Starting To Work With Influencers

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
Why Use Influencers?

1. Stay competitive
2. Build brand credibility
3. Fresh content
4. Boost traffic
5. Help sales, maybe?
6. SEO benefits
7. Attract new audiences
8. Support other marketing efforts
What Influencers Look For In Brand Partnerships

- 64% On-Brand/Relevance
- 52% Authenticity/Trust
- 46% Brand Affinity/Already Use Product
- 34% Creative Freedom
- 20% Professionalism/Communication
- 16% Long-Term Potential
- 10% Charity
- 8% Money
Influencer marketing is a marketing strategy that leverages social media influence to present a brand. It is the collaboration between a brand and influencer to help drive people to take action. **But who are influencers?** Influencers are those who attract fans and followers on social media platforms where they have a strong presence.

### Mega Influencer
- **Audience Reach:** 1M +
- **Who are they:** Celebrities, Athletes, Actors, Social Media Stars
- **Pros:** They have a massive audience making them ideal for creating campaigns with the goal of brand awareness.
- **Cons:** Very expensive to work with and though they have an extensive reach, the diversity can make it a challenge to create campaigns that target the ideal audience for a brand.
- **Campaign Objective:** Brand awareness.

### Macro Influencer
- **Audience Reach:** 50K - 1M
- **Who are they:** Mini celebrities, recognized within a community.
- **Pros:** They have mastered their brand and provide high quality content. They have an extensive reach with a broad audience.
- **Cons:** They typically less connected with their followers and have lower engagement rates. And can be expensive to work with.
- **Campaign Objective:** Brand awareness, User Generated Content.

### Micro Influencer
- **Audience Reach:** 10K-50k
- **Who are they:** Experts in their respective niche.
- **Pros:** They have higher engagement rates compared to macro influencers. And are open to receiving compensation in product over monetization which is more cost effective.
- **Cons:** There are a lot of influencers that fall into this category, making harder to find the right influencer to partner with. And more labor intensive to manage.
- **Campaign Objective:** Brand Awareness, User Generated Content, Engagement.

### Nano Influencer
- **Audience Reach:** Less than 10K
- **Who are they:** Brand advocates who already engage with your brand.
- **Pros:** They have the highest engagement rates having a high trust value amongst their followers. They are the most cost effective and will take product over collecting a fee.
- **Cons:** They have a small reach, requiring more of them for brand awareness because they aren’t often approached to represent a brand.
- **Campaign Objective:** User Generated content, Engagement, Conversions.
Example: Mega Influencer Campaign

BE HEARD

James Harden
Powerbeats® Wireless

EXPLORE
BUY ON Apple
Example: Mega Influencer Campaign

- Over 1.2B impressions
- 26M+ views of our films
- 280K engagements with the custom keyboard app and Kik stickers
- 60K social conversations about the campaign
- 37K uses of the campaign hashtag #IAmAWitness on Twitter and Instagram
- Tens of millions of views on our Snapchat custom filters in one day
- Extensive positive coverage in publications like seventeen, People, Mashable, NPR, The Washington Post, and PopSugar
Example: Macro Influencer Campaign

Your hub for all things influencer marketing
Gain meaningful social impressions from the right users.

Managed Services
Avoid hours upon hours of researching, writing, and working with influencers by passing it off to our team of.

Moose Toys Cast of Influencers
Major toy review channels and young influencers participated in this campaign, creating the top videos in this niche. Anyone searching for toys and toy reviews, ran into Moose Toys and the 103 creators that NeoReach activated for these campaigns.

- Everleigh Rose
- Toy Caboodle
- Taytum and Oakley Fisher
- Epic Toy Channel
The Results Are In... (drumroll please)

$1.4M+

Earned Media Value

<table>
<thead>
<tr>
<th>195+</th>
<th>86%</th>
<th>70%</th>
<th>4-9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts</td>
<td>of audience reached were female</td>
<td>of audience reached were married</td>
<td>Year-olds were primarily reached</td>
</tr>
</tbody>
</table>
Micro Influencer  (Source: Oberlo)

Why Micro-Influencers

- **Trusted**: Opinions evoke high degrees of credibility and confidence from friends & followers.
- **Brand Relevant**: High connection with brand, product, and brand-relevant topics.
- **High in Volume**: Exist in greater numbers than mega- or macro-influencers, able to generate content at scale.
- **Are Loyal**: Have existing brand relationship based on purchase history and positive brand affinity.
- **Will Advocate**: Will recommend or publicly support brand and products.
- **Have Influence**: Able to drive friends & followers to take a desired action.
Example: Micro Influencer Campaign

