

Influencer



DOWN AT THE SOCIAL PRESENTS...

THE INFLUENCER REPORT

Lemon18



**working hard,
hardly working**

Hi!

We are Ella (PR Account Executive) and Bronia (Social Media Manager) at Down At The Social, AKA two of the GenZ-ers working at Down at The Social. We're sure everyone in the team would agree that we take our role as the influencer educators of the office *very seriously*.

Influencer marketing has very quickly become a **powerhouse tactic** when it comes to marketing a brand. Campaigns - big or small - can often mean big bucks for brands and influencers who know how to deliver results in this space. Be they on Tik Tok, Instagram or LinkedIn - brands can build trust, reach new, highly targeted audiences by tapping into the followers, reputation and creativity of influencers, and most importantly drive sales by developing new or deeper relationships with customers.

Sometimes it's hard to keep up, right? If this is you, then look no further. We've done the work for you, creating this **comprehensive guide** to everything influencer marketing.

In this report, we'll cover all there is to know about influencer marketing, including trust and credibility, how to measure engagement, calculating ROI and much, much more!



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WHO CAN USE INFLUENCER MARKETING? AND HOW?

Influencers are not just reality TV stars or celebrities! Think of your industry, whether you're B2B or B2C, there will be thought leaders, podcasters, authors, entrepreneurs and other key voices in this space. These voices are people whose advice you no doubt trust? Whose opinions you actively consume, often following their recommendations.

Well, there you have it. Those are the influencers relevant to your industry and that have the potential to help you broaden your reach on a much larger scale.

Here's how influencers can maximise your marketing strategy and build your brand.

GAIN ENDORSEMENT AND AUTHORITY

IF AN INFLUENCER IS KNOWN AS AN AUTHORITY IN A FIELD - BE IT YOGA, FASHION, NUTRITION OR ACCOUNTANCY, THEN WORKING WITH THEM TO REVIEW YOUR PRODUCT OR SERVICE CAN HELP TO ELEVATE YOUR POSITION IN THE INDUSTRY TOO. IN THE SAME WAY THAT YOU MIGHT WANT A JOURNALIST TO ENDORSE WHAT YOU DO, WORKING WITH THE RIGHT INFLUENCERS CAN BE JUST AS VALUABLE..



ACCESS NEW LOYAL FOLLOWERS AND CUSTOMERS.

WORKING WITH AN INFLUENCER CAN GAIN YOU ACCESS TO THEIR LOYAL FOLLOWERS, AND IF THOSE FOLLOWERS THEN GO ON TO PURCHASE FROM YOUR BUSINESS, A BIT OF THAT LOYALTY SHOULD RUB OFF AND THEY WILL BUILD A RELATIONSHIP WITH YOUR BRAND TOO.

LOVELY SEO DRIVING LINKS

LINKS CAN HELP GROW THE DOMAIN AUTHORITY OF YOUR WEBSITE AND IMPROVE YOUR SEARCH ENGINE POSITION WHEN POSTED FROM HIGH VALUE SITES - THIS CAN BE WEBSITE OR SOCIAL MEDIA ACCOUNTS. IT'S SLIGHTLY MORE COMPLICATED THAN THIS BUT WE CAN HELP WITH THAT IF YOU REALLY WANT TO UNDERSTAND THE INS AND OUTS.



CONTENT CREATION

KEEPING CONTENT FRESH AND RELEVANT IS HARD FOR ANY BRAND SO WORKING WITH CREATIVE PROFESSIONALS CAN BOOST YOUR RESOURCES AND BRING A FRESH PERSPECTIVE TO WHAT YOU DO.

SELL PRODUCTS AND SERVICES.

