Influencer Marketing and PR

Zoe Griffin Media

Oxford College of Marketing

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MEDIA

ABOUT US

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MEDIA

Zoe is Digital Spice.

I have more than 10 years experience in social media, content marketing and influencer marketing. I've worked with brands including Very.co.uk, plus-size clothing labels Evans and Simply Be, JD Williams, Sinead Kelly Hair, and INCUS sports tech.

I got into it by pure willpower. In 2009, I'd already served 2 years as a gossip columnist at the Sunday Mirror but none of my own friends were reading papers, they were reading blogs. I quit my job and started a blog – called Live Like a VIP about how to live a celeb lifestyle for less – and I had to make it a success or I had no means of paying the mortgage.

Back then, success was traffic. If I could get traffic to the blog, I could sell advertising space. So I used the premises of influencer marketing to attract traffic to my own blog – doing deals with huge sites like Perez Hilton, Go Fug Yourselves, Lainey Gossip. It worked.

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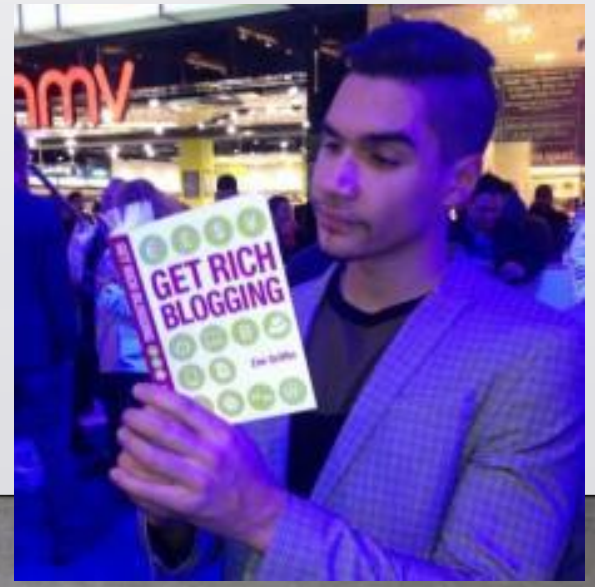
I got invited to events like the Cannes Film Festival as Zoe Griffin, rather than Sunday Mirror Journalist, I made thousands a month through affiliate sites suggesting clothes like TopShop and Asos to imitate celebs' outfits and in 2012, Live Like a VIP was named blog of the year by Cosmopolitan magazine. Back in the day, I was an 'influencer' before the term was invented

Very.co.uk hired me after the award to create, launch and grow a blog. They'd never done it before but they wanted me to start it and to make it as popular as my own. I started the brand's Twitter and Instagram channels and grew the blog by collabs with fashion influencers – clothes for posts. When they sponsored the Xfactor, I did an interview with contestants called 1Direction who already had a huge following and Twitter followers went up by 100k in a few hours. I spotted influencers get attention and I used it all the way.



I'm the author of two books – Get Rich Blogging and Get Rich Vlogging – and I've mainly promoted them through the power of people more famous than myself. Here's gymnast and Strictly star Louis Smith with his bedtime reading…

CONTENT

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1. How to find influencers
2. How to pitch to influencers
3. How to measure / report reach
4. How to repurpose content as testimonials / news stories
5. Q&A

FINDING INFLUENCERS – WHO DO YOU WANT?

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Influencers can be divided into the following categories:

Mega influencers. These people reach more than one million people with their posts. However, their engagement rates aren't always as huge as their following. While it's clear enough nobody would seriously consider turning to Bill Gates with a collaboration idea, let's take his profile as an example of a mega influencer and calculate his engagement rates. Having almost 40 million followers, Bill Gates gets 10-30K engagements per post. It means the engagement rate is between 0.025% and 0.075%.

Macro-influencers. A macro-influencer has over 100,000 followers. These people usually have experience in multiple topics and therefore reach a wider net.

Micro-influencers. These thought leaders have from 1,000 to 100,000 followers and usually get the highest authentic engagement. Surprisingly, the number of interactions below their posts isn't far behind the statistics of macro-influencers.

2022 is the year of the Micro

EXAMPLES

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Individual Uber Influencer Campaigns: Uber famous creators, but one hit (and normally expensive).

Molly Mae x Pretty Little Thing

Mrs Hinch x home brands

Meghan Markle x Smart Works

This will benefit a PR campaign as you can bargain for interview time with the influencer as part of the deal.

