SURVIVAL GUIDE TO SOCIAL MEDIA INFLUENCERS___

WITH MACROMEDIA UNIVERSITY

Tuesday, February 23rd 2021

TERRITORY___INFLUENCE

macromedia university
of applied sciences

OUR WEBINAR
___SPEAKERS

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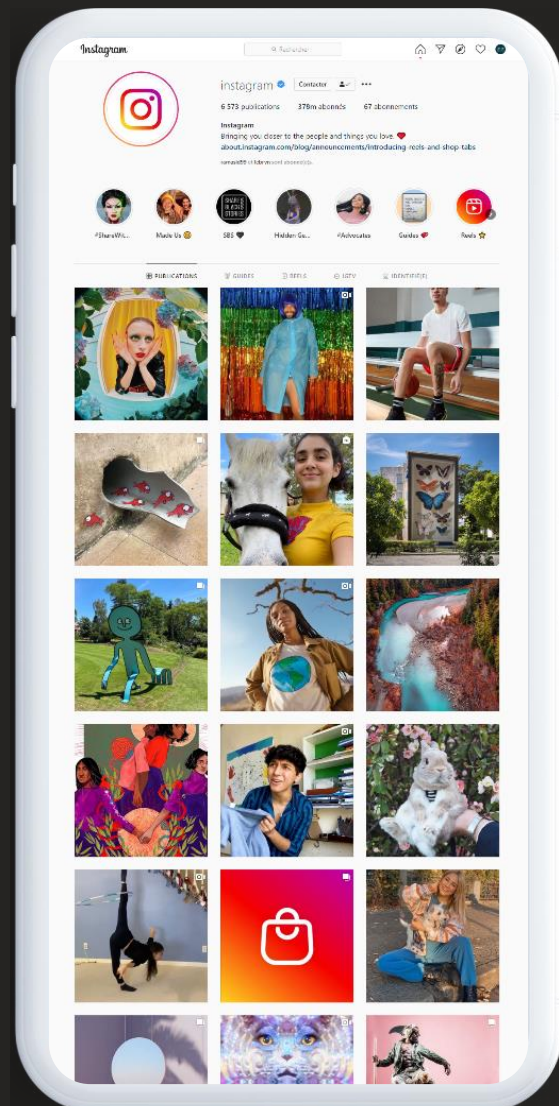**+**

THE DILEMMA FOR BRANDS

A NEW VALUE-BASED APPROACH

THE KEY SOCIAL MEDIA TIPS

LIVE Q&A

● The webinar is recorded. A replay will be shared with you.

___THE #SOCIAL DILEMMA FOR MARKETERS

CONTEXT▬

Influencer Marketing has turned into a strategic element in most brand media plans, however many advertisers and agencies still struggle to make the right decisions when it comes to...

▬ Platforms

Instagram or Tiktok?
Facebook or Twitter?
Youtube or Twitch?
Snapchat or Triller?
What about Pinterest and Clubhouse...?

▬ Content

Photos, videos, reviews...
From newsfeed posts to stories or live events?
Short or long-term collaborations?

▬ Profiles

Star, Macro, Micro and/or Nano influencers: **should you prioritize reach or engagement?**

THE CLASSIC AUDIENCE BASED TYPOLOGIES

Nano Influencers

Consumers who love to recommend products and services to their personal offline & online networks.

Up to 1,000 followers

Micro Influencers

Content creators who can generate organic or paid online reach among their engaged online communities.

From 1,000 to 100K followers

Macro Influencers

Professionals who have a powerful audience on specific or lifestyle topics and produce premium brand content.

More than 100K followers

Star Influencers

Celebrities who can associate their image and values with a brand. Depending on how they got famous, online audiences may vary **from micro to macro.**

MIXING OPTIONS ENABLE REACH AND ENGAGEMENT BENEFITS

ENGAGEMENT

REACH

+

Influencer Content Boost

Retargeting of Engaged Audiences

Look-alike Audiences for Digital Ads

BUT HOW TO ENSURE YOUR CAMPAIGN EFFECTIVENESS?

No Fit with Audience Values

Value-Audience Fit*

Construct	Mdn	SD	Mdn	SD
Affective response	1.13	1.34	4.75*	1.01
Attitude towards Ad	2.27	0.86	5.31*	0.95
Attitude towards Brand	2.46	1.00	5.79*	1.20

x2.35
BRAND IMPACT BY MATCHING **VALUES**

AIR TAKES YOU THERE

For once, Don't Do It.

——— A NEW #VALUE-BASED APPROACH FOR INFLUENCERS

SURVEY METHODOLOGY OF MACROMEDIA UNIVERSITY

Questionnaire with 33 motivational items sent in Aug/Sept. 2020.

46.647 respondents from Germany, England, Poland, France, Spain, Italy and USA.

Identification of four higher-level factors: „Need for Attention", „Altruism and Empowerment", Self-Disclosure", „Money and Revenge".

