

Let's Get Personal

Online Influencers – Lessons from
other industries

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Summary and Considerations



Times have changed

who?
what?
where?
when?
how?
why?

What is Influence?

This is the ability to shape thoughts, perceptions and behaviour...

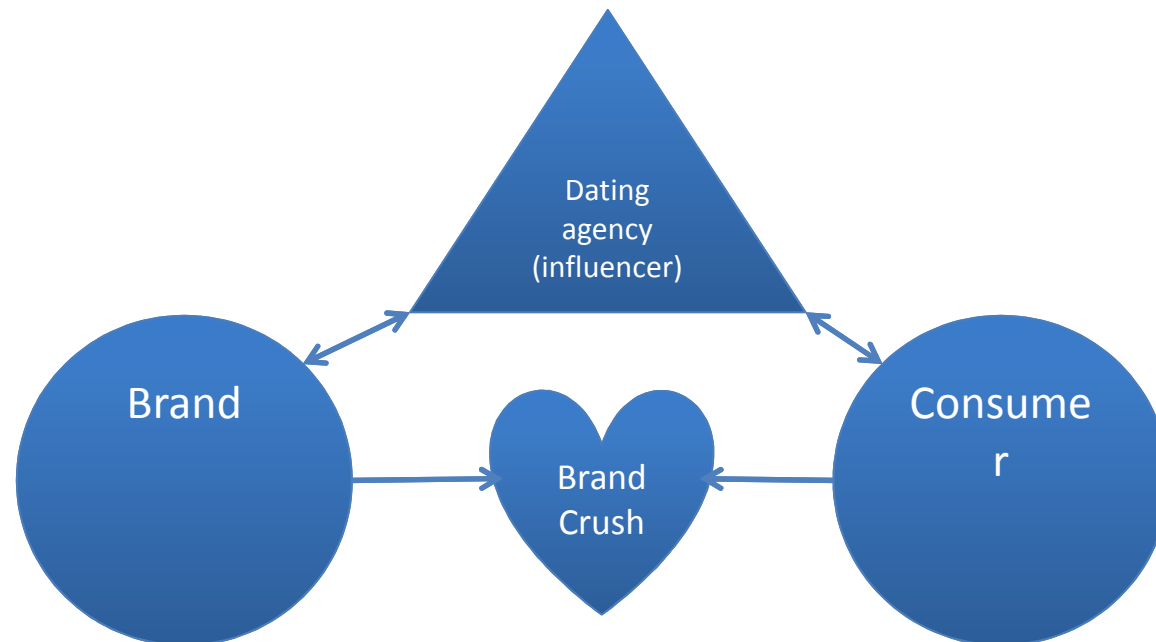
Every year 500 billion consumer opinions are shared online



Therefore the ability to influence these influential opinions is imperative

Why is influence important?

Because we marketers represent just one voice in a sea of online noise



We need to assume that consumer relationships are going to be strengthened not just by how we engage online, but how other people influence our brand.

What is an influencer?

Activists: influencers get involved, with their communities, political movements, charities and other events

