

Data-led Influencer Marketing

Our approach and how it can change your business

Introduction

Influencer marketing is a growing phenomenon that has affected the way that people discover, interact with and purchase products.

People are spending more and more time online and so it is more important than ever to catch your audience in the environments where they're most active. This means advertising means such as billboards, print, TV and radio are being replaced with the likes of native advertising, PPC and paid social media.

But, even these online marketing methods can be easily blocked. Whether we know it or not, we've learnt to ignore online advertisements and have even created tools to do this for us.

Enter Influencer Marketing – the social-media-born marketing channel that builds on our natural affiliation for famous and influential people.

Influencers – macro, micro and nano – all have a readily engaged audience that are genuinely interested in what they have to say. An influencer's product recommendations matter as they come in the form of word-of-mouth marketing, a form of communication that far surpasses brands just trying to sell their product.

Nobody likes being sold to, but everyone loves a good story.

Contents

1. Why Influencer Marketing is important
2. Key challenges in influencer marketing
3. Introducing our unique true engagement tool
4. How we approach influencer marketing at Kaizen
5. Where it fits in the marketing mix
6. Things to know about influencer marketing
7. How we prove ROI
8. Case studies

Why influencer marketing matters

45%

of Gen Z'ers rely on Instagram to find new products

40%

of consumers purchase something after seeing it on an influencer's social page

90%

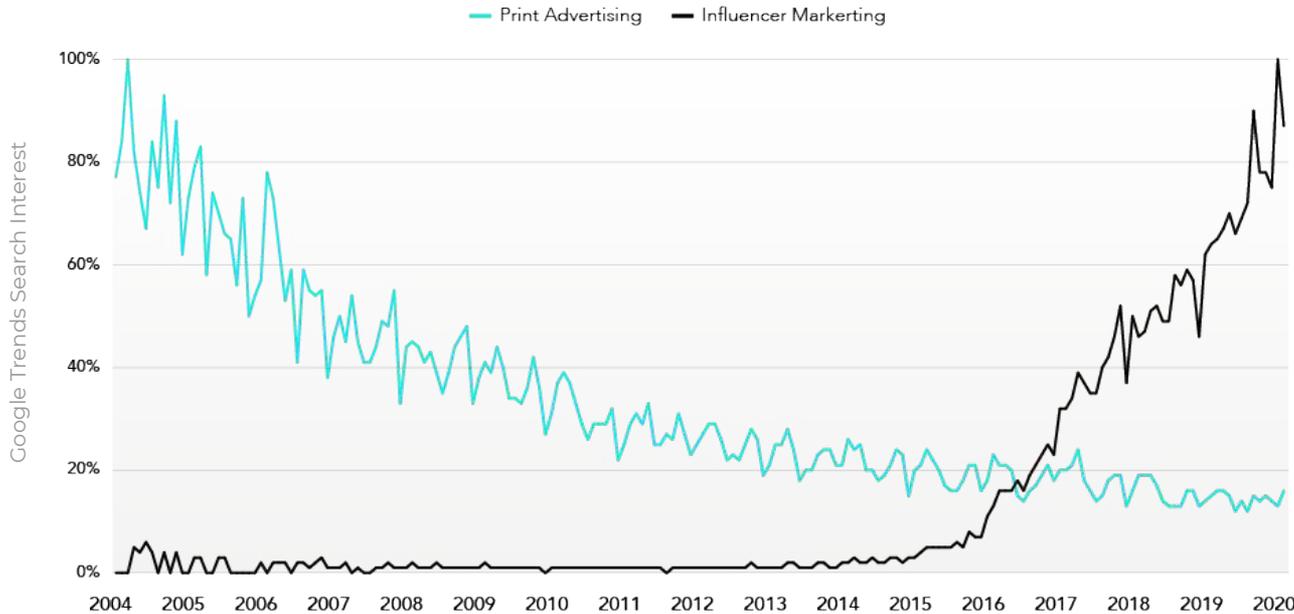
trust peer recommendations vs 33% trusting ads

Influencer marketing employs naturally influential people to integrate brands and products into their social content. The content these influencers produce is only half of the story, the people who engage with it matters the most – and this exposure is a big part of what you're paying for when you invest in influencer marketing.

