

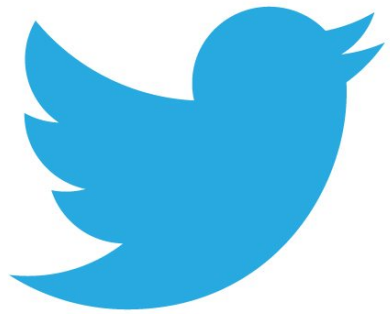
# Social Media Influencers: harnessing the power



# Why use Influencers?

- ▶ Influencer marketing is a type of marketing that focuses on using online leaders to drive your brand's message.
- ▶ A Social Media Influencer is a user on social media (Facebook, Instagram, Blog Posts) who has established credibility in a specific industry.
- ▶ Social media influencers have demonstrated time and again their unique ability to connect with an organic, engaged audience.

# Social Media Influencers



Passionate content creators who have become famous on the internet doing "internet things."



# Understanding Influencers

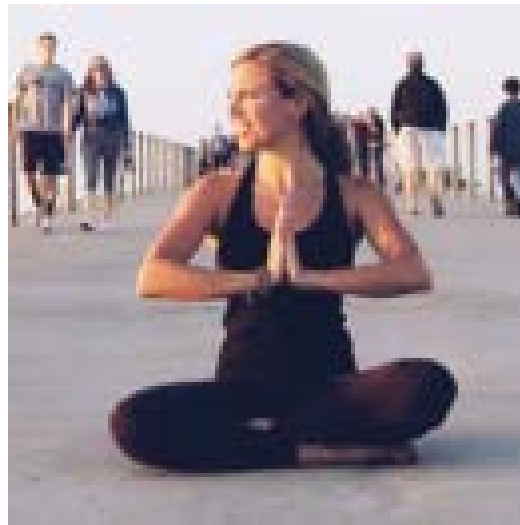
Who Are They?

# Influencers You Probably Know



They're interesting... BUT NOT NECESSARY RELATABLE

# Influencers You Probably Don't Know



They're interesting AND relatable... and speak to fans across lots of passion points



# Understanding Influencers

Why do we need them?

# Social Media Influencers Can:



Help to reach a new audience



Product development



Develop a community



Raise brand awareness



Encourage action



Influence consideration



Amplify an idea or campaign



Build loyalty





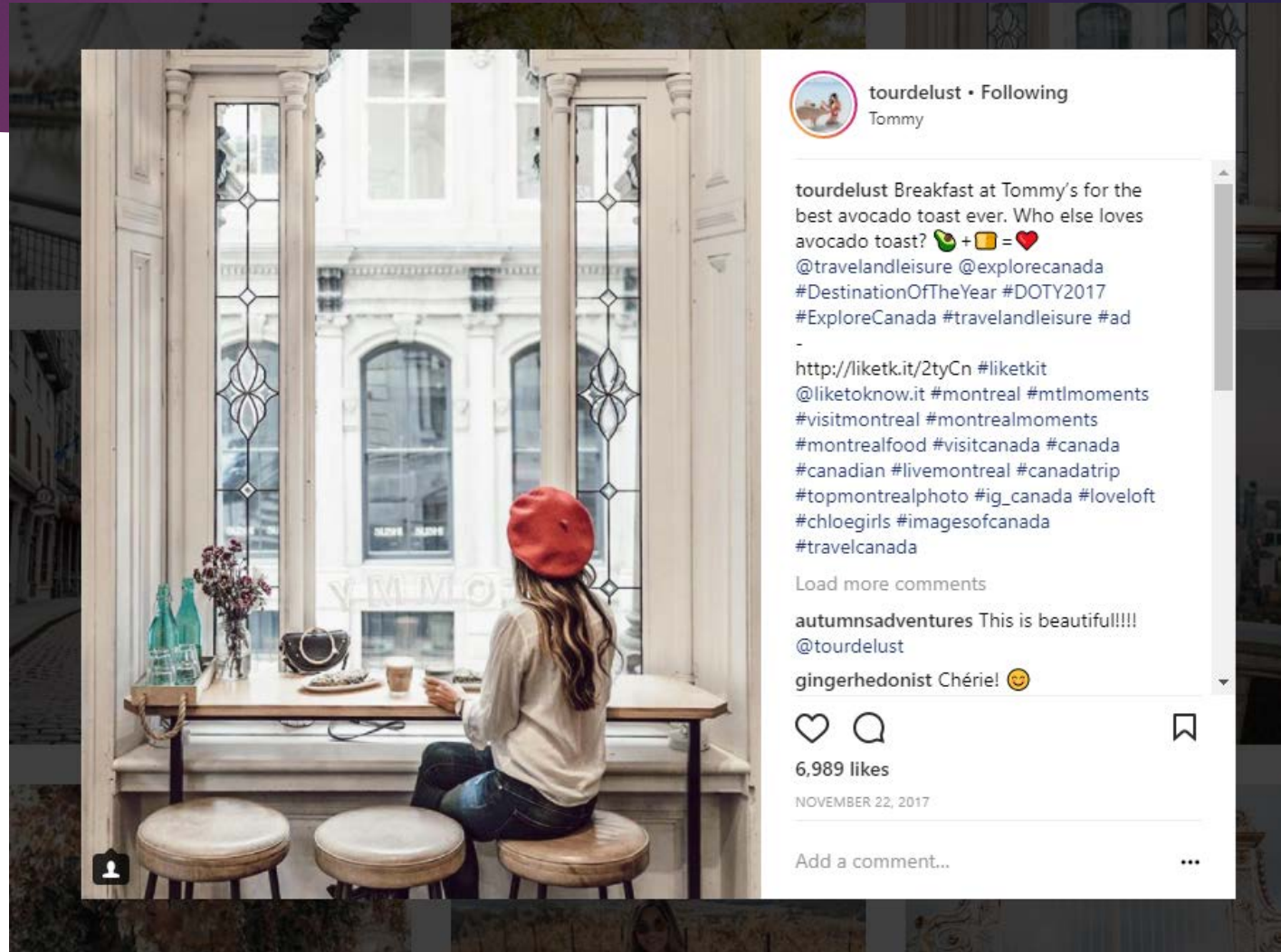
# Consumers do not equate Social Media Influencers with Marketing

