

# How Local Brands Can Harness Influencer Marketing

Moderated by Jessica Kaluski  
AMA-WM VP of Communications

# Total Potential Reach of Today's Panel

# 1.2 million

(not including any press or TV appearances)



**LIZ DELLA CROCE**  
The Lemon Bowl



**JILL GLEASON**  
Good Life for Less



**EMILY RICHETT**  
HAPPY PR



# Liz Della Croce

## The Lemon Bowl

@thelemonbowl



# Jill Gleason (JillGG)

## Good Life for Less

@jillgg

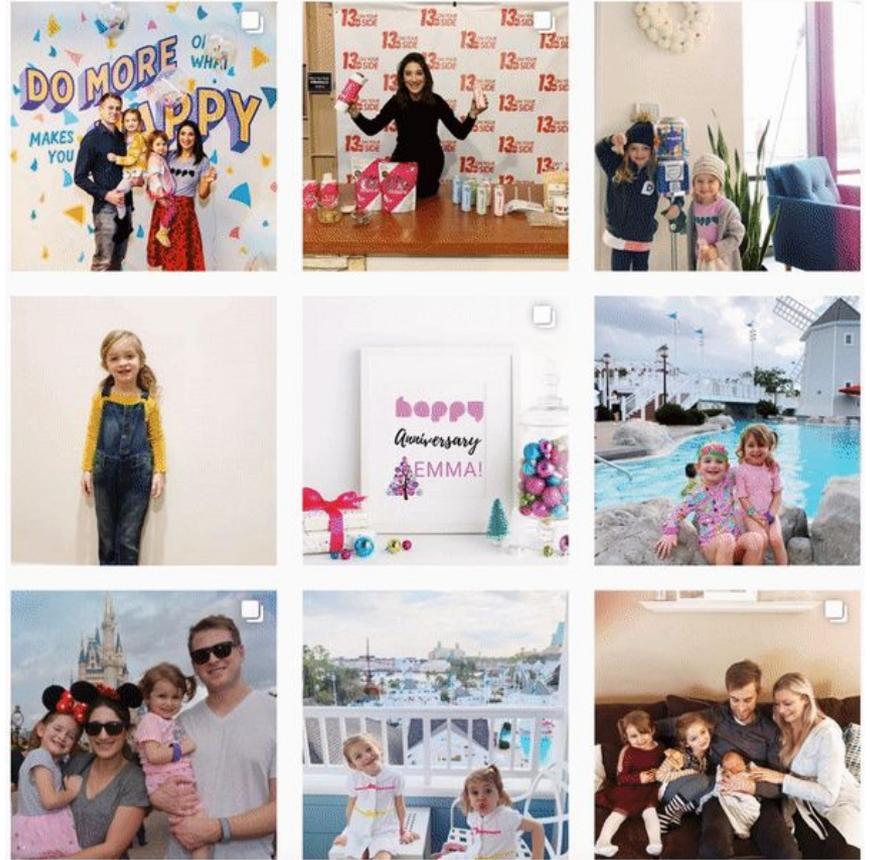


IF CAULIFLOWER CAN  
BECOME PIZZA CRUST...  
YOU CAN DO ANYTHING.

