

Nutshell



An ISA Publication

Volume 2, June 2017



Understanding Influencer Marketing

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From the Chairman's desk

Dear Member,

In this new, exciting and challenging world of digital relationships, word-of-mouth extends well beyond recommendations from friends and family into the realm of Influencer Marketing, which focuses on using key opinion leaders to drive your brand's message to the larger market.

In an age where consumers are wary of any advertising, brands have to adopt strategies that incorporate their products, services and offerings into the content in a non-intrusive manner.

This issue of the Nutshell, with case studies extracted with permission from our partner, WFA (World Federation of Advertisers) attempts to understand, "Influencer Marketing" and offers a guided approach in its implementation.

Do share your feedback with us on isa.ed@vsnl.net

Regards,



Sunil Kataria
Chairman

Influencer Marketing

Case studies extracted with permission from



Consumers don't want ads. They can't stand ads. They skip them, they ignore them, they let them run in the background while they stare at their phones. Instead, brands are going to need to adopt strategies that incorporate their products, services, and offerings into the content that is already being consumed. It's not about taking away from where a consumer's attention is placed. It's about integrating organically with that place, to be a part of it. Influencer Marketing is 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 or pay influencers to get the word out for you.

What is Influencer Marketing?

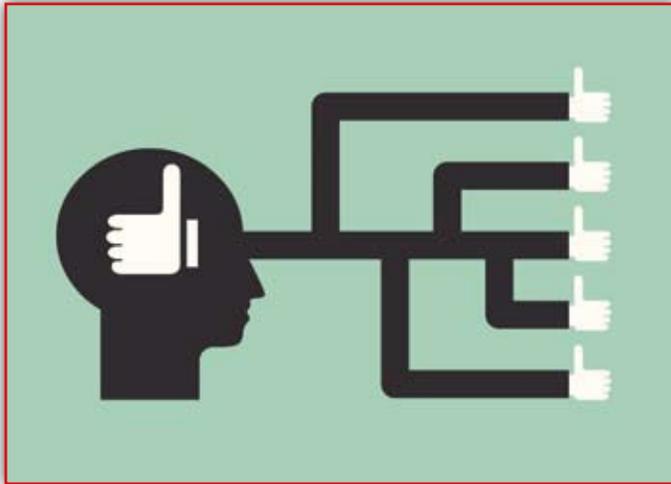
Influencer Marketing is a type of marketing that focuses on using key leaders to drive your brand's message to the larger market. Rather than marketing directly to a large group of consumers, you instead inspire, hire or pay influencers to get the word out for you.

Influencer content may be framed as testimonial advertising where they play the role of a potential buyer themselves, or they may be third parties. These third parties exist either in the supply chain (retailers, manufacturers, etc.) or may be so-called value-added influencers (such as journalists, academics, industry analysts, professional advisers, and so on). Influencer marketing often goes hand-in-hand with two other forms of marketing: social-media marketing and

content marketing. Most influencer campaigns have some sort of social-media component, whereby influencers are expected to spread the word through their personal social channels. Many influencer campaigns also carry a content element in which either you create content for the influencers, or they create the content themselves. Though social-media and content marketing often fit inside influencer campaigns, they are not synonymous with influencer marketing.



The truth is, when a social media personality you follow day in and day out wears something, drinks something, shows you something, you pay attention to it. And the key word here is *attention*. The advertising landscape is quickly changing, and the ones who fail to adapt are going to get left in the dust, big time.



Word-of-mouth, as is common knowledge, is one of the most valuable forms of marketing out there. It's been shown to influence 20 to 50 percent of all purchasing decisions. After all, potential customers are much more likely to be receptive to recommendations from a person they respect and trust than of ads or other corporate messaging.

