



MY EXPERIENCE

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CONTENT CREATOR

270K INSTA

130K TIKTOK

FOUNDER OF FIA DIGITAL

PODCASTER 'GOING VIRAL'

6+ YEARS WORKING IN SOCIAL MEDIA INDUSTRY

INFLUENCER MARKETING

WHY DO BRANDS USE INFLUENCER MARKETING AND
WHAT ARE THE BENEFITS?

INFLUENCER MARKETING HELPS BRANDS:

- BUILD A STRONG COMMUNITY
- INCREASE SALES
- NEW CUSTOMERS
- DEVELOP TRUST IN YOUR PRODUCT OR SERVICE
- BRAND AWARENESS
- MARKET TO A NICHE AUDIENCE
- GROW YOUR OWN SOCIAL MEDIA PAGES
- HIGH-QUALITY CONTENT ABOUT YOUR BRAND AT A LOWER COST TO BILLBOARDS/RADIO/TV



INFLUENCER CATEGORIES

INFLUENCERS ARE CATEGORISED IN TWO WAYS: NICHE INTEREST AND AUDIENCE SIZE

IN IRELAND, THE BIGGEST INFLUENCER CATEGORIES ARE:

- FOODIES
- INTERIORS / HOME
- LIFESTYLE
- PERSONALITY
- COMEDY
- HEALTH AND FITNESS
- BEAUTY
- OUTDOORS
- TRAVEL
- PARENTING

WHERE DOES YOUR BRAND SLOT INTO THIS? FIND A CREATOR THAT MATCHES YOUR CONSUMER RATHER THAN ONE WITH A BIG NUMBER ON THEIR ACCOUNT



FOLLOWERS

THE OTHER WAY TO CATEGORISE INFLUENCERS IS THROUGH AUDIENCE SIZE - THIS IS HOW INFLUENCER RATES ARE CALCULATED. THIS IS BASED ON IRISH MARKET.



