

# INFLUENCER MARKETING HOW-TO

Brian Littleton, CEO  
ShareASale



I ONCE MADE TWO  
PREDICTIONS  
AMONGST  
FRIENDS

CLOUD COMPUTING  
WOULD DISAPPEAR.

THE YOUNGER GENERATION  
WOULD NOT EVEN USE THE  
INTERNET.

# 25%

That's how much traffic is driven  
by Facebook – everywhere.

<http://marketingland.com/facebook-drives-nearly-one-fourth-referral-traffic-115478>

# CONSUMERS HATE YOUR CONTENT.

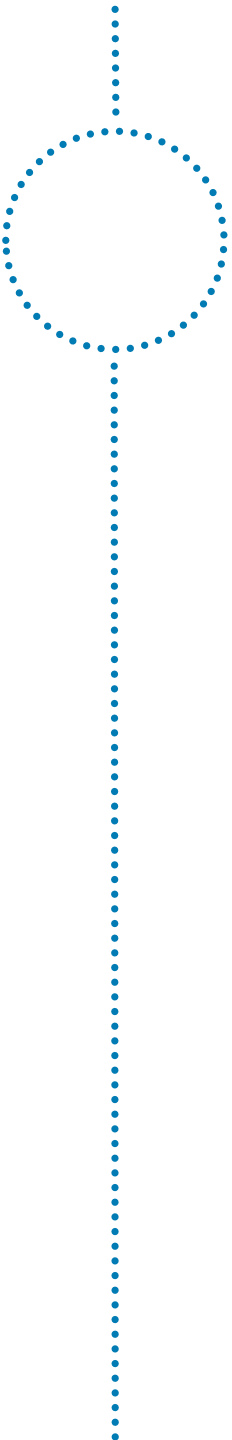
While output is up 75%,  
engagement is down over half.

<http://trackmaven.com/blog/2015/06/how-effective-is-your-content-marketing/>

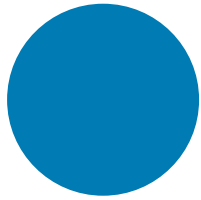
# BUT THEY LOVE RECOMMENDATION S

92% of online purchasers trust  
online recommendations. (Even if  
they don't know the person)

<http://www.nielsen.com/us/en/press-room/2012/nielsen-global-consumers-trust-in-earned-advertising-grows.html>

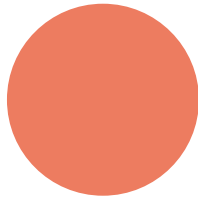


# OVERVIEW



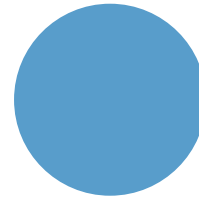
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How we got  
here?



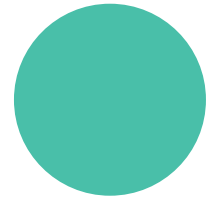
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Outreach



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Onboarding  
and  
Activation



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Motivation

#1

# A History of Influencer Marketing

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1397-Present

# YOU WANT INFLUENCERS IN YOUR AFFILIATE CHANNEL (with one exception)

- There are some difference between an influencer and an affiliate – but no difference in how you should value the results.
- The affiliate channel measures and values results and conversions in a way that sustains long term relationships.

# LET'S TAKE A LOOK AT THE DIFFERENCES

- Influencers
  - Potential audience
  - Social reach
  - How many people “share”
  - ~~New social media followers~~ (don't be fooled)
  - ~~Impressions~~ (I paid GeoCities on CPM once.)
  - Ultimately, measurable actions.

# YOU WANT INFLUENCERS IN YOUR AFFILIATE CHANNEL

- Social sentiment, good feelings, brand awareness – all good things – are not sustainable through influencers.
- Take “talk radio” as an example.
  - Brand awareness – one show?
  - If paid for customers, motivation to continue.
- Paying for conversions – is sustainable.
- My example: ShareASale



WHAT IS THE ONLY  
EXCEPTION?





FREE.



#1

So How Do I Get  
Them?



Have you ever seen a box  
during checkout that says  
“What’s your Instagram”?

.....

# YOUR CUSTOMERS

- An enormous source of influencers, and your most likely source of “free”.
- Show appreciation for customers – if this sounds simple, understand that most businesses are horrible at it.
  - Offer surveys with every purchase.
  - Exclusive test panels or groups for repeat.
  - First of all.... Ask! That Instagram box, facebook box, whatever...
  - Ask them if you can then follow them – you’ll be amazed at the response.

# BE A CUSTOMER

- Ever thought to yourself... “Do they even use their own website?”
- Go out, use the most amazing tool ever invented “Google”.
- Find the paths that your customers take to get to your competitors.
- Using tools can also be effective.

#1

So How Do I Activate  
Them?

