

BUZZOOLE



INFLUENCER MARKETING MICRO-GUIDE

What
you need
to know, at
a glance

Contents

In a nutshell 01

A few facts 02

Influencer options 03



Finding the right partner 04

Three is the magic number 05

Some things to consider 06

Plan 07





In a nutshell 1

Influencer marketing is an increasingly crowded space and it would seem that everyone has become an expert. Getting oriented is crucial to making the right investment decisions and while research shows that influencer or creator marketing has become an integral part of the marketing mix, marketers still struggle to measure effectiveness and attribute results.

The promise of influencer marketing is huge: research shows that 60% of consumers trust their peers as a credible source of information when it comes to companies and brands¹.

Moreover, 82% of consumers are highly likely to follow a recommendation made by an influencer².

That is to say that influence isn't top down as per traditional advertising, but rather a peer-to-peer dynamic.

This handy guide – featuring quotes from a variety of sources such as Gartner's February 2018 Market Guide for Influencer Marketing Solutions and ANA's April 2018 How ANA Members Are Using Influencer Marketing – has been designed to act as a compass for marketers starting out and keen to invest in social campaigns with content Creators.

3

¹ Experticity Research: Micro-influencers Have More Impact than Average Consumers

² Ibidem



@delafard

A few facts 2

Why should you consider Influencer Marketing?

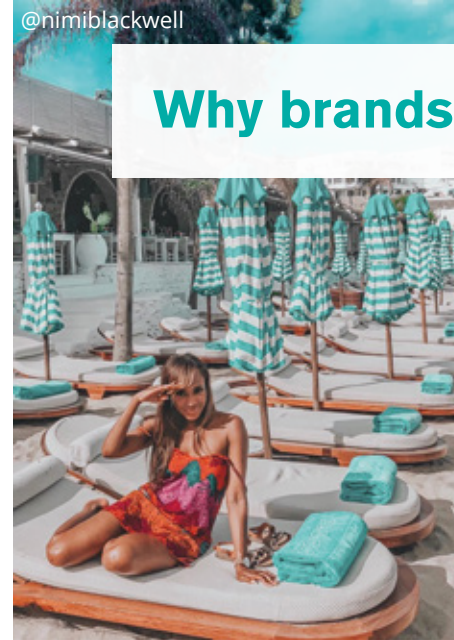
1\$Bn

2017

+10\$Bn

2021

Influencer marketing global ad spend is expected to grow up to \$10 billion by 2020³.



@nimiblackwell

Why brands use influencers?

Brands use influencers for different reasons: **to leverage creative and authentic content**, to **drive engagement**, to **reach younger audiences** such as Gen Z & Millennials and even to **combat ad-blocking⁴**.

4

³ Mediakix Research: The Influencer Marketing Industry Global Ad Spend, March 2018

⁴ ANA Survey Report: How ANA Members Are Using Influencer Marketing, April 2018

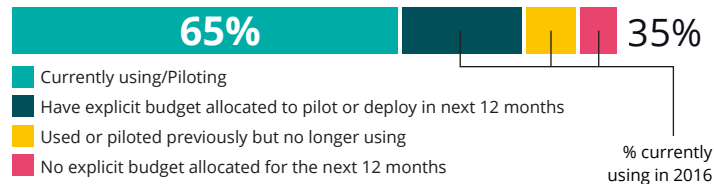


A few **2** facts

40% According to Adweek, 40 % of Twitter users buy a product after seeing it used by an influencer⁵.”

75% According to ANA, 75 % of marketers “stated that their company is currently using influencer marketing” and “43 % stated that their company is planning to increase influencer marketing budgets over the next 12 months⁶.”

State of Adoption of Influencer Marketing Initiatives⁷



Instagram is the place where influencer marketing happens: in 2018 more than \$1.6 billion will be spent on influencer campaigns in the US alone, growing to \$2.3 in 2019. The number of sponsored posts created on this channel will grow by 50 % in 2019¹⁰.

In May 2017 Pingdom reported that 53% of Facebook and 68% of Instagram users are **female**¹¹.

27% of the companies who aren't currently using Influencer Marketing are planning to begin in the next year⁸.

87% of marketers use an “influencer-specific company” to identify, contract and manage influencers⁹.

⁵Twitter Says Users Now Trust Influencers Nearly as Much as Their Friends,” Adweek. 10 May 2016.

