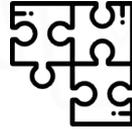


INFLUENCER MARKETING

By: Firdaus



WHAT WILL YOU LEARN?



The basic of influencer marketing



Steps in choosing your ideal influencer



Step by step procedure during content creation



Getting the most of influencer marketing

COURSE CONTENT

01

Understand What Influencer Marketing Is About

02

Influencer Marketing Expectation

03

Difference Celebrity Marketing And Influencer Marketing

04

Free Vs Paid Influencer

05

How To Choose Influencer

06

How To Spot Fake Influencers

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Brand Poster Vs Influencer Content

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How To Get The Most Of Influencer Content

09

Mistakes You Should Avoid

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Content Guidelines

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Do It Yourself, Or Agency?

WHAT IS INFLUENCER MARKETING?



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 / pay influencers to get out the word for you

WHAT TO EXPECT FROM INFLUENCER MARKETING



Influencer marketing is primarily a PR tool



Increase brand awareness, create brand affinity by utilising influencer's reach



Establish and maintain mutually beneficial relationship between brands and the public



Practice of managing effective communication with the public



Enhance and build strong reputation through the media

DIFFERENCE BETWEEN

CELEBRITY MARKETING

- Celebrity marketing are created by those who made their mark in their respective fields outside social media. They can be actors, athletes, media personalities, or someone who is crazy famous.
- A celebrity does not need to be an expert to promote a field they are not known for.
- The point of celebrity endorsement is to get the highest reach possible.

INFLUENCER MARKETING

- Influencer marketing creates word-of-mouth advertising using people who are key opinion leaders in their circle.
- Influencers are specialists. They've built communities and associates around themselves in a very niche space.
- Most influencers create their own content, tailoring it to suit their audience.

FREE VS PAID INFLUENCER

	<u>FREE</u>	<u>PAID</u>
Brand Competitor Exclusivity	No Control	Able to specify exclusivity terms
Brand Messaging	No Control	Brand-specified copy points, able to review and approve contents
Call to Action	No ability	Specific incentives to drive conversion and traffic
Campaign Metrics	No metrics available	Able to track metrics and use trackable links
Content Quality	No Control	Able to review, provide feedback and changes
Content Review	No Ability	Able to review and provide feedbacks and revisions

FREE VS PAID INFLUENCER

FREE

PAID

Contracts / Agreements

No ability

Brand can specify contract and terms

Working with top-influencers

Uncertain

Access & ability to work with top in-demand influencers

Scheduling

No ability

Able to specify dates

Social Promotion

Uncertain

Agreed in advanced

Tracking links

No ability to track

Can require for tracking links

HOW TO CHOOSE AN INFLUENCER



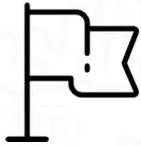
Credibility



Reach and engagement rate



Cost



Easily reached



Strong Reputation



Influencer's past collaboration

HOW TO SPOT FAKE INFLUENCER



Follower Growth



Comments



Quality of Content



Like Per Follower Ratio
(Engagement Rate)

BRAND POSTER

VS

INFLUENCER CONTENT



Audience find advertisement
"super annoying"



Advertisement perceived to
be not authentic



Most Likely to turn off
Audience



Original Content



Better Engagement Rate



Utilises influencers' creativity

HOW TO GET THE MOST OUT OF INFLUENCER MARKETING

- Work with micro-influencer for authenticity
- Test and measure each campaign
 - › Use multiple influencers for your campaign
 - › Engage good performing influencers for long term engagement
 - › Measurement can be done by calculating the engagement rate and content quality
- Hand the reins of content creation over to influencers
 - › Their audience love them because influencers regularly create unique and engaging content in their own voices
 - › If you control what an influencer content, audience will feel its being forced and not authentic
 - › You'll have some expectations and requirements, inform the influencers and provide guidelines and expectations out of the campaign
- Have compelling and engaging stories
- Engage their audience for the content created
- Build good relationships with your influencers

MISTAKES YOU SHOULD AVOID

Not defining a goal for your influencer marketing campaign

- Every marketing campaign needs to have a set goal – whether it's to raise brand awareness, drive conversions, or boost customer loyalty.

