



HOW TO TURN YOUR INFLUENCER PARTNERS INTO REVENUE-GENERATING PUBLISHERS

Influencer Days - NYC
11.15.2016

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BACKGROUND



- Just like banner ads became display ads, the concept of influencer marketing isn't new

TYPES OF INFLUENCER MARKETING

- ① Organic Influencer Marketing
- ② Paid Influencer Marketing
- ③ Performance-Driven Influencer Marketing

ORGANIC INFLUENCER MARKETING

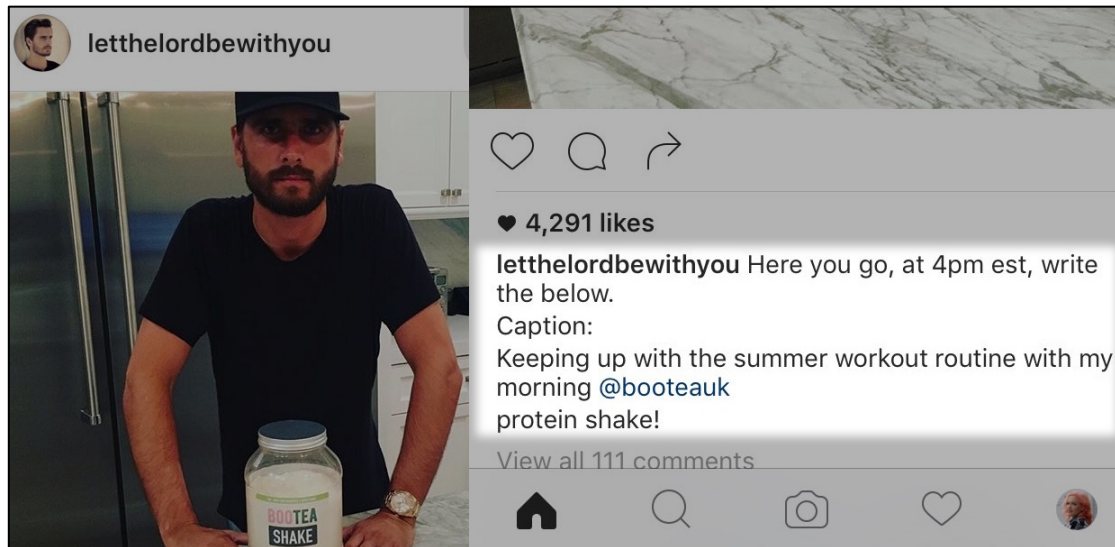


- No one earns compensation
- Social shares are natural and authentic

PAID INFLUENCER MARKETING

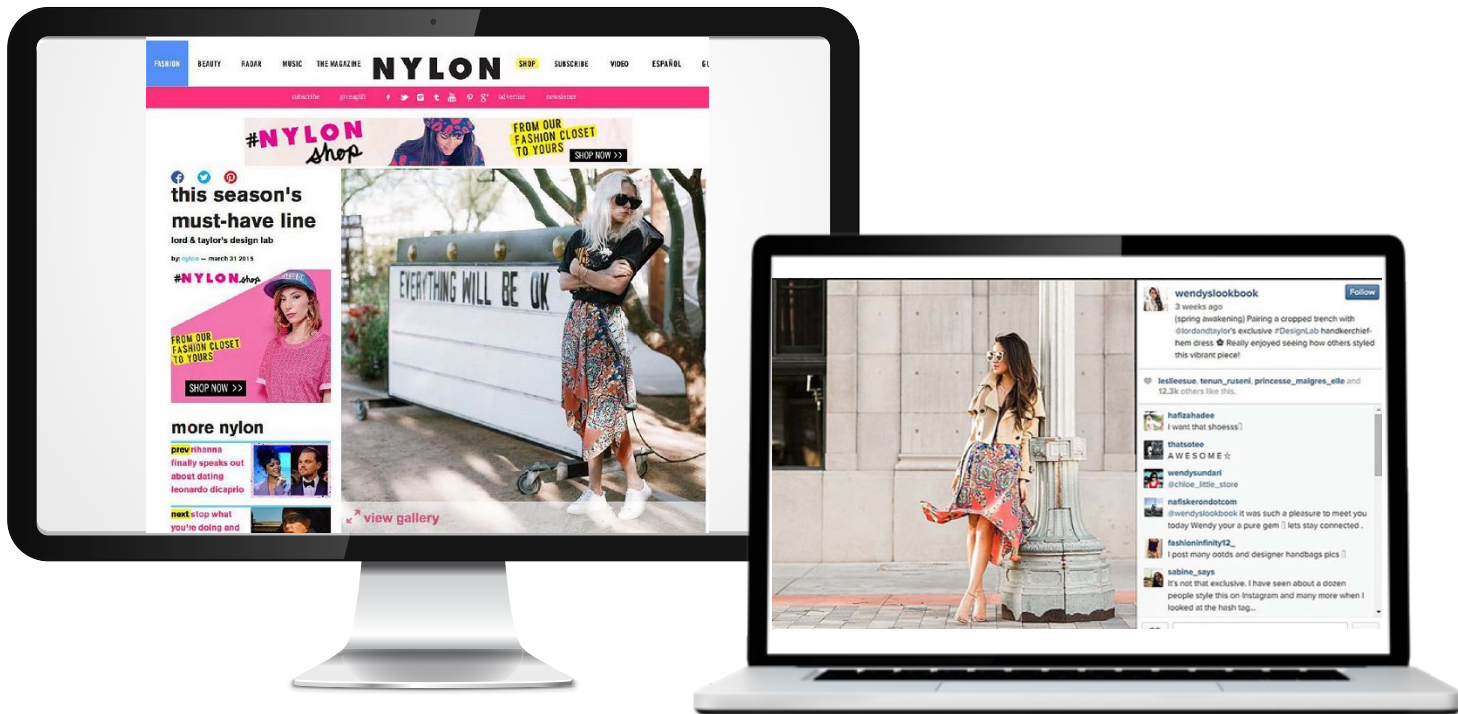


Paid influencer marketing has seen a big boost in recent years. So much so that 75% of marketers now use this tactic.



