



the age of influence

THE POWER OF **INFLUENCERS**
TO ELEVATE YOUR BRAND

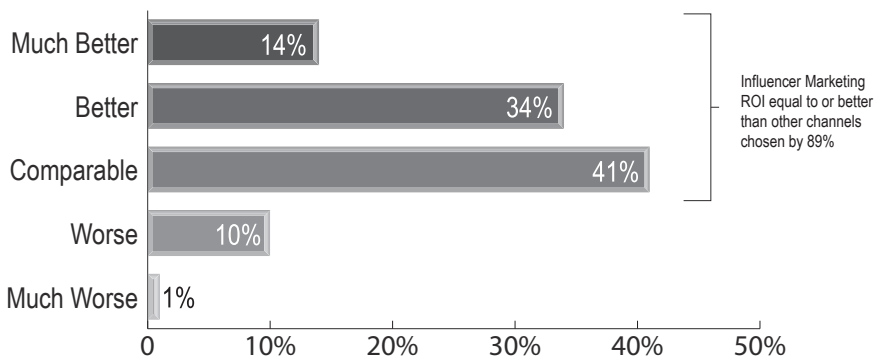
NEAL SCHAFFER

A PDF COMPANION TO THE AUDIOBOOK

PART ONE

WHY INFLUENCER MARKETING?

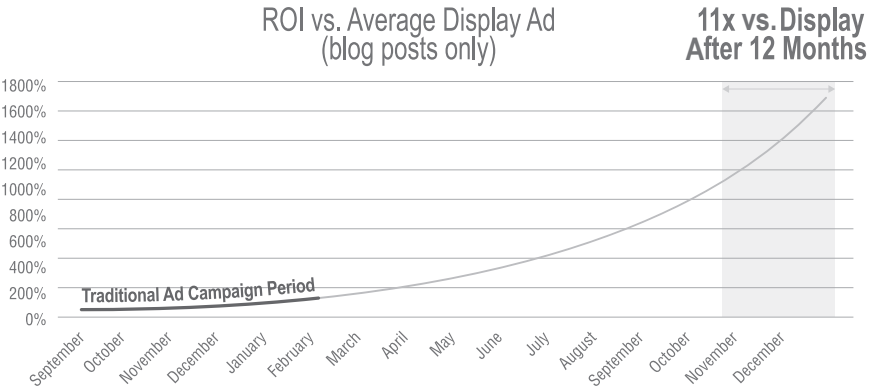
INFLUENCER MARKETING ROI COMPARED TO OTHER CHANNELS



SOURCE: MEDIAXIX

Figure I.1

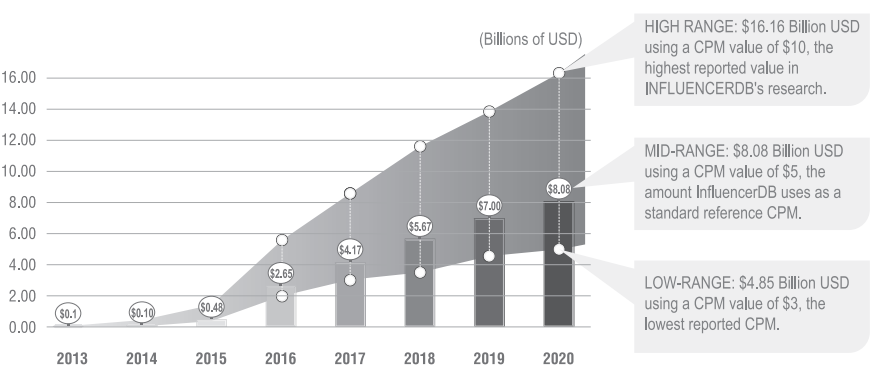
INFLUENCER MARKETING ROI 11x OF DISPLAY AD



