



November 2016

Influencer Marketing

Where To Place Your Bets In 2017

 **INFLUENCER
MARKETING** DAYS



Laura is a versatile brand strategist and marketing leader, merging strategic, creative and technical skills towards developing memorable, effective brands and products that provide novel solutions to business problems.

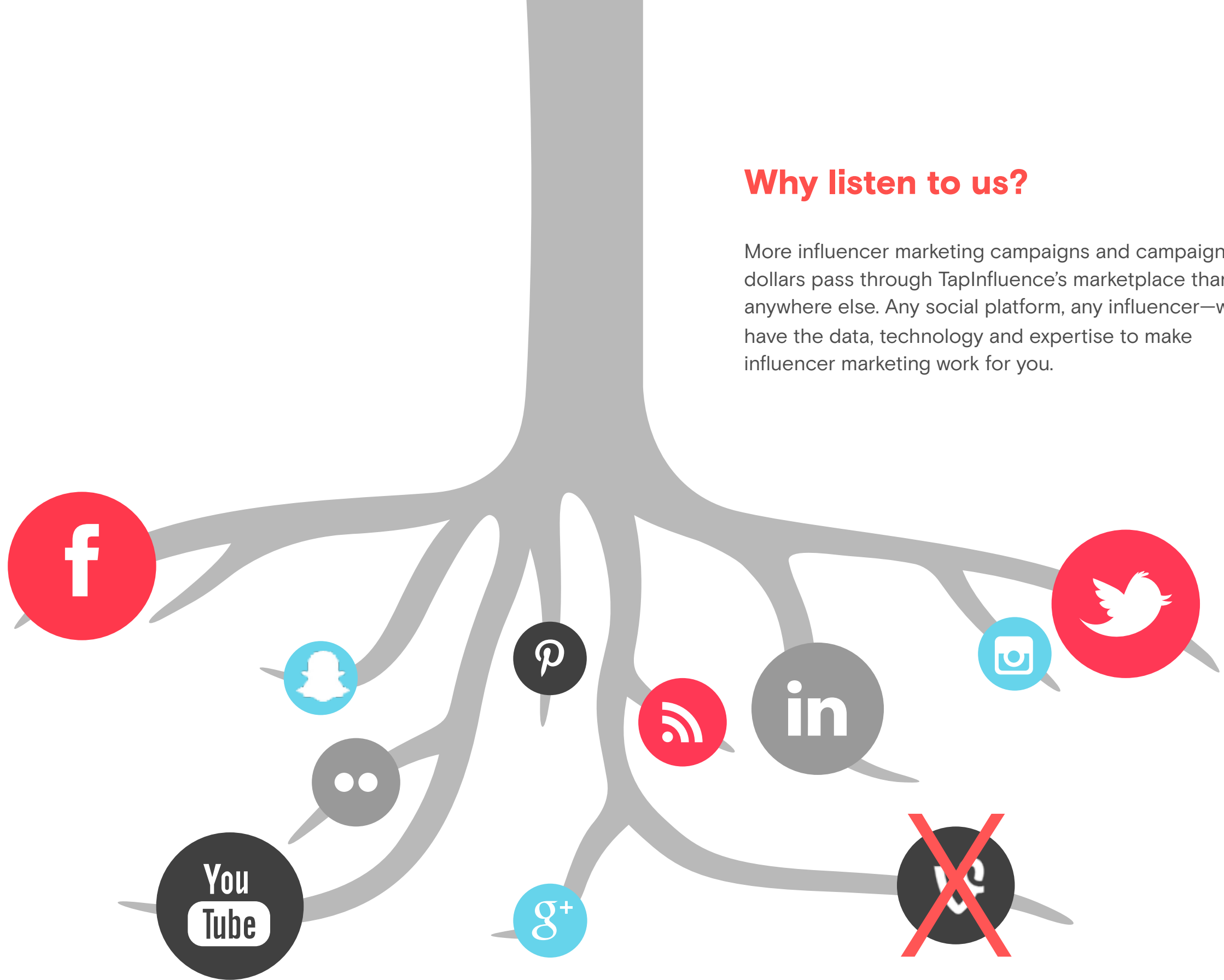
@LAURASMOUS

LAURA SMOUS
Head of Product Marketing

@tapinfluence #InfluencerDays

Why listen to us?

More influencer marketing campaigns and campaign dollars pass through TapInfluence's marketplace than anywhere else. Any social platform, any influencer—we have the data, technology and expertise to make influencer marketing work for you.



A woman with long brown hair and sunglasses stands in a desert landscape. She is wearing a black dress and a grey fur cape. The background features several cholla cacti and a hazy horizon under a bright sky. A semi-transparent dark rectangle is overlaid on the center of the image, containing white text.

