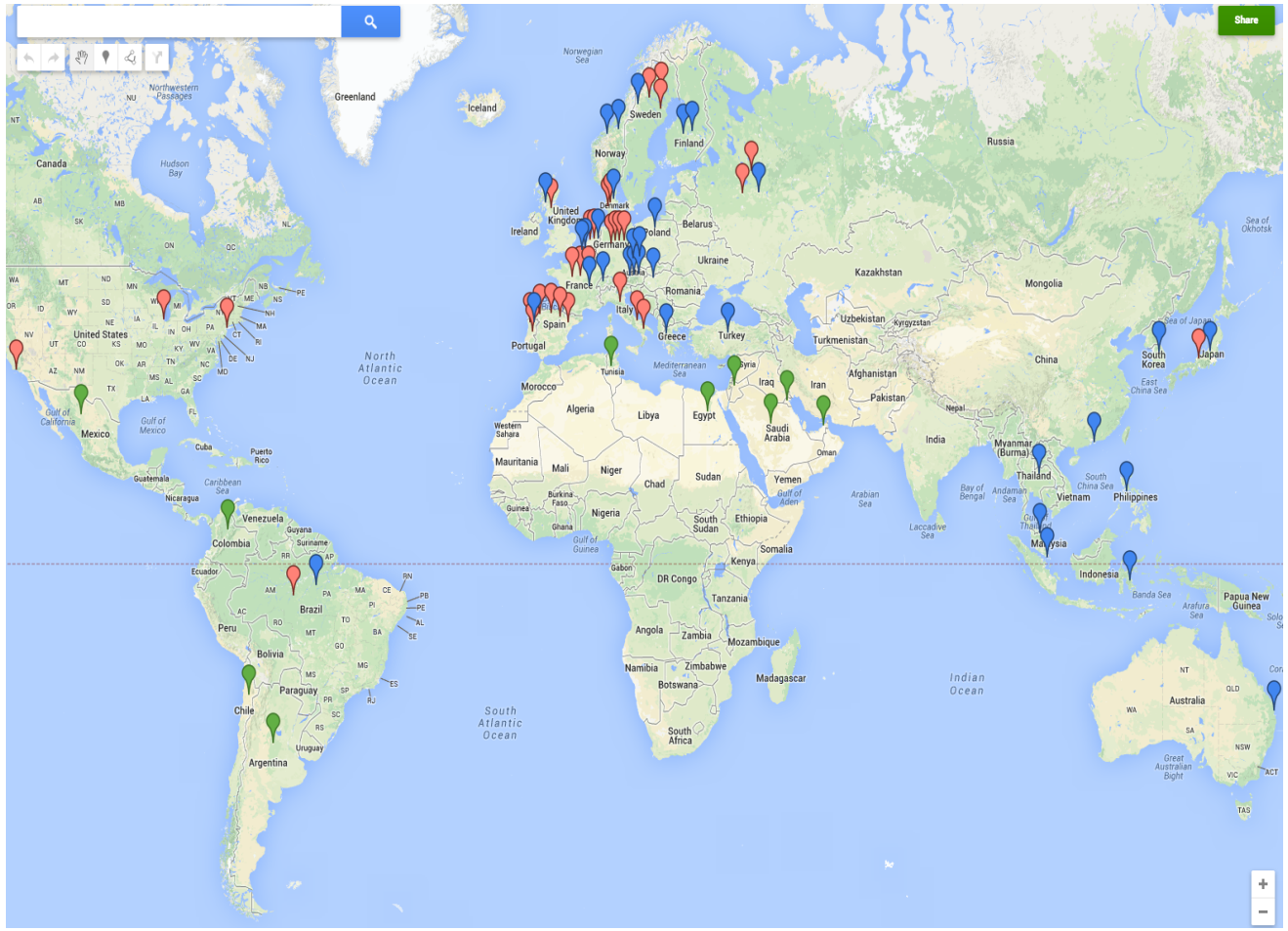
# SCALING YOUR INFLUENCER MARKETING GLOBALLY

