# Social Media Influencer Marketing

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Member, Canadian Marketing Association

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Travel videographer, blogger, and influencer

Worked with many brands & tourism boards - Germany Tourism, Air Canada Vacations, Ontario's Southwest, and Honda Canada

Tourism Toronto Local Ambassador

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YouTube: youtube.com/seeyousoonca

Facebook: facebook.com/seeyousoon.ca

# What is Social Media Influencer Marketing?

*Influencer marketing is a form of collaboration. A business collaborates with an influential person to promote something. It could be a product, service, or campaign.*

# Social Media Influencer Marketing

- More than two-thirds of North American retailers use some form of influencer marketing. (Source: Hootsuite, 2019)
- The right influencer can reach your target audience, build trust, and drive engagement.

9:41 PM
Instagram
songofstyle
Paid partnership with amandawakeley - LA >

katebuilds • Following
Clarington
katebuilds Can you tell that @daveycbuilds and I are excited to be working with @royalbuildingproducts on the Sandlot using their Celect Cellular PVC siding in Wrought Iron?! It's such a beautiful colour and it's been a breeze to install. We'll be doing lots of updates as this project comes together. Happy Tuesday everyone!
#katebuilds #femalecontractor #buildwomenup #buildlikeagirl
Liked by jo_alcorn and 1,228 others
MAY 21
Add a comment...
Post

Secure | https://www.facebook.com/savvymom/

SavvyMom

Emily | Home | Create

SAVVY MOM .CA

SavvyMom

@savvymom

- Home
- Posts
- Email Signup
- About
- Videos
- Photos
- Events
- Reviews
- Notes
- Groups
- Community

Create a Page

Like | Follow | Share | ...

Sign Up | Send Message

Write a post...

Tag Friends | Check in | ...

4.9 **4.9 out of 5** · Based on the opinion of 29 people

Our Story

**Posts**

**SavvyMom**
31 mins ·

Do you bathe a little more frequently in summer? Or stay on the same schedule?

# BIG Beauty Haul!

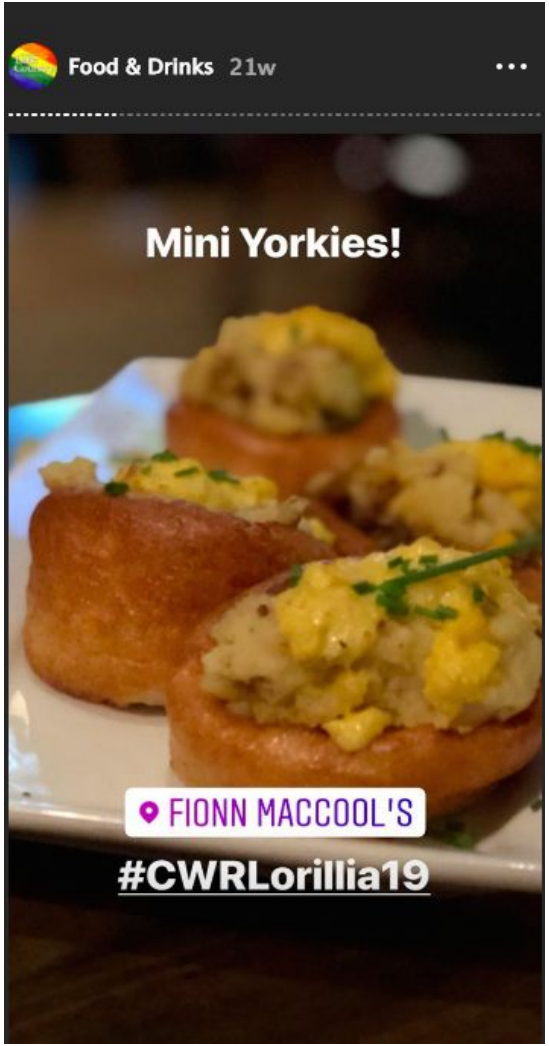
missglamorazzi

Subscribe 2,921,502

974,862

Add to Share More

45,445 518


Food & Drinks 21w
Mini Yorkies!
FIONN MACCOOL'S
#CWRLorillia19

Food & Drinks 21w
Unicorn Pancakes!
125 BREAKFAST CLUB
#CWRLorillia19

●●●●● Verizon 11:57 AM 33%

letthelordbewithyou

♥ 4,291 likes

**letthelordbewithyou** Here you go, at 4pm est, write the below.
Caption:
Keeping up with the summer workout routine with my morning @booteauk
protein shake!

