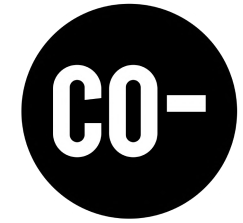
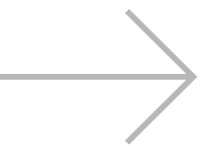

Lad Makinde | Co-Founder of Co-Media

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



Leveraging Influencer Marketing to Drive Business Results

Small Business Boot Camp • March 2022



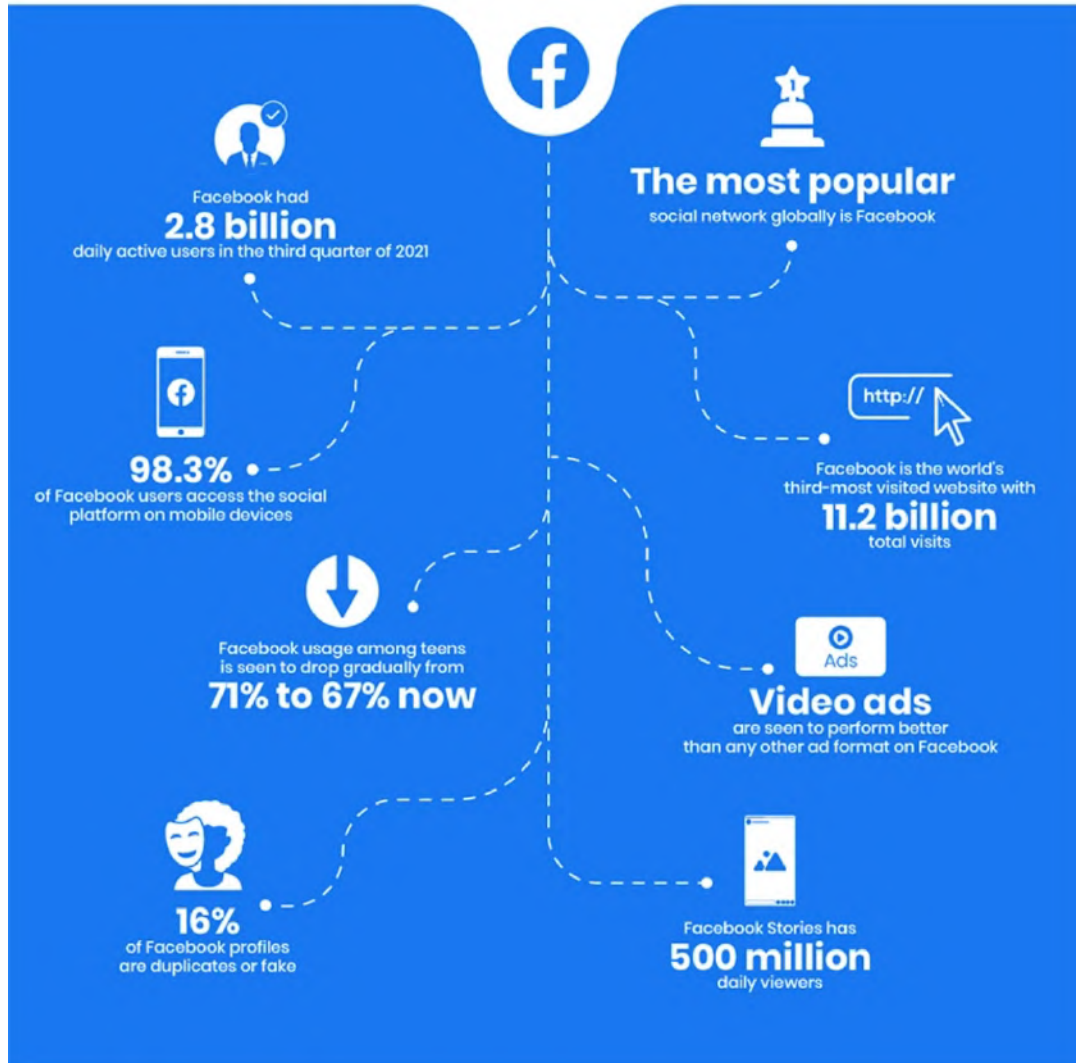


What is influencer marketing?