***THE INFLUENCE ECONOMY
HAS CHANGED THE WAY
WE BUY THINGS—FOREVER.***

Influencer:
Melanie Shale

@tapinfluence #InfluencerDays

BRANDS WHO AREN'T PART OF IT ARE LOSING CONTROL

RETURN ON AD SPEND (ROAS)
RETURN ON MARKETING
INVESTMENT (ROMI)
SALES AND REVENUE
SHARE OF VOICE
SENTIMENT

90%

Percentage of
Americans Who
Ignore Digital Ads
- Harris Interactive,

40%

Ad block ad revenue
loss by sites that
target millennials
- President of IAB

\$7.2B

2016 Estimated
Global Losses to
Bot Fraud
- White Ops/ANA, 2016

56%

Paid-for Digital Ad
Impressions That
Are Never Seen
- Google, 2015

.04%

The Click-Through
Rate of
Display Ads
- DoubleClick, 2015

62%

Percentage of
Consumers Who
Trust Brands Less
- PwC



***WE CUT THROUGH
THE HYPE, SO YOU
DON'T HAVE TO***

Influencer marketing moves faster than the speed of social. If you're just catching up, you're already behind. We help you separate fact from fiction for 2017.

2017: TOP PREDICTIONS

01. Micro-influencers and audience targeting

02. Metrics that matter

03. Online/offline experiences blur

04. Real-time social = less brand control

05. B2B! SMB! SME!

06. MarTech stack

07. Smart agencies seize the day

08. Authenticity above all else

Influencer:
Stella Eneanya

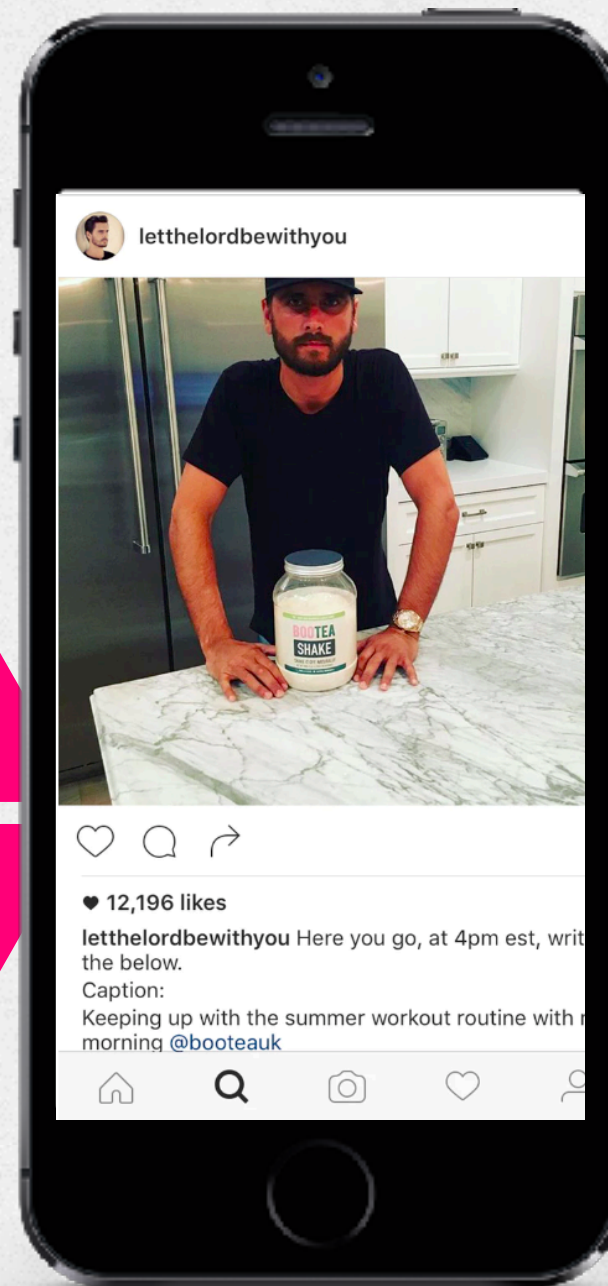
01

***MICRO-INFLUENCERS
AND AUDIENCE
TARGETING***

IS THIS INFLUENCE?

1. NO DISCLOSURE

2. NO CREATIVE



3. NOT FOLLOWING DIRECTIONS

4. “CELEBRITY” ENDORSEMENT

One brand who paid Kim Kardashian to tweet saw her 15 million followers drive 1,200 website visits and only 30 orders averaging \$30 each. – Brandwatch



