

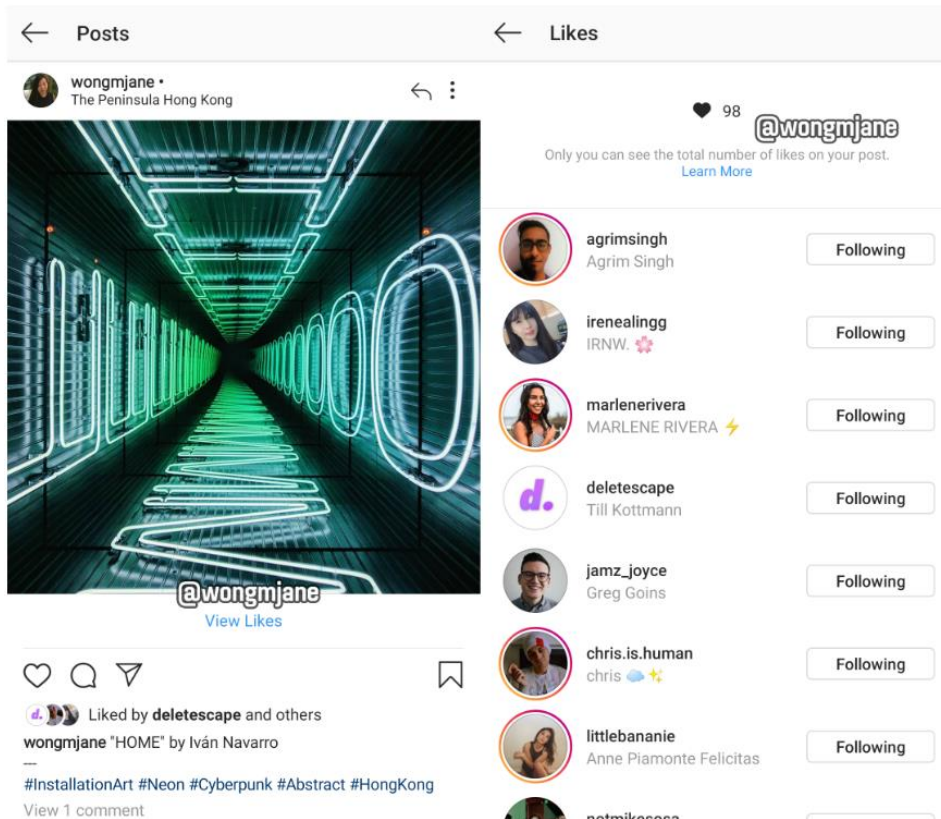


Marketing Advisory Committee

SOCIAL MEDIA INFLUENCER MARKETING
JUNE 6, 2019

Photo credit: Klear

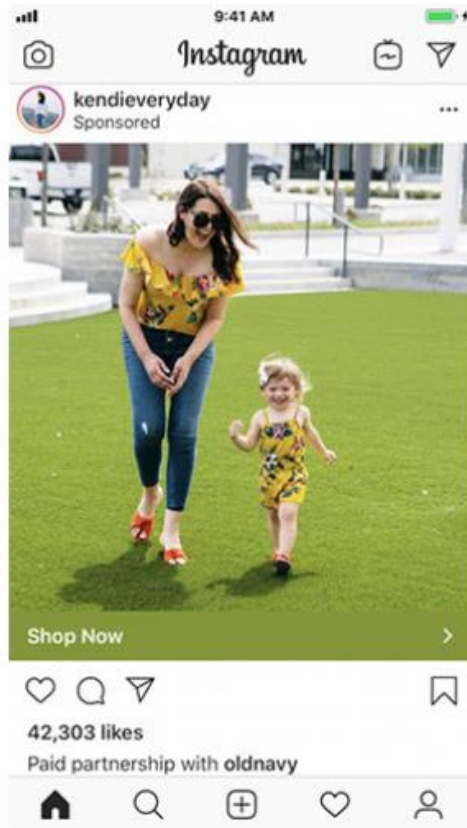
What's new with IG: looking ahead



“hide likes”
+ create mode




What's new with IG: looking ahead



“paid partnership”
+ company name

All advertisers will gain access to these new branded content ads in the coming weeks.