# Why is it Popular?

Consumer behavior is shifting away from television and mainstream celebrities — toward social media channels and influencers driving content within those channels.

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 other and at their favorite personalities.

# Power of Influencer Marketing

Reach brand new audiences

Help establish brand authority & Build awareness

Not pushy!

# Power of Influencer Marketing

Can be viewed as credible

Can be affordable

Helps build much more meaningful interactions than paid ads

# Influencer Marketing Content

Instagram posts

Instagram Stories

Blog posts

Facebook posts

Tweets

YouTube videos

# Types of Influencers

1. Nano-influencers (influencers with between 1,000 and 5,000 followers)
2. Micro-influencers (influencers with between 2,000 and 100,000 followers)
3. Macro- influencers (influencers with 100,00 + followers)

*Influencer Marketing is Always Evolving*

# Disclosure

*“Disclosing a material connection between the brand and the influencer is necessary to comply with laws and regulations.”*

- Advertising Standards Council

Ad Standards Council Disclosure Guidelines - Updated Jan. 2019

Full report:
http://adstandards.ca/wp-content/uploads/2019/02/Influencer-Marketing-Steering-Committee-Disclosure-Guidelines-Jan-2019.pdf

## Do:

# Disclosures should be clear and use widely accepted hashtags

**Hashtags that have been recognized as clear and widely accepted include:**

**EN:** #ad, #sponsored, #XYZ_Ambassador, #XYZ_Partner (where "XYZ" is the brand name)

**In contrast, if a team combined a company name, such as "Cool Stylle" with "ad" to make "#coolstyllead", there is a good chance that viewers will not notice and understand the significance of the word "ad" at the end of a hashtag, especially one made up of several words combined like "#coolstyllead."**

**Other unclear hashtags include:**

#Ambassador, #Partner, #Spon, #PR, #Promo, #PRHaul, #Brand, #Collab, #sp.

**The nature of the material connection is not clear, and these terms are subjective.**

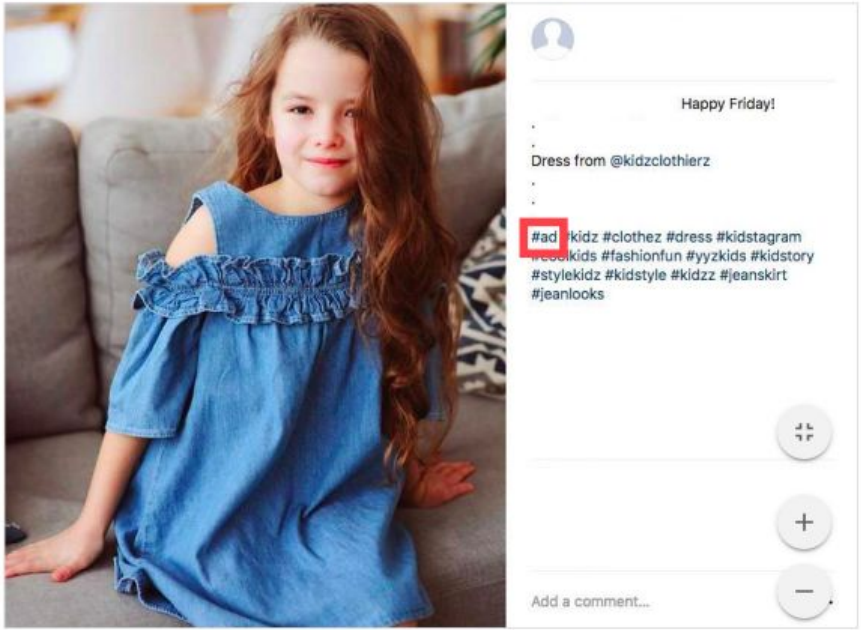
# Don't:
# Hidden Disclosure

## Effective Disclosure Tips

- If a creator uses a lot of hashtags/mentions at the end their content, then the disclosure should always be prior to those hashtags/mentions.
- If disclosures are buried in a hashtag list; or are in overlays that are too small or faint, they could be considered hidden.
- Disclosures need to be clear and conspicuous.

