

A pop art style illustration of a woman's face. The background is a red field with a white polka-dot pattern. The woman's face is rendered in a stylized, high-contrast manner with bold black outlines. She has bright yellow hair, large dark eyes, and red lips. A white speech bubble with a black border is positioned in the center, containing the main text.

**Getting Started with**  
***INFLUENCER***  
***MARKETING***

with   
**DENVER**  
The Mile High City

# Why Influencer Marketing?



## Let's throw some stats at you:

### In 2016/17:

- 84% of brands used some form of influencer marketing in the past two years
- Of those, 64% said they saw effective results with increase in engagement, followers, awareness and sales
- 51% said it produced a higher-quality customer

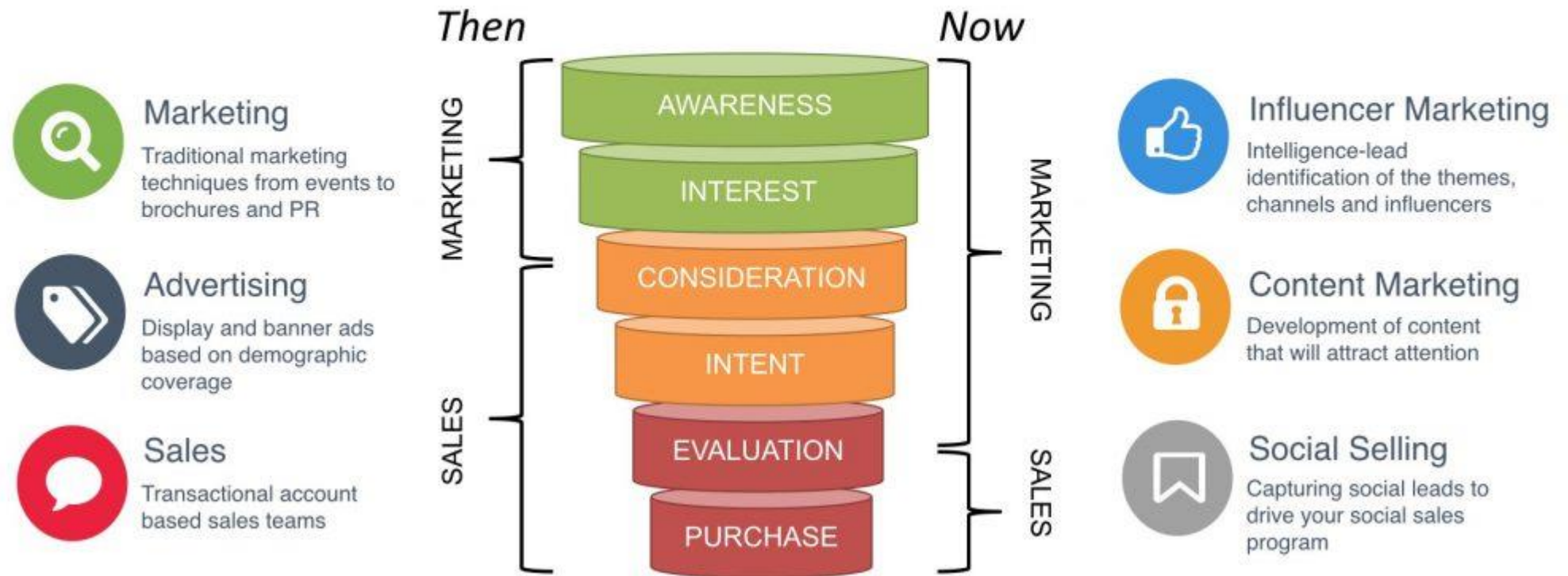
## Influencer Marketing is:

- Trustworthy
- Measureable
- Easy/Affordable/Organic (for now)
- Effective for awareness and advocacy

