



Keys to Effective Influencer Marketing





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Agenda



- What is influencer marketing?
- What makes a successful campaign?
- Examples of successful influencer partnerships
- Best practices for effective influencer marketing programs



Influencer Marketing

Influencer Marketing is a form of marketing in which focus is placed on influential people rather than the target market as a whole. It identifies the individuals that have influence over potential buyers, and orients marketing activities around these influencers.

"Influencer marketing has expanded exponentially over the past several years – it's now four times its size just two years ago. As such, the industry has evolved from a promising marketing tactic to an essential part of many marketing budgets." - Entrepreneur Magazine

MEGA Influencer: An influencer with followers over 500,000 on one platform.

Advantages

- Mass reach
- More experienced, likely to have better production quality and dedicated team

Disadvantages

- Less likely to give rights to content
- Scheduling

MICRO Influencer: An influencer with 500,000 or less followers on one platform.

Advantages

- More likely to give brand rights to content (in perpetuity or longer length of time)
- More willing to do specific activities or requests

Disadvantages

- Smaller reach
- Tend to have niche audiences

What Makes Influencer Marketing Campaigns Successful?

Successful Campaigns

- High quality content and production
- Hitting or exceeding established KPIs
- Increased brand awareness
- Increase in social media followers on brand accounts
- Influencers who are easy to work with and take direction well
- Bonus content

Unsuccessful Campaigns

- Poor quality content
- Influencer refuses to follow contracted itinerary
- Not receiving any content from influencer at end of contract
- Difficult influencer that can not receive creative direction



A couple is sitting on the edge of a large, flat rock formation that juts out from a cliff. The woman is lying on her stomach, and the man is sitting up next to her, looking at a smartphone. They are both looking out over a vast, hazy mountain range under a sky with soft, colorful clouds. The foreground shows some green foliage.

Examples of Successful Partnerships

USA
VisitTheUSA.com

Brand USA

Ways of Working

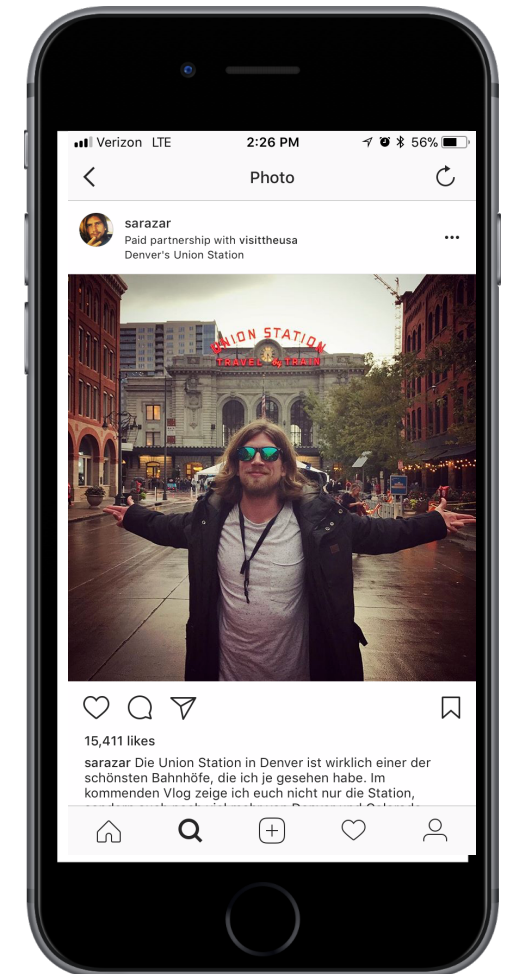
Influencer marketing can be done directly with an influencer or through an agency

Contract direct with individual

Contract through an agency

- Agency produced
- Influencer produced
 - DIY
 - Full creative team

• Third party endorsement



Callum Snape: Mega – agency produced

Callum Snape is a Canadian photographer with one of the highest reaches in Canada of any travel Instagrammer

764K Instagram followers

143K Facebook followers



Chase Dong: Micro – content creation

Chase Dong is a native Shanghainese with a passion for outdoor adventure

Created outdoor content for:

- 32 National Parks
- 10 states
- 61 destinations



Ale Ivanova: Mega – influencer produced

Ale Ivanova is a lifestyle, fashion, and travel vlogger. Ale is Russian but speaks Spanish fluently and has lived in Mexico City for many years.

YouTube subscribers: 941K

Instagram followers: 325K





Best Practices

Selection and Onboarding Process

Selection Criteria

Audience Data

- Demographics
- Markets
- Engagement rate
- Sentiment of conversations/comments

Influencer Resume

- Years of experience
- Production team and cast list
- Quality of content – editing style, recurring cast, etc.
- Type of content - controversial, political, and personality

Onboarding Checklist

- Share basic knowledge and understanding of brand (pre-pro briefing)
- Give guidance on content to focus on
- Create list of restrictions
- Set expectations and timelines on content review and approvals
- Create KPI's to measure the success of content
 - Examples: view completion rate, engagement rate, reach, view length, etc.
- Review legal forms (e.g. model release, content release) and U.S. sponsored content requirements per market before influencer begins shooting content

Legal Contracts and Usage Rights

Outline in contract the following items

- Projected Metrics
- Ownership/Usage Rights of their content
- Double check music, logos, graphics rights in videos and images produced influencer
- Deliverables (i.e. 3 image posts on Instagram, 5 Instagram Stories, 1 video on Facebook)
- Brand Hashtag and Paid Partnerships Hashtags

Final thoughts and questions





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Appendix: Video Links

- [Ben Shorts](#) – New York City, New York [Mexico]
- [Ale Ivanova](#) – Palm Springs, California [Mexico]
- [Daniel Tirado](#) – New Orleans, Louisiana [Mexico]
- [Sarazar](#) – Denver, Colorado [Germany]
- [Sorted Foods](#) – Chicago, Illinois [United Kingdom]
- [Callum Snape](#) – New England [Canada]