How to Harness the Power of Micro-Influencers for Your Brand

Identify, Activate & Evaluate

Summary

Introduction

Introduction

Influencer Marketing: An Effective Channel That Must Be Used Sparingly

Mistrust in brands

Between 2016 and 2017, consumer confidence in brands dropped significantly[1], especially in three aspects:

1. Brands' lack of specific purpose
2. Lack of desire to be associated with what brands do
3. Lack of resonance between a brand's values and its customers

Market saturation

With the increasing level of mistrust, it is essential for brands to explore other channels of visibility and promotion. As such, growing investments have been made in influencer marketing over in the last three years.

Influencer marketing essentially scales up the potential of peer recommendations, by borrowing the "influence capital" of widely followed content creators. These are popular individuals on the Internet and social networks who are able to reach, in theory, thousands – if not millions – of people around the world with a single piece of content.

Where internauts have been saturated with traditional marketing messages, influencers command clout. This has led to collaborations and sponsorships on Instagram to double between 2016 and 2017[2].

> **"65% of marketers plan to spend more on influencer marketing in the next 12 months."**

Commitment and budget to influencer marketing is on the rise, according to research by the World Federation of Advertisers[3].

However, further research[4] also found:

- 47% of consumers experience fatigue from influencers posting repetitive content, especially on Instagram
- 49% of the same respondents feel the need for marketing associations to enforce stricter rules on content produced by social media personalities

To avoid saturating consumers and breeding mistrust, it is essential to examine how to properly approach using micro-influencers, or a mix of celebrities with macro and micro influencers.

(1) Edelman, Earned Brand 2017
(2) Klear, Influencer Marketing Trends You Must Know in 2018
(3) World Federation of Advertisers, Survey on Influencer Marketing
(4) BazaarVoice, Content Called Out; 47% of consumers fatigued by repetitive influencers

How Do Brands Use Influencers?

92% of marketers who use influencers in their strategies find it effective[5].

The question is no longer "Should we use influencers?", but "How can we optimize the way we use influencers?"

A Simply Measured survey[6] conducted with 2,738 respondents from brands and agencies shows:
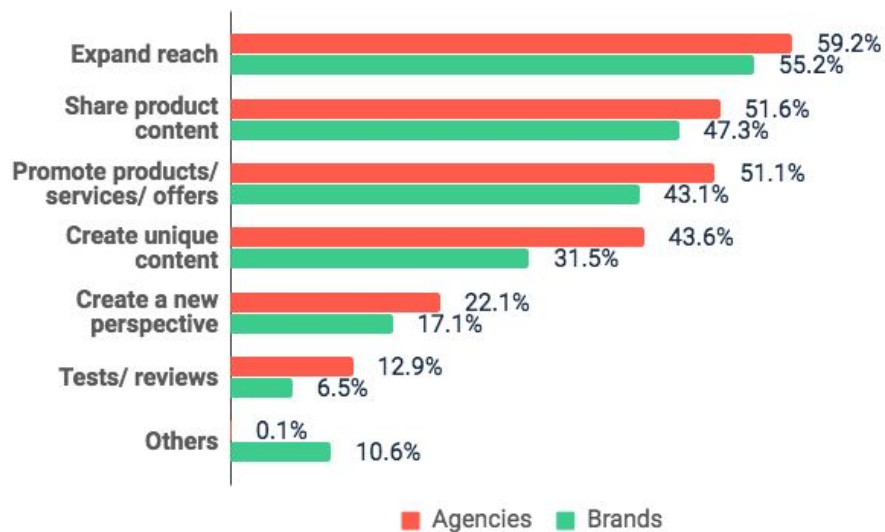

Influencer marketing is used primarily to extend the reach of a brand, and expose it to a wider audience pool by tapping into the influencer's influence capital.

How is the influencer marketing budget spent?
Influencer marketing spend is largely dominated by advertising and media services (37.6%), ahead of brand marketing (16.8%) and public relations and communications (14.9%). With influencer marketing potentially involving many services, it is necessary to adapt the following:
- Key performance indicators (KPIs) to measure performance
- Identification and selection process of influencers for each marketing service
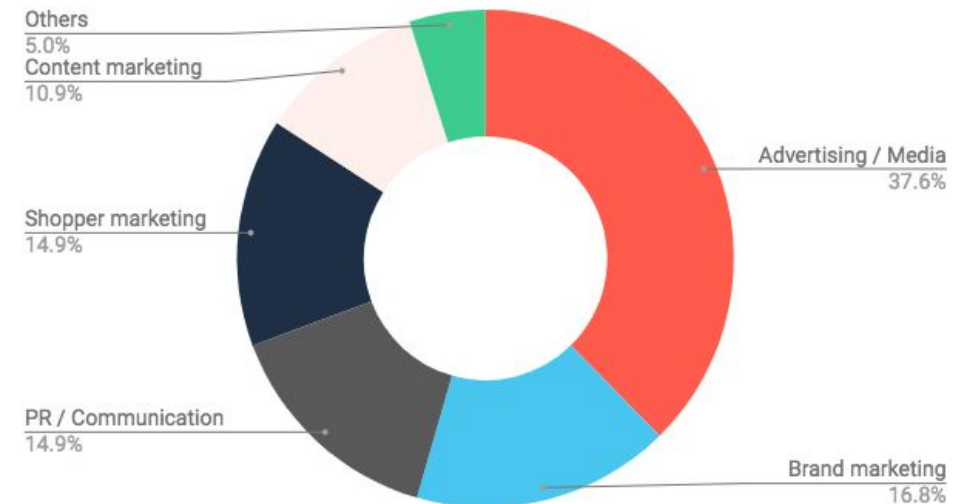
What are Influencers' Most Preferred Social Networks?

The social networks favored by influencers evolve over time, along with changing use trends and feed algorithms used by each platform to enhance audience reach and engagement levels.

A 2018 study by Zine[7] found Instagram to be the leading preferred network for branded collaborations by social influencers by a significant margin (78%). The visual centric nature of the photo and video sharing network makes it conducive to posting lifestyle themed content to entice followers to find out more about the brand or product advertised.

Thanks to their ability to host detailed reviews and short and long form video content respectively, blogs and YouTube were the next most used networks for this purpose.

Primary social media platforms used by social influencers worldwide for brand collaborations.

78%   16%   4%   2%   1%
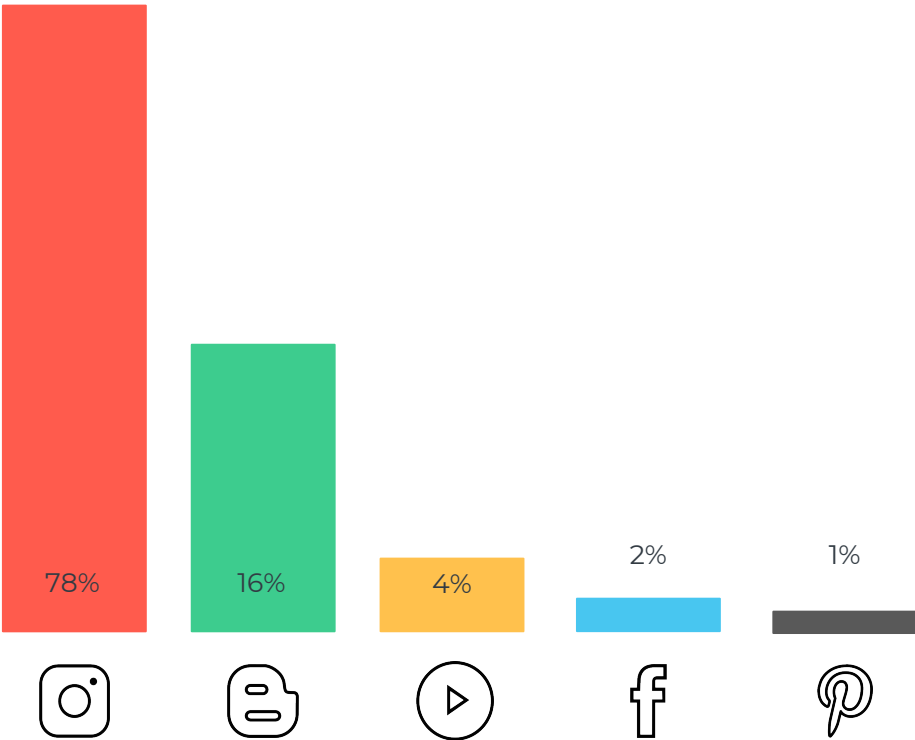
In Summary

➔ Influencer marketing is no longer a trend, but a widespread practice among B2C brands. Marketers are increasingly committed to investing in influencer marketing as a key advertising and branding channel.