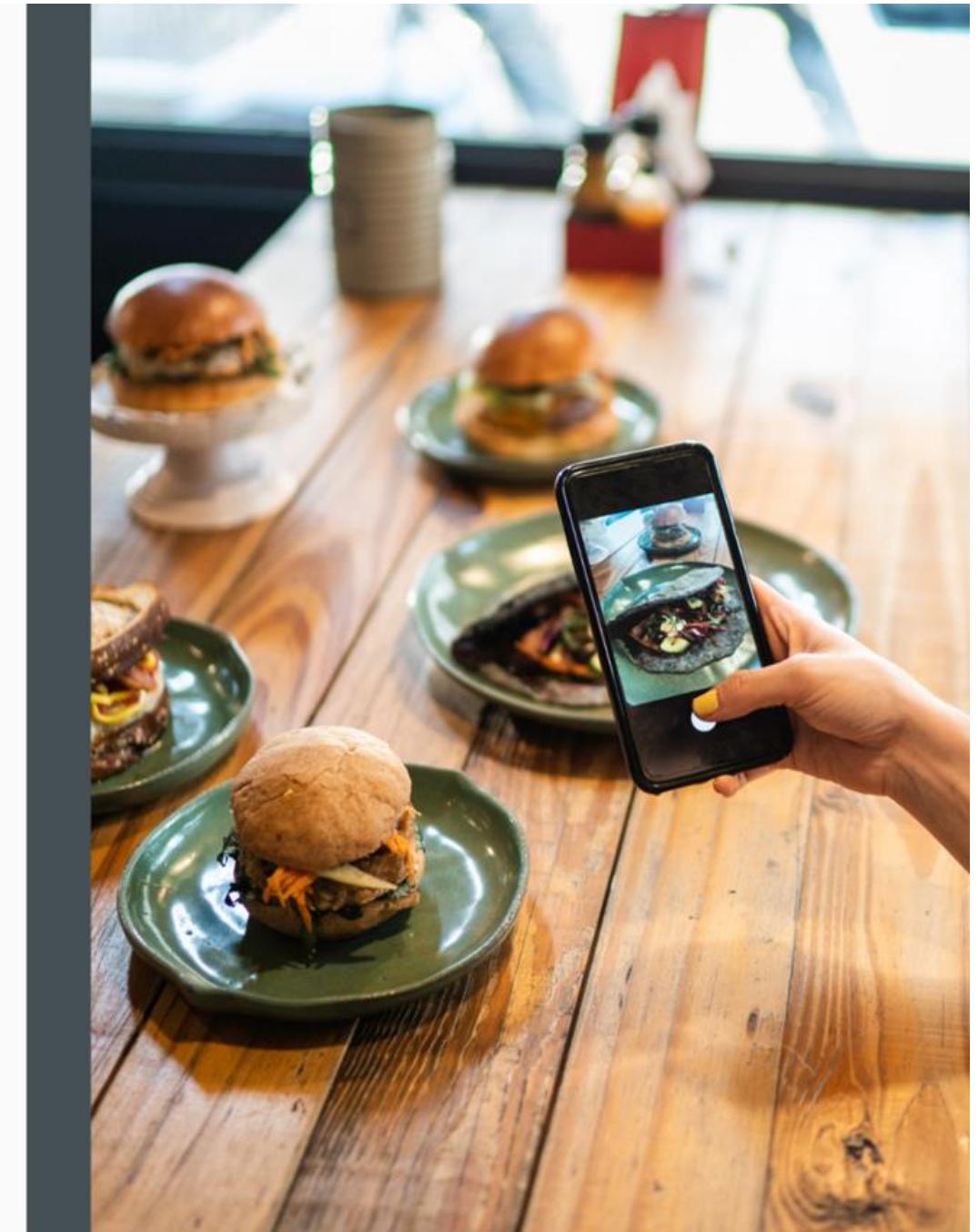
THE INFLUENCER MARKETING BLUEPRINT

BEFORE JUMPING HEAD-FIRST INTO INFLUENCER MARKETING, I RECOMMEND FIGURING OUT WHOSE AUDIENCE RESPONDS WELL TO YOUR BRAND

STEP ONE:
GIFTED PRODUCT / INVITE / EXPERIENCE

STEP TWO:
RESULTS.
SEE WHO POSTED, DID YOU GET MORE TRACTION ON YOUR SOCIAL PAGES, WEBSITE ETC OFF THE BACK OF THE TAG?

STEP 3:
PICK A HANDFUL OF INFLUENCERS THAT HAD SUCCESSFUL RESULTS FROM GIFTED CAMPAIGNS (A LOT OF BRANDS WORK WITH PR COMPANIES FROM THIS STEP ONWARDS)



THE INFLUENCER MARKETING BLUEPRINT

STEP 4:

CHOOSE A FEW INFLUENCERS WITH A MIX OF AUDIENCE SIZE, NICHE AND HAVE THEM ALL CREATE CONTENT RELATED TO A SIMILAR MARKETING CAMPAIGN

