### INFLUENCER MARKETING

#### AHOW-TO GUIDE





#### TYLER FARNSWORTH

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We unite impressive brands

with impressive people.











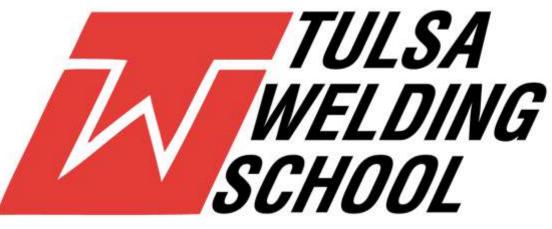






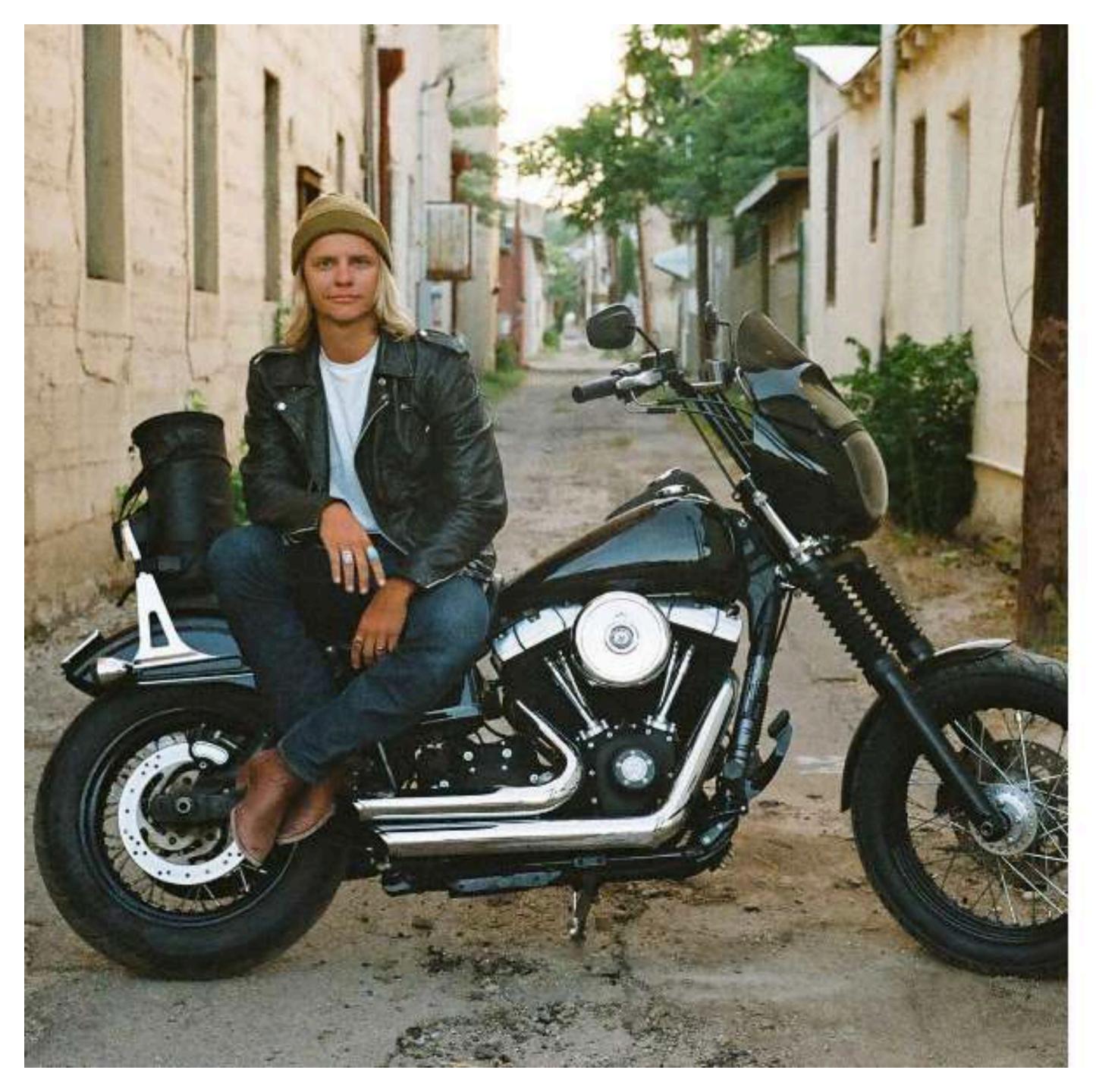














Following

415 likes

38w

\_benchristensen Over this past year I have traveled more miles on this bike then I have on any other bike I've owned. She's been real good to me while traveling to my photoshoots all around the most beautiful parts of the country. // #leicam6y

freckledfrogs Yea buddy just being a fucking stud

handsblakesen #stunning

\_ruckus 🙂



mattharrison24 You two make a beautiful couple

\_beeer Hell ya

ridgenielsen Boss

kurtasinger Glad she found a good home.





Following

650 likes

50w

\_benchristensen Me and my boy //
#RuckusMo

view all 29 comments

dreaming\_outloud @bryce\_\_miller mutiaroq \*\*\*

\_benchristensen @Jenavieve not sure you're going to have to ask @paigechristensen on that one....

morganbrechler Oh geez, he is too cute

lorenbrinton86 10 bucks if you got a kickflip in those boots

tyford Fresh to def! Got my first Hat
@\_benchristensen inspired of course!
Really eatin up my new @stetsonusa life!!

molsmi @raddydolo @yanadolo

\_benchristensen @tyford yes!!!! Send me a photo of it! So pumped for you man.

mrscclass I need a copy of this picture. So



Add a comment...







