



SHE SPEAKS

November 19, 2020

How to Use Influencer Marketing

 **WOMEN
OWNED**



Aliza Freud

Founder & CEO of SheSpeaks

[SheSpeaks.com](https://www.shespeaks.com) & [SheSpeaksInc.com](https://www.shespeaksinc.com)





Why Influencer Marketing Spend Will Hit \$10B in 2020

92%

of consumers have purchased a product because of an influencer recommendation

1

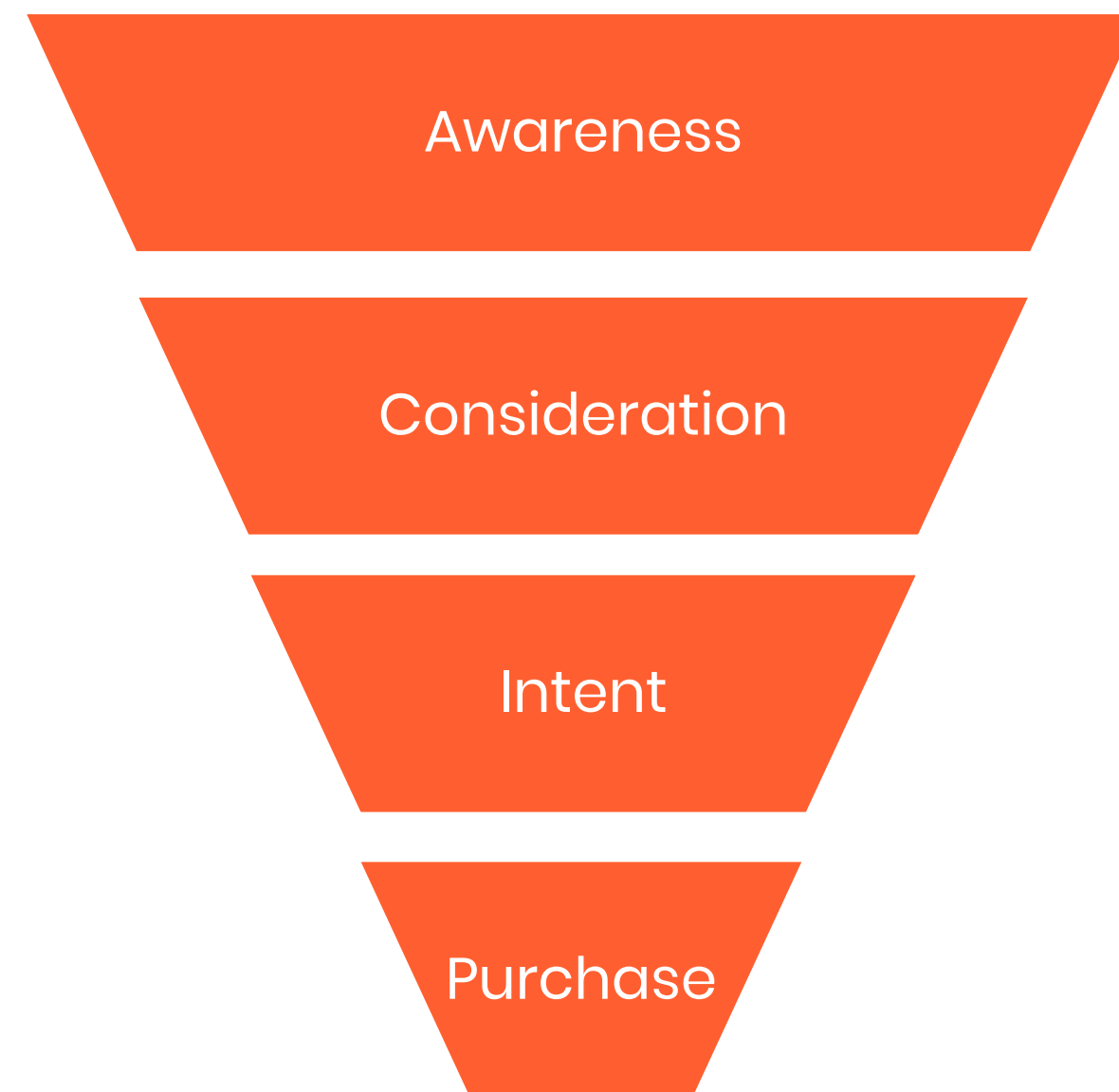
single piece of influencer content takes a consumer from Awareness to Purchase

57%

of marketers say influencer content outperforms brand content

Ad units that feature influencer content outperform control ad units by

+166%



Who We Are

SheSpeaks launched in 2008 as a platform designed to help brands understand women and tap in to the power of their voices. Many influencers joined.

We are now the largest community of female influencers reaching 300 million consumers per month.



Coca-Cola

P&G

HERSHEY'S

Campbells

PHILIPS

KRAFT

Reckitt
Benckise

Kimberly-Clark

J. Jill

Prudential

What Is An *Influencer*?

Someone who has built a strong social following, trust & **engagement** with their audience.



What Is An *Influencer?*

Many influencers have audiences that rival those of popular TV shows.



#1 Cable Show W/O 11/8
2.52 Million Viewers

WHAT'S UP MOMS?



YouTube Influencers
3.1 Million Followers

Types of *Influencers* and Costs

Nano Influencers

- 1k-5 followers typical "Jane" consumers
- Nominal fee or Free products in return for posts

Micro-Influencers

- 5k-100k Followers
- Average costs: \$500+ (huge price range)

Middle Influencers

- 100k-500k Followers
- Average costs: \$5k+

Macro-Influencers

- 500k-1MM Followers
- Average costs: \$20k+

Mega & Celebrities

- >1MM Followers
- Average Costs: \$50k+



Focus on *Engagement* Rates



<5,000 Followers

<10,000 Followers

<100,000 Followers

100,000+ Followers

3.5%

2.5%

1.2%

0.5-1%

3.2%

2.3%

1.1%

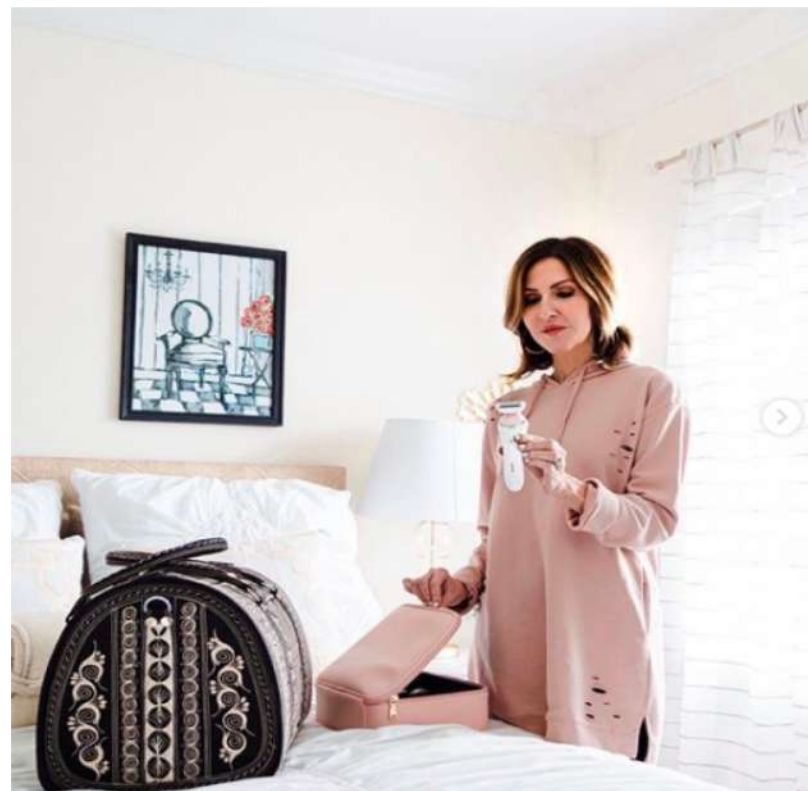
0.4-0.9%

1.5%

0.55%

0.45%

0.3%



 **50shadesofstylebykelley** • Follow ...
Paid partnership with shespeaksup
Winter Park, Florida

 **50shadesofstylebykelley** One of my goals for 2020 is to make self-care a priority in my life. It is important to me, as I age, to take better care of myself. Self-care can look different for different people. For me, self-care is doing something relaxing; for instance, we are going to the beach this weekend. Everyone needs a little "vitamin sea" in their life am I right? The beach is a great place for me to relax and with that, I also do some serious self-care for me and my skin. I am not just talking about my face I am talking about my overall body. #ad . That is why I want to share with you today the @philipsbeautyus SatinShave Advanced. The electric shaver comes with a convenient travel pouch- perfect for quick getaways. You will experience a smooth shave with less irritation. #shespeaks

357 likes
FEBRUARY 25

4.44% engagement rate



What is *Influencer* Marketing and its benefits?

Think of the potential of Influencer Marketing as getting access to:

1. Creative/Content
 2. Media/Reach
 3. Sales/Direct Marketing all in one action.
- **Creative/Content:** Influencers creating content for brands and retailers.
 - **Media/Reach:** Influencers are able to reach target consumers and drive significant awareness. Influencer content is doing double duty and being effectively used in paid media as well.
 - **Sales/Direct Marketing:** Because influencer content can link directly to ecommerce, brands are able to generate direct and attributable sales from the content.