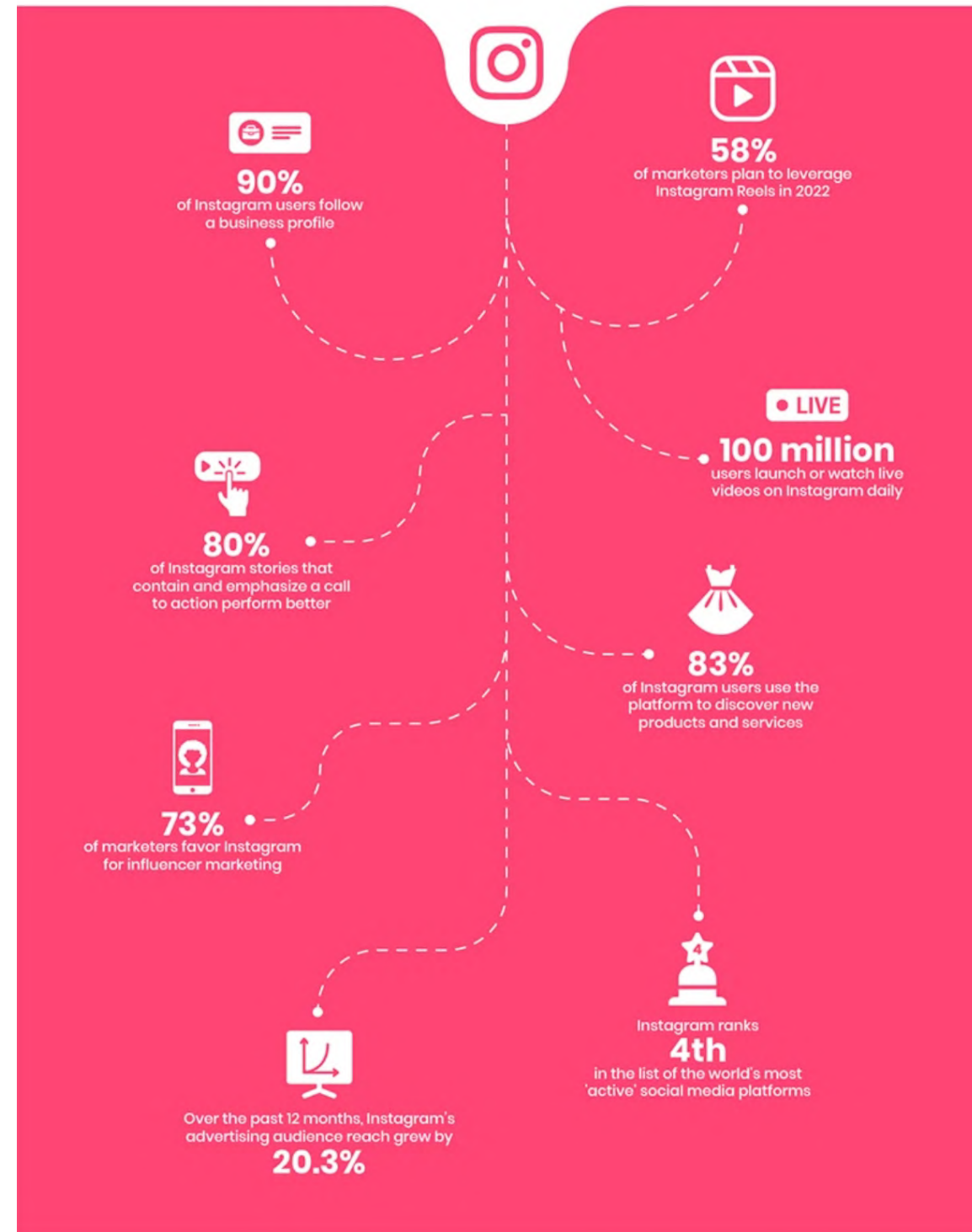
"A marketing strategy that utilizes key online voices to drive messaging to desired audiences."