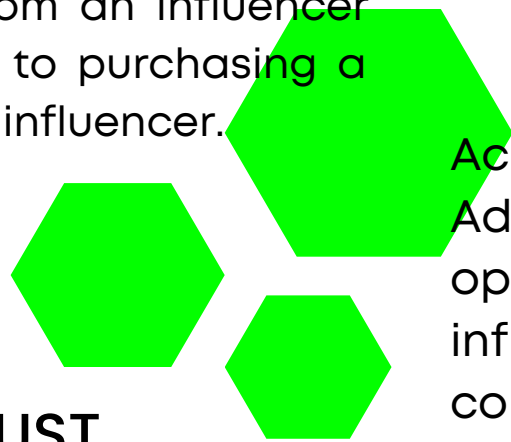
LET'S NOT FORGET THAT MOST OF US ARE HERE TO SELL SOMETHING AND THE INFLUENCER MODEL IS PROVEN TO DO JUST THAT. BRANDS CAN TAP INTO NICHE MARKETS OR GEOGRAPHICALLY SPECIFIC AUDIENCES AND PUT PRODUCTS RIGHT IN FRONT OF THEM WHERE THEY SPEND MOST OF THEIR TIME.



DO CONSUMERS REALLY TRUST INFLUENCERS?

Recent research by YouGov has shown that 62% of consumers trust social media influencers over celebrities, with over 60% of respondents claiming to have engaged with sponsored posts from an influencer and 46% have admitted to purchasing a product promoted by an influencer.

71% TRUST INFLUENCERS



According to the '2021 Nielsen Trust in Advertising study, 71% of consumers trust opinions and product placements from influencers. A good influencer creates a community with their followers, engaging with them regularly and providing honest reviews all resulting in a trusting relationship.

Trust is a subjective perception that can be influenced by various factors, including personal experiences as well as a person's beliefs and values. Finding a great influencer who is similar to yourself in these ways, can be invaluable. Friends don't always have the same budget, body type or hobbies, so it's no surprise influencers are becoming the go-to for recommendations.

The community that an influencer creates can become similar to a friendship for their consumer. They understand the influencer's personal life, style and taste and continue to engage with their content. **This accessibility is something that celebrities lack, influencers produce content which feels in reach for their viewers allowing them to build trust between the two.**

CASE STUDY: GALACTIC CARNIVAL

GALACTIC CARNIVAL IS A SPACE THEMED FAIRGROUND RUNNING FOR 3 WEEKS IN GLASGOW WHO ENLISTED OUR HELP TO MANAGE INFLUENCERS AND TRADITIONAL PR.

We utilised influencers to:

1. Raise awareness of Galactic Carnival's opening
2. Attract families to visit over the Easter Half Term
3. Increase sales of tickets and footfall

270K
AUDIENCE

16
INFLUENCERS



EXAMPLE INFLUENCER

Handle: @lynnjaphet

Followers: 41.4k

Engagement rate: 3.26%

Coverage achieved: 1 reel, 1 fixed feed post and 5 stories

Over 2.5k engagements

FOLLOWERS VS. ENGAGEMENT

MAX BALEDGE:

Followers: 256K
Engagement Rate: 9.02%

Main content on TikTok but translates over to high engagement on Instagram.

Solely relying on follower count when choosing influencers can be **misleading**



Engagement measures how much an influencer's followers engages with their content e.g. **commenting, liking, saving and sharing**



HOW DO I MATCH AN INFLUENCER TO MY BRAND?

WHAT IS YOUR OBJECTIVE?

1

Start by defining your brand's objectives. Are you looking to increase brand awareness? Drive footfall or sales? Launch a new product? Keeping these objectives **at the forefront** of your mind will guide you to choosing influencers that align best with your vision.

GET TO KNOW YOUR TARGET AUDIENCE

2

Your target audience is the **heart of your brand**, your chosen influencers must speak to their interests. Take time out to understand their preferences and online habits. Who's content are they already interacting with? Which social media platform are they spending time on? Find someone that is already accessible and has a trusted connection to your audience..

DO YOUR HOMEWORK!

3

It's time to immerse yourself in all things influencer. This is where you have to do some detective work! Research the people that are making waves in your industry, are any already supporting you organically? Take a look to see if there are any high authority figures talking about a problem that your business can fix- and reach out!

