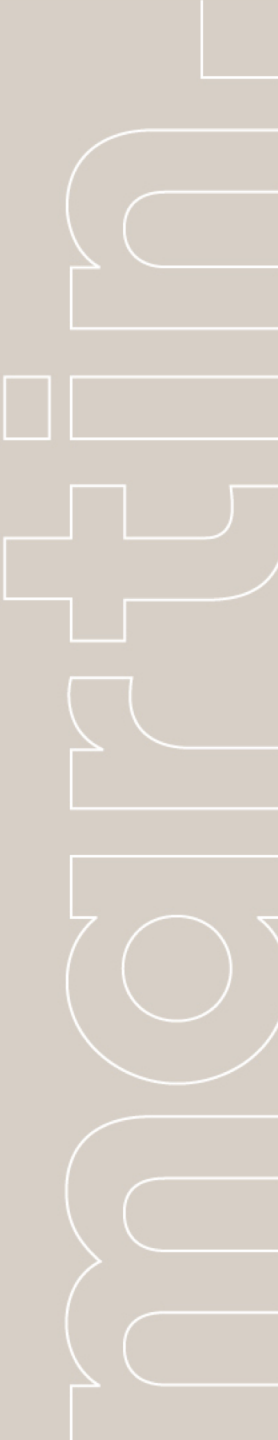


Engaging influencers, ambassadors & advocates

Cameron Bailey & Pat Sandora-Nastyn



What is an Influencer?



- Celebrities / Public Figures
- People with notable social media followings
- Anyone whose recommendations are trusted

What is an Influencer?

- **Mega-influencers**
1M+ followers
- **Macro-influencers**
100,000 - 1M followers
- **Micro-influencers**
1,000 - 100,000 followers
- **Nano-influencers**
< 1,000 followers



Asks & Incentives

What Is the Ask?

What do you want the influencer to do?

Which type of influencer should you engage?

What is the target audience/outcome?



What is the Incentive?

How do you get them to do what you're asking?

- Money / Trade
- Exclusive Access
- Content Opportunities



Influencer Marketing Strategies & Tactics

Research



- Target Audience
- Best Social Media Platforms
- Engagement Rate
- Diversify
- Brand Advocates

Post Content

- Tell a Story
- Ask for Optimal Posting Times
- Be Authentic and Collaborative
- 30-Day Post Agreement
- FTC Regulations



Strategic Partnerships



- Build Long-Term Relationships
- Deliver Value Consistently
- Meet Face-to-Face
- Be Supportive
- Thank Them

Influencer Trends 2019



- Rise of Micro- and Nano-Influencers
- Instagram and YouTube are King
- Virtual Influencers
- Expansion to Podcasts
- Fighting Fake Followers

Key Takeaways: Dos and Don'ts

Do:

- Conduct research to know who you want to target and the best platforms
- Be honest, transparent, and open-minded with your influencer partnerships
- Be prepared with your asks and incentives
- Build strategic long-term relationships
- Stay up-to-date on influencer marketing trends
- Try something new

Don't:

- Micromanage influencers' content
- Forget to follow FTC regulations
- Base decisions solely on follower count
- Make any assumptions about post content and frequency
- Select an influencer without asking for their audience stats (or researching yourself)
- Underestimate the need to have an opt-out clause in case the influencer veers off-track

thank you.

martin.