In the new world of digital relationships, word-of-mouth extends well beyond recommendations from friends and family into the realm of influencer marketing. In fact, research from Twitter shows that 49 percent of consumers seek purchase guidance from social media influencers, and 20 percent said that a Tweet from an influencer inspired them to share their own product recommendation. Even more important for marketers, nearly 40 percent of Twitter users said they had made a purchase as a direct result of an influencer's Tweet. And on Instagram, the amount brands are spending with influencers is over \$1 billion

per year, according to a study from Mediakix



One thing is clear. Consumers don't want ads. They can't stand ads. They skip them, they ignore them, they let them run in the background while they stare at their phones. Instead, brands are going to need to adopt strategies that incorporate their products, services, and offerings into the content that is already being consumed. It's not about taking away from where a consumer's attention is placed. It's about integrating organically with that place, to be a part of it.



If your company isn't utilizing influencer marketing yet, you are missing out. It's only going to become more popular, more profitable, and truthfully, more competitive. Handing a popular celebrity your shaker cup

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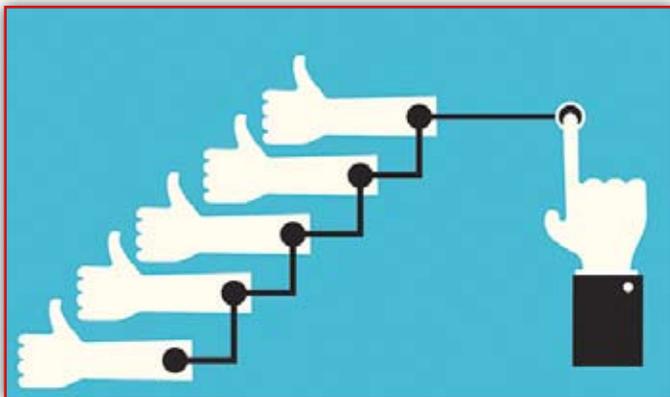


amazon.in

* Based on consumer feedback and mean decrease in surface skin temperature as per instrumental measure. Skin temperature returns to normal subsequently. #Based on consumer feedback.

and asking them to tell their friends to buy it isn't enough.

You're going to have to get more creative if you want to keep the attention of your consumers. A recent survey revealed 84% of marketers plan on executing at least one influencer marketing campaign during the next 12 months.



What's the Difference between Word-of-Mouth Marketing and Influencer Marketing?

Although some people use word-of-mouth marketing and influencer marketing interchangeably, there's a real difference between the two disciplines. Whereas influencer marketing is the concept of engaging key individuals to leverage their influence among friends and family, word-of-mouth marketing is the actual avenue by which this communication takes place. So, almost all influencer marketing includes word-of-mouth marketing activities by its nature, but not all word-of-mouth marketing is driven by influencer campaigns.

Is Advocate Marketing the same as Influencer Marketing?

Advocate marketing isn't influencer marketing, either. The best way to understand the difference is that advocate marketing

focuses on encouraging or incentivizing already-loyal customers to share their love of your brand or product. The sharing might happen by way of product reviews and customer references.

With influencer marketing, you're more focused on finding influencers—not necessarily current customers—to spread your message. Another distinguishing factor between influencer marketing and advocate marketing, is that influencers are almost always paid in some way, either with money or free products. Advocate marketing focuses less on payment, more on driving brand loyalty, which in turn multiplies the number of vocal advocates.



Identifying Influencers

The first step in influencer marketing is to identify influencers. Influencers are specific to discrete market segments, and are used as conduits to the entire target segment. While there are lists of generic influencers (such as the TIME 100) they have limited use in marketing programmes, targeted at specific segments. You can use social media tools to find influencers based on keywords or those that belong to specific industry verticals.

Additionally, market research techniques can be used to identify influencers, using pre-defined criteria to determine the extent



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Nutshell

and type of influence. Broadly there are five attributes of influencers:

- **Activists:** Influencers get involved, with their communities, political movements, charities and so on.
- **Connected:** Influencers have large social networks.
- **Authoritative:** Influencers are looked up to and are trusted by others.
- **Active minds:** Influencers have multiple and diverse interests.
- **Trendsetters:** Influencers tend to be early adopters (or leavers) in markets.



