



What  
Influencers  
Wish  
Brands  
Knew

# About Influencer Marketing

Maree Jones | PRSA Summit 2018



# Meet Your Speaker

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# INFLUENCER MARKETING



From  
their  
perspective

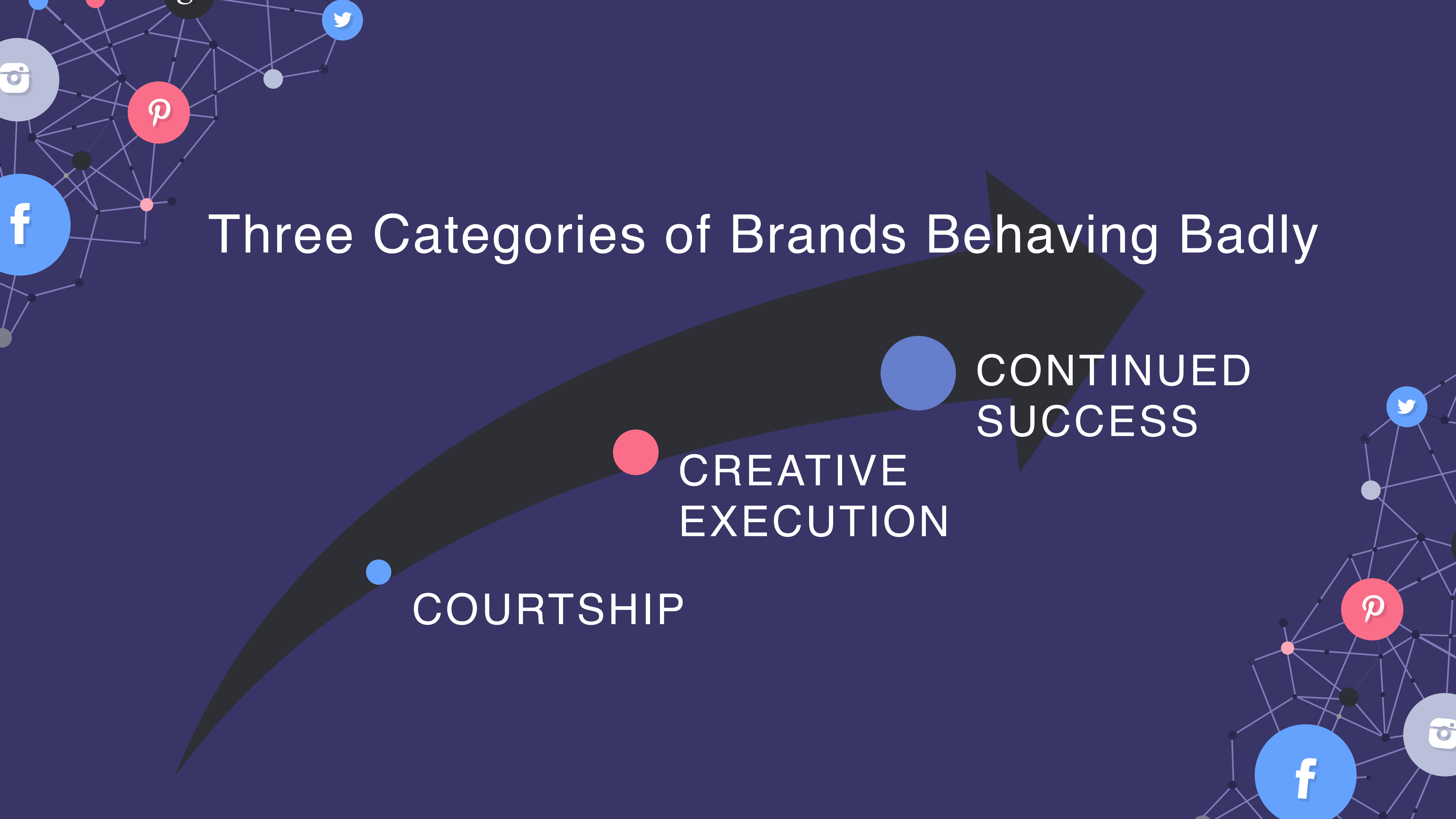


# Three Categories of Brands Behaving Badly

COURTSHIP

CREATIVE  
EXECUTION

CONTINUED  
SUCCESS





# Courtship





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“I may just be speaking for myself, but I'm tired of writing posts for free products and/or mentions on their social media. I want cash. Period. I've been screwed over too many times for social media mentions that never happened, so I won't do the work for that anymore.”

Influencer Quote





# 16% of Marketers

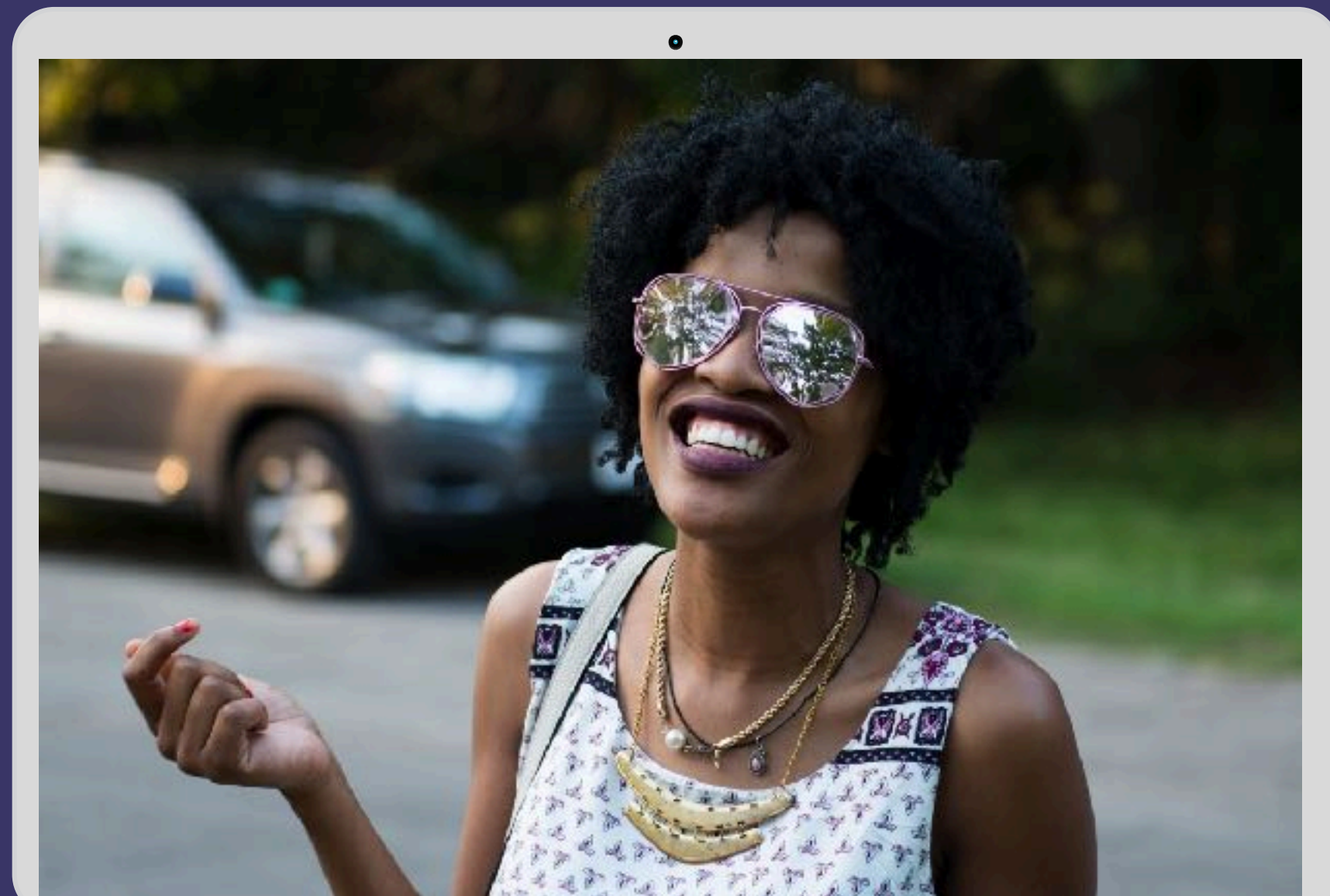
Say offering free experiences or product is useful. A whopping 84% have found that other types of compensation are more effective.

