The term, “influencer” has taken on an entirely new meaning in the last few years. As social media has become a more prominent aspect of our lives, the rise of influencers or people that have significant followings online (10k+ followers) has become an important part of any smart marketer’s arsenal.

Influencers utilize their followings to speak to audiences in an authentic way that drives action and engagements, all while raising brand awareness. Historically, celebrity endorsements and traditional advertisements have been sufficient in organically reaching audiences; but as consumers grow more immune and even dismissive of these marketing efforts, the rise of influencers who are able to speak to consumers on an intimate and familiar level has risen.

Influencer marketing pairs brands with influencers for an organic collaboration that allows audiences to learn about a product or brand in an authentic way. It’s an important aspect of a full-funnel marketing strategy that raises awareness and provides a storytelling experience with unique and original content.

**THE NUMBERS**

- **60%** of influencer marketing drives purchase if the content comes from someone audiences respect/follow
- **62%** of audiences believe the quality of influencer marketing is better than other forms of marketing they encounter
- **82%** of shoppers utilize social networks as their main sources of inspiration.
- **50%** of influencers who are able to speak to consumers on a intimate and familiar level have risen.
- **$5.20 = $1** For every dollar spent on influencer marketing in 2018, advertisers saw an average of $5.20 in earned media value.
- **94%** of marketers across a variety of verticals say their influencer marketing efforts were effective.

**WHAT IS INFLUENCER MARKETING?**

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ENGAGEMENTS
Engagements are a great indicator to determine the success of your campaign as they show how the audience interacted and received the content. Generally, engagement rates in the 2-4% range are considered to be the sweet spot.

IMPRESSIONS
Impressions showcase the number of people that actually saw an influencer’s post. Many social algorithms reward content that performs well, in terms of generating engagement by placing it at the top of audiences’ feeds, further increasing the impressions and engagements. This is why we like to see influencers that are able to generate content with big impressions.

COMMENTS
While a part of engagements, comments are a particularly important success metric. Influencers are great at getting audiences talking and seeing positive, brand focused comments is a sign of a successful campaign. This also provides brands with an excellent opportunity to join the social conversation and interact with audiences.

QUALITY OF CONTENT
Considering how short the shelf life on influencer content is, we find tremendous value in having high quality influencer content that can be used on clients’ digital platforms as well as our high impact units. Our clients get a minimum of one year of distribution and ownership rights to use influencer content on their digital platforms so having influencer content that the brand is proud to use on their platforms is essential.

COST PER ATTENTION TIME (CPAT) is an unique metric that quantifies the value and efficiency of consumer attention to digital and social campaigns. It is expressed as cost/total attention time in seconds. For social and influencer campaigns, engagements are converted into attention time using the following assumptions: 7 seconds per comment, 3 seconds per share, 1 second per click, ½ second per like or sticker.
WHAT ARE VERTICALS THAT WON'T WORK FOR INFLUENCER MARKETING?

NOT Every Campaign Is Meant For Influencers.

HERE ARE A FEW CATEGORIES TO AVOID:

- **OLDER AUDIENCES**
  Older audiences aren’t on social platforms as frequently as younger audiences, so if your campaign is trying to target people over 50, it’s probably not a good fit for influencers. Additionally, trying to find influencers over the age of 35 is difficult since most influencers tend to be millennials.

- **RELIGION**
  Avoid topics that could potentially polarize audiences.

- **SPECIFIC CHARACTERISTICS/NICHE CATEGORIES:**
  General is always best. It’s easy to find influencers that are into fitness but finding influencers that have gotten gastric bypass surgery is tougher. You’ll also find you’re more inclined to have talent willing to talk about gardening versus something more specific like lawn mower parts. The broader you’re able to be, the more talent options you’ll have available.

Sources: Nielsen IM Benchmark Report
https://www.sendible.com/insights/10-ideas-for-social-media-your-business-this-valentines-day
https://blog.hubspot.com/marketing/examples-of-influencer-marketing-campaigns

Undertone
Let the influencer speak to the brand/product in their own voice. Trust your influencer to speak to their audience in a way that engages them. Your input is valued and welcomed, but influencers know how to engage. After all, they have worked to build these audiences and know best what resonates.

Overly scripted or edited content doesn’t work with influencers who are valued for their authenticity. Remember, these are real people, not actors. Providing key talking points is helpful and encouraged but allow the influencers to create and speak to the product in a way that makes sense for their audiences. While things such as a change in verbiage (i.e. “sheets” vs “papers”) may matter to your brand, audiences often won’t catch these changes. They’re looking to hear how the influencer feels about a product in their words.

Unique creative and storytelling lead to success. Content that is shareable, different, eye-catching and speaks well to the target audience will perform well. Utilize influencers as more than just a “one-trick pony” and consider them a part of a larger storytelling component. Consider inviting influencers to create multiple pieces of content. Sometimes it takes seeing a brand mentioned multiple times on an influencer’s feed to really resonate with an audience and drive action.
Match Your Brand

Select influencers that match your brand. Picking an influencer because of their high follower count is not the best metric when determining which influencer to partner with on a campaign. Find an influencer who creates content that matches your brand’s voice and personality. This always leads to a stronger partnership; which fans will appreciate.

Audience

When assessing an influencer’s audience makeup, the most important audience metrics to look at are age, sex, and worldwide geographic location. While there are other metrics that are important and available, these are the best at determining which influencer has the right audience. Keep in mind influencer marketing tends to skew on the younger side (younger than 35) as social media is more popular among this audience. When looking at geographic location, keep in mind most audiences don’t follow people they don’t know in their local communities. Undertone solves for this problem through our paid social amplification which takes influencer content and serves ads to your specific geographic KPIs ensuring that the right people in the right places see influencer content.

Micro Influencers

Determine your brand’s goals before selecting talent. If you’re looking to have a more engaged campaign, micro influencers may be the way to go. While their audiences are smaller, they tend to have more engaged and involved fans. If you’re looking to reach a large audience, macro influencers may be the better choice. They don’t always have great engagement numbers, but they’re perfect for reaching a wide audience.
HOW DOES YOUR INFLUENCER PARTNER STACK UP?

DOES YOUR INFLUENCER PARTNER...

- Offer a management platform? (Available on Undertone)
- Offer account management services? (Available on Undertone)
- Offer whitelisting and paid amplification? (Available on Undertone)
- Offer incorporation of influencer content into high impact units? (Available on Undertone)
- Offer brand lift studies? (Available on Undertone)
- Offer detailed campaign reporting? (Available on Undertone)
- Offer creative ideation? (Available on Undertone)
- Offer a production studio? (Available on Undertone)
- Offer campaigns across all current social platforms including YouTube, Instagram, Snapchat, Twitter, Facebook, TikTok, LinkedIn, and blogs? (Available on Undertone)
- Offer content digital rights and brand/category exclusivity? (Available on Undertone)
- Offer a talent agnostic approach to working with influencers? (Available on Undertone)