



# INFLUENCER MARKETING

## 2020

A COMPLETE GUIDE TO SUCCESSFUL  
CAMPAIGNS IN EUROPE

By **Wanice Alfes**

## What to expect in this book

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Wanice Alfes  
Insight Marketing

- 1 We'll explore in depth what influencer marketing is, why its popularity boosts as a form of marketing, and how to deal with usual coming distrusters.
- 2 You'll learn the best practices to follow if you're looking to reach European audiences.
- 3 We'll analyze contracts and briefing, so you get the most out of your campaign and avoid common pitfalls.

Finally, I'll show you how to find the best influencers for your brand!

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# Introduction

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## Europe vs America

How to manage influencer marketing in different cultures.

We all know that culture influences consumer behavioral preferences and decision-making-processes. What works in one country may not be successful in another part of the globe. Even talking about the same brand, we can't use the same marketing approach. And this must be applied when the use of influencer marketing.

U.K. and Ireland, for instance, are closer to American business culture. But countries such as Germany, Switzerland, and Denmark, to name a few, may consider invasive some acclimated marketing tactics used in the U.S.

Europe is also a lot more skeptical of advertising, whereas Americans tend to be more accepting of it. On top, Europeans focus more on sustainability and the impact of their activities on the planet.

## Data Protection

A huge difference is the attitude toward data protection. Europeans are far more hesitant to share their information online, while those in South America and the United States tend to be quite relaxed in this regard.





*The American approach to influencer marketing isn't going to be useful for businesses here as a more European-centric approach. But that doesn't mean that your brand should not take advantage of this effective marketing!*

The point is to manage a proper way for delivering the advertising, in a modest tone and more abstract approach. The goal with influencer marketing is to produce a meaningful and inspiring relationship with the audience, rather than spotting services and products on them.



## Chapter 1

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### What are influencers indeed and why are they important?

They are people who have an established presence online with lots of followers and a high engagement rate. And if you follow best practices, they can drive your brand's message in a very effective way to the world.

Influencers act as the “middle man” speaking to consumers who are already following them and interested in their opinions. Can you imagine the potential if they engage their audience in meaningful conversations about your brand?

#### As an added benefit

Advertisers can now track the number of people who came to their site from a specific post. In our case, from posts created by influencers. And this gives valuable insight that you can turn into sales by focusing on what works.

#### 2 more reasons to work with an influencer:

- 1 The influencer marketing industry is worth £1 billion. Three out of every four brands are now using it. Thanks to the incredible reach and terrific return on investment, it can yield.

People post more than 400 hours of video on YouTube per hour, and more than 95 million photos and videos on Instagram each day.

2 It's also a great way to reach younger audiences. Millennials emphasize authenticity, which means they place much more value on the insights that come from people who live a life like theirs, and that's why peer-to-peer marketing has become so popular and effective.

## Chapter 2

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### **The gold standard in influencer marketing:**

Peer-to-peer recommendation

Whom you trust the most? When a brand tells you how good its products are, or when someone you like and admire recommends them to you? Word-of-mouth marketing is not a new concept, and influencer marketing puts a new twist on it.

*More than 90% of global online consumers rely on their trust in family and known people. In comparison, only 33% trust in online banner ads.  
(Nielsen Global Trust in Advertising)*



A Tomson study reported the high return on investment (ROI) a brand obtains with influencer marketing campaigns, earning \$6.50 on average per dollar spent. That's why these days, around 65% of brands participate in influencer marketing.

*74% of consumers use social media to guide them in their purchase decisions. (ODM Group)*

## Chapter 3

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### **Influencer marketing and disruptive advertising.**

A considerable benefit of influencer marketing is that it reduces disruptive advertising. How many times a day don't we receive irrelevant and invasive ads in the middle of a video or article that we are focused? It is annoying!

Influencer marketing combines a user-centric approach focusing on customer experience. It promotes synergy between marketing and consumer expectations by respecting their interests. It also contributes to Customer Lifetime Value (CLV).

According to the Search Engine Journal, we waste 76% of Google and Facebook ad budgets. Poorly tracked AdWords might play a part, but I believe the bulk of the blame relies on the use of wrong approaches, including disruptive advertising.



