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Inspiring people through content that matters!

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Hello!

Ekaterina Popova - Your Influencer Marketing Expert

She inspires change in life and wants to help others grow. She has **profound experience in online marketing**, particularly content and influencer marketing both locally and internationally.

She can help you collaborate with influencers whose profiles and audiences fully align with your needs and goals.

It's time to reach out to your target audience and tell them the story about your brand!

03.

What is Influencer Marketing?

Influencer marketing focuses on collaborating with influencers to **drive your brand's message** to your potential or current customers.

Rather than marketing directly to your consumers, you can instead inspire or hire content creators to spread the word for you. Influencer marketing aims to **build an experience and emotional connection** between a brand and their target customers. Depending on the brand's marketing goals, different influencers, content channels and strategies can be employed.

Got It!



Influencers can be classified into 3 main categories:

- mega-influencers
- macro-influencers
- micro-influencers

04. What is an influencer?

An **influencer** is not necessarily someone with a large social media following. The act of influencing requires a specific result: **a change in thinking or behavior**. An influencer, therefore, is someone who has the power to affect the perception of others or inspire them to take action. Influencers are people who've spent time **building their own brand online and cultivating their audience**. Texts, images and videos posted by influencers tend to feel more like recommendations from a friend.



05.

Is **influencer marketing** an important and worthwhile strategy?

Absolutely! It is powerful, and if done correctly, can have **an incredible ROI** and build relationship-based communications that deliver **tremendous business success and growth**. Brands tend to consult influencer marketing experts early in the campaign planning process. When an influencer marketing agency gets involved, the results lead to more effective and memorable campaigns through their existing relationships and by using structured strategies and proven tactics.

06.

Traditional ATL, BTL & TTL approaches vs Influencer marketing

ATL approach is done at **macro level** targeting mass audience using media such as TV, radio, newspapers, magazines, etc. It is used for brand awareness and thus it's difficult to measure.

BTL approach is done at **micro level** through direct mailing, distribution of brochures, PR, telemarketing, etc. It is used to build loyal relationships and repeat sales and can be measurable in terms of sales and feedback.

Traditional marketing and advertising is not working as well as it used to (look at Adobe Study).

Consumers today have evolved in a lot of ways. While they were once enticed by television ads and billboards, now it's influencers they look up to.

Print	26%
Online	8%
TV	22%
Radio	16%
Apps and Games	5%
Billboards	14%

07.

Traditional ATL, BTL & TTL approaches vs Influencer marketing

Influencers shape opinions and purchase decisions. They have a way to connect with today's consumers more effectively. Influencer marketing could take the place of traditional marketing, and here is why:

- Influencer Marketing is **much cheaper** compared to paying insane numbers for television or other forms of advertisements.
- Influencers **cannot be blocked** by ad blockers.
- **Consumers trust influencers more.** A study by Forrester concluded that consumers are way more likely to trust their friends and family than to trust the brands themselves.

08.

Traditional ATL, BTL & TTL approaches vs Influencer marketing

Influencers shape opinions and purchase decisions. They have a way to connect with today's consumers more effectively. Influencer marketing could take the place of traditional marketing, and here is why:

- Influencer marketing is **more focused**. It is targeted at a particular demographic.
- Influencer marketing has **a better ROI**. According to the studies, influencer marketing brings 11 times higher ROI than other prevalent digital marketing channels.
- Influencer marketing is **more versatile**. There is so much creativity in the posts of influencers, which doesn't let boredom creep in for your audience.

Influencer marketing campaign: Ski.fi

January 20th, 2016, 07:58 am

Как выглядит задница мира по-фински

Вот уж по-настоящему Богом забытое место, за которым дальше только лесотундра, бесконечные болота летом и метровые снега зимой. В котором вынуждены даже не жить, а выживать бедные несчастные люди. Не имея ни нормальных условий, ни заботы государства, наблюдая лишь нескончаемую глубокую черноту бытия. И это Финляндия!

И они еще учат нас жить! А сами?

Живут, как попало, до сих пор строят свои дома из дерева, а не из нормальных современных строительных материалов, топят эти дома дровами, т.к. газопровод просто не дотянули, и явно неэффективно тратят бюджетные деньги на содержание инфраструктуры.