➔ The concentration of social influencers on certain networks is driven by the unique features of each network, such as use trends and feed algorithms that favor content – especially branded content – posted.

➔ Authenticity and transparency are key to a successful influencer marketing strategy.

Regardless of industry or objective, identifying the relevant influencer to work with is key to ensuring a successful influencer marketing campaign.

While celebrities and macro influencers have traditionally commanded high profile brands and campaigns, **there is also an inherent shift toward a new breed of content creator: the micro-influencer.**

This guide will answer the following questions:

- What is a micro-influencer and what interests them?
- How can brands identify micro-influencers for each stage of the marketing funnel?
- How to manage micro-influencers, and build a long-lasting relationship?
- What are the key applications and KPIs of engaging a micro-influencer?
- What successful use cases can brands inspire from?

Why Engage Micro-Influencers?

What is a Micro-Influencer?

Traditional Influencers

Influencer marketing strategies aim to leverage the influence capital of these people to optimize brand perception, raise awareness about a new product or brand, or to drive sales. An influencer is an individual who is able to impact the behavior and preferences of their followers through actions, contents, and messages. For example, consumers will purchase a pair of shoes worn by their favorite athlete, or attempt recipes proposed by a renowned chef on their Instagram page.

Influencers are typically efficient in three key aspects: audience, relevance/legitimacy, and commitment. This is in contrast with celebrities who may have a large following but low engagement rates and relevance to certain topics.

Traditionally they are comprised of a variety of profiles, including:
- **Celebrities** in entertainment or sports
- **Key opinion leaders** and **content creators** on social media
- **Macro-influencers**: Individuals with more than 100,000 influencers but lead dynamic communities, making them highly trusted in their field, e.g. a DIY expert's tutorials are perceived as more "legitimate" and trustworthy than a paid celebrity endorser for a DIY brand
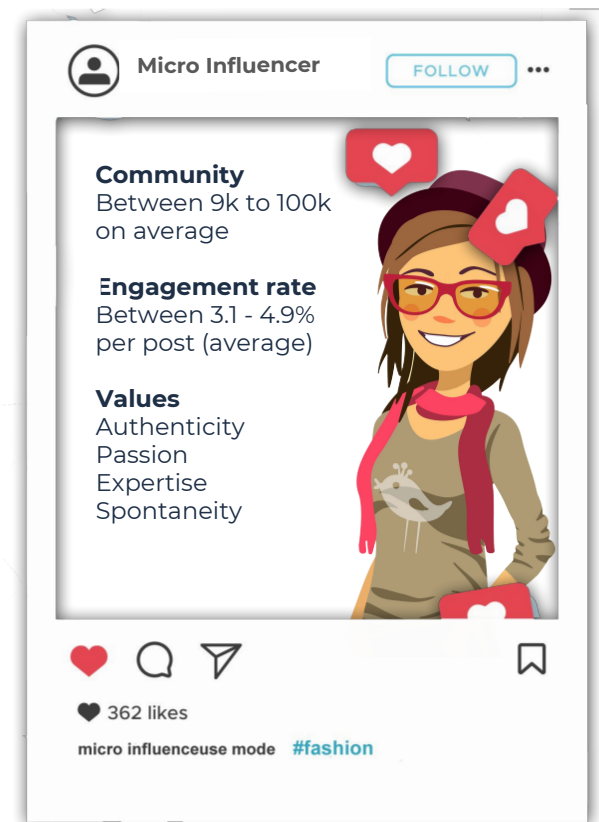
In the past years, macro-influencers have faced criticism over their lack of authenticity, legitimacy, and proximity to online communities, which has led brands and agencies to increasingly turn to micro-influencers.

Defining the Micro-Influencer

82% of consumers are highly likely to follow the recommendation of a micro-influencer on social media[8].

Micro-influencers are content creators who:
- Have a smaller following than celebrities (9,000 to 100,000 followers), but are more active, faithful, attentive, adept, and committed
- Are passionate experts who have a comparatively solid knowledge of the products, services, and sectors they promote
- Are followed for their competence, passion, and authenticity, and are considered a source of expertise, especially during the purchase stage
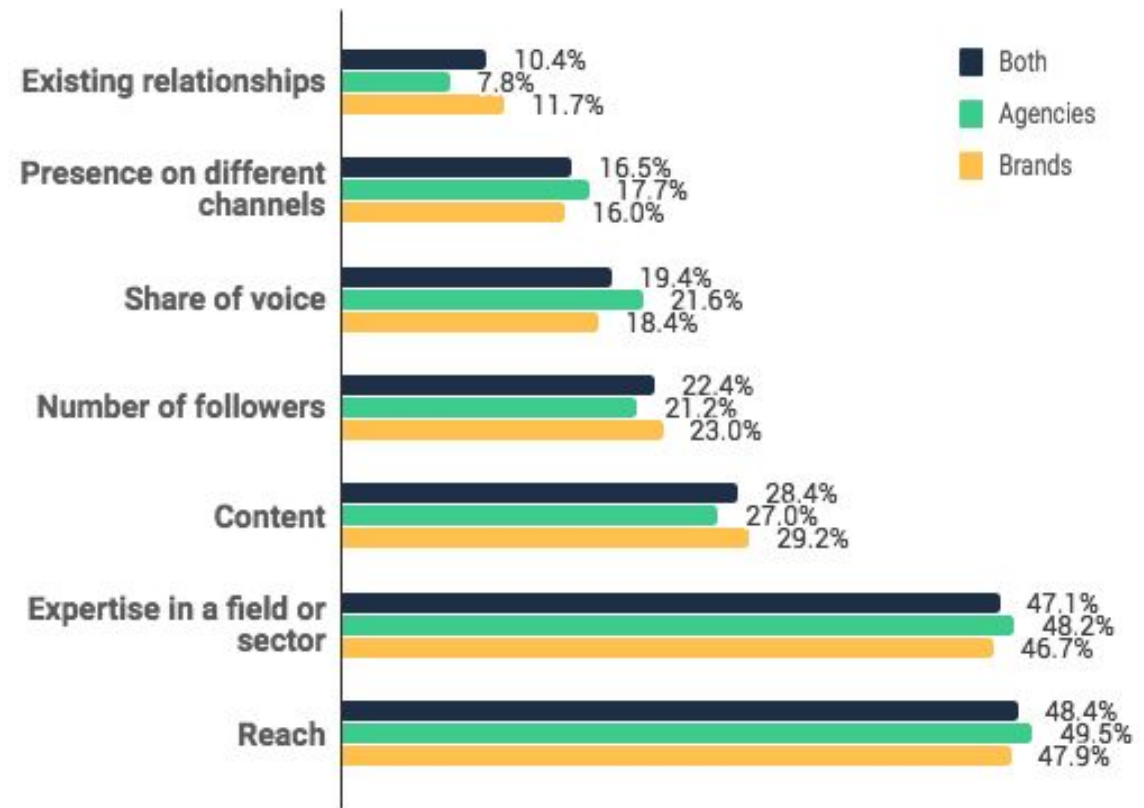

Micro Influencer   FOLLOW   ...

Community
Between 9k to 100k on average

Engagement rate
Between 3.1 - 4.9% per post (average)

Values
Authenticity
Passion
Expertise
Spontaneity

362 likes

micro influenceuse mode #fashion

Working with a Micro-Influencer: A Question of Confidence

What brands and agencies are looking for

Reach and expertise in a specific field or sector are the top two reasons why certain influencers are sought after by marketers.

Despite commanding a lower reach, which is defined as the number of individuals who viewed a publication, micro-influencers have demonstrated higher commitment and conversion rates than macro-influencers. Additionally, a micro-influencer's specialized expertise in a field grants them a nuanced understanding of a brand's and target audience needs.

↑ Key factors influencing a marketer's perception of the ideal influencer, according a survey by Simply Measured.

Chart data (Both / Agencies / Brands):

- **Existing relationships**: 10.4% / 7.8% / 11.7%
- **Presence on different channels**: 16.5% / 17.7% / 16.0%
- **Share of voice**: 19.4% / 21.6% / 18.4%
- **Number of followers**: 22.4% / 21.2% / 23.0%
- **Content**: 28.4% / 27.0% / 29.2%
- **Expertise in a field or sector**: 47.1% / 48.2% / 46.7%
- **Reach**: 48.4% / 49.5% / 47.9%

Working with a Micro-Influencer:
A Question of Confidence

What are the key advantages of working with a micro-influencer?

