



Influencer Marketing:
**Identify the most relevant
influencers for your audience**

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1 Influencers: An Introduction

The Journal of Consumer Research **states** we strongly value the opinions and actions of those we know. For consumers that often have a vast number of products and services to choose from, this assurance from a trusted source is frequently a key factor to consider while shopping. Influencer campaigns have the ability to give your brand **a voice that your target audience will be more likely to trust** and show an affinity to. A study by Marketshare demonstrated that a 10% increase in word-of-mouth referrals translated to an increase in sales of **up to 1.5%**.

On the other hand, 82% of consumers feel highly influenced by the recommendation of a **micro-influencer**. Niche influencers have up to 22 more conversations about products or services consumed compared to the average consumer.

Moreover, a study by Google highlighted how **70% of customers value a brand that engages with consumer passions and interests** during advertising. Influencers give brands a natural way to engage with these interests in effort to connect with their target audience, taking

them on a journey via your store. The right influencers won't just bring in business, but will also transform how your audience engages and perceives your brand.

With such a responsibility resting on their shoulders, **it's vital you make an informed decision on who your influencers should be**. Even the most educated guess can be wrong, or miss out on major opportunities. Physically surveying a statistically significant audience is also impractical. The best way to ensure you have an intelligent, data-backed decision is to analyze your audience en-masse, which is best achieved by comprehensively looking into your chosen target audiences.

In this eBook we're going to take you **through the questions that marketers need to ask themselves when setting up influencer campaigns**. We'll also shed some light on the technology needed to perform top level technical actions for the best results, how to increase your ROI and a few examples of how you would be able to launch your own influencer campaigns.

2 Why Use An Influencer Marketing Campaign?

If you're looking to increase brand visibility with your target audience then look beyond your traditional marketing channels. **Influencers give you access to a larger, and sometimes more niche audience.** They can put your brand in front of people who fit your buyer personas, but have slipped through the cracks of your targeting or have just been unresponsive to previous engagement efforts. Association with people your audience looks up to will help cement your reputation as an aspirational brand.

Another aspect of influencer campaigns is that they **insert your brand into conversations** at a level that you might not have been able to reach before. **Gaining mentions at this trusted level is important** for driving business, as **74% of customers** identify with word of mouth (both on and offline) as a point of influence on the path to a purchase. In addition, 61% of customers identify Twitter as a point of influence - which is more than Facebook, Pinterest, magazines, and a brand's website - highlighting the benefits of using Twitter to find and utilize your influencers.

Later on in this eBook we'll take a look at a campaign for PUMA, conducted by DigitasLBi, which drove a higher percentage of engagement with their influencers than with their main account, demonstrating the positive effect of using the right influencers.



We felt that actually getting those real life runners in our target markets speaking for PUMA would be a more authentic way to deliver our message than simply putting out promotional material. So we wanted to get straight into the heart of the existing running communities in the cities that we're targeting. There's only so much that a brand can say about themselves, but your message can achieve a far greater impact if it's delivered by people with some real credibility in their field."

Leslie Fines, Manager of Social & Content Strategy, DigitasLBi for "Ignite your city"



“

Social networks are the habitat through which personal relationships currently flow. This is where the content comes to life and is integrated natively within the lives of users, without interruptions.

With increasingly saturated newsfeeds and continuous changes to the algorithms, progressive visibility is essential to achieve notoriety and a positive social reputation.

The brands that attain success are those who reach the ideal balance between earned, owned and paid media, as well as relevance, inspiration, usefulness, and connection.

Your fans are the ones who become loyal customers! A proportion of the brand's success depends on the identification of opinion leaders, that is, content creators and ambassadors and specialized bloggers: real prescribers.

Alleged influencers become increasingly relevant when it comes to reaching out to potential consumers, not only current customers, but also those who will become customers over the next 15 years.

**Inma Ferragud, Responsible for
communication and Marketing,
Mediapost Group**



3 Strategy: What To Consider Before You Begin

Once you have decided to do an influencer campaign, there are a few things that need to be considered:

The Numbers?

A campaign can have a single influencer with a large following, or alternatively they could look for a mix of smaller influencers who collectively have a large following. On the one hand, the **influencer with a large audience** may bring a bit of **star quality** to your brand, but on the other hand the **smaller influencers may have a more loyal**, vocal audience. There's different strategic advantages to both options, which would meet the objectives of your campaign.

What Type Of Influencer?

