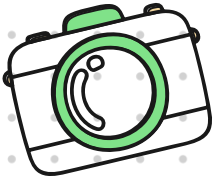




Hochschule für
Wirtschaft und Recht Berlin
Berlin School of Economics and Law



DIGITAl



MARKETING



Created by Sneha Panda



WELCOME TO THE LIFE OF A DIGITAL MARKETER



INFLUENCER MARKETING

Leveraging Influencers in the Digital Era!

Presented By- Sneha Panda
MIBMA -23/24

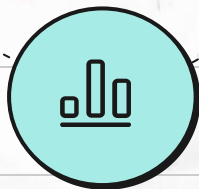


What is Influencer Marketing?

Influencer marketing is a form of social media marketing that involves product placements and endorsements from online creators on social media platforms to promote products, services, or brands.

In today's digital landscape, where traditional advertising methods are becoming less effective due to ad fatigue and ad-blocking software, influencer marketing offers a more authentic and personalized way to reach target audiences.

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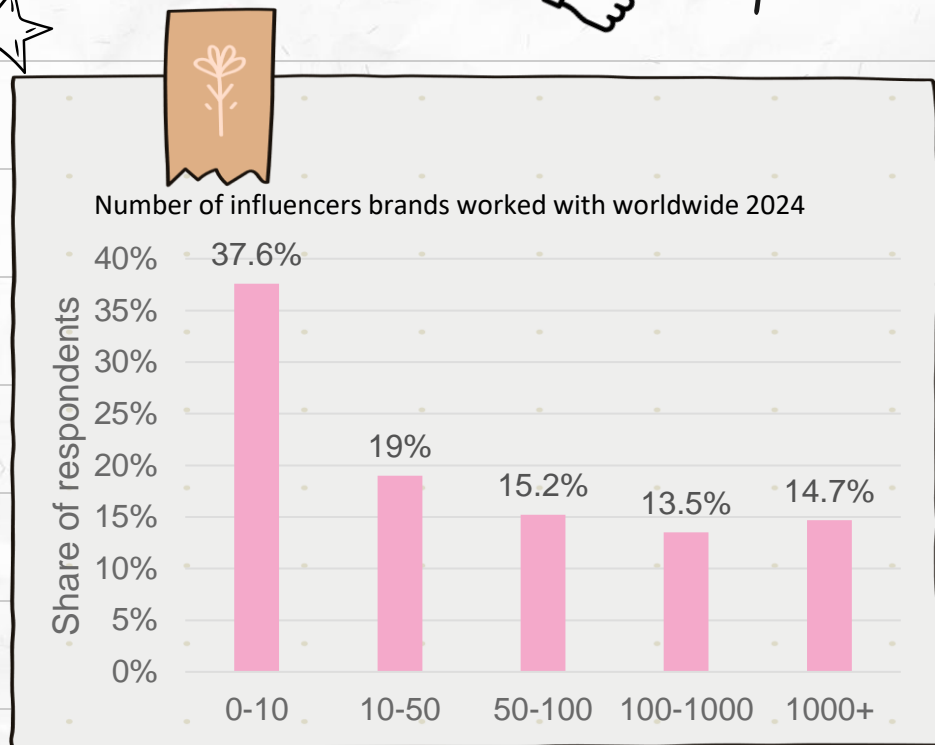
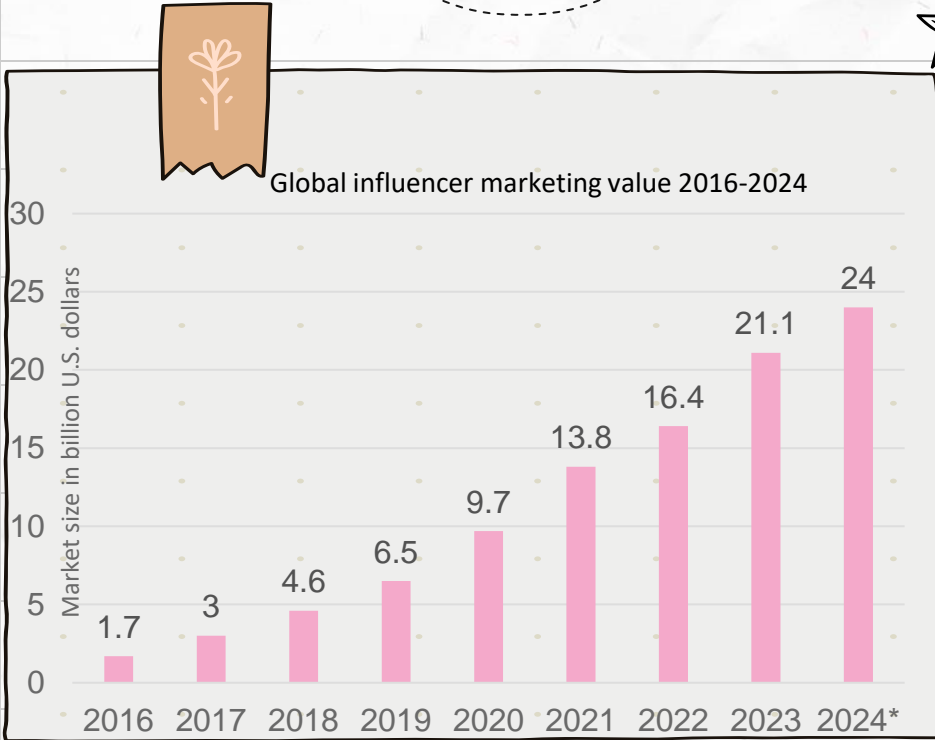
WHY INFLUENCER MARKETING?