Look for those that are interacting with their audiences and have good engagement. There are some great tools out there to help you measure this. Don't overlook **micro-influencers**, despite having fewer followers, they often have higher engagement rates than the big names. Don't forget engagement = a ready-made and listening audience.

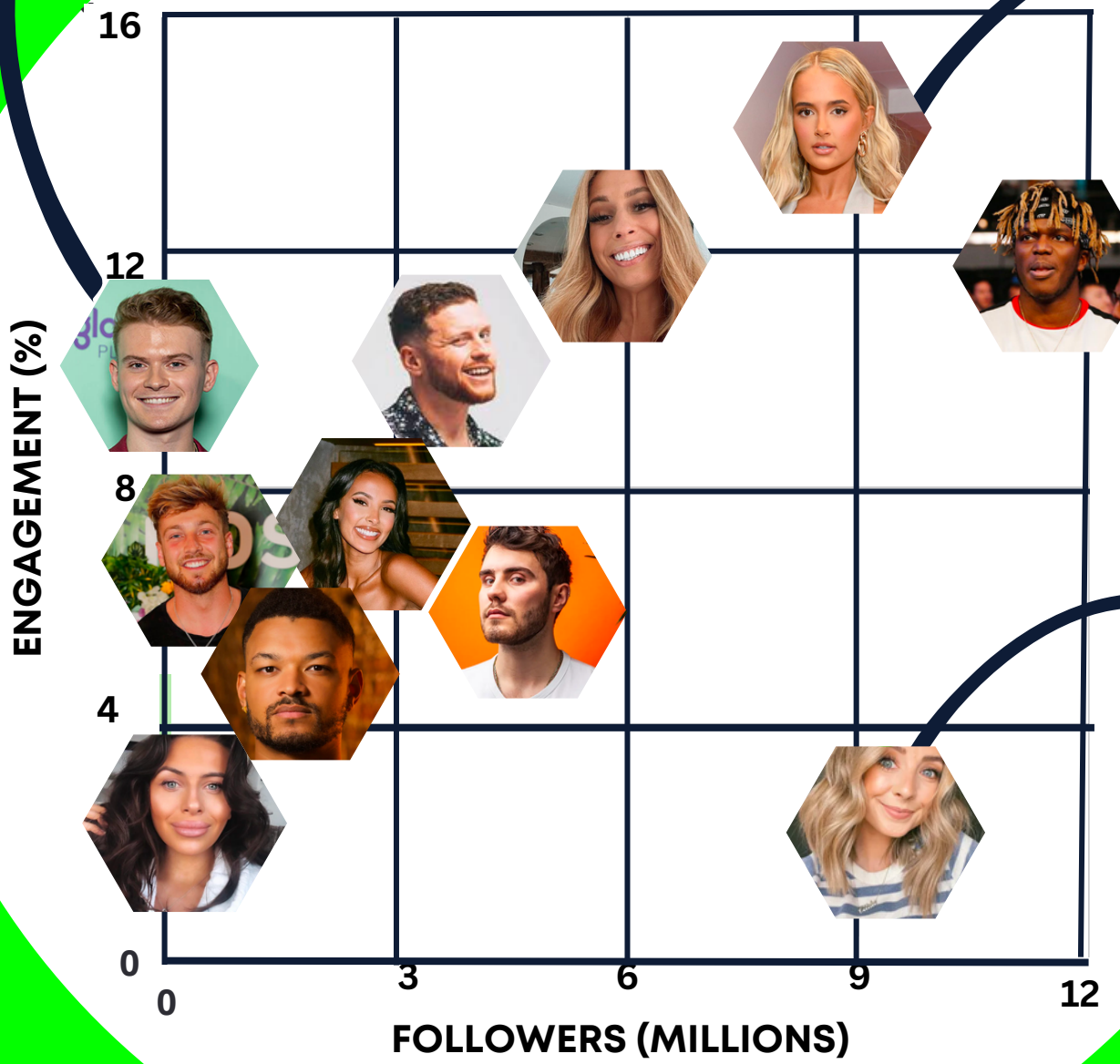
AUTHENTICITY AND CREDIBILITY

4

In a world of curated and filtered content, authenticity is key to winning over your audience. Look for **genuine and honest experiences**, opinions and stories. Your consumers will appreciate authenticity and it can help your brand build trust and credibility.