Are you looking for celebrities, experts in a particular field, social stars, or just people who have amassed strong followings among a particular community? **Clarity of your approach early on will help guide your decisions later** when you have received the data on your target audience. You may also want to execute different strategies for the different types of influencers identified.



Some brands get it a bit twisted. They think they can just get Drake to Tweet something and that's their campaign sorted. But it makes much more sense to take the time to discover someone whose audience will engage with what you're doing. Also, if you're trying to grow something it's potentially worth working on a smaller scale that's more engaged. It might take longer to reach an audience the size of Drake's, but when you do it's going to be a much more relevant audience who are more likely to act."

Ashley B. Jones, Director Of Business Strategy, The Social Chain



Understanding The Types Of Influencers

Macro-influencers

These are considered the “celebrity” type. They usually have a user base of more than a million individuals along with a significant follower/following ratio.

Macro-influencers don’t necessarily share content very often, but if they do they are able to trigger a viral tsunami.

Micro-influencers

This type usually has authority on specific topics, with a following that is unique to their niche.

Depending on the use case, these influencers tend to have an audience of several thousands individuals, although this may vary.

Conversational influencers

When an audience being analyzed is built around a conversation, there are certain people that move the discussion, and may be either macro or micro in nature.

These individuals directing the conversation are considered conversational influencers.

Did You Know?

Investing in software that provides granular data on your audience will ensure analytical accuracy. Meltwater has the ability to analyze individual accounts ensuring that they meet the criteria of your target persona.



Who Is Your Target Audience?

The capabilities of modern social marketing platforms make it essential for brands **to be informed with deeper insights rather than just using simple demographics.**

Characteristics such as “millennials” or “males” are no longer enough when looking at who brands are targeting. You need to take it a step further and consider interests, hobbies, lifestyles, and other facets that build rounded personas. **These aspects are now possible to target**, and finding influencers within relevant niches will be an easier task if you have a detailed description of who your target audience is.

Audience software also reduces the time spent on influencer identification via dynamic and intelligent methods. Embracing the wave of methods, strategies and technology allows for an increase in productivity and, consequently, in ROI.

What's Your Story?

A message conveyed by the wrong influencer has the ability to be detrimental, losing you significant social power. Refining your approach and thought process behind what and how you want to communicate with your community will be important in deciding whether your influencer is **the right person to become a part of your story and if they have the ability to deliver your brand's message effectively.**

Did You Know?

Meltwater provides detailed insights about any audience through a combination of highly scalable social data, cognitive computing and machine learning. Such insights allow you to develop highly accurate campaigns, relevant communication and information that can be implemented across multiple marketing channels.



In today's world everyone makes use of social media amplifying reach through influencer strategies and paid media promotion. The challenge lies in being able to stand out among the content saturation and promoted actions.

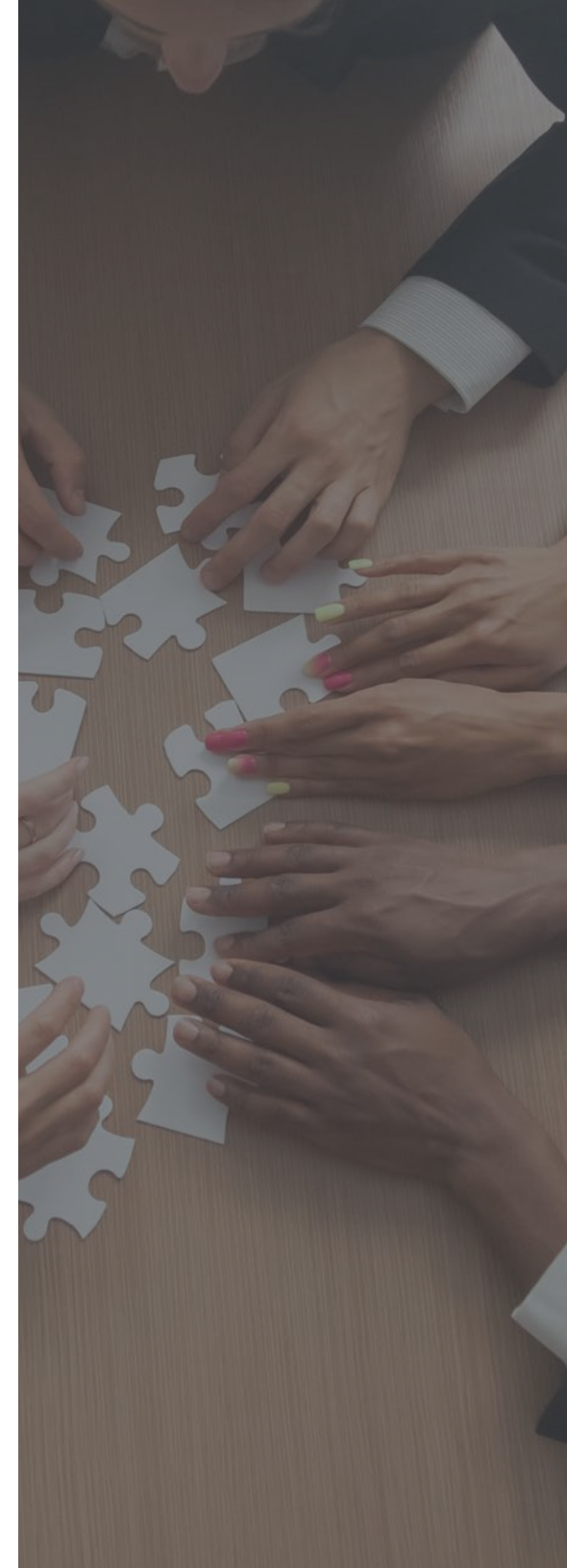
How can this be achieved? By renewing credibility through continuous social interactions and real engagement, beyond visibility or exposure, articulating stories that turn fans into customers and aspiring co-creation with the end user.