В общем, прозябают на задворках цивилизации.

Да что говорить, смотрите сами.

На фото ниже обычный финский поселок в Заполярье.



Finnish Ski Resorts Association

I was in charge of inviting top travel bloggers and journalists from Russia to build a strong brand for Finland as a great destination for winter holidays.

Over 3 years, I organised and participated in **6 media tours** to Finnish Ski Resorts and worked with over **20 bloggers and journalists**.

Collaboration Example:

You can find the articles Sergey Anashkevich shared about Finland in winter using this link: <https://aquatek-filips.livejournal.com/tag/%D0%A4%D0%B8%D0%BD%D0%BB%D1%8F%D0%BD%D0%B4%D0%B8%D1%8F>

Altogether, he shared **30 articles and 50+ posts** on Instagram. The article on the left got 464 comments!

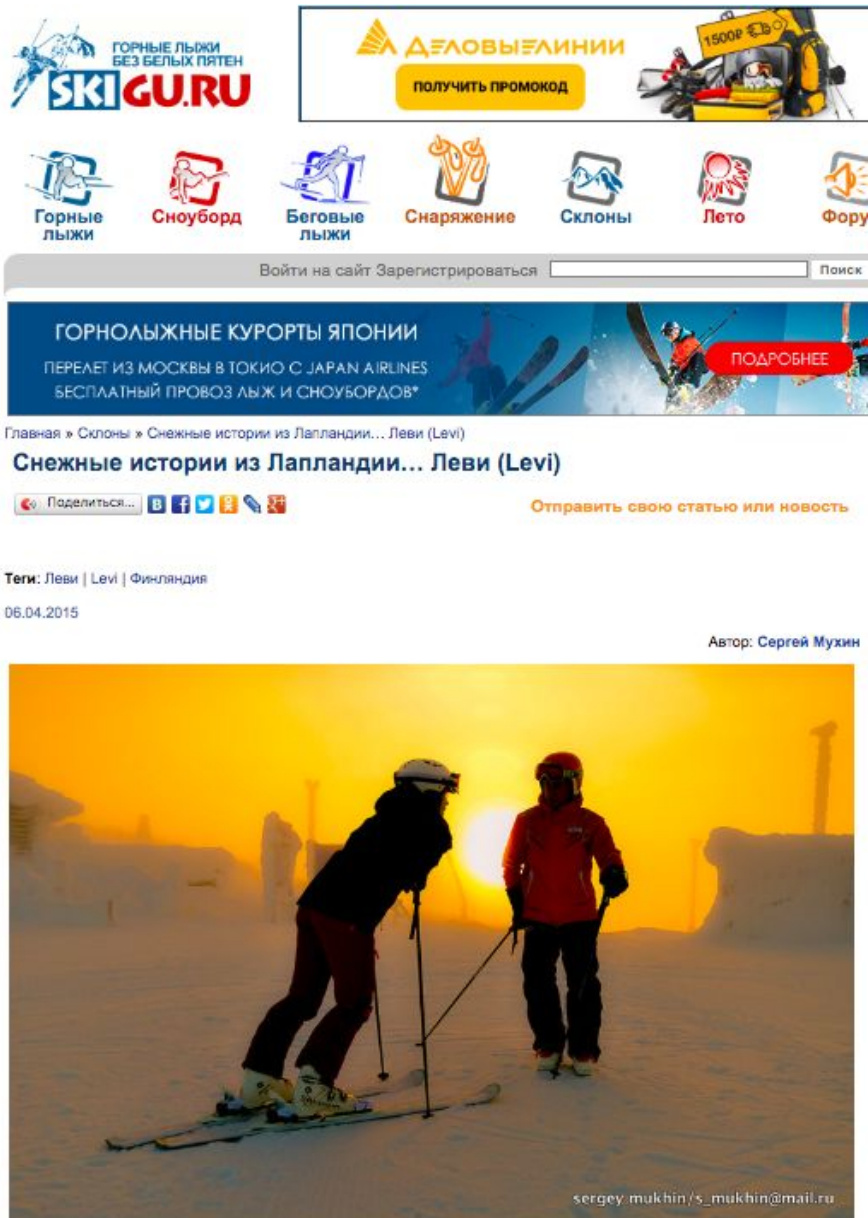


([Смотреть полностью и ужасаться](#))

