

# 5 Ws of Influencer Marketing

**Essence Global, North America 2019-2020**

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**essence**

## Mission statement

Audiences want to trust brands and brands want to tell authentic and real stories.

Influencer marketing is gradually becoming one of the strongest forces of social media marketing. By 2020, it will be a \$10 billion market, up from \$700 million in 2016

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## Who

# Micro v. macro influencers

## Micro

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An approachable and relatable personality with a dedicated and highly engaged follower base in the **thousands to tens of thousands**

They maintain a strong focus in the aesthetic of their profiles by way of curated photography, theme and focused interests

- They are storytellers through their content and are selective about which brands to advocate for

## Macro

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Well-known, household name, often times celebrity, who have **hundreds of thousands to millions** of followers

Less focused on the upkeep of their profile's aesthetic

Higher visibility and awareness

# What

## The right fit

### Micro

#### Pro

Brands can tailor their campaigns and zero in on a target audience based on the influencer's niche

Cost-effective, high engagement

These influencers understand their audience and the voice/interests that resonates best with them

Higher potential for ongoing ambassadorship

#### Con

Limited \*organic reach

Higher potential for limited results/KPIs (i.e. sales, service sign ups, etc)

Likely to need more than one micro influencer to garner impactful results (aka works best when multiple micro influencers are tapped)

\*IG is now allowing for "branded content ads," meaning: brands to make influencers' sponsored content posts appear as ads so a bigger audience sees them.

### Macro

#### Pro

Wider, mass reach and lends celebrity cachet to brands

Potential for larger partnerships, collaborations that appeal to masses

Greater exposure per every one influencer

Ongoing ambassadors

#### Con

Influencer's loyalty and exclusivity to a brand is not guaranteed

Longer negotiation periods due to 3rd party managers

Higher potential for negative sentiment from audience and/or brand safety risks

Brands naturally pay more for well-known celebrity

Potential for lower engagement than micro influencers



## Instagram and Facebook are favored

These platforms are centered around sharing passions and interests, which has been the catalyst for the evolution of the "Influencer"

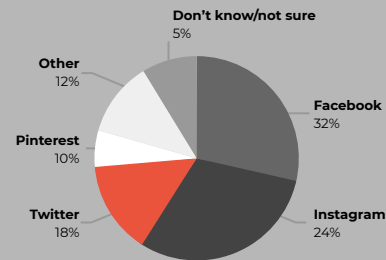
The most advanced when it comes to influencer collaborations

- Encourage influencer-brand partnerships
- Have engineered blog-site pipelines for quick and easy publishing
- Allow YouTube video embedding into posts
- The most data savvy (from both a targeting and reporting standpoint)

According to **Instagram**, 68% of people come to the platform to interact with influencers

## Best social media platform for influencer marketing according to US influencers, July 2016

% of respondents



Note: n=347; numbers may not add up to 100% due to rounding  
Source: SheSpeaks, "Influencer Marketing Survey," Aug 10 2016

## Channel Details

Blogs and Instagram are influencer preferred platforms

**Favorite**  
Channel for  
branded  
content

**Blog**  
36%



**Instagram**  
35%

**Highest**  
engagement:



**Instagram**  
39%

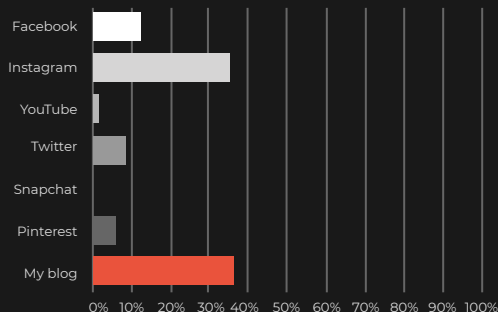
Where

# The right platforms

## Q1 What is your favorite channel to use for branded content?

Answered: 789

Skipped: 2





**Twitter** is a “platform to watch” when it comes to increasing influencer content

Back in 2016, 40% of Twitter users had made a purchase as a **direct result of a tweet from an influencer** and those numbers are continuing to grow

Based on [Nielsen studies](#) released in 2018, Influencer content on Twitter has excelled in driving brand association

It's also an ideal platform for connecting with audiences specifically during cultural moments (think: live events, red carpet coverage, etc.)