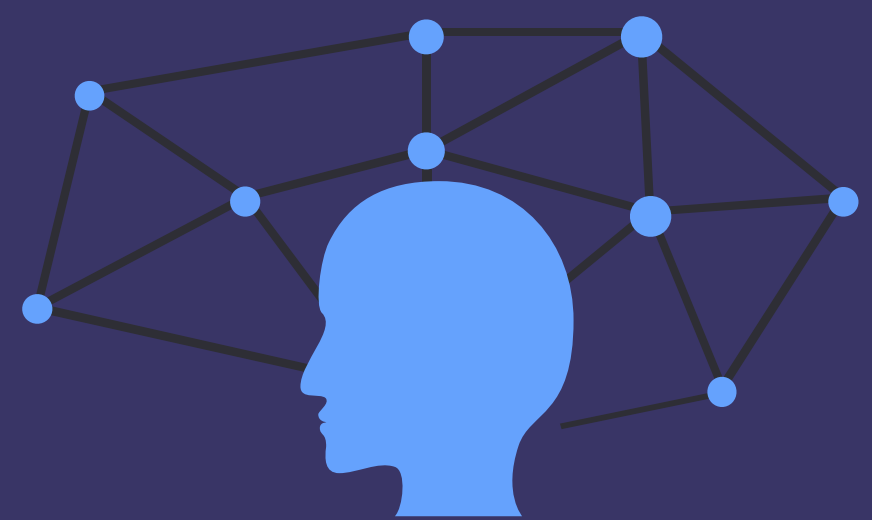
- Linqia



# So what does this mean?

PR professionals must collaborate with influencers and other media professionals to determine a paid structure.





# What can work:

- Cost-per models
- Flat fee structures
- Variance, depends on the ask, audience and vertical





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“Brands should understand the demographic of the blogger/writer. Pitching products or services that are so far off target is a waste of time.”

Influencer Quote



A network diagram with various social media icons (Facebook 'f', Instagram camera, Twitter bird, and Pinterest 'p') connected by lines, set against a dark blue background. The icons are in different colors: Facebook is blue, Instagram is grey, Twitter is light blue, and Pinterest is red. The network is composed of nodes and connecting lines, with some nodes being larger than others.

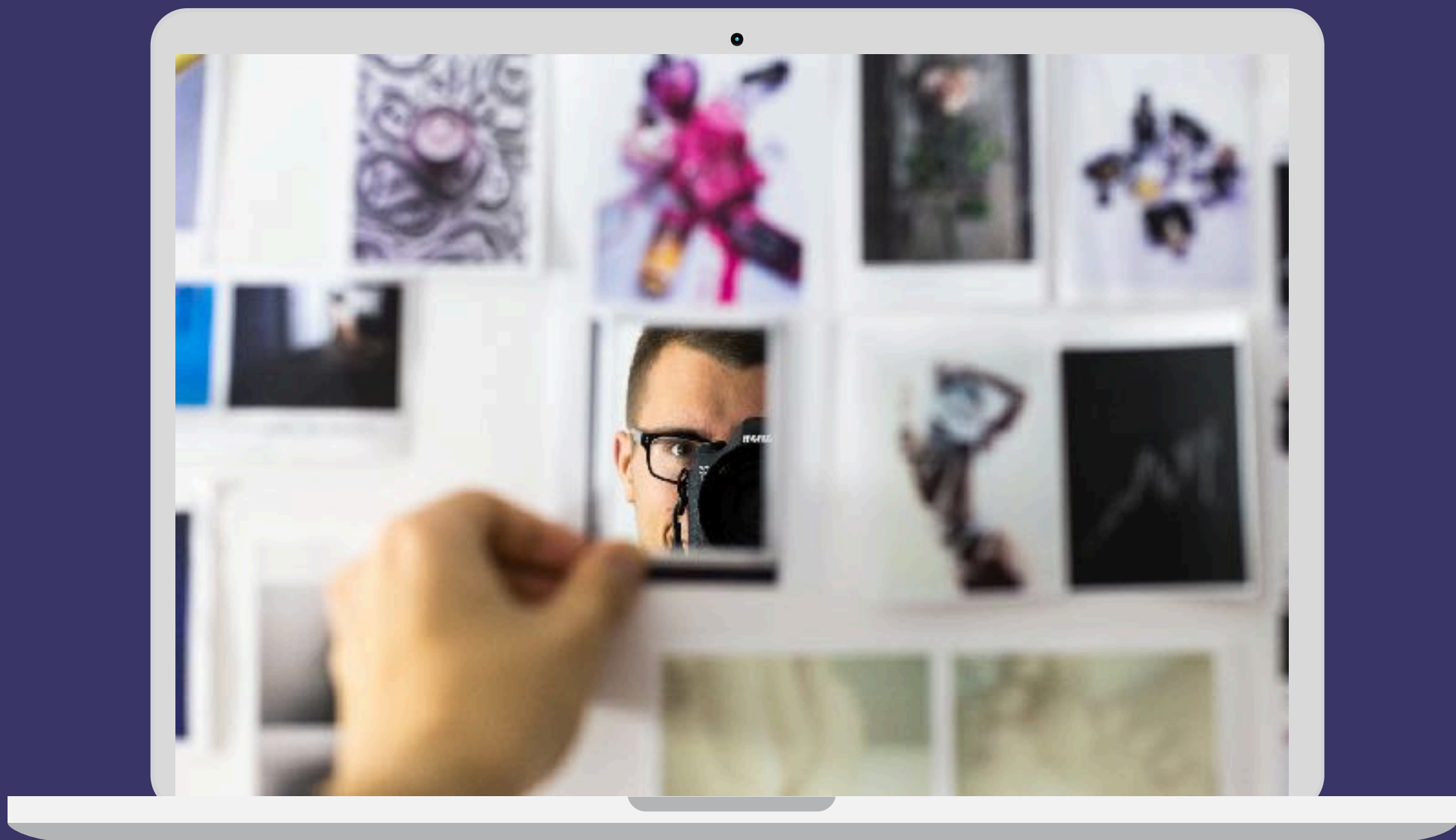
# 67.6% of Marketers

Acknowledged difficulty in finding relevant influencers.