Tags: Финляндия, граммачимбус, путешествия, фоторепортаж

♥ [464 comments](#) [Leave a comment](#) [Share](#) [Flag](#) [Link](#)

Influencer marketing campaign: Ski.fi

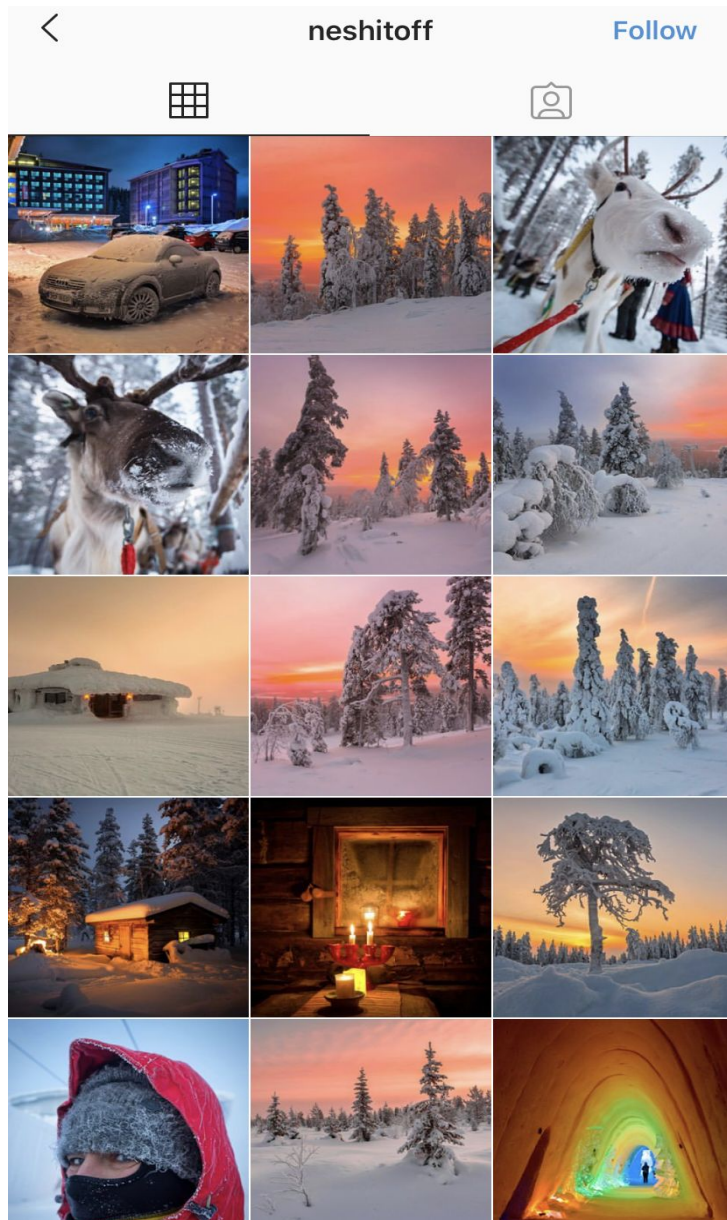


Finnish Ski Resorts Association

Other examples: publications in one of the top ski online magazine and #1 travel online portal (by the way, this is a picture of me at the activity park).

