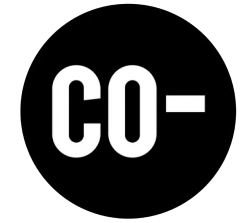
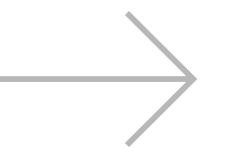

Lad Makinde | Co-Founder of Co-Media

A media collective and collaboration network focused on *storytelling*.



The Basics: Influencer Marketing

Small Business Boot Camp • November 2022





What is influencer marketing?

"A marketing strategy that utilizes key online voices to drive messaging to desired audiences."

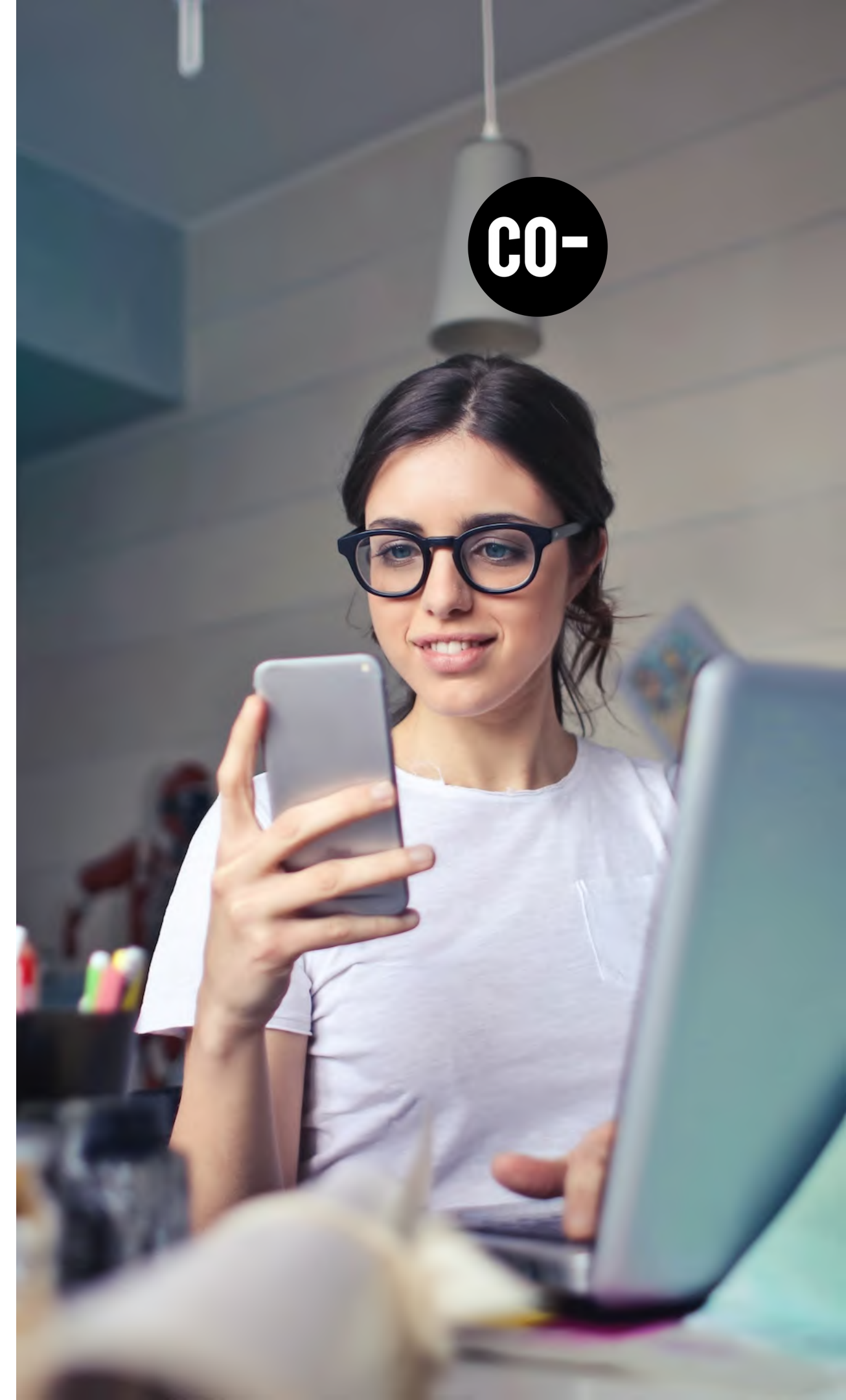




Why does it matter?

Current landscape...

- **One of the fastest-growing sectors of marketing. \$1.7 billion market share (2016) <> \$13.8 billion (2021)**
- **The number of influencer marketing related services/companies grew 26% in 2021 - now totaling over 18,000 worldwide**
- **One of the top forms of digital marketing in terms of ROI. For every \$1 spent on influencer marketing, brands earn up to \$5.78 in return**
- **91% of marketers believe that influencer marketing is an effective form of marketing**





What is an influencer?

Anyone with...

the power to affect the purchasing decisions of others because of their authority, knowledge, position, or relationship with an actively engaged audience, typically within a distinct niche.

Influencer Marketing Hub





Types of Influencers

NANO	MICRO
MACRO	MEGA



Where to start?



1

Define your goals



Have clear and concise goals; you'll need this when you approach influencers. You can have multiple goals!



1.

Define your goals!

- brand awareness**
- generate sales**
- build loyalty**
- increase web traffic**
- new product launch**
- new service**
- consumer feedback**

2

Know your audience

What audience you're trying to reach? Knowing this will help you decide which influencers to approach!



2.

Know your audience!