- Can consumers trust paid influencer marketing?
- Does this person actually like this product, or is he just getting a paycheck?

PAID INFLUENCER MARKETING



- The FTC has begun cracking down on brands that don't implement transparent disclosure practices
- Neglecting to call out brand relationships could hurt both parties' SEO and affiliate links

PAID INFLUENCER MARKETING

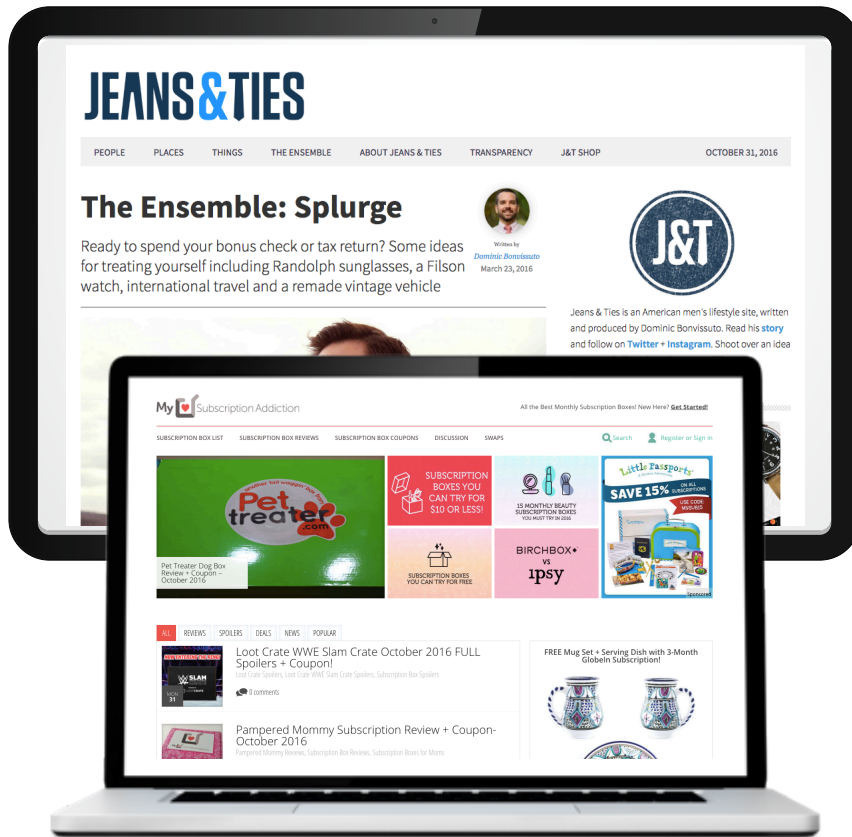
- Influencer networks aggregate successful bloggers, celebrities and Instagram personalities and match them with brands
- These networks haven't implemented robust tracking and CPA analysis systems



