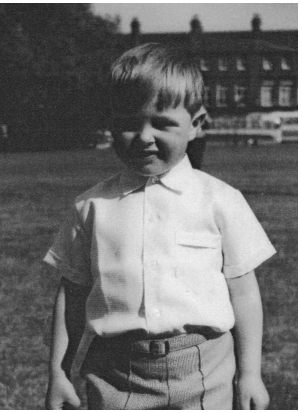


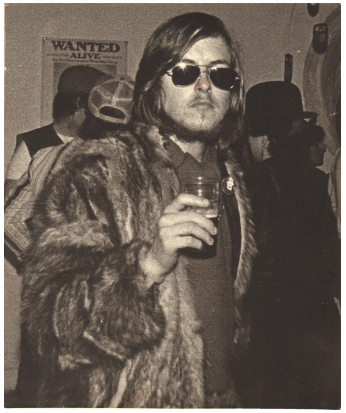
going beyond the celebrity – identifying your influencers

Chris Tradgett - Publisher Discovery

Influencer Marketing Days
New York – November 2016

Who am I?






Finding influencers in your niche

"Influencer marketing
bridges the trust gap between
the audience and the brand"

Brian Fanzo


The Top 20
FASHION BLOGGERS



The traditional magazine influencers are being challenged







WHO ARE YOUR INFLUENCERS?





tripadvisor

Review another place | Plan your next trip

Keep

Total Points
6,655



Bernadett...
Marlborough,
Massachusetts

Level 3 Contributor

20 reviews

8 hotel reviews

7 helpful votes

"Very convent

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2 people found th

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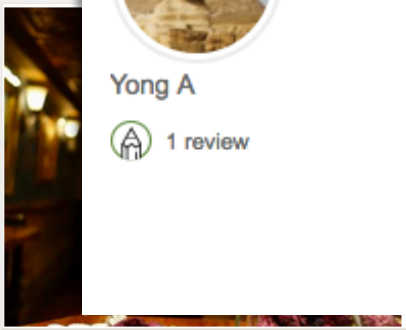
1 review

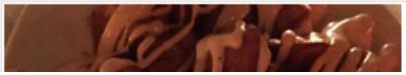
"Lovely & Nic

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Very good place t
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More





The Ten Bells



WEISHI Long Handle Version HEAVY WEIGHT Butterfly Open...

★★★★★ 23

£15.88

Prime

Get it by Tomorrow, Nov 3

Eligible for FREE UK Delivery

Good Housekeeping Institute
TRIED & TESTED

apps-reviewed

fashion focus

Do's & Don'ts of Plus-Size Clothing

DO dress for your body shape, not your size.
The way clothes fit you is the crucial factor. Look for clothing that shapes and contours your body. Emphasize your assets and hide your imperfections.

DON'T be afraid to embrace fashion trends
Pick out the best of the season - colors, prints and styles that flatter you and alternate the rest.

DO wear clothing that skims your body
Find the happy medium between baggy and tight clothing, that are well made, rather than giant smocks that do nothing for your figure.

DON'T wait to lose weight to look great
Having great style has nothing to do with your size. Buy fabulous items that fit you now. Clothing can always be altered to fit smaller!

DO turn to plus size style bloggers for inspiration
You'll find outfit ideas, discover new places to shop, and be a part of a supportive community.

15

QAA Reviewed
Quality Assurance Agency for Higher Education

Recommended on tripadvisor
Click Here to See Reviews

Reviewed.com
a division of USA TODAY

BEST O... YEAR 20...

hometheaterreview.com

COFFEE REVIEW
The World's Leading Coffee Guide

Top Consumer Reviews.com

PEER REVIEWED by HFMA*

Long Awaited, Here at Last!
FOOTSTONE presents
MAKE UP TIPS & TRICKS!
featuring kara winslow MAKEUP ARTIST
Learn everything you need to know about WEDDING DAY MAKE UP and how it affects your photography. Plus enjoy yummy snacks and drinks! Best of all, it's COMPLIMENTARY for you and a guest!

INFLUENCER MARKETING DAYS

Publisher Discovery

Examples from affiliate campaigns

TopShop – Affiliate Window bloggers
ToysRUs – affiliate social blogger
Fashion Sector – affiliate influencer search

affiliate in the fashion sector

TOPSHOP

and

affiliatewindow
part of the zanox group



INFLUENCER MARKETING DAYS



TOPSHOP

TOPSHOP executed its most successful **London Fashion Week** content campaign to date in September 2015

INFLUENCER MARKETING DAYS

Publisher Discovery



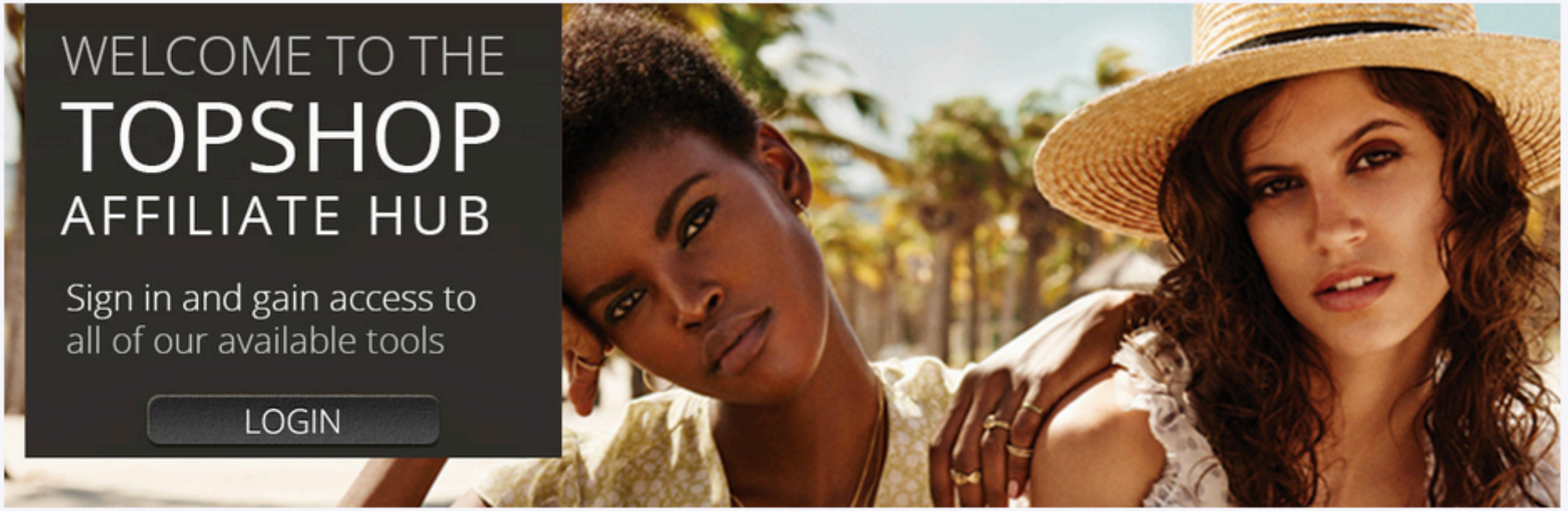
TOPSHOP

Taking responsibility as a brand to drive the affiliate industry forward, **TOPSHOP** focused its efforts on making affiliate marketing easier for bloggers and content publishers during the run up to **London Fashion Week**.

affiliatewindow
part of the zanox group

TOPSHOP
AFFILIATE HUB

Home Login



AW Fashion Twitter

Tweets by @Fashiwin

Fashion Awin
@Fashiwin

Topshop Instagram





Topshop Affiliates

Tweets by @Topshop

Topshop
@Topshop

affiliatewindow part of the zanox group | blog

JOIN OUR NETWORK | EVENTS

TOPSHOP

Home > Events > Fashion Focus 2015: Affiliate Window's must-attend event in the annual Fashion calendar

Fashion Focus 2015: Affiliate Window's Must-attend Event In The Annual Fashion Calendar

Written by Lulu Olude on March 31, 2015. Posted in Events



Last Thursday saw Fashion Focus return for its fifth year at the elegant 30 Euston Square. The evening was another great opportunity for our advertisers and publishers to network with one another and gain insights into the latest network trends in the fashion and retail sector. We had a fantastic turnout on the evening, with brands such as ASOS, TOPSHOP, AllSaints, Etsy, and M&S exhibiting their newest collections, plus we had some of our key fashion publishers attend such as Stylepilot, Fashionchick and Style on Screen.