#### tecovasboots

Following

▼ 0

364 posts 11.1k followers 450 following

Tecovas Making beautiful boots and selling them directly to you since 2015. #tecovas #giveretailtheboot tecovasboots.com















49% of people say they rely on recommendations from influencers when making purchase decisions.

-Twitter and Annalect, 2016

46096

40% of people say they've purchased an item online after seeing it used by an influencer on Instagram, Twitter, or YouTube

-Twitter and Annalect, 2016

Influencer marketing content delivers 11X higher ROI than traditional forms of digital marketing.

-TapInfluence study with Nielsen Catalina Solutions, 2016

DIGITAL

TV / VIDEO

CREATIVITY





Subscrib



DIGITAL

#### 10 Reasons Why Influencer Marketing is the Next Big Thing

For the visionary marketer, the rise of the social media influencer creates a world of possibilities. It opens up a new channel for brands to connect with consumers more directly, more organically, and at scale.

By Guest July 14, 2015



As the world has shifted to social media, consumers look at fellow consumers to inform their purchasing decisions. Instead of looking at companies, as they did in the past, they now look at each



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# One that has an ability to affect the thoughts, opinions, and behaviors of others.



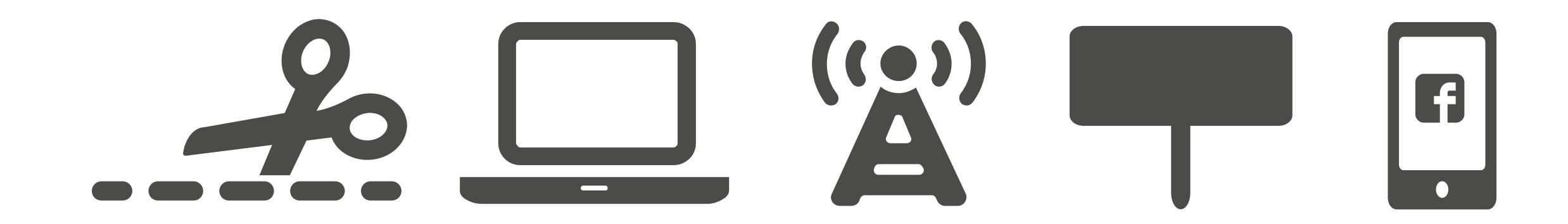
#### INFLUENCER MARKETING

The marketer's mantra has always been to reach the **right audience** with the **right message** at the **right time**.

In today's digital marketing landscape, we could also add that we need to use the **right voice**, **right device** and the **right distribution channel**.

That is where influencer marketing enters the picture.