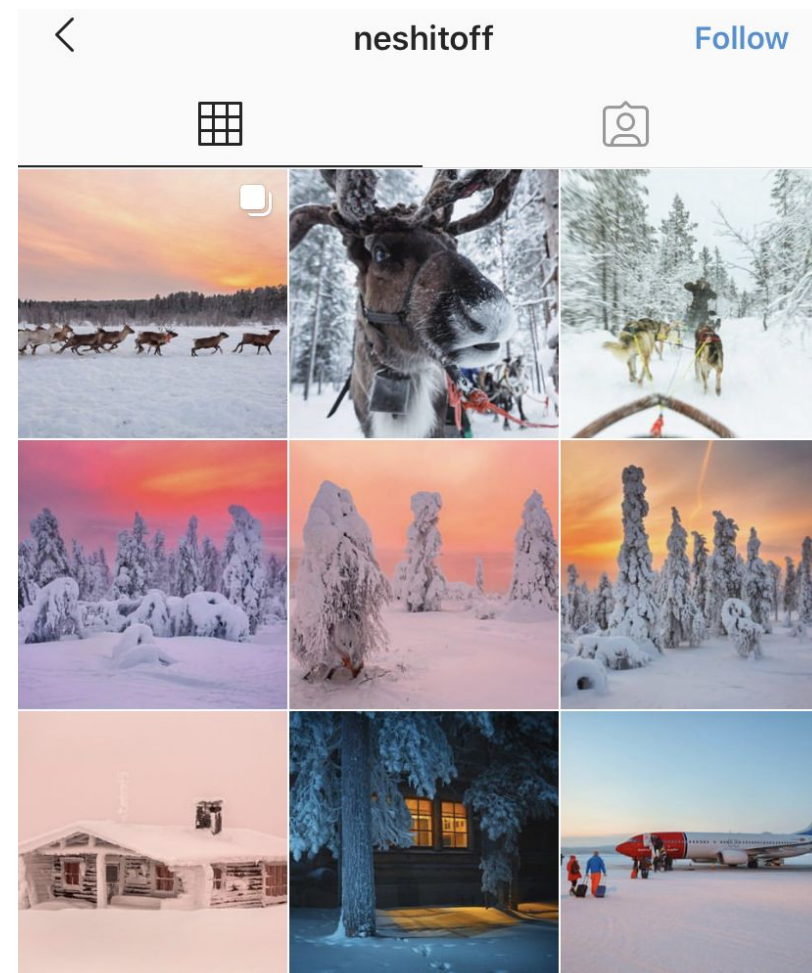


Influencer marketing campaign: Ski.fi



Finnish Ski Resorts Association

Other examples: Instagram posts (all images were send to the association for further commercial use).



Influencer marketing campaign: Ski.fi

1-5 | CHEF

Рука, Финляндия

Три крупнейших зимних курорта Финляндии – это лапландские Юллас, Леви и Рука. Рука в Куусамо – лучший из них по версии Finland's Best Ski Resort и по версии World Ski Awards. В ноябре здесь уже вовсю катаются, а скинотки дают «снегожную гарантию» на 200 дней. Текст и фото: Сергей Мушкет



Фото: www.bbc.com

Вот уж кому повезет со снегом на трассах, так это тем, кто отправится в Лапландию. Местная зима длится больше полутора, южанами календарь здесь работает в своем режиме: торопится с зимой и не спешит с весной, так что минимум шесть месяцев в году можно кататься на доске и лыжах. Раскрывает лишь короткий световой день в начале зимы, однако совсем уж черной и беспросветной полярной ночи длиной в полгода здесь не бывает. К тому же, если повезет, можно увидеть и полярное сияние – Aurora Borealis, и низкое северное солнце, которое рисует длинные тени на снегу и раскрашивает мир в невероятные краски.

Рука похожа на альпийский курорт. Заснеженные – это трех-четырехэтажные дома, сделанные из натурального материала – дерева и камня. Они покрыты белой штукатуркой и скатыми кровлями с шапками снега. В городе много широких пешеходных улиц, на которых нет автомобилей, так же, как, к примеру, в Авории, Сас-Фе или в Церматте. Нотам туристы оставляют свои авто на парковках при въезде в город. А в Руке такая парковка находится прямо под центром города: весь транспорт на нижнем уровне, а улицы – для людей.

Финны считают Руку семейным курортом. Впрочем, большинство, если не все финские курорты, приспособлены для отдыха (именно отдыха!) с детьми. В отелях уютные и просторные номера, а апартаменты оснащены всем необходимым – от посудомоечной и стиральной машины, холодильника и телевизионной панели, до сауны (это для Финляндии естественно). Вообще в Финляндии редко встретишь маленькое компактное здание, скрывающее менталитет. В стране бескрайних просторов во-первых было бы странно.

В Руке 34 ски-лифта, из них 30 с искусственным освещением, что актуально для Заполярья. Когда заканчивается световой день, катание в самом разгаре. Ярко освещенные беговые склоны и облетанные снегом деревни, которые кажутся скульптурами на фоне черного неба, выглядят фантастически. Самый длинный спуск – 1300 метров. Да, это не Альпы, ландшафт здесь другой. Горы (хорошо это видно) невысокие, спуски короткие, но зато есть потрясающая природа, просторы, сухой пушистый снег и настоящая зима.