Therefore, we should aim to focus on relevant influencers, leveraging their ability to reach niche segments using our content. They are the ones that have the confidence of the user and interest of the client.

To do this, we analyze: the data extracted from social networks, the buzz surrounding our outreach efforts, the reputation of our brand and that of our competitors. Our findings inform broader communication strategies, long-term content plans while we continue to monitor our online presence, track website interactions and evaluate sentiment in an effort to increase our levels of effectiveness in:

- *Online content: strategy, creativity and dynamization*
- *Social networks actions: content and influencers*
- *Innovation: Use of new platforms, publishers and formats*

**Inma Ferragud, Responsible for
communication and Marketing,
Mediapost Group**





4 Action: How To Find Your Influencers?

Once you've formulated the strategy for your campaign, the next step is to analyze your target audience with the aim of finding influencers.

Discover Your Audience's Particular Interests

Knowing what will resonate with your audience is the first step to identifying key points of interest adding nuance to your influencer search. This information will also be useful for other areas of your marketing strategy.

There are a number of platforms that **allow you to identify what type of media and news content your target audience consumes.** This is very useful information for media planning, PR and content definition.

Considering Influence Among Other Factors Of Relevance

Once you've analyzed your audience, look at who has the most influence among that group. Using tools to work out **who has a high level of influence** will be far more efficient than manually analyzing a large audience of potential influencers. This is important because **influence is more than just follower count.** Take into consideration their engagement with other users and how often their followers like and comment their content.

There are platforms available to help you better understand influencers, while reducing research time. However, there are other factors to take into account when understanding influencers, such as their level of activity, affinities and personality.

Segment For Success

To help deliver more accurate results, segment the audiences you're analyzing to come up with a better idea on who is influencing them. For example, you may want to segment the audience geographically if you are looking to perform well in key cities or territories. You may also want to isolate the groups of users who post daily in an effort to identify who is influencing the most active and vocal users.

Moreover, you could look into **cognitive computing technologies** to categorize users by personality traits you're looking to target. These traits inform you about the character of the sub-segment. You are also able to identify the groups most likely to respond in a certain way (e.g. more likely to retweet or redeem a coupon) and discover who they're influenced by.

Finding Multiple Influencers

If you have decided to use a cluster of influencers rather than one, you may need to adopt a similar but slightly different approach to finding who to work with. Using the top 10 relevant influencers may turn out to be quite costly or complicated. Implementing filters such as a maximum follower count, or specific markets will help you unearth those influencers with smaller but vocal communities.

Did You Know?

In-depth analysis, segmentation and reporting can be performed on any mix of users you want to understand. Actions include personality insights, influence reporting, activity levels, locations, and plenty more.

Sense Check

Once you have your influencer or influencers extracted from the data, research them to ensure that they will suit your campaign and the message you want to spread. What may be useful is to build a shortlist to consider, rather than simply picking the highest ranked profile you have the resources to work with. It's also worth looking into a sample of the individual followers who are interacting with their posts, as this will ensure that the influencer is connected to the audience you want to reach.

In addition to identifying your most relevant influencers, some platforms also allow you to manage your communication with them.

Next Step: Engagement

Having identified your prospective influencers the next step is to plan your engagement strategy.