## Highlights in the Example

- While this endorsement included the disclosure #ad, it was buried below the main message of the post and included in a hashtag list that does not make the disclosure clear and conspicuous.



## Do:

# In videos, disclosures should be upfront and identifiable

There is no guarantee that viewers will read, hear or see a message unless it is presented prominently at the beginning of a piece.

It is more likely that a disclosure at the end of the video will be missed, especially if someone does not watch the whole thing. Having it at the beginning is a more effective disclosure method. Having multiple disclosures during the video is most effective.

Disclose before the viewer needs to click for more (i.e. in the first couple lines of the post).

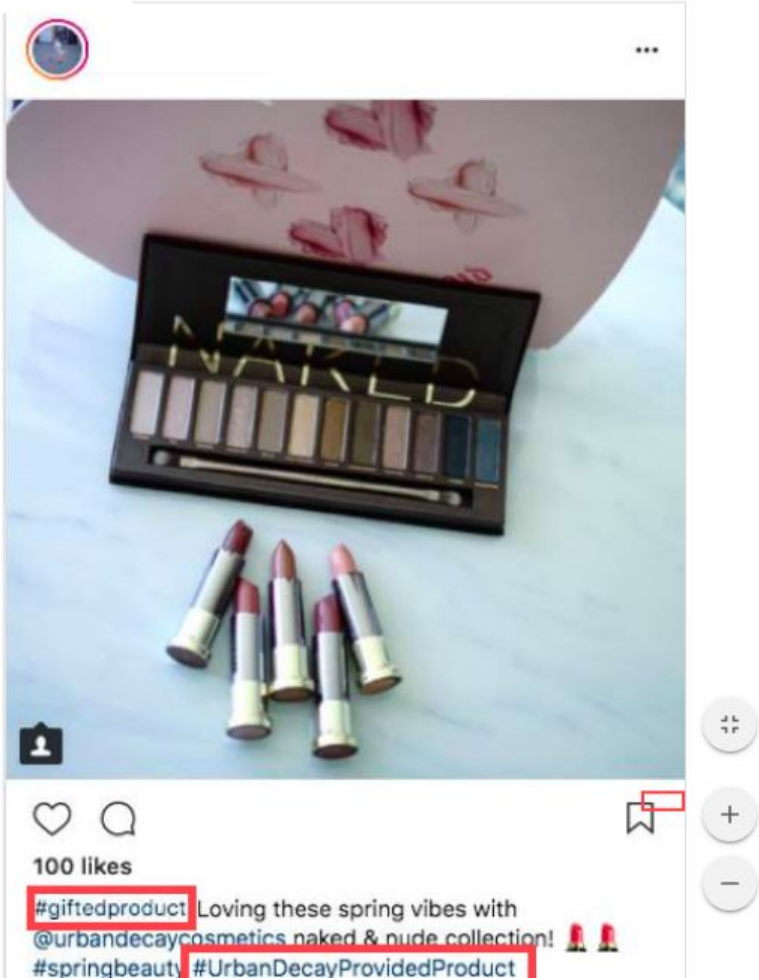
# Instagram:
## Gifted Product

### Best Practices for Disclosing Gifted Products

- Disclosures should be made, even if the exchange is gifted products and no monetary compensation is provided.
- Disclosure should appear in the caption as part of the main message. Disclosure should not be buried amongst hashtags.
- Hashtags are not mandatory; clearly communicated written or audio disclosure may suffice.
- A recommended disclosure hashtag: #giftedproduct, #productreçu.

### Example Highlights

- Clearly articulates the material connection to the viewer.
- For free products, a clear hashtag indicating the nature of the material connection, can be used.



