



Influencer Marketing Continues To Change.

PARTNERSHIPS THAT DRIVE SUCCESS.



What You Need To Know About Influencer Marketing

Influencer marketing is not a new marketing strategy. In fact, word-of-mouth is one of the oldest ways to spread the word about your brand. Influencer marketing is the process of partnering with influential leaders to distribute a brand's message to a larger market. This can happen through paid or unpaid relationships.

What's changed about influencer marketing are the many ways that influential people can spread the word today. By endorsing your brand's message, these people can build brand engagement and increase consumer loyalty both on and offline. Whether an influencer is advocating for a local issue or persuading someone to purchase a product, they hold authority in their community and lend authenticity to brands that align well with their own brand.

Influencers are as diverse as the communities they lead. For marketing, they can be segmented across a wide spectrum of niches, platforms and areas of expertise. "Influencer" is an all-encompassing term that includes digital and non-digital leaders. Bloggers, social media influencers and brand ambassadors are just a few identifiers used by marketers. An "Instagram mom" or podcast host may hold as much sway as a conference moderator or lifestyle coach. It depends on how each individual influencer defines themselves, the following they attract and the impact of their reach.

With a **predicted industry¹** value of **\$6.5 billion** by the end of 2019, influencer marketing is certainly here to stay.



How To Integrate Influencers Into Your Marketing Campaigns

A recent report² from Linqia.com outlines how brands are increasing influencer budgets in 2019. Of marketers surveyed, **66%** reported they run more than three influencer campaigns per year, and **74%** said they currently use influencer content on their brand channels.



THE BOTTOM LINE?

Sponsored social content is far from the only way to work with influencers. Integrating diverse influencer tactics into marketing campaigns can lead to results that drive action.

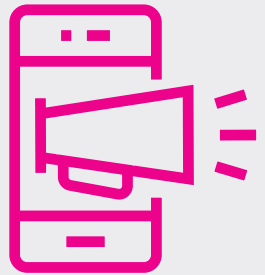
2. The State of Influencer Marketing 2019, Influencer Marketing Joins the Big Leagues, Linqia

So, how can influencers be integrated into marketing campaigns in effective ways?



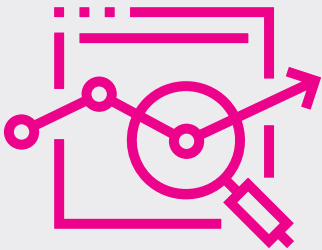
OWN ENGAGING CONTENT

Brands can partner with influencers on content for their owned channels, like social media and blogs. This has the potential to increase engagement with the following those brands have already built. In some cases, they can rely on influencers' expertise to produce original photography and videography that complements the brand's tone and style.