Creative & Media with Drive to Sales





Creative & Media with Drive to Sales



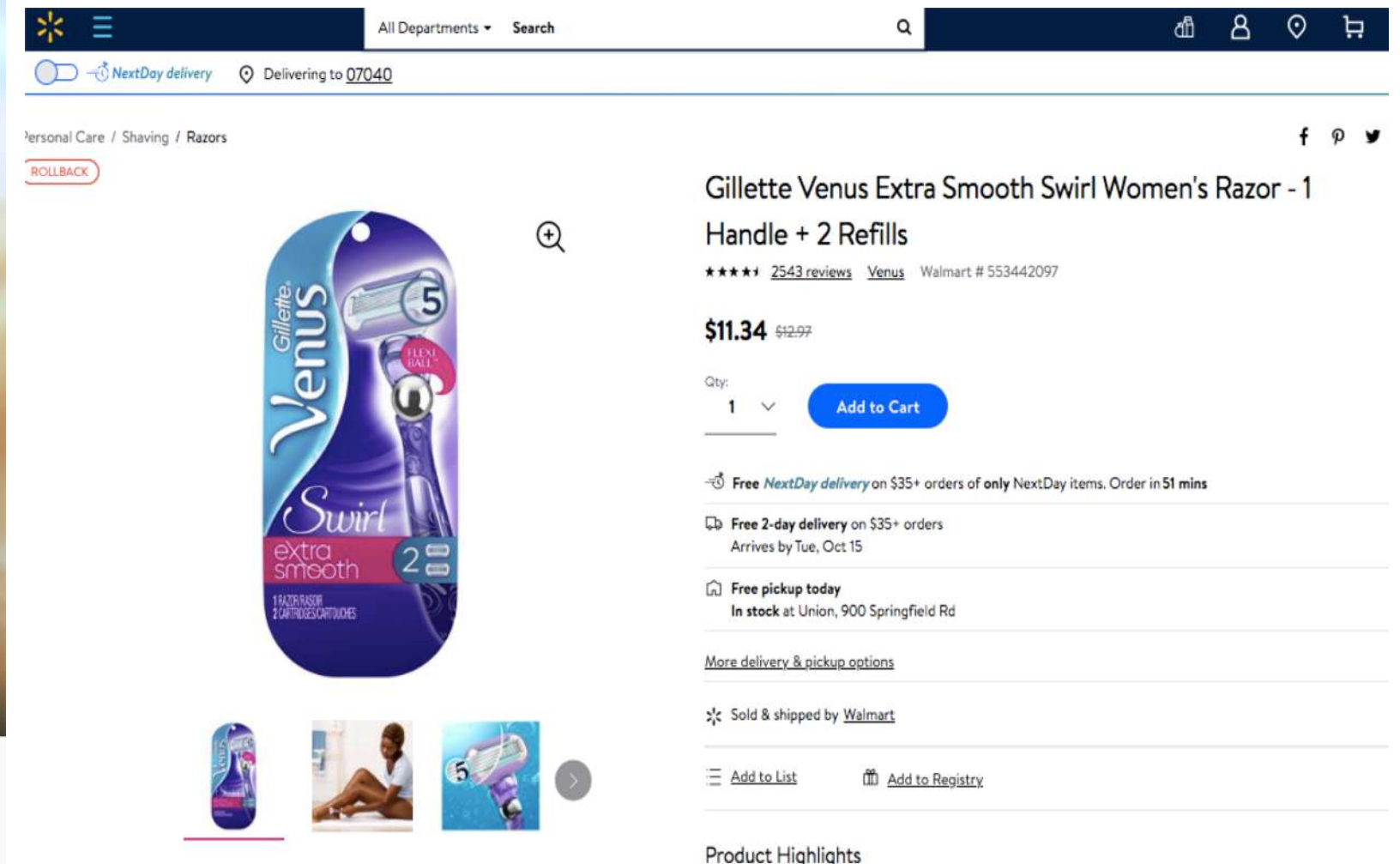
#victory MOMS GUIDE TO SHAVING (feat. Venus Swirl)

10,275,192 views •



WhatsUpMoms ✓
3.11M subscribers

Because some days, shaving is a total #victory...enjoy our step-by-step guide. P.S. Brooke didn't shave for a month for this, haha! To learn more and shop the Venus Swirl razor and Venus & Olay shave gel visit <http://bit.ly/VenusSwirlWUM> or visit your local Walmart. =)

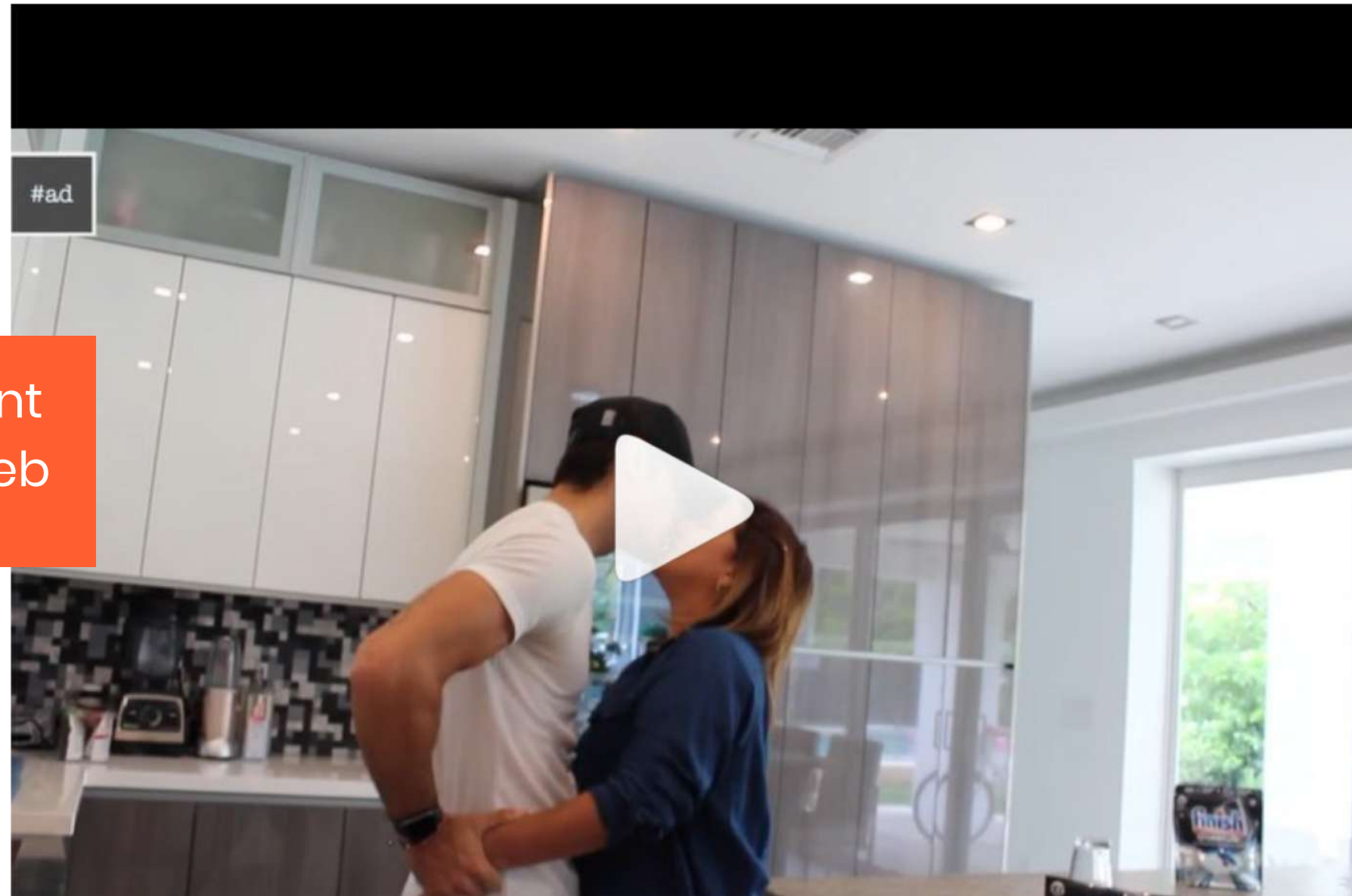


32,000+ Clicks to
Walmart.com Venus
item page



Influencer Content from *Creative & Media*

20% Engagement
rate vs. typical celeb
eng. rate of 1%



adamarilopez • Follow



adamarilopez • #Ad ¿A quién no le gusta que lo sorprendan? Me encantó como mi amor me sorprendió ofreciéndose a lavar los platos. Mejor aún, me enseñó como Finish® Quantum® no solo deja los platos relucientes sin que tenga yo que lavarlos a mano, sino que también me da más tiempo libre para compartir con mi familia! Sorprende a la persona que siempre lava los platos en tu casa. Día que en

