

The Importance of Influence



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Our mission

The Pittsburgh Post-Gazette advertising team strives to exceed our partners' expectations by developing ***customized marketing solutions*** through innovative digital, print and direct mail products targeted to their neighborhood, the ***Pittsburgh community*** and beyond.

The Importance of Influence

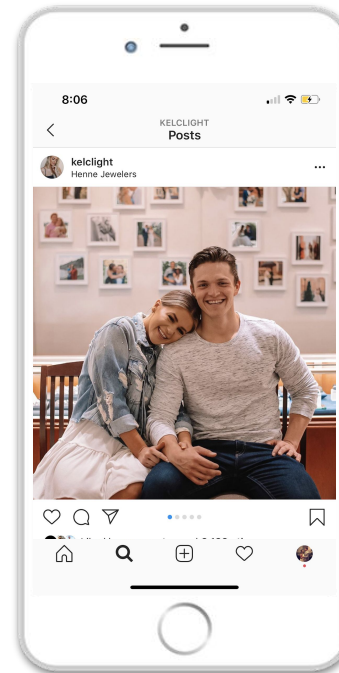
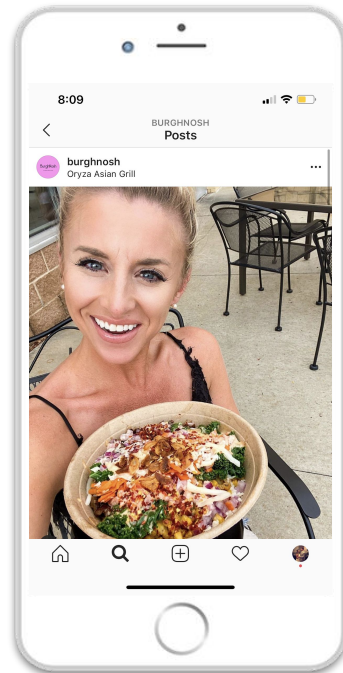
Let's Talk About Influencer Marketing:

- ✓ What is it?
- ✓ Why does it work?
- ✓ Finding influencers
- ✓ How to create an influencer marketing strategy
- ✓ Examples
- ✓ Q&A

What is influencer marketing?



Influencer marketing is a relationship between a brand and an influencer. The influencer promotes the brand's products or services through various media outlets such as Instagram and YouTube. Influencers must be trusted figures within a niche community and retain a loyal following. In addition, they typically possess knowledge or experience about what they are advertising.

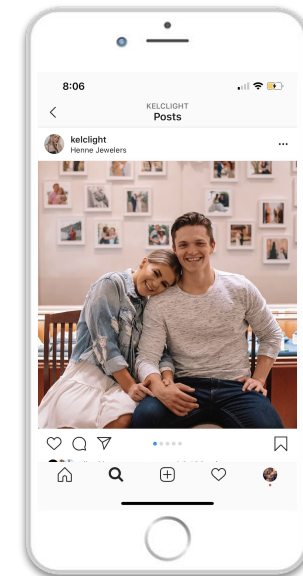


Why does influencer marketing work?

Influencer marketing is one of the best ways to quickly build your brand online and raise awareness among your target audience.

- ✓ Builds Trust and Shows Authority
- ✓ Improves Brand Awareness
- ✓ Effectively Reaches Your Target Audience and Drives Purchasing Decisions
- ✓ Access To Millennial & Gen Z Consumers
- ✓ Influencers Are Trendsetters
- ✓ Long-Term Influencer Relationships
- ✓ Immense Reach & Visibility
- ✓ Manage Your Brands Reputation
- ✓ Lead Generation
- ✓ Long-Term Benefits

The average user
spends about
**2 hours &
24 minutes**
on social media per day



How do I find influencers?



Identify the right person to help you improve your brand awareness and reach. It may seem time consuming but once you find a few, you can expand on them pretty easily.