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# GOOD AND BAD NEWS

- Bad news – Everybody wants to do this.
- Good news – It's extremely lucrative.
- How do I stand out?
  - First and foremost – repeat points 1 and 2.
  - The hardest part is to identify which influencers can actually accomplish the goal of customers.
  - Facebook likes are not a metric!
    - 1% engagement.
    - Yelp is a better example of true measurement.
    - FTC Concerns.

# OVERPAY FOR UNDER-DELIVERY

- Let's lay out a scenario
- In your performance channel, commissions have significantly dropped from the mid 20s to the single digits.
- No influencer will find this attractive.

# INCREASE 5x +

- You'll learn one of 2 things
  1. That influencer just crushed your budget.
    - “Ego” Marketing
  2. You don't need to work with that influencer again.

All of the other stuff – free product, VIP treatment – all of the obvious stuff won't matter if they can't directly drive conversion.

# SHARE WHAT THEY WRITE

- Huge potential.
- Avoid the thought process of “those were my customers anyway”.

# BE PERSONAL

- Find out when their birthday is...

# 3

# So How Do I Motivate Them?

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# OFFER THEM SOMETHING

- Nothing is quite as powerful as feeling like you are special.
  - Coupon and discount codes.
  - Titles.
  - Show appreciation for every single referral.
  - Example: ShareASale

# BRING THEM IN

- Bring them in
- Interview them
- Feature them

# RANK OR REWARD THEM

- Controversial, but it works.
- “Ego” Marketing
- Common in the B2B space – this conference is an example.
- My own example: ShareASale
- Use caution, it can backfire and should be used sparingly.

# 4

# Compliance (Bonus Content)

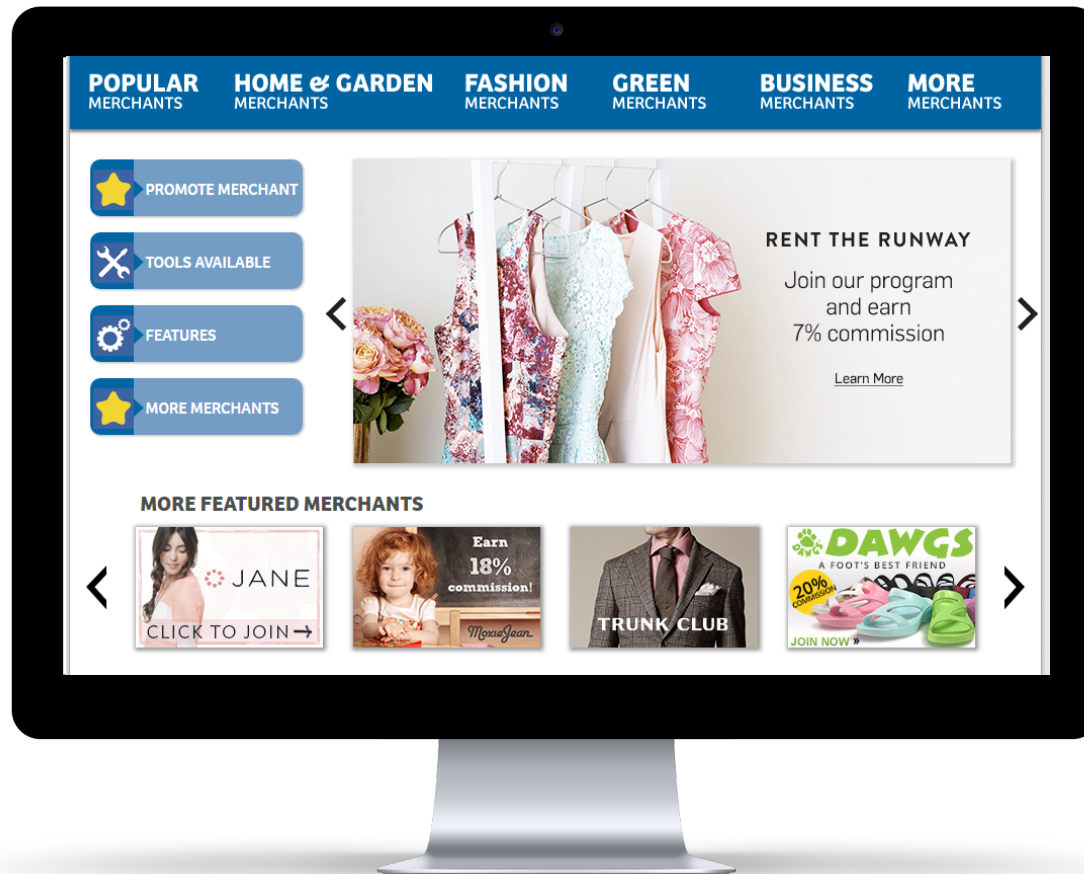
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# CAN NOT BE OVERSTATED

- You must consider any benefit that you provide to anyone, in exchange for anything, to be a paid endorsement.

# DIG CONCLUSI ON

Prepare to work hard, for the most  
rewarding and profitable of  
relationships.



# QUESTIONS?