High intercultural stability of factor-solution (average **Cronbach's alpha = 0.90; average KMO = 0.96).**
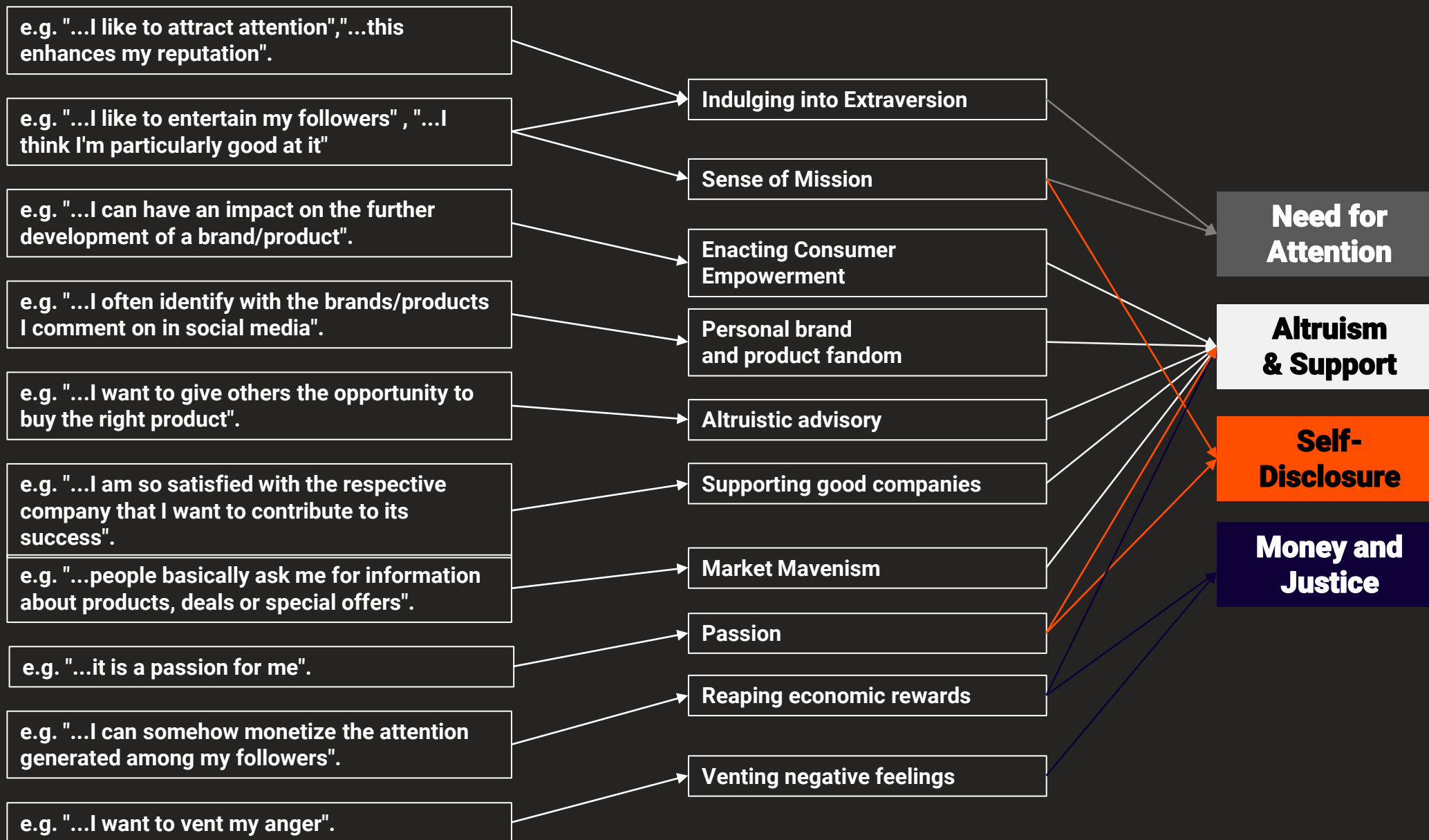
5 VALUE-BASED TYPOLOGIES TO GUIDE YOUR DECISIONS

THE POSER
22,5%

THE WORLD-CHANGER
16,6%

THE EXPERT
19,7%

THE RATIONALIST
28,3%

THE STORY-TELLER
12,9%

THE POSER___

[22,5%] „The Poser" is a frequent type of influencer that is outgoing, open for new collaborations and to be in the spotlight.

+

Scores high on „Need for Attention"

Likes to show off his skills

Wants to improve his reputation

Likes to get in contact with other people

THEY'RE LIFESTYLE INFLUENCERS

- **73%** enjoy gaining attention from like-minded people by informing them of topics that are related to their real life.

- **74%** want to share their experience to guide product decision-making. It's getting a passion for **67%** of them.

- Their favorite channels are oriented to "photo-sharing":
    1. Instagram
   2. Snapchat
    3. Pinterest

WHAT DOES IT___
MEAN FOR BRANDS?

——— Posers are not limited to specific content types when working together with brands – and are up to **various collaborations** as they're mostly "lifestyle".

——— Brands should value them and **provide benefits (e.g. events)** that help to boost their reputation in order to optimize the effects of brand communication.

——— Social boost, especially for micro influencers (< 100,000 followers), is a good **'win-win' opportunity** for Posers and brands to increase their visibility.
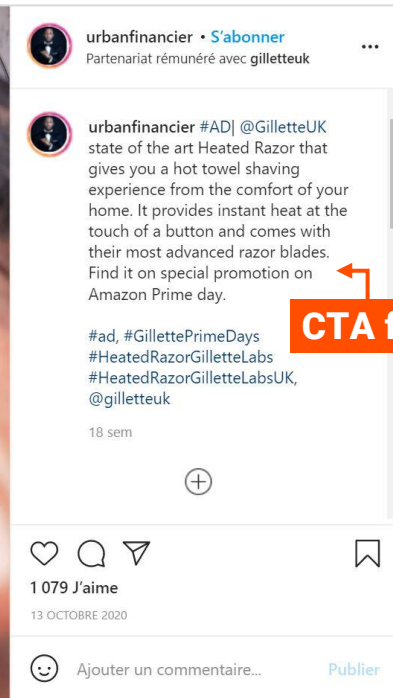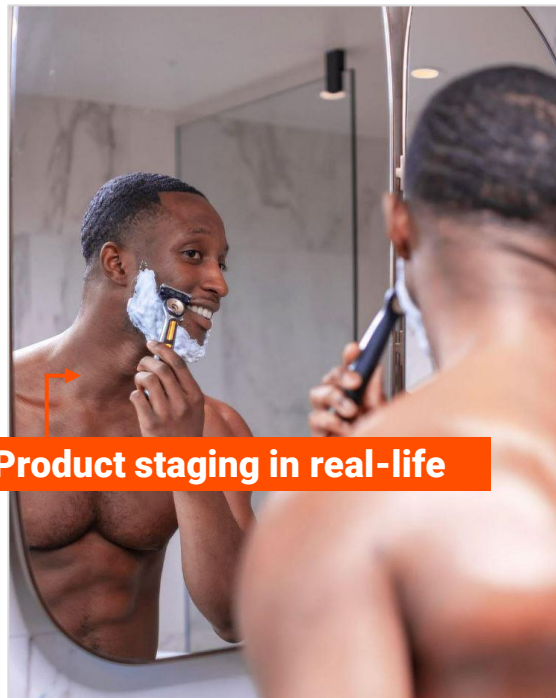
CASE STUDY: #LAVAZZA

- 6 micro & macro influencers, including **@claudiaskop**, presented the new Iced Coffees in an urban set-up.
- Strong "Need For Attention" enabled content sponsoring boosting impressions by **x14 with 1.9Mio.**