Credibility is crucial. Look for influencers who have a proven track record, expertise and a **positive reputation**. Influencers with controversial behaviours or conflicting values could reflect poorly on your brand.

How do I choose the perfect influencer?



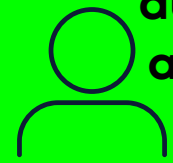
MOLLY MAE HAGUE:

Followers: 7.5M
Engagement Rate: 15.67%

high engagement + high follower count = dream influencer

Molly regularly engages with her audience on social media

A high following **does not automatically mean a high engagement rate**



ZOE SUGG:

Followers: 9.3M
Engagement Rate: 1.98%

Has average engagement Is not as relevant for influencing as she has been in the past.

A high engagement= consumers are more likely to **change their spending habits** based on the influencers recommendations



IS MANCHESTER

THE INFLUENCER

CAPITAL?

You only need to open any social media app to notice that Manchester is popping up again, and again... and again. With big names in the influencer game constantly utilising Manchester as the backdrop for their latest post, it seems that more and more are heading up north to get a slice of the big city action. Manchester and Influencer marketing really are a match made in heaven to increase brand exposure, but why?

THE SOCIAL SCENE IS HEATING UP

With the London Hotspots such as MNKYHSE, The Ivy and Tattu opening in Manchester and providing the perfect 'it girl' backdrop, Manchester continues to live up to its title of 'London of the North'. The city's social scene often revolves around these destinations, with parties and influencer and PR events happening all year round at these locations. With Sexy Fish opening this year, will Manchester take over London as the UK's 'influencer capital'?

MANCHESTER BRANDS

One reason for Manchester becoming a content creation haven is its thriving fashion and beauty scene. Influencers have gained success keeping their followers up to date with the latest trends and places to be, often through paid partnerships and gifted experiences. Many of the fast-growing fashion brands such as Pretty Little Thing, Boohoo and Luxe to Kill, have their head offices in Manchester and use influencer campaigns as one of the main tools across their socials to increase brand visibility and brand awareness.

MOSAIC OF CULTURE AND CREATIVITY

Manchester has always been renowned for its community of creatives, influencers are this generation's addition. Take a walk down any part of Manchester and you will see a kaleidoscope of colour, fashion and art. For many influencers, their Tik Tok or Insta grid are the output for creative expression, whether it's channelled into fashion or editing, it is undeniable that Manchester creates the perfect environment to express yourself. Moreover, Manchester's diverse population provides influencers with a ready made audience for any niche.

**GRACE BEVERLEY:
'WORKING HARD, HARDLY
WORKING'**



Grace is a serious DATS favourite, her podcasts feature guests each week, discussing their journey into their industry or life accomplishments. From learning more about your favourite brands and marketing or honest dialogue on a rarely spoken topic, this podcast has something for everyone and is sure to introduce you to interesting people and brands.

40% of listeners are between the ages of

26-35
(cybercrew.uk)

SOPHIA AND CINZIA: 'THE GIRLS BATHROOM'

These besties, turned influencers have perfected engaging with their fan base. Following a successful YouTube channel the duo started the podcast, now complete with merchandise and a tour. They answer dilemmas from their fans, providing a rollercoaster of emotions, including a lot of laughs!



21.2M
Podcast listeners in the UK
(statista.com)



**JESSIE AND LENNIE WARE:
'TABLE MANNERS'**

Jessie and her mum provide the food and the laughs for their A List guests each week. Over a meal, cooked by Lennie, they discuss all things food, family and fun. The mother-daughter dynamic makes for great listening and their guests are a great mix of interesting people with interesting stories.