In the study of what traits are associated with the top influencers, there are found to be 4 archetypes of influencers:

- **Educators** - thrive on helpfulness and insightfulness
- **Coaches** - thrive on helpfulness and engagement
- **Entertainers** - thrive on engagement and inspiration
- **Charismatics** - thrive on insightfulness and inspiration

Most of the literature on influencers focuses on consumer markets. There is less insight

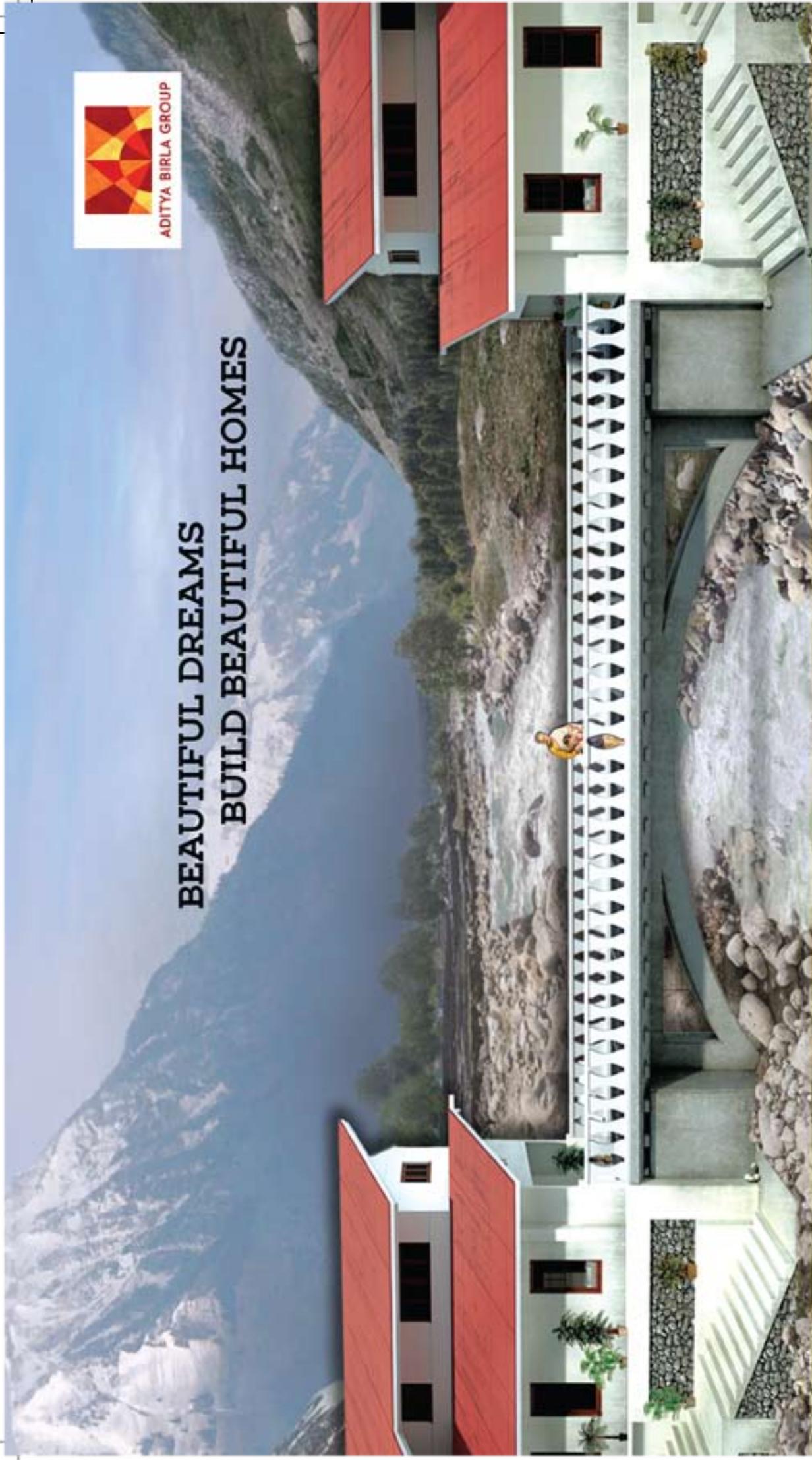
into business-to-business influencers. A key distinction between consumer and business markets is that most of the focus in consumer markets is on consumer influencers themselves. This is because word-of-mouth communication is prevalent in consumer environments. In business marketing, influencers are people that affect a sale, but are typically removed from the actual purchase decision. Consultants, analysts, journalists, academics, regulators, standards bodies are examples of business influencers.