- Example Instagram post:
  - Image: A woman walking down a street in New York.
  - Caption:
    - maryorton • crushing on these emerald holiday hues today on memorandum.com with @bananarepublic • #BRHoliday #itsbanana #BRMakematter #memorandum http://liketk.it/2pS1Z @liketoknow.it #liketkit #tkholidaystyle #sp
    - kirbyyamanda You should probably wear that on Friday and you should probably ‘accidentally’ leave it...
    - natak Such a classy woman!
    - rodaj68 Love the coat
    - workthewear 💚
    - feinecashmere Beautiful!
    - hieuwey_101 Mary, nice shoes!
    - aurayoga8a Nice pic!
  - Likes: 1,784
  - Comments: 10,903

- Example Instagram post:
  - Image: A man in a central park.
  - Caption:
    - jessedriftwood
    - Central Park
    - View More on Instagram
    - Should I go to college to become a photographer? People ask me this all the time. While I can’t say for sure what the right path is for every person, I do know that you need to keep learning. One of my favorite ways to do that is with @audible.ca. I spend a lot of time walking to my studio, driving to shoots, or just exploring my neighborhood looking for things to shoot. One of my favorite ways to make the most of that time is to listen to audio books on business management and productivity. That way even if I get lost down some new alley or path, I still feel like I got something done. Learn more about getting started with Audible - your first audiobook is free.
  - Likes: 10,903
  - Comments: 303

Image source: Medialink
La Croix Sparkling Water finds micro-influencers on Instagram, asks them to share product awareness posts, and offers them product vouchers.

Boutique hotel chain Kimpton allows what’s called Instagram takeovers. It lets micro-influencers post their own content on the brand’s Instagram account. Takeovers connect new audiences with the brand and help generate new followers and more engagement.

Personal shopping website Stitch Fix invites micro-influencers to contribute content that the brand then promotes on Instagram.

Hawaii’s Department of Tourism partnered with Instagram users who are travel bloggers or Hawaiian natives to share content promoting events and destinations in Hawaii. After the campaign, 65% of people who saw the posts said they wanted to visit Hawaii.

Source: Glean.info
Example: Nano Influencer

Student Social Influencers

Instagram, Snapchat, Facebook and Twitter are today’s tools that define a college student’s identity.

Picking a good profile picture is like buying a prom dress.

Turn brand “likes” into love

Stop transacting. Start interacting. From influencers to customers, form deep relationships with the people passionate about your brand.

Learn how
Investment — It Varies!

“I was just talking to an influencer the other day with 500,000 followers. I asked her how much she was getting and she told me that she's getting paid about $800 per post. She's 24 years old. At that age, that's a lot of money for very little work.” – a blog
Find Your Match

Does this influencer’s brand align with mine in terms of values, aesthetics, and personality?

Is their photography of the style and caliber you want your products associated with?

Are the brands and products they have previously worked with similar to mine?
LOW BUDGET: Create Ambassador Program

- Add @wolven ambassador to your Instagram or TikTok bio
- Add wolventhreads.com to your IG bio link.
- Post and tag @wolven and #makesustainabilitysexy on Instagram or TikTok with messaging about sustainability and your 20% discount code
- Join our Wolven Ambassadors Facebook group to stay up to date and connect with your Wolfpack
- Get discounts
Hey Influencers

Get Rewarded

Get rewarded by partnering with the hottest brands that value your social influence.

Apply now

Kelli receives free denim to wear to advocate for her favorite company.
HIGH BUDGET: Where To Find Influencers?

Agents (can find info on influencer’s website)

Influencer Companies

Marketing | PR Firms

Email/DM
Now What?

1. Send Email or DM Introduction/Call To Discuss Goals
2. Finalize Agreement, Compensation
3. Start Campaign
4. Measure & Monitor
Understand The Rules

FTC Guidelines

Social Media Policies

Disclosures In Content

Due Diligence

Maintain Positive Relationship w/Influencer
Resources To Help You

The Influencer Marketing Association

The official trade organization committed to protecting the authenticity and ethics of influencer marketing.

Become a Member
Questions?

Type your question to the chat box

Contact Us:

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