What is an Influencer?

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AMT – The Association For Manufacturing Technology
AGENDA

• What is influencer marketing
• Why work with influencers
• Key stats and findings
• Success stories
• Setting goals and KPIs
INFLUENCER MARKETING

• Uses key leaders to drive brands’ message to the larger market.

• Brands inspire/hire/pay influencers to get the word out for them, rather than marketing directly.
INFLUENCER MARKETING OVERVIEW

• Ambassador Programs
• Sponsored Content
• Event Coverage
• Affiliate Links
• Product Reviews
AN INFLUENCER IS:

• An individual who has the power to affect brand recognition and purchasing decisions of others because of his/her audience.

• An individual who has a following in a particular niche, which they actively engage with.
# Influencer Tiers

<table>
<thead>
<tr>
<th>MEGA</th>
<th>GREAT FOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 1 million+ followers</td>
<td>• Brand awareness</td>
</tr>
<tr>
<td>• More famous than influential</td>
<td>• Products that appeal to the masses</td>
</tr>
<tr>
<td>• Diverse audience</td>
<td></td>
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<table>
<thead>
<tr>
<th>MACRO</th>
<th>GREAT FOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 100k – 1 million followers</td>
<td>• Product-focused content</td>
</tr>
<tr>
<td>• Gained fame through content creation</td>
<td>• Reaching a specific demographic</td>
</tr>
<tr>
<td>• Still rather expensive</td>
<td></td>
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</tbody>
</table>
INFLUENCER TIERS

MICRO

- 5k – 100k followers
- Industry expert
- Trusted source

GREAT FOR

- High engagement
- Reaching a niche audience

NANO

- Under 5k followers
- Influential in immediate community
- No large reach

GREAT FOR

- Local products
- Market testing
<table>
<thead>
<tr>
<th>INFLUENCER CATEGORIES</th>
<th>CELEBRITY</th>
<th>GREAT FOR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Popular outside of social</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Well-known public persona</td>
<td></td>
</tr>
<tr>
<td>SOCIAL SENSATION/NICHE EXPERT</td>
<td>• Famous on social content</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Strongly influential to their audience</td>
<td></td>
</tr>
<tr>
<td>GREAT FOR</td>
<td>• Building brand awareness</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Enforcing brand image</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Building credibility</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Reaching a niche audience</td>
<td></td>
</tr>
</tbody>
</table>
# INFLUENCER CATEGORIES

## BLOGGER
- Trusted authority/opinion
- Able to tell complete story

## GREAT FOR
- Improving SEO
- Building backlinks

## VLOGGER
- Gained fame through video content
- Specific audiences

## GREAT FOR
- Product reviews
- Product demos
KEY STATS

11 X
Higher ROI

30 MILLION
Bloggers in the U.S.

5.2X PER $1 SPENT
EMV

1.25 HOURS
Spent on Social Platforms per day

Influencer Marketing Hub
<table>
<thead>
<tr>
<th>Statistic</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>63 PERCENT</td>
<td></td>
<td>of millennials trust influencers more than brand advertising</td>
</tr>
<tr>
<td>74 PERCENT</td>
<td></td>
<td>of consumers use advertising avoidance strategies</td>
</tr>
<tr>
<td>58 PERCENT</td>
<td></td>
<td>of millennials bought a product mentioned by an influencer</td>
</tr>
</tbody>
</table>
BE WHERE YOUR AUDIENCE IS

- Pinterest: 200 million
- Snapchat: 300 million
- Twitter: 335 million
- LinkedIn: 590 million
- Instagram: 1 billion
- YouTube: 1.9 billion
- Facebook: 2.2 billion

Influencer Marketing Hub
SOCIAL PLATFORM DEMOGRAPHICS

WOMEN 52% - MEN 48%
53% AGE: 18-29
25% AGE: 30-49

WOMEN 43%- MEN 57%
84% AGE: 30-49

BEST FOR:
- Brand building
- Influencing purchasing decisions
- Engaging target demographics

BEST FOR:
- Product reviews/video
- Older demographics
- Targeted ads
GOALS & OBJECTIVES

- Build Brand Awareness
- Drive Traffic
- Reach Target/New Audience
SUCCESS STORIES: BIGELOW TEAM

GOAL
DRIVE ORGANIC TRAFFIC

Sales lift: 18.5%
Engagements: 32,000+
Impressions: 44 mln
SUCCESS STORIES: PEDIGREE

GOAL
INCREASE BRAND AWARENESS

Impressions: 43 mln
Views: 62,800+
Engagements: 9,300+
GOALS & OBJECTIVES

GROW SOCIAL FOLLOWING
- Mega, macro, micro influencers
- Giveaways
- Brand Collaborators

CREATE CONTENT
- Campaign centered around user-generated content
- Strong visual guidelines