

# Starting To Work With Influencers

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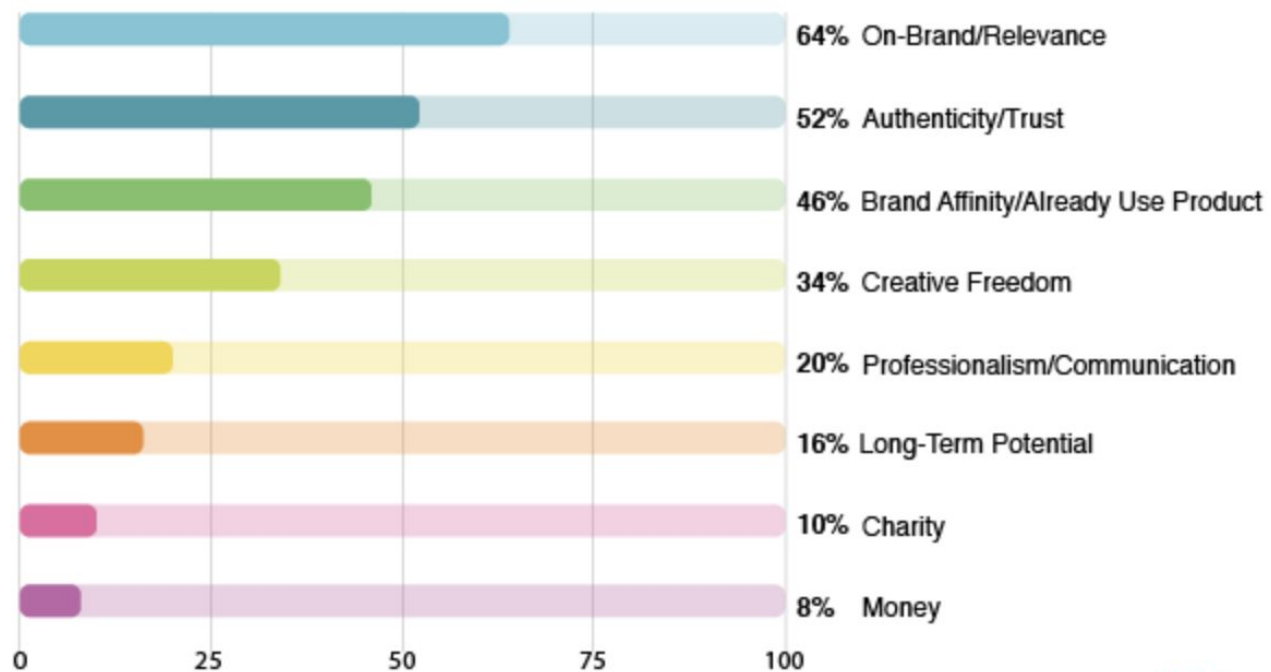
We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help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





# DIFFERENT TYPES OF INFLUENCERS



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.