Not all business influencers are equal. Some have more influence than others, and some mechanism of ranking is required to distinguish between key influencers and less impactful people. A model for ranking business influencers has been developed by Influencer50, thus:

- **Market reach** – The number of people an individual has the ability to connect with.
- **Independence** – Whether an influencer has a vested interest in promoting a particular point of view.
- **Frequency of Impact** – The number of opportunities an individual has, to influence buying decisions.

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- Expertise – How much of a subject-matter expert is the influencer.
- Persuasiveness - The degree of consequence of ignoring an influencer’s advice.
- Thoroughness of Role - The extent to which influence is exerted across the decision lifecycle.



Payment of Influencers

Influencer marketing tends to be broken into two sub-practices: earned influencer marketing and paid influencer marketing. Earned marketing stems from unpaid or pre-existing relationships with influencers or third party content that is promoted by the influencer to further their own personal social growth. Paid influencer marketing campaigns can take the form of sponsorship, pre-roll advertising or testimonial messaging and can appear at any point in the content. Budgets vary widely and are usually based on audience reach.



Applications

Some marketers use influencer marketing to establish credibility in the market, others to create social conversations around their brand, others yet to drive online or in-store sales of their products. The influencer marketer can also take to marketing diversified products and services, leveraging upon the credibility earned over time. Therefore, the value that influencer marketing creates can be measured in multiple ways. Some marketers measure Earned Media Value (EMV), others track impressions, while others track Cost Per Action (CPA).



Influencer marketing derives its value from three sources:

1. Social reach: Influencers are able to reach millions of consumers through their social channels and blogs.
2. Original content: Influencers produce original, and oftentimes effective, marketing content for the brand.
3. Consumer trust: Influencers maintain strong relationships with their audiences, who have a certain level of trust in the influencer’s opinions.

What are the Key Components of Influencer Marketing?

Since influencer marketing is a discipline all its own, you'll need a few unique components to build an influencer campaign. Here are the steps to build influencer campaigns:

1. Planning Your Influencer Marketing Strategy
2. Influencer Identification & Selection
3. Content Collaboration and Campaign Workflow
4. Optimized Distribution
5. Monitor & Analytics

However, before you start looking for influencers or create a strategy, you'll want to determine a few key things to help set the stage. You'll need to: know your audience, set clear goals, and define how you'll measure success.

Know Your Audience

A common mistake brands and agencies make, is to decide first the type of influencers they would like to work with. We recommend stepping back and looking at your audience. Who are you trying to reach? Who is the target market for your message?



Set Clear Goals:

Many of the common goals for influencer marketing campaigns are: brand awareness, get people to try a product, gain social media followers, and increase sales.

Define how you'll measure Success:

The last key ingredient is how you or your client plan to measure success. These often roll up to higher level marketing goals or key performance indicators (KPIs) you hope to achieve. By setting up the right tracking methods, you'll be able to identify where a consumer is in the decision-making journey, i.e., Awareness, Purchase Consideration, Preference, or Loyalty.



What are the Key Components of Influencer Marketing?

1. Planning Your Influencer Marketing Strategy

Developing a successful influencer marketing strategy takes careful thought and planning.

2. Influencer Identification & Selection

Depending on budgets and scope of your campaign there are four main ways to identify influencers to work on your campaigns.

