

# ***Influencer Marketing: New Strategies to Get Your Message Heard***



SE2

Moving the Meter on Issues that Matter

150  
1867  
YEARS  
2017



DENVER  
METRO  
CHAMBER  
OF COMMERCE



# ***Traditional advertising tactics have become less effective as new technology affects how consumers engage with media. Companies must evolve their communications to thrive in the changing landscape.***

Companies using more traditional forms of advertising are finding it increasingly difficult to reach their target audiences and stand out from the clutter. It's not surprising given:

- **Consumers are increasingly blocking online advertising.** In 2010, 21 million users blocked online ads. Today, that number has increased nearly tenfold to nearly 200 million users – and will only continue to grow. As a result, companies are replacing online banner advertising with sponsored content (a modern take on what used to be called “advertorials”) and native advertising (online advertising that resembles the content around it) to reach and engage their audiences.
- **TV viewership is on the decline, replaced with online video.** According to Nielsen, TV viewership was down 17 percent in the first quarter of this year. Online video increasingly replaces traditional TV viewership – particularly among those under 40. By 2019, online video is expected to generate 80 percent of all internet traffic, which means a presence on social video sites like YouTube is increasingly critical to stay relevant.
- **Trust in traditional advertising is low.** According to several recent industry publications, consumer trust in direct advertising from brands hovers around 30 percent. People are more interested than ever in the opinions of experts and thought leaders, and word of mouth continues to be among the most trusted sources of information. According to Deloitte, people who engage with a brand through a trusted source have a 37 percent higher retention rate than those acquired through other channels. So, it's no wonder that companies are turning to others to tell their stories.
- **Social media isn't going anywhere.** Facebook reports 8 billion daily views and more than 1.5 billion users. Americans' use of social media has grown to nearly two hours per day. And a third of our time spent online is on social media networks. Brands are finding that the true power of social media is not in what they can communicate through their own social channels, but what influential social media users spread to their networks of followers.



# ***Influencer marketing lives at the intersection of these trends.***

Influencer marketing is a new form of advertising that uses prominent social media personalities (i.e., influencers) to drive a company's message to a larger market.

Advertisers pay influencers to create content (videos, photos, blogs and stories) about products and services and share that content through their social media profiles – like Facebook, YouTube and Instagram – and websites. Companies sometimes provide influencers with a special discount code or offer that they can share with their followers to drive sales, while others hire influencers to launch and drive awareness of their new product or service; both approaches can be effective.

Because the content comes from people the audience trusts, it feels more authentic than traditional advertising and, therefore, gets a better response.

## ***The Confusing World of Online Advertising Options***

**Content Marketing** – The umbrella term for an advertiser's use of storytelling to build relationships with consumers by providing them with something entertaining or useful, like an article or how-to video.

**Sponsored Content** – Brand-sponsored articles and videos that look like they're a natural fit for the website on which they appear (e.g., Ten Cooking Hacks to Speed Up Cooking Time article sponsored by KitchenAid on a cooking website).

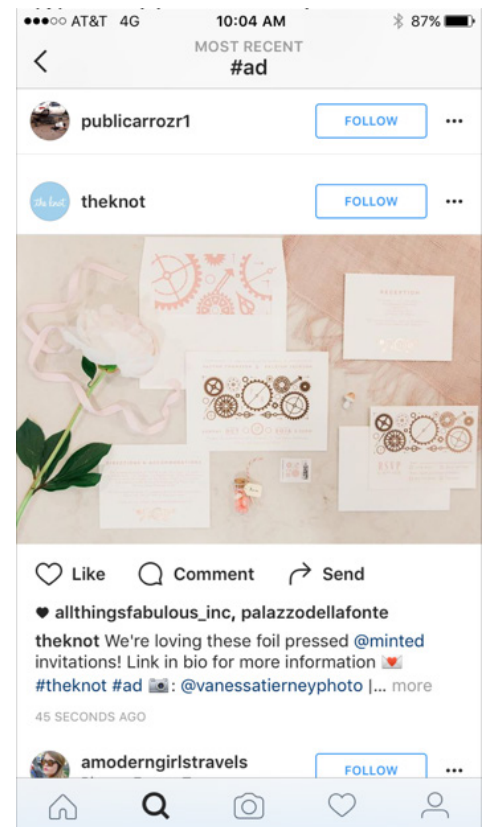
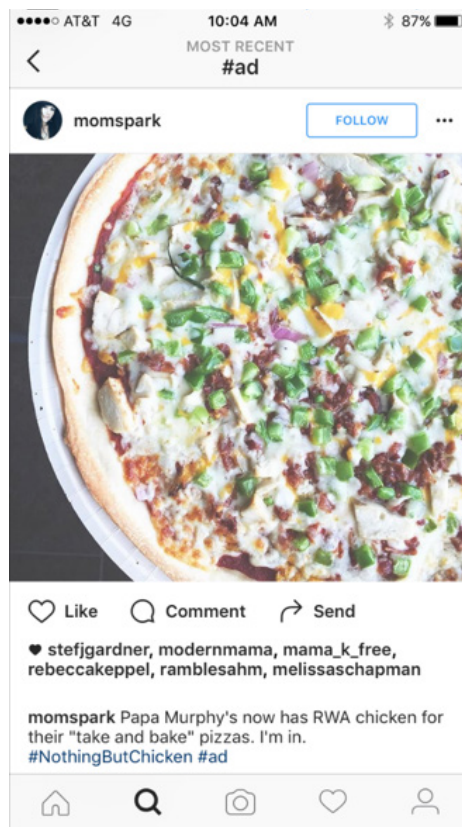
**Native Advertising** – Ads that mirror the environment in which they appear (i.e., essentially custom banner ads that match the look and feel of the website that they're placed on).