This is not just another form of advertising. An influencer's audience regularly and proactively checks in with them, and is less likely to bypass the advice that they give and the products they recommend. They are readily engaged in the influencer's content and genuinely care about their recommendations.

Partnering with the right influencer means you can reach new and relevant audiences. Whether these influencers are large or small, a well-fitted collaboration means that your influencers audience is the right audience for your brand.

The growth of influencers



Times are changing. Decreases in traditional forms of advertising such as print, have paved the way for influencer marketing to emerge.

More and more companies are showing interest and investing in the phenomenon each year.

Influencer marketing is an opportunity that has continued to grow since we first saw #ad and we expect 2020 to be no different.

£6.3bn

The value of the influencer marketing industry in 2019

£11.7bn

The projected value of the influencer marketing industry in 2022

But, there is
a problem...

80% of influencers don't work

55% of brands name spotting fake followers and inauthentic influencer engagement as a key barrier

73% of marketers name choosing an influencer as the biggest challenge

65% of marketers say measuring influencer marketing ROI is their top challenge

Key challenges for marketers

1. Spotting fake followers and inauthentic engagement
2. Social algorithms making branded content less visible
3. Handing over brand control over content produced
4. Setting realistic goals across the short, medium and long term
5. Reporting on the stats that really matter - not just vanity metrics

For many marketers, the biggest obstacle to overcome is handing over control of your brand's voice to people on social media who don't work for the brand. For those who understand the power of the phenomenon, the reluctance comes from the lack of time and skills needed to really do the service justice inhouse. Brands who are time-poor, aren't able to thoroughly research or build a trust-level with the influencers they're collaborating with. They likely also struggle to correctly measure the success of a campaign meaning rolling out a long-term strategy is also out of the question.

Kaizen aims to overcome these challenges through the use of data. We have a thorough understanding of audience demographics, and have created a more tangible True Engagement Score that allows us to confidently select influencers during the identification stage of a campaign.

With regards to measurement & reporting, we combine tactics such as tracking pixels, unique tracking links and identifying any spikes in brand engagement to report back on the performance of a campaign.

We take the pain away...

Online engagements are the currency of influencer marketing when it comes to measurement and talent identification. But what about when you throw #Ad into a social post?

We're only interested in partnering with influencers who stick to the rules and so these are the most important stats to look into in our talent-scouting research.

One of the biggest faults of campaigns comes from upholding influencers to the wrong metrics. Expecting influencers to deliver the same engagement scores on branded posts as they do on their own posts is unrealistic and isn't reflective on how social media algorithms work in 2020.

Our unique data-led approach to influencer marketing

We're the only agency to track the true value of an influencer marketing campaign by creating a bespoke tool that measures the one metric that really matters...



Our highly-experienced team know exactly what to look for when vetting influencers



We set realistic expectations with the brands we collaborate with



We track and report on the metrics that really matter through our proprietary tool

