

HOW TO FIND INFLUENCERS

INTRODUCTIONS

- Alison Battisby founded Avocado Social, having worked in the social media marketing industry since 2008.
- Alison has been involved in some ground-breaking social media projects for brands including Tesco, Estee Lauder, Brita and Yves Saint Laurent as well as a range of UK start-ups and growing enterprises.
- She has plenty of experience training top UK brands including BBC, John Lewis, Debenhams and Neal's Yard Cosmetics.





SOCIAL MEDIA STRATEGY

Social media strategy designed for maximum reach and engagement

[More info](#)

Influencer marketing is using an influential person to share your brand's key messaging.

It's great for generating brand awareness, changing perceptions and encouraging sales of a particular product or service.

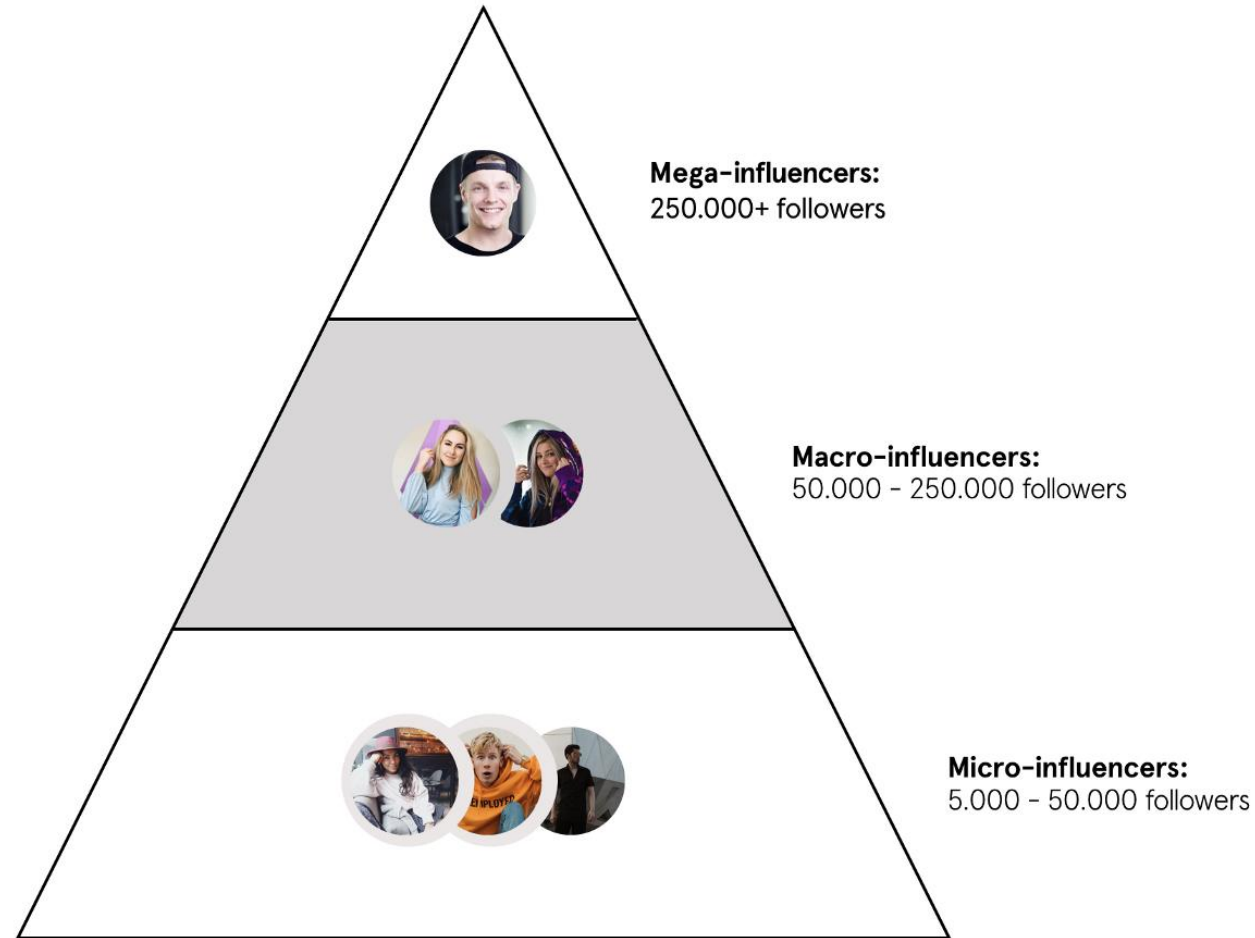
WHO ARE INFLUENCERS?