SOURCE: IZEA / TAPINFLUENCE

Figure I.2

INSTAGRAM INFLUENCER MARKETING GLOBAL SPEND



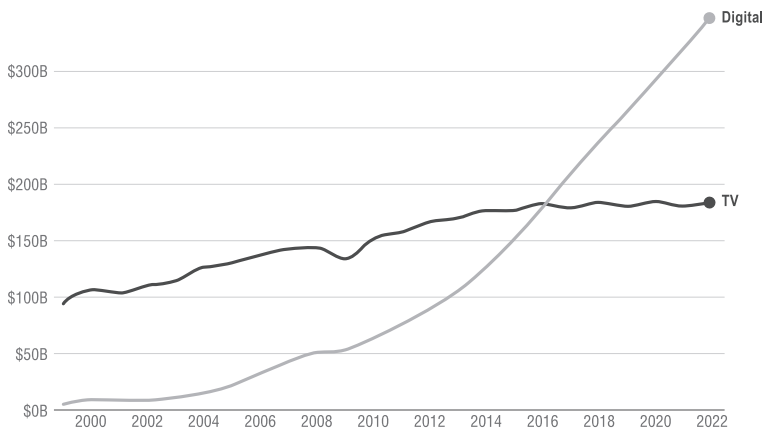
SOURCE: INFLUENCERDB

Figure I.3

2

THE EMERGENCE OF DIGITAL AND SOCIAL—AND THE IMPORTANCE OF CONTENT

GLOBAL AD SPEND: DIGITAL vs. TV

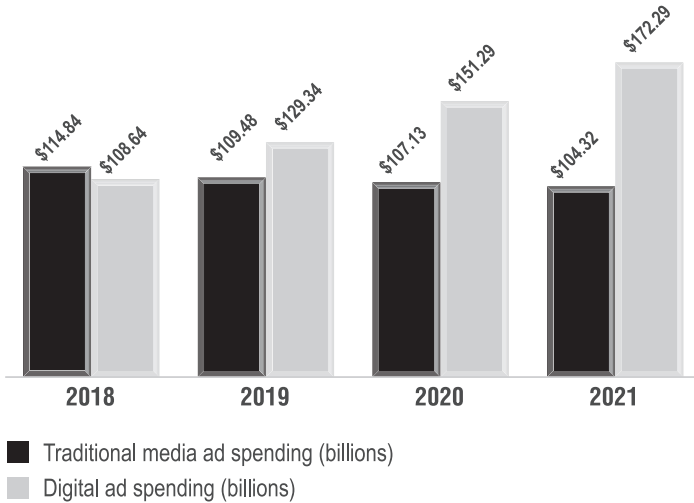


DATA FOR 2017 AND BEYOND ARE FORECASTS

SOURCE: MAGNA / VOX

Figure 2.1

DIGITAL vs. TRADITIONAL AD SPEND IN THE UNITED STATES



SOURCE: EMARKETER

Figure 2.2

WEBSITE / MOBILE / APP

SEARCH ENGINE MARKETING (SEO, PPC)

EMAIL MARKETING (INCLUDING MARKETING AUTOMATION)

THE SOCIAL INSIDE DIGITAL

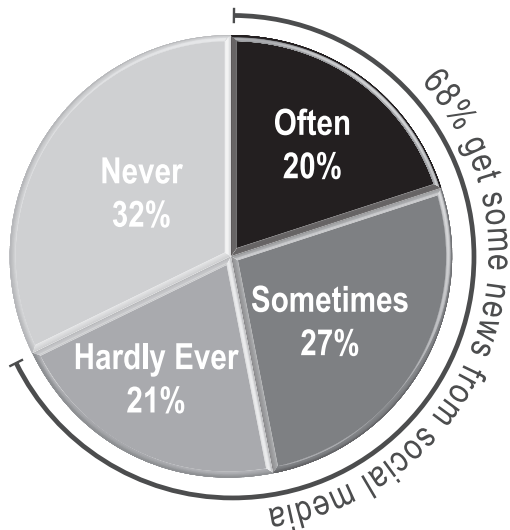
CONTENT MARKETING (BLOGGING, LEAD GENERATION ASSET CREATION)