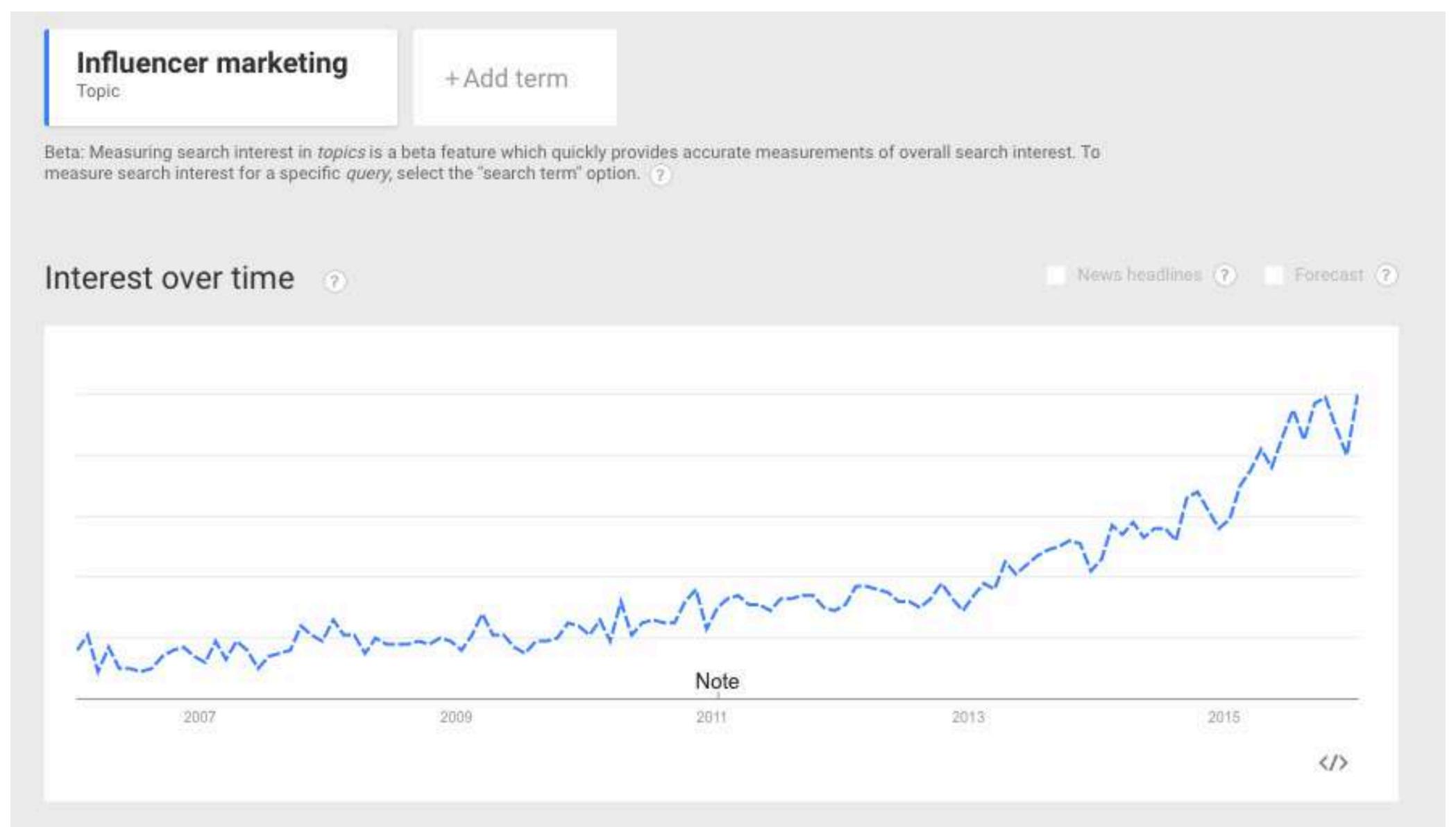






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Google Trends





Meet Hailey



#### Hailey Devine

Something Devine

Passion: Travel & Videography

Fostered a community of over 170K followers through authentically sharing her life stories and passions on social media.





#### haileydevine •

Following

1,993 posts

173k followers

404 following

HAILEY DEVINE British husband, 2 girls, travel, & lots of video making. □:youtube.com/haileydevine >:hello@somethingdevine.com