- Influential social media users
- Bloggers, vloggers and social-only
- 86% of marketers use influencer marketing



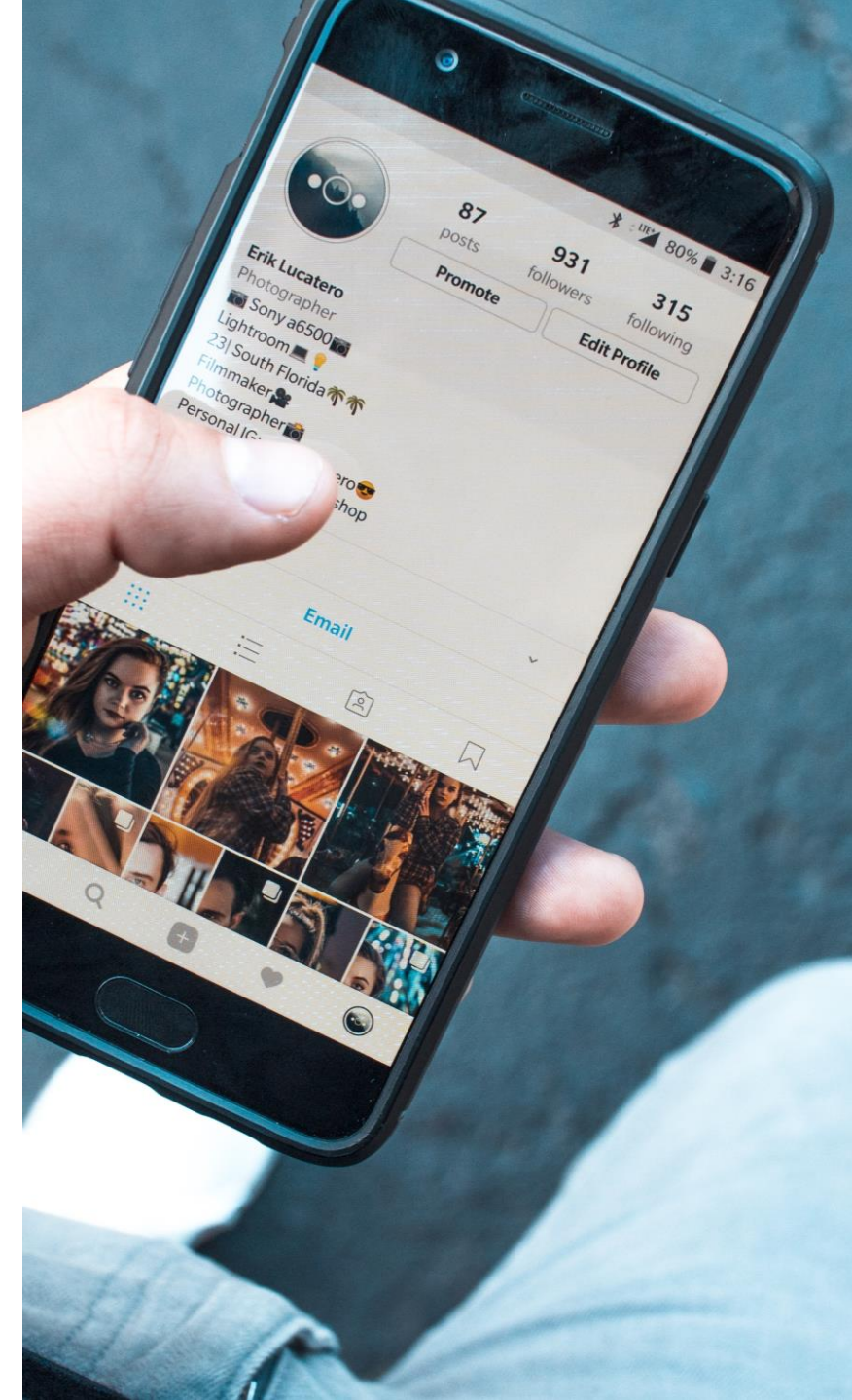
WHO ARE INFLUENCERS?