Authenticity **Proximity**

Micro-influencers are socially and geographically close to a brand's target audience, favoring engaging relationships and strong marketing influence over their followers. Moreover, compared to celebrities, micro-influencer's content is often more authentic and spontaneous, due to their strong expertise and interest in the products and services they advocate. This makes them more relevant and relatable to consumers.

Passion

Their passion about topics of interest increases the relevance and legitimacy of their interactions with audiences, who will then be more faithful and receptive.

Cost

They are more accessible to brands thanks to their lower investment costs. For brands with an average budget, it is then possible to work with several micro-influencers at the same time.

Targeted Audience

Given their expertise and proximity, brands can reach targeted niche audiences, or community segments via micro-influencers.

Engagement

Micro-influencers command a higher engagement rate, thanks to their proximity, legitimacy, and perceived authenticity.

Working with a Micro-Influencer: A Question of Engagement

Markerly's analysis of over 800,000 Instagram accounts (majority of which have at least 1,000 followers)[9], found that **the higher the number of followers on Instagram, the lower the engagement rate.**

Thus the ideal range of followers seems to be within the 10,000 to 100,000 range, as influencers with such followings offer the best combination of wide reach and engagement.
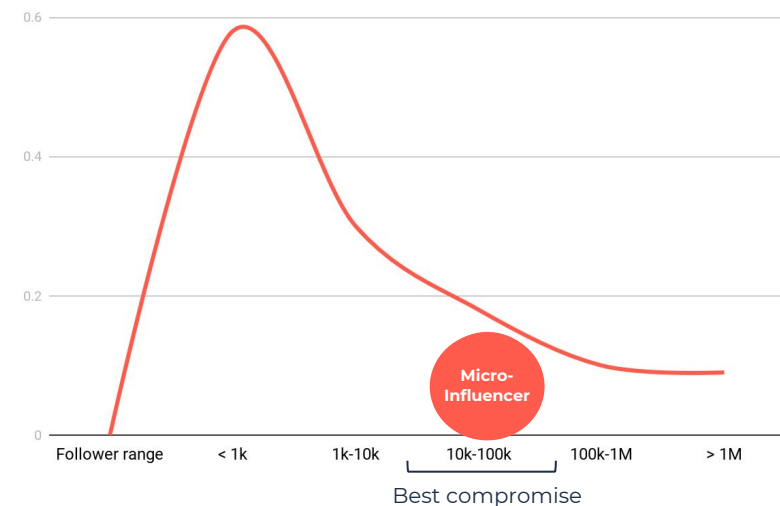
Rate of Likes vs Instagram followers

Best compromise

Rate of Comments vs Instagram followers

Best compromise
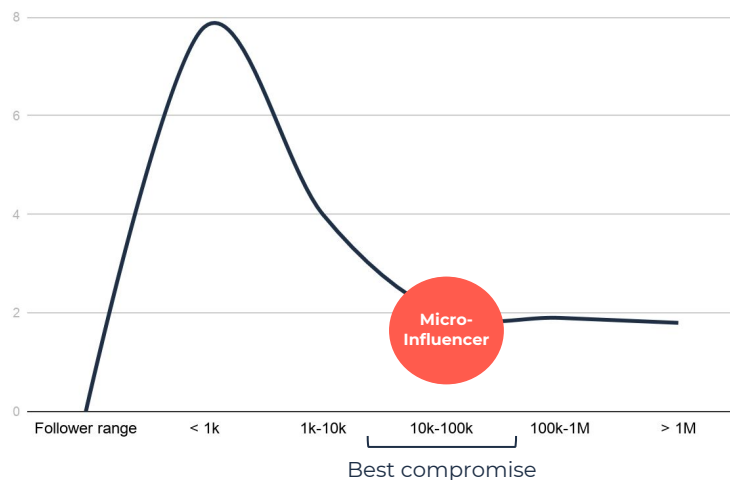
Likes:
While accounts with under 1,000 followers earned likes 8% of the time, those with over 10 million followers only received such interactions 1.6% of the time. Meanwhile, users with 1,000 to 10,000 followers recorded likes for their posts 4% of the time.

Comments:
The same trend applies for comments. Users with fewer than 1,000 followers generated comments about 0.5% of the time, compared to 0.04% for accounts with over 10 million followers, a ratio of almost 13 times!

(9) Marklerly, Instagram Marketing: Does Influencer Size Matter?

Micro-Influencers in the Social Media Ecosystem: A Question of Scale

The global influence scale

The number of followers a micro-influencer has varies between 9,000 and 100,000. It also depends on their country of origin, topic specialization, branding, and primary social network.
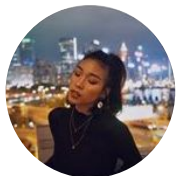
Ambassador	Micro Influencer	Macro Influencer	Celebrity
<10k	9k-100k	100k-1 million	>1 million
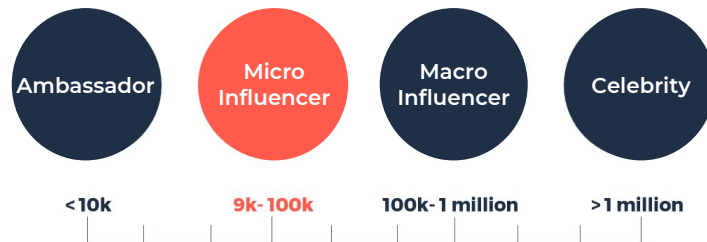
Sample Ecosystem of Fashion Influencers on Instagram
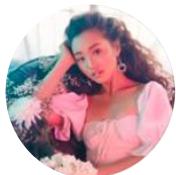
Celebrity
@imjennim
1.7m followers
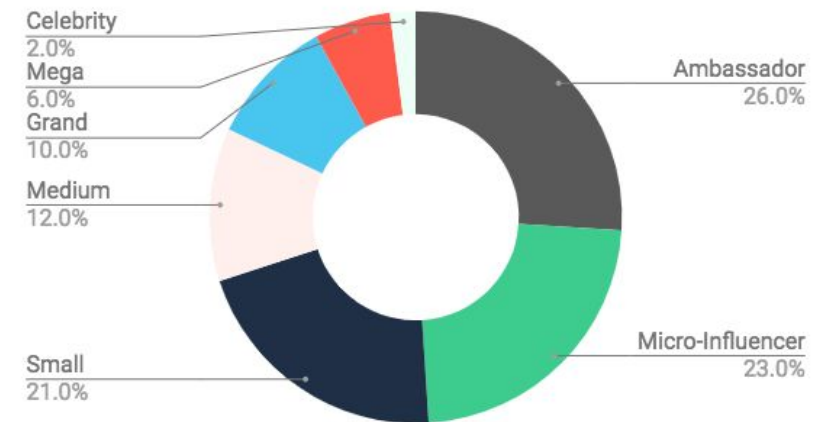
Macro-Influencer
@thepatriciabright
965k followers

Micro-Influencer
@carminola
27.9k followers

Ambassador
@alipetroff,
3131 followers

The scale of influence on Instagram

A study conducted by L2[10] found that micro-influencers (5,000 - 25,000 followers) represented 23% of 5,073 influencers surveyed, and commanded an average engagement rate of 4%.

Celebrity 2.0%
Mega 6.0%
Grand 10.0%
Medium 12.0%
Small 21.0%
Ambassador 26.0%
Micro-Influencer 23.0%

↑ Distribution of different types of influencers

Type	Engagement
Celebrity : 7M+	1.6%
Mega : 1M-7M	1.6%
Grand : 250K-1M	1.8%
Medium : 100K-250K	1.8%
Small : 25K-100K	2.4%
Micro-Influencer : 5K-25K	4.0%
Ambassador : 0-5K	8.0%
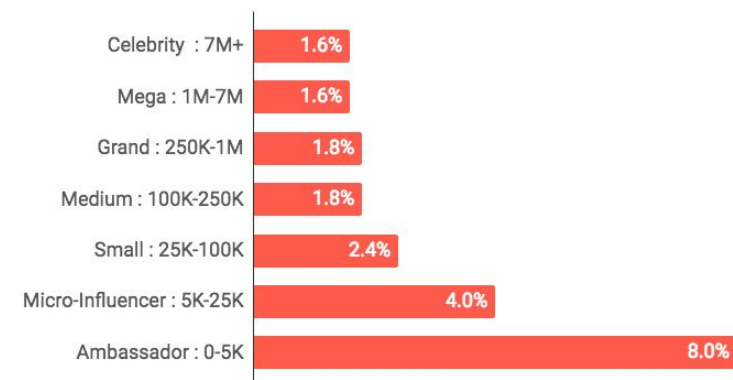
↑ Average engagement rate of each type of influencer

Micro vs Macro Influencers

Qualitative

Micro-influencers generate more:
- **Trust**: Their expertise on topics and lesser financial motivation make them a more trustworthy source than macro-influencers and celebrities who charge more for partnerships
- **Empathy**: Coming from similar socio-economic backgrounds as their followers allows their content to resonate better.
- **Commitment and adherence**: Because of their authenticity, micro-influencers command a strong online community who are more likely to convert to customers for brands.