They simply see them as cool, interesting,  
inspirational, funny, fashionable, etc.

# When Social Media Influencers Speak...

...Their fans listen, take action, and share their posts across platforms.

More importantly, their fans trust what they have to say.

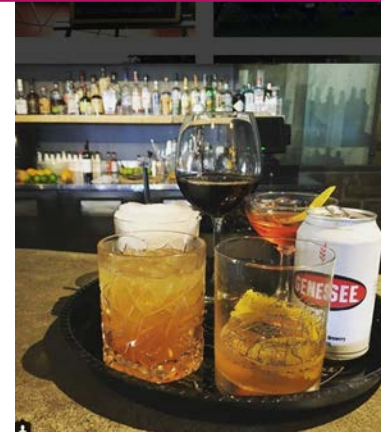


# Travel Writers: Not always a sure thing

- ▶ Not every destination/place is a story.
- ▶ Stories often need to be short.
- ▶ We host the writer, but story may not be published for many months, if ever.

# Benefits

- Highly targeted exposure
- Huge reach
- Increased engagement
- Lower costs



# Key Takeaways

- ▶ **Understand**

- ▶ Influencers are relatable. Fans trust them, listen to them, and are inspired by them.

- ▶ **Identify**

- ▶ Influencers create content across all platforms and channels.

- ▶ **Activate**

- ▶ Influencers can support a campaign in a multitude of ways. They are looking to create meaningful brand interactions with their loyal, fanatic, and passionate following.

# National Influencers



Search



cheatdayeats

Following

3,537 posts 363k followers 624 following

Jessica • Travel & Food Cheat Day Eats Content creation @Sonyalpha Collective ambassador Follow @YourRoomService for luxury travel Email : cheatdayeats@gmail.com www.cheatdayeats.com/travel/abroad/jamaica





Search



cy\_eats

Following

4,491 posts 185k followers 647 following

CY Eats • NYC/DC Food & Travel Restaurants, Cooking + VIDEOS, Hotels, Content Creation All photos/videos are my own. Christine Yi cy@cyeats.com abcnews.go.com/2020/video/tragic-accident-inspired-wall-street-analyst-doctor-part-49833755







brunchboys

Following

3,870 posts 441k followers 682 following

Brunch Boys-NYC Food Lifestyle Videos & Photos of my Brunch life! Influencer, Producer, Host, & Spokesperson Email to Work with us! IRL @jeremyjacobowitz goo.gl/DYvrvP





Search



gilliehouston Following

2,251 posts 100k followers 881 following

NYC Food & Travel An appetite for adventure. Food & travel writer seeking great meals & stories. 📍: Brooklyn SC 📧: gillieh 📧: ghouston@live.com