Be enticed by audience size alone

- Fake followers
- Ex: Fashion influencer talking about gaming products

Being over-restrictive with content creation

- Audience will feel the content is scripted and unnatural

Fail to structure influencer agreements and contracts properly

- It is important because it protects brands or influencers from potential missteps, mistakes, and failures.
- Related to issues of deliverables, agreements and contracts make expectations clear and mitigate confusion and miscommunication.

CONTENT GUIDELINES

- Objective of the campaign
- Overall promotional / campaign period
- Campaign title
- Company Profile
- Product / Campaign
- Key Message
- Content direction
- Facebook Links / Landing Page / Website
- Features
- Reminder
- Estimate Live Date
- Campaign Performance Measurement

DO IT YOURSELF OR AGENCY?

PROS OF AGENCY

Agency maintain strong ties with both brands and influencers

Agency connects brands with relevant influencers

Agency chooses the right social media platforms for brand's campaign

Agency negotiate contracts and rates

Agency can save you time

Reporting and analytics will be at a higher level

CONS OF AGENCY

Things often happens inside the doors of the office

Agency's team's knowledge and understanding of brand's voice and audience can take some training time

Potentially that agency lack critical industry specific knowledge

Cost can be higher

Response time slower

Brand have to develop a good process for content approval to ensure quality control

DO IT YOURSELF OR AGENCY?

PROS OF DO IT YOURSELF

Potentially lower cost comparing to agencies

Able to negotiate contracts and rates directly with influencers

Faster response time

Knowledge and understanding of brand's voice and audience is transferred directly

Miscommunication and confusion can be decreased

CONS OF DO IT YOURSELF

Time consuming

Not scalable (can be hard to manage when it is more than 5 influencers)

Influencer or social media platform chosen might not be suitable due to lack of knowledge

Potential of you paying more without knowing market rate



[**QUIZ**]

QUESTION 1

What Is Influencer Marketing?

A.

Marketing On Facebook To Drive Sales

B.

Using Social Media Personalities To Talk About Your Brand

C.

Special Promotion On Your Website To Get Users To Join

D.

Hiring A Digital Manager To Do Marketing

QUESTION 2

Which Of The Statement Is True?

I. Free influencer has no brand exclusivity while paid influencer able to specify exclusivity terms

II. Brands has limited control of brand messaging for free influencer whereas brand can specify copy points to paid influencers

III. Both free and paid influencer has the ability to review content and give feedbacks and revisions

IV. Brands can specify contracts and agreements for both free and paid influencers

A. I and II

B. I and III

C. II and III

D. II and IV

QUESTION 3

What are the criteria to consider while picking an influencer?

I. Reach (Number of followers)
and Engagement Rate

III. Cost

II. Past Collaboration

IV. Credibility

A. I, II, III

B. II, III, IV

C. I, III, IV

D. All Of The Above

QUESTION 4

What Are The Common Mistakes That Are Made?

I. Not defining a goal for the campaign

II. Being over-restrictive with content creation

III. Choosing a wrong compensation model

IV. Fail to structure contracts and agreements with influencers properly

A. I, II, III

B. III, IV

C. I, II, IV

D. II and IV

QUESTION 5

Audience size alone is sufficient when choosing an influencer.

TRUE

FALSE

FIRDAUS HELMY



As someone who studied Journalism and Public Relations (PR), the idea of having a hand in shaping public opinion on a brand with SushiVid was an opportunity Firdaus could not resist. With SushiVid, he has launched over 350 social media content for brands such as Lazada, Kao, Panasonic, and Lafarge to name a few.

Being the lead for campaign and influencer management has exposed him to working together with brands with unique marketing strategies, and managing social media influencers, big and small.

He believes that although influencer marketing in Malaysia is still in infancy, this should not discourage brands to invest time, money, and effort in taking advantage of the popularity of these influencers. He also believes that brands should give influencers the freedom to create content to their style with minimum campaign guideline, as a hard-sell content will just turn off their audience as fast as you click that "Skip Ad" button on YouTube.

His current challenge is educating the industry on how influencer marketing works and how a PR approach to it is more beneficial in the long run.

When he is not working, you can probably find him downing salmon sashimi somewhere or tuning to Netflix and chill.

FURTHER QUESTIONS: firdaus@sushivid.com