30% of marketers say they're losing money, or just breaking even, on influencer campaigns

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PERFORMANCE-DRIVEN INFLUENCER MARKETING



- Performance-driven marketing rewards influencers through affiliate programs, paying them *after* they've generated ROI instead of in advance
- Affiliates (publishers) come in all shapes and sizes and tend to have very good SEO, social profiles and existing customer base
- Quality control is key to maintaining both profitability and credibility of an affiliate program

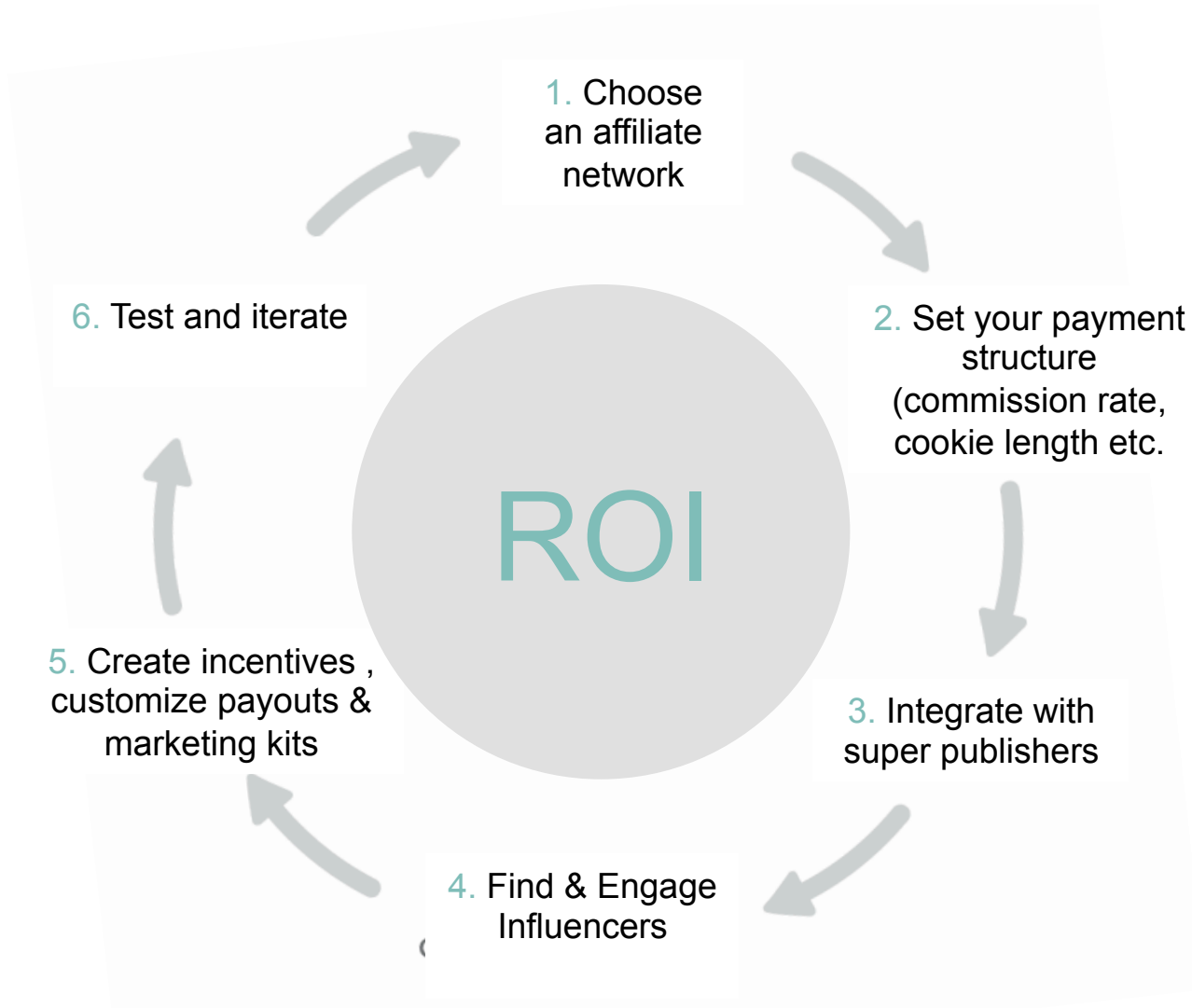
**SO HOW DO I CREATE AN
INFLUENCER MARKETING
STRATEGY THAT YIELDS A
STRONG ROI?**