WHY INFLUENCER MARKETING

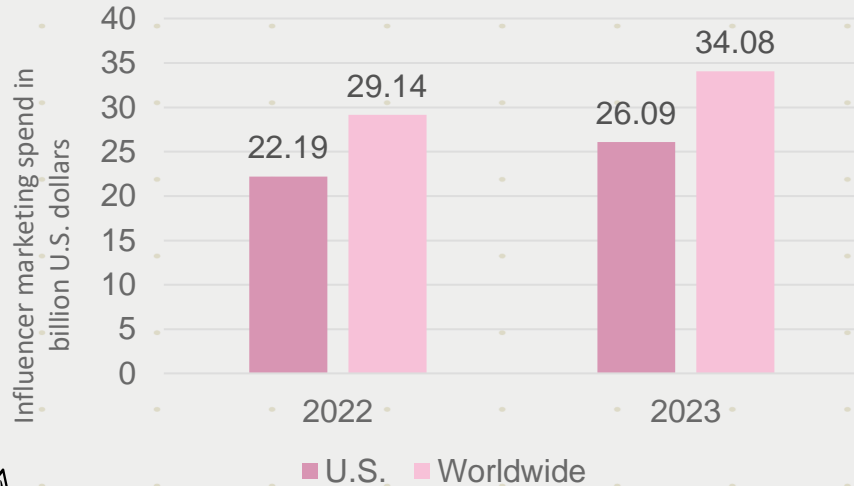
In recent years, the exponential growth of social media platform users has made influencer marketing indispensable for digital campaigns, driving its global market value to over \$21 billion in 2023 from \$1.6 billion seven years prior, with the platform market size reaching \$15.2 billion in 2022 and projected to exceed \$22 billion by 2025.