SOCIAL MEDIA MARKETING (ORGANIC AND PAID)

INFLUENCER MARKETING

Figure 2.3

PERCENTAGE OF US ADULTS WHO GET NEWS FROM SOCIAL MEDIA



SOURCE: PEW RESEARCH CENTER

Figure 2.4



SOCIAL MEDIA WAS MADE FOR PEOPLE

A SIMPLIFIED LOOK AT SOCIAL MEDIA ALGORITHMS

CHANCES YOUR
POST IS SEEN BY
YOUR FANS

$$= I \times P \times C \times T \times R$$

How engaged are you with the account?

How are others engaging with this post?

How have others engaged with this account's posts in the past?

Do users engage with this type of post?

How new is the post?

SOURCE: JOSH CONSTINE / TECHCRUNCH

Figure 3.1

SCALING YOUR SOCIAL

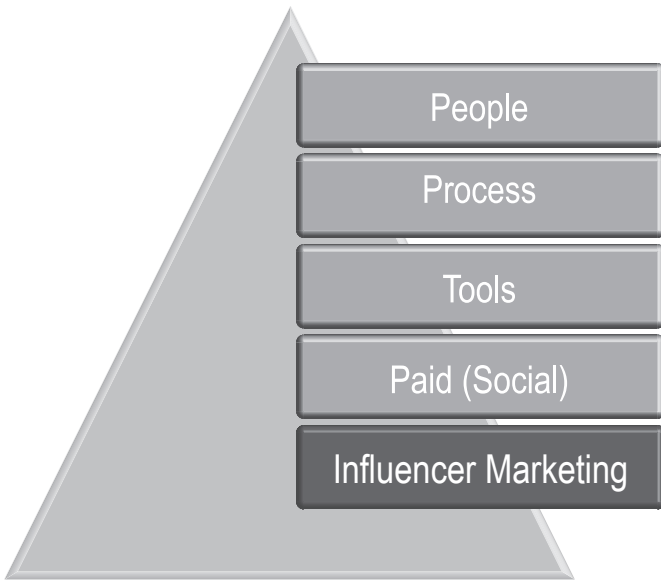


Figure 3.2

4

HOW VISUAL SOCIAL PRESENTS NEW CHALLENGES TO BUSINESSES AND NEW OPPORTUNITIES TO INFLUENCERS

SEPHORA'S INSTAGRAM FEED



Figure 4.1

NORDSTROM'S INSTAGRAM FEED



Figure 4.2

TARGET'S INSTAGRAM FEED

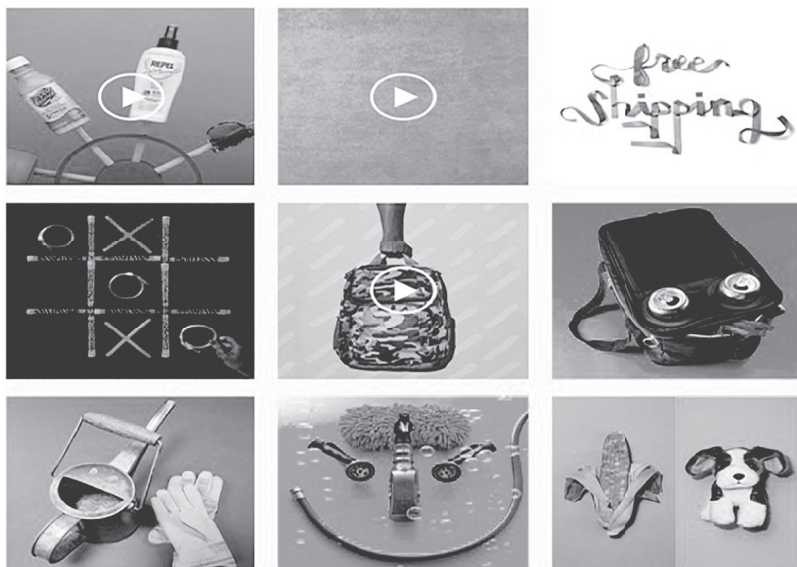