- **age demographics**
- **platforms/mediums they use**
- **online habits**
- **spending habits**
- **location**

3

Create a segmented list

Based on the information you've gathered create a list of influencers to approach. Also, consider influencer groups and organizations!



3.

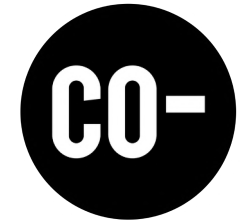
Create a list of influencers!

- how many followers/subscribers**
- target audience congruency**
- what platforms/mediums are they on**
- audience engagement**
- utilize social listening tools**

4

Strategically contact influencers

Use a strategic approach to contact influencers!



4.

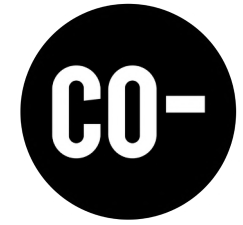
Contact influencers!

- **identify the best medium to initiate**
- **have clear deliverables/timeline/measurables**
- **be open/encourage collaboration**
- **utilize 3rd party tools**
- **be authentic/personalize**

5

Measure, refine, remix

Throughout your campaign, measure and keep your influencer(s) in the loop.



5.

Measure, Refine, & Remix

- **integrate a cross-platform approach**
- **keep contact with influencers (feedback)**
- **utilize 3rd party tools**
- **follow up**

Influencer Tools & Services

 GRIN

 influence

 obviously

 SocialStance



#paid

SocialLadder

ThoughtLeaders

Lumanu

grin.co
influence.co
[social stance media](http://socialstancemedia.com)
[winfluence](http://winfluence.com)
hashtagpaid.com
[lumanu](http://lumanu.com)
obvious.ly
socialladder.app
thoughtleaders.io

Tru Flask

Influencer Marketing Campaign

- **new product launch**
- **consumer feedback**
- **brand awareness**
- **generate sales**
- **increase web traffic**



Results

Influencer Marketing Campaign

Profile Growth & Discovery

See insights on how your profile has grown and changed over time.