**Influencer Marketing** – Paying people with a large online following to promote a product or service.

# Examples of effective influencer marketing

Here are three examples of Instagram influencers posting content about products their audience might like.

You can see how influencers' personalities come through in the posts, making them feel more real and authentic than other forms of advertising even though they disclose that it's a sponsored promotion with the hashtags #ad or #spon.



## Influence marketing generates:

**Higher return on investment:** Per dollar spent, the return is 11x higher than other forms of digital media.

**Lasting value:** On average, half of campaign impressions happen after the campaign ends.



**Here is an example of an influencer who wrote a blog on tips for a safe summer.**

Her blog featured several ways to make the summer safe, such as having a safety kit and picking the right sunblock. The post was sponsored by Consumer Health Products Association in an effort to raise awareness about the safety of over-the-counter medicines. This was a great way to educate about a dry topic in a way that felt natural and relevant to the audience. After the influencer wrote the blog, she shared it through her social media presence.



**Sili @MyMamihood** · Jul 18

Between SPF, UVA & UVB, I was lost in an alphabet soup! [bit.ly/29B0la4](https://bit.ly/29B0la4)  
#KnowYourOTCs #spon @KnowYourOTCs

## Tips For a Safe Summer

07/15/16 | HEALTH



Disclosure: This is a sponsored post. All thoughts and opinions are purely my own.



The summers of my youth were spent frolicking on an island. And my frolicking I mean getting eaten up by mosquitos while I made memories.

I remember being packed up with all a child would need in the summer. But, I don't know if I saw any mosquito repellent. I think at some point some was packed but it seemed I had that "sweet blood" and I'd inevitably find myself itching up a storm in the hot weather. Never a good combination.



# ***Tips for your first influencer marketing campaign***

Here are best practices that will make your influencer marketing campaign a success:

**1**

## ***Give them a good brief.***

Save time in the long-run by developing a brief for influencers. The brief should tell influencers everything they need to effectively talk about the product or service. It should include things such as brand standards, key messages, features and benefits and clearly state what the influencer is being asked to do (e.g., take a picture or video that shows followers how this widget makes it easier to get ready in the morning).

**2**

## ***Don't be too controlling.***

The authenticity that comes through in influencers' posts is what makes this type of marketing so effective. Striping influencers' content of everything that makes it genuine is a losing strategy. Let influencers tell the story in their own words. Offer influencers ideas on how they can use the product or service, but don't force them to use or experience it a certain way.

**3**

## ***Offer something special.***

Influencers are much more likely to participate when they're given something exclusive to share with their followers. While it can have a monetary value – like a coupon or discount code – it doesn't have to; a behind-the-scenes tour or sneak peek at a new item can be just as compelling.

**4**

## ***Use a tool or agency to get your first campaign off the ground.***

While it is possible to run an influencer marketing campaign without the use of influencer marketing tools or agencies, it would be very time consuming and likely decrease the ROI. Research the many influencer marketing tools on the market, or outsource the work to a marketing agency that specializes in this type of work.



### ***Ready to work with influencers to reach your audience?***

Let's have a conversation about your marketing or communications challenge to see if influencer marketing is right for you. Just give us a ring or shoot us an email.

### ***Contact***

Brandon Zelasko, Principal, SE2

[Brandon@se2communications.com](mailto:Brandon@se2communications.com)

303.892.9100 x104



DENVER  
METRO  
CHAMBER  
OF COMMERCE

[denverchamber.org](http://denverchamber.org)

**produced in partnership with**

**SE2**

**Moving the Meter on Issues that Matter**

[se2communications.com/influencer-marketing](http://se2communications.com/influencer-marketing)