Figure 4.3

PEOPLE TELL STORIES THAT BRANDS CAN'T



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bubbly.and.blush Before we had Aleia hubby & I enjoyed traveling & one of our fave places to go to is Bali. We can't wait to be able to bring Aleia there to experience the beautiful Balinese culture! Xiamen Airlines a member of the SkyTeam Alliance has routes available from LA, NY, Seattle & Vancouver to Bali & so many beautiful countries!! We look forward to traveling more as a family & flying with a reputable airline! [ad] #FlyForBetterWorld #XiamenAirlines @xiamenairlines

#girlmom #toddlerstyle #lovelylittlesquares
#toddlersofig #mynameismama
#documentyourdays #momlifeisthebestlife



1,133 likes



FEBRUARY 27

Figure 4.4

5

YOUR COMMUNITY
IS ALWAYS A SUBSET

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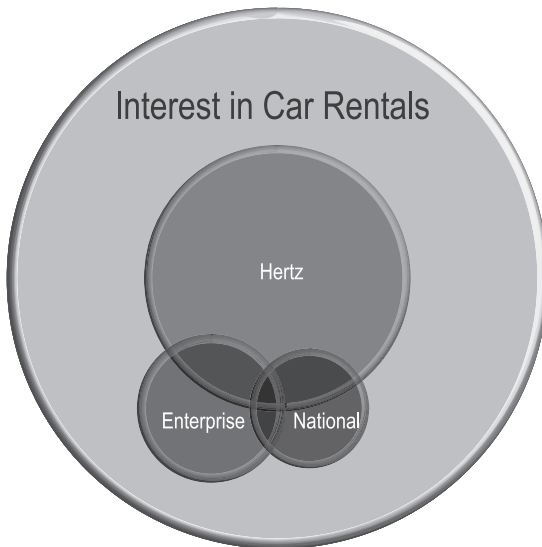
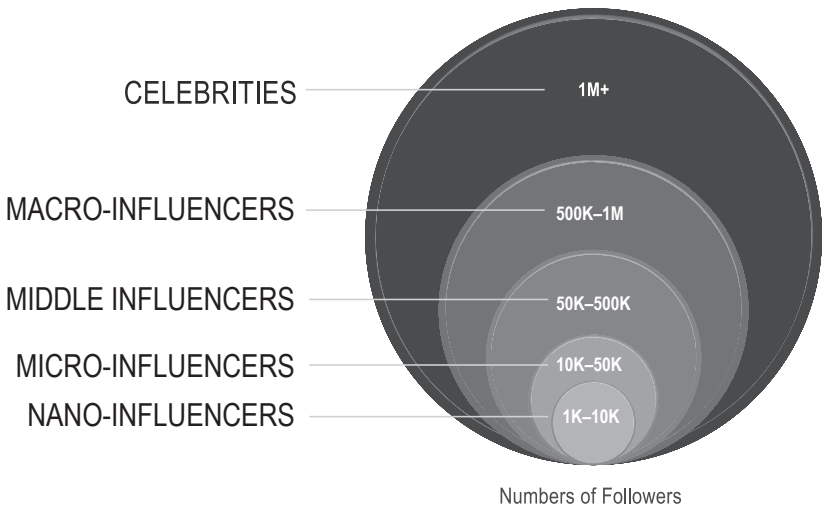