# Blog

## Best Practices: Disclosing Paid Collaborations on Blogs

- Disclosures should be made before a URL (clickable or non-clickable).
- The description of the material connection can be written out, as hashtags do not have functionality on a blog.
- The brand with the material connection should be clearly indicated.

## Example Highlights

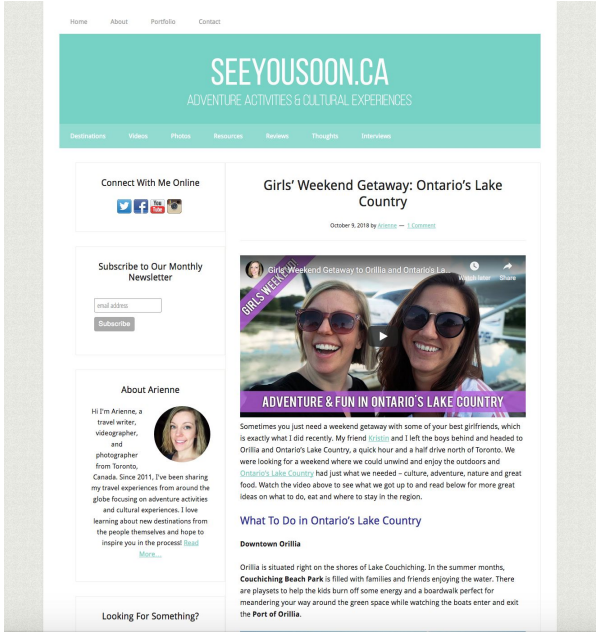
- The influencer clearly outlines the material connection in the main body of the blog post.
- Disclosures are made before any links to sponsoring brands.

# How to Find the Right SMI to Work With

- Identify your goals – brand recognition, highlight a new product or experience, new seasonal menu, etc
- 2 ways to establish a partnership with an SMI - you seek them out, or they find out
- Micro vs macro social media influencers
- Look past the ‘numbers’ – check engagement, quality of content, who their audience is, and how they conduct themselves on social media
- Follow the person for a week or so (longer even better) to get a good sense of how they operate, then reach out
- If they’re approaching you, still check out their social media activity

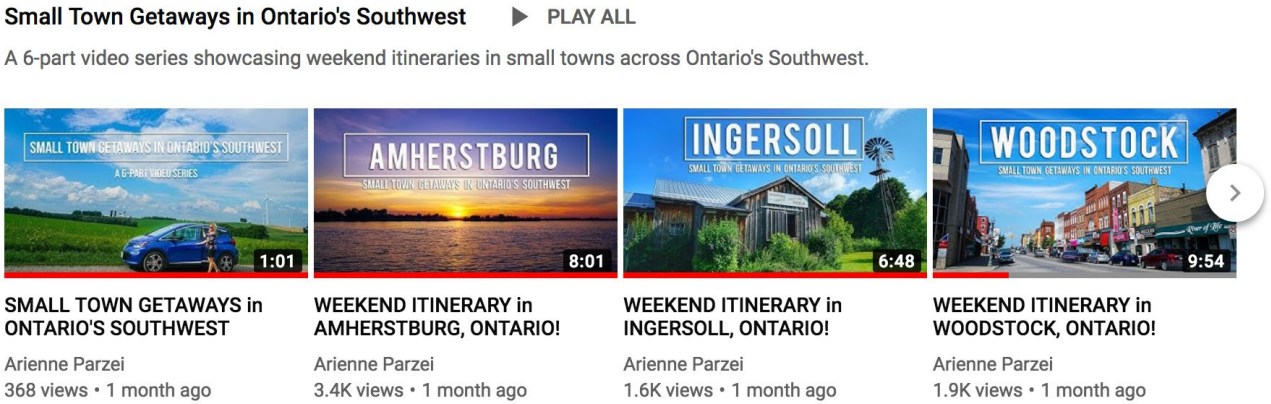
# Ways To Work With a Social Media Influencer

- Sharing on their social media platforms – Instagram, Facebook, Twitter
- Blog posts



# Ways To Work With a Social Media Influencer

- Sharing on their social media platforms – Instagram, Facebook, Twitter
- Blog posts
- Video Coverage