www.somewheredevine.com











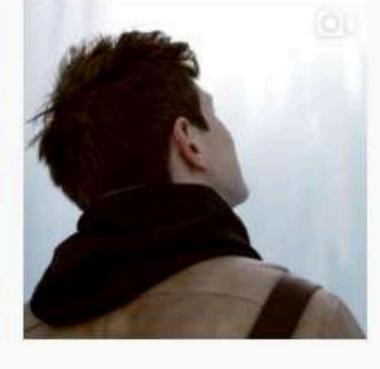


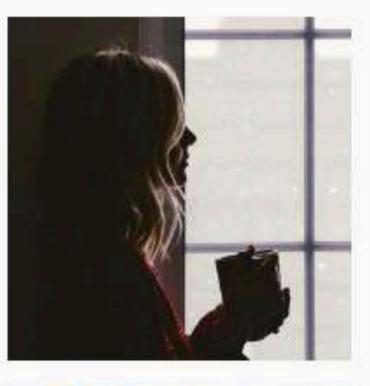














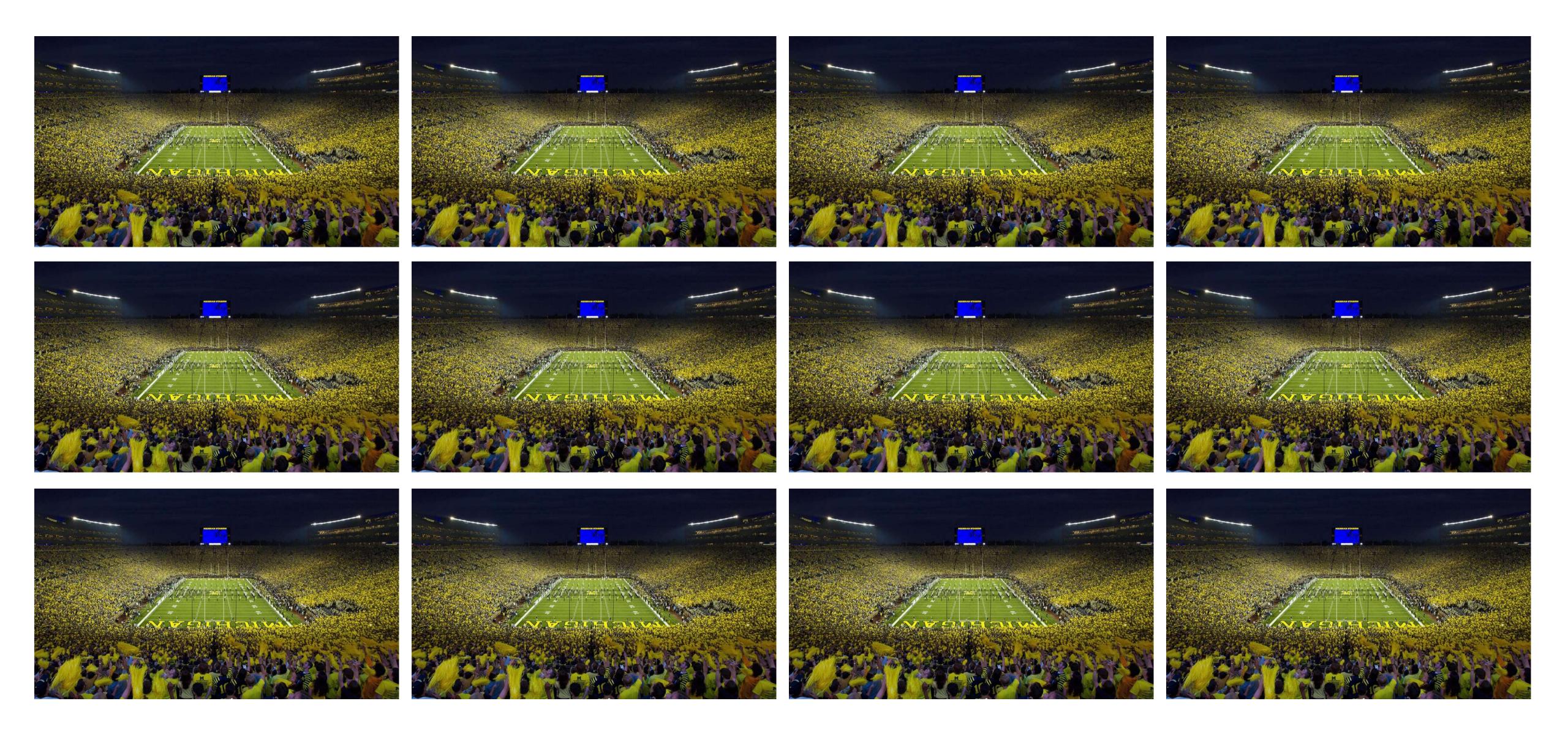












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"Influencer partnerships give you targeted brand reach into traditionally-'difficult to reach' audiences."







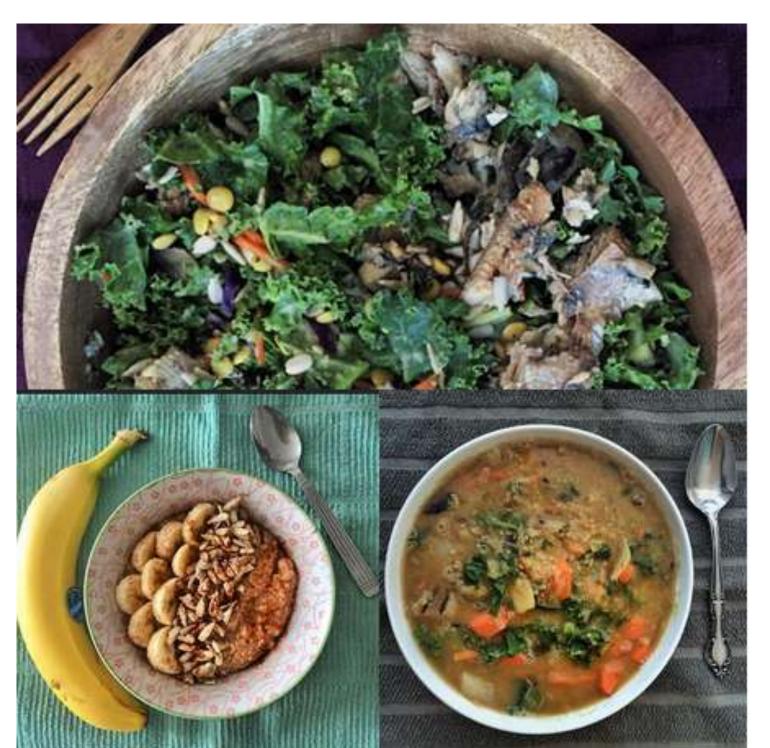


Add a comment...

000

35 Likes







FOLLOW

1,363 likes

200

fitalicious.life DONE Breakfast, lunch and dinner for \$4.52 with ingredients left over! Watch my latest YouTube video on the details to what I made!

Just click the link in my BIO!

ATTENTION All new subscribers are entered to win a \$50 gift card for alphsgrocery (can also be used at MANY other retailers So make sure you subscribe to my channel if you haven't already!! Hope you like my video a

view all 22 comments

#### rachelc\_macy @bee\_web

fitalicious.life @vegeliciouskitchen just had to change a little bit of it! It's back up now!

fitalicious.life @alina\_kotelevskiy thank you

#### vegeliciouskitchen 👍 🗏

rogandashalways Wow (4) everything looks so good. Thank you for doing meals

Log in to like or comment.

000

1,363 Likes





#### Anatomy of a Brand Post:

Creative Concepting

Pre-Production

fitalicious.life DONE Breakfast, lunch and dinner for \$4.52 with ingredients left over! Watch my latest YouTube video on the details to what I made!

Just click the link in my BIO!

ATTENTION : All new subscribers are

Lighting, Staging Photography

Post-Production, Editing,

regardashalway wow everything
looks so good. Thank you for doing meal

Copywriting

Log In to like or comment.