ESTABLISH AN AFFILIATE MARKETING PROGRAM

- ① Manage influencers through an affiliate program on a CPA basis
- ② Get the tools to manage a large group of influencers and be certain you measure and attribute performance properly
- ③ Hire strong managers (in-house or an external agency) to track performance, report metrics and monitor payments

SO HOW DO I GET STARTED?

PROGRAM SETUP REVIEW



STEP 1: CHOOSING AN AFFILIATE NETWORK

 **Rakuten**

 **SHAREASALE**

 **pepperjam™**

 **AvantLink**
.com

 **PERFORMANCE
HORIZON**

 **Impact Radius**

 **affilinet**

 **affiliate**
by **CONVERSANT™**

 **affiliatewindow**
part of the zanox group

- Evaluate your needs to see which network is the best fit
- Acts as the trusted intermediary and handles all tracking, reporting and payments
- Networks host all program creative and handle promotion

STEP 2: OFFER FAIR & COMPETITIVE COMPENSATION

- Set your cookie length and commission rate
- Figuring out how to fairly compensate influencers is not a one-size-fits all approach
- EPC: Earnings per 100 clicks sent to merchant, an apples-to apples way to measure performance that takes into account purchase price commission and cookie

- Up to 20% Commission Rate
- Lead Commission: \$.50 for Home Try Ons
- Cookie: 45 days
- Average Sale: \$125

Up to 18% Commission
1 Day Return for visitors
Wide selection of text links and banners
Frequent sales, promotions
One of the top shopping destinations on the web

UBER

Uber

Maximize your revenue by earning generous commissions helping connect Uber with potential drivers!

Preview 

Terms

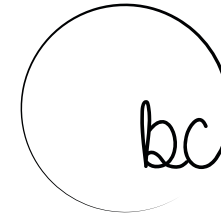
Driver Signup: \$0.00
Background Check Complete: \$20.00
First Drive: \$100.00