Fashion Focus is one of our most successful sector events and this year it was fully subscribed with quite a long reserve list, proving the value and need for events of this nature in our industry.

Working closely with Affiliate Window in the UK market, they made specific content available for affiliate bloggers via the network.

TOPSHOP AT
LONDON FASHION WEEK

Did you see our Topshop Unique show at London Fashion Week? For the first time, you can shop the collection directly from the runway. Re-watch the show on demand and shop selected pieces now.
You can also get an insider look at the designer shows we sponsored this season, plus House of Holland, at the Topshop showspace. Want even more buzz? Get the latest news from the front row in our live feed of stories.

WATCH THE SHOW



YUKOVA

Fashion and Beauty by Yuliya Oleynykova

TOPSHOP

FASHION BEAUTY CAREER ABOUT





14TH SEPTEMBER 2016

STYLE ADVICE

WHAT TO WEAR TO LONDON FASHION ...

London Fashion Week is an exciting time for every fashion blogger and influencer. Two times a year the fashion industry is blooming like the most beautiful flower. It is attracting the most talented fashionistas around the world – designers, fashion and street style photographers, PR-girls, influencers, editors from the smallest to the biggest magazines, etc. LFW for me is almost like a festive season – full of joy, meeting friends from different countries, who is coming to see the shows in London and lots of drinks, but no food, though. What excites me the most is the opportunity to see all the…

13 COMMENTS



16TH OCTOBER 2015

FASHION WEEK

LONDON FASHION WEEK RECAP

Hi guys, today I'd like to share with you my London Fashion Week recap. I hope you all enjoyed this busy month of fashion and getting back to normals. In case you were to busy to visit my fashion blog during London Fashion Week or you are a new reader, I'd love to highlight my favourite articles from LFW for you to read. Enjoy!

14 COMMENTS

Give as you Live® Blog

TOPSHOP

SHOPPING CHARITY CHRISTMAS GIFT GUIDES COMPETITIONS NEWS CONTACT

Topshop's London Fashion Week

London Fashion Week is back!



And...Topshop are back with their unique September 2016 collection.

This seasons runway brings you a carefully selected edit of catwalk pieces available to buy immediately after the

WHAT'S GIVE AS YOU LIVE?

Give as you Live is an easy way to raise FREE donations for your favourite charity - just by shopping online.

Sign up today to choose your charity, then shop with any of our 4,000+ retailers to start raising free donations.

LATEST POSTS



♡ 0 1 November, 2016

November's Charity of the Month

THE DRUM DADI AWARDS

IN ASSOCIATION WITH MEDIALETS

About Results Judges Gallery Ticke

TOPSHOP

Use of Video +

Use of Affiliate Marketing −



Award

TOPSHOP & Affiliate Window: London Fashion Week

Agency: Affiliate Window

Client: TOPSHOP



Commendation

DATA, REGULATION & PARTNERSHIPS: HOW DIRECT LINE GROUP & TRADEDOUBLER CREATED A BEST IN FINANCE PROPOSITION

Agency: Tradedoubler, Direct Line Group, Tradedoubler

Client: DLG & Tradedoubler

TOPSHOP

TOPSHOP transformed
this rich content into a
62% increase
in Year on Year revenue