Figure 5.1

6

UNDERSTANDING THE INFLUENCER LANDSCAPE

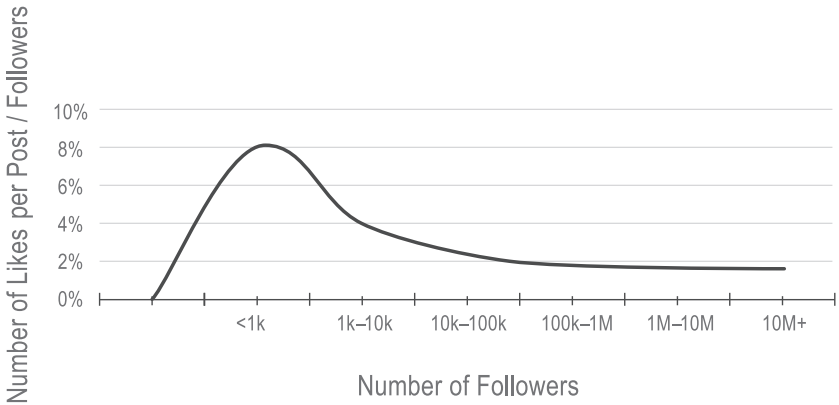
THE TIERS OF INFLUENCE ON INSTAGRAM



SOURCE: MEDIKIX

Figure 6.1

INSTAGRAM ENGAGEMENT RATES PER NUMBER OF FOLLOWERS



SOURCE: MARKERLY

Figure 6.2

INFLUENCER AFFINITY CLASSIFICATION

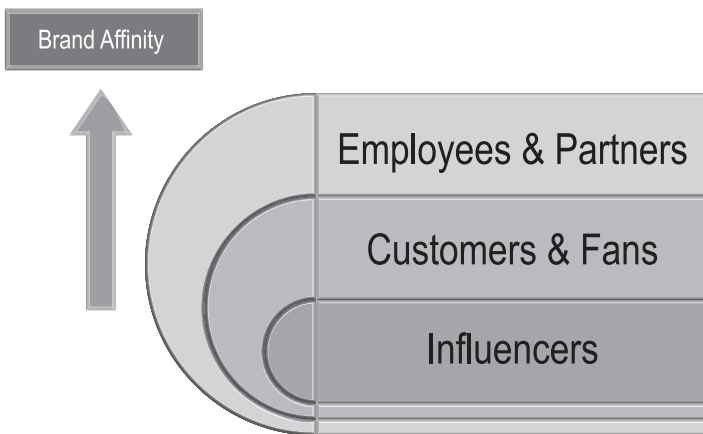
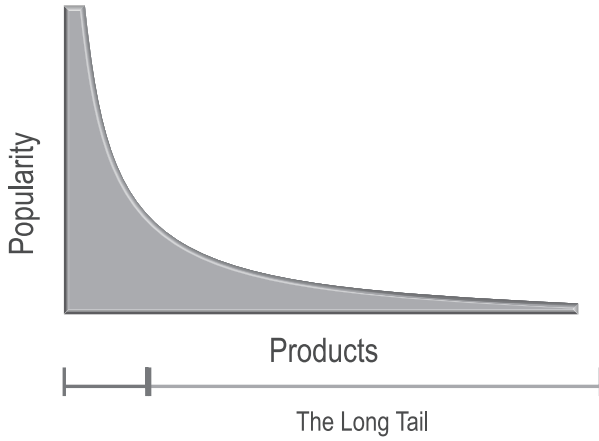