- “Power, Macro and Micro”



WHY USE INFLUENCERS?

- Gain brand awareness by reaching a targeted, engaged audience
- Drive sales by gaining a stamp of approval
- 74% of consumers trust opinions they find on social media to help them make the right decision about buying a product
- 49% of Twitter users rely on influencers for product recommendations. 40% have purchased something after seeing it being used by an influencer on social media.



WHY USE INFLUENCERS?

- Access different styles of creative content
- Use this content on your own channels
- Influencers have a higher average engagement rate than brands (5.7% vs 2-3%)



How many of you are
already using influencer
marketing techniques?



EXAMPLES OF INFLUENCER POSTS



Easter LUSH Haul | Zoella

1,989,826 views

107K 1K SHARE SAVE



Zoella

Published on 21 Mar 2016

Easter LUSH Haul

Previous Video: <http://bit.ly/1pFVFDx>

Check Out My Vlogs: <http://bit.ly/1K4Se0H>

SHOW MORE

SUBSCRIBE 11M



pointlessblog • Follow

Paid partnership with fage_uk

pointlessblog AD | One of my 2019 goals is to make sure I eat a tasty breakfast every morning! (I know it's simple, but in 2018 I rushed out the door and forgot to eat breakfast too often). This morning I managed to make my breakfast look like something my girlfriend or sister would make annnd it tasted good too haha! Super simple: FAGE Total 5% yoghurt, cereals and honey! #FAGETotal #Yoghurt

Load more comments

callum_____@annina8315 the dairy industry slaughters baby cows hours after they are born hun

xx_tayla.saunders_xx 🙄

mrs1andrewsx4 Take advantage of kids. Not realising how your #ads could have affect on these kids

mrs1andrewsx4 Also legally your



Liked by zoesugg and 163,633 others

JANUARY 7

Add a comment...

EXAMPLES OF INFLUENCER POSTS



EXAMPLES OF INFLUENCER POSTS



mybigfathappy life • Follow
Austin, Texas

mybigfathappy life Relaxing with a cup of @pukkaherbs tea, a delicious organic herbal tea, now available @walmart during my day is one of my favorite ways to start incorporating organic products into my life. I am sharing more tips on how to start living a more organic lifestyle on the blog (link in bio). #ad #DiscoverPukka #tealover #herbaltea

mybigfathappy life .

. #yum #yummy #amazing #tasty
#delish #delicious #linkinbio
#newontheblog #ontheblog
#teaorganic #organictea #naturalliving
#cupofteatime #cupoftea #tea
#pukkatea #organiclifestyle
#organicliving #organic



212 likes

NOVEMBER 16, 2018

Add a comment...



denizcolak_ • Follow
London, United Kingdom

denizcolak_ To me Christmas is all about sharing, and giving back to the less fortunate. Thanks to @VisaUK, I'm taking part in the @savechildrenuk's #ChristmasJumperDay! You can actually tap and donate with your Visa card in selected TFL stations using their Visa Contactless Christmas Jumper this Friday 14th December #Ad #ChristmasJumperDay2018 #ChristmasJumpers #Savethechildren

Load more comments

jonnyuchiha Niceeee! Greetings from other side of the world 🥰

flafavro It sounds amazing 🥰 !!!

petekuckan Wow harikasin
❤️❤️❤️❤️❤️❤️❤️❤️❤️❤️❤️❤️❤️



Liked by scarlettlondon and 2,724 others

DECEMBER 12, 2018

Add a comment...