So you can measure reach from social media plus reach from the publication that did the interview

EXAMPLES

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Macro / Micro Influencer Campaigns: use cheaper / free influencers for a continuous story and momentum

Brooks Run Happy Crew

Berry Gardens Berries

Gymshark

This will benefit a PR campaign as you will usually reach more people through a combined push

Also, you can use it as part of an event that you invite traditional journalists to for extra coverage in print and online. Trade press, niche interest press and lifestyle media

FINDING INFLUENCERS – WHAT'S THE END GOAL?

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Working with influencers is time-consuming. There's no point in working with people who aren't a good fit.

Ask yourself:

- Who is the right fit for the brand?
- What do the brand's audience like doing?
- Who do they genuinely follow online?

Present to the client:

- Offer the client some choices
- Don't ask for their wish-list, it will be impossible
- Don't promise what you can't deliver. Be realistic
- Start small and work up. Get some small coverage with lovely pictures / video, grow in confidence, give them more

GOOGLE

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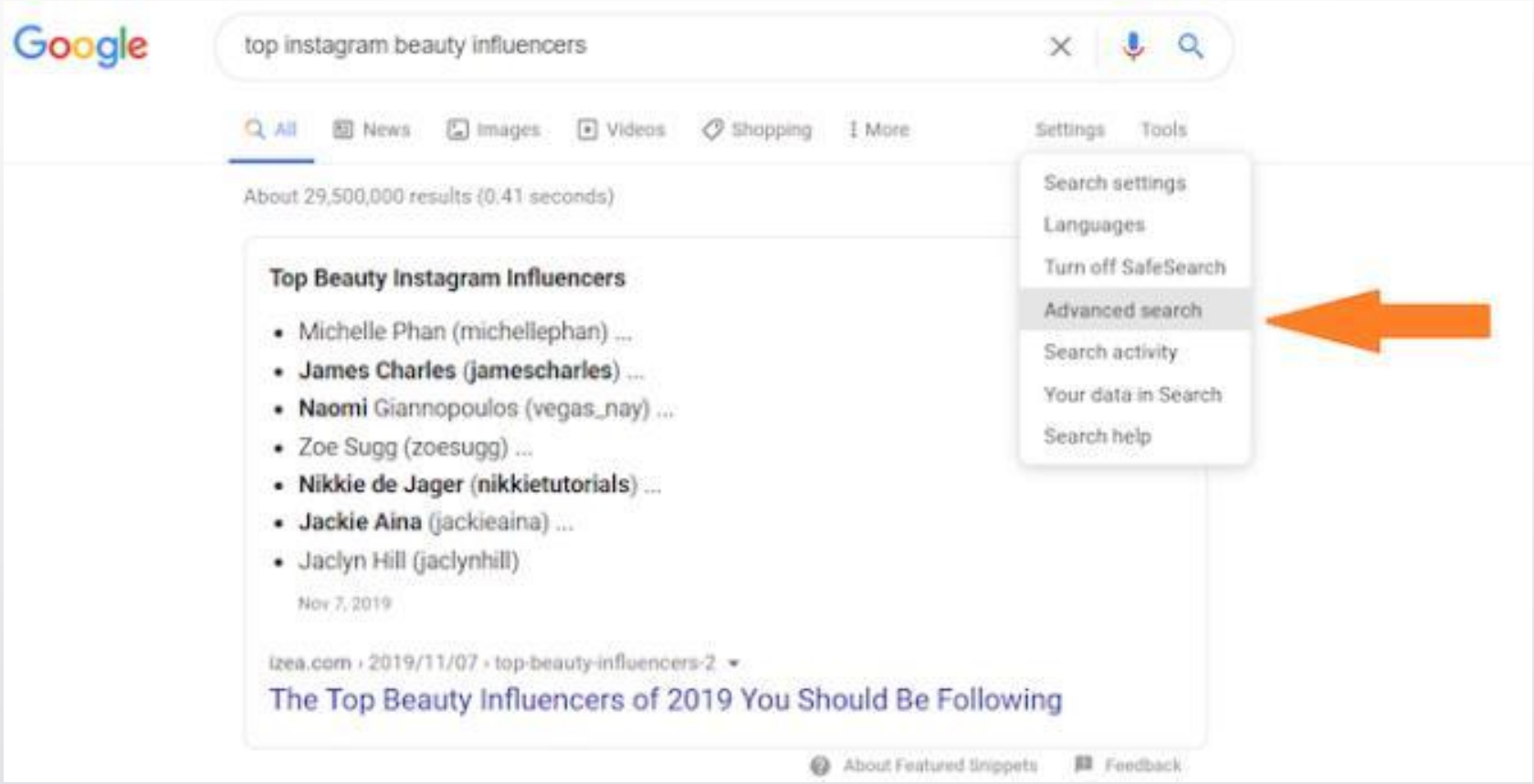

Do a general search for something like "top Instagram beauty influencers.
Then navigate to the Advanced Search Section. You'll find this in your settings.