Promotion

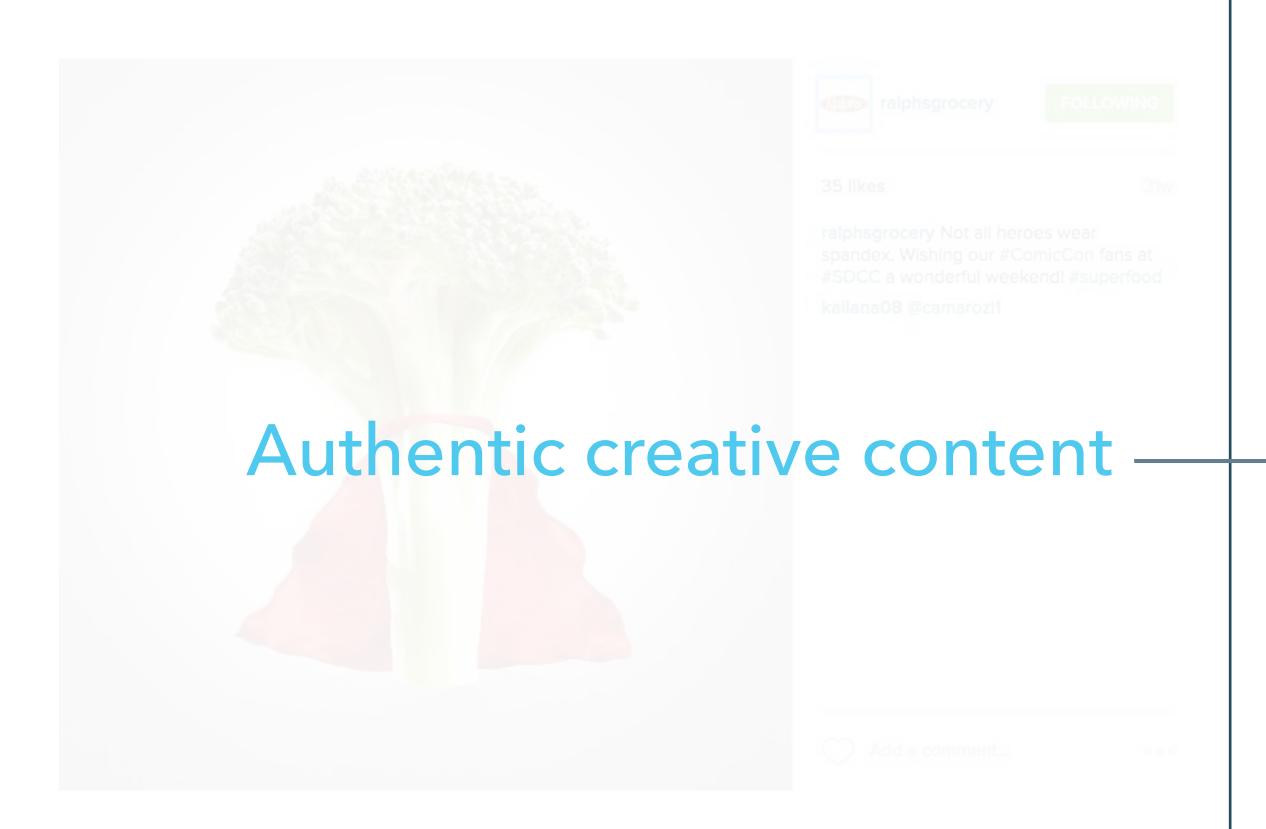
1,363 Likes

AVERAGE: 8 HOURS GUST UNITED

#### Anatomy of an Influencer Post:



#### Given the vision -





Built in audience -



1,363 Likes

# WHEN DONE RIGHT

- ✓ Locally relevant content
- Authentic stories
- ✓ Brand buzz
- ✓ Increased access to new audiences
- ✓ Follower growth on social properties
- ✓ Beautiful, engaging and unique content to share and leverage
- ✓ Increased awareness and support of key initiatives
- ✓ Specific and targeted calls to action