## BBC Case



Many people are eschewing traditional media in favor of social media personalities. BBC, a long-time UK broadcaster, has over 3 million subscribers on YouTube.

In contrast, UK lifestyle vlogger Zoella has 10.2 million subscribers. BBC itself could reach more people via influencers than its channels.



## Chapter 4

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### Reach your business goals with influencer marketing.

Working with an influencer is an excellent strategy.

- » **User-Generated Content (UGC):** fomenting your brand through contents produced and shared by users (posts, reviews, comments).
- » **Brand awareness:** promoting new services and products to a niche or a new audience.
- » **Community engagement:** increasing social following.
- » **Crisis control:** establishing credibility and trust by reducing negative opinions.
- » **Sales:** raising your products and services through endorsements. o CA x CLV (Customer Lifetime Value): reducing investments to customer acquisition by promoting loyalty.
- » **Educating:** highlighting your brand as an authority in your industry.
- » **SEO optimization:** reaching popularity through a boost in search ranking.



## Chapter 5

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### Celebrities vs. influencers for brand promotion



You might be tempted to think that influencers are a bit like celebrities. Celebrity endorsements have long been a staple of traditional advertising with famous athletes promoting breakfast cereal and gorgeous actresses promoting hair products, to name a few.

Yet, that type of comparison misses the point. Celebrities are paid to promote for the sheer sake of promotion. You might see them promoting alcohol brands even though they don't drink or endorsing vehicles despite being unable to drive. Great influencers would never promote something that goes against their values, also when it involves money, because their entire reputation is based on their authenticity.



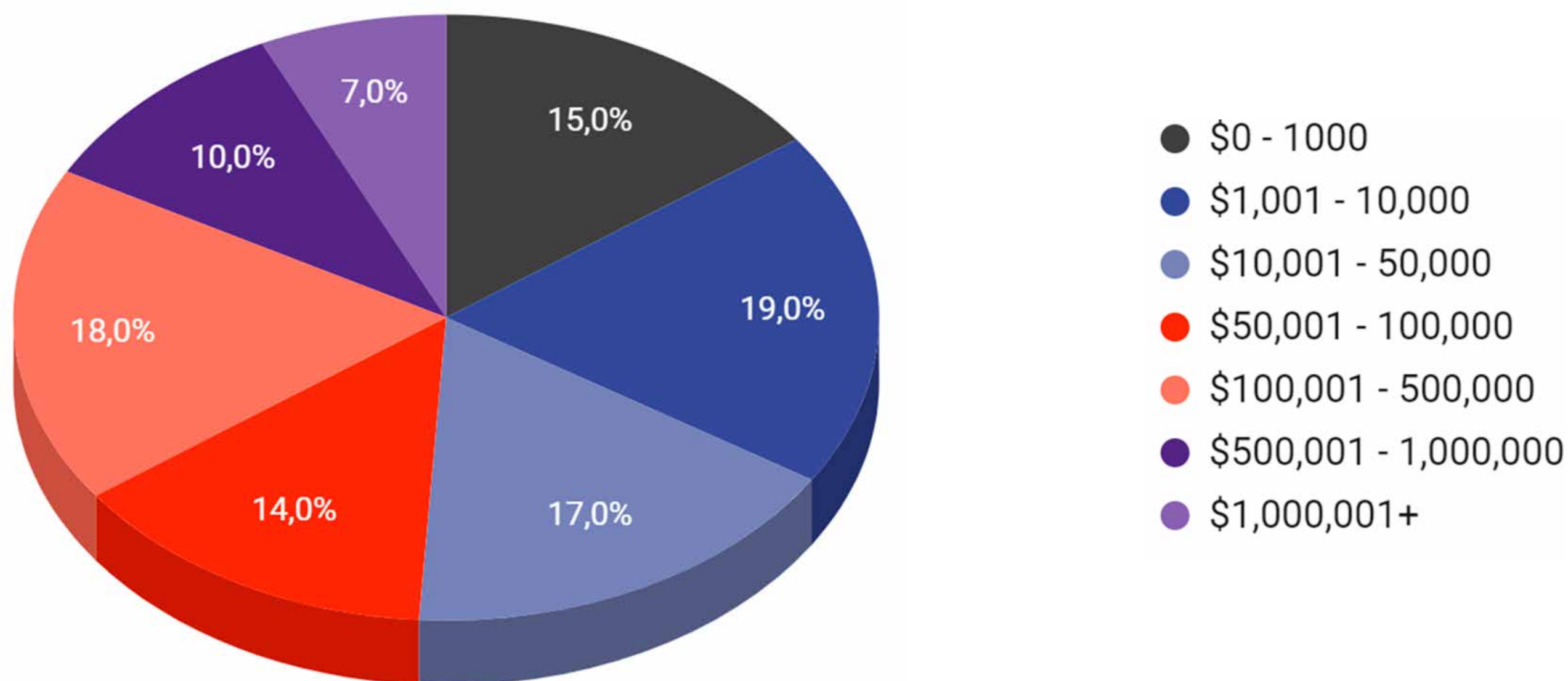
That doesn't mean that you can't enlist an actual celebrity for your influencer marketing strategy. However, in doing so, you need to ensure the products have a real synergy with the personality in question to get actual value from your effort. For example, a celebrity who is famous for their vegan lifestyle might be the right choice for your organic juice brand.