Figure 6.3

THE LONG TAIL



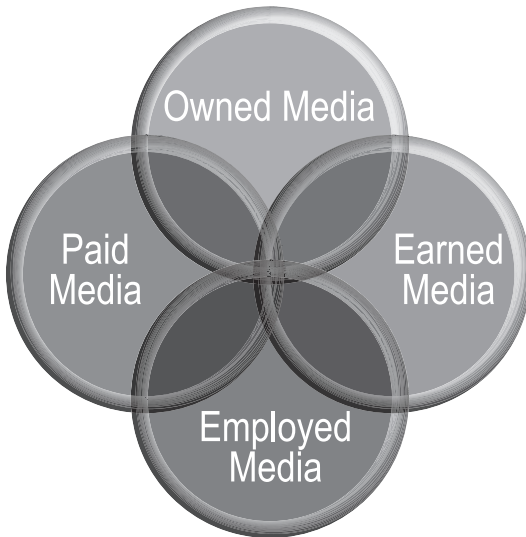
SOURCE: CHRIS ANDERSON / WIRED

Figure 6.4



THE EMPLOYEE AS INFLUENCER

THE EMERGENCE OF EMPLOYED MEDIA



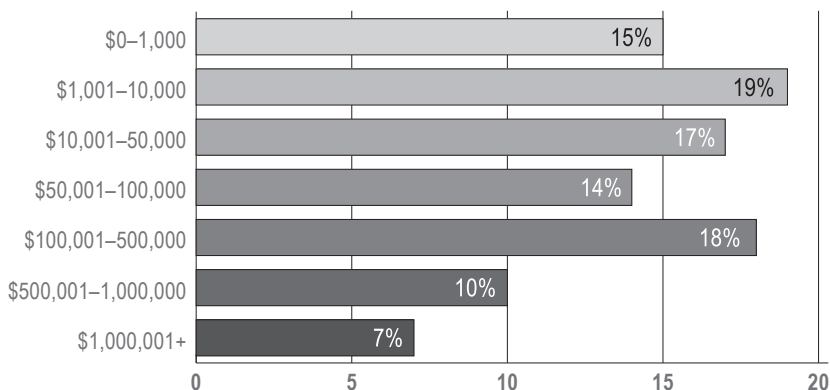
SOURCE: DOUG KESSLER / CONTENT MARKETING INSTITUTE

Figure 7.1



TO BUY OR TO BUILD

HOW MUCH IS YOUR INFLUENCER MARKETING BUDGET?