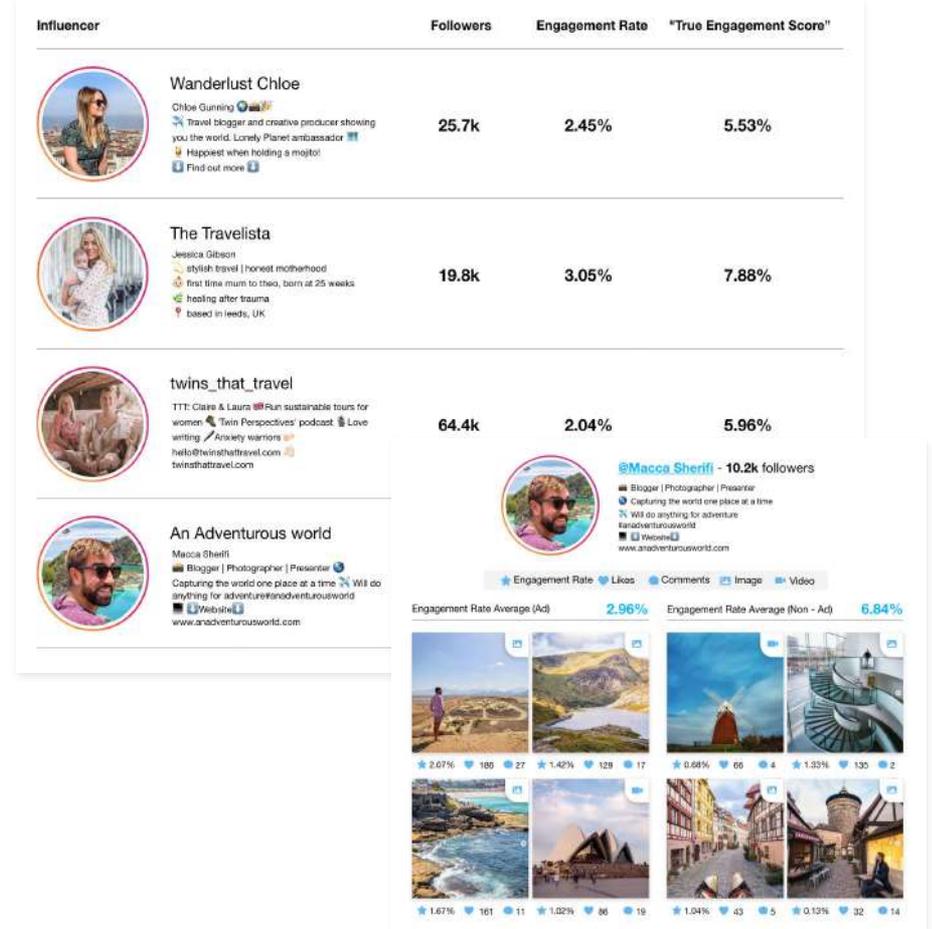
Introducing our True Engagement Score

In response to the struggle for influencer marketing ROI, we've developed a unique approach to calculating an influencer's true potential ahead of a partnership— and we've even created a tool to do this for us.

We calculate an influencers engagement rate for sponsored posts vs for their own non-branded content. This isn't so we can compare engagement rates, it is more for us to be able to set realistic expectations with the brands who invest in our services.

Social media algorithms changed in 2019— the chronological feed has been long gone but 2019 also saw Instagram and Facebook 'de-value' content from those that you don't know. This meant that the posts marked as #Ad and labelled as such are less-likely to be shown to users, especially if you don't commonly engage with that individual.

By creating our **True Engagement Score**, we're able to measure what can be expected ahead of a collaboration. We'll also do the same post-campaign so that you have an idea of who your campaign truly reached. This means both brand and influencer start a campaign on the same page and have a clear idea of the ROI expected from their partnership.



How we approach influencer marketing



**Briefing
document**



**Campaign
strategy &
ideation**



**Talent
scouting &
matching**



**Negotiation &
contract**



**Campaign
delivery &
reporting**

Briefing

Influencer marketing deserves to be treated with as much respect as any other channel, and as such it's important that time is taken to understand our client's wider business objectives and the key information needed to bring to life a strategy that will deliver success.

Key briefing information can include the brand's tone of voice, core products, business objectives for the year ahead and target audience insights. As Kaizen's approach to influencer marketing focuses around data measurement and ROI from campaigns, an in-depth understanding around business objectives allows us to help benchmark success across campaigns – be it brand awareness, engagement or even sales.