Connected: influencers have large social networks

Impact: influencers are looked up to and are trusted by others

Active: influencers have multiple and diverse interests

Trendsetters: influencers tend to be early adopters (or leavers) in markets

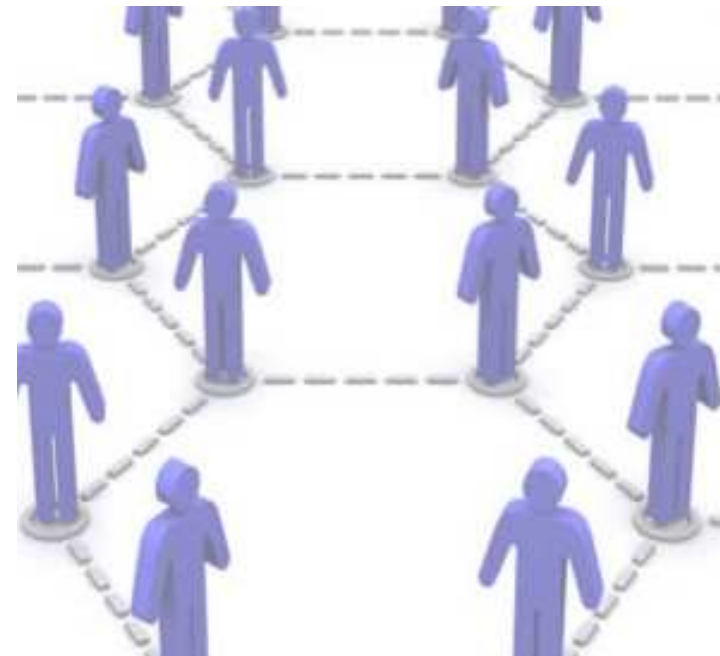
(Keller and Berry)



What is an influencer?

There are a few ways you may find an influencer, all as valid:

- Social Monitoring tools
- Organically noticing their frequent interactivity within groups that you are researching/involved in
- Noticing that they are often 'suggested' to you as people you know
- Self identification – sometimes they'll approach us!

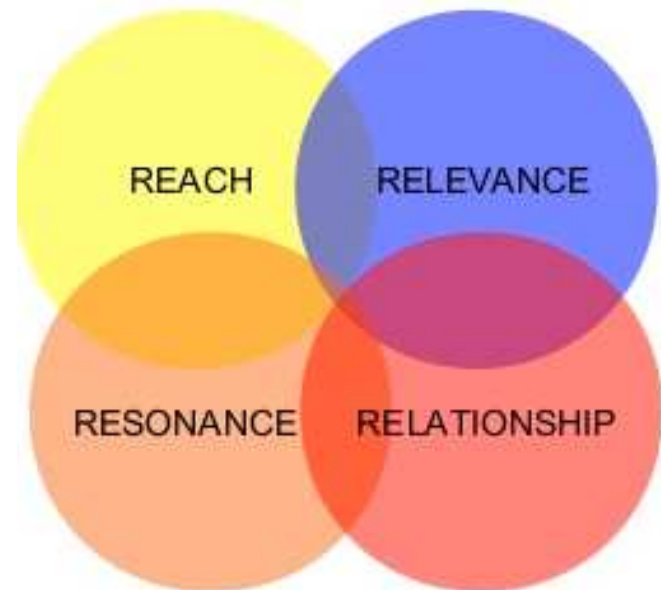


So how do you find them and verify their influence?

Tools



Validate



Remember!
Relevance is all



“You’d trust Tony Hawk with skateboard advice, but do you trust him with a sushi restaurant suggestion?”



Traffic can be bought

Being a member of many groups doesn't necessarily
mean you are influential in them

You can buy facebook fans/twitter followers

How?...

Connecting with influential
people and creating your
own influence



What is influencer marketing?

Influencer Marketing is becoming ever more important within B2B and B2C commerce. Whether you engage an influential person, group or organisation to assist you in achieving KPIs, there are 4 main approaches within this:

- Influencer awareness – identifying and ranking them then monitoring their opinions for trend forecasting
- Marketing to influencers – Increasing awareness of a company/brand within the influencer community
- Marketing through influencers – Using influencers to increase market awareness of a company/brand amongst target markets
- Marketing with influencers – engaging with influencers and positioning them as brand ambassadors. Quasi-affiliates if you will

How useful is it to you? – soft power

Coercion not collusion is the key to this one, and it relies upon altruism or kudos as the motivating factors.