## Budgets

» The most common influencer budget is \$1,000 – \$10,000/year, followed by \$100,000 – \$500,000/year.

» 19% of marketers spent \$1,000 – \$10,000 on influencer marketing in 2019, while 18% spent between \$100,000 – \$500,000.

» 7% of companies planned to invest over a million dollars in influencer marketing in 2019.



Source: MediaKix

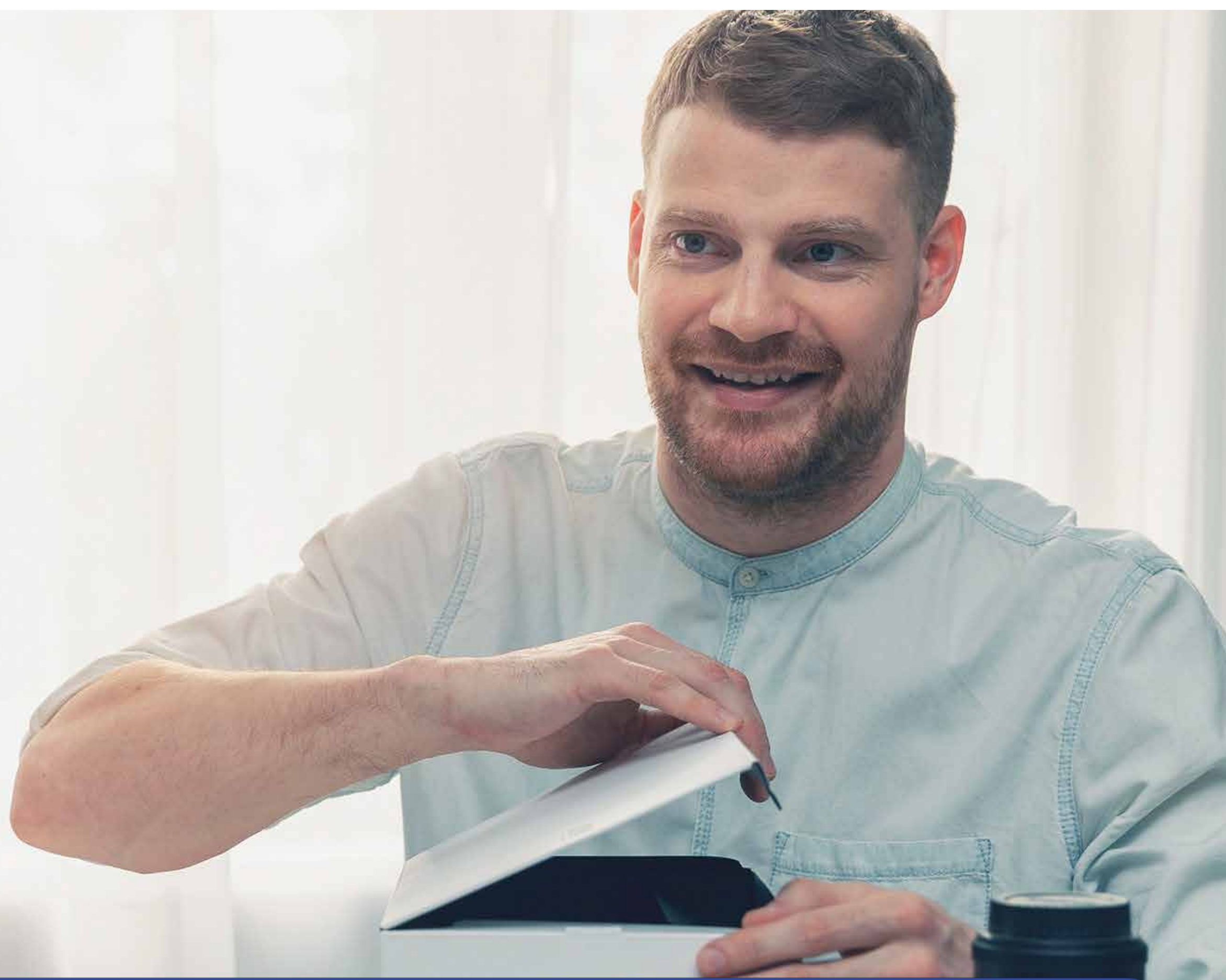
## Some examples of the categories of influencers you'll come across:

- » **Unique talents:** this could be a chef, a dancer, an artist, or anyone who possesses extraordinary skills.
- » **Entrepreneur/Business:** usually someone who has started a business and offers up regular tips.
- » **Models:** these are beautiful people and those who live a fantastic lifestyle.
- » **Notable:** Activists and politicians fall under this category.
- » **Expert:** someone specialist in a particular industry, such as fitness, fashion, beauty, or marketing.
- » **DIY:** DIY influencers are people who teach others how to do things by themselves.
- » **Memes and animals:** People who post funny or witty content fall under this category.
- » **People in general:** Some people don't fit into any of these categories but have a knack for engaging lots of followers by posting about everything interesting that happens in their lives.



## Top Tip

You might have some ideas about how you want your brand promoted, but keep in mind that influencers have reached their position because they know the best way to address and bond with their audience. Don't be too strict when it comes to having them adhere to your instructions on the creative side; let them approach it in the way they feel works for their audience.



*Influencer marketing is not a “Truman Show”. It is be real life, with real people speaking as friends to their communities. They share amazing discovers, beliefs, and advices that would benefit their followers.*

## Chapter 6

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### Influencer levels and engagement matter

There are lots of ways to measure an influencer's reach. Below, one of the broadest categorizations based on the number of followers:

- » **Micro influencer:** 10,000 to 24,999 followers.
- » **Advanced influencer:** 25,000 to 49,999 followers.
- » **Major influencer:** 50,000 to 100,000 followers.

### Keep your focus on relevance rather than reach

Many influencers like to focus on their follower numbers when pitching a brand, but more is not necessarily better here. Although micro-influencers have significantly smaller audiences than some of the big names in their field, their followers do tend to be more engaged.

That's why brands like Adidas have been turning to micro-influencers in a bid to make their message more authentic. Follower numbers should only be one part of the equation; consider, too, how engaged and loyal their audience is.



## Top Tip

There are a few ways to gauge loyalty, and one of the best is looking at the comments on an influencer's community. An important metric is to measure the engagement rate.

Add up a post's likes and comments, and then divide the result by the number of followers the influencer had at the time of the post. Do this for the last ten posts.

*Number of likes + comments ÷ number of the followers = engagement rate*

There are even sites that can perform this calculation for you for free, such as [influencermarketinghub.com](https://influencermarketinghub.com)

Influencer marketing expert Brittany Hennessy considers anywhere from 1.5 to 2.5 % to be a decent engagement rate, but those that exceed 3% are ideal.

