The 7 Step Guide to Influencer Marketing

Your action plan for creating & executing successful influencer marketing programs

MAVRCK

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The State of Influencer Marketing

84%
brands

expect to launch an influencer campaign in the next **12 months**

Source: Nielsen

81%
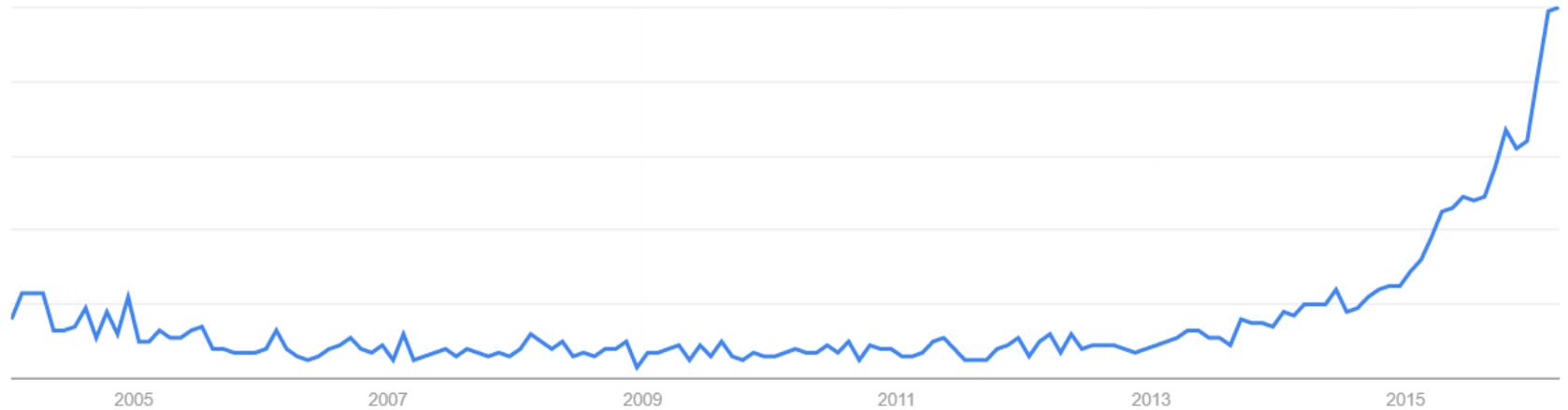**brands**
say Influencer Marketing is an **effective tactic**.

Source: AdWeek

"Influencer Marketing" Search Trend

Interest over time. Web Search. Worldwide, 2004 - present.

2005   2007   2009   2011   2013   2015

Google™

View full report in Google Trends

Why?