**“54 percent of consumers agree
that the smaller the community,
the greater the influence.”**

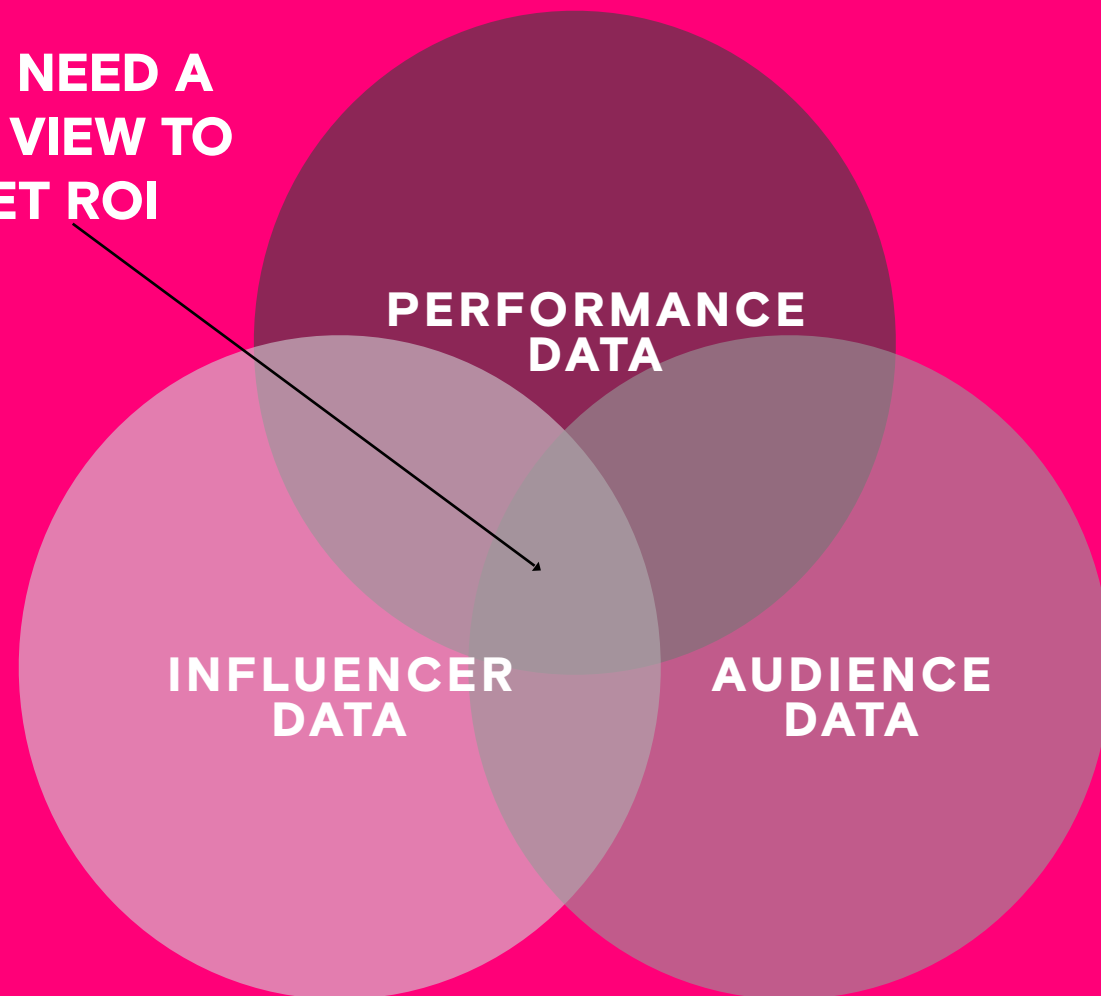
– TECHNORATI

Influencer:
Michael Matti

@tapinfluence #InfluencerDays

THE EVOLUTION OF INFLUENCE

YOU NEED A
360° VIEW TO
GET ROI



NOW

AUDIENCE TARGETING
RELATIONSHIPS AT SCALE
AUTHENTICITY, ENGAGEMENT
SALES LIFT
SHARE OF VOICE, SENTIMENT
INTEGRATED STRATEGY
MEASUREMENT, REAL-TIME ROI
AUTOMATION

THEN

- BRAND VOICE, BRAND CONTENT
- FINDING INFLUENCERS MANUALLY
- COLD PITCHING 1:1
- CELEBRITIES ONLY
- NO DISCLOSURE
- VANITY METRICS, UNCLEAR ROI
- EXPERIMENTS, SILOS
- 1099S, MANUAL PAYMENTS

“Choosing the correct influencer is key. Knowing how engaged and interested the influencer’s community will be in a brand is critical. Having a huge number of followers means a potentially less targeted campaign, which is why many brands are choosing to work with a higher number of influencers with a lower but more engaged and appropriate audience.

ADWEEK

*Welcome to the Wild West of
Influencer Marketing*

Influencer:
Becky Hardin

@tapinfluence #InfluencerDays

3 THINGS TO KNOW

1.

You already know how to do this. Just as influencer marketing itself is a natural extension of word-of-mouth marketing, reimagined and made scalable for the social age, we see audience targeting in influencer marketing as a natural marriage of what marketers do in traditional marketing, to this emerging discipline.

2.

Start with a clear definition of your ideal customer. Look at an influencer's ability to effectively reach—and influence—that ideal customer, using real data about an influencer's actual audience composition, such as location, gender, age, household income, brand affinities, interests and personality traits.

3.

The influencer is not the audience. Shift away from relying solely upon influencers' characteristics to identify them and toward the union of audience, influencer and performance data. Opt for platforms that provide the whole picture, over tools that only provide one piece of the puzzle, such as influencer



02

**MARKETERS
CALL BS ON THE
OLD METRICS**



“The last step for big dollars to flow into influencer marketing and branded content is measurement.

DISNEY

MARKETERS WANT REAL RESULTS

HOW DO YOU MEASURE
SUCCESS/ROI OF YOUR
INFLUENCER EFFORTS?

WHAT DATA IS
IMPORTANT TO
MEASURE?

*(RANK IN ORDER OF
IMPORTANCE, 1= MOST
IMPORTANT)*

2.89 – ENGAGEMENT

3.87 – BRAND

4.11 – SALES LIFT

4.67 – TRAFFIC

4.74 – REACH

5.07 – SHARE OF VOICE

5.28 – SENTIMENT

5.37 – IMPRESSIONS

**Original research from Altimeter & TapInfluence*

MEASURE WHAT MATTERS

2013

2015

2017

**EARNED MEDIA
VALUE TOTAL
MEDIA VALUE**



**REACH, VIEWS
AND
IMPRESSIONS**



**ENGAGEMENT
AND SALES
LIFT**





“I feel like what you see in the industry now is people jumping around and trying to find the God metric for content. It’s all about shares or it’s all about time spent or it’s all about pages or it’s all about uniques. The problem is you can only optimize one thing, and you have to pick, otherwise all you’re doing is making a bunch of compromises, if you try to optimize for multiple things.