- Tapfluence



# So what does this mean?



PR professionals should take the time to review and vet influencers to know if one is relevant for them/their campaign or company.





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“I wish they'd take the time to read a couple of posts before pitching me. It's so annoying when I can tell they just sent out a mass email and have NO idea what I actually write about.”

Influencer Quote





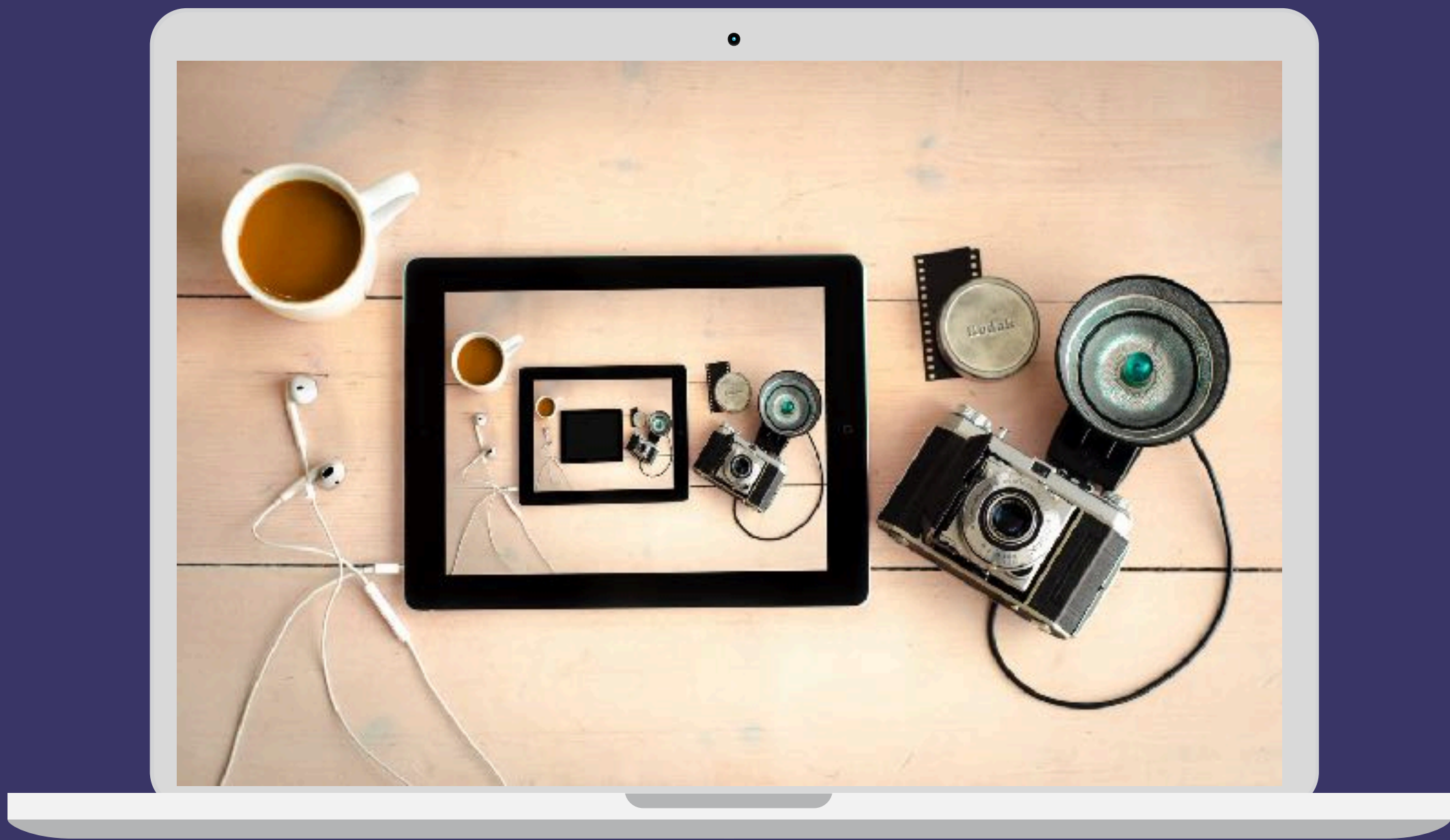
# 100 Emails A Day

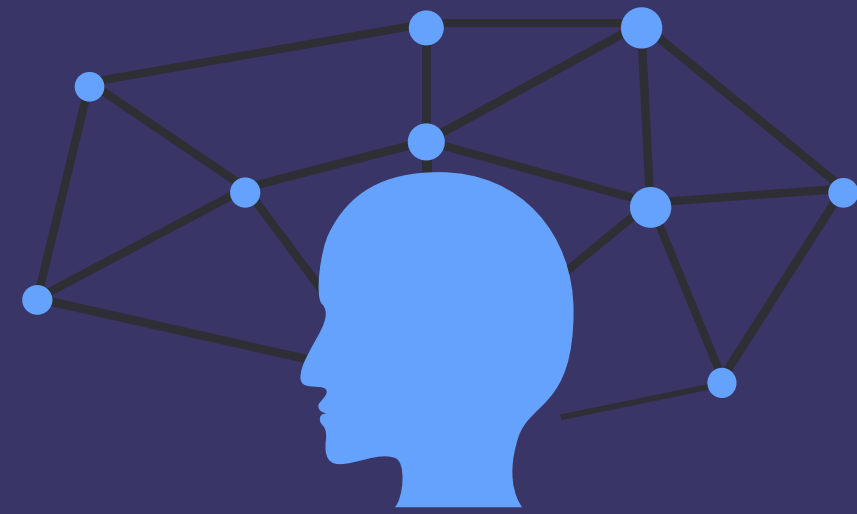


From Chief Marketer, some influencers have reported receiving up to 100 pitch emails from companies, brands and partners A DAY.

# So what does this mean?

People who pitch ideas to bloggers or influencers must find a way to stand out from the crowd, or, better yet, find a way to develop a relationship with influencers prior to the actual pitch.





# What can work:

- Attending blogging conferences or events
- Connecting with influencers on social media





# Creative Execution





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“I had someone messaging me on FB asking me how I would market his new product, I gave a brief explanation and then stated my rate. He said he expected me to do a small social media campaign for him so I could prove that I knew how to market.”