# Ways To Work With a Social Media Influencer

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- Brand Ambassadorship
- Instagram Takeovers

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- Video Coverage
- Brand Ambassadorship
- Instagram Takeovers
- Twitter Chats
- Facebook Live Chats

# To Pay or Not To Pay (that is the question...)

- Always pay your SMIs
- Build it into your marketing/advertising budget
- Tapping into their following and using their creative abilities is worth something
- Paid partnerships will take priority for most social media influencers
- You'll have more control over the content being created and can request certain deliverables

# To Pay or Not To Pay (that is the question...)

- If you don't have the budget, consider a 'FAM' or 'press trip/visit', or offer a very unique experience or product to try out
- The worst thing you can say is 'you'll get the exposure'

# Setting Up Social Media Influencer Partnerships

- Work out the coverage details
- Establish the deliverables
- Give clear brand guidelines if you have them
- Provide hashtags and/or your social media account handles for tagging
- Put everything into a contract (deliverables and dates, when the influencer will get paid, etc)

# Leveraging the Partnership

- When an influencer is on-location, engage & interact with them from your accounts
- Retweet, repost on IG, share on FB
- When the content is created and being shared – share it too!
- Video content can be embedded onto multiple websites

## Getaway to Windsor/Essex

### Amherstburg

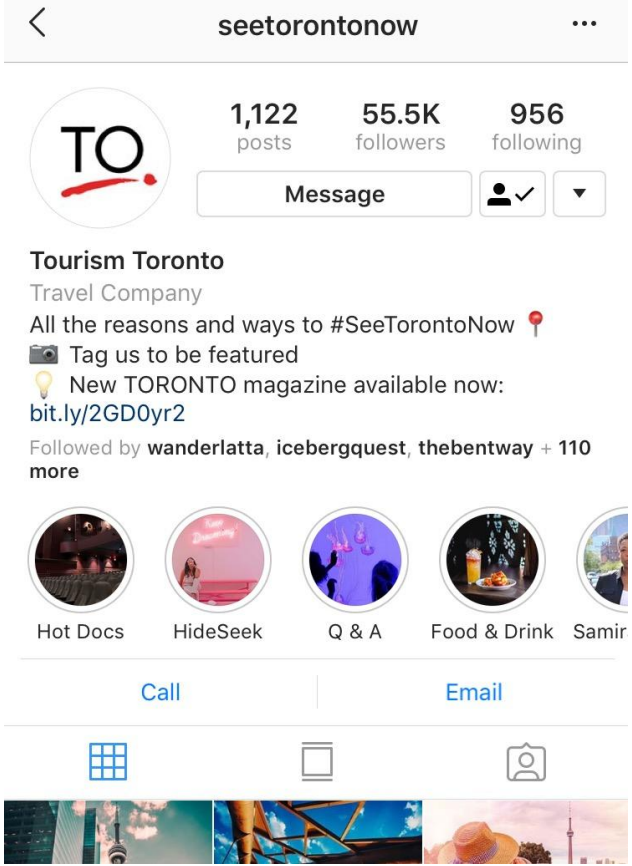
Located on the banks of the Detroit River, this charming town is full of rich history. Serving as a key site in the War of 1812 and the Underground Railway, Amherstburg is one of Ontario Southwest's oldest towns. Spend an afternoon touring its historic sites, such as King's Navy Yard Park and Fort Malden National Historic Site. Relax and grab refreshments at a winery, brewery, or distillery all located in Amherstburg. Finally, cap off your visit to this history-rich town by gazing at the sunset along the vast waterfront that outlines the city.

# Leveraging the Partnership

- When an influencer is on-location, engage & interact with them from your accounts
- Retweet, repost on IG, share on FB
- When the content is created and being shared – share it too!
- Video content can be embedded onto multiple websites
- Blog content – share the first two paragraphs of their post then add a link to the post on their site

# Leveraging the Partnership

- Instagram Story – save in highlights
- License images and/or video clips



# Measuring Success

- Go back to what your initial goals were
- Ask influencer for stats from their coverage
- Blog post visits, video views = do 1-month after content is published and again after 6-months

# Thank You!

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