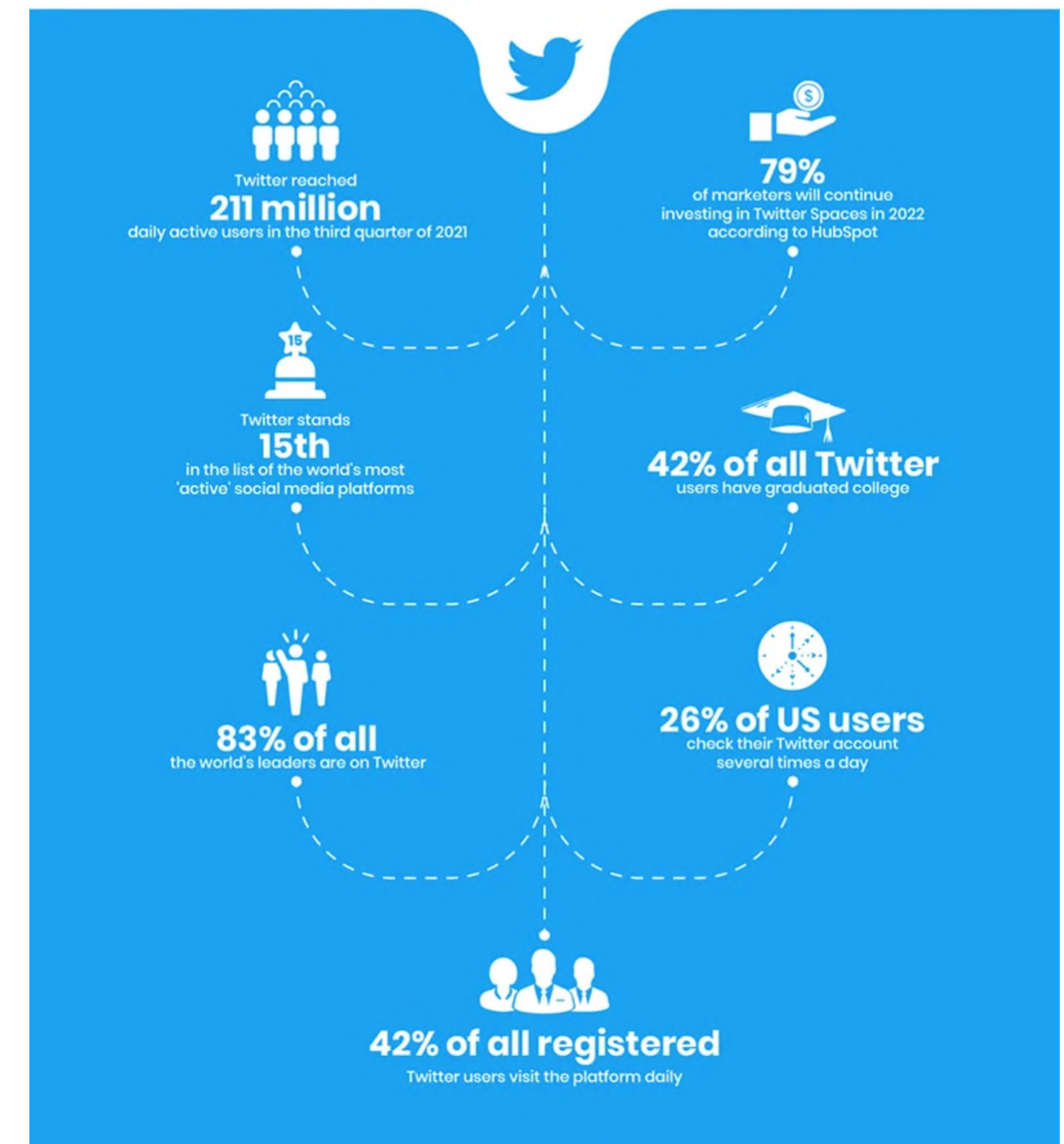
Facebook Statistics 2022



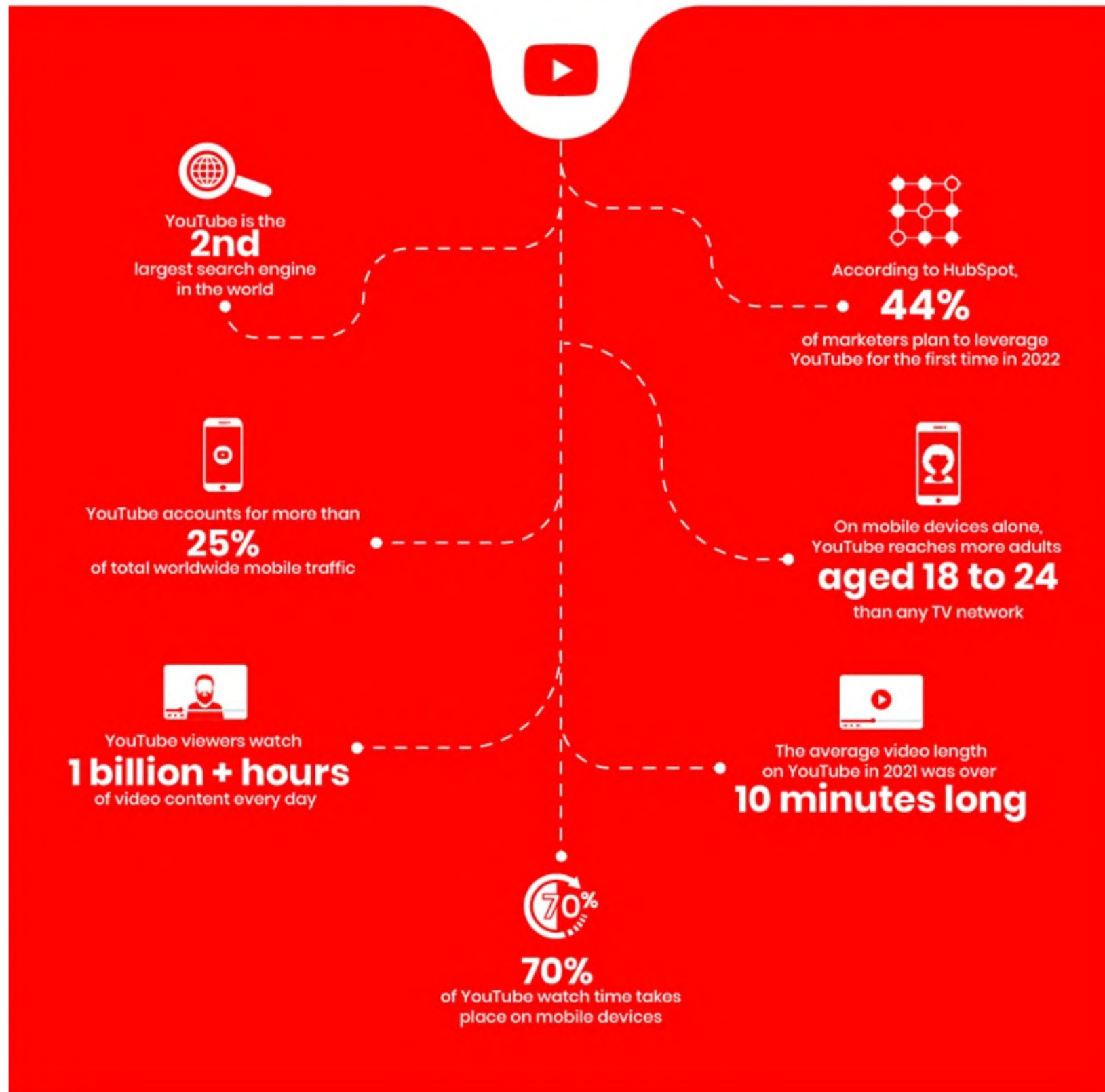
Instagram Statistics 2022