EMBRACE NEW VOICES

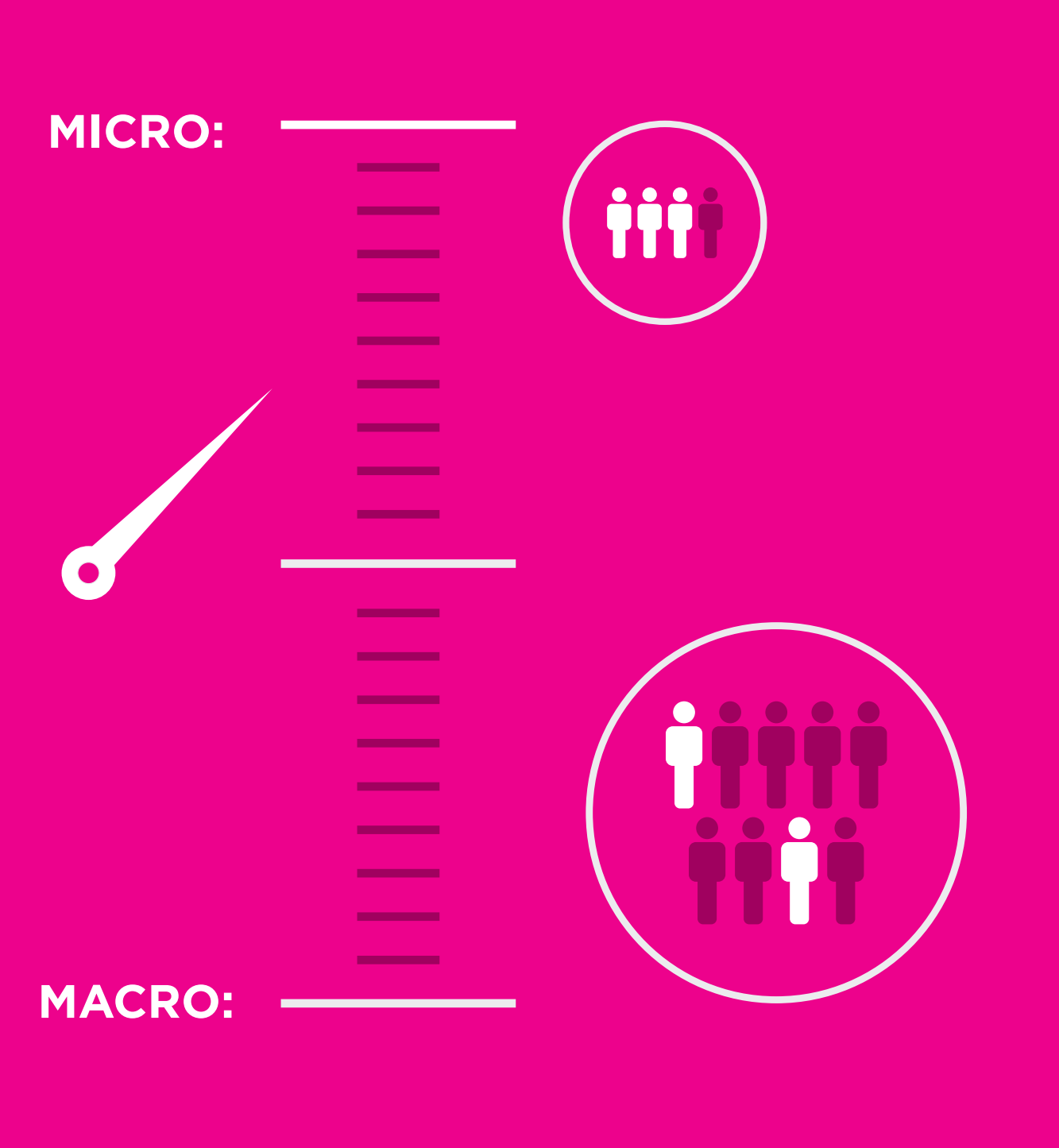
Influencers can also be integrated into earned marketing tactics, like speaking opportunities and media relations. A brand may invite them to speak on their behalf about experiences with their products or services. This can take many forms, from an interview on a local TV outlet to an op-ed in a national newspaper.



BOOST PAID CAMPAIGNS

Brands can feature influencers in their paid ad creative, as well. For example, engaging influencers to create testimonials can be used in sponsored Instagram posts. These efforts can be coordinated with existing campaign plans, using taglines or incorporating other key campaign elements to boost their effectiveness and expand their reach.

Breaking Into The Influencer Industry



“Micro” and “macro” categories represent the tradeoff between engagement and reach. A smaller audience is more likely to engage as a community, while reaching a larger audience offers valuable exposure.

There are no set categories for today’s influencers, but some industry terms have emerged. Some companies use the term “**nano-influencers**”. And you’ve probably heard the popular term “**celebrity**” influencer.



OUR FRAMEWORK

Moore’s framework begins by categorizing influencers on a spectrum from “**micro**” to “**macro**”. By our broad-strokes definition, micro-influencers have a smaller following or more narrow reach and receive higher engagement, while macro-influencers reach a wider audience but typically receive lower engagement.

Audience size is just one way to think about the categorization of influencers. Micro-influencers are great for reaching a highly specific audience. For example, if your brand has a high degree of relevance to a certain industry (e.g. university education) or geography (e.g. a state capital region).

Macro-influencers, by comparison, typically have a larger, more diverse following and generally cost more to partner with. In the early days of influencer marketing, marketers deployed one-time engagements with macro or celebrity influencers. This allowed them to reach a large swath of their target audiences in one activation.