Limitations of the micro-influencer ecosystem
While there are benefits of working with micro-influencers, brands should also be mindful of the following:
- Micro-influencers **do not have the same reach and impact** of macro-influencers. While their engagement rates are theoretically better, marketers should assess their KPIs on a case-by-case basis during the influencer identification phase.
- As they are paid relatively lesser than macro-influencers, brands have **less control over content posted**, making influencer management more challenging in this aspect.
- Posting content is not necessarily their main occupation or priority. Therefore their **activities can shift** abruptly, along with their audience and engagement rate.
- It can be very **time consuming to manage** multiple micro-influencers. This makes it necessary for companies to invest time and resources, or adapt business objectives to the benefits these influencers present.
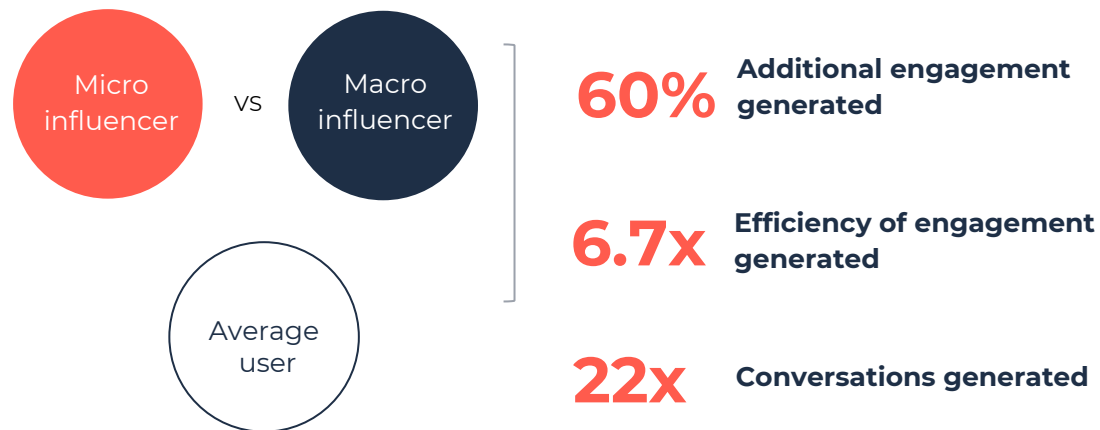
Quality over quantity
Instead of aiming to generate large scale reach with micro-influencers, focus on using them for their authenticity, proximity, and quality of their audience.

(11) HelloSociety, Micro Influencers on Instagram

Micro vs Macro Influencers

Quantitative

According to HelloSociety[11], micro-influencers, or accounts with fewer than 30,000 followers are a better investment for brands. This is because:

- Micro-influencer campaigns are 6.7 times more efficient for each engagement than macro-influencers, making them more profitable.
- Micro-influencers generate 22.2 times more weekly conversations than the average consumer, which is essential for acquiring new communities.

Micro influencer VS Macro influencer

Average user

60% **Additional engagement generated**

6.7x **Efficiency of engagement generated**

22x **Conversations generated**

Higher profitability = Attractive ROI for brands

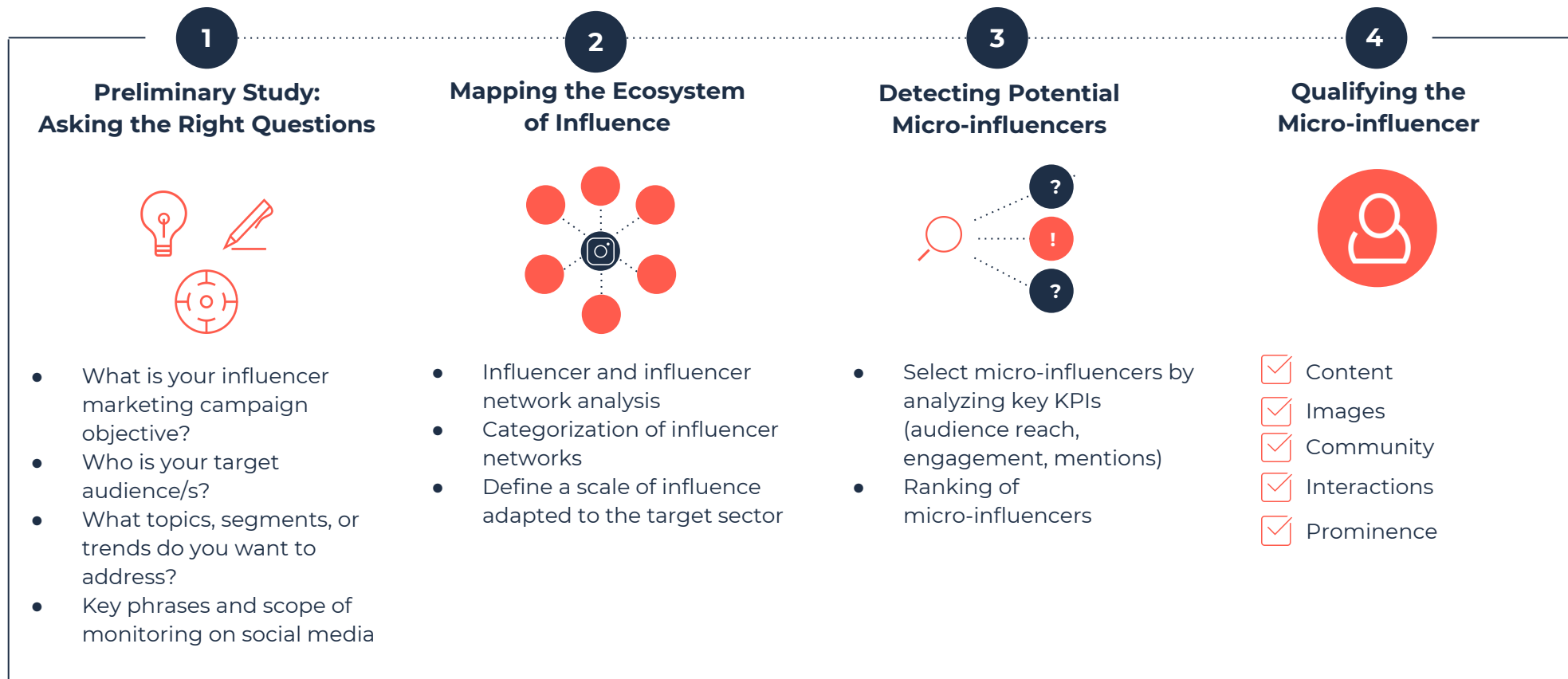↑ The performance of micro-influencers according to HelloSociety.

How Can Brands Discover Influencers?

The 4 Essential Steps to Identify Influencers via Social Media Listening

Identifying relevant influencers remains a key challenge for 60% of marketers, even with the help of marketing tools[12].

Below is an outline of the stages of detecting micro-influencers, based on a combination of quantitative and qualitative data obtained from a social media listening tool.

1	2	3	4
Preliminary Study: Asking the Right Questions	**Mapping the Ecosystem of Influence**	**Detecting Potential Micro-influencers**	**Qualifying the Micro-influencer**

- What is your influencer marketing campaign objective?
- Who is your target audience/s?
- What topics, segments, or trends do you want to address?
- Key phrases and scope of monitoring on social media

- Influencer and influencer network analysis
- Categorization of influencer networks
- Define a scale of influence adapted to the target sector

- Select micro-influencers by analyzing key KPIs (audience reach, engagement, mentions)
- Ranking of micro-influencers

- ☑ Content
- ☑ Images
- ☑ Community
- ☑ Interactions
- ☑ Prominence

1. Preliminary Study: Asking the Right Questions

Ask yourself these simple but essential questions before embarking on a marketing campaign with micro-influencers:

- Why do you want to include influencers in your strategy?
- Are micro-influencers suitable?
- What are your campaign targets? Which customer segments, topics, or areas of interest do you want to reach?

When **defining key words and phrases** to monitor online (such as hashtags, products, and trends), **determine the scope of surveillance** (social networks, sources, markets, and languages).

