

# INFLUENCER MARKETING 2.0

Cutting-edge data and fresh insights into *next generation influencer campaigns*—how conventional wisdom has changed and how to leverage the power of influence for better ROI at events

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## WHAT'S DRIVING THE INFLUENCER MOVEMENT—AND WHY YOU NEED TO CARE

Influencer marketing has become one of the most powerful tools in the event marketer's toolbox. An effective influencer can offer an authentic, trusted voice to consumers who often tune out TV ads and sponsored posts that inundate the airwaves. With their armies of loyal followers, influencers can increase awareness for new products, boost reach and impact purchase decisions. Many also have a proven track record when it comes to generating social media impressions and clicks. Indeed, influencers can be the key piece of any marketing strategy—provided you know how best to utilize them.

The rise of social media has spawned tens of thousands of influencers who hold powerful sway over their followers, but it's never a one-size-fits-all approach. Instagram is a visually appealing platform that lends itself to the culinary category with influencers who may be chefs or connoisseurs of great food. While Facebook is more of a storytelling platform, better suited for videos and bloggers who have a strong YouTube presence. For more playful or youthful influencers, Snapchat is ideal.

A solid influencer post discusses the features of a product, why a consumer would want to use it and how it will improve their life. But the message has to be authentic in order to resonate and drive value. Studies have shown that on average, audiences spend more than two minutes viewing content by influencers as opposed to 19 seconds for display ads. Additionally, 49 percent of users report trusting influencer recommendations. Add it all up and influencer marketing drives a 2.7 times increase in purchase intent.



Influencer marketing as a whole is a small but growing segment of the digital marketing category, which along with search ads, display ads and video content in 2016 totaled \$72.1 billion, a little less than a third of the \$202.4 billion overall U.S. marketing spend. By comparison, TV spend in 2016 totaled \$81.7 billion; print, 23.6 billion; radio, 17.7 billion; and other, at \$7.3 billion.

Indeed, with so many platforms and personalities to choose from, and influencer budgets on the rise, smart marketers need to understand the nuances of today's next generation influencer strategy—how conventional wisdom has changed and how to leverage the power of influence for better ROI at events. Perhaps most importantly, marketers need to know that today's most successful influencer campaigns focus much more on how to activate these tribes of powerful allies in a face-to-face setting than they do on the volume of posts they create in the digital realm.

Because in the era of Influencer Marketing 2.0, it's not about where to find them—it's about what you do to activate them that makes the difference.

In this white paper, the experts at Legacy Marketing will share dozens of tips, best practices and the results of an exclusive industry study to help you navigate this fast-paced world of influencer marketing.

Want to learn more about influencer marketing + events?

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# 10 WAYS TO HIRE, TRACK AND MEASURE INFLUENCERS

Once you narrow your search for potential influencers to represent your brand, a thorough vetting is a must. Check out the influencer's previous posts. Look to see whether they have previously worked with brands similar to yours, including competitors. Set clear expectations about what they will be communicating and the goals for their posts.

"It takes a lot of back and forth, talking with the influencer and ensuring that his or her values align with your brand's values," says Sam Zuba, Senior Digital Producer at Legacy Marketing. "It's not just about finding someone who checks the box in terms of number of followers. It's really about building a relationship, making sure that this is not just going to be a one-off thing. The goal is to create a relationship that is sustainable and mutually beneficial for the brand and the influencer. Posts reaching that level of authenticity will resonate with the influencer's audience, creating the sort of engagement your brand is looking for."

Legacy maintains a database of influencers who range from fashion and food to technology and humor. "It definitely is a living, breathing document, something we bring up in brainstorming all the time. Our influencer database has helped us reach our goals across a wide spectrum of campaigns," Zuba adds.

Where can you find the most cost-effective and engaging influencers to meet your objectives, then map their actions to ROI and any digital tools and technologies necessary to run a successful influencer program? Here are 10 tips to keep in mind for your next influencer campaign:

**1. Finding the right influencer is an art—not a science—and will require some digging.** Sure, there are platforms that can spit out a collection of influencers based on your answers to a few questions, but research is the key to finding the most appropriate in-



fluencers for your brand. Spend time surfing on social platforms. Search hashtags and trending topics relevant to your brand and product. Find the thought leaders in your category. You want to be sure the influencer is 100 percent on-brand for you.

**2. Be open and honest about campaign goals and influencer requirements.** Set expectations up front for a) exactly what you're looking to accomplish, and b) specific deliverables required from the influencer. Each of the social media platforms has pluses and minuses, so when developing an influencer strategy it really helps to know the goal and the best platform for delivering that goal.