Podcast listeners are up by **40%** since the pandemic

INFLUENCER PODCASTS:

the transition from screens to ears

**SOPHIE HABBOO AND
JAMIE LAING: 'NEARLY
WEDS'**



These reality stars, turned influencers, found fame (and love) on Channel 4's Made in Chelsea. Their podcast originated to document their journey to the altar, but is filled with hilarious anecdotes and bickers from their relationship. This is the perfect silly and light-hearted podcast if you need a switch off.

By collaborating with influencers on their podcasts, brands can tap into the trust and loyalty that influencers have established with their audience.

Through sponsorships or brand mentions this growing channel offers a new way to connect with consumers. This organic approach allows brands to reach their target audience in a way that feels genuine, relatable, resulting in higher engagement from listeners.

There are also plenty of podcasts which feature guests, approaching a podcast that fits your niche can result in authentic exposure for yourself and your brand.

Our favourite podcasts are a common topic of office conversation at Down At The Social, here are some of our favourites if you fancy giving the podcast world a go!



**JAKE HUMPHREY AND DAMIAN
HUGHES: 'THE HIGH
PERFORMANCE PODCAST'**

Interview guests that have excelled in sport, music, business, arts or entertainment hunting out inspirational first-hand experiences and lessons. They aim to find out what non-negotiable behaviours they employed to get them to the top and keep them there. Expect guests from Rio Ferdinand to Keir Starmer.

CONTENT CREATOR VS. INFLUENCER: WHATS THE DIFFERENCE?

You'll often see people with a high following online saying 'I hate the term influencer, I'm a content creator!' but is there even a difference? Yes, there is. However, a lot of the time influencers confuse themselves with content creators and vice versa.

SO WHAT EXACTLY IS THE DIFFERENCE?

In the most simple terms, a content creator creates content and shares it online. An influencer influences their audience. Seems obvious, right? It's not.

Content creators are the magic behind the content you see on your favourite brand's social channels. Whereas influencers are the ones promoting products with their online personalities. Some people can be both at once, but some people think they're one when they're actually the other.



Like when Future wore Gucci AND Prada, a good digital strategy leverages both content creators and influencers at the same time. The first step is to make sure your own account is performing well because your campaigns won't be as effective if not.

Imagine for a second you get your product or account in front of hundreds of thousands of hyper-targeted potential customers through the help of an influencer. Their audience clicks through to your account and it's populated with mediocre, boring content. You've lost your shot. First impressions are everything, and spoiler alert: you won't make a good one.

Our advice? Make your brand's account amazing with the help of a content creator. After this critical component is sorted, you should implement influencer marketing into your overall marketing strategy to broaden your audience.

CASE STUDY: SHORYU RAMEN

SHORYU RAMEN IS A RAMEN RESTAURANT SPECIALISING IN HAKATA TONKOTSU RAMEN FROM THE HAKATA DISTRICT IN JAPAN. IN 2022, SHORYU CELEBRATED THEIR 10TH BIRTHDAY. WE USED INFLUENCER MARKETING AS PART OF THE CAMPAIGN FOR THEIR LIMITED EDITION MENU.

Our Aims:

- Promote the limited edition menu
- Increase brand awareness for Shoryu
- Increase sales and footfall to Shoryu Ramen

