

eCommerce Marketing



CHAPTER 9 **INFLUENCER MARKETING FOR E-COMMERCE**

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AGENDA

Campaign Goal

Identifying the right influencer

Audience analysis

How to find and outreach influencers

Measuring ROI

Influencer marketing campaign goals

INCREASING BRAND AWARENESS

Product for post campaign

GENERATING CONTENT

Product for content campaign

GROWING YOUR SOCIAL FOLLOWING

Influencer giveaways

DRIVING SALES

Personalized discount codes



WORDS OF INSPIRATION

**Influencer marketing delivers
11x ROI over all other forms of
digital media.**

LOUIS FOONG

Source: business2community.com



GOAL #1

INCREASING BRAND AWARENESS

Consumer's ability to recognize your brand and the products or services you offer and ideally form a positive association in doing so



Product for post campaign

A campaign where you offer your product as a gift to an influencer in return for a social media post about your brand.



Source: [instagram.com/dropbottle](https://www.instagram.com/dropbottle)



**A COMPLETION RATE OF
50-60% IS AN INDUSTRY
STANDARD**

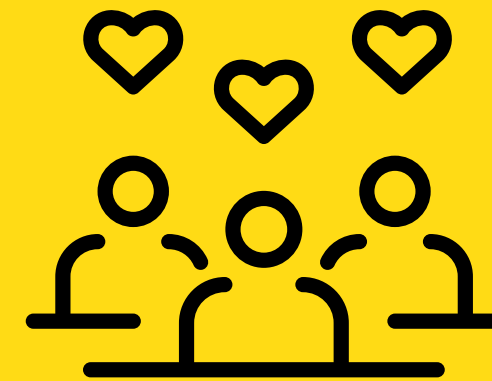
Source: foundr.com/start-and-scale



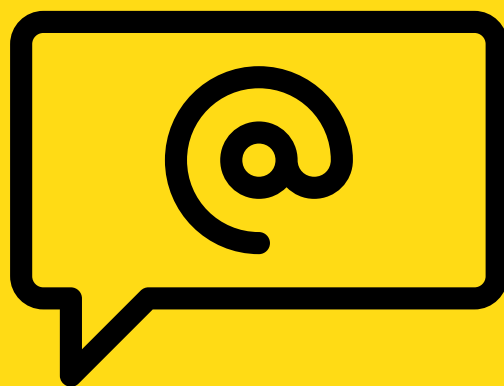
"Tag To Win" Campaign Results



85 influencers



2 million followers



100 brand mentions



15,000 new followers

Ambassadors – Drop Bottle

https://www.dropbottle.co/pages/ambassadors

The image displays a grid of six Drop Bottles, each filled with different ingredients. The bottles are arranged in two rows of three. Each bottle is accompanied by a social media handle and a country name. The bottles contain various fruits and vegetables, such as strawberries, lemons, cucumbers, and blueberries. The background of the images varies, including outdoor settings, close-ups, and flat-lay compositions.

Handle	Country
@MATILDAJERF	SWEDEN
@MEXIQUER	PORTUGAL
@CONSCIOUS_COOKING	USA
@THE.GREEN.LIFE	USA
@HEAVENLYNNHEALTHY	GERMANY
@TASTYASHECK	SWITZERLAND

Source: [dropbottle.com/pages/ambassadors](https://www.dropbottle.co/pages/ambassadors)



METRICS TO TRACK

Campaign reach
Post impressions
Brand mentions
Social engagements
Content created
Follower growth
Website traffic
Referral traffic
Sales

GOAL #2

GENERATING CONTENT

PRODUCT FOR CONTENT CAMPAIGN

Very similar to a Product for Post Campaign, but rather than posting the content to their social channels, the influencer simply submits the content directly to your brand.





Influencer generated content

Authentic, platform-native content that audiences can both identify with and engage with.



POST COMPLETION RATES:

PRODUCT FOR POST CAMPAIGN:

- **50-60 %**

PRODUCT FOR CONTENT CAMPAIGN:

- **80 %**



GOAL #3

GROWING YOUR SOCIAL FOLLOWING

"TAG TO WIN" GIVEAWAY

A sweepstakes in which the influencer asks their followers to tag a friend on their post and follow your brand to go in the draw to win a prize

TIPS

- **Include a strong CTA**
- **Give deadline to create urgency**
- **Don't ask them to do too much**
 - **Keep it easy to enter**



Compare the results by noting down the number of followers you had before and after the campaign

"Tag To Win" Campaign Results



20,000 followers
in 24 hours



80,000 comments
tagging a friend



Most engaging brand
profile that day



bambi_boutique • Follow

bambi_boutique GIVEAWAY NUMBER 2 🤖
To celebrate the launch of @bambi_boutique we are giving away this make up bundle to 1 lucky winner.