GOOGLE

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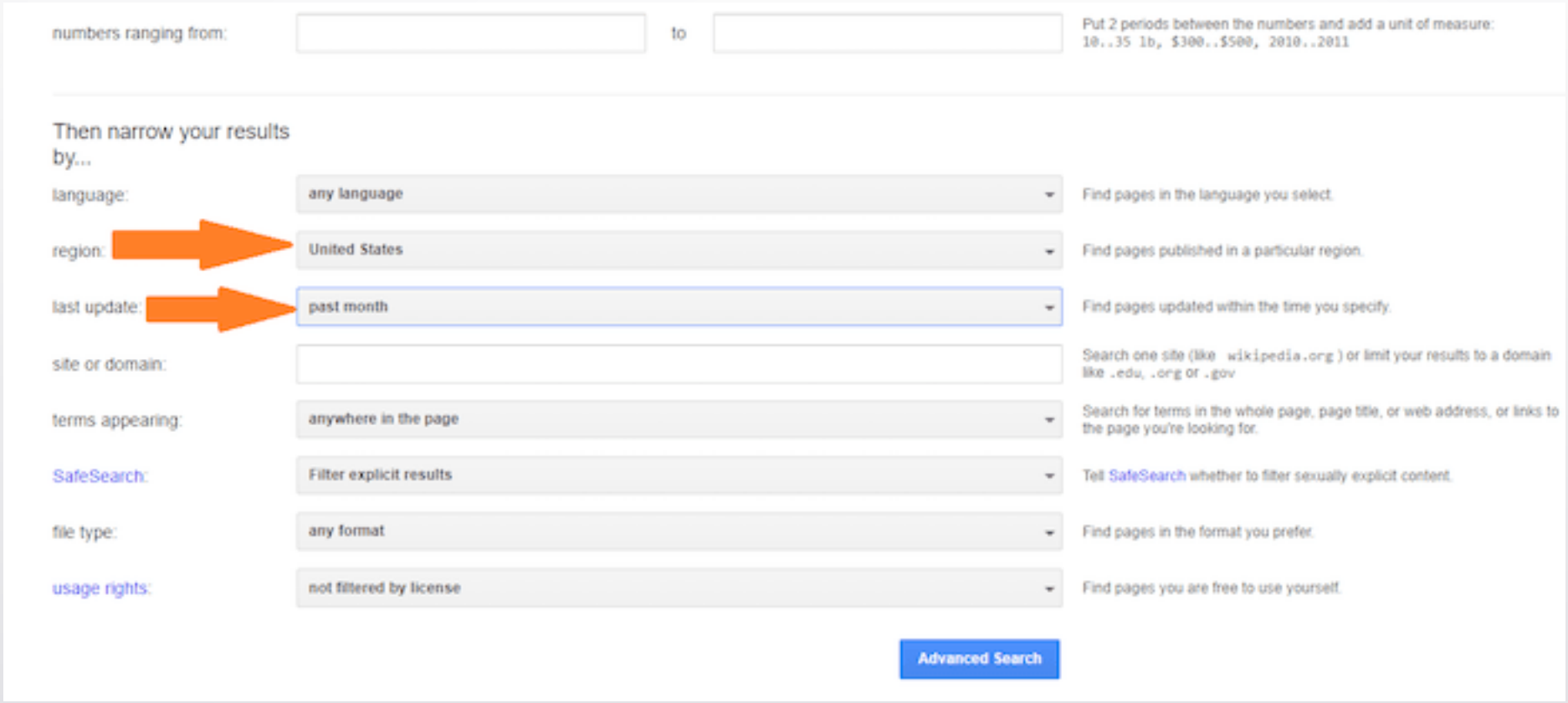

From there, you can change the last update section. Last month will give you the most current results
You can also search by location.
Look at the first 3 to 5 pages of search results to see if any are a good fit for your brand.