10
INFLUENCERS

OVER 200K
AUDIENCE



EXAMPLE INFLUENCER

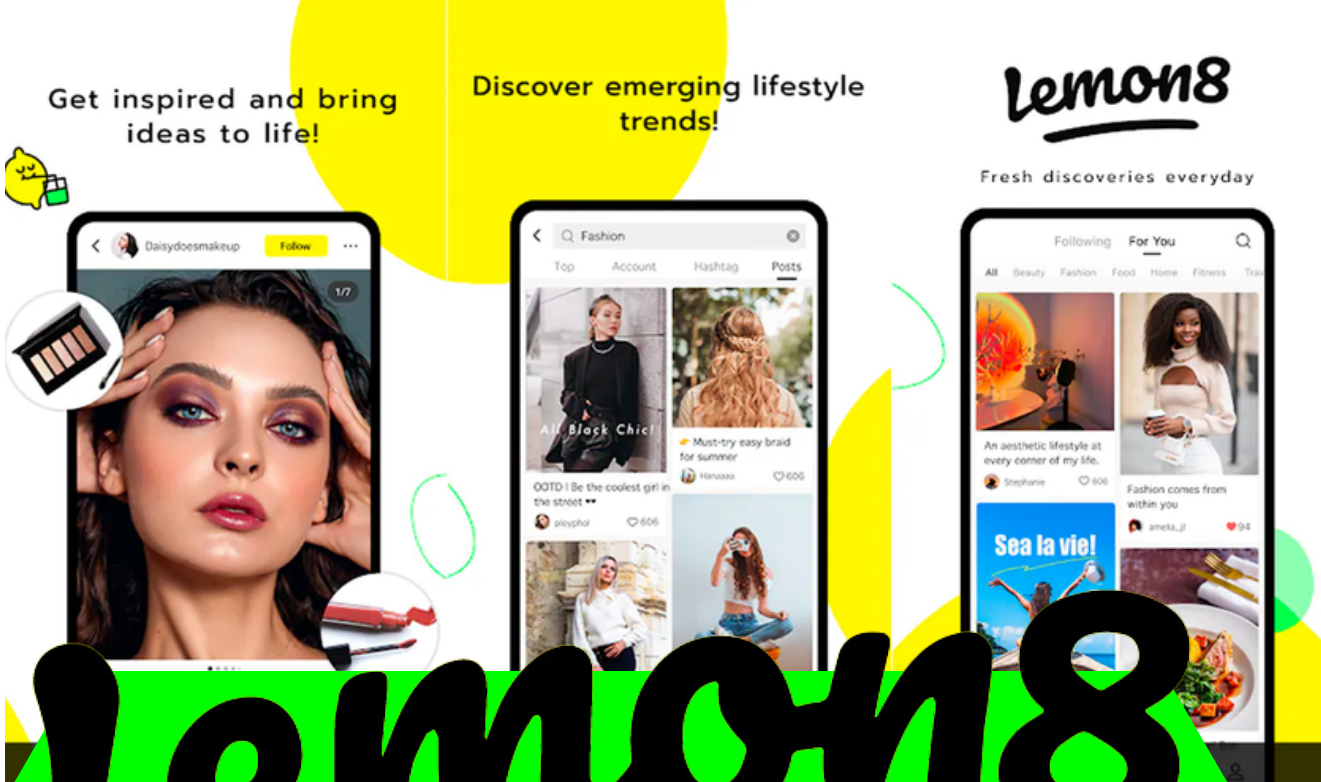
Handle: @into.trends

Followers: 21.1k

Engagement rate: 2.75%

Coverage achieved:
Carousel post and 7 stories

Over 500 impressions



Lemon8

The number 1 Lifestyle app in the app store right now, Lemon8 is a video and photo-sharing social media app. It does not support vertical video scrolling, and the content created on the app usually centres around a specific topic.

The top trending topics on the app are fashion, beauty, food, wellness, and travel. Under each topic are suggestions, recommendations, get-ready-with-me style videos, and perfectly curated, aesthetically pleasing content.

This is a more than suitable platform for influencers who are eager to become thought leaders in their respective niches. With the addition of tags and brand mentions, influencers can showcase their knowledge of important industries and their ability to seek out brands that are truly making a difference. Thus, they can showcase their experience within these sectors and attract brands who are seeking out dedicated and intelligent influencers to work alongside them in their latest campaign.

WHAT SOCIAL MEDIA PLATFORM SHOULD I BE USING?

Recent research shows that **Instagram sits in first place** on the list of the top influencer marketing platforms brands use. As many as 76.7% of marketers are expected to use it for influencer campaigns in 2023, a 4.1% increase from the previous year.