Collected Data No Data Partial Data

Jun 01, 2022 - Sep 30, 2022

Export CSV

FOLLOWERS

11,095

FOLLOWERS

1,122

GROWTH

11.3%

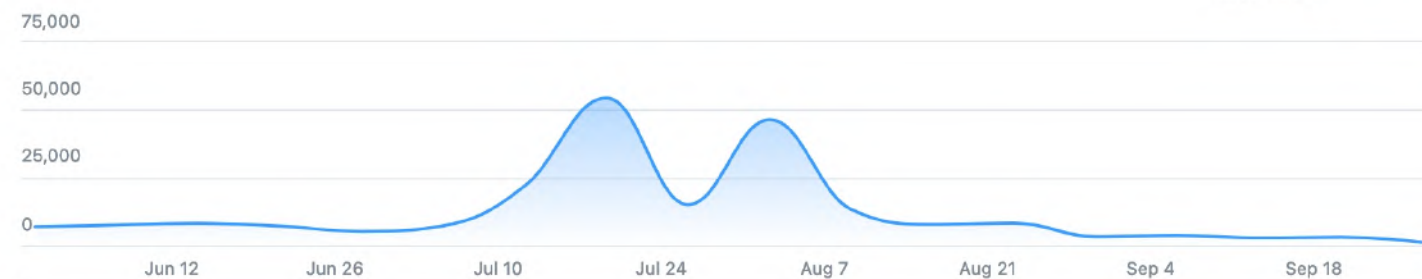
GROWTH RATE



IMPRESSIONS

222,148

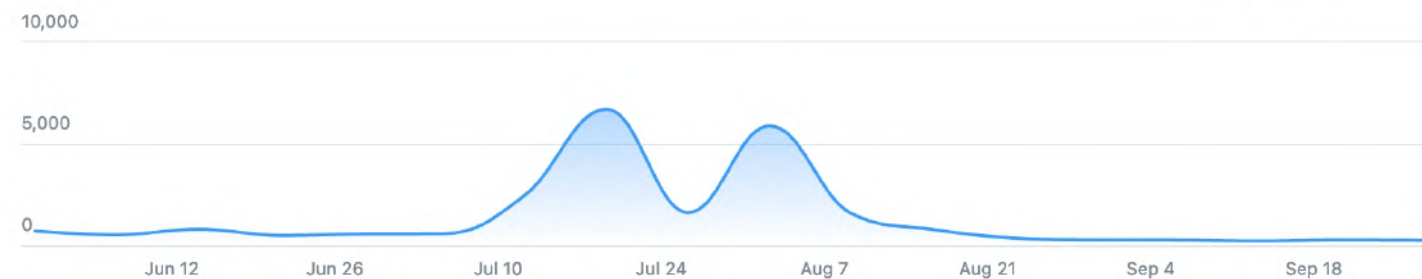
IMPRESSIONS



REACH

1,354

AVG. REACH



Profile Interactions

See insights on how people are interacting with your profile over time.