# Emily Richett

## HAPPY PR

@emilyrichett



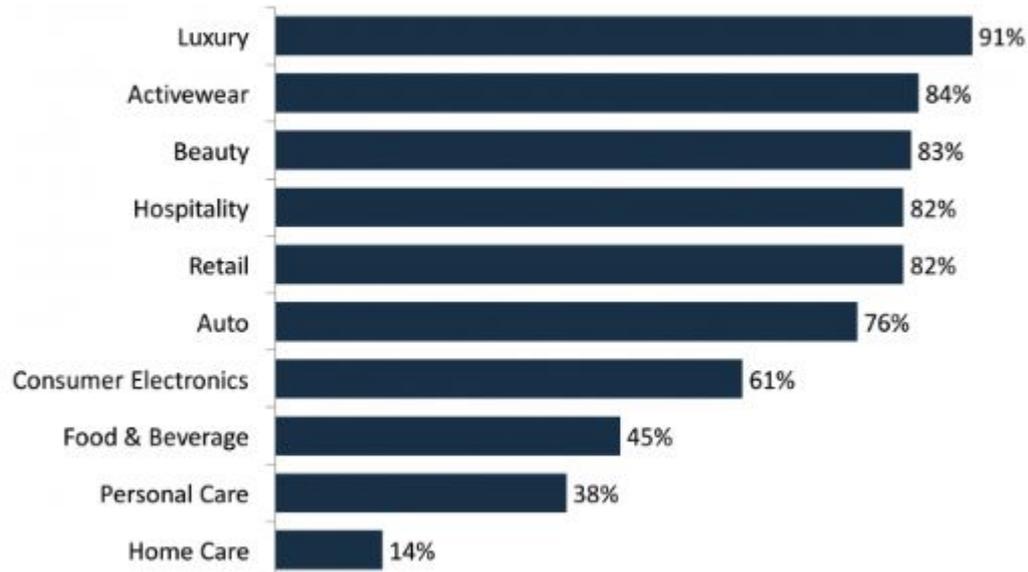
# Influencer Marketing

“A type of marketing that focuses on using key leaders to drive your brand’s message to the larger market. Rather than marketing directly to a large group of consumers, you instead inspire / hire / pay influencers to get out the word for you.”

-TapInfluence

## Percentage Of Brands Working With Influencers On Instagram

Global



Source: L2 Intelligence Report: Influencers, September 2017

BI INTELLIGENCE

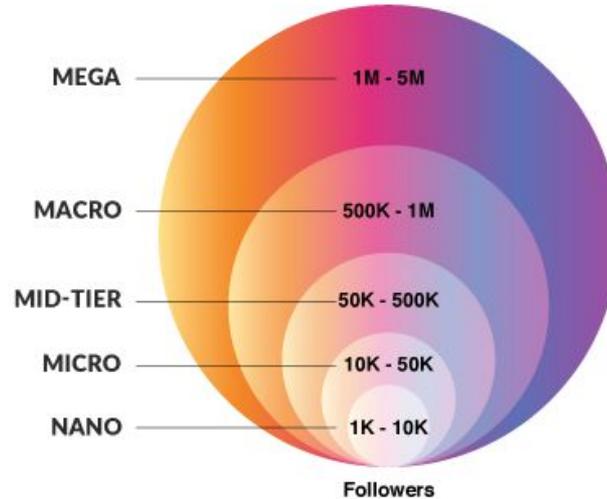
# Before you slide into their DMs

- **Goal setting**
- **Budgeting**
- **Promotion style + Contracts**
  - Giveaway/Contest
  - Review/Testimonial
  - In-depth Blog/Vlog
- **Influencer Research**
  - Influencer type
  - Influencer followers
  - Influencer engagement

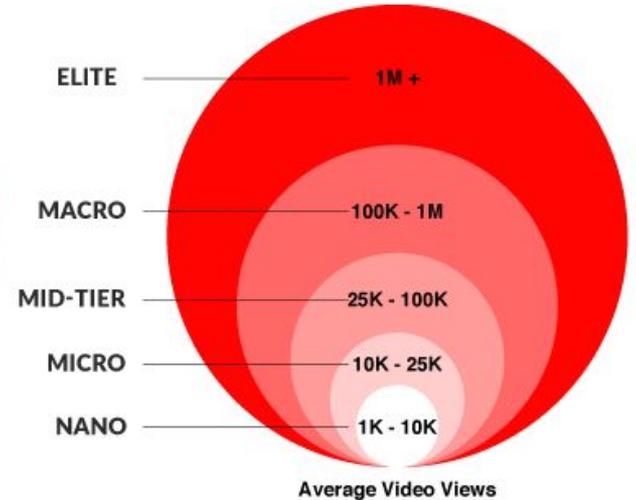
# Does Follower Count Matter?

## Influencer Tiers - Standard Terminology

### Instagram Influencer Tiers



### YouTube Influencer Tiers



**A lack of authenticity is a  
threat to brand loyalty**

**20%**

of consumers have unfollowed a brand on social media because they thought the content was too corporate or not authentic enough

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**57%**

of consumers think that less than half of brands create content that resonates as authentic

An authentic influencer  
can give consumers  
confidence in your brand

43%

of global respondents cite authenticity as the main reason  
they trust influencers

One-time  
influencer  
promotion

vs.

Long-term  
contracts  
and partners

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# Local and national examples/case studies



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**5.7%**  
is the average  
influencer  
engagement rate.

vs.

**2-3%**  
is the average  
brand  
engagement rate.

# Perfecting the Pitch

**Influencers are  
interested!  
Now what?**

**40%**

**of influencers believe that overly restrictive  
content guidelines are one of the biggest  
mistakes brands and agencies make when  
working with them.**

# Questions for the Panel?