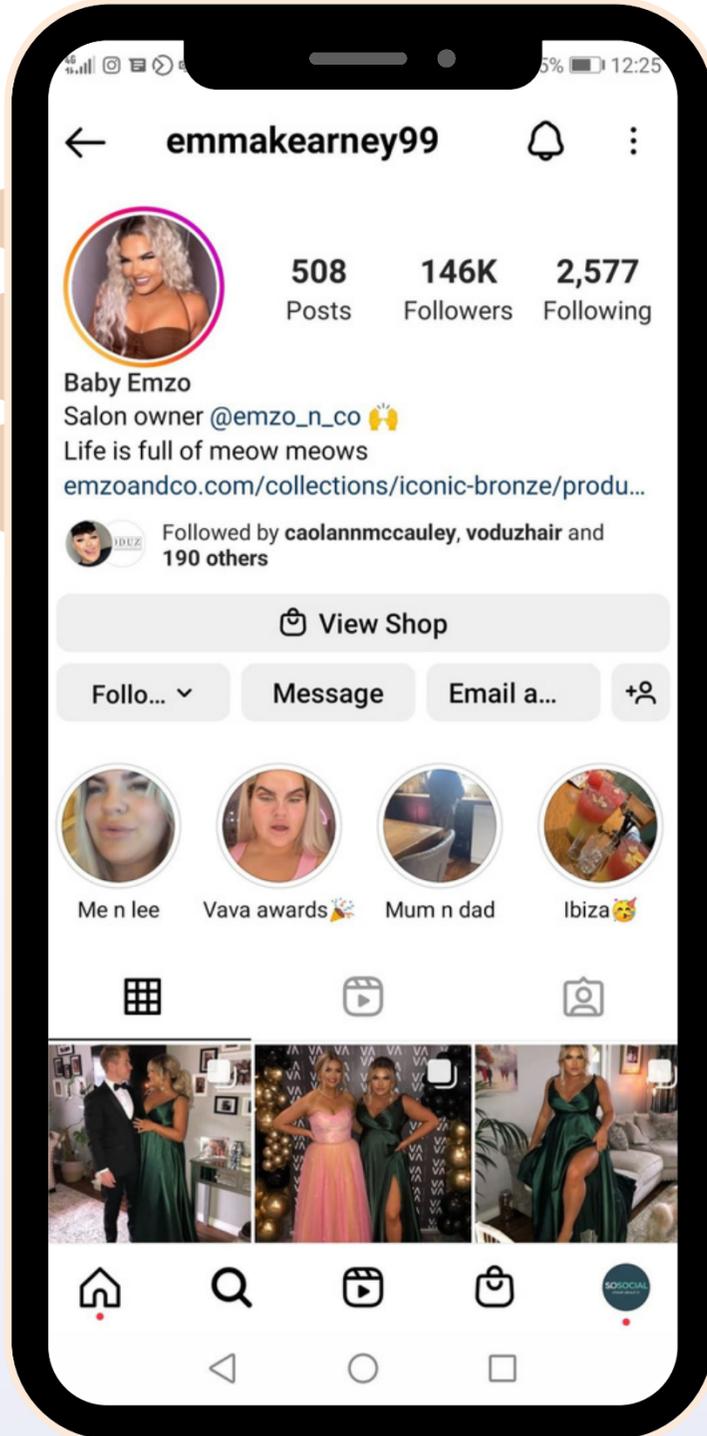
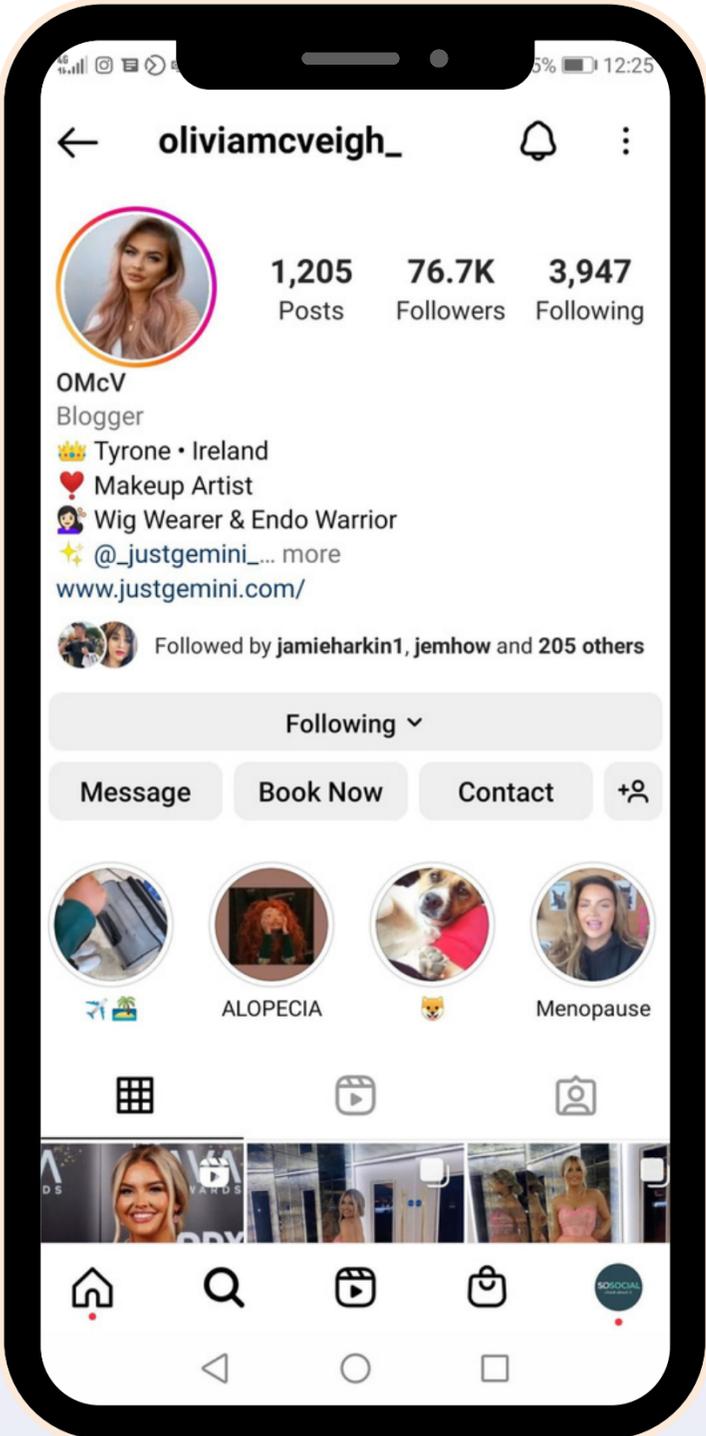
Airfryer Hot Honey Chicken Tenders - 89 cals