WHY INFLUENCER MARKETING

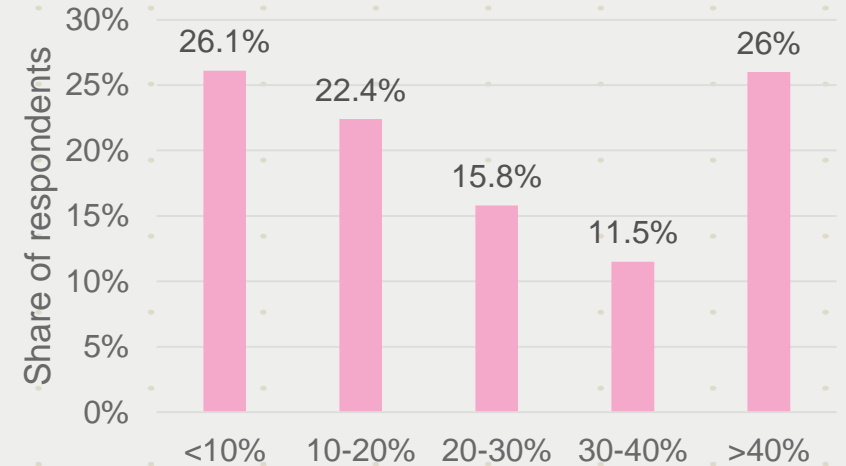


WHY INFLUENCER MARKETING

Influencer marketing spending worldwide and in the U.S. 2022-2023



Share of marketing budgets spent on influencer marketing worldwide as of February 2024



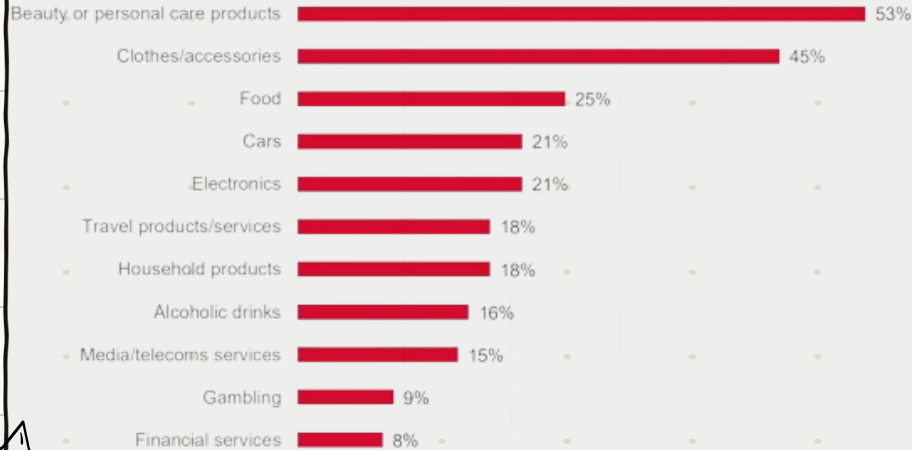
WHY INFLUENCER MARKETING



Effectiveness of influencer marketing according to internet users worldwide as of August 2021 by industry

Share of respondents

0% 10% 20% 30% 40% 50% 60%



- Influencers assist marketers in reaching a large audience through highly engaged channels.

- Influencers essentially target and communicate with people on behalf of brands.

- Increase social engagement and interactions.





TYPES OF INFLUENCERS



NANO

100+ Followers

MACRO

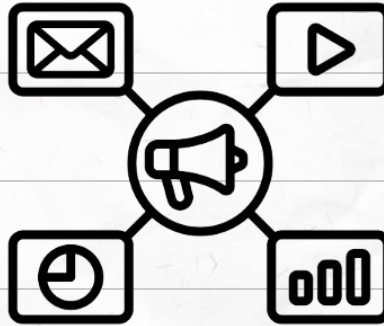
10,000+ Followers

MICRO

1000+ Followers

MEGA

100k+ Followers



INFLUENCER COLLABORATION

Barter

- Unpaid collaboration in exchange of products
- Micro/Nano influencers



Paid

- Paid collaboration including exclusive products
- Can be done using all types of influencers



STEPS FOR INFLUENCER MARKETING CAMPAIGN

STEPS!