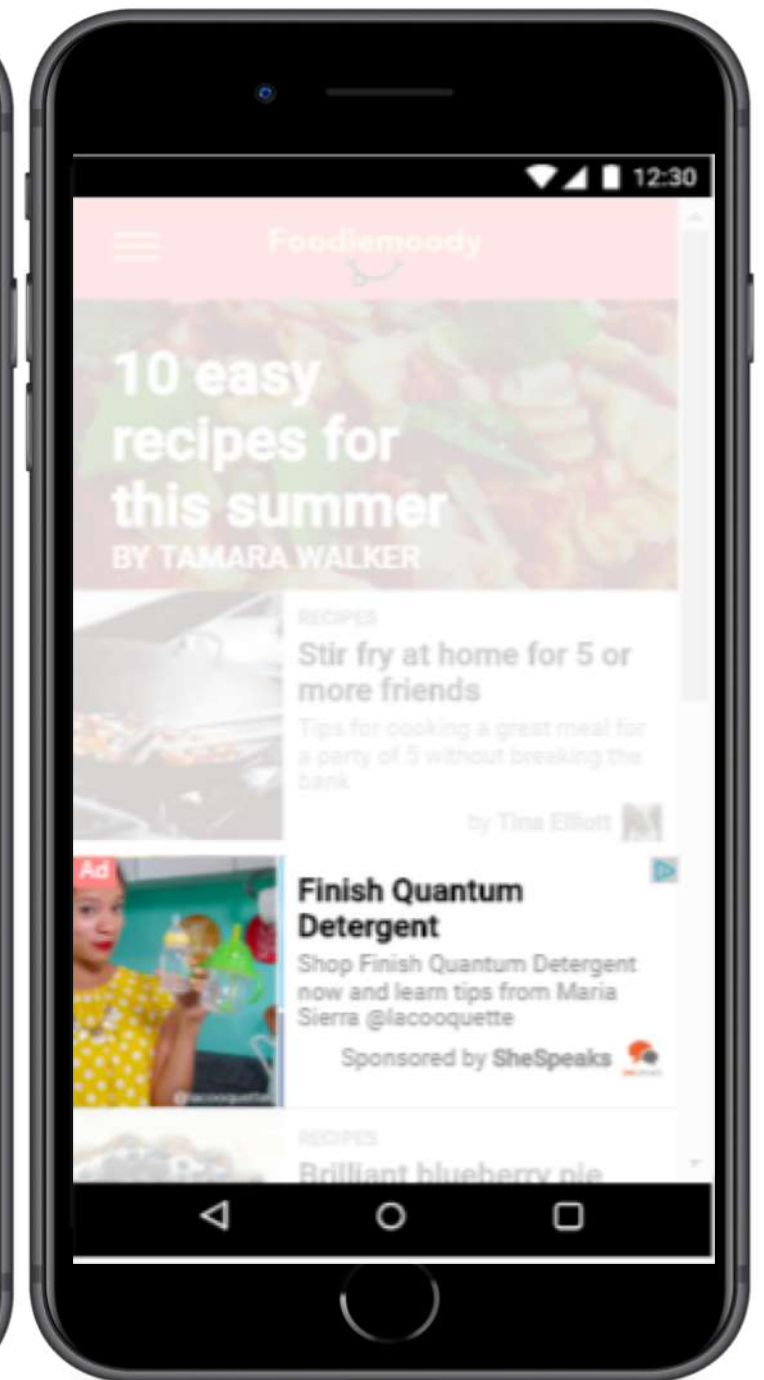
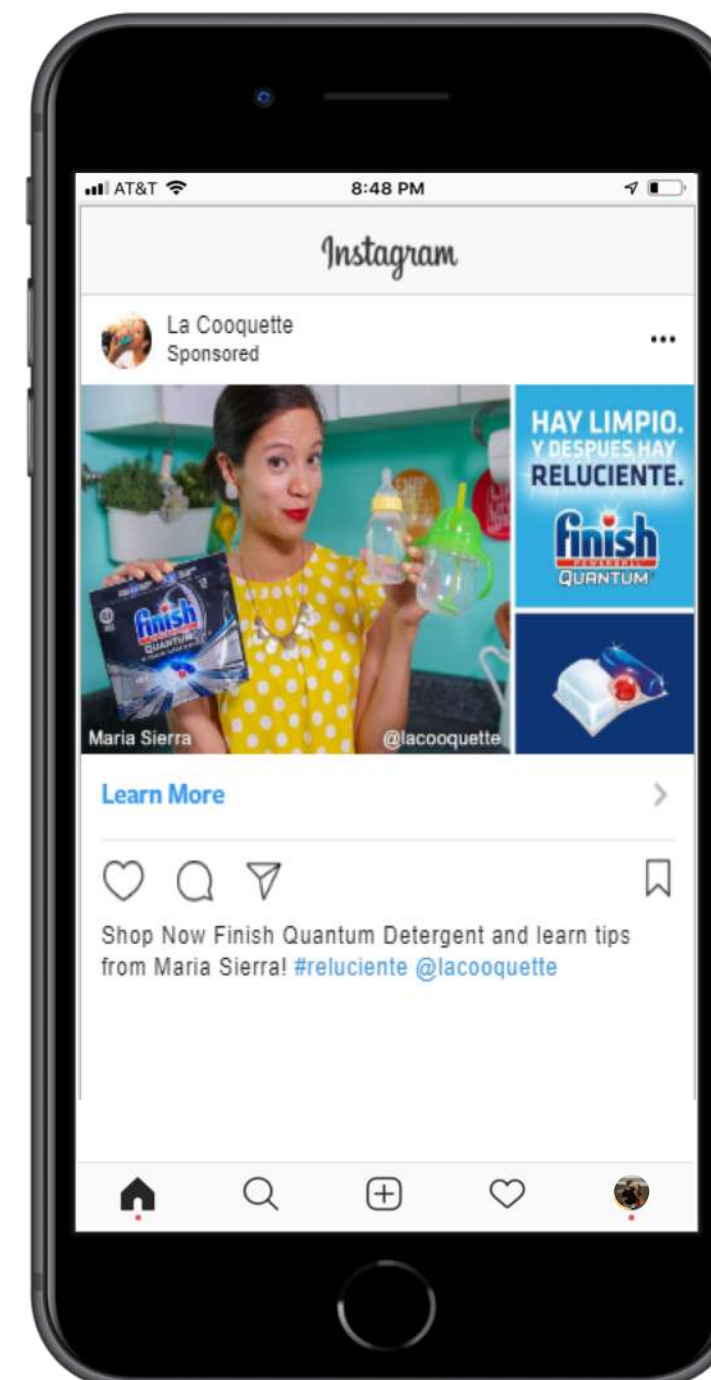
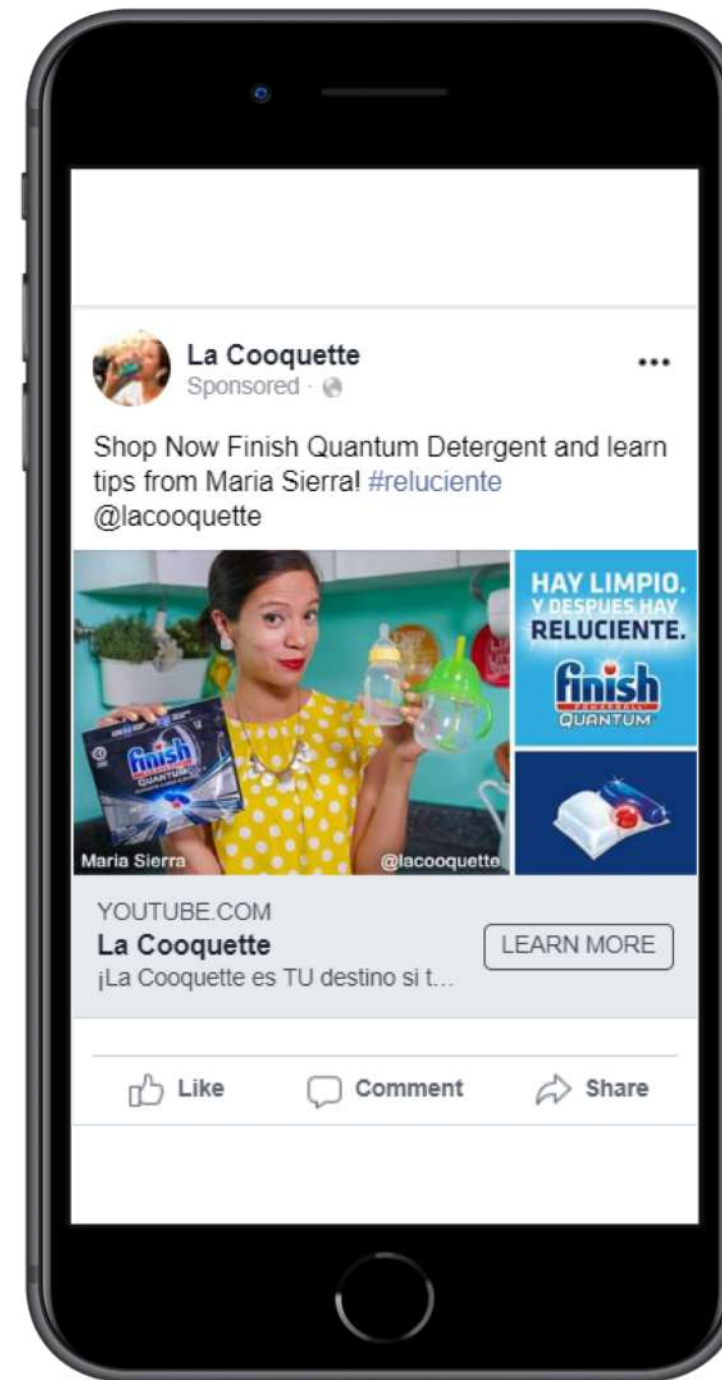