Relevant Social Channels

When looking to engage with your prospective influencers it is essential to identify the social channels they are the most active on. Targeting influencers on their favored channels allows you to establish a better rapport prior to launching your campaign.

Influencer Nurturing

In order to manage influencer relationships platforms such as Niche.co, Linqia, Launchmetrics, and Onalytica enable one-to-one nurturing with a number of influencers simultaneously. Such platforms centralize the entire process of influencer nurturing from campaign briefings and creatives to cost/payment management. This provides you with the ability to scale the practical application of your findings effectively.

Applying Your Findings

If you work with Twitter's tailored audiences, an option could be to import a list of prospective influencers to ensure your outreach efforts are viewed by all the members on the list.

Post Campaign: Performance Measurement

Measuring campaign performance has always been a core factor to consider when determining the success of any campaign.

Performance analytics is comprised of two halves: quantitative metrics, such as reach, impressions, and spend, and qualitative aspects such as audience relevance and target audience accuracy. Whilst analyzing campaign performance quantitative data often takes centre stage while the consideration of qualitative data seem to take a back seat.

Although a number of tools (Launchmetrics or Onalytica) provide quantitative campaign metrics, it is necessary to consider qualitative factors in order to develop a holistic analytical approach to the conversion funnel. A number of tools (Talkwalker, Shareablee, SocialBakers, Google Analytics or Hubspot) have the ability to provide you with a transparent view of both earned media and the purchasing funnel.

In effort to validate the audience that has interacted with your campaign, Audience Insight Reports are ideal as you are able to establish whether the audience reached was relevant and if it is worthwhile modeling future campaigns based on the same principles.





5 Identifying Micro-Influencers: PUMA Did It

An example of a brand that has used some of these techniques to run an influencer campaign is PUMA with their global **#IGNITEYourCity** campaign. This campaign was active for 21 days at a time in different cities around the world, looking to raise awareness of PUMA as a running brand. While they already had several sporting superstars to choose from, such as Usain Bolt, **they needed to discover influential runners in each of the key cities around the world that their campaign was targeting.**

Benjamin Towne (Strategy & Analysis Manager) and Leslie Fines (Social & Content Strategy Manager) from DigitasLBi share how they chose their influencers, and what the results were::

How Did You Decide Which Influencers To Use In Each City?

Leslie Fines:

“Meltwater’s Audience Insights was an important tool in precisely unearthing influential Twitter users we wanted to use for our campaigns. It would be difficult to manually discover all of these ground-level runners who had built up strong followings in the specific areas around the globe that we wanted to target. Using Audience Insights we were able to see locations, as well as customize the type of people we were looking for. It made it a lot easier for us to hone in on the best profiles for us to work with in each city.”

What Kind Of Results Were Seen Within The Individual Cities?

Benjamin Towne:

“We’re seeing incredibly positive results on two fronts, firstly the influencers have averaged roughly 24 times higher engaged user rates than PUMA’s core audience. This is highlighting the

effectiveness of the influencers to speak credibly about PUMA's campaign among the target audience. It's a validation that the people we are choosing, with Audience Insights, have an active community in the sport of running who respond to the message that PUMA wants to channel through these influencers. Secondly, we're seeing good conversations taking place one to two degrees away from the influencer about both PUMA's IGNITE product and the sport of running. These conversations are something we want to keep going over time, and we will be monitoring them closely going forward."

How Did You Research These Different Markets Before The Campaign?

Leslie Fines:

"We have our own regional teams who can give us information, but we've found Audience Insights gave us **direct access to the individual users in these cities which helped us identify specific trends**. First we'd use it to find us the most enormous list of users who fit the criteria based on running topics they're tweeting about, the number of followers they have, the amount they're tweeting, and their location.

Then we'd narrow them down further to a list of about 40 based on who was the most influential according to Audience Insights. Once that list was collated we'd sit down together and **study their individual profiles to look for patterns**. We'd fit certain chats they were all taking part in and wonder how we could get involved, or we

might notice that a lot of them had their own blogs and look at how that could be implemented into the campaign."

From This Campaign, What Other Data And Insights Have You Been Able To Give To Puma?

Benjamin Towne:

"Individually assessing the performance of content shared by our chosen influencers has been helpful, **giving us an idea on how much of the message is resonating** on a city-to-city basis. For example, tweets coming from a person, rather than a branded account means that there's different things that work for them. Group runs may work really well with some of them, driving a lot of engagement, whereas heavily branded content from an individual may not work particularly well.