- ✓ Google Search
- ✓ Social Media
- ✓ Referrals
- ✓ Blogs
- ✓ Influencer Software
- ✓ Talent Agencies & Agents



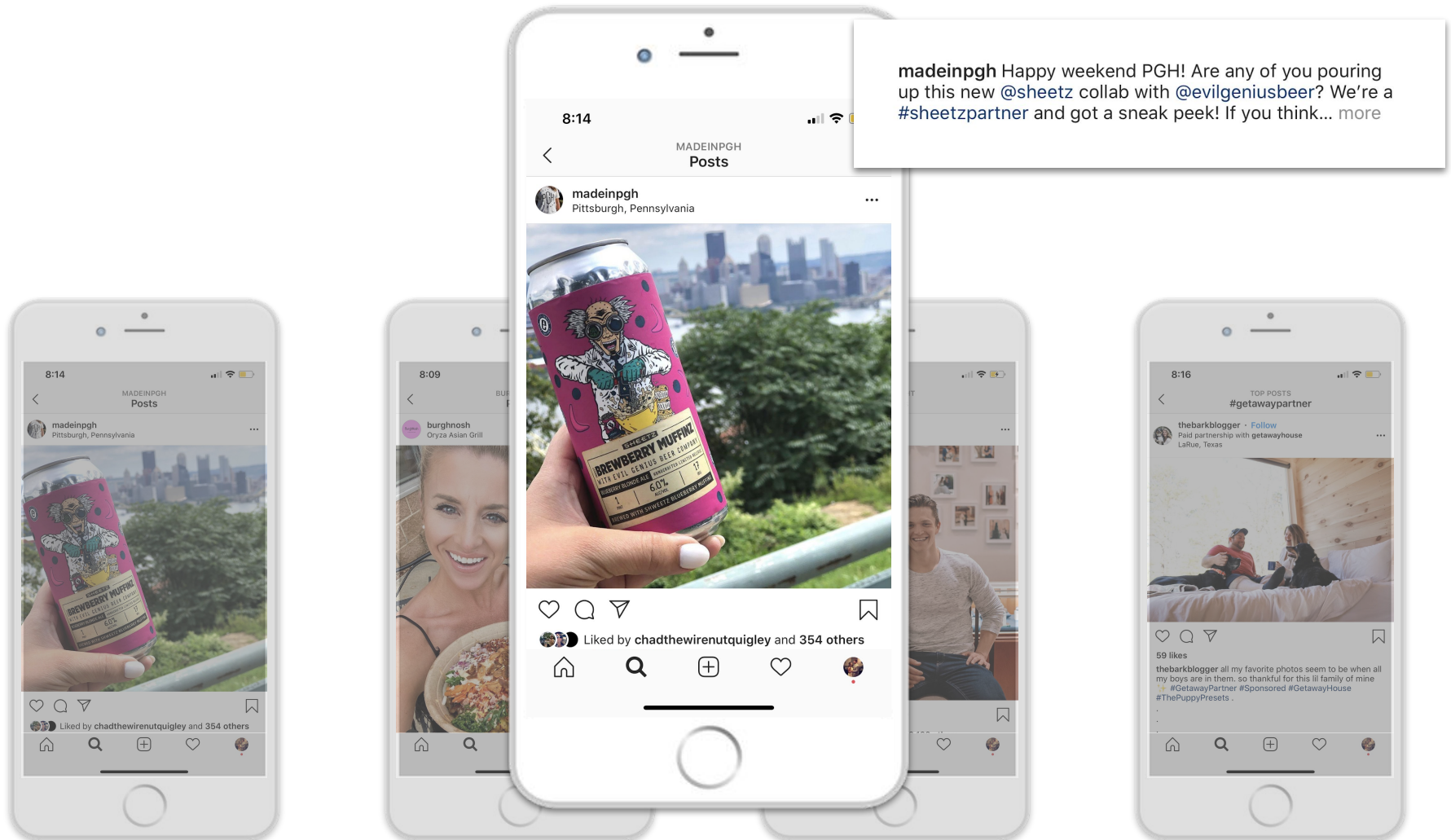
Where do I start?