Lifestyle & Fashion Addict

Know-how sharing and regular Q&A

Product tips to guide her followers
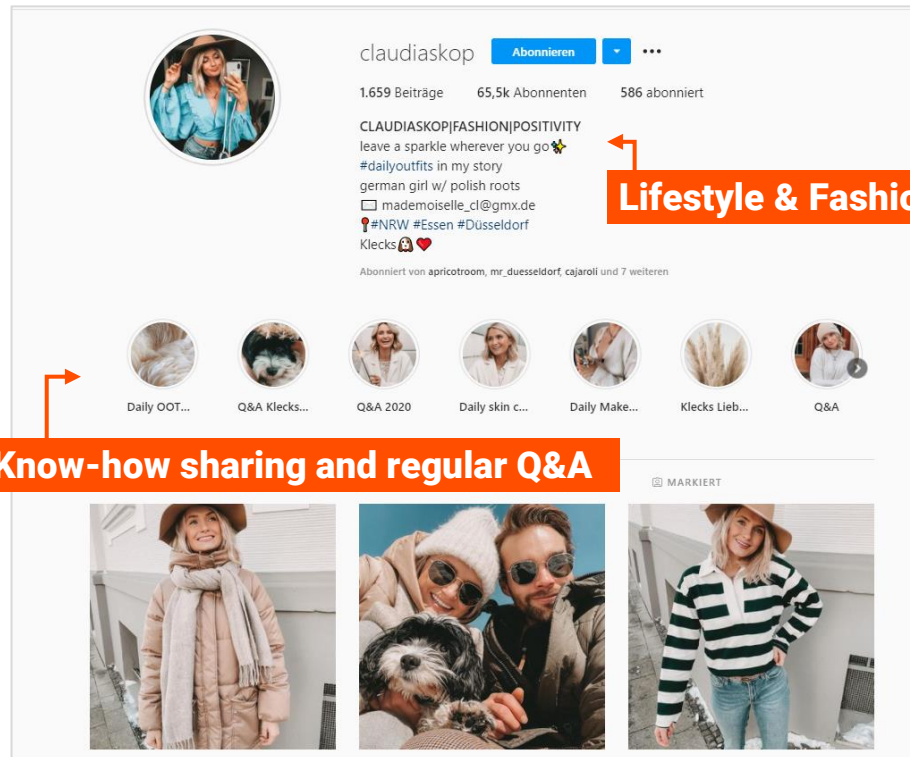
CASE STUDY:
#GILLETTE

- Before Black Friday, 240 micro influencers got activated in 3 countries on **Instagram and Linkedin**.
- Product endorsements were driven on social media, as well as, traffic to e-retailers like Amazon.

Product staging in real-life

CTA for Amazon

Humorous tone to demonstrate product effectiveness
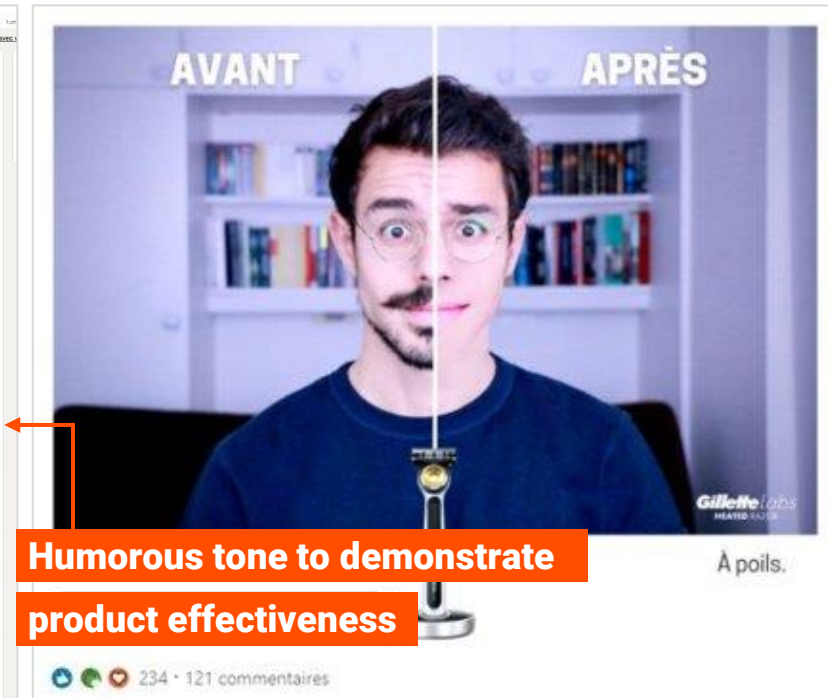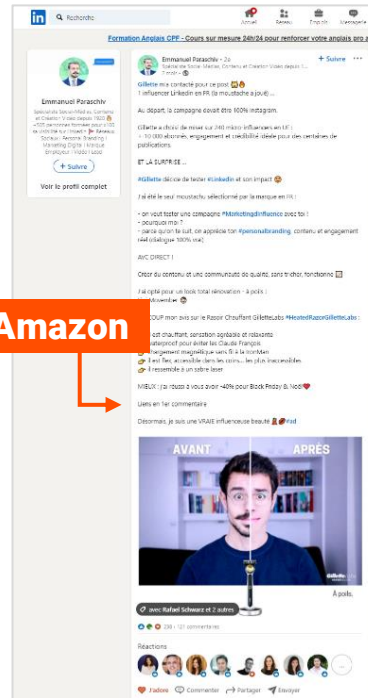
THE WORLD CHANGER ——

[16,6%] The „World-Changer" is relatively rare and is mainly motivated by his own values and a sense of responsibility.

+

Scores high on „Altruism and Empowerment"

Likes to support „good" brands

Wants to help other people make right/better decisions

Likes to have influence on change for the better

THEY'RE REAL
DO-GOODERS

- **92%** want to support "good brands" and actually help them to be successful if satisfied with their products.

- **88%** are really driven by the power to give their communities the opportunity to buy the RIGHT product.

- Their favorite channels are pretty mixed:

  1. Instagram
  2. Twitch
  3. Twitter

WHAT DOES IT——
MEAN FOR BRANDS?

—— Brands that want to work with World Changers need to make sure they have a strong CSR approach and underline their "positive impact".

—— Products will be intensively analyzed, thus brands should not engage in greenwashing but live their own (real) values in a transparent way.

—— Recognition is an important point for this typology, which is used to being solicited at all costs from brands that take advantages of their engagement.
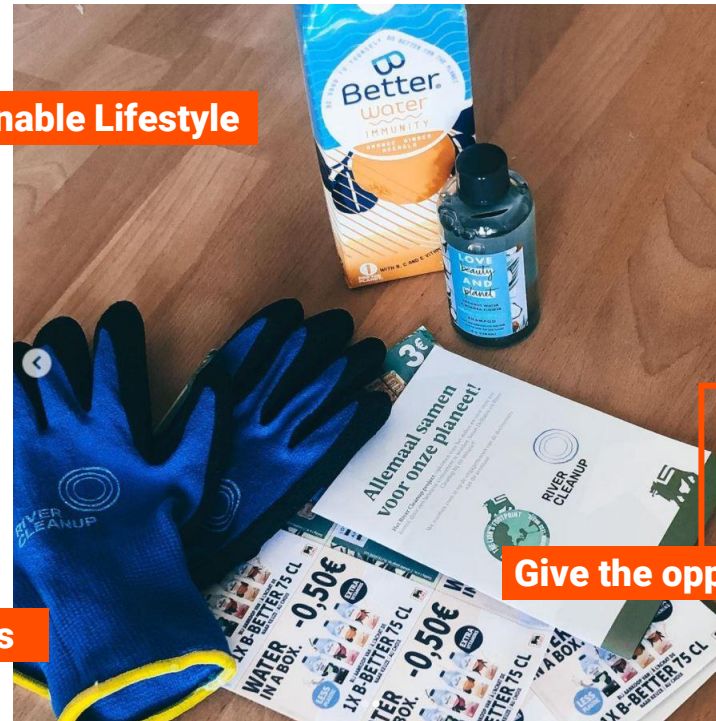
CASE STUDY:
#DELHAIZE

- 850 nano & micro influencers, including **@balanced.happiness**, took on the #RiverCleanUp challenge.
- Their organic engagement generated over **275K impressions online**, **50K contacts offline** and thousands of **consumer insights** for the retailer (Delhaize) and its brand partner: Unilever.