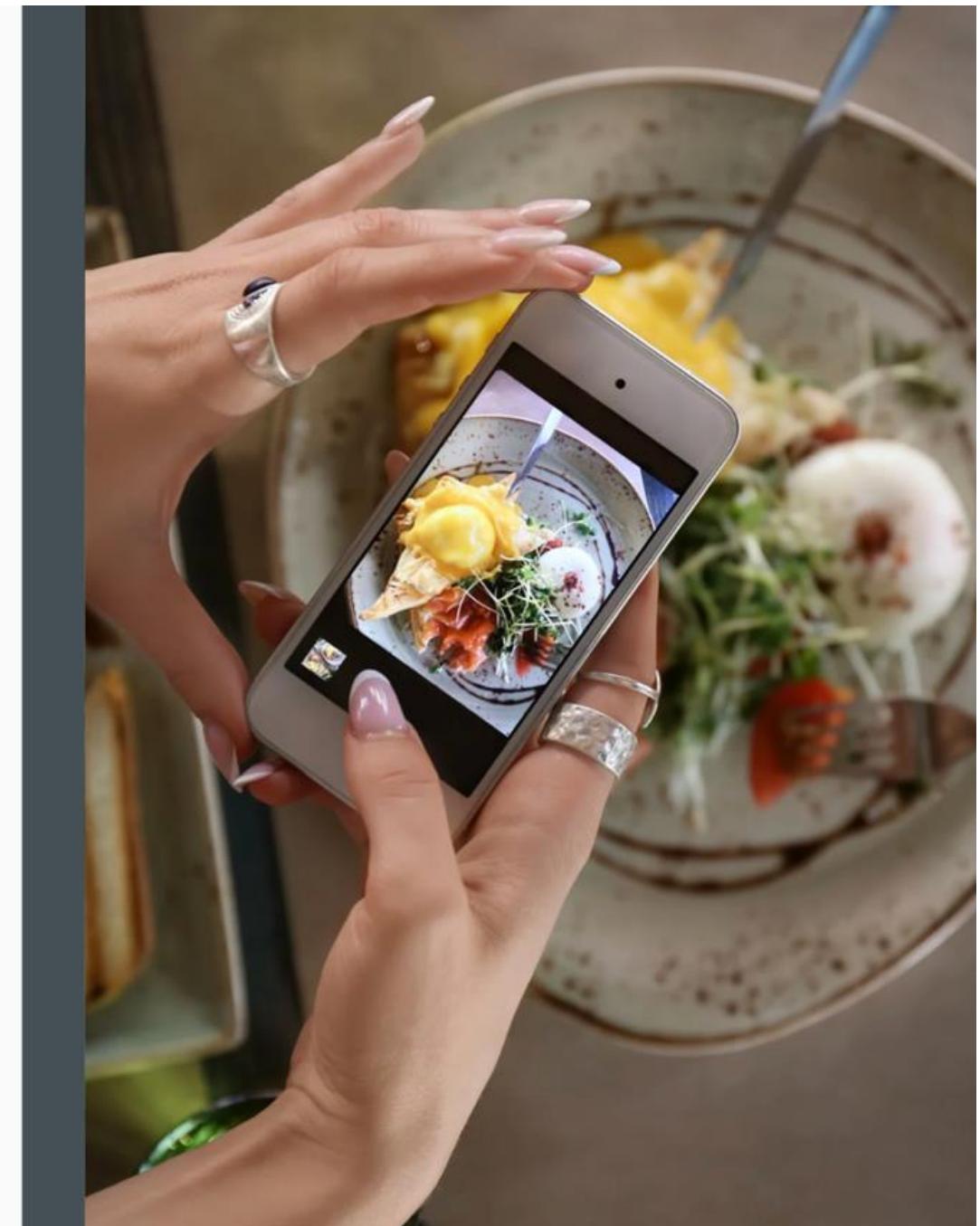
STEP 5:

RESULTS.

SEE WHICH PIECES OF CONTENT PERFORMED BEST, LEARN EVERYTHING YOU CAN FROM THE INSIGHTS - THEY MIGHT SURPRISE YOU

STEP 6:

NOW YOU HAVE THE OPPORTUNITY TO SET UP BRAND AMBASSADORS - PROLONGED MARKETING RELATIONSHIPS, WHERE THE INFLUENCER GIVES YOU EXCLUSIVITY & UNDERSTANDS YOUR BRAND MORE DEEPLY, POSTS MORE OFTEN