Mass Adoption of Social Media

Ad Fatigue, Blocking & Fraud

Cost Efficiency over Paid Social

It's Still an **Arbitrage**
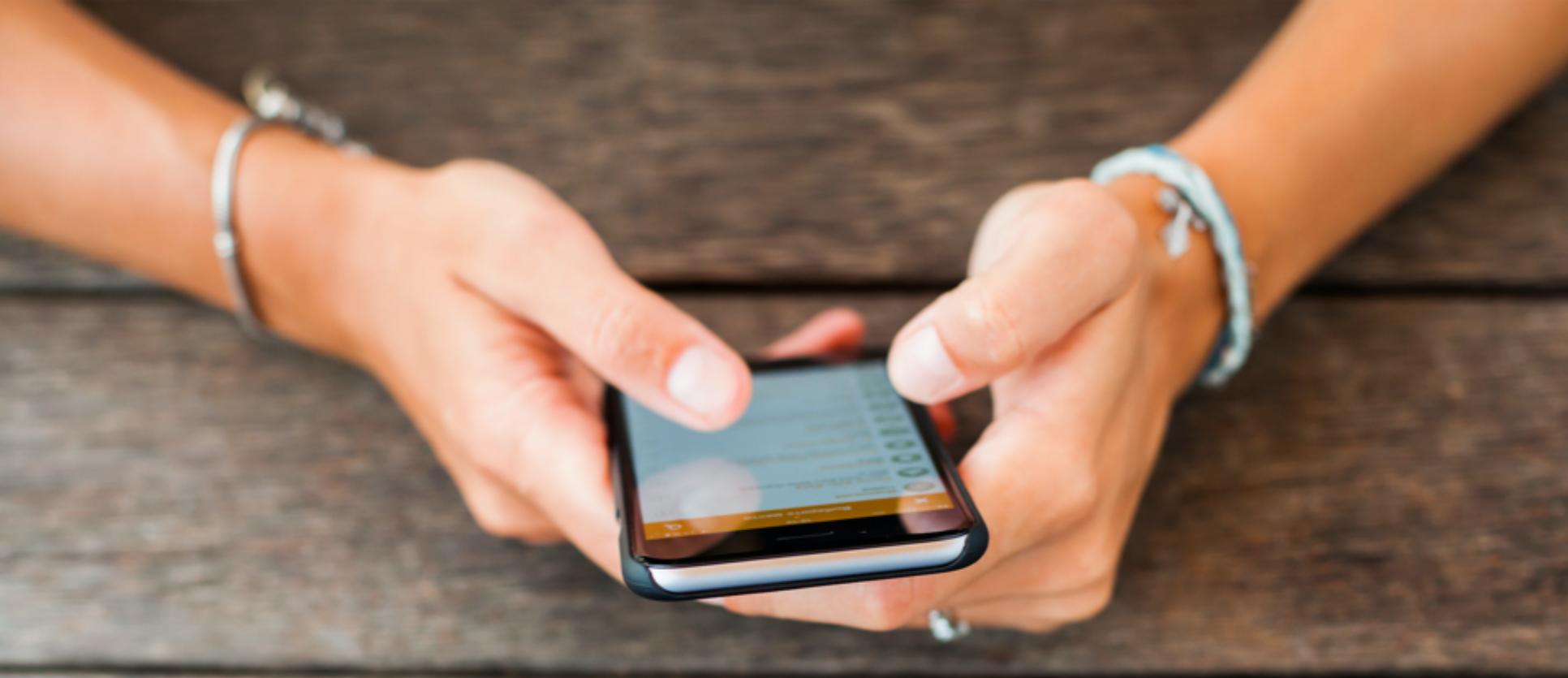
We spend more time on social networks than **anywhere else online**.

1.7 hours

average time **per day** using social networks.

2.27 percent

Average **organic reach** for brands with 1MM+ fans.

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We all know word-of-mouth marketing is
more effective than ads.

83%
trust

Source: Nielsen

content from friends and
family over advertising.

50x more

likely to **trigger a purchase** via word-of-mouth.

Source: McKinsey

Influencer marketing has evolved to become word-of-mouth at scale.

3x
higher

Source: Mullen

click through rates than sponsored posts.

$6.50 earned

for **every dollar spent** on Influencer Marketing.

Source: AdWeek

Implementing Influencer Marketing

7 Steps to Influencer Marketing

1. Brand objective?

2. Influencer type?

3. Program structure?

4. Influencer source?

5. Content strategy?

6. What to measure?

7. Which platform?

When should you consider Influencer Marketing?

If you are using social for brand initiatives **you should consider Influencers**.

Two Primary Use Cases

1. Acquiring New Customers

2. Engaging Existing Customers

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Spectrum of Influencers

Mega

Artists, actors, YouTube or social media stars

Macro

Executives, journalists or bloggers

Micro

Existing customers or employees

The .00001%

Content prodigies who mesmerize us

The 1%

Who create authentic and engaging content

The 9%

Who amplify content to their audiences

Mega Quantity

~5,000 across all social networks in the U.S.

Macro Quantity

~32,000 across all social networks in the U.S.

