



Webinar Summary

Why Influencer Marketing

People have always trusted word-of-mouth advertising, and Influencer Marketing is simply a more sophisticated version of this.

88% of millennials and Gen Zers learn about new products through social media and influencers.

43% of marketers use Influencer Marketing to reach younger audiences who detest traditional ads.

Neoreach calculated a total earned media value (EMV) of Influencer Marketing averages 5.2x per \$1 spent.

Who To Work With

In order to work with influencers to drive meaningful results, you must first accurately define your target market.

There are 6 different kinds of Influencer classifications: Nano, Micro, Mid-Tier, Macro, Mega, and Celebrity

Engagement rate is a dated metric to judge the impact of Influencers and to measure the success of campaigns.

Dated resources will tell you to refer to a follower to like ratio in order to determine if fraud is a concern.

Influencer Fraud is a top industry concern for marketers and cost the industry over \$1.5 billion in 2019.

Always vet influencers by asking for screenshots of analytics before working with them on any campaigns.

The importance of diversity in influencer marketing goes beyond the avoidance of consumer backlash: Representation tells a more powerful brand story.

Avoid reaching out to influencer partners via social media.

Free Email Outreach Templates: bit.ly/TIMemail

What To Create

Compelling Campaigns

Reach a Specific Target Market
Relate Back To Business Goals
Provide a High ROI

Creative Campaigns

Trending Content Styles
Popular Engagement Features
New Platforms

Marketers believe that their influencer investments yield at least 4 different types of value, with awareness and content creation being the most common.

89% of marketers plan to re-use influencer content across social, website, email & display ads.

How To Partner

Influencers can help with awareness and are more effective when working on long term campaigns and becoming brand ambassadors.

Value private conversations: 38% of influencers receive daily DMs about products they've endorsed.

Influencers know their audience best, let them decide how content will best relate to them.

Marketers should trust creators as subject matter experts as well as experts on the tastes and interests of their own audiences.

Paid partnerships should include a brand brief and preferably a briefing call with the Influencer prior to work beginning.

All contracts should include a clause for Influencers to submit content 5-10 business days prior to the "go-live" date for brands to review

Responses to a draft should be: Approved, Approved with Revisions, or Rejected with Conditions.