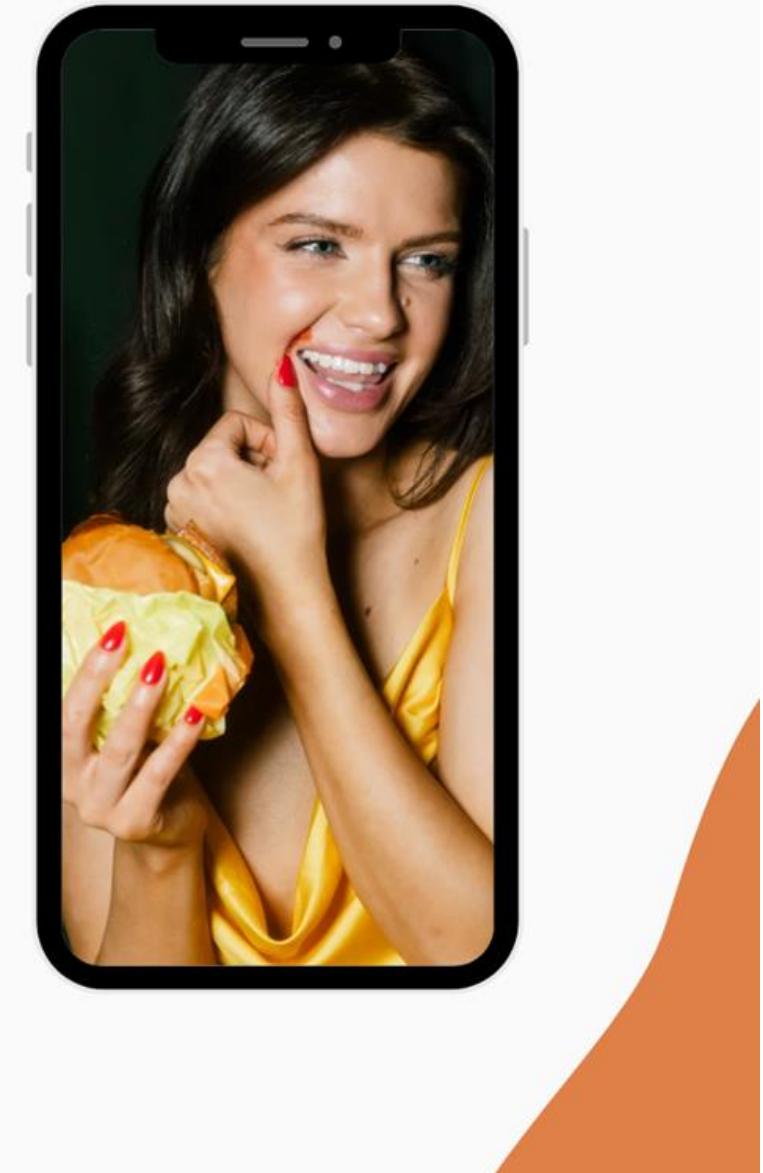


HOW TO WORK WITH INFLUENCERS

YOU CAN WORK WITH INFLUENCERS THROUGH #GIFTED AND #AD CAMPAIGNS.

HERE ARE MY TOP TIPS:

- REACH OUT TO THEM ON INSTAGRAM DM'S OR EMAIL
- IF YOU'RE DOING AN #AD IT'S USUALLY GOOD TO ALIGN WITH YOUR MARKETING CAMPAIGNS
- BE CLEAR ON YOUR OBJECTIVES FOR INFLUENCER MARKETING, IS IT REACH / WEBSITE CLICKS - THIS INFORMATION WILL DETERMINE WHAT CONTENT THEY CREATE FOR YOU
- IF YOU HAVE !OW BUDGET, OR ARE A NEW BUSINESS #GIFTED OR UGC COULD BE A GOOD OPTION FOR YOU



#AD VS #GIFTED

#GIFTED

#GIFTED MEANS THERE IS NO MONETARY EXCHANGE

BRANDS CANNOT ASK INFLUENCERS FOR CONTENT IN EXCHANGE FOR #GIFTED PRODUCTS OR EXPERIENCES

YOU CAN NOT INFLUENCE MESSAGING, OUTPUTS, SENTIMENT ETC.

YOU CAN NOT ASK FOR INSIGHTS AT THE END OF GIFTED CAMPAIGNS

GIFTED CAN BE BENEFICIAL FOR LOW BUDGET MARKETING AND TO SUSS OUT WHICH INFLUENCER (AND THEIR AUDIENCE) RESPONDS WELL TO YOUR PRODUCT.

#AD

#AD MEANS THERE IS A MONETARY EXCHANGE

BECAUSE YOU'RE PAYING YOU CAN CHOOSE WHAT KIND OF CONTENT YOU'RE LOOKING FOR E.G A REEL AND 3 STORIES, YOU CAN ALSO HAVE INFLUENCE OVER MESSAGING, LANGUAGE, CREATIVE CONCEPT, EMBEDDED LINKS, CALL TO ACTION ETC.

YOU WILL ALSO BE ABLE TO ASK FOR INSIGHTS AT THE END OF THE CAMPAIGN, WHICH WILL BE HELPFUL FOR MARKET RESEARCH

ADS ARE ONE OF THE MOST POWERFUL FORMS OF BRAND AWARENESS, SOCIAL IS WHERE PEOPLE SEE BRANDS FIRST.