Southwest airlines have used this excellently since 2009, when they created 30 'Staff celebrities' who were already avid bloggers. They asked their influencers, who ranged from engineers to check in staff to blog about their experiences of the company, and merely by bringing a human touch to a massive airline, they succeeded in breaking down the barrier between consumer and brand and online sales rocketed



How useful is it to you? – reaching a disparate audience

Norway Your Way – influencer-based competition campaign:

- Reached 500,000 people in 5 weeks
- 400 organic FB fans in 2 weeks
- Total press value of £450,000
- Achieved target of increasing interest in Norway travel within disparate 18-25 communities



How useful is it to you? – Managing negativity

Harveys Furniture Store, bless them, have a really bad reputation. That's because their delivery service is essentially rubbish.

Therefore they have to deal with a lot of negativity online, however they came to a point whereby simply responding and resolving consumer complaints online wasn't working any more.

So they got influential interior design bloggers and moderators of influential consumer forums to come over to the ideal home show and get involved in the message Harveys are trying to portray – that of a trend-setting, high quality affordable furniture outlet.

After this activity, their online reputation score went from 3/10 to 6/10 according to Radian 6.



How useful is it to you? – Customer Relationship management



Being aware of online opinion is not enough. Nor is responding to consumer issues online (though that is a VERY good start!).

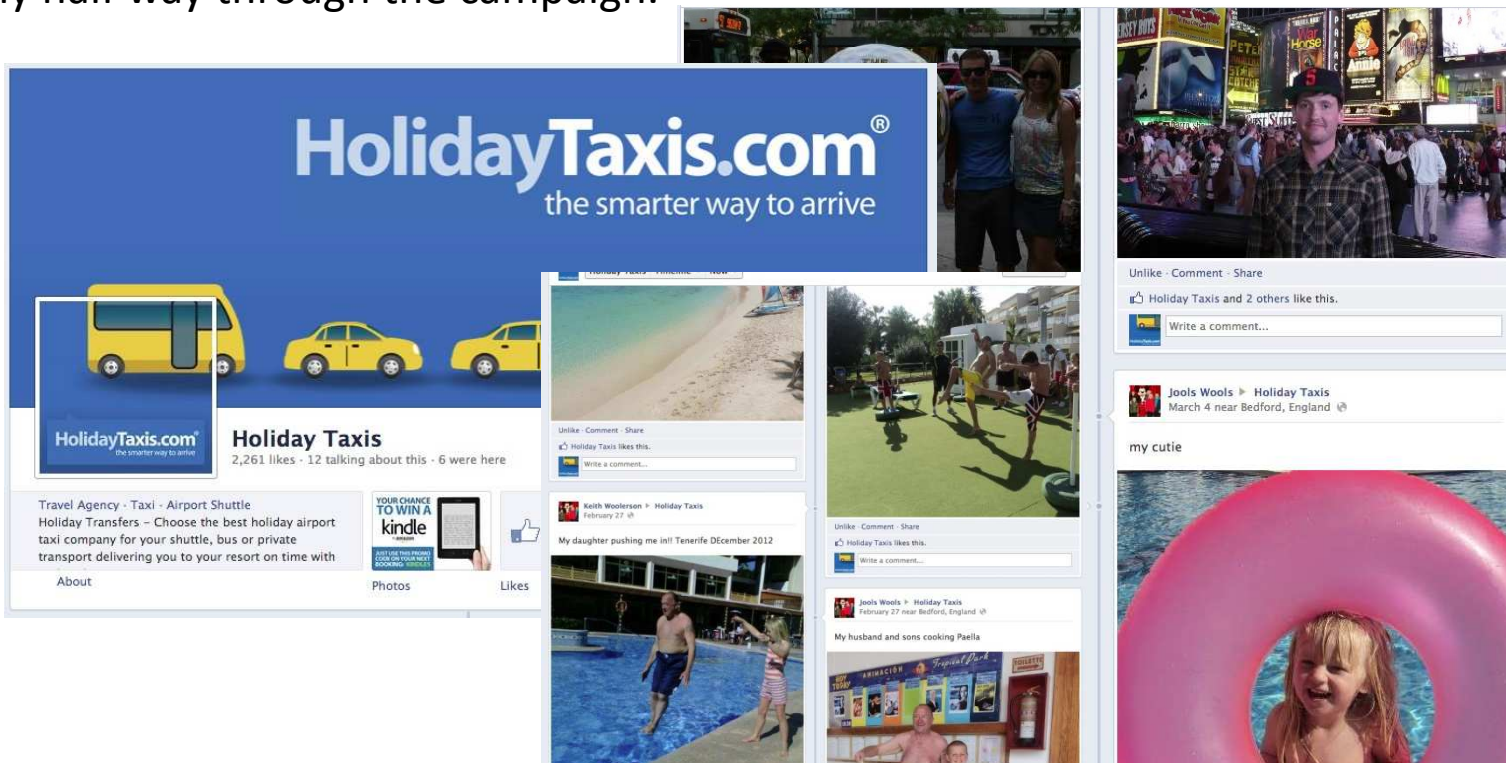
Influencer-based social CRM strategy is about getting influential online mavens to not only help resolve user questions/complaints, but also guide people who are asking questions to the right places.