Influencer Quote



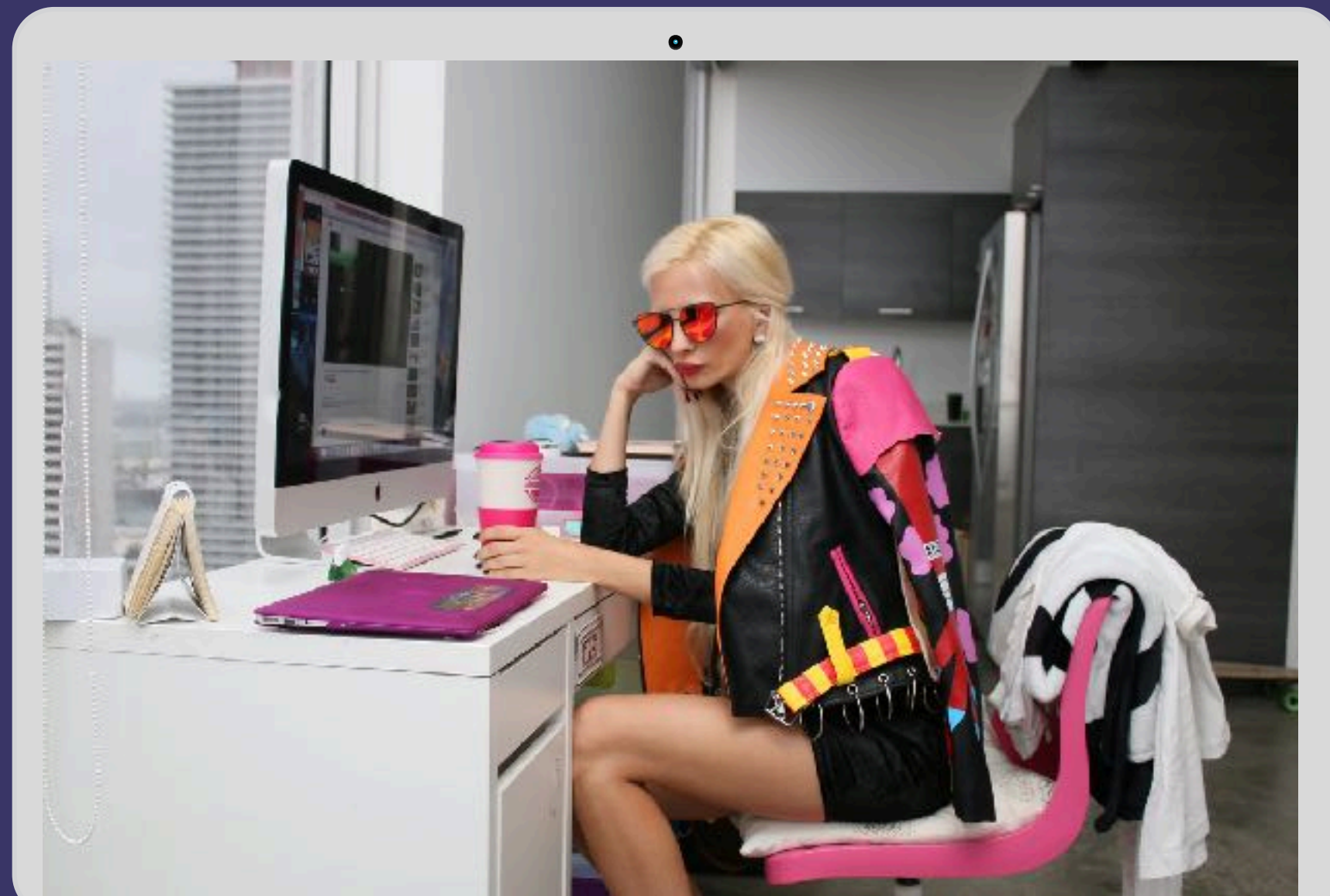


# \$6.50 per dollar

Depending on where you look, stories of influencer marketing effectiveness is told many different ways. Some report a threefold lift in the effectiveness of influencer marketing to elevate website traffic and in-store visits, while others claim that for every \$1 spent on influencer marketing, they saw a return of up to \$6.50.

# So what does this mean?

Make sure when partnering with an influencer, there isn't an expectation for them to "prove" their value, aside from providing metrics or analytics from their owned sites. Beyond that is incredibly frustrating and in poor taste.





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“I literally keep a list of stupid brands to never work with because they asked me to do a bunch of stuff that I've never done, don't want to do, and that doesn't fit with the mission of my blog.”

Influencer Quote





# Less than 1/4

Right now, it's a seller's market. 44% of influencers say that they accept less than a quarter of the proposals they receive. Only 24% accept more than 50% of the offers they receive.

- [influence.co](https://www.influence.co)



# So what does this mean?

Influencers can be choosier than ever when it comes to what types of projects they will accept. Be sure that your proposal keeps in mind what their particular strengths are, as well as the experience they have (and feel comfortable with) marketing for brands.





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“The final product is not going to read like an advertisement. It’s going to mention your product, but it isn’t likely going to be the singular focus.”