influencer noun

in·flu·enc·er | \ 'in-,flü-ən(t)-sər , especially Southern in-'flü-\

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

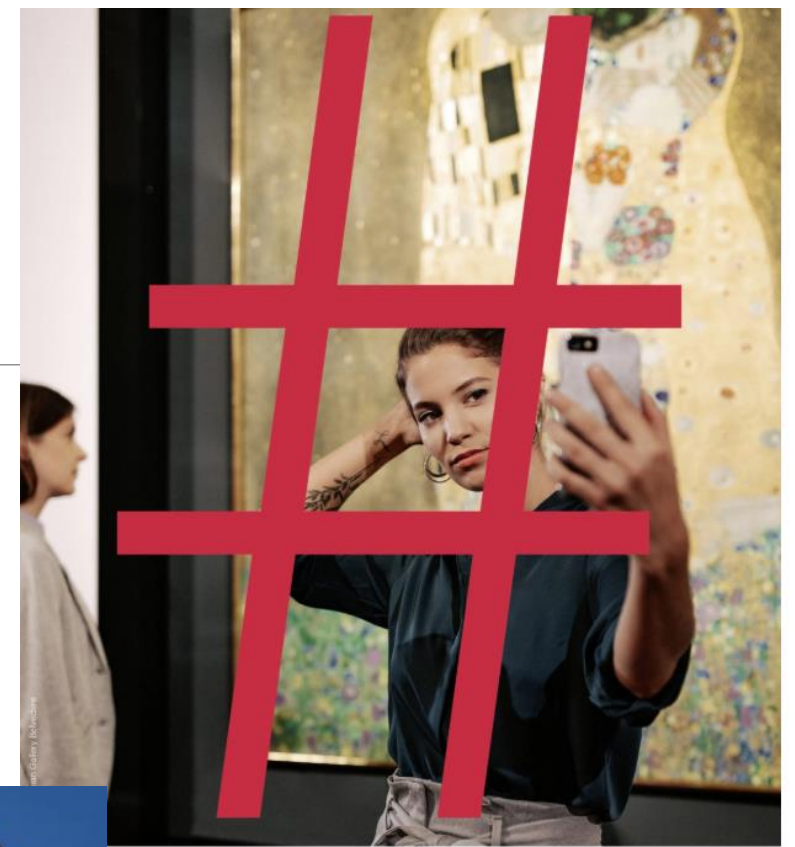
First Known Use of *influencer*

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.**

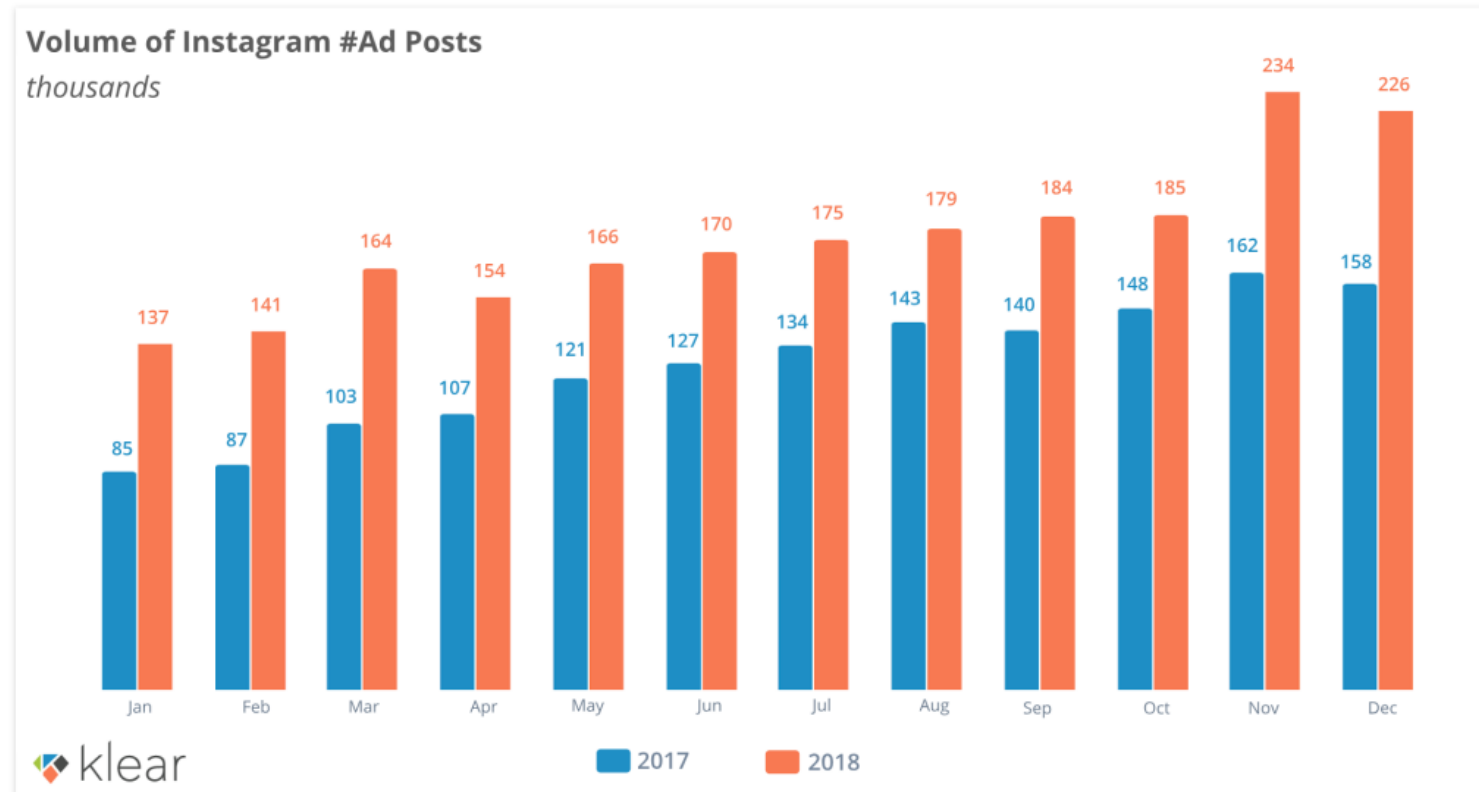


unhashtag.vienna.info

See Vienna. Not #Vienna

Enjoy the city behind your pics!

Influencer marketing grew by 39% in 2018



Klear analyzed 2,133,007 Instagram sponsored posts using #ad

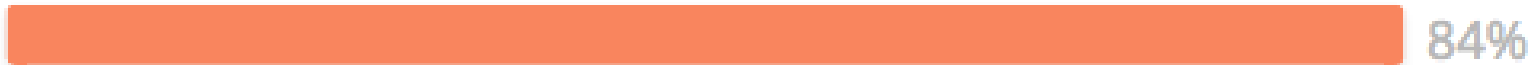
Micro-influencers are highly valued



Likes

Share of Posts in the #Ad Market

Up to 1k



84%

1k-5k



12%

5k-10k



2%

Over 10k



2%



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

	<1.000 followers	<5.000 followers	<10.000 followers	<100.000 followers	100.000+ followers
Instagram	7.2%	5.3%	3.7%	2.1%	1.1%
Twitter	1.4%	1.2%	0.6%	0.4%	0.3%