To enter, simply:

1. Follow @bambi_boutique and @emileehembrow
2. Tag the friends you want to share this with in the comments.

Conditions:

- *1 comment = 1 entry, 1 friend per comment, enter as many times as you like
- *Competition open worldwide for all ages
- *Competitions ends this Friday 15th of December at midnight
- *Competition winner will be announced on Monday 18th Dec

Load more comments

Instagram Comment



43,975 likes

DECEMBER 6, 2017

Add a comment...





bambi_boutique • [Follow](#)

bambi_boutique To celebrate the launch of @bambi_boutique we are giving away \$2000 worth of make up + a \$500 Bambi Clothing Voucher to 1 lucky winner.

To enter, simply:

1. Follow @bambi_boutique and @shaaanxo
2. Tag the friends you want to share this with in the comments

Conditions:

- *1 comment = 1 entry, 1 friend per comment
- *Competition open worldwide for all ages
- *Competition ends Friday 15th of December at midnight
- *Competition winner will be announced on Monday 18th Dec

Prizes include: - \$1000+ worth of @kyliecosmetics - \$100 @nyxcosmetics lipsticks



72,173 views

DECEMBER 3, 2017

Add a comment...





bambi_boutique • Follow

bambi_boutique 3 GIVEAWAYS - 1 WEEK 💕

💕 To celebrate the launch of @bambi_boutique we are giving away this make up bundle to 1 lucky winner.

To enter, simply:

1. Follow @bambi_boutique and @shanigrimmond
2. Tag the friends you want to share this with in the comments.

Conditions:

- *1 comment = 1 entry, 1 friend per comment, enter as many times as you like
- *Competition open worldwide for all ages
- *Competition ends this Friday 15th of December at midnight
- *Competition winner will be announced on Monday 18th Dec