*The Influencer levels were taken from the book *Influencer – Building your persona brand in the age of social media* by Brittany Hennessy.*

## Chapter 7

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### The role of demographics in an influencer marketing strategy

Although there aren't any hard and fast rules when it comes to demographics, you do need to consider them in your influencer marketing strategy. Here are some of the most significant factors to keep in mind.

**Gender:** generally speaking, mums tend to turn to other mums for advice, while men trust the suggestions of other men. Nevertheless, it's worth noting that some influencers might have a subset of followers of the opposite sex, mainly if they are attractive or wear revealing clothes. This can be great for some brands or products and downright undesirable for others.

**Age:** age can be an important factor depending on the brand or product you are promoting. While an influencer's age won't necessarily dictate their audience in certain areas, like DIY, it is still something to take into account. If the younger generation is your preferred demographic, keep in mind that young people tend to engage more with people of their age, so that's where your focus should be.



**Location:** don't overlook an influencer's location, especially if you are promoting a product that is only available in a particular market or a local event. An influencer whose bread and butter is their cozy fireside Scandinavian lifestyle isn't going to be the right place to promote your bikinis. Make sure the influencer you're considering engages with people in your target localization.

*If you're unsure about any of these aspects, Google Analytics can provide detailed demographic information.*

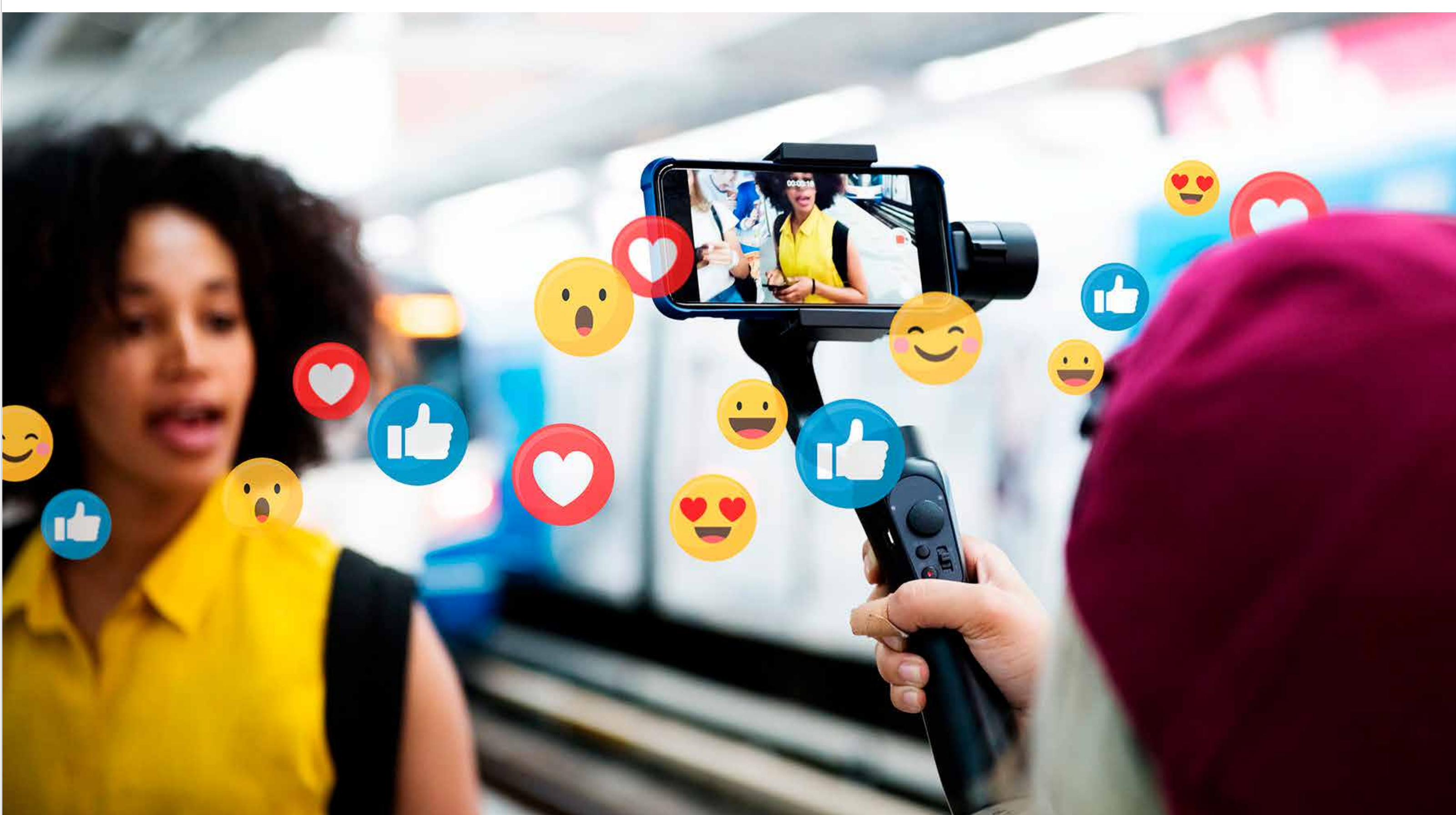




## Chapter 8

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### 7 tips for finding the best influencer for your brand



In Europe, the person who is representing your brand should be your primary focus. There is understandably a significant risk here if you get it wrong, but your business will be rewarded handsomely if you get it right.

It should go without saying, but you need to stick to influencers who embody your brand. Don't just look at numbers or even engagement levels in isolation; you also need to consider whether or not the influencer is a good fit. If you can find one who already uses your brand, that's a high starting point, but there are other good ways to identify suitable candidates:



- 1 Look for engagement across channels:** your ideal influencer has built up a much of trust, and this is often developed by engaging daily across multiple channels.
- 2 Transparency goes a long way:** make sure your desired influencer is willing to stand behind what they are doing online. Check if you quickly find their name, contact information, business partners, and other info.