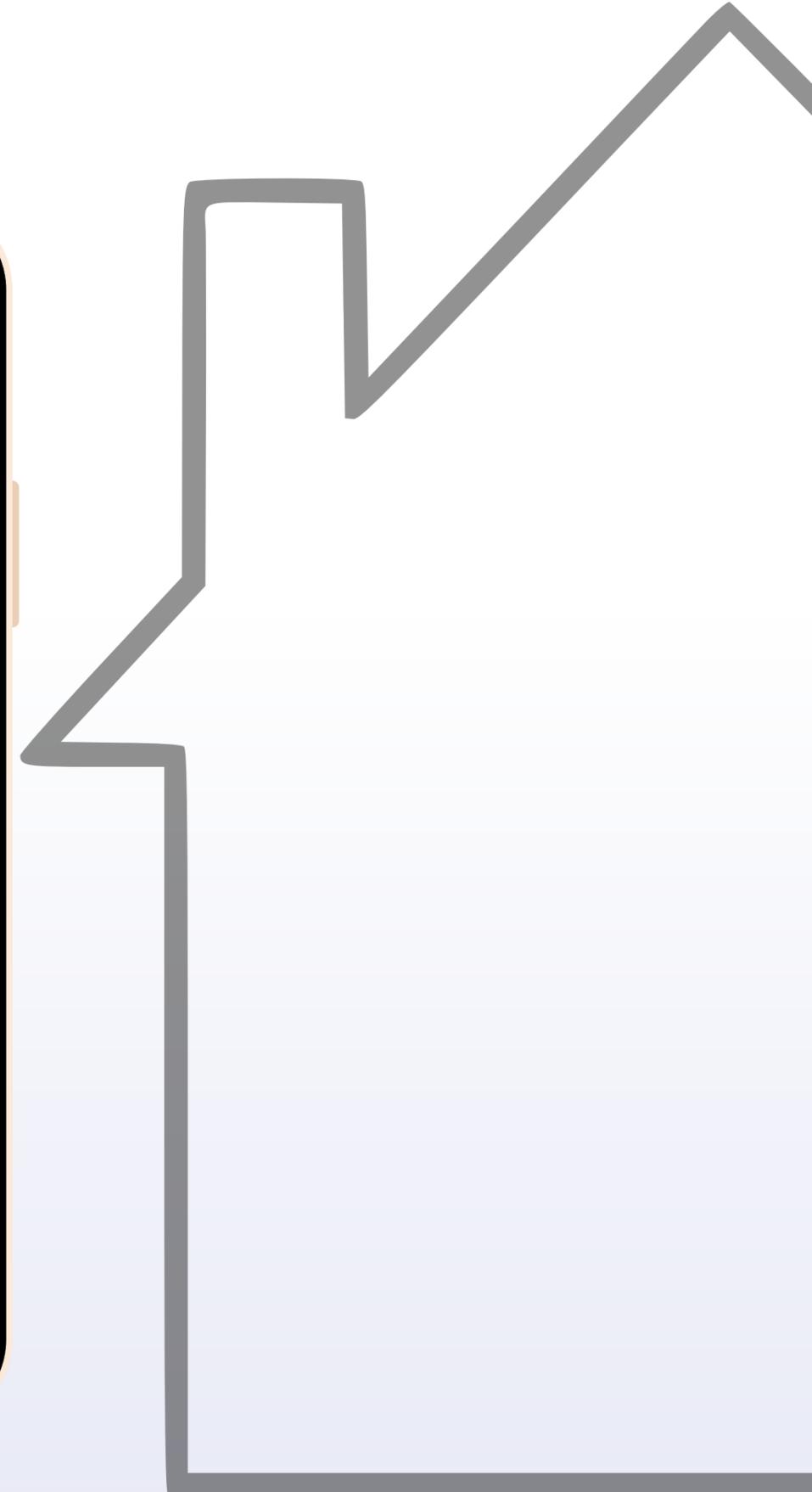
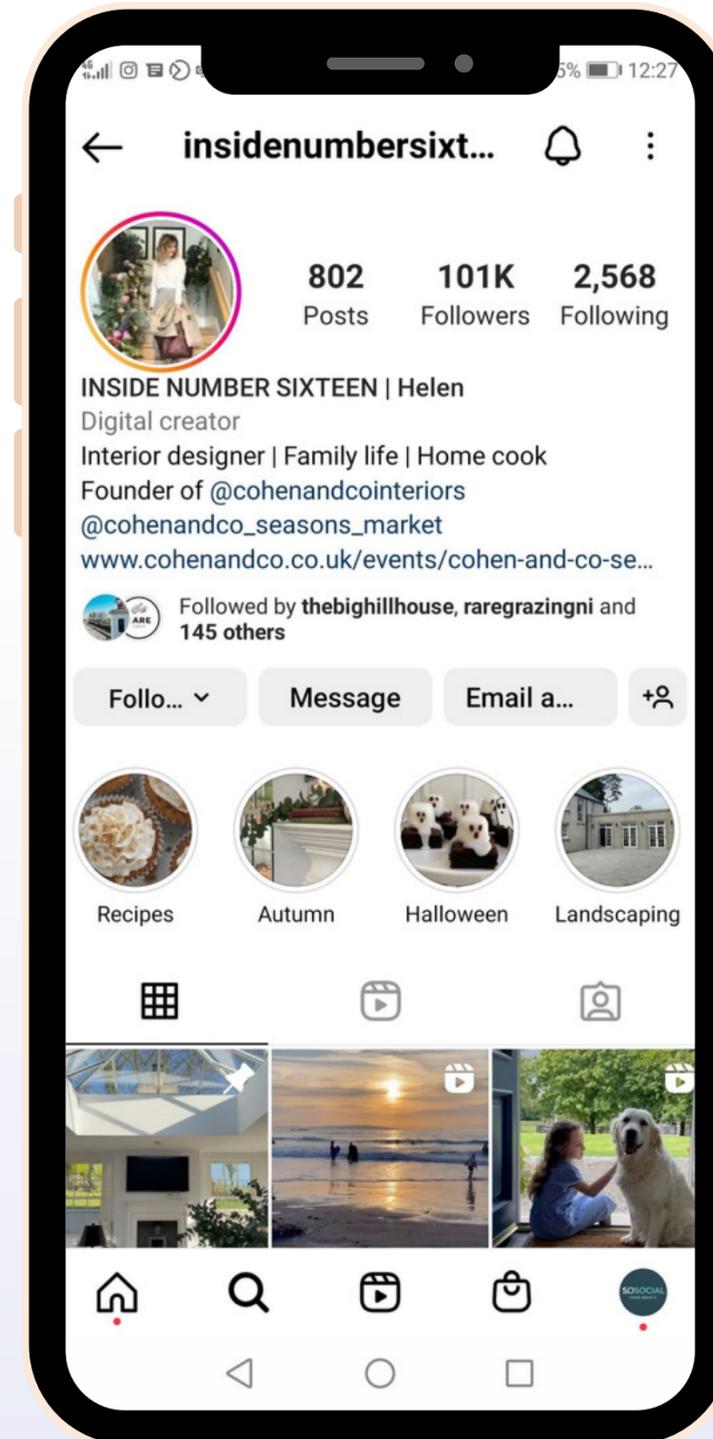