Load more comments

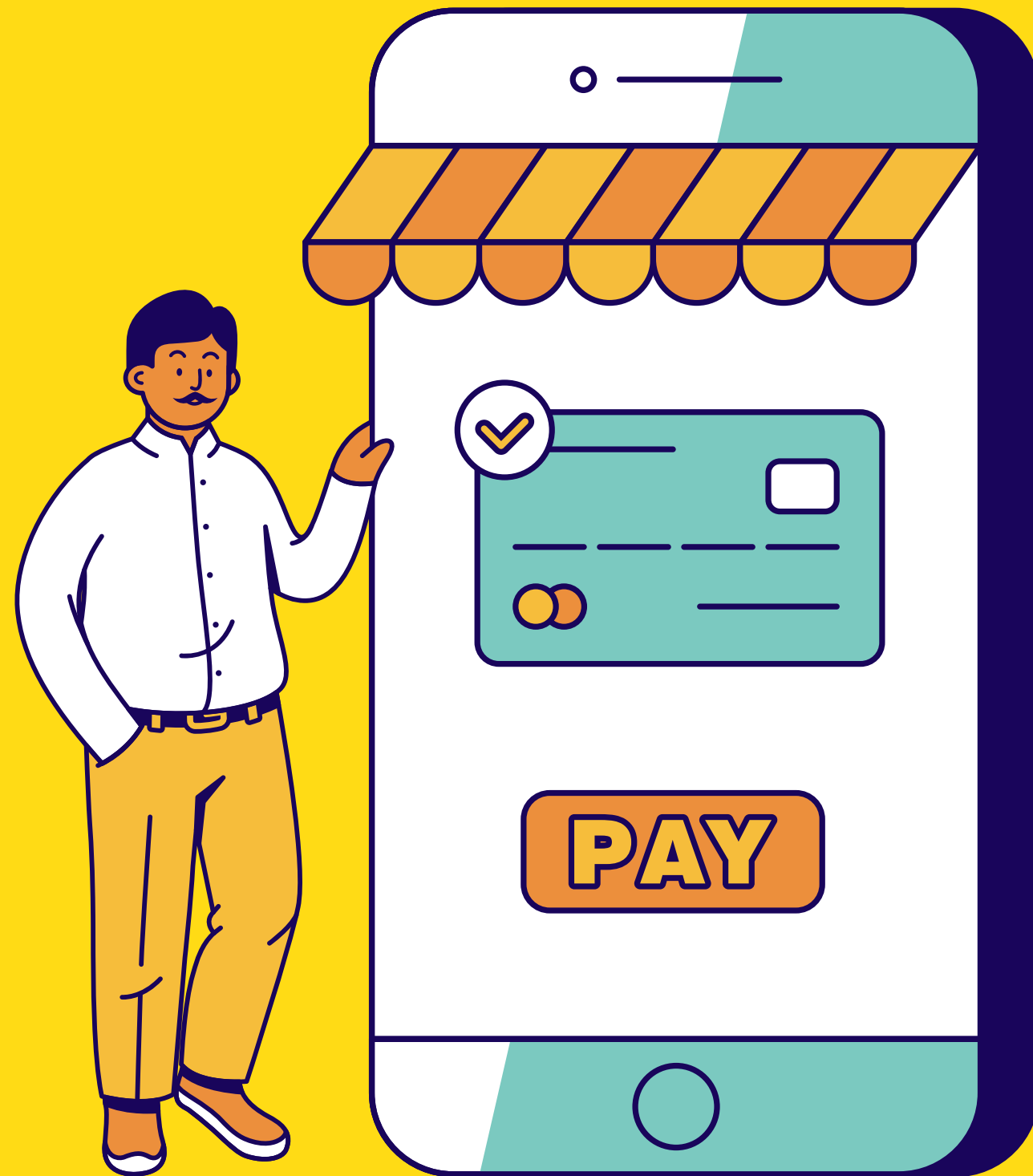


102,475 views

DECEMBER 6, 2017

Add a comment...





GOAL #4

DRIVING SALES

PERSONALIZED DISCOUNT CODE CAMPAIGN

A campaign whereby you offer paid macro-influencers a personalized discount code for their followers to use on your e-commerce store.



designbyaikonik

Follow

4,953 likes

3w

designbyaikonik Weekends with the new @danielwellington Classic Black watch. Use the code "CARISSA" to receive exclusive access until Oct 10 and 15% off! #DWclassicblack #danielwellington #sp

view all 113 comments

designbyaikonik Thanks Hun xx @arbenita_aliti

designbyaikonik 🧡💕 @rougecloset

designbyaikonik 🙌🙌 @onlyjeenn @_jennilife

designbyaikonik 🥰🥰 @holly_marullo @katiegraceyt

designbyaikonik Thanks babe xx @annythink_annywear 🥰

designbyaikonik 💕💕



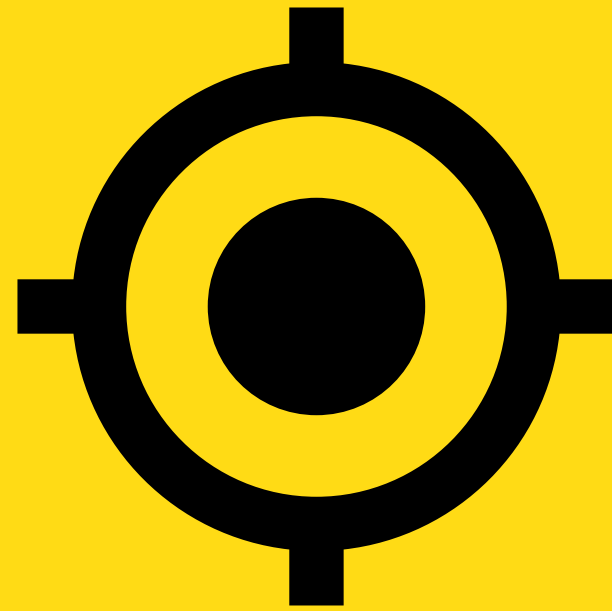
Source: [instagram.com/kyliejenner](https://www.instagram.com/kyliejenner)

KPIs to track

- Total increase in sales
- Total increase in sales from social referral traffic
- Increases in customer lifetime value from this attributed sales
- The number of times influencer's discount code is used

Scarcity example copy

They're only a small company and don't have that much stock, so I'd get in fast if I were you..."