For influencers, briefing documents help to avoid any off-brand messaging– a detailed brief means that, as a brand, you will feel more confident to hand over content control. It will also help to improve relationships as it brings your collaborators into your inner circle, builds their understanding of your brand and involves them in the wider brand's values. Sharing insights like long term goals and upcoming product launches creates a sense of partnership, which can help the relationship and content flourish and can even develop an influencer's role from campaign-based to ambassadorial.

Key briefing information

- ◆ Brand tone of voice
- ◆ Core products, brand USP
- ◆ Business objectives for the year ahead
- ◆ Influencer marketing KPI's
- ◆ Content requirements & restrictions
- ◆ Previous influencer collaborations
- ◆ Brand demographic and target audience

Concept and strategy

Before diving into a discussion with an influencer or a talent agent about creating content, it's crucial to understand why you want to work with them and what you want to achieve. Brand awareness requires a larger investment into macro influencers to deliver reach in your target markets, whereas engagement and conversion often increase with a combination of micro and nano Influencers.

Whatever your motivations for delving into influencer marketing, we'll be able to match these with a campaign that will reap success.

Setting goals and KPIs across the short, medium and long-term helps uncover the role an influencer can play and the style of content that would best suit at different stages. An understanding of your audience and what content they're currently consuming is also essential to unlocking the required strategy.



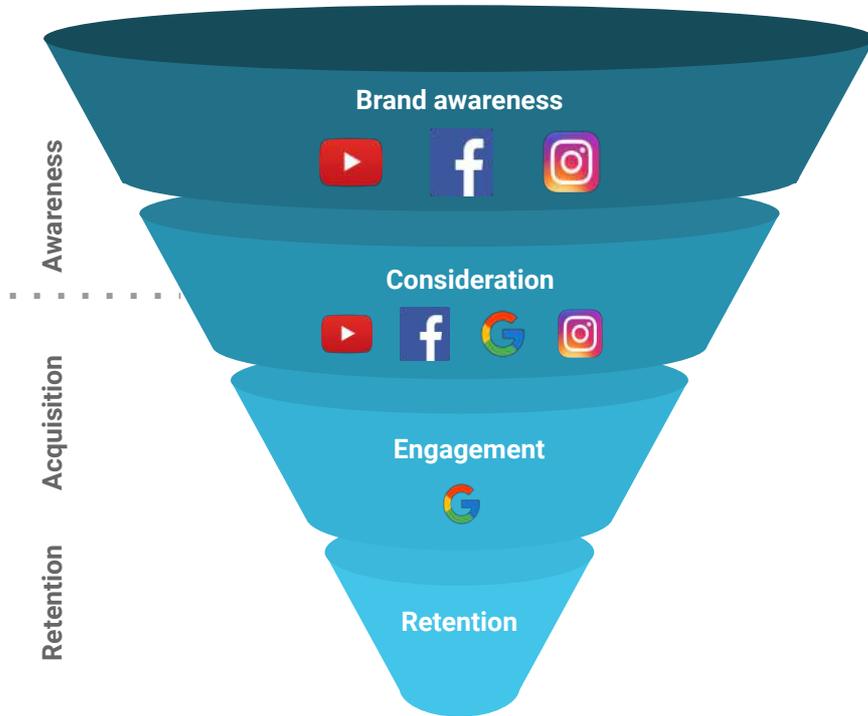
Top tips

Our approach to influencer marketing uses macro influencers, micro Influencers and nano influencers, creating everything from YouTube videos to Instagram posts to written blogs in order to achieve reach, engagement and conversion at different touchpoints.

A YouTuber with 500k+ followers will deliver you reach, but an Instagrammer with a tight-knit community of 20k followers will often have a much higher conversion rate (as much as 6x as high!)

Written bloggers have even higher levels of authenticity coupled with an audience intent on taking purchase decisions from the person they follow, week-in week out.

Where it fits in the marketing mix



Influencer marketing is primarily used to drive brand awareness and is often placed at the early consideration stages of the user journey. But it is no longer limited to this.

