



Influencer Marketing Latest Trends & Best Practices to Increase Your ROI:

Learnings from 300+ Brands



TABLE OF CONTENTS

001	Do Influencers Matter?
002	Your Influencers' Audiences
003	Types of Campaigns
004	Repurposing Content
005	Legal - FTC
006	Measuring ROI = Return on Influence

Do Influencers Matter?

92%

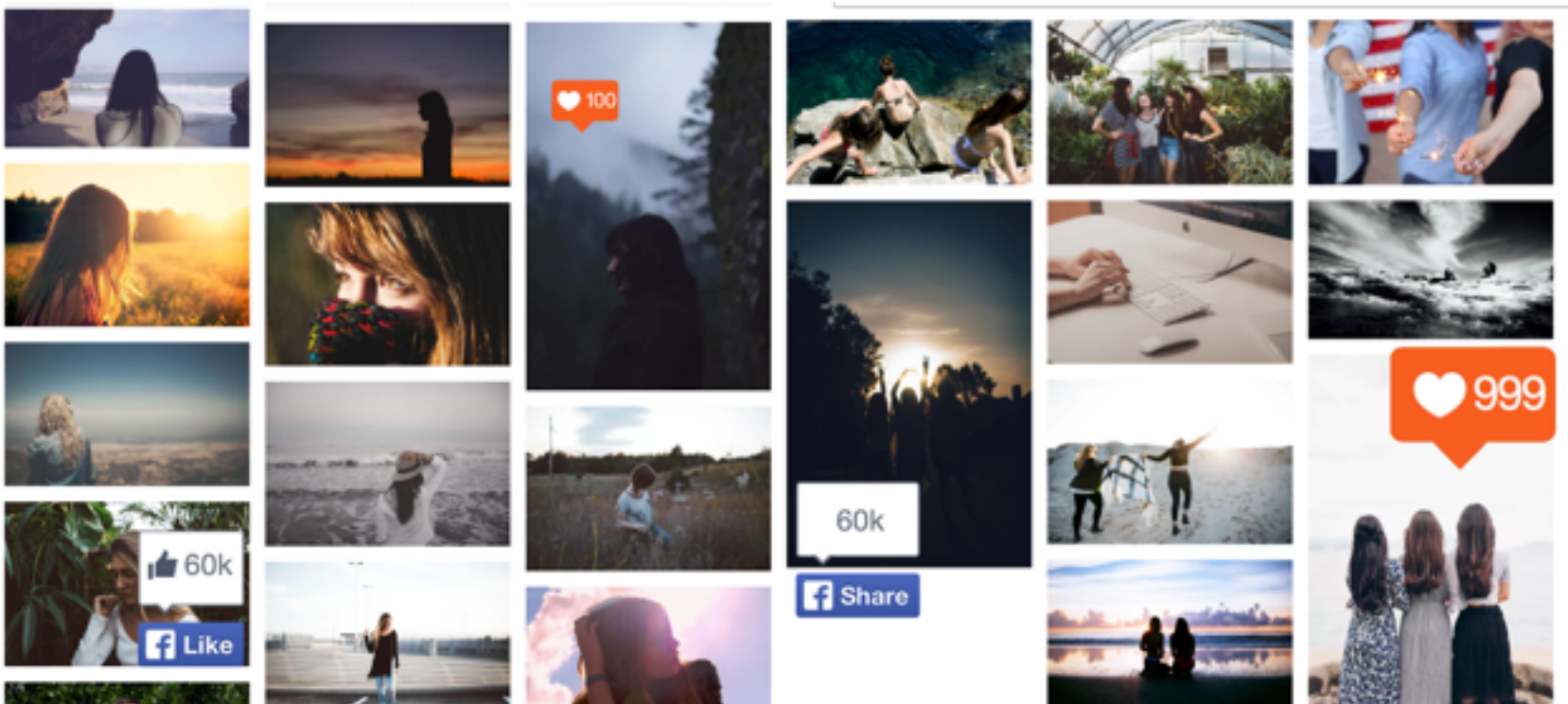
Millennials trust a social media influencer more than the most famous celebrity.

Where are influencers?



\$255 Million

Spent on influencer marketing every month. [Bloomberg]




Your Influencers' Audiences



BOBBI BROWN




Sponsored Kate Upton for a campaign.
But who was Kate Upton's audience?