JONAH PERETTI



03

**ONLINE AND OFFLINE
EXPERIENCES
CONTINUE TO BLUR**

FROM INTERRUPTED TO INTEGRATED

66% OF SMARTPHONE
USERS TURN TO THEIR
SMARTPHONES TO
LEARN MORE ABOUT
SOMETHING THEY
SAW ON TV*

**Think with Google/Google Survey*

SNL: Fewer ads, more 'sponsored content'

By [Mitchell Hartman](#)
April 25, 2016 | 4:34 PM



- NBC Universal

It's going to get a bit more pleasant to sit through Saturday Night Live — when it actually airs live next season. NBC Universal, which produces SNL, [has announced](#) that it will cut 30 percent of commercial ad time out of the show. That's equivalent to there being two fewer commercial breaks in the hour, [according to Advertising Age](#).

NBC will also expand the airing of "original sponsored content" on SNL. Those are brand messages

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- NBC Universal

People now trust Pinterest more than their doctors for advice about what to eat.

Most Millennials learn to cook from YouTube—not from their mother.

– THE HARTMAN GROUP

39% of consumers report having made a purchase of some kind from their kitchens.

– GOOGLE

PROVEN SALES LIFT

STUDY WAS FIRST TO TIE
INFLUENCER MARKETING
TO IN-STORE SALES LIFT

PARTNERSHIP WITH
NIELSEN CATALINA
SOLUTIONS

Marketing

DIVE

TOPICS ▾

FEATURES

NEWS

Voice-driven search marketing could pose a challenge, even for Google

Washington Post rolls out new ad unit in fight against ad blocking

ANA: Fraudulent sourced traffic a mounting concern for advertisers

JWT, WPP file to dismiss discrimination suit

Nanigans: Facebook Audience Network drives 26% hike in app installs

FEATURES

How chatbots can drive consumer engagement

How chatbots can drive consumer engagement

How chatbots can drive consumer engagement

Health & wellness



Convenience



Permissible indulgence & personalization



Environmental & social



Dive Brief:

- TapInfluence and Nielsen Catalina Solutions studied influencer marketing's impact on WhiteWave Foods' Silk brand beverages last September and found the tactic lifted incremental sales by 10%.

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- TapInfluence and Nielsen Catalina Solutions studied

Influencer marketing spurs 11 times the ROI over traditional tactics: Study

By David Kirkpatrick | April 6, 2016 [print](#)

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Dive Brief:

in-store sales lift

found the tactic lifted

DONE AUTOMATICALLY
USING TRACKING PIXEL IN
TAPINFLUENCE PLATFORM

CURRENTLY RUNNING
STUDY WITH SCRIPPS AND
LIPTON TEA

Nielsen
Catalina
SOLUTIONS

@tapinfluence #InfluencerDays



Laura

Home 1



LIVE 994



 **The New York Times**
Newspaper
08:19 · 

04

***THE RISE OF
REAL-TIME
SOCIAL***

The great wizard Harry Potter



Lost that damn carpet again....