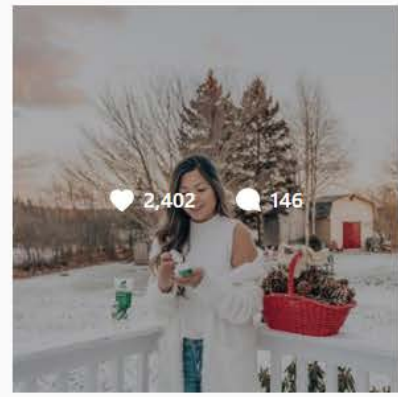
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tourdelust Following

658 posts 183k followers 991 following

Christine → Travel San Francisco based content creator ♡ travel ✦ fashion ✦ lifestyle P LA 🇹🇭 Thailand & Cambodia ↓ Shop Skylaryoo Tees ↓ www.skylaryoo.com



https://www.instagram.com/p/BdqM4RynkCr/?taken-by=tourdelust



Search



katerinastavreva

Following

312 posts 90.7k followers 216 following

Katerina Stavreva If you want to know where your heart is, look for your mind when it wanders [katerina.stavreva@gmail.com](mailto:katerina.stavreva@gmail.com)



# Local Influencers



Search



sirrochasays Following

988 posts 14.4k followers 991 following

Sir Rocha Says (Sir-Rah-Cha Says) Local Food & Drink Blog to help you discover new experiences & fall in love with Rochester, NY 📧📧📧 sirrochasays@gmail.com  
sirrochasays.com





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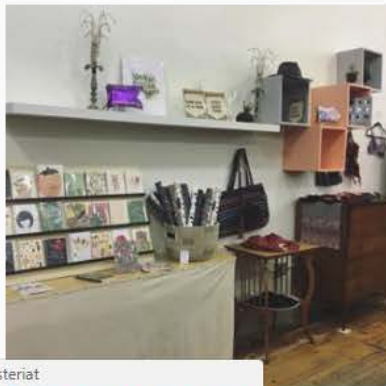
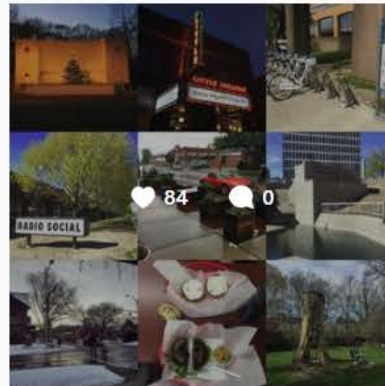
therochesteriat

Following



1,252 posts   10.3k followers   680 following

the Rochesteriat We're a #ROC Urban. City. Guide. We're here to give you quick information, goods & deals, and the BEST THINGS TO DO in our city.  
[www.therochesteriat.com](http://www.therochesteriat.com)





Search



helloyogagirl Following

502 posts 10.2k followers 1,642 following

Hikyoga - Hiking + Yoga Nicole Kazimer Founder of Hikyoga Rochester, NY • San Diego, CA • Cleveland, OH • Syracuse, NY Check Out Outdoor Yoga Events! 🙌👏❤️  
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Boomtoun Table (@boomtown\_table) | [https://www.instagram.com/boomtown\\_table/](https://www.instagram.com/boomtown_table/)

Search

**boomtown\_table** Following

274 posts 3,455 followers 859 following

**Boomtoun Table** The life of local food & drink in Rochester and the Finger Lakes region • Pull up a chair, join the conversation 🍷 #boomtowntable  
[www.boomtowntable.com](http://www.boomtowntable.com)

The grid contains six images: 1. A cup of coffee on a saucer. 2. A donut with a bite taken out. 3. A black dog in a snowy field with a wooden trellis. 4. A chef in a kitchen. 5. A man and woman smiling. 6. A margarita with a lime wedge.

# What's an InstaMeet

A gathering of people coming together to connect, explore and celebrate their creativity by taking photos and videos together on Instagram.

# How it Works



1. PICK A LOCATION
2. CHOOSE A DAY
3. CREATE AN INVITE
4. SET-UP HASHTAGS
5. DECIDE ON A SIZE
6. WHO'S IN CHARGE?
7. HOW DO WE KICK IT OFF?
8. SOCIALIZE!
9. CREATE A BRAND EXPERIENCE
10. HOW DO WE WRAP UP?

# Measuring Your Success

- Have you made any progress?
- What did you learn from your audience?
- Which posts are having the best results?
- Which posts are underperforming?
- Metrics can include:
  - Awareness – Reach, views
  - Engagement with posts – likes, comments, clicks to website
  - Purchases – ticket sales using code if applicable
- Coupon code for followers



Questions?