HolidayTaxis.com achieved this with a consumer whom we helped out, Susan. She was so pleased that she asked if she could help, so we provided her with information and advice that she could use in sites such as *Trip Advisor* and *Holiday Truths* in order to help others.

She even said that she would name her baby after our staff member!

How useful is it to you? – Increasing brand awareness

Starting with our known influencers, we asked people to post their pics to the Facebook page in exchange for a free transfer. This has ramped up and we are seeing a 125% increase in engagement and a 270% increase in reach. And we're only half way through the campaign.



How useful is it to you? – Increasing propensity to buy

A consumer is 50% more likely to convert to a sale if they receive a recommendation and 64% of people actively seek peer reviews before making a purchase.

Source: Cone Online Influence Tracker



Connecting with Influencers



**You can't influence an influencer unless you
are influential yourself!**

**You need to be part of the circle, engage, part of the
conversation.**

Connecting with Influencers

- Be authentic
- Be transparent
- State your intent
- Be concise
- Be useful!



Connecting with Influencers – How (not) To



@graywolf

Michael Gray

when u ask someone out on a date do u
ask for sex right away? when u ask for a
guest post do u ask for a dofollow link?

21 Mar via web ☆ Favorite ↺ Retweet ↻ Reply

You must not 'walk into the party and start talking about yourself'

And less so 'walk out of the party half way through a conversation'

Incentivising appropriately and legally!



What's in it for them?

- Their interests
- Their motivation (ego, incentive, altruism)
- Their level of influence
- What you want them to do

Following-up

Reward, reciprocate, thank and stay engaged....






- Follow them, thank them, push their brand



Top Tips – Negativity. It will happen, so be prepared!

- 1) When to leave it
- 2) When (and how) to take it offline
- 3) How to deal with pack mentality
- 4) Reporting to brand manager...

Handy Tools

- 1)  **radian6** great for finding twinfluencers
- 2)  **ALTERIAN
SM2** huge amount of drilldown data – ideal for analysts
- 3)  **Brandwatch**
Social Media Monitoring good for detailed forum insights and supporting data
- 4)  **SCOUTLABS** easy interface and good on keyword search
- 5)  **PeerIndex** great for influencer categorisation



Summary and Considerations

Your Take Aways

Summary

- 
- **Research, research, research**
 - **Segment, segment, segment**
 - **Target**
 - **What value can you add?**
 - **Give it away**
 - **Be genuine and take your time**
 - **Build relationships**
 - **Say thanks**

Considerations

- You can't control influencers so don't try. You are reliant upon your brand being great. If you're not happy with it, then they won't be. Fact.
- Be aware of the legals. The ASA passed laws on influencer incentives and payment 2 years ago, and it is your duty as the brand to make sure influencers are compliant, so be aware.
- Your conversion rate of outreach to influencer engagement might be low, but don't be disheartened, this is normal
- Online is forever. No pressure, but don't mess it up.