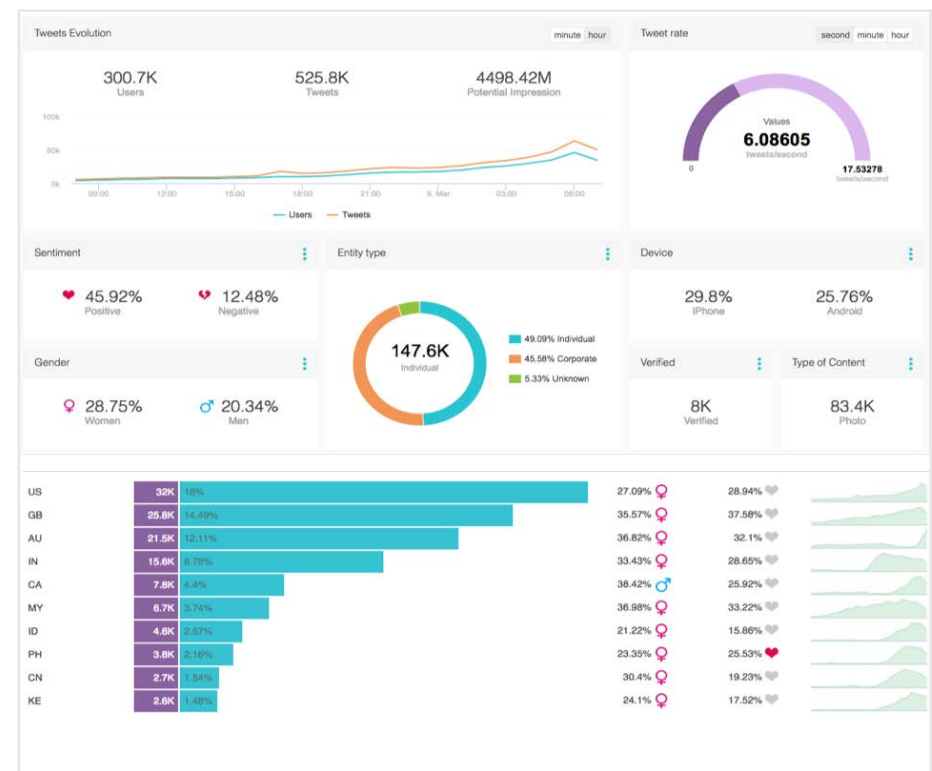
We're also monitoring the larger conversation about PUMA over time within those large geographical areas, and further afield too, as we've had over 80 countries get involved with the IGNITE (City) campaign. The affinity about PUMA within running conversations is something we've been looking at, and if we see long-term growth in specific conversations that our influencers are involved in then that gives us **helpful feedback, which suggests what we're doing is working**."

6 Step-By-Step: A Practical Demonstration

To demonstrate how to identify influencers, we've put together a hypothetical example as a glimpse of what's possible. Let's say you are a women's fashion retailer looking to position yourself as a women's empowerment brand. Your target audience consists of the leaders of female advocacy. You are not interested in celebrity endorsements but women with mid-sized audiences, who are authorities within the field. You are looking for micro-influencers. Your goal is to launch your campaign on International Women's Day and get your target audience talking about it.

Define The Data Sample

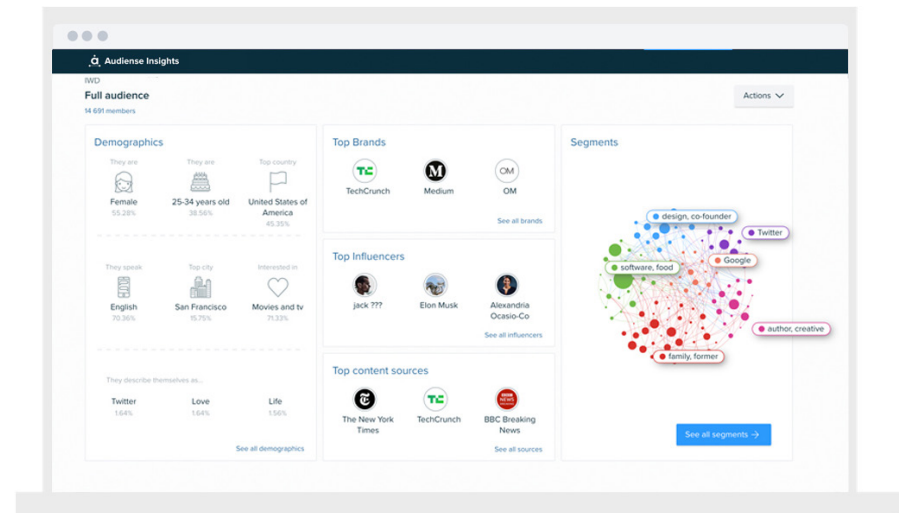
In 2017 around 500,000 tweets were collected from 300,000 users, 25,000 of which were from the United Kingdom. Based on these findings this hypothetical campaign will be focused on the UK (geographically). We begin by analyzing the hashtag #IWD (International Women's Day).