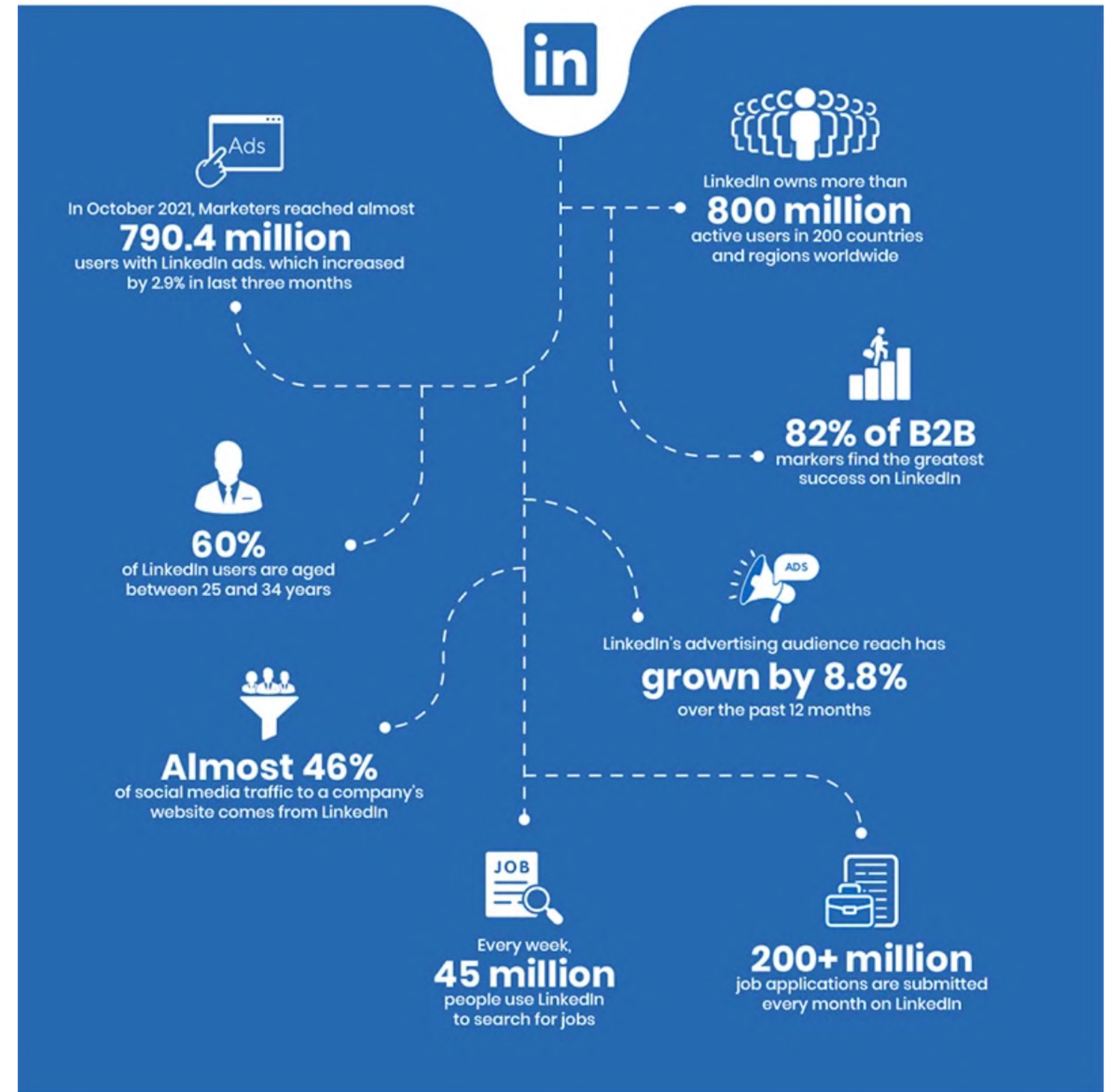
Twitter Statistics 2022



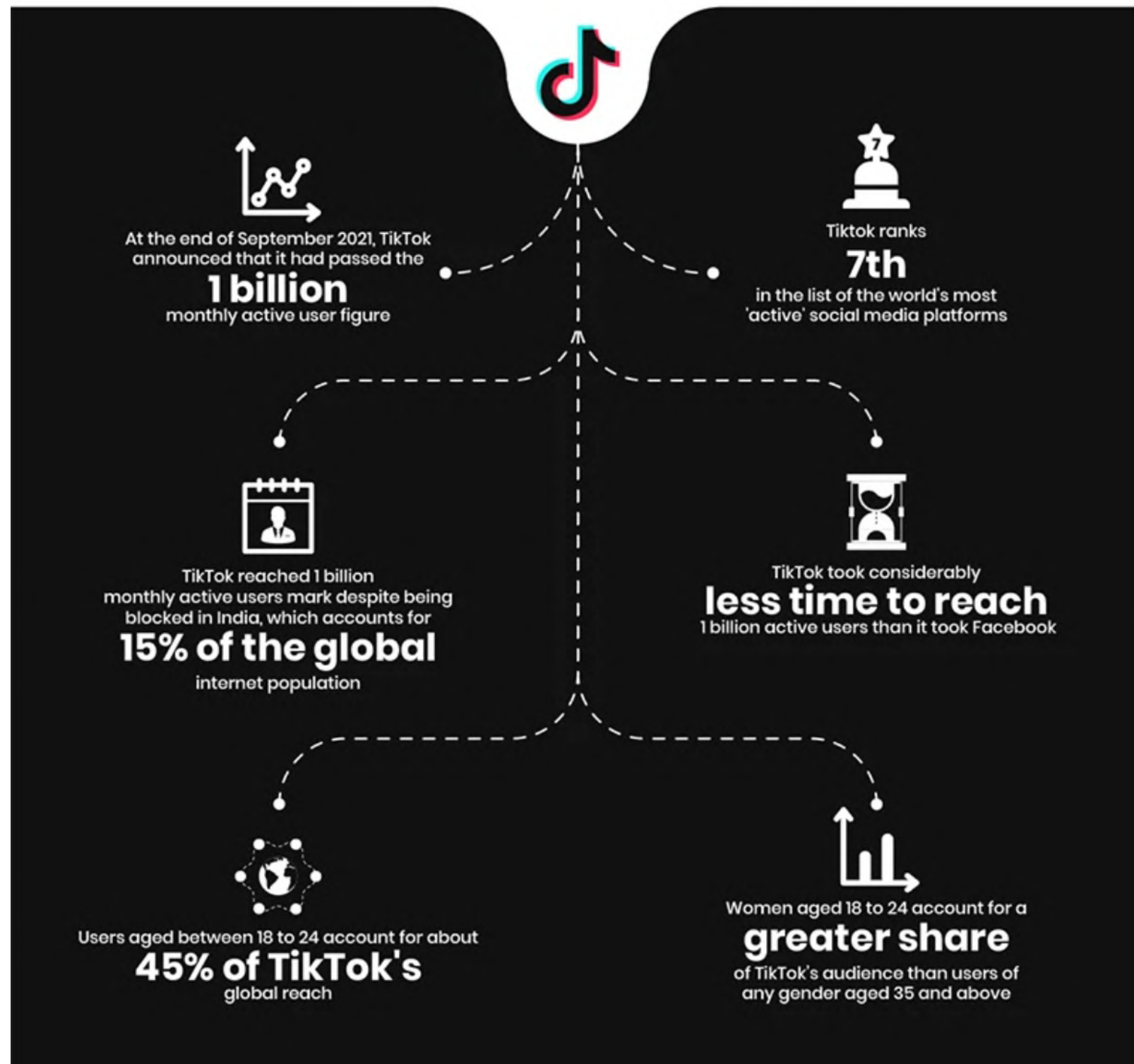