Influencer Quote





# 76% Need Creativity

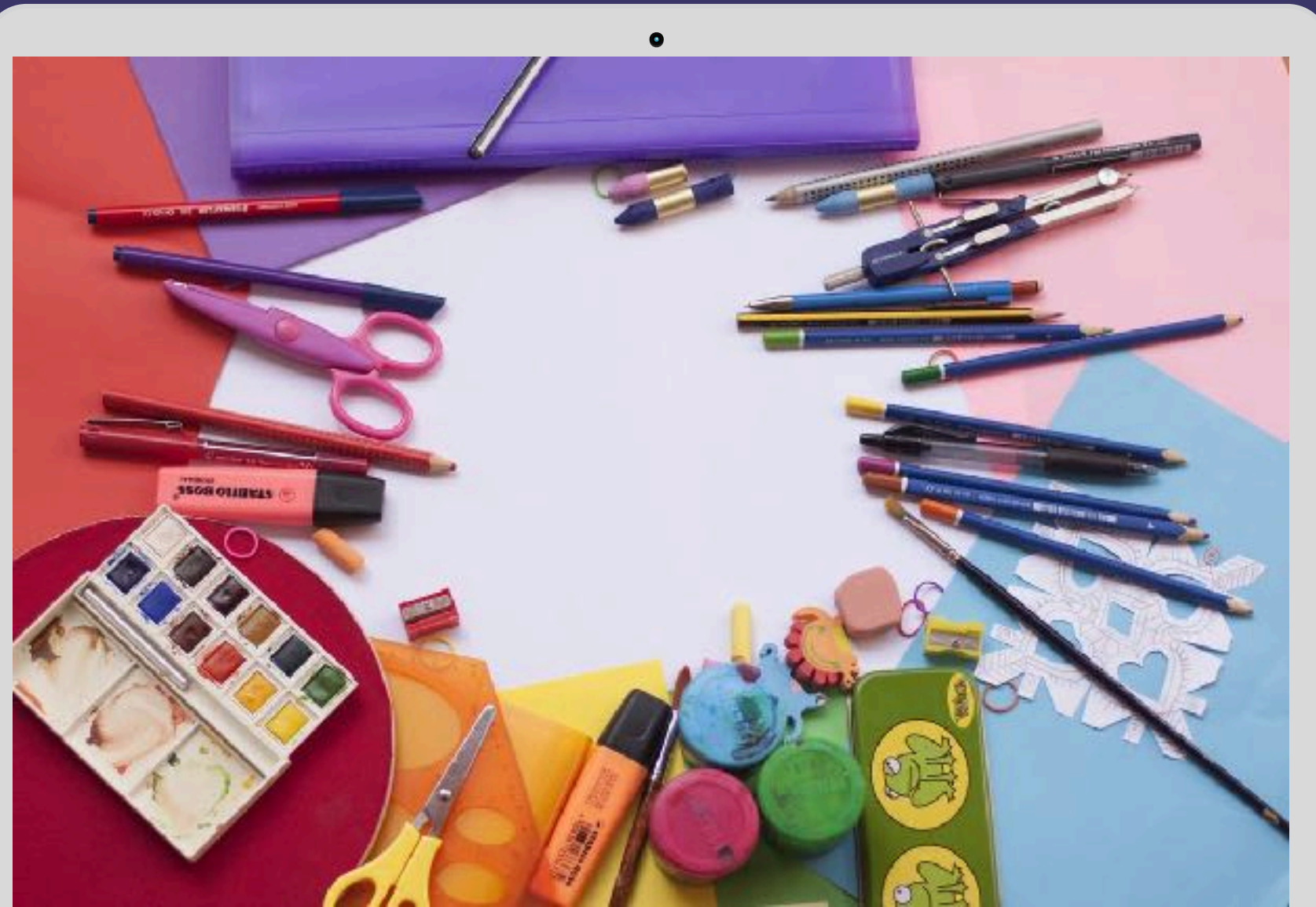


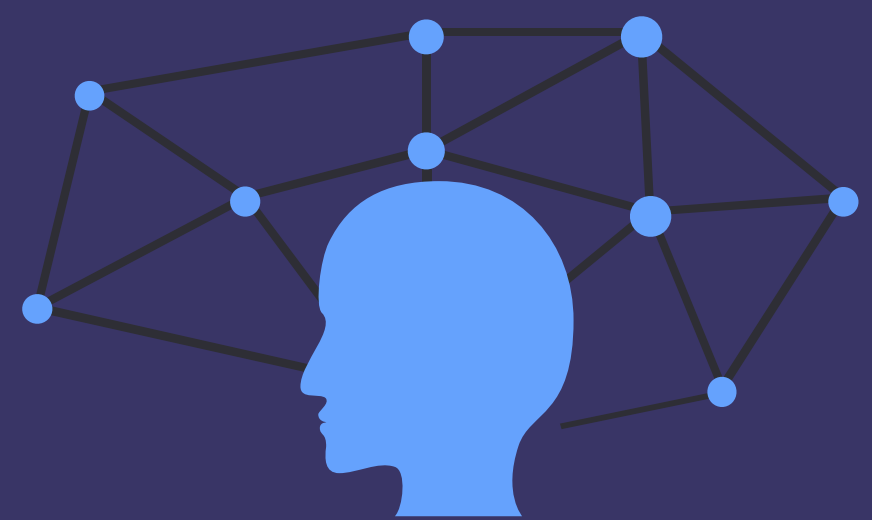
76 percent of influencers surveyed said they will work with brands that grant editorial and creative freedom above competitive compensation, at 67 percent.

- Crowdtap

# So what does this mean?

PR professionals can work with teams to help create a brief and/or guidelines that will provide some boundaries, talking points, a few key messages, but still allow creators to do the thing they're best at: create!





# What can work:

- Rather than sharing ideas with the influencer, share “must-includes” and “must-not-includes”





# Continued Success





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“I'd argue one of the biggest challenges we face is brands are often unwilling to recognize the value of influencer partnerships beyond last-click attribution.”

Partner Quote





# Engagement and Clicks

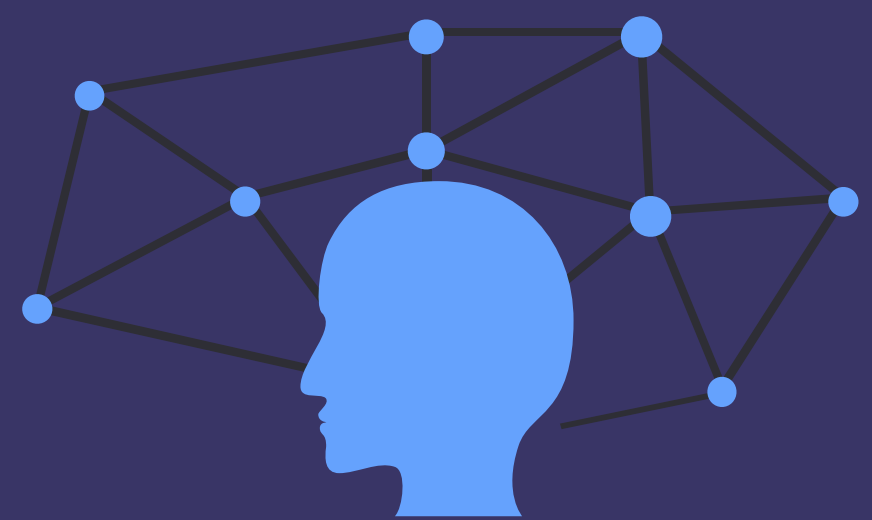
As of November 2017, the vast majority of marketers rely on engagement and clicks as the #1 and #2 metrics that “prove” the value of influencer partnerships.



# So what does this mean?

This is a big power play for public relations pros to step in and convince marketing teams of the effectiveness of building long term relationships with publishers. I like the way that Sprout Social put it, “In 2018, the brands that see success with influencer marketing are going to be the ones that treat influencers as partners rather than a means to an end.”