Understand The Audience

Once the audience has been identified and the data collated, you are all prepped to understand your audience in depth. Use the insights provided to identify activity trends, where your members are from, what their interests are, consumer preferences and personality traits.

For our practical example, the audience is predominantly composed of women from London, Glasgow and Manchester, between the ages of 35 to 54. Upon analysis you discover a few audience personality indicators that can help inform your content strategy, such as, high levels of empathy, compassion and self-assurity. In addition they are a group of individuals with the capacity to succeed, are easy to please and try to avoid confrontation. Interestingly, they are also motivated to look for experiences that provide a strong sense of connection.

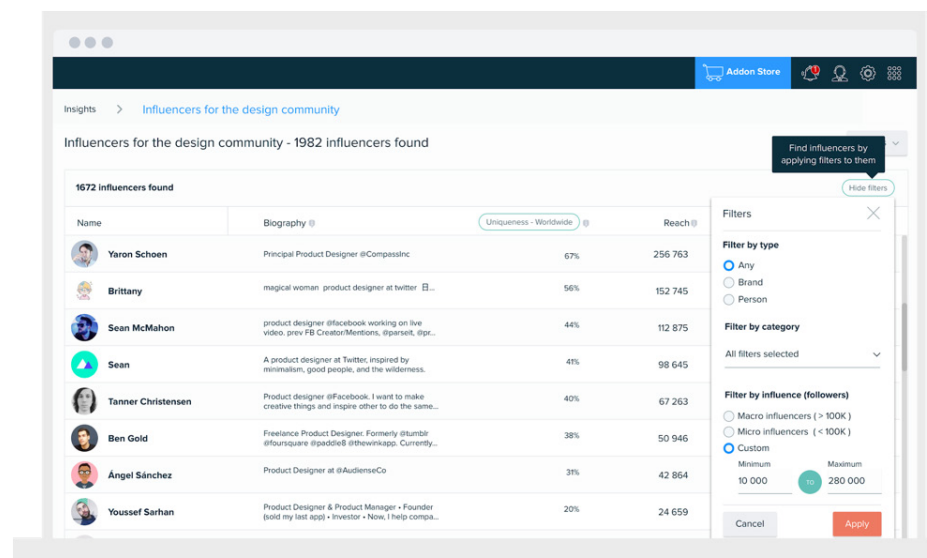


Selecting The Right Influencers

Once you have analyzed the data, the next step is focusing on the practical fit of each influencer. Ask yourself: are they suitable for the brand? Are they within the budget? Will there be any conflicts of interest if brought on board?

Paying due diligence to the selection process is always important. Filter and research your options until you are satisfied with your shortlist of influencers. When considering prospective influencers using affinity (the affinity of an audience with an influencer), uniqueness (how unique they are for that audience), personality points and levels of participation within relevant conversations are all viable parameters of measurement.

Once the influencers have been identified and assessed your campaign is ready to launch!