78%




- Male 
- Ages 30-39
- USA

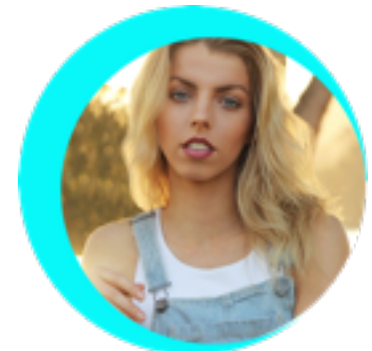
This was a big fail.






 400 Viewers
 15K Followers
 1.2K Followers



 340 Viewers
 5K Followers
 12K Followers



 80 Viewers
 231K Followers
 3K Followers

Deep insights on your influencers' psychographics and demographics.*

Top traits and life stages

Here are the top traits and life stages that describe this audience.

Name	Percent	Baseline	Ratio	Normalised ratio
Foodie	5.35%	1.73%	3.1x	<div></div>
Student	11.87%	8.66%	1.37x	<div></div>
High school student	6.8%	5.6%	1.21x	<div></div>
College student	2.17%	2.07%	1.05x	<div></div>
Parent	2.32%	2.93%	0.79x	<div></div>

Name	Percent	Baseline	Ratio	Normalised ratio
VSCO Cam Brand: https://www.vscocam.com/ A mobile photography app that allows photography enthusiasts to take authentic looking photos with their phone and upload them to a social network.	9.84%	0.59%	16.68x	<div></div>
Fashion bloggers	11.58%	1.57%	9.9x	<div></div>
Blogging	11.29%	1.52%	7.43x	<div></div>
Photography	16.21%	2.19%	7.4x	<div></div>
Writing	11.29%	1.77%	6.38x	<div></div>
Design	4.78%	0.78%	6.12x	<div></div>
Coffee	5.35%	1.24%	4.32x	<div></div>
New York City (place)	5.21%	1.27%	4.1x	<div></div>

*Real report provided for a MuseFind influencer brand campaign

Types of Influencer Campaigns

1

Organic

For it to be the most effective - brands have to understand that this is only the top of the funnel and they must have different parts of their sales funnel optimized before working with influencers. some of these might be email opt in offers, SEO, Facebook ads and google ads

2

Contest Giveaway

It is much more effective to run a sales campaign after you have a significant amount of social media exposure or brand recognition already. Again, this brings it back to repeat exposure, and how you've got to release content over and over before the message sticks.