## MARKETING ISN'T AUGUST UNITED



# NOTA SILVER BULLET





















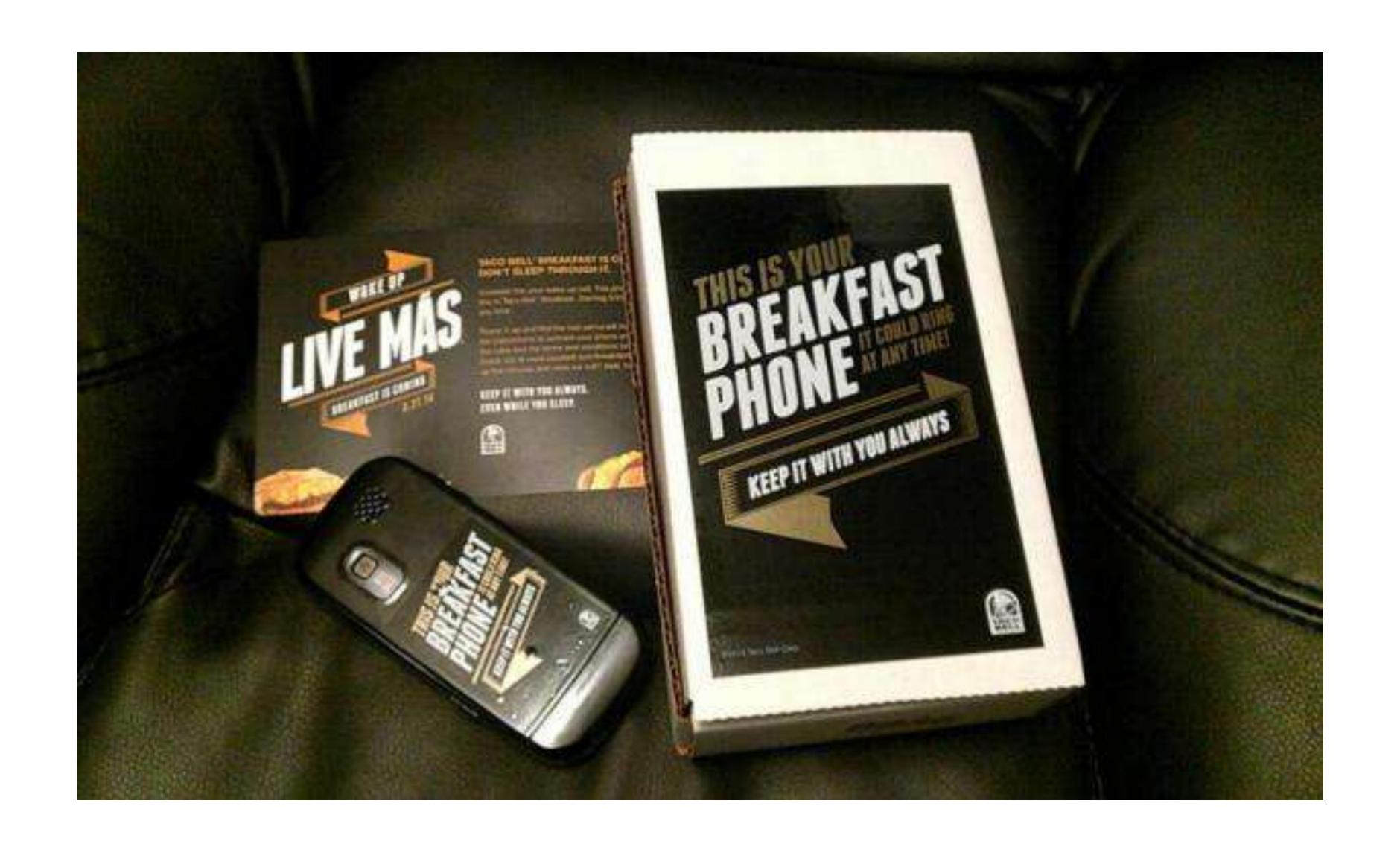
#### Canon





- 10 Youtubers
- 30+ Videos
- 10MM Views
- 330k+ Likes
- 27k+ Shares



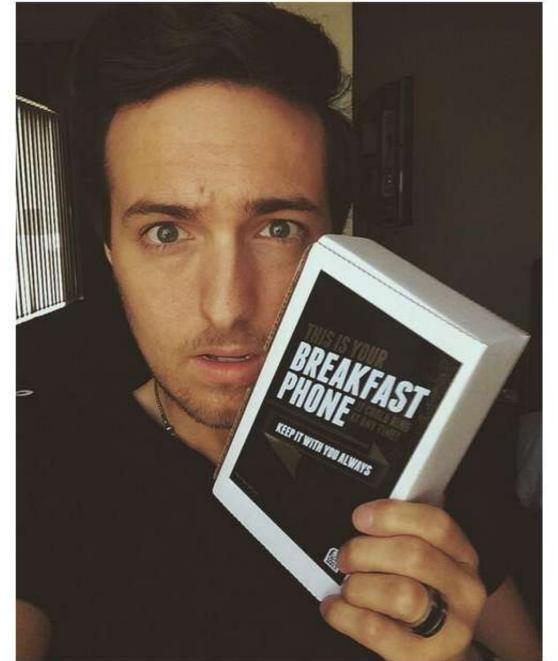








#### Special delivery from @TacoBell!! #BreakfastPhone







This @TacoBell #BreakfastPhone is amazing. It makes/receives calls, comes with its own charger and slides to reveal a keyboard. #humblebrag



7:19 AM - 20 Mar 2014



6 17 \* ...

12:30 PM - 19 Mar 2014

**FAVORITES** 

309









### \$420 Million



















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719 likes

29w

thesodashop\_ Thanks everyone for coming yesterday to support Arizonas first drive thru soda shop! It was so fun to finally meet all of you!

Don't forget to do a yelp review to be entered to win a free drink.

AND tag us in all your photos and use #thesodashopaz to be entered to win a month of free soda! Winners will be announced Tuesday morning!

view all 50 comments

anastacyaflores @leesh252

priscillaacardenas I'm obsessed & so



Add a comment...

000



#### thesodashop\_

Following



166 posts

12.4k followers

2,323 following

The Soda Shop Arizona locals & bit.ly/TheSodaShopAZ















# 1 DEFINE YOUR STRATEGY

- 4 Goals
- **4** Budget
- 4 Set Measurement
- 4 Prep Brief

## IDENTIFY INFLUENCERS

- 4 Google / Social Search Hashtags, Location tags
- Partner/Agency networks:

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- Current fans, followers, email subscribers, loyal customers
- Consider: Niche, Platform, Audience, Engagement Rate, Quantity of Sponsored Posts, Audience Reception to sponsored posts, Content Quality
- Create influencer "litmus test" scoring format

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influencer marketing platform











#### INCENTIVES



#### **Branded Incentives**

Branded incentives are a perfect match for your most loyal of supporters.

Examples can include swag items, early access to new information, custom and exclusive branded items.



#### **Cash Compensation**

Influencers may require cash incentives. Cash incentives should be included in the budget for relevant activations. To give perspective, professional influencers can command from \$100 - \$250,000 for a brand partnership.



#### **Exclusive Experiences**

Invitations to special events or experiences are very powerful incentives and may be leveraged for high profile celebrity and professional digital influencers.



#### **Brand Recognition**

When appropriate publically recognize influencers through owned channels. Brand recognition is one of the most cost effective yet impactful forms of incentive.

