



Influencer Marketing Days

November 14 + 15, 2016

New York City

Power Middle Rising

Karen Koslow

Co-Founder



People influence people.
... A trusted referral influences people more than the
best broadcast message. A trusted referral is the
Holy Grail of advertising.
-- Mark Zuckerberg --

INFLUENCER: (n) “a PERSON... that has the ability to influence the behaviour or opinions of others; is the INDIVIDUAL whose effect on the purchase decision is in some way significant or authoritative.”

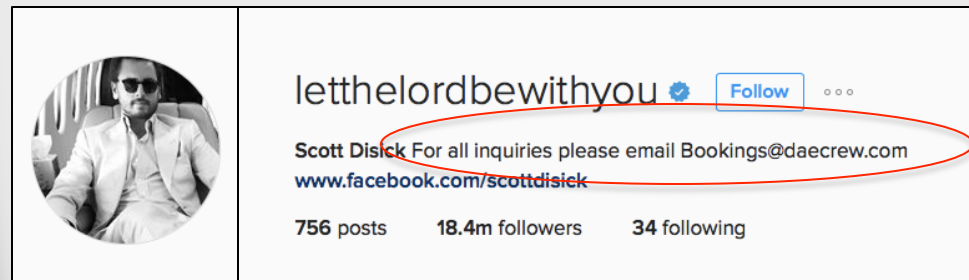
- Cambridge English Dictionary

Hence, it stands to reason, that identifying and working with influencers must take into account more than just their ability to have high fan, friend and follower counts.

Influence or Reach?

18.4MM Instagram Followers.

BUT, Instagram + Twitter profiles call out his agent.



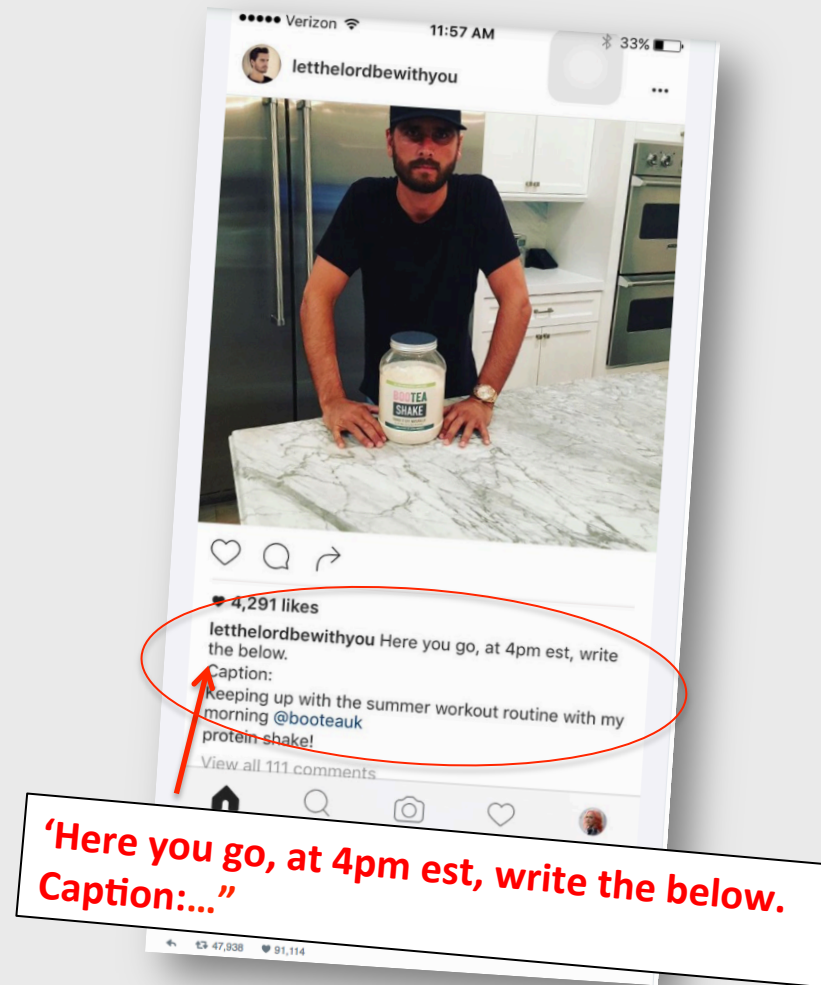
#healthyinfluence

@wellnessamp

#InfluencerDays

Influence or Reach?

And when he posts, doesn't always get the assignment right.



#healthyinfluence

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WHERE Does a Brand Turn For Authentic Influence?

Non-celeb influencers are **30%** more apt to **influence a purchase**.

- Collective Bias

82% of consumers surveyed... far more likely to **take recommendation** from micro-influencer than from those with larger, less personal followings.

- Experticity

16x Influencers with 10K – 250K followers will drive 16x **higher engagement rates** than paid media and owned alternatives – and at a much lower individual cost than professional influencers.