YouTube Statistics 2022



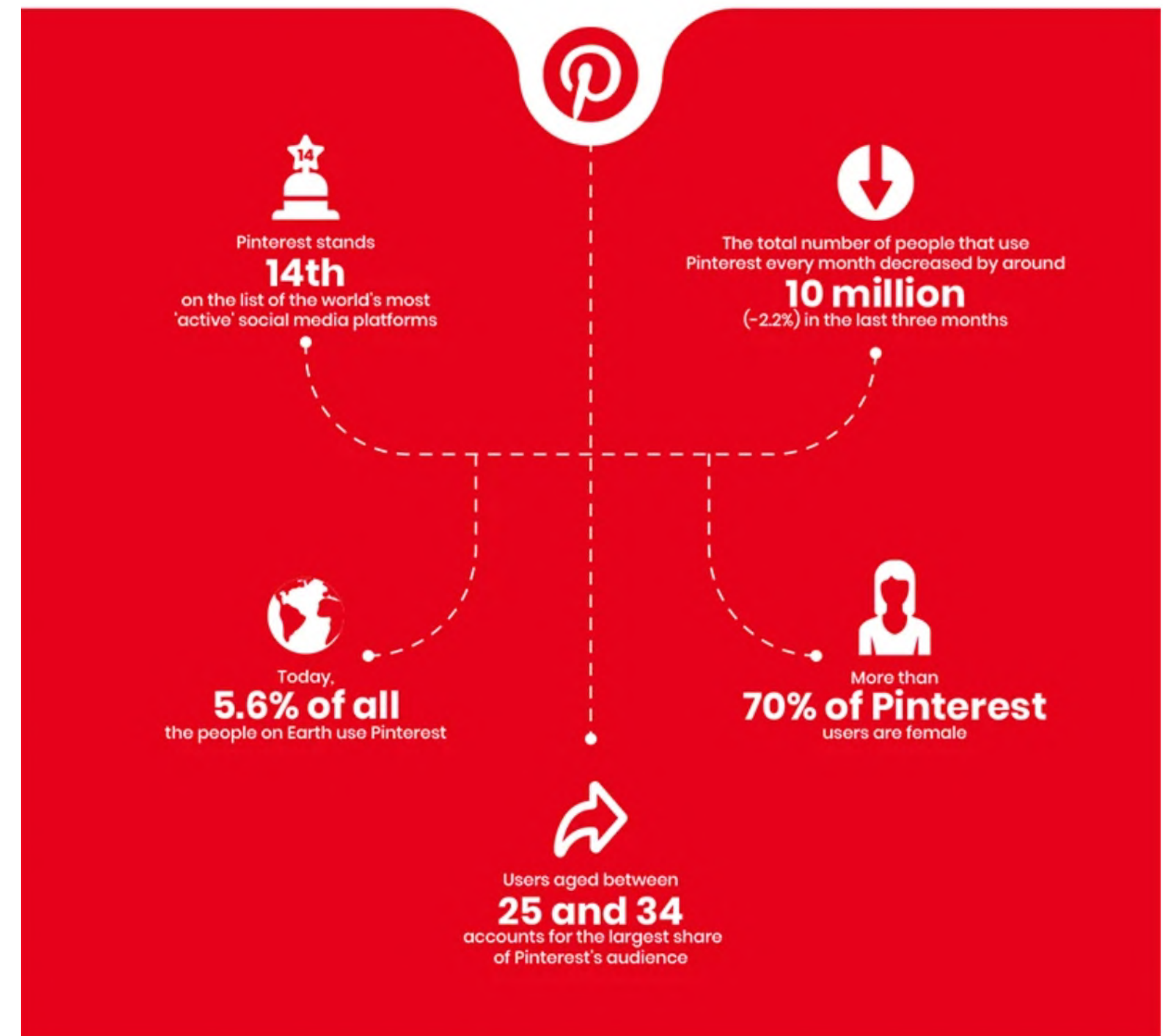
LinkedIn Statistics 2022



TikTok Statistics 2022