AWARDS
TINT
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affiliate

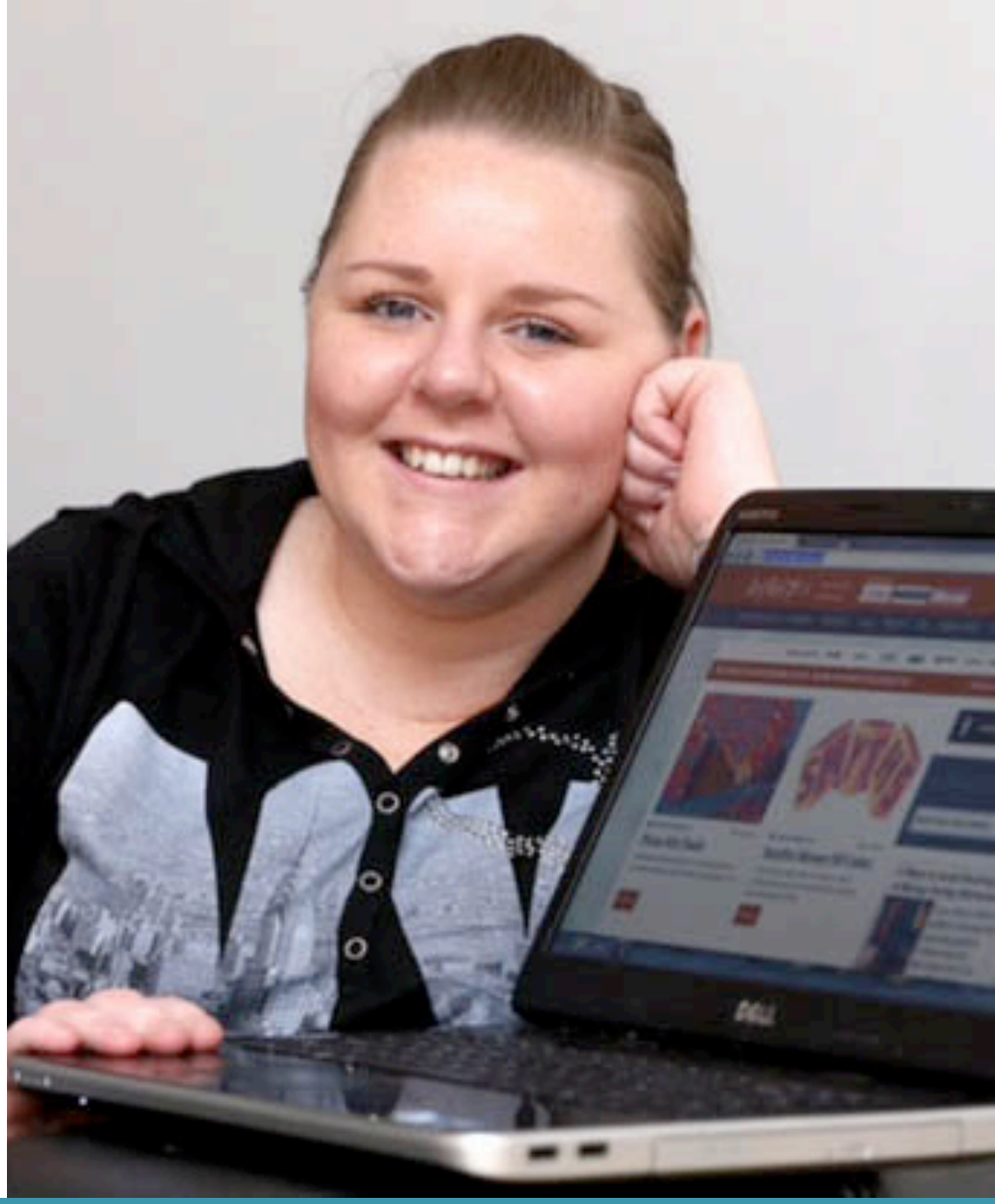
social

blogging

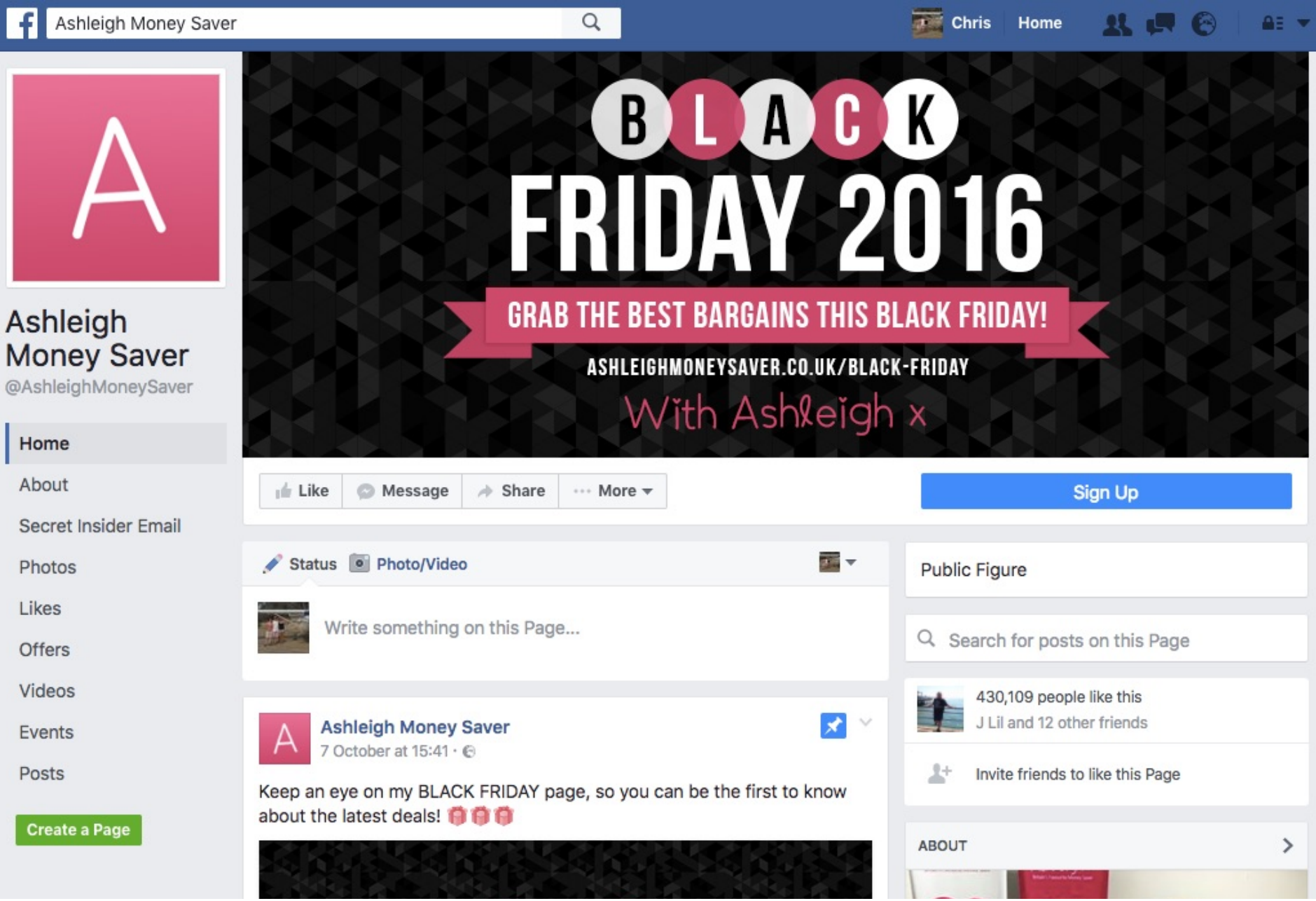
Ashleigh x

REDU

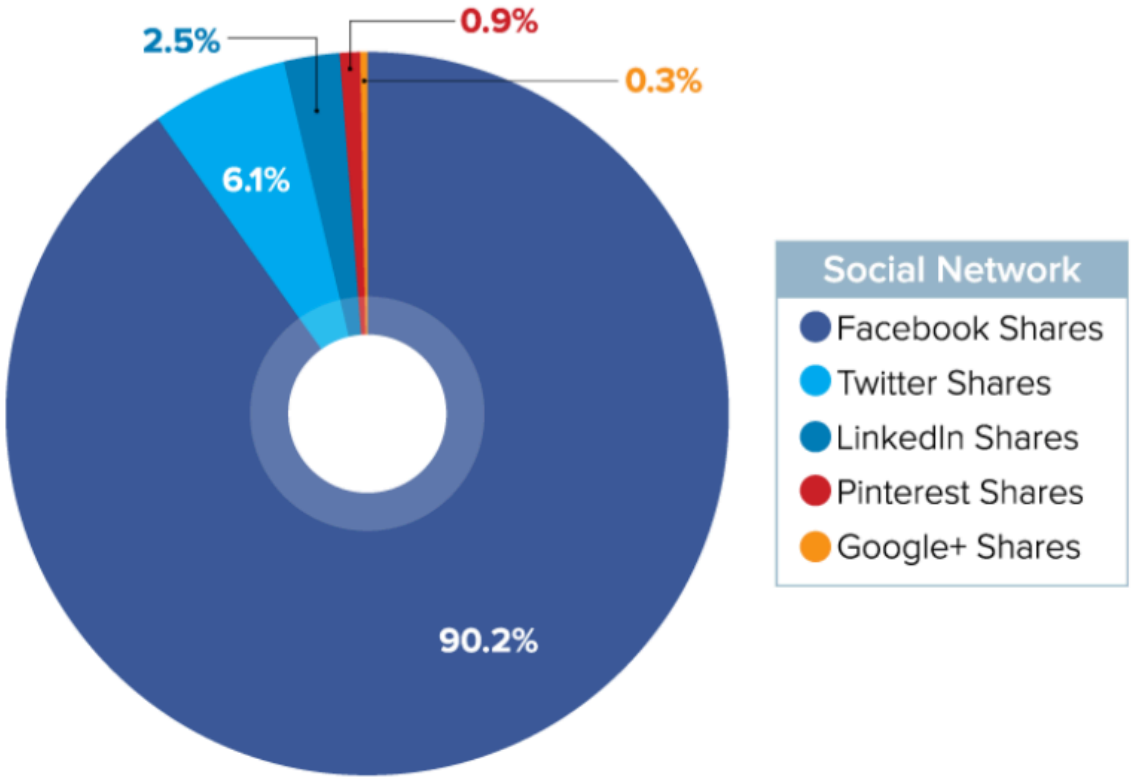
TOYS R US

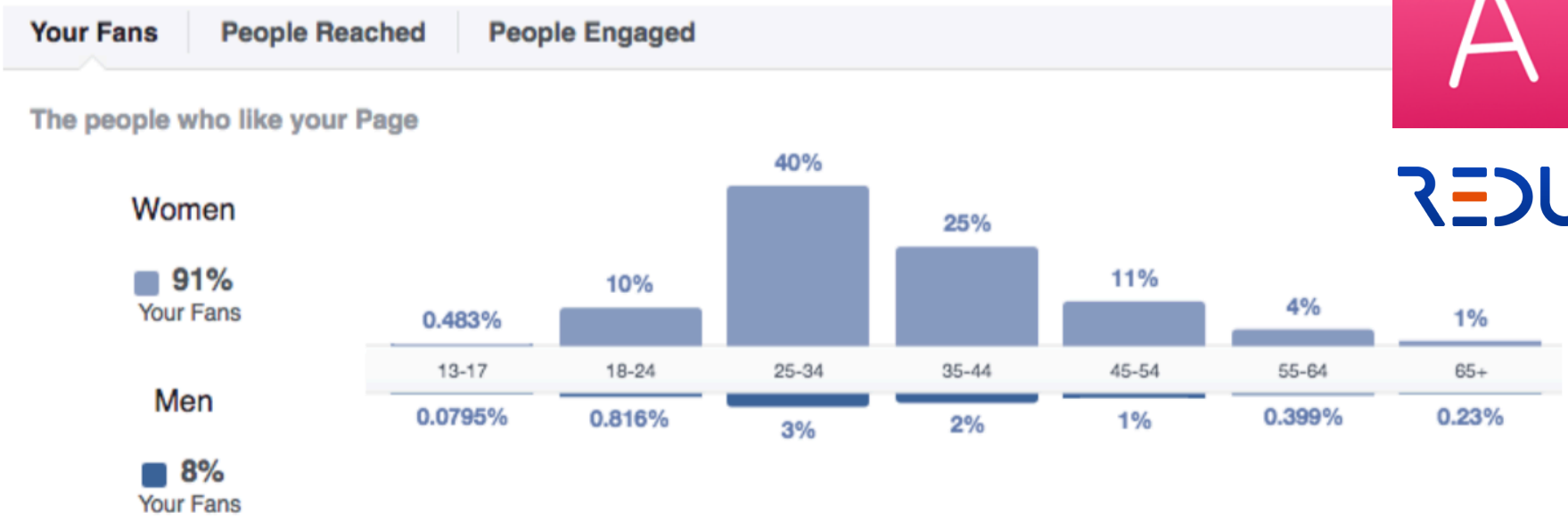


INFLUENCER MARKETING DAYS


Ashleigh Money Saver
Chris
Home
BLACK
FRIDAY 2016
GRAB THE BEST BARGAINS THIS BLACK FRIDAY!
ASHLEIGHMONEYSAVER.CO.UK/BLACK-FRIDAY
With Ashleigh x
Ashleigh Money Saver
@AshleighMoneySaver
Home
About
Secret Insider Email
Photos
Likes
Offers
Videos
Events
Posts
Create a Page
Like
Message
Share
More
Sign Up
Status
Photo/Video
Write something on this Page...
Public Figure
Search for posts on this Page
430,109 people like this
J Lil and 12 other friends
Invite friends to like this Page
Ashleigh Money Saver
7 October at 15:41
Keep an eye on my BLACK FRIDAY page, so you can be the first to know about the latest deals!
ABOUT

SHARING ON SOCIAL NETWORKS





Country	Your Fans	City	Your Fans	Language	Your Fans
United Kingdom	406,009	Sunderland, England	13,603	English (UK)	275,678
United States of America	7,048	London, England	13,541	English (US)	146,718
Australia	2,518	Newcastle upon Tyne, ...	11,442	Spanish	896

WIN £1,000 of TOYS for CHRISTMAS!

I'm back with another MASSIVE competition to help 4 lucky winners have the Christmas of their lives!!! This time I have 2 HUGE toy bundles with £1000 EACH!

