Getting Started with INFLUENCER MARKETING

with

DENVER
The Mile High City
Why Influencer Marketing?

Let’s throw some stats at you:

In 2016/17:
• 84% of brands used some form of influencer marketing in the past two years
• Of those, 64% said they saw effective results with increase in engagement, followers, awareness and sales
• 51% said it produced a higher-quality customer

Influencer Marketing is:
• Trustworthy
• Measureable
• Easy/Affordable/Organic (for now)
• Effective for awareness and advocacy
The New Marketing Funnel - Storytelling

New Marketing Funnel
Adapting your tactics to play the new game

Then

Marketing
Traditional marketing techniques from events to brochures and PR

Advertising
Display and banner ads based on demographic coverage

Sales
Transactional account based sales teams

Now

AWARENESS
INFORMATION
CONSIDERATION
INTENT
EVALUATION
PURCHASE

INFLUENCER MARKETING
Intelligence-based identification of the themes, channels and influencers

CONTENT MARKETING
Development of content that will attract attention

SOCIAL SELLING
Capturing social leads to drive your social sales program
Examples of Micro-Influencer Campaigns

Company: Skype
Influencers: Popular artists, makers, foodies in target cities (competition)

Company: Sperry
Influencers: Fans/enthusiasts

Company: Hallmark
Influencers: Mommy/Family Bloggers
# ROI of Influencer Marketing

## Average Engagement Rate on Instagram and Twitter in 2017

We analyzed 1,000,000+ influencer profiles across leading Influencer Marketing Platforms.

<table>
<thead>
<tr>
<th></th>
<th>&lt;1,000 Followers</th>
<th>&lt;5,000 Followers</th>
<th>&lt;10,000 Followers</th>
<th>&lt;100,000 Followers</th>
<th>100,000+ Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Instagram</strong></td>
<td>8%</td>
<td>5.7%</td>
<td>4%</td>
<td>2.4%</td>
<td>1.7%</td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td>1.5%</td>
<td>1.45%</td>
<td>0.55%</td>
<td>0.45%</td>
<td>0.3%</td>
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### The ROIs of Influencer Marketing

- **Tangible Benefits**
  - Engagement
  - Views, Impressions, Reach
  - Conversion Rates

- **Intangible Benefits**
  - Trust and Authenticity
  - Organic Conversation
  - Residual Marketing Effects
  - Creative Content

How can the success of an influencer marketing campaign be measured?
Don’t:

- Only look at the numbers
- Think you have to automatically pay an influencer
- Compromise your brand image
- Partner with anyone without having a clear vision
- Forget that they don’t actually work for you
Do:

- Find your influencers through their messages first – targeted audiences
- Offer your influencer collateral, discounts, product samples
- Find a common ground with your influencer – they should talk for you but not exactly like you
- Have a strategy
- Get creative! This is your chance to expand your brand image!
How to Find Influencers

• Follow relevant hashtags – accounts can follow hashtags so popular users will show up in their newsfeed

• Instagram and Twitter will natively show you post ranked by engagement in hashtag searches

• Follow relevant accounts and interact with the people interacting with THEM – It’s not stealing, it’s smart!

• Invest in a social listening or UGC platform (Crowdriff, Buzzuomo, Stackla etc.)

• Use your own! Influencers can be as easy as treating your staff in-house and having them post to their friends!
VISIT DENVER’s Internal Process

What You Should be Providing Influencers

• Clear strategy and branding guidelines (do’s and don’ts when working with you)
• One-Sheet with company and partner account information

What Should Influencers be providing?

• Set # of posts or stories on a certain platform
• How many times you or involved partners should be tagged
• Metrics provided after end of campaign (views, engagement etc.)

How to Choose your Influencers

Rank:
• Engagement Rates
• Account Topic/Subjects
• Follower Count
• Seek them out or let them find you
• Micro-influencer vs. Celebrity/Status

Levels of What You Will Provide

• Do you want to pay the influencer? (Top Tier)
• Do you want to provide the influencer with tickets, discounts, hotel room etc. (Middle Tier)
• Do you want to provide the influencer with account information only (lowest tier)
VISIT DENVER Example

What we did:
• Invited 5 local influencers to the DRW Lexus Party that we were ALREADY throwing

What we got:
• 3 highly engaged attendees
• Their audiences totaled over 30,000 local or regional fans
• 0 cost associated
• Viewership numbers reported on and both us and partners were tagged 10+ times in 3 hours