GOOGLE

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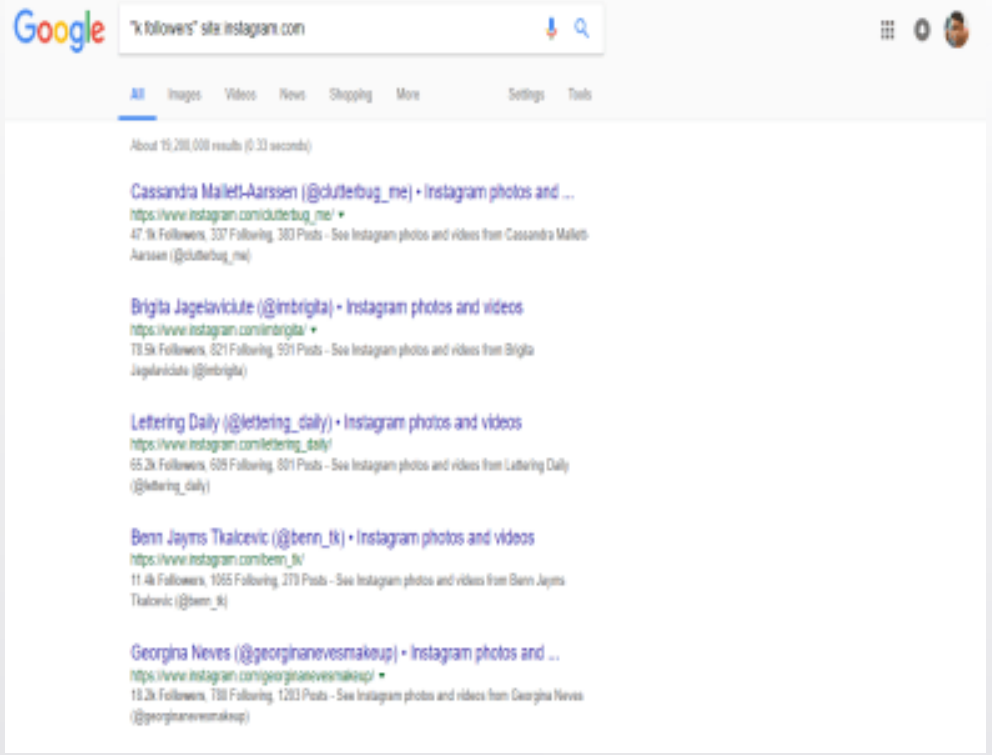
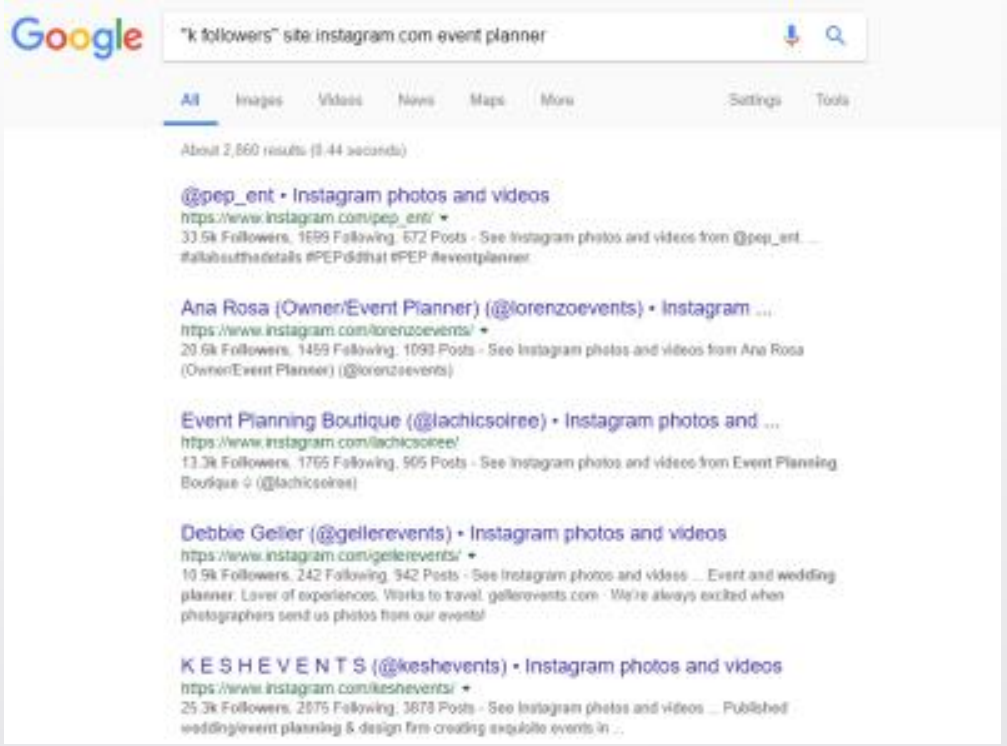


Google has advanced search commands that you can use to find relevant influencers.