**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.



**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.



**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.



**Audience Reach:** Less than 10K

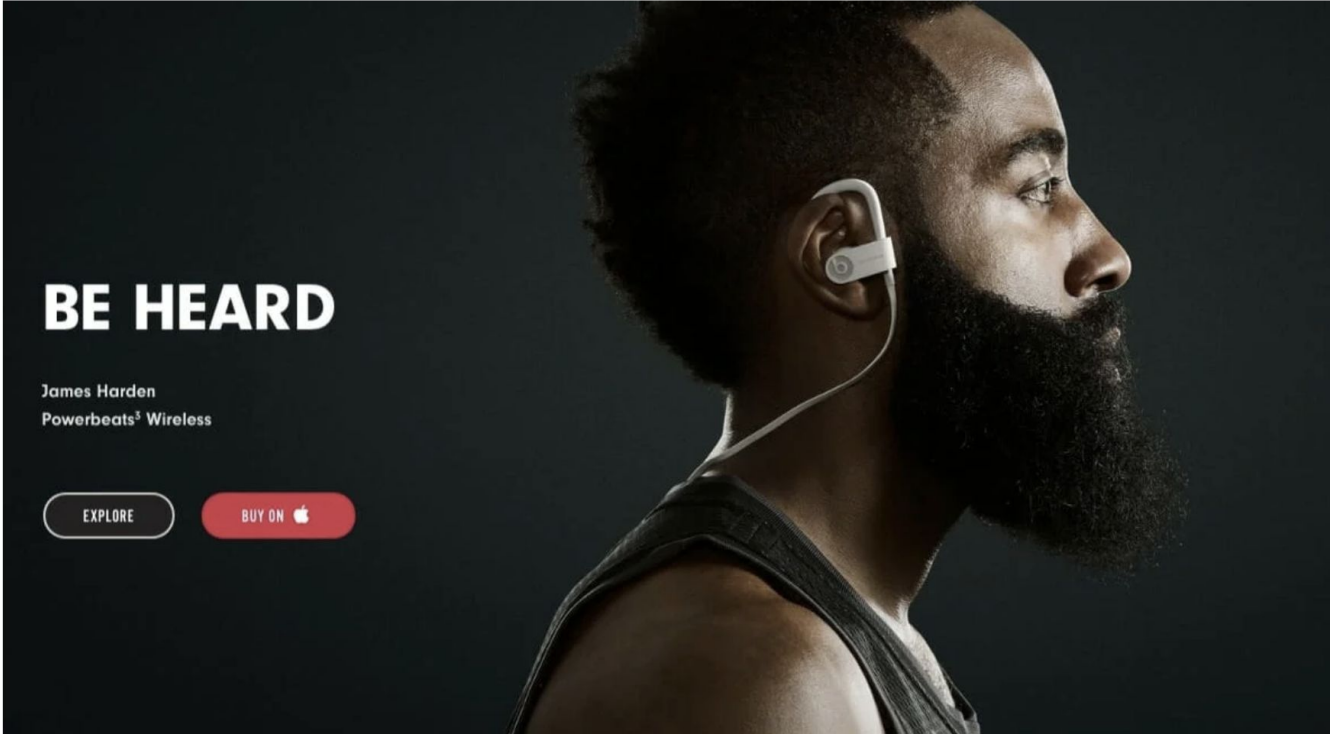
**Who are they:** Brand advocates who already engage with your brand.

**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

A promotional banner for Powerbeats Wireless earbuds featuring James Harden. The image shows a profile of James Harden with a beard, wearing a white earbud. The background is dark. On the left side, there is white text and two buttons.

**BE HEARD**

James Harden  
Powerbeats<sup>3</sup> Wireless

EXPLORE

BUY ON 

# 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

NEOREACH

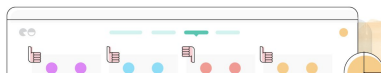
Solutions Services Case Studies Pricing Top Lists Top Spenders Blog Login

## Your hub for all things influencer marketing

Gain meaningful social impressions from the right users.

### Managed Services

Avoid hours upon hours of researching, vetting, and working with influencers by passing it off to our team of