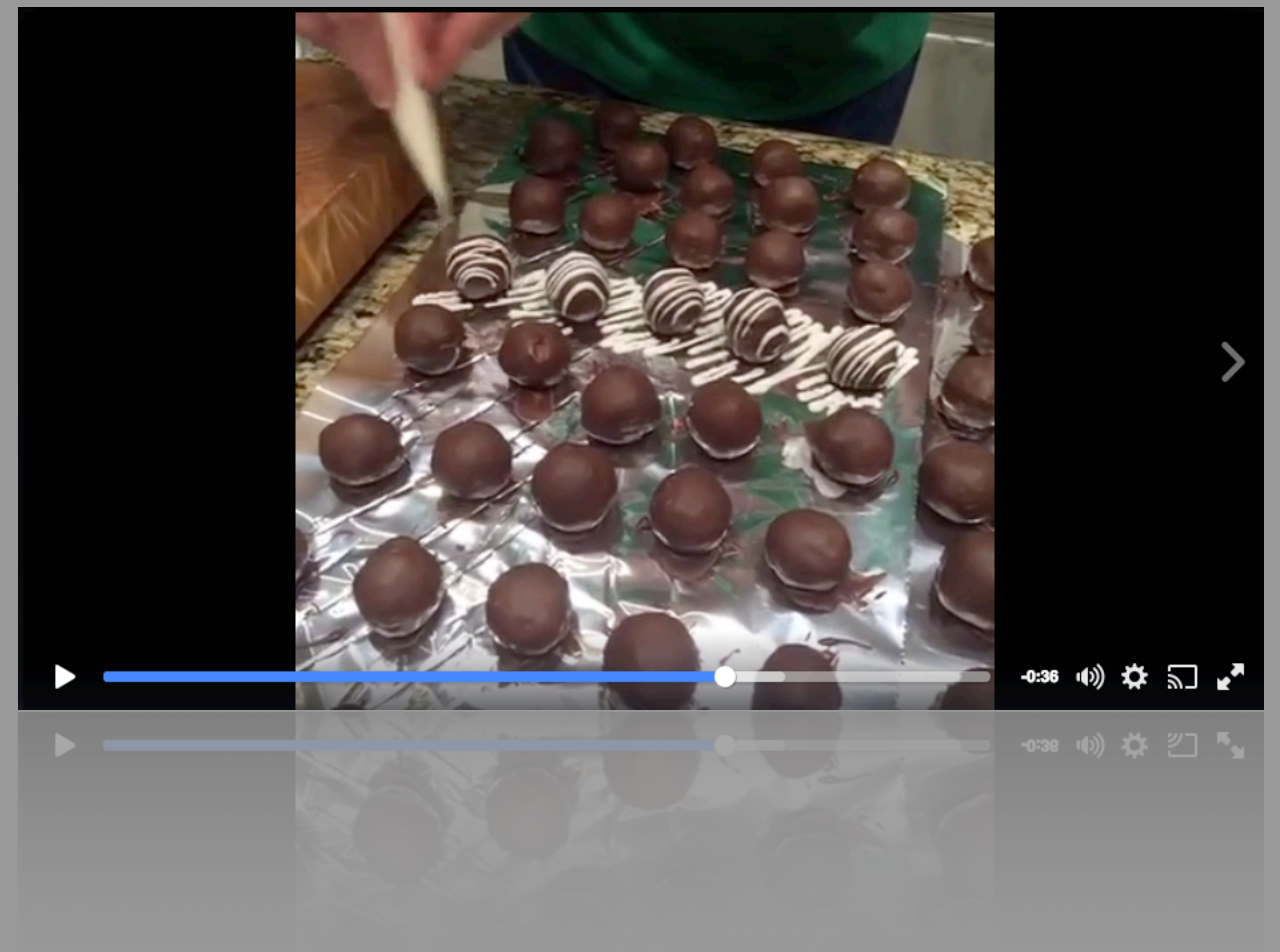
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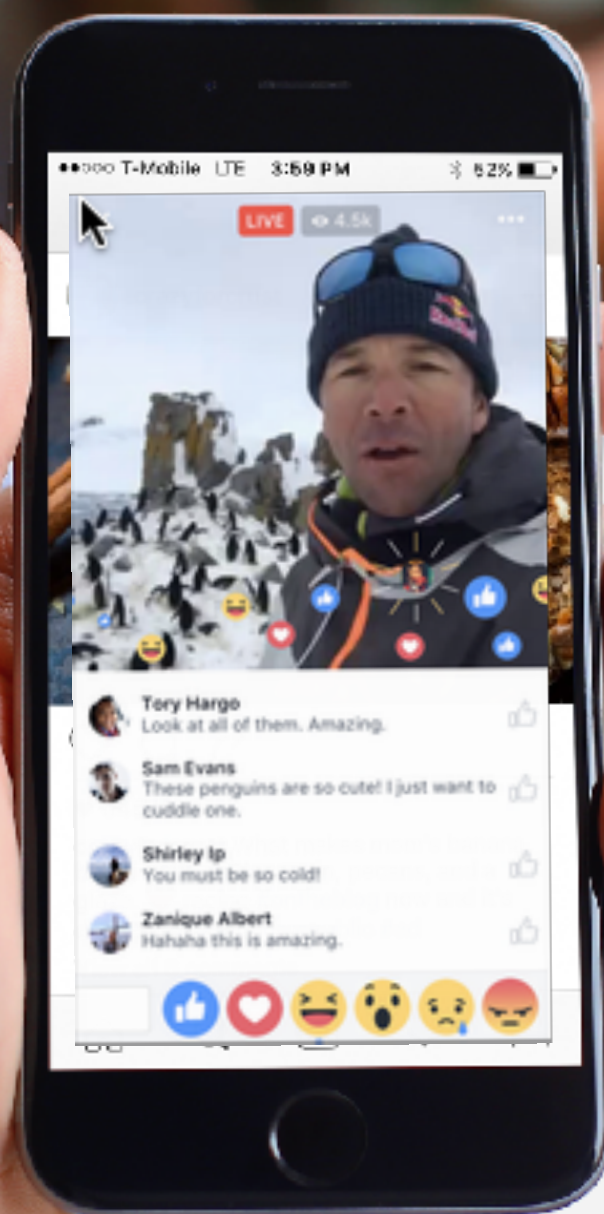
10 BILLION DAILY VIEWS

REAL TIME = REAL CREATIVE

**52% OF INFLUENCERS
CITE “OVERLY
RESTRICTIVE CONTENT
GUIDELINES” AS THE
BIGGEST MISTAKE
BRANDS MAKE WHEN
WORKING WITH
INFLUENCERS.**

**Original research from Altimeter & TapInfluence*



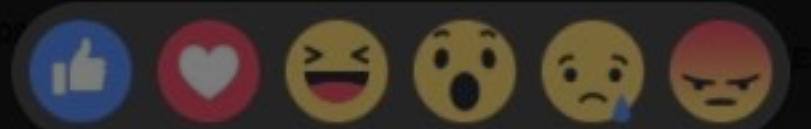


3X LONGER WATCH TIMES

BREAKING NEWS, BREAKING ALL THE RULES

**FACEBOOK LIVE IS CHANGING EVERYTHING
WE THOUGHT WE KNEW ABOUT VIDEO.**

**REACTIONS ARE BOOSTING ALMOST
EVERYTHING BY NORTH OF 5%, 20 OR 30%
OF A PAGE'S AUDIENCE INTERACTION**



A low-angle, upward-looking photograph of several tall skyscrapers in a city. The buildings are made of dark materials with many windows, some of which are reflecting light. The sky is a pale, overcast grey. The perspective creates a sense of height and scale.