Plus 2 runners up will win £250 to spend at Toys R Us UK! ... See more



482,643 people reached

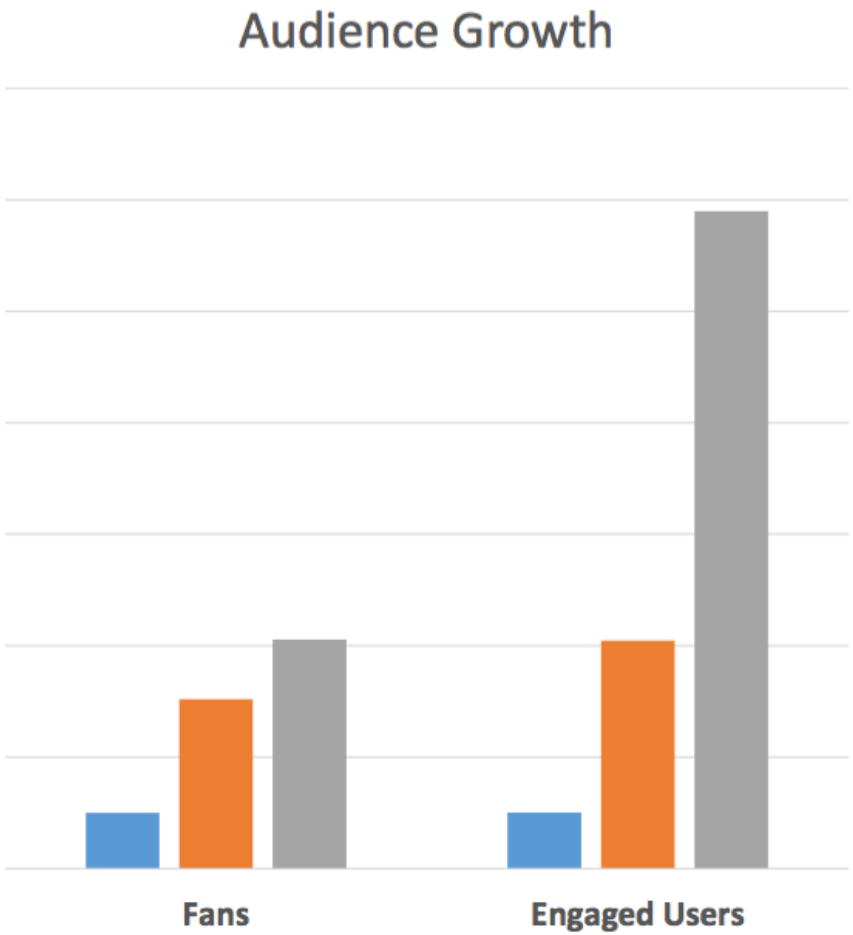
Boost post

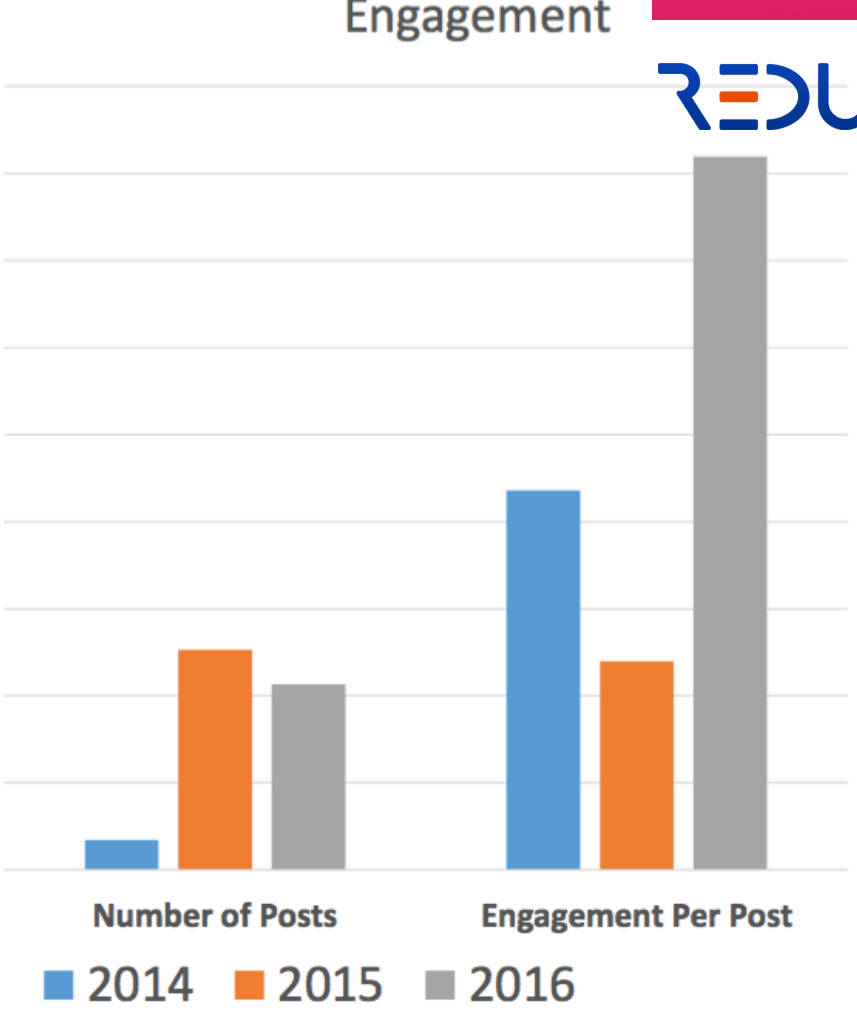
274k Views

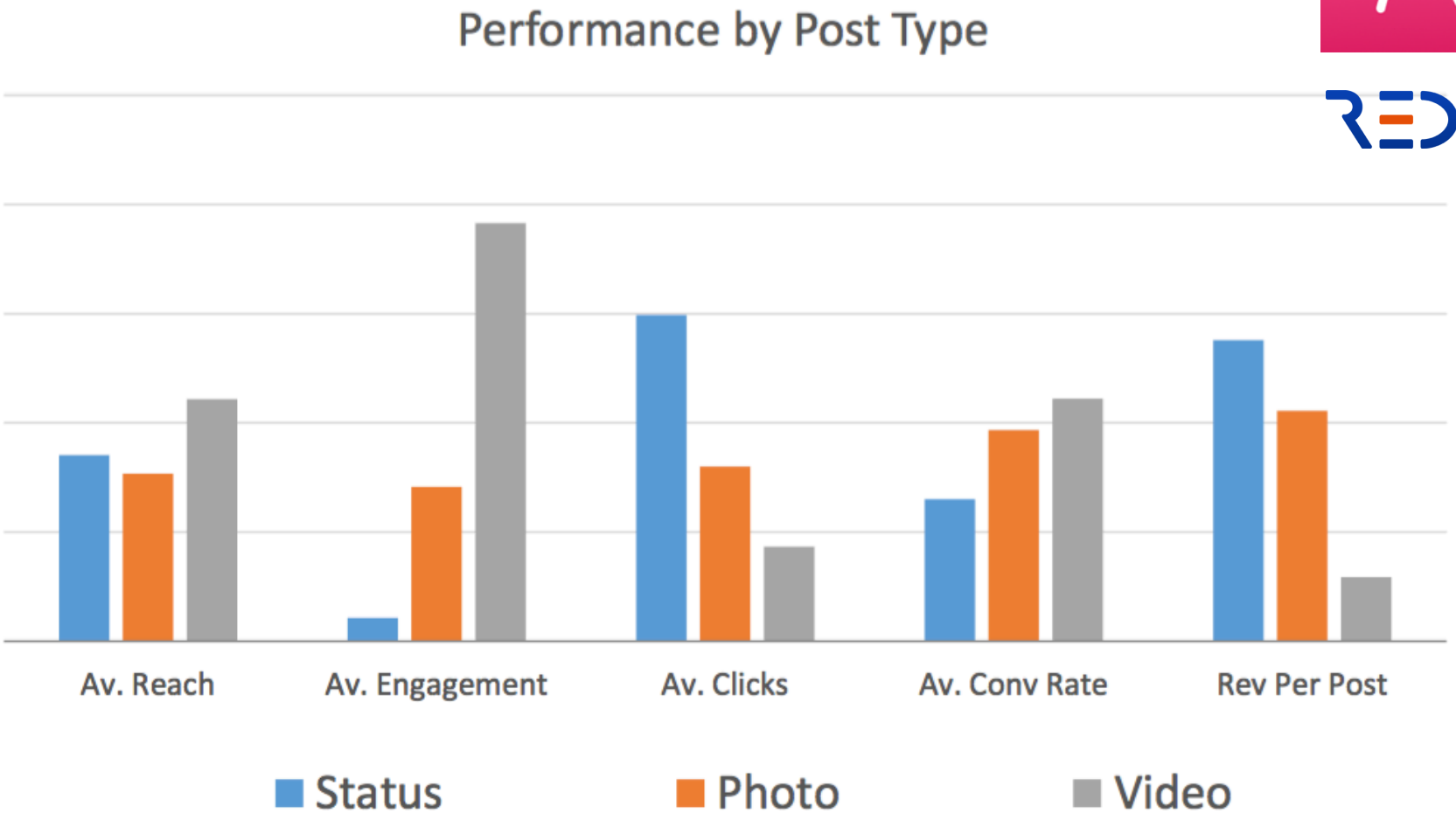
Like Comment Share Postcron

Emma Chaplin, Jenifer Dilbert and 2.6k others

Chronological


Audience Growth
Fans
Engaged Users


Engagement
Number of Posts
Engagement Per Post
2014
2015
2016


Performance by Post Type
Av. Reach
Av. Engagement
Av. Clicks
Av. Conv Rate
Rev Per Post
Status
Photo
Video

plus size influencers in affiliate

mining the networks

navabi

WELTWEIT FÜHREND IN PREMIUM-MODE AB GR. 42





navabi
WELTWEIT FÜHREND IN PREMIUM-MODE AB GR. 42

What would you like



Chris
Tradgett

Explore
Schedule
Measure

YOUR ACCOUNT
Settings
Sign Out

KLOUT

Terms Privacy
Help About

About 275,000,000 results (0.35 seconds)

Plus Size Clothing - Work those Curves & Look Gorgeous
Ad www.simplybe.co.uk/**Plus_Size**_Clothing
Update Your Wardrobe - **Sizes** 12-32
New In Clothing · Holiday Shop · Explore Occasionwear

Ladies Plus Size - Fashionworld.co.uk
Ad www.fashionworld.co.uk/**Plus_Size**
4.4 ★★★★½ rating for fashionworld.co.uk
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Ratings: Returns 8.5/10 - Product info 8.5/10 - Customer service 8/10 - Delivery 8/10
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Plus Size Clothing - DorothyPerkins.com
Ad www.dorothyperkins.com/
4.9 ★★★★★ rating for dorothyperkins.com
Update Your Wardrobe With All The Latest Trends At Dorothy Perkins!
Free Delivery Over £50 · 10% Student Discount
Christmas Partywear · Up To 25% Off · Explore Christmas · Party Shoes · It's Time To Gift

Evans Plus Size Clothing - Must-Have New Season Styles.
Ad www.evans.co.uk/Latest_Fashion
AW16 Clothing At Evans! Shop New Season Styles With Free Delivery Over £50.

Plus Size | PLUS SIZE | Forever 21
www.forever21.com/UK/Product/Category.aspx?category=**plus**_main
10. quick view. **Plus Size** Open-Shoulder Jumper. wishlist ... quick view. **Plus Size** Crisscross Leggings. wishlist ... quick view. **Plus Size** Metallic Dress. wishlist ...

Plus Size & Curve clothing | Shop plus size at boohoo.com
www.boohoo.com/restofworld/boohoo-**plus**/icat/boohoo-**plus**
Discover our selection of **plus size** clothing with boohoo **Plus Size** & Curve. With a wide range of products and many different styles, find the perfect **plus size** ...
Boohoo Plus Dresses · Boohoo Plus Tops & Knitwear · Boohoo Plus



Featured Expert

Simply Be USA
Follow
59

Fashion without limits in sizes 8-28 Love your curves- and Simply Be!

5.2K experts identified by Klout for this topic.

Top Experts

Recommended experts to follow.