2. Mapping the Ecosystem of Influence

Analyze influencers for your target segments by:
- Audience (followers and subscribers)
- Relevance (topics and number of messages targeting the subject)
- Engagement (interactions with online communities and followers)

Analyze the network of influencers:
Relations with brands, media, other influencers, and fans.
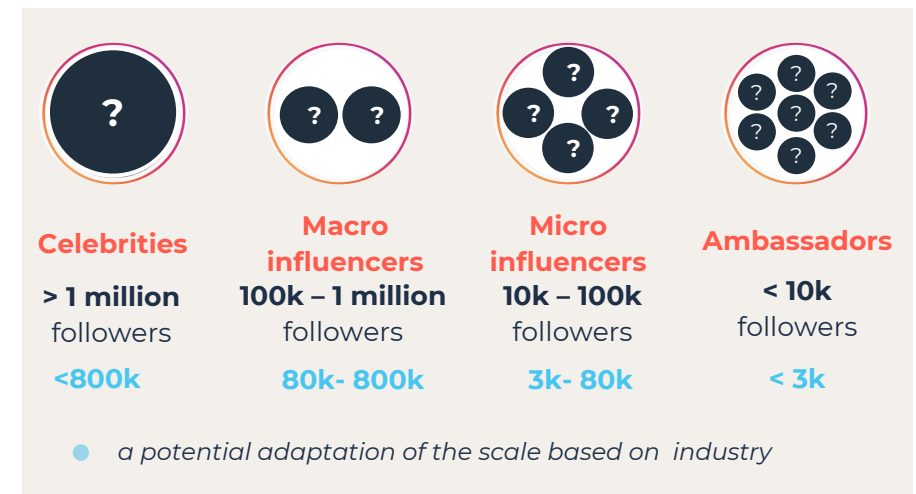
Categorize influencers according to their:
- Influence score, according to the three pillars of audience, relevance, and commitment
- Areas of interest within the target segment (eg. within the fashion segment, their area of interest can be shoes)
- Socio-demographic profile

Define your scale of micro-influencers according to:
- Scale of influence (varies widely according to different factors such as sector, region, industryand social network)
- Market segment

Name	Score	Ranking	Mentions	Interactions	Followers
☆ Adelia Tirena	7	7	1	20	9,803
☆ The Start Up CEO :sunglasses:	7	7	1	474	9,699
☆ +60129303720(nadia manager)	14	7	2	200	9,699
☆ Daly Filsuf	7	7	1	195	9,446
☆ BLINK I G + B	7	7	1	998	9,437
☆ Alastair McLeod	7	7	1	202	8,774
☆ PO Europe every month :heart:	7	7	1	6	8,640
☆ Sarah Ho Jewellery	7	7	1	66	8,204
☆ Emma Pat	7	7	1	174	8,182
☆ Dennis Lau	7	7	1	176	8,127

↑ Social listening chart ranking micro-influencers on Instagram by level of engagement.

Celebrities	**Macro influencers**	**Micro influencers**	**Ambassadors**
> 1 million followers	100k – 1 million followers	10k – 100k followers	< 10k followers
<800k	80k- 800k	3k- 80k	< 3k

- *a potential adaptation of the scale based on industry*

↑ *Adapt the scale of influence to your target market and the social network.*

3. Detecting Potential Micro-influencers

Select potential influencers based on analysis of quantitative indicators for each social network, such as: audience reach, engagement, and number of mentions of your target audience.

Using a social media listening tool, you can **create rules to rank profiles and mentions automatically.** For example, sliding the rank on your scale of influence helps you isolate influencers within a specific rank of reach, engagement, or relevance.
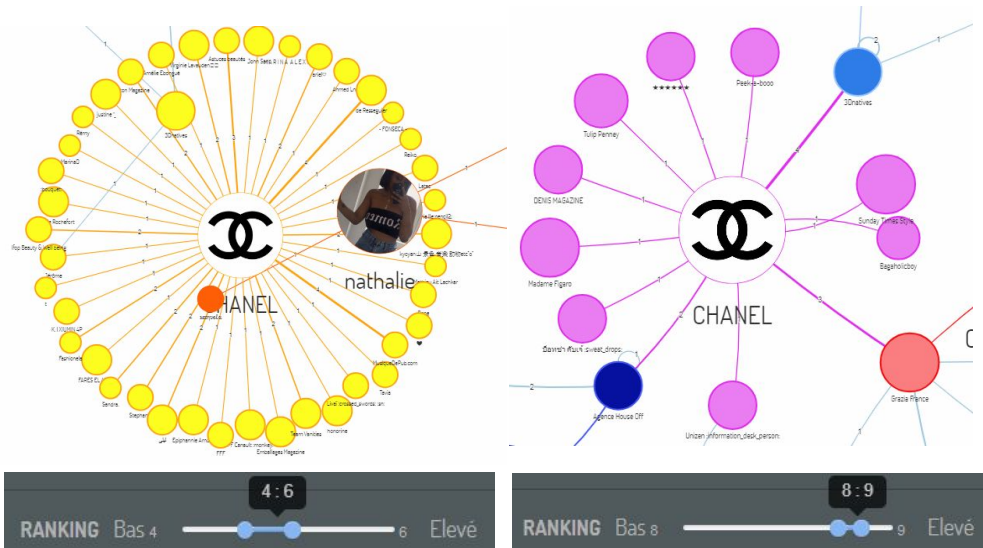
↑ Social listening displaying a brand's online relationship with different levels of influencers who discuss their products.

4. Qualifying the Micro-Influencer

Confirm your choice of a micro-influencer by carrying out qualitative analysis of his or her profile. The deliverable is a summary sheet.

- **In short:** Identity, profession, interests, average audience reach, average engagement rate, target audience.
- **Where** is this influencer located? Which social network, media, or event is he or she most present on? Where are his or her audiences located, regionally or internationally?
- **What** is the editorial or aesthetic style of this influencer? What is the type and quality of messages conveyed, and in what language? Ensure the content is consistent with your brand identity and positioning.
- **When** does this influencer post, and how often? The same question applies to the frequency of his or her posts on your campaign's desired topics.
- **Who** follows this influencer? How is he or she linked with other brands?
- **How** does this influencer interact with his or her followers? How does he or she talk about a brand's target topics and products?

↑ Schematic profile of an identified influencer

Discovering Micro-Influencers with Social Media Intelligence: A Step-by-Step Case Application

Imagine you are a marketer from an homegrown kitchen appliance company who wants to generate awareness and drive pre-orders of a new product in the United States and United Kingdom, by engaging local influencers to create recipes with this appliance.

1. Preliminary Study: Asking the Right Questions

To identify the appropriate influencer, we set up the following parameters for monitoring social conversations and content around cooking:

- Theme: Cooking
- Keywords and hashtags monitored: Recipe, #inmykitchen, #lifeandthyme
- Social networks monitored: 10, with 85% of mentions collected on Facebook, Instagram, and YouTube
- Collection period: 14 days (2 weeks)
- Social media monitoring tools used: Digimind Social

2. Mapping the Ecosystem of Influence

Classify the following cooking influencers detected on Instagram according to the "classical" influence scale:

Celebrity
@gordongram
5.3 million followers

Micro-Influencer
@xlbcr
58k followers

Macro-Influencer
@dennistheprescott
469k followers

Ambassador
@ahrancooks
1,177 followers

3. Adapting the Scale of Influence to the Market

As each industry has a different scale of influence (e.g. the beauty industry can be between 10,000 to 100, 000 followers, while a hobbyist market may reach between 5,000 to 50,000 followers). It is therefore necessary to adapt this scale and classification of influencers according to your industry after data collection, so that you can make an accurate assessment.

Upon adapting the scale of influence to your industry (kitchen appliances), you now have a wider range of influencers to compare:

Scaling adjustment

Celebrity
@dennistheprescott
469k followers

Micro-Influencer
@thedessertsnob
110k followers

Micro-Influencer
@xlbcr
58k followers

Micro-Influencer
@alexisdeboschnek
54.9k followers

4. Macro vs Micro Influencer

To determine the appropriate influencer for the campaign, compare the performance (reach, audience, relevance, and commitment) of one macro and micro influencer:

Macro-Influencer

@dennistheprescott

Audience
469,000

Average engagement rate*
2.89%

Number of mentions
5

Micro-Influencer

@alexisdeboschnek

Audience
54,900

Average engagement rate*
7.8%

Number of mentions
8

- Average engagement rate = Interactions earned on published posts containing keywords and hashtags monitored divided by the number of publications, divided by the number of followers
- Number of mentions = Number of posts containing keywords and hashtags monitored

* Average engagement rate and number of mentions are for illustration purposes for this case application.