# The New Marketing Funnel - Storytelling

## New Marketing Funnel

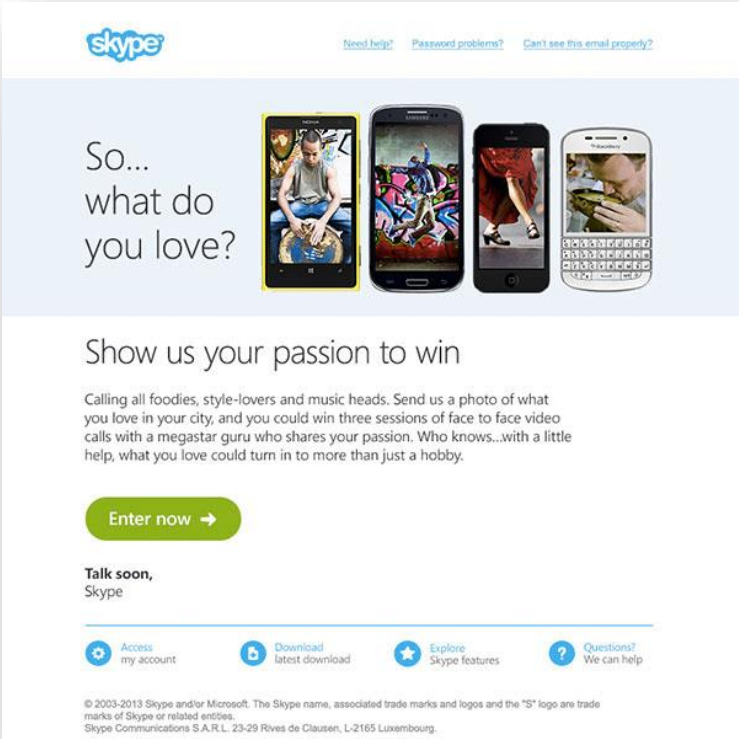
Adapting your tactics to play the new game



# Examples of Micro-Influencer Campaigns



**Company:** Sperry  
**Influencers:** Fans/enthusiasts



**Company:** Skype  
**Influencers:** Popular artists, makers, foodies in target cities (competition)



**Company:** Hallmark  
**Influencers:** Mommy/Family Bloggers

# ROI of Influencer Marketing

## Average Engagement Rate on Instagram and Twitter in 2017

We analysed 1,000,000+ influencer profiles  
across leading Influencer Marketing Platforms

	<1,000 followers	<5,000 followers	<10,000 followers	<100,000 followers	100,000+ followers
 Instagram	8%	5.7%	4%	2.4%	1.7%
 Twitter	1.5%	1.45%	0.55%	0.45%	0.3%

Brought to you by



## The ROIs of Influencer Marketing

TANGIBLE BENEFITS

engagement  
views, impressions, reach  
conversion rates

How can the success  
of an influencer marketing  
campaign be measured?

INTANGIBLE BENEFITS

trust & authenticity  
organic conversation  
residual marketing effects  
creative content

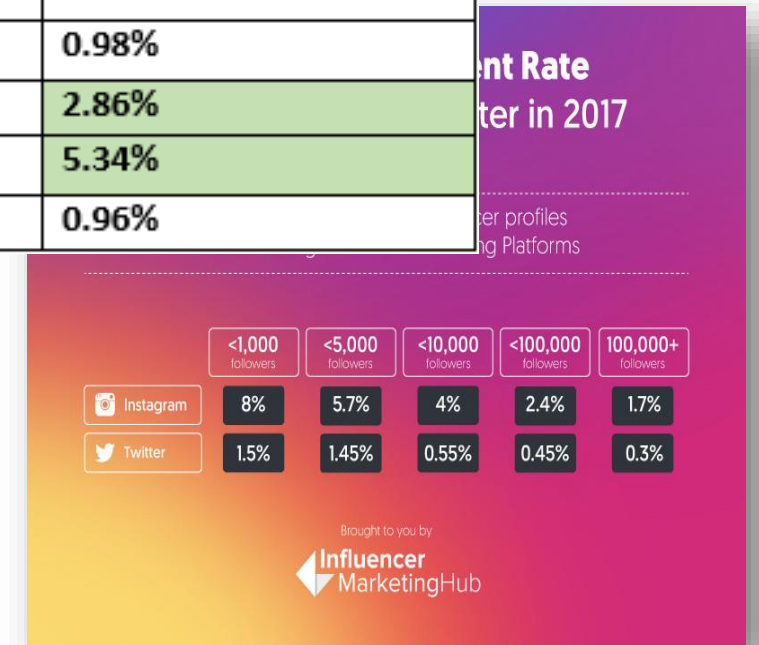
# The Do's and Don'ts of Influencer Marketing

## Don't:

- Only look at the numbers
- Think you have to automatically pay an influencer
- Compromise your brand image
- Partner with anyone without having a clear vision
- Forget that they don't actually work for you

Engagement Last 10 posts	Engagement Rate (Engagement/Followers)
138	0.40%
1419	4.08%
537	1.55%
483	1.39%
755	2.17%
634	1.83%
340	0.98%
995	2.86%
1855	5.34%
335	0.96%