⁶ANA Survey Report: How ANA Members Are Using Influencer Marketing, April 2018

⁷Gartner - Market Guide For Influencer Marketing Solutions, February 2018.

⁸ANA Survey Report: How ANA Members Are Using Influencer Marketing, April 2018

⁹Ibidem

¹⁰MediaKix Research: The Influencer Marketing Industry Global Ad Spend, March 2018

¹¹Pingdom - Report: Social network demographics in 2017, May 2017

3 Influencer options

The industry generally divides influencers into three main types divided by the size of their online audiences:

Micro-influencers:
50 < 25,000 followers

Mid-level influencers:
25,001 < 100,000 followers

Macro-influencers:
over 100,000 followers

4 Finding the right partner

Influencers have gone some way to solving the problem of authenticity faced by brands and agencies when working with traditional online and offline advertising, and in particular with younger audiences such as Gen Zs. By drawing on influencers with strong brand affinity, marketers can now use high-quality influencer-generated content to engage with a loyal

follower base and drive positive word-of-mouth among highly targeted segments. This in turn broadens the reach of their campaign and deepens marketing impact across an increasingly wide range of metrics.

But how do you go about engaging with these Creators and what does a good partner in this space look like?



5 Three is the magic number

Marketers rely on three core partner types to identify and activate their influencer marketing campaigns. According to Gartner "influencer marketing tools may include technology platforms, influencer agencies and curated networks of influencers."

The main differences lie in the level of technology deployed to deliver the results and the approach used by each provider to support and solve for the clients' need. We define the key differences between each partner type as follows:

Tech platforms these offer a full-service approach and are underpinned by the best technology in the market – often Artificial Intelligence – to identify and manage influencer search, media planning and reporting.

Some operate using social log-ins and others by scraping users' data, a practice that has been disabled by the recent API changes introduced by Facebook. Pricing is determined on a CPM (Cost Per Mille Impressions), CPE (Cost Per Engagement) or CPP (Cost Per Post) basis and the third-party platform applies a fee.

Influencer agencies rather than tech, this type of influencer marketing service provider uses a more traditional approach, one that is often associated with PR agencies – talent agents manage influencers and clients work through them to plan a campaign. Audience segmentation capabilities are reduced compared to the tech platforms and the level of automation and the quality of the reporting is lower. Pricing models vary.



Curated networks these are generally smaller pools of influencers operating within a curated marketplace through which they can be contacted. Brands post a brief to which influencers respond by creating and posting their content with no guarantee that the brand will use it or whether they will be paid for it. The brand accepts the best response/s and pays for the service via a subscription or pay-as-you-go model. Due to the lower level of automation management of campaigns

involving a high number of influencers is more difficult and the ability to effectively target is substantially reduced. Pricing models vary.

Note: To better evaluate potential partners and review a list of the best influencer marketing services globally, please refer to Gartner's Market Guide for Influencer Marketing Solutions.



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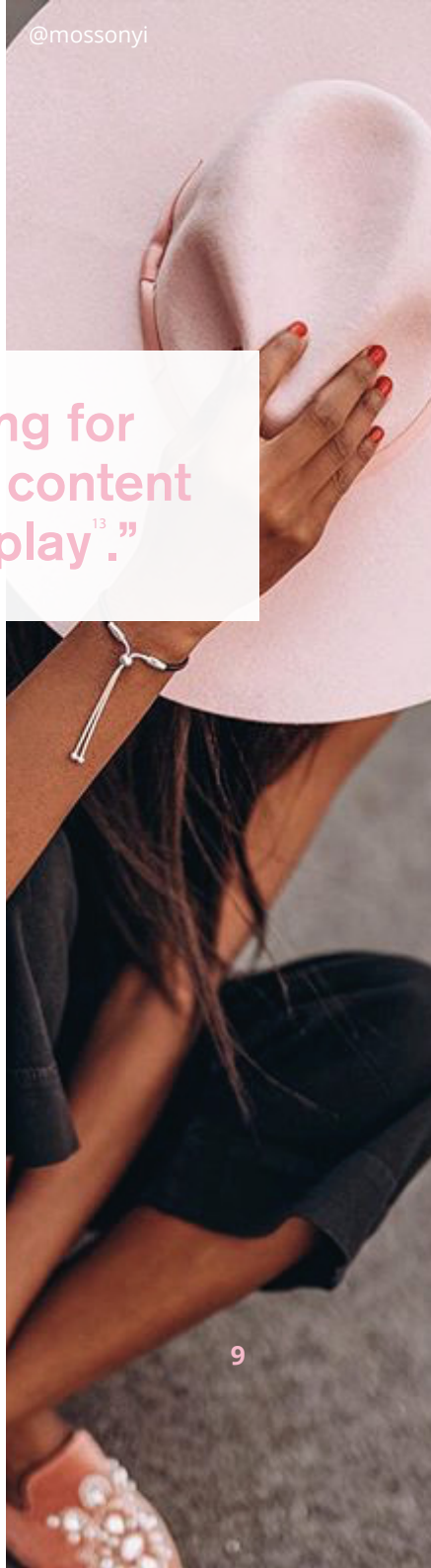
Some things to consider