Micro Quantity

~15,000,000 across all social networks in the U.S

Choosing an Influencer Type

Three R's of Influencer Marketing

1. Reach
Ability to deliver content to a target audience

2. Relevance
Strength of connection to brand or topic

3. Resonance
Ability to drive desired behavior from audience

Reach

Mega

1M+, with 2% to 5% engaged per post

Macro

10k to 1M, with 5% to 25% engaged per post

Micro

500 to 5k, with 25% to 50% engaged per post

Relevance

Mega

Higher topical relevance,
Lower brand relevance

Macro

Higher topical relevance,
Lower brand relevance

Micro

Lower topical relevance,
Higher brand relevance

Resonance

Mega	Macro	Micro
Lowest ability to drive reaction from audience	Medium ability to drive reaction from audience	Highest ability to drive reaction from audience

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How To Structure Influencer Marketing

Brands are now using an
Influencer Marketing mix.

Amplify

Curate

Create
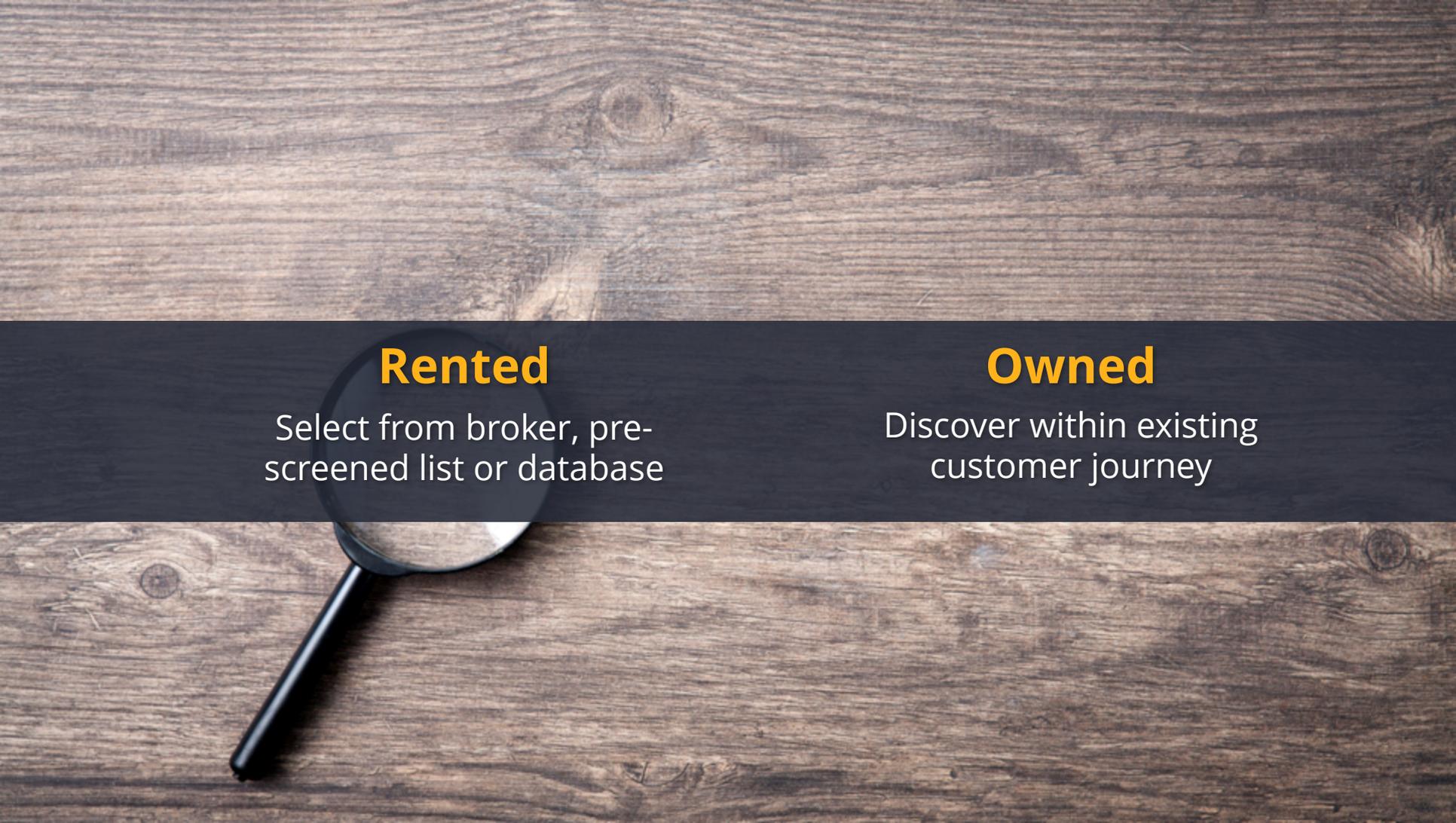
Rented
Select from broker, pre-screened list or database