INFLUENCER MARKETING

Social channels have been taking steps to apply more conversion-focused tactics such as allowing in-app purchases, and influencers are able to encourage purchase decisions easier than ever before. However, sales KPI's are best encouraged as secondary goals and more often than not will require a long-term brand ambassador to truly reap success.

We'll always ensure that all influencer campaigns fit the use of the channel, are sensitive to an influencer's audience and are realistic in terms of brand goals.

Influencer identification

Influencer marketing might be a shiny new toy for marketers, but it isn't something that anyone should jump into blind. As the industry continues to grow, it is becoming more important than ever to ensure that you've got the right influencer for your campaign.

Our experienced team know exactly what they are looking for when it comes to matching an influencer to a brand. We look beyond face-value metrics and assess each potential partnership through a range of quantitative and qualitative observations. This ensures that whatever the campaign, we pick an influencer who will deliver for you as a brand as well as produce something of interest to their own audience.

Finding the perfect fit between brand and influencer is at the heart of what we do – we always search for the right people with the right audience to share your message to.

Audience

Influencers audience demographic

Audience interests/ intent to purchase

Brand suitability

Previous brand collaborations

Brand fit

Trust: existing relationships

Content

Content style

Influencers power channels

Skill-level

Data

Follower count

Engagement rates

Blog performance

Identifying influencers for a campaign

When searching for talent, it's important to keep growing your network. Long-lasting relationships are important, but staying on top of trending and emerging talent is also vital for continued success.

We're an experienced team that manage strong relationships with influencers that we know we can trust across many verticals. We're also plugged into the influencer marketing space and listen carefully to the success and horror stories from different brands and agencies.

Aside from our own pool of talent, we'll always do our own research as well as contact key partners and talent agents to ensure that we're picking the best of the best for each campaign.

Once we've narrowed down the talent to a shortlist, we'll put each influencer through our unique engagement score tool. This ensures that we and the client have an accurate idea of what we can expect from a partnership with each influencer.

Influencer	Page Authority	Domain Authority	Twitter Followers	Retweet Ratio	Reply Ratio	Avg Retweets
 Matthew Karsten @perforagland ExpertVillage.com Adventure travel blogger & photographer sharing our amazing world with you! #blogger #influencer	53	65	29k	8	33	2.0
 Aletha & Jaryd nomadicmatt.com youtube.com/nomadicmatt Australia's top adventure travel bloggers and photographers, make videos on YouTube. 11 years traveling, currently #exploring southeast asia. @katherinabaker #travelers #blogger	68	100	89.8k	11	32	2.7
 Nomadic Matt nomadicmatt.com nomadicmatt.com Nomad, vlogger, and NYT best selling author of How to Travel the World on \$50 a Day. New book: Ten Years a Nomad. Mostly I help people travel more for less. #traveler #blogger	60	75	119.4k	20	32	1.1
 Dave & Deb @explorant @explorant tv by 11/10/15 Adventure & Spooks. Forbes Top 10 Travel Influencer. 2x Winner Best Travel Blog #SATW - 2x winner #NATJA 10krs of adventure in 10k countries/7 continents #blogger #influencer	64	100	132.9k	17	34	0.9

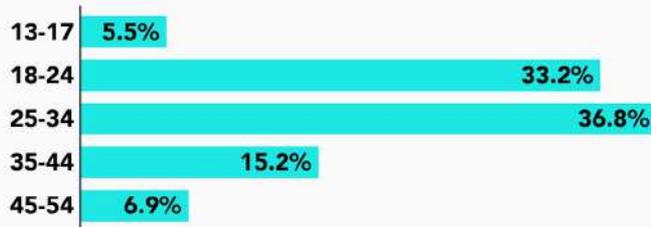
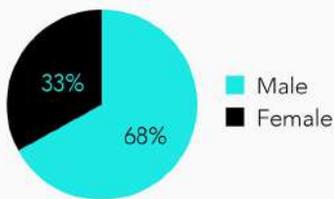
Example insights from talent partner Gleam Futures

YouTube Demographics.