- Goal and Budget
- Identifying Influencers
- Reaching Out
- Negotiate Terms
- Plan in Motion
- Reviews and Result





IDENTIFYING THE RIGHT INFLUENCER

GOALS AND BUDGET

Factors to consider when choosing the right influencer

- Number of followers
- Engagement Rate = $\text{Number Interactions} / \text{Number of followers}$
- Type of content (Content Quality & Core value)
- Preferred social network
- Audience demographics and age groups
- Decide on budget
- Objective: Brand Awareness, Brand Repositioning, Product Launch, Market Entry

RESEARCHING ABOUT INFLUENCERS

- Outsource the initial part of segregating the influencers.

Reason: Brands sometimes do not wish to invest in expensive influencer marketing tools.

- Manual research on the selected influencers.

Examples of Influencer Marketing Agencies:-



Creator IQ



Viral Nation



Goat Agency




Audiencly


Brands specify the needs for influencers, and agencies assist them in finding the appropriate fit.

WAYS TO MANAGE SOCIAL MEDIA INFLUENCERS

Although there are two approaches to manage social media influencers, organizations find that the relationship strategy produces greater results.



	Transactional approach	Relational approach
Strategic positioning	Influencer is a tool to execute the brand strategy	Influencer is an expert who shapes the brand strategy
Role	Product endorser	Brand ambassador
Selection criteria	Follower size	Fit with brand image
Contract	Per-campaign contract	Long-term contract
Metrics	ROI in sales per campaign	Annual ROI in brand image and community engagement
Costs of switching	Low	High
Communication	Standardized	Customized
Management	Delegated to agency	Direct relationship



BUILDING RELATIONSHIP WITH INFLUENCERS

- Reaching out to influencers
- Establishing mutually beneficial relationship
- Maintaining authenticity and transparency
- Cultivating trust and loyalty




REACHING OUT TO INFLUENCERS

- Personally contacting each influencer
- Provide additional value like free products
- Regular follow-ups



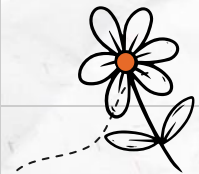
ESTABLISHING MUTUALLY BENEFICIAL PARTNERSHIPS ✨

- 
- Clear expectations.
 - Allowing influencers the freedom to produce content
 - Long-term relationships
 - Performance based compensation based on engagement rates, conversions, or sales



MAINTAINING AUTHENTICITY AND TRANSPARENCY

- Discussing every terms and conditions in detail before signing the contract
- Explain the importance of authenticity of content to influencers

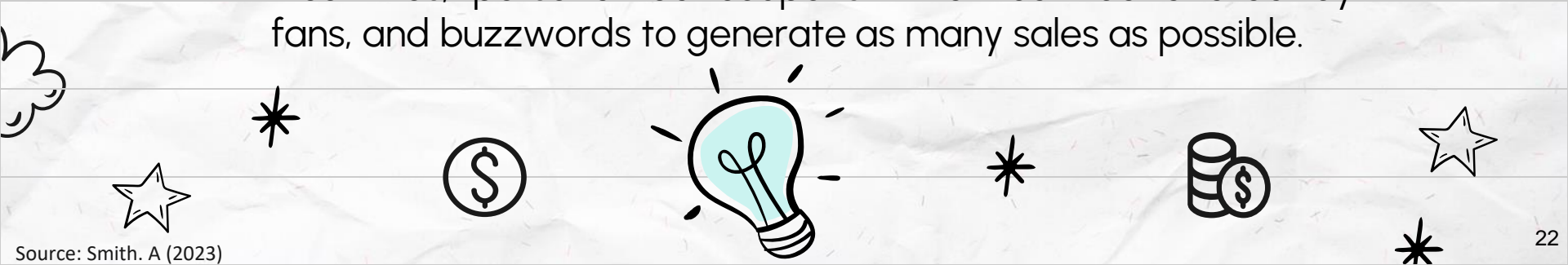


CULTIVATING TRUST AND BRAND LOYALTY

- Fostering genuine connections with influencers
- Acknowledging influencers impact and value towards the brand
- Encouraging influencers to engage with audience