# What can work:

- Develop long-term relationships, rather than one-off campaigns
- Think talent contracts, publishers





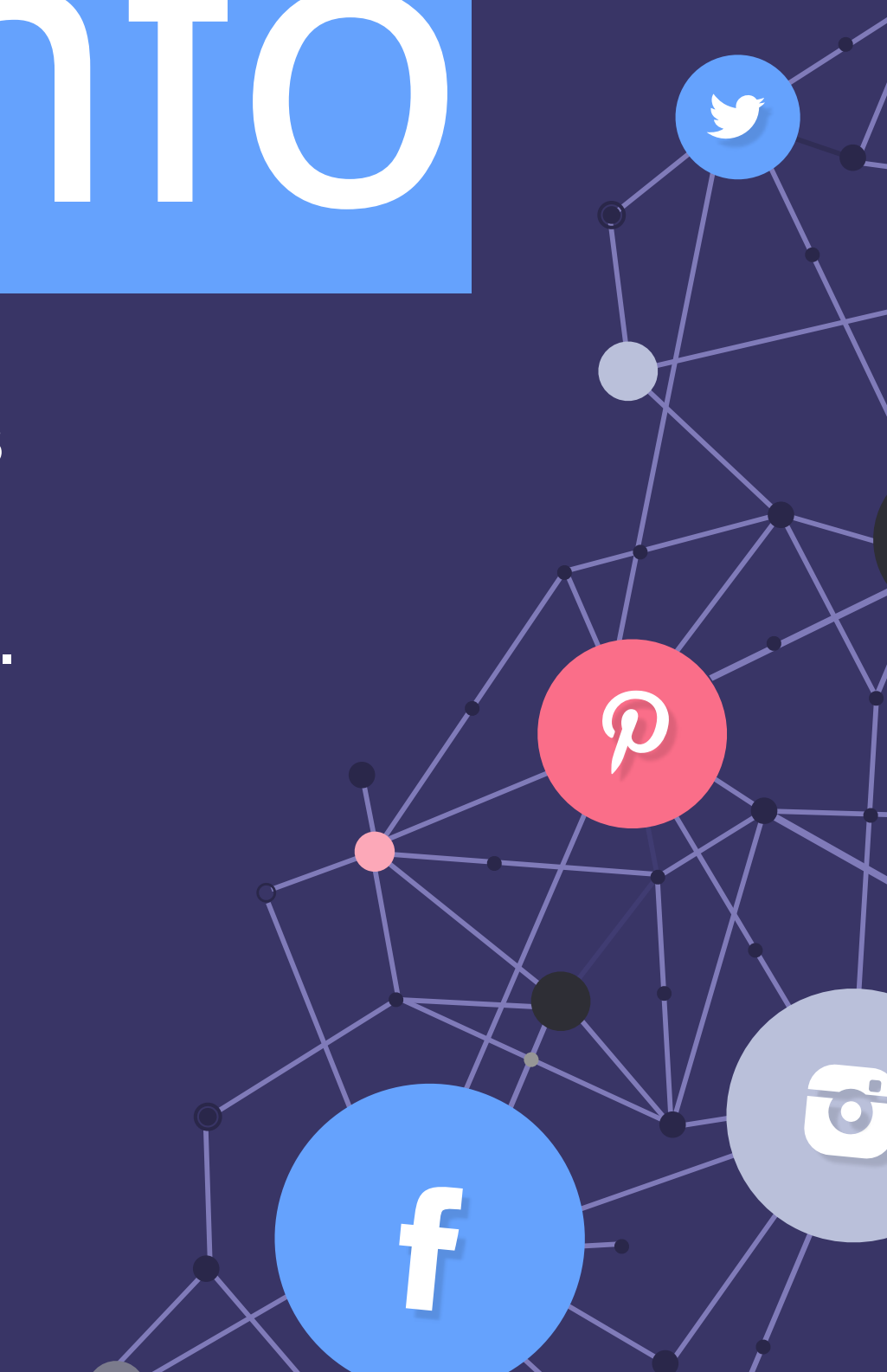
“Most bloggers prefer to work directly with brands instead of having agencies or networks own the relationships. 68% of bloggers in fact, want to work directly with brands. That’s a lot.”

Partner Quote



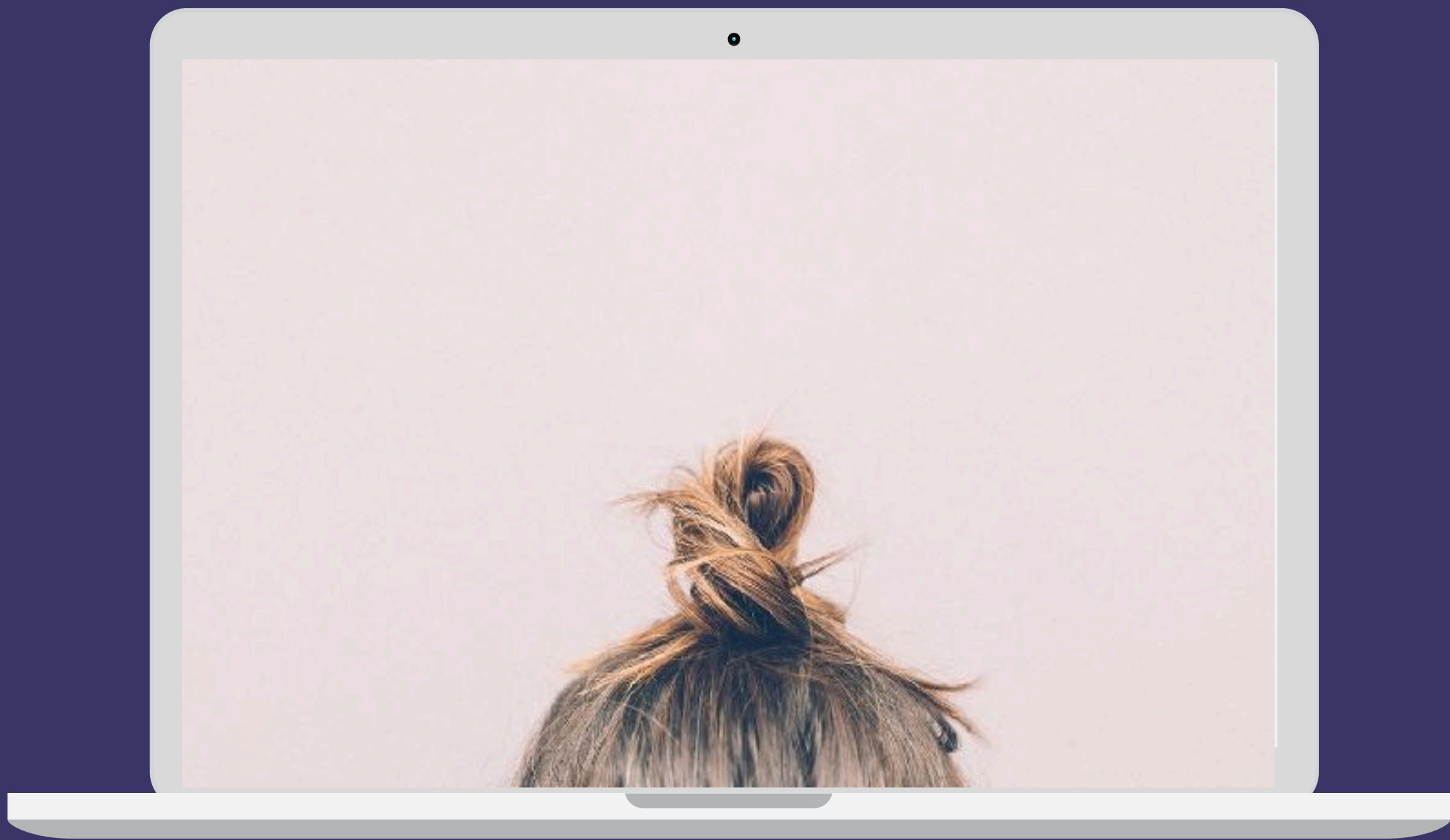
# 85% First-hand info

Micro influencers value first-hand knowledge about products and services they're promoting. 85% of MI prefer to get recommendations directly from the brand. Only 15% place high value on friends/family recommendations. First-hand knowledge is extremely valuable to influencers and should be taken into consideration.