1 Marie Leggette — Follow — 70
2 Chastity Garner — Follow — 60
3 Evans — Follow — 55
4 Madeline Jones — Follow — 60

INFLUENCER MARKETING DAYS

Publisher Discovery

#influencerdays

@tradgett

‘Plus size’ in affiliate networks

affiliate websites with plus size content



PUBLISHER DISCOVERY

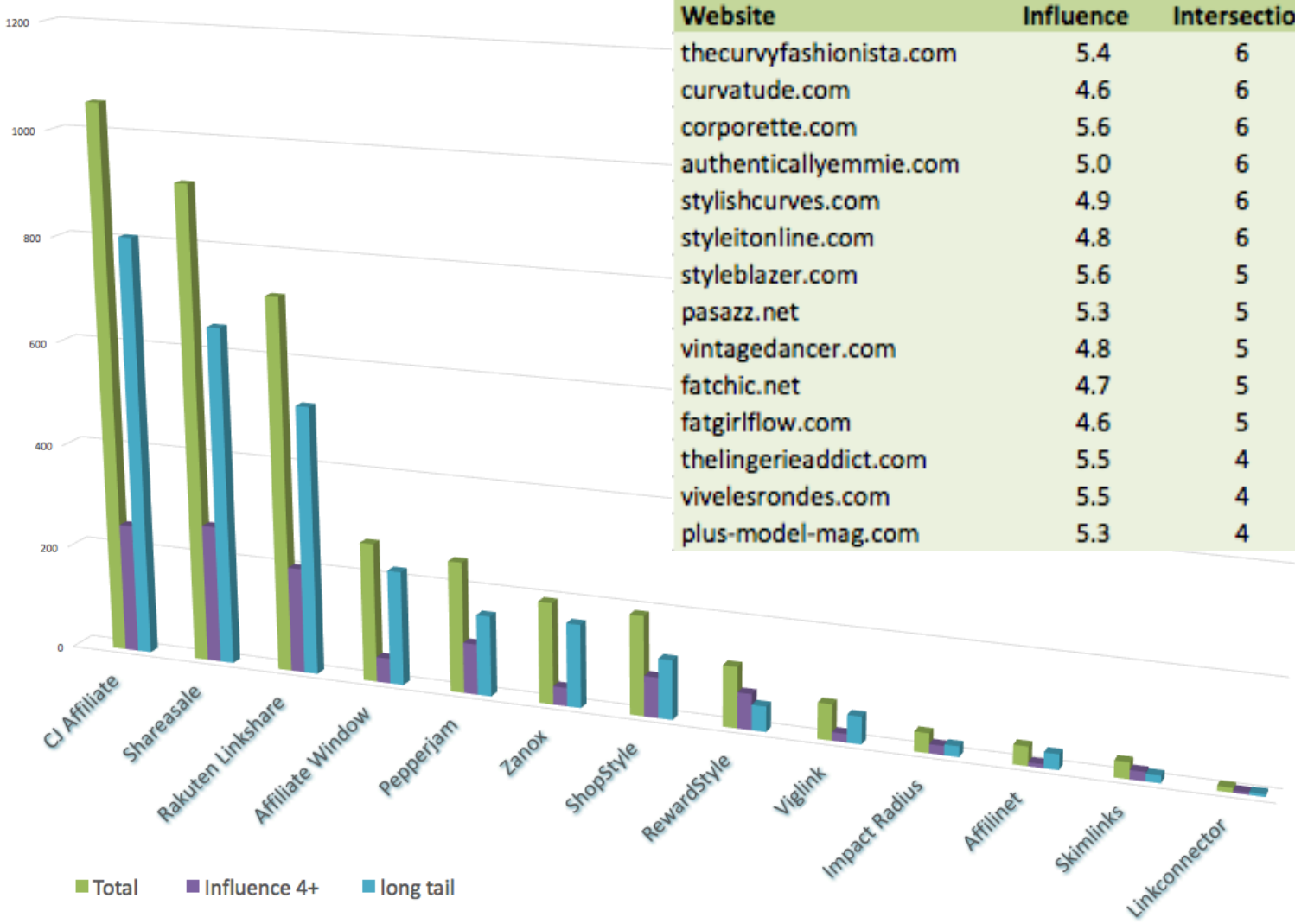
Showing 250 of 260 Websites

awin1.com | Oct 20, 2016 | Title & URL: plus size

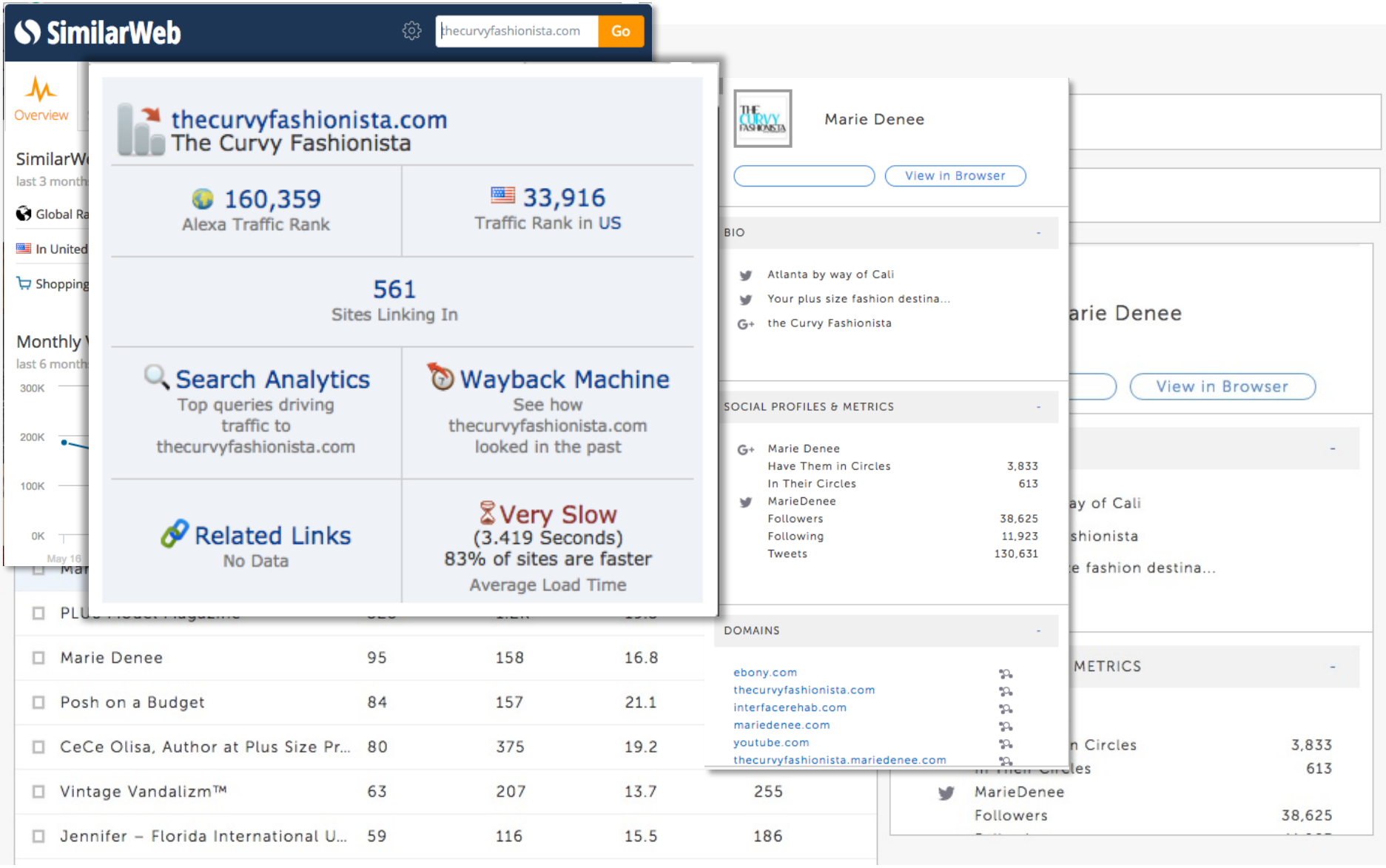
EXPORT

Website	Influence	Linking Pages
goodsearch.com NEW NO FOLLOW US Goodsearch - Search, coupons & deals for 100,000+ causes		260
femalefirst.co.uk NEW AUTHOR YOUTUBE US Celebrity Gossip, Lifestyle, Fashion & Beauty News From Female First		1043
lifeinabreakdown.com NEW IMAGE AUTHOR PUBLISHER YOUTUBE UK Life in a Break Down | UK Lifestyle Blog		347
vivelesrondes.com NEW VIMEO YOUTUBE US Vivelesrondes | Site féminin zéro complexe		246
ma-grande-taille.com NEW AUTHOR PUBLISHER FR Mode grande taille : magazine Ma-Grande-Taille.com		20
thecurvyfashionista.com NEW NO FOLLOW AUTHOR PUBLISHER US The Curvy Fashionista | Curvy.Confident.Chic.		107