BENEFITS OF INFLUENCER CAMPAIGNS

- Access different styles of creative content
- Use this content on your own channels
- Influencers have a higher average engagement rate than brands (5.7% vs 2-3%)

TOP 10 TIPS TO ACTIVATE AN INFLUENCER OUTREACH CAMPAIGN

1. Establish your objectives:
2. Confirm your budget:

TOP 10 TIPS TO ACTIVATE AN INFLUENCER OUTREACH CAMPAIGN

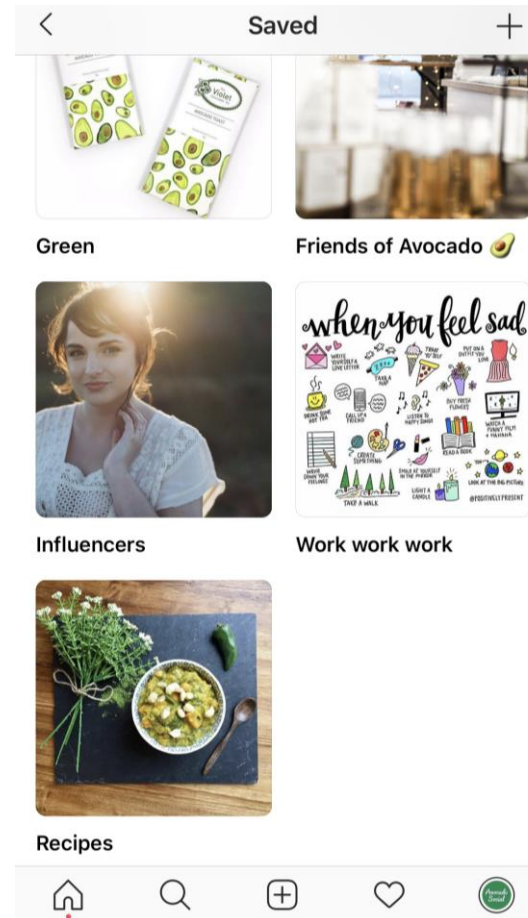
3. Begin your research: A key part of your campaign is to research what already exists

- Competitor research
- Hashtag research



TOP 10 TIPS TO ACTIVATE AN INFLUENCER OUTREACH CAMPAIGN

4. Make a list of key influencers you find:
Instagram collections, Twitter lists,
Excel spreadsheet



Interesting Podcasters

Some podcasts we love listening to

7 Members

Cool Agencies

A list of cool agencies we have met or worked with.

30 Members

Public Sector

Great examples of Public Sector in SM.

4 Members

Bossing Social Media

Brands doing a great job in social media.

52 Members

Amazing Startups

New and growing businesses that we think are awesome.

85 Members

Awesome Founders & CEOs

A list of great entrepreneurs that we think are doing a great job!