“Marketers are looking for new ways to distribute content in the age of pay-to-play¹³.”

The market offers a wide variety of options to marketers, but it is also true that some issues have arisen that have the potential to slow the progress of this thriving industry. Here are some that you should consider.

Measuring the business impact of influencer programs is the main issue that brands are currently facing. The data itself sits with social media platforms where the content is shared, making it hard for brands to measure results.

Some marketers demand **full control of the content** created and implement lengthy approval processes. This can have a negative



@mossonyi

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impact on a campaign causing delays, dampening authenticity and becomes especially difficult when a campaign runs across multiple channels, regions and timezones.

Fraud, whether it takes the form of influencer cartels (groups of influencers that like each other), fake followers or fake engagement, have the potential to undermine the value of influencer marketing investments and is worth speaking to your chosen partner about.



@biancaderhy

The use of self-service platforms sometimes makes it **difficult for clients to build a relationship** with the service provider and in turn handle the inevitable issues and bumps that arise during a campaign.



@hoppshouse

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¹³ Gartner - Market Guide For Influencer Marketing Solutions, February 2018.

7 Plan

Marketing leaders responsible for digital or online marketing should consider **seven main aspects when investing in influencer marketing.**

1 Choosing the best technology is the answer when it comes to make data-driven investment decisions. Machine learning can help to find the best influencers for a brand based on multiple facets of their content and previous performance. Technology also helps to seamlessly manage multi-country campaigns that involve many influencers, geographies and creative nuances. In addition to providing meaningful measurement and structured reporting.

¹⁴ Gartner - Market Guide For Influencer Marketing Solutions, February 2018.

2 Definitely test before committing. According to Gartner, "Pilot a short-term influencer campaign before committing to a full program. Set a measurable goal, commit to rigorous monitoring and disclosure, and apply their learning to full program deployment¹⁴." Measurement is a must and don't let anyone tell you otherwise!

3 Determine the role influencer marketing programs might play in supporting the customer journey and **don't be afraid to utilise micro-influencers.** It is not necessary to shell out for celebrity influencers, often costing upwards of £75,000 for a single post. Take the time to identify customer personas and segments that show a preference for social marketing engagements and assess how influencers can strengthen their brand affinity with a clear view on what success looks like.

4 Employ a trusted partner to work with you. A good starting point is to look at those that have been reviewed by independent firms and third-party consultancy services. For example: Buzzoole has developed the only industry Brand Uplift Study in collaboration with Nielsen. Its technology has also been awarded by Facebook, SAP and Accenture. Buzzoole was also listed as a Representative Vendor in the Gartner Market Guide for Influencer Marketing Solutions.

5 When starting out **opt for a transparent end-to-end service provider**, as opposed to a SaaS or self-service platform. They provide all the benefits of a technology platform, plus an important human element, that affords clients strategic support and seamless control of their campaigns. Marketing in all its guises is created by humans and for humans, technology is just a means to augment and improve results.

6 Analyse the customer journey and go for the best practice for each phase (awareness, consideration, purchase decision, etc). As shown by ANA, **"Influencer marketing is not a one-off initiative** to create temporary buzz, but rather something that fits into a broader marketing strategy¹⁵."

7 Use a **platform-based approach**, different channels implies different tactics and may require the use of different influencers. When running a campaign on different platforms look for the best strategy to make the content work for that specific audience.

¹⁵ ANA Survey Report: How ANA Members Are Using Influencer Marketing, April 2018





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About us

Technology driven Influencer Marketing that works for every strategy. Buzzoole offers a 360 degree solution for brands, agencies and media partners.

We work across all Creator tiers and platforms to deliver long-term and campaign specific impact.

A technology powered marketing services company that uses cutting-edge Artificial Intelligence and data to automate, manage and measure investments with Creators.

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