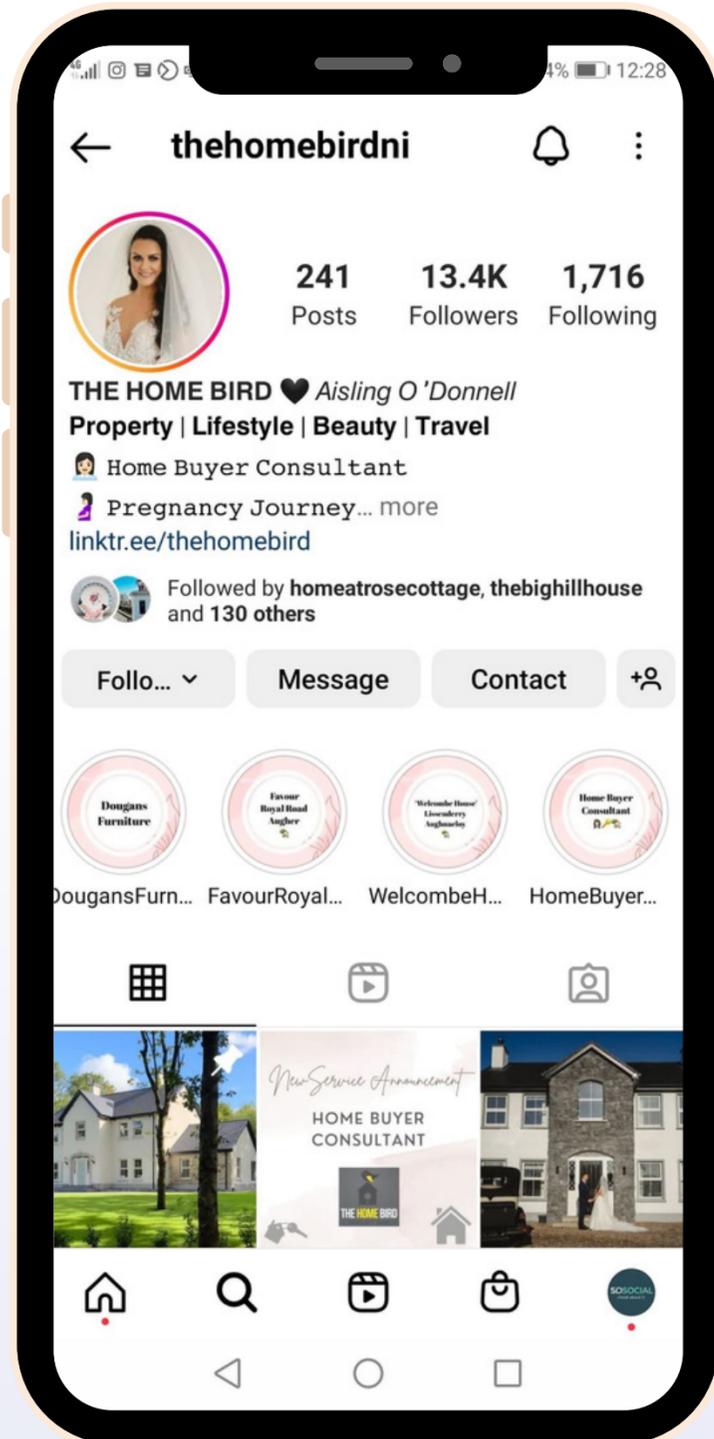
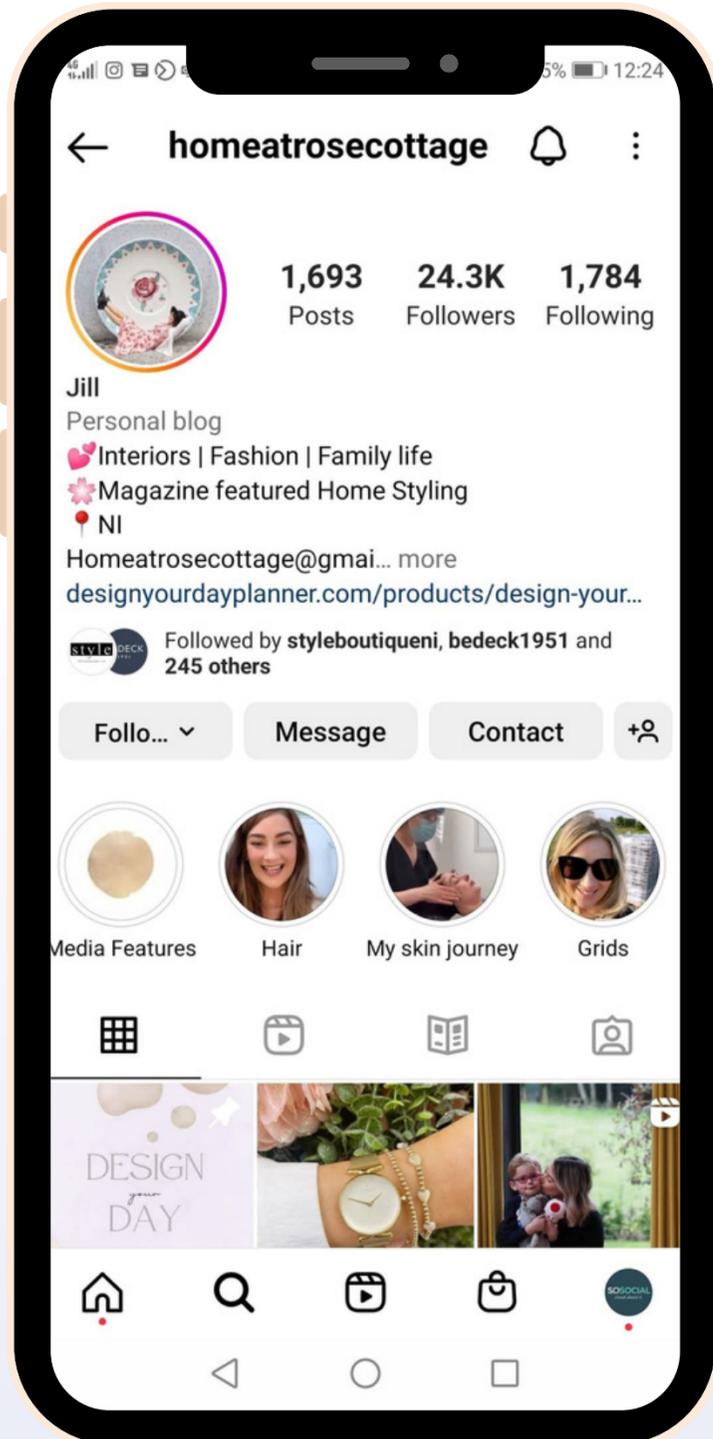
Lifestyle Influencers NI