Instagram has been the most popular influencer marketing platform in recent years, and this is expected to continue in 2024. By then, analysts expect 80.8% of marketers to be using the platform for such activities.

TikTok sits at 50%. The high usage of TikTok is impressive considering the platform was only launched in 2016, much later than the other top platforms on this list. Marketers' use of TikTok has surged over the past few years. Just three years ago, it was used by 36% of marketers and was the fourth-most popular platform for influencer marketing.

Analysts expect **TikTok's popularity to continue rising** and predict that it will be used by 54% of marketers in 2024. Its quick adoption should come as no surprise, as the platform boasts an average influencer engagement rate that's much higher than that of its competitors, YouTube and Instagram.

Taking all this into account, there will be certain platforms that will work incredibly well for your brand that may not work as well for someone else. You need to establish where **your target audience is digitally spending its time**. Are you looking for 65+ women? You need to be on Facebook. Trying to enter a Gen Z space? Tik Tok.

Whilst there is a selection of apps that are favoured for this discipline, it is crucial to match the correct platform to your brand to avoid missing out on huge selling opportunities.

CALCULATING ROI

PROVING ROI CAN BE TRICKY BUT **ABSOLUTELY ESSENTIAL** TO DEMONSTRATING THE SUCCESS OF A CAMPAIGN. IT IS IMPORTANT TO REMEMBER THAT JUST BECAUSE YOU CAN MEASURE SOMETHING, IT DOESN'T MEAN YOU SHOULD. SO MANY METRICS ARE **ABOUT VANITY AND NOT RESULTS**.

THE BASICS:


Forget stats for stats sake. Who cares if you got 10m page views if not one single person took an action to develop their relationship with the brand we were promoting.

It's the action that matters, and in order to measure this action effectively, it all begins with really good objectives at the beginning of the campaign. By being clear on the outcome you want to achieve, you can better decide which metrics to track and refine your call to action to make sure you lead consumers in the right direction to achieve the results you want.

WHAT DO DATS DO?

We have developed our own measurement technique 'Return On Influencer' to work with clients to demonstrate the value of what we do.


We combine numbers from the influencer's social media platforms, hits and conversions on our client's website and social media platforms google analytics data and sales information to create a clear picture of the real time impact of a campaign for a brand.