**3. Give influencers freedom to do what makes them great.** Influencers have loyal followings for a reason and can significantly impact their followers' purchase decisions. Some influencers can be sensitive if you start controlling how they frame their posts. You may want to outline guardrails for them to stay within, but let them be creative, have some fun and explore a new twist on what you are asking. Find clever ways to use their strengths and unique point of view. But make sure you have final approval of their post, because at the end of the day, their post reflects on your brand.

**4. Build lasting relationships.** Just as influencers have filled their ranks with loyal followers, think of initial influencer partnerships as the start of a long and mutually beneficial relationship. Add their names to your

database and consider them for subsequent campaigns.

**5. As we have proven through research, the goal is quality over quantity.** Hiring five solid micro-influencers with 50,000 to 100,000 followers who are tapped in and engaged makes more sense than five influencers with a million-plus followers, many of whom are disengaged or potentially fake.

**6. Consider influencer-sponsored contests.** If there's something consumers love as much as the influencers they follow, it's free stuff. Leverage that!

**7. Minimize the brand-speak.** This isn't a media buy or a billboard campaign. Provide influencers with relevant talking points, but let them do the talking. They're the experts in the eyes of their followers.

**8. Utilize tracking tags whenever possible.** If you're asking your influencer to include a link to your website or product page, have processes in place to track the activity coming from your influencer's following.

**9. Don't get discouraged.** It takes time to find the right influencers for your brand or product and determine the process for reaching and engaging your consumers.

**10. Be authentic.** Influencer marketing works because it's an authentic way to promote your brand or product to consumers through a trusted voice. Don't compromise their trust in that voice by turning your influencer marketing into an advertisement.



## WHAT MATTERS MOST: QUALITY OR QUANTITY?

Conventional wisdom would have it that the bigger the better, especially when it comes to an influencer's reach. And not that long ago, that was the goal—to partner with the biggest influencers out there, the Kim Kardashians and Justin Biebers of the world with their millions of followers. The idea was simply to gain impressions and get clicks.

As influencer marketing has evolved, however, the bigger-is-better strategy raised questions in the minds of marketers. Kim Kardashian may have 25 million followers, but how engaged are they? How many of those followers are real accounts, and how many are actually consuming that content on a daily basis?

Furthermore, in some cases, the one million "likes" a photo has garnered on Instagram by a celebrity influencer may be an inflated number, driven up by requests for a "like back" or "follow 4 follow." These most likely are teens hoping to gain followers and "likes" by posting to a celebrity influencer's account. They aren't necessarily commenting on a celebrity post because they like it. They're using it as a fishing pool to find new followers for themselves.

Enter the age of the "micro-influencer," an era in which marketers have wised up to the fact that bigger isn't necessarily better. A study conducted last fall by Legacy Marketing confirms that, in fact, influencers with smaller followings have more engaged audiences.

Legacy divided a pool of influencers into those with less than 1,000 followers, those with between 1,000 to 10,000 followers, and those with 10,000 to 100,000 followers. The group with the least followers averaged a slightly more than 16 percent "like" rate; those in the middle averaged a slightly more than 10 percent

"like" rate; and those with the most followers didn't even rate a six percent "like" rate.

"What we found was, yes, the smaller the following, the higher the engagement," says Zuba. "When looking strictly at engagement numbers, less than 1,000 followers is the ideal influencer. That is where you are going to get the highest percentage of engagement."

So what about ROI, which is even more important than engagement? Legacy found that the Average Pay Per Like (an average of the engagements received divided by the amount spent) for influencers with less than 1,000 followers was nearly \$1.20. For influencers with between 1,000 to 10,000 followers, the Average Pay Per Like was slightly more than \$1. Influencers with between 10,000 and 100,000 followers—their Average Pay Per Like was 15 cents.

So what's the lesson here? While it's true that micro-influencers with fewer than 1,000 followers offer exceptional engagement, according to Legacy's research, they are also the most expensive. It turns out that the sweet spot when it comes to the right mix of engagement and ROI is the 30,000 to 75,000 range, where you can earn the most engaged followers for the lowest cost.

Of course, nothing can make an online influencer engagement more meaningful, authentic and powerful than translating it into a face-to-face activation. In fact, bringing this relationship to life adds a level of personalization and relevancy.