The Lean Machines
youtube.com/TheLeanMachines

	UK	27%
	USA	23.2%
	AUSTRALIA	4.2%
	INDIA	3.9%
	CANADA	3.7%



Engagement Rate **4.8%**
Average views per video **10.5k**



Engagement Rate **3.6%**
Likes **123k**



Engagement Rate **3%**
Engagement per image **3.3k**
Opens per story **9.2k**

Negotiation and contracting influencers

Process

- 1. Briefing** – Spending the time to accurately brief chosen influencers is the best way to ensure success of influencer campaigns. We may not have full control over the content that our collaborators produce but an accurate brief ensures that the influencer produces content that echoes the brands goals, tone of voice and content style.
- 2. Contracts** – Our influencers sign contracts drawn up by our legal team to ensure that each party is clear on the campaign requirements and will always uphold their end of the bargain.
- 3. Delivery** – We'll assist with the delivering of content from the influencer to the brand. This means we'll share previews of the content to come (where this has been shared with us) as well as send finalised content.
- 4. Reporting** - We don't just report on the face-value metrics. We'll also cover the 'hidden' statistics from both the influencer and the brand's channels so that you can truly see the ROI from your influencer marketing campaign.

Legal standards

We know the rules and so do the influencers we collaborate with...

- 1. Fully disclosed partnerships** – It is a legal requirement for all adverts and brand partnerships to be disclosed as such when published
- 2. Mark content as adverts** – The ASA (Advertising Standards Authority) have clear definitions of this which includes gifting and free stays
- 3. Disclosure above the fold** – Brand partnerships need to be above the fold of the content so that users can clearly see the type of content before they engage with it
- 4. Paid content has nofollow links** – Any links to your brand will be Google compliant and marked with "nofollow" tags. Follow links can be achieved through Digital PR campaigns

Campaign roadmap



Reporting during and post campaign

Thorough reporting is essential to truly prove the success of an influencer marketing campaign. We don't just stick to the face-value statistics, we also deep-dive into the back-end influencer statistics— their reach, engagement, their follower increases, a qualitative analysis of their comments etc.

We then look at what this has changed for the brand. We'll look into your social media statistics to see what we can attribute to our influencer campaign— have you had a spike in instagram followers? Have we helped your brand or campaign hashtag to trend?

Beyond social media statistics, we'll also make use of unique tracking links so that we can track any referral traffic our influencer has driven to your site. If there is a product involved, we might suggest giving our influencers a unique product discount code so that we can be sure the influencer is driving the ROI that you're looking for.

It doesn't just stop there. We believe that influencer marketing should be part of your wider digital marketing strategy and so we might also recommend using your site's tracking pixel to retarget the new audience that our influencer has brought in via our paid social services.

Campaign Report - YouTube

Trending

by Views, Watch Time & Shares



Top Videos Watched

Title	Watch Time	Views	Shares
South East Asia in 30 days	00:01:47	20	
How to pack light with Antler Luggages	00:06:03	28	
Flying First Class with Thai Airways	00:06:57	21	
Monthly Vlog January	00:10:57	16	
Topshop Shopping haul	00:10:21	7	
Gifted by MAC: Trying the products	00:10:05	5	
Top things to do in Budapest	00:10:54	6	
Monthly Vlog September	00:08:02	4	

1-8/471 < >

Likes Added & Removed



Dislikes Added & Removed



Subscriptions Added & Removed



User Comments



Video Comments



Case study: Soap & Glory 'Festival ready'



#bigpinpin
My Music Festival Prep | Andrea Russett
268,232 views • May 13, 2016



#bigpinpin
Festival Make Up Tutorial | Andrea Russett
486,852 views • Jun 11, 2016

Challenge

Soap and Glory had good traction in the UK, but wanted to drive brand awareness and sales in the US market. They were looking for an innovative way to engage a millennial audience.