LOOK AT WHAT
TRAFFIC SOURCE
IS WORKING BEST

TRACK HOW MANY
NEW FOLLOWERS
YOU HAVE
RETAINED

TRACK SALES
THROUGH AFFILIATE
LINKS, USING A
PERSONALISED
CODE



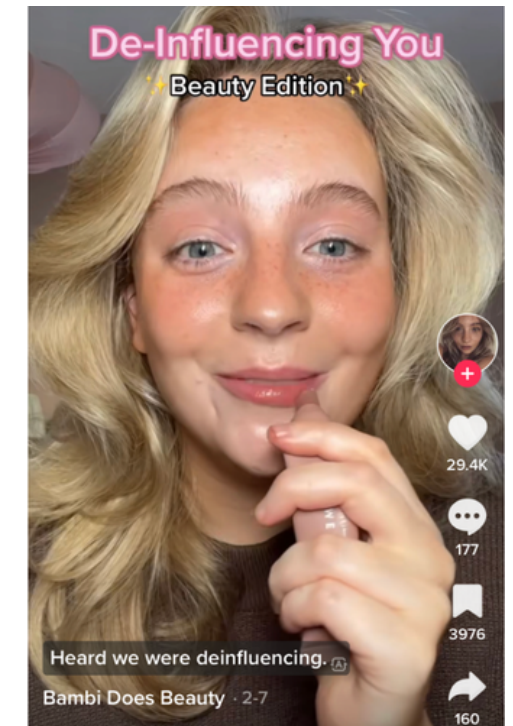
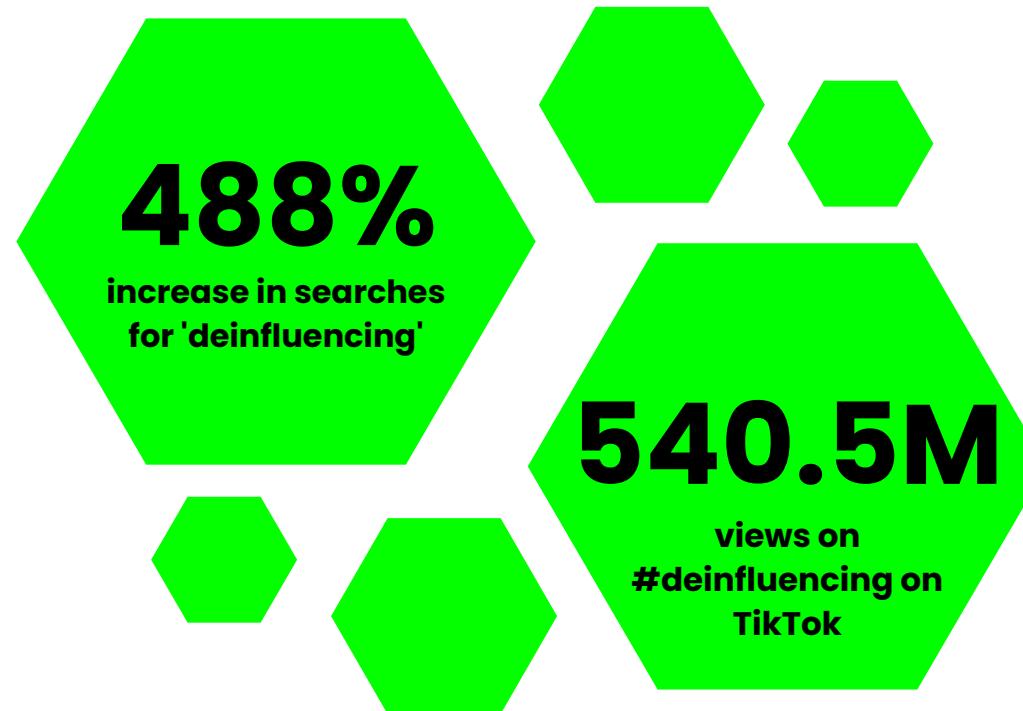
TREND ALERT: DEINFLUENCING

WHAT? WHO? WHY? ALL YOUR QUESTIONS ANSWERED

'DEINFLUENCING': IS IT JUST THE LATEST IN A LONG HISTORY OF SOCIAL MEDIA BUZZWORDS OR IS THIS THE START OF A NEW AGE OF INFLUENCER MARKETING? EITHER WAY, IT IS IMPORTANT FOR YOUR BRAND TO STAY UP TO DATE TO ENSURE YOU COMMUNICATE WITH YOUR CONSUMERS EFFECTIVELY. TO HELP YOU WITH THIS, WE HAVE TAKEN A DEEP DIVE INTO EVERYTHING 'DEINFLUENCING'.

In 2023, we have seen an increase of 488% in google searches for the term 'deinfluencing', and with searches for 'What is deinfluencing?' at an all-time high, it seems everyone is asking the same question.

It is undeniable that social media as a whole is a breeding ground for overconsumption, with influencer marketing only feeding into this. The accessibility to see what other people are purchasing has created a 'must-have' culture, leading to consumers feeling the pressure to purchase more and more rather than making less and better spending choices. With a rise in fast fashion brands utilising influencer marketing, the calls for a shift to more sustainable shopping habits are loud and clear. The deinfluencing trend encourages consumers to stop feeding into the unrealistic spending standards set by influencers and think more before purchasing.



This trend has applied pressure for influencers to maintain transparency and authenticity throughout their content but specifically when choosing brands to collaborate with. The influencers that continue to go viral and become well known are often the ones that remain genuine and consequently build a relationship with a loyal community of followers. With influencing becoming such a saturated market, it is essential for influencers to find their niche and stick with brands that match their personal value to truly resonate with their followers.