Owned
Discover within existing customer journey

Always On + Owned Strategy

Embed influencer technology across the consumer decision journey so you can tap into the social capital of your existing customers at scale.

Social Channels and Blogs

Mobile Apps, Websites and Email Lists

Ecommerce Site and Offline Points of Sale

Customer Support and Loyalty Programs
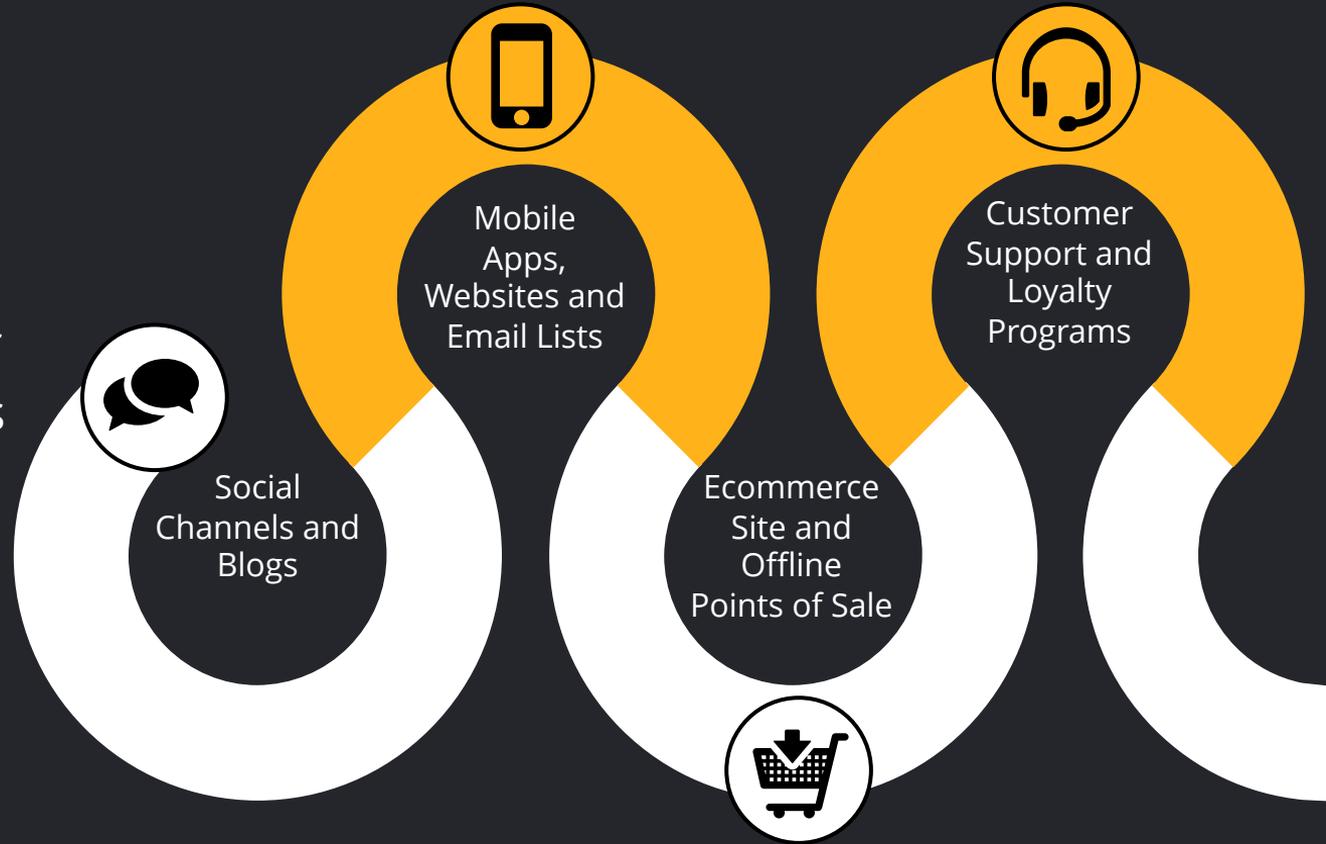
Structure