Strategy

We partnered with Andrea Russett, a Hero influencer with over 3 million followers across all social channels. After reviewing the audience data and calculating Andrea's engagement score of X, her close knit audience of 18-34 year old females proved perfect for an influencer partnership. We flew Andrea and her friends in first class to 5 music festivals over the summer, where she created 5 hero vlog pieces for her YouTube channel as well as supporting posts across Instagram and Facebook - incorporating the Soap & Glory products into her 'festival ready' routine.

Results

- 1.4 million views of YouTube content
- Contributed to a 44% uplift in sales over the following 3 months

Case study: Premier Inn 'A great place to start'



Challenge

Premier Inn is one of the most popular hotel chains for short breaks across the UK thanks to their convenience and great value. As a brand, they know that they may not be the 'ultimate destination' and so they wanted to position themselves as a great place to start whatever your passion.

Strategy

We partnered with six influencers – from microbloggers to vloggers and tv presenters – across six different passion points that drive travel. For each influencer, we organised a stay at a different Premier Inn across the UK. Each were then able to explore their location and pursue their passion to inspire the creation of content both for their own channels and to sit on a Premier Inn hosted content hub.

Results

- Overall influencer engagement rate of 30% and conversion rate of 2%
- Campaign delivered 14x return on investment for Premier Inn

Case study: Thai Airways 'Beyond Thailand'



Exploring Bali - What To Do & Where To Stay! | xamelix
6,193 views · Aug 9, 2018



Challenge

Thai Airways wanted to change the misconception that they only provide flights to Thailand and so chose to partner with influencers to raise awareness to their other destinations.

Strategy

We partnered with two micro-bloggers with a presence across Youtube, Instagram (and other social media) to liaise a press trip to Bali. Influencers were flown first class on a wellness-themed Indonesian break courtesy of Thai Airways to produce a stream of content for both Thai Airways and for their own audience. By sharing with their engaged audiences, our influencers were able to broaden the awareness not only of the brand but also of their destination offering.

Results

- Together, our influencers shared 4 vlogs, 5 blog posts, 13 Instagram posts, daily social media stories and 2 facebook live vlogs with their combines audiences.
- Influencer content gained an average engagement of 3% on Youtube and 2.3% on Instagram

Glossary

The rise of social media and influencer marketing has given birth to an entirely new language, with words and phrases being coined on a weekly basis. For marketers, there are some vital terms to understand when discussing the influencer marketing channel:

Influencer - a person who possesses a highly engaged audience and the ability to influence that audiences more than the average person

Creator - a person that develops original video content for social channels and who consider this their livelihood (for the purpose of influencer marketing as a digital marketing channel, we consider Creators influencers too, albeit with a much higher production quality!)

Engagement rate - a social media metric used to describe the amount of interaction, such as likes, comments and shares, that a piece of content receives

Follower - a social media user who chooses to see all of another user's posts in their content feed on any given platform

Hero influencer - someone with 100,000+ followers

Instagram live - this lets you broadcast video to your followers in real time, but they can only watch while you're streaming

Instagram story aka Instastory - a feature where users can capture and post related images and video content in a slideshow format

Micro influencer - someone with 10,000-100,000 followers

Nano influencer - someone with a few thousand followers

Vlog - a video blog, often a channel updated regularly on YouTube by a Creator. Creators can incorporate a brand in their vlogs in a number of ways, directly reviewing products, or creating brand-themed entertainment (check out our Soap & Glory case study on page X).

Blog - a platform used mostly by micro influencers to update their audience on relevant updates/ products and offer advice in their niche. An influencers blog may be based on beauty, fashion, parenting, travel etc.

Thank you

For more information please get
in touch with:

sean.guy@kaizen.co.uk