Healthy & Sustainable Lifestyle
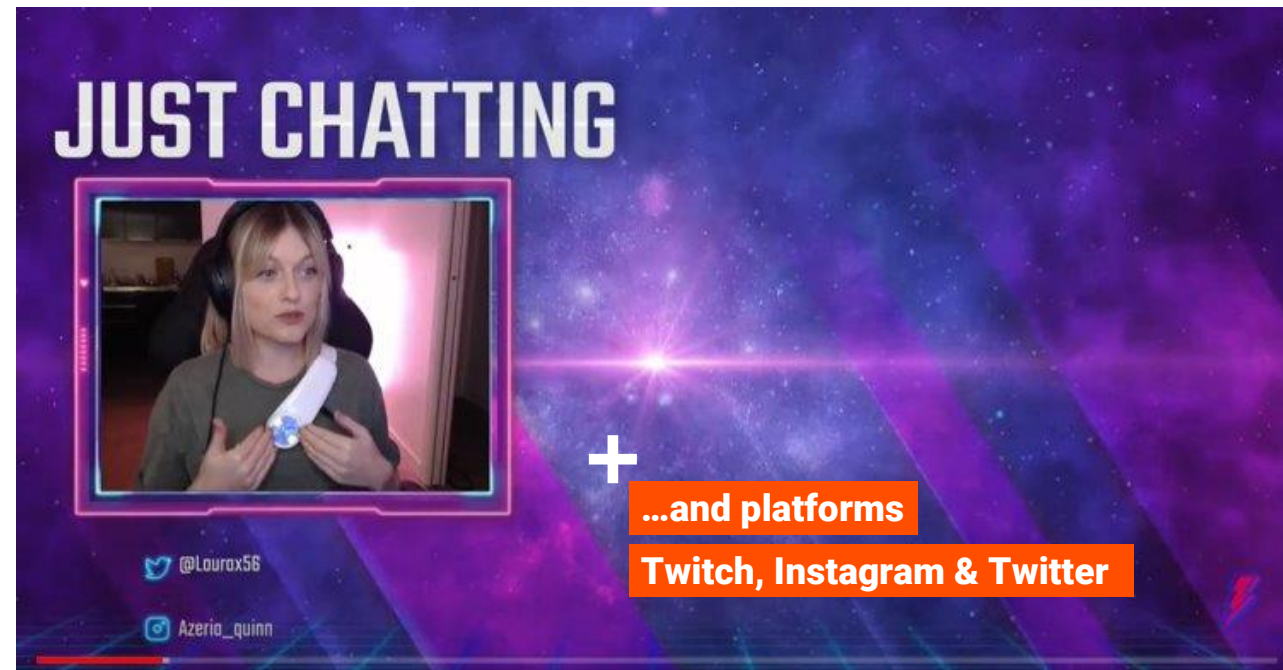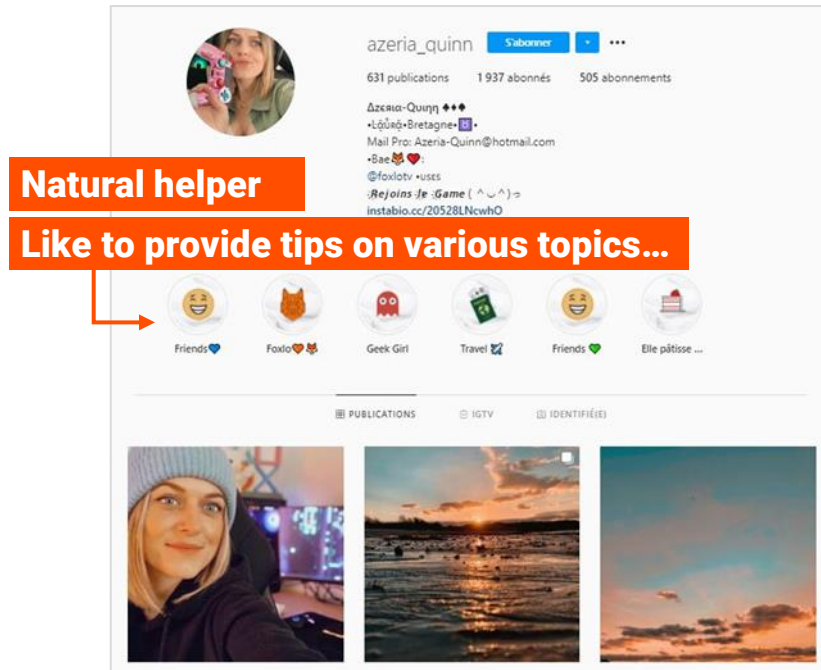
Support brand CSR & zero waste actions

Give the opportunity to buy the RIGHT products

CASE STUDY:
#BASSME

- 30 nano & micro influencers, including **@azeria_quinn**, supported a local start-up of high-tech.
- They improved the gaming, music and movie experiences of their network while helping a small brand to become successful by publishing over **60 social posts, streamings and e-shop reviews**.

Natural helper

Like to provide tips on various topics...

...and platforms

Twitch, Instagram & Twitter

THE EXPERT___

[19,7%] „The Expert" is an informative type that is supporting and well versed on a topic that means a lot to him.

+

Scores high on "Altruism & Empowerment"

But also on „Need for Attention"

Wants to improve the products he likes

Likes authentic communication

THEY'RE TOPIC SPECIALISTS

- **88%** like to show their expertise and share their opinion, especially to influence on further improvement of a brand or product for **92%** of them.

- **75%** think their activity reflects the qualities they like about themselves, but they do it first for sharing: **80%**.

- Their favorite channels are pretty mixed:
    1. Instagram
    2. Linkedin/Twitter
    3. Youtube

WHAT DOES IT_____
MEAN FOR BRANDS?

—— Brands need to provide more in-depth information about their products and specific features when collaborating with Experts.

—— Experts can be supportive but giving up control over brand communication during the briefing and approval phase will be quite important.