## 3 CONDUCT OUTREACH

- Intro email Make it personal
- 4 Phone calls / Video calls
- Warm referrals
- 4 Send the brief



# PREP AND LAUNCH

- Influencer Agreements
- 4 Disclosure Reminder
- Set Measurement Benchmarks
- Integration with supporting marketing

# MANAGE, MEASURE, REPEAT

- 4 Support
- Review Check for accuracy, fulfillment of requirements, disclosures
- 4 Keep the momentum going

### MEASUREMENT:

- 4 Quantity of Influencer Placements
- 4 Quantity of Original Content Created
- 4 Total Impressions
- User Engagement / Views / Brand Mentions / Hashtag usage
- 4 Growth of Owned Properties
- 4 Clicks & Conversions

#### RUNNING AN INFLUENCER CAMPAIGN

- 1 Define your strategy
- 2 Identify influencers
- 3 Conduct outreach
- 4 Prep and launch
- Manage, measure, repeat

## THE RISKS







LIVING WELLNESS

ENTERTAINMEN

#### FOR ULTIMATE COMFORT AND SUPPORT

BEAUTY

#### Why Every Blogger Is Suddenly Wearing This Dress

**FASHION** 

395 SHARES



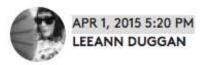






42 COMMENTS

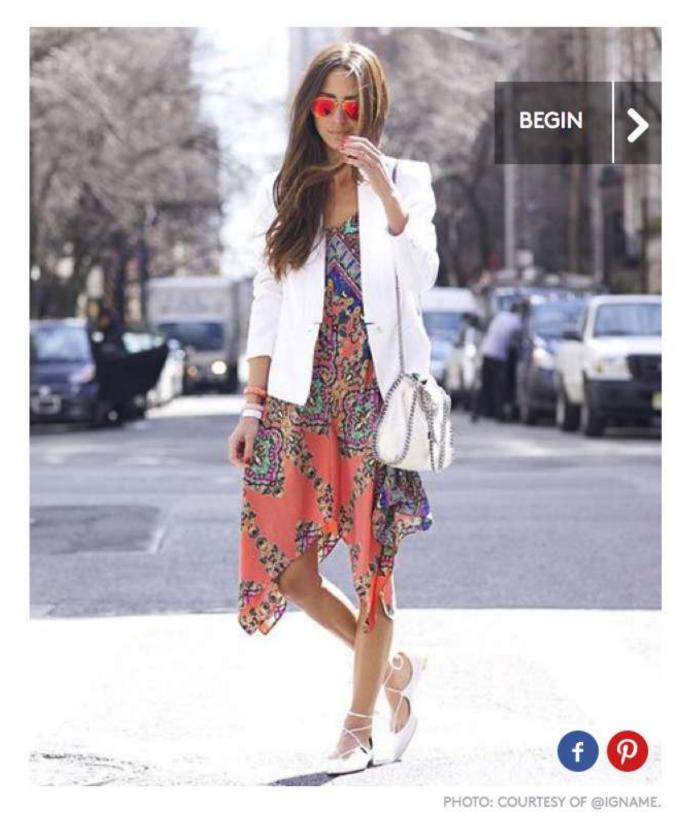




If you follow a few big-name fashion bloggers, this paisley-print, handkerchief-hem summer dress in fetching sherbet pink has probably flown through your Instagram feed once or twice in the last week. If you follow a lot of fashion bloggers, you've likely seen it dozens of times. Did the entire #OOTD crowd decide, en masse, that this was the dress of the summer? Not exactly.

Turns out, the dress is the center of a marketing campaign for Design Lab, a range of fashion-forward pieces from Lord & Taylor. Adweek reports that the brand gifted the style to 50 bloggers who, in exchange for unspecified compensation, posted pics of themselves in it. As Lord & Taylor's CMO Michael Crotty explained to the trade, the logic

behind the blitz was to create a conversation you couldn't ignore:



FOR ULTIMATE COMFORT AND SUPPORT

#### Why Every Blogger Is Suddenly Wearing This Dress











SEE ALL SLIDES

### APR 1, 20 18:20 PM LEEANN DOLGAN If you follow new big- name fashed blogging this paisiev-print, handkerchief-hem summer

dress in fetching sherbet pink has probably flown through your Instagram feed once or twice in the last week. If you follow a lot of fashion bloggers, you've likely seen it dozens of times. Did the entire #OOTD crowd decide, en masse, that this was the dress of the summer? Not exactly.

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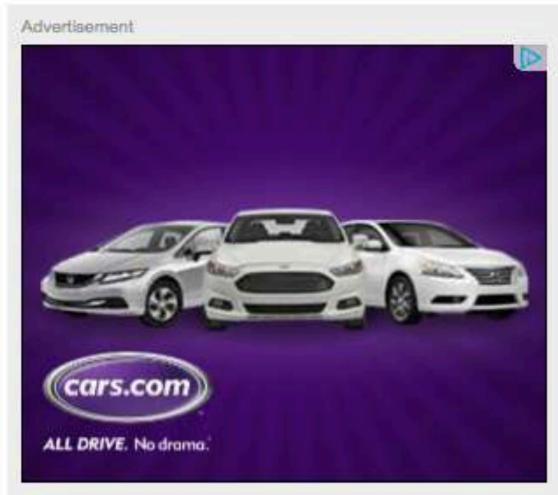
Headlines: Press: Deadspin and Jezebel Staff Mem... TV: FX CEO Says 'Human Curation' I... Tech: Drake's iTunes Sales Shot Up... Ads & Brands: Unraveling the Mystery of the ...