1,140,540 views

AUGUST 29, 2019



Influencer Content as Media

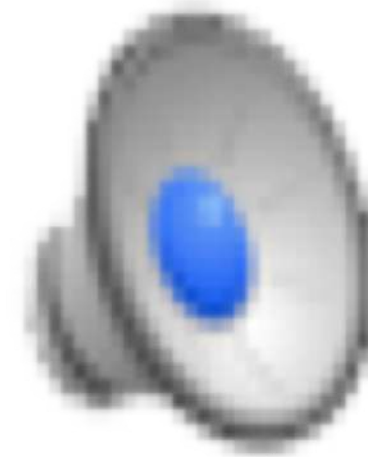




Influencer Content as *Media*

Campaign Results

- 215% ROI
- 50+ creative brand assets specifically for the Hispanic market
- 600+ pieces of social content created
- 2.1MM+ Views, likes and comments on Instagram
- \$893K+ Earned Media Value (Social Virality & PR)



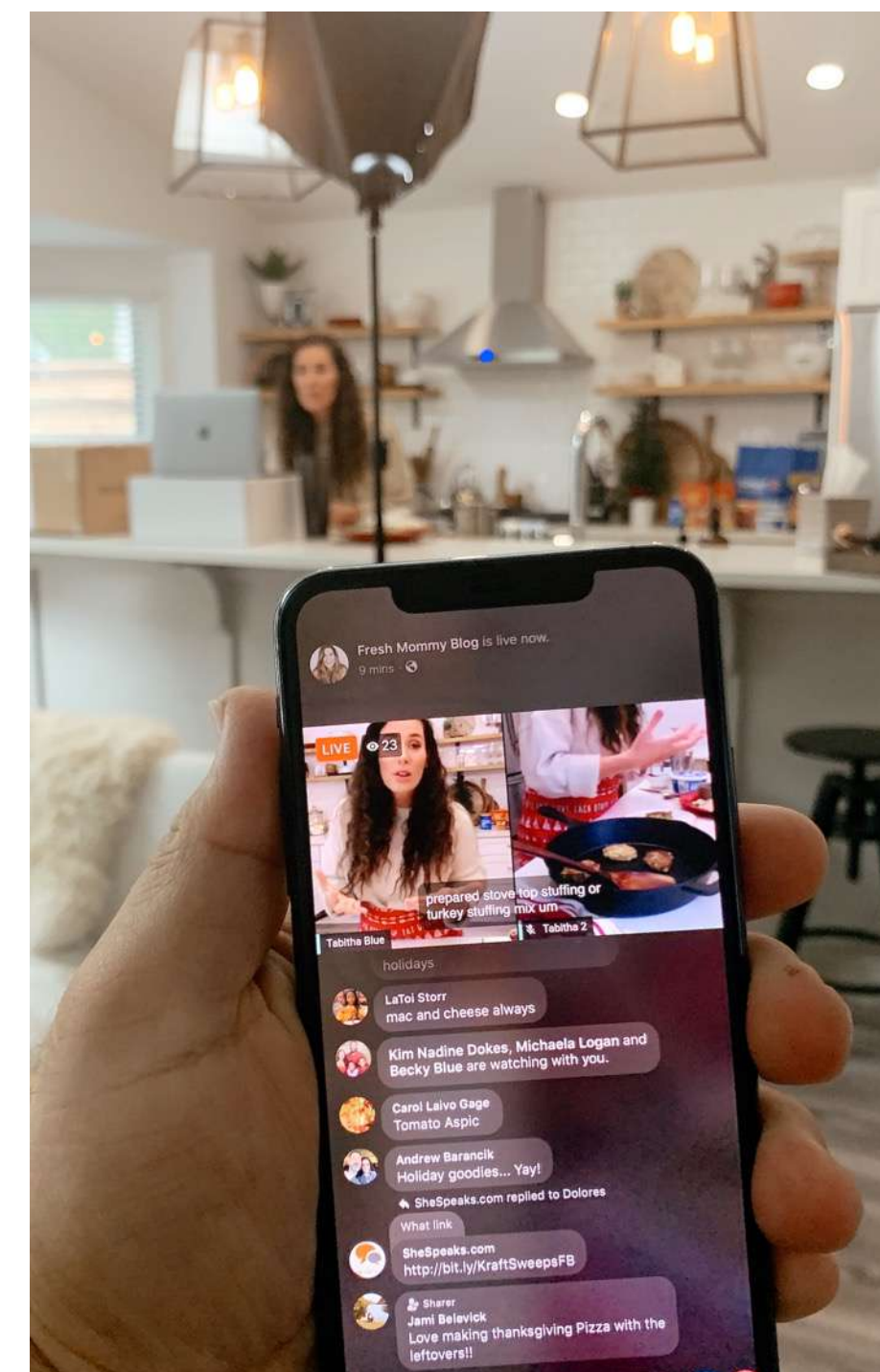
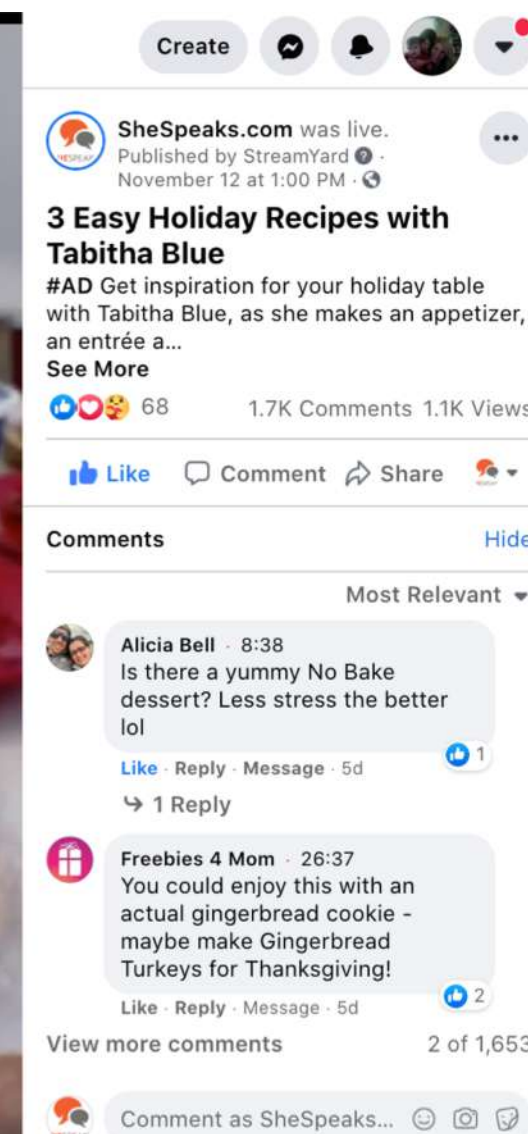


Using influencer content for direct *Sales*





Brands are using influencers to reach audiences with
live and engaging creative/content





Influencer content as *creative* on brand, retailer and O&O channels

Sip on some spooky flavors.
Bring your celebration to life with Coca-Cola.

The grid displays six different Halloween cocktails, each with a photo and a title. The top row includes 'Witch's Brew Halloween Cocktail' (green drink with Sprite), 'Halloween Sangria' (red drink with fruit), and 'Midnight Fog Cocktail' (dark drink with smoke). The bottom row includes 'Magic Potion Rum & Coke' (dark drink with Coca-Cola), 'Black Magic Halloween Sangria' (dark drink with fruit), and 'Skeleton Whiskey' (dark drink with a skull and Coca-Cola).

- Witch's Brew Halloween Cocktail**
See Recipe →
- Halloween Sangria**
See Recipe →
- Midnight Fog Cocktail**
See Recipe →
- Magic Potion Rum & Coke**
See Recipe →
- Black Magic Halloween Sangria**
See Recipe →
- Skeleton Whiskey**
See Recipe →





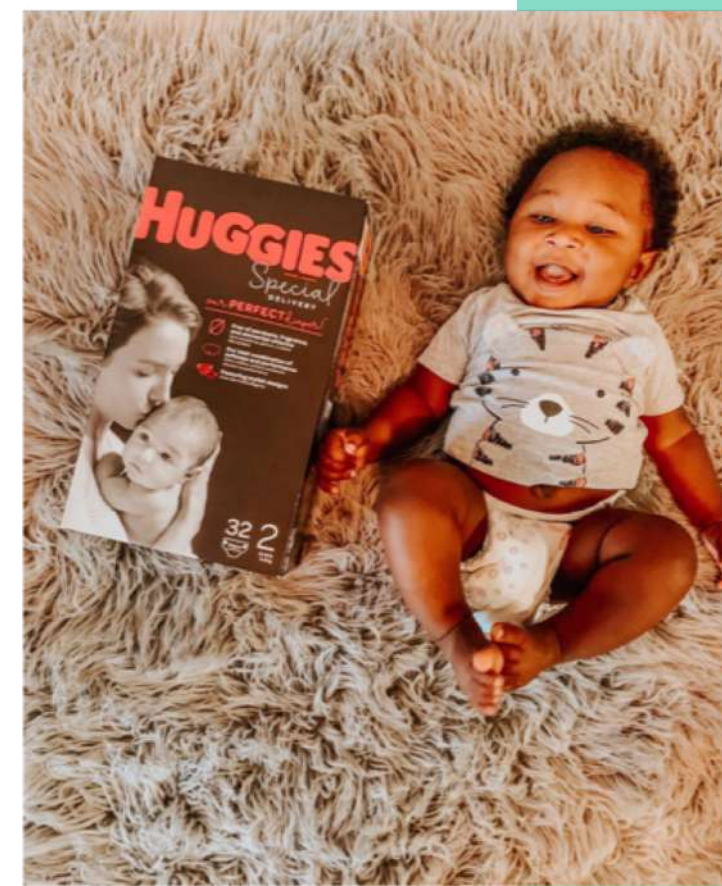
Case Study: New Product Launch

Campaign Objective:

Drive trial and awareness of a new national diaper, as well as drive purchase consideration at Walmart.