5 вещей, которые надо сделать в Руке

Попробовать дикую еду
В аэропорту белой рыбы и форели. Дичь, которой тут тоже и избыток, готовят котлет, горюхи и хитомом способом. Весомая хитомом, например, оленина. Из недомомом делают разнообразные консервы, из дичи кабана – вкуснейшее жаркое. В дичи кабана, который в Руке восточное множество, вы без труда найдете все эти дичи продукты.

Увидеть северное сияние
Северное сияние похоже на блики огня в темном небе: зрелище захватывающее, медитативное. На территории курорта Рука лучшие места для наблюдения северного сияния – Оулангисаари, Ваттисаари и Конттамаа. Целые группы отправляются туда на снегоходах и снегоходах, чтобы увидеть сияние сияния неба в алмазах.

Помчаться на оленях утром ранним
Знаете ли вы, что у северного оленя теплые рога? А то, что эти самые теплые рога есть и у самцов, и у самок? Вы еще не знаете? Хотите узнать, когда отправиться с экскурсией на оленей? Вы увидите, как они ухаживают за животными и побеждают у костра. Стоимость двухчасовой экскурсии – €75, еще за €10 вас посадят на упряжку.

Поймать большую рыбу
Как известно, Финляндия – не только чемпион мира по самой низкой плотности населения, здесь еще и рекордно количество озер. Они занимают 9 % площади страны. И пара-тройка из них расположены по соседству с Рукой, а там, полно рыбы. Например, недалеко от фабрики завода по изготовлению блинов Kuitupoltti (блины на озерке Хельсинки с дымкой по май дается сезон ловли форели. В магазине фабрики можно получить бесплатную лицензию на подерный лов рыбы.

Почувствовать в сафари на снегоходах
Вы думаете, это легкомысленная забава, а тут все по-настоящему: джипы, трюки в тесте на алкоголь и 80 км/ч по снежным лесам, заморозки, сирень, а дача – и по лопатке, что немаловажно. А в дачу не зря ехать: машину и прокатиться под лед! Впереди на лыжах снегоходы едут инструктор, за ними вереницей еле поспевает группа ездовых.



HOTEL
FANTASPI RUKAHOVI
Вруба подарила победителю в номинации «Лучший лыжный отель Финляндии» (Finland's Best Ski Hotel). Тостинка находится в самом центре Руки, в 100 метрах от подъемников, недалеко от главного здания – корпус: алмаз, таинственный, оборудован



ных кухней и ванной с сауной.
Номер – от €120.
www.fantaspi-ruka.fi
finlandshotel24.com



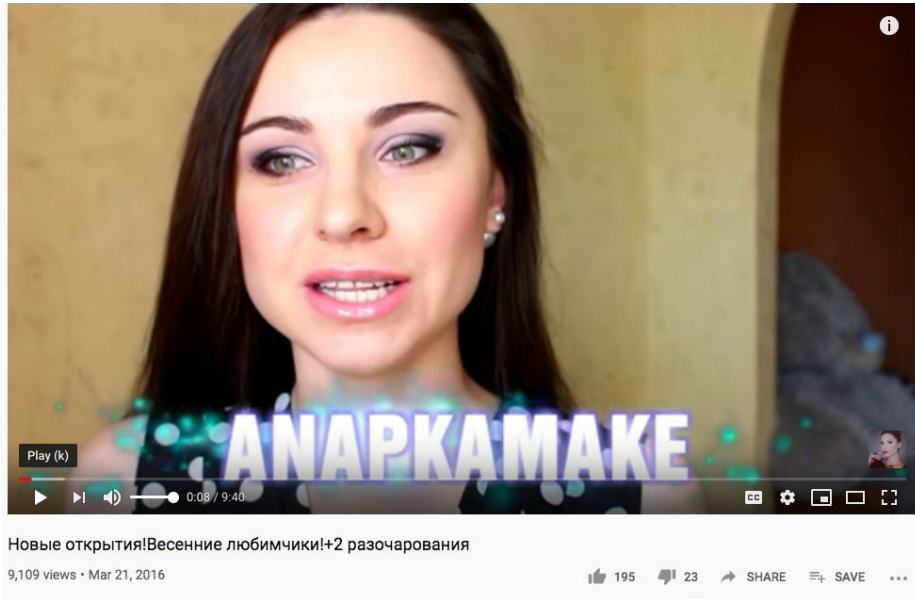
Самолетом (Финляндия, машина) – до Хельсинки, оттуда – часовой перелет в Руку. Заполнить – полтора на автобусе, который отправляется из местного аэропорта после каждого прибытия рейса. Также из Хельсинки можно добраться до Рованиеми (а оттуда) 4 часа (и 155 км) на автобусе до Руки. Наконец, можно добраться поездом до Кандалави (Хельсинки, область, на жд вокзалы купит автобусный билет до Кандалави). Салки, а так переездить на автобусе до Руки. Последний вариант – самый экономичный.

