

Fireside Chat ft.

@AJFernando x @HudaAlvi

The Perfect Selfie

Social Currency & Influencer Marketing

#RTA902 (W2018) | Class #11

Class #10 Recap

- The top 3 diagnoses on university campuses:
 - Anxiety
 - Depression
 - Stress
- 4 stressors on social media:
 - Highlight Reel
 - Social Currency
 - Fear of Missing Out (F.O.M.O.)
 - Online Harassment
- 4 consequences of social media use:
 - Sleeping Patterns
 - Lost Productivity
 - Addiction
 - Anxiety & Depression
- 4 steps to social media wellness:
 - Recognize the problem.
 - Audit your social media diet.
 - Create a better online experience.
 - Model good behaviour.
- The dark side of social media is really just the dark side of people.

Learning Outcomes

1. Understand the concept of social media influence.
2. Learn what defines a social media influencer.
3. Understand the fundamentals of influencer marketing.
4. Identify opportunities to leverage influencers for marketing.

#IThinkShesAnInfluencer

#CataloniaHotels #CataloniaYucatan #CataloniaRivieraMaya



whoisreza
Tulum Mayan Ruins, T...

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whoisreza I learnt that the end of the world isn't necessarily what we think it is (world exploding/ind of earth, God coming down, etc.) The Mayans of Central America prophesized the end of the world, and to them it was not only deforestation, drought and climate change, but what they had their backs towards - the unknown of the ocean where the colonial ships from Europe arrived.

Here I am taking everything in gratitude and fascination - the ruins, the fresh air, the beach, the greenery, the sands, the colours... all of it and I loved every moment! Can u spot me?? #MayanRuins #TulumRuins #tulum #playadelcarmen #Yucatan #QuintanaRoo #Mexico #cataloniayucatan #storyofreza #exploring #travel #travelers #journey #traveler 4 Photos on wall! For those that can't visit!

♡ Add a comment...



baileyparnell

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115 likes 6d

baileyparnell 2017 has been a hell of a ride so far. 11 cities, 6 conferences, 16 talks and workshops, 4 essays, 1 certificate, a bit further into my Masters, a bit better of a business, and a one exhausted me! Couldn't ask for a better way to end Q1 though. 47 (yes, 47) of us are flying off to Mexico for my Dad's 50th birthday tomorrow and I'm so excited to hang with my fam for a week! ...Also, I hope that many people like me that much when I'm 50. Goals. 🙌🏻🙌🏻🙌🏻🙌🏻

MX
kerrypearson Oh my bailey very glamorous
baileyparnell @kerrypearson Somehow I knew a Pearson would comment 😂
makeupbysehar 🥰💕
mhopep Love it! @baileyparnell miss you 🥰

♡ Add a comment...



megantamezz
Xplor Aventura Extrem.

Follow

130 likes 36w

megantamezz See you woes laterrrr 🙌
Omsv back to #cataloniavieramaya mx
josietamezz Damn put those guns away 🙌
megantamezz You know how I do b 🙌
@josietamezz

♡ Add a comment...



marinacomes
Catalonia, Spain

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6,374 likes 19h

marinacomes "If your dreams don't scare you, they are not big enough!" Let's dream big! Yes or No? 🙌🏻🙌🏻

#globe_travel #youmustsee #global_stars #photostory #rainforest #lovepines #beatsdiscovery #earthfocus #rombexplorer #fig_exquisite #fig_dynamic #fig_photostars #wesomepics #wonderful_places #awesome_photographers #beautifulplaces #wonderfulplaces #thejobswanderer #fig_serenity #rain_vision #visitspain #thalaggoemans #figadvpro #Pisco_good #Pisco_best #Filipinebabes #choosermountains #wildernessculture #getoutstayed #filocenery

♡ Add a comment...



cayleymak
Riviera Maya, Mexico

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156 likes 50w

negarasliii Guess who decided to post! 🙌🏻

♡ Add a comment...

What is Influence?

“Social media influence is a marketing term that describes an individual's ability to affect other people's thinking in a social online community. The more influence a person has, the more appeal that individual has to companies or other individuals who want to promote an idea or sell a product.”

(TechTarget)

Who are Influencers?

3 Definitions

“Social media influencers are power users who can help your potential customers make a buying decision through social networking. Whether they’re a blogger, product reviewer, industry expert or a trusted source of information, your social media influencers are unique to your field and product or service.”

(Sprout Social)

“Individuals who have the power to affect purchase decisions of others because of their (real or perceived) authority, knowledge, position, or relationship. In consumer spending, members of a peer group or reference group act as influencers. In business to business (organizational) buying, internal employees (engineers, managers, purchasers) or external consultants act as influencers.”

(Business Dictionary)

“A Social Media Influencer is a user on social media who has established credibility in a specific industry. A social media influencer has access to a large audience and can persuade others by virtue of their authenticity and reach.”

(Pixlee)

Are **You** an Influencer?