‘plus size’ intitle by network



Website	Influence	Intersections
thecurvyfashionista.com	5.4	6
curvatude.com	4.6	6
corporette.com	5.6	6
authenticallyemmie.com	5.0	6
stylishcurves.com	4.9	6
styleitonline.com	4.8	6
styleblazer.com	5.6	5
pasazz.net	5.3	5
vintagedancer.com	4.8	5
fatchic.net	4.7	5
fatgirlflow.com	4.6	5
thelingerieaddict.com	5.5	4
vivelesrondes.com	5.5	4
plus-model-mag.com	5.3	4


SimilarWeb
thecurvyfashionista.com
Go
Overview
thecurvyfashionista.com
The Curvy Fashionista
160,359
Alexa Traffic Rank
33,916
Traffic Rank in US
561
Sites Linking In
Search Analytics
Top queries driving traffic to thecurvyfashionista.com
Wayback Machine
See how thecurvyfashionista.com looked in the past
Related Links
No Data
Very Slow
(3.419 Seconds)
83% of sites are faster
Average Load Time
Marie Denee
View in Browser
BIO
Atlanta by way of Cali
Your plus size fashion destina...
the Curvy Fashionista
SOCIAL PROFILES & METRICS
Marie Denee
Have Them in Circles 3,833
In Their Circles 613
MarieDenee
Followers 38,625
Following 11,923
Tweets 130,631
DOMAINS
ebony.com
thecurvyfashionista.com
interfacerehab.com
mariedenee.com
youtube.com
thecurvyfashionista.mariedenee.com
Marie Denee 95 158 16.8
Posh on a Budget 84 157 21.1
CeCe Olisa, Author at Plus Size Pr... 80 375 19.2
Vintage Vandalizm™ 63 207 13.7 255
Jennifer – Florida International U... 59 116 15.5 186

the CURVY FASHIONISTA

HOME FASHION•STYLE HAIR•BEAUTY LIFESTYLE SHOPPING BOUTIQUE DIRECTORY #SHOPTCFSTYLE



THE LATEST PLUS SIZE NEWS

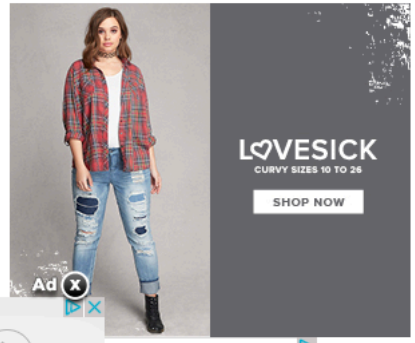






FASHION AND INDUSTRY NEWS

COOL NEWS! Meijer Announces Integratio
Size Apparel in Women's Department!

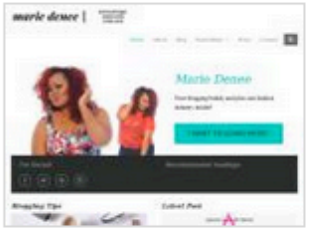


HEIN GERICKE JACKETS - BASED IN THE UK
Textile and Leather Motorcycle Jackets, Mens and Ladies. No Quibble returns

zalando



curvygirlchic.com



mariedenee.com



facebook.com



theplussideofme.com



vogue.it



stylishcurves.com



artbecomesyou.com



redefinedmom.com



plussizeprincess.com



patra.com

AUTHENTICALLY emmie

HOME ABOUT PROGRESS CLOTHING DIRECTORY CONTACT

Emmie Sightings





Hi there! I'm Emily Ho, a 30-something body positive fitness blogger, plus size fashion lover, social media strategist, and writer. Over the years, I've lost weight, but most importantly, I've learned to love myself no matter what my size.

Read more ->

CAPED AND CASUAL

FASHION 10.28.2016



Disclosure: This post contains affiliate links. I was walking to my car in the parking lot of the grocery store when someone rolled down their window in their car and yelled