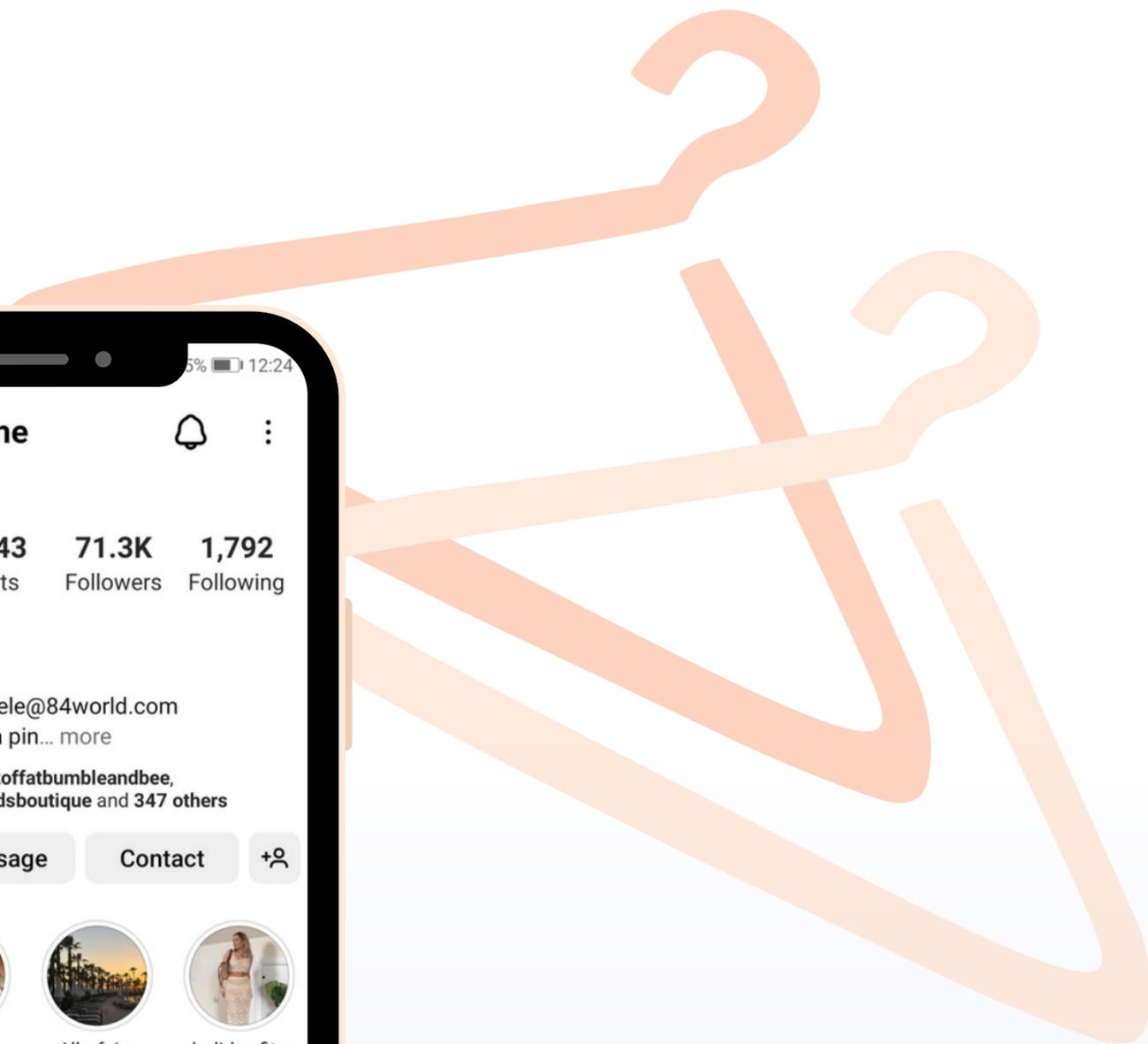
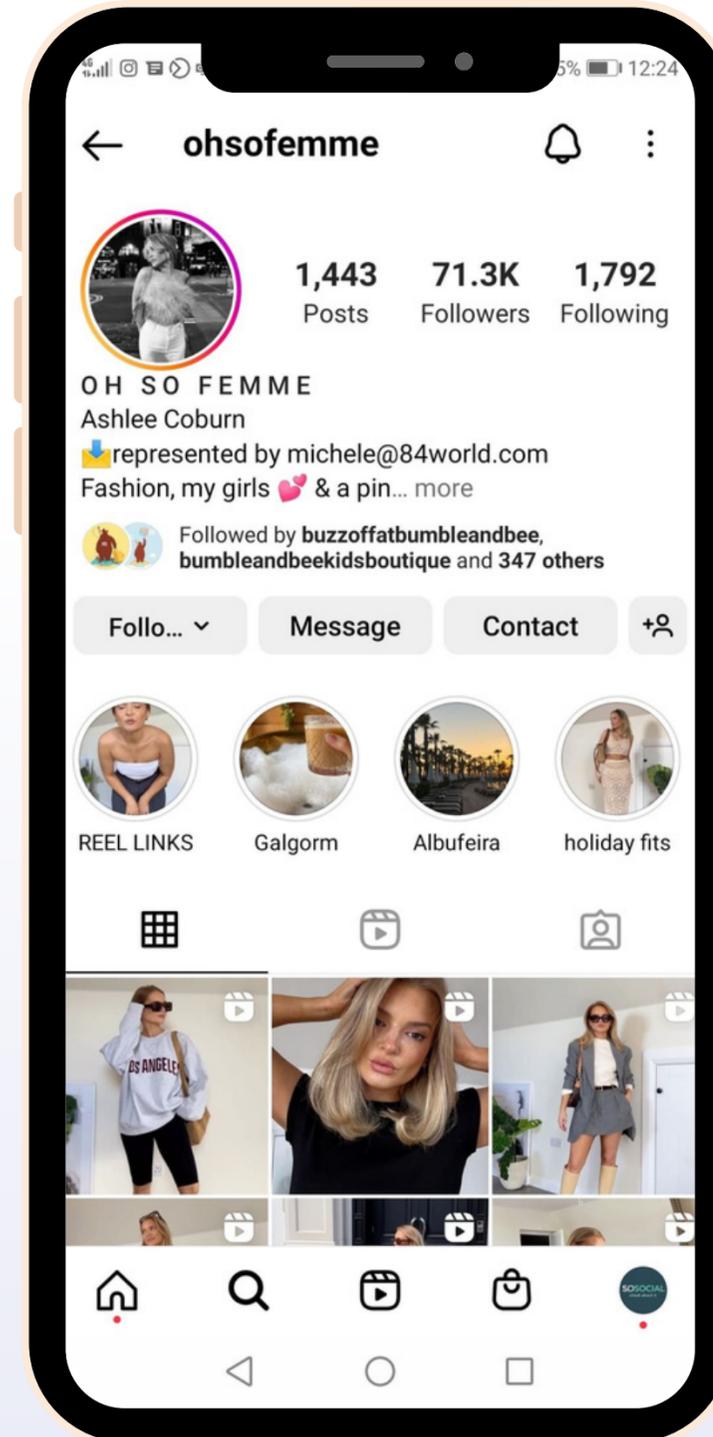
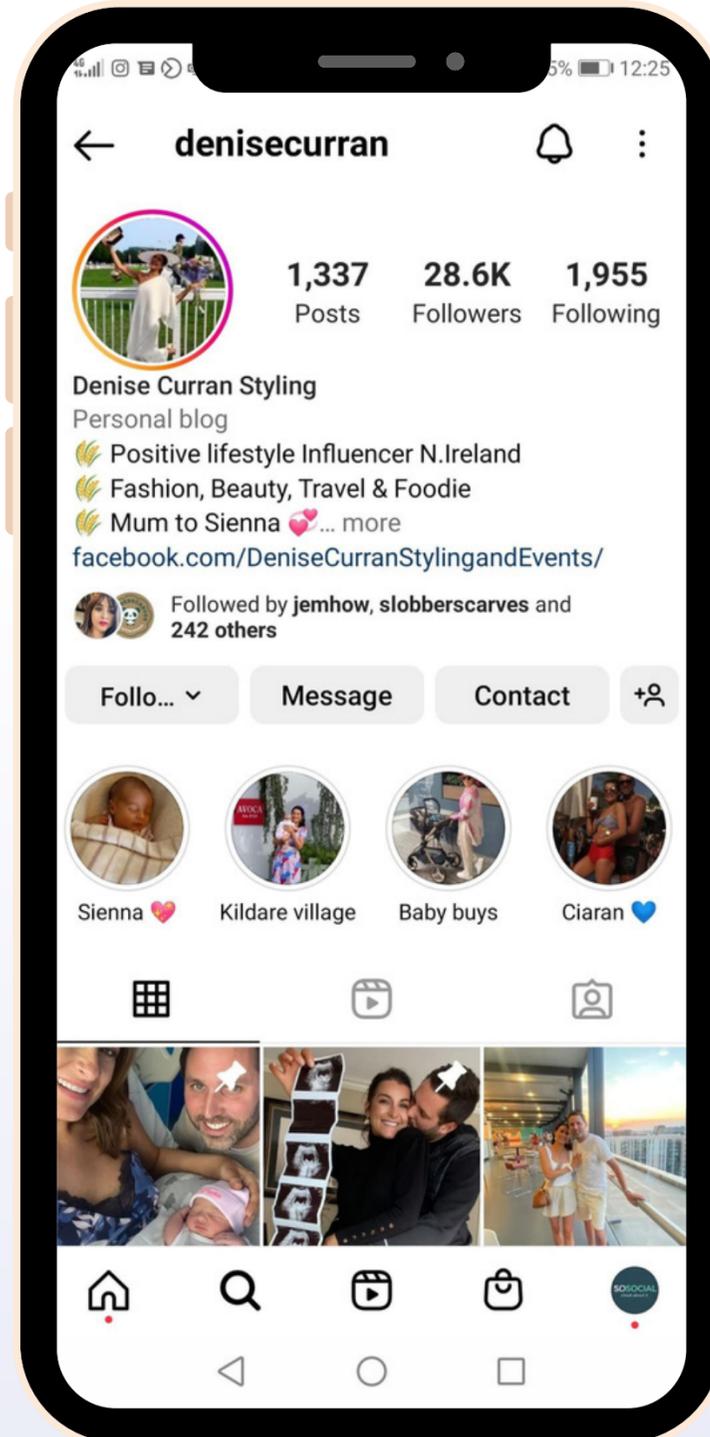
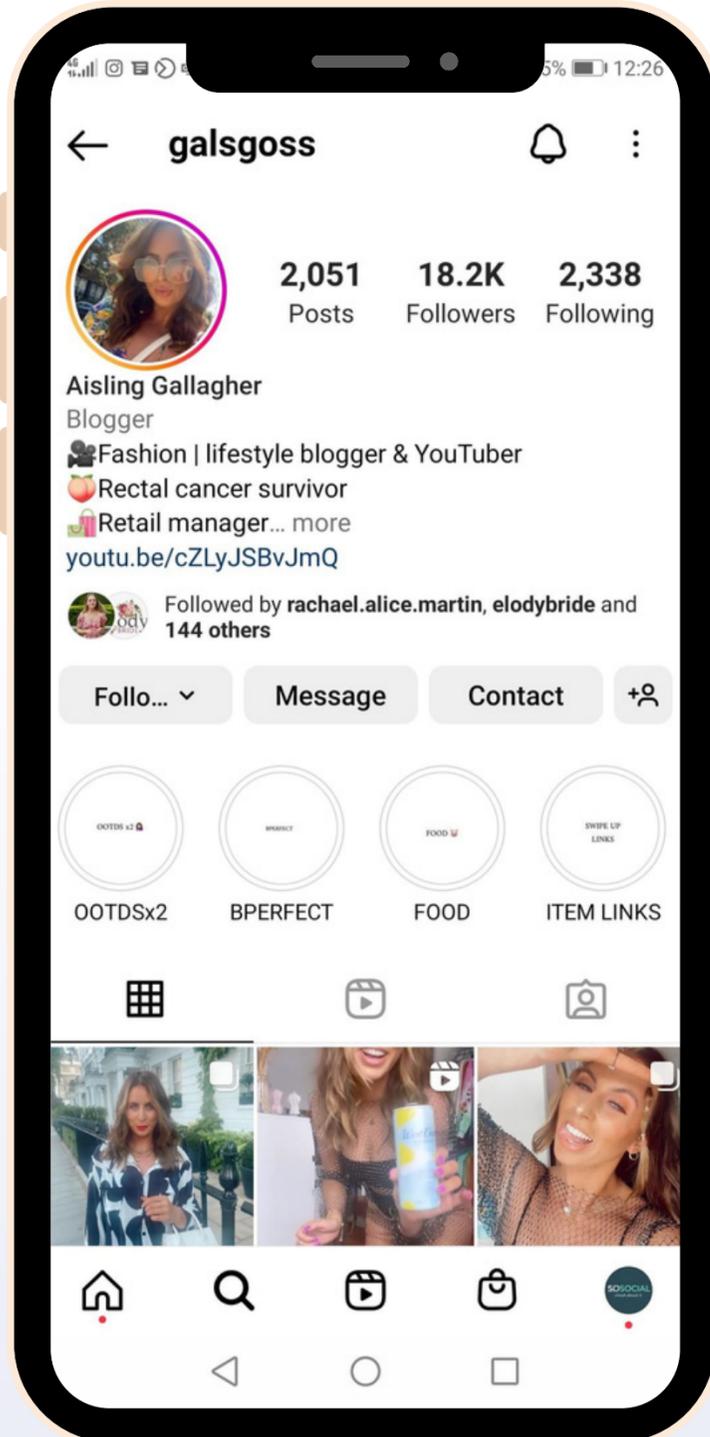
Beauty Influencers NI