Enter: **site:instagram.com "k followers"**

This will show Insta users with more than 1,000 followers



Now refine it by adding a search term relevant to your niche – eg event planning.

As you can see, it comes up with a variety of results that includes event planners or event planning, all with >1k followers

INSTAGRAM– DISCOVERY THROUGH #S

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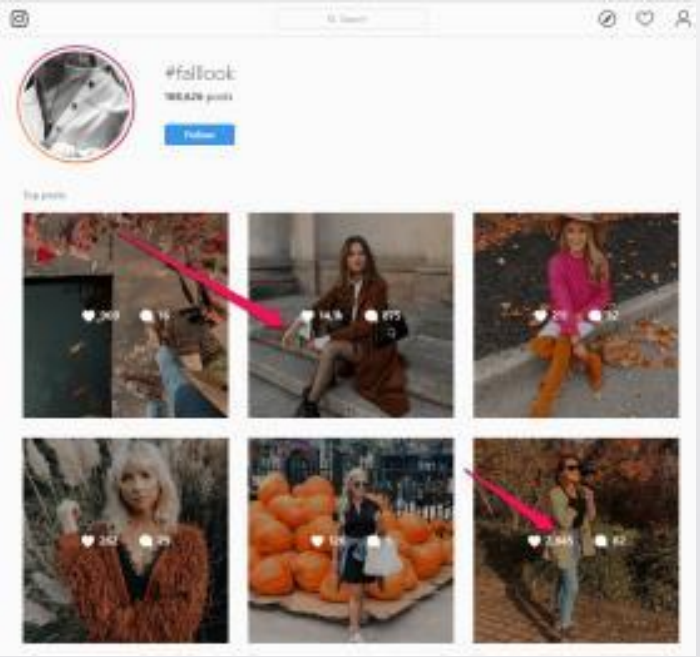
One of the easiest and effortless ways to find influencers on Instagram is to use the power of hashtags.

Search on websites that collect popular hashtags, such as All-hashtag.com.

Put in your search term and it will give you 30 relevant hashtags.

Go back to the Instagram app, put the # in the search box and it will come up with top or recent posts based on the hashtag.

Look at all the people who have posted the top hashtags – are they a relevant fit for your brand? Find out which other brands collaborated with them, the engagement rates and see if they are a good image for your brand.
Do they have other profiles? TikTok /YouTube / LinkedIn



MARKETING SOFTWARE – OPTIONS!

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- Upfluence
- Sparktoro
- Heepsy
- Brandbassador
- AspirelQ
- GroupHigh