Pinterest Statistics 2022





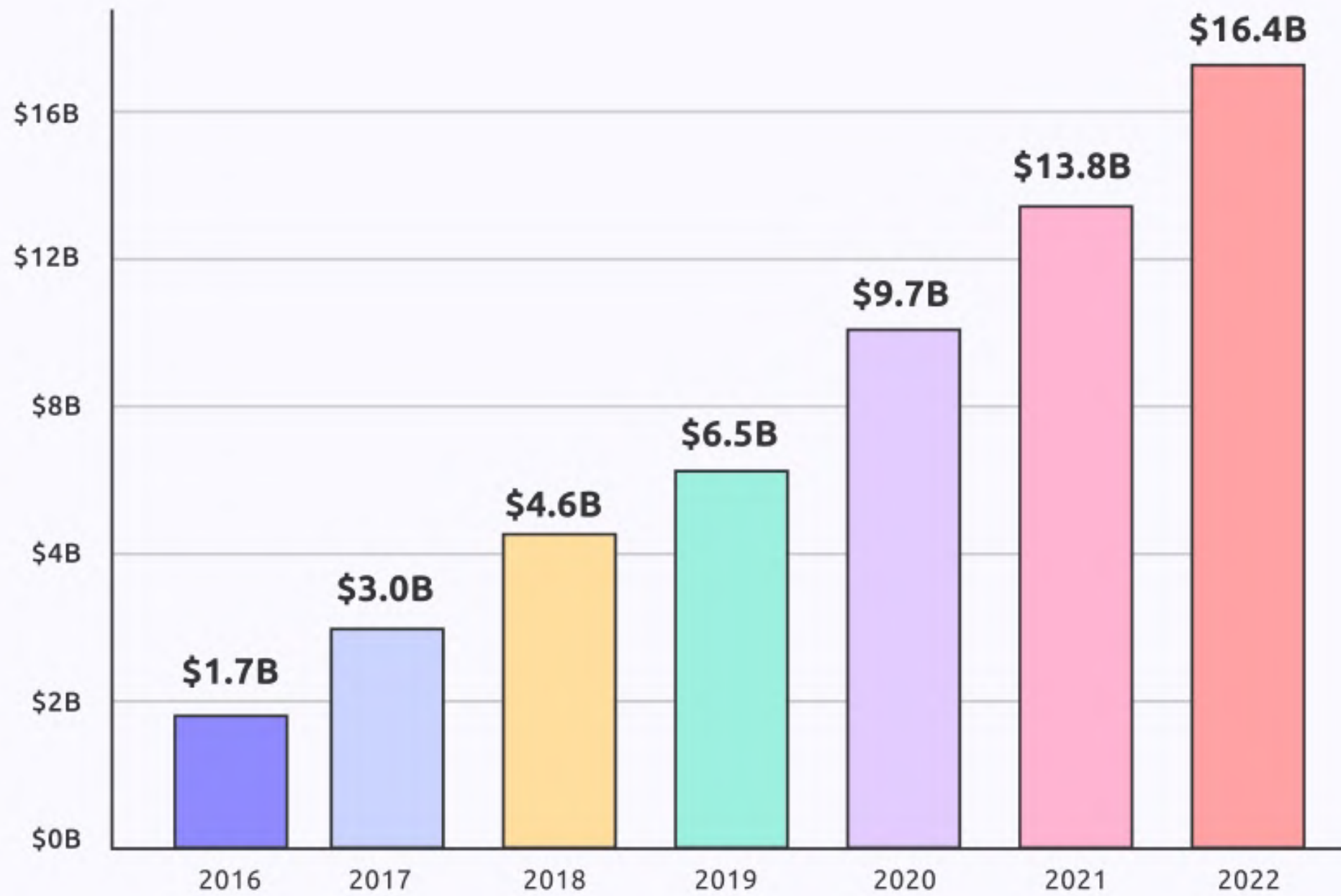
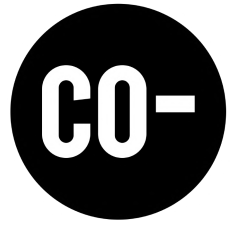
What's all the fuss?