# So what does this mean?

It's important to provide access. Access can be in the form of research, statistics, product information, insider knowledge, tours, experiences, free product, and more.



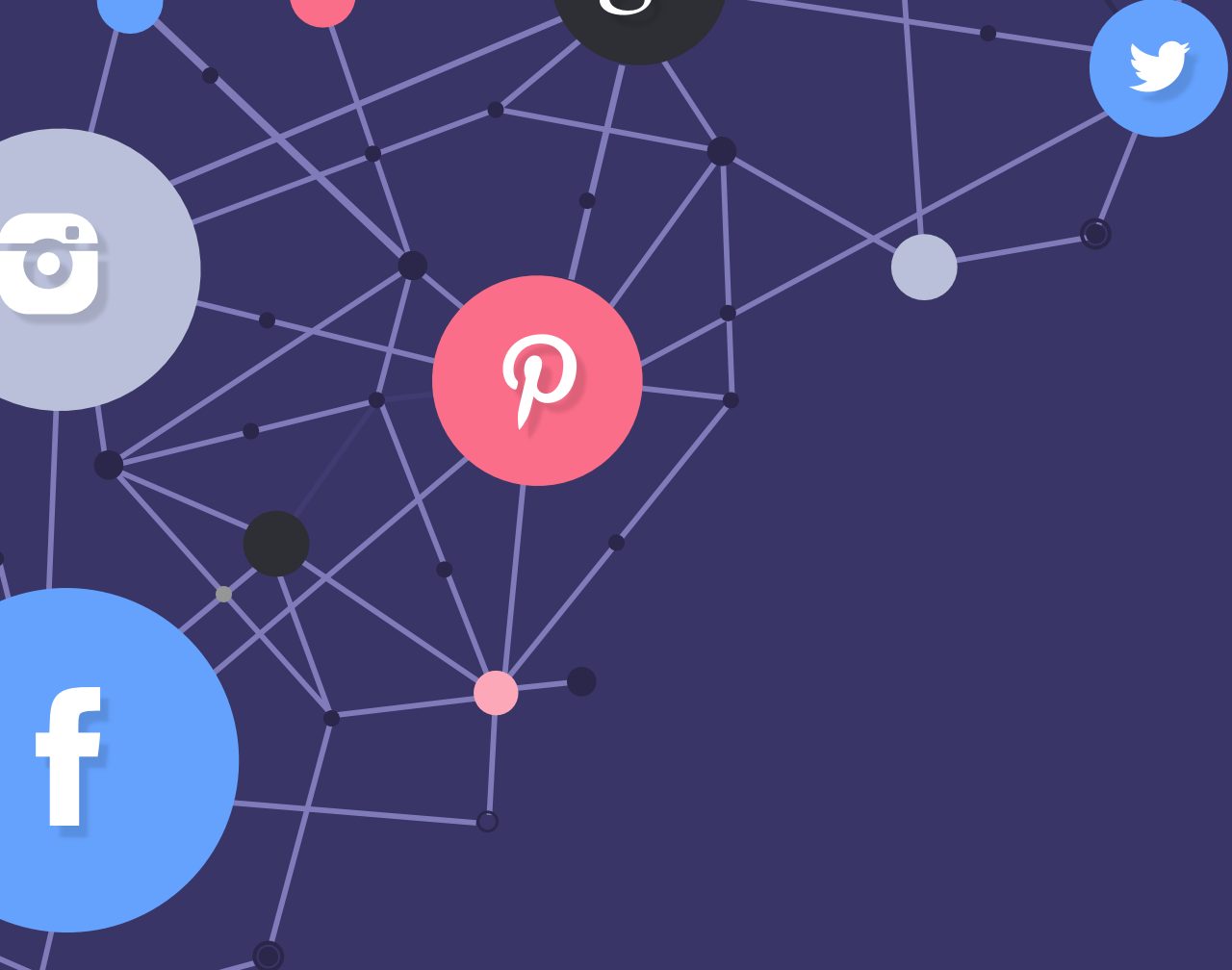


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“Influencer marketing is a partnership between you and a prominent member of a certain community. When working together, both reputations are on the line.”

Partner Quote





# 60% More Engagement

A study by HelloSociety found that micro-influencers are able to generate 60% greater engagement than other branded marketing campaigns. The main reason for this is that these are able to create a stronger bond with their followers. So their recommendations are trusted and valued more.



# So what does this mean?

Influencers may not bite unless they feel that the brand or company will enhance the reputation and trust they've built with their followers. On the flip side, many brands have gotten burned because of the influencers they've chosen. There is certainly risk involved in these types of programs, but if all goes well, the reward can far outweigh it.





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“The FTC has really been cracking down on failure to disclose, this can put the brand and creator at risk of HUGE lawsuits and a PR nightmare that no one wants.”