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# Today

- A bit of background
- Our goals for the influencer marketing
- Our workflows

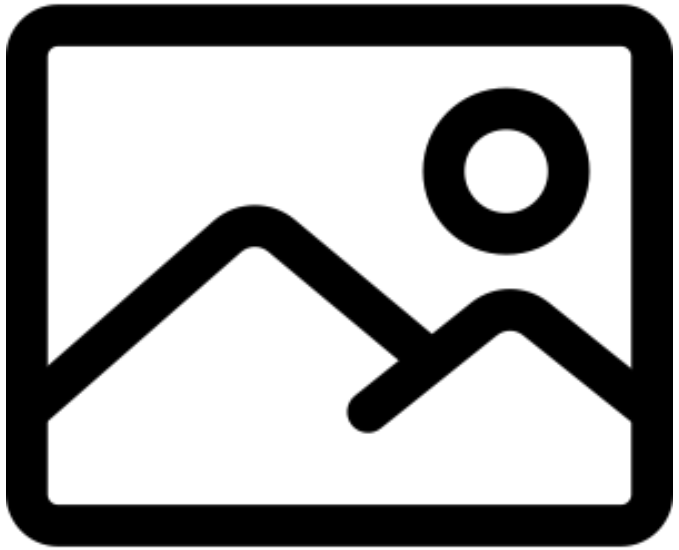
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## SHOP ALL CATEGORIES

- **11.11 Final Hours** (8217)
- Fashion & Clothing (138236)
- Weddings & Events (41748)
- Phones & Electronics (48852)
- Home & Garden (72682)
- Shoes & Bags (74045)
- Sports & Hobbies (58389)
- Beauty & Hair (36418)
- Cell Phone Accessori...
- Cool Gadgets
- Premium Brands (11821)
- Flash Sale (181118)

# What matters to us



Content



Clicks



SEO



Engagement #s

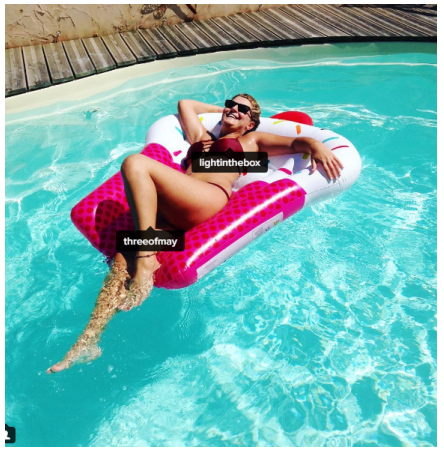






Calvin Kle

@melindaseang



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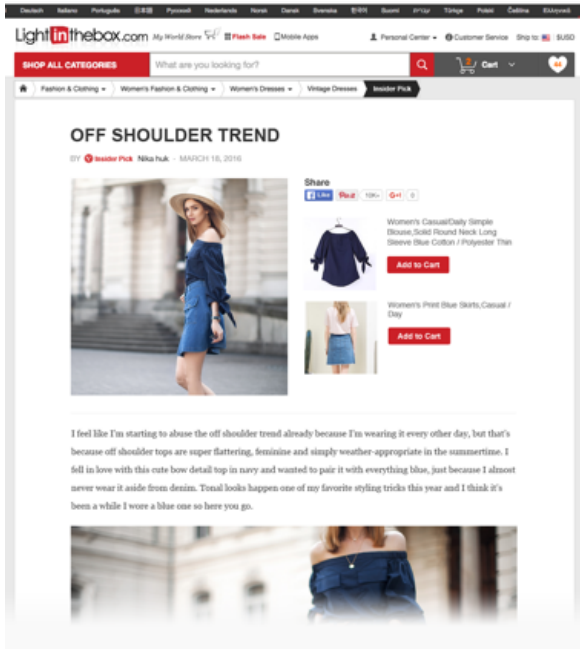