—— Marketing and R&D teams can benefit from substantial influencer and community feedback in regard to product development.
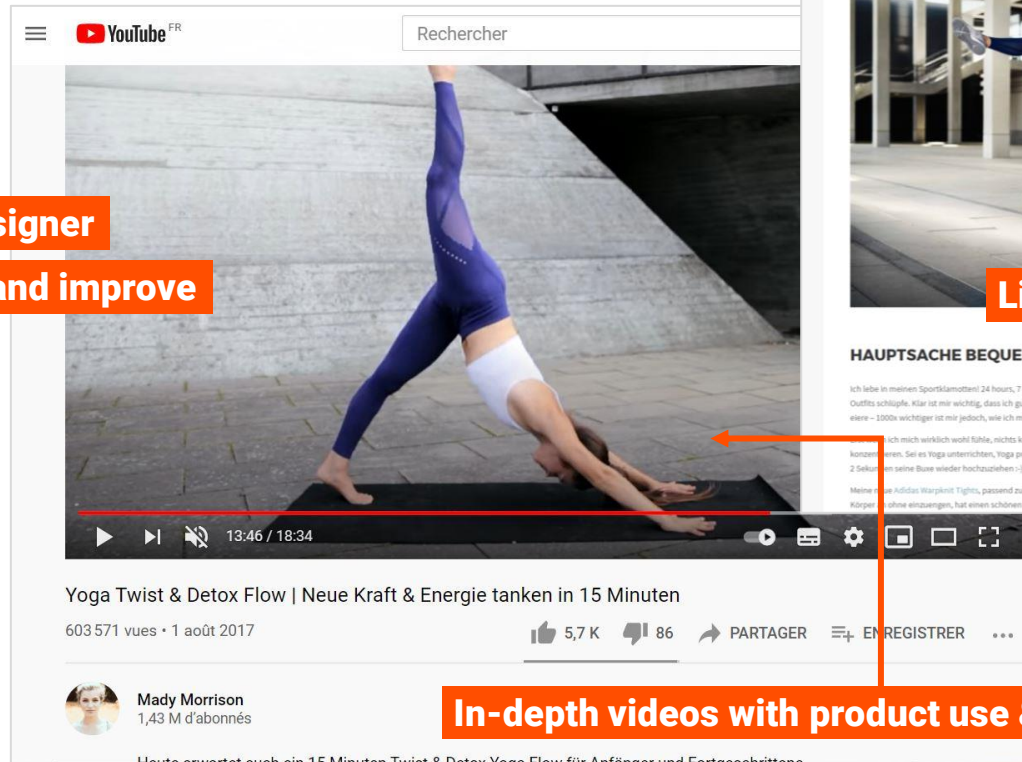
CASE STUDY: #ZALANDO

- Yoga star influencer, **@MadyMorrison**, was the new face of the Adidas Wanderlust campaign on Zalando.
- Her followers got educated through 10 content on Youtube, Instagram and JOLIE with a **10% interaction rate**.
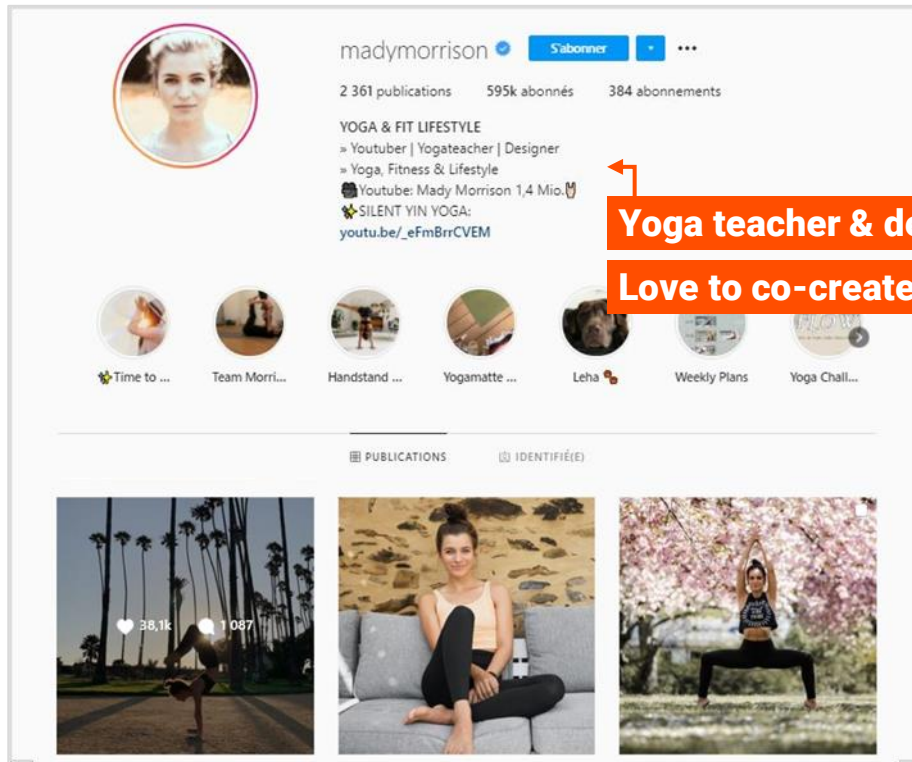
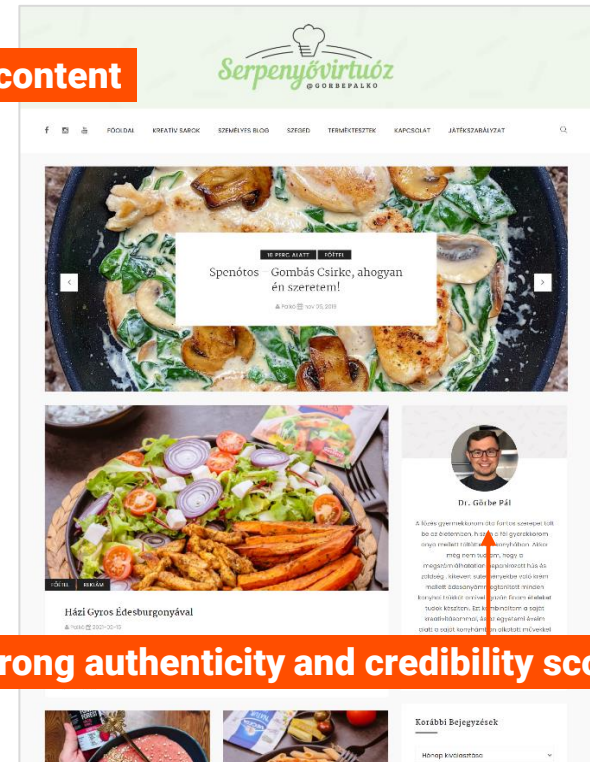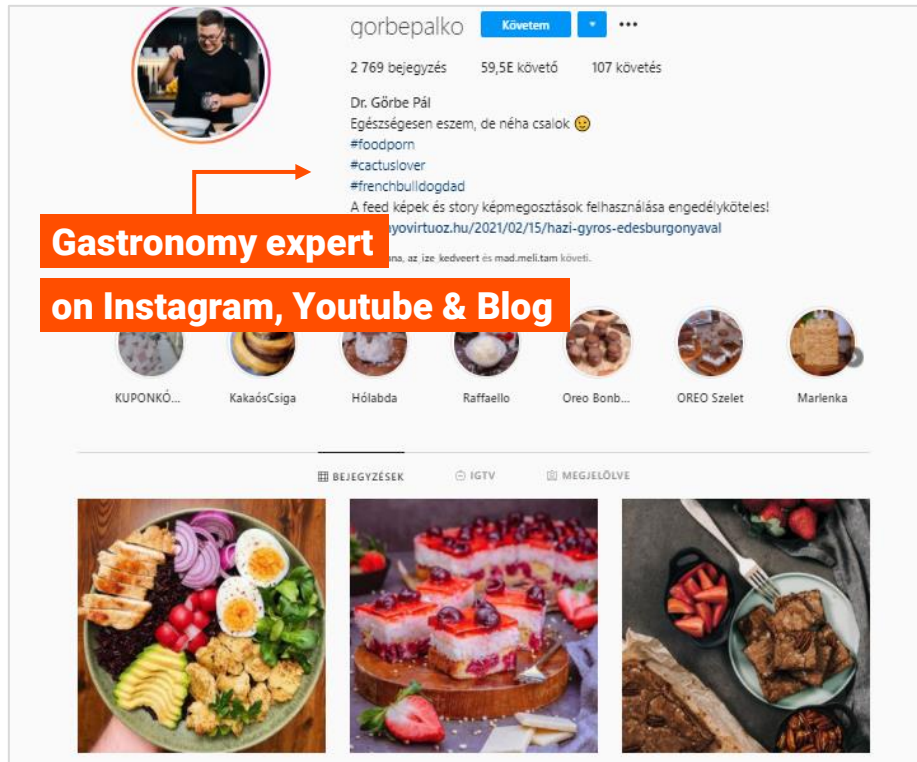Yoga teacher & designer