Let's Find Out

<https://hashtagpaid.com/creators>

The Influencer Marketing Economy

- In 2016, marketers received \$6.85 in earned media for every \$1 spent on influencer marketing
 - Predicted to become a \$5-10 billion market in 2017
- 92% of consumers trust recommendations from other people - even someone they don't know - over brand content
- 65% of brands have participated in influencer marketing
- 62% of 18-24-Year-Olds would buy a YouTuber-endorsed product (vs. celebrity-endorsed)

**Which 3 Markets Have
the Largest Influencer Base?**

- 1. Food**
- 2. Lifestyle**
- 3. Parenting**

7 Characteristics of an Influencer

w/ Research by @BaileyParnell (Founder, SkillsCamp)

1. Level of Connectivity

The greater your level of connectivity, the more potential influence you hold. It's a simple result of the network effect.

<https://www.youtube.com/user/JusReign/about>

2. Direct Access to Followers

The likelihood of your influence is inversely proportional to the size of the network. You have more influence the smaller the group is. However, making interactions feels very personal can replicate this dynamic.

<https://www.instagram.com/juliannagaro/>

3. Photos are Seen as “The Truth” at Face Value

Humans have a long history of seeing the photo as a depiction of reality. That myth perpetuates itself even today, though we're more aware than ever of staged productions, special effects, and editing apps.

<https://www.instagram.com/p/BZIVZQKlrGv/?taken-by=hudaalvi>

4. Interpersonal Nature of New Photo & Video Sharing Networks

Offline, you tend to have more influence if you speak to someone in a casual way than if you did formally. Online, platforms like Instagram and Snapchat lend themselves very well to a more informal means way of communicating.

<https://www.instagram.com/p/Bflk3zuFfrN/?taken-by=ajfernando>

5. Affiliative Bond

If I know you, I'm more likely to be influenced by you. And I'm more likely to mimic and replicate what you do as a result of our connection.

<https://www.instagram.com/joerogan/>

6. Part of the Leisure Class

Historically the leisure class determines a lot of what we find to be good, moral, and what we want. They tend to abstain from productive work and partake in conspicuous consumption. They show what's acceptable/desirable and propagate ideals.

<https://www.instagram.com/kimkardashian/>

7. Visual Co-Presence

A sort of “you can be here with me” style of photography has been made possible by the proliferation of phones in cameras and the spread of photo sharing apps. These pictures by influencers, tend to evoke a sense of escapism. They invites viewers to be part of the frame. As a result, followers live vicariously through influencer’s consumption.

<https://www.instagram.com/p/BhAEGpDF26I/?taken-by=laurdiy>

7 Characteristics of an Influencer

1. Level of Connectivity
2. Direct Access to Followers
3. Photos are Seen as ‘The Truth’ at Face Value
4. Interpersonal Nature of Instagram
5. Affiliative Bond
6. Part of the Leisure Class
7. Visual Co-Presence

How Does Influencer Marketing Work?

1. Brands identify target audience.
2. Brands determine influencers with their target audience.
3. Influencers are then either paid, amplified, or activated.

Paid Influencers: Kylie Jenner

- \$31 million net worth (2016)
- 90.3 million Instagram followers (Present)
- 30 million+ Snapchat followers (2015) - Recent updates say she's still #1
- 159.7M+ followers across Facebook, Twitter, Instagram, and Snapchat
- \$20.5 million of product sales in 2016 (contributed \$8.7 million net worth)
- Shopify Pop-Up



Amplified Influencers: Fast & Furious Cast

- 147.3 million Instagram followers across Vin Diesel, Dwayne Johnson, Michelle Rodriguez, Tyrese Gibson, Ludacris, Jason Statham, Nathalie Emmanuel, and Kurt Russell
- \$1.5 billion box office collection for previous film
- Billboards & trailers vs. daily content from influencers

<https://www.instagram.com/therock/>

Activated Influencers: #RoadToRyerson

Full Breakdown:

<https://www.slideshare.net/RyersonSA/roadtoryerson-how-to-run-an-impactful-social-media-campaign-bailey-parnell>



Kim K: The Master Influencer

<https://hypebeast.com/2018/1/kim-kardashian-clones-yeezy-season-6-instagram-campaign>

How to Become an Influencer in 5 (Not-So-Easy) Steps

1. Establish Your Value Proposition

Pick: Utility, Information, Amusement, Inspiration, Critical

<https://www.instagram.com/garyvee/>

2. Build Your Community

Consistency, Reciprocity, Engagement

<https://www.instagram.com/briggittetruong/>

3. Produce Quality Content

Sweat the Small Stuff

<https://www.instagram.com/ryanbolton/>

4. Involve Your Community

Get Social

<https://www.instagram.com/p/BhDNSlohuMB/?taken-by=brendanschaub>

5. Get Endorsements

Chase That Clout/Klout

<http://klout.com/>

The Secret Step aka The Dirty Secret

6. Growth Hacking

<http://likegrowers.com/>

How to Identify & Invite Influencers

- **Social Listening:** HootSuite, Iconosquare, Audiense, Sprout Social, etc.
- **Targeted Search:** Klout, Kred, etc.
- Slide In Their DM's
- Run Contests
- **Agencies:** #PAID

Useful Apps

- Klout
- Kred
- UNUM.LA
- Buzzstream
- Onalytica
- TagSleuth
- Audiense

Final Assignment Rubric:

https://docs.google.com/spreadsheets/d/1qVua06iEBZcTv7ZE8wyRWMggrfBdPBQD8kIX_lr28o4/edit?usp=sharing

Questions?