## Moose Toys Cast of Influencers

Top 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



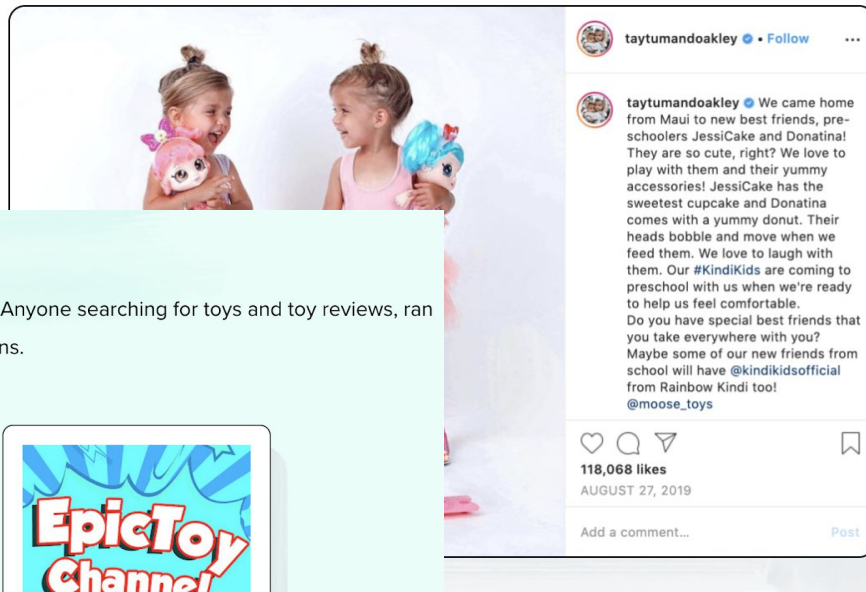
Toy Caboodle



Taytum and Oakley Fisher



Epic Toy Channel





PHASE 3

The Results Are In... (drumroll please)

# \$1.4M+

Earned Media Value



**195+**

Posts



**86%**

of audience reached were female



**70%**

of audience reached were married



**4-9**

Year-olds were primarily reached

# 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 publically support brand and products.

### ● **Have Influence**

Able to drive friends & followers to take a desired action.

# Example: Micro Influencer



A screenshot of an Instagram post by user **maryorton** from New York, New York. The main image shows a woman in a dark green coat and black heels walking on a cobblestone street in front of brick buildings. The post includes a caption, several comments, and engagement metrics.

**maryorton**  
New York, New York

maryorton • crushing on these emerald holiday hues today on memorandum.com with @bananarepublic 🌲 • #BRHoliday #itsbanana #BRMakeItMatter #memorandum <http://liketk.it/2pS1Z> @liketoknow.it #liketkit #tkholidaystyle #sp

load more comments

**kirbyamanda** You should probably wear that on Friday and you should probably 'accidentally' leave it...

**natakar** Such a classy woman!

**roda468** Love the coat

**workthewear** 🍷🍷

**feinecashmere** Beautiful!

**hieuwey\_101** Mary, nice shoes!

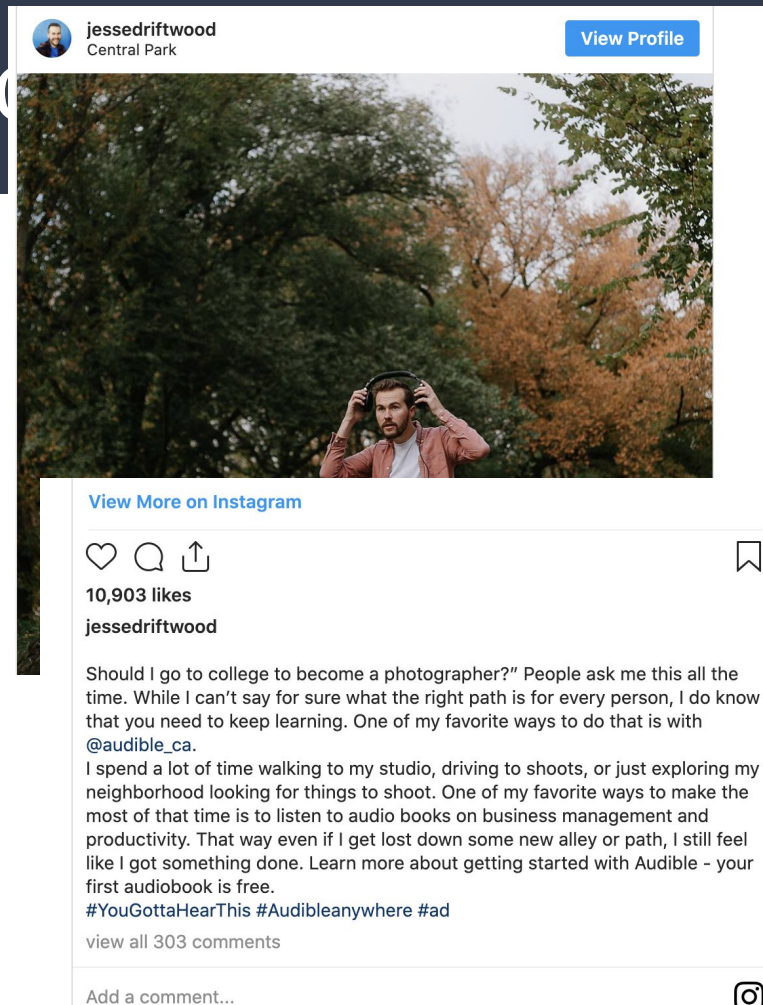
**aurayogala** Nice pic!