TRANSACTIONAL APPROACH

- Aims to secure a one-time sale from a large number of customers
 - Focuses on the number of sales transactions registered, the profit per sale, and the cost of each purchase
 - Uses 4P's model (Product, Price, Place, Promotion)
 - One-way conversation where the moderators use discounts, incentives, personalized coupons which can be availed by fans, and buzzwords to generate as many sales as possible.
- 

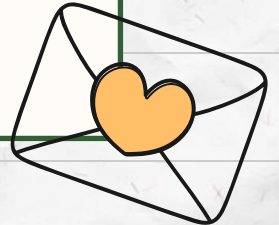
ACTION PLAN

- Collaborating with Influencers
- Best practices to generate authentic content



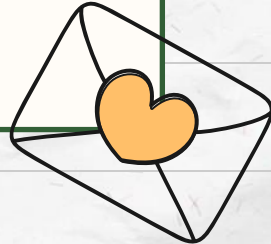
COLLABORATING WITH INFLUENCERS

- Co-creating content alongside influencers
- Aligning the content with brand values, message and objective
- Providing clear and comprehensive outline for the campaign



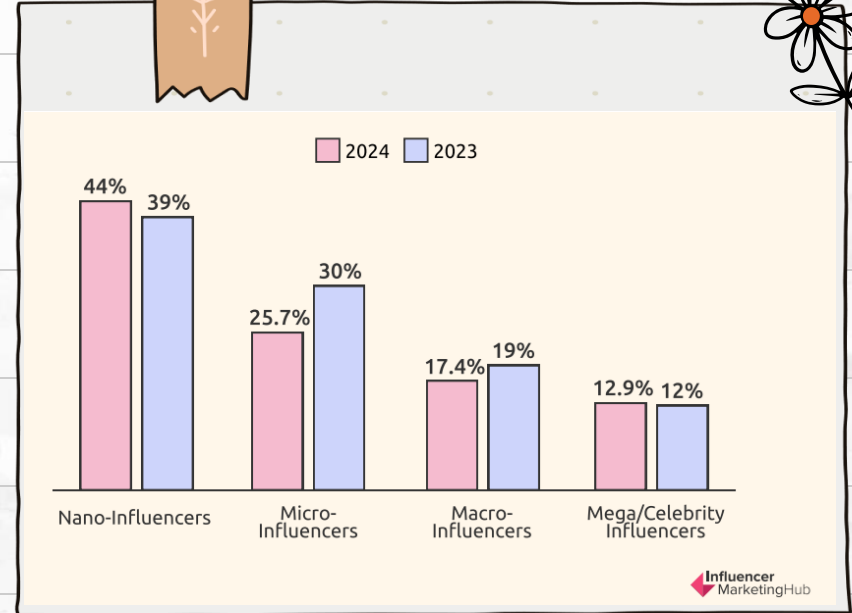
BEST PRACTICES TO GENERATE AUTHENTIC CONTENT

- Story telling
- Originality
- Reliable content



PREFERRED INFLUENCERS

- Many brands opt to collaborate with established influencers rather than seek out new ones entirely
- Brands often favor smaller influencers over prominent ones due to the authenticity and engagement levels of their audience towards the content



MEASURING SUCCESS

- Key Performance Indicators (KPIs)
- Tracking Metrics
- Return of Investment Calculation



KEY PERFORMANCE INDICATORS (KPIs)

- Measure the reach using influencer content
- Track engagement metrics such as likes, comments, shares, and saves
- Monitor conversion rate with influencer content access
- Utilize sentiment analysis tools to gauge brand sentiment and perception within the target audience after influencer content has been published



TRACKING METRICS ♡

- Social Media Analytics
- UTM parameters: URLs to track traffic and conversions
- Affiliate Links & Promo codes
- Third-Party tools



