The Secret to Unstoppable Influencer Campaigns

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Director of Influence

Who am I?

- Born and raised in **The Netherlands**
- Full time **television actor** between 2007-2012
- Interactive **video producer** between 2011-2014
- **Influencer manager** since 2015
- **Influencer technology** since 2017

What is influencer marketing?

- Influencer marketing is a form of **social media marketing** involving endorsements and product placement from **influencers**,

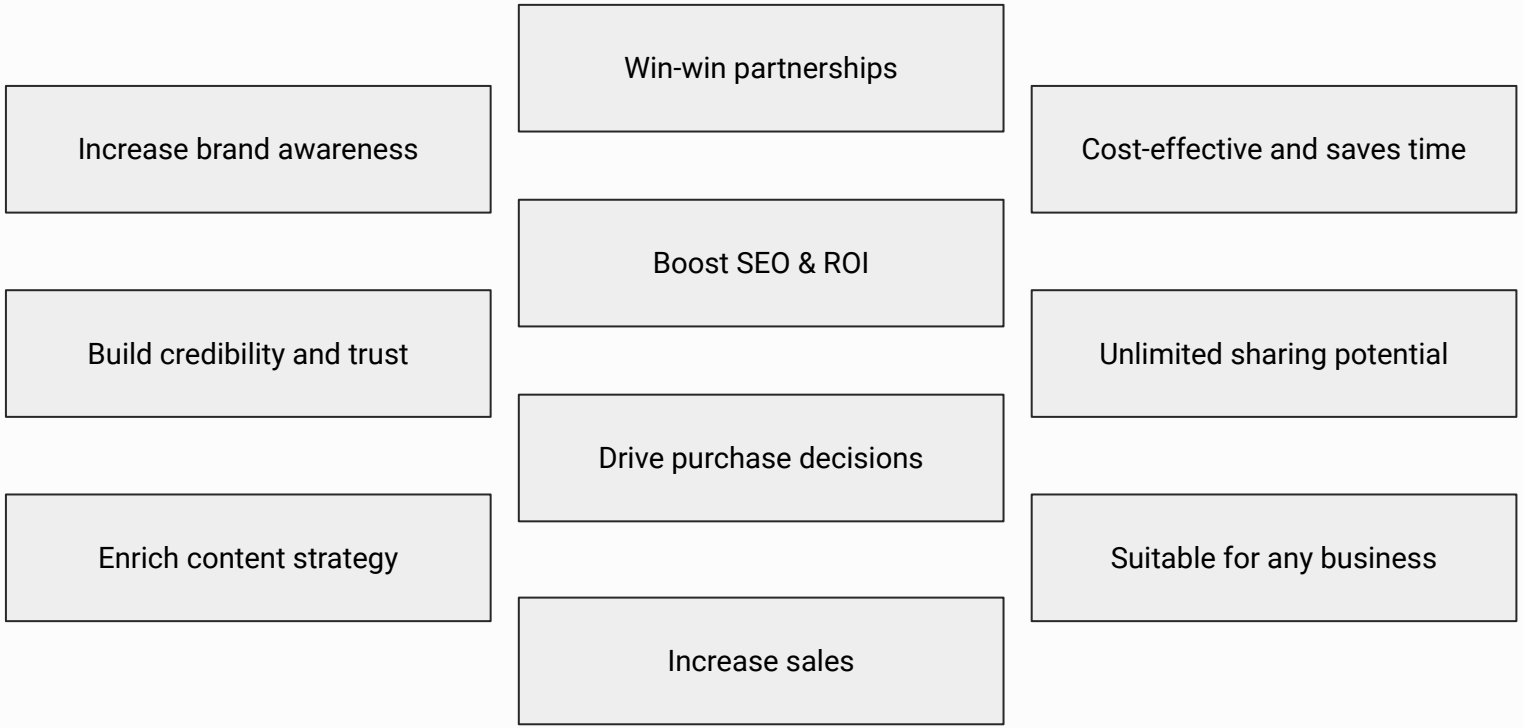
What is an influencer?

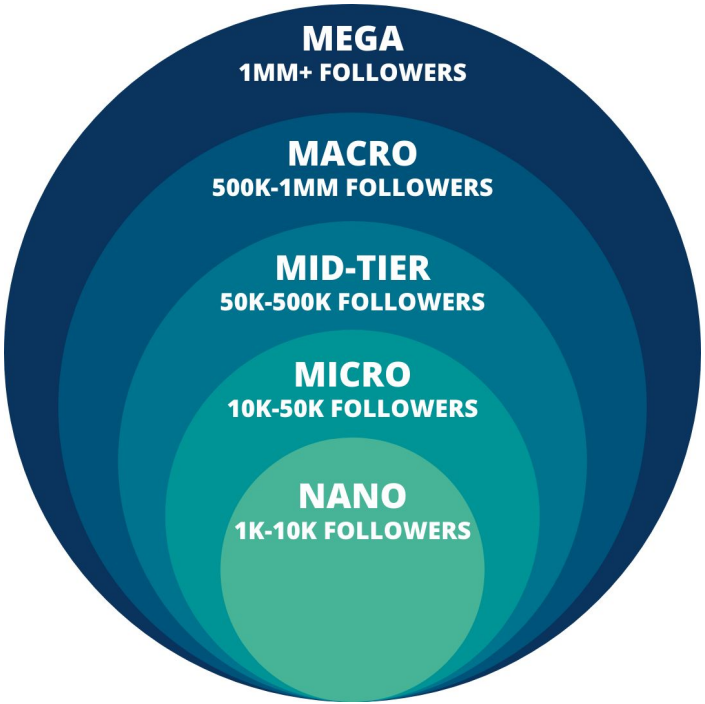
- People with the ability to **influence** potential buyers of a product or service by promoting or recommending the items on **social media**.