Mega
Campaign based

Macro
Campaign based

Micro
Can be campaign based or always on

Source

Mega
Rented for a campaign

Macro
Rented for a campaign

Micro
Can be rented for campaign or owned

7 Steps to Influencer Marketing

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Choosing an Influencer Content Strategy

Influencer Generated

Influencer creates content and fits a brand into it

Brand Generated

Brand creates content for influencer to share

Co-Developed Content

Brand provides guidelines for influencer

Content

Mega

Influencer generated to protect audience

Macro

Influencer generated or co-developed

Micro

Brand generated or co-developed

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Measuring Influencer Marketing

Awareness

Impressions, views or earned media value

Engagement

Likes, comments, shares or clicks

Audience Growth

New fans, followers or subscribers

Conversions

Downloads, installs or purchases

Measure

Mega	**Macro**	**Micro**
Awareness (impressions) most common	Engagements most common	Conversions most common

Comparing Performance

	Cost Per 1k Impressions (CPM)
Sponsored Facebook	**$6.38**
Promoted Tweets	$11.50
Mega Influencers	$12.94
Macro Influencers	$13.76
Micro Influencers	$16.05

Analyzed 1 Billion impressions per tactic July to December 2015 across CPG, Retail, QSR, Entertainment and Travel

Comparing Performance

	Cost Per 1k Impressions (CPM)	Cost Per Engagement (CPE)
Sponsored Facebook	**$6.38**	$0.57
Promoted Tweets	$11.50	**$0.29**
Mega Influencers	$12.94	$0.55
Macro Influencers	$13.76	$0.74
Micro Influencers	$16.05	$0.83

Analyzed 1 Billion impressions per tactic July to December 2015 across CPG, Retail, QSR, Entertainment and Travel

Comparing Performance

	Cost Per 1k Impressions (CPM)	Cost Per Engagement (CPE)	Click Through Rate (CTR)	Cost Per Lead (CPL)	Cost Per Purchase (CPP)
Sponsored Facebook	**$6.38**	$0.57	1.12%	$14.88	$45.23
Promoted Tweets	$11.50	**$0.29**	1.05%	$13.74	$41.68
Mega Influencers	$12.94	$0.55	1.24%	$11.03	$33.54
Macro Influencers	$13.76	$0.74	0.80%	$8.26	$31.84
Micro Influencers	$16.05	$0.83	**3.92%**	**$4.56**	**$12.17**

Analyzed 1 Billion impressions per tactic July to December 2015 across CPG, Retail, QSR, Entertainment and Travel

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5. ~~Content strategy?~~ **CHECK!**

6. ~~What to measure?~~ **CHECK!**

7. Which platform?

Platforms

Mega

NEOREACH
adly

Macro

tapinfluence
Traackr

Micro

MAVRCK
crowdtap

7 Core Features of Influencer Platforms

Segment
Create audiences of identified influencers to activate in tailored ways at scale

Incentivize
Manage and fulfill all the different types of incentives offered in exchange for activation

Analyze
Monitor performance of your influencer initiatives and optimize mid flight to maximize ROI

Discover
Discover your relevant & trusted customers who influence friends/followers in your target market

Activate
Select a goal and provide content to be shared on specific social networks

Track
Track posts, engagements clicks and conversions driven per influencer, network, campaign or creative type

Retain
Keep influencers continuously engaged with your brand to drive recurring ROI

Questions to Ask Platforms

1. How do you recruit influencers and **verify their data**?

2. How do you **define influence** and ensure it is **relevant** to my brand?

3. How do you **activate** influencers?

4. How is the **content workflow** managed?

5. How do you handle **FTC guidelines** and disclosures?

6. How do you **measure** performance?

Doubling Down on Influencers

Influencer Marketing works at scale for **multiple brand verticals**.