Finnish Ski Resorts Association

Other examples: another article about Ruka Ski Resort in a print publication about winter sports.

Examples of visual content for commercial use:
https://fotomm.livejournal.com/183773.html?fbclid=IwAR1Si8wF5kKWZyfhE6kXxmuQnCViJyINCjPR9d--_30NpJjmSAHhkIFWsF40

Influencer marketing campaign: TaxFreeMir.ru



Online Store of Scandinavian Products

I was in charge of collaborations with beauty and lifestyle bloggers from Russia to build brand awareness of a brand-new online store.

Over 2 months, I organised 4 collaborations which had a great success.

Collaboration Example 1:

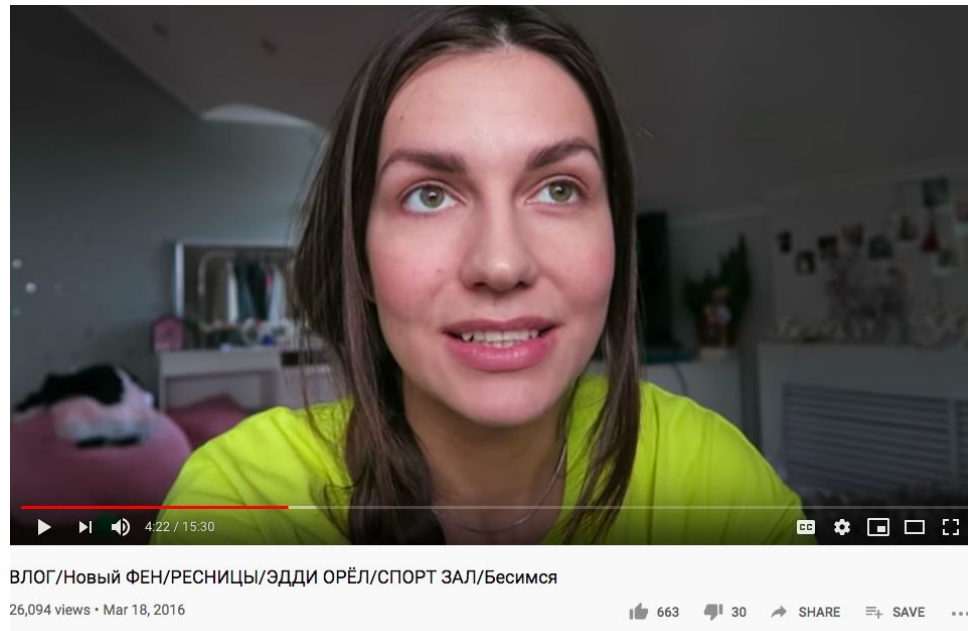
View video: <https://www.youtube.com/watch?v=7G77RiHZ-w8&>

9,109 views and 195 likes.

Collaboration Example 2:

View video: <https://www.youtube.com/watch?v=GH2IIHBOrcg>

26,094 views and 663 likes.



Influencer marketing campaign: Gianluca's



Italian Cafe in Fulham: Wine Tasting for Bloggers

The idea behind our event

Back in August, Gianluca Valencic, the owner of Gianluca's, asked me to help him with organising a cool event for local influencers. The idea was to gather together London foodies who share our passion for organic wines and delicious food. We wanted to create an atmosphere where influencers and organisers can feel relaxed and enjoy a great food and drinks experience. We also wanted to educate guests about natural wines and how to choose the right pairings for different wines, and this idea was fully executed!

