

How to Win Influencers and Influence Customers

How to identify, partner, and measure influencers.

Impact Radius

W E L C O M E



Todd Crawford

Founding Team, Commission Junction: 1998 - 2006

VP Sales & Business Development, Digital River, oneNetworkDirect : 2006 - 2008

VP Strategic Initiatives, Impact Radius : 2008 - present

Impact Radius

Agenda

What is an influencer?

Identifying and measuring influencers

Connecting with influencers

Potential outcomes



How many people are...

considering influencer marketing?

just getting started?

using influencer marketing with great success?



GOOD NEWS & BAD NEWS

GOOD NEWS

It works!



Impact Radius

BAD NEWS

You're ruining it for the rest of us!



Impact Radius


WHAT IS AN INFLUENCER?

“The amount of power individuals have over your brand based on their individual characteristics and the size and quality of their networks.”

- Forrester



“Individuals that affect a consumer’s decision to buy or interact with your brand.”

- Todd Crawford



What do influencers bring to the table?

- Unbiased opinions (hopefully)
- First hand experiences
- Comparisons
- Endorsements
- Credibility
- Trust




STRATEGY FIRST!

Why You Need a Strategy

Unlike brand advocates, influencers might not be consumers of your brand -- so you will need an active strategy to reach and engage with them.

Influencers differ for each company, industry, product and even campaign



Types of Influencers

- Social
- Blogger/Vlogger
- Celebrity
- Content sites
- Customers/Friends
- Word of mouth
- Reviews
- Recommendations
- Complaints




AREN’T INFLUENCERS JUST AFFILIATES?

Influencers Should be Treated as “Partners”

- Affiliate is a method of paying for media
- Affiliates may act as influencers
- Companies may manage their influencers as affiliates
- Influencers are not always paid
- Difficult to reward on last click





IDENTIFY AND MEASURE INFLUENCERS

How to Identify and Measure Influencers

Discovery tools

- Geopiq
- Insightpool
- TrendSpottr

Influencer score card

- Brand/campaign alignment
- Network effect
- Customer affinity
- Engagement
- Credibility/Sincerity
- Potential



Impact Radius


CONNECTING WITH INFLUENCERS

Have a Plan

Who will own and manage the relationships?

- PR
- Affiliate
- Social
- Dedicated Influencer Manager

What does this entail?

- Outreach/recruitment
- Structure terms
- Actively manage the partnership
- Continual engagement



Impact Radius

Have a Plan

Build your influencer list

- Do more with less
- Work from the bottom up
- CRM is essential

Connect

- Engage: retweet, share, comment
- Communicate: email, PM, phone

Onboard and activate

- Agree upon activities, terms and measurement of success
- Coordinate activities
- Track and measure success





MEASUREMENT

Why measurement is so important

- Influencer marketing contributes beyond just the social channel
- Prove it worked or know why it didn’t
- Gain C-level commitment
- Justify budget & resources



What to Measure

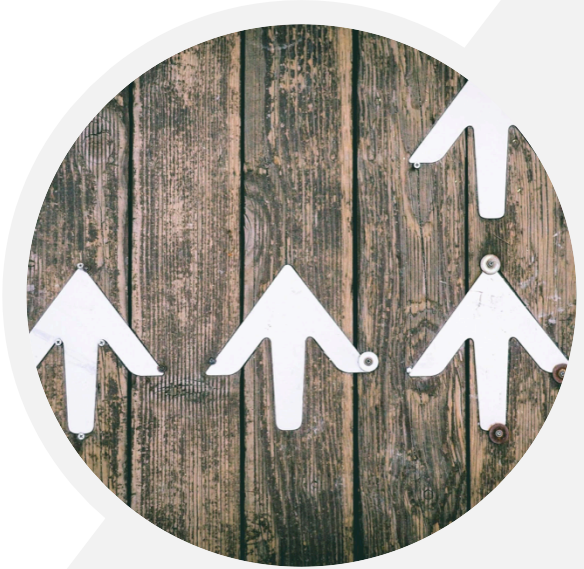
Ensure consistent, apples-to-apples-to-apples across channels.

Look at the entire customer journey

- Look beyond the last click
- Value their *contribution* to conversions
- Introducer, influencer, closer

Measure the lift in:

- Revenue
- Cross channel
- Social activity
- Brand awareness
- Other KPIs (new customers, AOV, etc.)




POTENTIAL OUTCOMES

Potential Outcomes

- Justification of strategy/budget
- Resources
- Increased revenues
- Cross channel lift
- Brand awareness
- New customers
- Increased trust
- “Bad PR”
- Happy CMO



In Conclusion

- Plan first
- Measurement is critical to success
- Don’t bite off more than you can chew
- Results justify increased resources and budget
- Continue engagement with influencers is essential





QUESTIONS?

Impact Radius



THANK YOU!

Impact Radius