Google – This used to be the main way brands

and agencies found influencers to connect with. This method requires individual searches, then scanning webpages for contact info, and then populating spreadsheets to keep track of it all.



Databases – Do site scraping and pulling publicly available data. These are good places to start but be prepared to spend time vetting each influencer and communicating with them directly.

Networks – This method of connecting with influencers sits in the middle of a database and a marketplace. A network has relationships with the influencers, but will require for you go through them to reach out.

Marketplaces – A marketplace will offer the best of database by pulling in real-time information, along with avoiding the middleman, like you get with a network.

Influencers come in all shapes and sizes and with varying levels of influence. We bucket them into categories because each bucket serves a different purpose and is motivated differently.

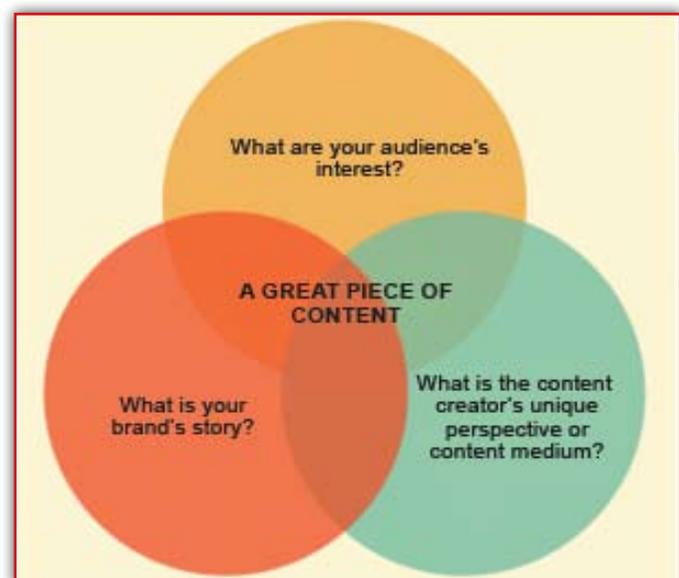
Celebrity Influencers – These social media stars have broken out and command a pretty penny to work with, but they are leveraged for

their own brand name and cache of followers. They can deliver on a large scale and are great to use as the face of a campaign.

High-Quality Content Creators – These are the high volume content producers that have attracted a sizeable audience, because they've gotten to know them during their building process. These people know how to create content for a certain type of audience and have data to understand what works and what doesn't.

Buzz Builders and Promoters – are great at getting the word out and have audiences that range in size. Some are large deal, focused bloggers, and others are known for spreading the word on what's hot and can help get your brand the attention you are looking for. They will help you scale your outreach efforts with a little collaboration.

Advocates and Employees – These brand ambassadors naturally love your brand and can be found online talking about you already. Pay attention to your social channels and invite them to share and create content. These people already love your brand and are willing to talk about what you are doing.



3. Content Collaboration and Campaign Workflow

The key to any great influencer marketing campaign is creating great content. Content that is compelling to its target audience, authentic to the storyteller's voice, and delivers against your brand objectives. If even one piece of this equation is missing, the content will fall flat. How do you create great content?

Give 'em something to talk about

One way this can be done, is by giving your influencers an experience or brand immersion they won't be able to stop talking about. Experiences provide the creative inspiration influencers crave, and also align nicely with your brand messaging, since you control the atmosphere.

Other ways you can engage your audience are, to create a conversation, promote sharing, let them shop content, drive them to a brand destination, or crowd-source new ideas.

4. Optimized Distribution



Using influencers to create content that will attract the right audience is the bedrock of any influencer marketing strategy. But it doesn't just stop with the content being posted on their site, or across their social channels. So what else can you do with it? Build a content strategy to extend its usefulness over your

whole marketing strategy. Use influencer content in quotes and testimonials. Feature top tier celebrity influencers in your TV or print ads. Even share your content in a dedicated section of your brand newsletter.