Current landscape...

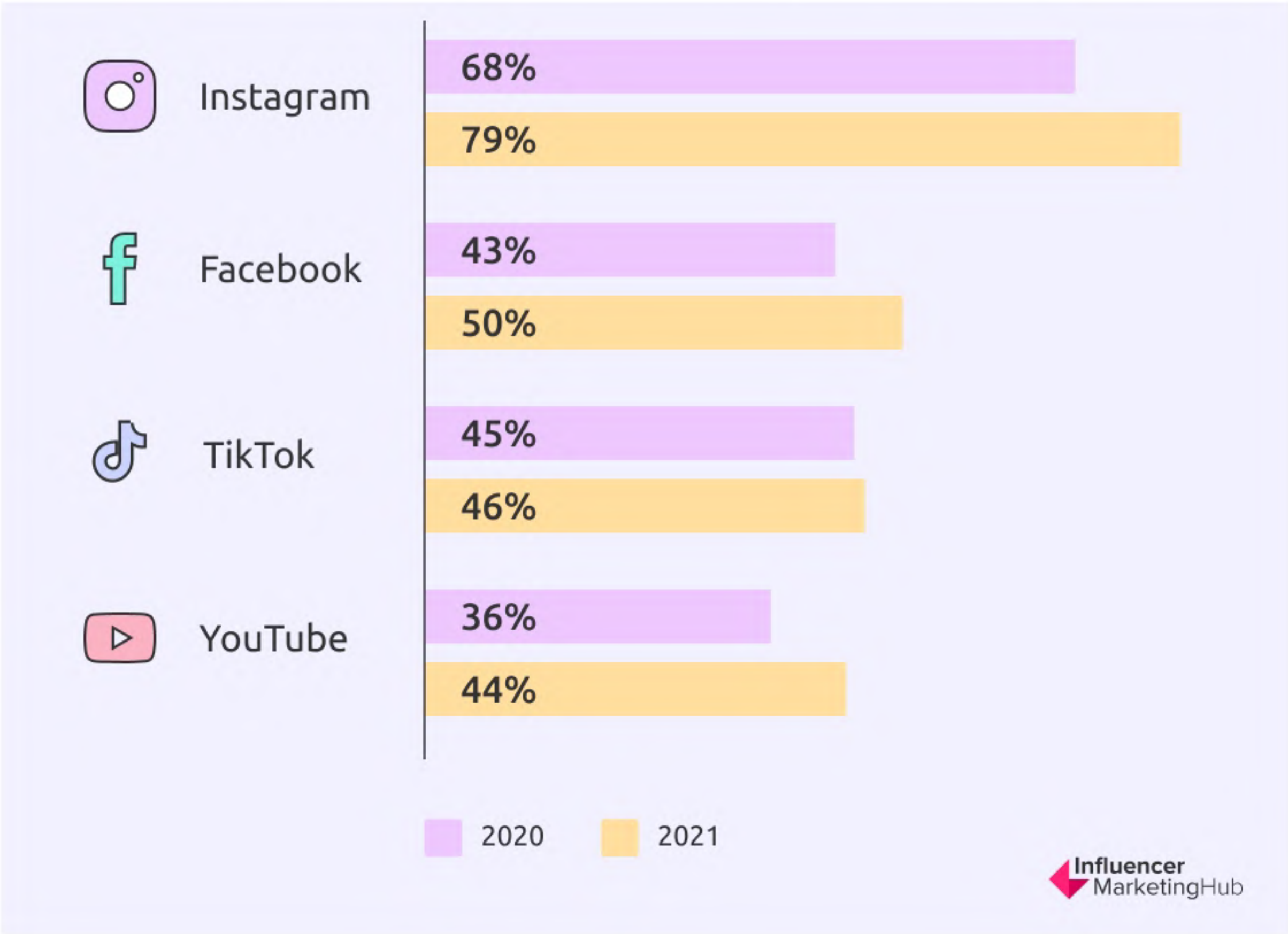
- **One of the fastest-growing sectors of marketing. \$1.7 billion market share (2016) <> \$13.8 billion (2021)**
- **The number of influencer marketing related services/companies grew 26% in 2021 - now totaling over 18,000 worldwide**
- **One of the top forms of digital marketing in terms of ROI. For 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**