5. Qualitative Analysis

Now, let us take a look at the characteristics of the micro-influencer, @alexisdeboschnek:

☑ **Who?**
Senior Food Specialist at BuzzFeed Tasty, an online food blog and YouTube channel.

☑ **What?**
Creates visual content centered on original recipes, with the occasional post on travel.

☑ **When?**
Posts an average of one post daily.

☑ **Where?**
Has a strong presence on Instagram.
Followers are concentrated in the US and the United Kingdom.

☑ **How ?**
Interacts regularly with her followers via the comments section of her posts.

Based on the quantitative and qualitative traits of this micro-influencer, she is quite attractive to the purposes of your campaign for reaching your target audience.

Note: This profile's details are for illustrative purposes for this case application.
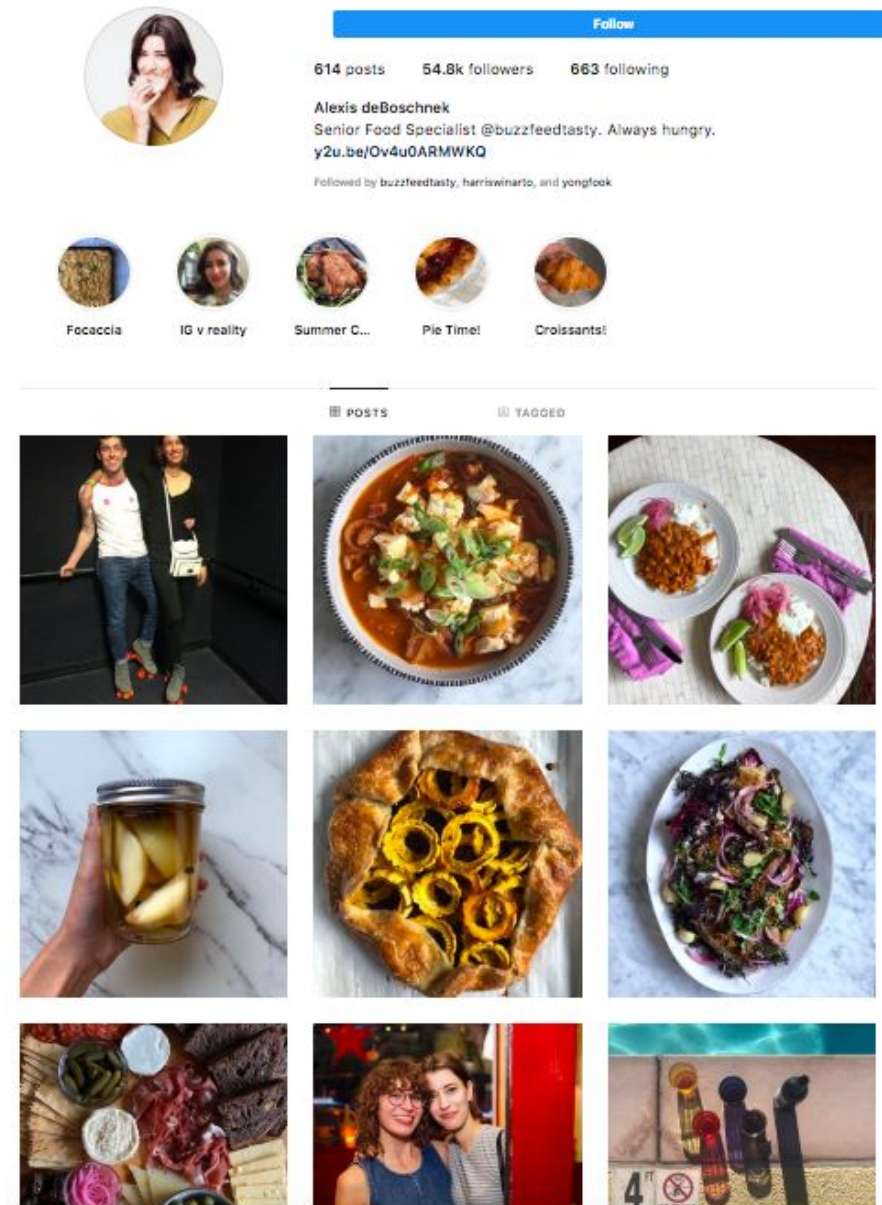
Engaging Micro-Influencers for Your Brand

During and After Decision Making

Here are some tips for engaging and maintaining a constructive relationship with your chosen micro-influencer:

Micro influencer → **Prepare** ⋯ **Contact** ⋯ **Explain** ⋯ **Describe**

Prepare	Contact	Explain	Describe
Company presentation Campaign brief	Personalization Reason for choice Invitation for a meeting	Brand identity Brand positioning Role in the strategy	Objectives Indicators Relationship Autonomy

Prepare
- Present your company, products, positioning, and identify your content.
- Campaign brief: State your challenges, objectives, strategy, stakeholders, duration, and performance indicators.

Contact
- Contact the influencer with a personalized message or ideally, with a phone call.
- Explain your approach and the reasons for your choice.
- Invite them for a meeting at your office to introduce them to your team and products.
- Engage them for branded events, or external events your brand is participating in, or send a sample of your product or service to try at their own time.

Explain
- Explain in detail your activity, brand identity and positioning, and more precisely, your editorial line, content, and campaign.
- Highlight the status of your brand on social media.
- Brief your influencers on their role in your campaign, and who else will be involved.

Describe the Campaign & Develop Long-Term Relationships
- Think of your relationship as a long-term partnership, rather than a one-time transaction.
- Discuss the expected objectives.
- Outline the indicators and measurements used to analyze results. Remember that KPIs must be consistent with the reasons for choosing your influencer (expertise, personality, authenticity, community, etc.)
- Define your working relationship: management mode, possibility of amendments, context of contribution, amount of autonomy in altering the final content, and the campaign period.
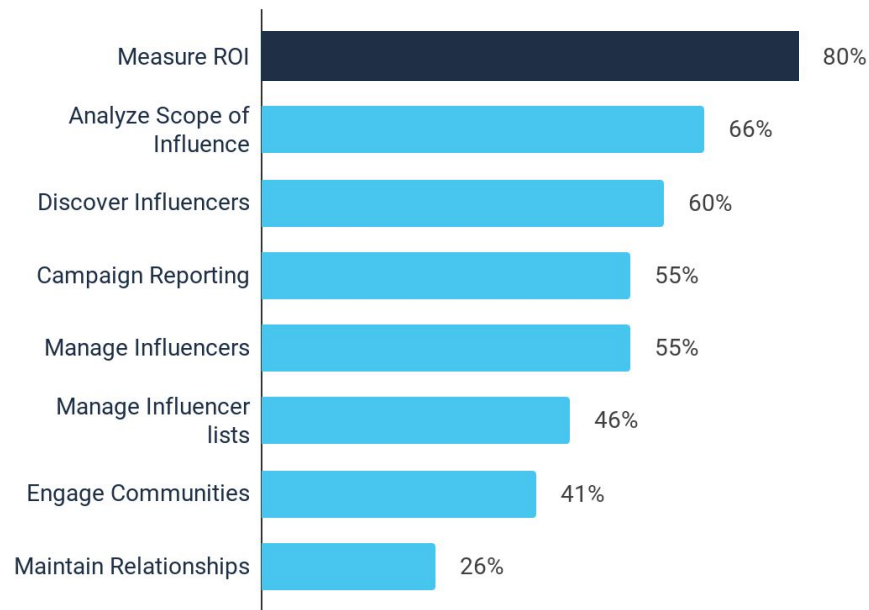- Discuss and record remuneration, along with the agreed deliverables in a written document or contract.

Evaluating your Influencers' Performance

Evaluating Your Influencers' Performance

What are the Key Challenges of Working with Influencers?

