

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)



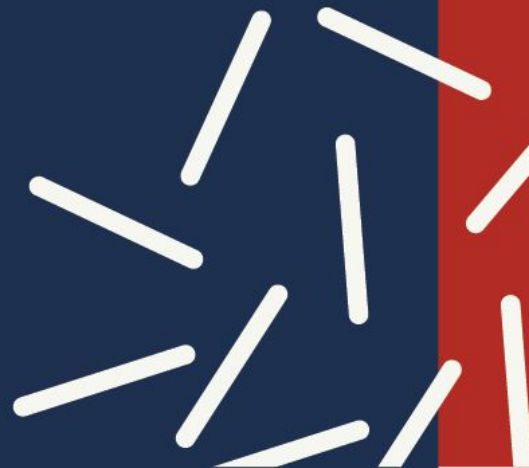
LIZ DELLA CROCE
The Lemon Bowl



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



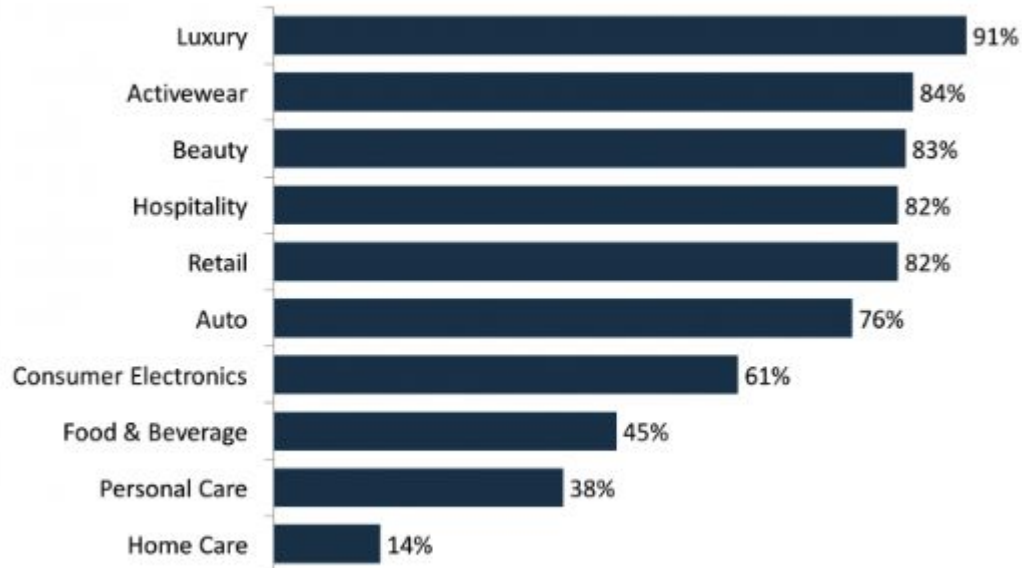
Influencer Marketing

“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

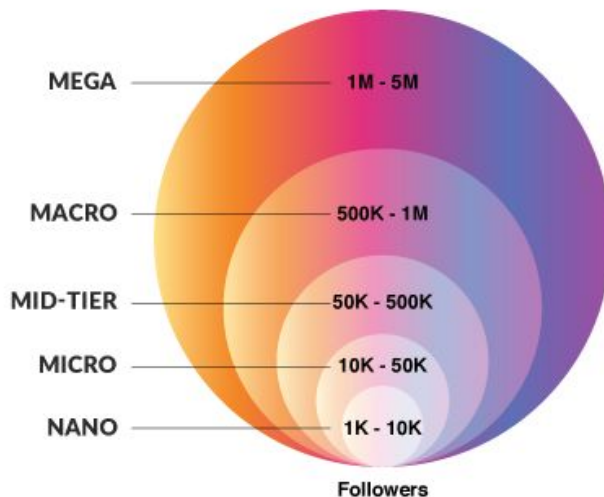
Before you slide into their DMs

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

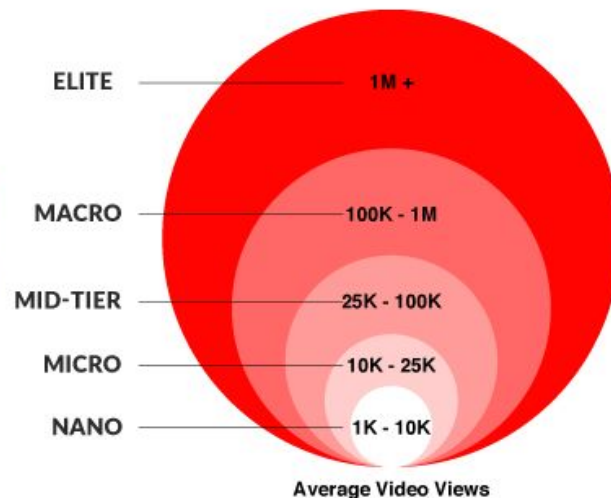
Does Follower Count Matter?

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

— — —
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

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?