Influencer Marketing Global Market Size



Influencer Campaign Channel Utilization (2020 vs 2021)





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 |



Nano Influencers

**1k - 10k
followers/subscribers**

- **Relatable not "professional influencers"**
- **Lower costs or trade**
- **Limited product launch or test products or services with a new niche**
- **Trustworthy & authentic**
- **Higher conversion rate**



Micro Influencers

**10k - 100k
followers/subscribers**

- **More accessible**
- **Authenticity**
- **Higher engagement**
- **Specialized interest/niche markets**
- **Ambassador opportunities**



Macro Influencers

**100k - 1million
followers/subscribers**

- **Broad appeal**
- **Great for bringing awareness/eyeballs**
- **Association - build reputability**
- **Increase your brand's engagement**



Mega Influencers

**1million+
followers/subscribers/celebs**

- **Very broad appeal (think traditional media i.e. commercials)**
- **Brand awareness campaigns**
- **Association - reputability**
- **Large budgets**



Where to start?

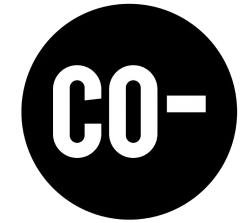


1

Define your goals



Have clear and concise goals; you'll need this when you approach influencers!



1.

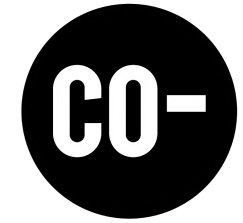
Define your goals!

- **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.

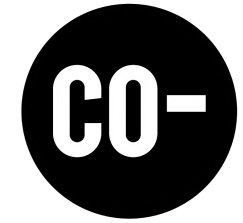
Know your audience!

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

3

**Create a segmented list of
influencers**

Based on the information you've gathered create a list of influencers to approach!



3.

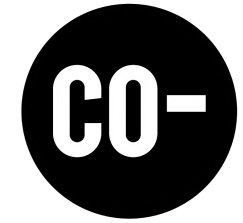
Create a list of influencers!

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

4

Strategically contact influencers

Use a strategic approach to contact influencers!



4.

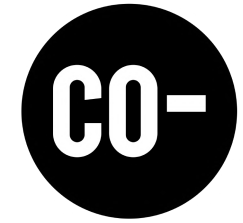
Contact influencers!

- **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

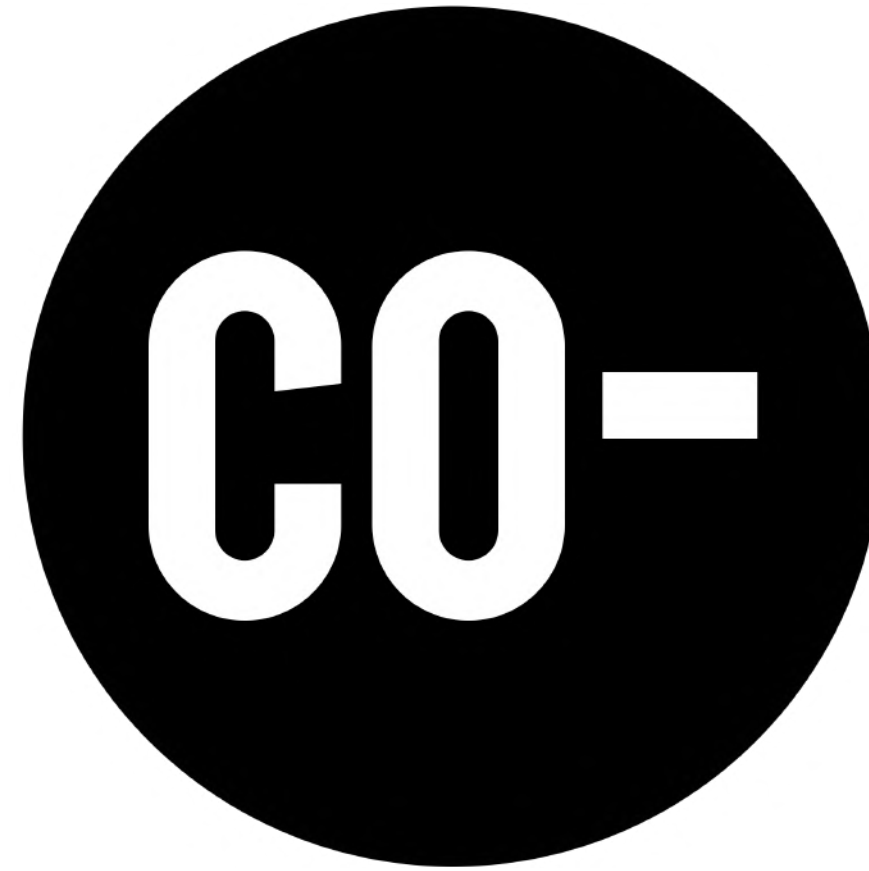
grin.co
influence.co
[social stance media](http://socialstancemedia.com)
[winfluence](http://winfluence.com)
hashtagpaid.com
[lumanu](http://lumanu.com)
obvious.ly
socialladder.app
thoughtleaders.io



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



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



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