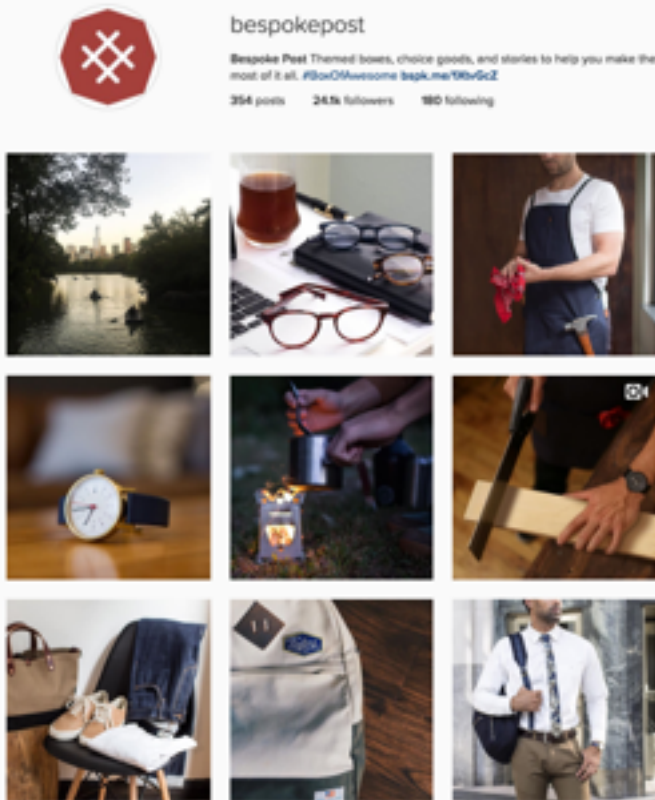
3

Sales

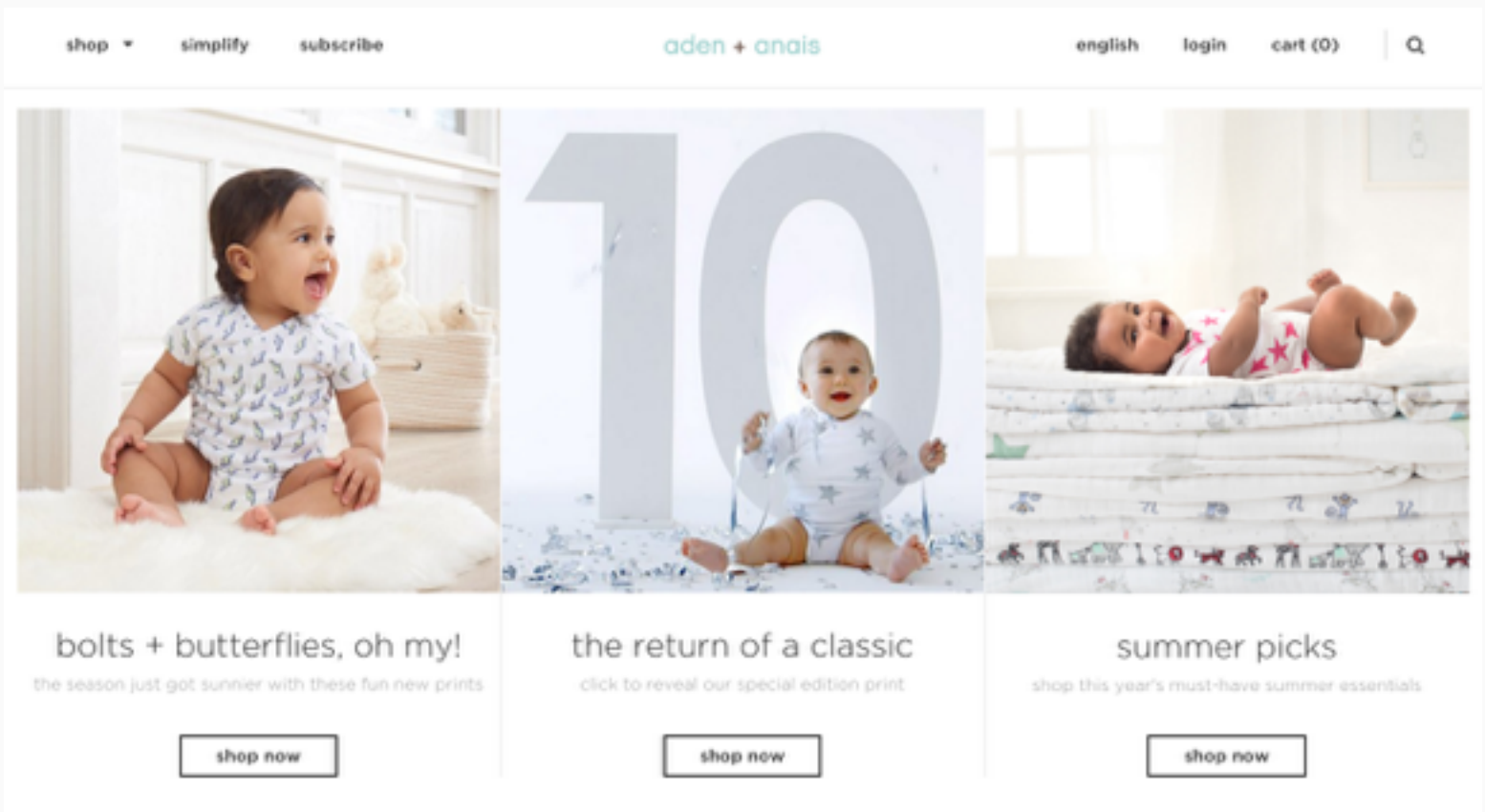
Best when done after a robust organic influencers campaign, repurpose influencer content. Then once you've had a lot of buzz surrounding your brand, you can create an affiliate program for influencers to promote.