Love to co-create and improve

Like to give her opinion

In-depth videos with product use & feedback
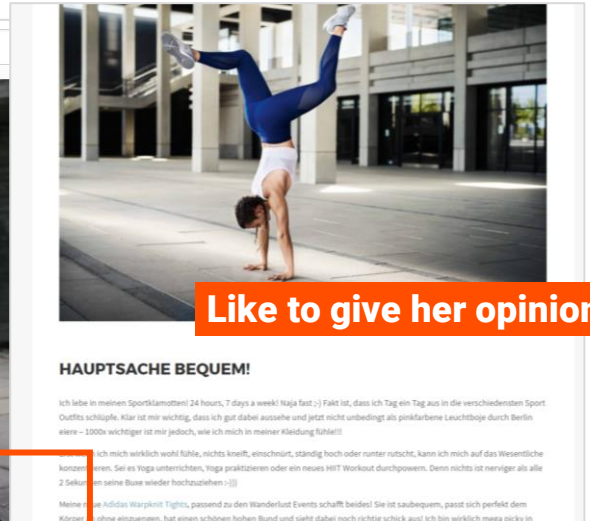
CASE STUDY:
#MIZOMILKSHAKE

- Professional chef influencer, **@GorbePalko**, was briefed to lead the "chocolate team" of a viral campaign.
- He inspired nano influencers through **Mizo-based recipes**, boosting the brand visibility and interactions.

Gastronomy expert on Instagram, Youtube & Blog

High quality content

Strong authenticity and credibility scores

THE RATIONALIST___

[28,3%] Most professional influencers are rationalists.
They are mainly motivated by money/incentives and
are characterized by high levels of self confidence.

+

Highest Scores on „Money and Justice"

Use influencer marketing as a source of revenue

Seek professionalization and have high expectations

Are generally not afraid to speak up and negotiate

THEY'RE VERY PRAGMATIC

- **65%** defines social media as part of who they are. They have a special bond to brands they comment online but are ready to take on a professional attitude for **54%.**

- **58%** somehow monetize the awareness they generate or at least get incentives for **66%** of them.

- Their favorite channels are oriented to video-sharing:
   1. Instagram
    2. Tiktok
    3. Youtube

WHAT DOES IT ——— MEAN FOR BRANDS?

——— Brands should deliver clear insights, facts and figures to support content preferences of Rationalists (e.g. market analysis).

——— Brands need to prepare to work with real professionals and receive honest feedback – even counter-proposals from Rationalists.

——— Brands should expect tough negotiations when working together with successful Rationalists in a competitive market.
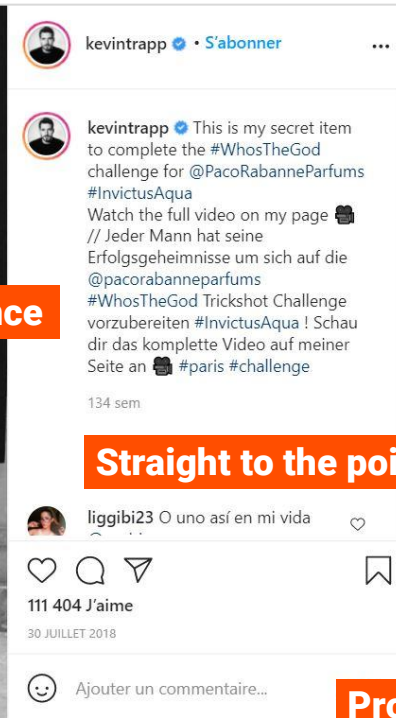
CASE STUDY:
#PACORABANNE