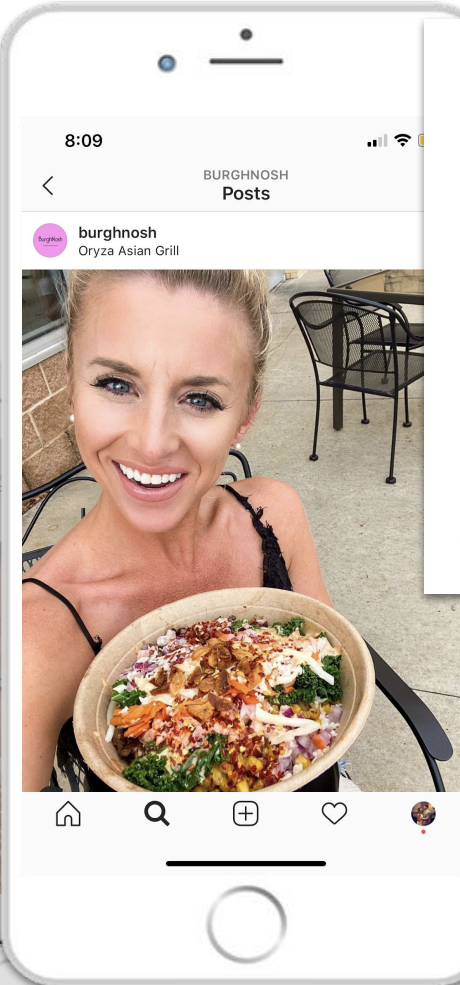
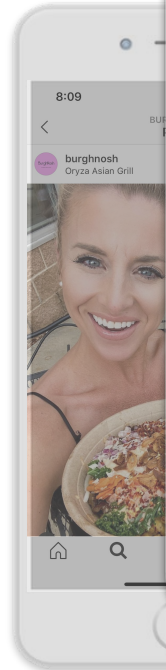
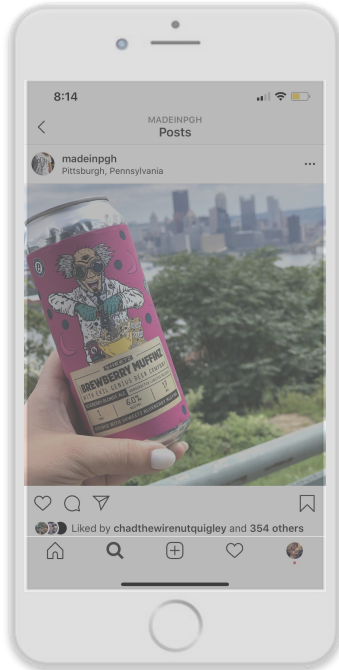
Finding the right strategy will allow you to manage all aspects of your relationship with an influencer. It'll also ensure they're successful in helping you achieve your campaign goals.

- ✓ Determine your campaign goals
- ✓ Define your campaign audience
- ✓ Set your budget and choose your influencer type
- ✓ Choose your influencer and review their work
- ✓ Develop your campaign messaging for your influencer
- ✓ Finalize campaign expectations with your influencer
- ✓ Reward your influencer
- ✓ Measure your results

Example: Sheetz



Example: Oryza



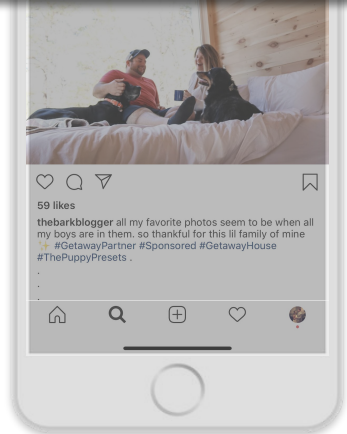
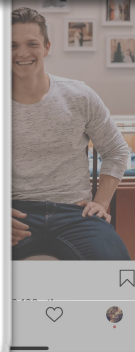
burghnosh 🌟 Giveaway 🌟
@oryzagrill and I want you to try out their great menu! I am giving away a \$25 gift card so you can make your own crazy bowl combination. 🤤

Rules are as follows:

