



Media Group Online, Inc.

NEW MEDIA INSIGHTS FOR LOCAL ADVERTISERS

Inside Influencer Marketing

As social media has matured and become a powerful and valuable marketing channel for brands and retailers of all sizes, a number of unique opportunities have developed, many organically. One of these is influencer marketing.

Quite simply, influencers are individuals, many of whom are celebrities (or have become so as social media influencers), who serve as brand advocates or niche promoters because they are highly active on social media and generally attract hundreds of thousands, if not millions, of followers.

Maybe, their greatest value is that they cause their followers to act and not just be aware of a brand or retailer. To benefit from influencer marketing, it's vitally important to understand one's target audience and carefully match it with an influencer. For example,

a global pop music star may have millions of social media followers, but since most of them are teens (and probably girls) he or she is unlikely to be a good match for a luxury car brand.

Apparel, accessories and fashion e-commerce sites are probably the largest group of brands/retailers using influencer marketing today; however, it is easy to imagine almost any brand or retailer benefiting from this tool IF the right match is found and nurtured.

A November 2017 survey of marketers and their agencies from Linqia, a company specializing in influencer marketing, found 86% of those surveyed used influencer marketing during 2017, and 92% said it was effective. Based on their successful experience, 39% said they were increasing their 2018 influencer marketing budgets.

Because influencer marketing is a relatively new tool, many of those surveyed said it was difficult to measure the ROI of their influencer marketing programs, so they are more likely to rely on engagement metrics.

How Marketers and Their Agencies Measure the Success of Influencer Marketing Programs, 2017

METRIC	PERCENT
Engagement	90%
Clicks	59%
Impressions	55%
Conversions	54%
Reach	50%
Product sales	46%
Audience alignment	29%
Other	2%

Linqia, November 2017



Social Media and Influencer Marketing

Of course, social media is where influencer marketing programs are implemented and the “influence” occurs. Initially, it may seem a bit surprising the Linqia survey revealed Instagram as the top platform for these programs, exceeding Facebook and YouTube by wide margins, and Snapchat as the least important.

The results of a 2017 study from Mediakix, a leading influencer marketing agency, may explain why Instagram outperforms Snapchat for influencer marketing.

During February and August 2017, Mediakix tracked 12 top social media influencers to determine how often they posted on Instagram and Snapchat for 30 days. Eleven of the 12 posted more Instagram Stories than Snapchat Stories and their average stories per day were 7.6 on Instagram and 3.5 on Snapchat.



Most Important and Least Important Social Media Platforms for Influencer Marketing, 2017

MOST IMPORTANT	PERCENT	LEAST IMPORTANT	PERCENT
#1: Instagram	92%	#1: Snapchat	50%
#2: Facebook	77%	#2: Twitter	50%
#3: Blogs	71%	#3: Pinterest	34%
#4: YouTube	42%	#4: YouTube	28%
#5: Pinterest	39%	#5: Blogs	16%
#6: Twitter	26%	#6: Instagram	10%
#7: Snapchat	22%	#7: Facebook	9%
#8: Other	1%	#8: Other	2%

Linqia, November 2017

Millennials and Celebrity Endorsements

Another November 2017 survey, from Roth Capital Partners, emphasizes why it is so important to be very diligent when asking a celebrity to endorse a brand, product or retail chain on social media. It found that Millennials don't view celebrity endorsements as very influential, especially if it is a one-time endorsement of a product. Long-term use/endorsement of a product has a more positive influence.

Is influencer marketing also an opportunity for local, small- to mid-size retailers and companies? The simple answer is yes, but it requires some study, planning and careful

management of influencer marketing programs. Look for a follow-up New Media Insights Report next month with more details, so you can help

your prospects and clients develop a beneficial influencer marketing program.

US Millennial Internet Users Who Would Be More Willing to Purchase a Product/Service a Celebrity Endorses, November 2017

LEVEL OF AGREEMENT	PERCENT
Agree	7.5%
Somewhat agree	14.2%
Indifferent	31.8%
Somewhat disagree	19.5%
Disagree	27.0%

eMarketer (Roth Capital Partners), November 2017