#### Lord & Taylor Got 50 Instagrammers to Wear the Same Dress, Which Promptly Sold Out

Flooding fashion feeds pays off By David Friner

March 31, 2015, 5:44 PM EDT Advertising & Branding





ABOUT THE FTC

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News & Events » Press Beleases » Lord & Taylor Settles FTC Charges it Deceived Consumers Through Paid Article in an Online Fashion Magazine and Paid Instagram Posts by 50 "Fashion Influencers"

Lord & Taylor Settles FTC Charges It Deceived Consumers Through Paid Article in an Online Fashion Magazine and Paid Instagram Posts by 50 "Fashion Influencers"

Promotions Were Part of the Company's March 2015 Design Lab Collection Launch

FOR RELEASE

March 15, 2016

TAGS: Retail | Merchandise & Clothing | Bureau of Consumer Protection | Consumer Protection

Advertising and Marketing | Online Advertising and Marketing

National retailer Lord & Taylor has agreed to settle Federal Trade Commission charges that it deceived consumers by paying for native advertisements, including a seemingly objective article in the online publication Nylon and a Nylon Instagram post, without disclosing that the posts actually were paid promotions for the company's 2015 Design Lab clothing collection.

The Commission's complaint also charges that as part of the Design Lab rollout, Lord & Taylor paid 50 online fashion "influencers" to post Instagram pictures of themselves wearing the same paisley dress from the new collection, but failed to disclose they had given each influencer the dress, as well as thousands of dollars, in exchange for their endorsement.

In settling the charges, Lord & Taylor is prohibited from misrepresenting that paid ads are from an independent source, and is required to ensure that its influencers clearly disclose when they have been compensated in



En Español

#### **Related Cases**

Lord & Taylor, LLC, In the Matter of

#### **Related Actions**

Lord & Taylor, LLC; Analysis of Proposed Consent Order to Aid Public Comment

#### For Consumers

Blog: Lord & Taylor's fashion faux posts

Video: Online Reviews and

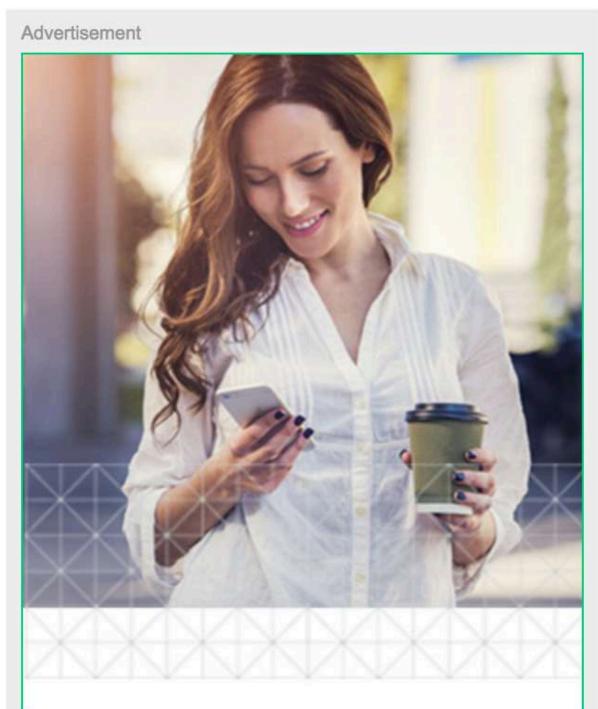
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#### FTC Slams Lord & Taylor for Not Disclosing Paid Social Posts and Native Ads Brand

agrees to settle charges it deceived customers By Patrick Coffee

March 15, 2016, 3:56 PM EDT Advertising & Branding





### MITIGATE RISK:

- · Create a thorough vetting process
- · Always use influencer agreements
- Stay in close communication
- Check for FTC compliance
- Have an influencer valuation process in place

### ROCKIE MISTAKES:

- Unfocused approach to identification
- Dealing with rising rates
- Dealing with talent managers
- Using influencer marketing only as a support to social
- Valuing follower counts over engagement / quality
- No integration with PR
- Not checking/enforcing proper disclosure
- Working with too many people that don't care
- Spreading yourself/budget too thin.
- Taking the easy way out and over-automating

#### 7 KEY TIPS FOR AWESOME INFLUENCER MARKETING

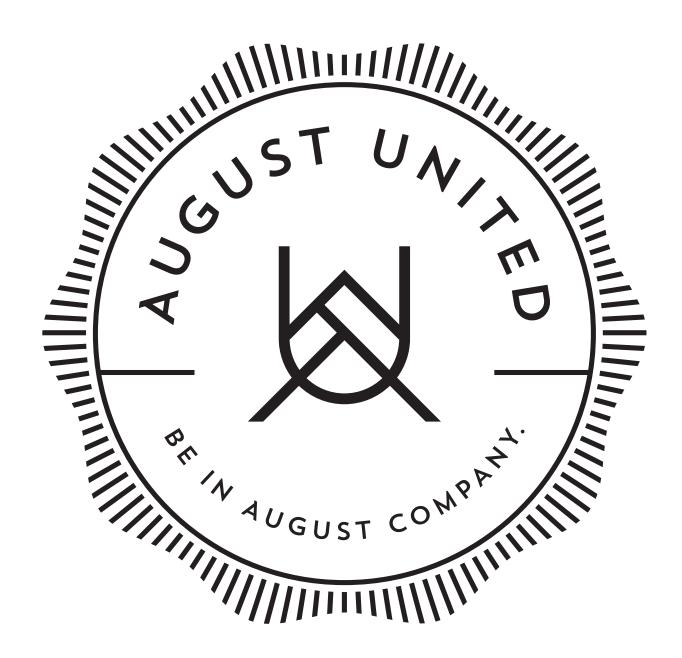
- Start with sound strategy
- Influencers are people, not "ad units"
- Create truly remarkable experiences
- Consistent activations, not just a campaign

- **5** Be authentic
- Test, survey, measure, and go forth
- Evangelize your success, make more



## ONWARD





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