Identifying and Working with Social Media Influencers

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» What is a social media influencer
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What is influencer marketing?
What is Influencer marketing?

• Influencer marketing focuses on using key leaders to drive your brand’s message to the larger market.

• It identifies the individuals that have influence over potential buyers and orients marketing activities around these influencers.

• So, rather than marketing directly to your target market, you instead inspire /collaborate/ pay influencers to get out the word for you.
What is a social influencer?
Social media influencer

- Celebrity endorsements were the original form of influencer marketing, but now regular people have become online “celebrities” with powerfully engaged social media followings, especially in certain market segments.
- Retail brands like Lululemon and Pura Vida use local “ambassadors” to get their message out to their target markets and create personality around a brand.
- How do they become an influencer?
Why work with social media influencers?
The benefits…

- Social media influencers provide an authentic way to engage with your target audience
- Able to quickly build brand awareness in your market segment
- They are a trusted voice, they have authority and influence in their niche.
- Improve SEO and social media following via high quality links to drive traffic and improve search engine ranking.
- Influencers are great for creating creative content
- Influencers help build a relationship between your brand and their followers (your target audience)
Influencer marketing approaches
Approaches to working with influencers

This will all depend on your marketing/campaign objectives, however you can utilise influencers by:

• Marketing to influencers – to increase brand awareness within the influencer community
• Marketing with influencers – turning influencers into advocates.
• Marketing through influencers – using influencers to increase brand awareness to target markets
How to identify social influencers?
How to identify the right influencer....

Ask yourself:
- Who are you trying to influence/engage with?
- Who do your customers, prospects, and community trust and aspire to?

Think about:
- Relevance - Is the influencer relevant to your brand and market segment? Is their content and messaging aligned with yours?
- Reach - The number of people you could potentially reach through the influencer’s follower base that would bring value to your brand.
- Resonance - The potential level of engagement the influencer can create with an audience that’s valuable and relevant to your brand.
How to find the right influencer….

- Use available tools
- Via local talent management and PR agencies
- Via Instagram
  - Look through popular hashtags that relate to your industry/campaign/area
  - Look at top posts based on your location
  - Find users who have lots of engagements on posts
- You can probably already list the influencers in your area off the top of your head
Tips for working with influencers
Tips....

- Give influencers creative control – they know what their audiences want, and are experts on their followers' needs.
- Look for influencers who match your brand's values, who influence your target market, and who will promote your brand with passion.
- Engage an influencer with dedicated audience engagement. Depending on your objectives, it may be better choosing an influencer with a smaller reach but a dedicated audience than pitching to an influencer with a huge reach with a casually-connected audience.
- Have actionable goals for influencer campaigns
Case study #1
Mt Hawthorn
Instagram launch
Campaign Concept - #LoveMtHawthorn

- Instagram account was @Mthawthorn6016
- The launch engaged with Instagram users and position Mt Hawthorn as a trendy, happening suburb by influencers in the city sharing what they love about Mt Hawthorn
- Engaging with the business community in the area to connect and work together during the disruption, not the usual LG content
Influencer engagement

• Guest Instagrammers - guest Instagrammer “took over” the account and shared what they love about Mt Hawthorn. **PAID**

• Influencer generated content - A post featuring the influencers favourite retailers/restaurants/bars in Mt Hawthorn. **PRODUCT**
Personas of influencers

1. Working Mum

2. Young creative male

3. Trendsetting female
Influencer content – Guest Instagrammers

@sayhellojo shared her weekend adventures, sharing her and her son’s favourite spots in Mt Hawthorn, showcasing local businesses, art and public spaces.
Influencer content – Guest Instagrammers

@bernardmarcelo shared a few of his favourite spots that he frequents with mates, showcasing local eateries and local places of interest, providing a young, edgy, and cool perspective of the suburb.
Influencer content – Guest Instagrammers

@coffeewithme shared her favourite cafes and places to in Mt Hawthorn, showcasing local businesses appealing to a stylish/trendy audience.
Influencer content – influencer generated

Influencer: @perth_gram
Followers: 21.9k
Post Engagement
Likes: 147
Comments: 2

Influencer: @dynamiqueblog
Followers: 5,835
Post Engagement
Likes: 324
Comments: 51

Influencer: @olympiacreative
Followers: 22.9k
Post Engagement
Likes: 207
Comments: 20
Handy tools/resources

Posting Jobs:
• Tribe App
• https://theright.fit

Researching Influencers:
• https://moz.com/followerwonk
• http://appdirectory.hootsuite.com/172/trendspottrforinstagram,
• http://appdirectory.hootsuite.com/162/streamview-for-instagram
• https://socialblade.com
• https://app.buzzsumo.com
• www.klout.com
Handy hints

• Growing your following:
  1. Think about your “customers” or potential customers in the area
  2. Where do they work? Where are your Town/City centres?
  3. “Places” search and interact with these people

• #Hashtags
  1. Creates a way for users to search #cityofvincent #event #campaign
  2. Gives users a sense of unity #lovemthawthorn
  3. Use popular hashtags for your topic/area eg

#lovemthawthorn #mthawthorn#mthawthornwa #perthisok #perthwa#weloveperth #travegram #localtourist#discoverwa #passionpassport #australia#lovelocal #supportsmallbusine
ss#perthygreatness #perth #perthpop#perthlife #perthdaily #perthiggers#instadaily #perths
tagram