Repurposing Content



Reposting on your brand's social pages to uplift and bring authentic stories to raise purchase intent



Upcycling influencer marketing content onto your e-commerce site

Legal Guidelines - FTC

In 2015, the FTC updated their policy in endorsement requirements for the first time in 5 years, **and it sent a signal to marketers that full disclosure of paid content must be made clear to consumers.**

Examples include:

#sponsored

#ad

#brandsponsorship

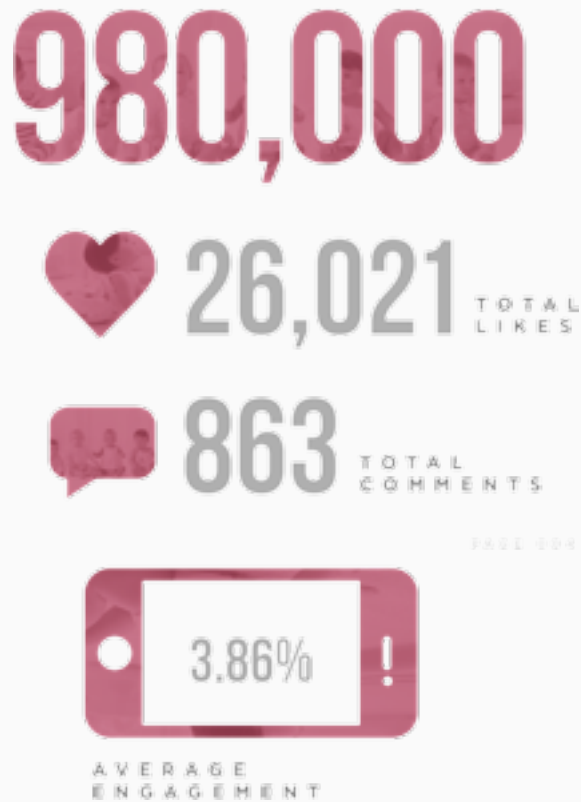
#contest

#influencercampaign

Measuring ROI

Return on Influence

KPIs and measurements to consider

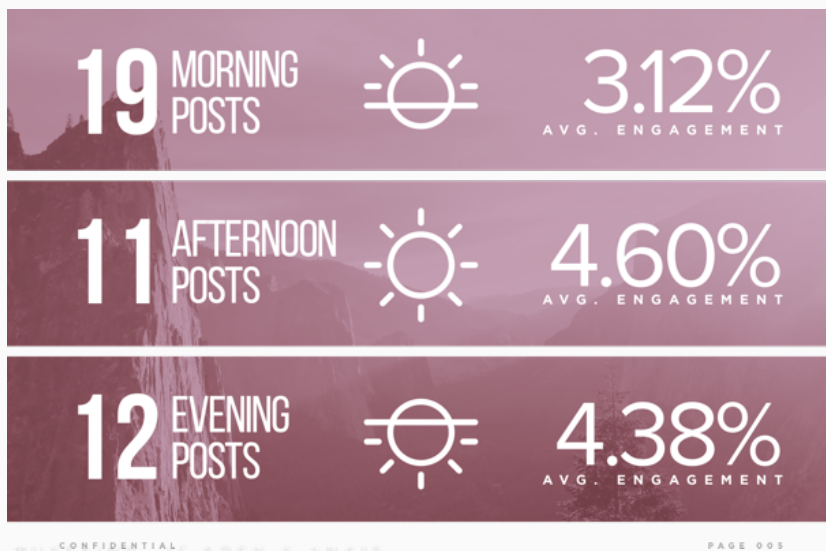


Starter Level

- Reach: how many people saw your campaign?
- Likes = Sentiment
- Comments = Sentiment & feedback
- Engagement rate, find your average

Growth Level

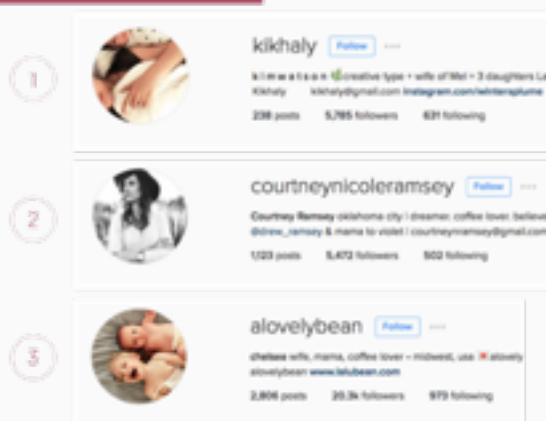
- Most active time of the day for the campaign
- Measure the engagement rate