@darlenarawrs


BELIEVE




# Cross channel



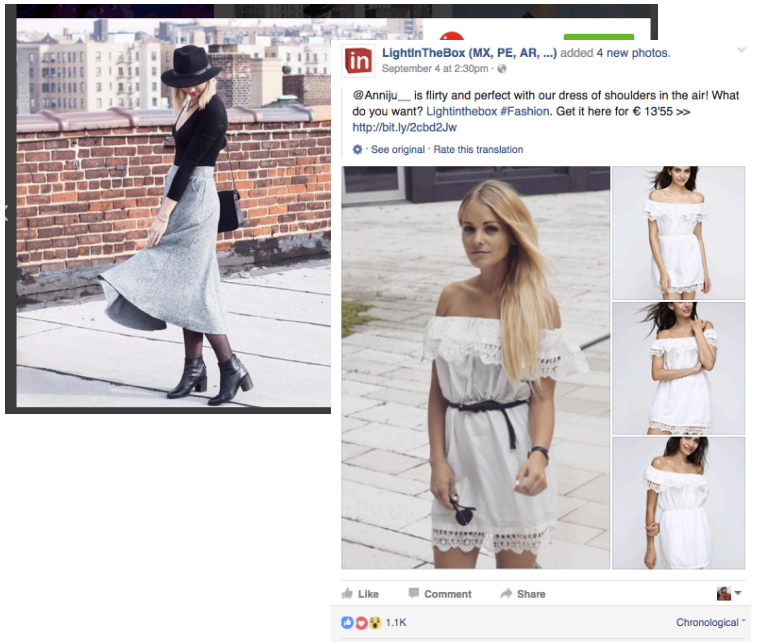

## On site

Featured reviews, Insider Pick badge, looks, and more




## Emails

Feature content in emails




## Own SM

SM stories, amplify specific campaign, re-posts

# Global + Scale friendly

# Global + Scale



Recruit anywhere



~2k touches / week

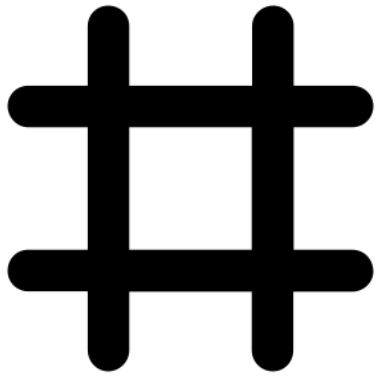


~30k reached
~3k we work with

# The workflow

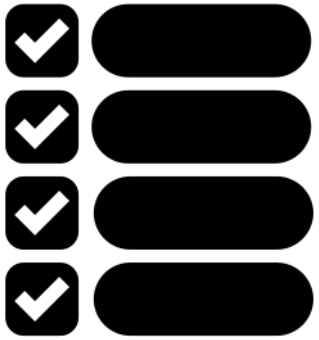
1. Discover
2. Outreach
3. Negotiate
4. Ship & Post
5. Monitor & Audit
6. Learn and repeat

# Discover



## Social Listening

Competitors, common keywords
Brand24, Mentions



## Buy Lists

Buy lots of lists of prospects
Pub Discovery, Custom, and more



## Cost

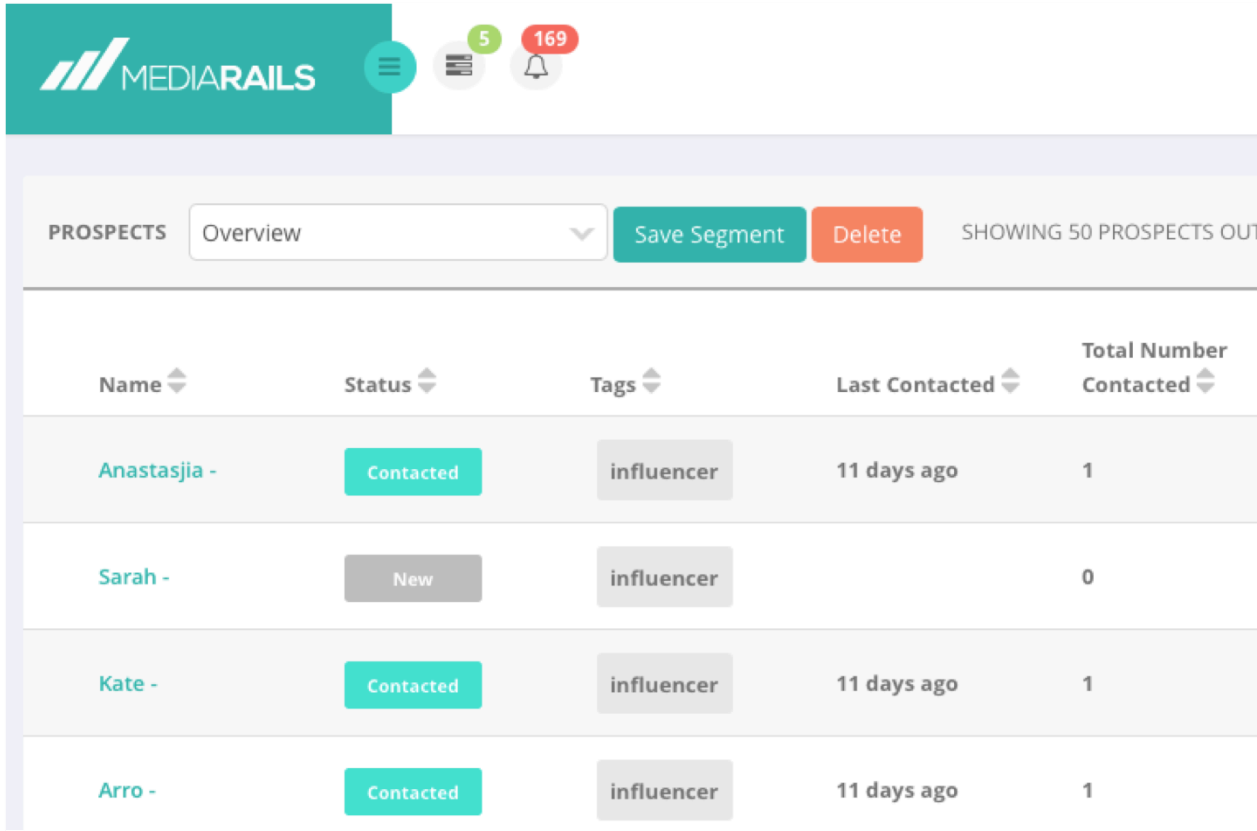
Cost is a an issue.
We focus on breath and not depth