Tribe

Izea

Klear

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HEEPSY

$49 / month is one of the cheapest softwares available

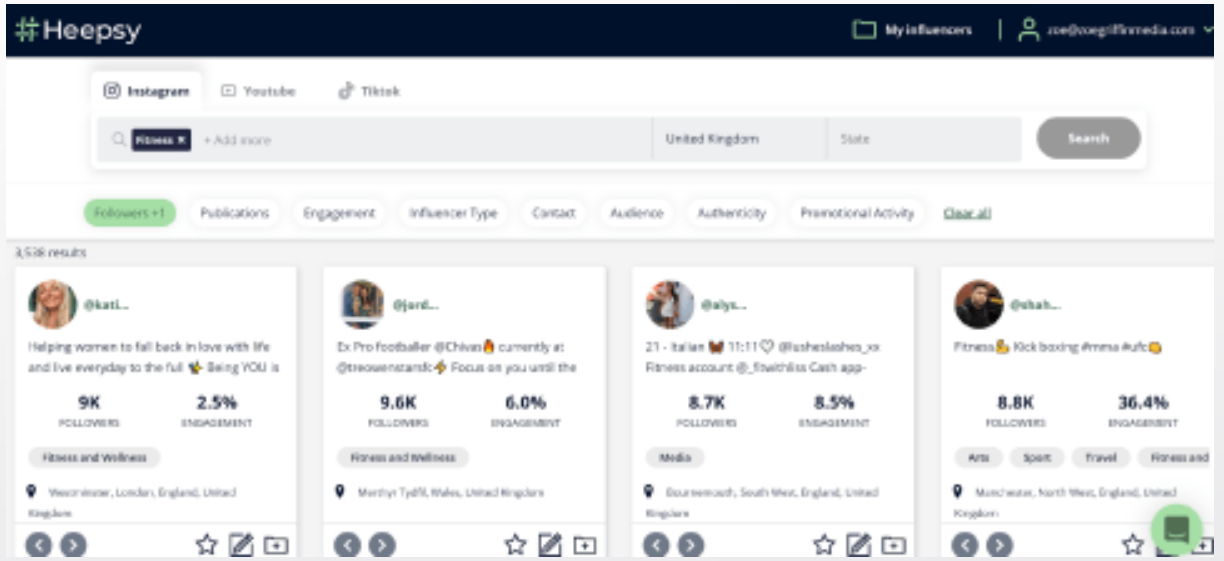
Works on Instagram, YouTube and TikTok

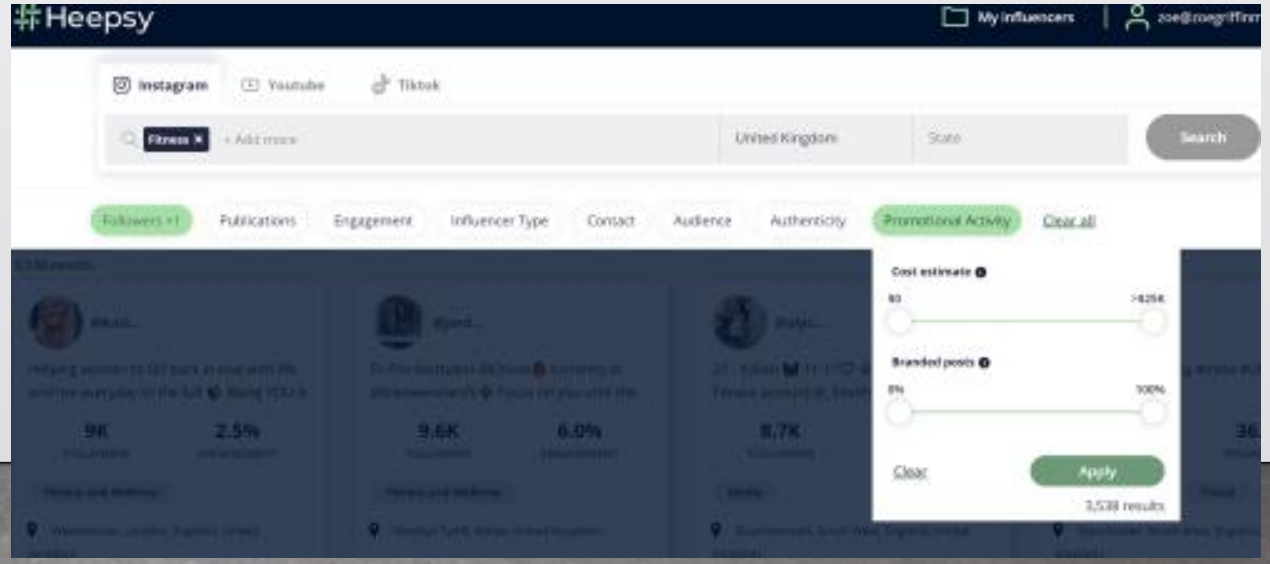
Start by adding in keywords relevant to your niche