authenticallyemmie.com/about/

SUBSCRIBE & CONNECT

14k 8.9k 4.9k 1.5k 9.9k

Enter email address

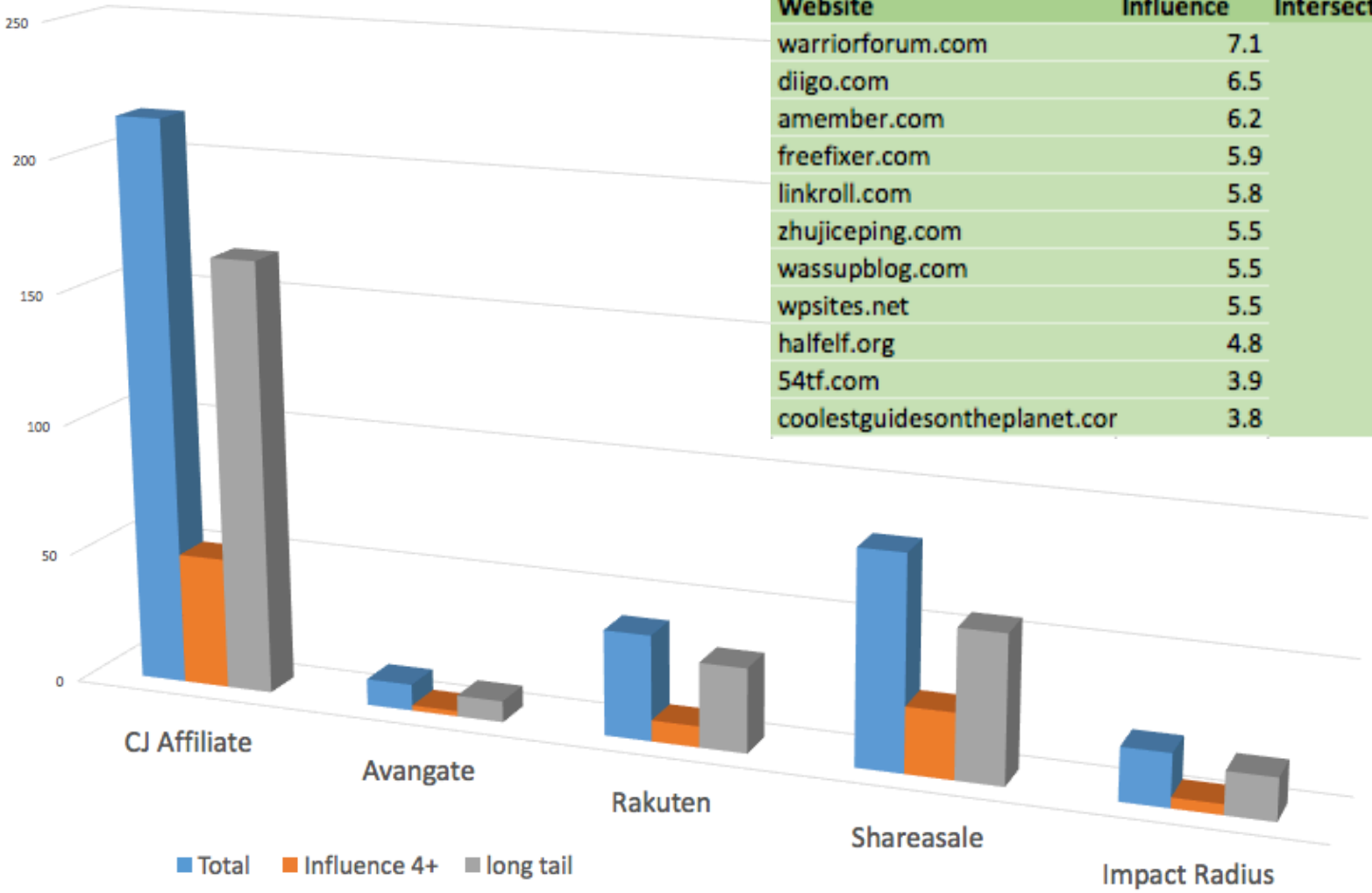
Daily Posts

Technology influencers in affiliate

mining the networks



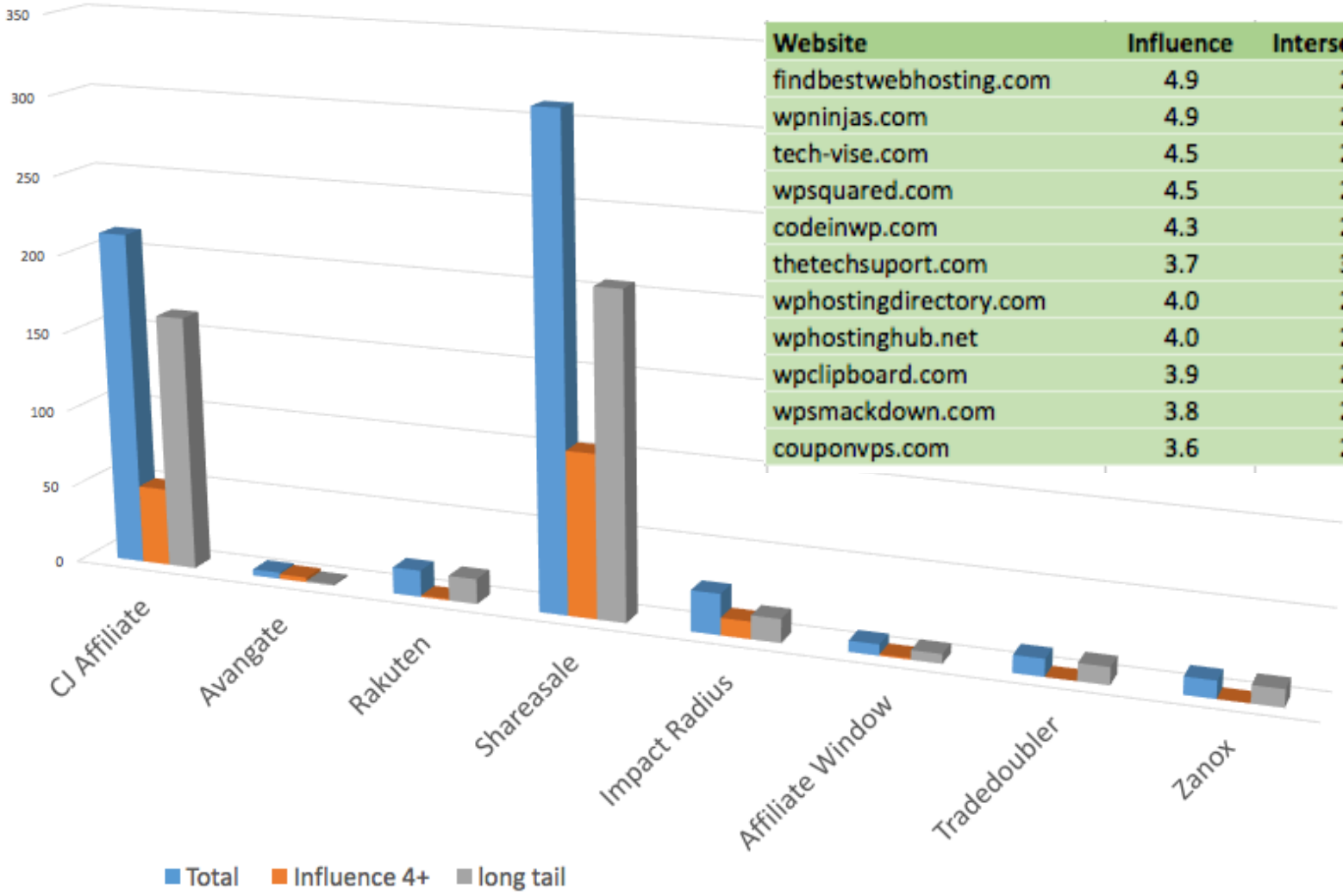
‘cPanel’ intitle by network



Website	Influence	Intersections
warriorforum.com	7.1	1
diigo.com	6.5	1
amember.com	6.2	1
freefixer.com	5.9	1
linkroll.com	5.8	1
zhujiceping.com	5.5	2
wassupblog.com	5.5	1
wpsites.net	5.5	1
halfelf.org	4.8	2
54tf.com	3.9	2
coolestguidesontheplanet.cor	3.8	2


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分享站长源码,素材及科技数码的站长技术平台
注册赠送1源币-可下载站长素材及源码: 立即登录 | 免费注册 | 购物车
专业站长资源综合网络门户站
站长资源网
http://www.54tf.com
Quick CDN Providers Comparison - Get The Best & Cheapest CDN
Just enter the bandwidth per month and find the cheapest and suited CDN for you!
资源 | 评测 | 营销 | 运营 | 创业 | 优化 | 源码 | 软件 | 硬件 | 主机 | 技术 | 织梦模板 | 帝国模板 | CMS教程 | 问答 | 值得买
VPS主机 $6 美元/月起
Linux系
免费迁
99.9%
免费赠送三个月主机
站长资源网
免费外海免备案主机
仅限本站会员
您要搜索的内容，快速查找!
搜索
Search
网QQ群278145772（群内可以交流各种站长资源）
本站承诺
站长资源网作为互联网专业it行业门户,为广大站长提
营资源,拥有包括站长源码,建站素材在内的优秀互联
布热门it行业资讯,关注站长创业发展,致力于为广大草
QQ空间
新浪微博
腾讯微博
QQ好友
人人网
百度贴吧
百度空间
腾讯朋友
一网打尽
5折
股权众筹
人工智能
关键词
游戏赚钱
优惠码
网上兼职
android 5.0
域名停放
帝国cms橘黄色大气网赚类文章模板
[支付宝提现限额]
[浏览器市场份额]
[赵本山手机]
[人工智能技术]
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‘Wordpress Hosting’ intitle by network



Website	Influence	Intersections
findbestwebhosting.com	4.9	2
wpninjas.com	4.9	2
tech-vise.com	4.5	2
wpsquared.com	4.5	2
codeinwp.com	4.3	2
thetechsuport.com	3.7	3
wphostingdirectory.com	4.0	2
wphostinghub.net	4.0	2
wpclipboard.com	3.9	2
wpsmackdown.com	3.8	2
couponvps.com	3.6	2

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HEADWAY

So…

Who are **YOUR** influencers

- Analyze your own keywords and understand your competitive set
- Find which affiliates score well – and figure well in search and traffic
- Build relationship between network/ OPM/brand and affiliate influencer
- Manage attributions and expectations
- Ensure adherence to FTC guidelines



Chris Tradgett

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