

Ensuring that influencer marketing delivers value

Brief: “Many publishers still do not know how to secure good collaborations - what pitfalls to avoid - and how the heck to ensure that influencer efforts provide additional value to a branded content/native advertising campaign for their commercial clients.”

About me



Head of Client Services, Influencer

- Member of the Advertising Standards Authority Industry Advisory Panel
- Previously Influencer Manager at Havas, freelance influencer marketing consultant
- Find me on Twitter, Instagram, and LinkedIn [@NikSpeller](#)

The purpose of this talk

Providing a better understanding of influencer marketing; so you can...

- Secure good influencer collaborations
- Ensure influencer marketing delivers a return
- Avoid the many pitfalls

Where did influencer marketing come from?

Influencer marketing is the pinnacle of the fragmented media landscape:

- Everyone can be a content creator and content publisher
- Everyone can grow an audience and capture their attention
- Everyone can be an influencer

Influencer marketing works

Because people like people, especially those who deliver a value to their lives.

Influencer marketing doesn't work

Because influence isn't inherent within the influencer.

How can you make sure influencer marketing works for you?

Don't kick influencer marketing in the corner

Too many brands run 'siloed' influencer campaigns, rather than integrating them within a wider campaign.

Remember that audience is everything

The influencers you work with need to be able to reach the audience you want to influence.

- Age
- Location
- Gender

And remember that impact is everything too

The audience an influencer reaches is crucial, but so to is the impact they have on that audience.

How to choose an influencer (1)

Science

- Audience - who follows them?
- Reach - how many of their followers are active?
- Impact - how many of their followers are engaged?

How to choose an influencer (2)

Synergy

- The right person for the campaign
- The right person for your brand
- The safest person for your brand

How to choose an influencer (3)

Style

- The right content for the campaign and the right content for your brand

How to brief an influencer (1)

Influencers know their audience better than you; who they are, what they like, and how to influence them

But, you do know your brand and what you're looking to achieve.

How to brief an influencer (2)

Influencer marketing is **not** media buying: unlike a billboard, brands are not buying a blank space on a media channel.

Building your own knowledge is key

Influencer marketing suffers from a distinct lack of data. Brands need to accumulate this data.

Measuring ROI isn't easy

- You must make full use of all social metrics
- Define what ROI means to you
- Look for data outside of social networks

Choosing the right approach

Long-term advocacy is the key to successful influencer marketing.

However, the 'one-shot' approach shouldn't be dismissed.

Combining paid spend and influencer marketing

It's a useful way of delivering content to a larger, tailored audience.

However, it can be a dangerous excuse for poor campaigns.

The last word: experiment and don't be scared (1)

Influencer marketing is still new and is still experimental.

The perfect procedure for influencer marketing

- Define your goals: but, make sure they're many and realistic
- Develop a short, medium, and long term strategy for each goal
- Understand how consumers interact with online content and with influencers
- Identify where your customers are and who they follow
- Build a 'universe', rank the influencers out there, and scope out their costs
- Start to 'buy' data through test campaigns
- Turn this data into learnings
- Always analyse the work that's gone before

Questions?



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