34,700+



# The Do's and Don'ts of Influencer Marketing

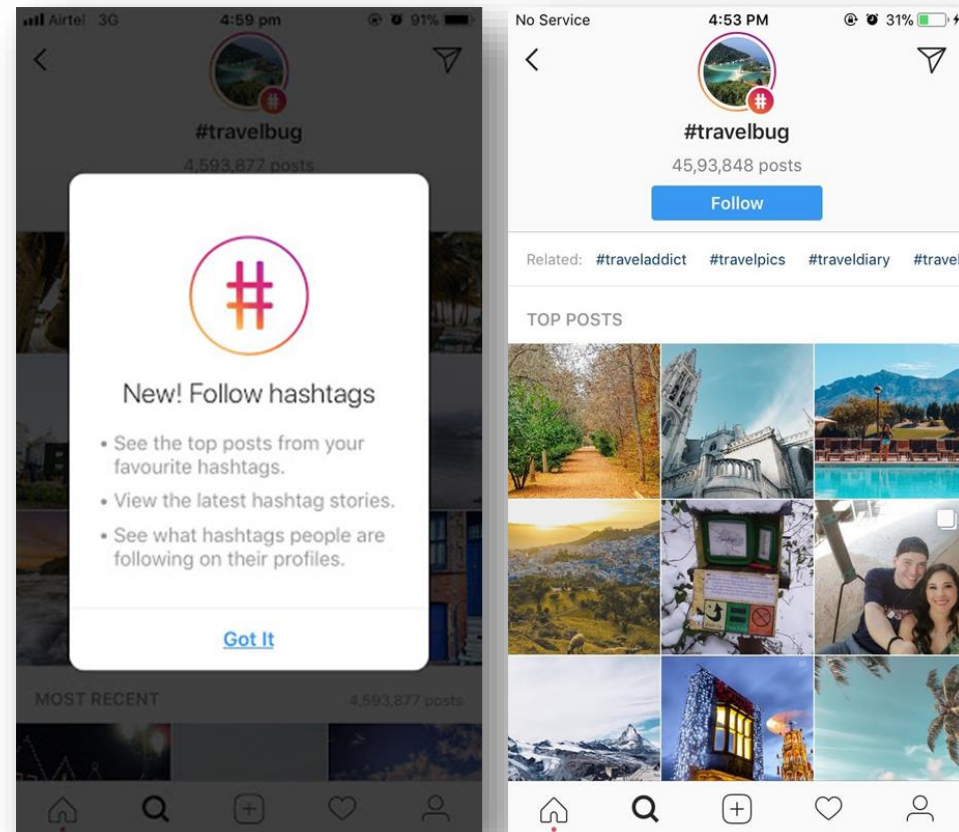
## Do:

- Find your influencers through their messages first – targeted audiences
- Offer your influencer collateral, discounts, product samples
- Find a common ground with your influencer – they should talk for you but not exactly like you
- Have a strategy
- Get creative! This is your chance to expand your brand image!



# How to Find Influencers

- Follow relevant hashtags – accounts can follow hashtags so popular users will show up in their newsfeed
- Instagram and Twitter will natively show you post ranked by engagement in hashtag searches
- Follow relevant accounts and interact with the people interacting with THEM – It's not stealing, it's smart!
- Invest in a social listening or UGC platform (Crowdriff, Buzzuomo, Stackla etc.)
- Use your own! Influencers can be as easy as treating your staff in-house and having them post to their friends!





# VISIT DENVER's Internal Process

## What You Should be Providing Influencers

- Clear strategy and branding guidelines (do's and don'ts when working with you)
- One-Sheet with company and partner account information

## What Should Influencers be providing?

- Set # of posts or stories on a certain platform
- How many times you or involved partners should be tagged
- Metrics provided after end of campaign (views, engagement etc.)

## How to Choose your Influencers

### Rank:

- Engagement Rates
- Account Topic/Subjects
- Follower Count
- Seek them out or let them find you
- Micro-influencer vs. Celebrity/Status

## Levels of What You Will Provide

- Do you want to pay the influencer? (Top Tier)
- Do you want to provide the influencer with tickets, discounts, hotel room etc. (Middle Tier)
- Do you want to provide the influencer with account information only (lowest tier)



# VISIT DENVER Example

## What we did:

- Invited 5 local influencers to the DRW Lexus Party that we were ALREADY throwing



## What we got:

- 3 highly engaged attendees
- Their audiences totaled over 30,000 local or regional fans
  - 0 cost associated
- Viewership numbers reported on and both us and partners were tagged 10+ times in 3 hours