Raising Awareness:

Influencer content showed shoppers where to find the new diaper by posting images of the Walmart end caps.





Holistic Campaign Elements

Product reviews by Walmart shoppers on walmart.com

Key messaging talked about the value of the diaper at Walmart along with the convenience of being able to shop for other baby department items.

Foot Traffic Study captured incremental Walmart store visits

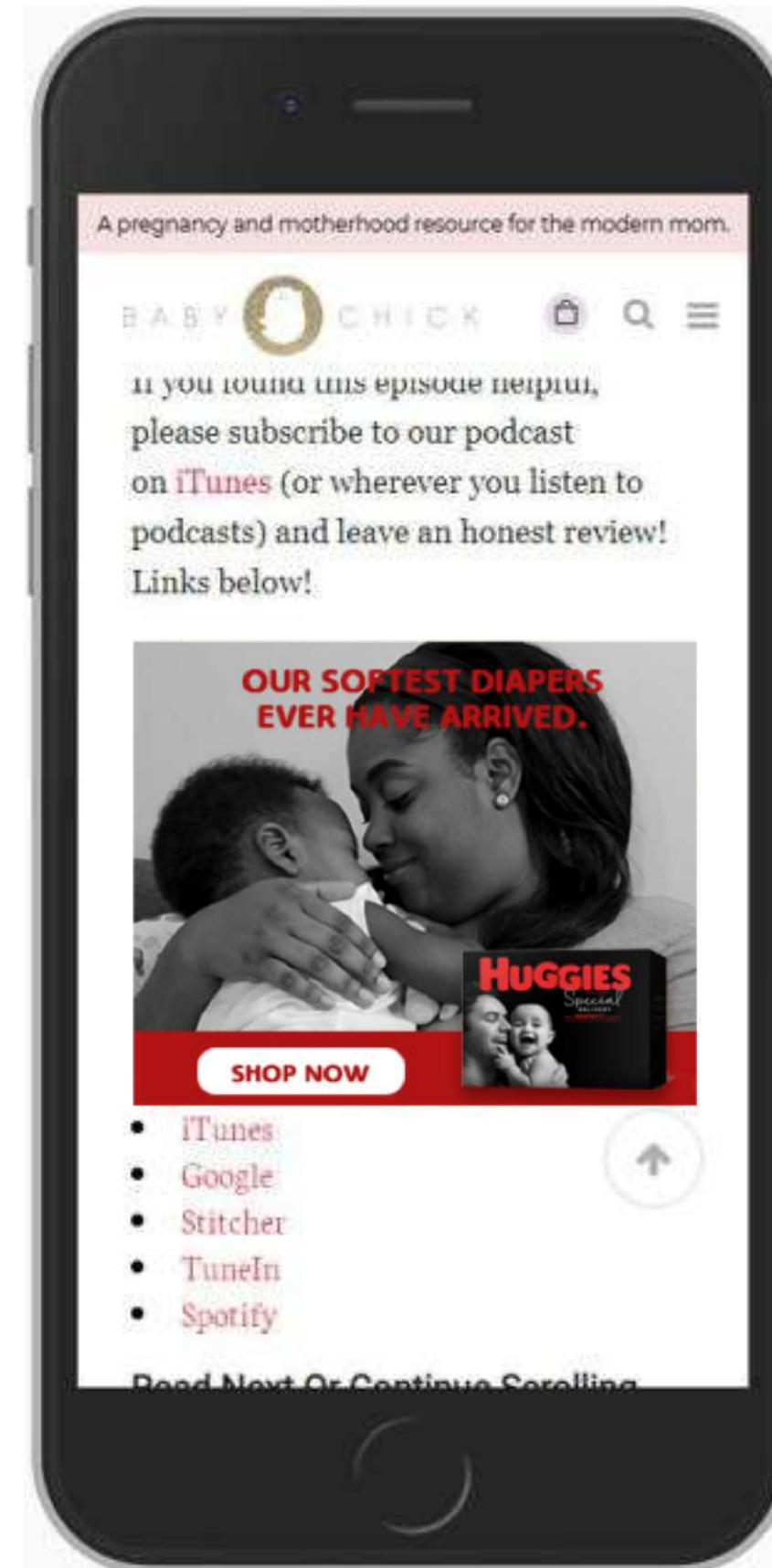
Digital ads using Influencer content and Shop now button drove to digital product shelf on Walmart.com





Results by the Numbers

- 52,000 Engagements
- 10mm Shoppers Reached
- 2,000+ Social Posts
- 37,000 incremental store visits





Best Practice: *Authenticity Matters*

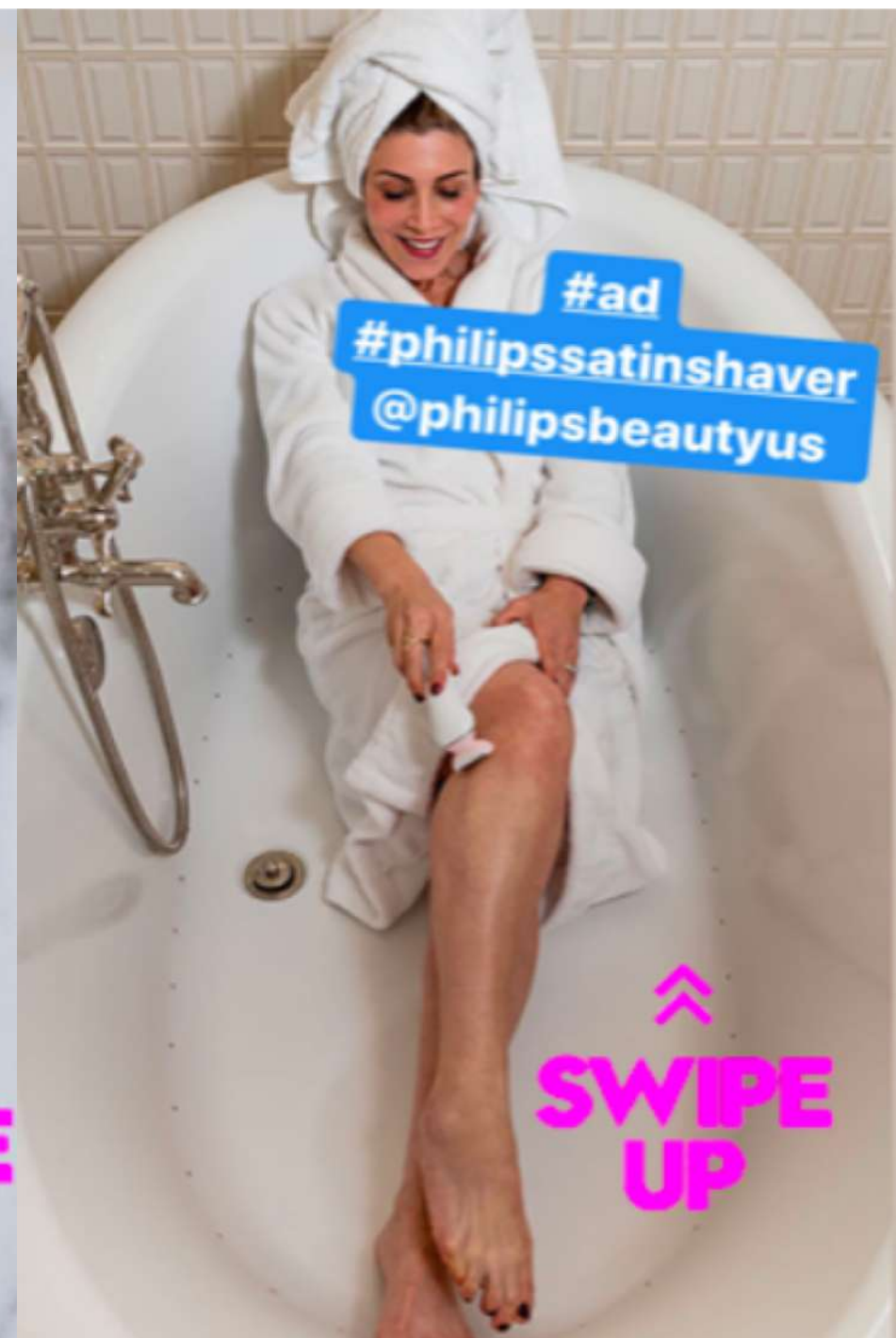


Eva Longoria for L'Oreal



Best Practice: Experiment with Different Content

Instagram Stories





Best Practice: Timeliness is *Critical* - Brands as Ingredients



Chef Art Smith

6 hrs · 🌐



"Danger Will Robinson, this Mac & Cheese is coming in H🔥T!!" 🧀🧀
Join me as I show you how to make my famed Mac & Cheese along with special guest, [Maxwell Jenkins](#) (AKA Will Robinson) of [Netflix's Lost in Space](#)!!