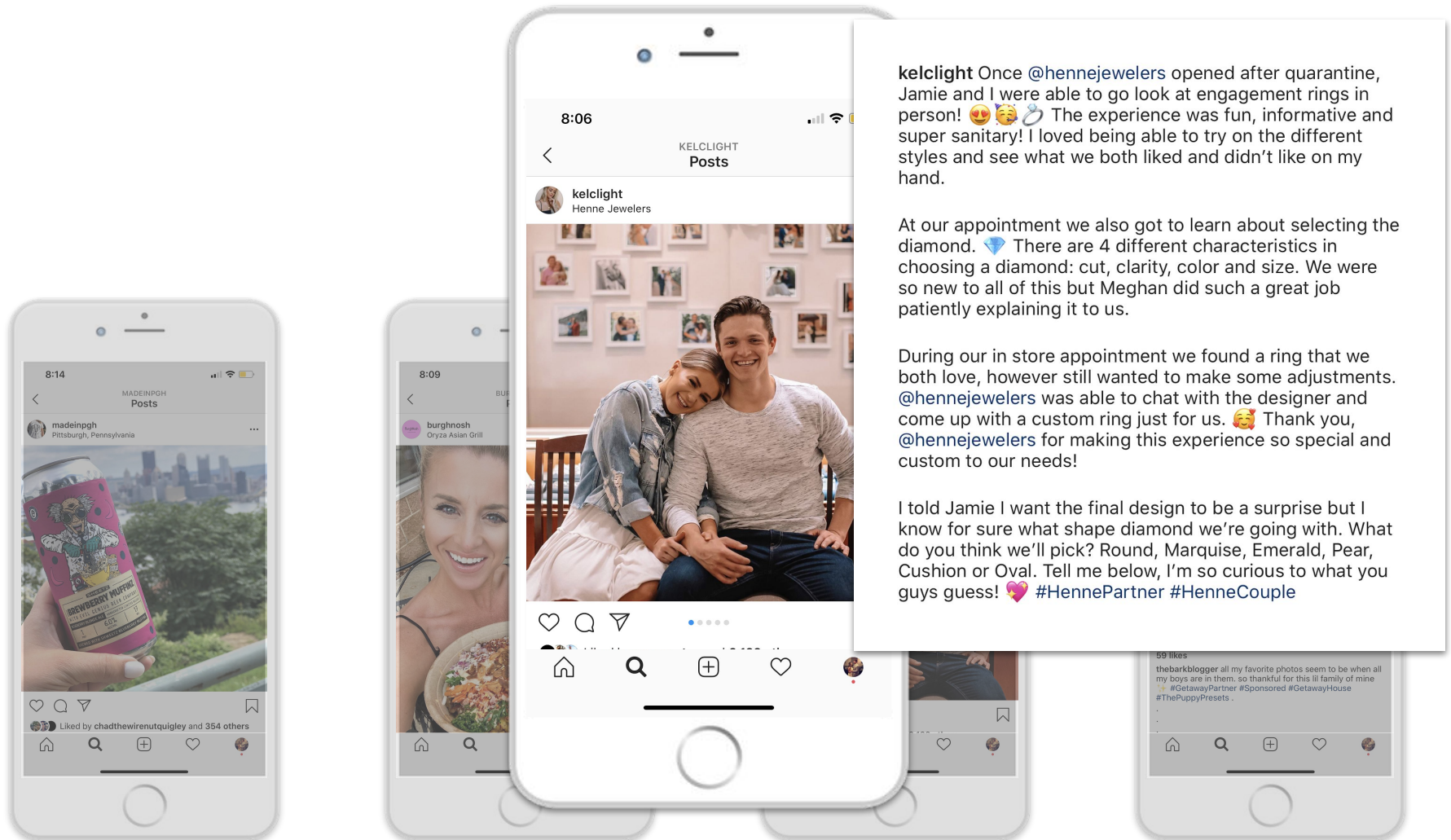
- 1.) Must be following @oryzagrill and myself.
 - 2.) Tag a friend you plan on taking with you (multiple entries count). 🤔
- **For extra chances to win, tell me what kind of bowl you have made or would!!!

Winner will be chosen at random on Saturday, July 25th at noon!