Source: influencermarketinghub.com



Mondo
Guerra



3,063 avg

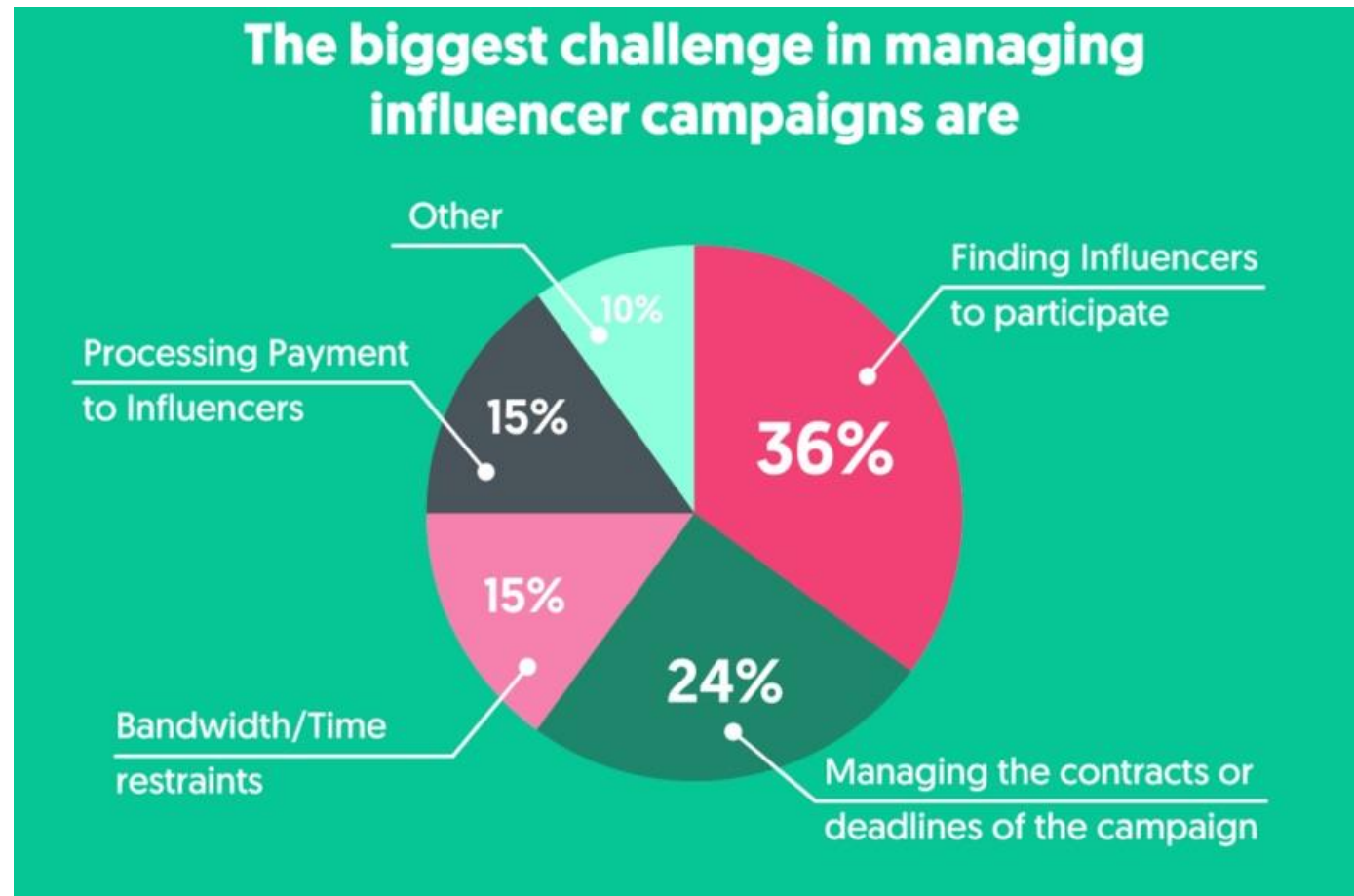
58 avg

Posts/Week:
1.04

View All

Copy Data

Challenges to Managing In-House



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!



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