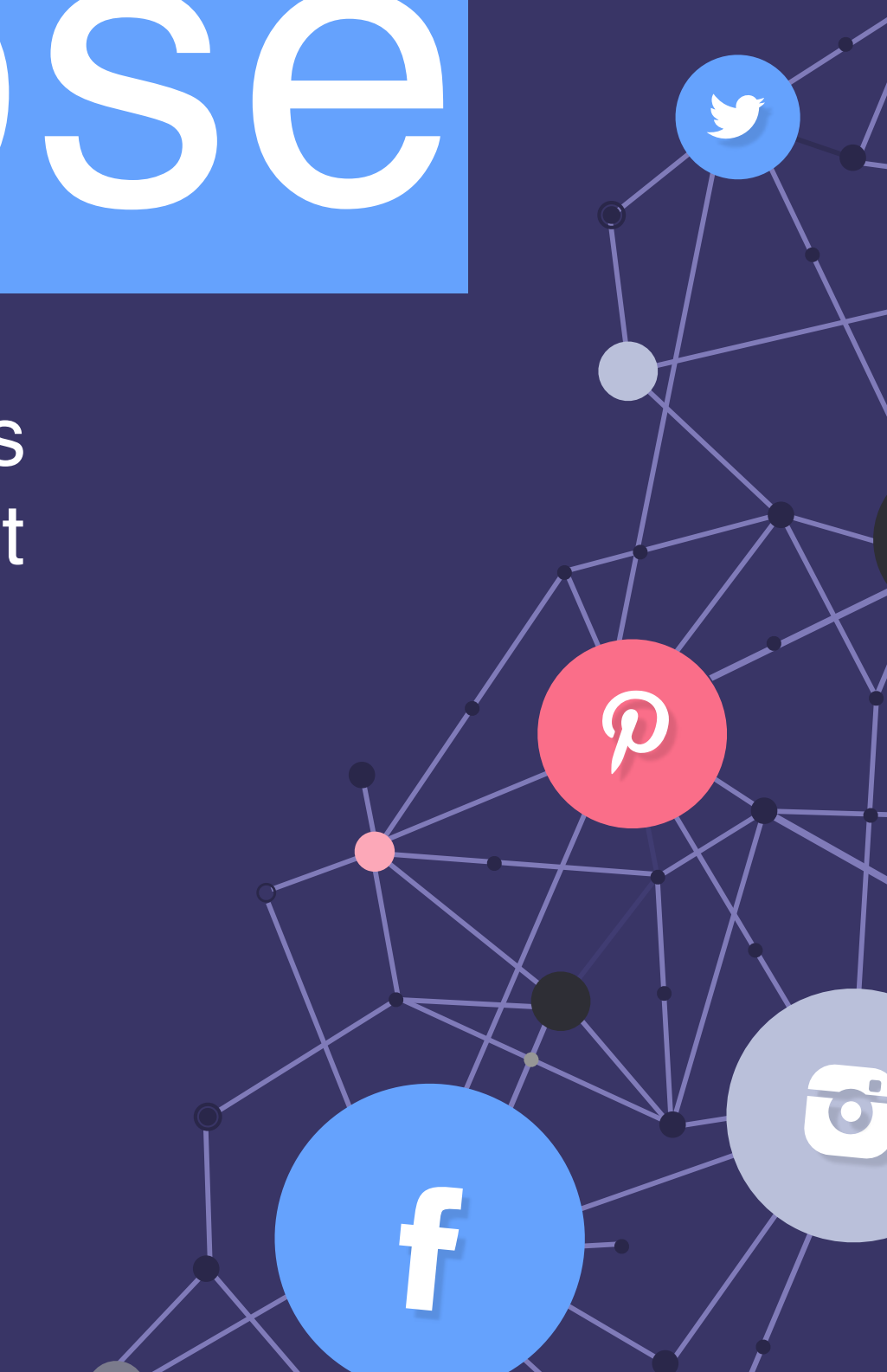
Partner Quote





# 93% Don't Disclose

Unfortunately, according to a recent study by mediakix, 93% of influencers aren't meeting Federal Trade Commission regulations with their posts! But this isn't necessarily the fault of the influencers. Because brands require so many to “stick to the script”, they aren't being provided with the information they need to make sure their posts abide by all laws.



# So what does this mean?

Brands and companies are 100% responsible for ensuring all practices are up to FTC guidelines. Bloggers and influencers must disclose that each post is an ad or a sponsored post, as well as the kinds of compensation they may have received. PR practitioners must stay above the law in order to keep their clients safe.



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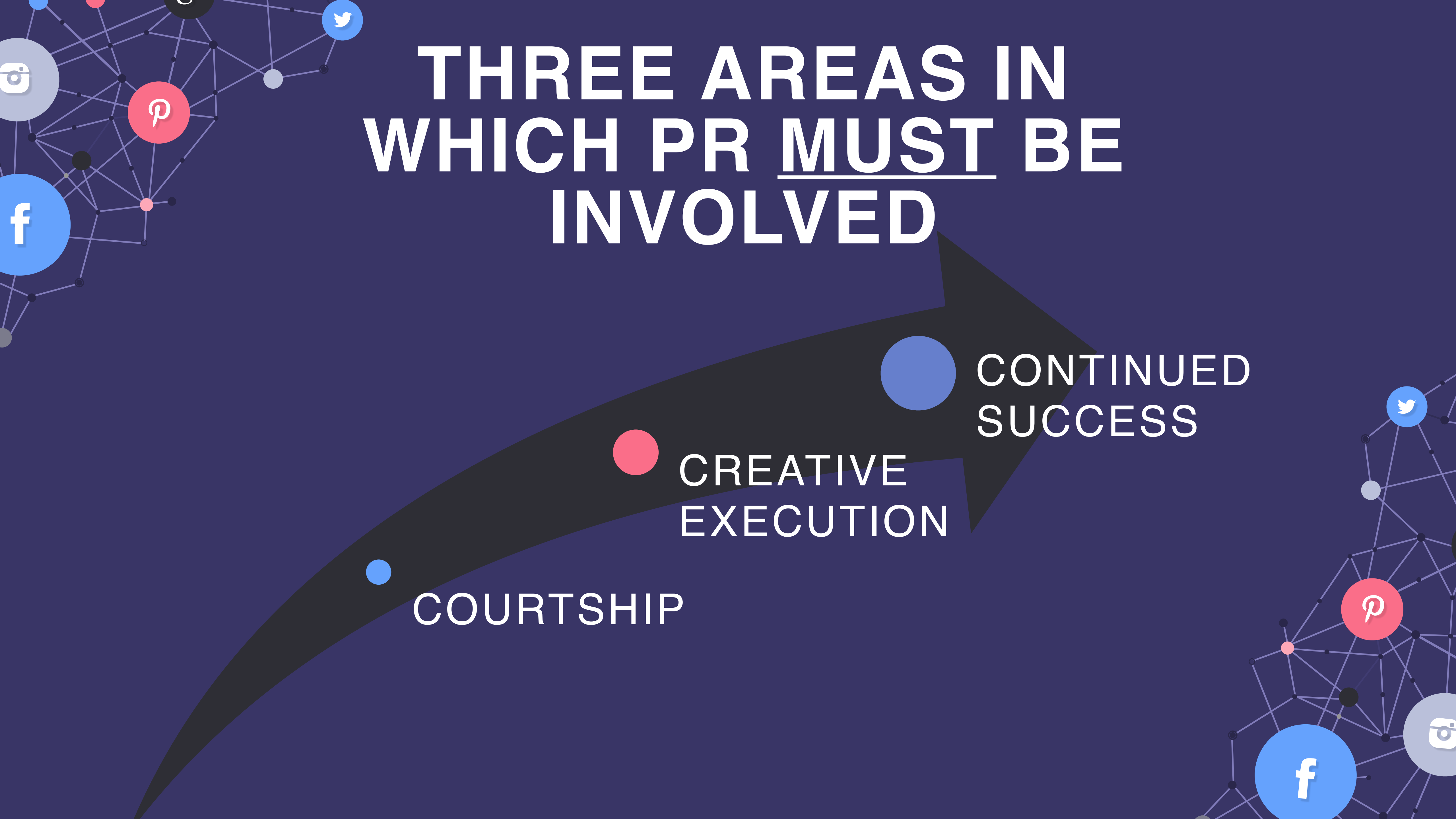


# THREE AREAS IN WHICH PR MUST BE INVOLVED

COURTSHIP

CREATIVE EXECUTION

CONTINUED SUCCESS





Any questions?

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