Home Influencers NI



Fashion Influencers NI



Set your goals before you begin vetting influencers and then find those that best align with your brand, your audience, and your objective.



Interesting Stats

Interesting Stats

93% of Marketers Have Used Influencer Marketing

Influencer marketing is becoming a major marketing strategy. Only 7% of marketers surveyed have never used influencer marketing.



source : Oberlo

Interesting Stats



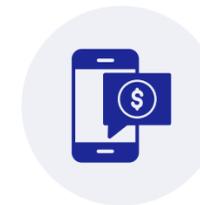
61% of Consumers Trust Influencers' Recommendations

A recommendation from a creator that you like goes a long way. 61% of consumers trust the product recommendations they get from influencers. Meanwhile, only 38% trust branded social media content.



Micro-Influencers Are on the Rise, Growing From 89% to 91% in 2021

Luckily, you don't need to have millions of followers to become an influencer. Micro-influencers can often have just as big an impact as those with larger followings due to their highly engaged and loyal communities. Influencer marketing statistics show the market share of micro-influencers grew from 89% in 2020 to 91% in 2021.



Google Searches for "Influencer Marketing" Grew by 400% in the UK from 2016-2021

Proof that there's tons of interest in learning more about influencer marketing! Google searches for "influencer marketing" grew by 400% from 2016-2021 in the UK alone.



Nano-Influencers Have the Highest Engagement Rate at 5%

Nano-Influencers Have the Highest Engagement Rate at 5%

When trying to choose the right influencer for your campaign, don't overlook those with a smaller following. Nano-influencers (with 1,000-5,000 followers) have a 5% engagement rate, beating out even the mega influencers with over one million followers.