5. Monitor & Analytics

Different metrics and methods for measurement can be used to define your success as it ladders to your original goals. Take a look at how online actions map to the consumer decision journey:

AWARENESS	CONSIDERATION	PREFERENCE	PURCHASE	LOYALTY
Reach	Clicks	Sharing	Clicks to e-commerce	Sharing
Views	Votes	Likes / Follow	Conversions to sale	Referrals
	Content Views	Data Capture	Coupons/ Exclusive Offers	User-generated content
	Brand Study	Social Listening	Tracking tags	
	Comments	Brand Study		

As you collect data, you can start to use this to optimize your influencer marketing efforts. You can rank your influencers based on output, what content resonates with your audience, and which of their social channels are best for distribution.

Social Media

Web services can be used to trawl social media sites for users who exert influence in their respective communities. The social influencer marketing firm then asks those influencers to try client products or services and discuss them on their respective social networks. Clients can then observe, through an enhanced digital dashboard, with metrics that measure the dissemination of brand mentions across numerous web platforms.

There are at least 70 companies offering online influence measurement. Advocates of this online-only approach claim, that online

activity reflects (or pre-empts) the trends in offline transactions.

Influencer Marketing Best Practices

Influencers are becoming increasingly important in the social media world, and they expect to be recognized for the value they bring to your brand. Here are some key ways to ensure you build influencer relationships that are beneficial over the long term.

Reach out slowly

Once you identify a social media influencer you want to engage with, start the connection process by reaching out through content they are already sharing, and conversations they are already starting or leading. Twitter chats are a great way to do this. If you know your potential social media influencer is hosting a Twitter chat, be sure to mark the date and participate. If they have a blog, comment on their blog posts to show that you are actually reading their content.

Once you've begun to build rapport, the relationship can bloom into a mutually beneficial one.



Create mutual value

As a marketer, you're probably focused on the value that influencers can provide to your brand, not the other way around. But to

create a meaningful and lasting relationship, influencers must also derive value from partnering with your brand—and not just in the form of cold, hard cash (although that always helps).



“Value” doesn't only mean financial compensation; it simply means that the perceived benefit of the partnership is equally important to both you and the influencer. It could involve a content swap, an introduction to a unique community, or some kind of swag or product placement, but always keep in mind that mutual value will be the key driver of long-term influencer relationships.

Go for a consistent look, feel, and tone

When choosing an influencer, in addition to finding a fit for your niche market, you need to find someone who's producing content with a similar look and feel to your own, and whose tone is appropriate for the way you want to present your brand to potential customers. This will make it much easier for the brand and the influencer to share, swap, and collaborate without creating a disjointed feel in either party's social media posts.

A social media influencer who has worked hard to build a following will not accept a deal that makes their own personal brand seem

inconsistent. And allowing the influencer creative freedom is much easier when you know that their content will gel with your own. Combining your efforts creates the best results—data from Twitter shows that exposure to a brand Tweet creates a 2.7 times lift in purchase intent, but exposure to both a brand Tweet and an influencer Tweet more than doubles that lift to 5.2 times.

Measure the results

Social media influencers should be able to provide analytics and detailed reports on the reach of their posts, but remember that you're also looking to track engagement. This can be tricky, with 47 percent of respondents to a recent survey saying that proving the value of their influencer marketing campaigns is their biggest measurement challenge. Hootsuite allows you to measure campaign success by tracking mentions of the brand or campaign hashtags with social listening streams.



Remember that influencer marketing is one of the hottest online marketing trends right now, but you still need to do your research, ensure your efforts align with your overall marketing strategy, and test and track your results to improve performance, just as you would with any other marketing tool.

Ten Influencer Marketing Tools

A list of influencer marketing tools to help you find influential people to partner with, and track the success of your campaigns are.

1. Influencer Strategy Template



Stop chasing online personalities that have little sway over your target audience. This template will help you map out your influencer marketing strategy.