# ACTIVATING INFLUENCERS @ EVENTS: FIVE BEST PRACTICES

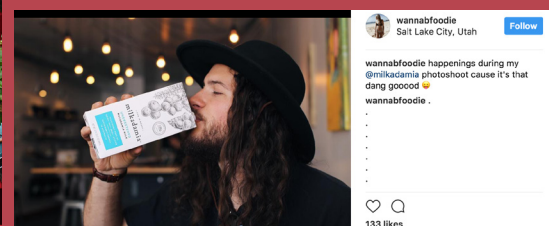
Even the most strategic influencer relationship can still fall flat if it isn't activated across multiple platforms. From on-line engagements to live events, the most successful influencer strategies don't miss an opportunity to leverage a touchpoint. Here's a look at three campaigns that activated their influencer network to maximum effect.

Remember: Your influencer partnership may originate online, but it's brought to life through experiences.

TGI Fridays was looking to drive brand awareness and visibility through influencer engagement, especially among the all-important Millennial crowd. So, it packed up a Twitter vending machine, a musical "dub sync" booth and invited a range of Millennial influencers to visit its activation at music festivals and outdoor parks where TGI Fridays could connect with its target consumer.

Consumers and influencers interacted with the Twitter vending machine to receive Fridays gift cards and summer-themed prizes such as sunglasses and beverage koozies. The brand also purchased the rights to Fridays-relevant songs like Katy Perry's "Last Friday Night (T.G.I.F.)" and Loverboy's "Working for the Weekend." Attendees lip-synced to the songs and received a short video of their performance, which they shared on social media.

A mix of foodies and chef bloggers, actors, entrepreneurs and other social media influencers broadened the reach of the events. Using the hashtag #AlwaysFriday, these influencers helped the brand achieve 16.9 million impressions across Twitter, Instagram and Facebook from 2,550 live engagements.



**1. Set clear expectations:** Fridays provided the influencers with a written agreement that outlined the goals of the program, its target audience and influencer requirements, such as tweeting to their networks before the event and tweeting from the vending machine and dub-sync booth.

**2. Provide template tweets:** Fridays provided template tweets relevant to the festival or location, but also allowed the influencers to add their own flair. The influencers typically sent two to three tweets from the Twitter vending machine filling in the blanks of those templates.

Negra Modelo, a dark, Munich-style lager that is brewed and bottled in Mexico, has been leveraging its relationship with Chef Rick Bayless for several years. A private, live #FoodieChats event in Seattle featured the chef, who boasts 400,000 Twitter followers of his own, in addition to local and national micro-influencers, each with their own following in beer, libations, food or the general lifestyle category. Together, they drove #FoodieChats to the No. 1 trending spot globally and in the U.S., achieving 2,199 tweets that reached 1.35 million users and 28.9 million twitter timelines.

The two-hour event provided an ideal platform to highlight Negra Modelo's pairing ability with Mexican fare. #FoodieChats followers tuned in and asked Chef Bayless questions about his experiences cooking in Mexico, his background, cooking techniques and recipes.

**3. Be aware of restrictions on what influencers can post about.** In this case, because the activity involved a beer brand, influencers could not pre-promote the event or seed information about the location. Restrictions vary by state, so make sure influencers know and follow the regulations.

**4. Engage relevant influencers:** Negra Modelo invited key influencers from the media and local restaurants with ties to food, beer and lifestyle audiences who would be interested in beer and food pairings.

Milkadamia, a macadamia nut based milk from Australia, last year deployed influencers over a four-month period to launch its product in the U.S., generate awareness and demonstrate its use to target consumers. A deep-dive into research uncovered four influencers who reflected the brand's voice, spoke directly to its target and emulated the brand's values. The company sent its product to the influencers who used it in recipes, photos and videos.

For a brand that had no previous presence in the U.S., the results were pretty impressive: Milkadamia grew from 150 to 1,192 Instagram followers and from 480 to 5,920 Facebook fans.

**5. Create an editorial calendar that spreads influencer content across a variety of channels.** When one Milkadamia influencer was active on Instagram at the beginning of a week, it increased another influencer's Facebook activity at the end of the week, ensuring constant coverage and maximum reach.

## ABOUT LEGACY MARKETING

Legacy Marketing (<http://www.legacymarketing.com>) is an independent experiential marketing agency that creates memorable experiences that spark connections, build engagement and incite action. Specific areas of expertise include: strategy and consulting, creative, events and experiences, field and interactive marketing. Headquartered in Chicago, Legacy has 675 employees located in 35 states.