While these kinds of macro-influencer activations can still be an effective top-of-funnel marketing tactic, [brands have shifted](#)³ to working with more micro-influencers. As influencer marketing continues to grow in popularity, meaningful engagements are produced over the course of multiple campaigns and across the consumer lifecycle.

How To Approach Influencer Relationships

Beyond the categorization of micro- and macro-influencers, some brands refer to the influencers they partner with as **“Brand Ambassadors”** or **“Brand Advocates”**. These titles are usually unofficial, but indicate stronger, longer-term engagements.



TRUE PARTNERSHIPS

In a market that demands more authentic advertising and transparent brands, there continues to be an emphasis on the importance of elevating influencer relationships.

Here are some examples you can use as a starting point for influencer engagements that tie into your brand’s identity and messages:



BRAND INFLUENCER

May publish original content or receive branded content to publish on their owned channels. Can range from a one-time endorsement to a year-round partnership.



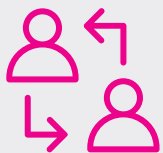
BRAND AMBASSADOR

A more than a one-time engagement. Activations may reach beyond digital with potential for in-person events, speaking engagements, thought leadership op-eds, etc.



CUSTOMER AMBASSADOR/BRAND ADVOCATE

Shares based on a genuine belief in a product or brand. May not be a paid relationship because they are naturally inclined to share about their experience.



CO-BRANDING PARTNER/CROSS-BRAND COLLABORATOR

Leverages an influential brand versus an individual. An opportunity to band together and advocate for an issue or influence a decision. Moore considers this a core tenant of advocacy.

The title used is less important than the role an influencer serves to meet different project requirements and reach different audiences. Today’s influencers self-identify in a variety of ways. When entering into partnerships with influencers, we focus on learning their strengths, attitudes and how they see themselves in crowded industries. Whether they are content creators, experts, thought leaders or social media stars, it’s important to approach each relationship as a true partnership.

It's Fundamentally About Partnerships

While influencer marketing is top of mind for beauty and lifestyle brands, it should be a consideration for all industries. Our firm has worked with clients such as the Florida Prepaid College Savings Program and Ford Motor Company to build and activate influencer campaigns. A critical step is determining if influencer authority can contribute to a brand's primary business goals. No matter the industry, influencers are already speaking to your target audiences. Can they help you participate in a bigger share of the conversation surrounding your brand product or service?

#1 Select authentic influencers.

Authentic partnerships allow for stronger sponsored content that is more likely to be engaged with and acted upon. Consumers can tell the difference.

Digital audiences are savvy content consumers and appreciate seeing humanized brands that relate to their daily life. Strategic identification and data-driven selection has never been more important. Establishing a clear set of vetting criteria that, at a minimum, addresses the following ensures you select the right influencers whose audiences matches your brand:

- **Do their followers match demographics like age, gender, education and income level that your brand is looking to reach?**
- **Do their followers seem to be genuinely engaged? Or are there signs of fake followers, such as lots of comments, that don't make sense?**
- **Do they have potential to grow their audience over the course of your engagement? If so, will the terms of your agreement change?**
- **Do they charge a rate that fits within your budget? What type of commitment are they willing to make for that price?**
- **Do they have experience creating on-brand content? How would they tie their personal story to your product or service?**
- **Have they engaged with the brand? Do they believe in the product or service?**

Once you've selected the appropriate influencers, work to build long-term relationships with them to enable more distinct and meaningful content creation.



MOORE TIP

There are vetting and identification tools that can help make this process efficient and stress-free. These tools allow marketers to use keyword searches and audience filters to identify influencer matches for brands. With real-time social monitoring, the tools streamline campaign tracking and optimization as well as provide comprehensive reporting on individual influencer and campaign results.

