## 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.

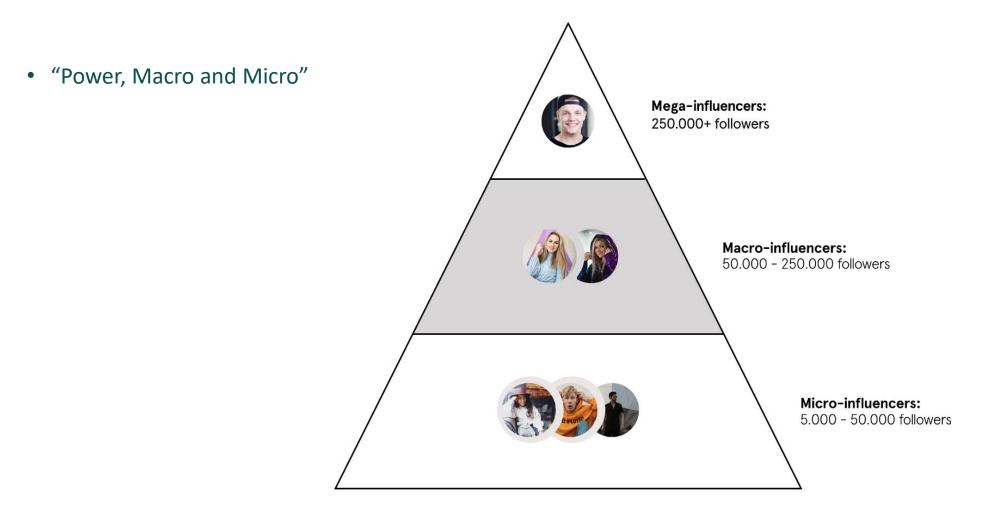


### WHO ARE INFLUENCERS?

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



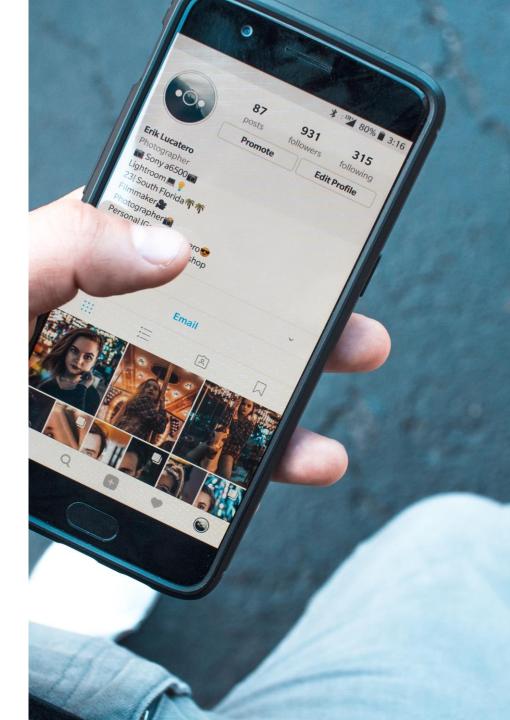
### WHO ARE INFLUENCERS?





# 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

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

🖆 107K 🐠 1K 🌧 SHARE =+ SAVE •••





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	
	ry slaughters baby cows	$\odot$
hours after t	hey are born hun	
xx_tayla.sau	inders_xx 🙂	$\bigcirc$
mrs1andrew	vsx4 Take advantage of	
kids. Not rea	alising how your #ads	$\bigcirc$
could have a	ffect on these kids	
mrs1andrew	sx4 Also legally your	
	<b>,</b> ↑,	
Liked by	zoesugg and 163,633 o	thers
JANUARY 7		
Add a comm	ent	



### **EXAMPLES OF INFLUENCER POSTS**



Keri Hudson @keritweet · 20 Dec 2017 Why yes, that is mustard parsnip mash and casually scattered toasted hazeInuts. @MindfulChefUK are making me all kinds of fancy  $\overline{P}$ 





Alison Battisby 🥑 @Alisonbattisby · 20 Dec 2018 ~ Fantastic reading about @Forthglade's work with Dogs on the Street, supporting the homeless community with dogs.

4,000 dogs dinners is way better than a Christmas card! What a great organisation  $\Rightarrow$  @dotslondon.