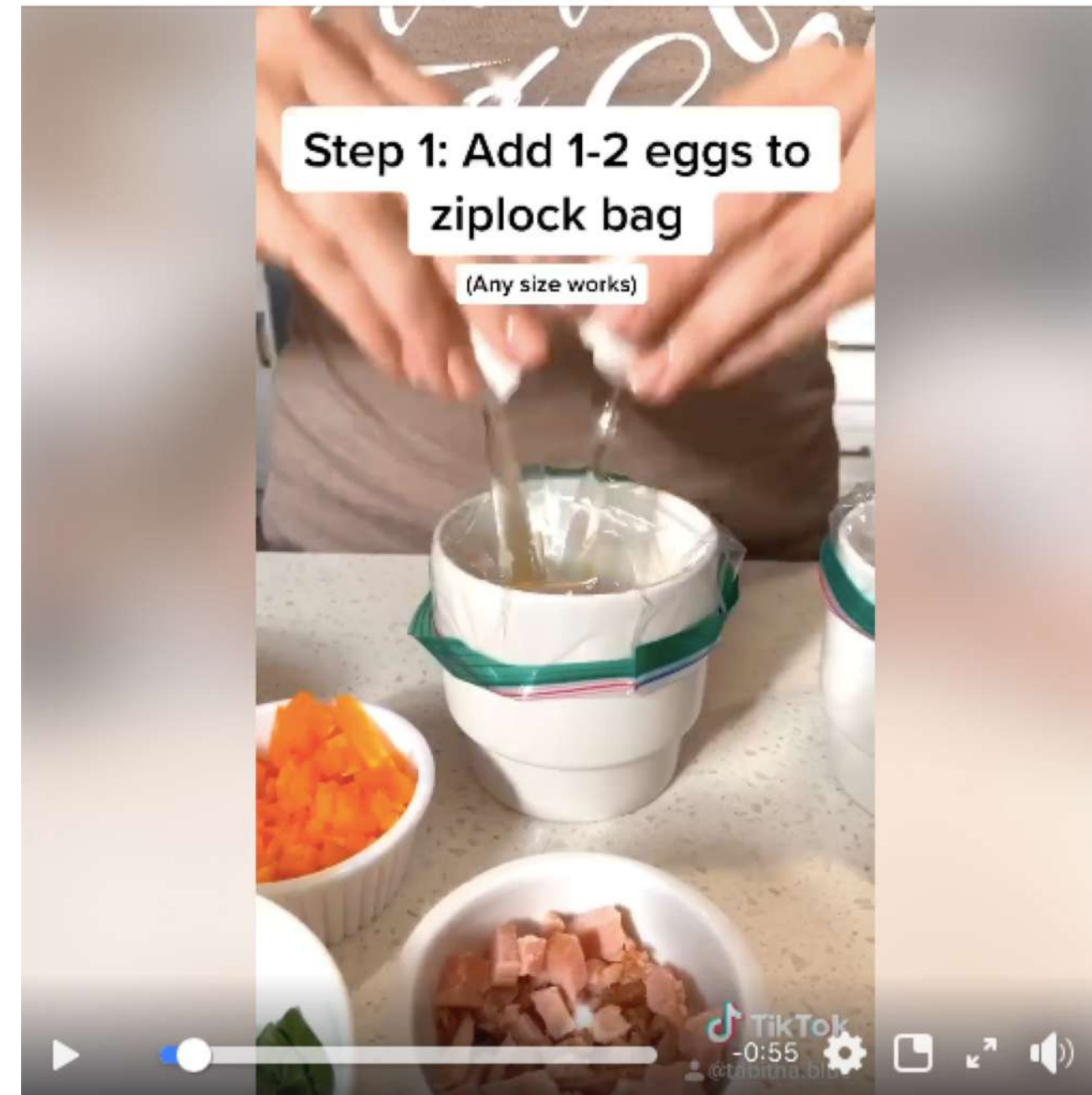


Tabitha Blue

April 15 at 3:55 PM · 🌐



Have you made omelets like this before?! Mind-blowing... and fun too!



8,940 Views



Getting Started: Influencer Marketing Campaign Success

- What outcomes do you want to drive
- Who do you want to reach



- Influencers Create Story Driven Content
- Brand Guidelines Moderated
- Pre-Posting Content Approval
- Embed product link in content



- SheSpeaks measures progress at every step of the program
- Optimizes content based on performance

Define
Objective &
Target

Target
Influencers

Create
Content

Distribute
Content

Measure &
Optimize



- Right Influencer with Right Target Shopper
- CRM used to determine influencer demographics and follower details



- Influencer content is shared and amplified organically
- Best Performing content is developed in to ad units
- Used in programmatic and paid social