2. Followerwonk (free tool)



This tool by Moz makes it easy to find relevant influencers on Twitter by topic and location. Use it to build a list of potential influencers to engage and partner with. Pro tip: create a Twitter list for these individuals for easy reference.

3. Hootsuite (free tool)



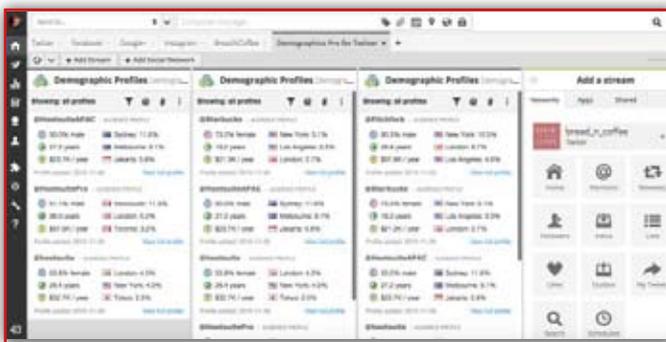
You can use Hootsuite search streams to discover social media influencers by monitoring conversations relevant to your industry. Who is your target audience engaging with? Whose content are they sharing? These people have clout that can help your brand expand its reach.

Once you have a set of influencers to follow, you can add them to a Twitter list and save it as a stream to easily track what they share and who they engage with—learn from the best.

4. Demographics Pro for Twitter (free tool)



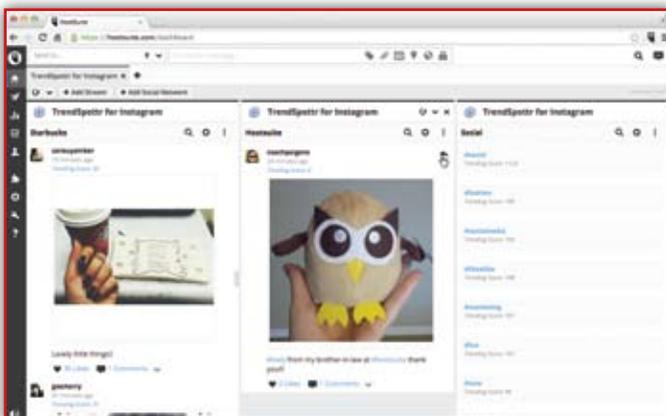
Use this tool to determine whether an influencer's audience is right for your brand. The app will give you relevant data on a user's following, including average age, income, location, likes, interests, and profession.



5. Trendspotr for Instagram app



Find the top trending photos, videos, and influencers for any tag or topic with TrendSpotr for Instagram. The app also makes it easy to engage with key influencers, view trending hashtags, select from a list of popular tags, and easily share trending posts with your social networks.



6. Streamview for Instagram



Find local Instagram influencers posting in your area (or an area you choose to track). You can monitor for locations and hashtags, or combine search terms for advanced listening.

7. UTM Parameters (free tool)



These short text codes can be added to a URL to track important data about website visitors and traffic sources. Create them for your influencers to use when they share content on social media so you can track how much engagement the campaign is receiving.

Use the Hootsuite dashboard to create UTM parameters in a few simple steps. Then, you can share the links with your social media influencer or easily add these parameters to your posts.

8. Facebook's Pixel (free tool)



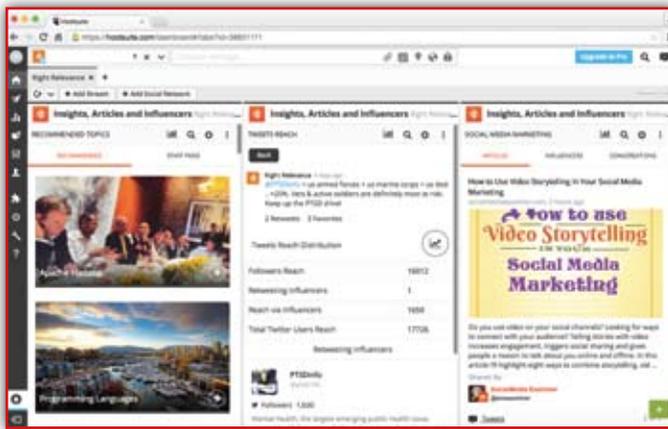
This tool makes it easy to track conversions from a Facebook ad, optimize ads based on data collected, build targeted audiences for future ads, and remarket to qualified leads (people who have already taken some kind of action on your website).

