Shane Barker

Influencer ROI: 400K to 1.6M in Less than 1 Year Using Instagram
Who is Shane Barker?

Digital Strategist, Brand and Influencer Consultant

(With 25+ Years of Experience)

Specializes In:
- Influencer Marketing
- Content Marketing
- SEO
- Online PR

Worked With:
- Fortune 500 Companies
- Influencers with Digital Products
- A-List Celebrities
Who is Shane Barker?

UCLA Instructor

COURSE:
Personal Branding - How to Be an Influencer
Where Have I Been Featured?

NEW YORK POST  Forbes  The Atlantic  USA TODAY  Entrepreneur  VICE  abc NEWS
Which Publications Have I Contributed To?

Inc.  HUFFPOST

Forbes

Social Media Examiner

salesforce

+100 other websites
Influencer marketing is the process of promoting brands, products, and/or services through influential individuals (influencers).

Influencers can be:

- **Bloggers**
  - Arianna Huffington, The Huffington Post
  - Anderson Cooper, Anderson Cooper 360°

- **Journalists**
  - Peter Rojas, Engadget (blog)

- **Industry Experts**
  - Kim Kardashian, TV Star-KUWTK

- **Celebrities**
  - Julie Sariñana, 5.4M+ Followers

- **Social Media Influencer**
  - Julie Sariñana, 5.4M+ Followers
Influencer Marketing: History & Scope

**PAST**
Beats by Dre (2008)
Partnered with Athletes/ Singers/Actors

**PRESENT**
Daniel Wellington (2019)
Partnered with actors/rap artists/celebs/models

**FUTURE**
Brands will invest in computer-generated imagery (CGI) to create virtual influencers.
But...

Does Influencer Marketing Actually Work?
Yes, It Does.

Influencer marketing, if done right, can increase sales and marketing ROI.
So...Who is Zoe?

Zoe Rodriguez

- CEO, ZBody Fitness Inc.
- Sells fitness ebooks
- Health/fitness influencer
- 98% of business through IG
We created an Instagram Influencer Marketing Strategy for Zoe

**The Goal:** Increase Sales, Improve Marketing ROI

**Our Approach**

- Use a network of relevant micro influencers
- Authentic Storytelling by Influencers
- Brand Advocacy
- Leverage UGC
- Upselling Packages
Tactic#1: We Used a Network of Relevant Micro-influencers.

Strategy: Build a network of relevant Instagram influencers who would feature Zoe in their posts.

Benefit: Increased visibility & credibility.
How Did We Select Influencers?

The 3 Rs helped us select the right influencers.
We picked influencers with:

- **Same Audience** - Fitness/health enthusiasts
- **Same Platform** - Instagram
- **Same Values** - Fitness/beauty/health
The Second “R” of Influencer Selection: Reach

Bigger isn't always better. We didn’t focus on big shots.

Why?

Popular influencers were neither accessible nor affordable.

Instead, we reached out to micro-influencers.

The Third “R” of Influencer Selection: Resonance

We picked influencers who were driving their followers’ purchase decisions.

Such influencers were:

→ **Relatable:** No celebrities

→ **Genuine:** No fake propaganda

→ **Consistent:** Regular posting and interaction
Tactic#2:
We Used Authentic Storytelling

Strategy: Using Zoe’s personal story of body transformation

Benefit: Trust of audiences/followers

Video URL: https://youtu.be/Px58AaLVLK4
Tactic #3: We Leveraged UGC

Our Content Strategy Components

1. Before/After Pictures
2. Time-bound Challenges
3. Healthy Recipes/Supplements
4. Lifestyle/Health-related Posts
5. Interactive Q&A Sessions
6. Live Workout Sessions

**Strategy:** Use user-generated or follower-generated content

**Benefit:** Better engagement, zero investment
1. Before/After Pictures

Such visual content worked as compelling social proof.
2. Time-Bound Challenges

These posts kept her followers engaged.

**Challenge Incentives:** Zoe’s fitness ebooks and workout program subscriptions.

**Added Benefits:** More subscriptions and ebook downloads.
3. Healthy Recipes/Supplements

Such value-added posts made Zoe credible and real.
4. Lifestyle/Health-Related Posts

They established her domain expertise.

5 Ways To Get Into The Habit Of Exercising

July 13, 2018

Getting the motivation to workout can be tough. I'm not saying this will make the workout you do any easier, but it will help you get up and get going. Preparation is key if you want to see results, you'll have no excuse to turn down that workout.

These tips will hopefully help you get into a good routine which will get you closer to reaching your goals!
5. Interactive Q&A Sessions

Zoe and her influencer team interacted with their communities on a regular basis.
6. Live Workout Sessions

At Zoe’s branded Instagram account, @zbodyfitnessinc, we posted Zoe’s live workout sessions.
Tactic #4:
We Grew a Tribe of Brand Advocates

Strategy: Encourage customers to share their personal stories and become ZBody Ambassadors.

Benefit: Customer loyalty + tons of reusable UGC
Tactic #5:
We Bundled Products/Cross-Promoted Them

There were 3 major things we implemented.

**Benefit:** Improved Sales
Step 1:

Bundle Zoe’s fitness ebooks and slashed their prices.
Step 2:
Promote the deals aggressively
Step 3:
Collaborate with authority influencer groups/companies
The Results

Sales: $400K to $1.6billion in < 1 Year

Data Source: https://shanebarker.com/blog/influencer-marketing-case-study/
# The Results

2. Bundled Product/Services Revenue: 4x more

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3. Increased Instagram follower count

Personal account: 394K followers

Branded account: 171K followers
4. Established her personal brand & became an influencer for fashion brands

Image via Instagram
5. Established an FB group with 12,000+ members
6. Launched a ZBody Fitness app

Image via Google Play
7. Built lasting relationships with brands & influencers
Where Can You Find These Influencers?

FOURSTARZZ

INFLUENCE.CO

GRIN

HypeAuditor
Some of the Best Ways You Can Work with Influencers

- VIP access to gated content
- Exclusive discount codes
- Reshare their content
- Joint events (webinars/podcasts)
- Social media takeovers
So, That’s How We Did It! Questions?
Connect with Me

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Download My Influencer Ebook
https://shanebarker.com/influencer-ebook/

Social Profile

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