Finding a similar influencer's audience to your brands target audience is the most important factor when finding an influencer

- 1. Reach & relationship**
- 2. Credibility**
- 3. Expertise**
- 4. Content**
- 5. Portfolio**
- 6. Persuasion**
- 7. Audience relationship**

TIP

- Don't get distracted by an influencer's large following. Instead, understand whether the influencer's audience is a good fit for your brand

REACH x RELEVANCY x RELATIONSHIP = INFLUENCE

- #of followers
 - #of subscribers
 - Niche
 - Areas of expertise
 - Interests
 - Skills & hobbies
 - Personality
 - Shared value
 - Tone of voice
 - Does the influencer respond to their audience?
 - Is there 2 way conversation occuring?
 - Does their audience ask for recommendation?
 - Dos their audience respond, comment and share content?
- Example of a good influencer:
sarahsday.com

ANALYZING AN INFLUENCER'S AUDIENCE

IS EXTREMELY KEY TO SUCCESS



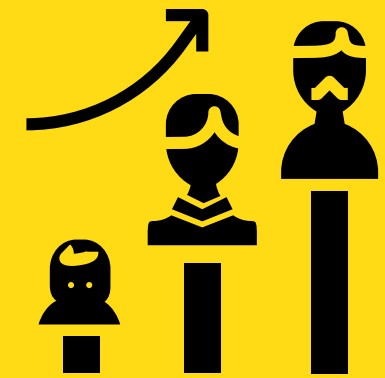
Gender



Country



Cities



Age



Use your ideal influencer
as your starting point



Work back from your ideal
customer or target audience



Model after what other
companies are doing

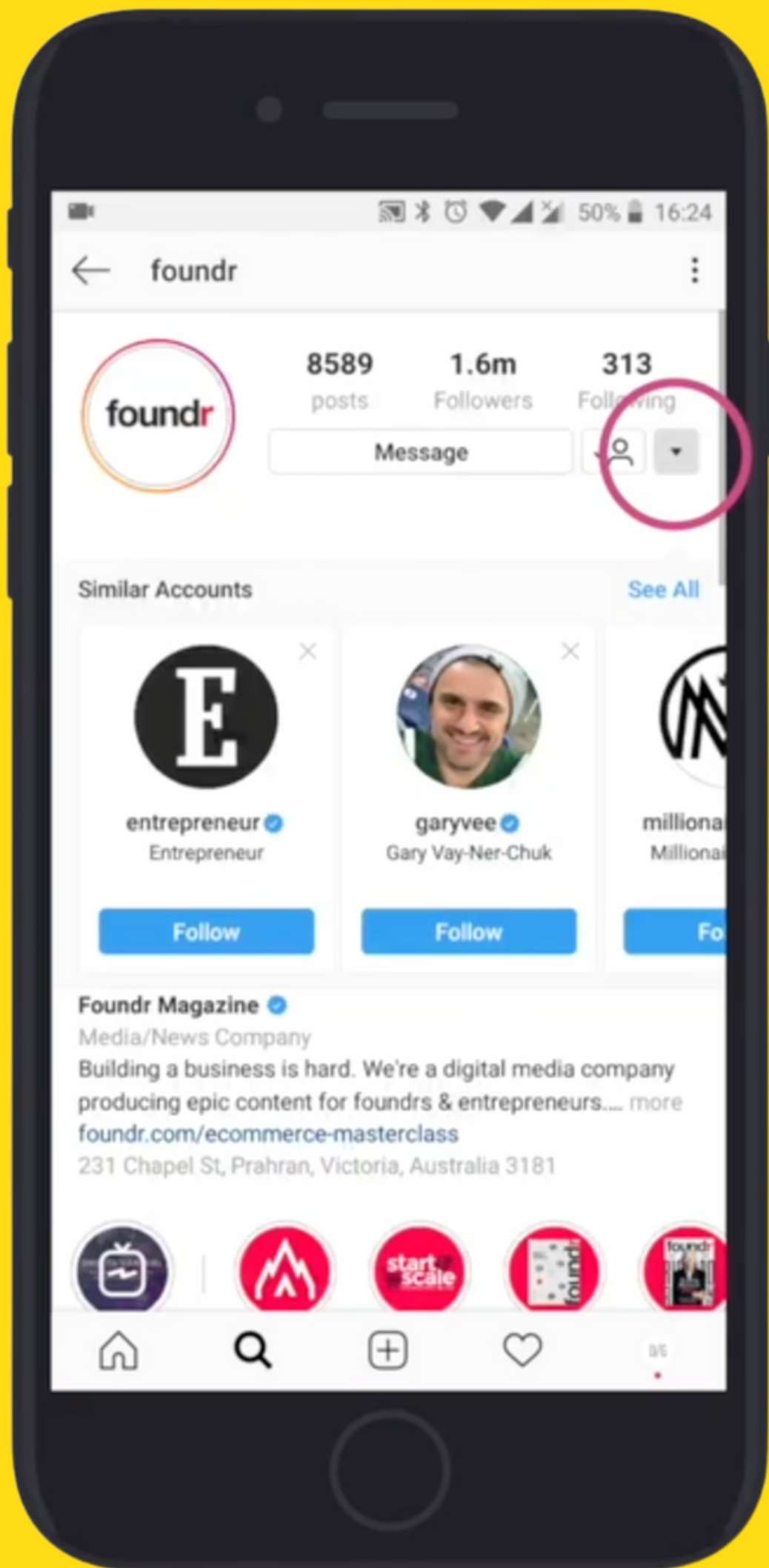


Use the social
platform itself

"SIMILAR TO"