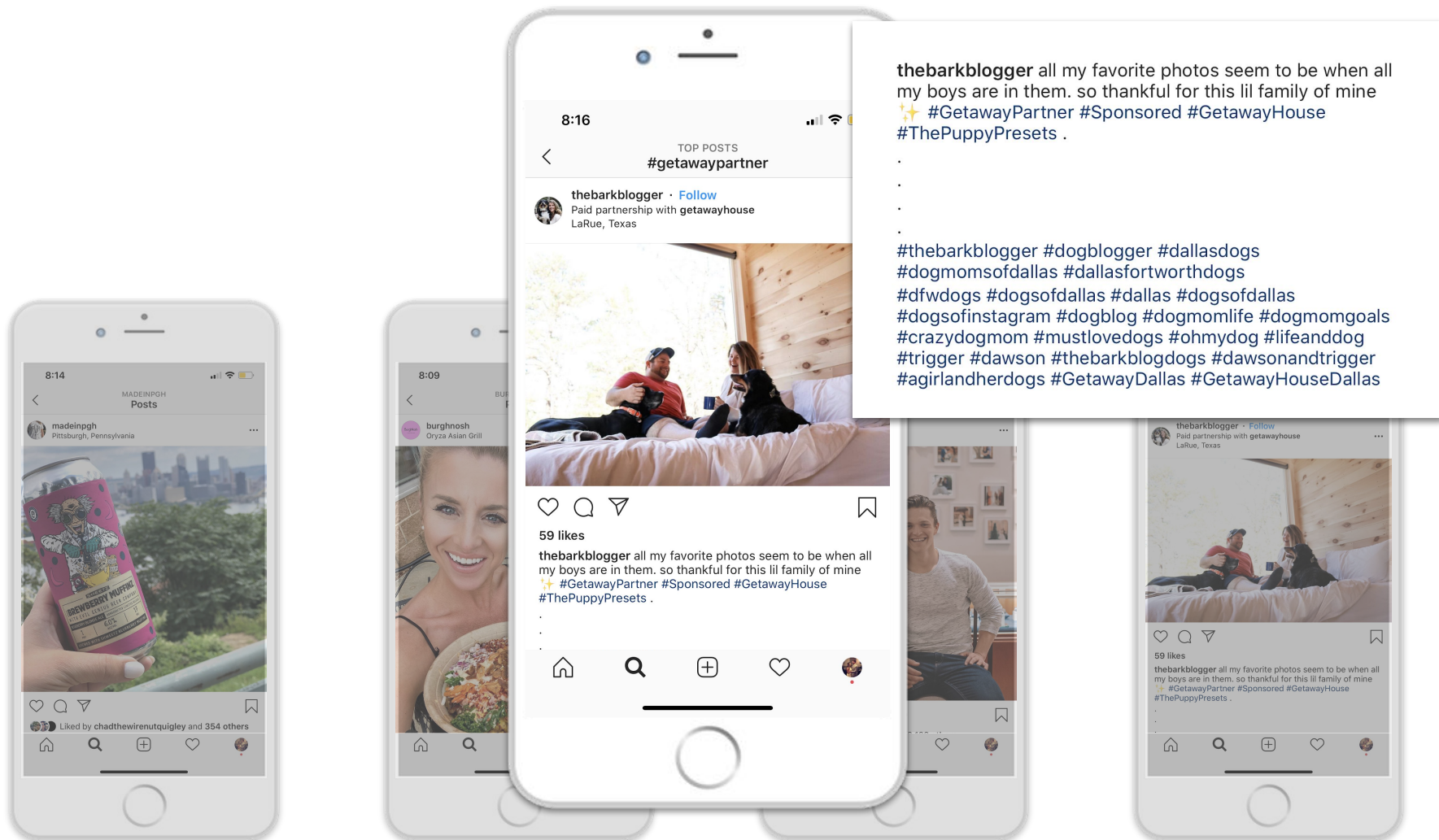
#ad #partnership #oryzagrill #tenfoursocial



Example: Henne Jewelers



Example: Getaway House





Questions?



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Thank you!