05

B2B!
SMB!
SME!



**DIGITAL MARKETERS LOOKING TO SET
THEIR B2B COMPANIES APART WILL BE
LEADING THE CHARGE—AND REAPING
THE REWARDS.**

B2B AND B2C BECOME H2H

B2B, SMB AND SME JOIN THE PARTY

MAXIMIZED RESOURCES

For challenger brands, doing more with less is a way of life. This extends to their early investment in marketing technology, as well, and influencer marketing fueled by smart automation platforms.

LEVEL PLAYING FIELD

To steal hearts and minds away from established competitors, smaller brands need much more effective ways of reaching millions, without the benefit of time, resources or large budgets.

HIGHER CAMPAIGN ROI

SMB/SMEs need innovative ways to reduce dependencies on human resources, gain more efficiency from existing resources and squeeze the highest ROI from campaigns and marketing spend.

GETTING HEARD

Challenger brands need a way to break through the clutter that is advertising today. Without technology, most simply would not have access to the means to get heard by consumers.

CUSTOMER EXPERIENCE

Challenger brands today are keenly aware that their success requires attention to the entire customer journey, long before they win customers from their larger competitors.

AFFORDABLE OPTIONS

As influencer marketing platforms use their experience, technology and data to create increasingly affordable and predictable ways of getting a return, expect more SMB/SMEs to join the fray.

Challenger brands emulate the branding, culture—and technology stack—of companies they aspire to be like. At the end of the day, it's real people, not companies, buying B2B products and services.

TAPINFLUENCE

TRENDS DRIVING B2B IM



MICRO-INFLUENCERS

Despite the influencer pool being smaller, the stakes are much higher, when your professional reputation depends on you making the best purchase decision for your company. B2B buyers will depend on those trusted voices even more. Those who emerge as B2B influencers will carry more weight.



MEASUREMENT (AGAIN)

B2B marketers feel burned by a lack of meaningful metrics around social media marketing and content marketing efforts, and Return On Marketing Investment (ROMI) and Return on Advertising Spend (ROAS) are hot topics in companies that live and die by analytics. Data is ingrained in everything they do.



THE HUMAN JOURNEY

As personal and professional lives blur, innovative B2B marketers recognize their buyers are people, and that purchase decisions are made by humans—real consumers who distrust brand messaging, do their homework and investigate B2B brands—long before they have fallen into the dreaded funnel.

TWEET

As high-growth B2B companies become media darlings, people attach personal significance to brands they use at work.
@Tapinfluence #InfluencerDays



A low-angle, upward-looking photograph of several tall skyscrapers in a city. The buildings are made of dark materials with many windows, some of which are reflecting light. The sky is a pale, overcast grey. The perspective creates a sense of height and scale.

06

***WELCOME TO
THE MARTECH
STACK***

The marketing technology stack has gotten more complicated, especially for larger businesses. Enterprise marketing teams are leveraging 60 to 80 different marketing technologies.

– DEMAND GEN REPORT

MAKING IT WORK



MAKE IT MAINSTREAM

Making influencer marketing relevant to the rest of your company is key to expanding the budget for it. Move it from experiment to necessity, by picking partners who play well with those who already have earned a spot on the roster.



TIE IT TO REVENUE

With revenue attribution as the holy grail, influencer marketing platforms that are already starting to talk to these other platforms—sharing content, performance data, insights and more—dramatically increase their value to organizations.



GET A VANTAGE POINT

Marketers desperately need ways to see the whole landscape, and we predict rapid integrations with other business systems, starting with the rest of the martech stack, as well as business intelligence (BI) platforms.

TWEET

The disjointed martech stack has
reached fever pitch; marketers have
more data than ever, yet fewer insights.

@Tapinfluence #InfluencerDays





07

**SMART
AGENCIES
WILL SEIZE
THE DAY**



“[It] comes from diverse, creative, passionate people and agencies who are prepared to take calculated risks.”

BRAD JAKEMAN

President, PepsiCo, on whence innovation and disruption come

AGENCIES WITH INFLUENCER MARKETING PRACTICES WIN

BRANDS WILL USE FEWER

Disintermediation will continue to occur for low-and-no-value activities. Brands will shrink their rosters to exclude agencies who focus here, in favor of innovators and strategists.

INNOVATION <> OPTIONAL

Agencies will differentiate with innovation practices that leveraging their agility and breadth, helping clients navigate constantly changing social seas.

BRANDS WILL USE MORE

At the same time, brands will beef up their use of highly strategic, highly creative agencies that deliver influencer capabilities, integrate well and act as accountable marketers.

A NEW POWER MIDDLE

Challenger agencies will win more deals, unseating the slow moving giants, who are unused to focusing on growth and revenue, their own and that of their clients,

TRANSPARENCY REIGNS

On the heels of adblocking and bot fraud, a scathing June ANA report shows kickbacks and lack of disclosure, further straining any opaque agency-advertiser relationships.