OR

"RELATED ACCOUNTS"



← foundr



8589

posts

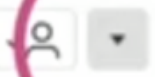
1.6m

Followers

313

Following

Message



Similar Accounts

See All



entrepreneur
Entrepreneur

Follow



garyvee
Gary Vay-Ner-Chuk

Follow



millionaire
Millionaire

Follow

Foundr Magazine

Media/News Company

Building a business is hard. We're a digital media company producing epic content for foundrs & entrepreneurs... more

foundr.com/ecommerce-masterclass

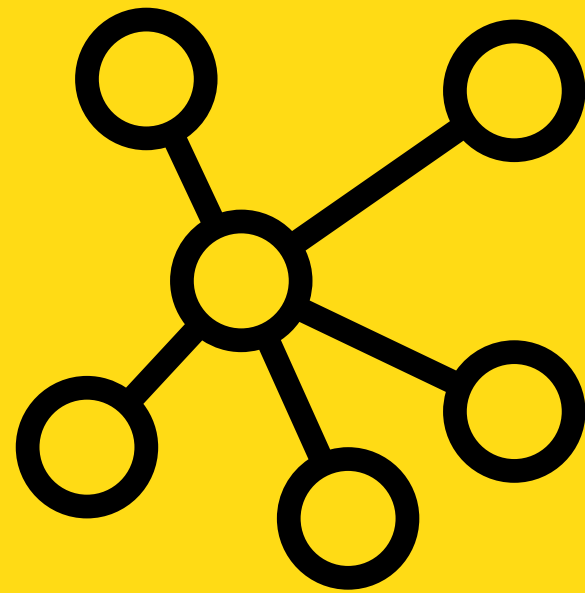
231 Chapel St, Prahran, Victoria, Australia 3181



TIP

- Start new IG account for influencer research
- Use it to create your list of influencers
- Take advantage of IG's algorithm
- This gives you a clean list for outreach

Influencer clusters



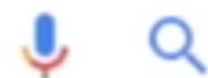
- Location
- Friendship
- Family
- Niche
- Activities

CUSTOMER ANALYSIS

Research who your customer's follow. It gives you a great insight into their identities

RELATED COMPANIES & COMPETITORS

detox water bottle instagram



All

Images

Shopping

Videos

News

More

Settings

Tools

About 23,800,000 results (0.52 seconds)

Detox Water Bottle (@dropbottle) • Instagram photos and videos

<https://www.instagram.com/dropbottle/?hl=en>

120.3k Followers, 473 Following, 2222 Posts - See Instagram photos and videos from Detox Water Bottle (@dropbottle)

Detox Water (@detoxwater) • Instagram photos and videos

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

The human body is 64% water. Hydrate creatively with #detoxwater - + our specially designed Detox Water Drink Bottles via @dropbottle www.dropbottle.co.

The Detox Bottle (@thedetoxbottle) • Instagram photos and videos

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

9189 Followers, 6670 Following, 399 Posts - See Instagram photos and videos from The Detox Bottle (@thedetoxbottle)

Missing: water | Must include: water

See detox water bottle insta...

Spon



H2O Fruit Infusion Water Bottle - Inspire Uplift

\$24.97

Inspire Uplift

Free shipping

→ More on Google

OUTREACH TO INFLUENCERS

DO

- Keep it brief and to the point
- Spark their interest right away
- Personalize your message
- Give them a "why"
- Introduce your brand and how you are different
- Provide interesting campaign details

DON'T

- Don't be pushy
- Don't assume anything
- Don't send generic emails
- Don't offer exposure in the place of payment
- Don't try to control them and their creative



SAS - Example Outreach Email to Influencer

Subject Line: Paid Skintox Collab

Hi **Ella**,

I've been following you on Instagram for a while now and I love your feed. Your recent trip to Japan looked amazing!