#AD VS #GIFTED

WHAT INFLUENCERS ARE
LOOKING FOR FROM THE BRAND

#GIFTED COLLABS

THERE'S NO PRESSURE REGARDING OUTPUTS - YOU UNDERSTAND #GIFTED MEANS THE INFLUENCER CHOOSES HOW AND WHEN THEY POST ABOUT THEIR EXPERIENCE

THERE'S NO ASKING FOR ANALYTICS WHEN THE CONTENT HAS GONE LIVE - THIS IS NOT STANDARD PRACTICE FOR GIFTED CONTENT

HELPFUL & NON-PUSHY GUIDELINES E.G "IF YOU DID ENJOY YOUR EXPERIENCE AND WANTED TO POST HERE'S THE TAGS"

FOLLOW UP AFTER CONTENT HAS GONE LIVE. THESE VIDEOS TAKE HOURS TO PUT TOGETHER.

IF PRODUCT GIFT, ALSO SENDING THROUGH THE ESTIMATED VALUE OF THE PR DROP FOR TAX

ADS

KNOWING THE BRAND SEES ITSELF IN MY CONTENT AND THAT WE RELATE TO ONE ANOTHER'S AUDIENCES A.K.A THEY'RE NOT JUST CHOOSING TO WORK WITH ME BASED ON AUDIENCE SIZE

A CLEAR, CONCISE BRIEF THAT GIVES CREATIVE FREEDOM - INFLUENCERS KNOW THEIR AUDIENCE BEST AND THEIR STRENGTH IS FINDING THE CORRECT NARRATIVE FOR A BRAND ON THEIR PAGE

NO WEIRD HASHTAGS THAT MAKE NO SENSE / CAMPAIGN NAMES - THEY DONT WORK AND THEY AFFECT REACH AND DON'T WORK E.G TAYTOSPIKYKISSES

ADDING EDITS THAT WERE NEVER MENTIONED ON THE BRIEF AFTER CONTENT HAS BEEN FILMED

GIVE 1-2 WEEKS FOR ANALYTICS TO BUILD UP, SOMETIMES CONTENT CAN BE A SLOW BURN

HOW TO REACH OUT TO INFLUENCERS?

I WILL **NOT** REPLY WHEN

IT'S OBVIOUSLY A 'SEND ALL' MESSAGE
AND THERE IS NO PERSONAL TOUCHES

THERE'S JARGON AT THE START OF THE
MESSAGE E.G 'WE'RE IMPRESSED WITH
YOUR ABILITY TO HARNESS A NETWORK OF
INDIVIDUALS'

THERE'S NO MENTION OF THE BRAND IN
QUESTION

OPENING BY ASKING FOR CONTENT IN
EXCHANGE FOR AN EXPERIENCE

ASKING FOR ANALYTICS

PRESSURE OF CONTENT CREATION /
OUTPUTS IN ANY WAY ON THE FIRST EMAIL

NO UNDERSTANDING OF MY CONTENT OR
AUDIENCE E.G GETTING ONTO ME ON
BEHALF OF A FAST FASHION BRAND (IT'S
CLEAR YOU DON'T ACC KNOW MY
CONTENT)

THE DREAM MESSAGE

OPEN USING MY NAME (AND SPELLING IT
CORRECTLY) AND SAYING SOMETHING
WITH A PERSONAL TOUCH SO I KNOW IT'S
NOT COPY AND PASTE

IT'S SIMPLE AND TO THE POINT

OFFERING EXPERIENCE AND MENTIONING
IT'S STRONG POINTS AND WHY IT'D SUIT
MY CONTENT

MENTION A PIECE OF CONTENT YOU HAVE
SEEN, AND HOW THIS EXPERIENCE YOUR
PITCHING CAME TO MIND AS A RESULT

IT'S CLEAR YOU UNDERSTAND MY
CONTENT AND MY AUDIENCE

NO MENTION OF CONTENT OUTPUTS IN
EXCHANGE FOR GIFTED
PRODUCT/EXPERIENCE

NO PRESSURE PUT ON / ASSUMPTION
MADE ON AN INTRO EMAIL