Benefits of Influencers

Benefits of Influencers



Builds Trust and Authoritativeness

The influencers have already built trust and close relationships with their fans and followers. People following them respect their recommendations and content.

By collaborating with an influencer, not only would you have a wide base of the audience who trust you, but you will also gain their attention and your sales would drive quickly.



Boosts Brand Awareness and Reputation

Influencers can improve your brands' awareness and brand visibility very quickly. They can expand your positioning and online reach in a matter of days. People on social media will begin to know you, your products, your objective, what you offer and the solutions you have for them.



Focus on Millennial and Gen Z Consumers

The millennials and generation z, both the generations' people are on social media. This helps you to reach both of the generations. Influencer marketing specifically allows you to target people who want to see your content.

This way, you have a wide reach to all the millennials and generation z consumers.



High ROI Potential

Influencer marketing is less expensive than traditional marketing tactics.

So, if you collaborate with a popular influencer, you have the possibility of a high return on investment. You would drive up sales more than you can imagine.



How to find influencers



First, define your target audience

How?

Look at who buys from you now; what data do you store on them?

What age are they?

Where do they live?

What sex are they?

How much money do they spend with you and how often?

look at your [Audience Insights on Social media](#)

See age and gender breakdowns, education levels, job titles, relationship statuses and more.

Find out what people like.

Learn about people's interests and hobbies.

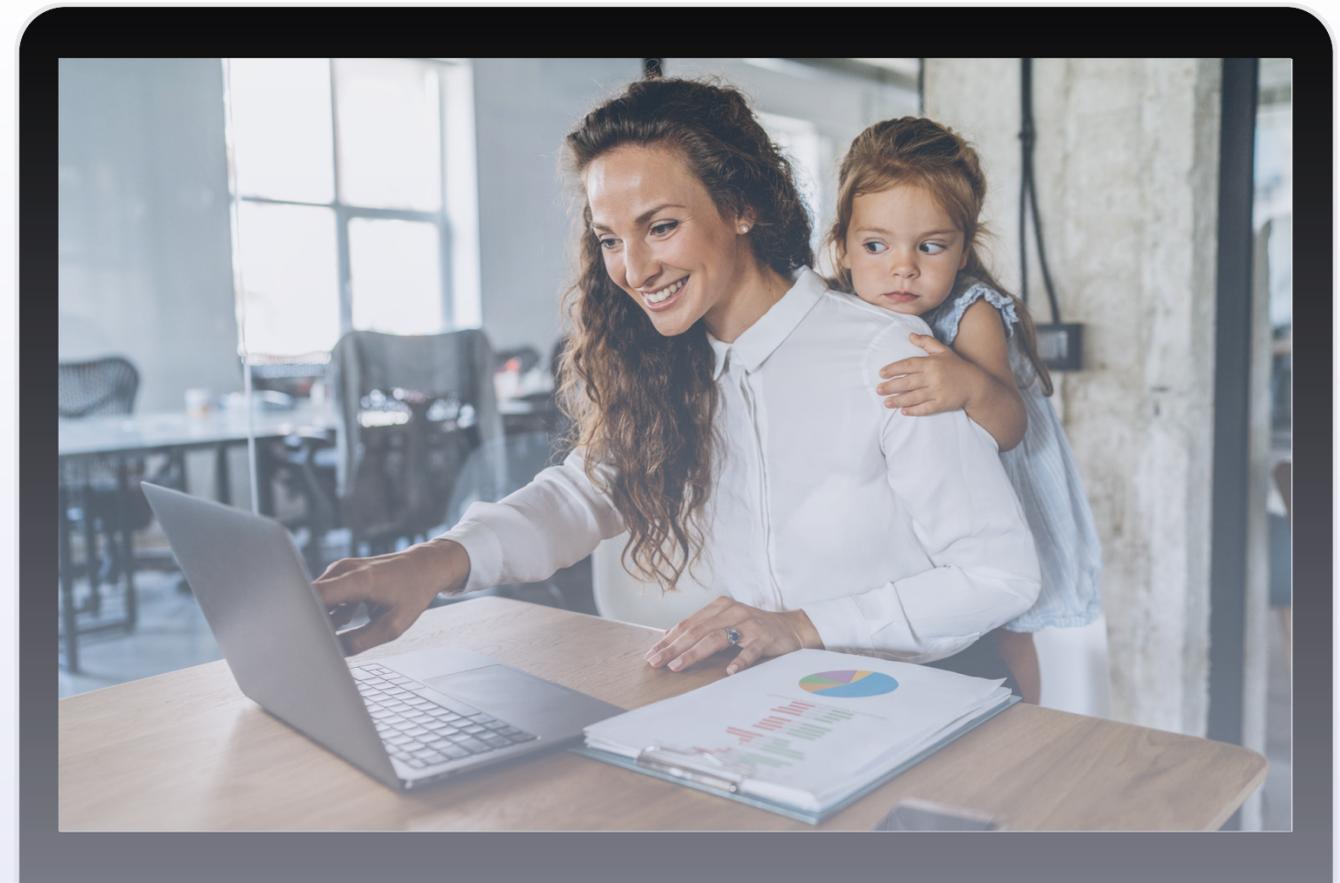
Learn about lifestyles.

Audience Insights combines relationship status and location to tell you about the types of people interested in your business.



Example Target Audience

- Millennial Mum
- Under 35
- University educated
- Loves fashion
- Health Conscious
- Employed
- Earnings 25k-35k per year



Why Identify Your Audience?

1

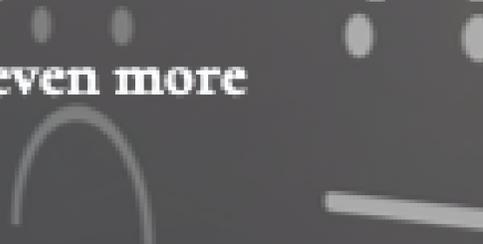
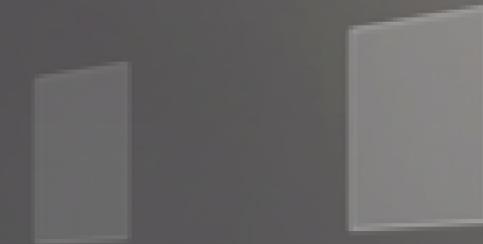
When you identify your target audience for influencer marketing it helps you firstly choose the influencers that have those type of followers

2

Instead of creating generic items, you can develop super specific content that will get you noticed even more

3

Customers and clients will feel like you're speaking directly to them and their problems, ensuring they will come back for more when they need it.



Target Audience



Influencer Audience

Needs to match





Start Researching

It's important to look into:

- engagement rate
- average post reach
- consistency of posting
- shared values
- post topics
- audience interaction
- sponsorship history



Instagram Engagement Rate Formulas

There is no 'official' Instagram engagement rate formula, so choose one of the below methods depending on what you are using it for.