48 Members



TOP 10 TIPS TO ACTIVATE AN INFLUENCER OUTREACH CAMPAIGN

5. Create a pitch: DM, email, website form, giftpack via post?
 - There needs to be a value exchange – discount code for their audience?
 - Think about exclusivity
 - Contact them via their preferred message



TOP 10 TIPS TO ACTIVATE AN INFLUENCER OUTREACH CAMPAIGN

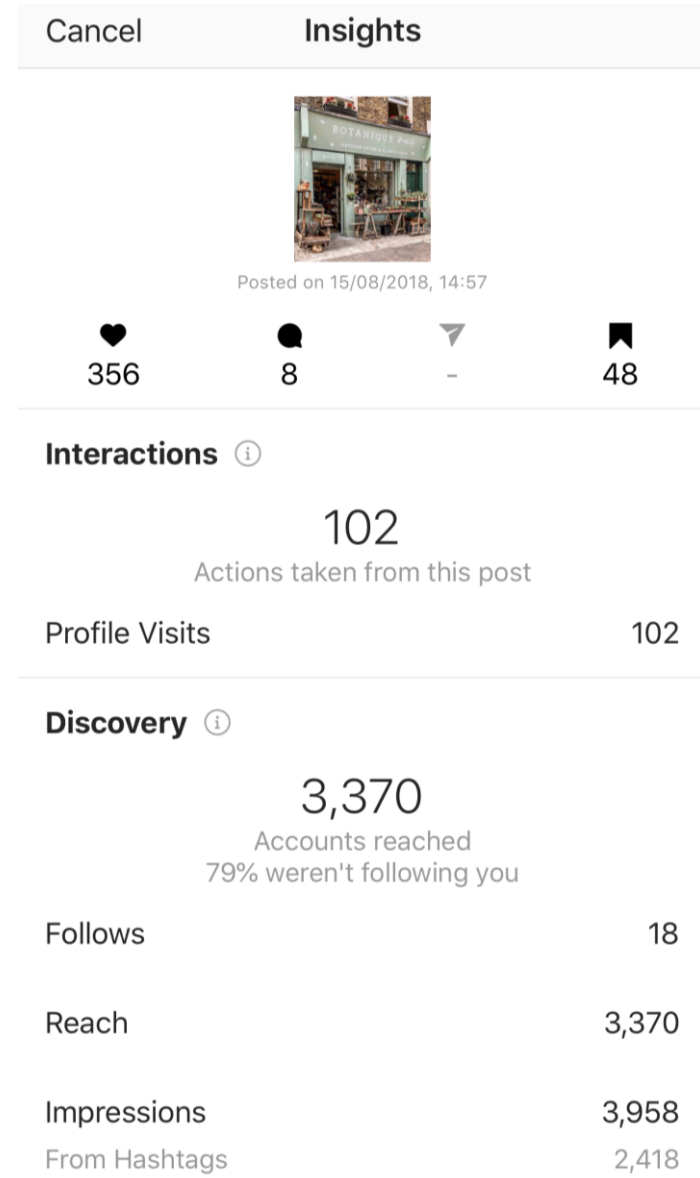
6. Timing: When will the posts go out?
7. Provide Guidelines: Is there a hashtag, or type of post you require? Ads only!
8. Consider Your Usage: Where and how will you share the content?



TOP 10 TIPS TO ACTIVATE AN INFLUENCER OUTREACH CAMPAIGN

9. Measure: Reach, engagement, clicks, new followers, conversions

10. Maintain: How will you maintain this relationship?



ADDITIONAL SOCIAL MEDIA HELP



Avocado Social

[Home](#)

[About](#) ▾

[Services](#)

[Events](#)

[Jobs](#) ▾

[Blog](#)

[Shop](#)

[Contact](#)

HOW TO PERFORM A SOCIAL MEDIA AUDIT: 5 KEY QUESTIONS TO ASK

by Alison Battisby

Estimated reading time: minutes A social media audit is a process of carrying out a health check on your social media activity. You can learn a lot from taking the time to review and analyze your key metrics, yet so many businesses don't dedicate the...

[read more](#)

SOCIAL MEDIA GLOSSARY

by Keri Hudson

We're guilty of using quite a few strange acronyms and marketing terms in the social media world. So, if CPC, CPM, KPI and ROI just seem like a bunch of letters to you, don't worry – our social media glossary will help! Social Media Specific Business Manager Facebook...

[read more](#)

Avocado Social

THANK YOU