Surge Level

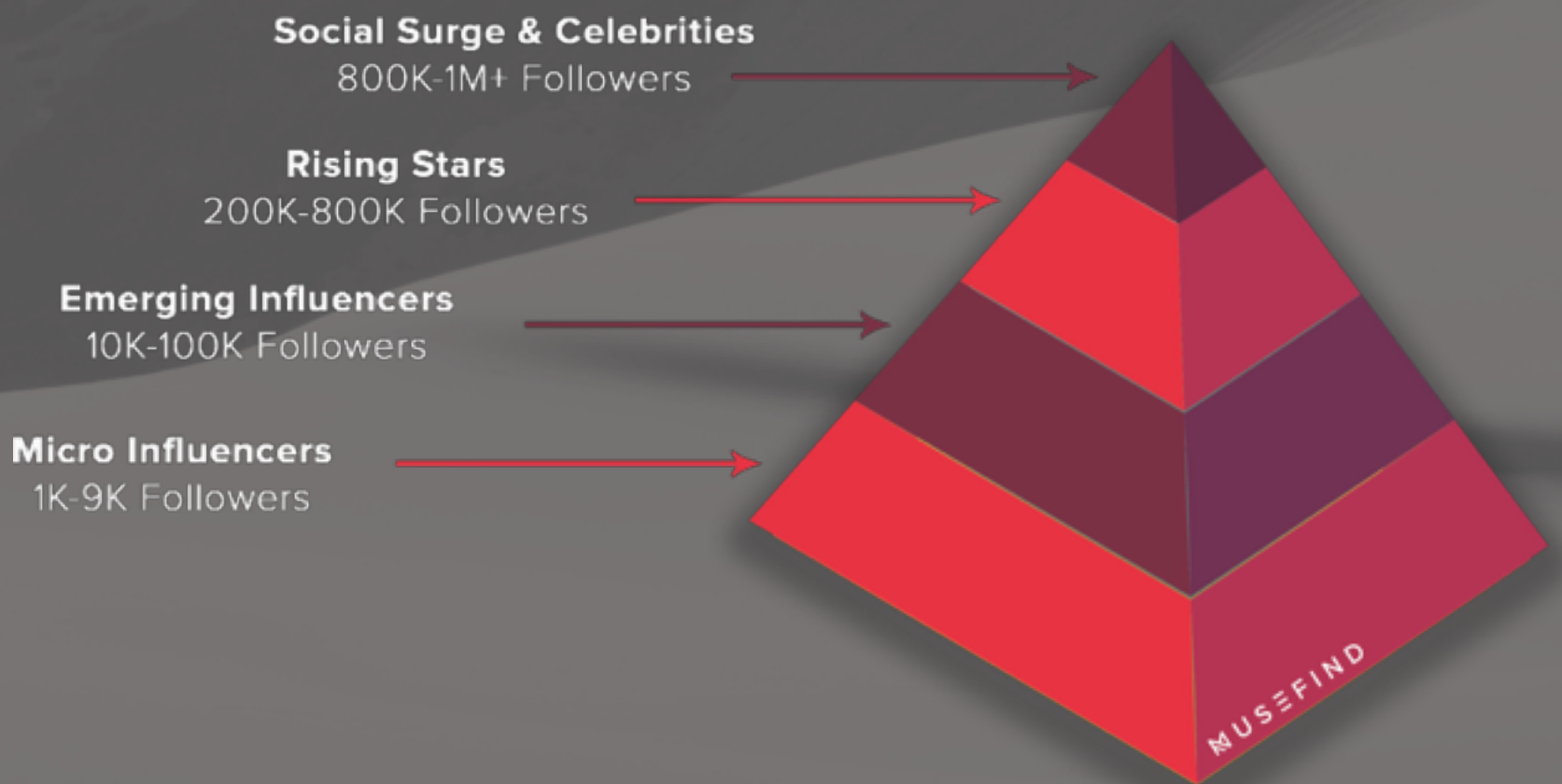
- Top influencers
- Continue working with successful influencers

TOP INFLUENCERS



Pyramid of Influence

Landscape and sizes of influencers across social media



Other Challenges

Upcoming Issues, Questions

1

How do you find the **right influencers who match your brand?**

2

How do you **pitch influencers & broadcast** your message to them all at once?

3

Negotiating and standardizing influencers sponsorship rates

Get answers on the next PDF: Influencer Marketing — [How to Work with Influencers](#)



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