Collected Data No Data Partial Data

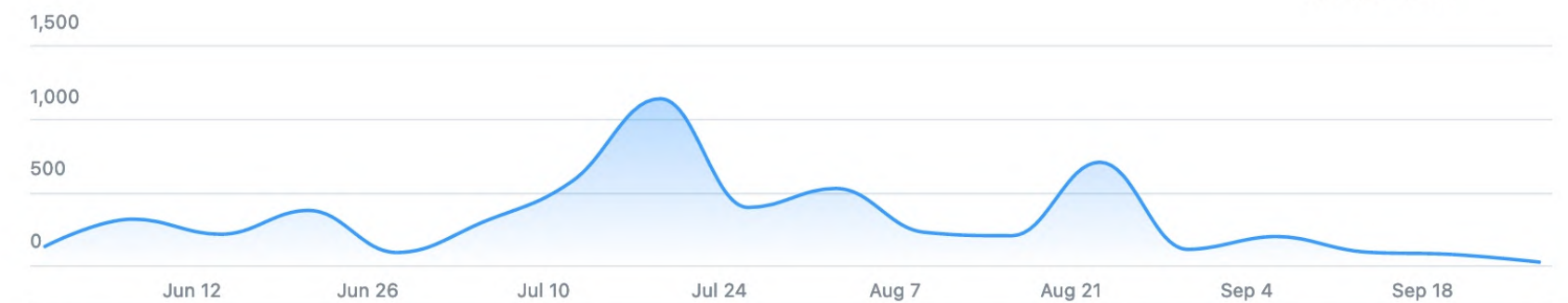
Jun 01, 2022 - Sep 30, 2022

Export CSV

PROFILE VIEWS

5,670

PROFILE VIEWS



WEBSITE CLICKS

971

WEBSITE CLICKS



Takeaways

Influencer Marketing Campaign

- **successfully brought product to market**
- **attained ugc for future iterations + bolster current strengths**
- **increased brand awares to specific audience**
- **boosted sales and created new lead opportunities**

Follow Up

Influencer Marketing Campaign

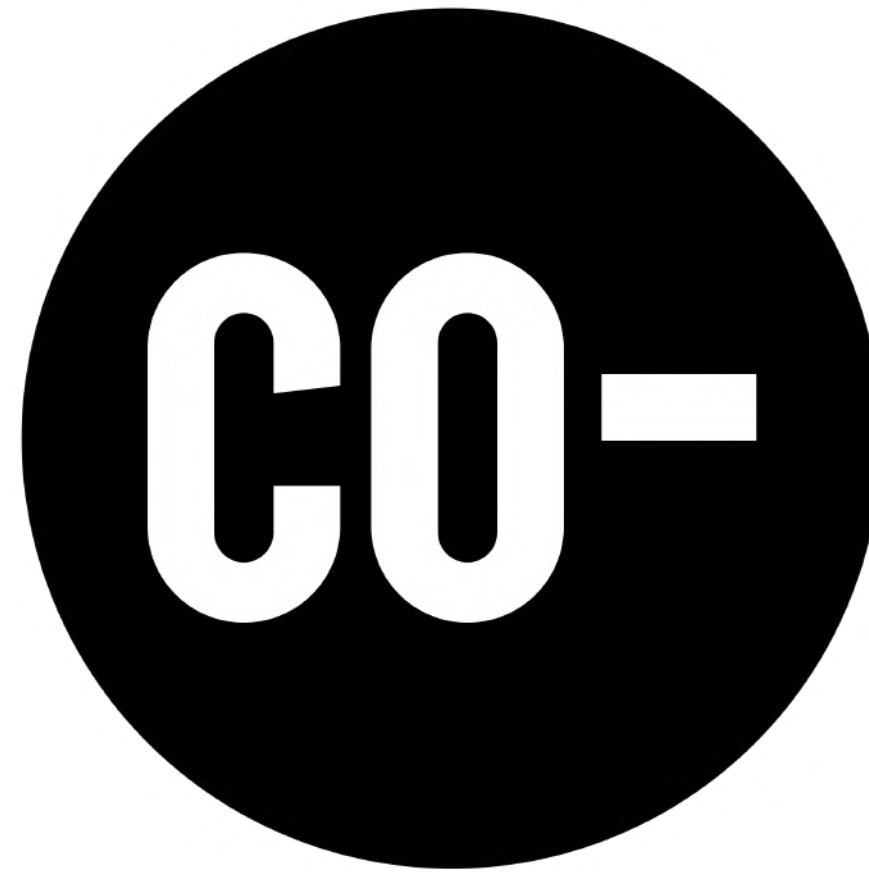
- **activate new audience members**
- **nourish relationship**
- **promote other items and purchase options**
- **expand platforms and touchpoints**



**Any topic in which
individuals can have
expertise - will have an
influencer market.**



**...any questions?
I might have an answer...**



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