Measuring ROI is considered the top challenge for influencer marketing operations (80%), followed by analyzing reach (60%)[13].
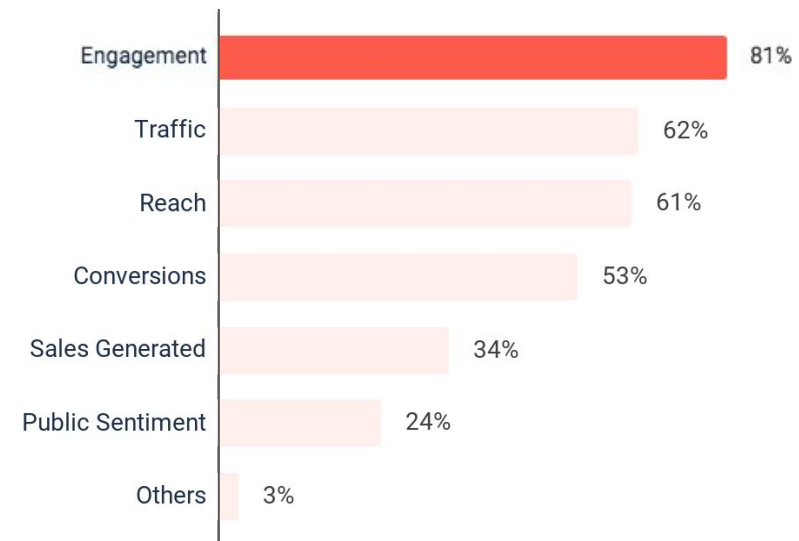
Challenge	%
Measure ROI	80%
Analyze Scope of Influence	66%
Discover Influencers	60%
Campaign Reporting	55%
Manage Influencers	55%
Manage Influencer lists	46%
Engage Communities	41%
Maintain Relationships	26%

↑ Challenges faced by marketers working with influencers, according to Chute and Thuzio 360's influencer marketing report.

What are the Key KPIs?

According to Linqia's The State of Influencer Marketing 2018 report[14], **81% of marketers surveyed use engagement to measure the performance of their influencer marketing campaigns.** This is followed by global traffic generated (62%) and reach (61%).

What is certain is that it is necessary to put several indicators into perspective to accurately measure the performances of micro-influencers.

KPI	%
Engagement	81%
Traffic	62%
Reach	61%
Conversions	53%
Sales Generated	34%
Public Sentiment	24%
Others	3%

↑ A survey conducted with 170 marketing professionals revealed engagement, traffic, and reach as the key indicators of success of an influencer marketing campaign.

How to Measure the Success of Your Influencer Marketing Campaign

Reference period
Before working with a micro-influencer, it is necessary to gather brand performance indicators as a reference point for post campaign analysis.

Choice of KPIs
Choose a mix of relevant indicators to support your main KPI.

For example, if your main KPI is to drive a certain volume of sales, it will be useful to enhance your analysis of it with broader indicators, such as traffic, conversion, and your micro-influencer's engagement rate.

To get a complete overview of your campaign's performance, it is necessary to consider the following indicators:
- **Social:** Engagement, reach, follower count, online share of voice
- **Digital:** Online actions including visits, sessions, and conversions
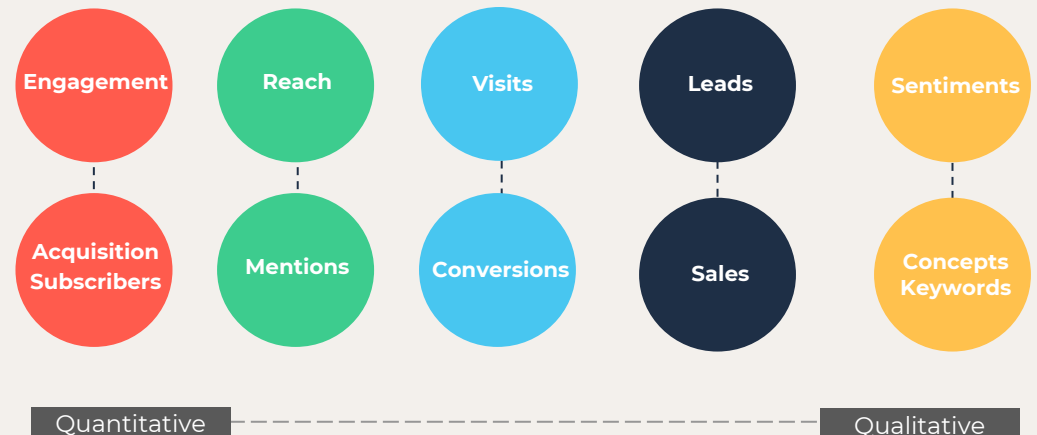- **Business:** Leads and sales generated

Qualitative criteria
To concretely measure the performance of an influencer, it is necessary to include qualitative analysis, such as: consumer discussions and reactions towards the influencer's messages. This can help you detect a range of associated feelings, and the evolution of brand perception.

Tips for Choosing Your KPIs

- Bear in mind that engagement does not necessarily result in a purchase.
- Certain KPIs can be analyzed globally, such as traffic and sales generated.
- In the long run, it is necessary to analyze the influencer's potential impact on the different stages of the customer journey, from awareness to purchase.
- As some micro-influencers generate little engagement, it is important to measure the cumulation of their interactions over several weeks, or even months, and the quality of the exchanges.

Key KPIs in Influencer Marketing

| Engagement	Reach	Visits	Leads	Sentiments
Acquisition Subscribers	Mentions	Conversions	Sales	Concepts Keywords

Quantitative — — — — — — — Qualitative

Case Studies in the Entertainment and Retail Sectors

Case Studies in the Entertainment and Retail Sectors

Entertainment: Optimizing content marketing strategies through micro-influencers

An agency that managed the content strategy of **HBO**, an American premium cable and satellite television network, used Digimind Social to tap into online discussions surrounding their client's different TV series. The team detected 100 leading influencers who were the most engaging (based on number of brand related mentions) for six of their best running shows, including Game of Thrones and Westworld.

The agency used an influence ranking of 4–7 to select Internauts who were not necessarily large scale celebrities, but were actively discussing the shows monitored.
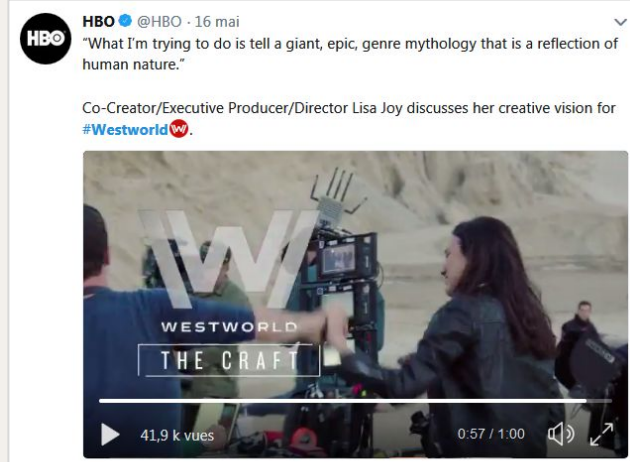
These micro-influencers were more representative of everyday consumers of cable television than mainstream celebrities and journalists. This made their discussions were more authentic and relatable, and thus has more relevant to other viewers. The agency specially monitored and analyzed their conversations, themes, and sentiments on Facebook and Twitter, and used the insights gathered to optimize their content strategy and boost engagement.

Retail: Fostering an online community of micro-influencers

To develop their own community of ambassadors who could be turned into future micro-influencers, **Go Sport** launched a #GoHeroes campaign. This was targeted at committed athletes who regularly shared their sports experiences on social networks.
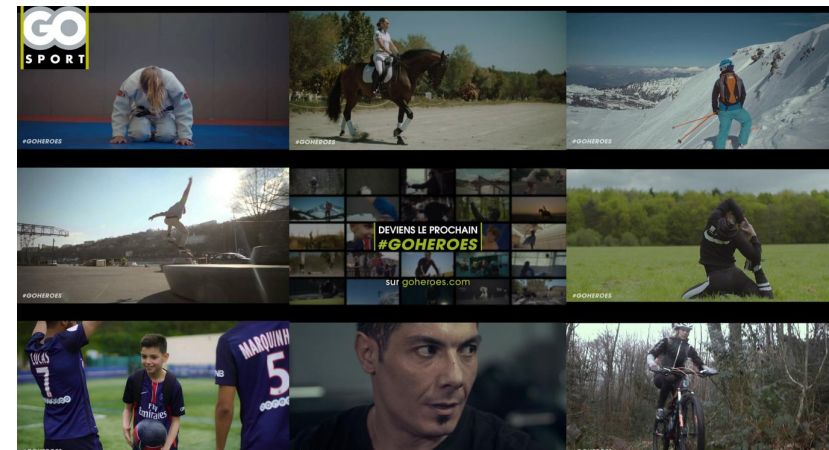
Go Sport defined "heroes" as athletes of all levels in their discipline. Customers, employees, and the general public were given the same opportunities as online personalities to become the face of the brand. Go Sport shared testimonials, videos, and photos of these "heroes" across digital, video, and social media platforms, such as:
- A dedicated mini site set up to encourage the community to share their own experiences with the campaign hashtag
- A social wall that honored and awarded "heroes of the month", along with a broadcast of past recipients throughout the year

Chapter 6

In Summary

In Summary

With total brand spending on influencer marketing projected to reach $101 billion USD by 2020[15], the future for influencer marketing looks promising. However this potential must also be matched with vigilance during the selection, activation, and evaluation stages.