- The football star, **@KevinTrapp,** kicked off the #WhosTheGod trickshot challenge on Instagram.
- 4 athletes & 3 sportive macro influencers got nominated to add viral creations until revealing the brand with "secret weapon" posts. Results: **3.4Mio impressions,** 700K video views and **over 3,140 fan content**.
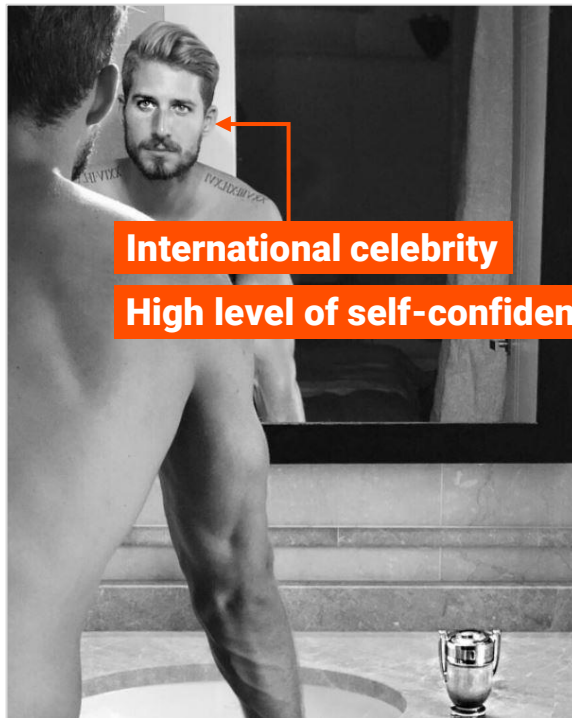
International celebrity

High level of self-confidence

Straight to the point

Professional content with media leverage options

CASE STUDY:
#ADVANCE

- 8 macro influencers, including **@uyalbert,** had for mission to increase the brand awareness and leads.
- Their professionalism resulted in **970K impressions** and nearly **1,500 e-commerce** **transactions**.

Student with a side-influencer job

High creativity standards

Smart use of brand assets

20% interaction rate

THE STORY -TELLER ──

[12,9%] "The Story-Teller" is a communicative type that is open minded, social and likes to share his personal experiences.

+

Highest scores on „Self-Disclosure"

Puts a lot of effort into his posts

Likes to entertain an audience

Wants to share experiences

THEY'RE BIG
_____ SHARERS

- **91%** are passionate to give information to their followers by telling them stories. It makes them feel good.

- **86%** of "many think of me as a good source of information when it comes to new products": the highest scores of all influencer typologies in the 'Altruism'.

- Their favorite channels are:

    1. Instagram

    2. Tiktok

    3. Blog

WHAT DOES IT ___
MEAN FOR BRANDS?

Brands need to be suited to be placed and also function in an entertaining environment (e.g. based on music with Tiktok).

Brands should allow Story-Tellers to tell their own stories by giving them this creative freedom and exclusive product-related content.

Content virality can be boosted with narratives: 1 of the 6 key principles of Prof. Jonah Berger to make something contagious.

CASE STUDY: #RAVENSBURGER

- 36 micro & 3 macro influencers, including **@LeonPelz,** shared their experience of the new 3D puzzles.
- From **Tiktok to Instagram**, they reached Families, Gen Z & Millennials through fun and informative content.

Very creative profile

Like to entertain his audience

14% interaction rate

Adapt story-telling and skills to the platform
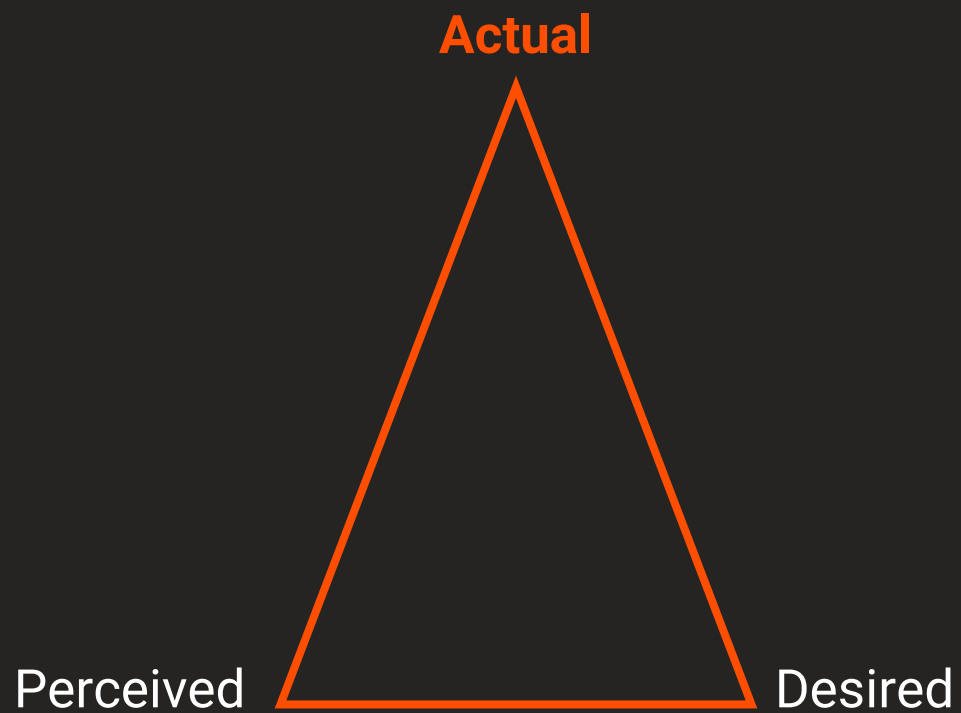
CASE STUDY:
#CLEARBLUE

- 7 macro influencers, including **@trendshock,** told their own stories on the subject of #ConceivingHood.
- Via Instagram and Youtube, they shared **authentic content** and drew attention to the Clear Blue website and its ovulation test which can help other couples in their journey to pregnancy.

Family life account

Advocate of 'true words'