MOORE EFFECT:

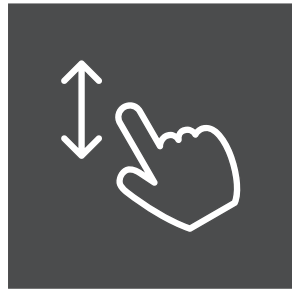
For more than a decade, Moore has worked with Ford Motor Company to leverage influencers throughout the country. The effect? Aligning with community initiatives and strengthening brand sentiment and purchase consideration. As an example, Moore identified influencers in the parenting niche to closely align Ford with families. Focusing on key milestones—summer family road trips, seatbelt safety, college visit trips and drunk driving prevention—top local parenting influencers bridged the connection between Ford and parents' daily lives. The content they shared increased seasonal sales and brand sentiment. These influencers have also helped us secure a 30% share of voice and exposure for Ford Motor Company. That's more than Toyota and Honda combined, placing Ford in the No. 1 spot for share of voice within U.S. based media.

#2 Pay attention to social platform trends.

Understanding how influencers perform on each social platform is key to determining where they will most effectively reach a brand's target audience.

For example, if an influencer is largely reaching teenagers through their Instagram sponsored content vs. the parents the brand wishes to reach, that influencer may not be the best match **on that platform**. Don't get swept up by a strong following and high engagement numbers. With a deeper understanding of your influencers' communities by platform, you can ensure your influencer campaign is designed to meet your goals.

The most effective platform can vary widely depending on the goal. If your brand needs increased awareness, or if you're looking to encourage direct action, that could mean the difference between a video testimonial or an exclusive affiliate link. Affiliate links are trackable links created to be shared and drive traffic to a webpage. By sharing this link exclusively with an influencer you will be able to tell how much traffic they are able to drive, and ideally, how that traffic converts.



MOORE TIP

Instagram stories and their “swipe up” feature are a great tool for the right influencer-sponsored content. According to a 2018 [Klear](#)⁴ study where over 2.1 million Instagram sponsored posts were analyzed, 1 in 3 was an Instagram story. Brands will continue to evaluate how voice search, Facebook stories and augmented reality can play a role in influencer marketing strategies.

MOORE EFFECT:

Our client, Florida Prepaid College Plans, sought to increase new plan sales after a historic year of program changes. The challenge? Get the word out to Florida families about significant improvements to their tuition plans. Over the last 5 years, Moore has built a network of more than 60 influencers across the state. These influencers used their platforms to share Florida Prepaid’s story and value with their parent-centric audiences.

This past year, each influencer was evaluated based on individual platform strengths and given a customized social promotion plan in order to reach our target audiences. Through influencer blog posts, social shares and bilingual Twitter chats, we have directly contributed to over 10,000 plan sales. We continue to elevate Florida Prepaid’s influence program driving plan purchases through increased Instagram posts and stories, additional Facebook budget boosts and more ambassador engagements.

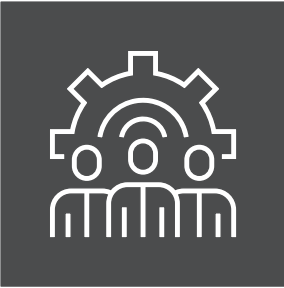
4. We Analyzed 2,113,307 Instagram Sponsored Posts And This Is What We Found, Klear, 2018

#3 Move beyond digital content.

Digital influencers continue to move the needle on business goals. But brand ambassadors live in the real world, too. Tapping into multiple aspects of the influencer’s lifestyle is key to demonstrating authentic partnerships on and offline.

You can build upon your digital influencer’s success by elevating them to full brand ambassador status. With the right training, they can participate in media interviews and event speaking roles on your behalf. While not required, another way to enable influencers to more effectively reach and engage audiences is to entrench them in your business planning and make them part of the strategy setting process. They will have a deeper understanding of who you are trying to influence or inspire.

Keep in mind that influencers don’t have to be successful on digital channels to become a brand ambassador. Consider asking employees, board members, local leaders or experts in your industry about partnership opportunities.



MOORE TIP

A recent report from [Sprout Social](#)⁵ outlines the rise of employee advocates as a way to outshine other brands that have resorted to inauthentic influencers. Who else knows a brand better than its own employees? When your team members have great content ideas, encourage them to create and share those ideas as branded content.