NOTE: DATA IS FOR 2019

SOURCE: MEDIAKIX

Figure 9.1

10

DEVELOPING THE FOUNDATIONS OF AN INFLUENCER MARKETING STRATEGY

THE PDCA CYCLE

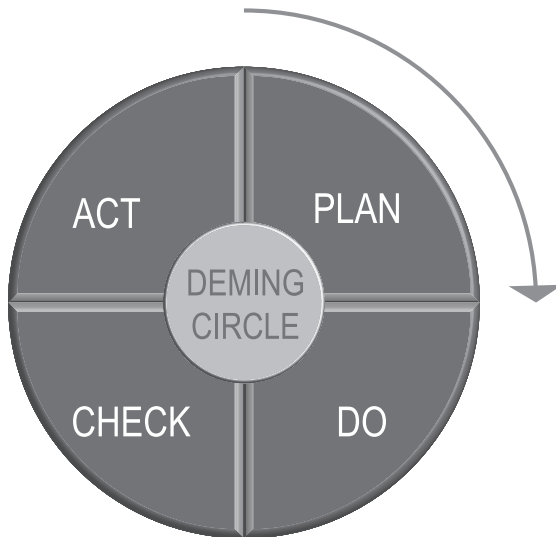


Figure 10.1

12

CREATING AND MANAGING INFLUENCER RELATIONSHIPS

THE INFLUENCER ENGAGEMENT FUNNEL

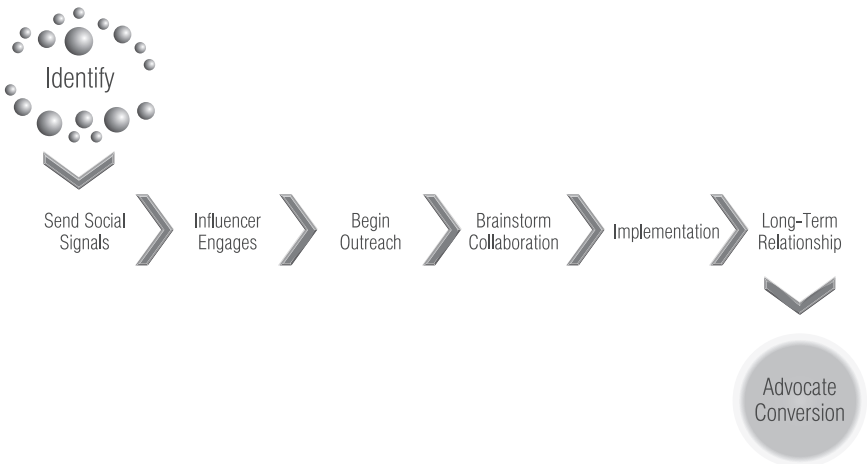


Figure 12.1

14

MEASURING YOUR INFLUENCER MARKETING ROI

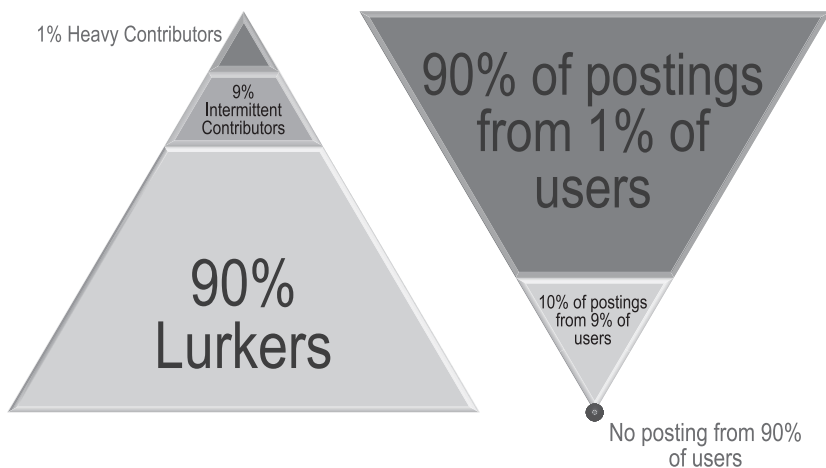
KPI GOALS

Increase brand awareness	Share of voice, impressions and views
Amplify reach	Impressions and views
Grow engagement	Clicks, comments, shares; impressions and views
Grow community	Follower growth
Expand email database	New subscribers
Increase website traffic	Referred traffic
Expand product awareness	Mentions, reviews, etc.
Generate leads or sales	UTM tracking
SEO	Back links and ranking
Ad spend ROI	Cost per mention, per click, etc.