Just hype?

- **94%** of marketeers find influencer marketing effective.
- **83%** of social media users think online influencers are as legitimate as A-list celebrities.
- **90% of consumers trust peer recommendations** but only 33% trust traditional ads.
- **88% of customers trust online reviews from strangers** as much as they would from friends.

Why influencer marketing?



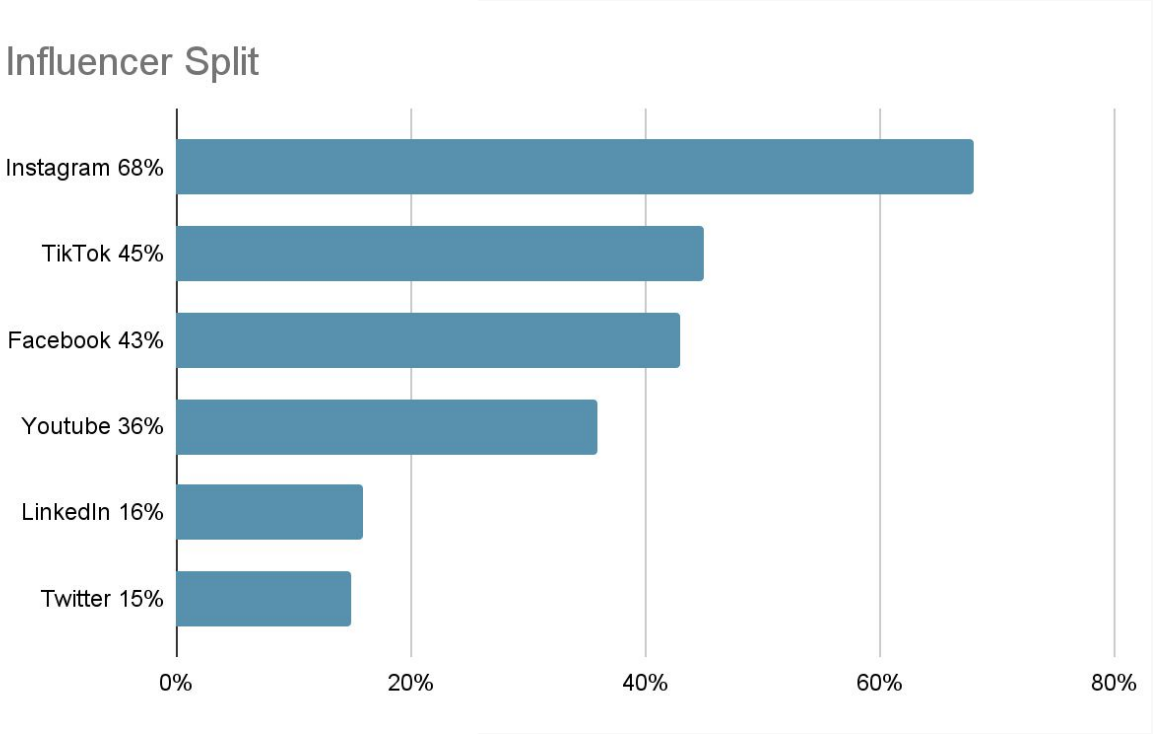


Choosing the right influencer

- **Nano, micro, and mid-tier influencer characteristics:**
  Low-medium reach
  Higher engagement

- **Macro and mega influencer characteristics:**
  High reach
  Lower engagement

Where can I find my influencer of choice?



Instagram vs TikTok

- More **marketers use Instagram for influencer marketing (68%)** than TikTok.
- Instagram influencer engagement rates hit **1.42% in 2021**.
- **83%** of marketers plan their Instagram marketing campaigns on **Instagram Stories**.
- Instagram remains the **preferred social media channel** for brands wanting to engage with influencers (79%).

