INFLUENCER MARKETING: FROM AGENCY TO IN-HOUSE, THE STRUGGLE IS REAL

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GETTING BACK TO BASICS

KPIs & BUDGETS

LAUNCHING WITH AN AGENCY

BRINGING EFFORTS IN-HOUSE

NEXT STEPS
Influencer Marketing Predicted to be a $23B industry by 2024*

Instagram Influencer Marketing is already a $2B industry*

With Ad Blockers growing 30% YOY, advertisers are looking for an alternate solution

Trust, Authenticity, Relevance: 92% of consumers trust recommendations from others - even people they don’t know well- over branded content**
WHO IS AN “INFLUENCER”? 

An *Influencer* is an individual who has the power to affect decisions of others because of his/her authority, knowledge, position or relationship with his/her audience.
Before launching an influencer marketing program, brands will rely on KPIs and their allocated marketing budget to ultimately decide to either launch an in-house program or rely on agency resources.
COMMON KPIs

Revenue
How much revenue did you make from your influencer marketing campaign against how much the campaign cost?

Conversions
Easiest for ecommerce brands to measure (vanity URL or promo code)

Engagement
ER shows how much legitimate influence an influencer has with their audience. Clicks, Likes, Shares, Reactions, Comments against impressions

Awareness + Consideration
How many new prospects became aware of your brand?

Reach
Track how many people you reached with your campaign, and how well the campaign reinforced your brand with pre-existing prospects

Content Library
Brands should receive the rights to the content created to repurpose as they please
BUDGET FACTORS

Platform
Creative Ask

Engagement
Audience Demo

Reach
Usage Rights

Product
Exclusivity
LAUNCHING WITH AN AGENCY
WHAT TO KNOW

**AGENCY**
- Partner with social media influencers to plan and execute paid sponsorships on behalf of their clients

**MCNs**
- Have a specific talent network of influencers
- Work cross functionally in influencer’s services

**TALENT REPS**
- Represent very top social media influencers.
- Also represent celebrity talent, such as actors, athletes, and musical artists.
AGENCY LANDSCAPE

**BENEFITS**
- RESOURCES
- BEST PRACTICES
- RATES & RELATIONSHIPS
- INDUSTRY INSIGHTS

**CHALLENGES**
- BRAND VOICE
- COMMUNICATION
- BUDGETS
- RATES & RELATIONSHIPS

**FUTURE**
- RESISTANCE
- NECESSARY
BRINGING EFFORTS IN-HOUSE
When bringing influencer marketing efforts in house, it is necessary to create a reporting and tracking framework. This will help key stakeholders understand the impact of their investments and allow their in-house team to lead with data-driven insights for future optimization.
In order to enable strategic influencer marketing programs at scale, many brands have created hubs that manage measurement, insights and relationship-building.
CREATING A PROCESS

After clearly identifying your vision and goals of your in-house influencer marketing efforts, it’s important to build up a day to day process to ensure accountability.
ESTABLISHING A PROCESS

STRATEGY
Creating an organizational influencer strategy playbook - Brand voice, discovery, representation

MANAGEMENT
Developing rules of outreach, negotiation, contracting and ensuring FTC regulations

EXECUTION
Creative freedom/control, copy, product - brand safety, authenticity, brand vs DR

OPTIMIZATIONS
Using data for future optimizations
RELATIONSHIPS BEYOND THE TRANSACTION
CREATING A SYSTEM OF VALUE EXCHANGE

LONGTERM PARTNERSHIPS

VIP PROGRAM

EVENTS
TAKEAWAYS

IN-HOUSE ADVANTAGES
- Cost Efficiencies
- Speed and Nimbleness
- Brand Knowledge
- Institutional Knowledge

AGENCY ADVANTAGES
- Can Help Create the Framework
- Case Studies
- Industry Insights
- Easily Scalable Investment
#thanks