Best Practice: *Measure it all!*

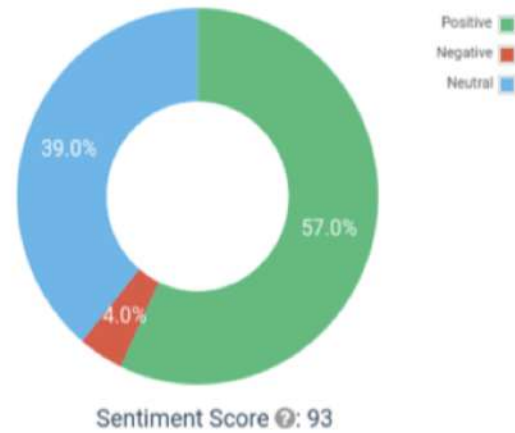
4,455
POSTS

1,630
USERS

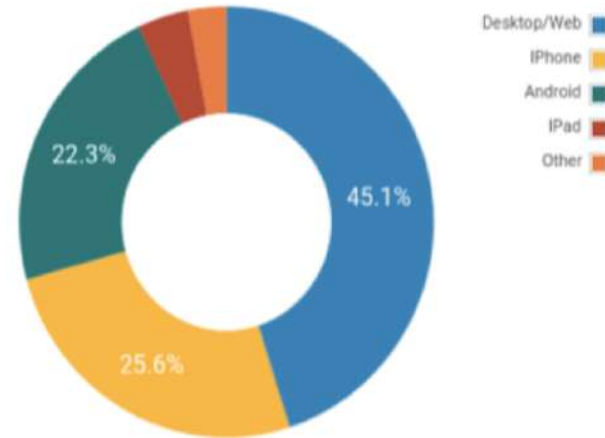
20,015,426
REACH

108,234,526
IMPRESSIONS

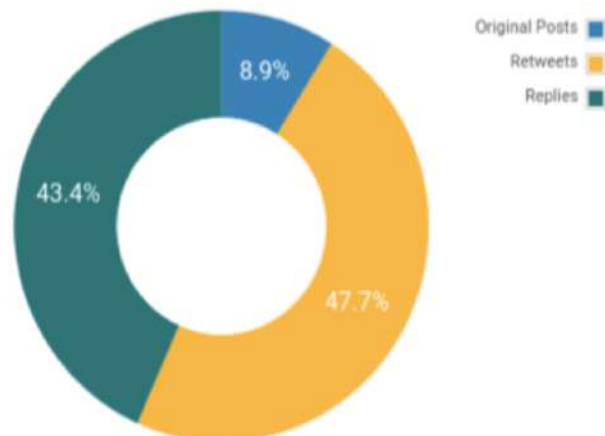
Sentiment



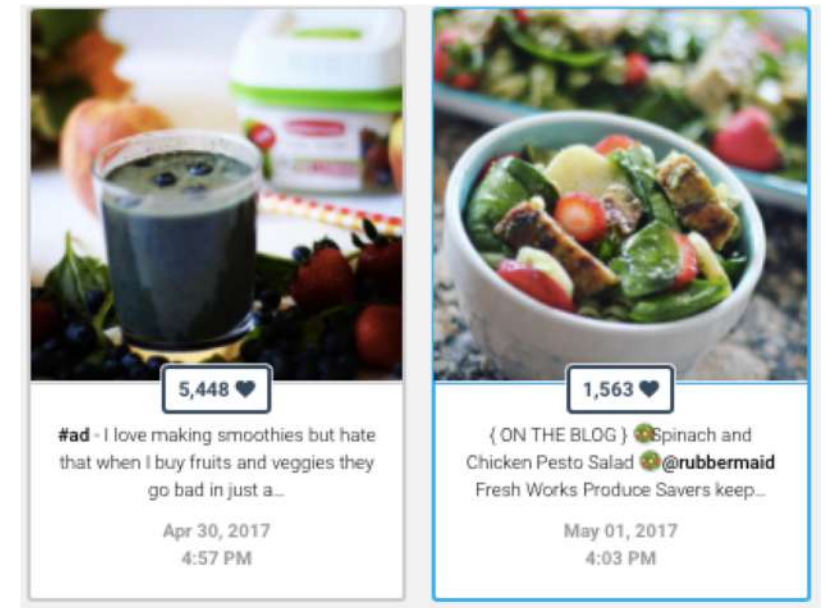
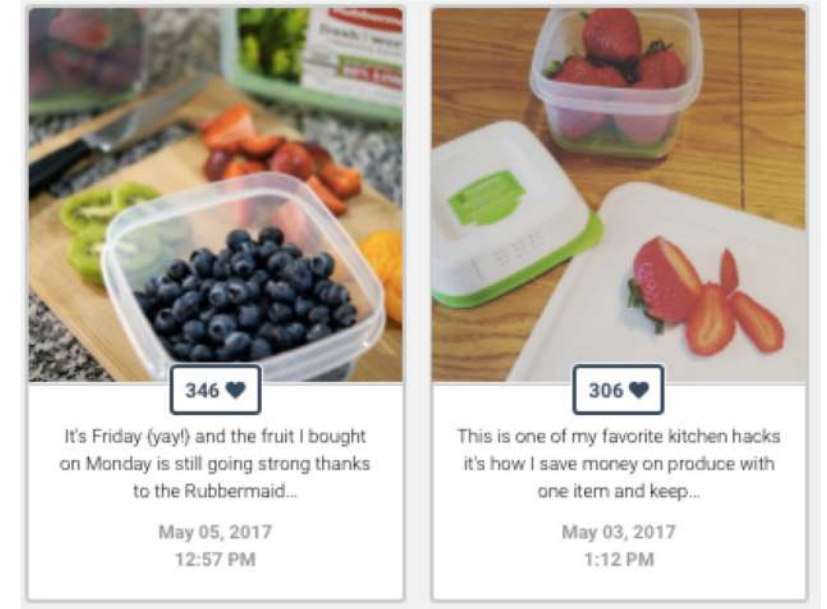
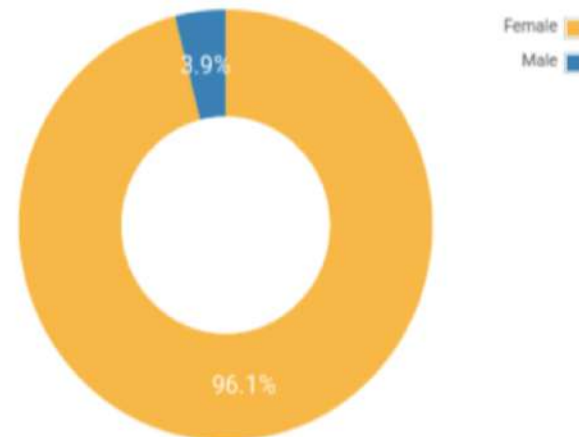
Top Sources



Share of Posts



Demographics





Best Practice: *Measure it all!*

- ☒ Twitter
- ☒ Instagram

Real-time Tracker: #FreshWorksFreshness

JUN 16 - SEPT 14 ▼

Dashboard

Filter Accounts and Bios

SORT






ADVANCED

EXPORT DATA

Posts

Influencers

Media

USER	POSTS ↕	ENGAGEMENT ↕	FOLLOWERS ↕	IMPRESSIONS ↕	EXPOSURE ↕	BIO
 LeahSay's Views @leahsaysviews http://leahsays...	2	42	18,679	37,358	165,204	#PR Friendly #Midwest #Missouri #Ozarks Product Reviews No w ... Joplin, MO
 Valerie Gray @valmg http://valmg.co...	1	41	29,269	29,269	1,043,140	Mom of 2 boys. #NJ #FoodBlogger & #Lifestyle #Blogger. Dow n ... New Jersey
 Victoria @abcretivlearnin http://abccreat...	2	3	28,944	57,888	72,679	#Florida Family Lifestyle & #Travel #Blogger I #Movies I Dis... Orlando Florida
 Dawn Nieves @anewdawnnblog ANewDawnn.com...	1	3	10,023	10,023	10,023	Lifestyle Blogger sharing her love of #FamilyTravel Cars ... NJ - PA - NYC
 Mom4EverandEver @momluvssportz ...	1	0	2,227	2,227	2,227	...



Best Practice: Measure it all!

☒ Twitter

☒ Instagram

Dashboard

Posts

Influencers

Media


Real-time Tracker: **#FreshWorksFreshness**

EMBED

SEPT 14 - SEPT 14


RECENT

TOP




93

Roasted Beet Salad with Steak Strip
RUBBERMAID #ad
#freshWorksFreshness
<https://t.co/innAmZH8UE…>
Jul 06, 2017
3:47 PM




118

How to Reduce Produce Waste and
Make it Last Longer #ad
#FreshWorksFreshness...
Jul 06, 2017
3:31 PM




133

#ad How to reduce produce waste and
make it last longer w/ @rubbermaid via
@ellenblogs...
Jun 15, 2017
8:32 AM




124

#ad Try this tasty, good for you
morning smoothie makeover via
@tabithablue...
Jun 14, 2017
8:40 AM





59

#AD Five Minute Fruit Salad! Looks SO
Delish! <https://t.co/hrqDYBqD3L>
@carissalynn...
Jun 13, 2017
3:02 PM



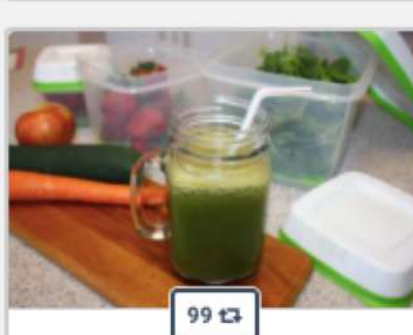
118

#AD Ways To Save Money On Fresh
Produce: <https://t.co/7e20wqAzBJ>
@MDub70Deuce...
Jun 12, 2017
2:53 PM



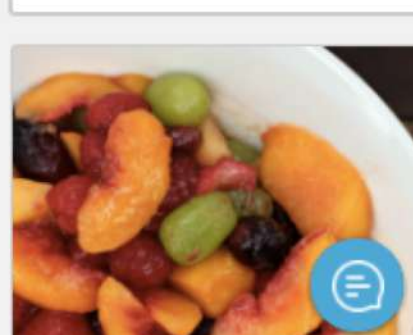

105

Ways to Save
ON
Fresh
Produce



99

From the benefits of a green lifestyle



twitter.com/LeahSavsViews/status/883045678850723843

Some *Holiday Insights* for Influencer Campaigns

Holiday shopping will *start earlier* this year. More shoppers say they plan to shop prior to Thanksgiving vs. last year.

	2020	2019
Any day(s) prior to Thanksgiving	48%	42%
Thanksgiving Day – for stores that are open that day	10%	17%
Black Friday	47%	53%
Small Business Saturday (Sat. after Thanksgiving, day to shop in small, local stores)	36%	33%
Cyber Monday	59%	62%
Christmas Eve	7%	10%
N/A None of the above	18%	17%

Question: On which of the following days do you plan to do holiday shopping this season vs. last season?



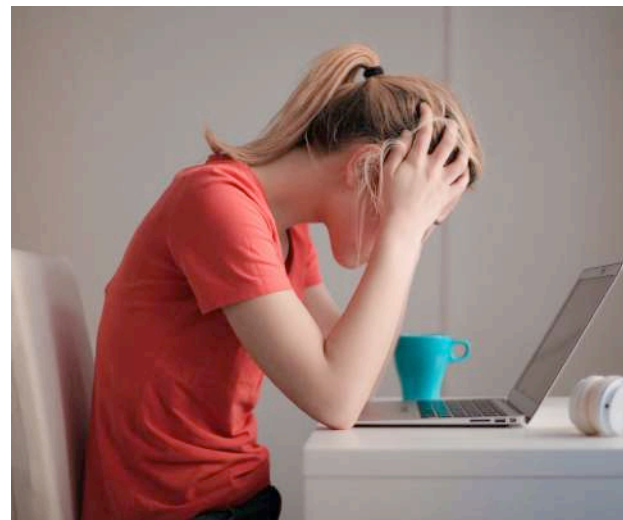
Uncertainty remains the *#1 emotion* people are feeling

UNCERTAIN



50%

OVERWHELMED



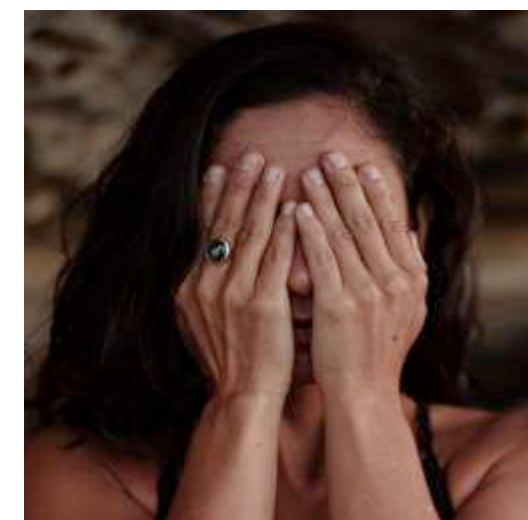
42%

FRUSTRATED



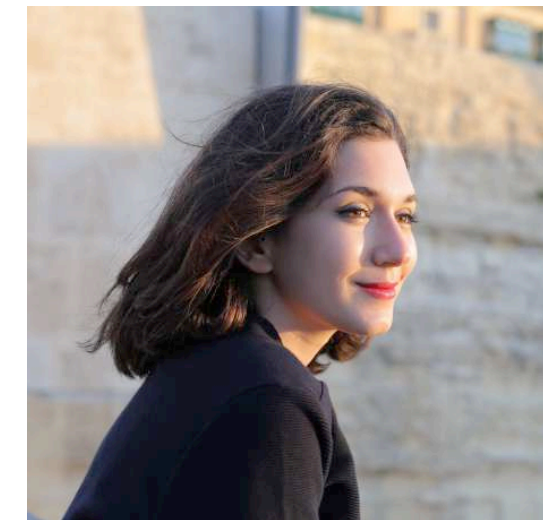
36%

ANXIOUS/SCARED



34%

HOPEFUL



34%

Top 5 emotions are **still the same** vs. July:

54%

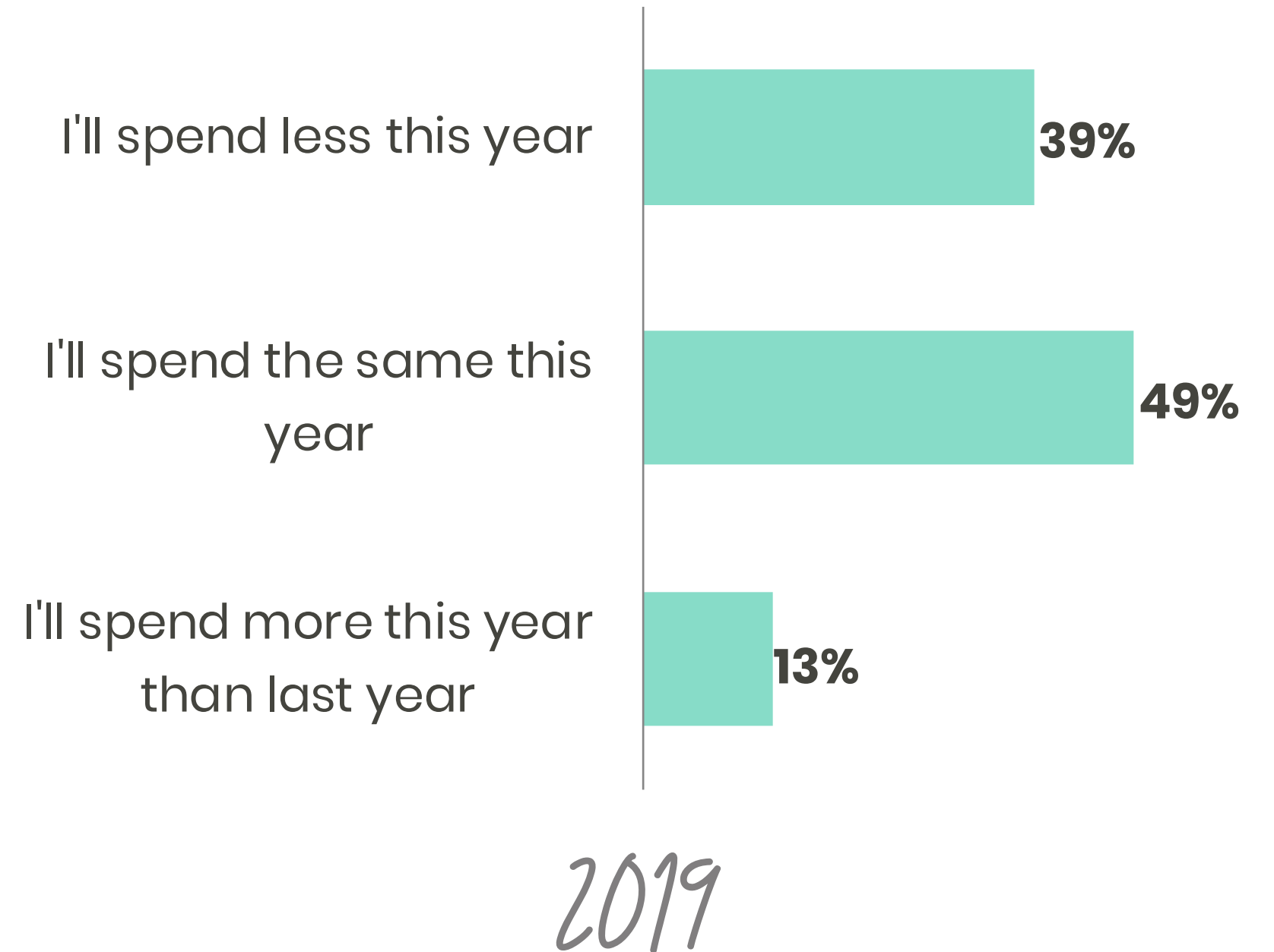
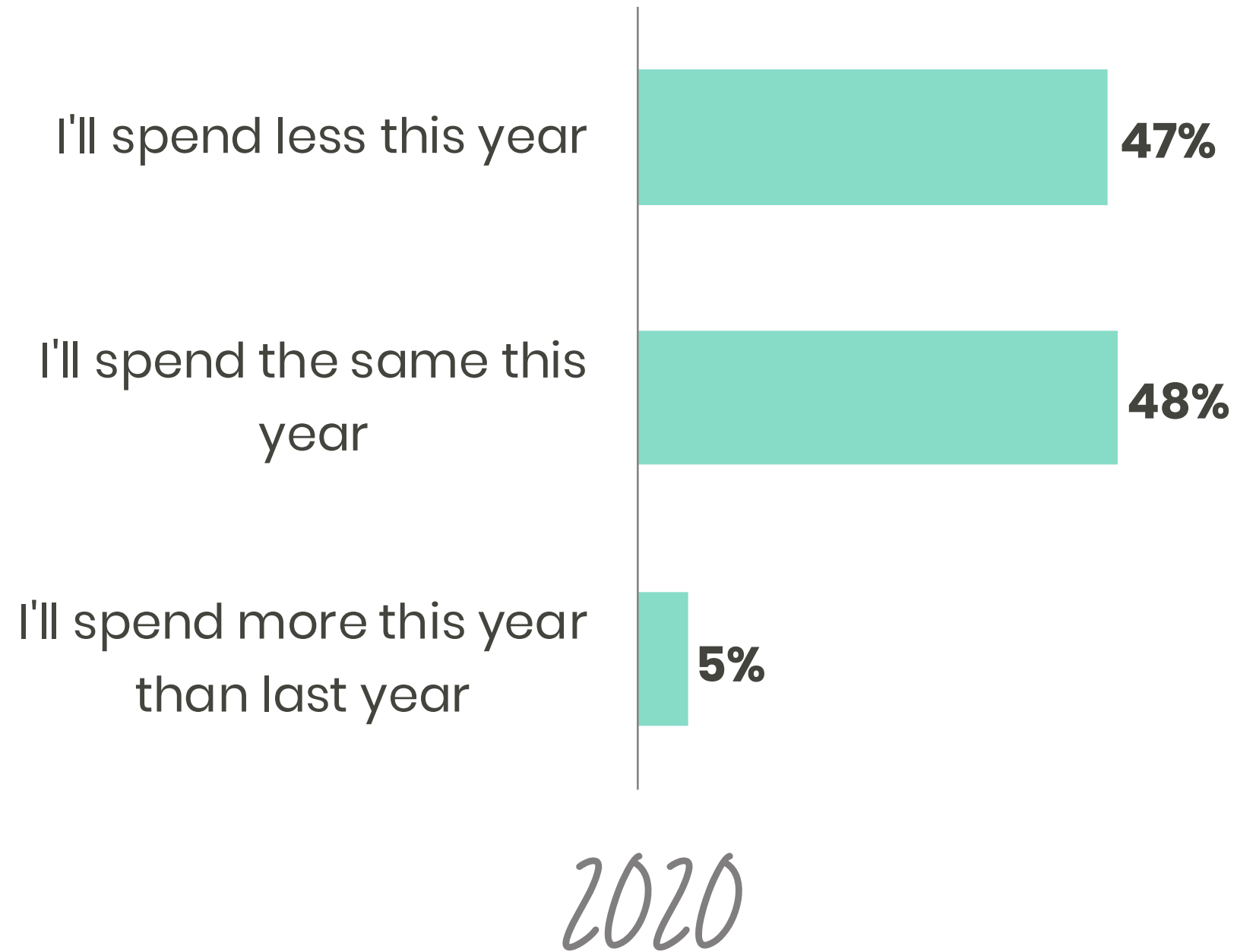
38%

38%

37%

29%

Big change in planned holiday spending in 2020. 21% more people say they *will spend less* this year vs. last year



Success FACTORS

- 1 Be clear on what you want to deliver from an influencer campaign & who your target it
- 2 Choose influencers wisely. Look at reach, engagement and authenticity of their content when choosing.
- 3 Brief influencers well & make sure that they understand the type and tone of content you want.
- 4 Leverage influencer across integrated strategy & optimize content through the purchase funnel.
- 5 Remember the long tail of influencer content.



Q&A

Get In Touch!

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SheSpeaksInc.com