0% of 750 Influencers polled by TapInfluence noted that **Snap** is their preferred platform

From an audience standpoint, following an influencer on Snap is not as easy as other platforms

There isn't a designated “profile” with curated content or ongoing storylines as Snap creative disappears after 24 hours

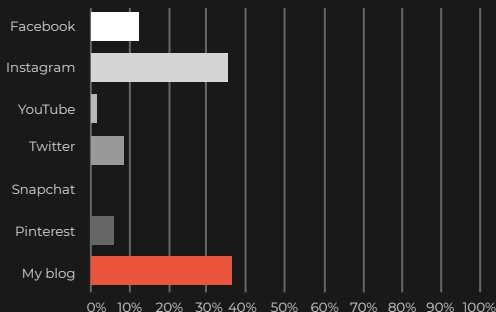
Where

## The right platforms

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# The right time

## When

Understanding **the right reasons** and **moments** in which to tap influencers **is crucial**:

When **influence** is **superior** to **reach**

- Working with a set of keyed in guests/fans of a brand (influencers) at the **launch** of a campaign can be one of the most strategic ways to educate the core audience at the exactly right time

When a campaign is goaled on **brand ambassadorship and awareness**

- Product launches and reviews and event coverage are key moments to leverage influencer marketing

When a **brand is in need of fresh creative and lacking a huge production budget**

- Influencers create aesthetically pleasing and well-produced content, but works like, and can be as easy as, user-generated content



Can be utilized as the **steady drumbeat** throughout a campaign

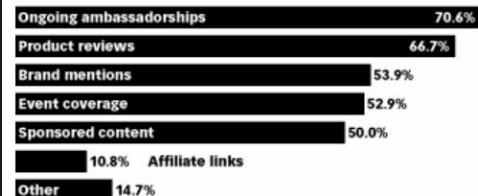
Preferred partners for **always on** strategy



Considered for **key events and pop culture moments** such as award shows, super bowls, etc.

**On-the-ground** influencer content

### Most Effective Influencer Marketing Tactics According to US\* Marketers, April 2016 % of respondents



Note: \*85% of respondents were US-based  
Source: Tapinfluence and Altimeter Group, "The Influencer Marketing Manifesto," July 26, 2016

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www.eMarketer.com

Why

# The right reasons x results

According to research by TapInfluence, influencer marketing delivers 11 times greater Return On Investment (ROI) than traditional forms of digital marketing.

-Forbes India

Garner strong brand affinity amongst hard to reach, niche, broad audiences based on influencer's strengths

## Attitudes Toward Celebrity/Professional Influencers Among US Direct-to-Consumer (D2C) Shoppers vs. Traditional Brand\* Shoppers, May 2019

% of respondents

I expect most brands to partner with at least one celebrity/professional influencer



A celebrity/professional influencer makes me more interested in a brand



Celebrity/professional influencers are a reliable way I find out about new brands



Celebrity/professional influencers impact how I think of a brand



■ D2C

■ Traditional brand\*

Note: internet users ages 13+ who are at minimum aware of D2C brands; \*only buy traditional brands

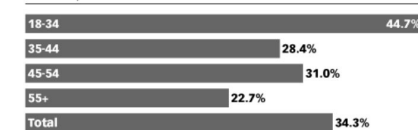
Source: Interactive Advertising Bureau (IAB), "Disrupting Brand Preference: The Impact of Direct Brands across the path to purchase," July 12, 2019

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www.eMarketer.com

## US Internet Users Who Have Ever Bought a Product/Service Recommended by an Online Influencer, by Age, March 2019

% of respondents



Note: ages 18+; such as a YouTube or Instagram personality

Source: Clever Real Estate, "Marketing to Millennials in 2019," April 15, 2019

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www.eMarketer.com



# Considerations

# Playing by the rules

With growth of influencer marketing comes expansion of rules and regulations of which brands need to keep in mind as they formalize their campaigns or could face major fines. Things like...

## Be upfront

Put disclosure at the top of post or caption

## Give the full scoop

Influencers can't just say they got something for free if a brand actually paid it.

## Hashtags are #OK to use

As long as they're clear. For example, using #ad is the best bet because it leaves no room for questioning.

## #thanks isn't the same as #ad

A #thankyou to the brand/partner within copy is nice, but that's not going to cut it with the FTC. <https://izea.com/2018/10/08/ftc-influencer-marketing/>

All FTC rules and regulations [here](#)



#ad goes here

Move this up!

Be upfront about the brand partnership

How to tap  
in & those  
who do it well

# Media support & why it's crucial

For a brand to achieve the best possible ROI on a campaign, it's ideal to hire a group of micro-influencers. Micro-influencers will not have the same reach as the macro influencer celebrity, therefore, working with a group of micro-influencers is necessary to increase the reach of a campaign. - [Forbes](#)

**92%**

of buyers trust an influencer more than traditional ads or celebrity endorsement

**82%**

of buyers are “highly likely” to follow a recommendation made by a micro-influencer

**40%**

of Twitter users say they've made a purchase as a direct result of an influencer - [Forbes India](#)

# These guys do it right

Brands that play to the influencer's strengths are the brands who do influencer marketing well...



## AmEx

**Micro** influencers sharing what they do, where they go with their AmEx card



## Target

**Macro** partnership launches (i.e. Chip and Joanna Gaines), **Micro** influencer campaigns for Hunter boots launch (moms with toddlers influencers), Millennial-focused campaign Youth Culture @TargetTag



## Charmin

**Micro** influencers, runners up from ABC's show The Bachelor, joke about their shared experiences being #2 and how Charmin understands them