**Instagram
Engagement
Rates***

**These will all create
different results*

Method 1

$$\left(\frac{\text{Likes + Comments}}{\text{Total Followers}} \right) \times 100$$

**Useful to compare different
Instagram accounts**

Method 2

$$\left(\frac{\text{Likes + Comments}}{\text{Post Impressions}} \right) \times 100$$

**Useful to compare different
social networks**

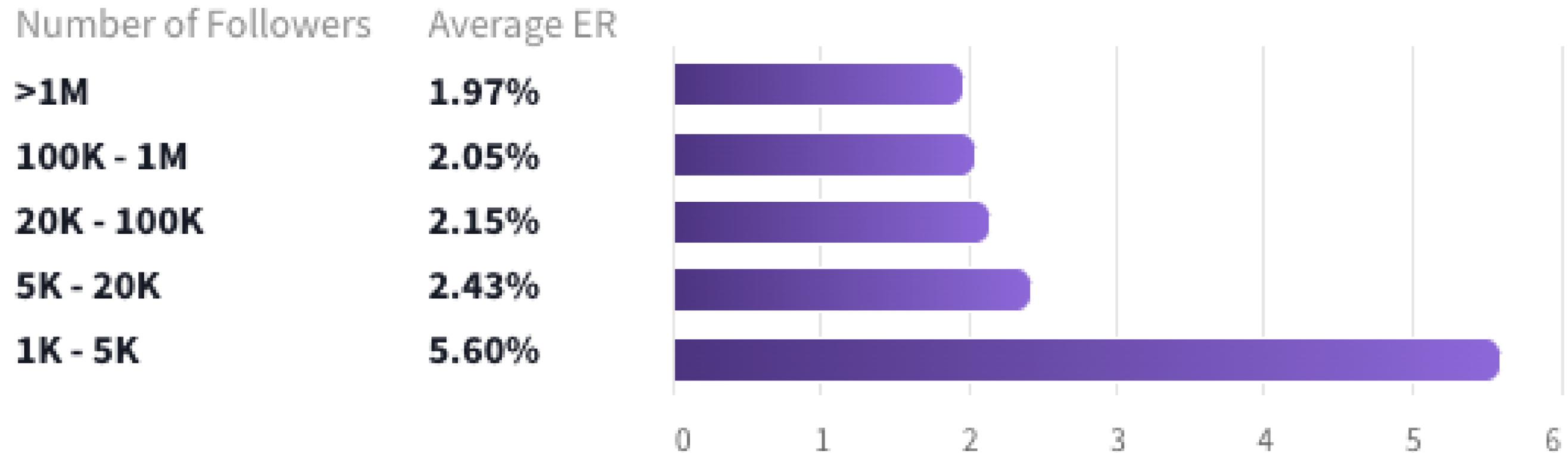
Method 3

$$\left(\frac{\text{Instagram Engagements}}{\text{Reach}} \right) \times 100$$

**Useful to improve
performance on Instagram**

**Engagement rate is expressed as a percentage, so for ease of use x 100 is added to the above equations.*

Average Engagement Rate on Instagram



Engagement

Engagement is an indicator of how interactive an influencer's audience is with the content.

Do those readers respond, comment, and share? What percentage of readers are returning vs. new?

How much readers engage with a publisher and how often they return are indications of how meaningful those relationships are.

Reach

While not the most important metric, reach is certainly a valid consideration. However, you should resist the urge to only look at unique visitors as a measure of reach.

Traffic and followers are only meaningful to the extent that the influencer is reaching your brand's target audience.

Consistency

When an influencer is consistently posting high quality content on a regular basis, readers are more likely to return, bookmark, and share. influencer's who don't post as frequently tend to have a higher rate of turnover, fewer return visitors, and less loyalty.

Authenticity

Influencers who have a smaller ratio of sponsored content tend to be more trusted and appear more authentic.

Personal stories that include genuine use or mention of a product, service, or brand are more trusted than straight product reviews.

Instagram Influencer Earnings Calculator

The tools below are not official Instagram tools and not in any way associated or endorsed by Instagram. This tool was developed to provide earning potential guidelines to influencers.

Enter your Instagram Username

[Try out our Instagram Hashtag Generator](#)



[Visit Profile](#)



Followers
47,058



Average Likes
1,413

Engagement Rate
3.02%

Estimated Earnings Per Post
\$238.5 - \$397.5

Audience Interests:

Fashion	74%	<div style="width: 74%;"></div>
Clothing & Outfits	73%	<div style="width: 73%;"></div>
Beauty	73%	<div style="width: 73%;"></div>



Influencer outreach

How To Contact Influencers



- 1. Determine the relevant influencers from your research conducted.*
- 2. Connect with on all relevant platforms (like or follow them as your business account)*
- 3. Begin building relationships and engaging with content (like a few posts, warm them up) – this should be completed for 1 month to ‘get to know them’ prior to making contact*
- 4. Schedule initial messages, replies, and follow up emails personalised to each influencer to show you know what they are about / why they are relevant to your brand.*
- 5. Negotiate terms*
- 6. Arrange contract, terms & briefing*
- 7. Create / submit / send relevant content, products or details*
- 8. Execute campaign*
- 9. Measure results*

***Top Tip; most influencers prefer email. They get so many DM's that your message could get lost very easily.**

EXAMPLE

Introductory / initial communication

Hi x,

I'm {NAME} from Pitter Patter, we are a family-run business based in Northern Ireland providing an extensive range of baby Nursery items both online and in our stores. We stock various well-loved brands such as Icandy, Egg, Mamas & Papas to name but a few.

We are currently looking for influencers like yourself to work with us. Your Facebook/Instagram feed really stood out due to your engaging posts and x followers. We feel that our target market would really relate to your content, we loved your posts about XYZ.

If this is something, you'd be interested in let me know and we can discuss further. Feel free to check out our website to get a better feel for our brand:
<https://pitterpatterbaby.co.uk/>

Hope to hear back from you soon!

{NAME}

Work on Your Content Plan With Your Influencer

What do you want the influencer to use?
Story, Grid Post, Competition

Which Platform?
Instagram, Facebook, Youtube

What format? E.G. Video

What length?
What is the music or voiceover?
What do you want included in the video



Contract

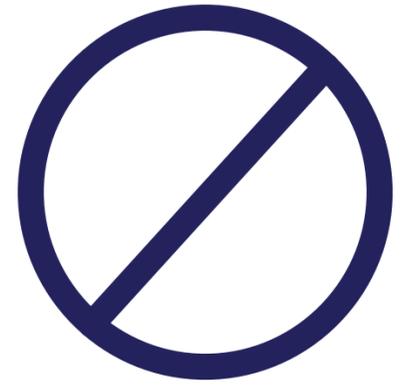
These are some of the typical sections you may choose to include in your own influencer contract:

Standard agreement terms that you're entering into a contract between the advertiser and the influencer.

Timelines of the campaign. How long are you intending for this influencer relationship to remain in force? Is this a contract for a one-off campaign, or do you intend there to be a long-term relationship between the influencer and the advertising brand?



Influencer Bugaboos



1. Do NOT tag influencers in all your posts or stories; especially if you are not working with them.
2. Do NOT assume that influencers will give your business a shout out because you have DM'd them; they receive lots of messages daily and can not reply to everyone's requests.
3. Do NOT make assumptions of what you will get; you need to stipulate what you want before you start to work together.



**Choosing
goals for
your
campaign**

Goal Setting



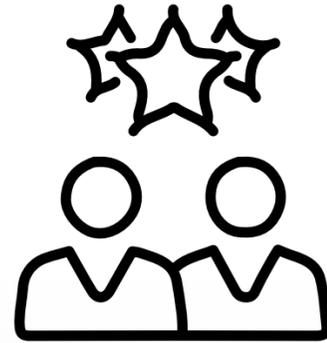
BRAND AWARENESS

Get more people to know, recognise and like the brand.