Filter by location

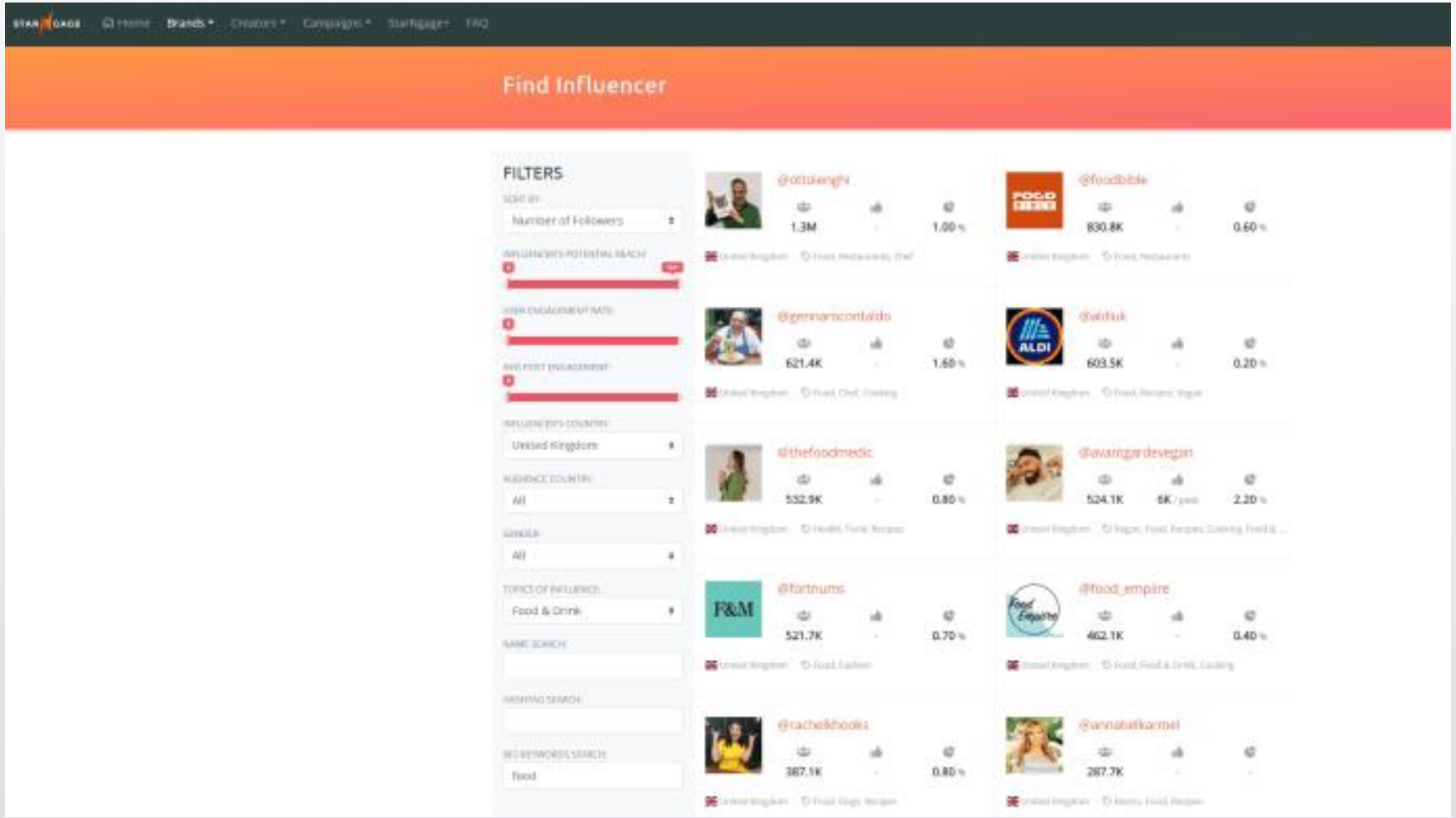
Filter by followers (5k to > 1 million), engagement, whether they are Instagram verified or not

You can even filter by estimated cost (see bottom image), where it estimates how much certain influencers charge per promo. NOTE: It's an estimate





STAR 'NGAGE



FREE Influencer Instagram search tool. YAY!

Only Insta, but a free alternative to Heepsy etc

PITCHING: CASH OR STASH?

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Before you approach an influencer, you need to be clear what you are asking them to do and what the reward to them is. First, you have to work out what you are prepared to (and can afford to) offer them. Then you have to make it sound appealing to them

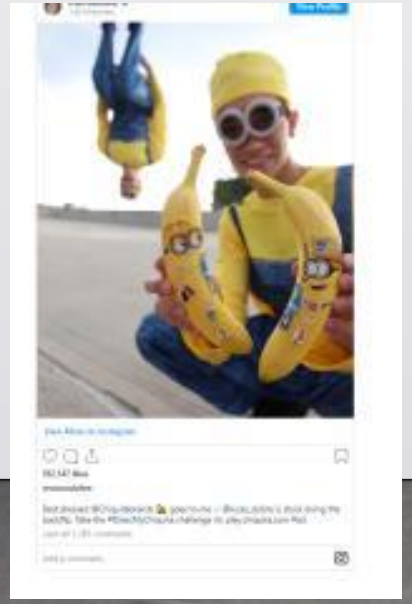
BENEFITS OF CASH FOR YOU

You can have more control over what you are asking them to post

It will be done by a specific date

There's no stress – you don't need to worry will they or won't they? If they have a contract, they will.

CASH CONTENT



If you're paying someone, you have more control over the content direction. You can discuss the following types of post to make your brand stand out:

Hashtag campaigns – eg Chiquita bananas encouraged people to draw faces on their bananas and tag

#dressmychiquita,

If you do it with several influencers at once, it has the potential to go viral

CASH OR STASH?