The #IWD Conversation: Participants

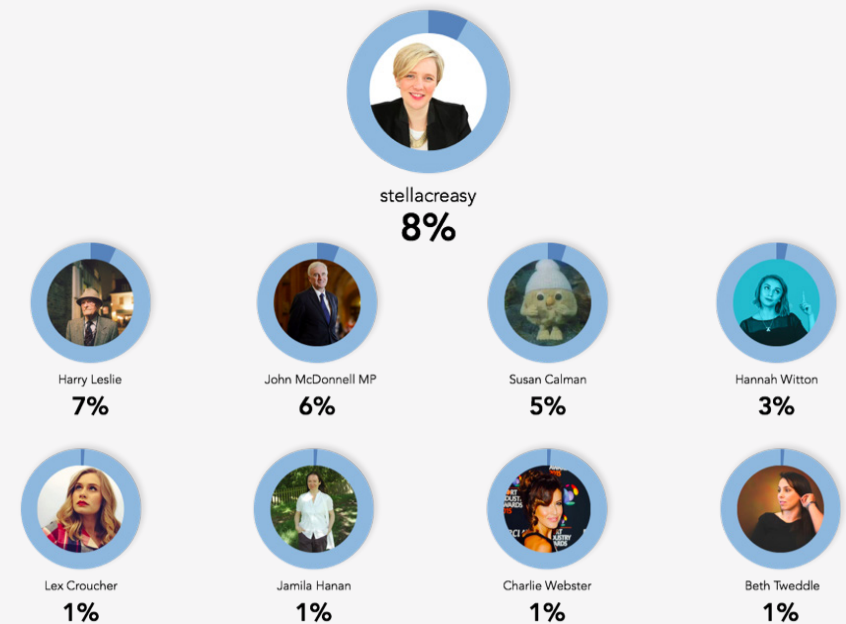
Having analyzed the hypothetically defined audience, a variety of influencers were identified. Based on the methodology previously outlined we need to analyze an influencer's fit in order to make the right selection for our campaign.

Factors to consider when shortlisting prospective influencers:

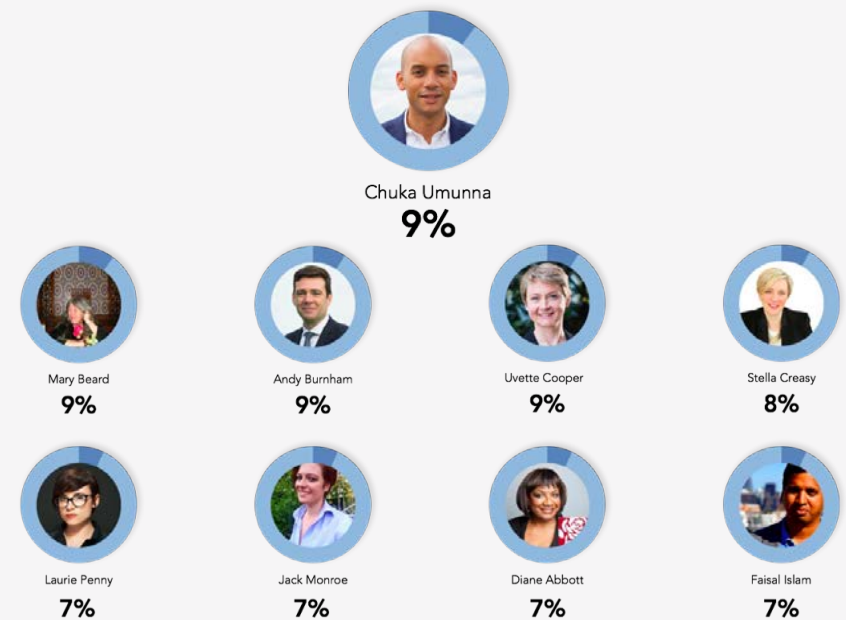
- ✓ Levels of activity
- ✓ Size of follower base
- ✓ Demographics
- ✓ Personality attributes
- ✓ Amplification
- ✓ Applause rate

For this example we identified four types of influencers within our defined audience.

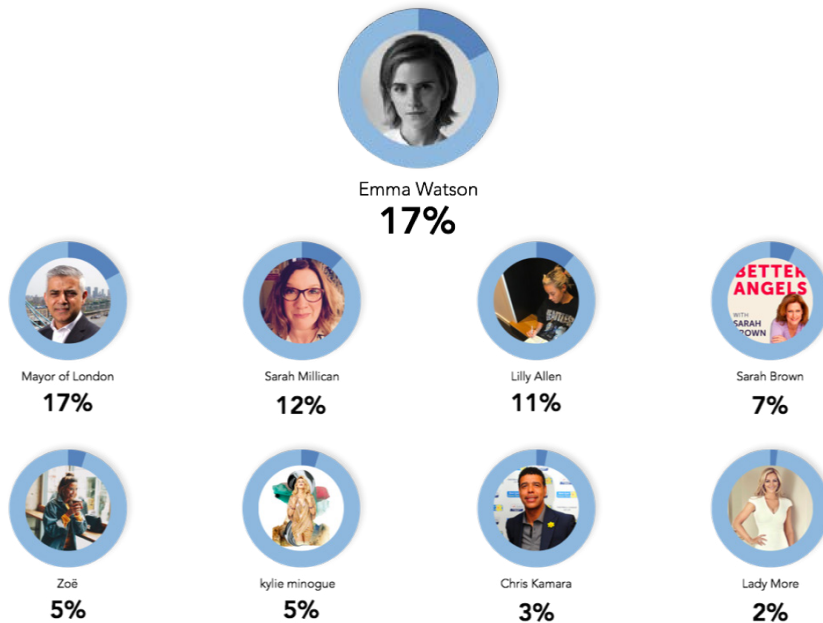
Top Micro Conversational Influencers That Participated In The #IWD Conversation