ASPIREIQ



socialbakers



Hootsuite



RETURN OF INVESTMENT (ROI) CALCULATION

- ROI Formula: $ROI = (Revenue\ Generated - Campaign\ Cost) / Campaign\ Cost * 100\%$
- Determining the significance of taking into account both direct and indirect revenue and associated costs



SUCCESSFUL CAMPAIGN



67 Shades of Dior

- 67 influencers wearing 67 shades over 67 days
- 67 Influencers 2.66m Audience Reach (+33%)
- 1.85m Impressions (+85%) 290 Content Created (+44%)
- 591k Engagements (+269%) 6.6%
- Engagement Rate (120%) 72% content was repurposed on owned channels and used as shoppable assets
- Content received a great geographic reach
- The content also featured on paid ads and in PR releases

FAILED CAMPAIGN



Adidas x Naomi Campbell

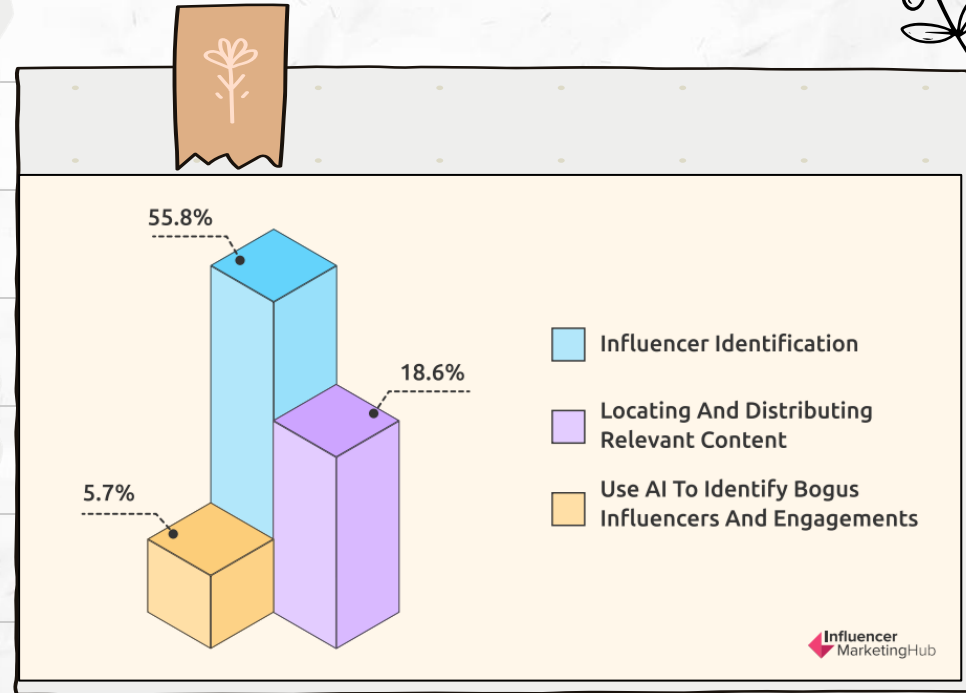
- Campaign was to market 350 SPZL kicks
- Right influencer but Naomi included promotional instructions from Adidas on the actual post
- Negligence led to unreliable content
- Reduced authenticity of post

FUTURE TRENDS AND OPPORTUNITIES

- Role of Artificial Intelligence (AI) and Machine Learning (ML) in influencer marketing
- AI influencers

ROLE OF AI & ML IN INFLUENCER MARKETING

Over 60% of brands intend to integrate AI and ML technologies in the coming years for influencer identification and campaign optimization. Nonetheless, without direct investment in these tools, much of the implementation is expected to remain within influencer marketing agencies.



AI INFLUENCERS



How do you envision the future of marketing with the incorporation of AI-powered influencers?





THANK YOU FOR YOUR PATIENCE

Thank You

ANY QUERIES?

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