- Social Chorus

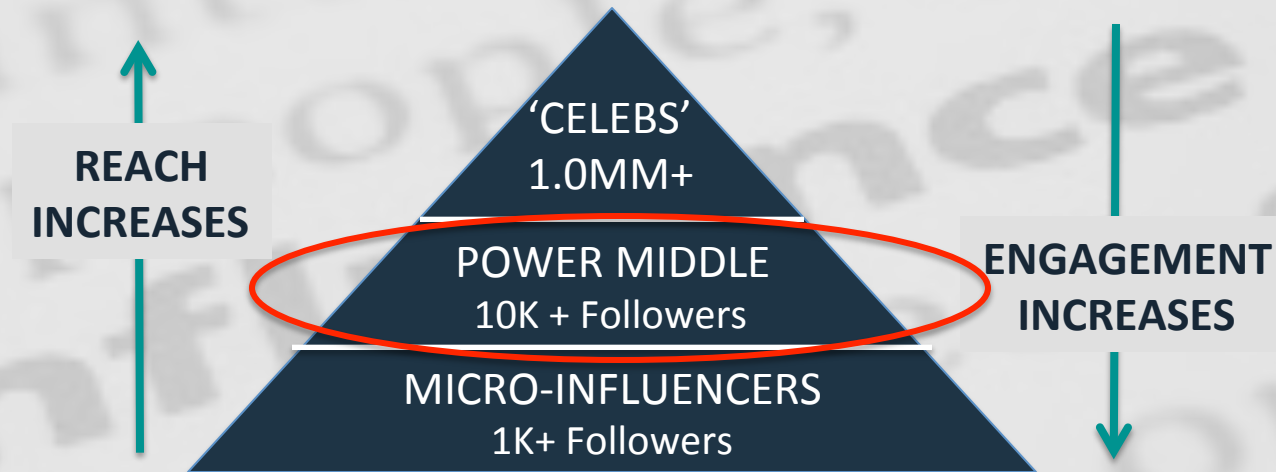
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WHERE Does a Brand Turn For Authentic Influence?

To those with AUTHORITY,
are CREDIBLE, RELATABLE, RESPECTED, and INSPIRING,
the TRUSTED real deal for followers.



WHY Influencers with Smaller, More Loyal Followings?

THEY HAVE AUTHORITY.

MASTERS AT CRAFTING CONTENT.

FOLLOWERS FEEL PART OF THEIR COMMUNITY.

FOLLOWERS CREATE CONVERSATION AROUND THE CONTENT.

PLUS...

**OFTEN LESS EXPENSIVE, EASIER TO WORK WITH
AND MORE AVAILABLE.**

HOW Should a Brand Evaluate Influencers?

THE FIVE “R”s OF INFLUENCER EVALUATION

REACH

RESONANCE

RELEVANCE

REPUTATION

ROI POTENTIAL

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Case Study:

Pettura Liquid Supplements for Dogs



PETTURA™
VETERINARIAN FORMULATED

CASE STUDY:

Influencing the Influencers

GOAL: Generate solid leads for Pettura's professional sales team to build their retail distribution through Vet offices.

CRITERIA FOR INFLUENCERS:

- Vet (DVM) following
- Authority with DVMs
- Engaging way to tell Pettura story
- Willingness to include lead gen CTA



Dr. Andy Roark
July 14 at 5:48am · 🌐

#5) Full on Ghost Mode

[This post is made possible by [Pettura](#). Vets can get free samples using the link at the bottom of the article]



The 5 Ridiculous Reactions Your Dog Has to Being Pilled

Do you need to pill your dog, but he isn't feeling it? Put your game face on: you're going to need a Super Bowl winning strategy to overcome the 5 absurd things your dog will do when you try to give them a pill.

DRANDYROARK.COM



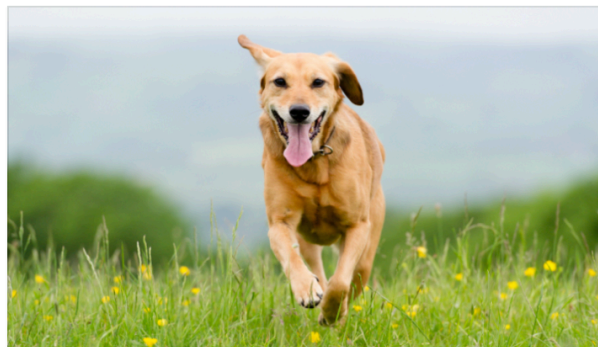
Mayo Veterinary Services

Sponsored · 🌐

Like Page

See my LinkedIn post for considerations when treating aging dogs with osteoarthritis. <http://bit.ly/2aNB0W6>

Veterinarians: Get a FREE Pettura® Sample Kit. <http://bit.ly/2adkK2q>



188 Reactions 16 Shares

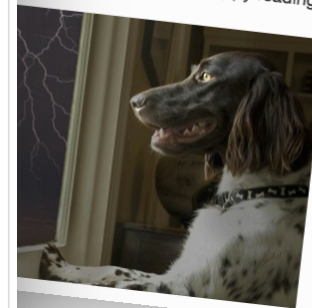
Like Comment Share Hootlet

Storm & Noise Phobias in Dogs – Crash! Boom! Bang!

July 25, 2016 by CriticalCareDVM

Like 1.6K Tweet Pinterest LinkedIn Google+ Tumblr Facebook Messenger Plus

In North America, we are in the midst of the hazy, hot, and often humid summer months. With this weather comes festive fireworks celebrations and the potential for severe thunderstorms. This also means some of our canine companions will be scared by booming firecrackers and the rumbling of thunder. In this week's post, I share some information about storm and noise phobias, including effective ways to help dogs feel more secure. Happy reading!



Content Focus:

- Problem/condition that Pettura products addresses
- Lead gen call-to-action - FREE Vet Trial Kit

Extended Media Reach:

- Increased reach of branded content, targeting Veterinarians nationally

RESULTS

80% of Influencers: **8 – 10%** engagement

Leading Influencer Engagement Score : **54%**

Landing Page Conversion: **12%**

Now, **LET'S TALK** with the 'Power Middle'!

Now, LET'S TALK with the 'Power Middle'!



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THANK YOU!



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