# Outreach

Ask first / Screen later

We email from our work accounts

Automate – Templates & Worflows






# How do we evaluate the spend

1. Agency Represented?
2. Is audience “eCommerce” friendly?

Very big difference across geographies




~3M audience

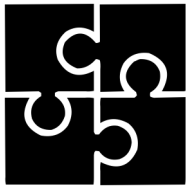



~2M audience




~1M audience

# Ship & post



## Challenges

- Time to post is 3-8 weeks
- Legal framework is not reliable
- Processing cost can be a factor
- ”bad deal” rate is higher



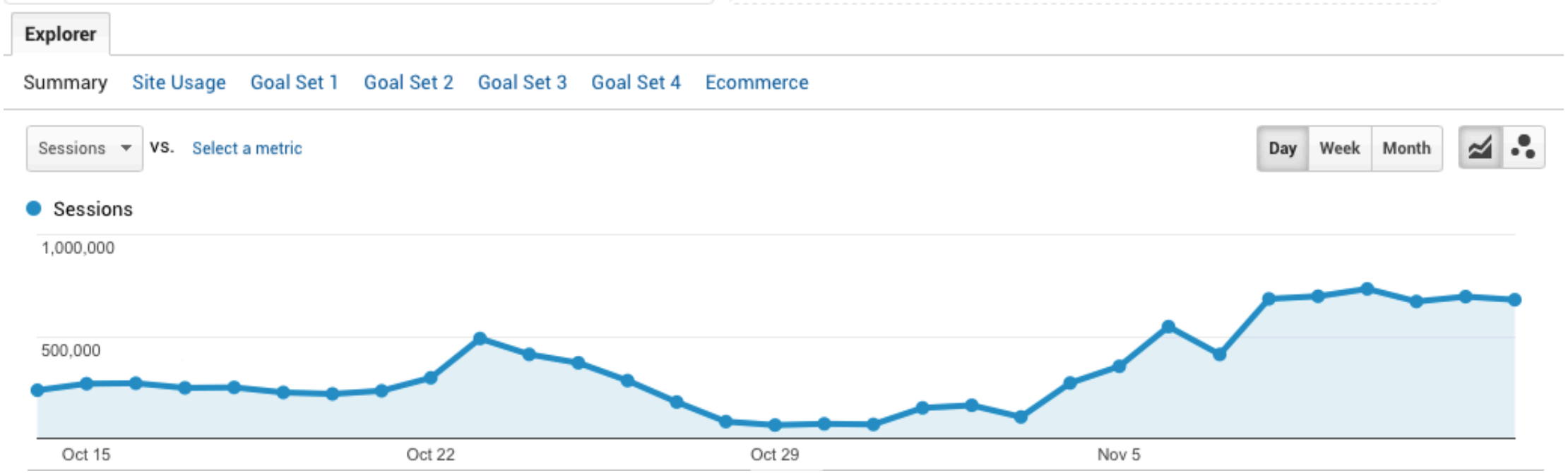
## How we mitigate

- Use Paypal to pay
- Bulk ship with multiple products
- Evergreen / quarterly programs

# Monitor and Audit

- Make sure they get the package and post
  - Did they post?
  - Did they post all the products?
  - Is it a good creative?
- Get embeds -> track stats
  - Is perf ok?
- It’s ok if we are not 100%. Contracts are tough to enforce.

# Tracking


Explorer
Summary
Site Usage
Goal Set 1
Goal Set 2
Goal Set 3
Goal Set 4
Ecommerce
Sessions
vs.
Select a metric
Day
Week
Month
Sessions
1,000,000
500,000
Oct 15
Oct 22
Oct 29
Nov 5

# Learn and repeat



If result is OK =
We re-engage



If results is very good =
Make them “Insiders”



Among all influencers
we have a “friendly” list

# Q&A