#### #dogsoftwitter #charity





#### **EXAMPLES OF INFLUENCER POSTS**



Mybigfathappylife • Follow Austin, Texas

mybigfathappylife Relaxing with a cup of @pukkaherbsus 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

mybigfathappylife .

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

 $\square$ 

...

♥ ① ①
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 😊	$\bigcirc$
flafavro It sounds amazing 🙂 !!!	$\bigcirc$
petekuckan Wow harikasın 🖤 🖤 🖤 V V V V V V V V V V V V V V V V V V V V V V V V V V V V V V V V V V V V	$\bigcirc$
<ul> <li>○ ① ①</li> <li>○ △ ○</li> <li>○ Liked by scarlettlondon and 2,724 others</li> </ul>	$\Box$
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%)



### INFLUENCER OUTREACH CAMPAIGN

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



#### INFLUENCER OUTREACH CAMPAIGN

3. Begin your research: A key part of your

campaign is to research what already exists

- Competitor research
- Hashtag research



hannahargyle • Following Northampton, Northamptonshire

always stronger together, and the new scent from @calvinklein captures the essence of this perfectly ♥ Who are your women? #IAMWOMEN, Calvin Klein Women available at @theperfumeshop Paid partnership with @calvinklein

hannahargyle #momentsofmine #momentslikethese #perfectgift #giftideas #giftsforwomen #calvinklein #calvinkleingifts #persuepretty #postitfortheaesthetic #postthepeople #agameoftones #gameoftones #interiorinspo

hannahargyle #midcenturymodern #midcenturyinterior

 $\odot$ 

 $\odot$ 

theinteriorslady Women are stronger together you're right there Hannah xx

hannahargyle @theinteriorslady

 $\heartsuit$  Q 1

Eiked by honeywellbiscuitco and 2,188 others

DECEMBER 22, 2018

Add a comment...

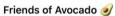


### **INFLUENCER OUTREACH CAMPAIGN**

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











Influencers

Green

Work work work



Recipes



#### **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











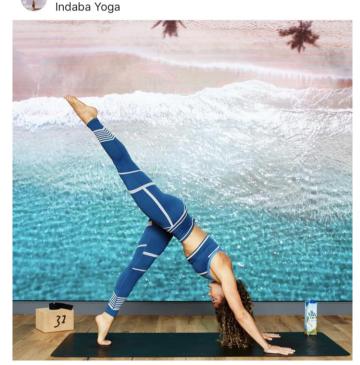
Avocado Social



### 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



katarinarayburnyoga

 $\bigcirc \bigcirc \bigcirc \checkmark$ 

 $\square$ 

...

WE Liked by mrsalisonharmon and 446 others

**katarinarayburnyoga** I am delighted to be leading the Business of Yoga module @indabayoga's London 200hr YTT starting this October, with the aim to empower students to build their yoga teaching





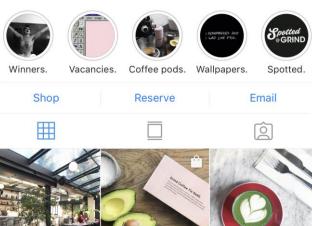
### INFLUENCER OUTREACH CAMPAIGN

- 6. Timing: When will the posts go out?
- 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?

<	gr	ind		•••
GRIND	<b>1,860</b> posts	116K followers	<b>44</b> followi	ng
	Me	essage	<b>-</b> ~	•
Grind				

Coffee Shop Coffee, Cocktails & All-Day Dining. Back in stock - Our Compostable Coffee Pods for Nespresso® Machines grind.co.uk/products/coffee-pod-tin

Followed by re\_\_\_\_store, balanceldn, signorelli\_london + 112 more



(+)

 $\heartsuit$ 

Anecado Social

Q

പ്ര

Avocado Social

### 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?

Cancel	Insig	hts	
	Posted on 15/08	9/2018, 14:57	
♥ 356	<b>Q</b> 8	7	<b>4</b> 8
Interactions	_		40
		0	
Δ	10 ctions taken fi		
Profile Visits			102
Discovery			
-		reached	
-	i) 3,37 Accounts	reached	18
:	i) 3,37 Accounts	reached	
Follows	i) 3,37 Accounts	reached	18

#### Avocado Social

### ADDITIONAL SOCIAL MEDIA HELP



#### Avocado Social Home About V Services Events Jobs V 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