Instagram vs. TikTok

- TikTok influencers have an **engagement rate of 18%** in the US.
- TikTok now have over **1 billion monthly users**.
- Micro influencers have engagement rates of **17.96% on TikTok**.
- Meanwhile, **mega influencers** have engagement rates of **4.96%** on TikTok.
- Influencers help TikTok users make **purchase decisions 17.5%** of the time

Pricing models

- PAY PER POST OR VIDEO
- FREE PRODUCTS OR EXPERIENCES
- COST PER IMPRESSION OR ENGAGEMENT
- COST PER CLICK
- COST PER ACQUISITION

- **Set campaign goals**
  Brand awareness
  Sales performance

- **Campaign setup**
  Target group
  Budget
  Channels

- **Research & discovery**
  Brand voice
  Reputation
  Audience data
  Past collaborations

- **Influencer outreach**
  Type of collaboration
  Compensation
  Contract & negotiation

- **Collaboration**
  Briefing
  Management
  Communication
  Content approvals

- **Tracking**
  Performance
  Content output

- **Reporting**
  Analysis
  Evaluation

There’s so much more

Brandwatch Influence

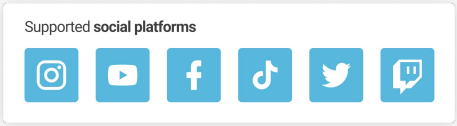
Why Brandwatch Influence?

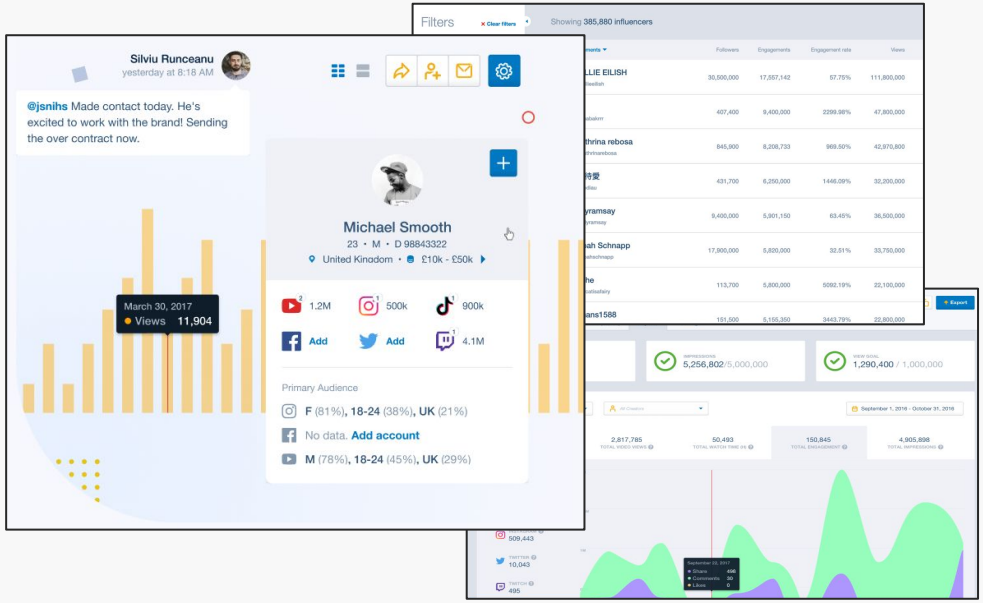
No more manual influencer research.

No more manual tracking and reporting.

At a glance

- Over 40M rich influencer profiles
- Private CRM to manage your influencer contacts
- Real-time campaign reporting with verified stats
- Trusted by brands and agencies in 30+ countries across 5 continents





The Sociable Society

A Case Study

The Sociable Society
Case Study

The Sociable Society is a social influencer agency who wanted to take on more clients.

They spent the majority of their time on the following tasks:

- Discovering influencers
- Organizing their campaigns
- Gathering reports in weeks

The Challenge

The Sociable Society wanted to start sharing real-time data analytics with brand advertisers.

Without software, conversations would get lost and details would not be shared.

They relied on:

- spreadsheets
- emails
- screenshots

for everything from sales pitches to reporting.

The Result

Time saved **30%**

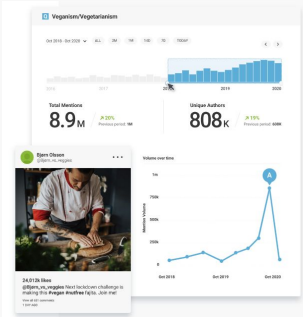
Customers **+50%**

Company size **+100%**

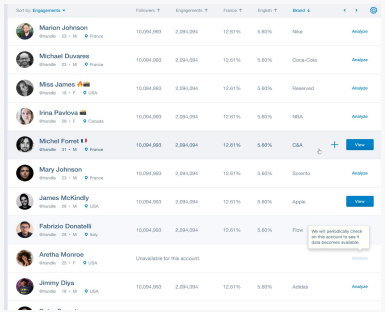
How to combine Influence with BCR And SMM

Combine your marketing tools

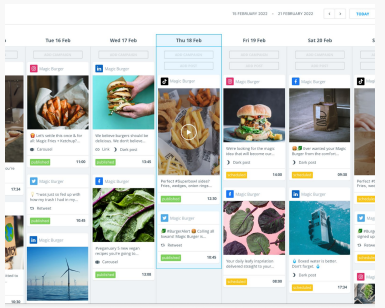
Consumer Research



Influence



Social Media Management



Now you know

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