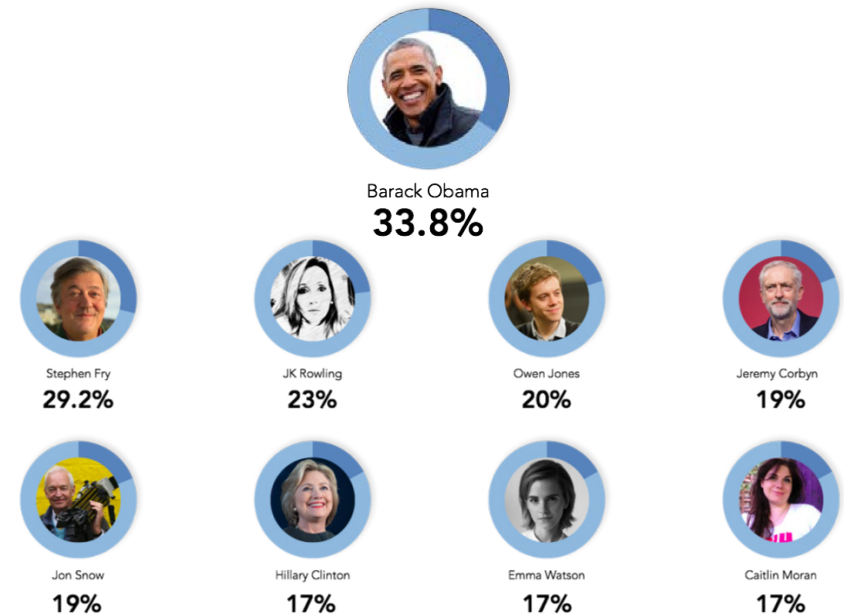
Top Micro Influencers For The #IWD UK Audience



Top Macro Conversational Influencers That Participated In The #IWD Conversation



Top Macro Influencers For The #IWD UK Audience



Did You Know?

Audiense Insights allows you to carry out in-depth analysis, segmentation and report generation for any group of users that you are interested in understanding. Such analysis can be achieved through the use of personality insights, influence report generation, identifying consumption habits, etc.



7 Conclusion

A data-backed approach when choosing influencers to collaborate with will allow you to marry the strengths of human judgement and technological insight. In depth analysis will find things about your audience that give you cause to tweak aspects of your campaign. However, the real power lies in the information that can optimize your campaigns by choosing specific influencers who will reach the most relevant people within your budget.

Using more sophisticated segmentation when finding influencers, just like Puma and DigitasLBi did, is the best way to deliver successful campaigns. In addition, the technology that assists you in choosing these influencers can also be used to deliver insights and actions

post-campaign as well. They will be able to assess what audience your campaign connected with, right down to the individual profile. Following this, you will also be able to isolate segments of this audience to target for follow-up campaigns in the future. This long-term use will provide the best value, both in terms of investment and connection with your target audience.

Expert Tip

Audience Insights enables you to understand and activate the audiences that are truly relevant.



All of the tactics outlined in this eBook are possible with Meltwater's Audience Insights.

Meltwater provides detailed insights about audiences through the use of a combination of highly scalable social data, cognitive computing and machine learning. The platform provides brands and agencies access to information from 10% of the entire world's population.

Through the creation of more than 800 million unique individual profiles, Meltwater has the power to transform social data into actionable intelligence. This enables brands and agencies to realize value from on-demand insights across channels at scale.

Audience Insights has the power to enable agencies and brands to identify influential people through the use of a search algorithm based on affinity data. Along with uncovering macro-influencers

we also like to identify the unsung heroes: micro-influencers, who are essential to bridging the gap between a consumer and a brand.

Meltwater, a pioneer of media intelligence, gives businesses the information advantage they need to stay ahead. More than 30,000 companies use Meltwater's media intelligence to stay on top of billions of online conversations and extract relevant insights to strategically manage their brands. With nearly 20 years of experience analyzing data, Meltwater is dedicated to personal, global service built on the local expertise of 60 offices across six continents.

We can help.

We'd like to show you what we can do and how we can help your brand understand and activate the audiences that are truly relevant.