Per
1,000
Influencers
Activated

4,571
Total Engagements
& Clicks on Content

12,944
Coupon Offers
Downloaded

2,282
Offers Redeemed
in Store

Per

$1

Spent

4.5

Total Engagements
& Clicks on Content

12.9

Coupon Offers
Downloaded

2.3

Offers Redeemed
in Store

CLICK "SIGN UP"
TO SUBSCRIBE
TO OUR BEST BLADES.

FLEXBALL TECHNOLOGY

Fusion® PROGLIDE®
WITH FLEXBALL™ TECHNOLOGY

Per

1,000
Influencers
Activated

17,940
Engagements &
Clicks Driven

7,563
Email Addresses
Captured

6,703
Coupons
Downloaded

Per
1,000
Influencers Activated

10,897
Posts Created by Influencers

3x
Higher Conversion Rate for Web Signup

7x
Higher Conversion Rate for Mobile Signup

life's too short
— to skip —
dessert.

yasso

Per
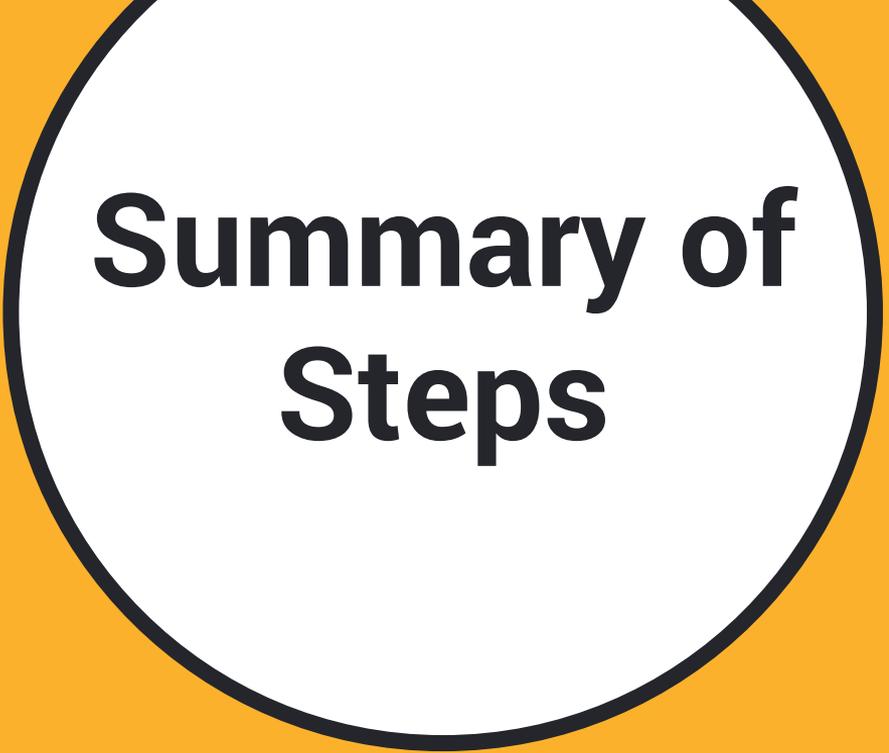**1,000**
Influencers
Activated

12,088
Engagements & Clicks on
Influencer Posts

15,453
Coupons
Downloaded

6,455
Purchases
Driven

Summary of Steps

7 Steps to Influencer Marketing

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About Us

Mavrck is the enterprise influencer marketing platform trusted by consumer brands like P&G, Converse, and Hulu to harness the power of their most valuable asset: existing customers with influence.

Our patented influencer activation engine empowers you to discover & activate your own micro-influencers at scale to distribute branded content and drive conversions among their social networks.

Take flight, with Mavrck.

CONTACT US   sales@mavrck.co