What’s new with IG: looking ahead

“hide likes”
+ create mode
What’s new with IG: looking ahead

“paid partnership” + company name
influencer noun

in-flu-enc-er | ˌin-ˌflü-ən(t)-ser | especially Southern in-ˈflū-

plural influencers

Definition of influencer

: one who exerts influence: a person who inspires or guides the actions of others

// The old theme of laziness and mellowness runs counter to today’s influencers, who are businesspeople and upscale inspirational promoters of a go-getter way of life.
— John C. Dvorak

often, specifically: a person who is able to generate interest in something (such as a consumer product) by posting about it on social media

// While Linh and other elite influencers are usually personally invited by hotel brands, an onslaught of lesser-known wannabes has left hotels scrambling to deal with a deluge of requests for all-expense-paid vacations in exchange for some social media posts.
— Taylor Lorenz

// The woman who’s been called the “future of fashion” has advice for aspiring Instagram influencers: Stop with the staged photos posing with croissants or balloons against a beautiful backdrop.
— Alix Langone

First Known Use of influencer

1662, in the meaning defined above
We are receiving many messages regarding collaborations with influencers, Instagram influencers. We kindly would like to announce that White Banana is not interested to “collaborate” with self-proclaimed “influencers.” And we would like to suggest to try another way to eat, drink, or sleep for free. Or try to actually work.

TAG LOCATIONS RESPONSIBLY.

KEEP JACKSON HOLE WILD.
Influencer marketing grew by 39% in 2018

Klear analyzed 2,133,007 Instagram sponsored posts using #ad
Micro-influencers are highly valued

<table>
<thead>
<tr>
<th>Likes</th>
<th>Share of Posts in the #Ad Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 1k</td>
<td>84%</td>
</tr>
<tr>
<td>1k-5k</td>
<td>12%</td>
</tr>
<tr>
<td>5k-10k</td>
<td>2%</td>
</tr>
<tr>
<td>Over 10k</td>
<td>2%</td>
</tr>
</tbody>
</table>
6 Key Findings from Klear

1. Instagram influencer marketing grew by over 39% in 2018

2. 1 out of 3 sponsored posts is an Instagram Story

3. 84.6% of sponsored posts were posted by women

4. 84% of sponsored posts were posted by micro-influencers

5. Brazil, Canada and Japan had the highest YoY growth of Instagram sponsored posts

6. Lifestyle and Fashion are the leading industries for Instagram branded partnerships
Average Engagement Rate on Instagram and Twitter in 2018

We analysed 100,000+ influencer profiles across leading Influencer Marketing Platforms

<table>
<thead>
<tr>
<th>Followers Range</th>
<th>Instagram</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1,000</td>
<td>7.2%</td>
<td>1.4%</td>
</tr>
<tr>
<td>&lt;5,000</td>
<td>5.3%</td>
<td>1.2%</td>
</tr>
<tr>
<td>&lt;10,000</td>
<td>3.7%</td>
<td>0.6%</td>
</tr>
<tr>
<td>&lt;100,000</td>
<td>2.1%</td>
<td>0.4%</td>
</tr>
<tr>
<td>100,000+</td>
<td>1.1%</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

Source: influencermarketinghub.com
Challenges to Managing In-House

The biggest challenge in managing influencer campaigns are:

- Finding Influencers to participate: 36%
- Managing the contracts or deadlines of the campaign: 24%
- Bandwidth/Time restraints: 15%
- Processing Payment to Influencers: 15%
- Other: 10%
Connect with us!

Eric Hinman  
@erichinman

Kimberly Irwin  
@denvershewrote

Cara Newhart  
@neverskipbrunch

Alana Watkins  
vocapr.com
Key takeaways

• It’s important to let influencers have an authentic voice with their content
• Understand THEIR audience and what resonates with them
• The best partnerships benefit both influencer and brand
Key takeaways

• How to find them:
  • Relevant hashtags, your geotag, “comps”
• How to vet them:
  • Ask for examples of past work, ask for references and actually call them
• How to work with them:
  • Recommend some form of contract, trade/in-kind, reporting
• Federal Trade Commission:
  • #ad vs #sponsored
Thank you for joining us today!

Elise Trivers
Social Media Manager
etrivers@visitdenver.com