Here are four simple steps you can take to ensure your influencer marketing strategies are well calibrated from the get go:

Quantity *and* Quality Matter

Avoid placing too much emphasis on an influencer's reach alone. Although macro-influencers are often lauded for their higher engagement rates, this is not always the case. It is important to look beyond vanity metrics like follower count to get a complete overview of his or her suitability in terms of branded content, as well as relationship with followers.

Consider a combination of key quantitative and qualitative factors, such as: **scale of influence, authenticity, credibility, and social proximity to your target audience.**

Use Macro-Influencers for Reach; Micro-Influencers for Authenticity

Influencer marketing is not a one size fits all activity. There are many factors to consider when it comes to working with an influencer.

Ultimately, **your campaign objectives will determine the most suitable type of influencer to work with**. The far-reaching clout of macro-influencers presents undeniable advantages for driving brand awareness on a wide scale. Brands with smaller scale budgets should turn to micro-influencers, whose authenticity and proximity make them more proficient for fostering connections and driving personal conversions among a more targeted audience pool.

Match the Right KPIs to Your Influencer Marketing Campaign
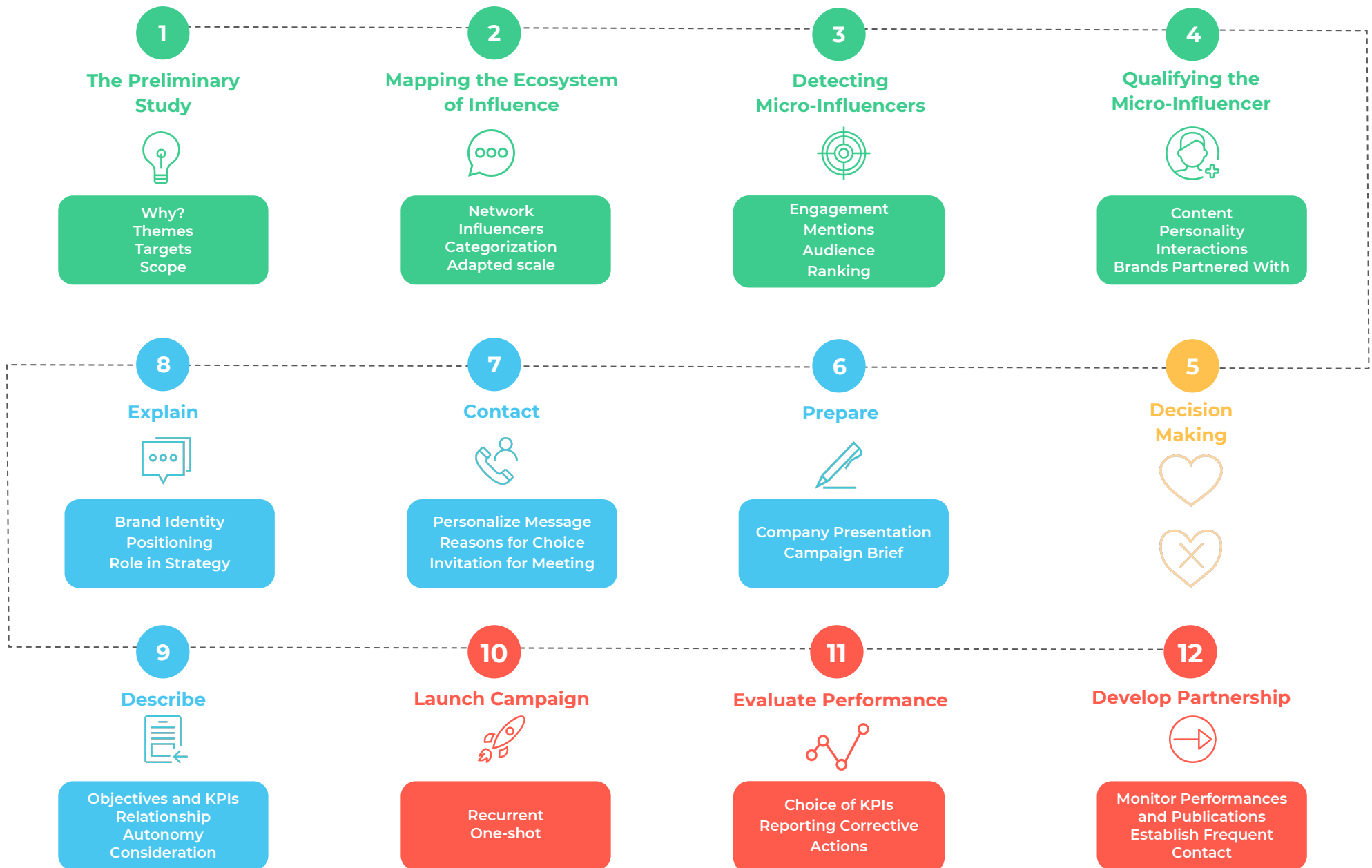
A clearly defined campaign objective and target audience is instrumental in helping you select the relevant influencer for your campaign. It is also important to monitor these objectives in real time, so you can benchmark each influencer's performance and recalibrate strategies if necessary. In general you can choose from three broad categories of KPIs to measure your influencers against: **reach, engagement, and sales.**

Leverage Social Media Analytics to Identify and Evaluate Influencers

Social media analytics tools like Digimind Social allow brands to collect and analyze valuable consumer discussions happening across social media. On top of that, customized dashboards make it easy to understand and visualize data and trends around an influencer's network and community. You can then turn these insights into actions by **conducting qualitative analysis, and ensuring that identified influencers are the right fit for your campaigns**.

The 12 Steps of Your Influencer Marketing Strategy

1 — The Preliminary Study
- Why?
- Themes
- Targets
- Scope

2 — Mapping the Ecosystem of Influence
- Network
- Influencers
- Categorization
- Adapted scale

3 — Detecting Micro-Influencers
- Engagement
- Mentions
- Audience
- Ranking

4 — Qualifying the Micro-Influencer
- Content
- Personality
- Interactions
- Brands Partnered With

8 — Explain
- Brand Identity
- Positioning
- Role in Strategy

7 — Contact
- Personalize Message
- Reasons for Choice
- Invitation for Meeting

6 — Prepare
- Company Presentation
- Campaign Brief

5 — Decision Making

9 — Describe
- Objectives and KPIs
- Relationship
- Autonomy
- Consideration

10 — Launch Campaign
- Recurrent
- One-shot

11 — Evaluate Performance
- Choice of KPIs
- Reporting Corrective Actions

12 — Develop Partnership
- Monitor Performances and Publications
- Establish Frequent Contact

Our resources

On managing KPIs to optimize your social media and digital marketing strategies:
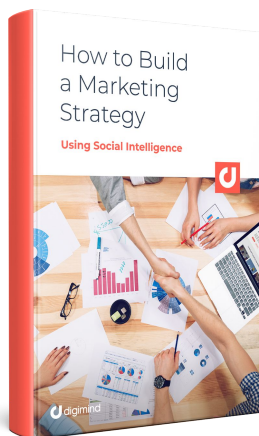

Social Media KPIs for Real-Time Campaign Optimization
Download here

20 KPIs for Your Social Media ROI
Download here

On social media data reporting and analysis:

How to Build Marketing Strategies with Social Intelligence
Download here

Social Media Analyst's Cookbook
Download here

About Digimind

Digimind is the leading social media monitoring and competitive intelligence software, designed for brands and agencies who want to accelerate digital transformation through an insights-driven approach. Recognised by Forrester and Gartner, Digimind's best-in-breed technology transforms social and online data into actionable business insights, enabling marketers to effectively plan, execute, and analyse their marketing strategy.

Founded in 1998, Digimind is headquartered in New York, Paris, Singapore, and Rabat, serving more than 600 customers worldwide including LinkedIn, Sony, McCann Worldwide, and Lexus.

More information on www.digimind.com

More resources (white papers, studies, infographics) on http://digimind.com/resources/

Want to know more about Digimind and how our best in breed social listening and analytics technology can help boost *your* content strategy?

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Digimind resources
White papers, webinars, studies, infographics ...

Digimind's marketing and insights department offers you many resources to help you review, execute and evaluate your marketing strategies. To use our resources to understand the evolution of markets and brands on the web and social media, head over here: http://digimind.com/resources/

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