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BENEFITS OF STASH FOR YOU

Lower overheads
You can afford to use more influencers as you're not spending all your budget on one or two
Easy to fulfil – all you have to do is ship the product and no invoicing after etc

STASH CONTENT

Authentic styling that fits the influencers feed

Affiliate Promotion – they get a code for their followers and earn commission on posts. They are more incentivized to post as they know they earn when others buy

PITCHING: SLIDING INTO THE DM

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BEFORE YOU START

Warm up your influencers. Don't slide in until they know who you are. For at least two weeks before, get into the habit of liking and commenting on everything they post as soon as it's posted. Set push notifications to your phone. Be their best fan!

You could even share one of their posts to your Stories with a comment about why you love this content and why it resonates with you and your audience.

Ideally, the influencer will be happy about all the love they're receiving from your PR company / your own account and follow you back. Then your messages will go into their main Inbox. If not, it goes into their requests folder, which not all influencers are good at checking.

SLIDING INTO THE DM

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BENEFITS OF DIRECT MESSAGES

- ✓ You don't have to worry about a message going into an email spam folder
- ✓ You can keep things short and sweet and make them get in contact with you to find out more
- ✓ It's easy to come up with a simple template so you can message multiple influencers at a time.

Hey, [First Name] – I hope you're having a good week / weekend. I loved that [specific content] you shared. [Emoji] I'm reaching out from [Your company] to see if we might be able to collab on something. Let me know if you're interested!.

Always follow up. Influencers can be flaky. It doesn't mean they don't like you or the brand you're promoting if they don't reply immediately. So send a follow up message if they don't reply within 3 to 4 days.

Hi (First name)! Just following up to see if you want some freebies! All we need is an address. Let me know!

In the meantime, comment on every photo they post.

Two days after the follow-up email, comment on a post asking politely if they saw the DMs. A good influencer always replies to comments

PITCHING: EMAIL

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Some brands are not keen on approaching influencers by DM, especially if an influencer has their email listed in their bio.

EMAIL BENEFITS

- ✓ It looks professional
- ✓ You can go into more detail about your product and brand story
- ✓ It's less spam-y. Sometimes a DM can look like a bot's done it.
- ✓ It has more chance of being seen if the influencer isn't following you.

Hey (First name)!

My name is (your name) from (your company). I follow you on Instagram and love your posts!

I wanted to see if you're interested in collaborating with us. Take a look at our page and see if we'd be a good fit for your content (link to page).

Talk soon,

(Your name)

This template is friendly, yet straight to the point. The influencer knows who you are, how you found them, and what you want. Doesn't overhwlem the, with information and leaves them wanting more.

PITCHING: SEALING THE DEAL

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Think about them, not you.

What are you proposing that's of value to them? Is it:

- The chance to try new fashion or beauty items before anyone else?
- Offering them something that solves a problem – eg their yoga mat looks awful, so you're sending a new one
- Offering something that improves their life. Even if they think their sports clothes look good, you might be offering them the chance to try the most flattering clothing ever
- Offering them money in exchange for posts?
- Offering them more exposure?
- Inviting them to a fun networking event where they can meet useful people

Summarize all these benefits in a short message to them if they express interest to your initial email / DM

Micro Tip: Don't mention money unless they do. There are other benefits to them.

REPORT: TEMPLATE

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Download a customizable template that you can personalize to fit your brand at:

https://docs.google.com/presentation/d/1Pn4pxLf374Ut82idT6f-KDi9sPCFsasyb9cAroW1Tbo/copy

REPURPOSE CONTENT

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Here are some ways an influencer campaign can be used for other brand PR

1. Use the image as a press image / on brand social media (or a video still)
2. Use the influencer as a testimonial
3. Use uber / macro influencers for interviews with the media
4. Host an event with the uber influencer that media and micro influencers are invited to (like Khloe Kardashian for Lipsy)
5. Host an event bringing micro influencers and the media together for an experience. If you're doing a Christmas showcase, just add some influencers to the guest list (and follow up if you want coverage)
6. Make a news story out of it (eg if you have a beauty brand and someone is coming in for a treatment)

SUMMARY

Influencer Marketing can lead to great things…others have made a success out of it – you can too!

Remember to:

Set your goals: what are you trying to achieve / promote?
Get creative – act cool
Choose your network carefully
Aim for video (it's more engaging)

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