Influencer marketing campaign: Gianluca's

Italian Cafe in Fulham: Wine Tasting for Bloggers



Reading our guests' reviews of our event put a huge smile on my face. Everyone was amazed by our wines, food and, most importantly, hospitality, and it makes us very happy. Let me share a few of them with you!

"I have to say I was lucky enough to enjoy one of my favourite London food and drink experiences ever this week organised by @inspohub.io 🙌 I visited @gianlucascoffee which was definitely not on my radar until now. We were presented with a rolling menu of gorgeous natural wines from various regions of Italy alongside delicious food pairings – big thanks to fantastic hosts from the owner himself, Gianluca & Michele from @haywinesuk I can safely say I'll be going back there as soon as I can, the food and drink standard is so high 🍷 [made with all Italian ingredients of course!]"

"To all my West London girls and boys. Yesterday I had the pleasure of attending a 'Natural wines and finger food pairing' organized by @inspohub.io and hosted by @gianlucascoffee and @haywinesuk which ended with this fabulous cocktail americano 🍷 I love being introduced to new places that I may not have discovered on my own and this spot now has a place in my heart. Gianluca and Michele were so passionate about sharing their knowledge on food and wine which made us appreciate the pairing so much more (and it was delicious). Thank you for teaching me something new – full blog to come soon. Love, Juti x "

I, personally, believe that this event was a huge success. I look forward to arranging more events like this in the future to gather like-minded people who love food and good company as much as we do!

Influencer marketing campaign: Gianluca's

Italian Cafe in Fulham: Collaborations with Bloggers

Before the cafe was sold to a new owner, I was in charge of social media and influencer marketing. Below you can see examples of Instagram posts shared by our ambassadors.



Liked by souvla and others
bestlondonfood The Italian heaven breakfast
@gianlucascult Loved the combination of each ingredient
in this especially enjoyed the Italian sausage and creamy
burrata 🍷 4.5/5 ⭐ #invite



Liked by wear.juti.eats and others
eastlondonfoodiegirl www.eastlondongirl.com
❤️❤️❤️



Liked by wear.juti.eats and others
feed.wing 🍷 BRUNCH SO HARD MIMOSA WANNA FIND
ME 🍷

Influencer marketing campaign: Gianluca's

Italian Cafe in Fulham: Collaborations with Bloggers

Before the cafe was sold to a new owner, I was in charge of social media and influencer marketing. Below you can see examples of Instagram posts shared by our ambassadors.



Liked by kingkeneatss and others

wear.juti.eats A very special local coffee shop in Fulham
♥ Been feeling a bit under the weather lately but had the loveliest catch up with my babe @victoria_rg92 at @gianlucasculc in Fulham. The quality of food here is honestly outstanding and I just had to get the permission



Liked by breakfastlondon and others

truffleandtoast How do you like your eggs in the morning? I like mine poached with blue cheese sauce, pistachio and nduja 😊 Although burrata and scrambled eggs... more



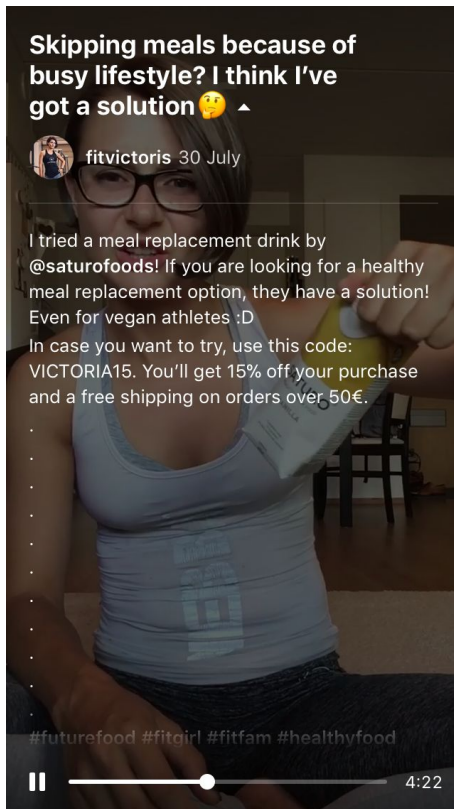
Liked by silkandstrands and others

allaboutanika 🌟 GIVEAWAY TIME 🌟
Who wants FREE brunch for 2 at @gianlucasculc??? 🔍
👤 ... more

Influencer marketing campaign: Saturo

Vegan, dairy-free and gluten-free meal replacement: Collaborations with Bloggers

I was in charge of testing an influencer marketing campaign for Saturo Foods in Finland and the UK. Below you can see some examples of Instagram posts shared by our ambassadors.