FREE AGENT INFLUENCER

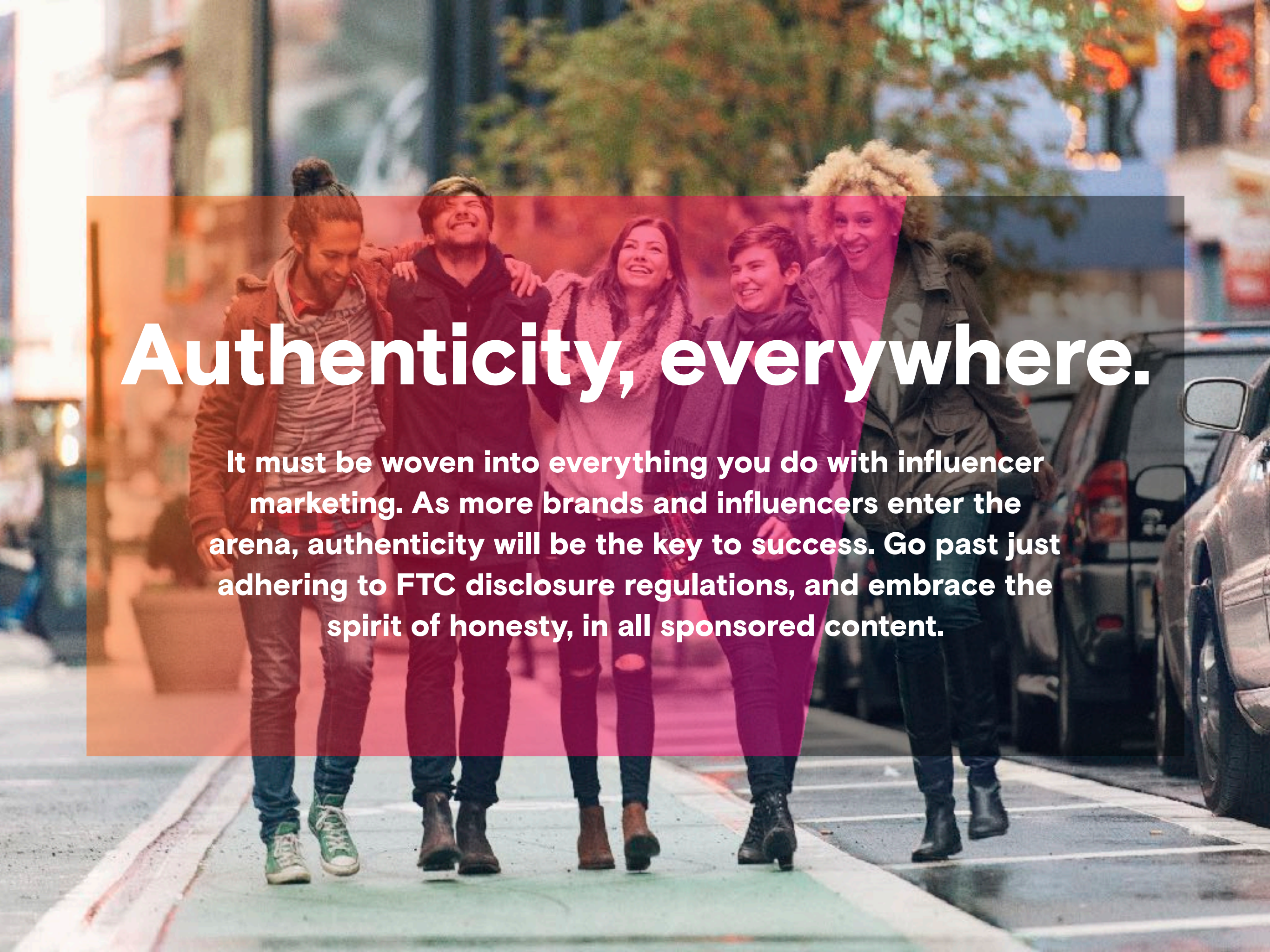
Smart agencies realize the value of influencer relationships is not in keeping a stranglehold over them rather being an impactful bridge to creators.