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WHY AND HOW EVERY BUSINESS SHOULD BECOME MORE INFLUENTIAL

THE 90-9-1 RULE



SOURCE: JAKOB NIELSEN / NIELSEN NORMAN GROUP

Figure 15.1

THE FOUR STEPS OF BUILDING INFLUENCE

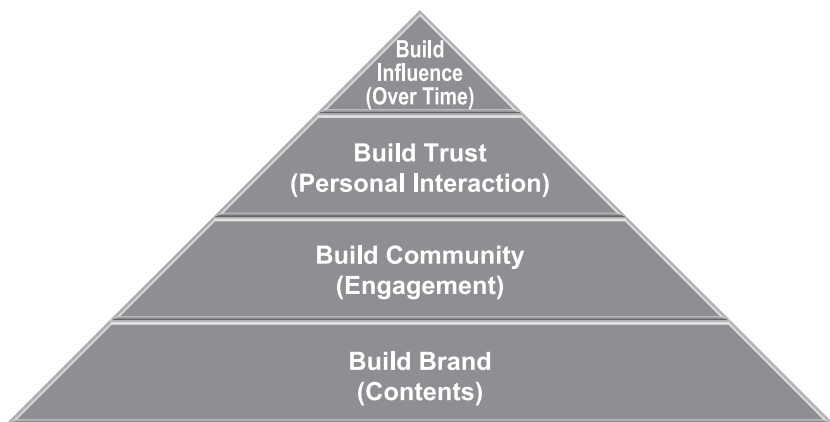
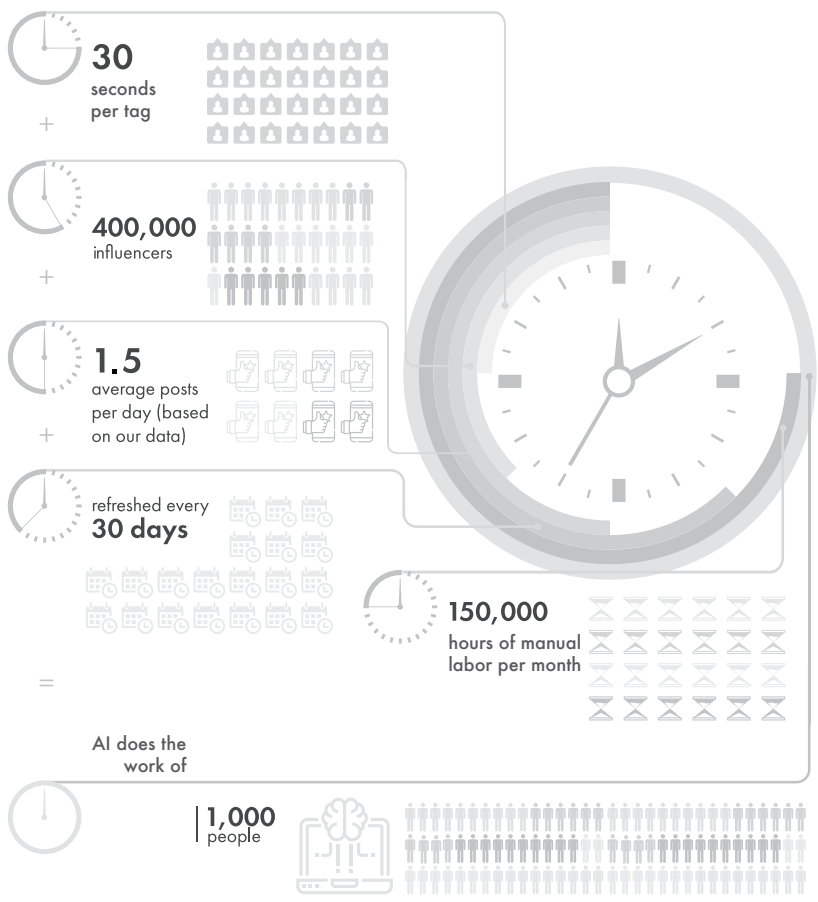


Figure 15.2



FINAL THOUGHTS

HOW MUCH WOULD IT
TAKE TO DO A SEARCH MANUALLY?



Human Hours =
Time per period needed

Number of Influencers	x	Pieces of Content	x	Tags (Average keyword per content)	x	Time Manually process content tag
<hr/>						
Period Time desired to refresh data						

Figure 17.1

INFLUENCER TAGGING CATEGORIZATION USING IMAGE RECOGNITION TECHNOLOGY

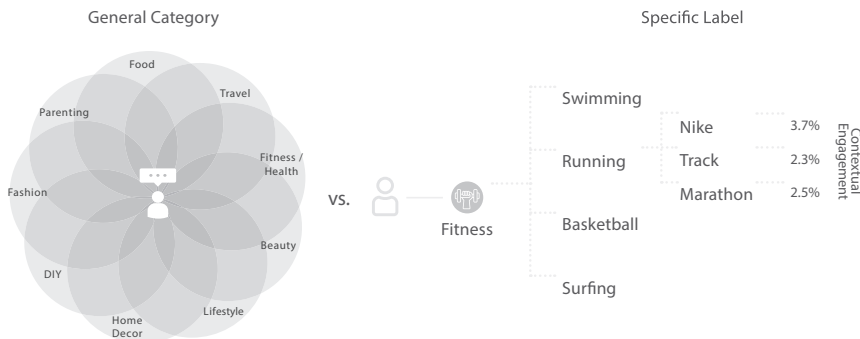


Figure 17.2