Considered as credible source of info

THE KEY SOCIAL MEDIA #TIPS FOR 2021

1. DEFINE YOUR [REAL] BRAND VALUES

Actual

Perceived

Desired

2. CHALLENGE YOUR TOUCHPOINTS

PHOTO SHARING

SOCIAL NETWORKING

[MICRO] BLOGGING

VIDEO SHARING

3. STAY FOCUSED ON WHERE YOUR TARGET GROUPS ARE ──

────── Instagram: 51% female, 33% of 25-34yo

────── Snapchat: 42% of 13-20yo vs. 33% for Tiktok

────── Youtube: 54% of male vs. 65% for Twitch
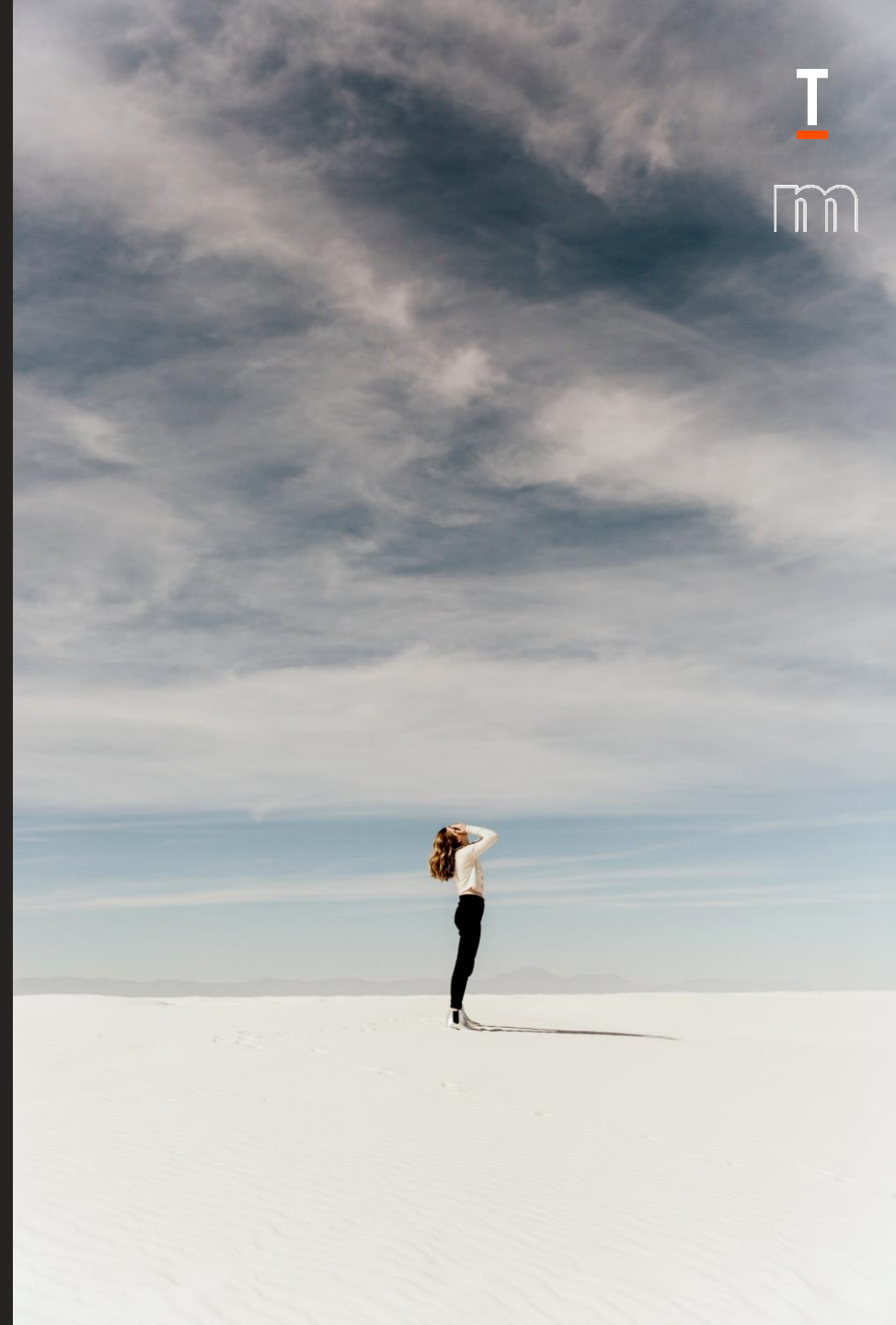
4. GO FOR MULTI-PROFILES & PLATFORMS TO ACHIEVE YOUR VARIOUS GOALS ‒‒‒‒

From nano, micro, macro to star influencers

Tiktok for virality + Instagram for conversion

Youtube for awareness + Twitch for engagement

Brand visibility on Facebook + Instagram + Twitter

5. UNDERSTAND THE FEATURES BUT TRUST YOUR CREATORS

73% of all influencers want brands to give them more freedom.

"Brands have to let go to preserve the authenticity of what is being communicated" *Priyanka Dayal, content marketing manager, Centaur Media PLC*

IF WE HAVE TO _____ SUMMARIZE

A value-based method is critical for the **effectiveness** of influencer campaigns.

5 personas were identified by Macromedia University: the Poser (22,5%), World-Changer (16,6%), Expert (19,7%), Rationalist (28,3%) and Story-Teller (12,9%).

Brands need to identify **which persona(s) fit(s) best** their personality and objectives. Collaboration processes have to be adapted accordingly.

Territory Influence can help you throughout the **social media journey**!
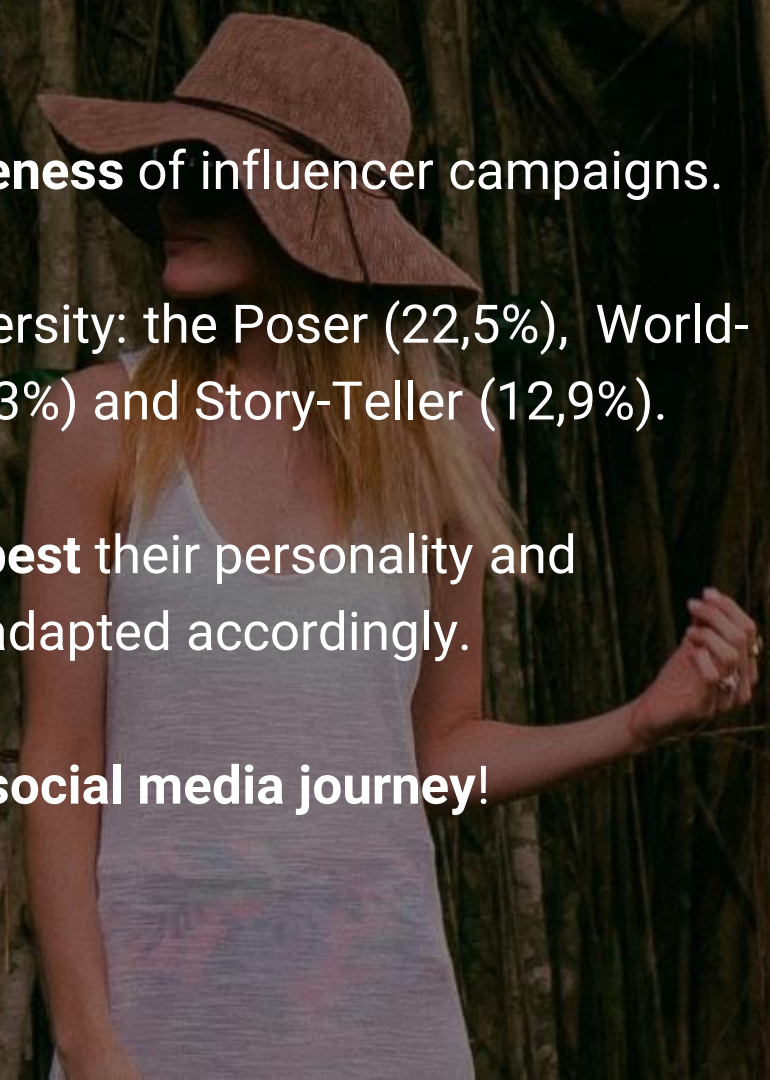
Thank You! Any Questions?

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