MOORE EFFECT:

In a recent campaign, Moore engaged established mom influencers to participate as ambassadors for our client, the City of West Palm Beach. This role included attending local events to promote the downtown during a period of revitalization that included light construction. Through fun events near the popular shopping and dining area for families, including an interactive parade and a construction-themed cruise along the West Palm Beach Waterfront, influencers and their kids became advocates for the local construction disruption. The influencers highlighted creative ways the City was making construction, something that typically receives negative feedback from locals, fun and educational for residents and tourists. Leveraging influencers to go beyond digital content and interact with your brand in their community is an excellent way to build brand loyalty and support among followers or potential customers.

5. 7 Social media trends to watch in 2019, Sprout Social

Getting Started With Influencer Marketing

One thing to remember about influencer marketing is that there is no blanket strategy or pricing – it will vary across industry segments. There are, however, some across-the-board ways to prepare for your first influencer campaign.

First, create a roadmap. A roadmap is an outline for you clearly identify your target audiences and illustrate how influencer campaigns can align with your overall marketing goals. Utilize these 5 tips to start strong with consistent messaging and a way to track your success:

- 1. **Outline campaign goals, objectives and KPIs to measure before launching.**
- 2. **Understand your audiences’ mindset.**
- 3. **Establish creative direction with content guidelines.**
- 4. **Connect content ideas to specific challenges or opportunities.**
- 5. **Decide level of engagement with influencers based on your timeline and supporting resources.**

Before conducting outreach and building new relationships for your influencer campaign, develop some valuable content. Thinking through your audience’s interests and challenges will ensure your content is relevant. Setting the style helps guide content development for your brand. With these guidelines you will be able to onboard your influencers with relevant background information on your brand and any specific sensitivities to be aware of.

Next, clearly define what your influencer campaign is aiming to accomplish. Do you want to reach a large audience for brand awareness? Or, is it more important to drive specific interactions on your website? Determining your goals, and whether you have the budget and support for them, is key. Then, create an overall measurement strategy. This is the perfect time to involve your digital team members or solicit the help of a marketing agency. Your goals will inform specific campaign details such as when to activate content or launch outreach, and build engagement.

Remember, influencer partnerships and content can take many forms:



CONTENT CREATION
The process of a brand developing content in partnership with an influencer.



CONTENT SYNDICATION
The process of distributing content across owned, influencer or external channels and mediums.



CROSS-BRAND COLLABORATIONS
The process of engaging with an influencer to develop immersive experiences and products.

Need Help With An Activation?

At Moore, we thrive on creating authentic partnerships with influencers that result in increased brand awareness and purchase consideration. We know first-hand the potential of trustworthy, third-party endorsements that tell brand stories well.

We have worked with clients who are among the first in their industries to utilize influencer marketing. Our focus is on identifying influencers who align well with the brand to bring an authentic voice an engagement. We have proven influencers’ ability to increase product awareness and connect brands with new audiences across industries.

Influencers have the authority to offer authentic endorsements resulting in brand awareness and follow-through. This disruptive type of marketing continues to change and grow. Instead of relying solely on the clout of your brand and current following, influencers help make social media platforms a powerful outlet. Partnering with individuals and other organizations adds another layer of credibility and authenticity to marketing activations.

Each time we build an influencer campaign, we critically evaluate who influencers are reaching and where. Through our network of hundreds of influencers and authentic organic and sponsored content, we know your audiences can engage with your brand in more meaningful ways, and we’re ready to help you find them.



MARY-FRANCES FOSTER, *Senior Account Executive*

As an Influencer Marketing Specialist, Mary Frances analyzes, identifies, negotiates and engages influencers who best align with a brand. Her thoughtful strategy and meaningful relationships with influencers across the country deliver authentic, third-party endorsements and data-driven campaigns to clients spanning multiple industries and products.

About Moore



Moore is an integrated communications agency headquartered in Tallahassee with locations in West Palm Beach, Denver and New Orleans. The agency is comprised of a multi-disciplinary team of experts, skilled in branding, advertising, digital marketing, public relations, media relations, advocacy, and crisis communications. Representing Fortune 500 companies and small organizations alike, Moore get results that matter.