STEP 3: INTEGRATE WITH SUPER PUBLISHERS

RETAILER & PUBLISHER LIASON



SHOPSTYLE



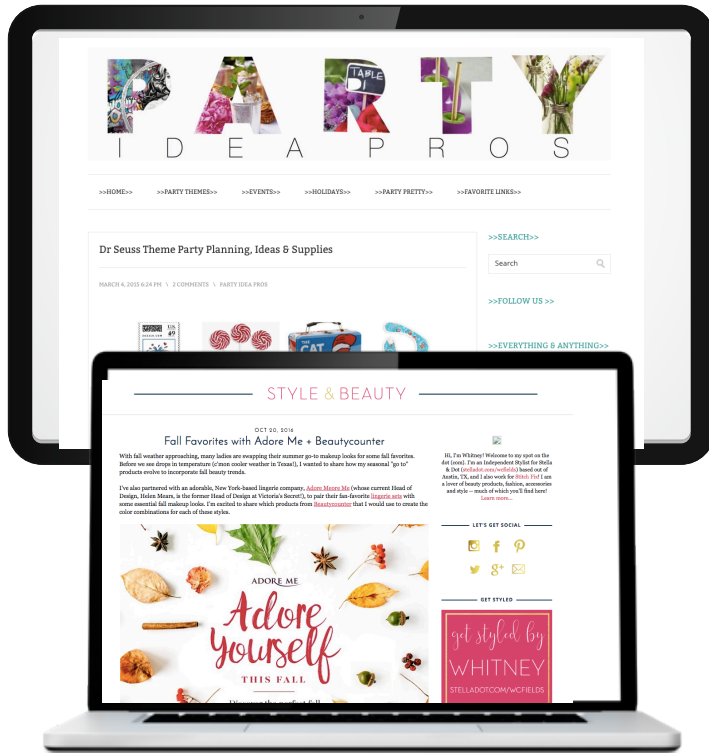
Network



Super Publisher



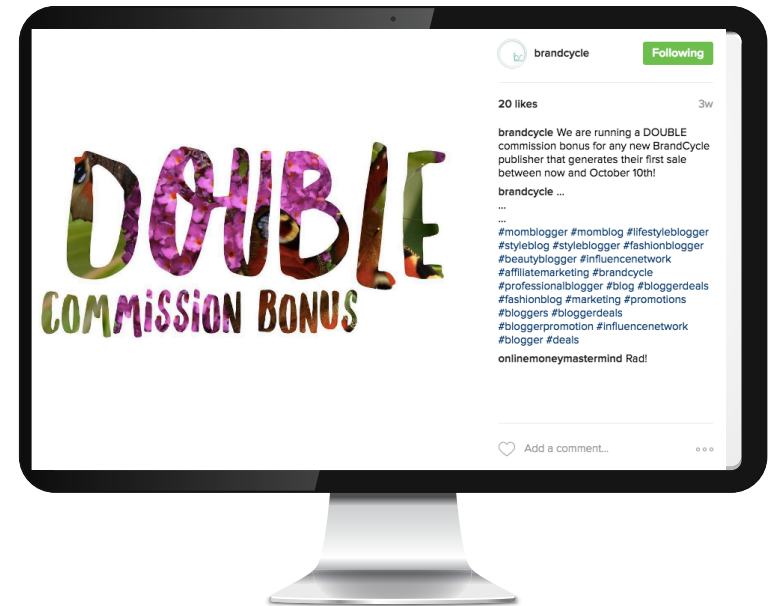
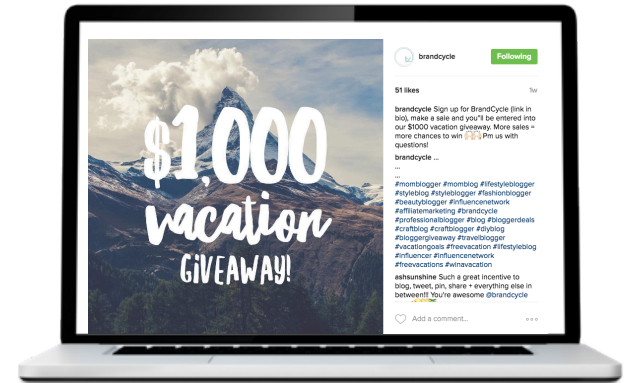
STEP 4: FIND & ENGAGE INFLUENCERS



- Find and engage with influencers who fit the brand
- Convert your best customers into affiliate “influencers”
- Check potential influencers’ pageviews, Facebook friends and Instagram followers
- Build relationships and engage with custom campaigns

STEP 5: NURTURE RELATIONSHIPS

- Offer incentives and VIP commission rates
- Hold contests and giveaways
- Give access to exclusive content & campaigns
- Use influencers as an extension of your PR team (i.e. inform them ahead of time around product launches, sales etc.)



STEP 6: TEST AND ITERATE

- Don't forget to listen to your influencers and gather feedback
- Test different models that backs into a CPA that is fair for everyone
- All affiliate relationships are not created equal – test different payouts, bonuses, incentives etc. with pool of influencers



PROGRAM TIMELINE

BEGINNING STAGE

(0-6 months)

- Build the long-term foundation for the program
- Outreach and recruitment, build partnerships
- Who you exclude is as important as who you accept

GROWTH STAGE

(6-24 months)

- Start to understand the optimal profile of influencers ~25-75% monthly growth
- ~1-2% of total online revenue in months 12-18
- ~3-5% of total online revenue in months 18-24
- Target 5-8% of total online revenue
- Become more selective
- 50-100% growth over prior year comps

MATURITY STAGE

(24-36 months)

MAJOR TAKEAWAYS

- ✓ Celebrity influencer endorsements are hot right now, but this strategy will soon flame out
- ✓ You need to be able to consistently track results and ROI
- ✓ An affiliate program is a low-cost way to engage influencers on a performance basis yielding strong ROI for your brand



THANK YOU!

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