1,784 likes

DECEMBER 14, 2016

Add a comment...

Image source: [Mediakix](#)



A screenshot of an Instagram post by user **jessedriftwood** from Central Park. The main image shows a man in a brown jacket and headphones walking through a park with autumn trees. The post includes a caption, engagement metrics, and a bio.

**jessedriftwood**  
Central Park

View Profile

View More on Instagram

10,903 likes

**jessedriftwood**

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.

**#YouGottaHearThis #Audibleanywhere #ad**

view all 303 comments

Add a comment...

**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

campusadvertising

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## 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.



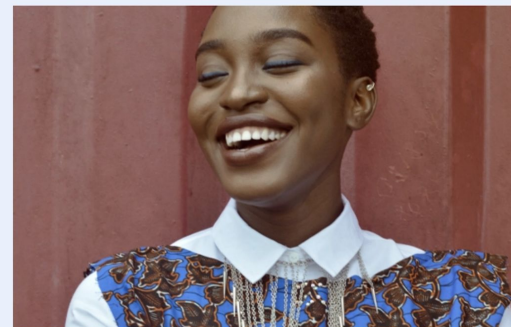
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## Turn brand "likes" into love

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 @wolgen ambassador to your Instagram or TikTok bio
- Add wolventhreads.com to your IG bio link.
- Post and tag @wolgen 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

WOLVEN



## Join the Wolfpack

Save the Earth, and look cute while doing it. Fight against fast fashion, make new friends, share your cute selfies and get 50% off your first ambassador purchase.

### Wolgen Ambassador expectations:

- Add @wolgen ambassador to your Instagram or TikTok bio
- Add wolventhreads.com to your IG bio link

## WOLVEN

Make Sustainability Sexy™

@WOLVEN #MAKESUSTAINABILITYSEXY



### Wolven Wholesale

LOGIN  
REGISTER

### Our Collections

BESTSELLERS  
TOPS  
LEGGINGS  
BASICS  
JOGGERS  
SHOP ALL +

### Ambassadors

AMBASSADORS INFORMATION  
BECOME AN AMBASSADOR

### About

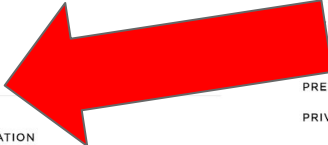
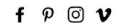
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REVIEWS  
RETURNS AND EXCHANGES  
LATER WITH KLARNA  
AFFILIATE PROGRAM  
PRESS  
PRIVACY POLICY

### Sustainability

WHO WE ARE  
SUSTAINABILITY  
TRANSPARENCY  
WASH & WEAR CARE  
CANCEL PLASTIC  
WOLFPACK BLOG

### Join The Wolfpack

Sign up to get 10% off your order.

# HIGH BUDGET: Where To Find Influencers?

[Campaigns](#) [Community Building](#) [Influencers](#)



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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.



Got any questions? I'm happy to help.



# 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



[Membership](#)

[Leadership](#)

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[Join Now](#)

## 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:

401-874-7232

<https://bit.ly/regRISBDC>

susandavis@uri.edu