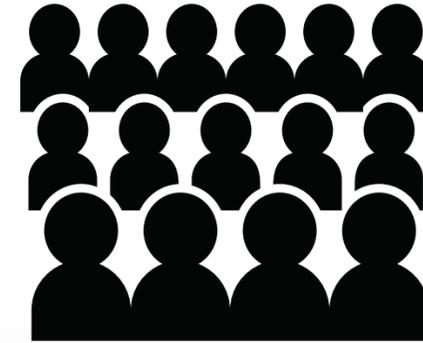
LEAD GENERATION

Lead generation is the initiation of consumer interest or enquiry into products or services of a business.



CUSTOMER LOYALTY

Get more people to stay interested and connected with the brand.



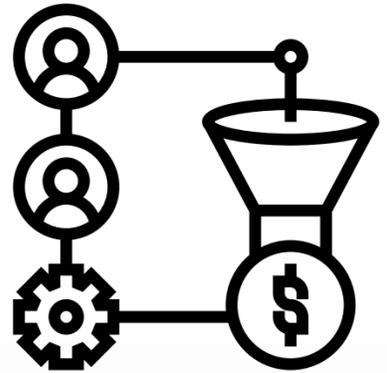
AUDIENCE BUILDING

Get more people to follow and subscribe.



BUILDING BRAND IDENTITY

Get more people to see your brand personality and values.



CONVERTING TO SALES

Getting customers to buy.

Campaign Ideas

Giveaways

Product Placement

Unboxing

Blog Post

Brand Ambassadors

Press Release

Social Media Takeovers

Sponsored Content



Discount Codes

Affiliate Marketing



Measuring Results

Measure Success

To gauge the success of the campaign, it is critical that KPIs and results are monitored and recorded.

Influencers should be asked to provide the following data from their platforms after the campaign (this should be highlighted within their agreed terms):

- Reach
- Engagement
- Clicks / swipes

Influencers should also be provided with a unique discount code e.g., '[THEIRNAME]10' or a unique link to enable tracking of success. We will then monitor the following generated by the campaign:

- Traffic
- Purchases / Conversions

Results should be recorded in an influencer database.



Example: Goal: Build Followers

Business: New bar in Omagh.

Goal: Build new followers which in turn will increase the brand awareness.

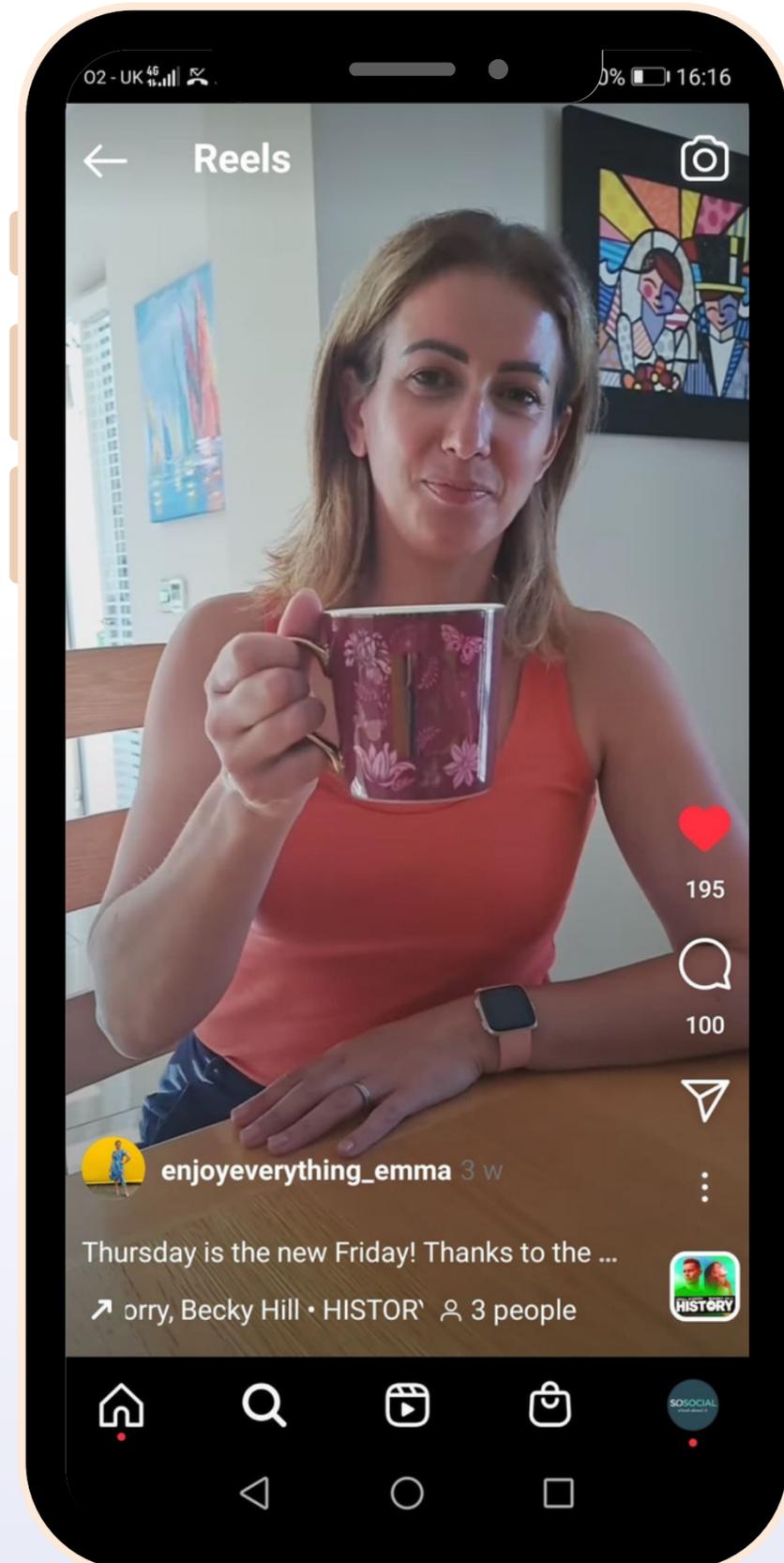
Influencer of choice: Enjoyeverythingemma

Campaign: Gifted dining experience worth £150.

Results: Monthly increase in followers 4.8% Vs previous month 1.2% increase

Stories reach: 1788

Reel Reach: 6800 195 likes, 100 comments



Example:

Goal: Increase Bookings

Business: Glamping Pods, Mid Ulster.

Goal: Increase bookings during Summer of 2020.

Influencer of choice: Diggmama

Campaign: Gifted stay and collab with other businesses worth approx £500.

Results: Monthly increase in followers 328%

Grid Post: 1689 Likes.

3 fold increase in summer bookings resulting in just over £3400 turnover.

DIGGMAMA
Itinerary for your stay
at Carntogher Cabins

Friels
Est 1837
Historic Bar & Restaurant

an croí

the ponderosa
IRELAND'S HIGHEST BIRCH & RESTAURANT

**Sunday evening dinner at
Friels Bar & Restaurant**
@frielsbarandrestaurant

**Breakfast on Monday
& Tuesday at An Croi**
@ancroicafe

**Monday evening dinner at
The Ponderosa**
@theponderosa_ni