[Compliment (only if it's true) + personal detail]

I'm reaching out today on behalf of my brand **@SkintoxCo** as we're looking for content creators with engaged communities within the beauty industry, like your own, to promote our brand.



SAS - Example Outreach Email to Influencer

[Compliment (only if it's true) + personal detail]

I'm reaching out today on behalf of my brand [@SkintoxCo](#) as we're looking for content creators with engaged communities within the beauty industry, like your own, to promote our brand.

[Why them]

At [Skintox](#), we create products that detoxify your skin from both the inside out and the outside in. We think beauty products should be as beautiful as they make you, so we've put a lot of attention into our packaging and design as well.

[A bit about the brand / how we're different]

We think you're a perfect fit for the brand so we would love to send you our entire range of [Skintox](#) products which can be found [here](#).

[Insert link to what they'll get]



R.O.I

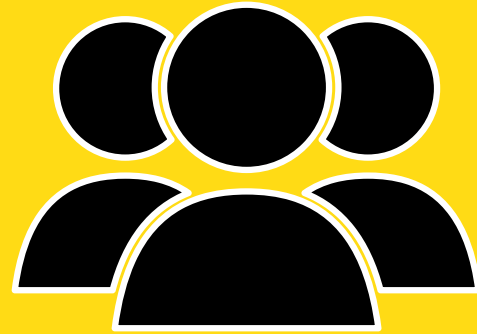
Measures the amount of return on an investment, relative to the investment's cost

R.O.I = 400%

(\$2,500 in attributed sales - \$500 Instagram post)

\$500 Instagram post

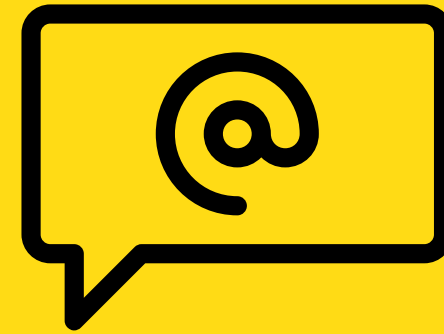
MEASURING ROI OF A BRAND AWARENESS CAMPAIGN



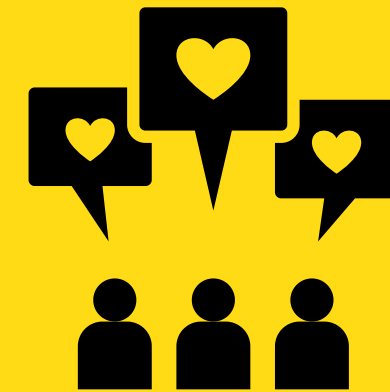
Campaign
reach



Post
impressions



Brand
mentions



Social engagements
(likes, shares, saves,
comments)

MEASURING ROI OF A CONTENT GENERATION CAMPAIGN



Number of
content
generated



Quality of the
content



Number of
times for
repurposing
that content

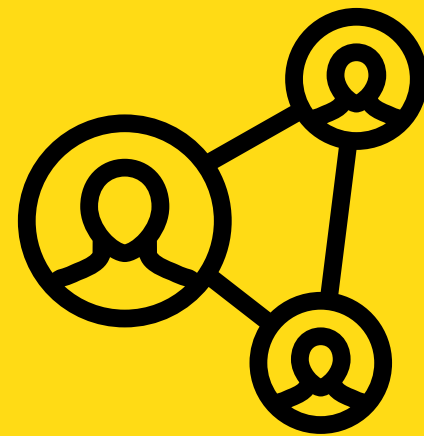


Popularity
(engagement)

MEASURING ROI OF A SALES CAMPAIGN



Increase in total sales?



Sales from social referrals



Attributed sales

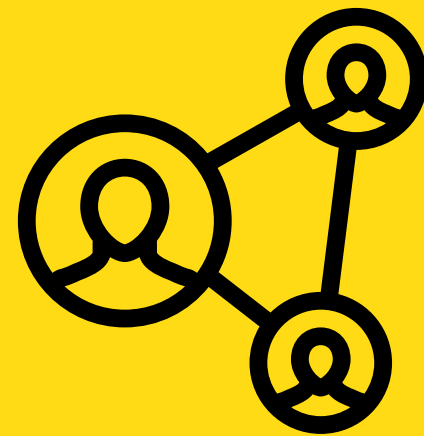


New users & page views on a site

MEASURING ROI OF A SALES CAMPAIGN



Increase in total sales?



Sales from social referrals



MUSLIM10

Influencer's unique discount code

bit.ly/a101

Personalized trackable link



New users & page views on a site