Influencer:
Drew Scott



08

***AUTHENTICITY
ABOVE
ALL ELSE***



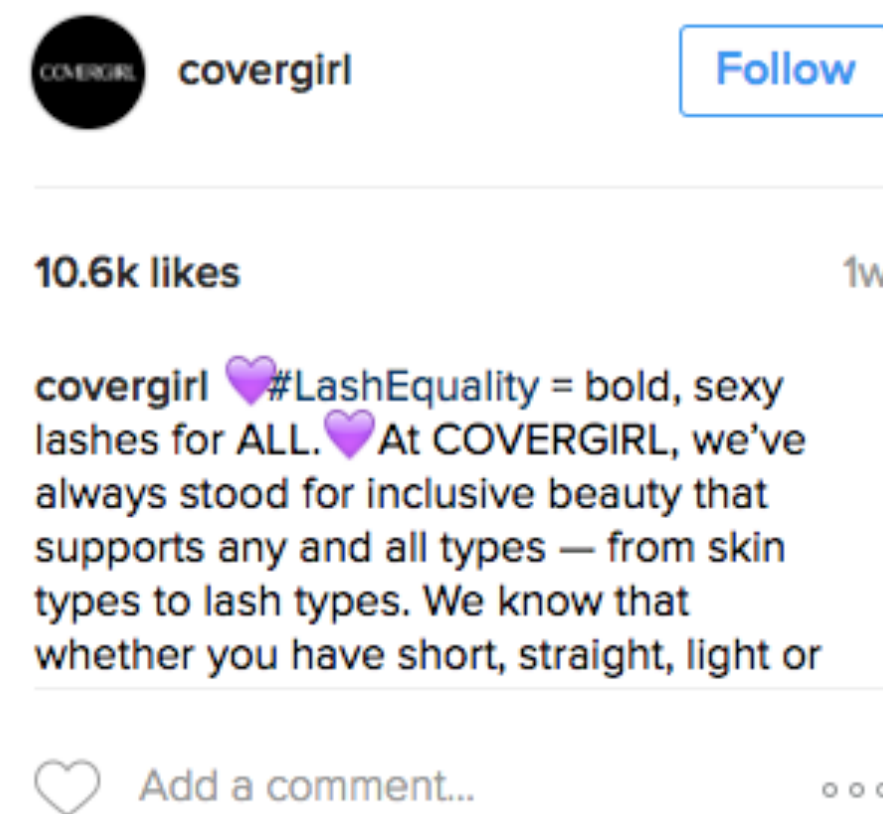
Authenticity, everywhere.

It must be woven into everything you do with influencer marketing. As more brands and influencers enter the arena, authenticity will be the key to success. Go past just adhering to FTC disclosure regulations, and embrace the spirit of honesty, in all sponsored content.

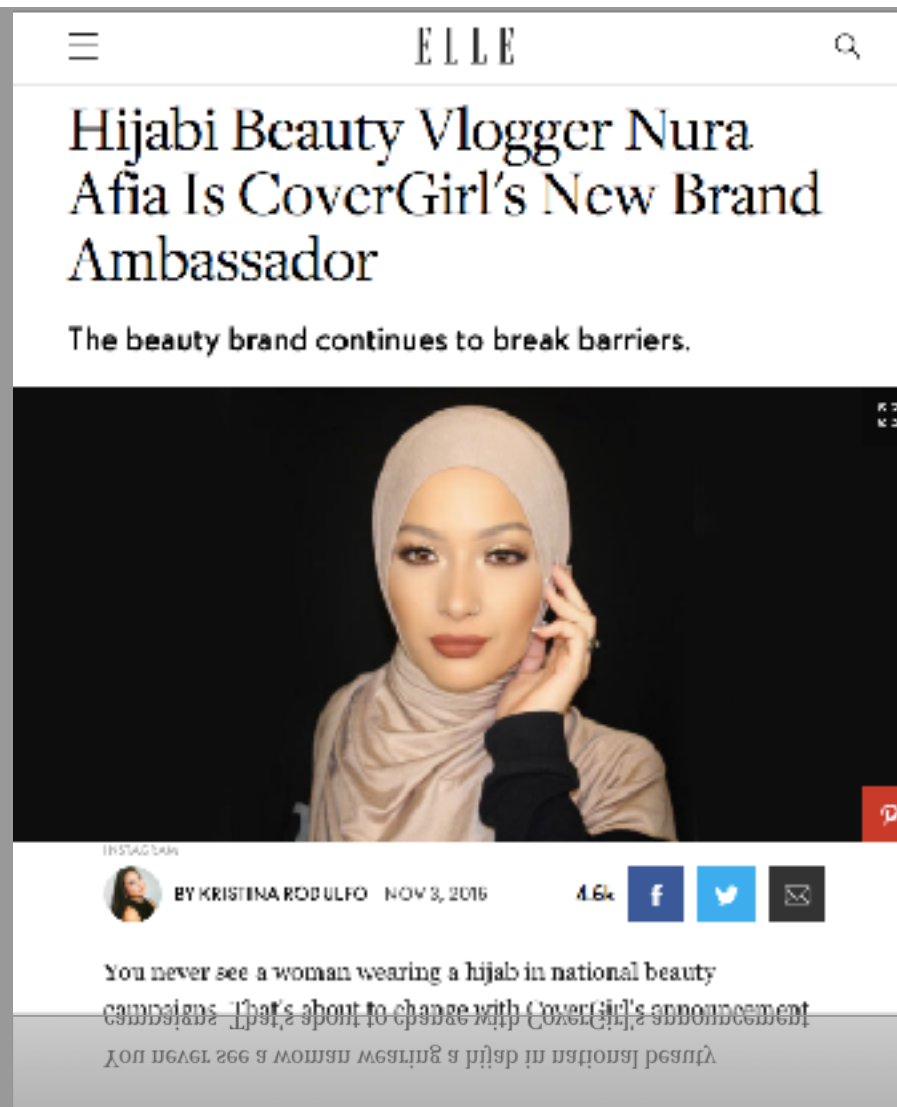


By 2020, millennials will total more than 1.4 Trillion in spending power. The millennial buyer is digital first, socially savvy and seeking content personalized to their age, location and cultural interests.

– NEWSURED



Millennials rally around what a brand stands for, versus product attributes. Fashion and beauty brands are leveraging this by showing they stand for inclusion and body positivity.





Thank you.



predictions@tapinfluence.com



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www.TapInfluence.com