Liked by inspohub.io and 165 others

katarina_pv GIVEAWAY! Do you blame yourself for skipping meals and going for unhealthy snacks during busy days? I've got a solution for you! Saturo makes convenient and healthy food ready to drink that is vegan, gluten-free and lactose free 🥰 These drinks have different flavours, and you can win a tester pack with 8 bottles and try 4 flavours! All you need to do to participate:

1. Follow @katarina_pv and @saturofoods
2. Tag your friend who might also be interested in winning a package full of Saturo Foods! 🍀



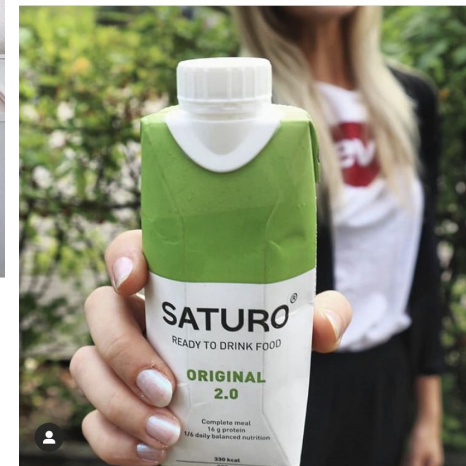
Liked by inspohub.io and 297 others

at.my.happy.place Focus on being PRODUCTIVE instead of BUSY! 🖥️📁 Good morning from my home office. My table is clean and I can work here! 😊 Btw, these @saturofoods tetra packs is great small take away meals with all proteins, minerals and vitamins! If you want to skip fast-food and eat healthy you should try these. 🍀👉 With code HAPPY15 you get 15% discount and free shipping on any purchase over 50€.



218 likes

annataimi
Helsinki



Influencer marketing: APAC Market



Product Launch

Ekaterina was involved in the product launch of a new Steam Rice Cooker in London, where she made connections with quite a few Chinese influencers and got to know people from Nouvelles d'Europe UK Edition, the most influential Chinese news organisation in continental Europe and the UK.

Influencers from Japan, Malaysia, Vietnam and Philippines

Ekaterina has been involved in looking for influencers from APAC countries for automotive, retail and tourism businesses.

What can Ekaterina offer?



Ekaterina can help brands and influencers of different scale create collaborations which help each party to grow. She matches the needs of both brands and influencers, and together they create content that matters.



Ekaterina can create campaigns that will help you **achieve better results** together with inspiring and unique content of different formats. She can help with:

- strategic planning based on the goals of the client company,
- finding and approaching niche influencers,
- negotiating terms and setting up contracts,
- running high-volume campaigns,
- reviewing KPIs and tracking campaign outcomes.

Influencers can **raise awareness and create interest towards your brand** in personal and creative ways. As a result, we will create high-quality content that matters and inspires people to act.

ih

Ekaterina's Influencer Marketing Skills are trusted by



GOSAIMAA.COM

Lappeenranta & Imatra region

SATURO

READY TO DRINK FOOD

FULHAM
BROADWAY

★ BUSINESS IMPROVEMENT DISTRICT ★



visitKouvola®.fi



THE FINAL WORD

Ekaterina gives an assurance that all work will be delivered as agreed, without nasty surprises. We deliver:

- on point
- on time
- on message.

Her clients who come from the hospitality, sports, retail, healthcare, food and drink, travel and tourism, recruitment and consultancy sectors have already benefited from full-circle marketing solutions provided by Ekaterina.

Ekaterina is always on hand to help and answer questions from your team.



Thank you!

Contact us if you are interested in utilising influencer marketing for your business with Ekaterina!

ekaterina.popova@inspohub.io

[FACEBOOK](#)

[INSTAGRAM](#)

[LINKEDIN](#)