If your influencer marketing strategy includes a Facebook ad component, you can use a pixel's remarketing capabilities to expand an influencer's reach and connect with a new and relevant audience.

9. Right Relevance Pro



This app identifies and ranks industry influencers and uses their inherent trust to discover content relevant to your audience. This makes it easy for you to find and share content that will help expand your businesses' reach on social media.



a detailed request, including storyboards for a type of photo or video. Then, the creators would fulfil it, usually posting the content on their own channels. That was it. But more brands are using influencers as creatives, coming to them with RFPs and briefs, then letting them plan for and execute entire campaigns that appear as advertising. It marks a sea change: cheaper and faster, influencers are essentially replacing agencies as content arms.

On the Friday before the Super Bowl this year, Bud Light's parent Anheuser-Busch called Hashoff, an influencer measurement company, who together identified 20 micro-influencers on Facebook and Instagram. The influencers created 40 pieces of videos and images that Bud Light used throughout the Super Bowl weekend, producing 866,000 organic views. "The market right now is moving, so brands can use technology to create relationships with influencers, and the thinking is evolving to have more of an ongoing relationship," said Hashoff CEO Joel Wright.

10. Insightpool



Do your busy @mention streams make it more difficult to engage with influencers? Insightpool's single-click response interface makes it easy to cut through the noise and connect with key individuals.

Case Studies

(Extracted with permission from )

An increasing number of brands are going straight to Instagram stars and social stars on other platforms to make creatives, thus cutting their agencies out of the process.

Influencers have long been used as production machines: Agencies would come to them with



InstaNatural, a skin care brand sold primarily online, has entirely eschewed agencies in favour of using influencers, said CMO Ethelbert Williams. Content created by social stars lives everywhere: on their own site, social channels and other retail channels. For example, the below posts by @villemo20 featured skin care

products from the company that InstaNatural also used on Amazon.



An InstaNatural influencer hit

“Influencers are incredibly important to driving social proof and credibility along our shopper journey,” he said. “We are working directly with influencers to have stronger control around our brand experience and also foster deeper relationships with these personalities.”

At Delmondo, which helps brands find influencers who then act as their creative teams, CEO Nick Cicero said brands usually come up with a research portion: they’ll find the types of influencers they want to work with. Then, they create a brief that is sent to the influencers, and the creators come back

with storyboards and ultimately produce pieces. The company is working with a large computer brand to find influencers who will create content for Instagram and Snapchat that will entirely appear in paid posts.

One example of brands using influencers this way is Shaun McBride, a Snapchat creator known as a Shonduras. Recently, he signed a deal to become a creative strategy consultant with Viacom’s marketing group. McBride will create original content as well as consult on campaigns for all of Viacom’s advertisers on social platforms, according to Variety. The pitches he works on will have an “Approved by Shonduras” stamp.

Williams said that without agency fees, influencers are often cheaper. Perhaps equally important, there is more control of brand experience and content.

“Between high agency mark-ups, creative fees and imaginary fees, brands are saving money by just going direct,” said Cicero.

Adrien Koskas, general manager for the U.K. L’Oréal Paris, said influencers are a hugely important part of their creative process. Koskas has a team that is tracking them — much like how brands source agencies — and has annual contracts with 23 influencers for its True Match product.

“Influencers can have a role beyond using brands in their feeds,” said Koskas. “I don’t want to go through agencies, and we have direct contact, and that’s the big differentiator. If you have an agent, plus their agency, you have too many people; you lose communication and money, too.”



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