- 3 Seek the right balance:** you want to look for someone who is striking the right balance between promotional material and posts that come from the heart. The ideal ratio between organic and sponsored posts is 70/30. If more than 30% of an influencer's posts are sponsored, their audience is going to be turned off and will start to disappear in droves.
- 4 Is the influencer a social butterfly?** Since the idea is to engage people, you will want to make sure the influencer you are considering isn't too solitary. Are they friendly when engaging with others on the website and elsewhere? Do they comment on other people's websites and respond to the comments on their site?
- 5 Can you get on board quickly?** A great influencer will have no trouble producing content within your budget that you can share without having to make any extra investments.

**6 Pay attention to post frequency.** Consistency is the name of the game here, so look for influencers who post frequently and regularly and have for quite some time. If you see posts older than two weeks near the top of the page, that's not a good sign.

**7 Look for someone with whom you can form a long-term relationship.** Long-term brand associations will yield far better results than one-off posts. Don't associate your brand with the type of influencer who will promote whatever "flavor of the day" brand happens to be paying them that day or week. Consumers don't trust influencers who associate themselves with a lot of different brands.

## **Top 5 best platform-agencies to find influencers in Europe:**

- » Talkwalker
- » Influencevision.com
- » Hypeauditor
- » Heepsy
- » Buzzsumo

## **Top Tip**

*66% of respondents prefer to contact influencers through email. Twitter and blogs are also considered effective channels for contacting influencers at 57% and 52% respectively. (Augure Survey)*



## Chapter 9

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### What does into a good influencer marketing contract?

Once you've found an influencer that will suit your needs, it's time to sort out the contract where you need to have safeguards in place to reduce the chances of a miscommunication.

Minor squabbles can quickly escalate into outright legal battles, so it is essential to cover as much as you can here. The contract is there to protect both you and the influencer, and it deserves serious consideration.





## 3 tips for covering all the bases with your contract

1 Discuss the conditions of your collaboration before establishing the fee. I've run into more than my fair share of influencers who want you to kiss their feet. The demands can get pretty outrageous, from first-class flights to other conditions that are not practical or sustainable. Make sure the people you're dealing with have their feet firmly on the ground and let them know that a successful arrangement could lead to further benefits down the line if that's the case.

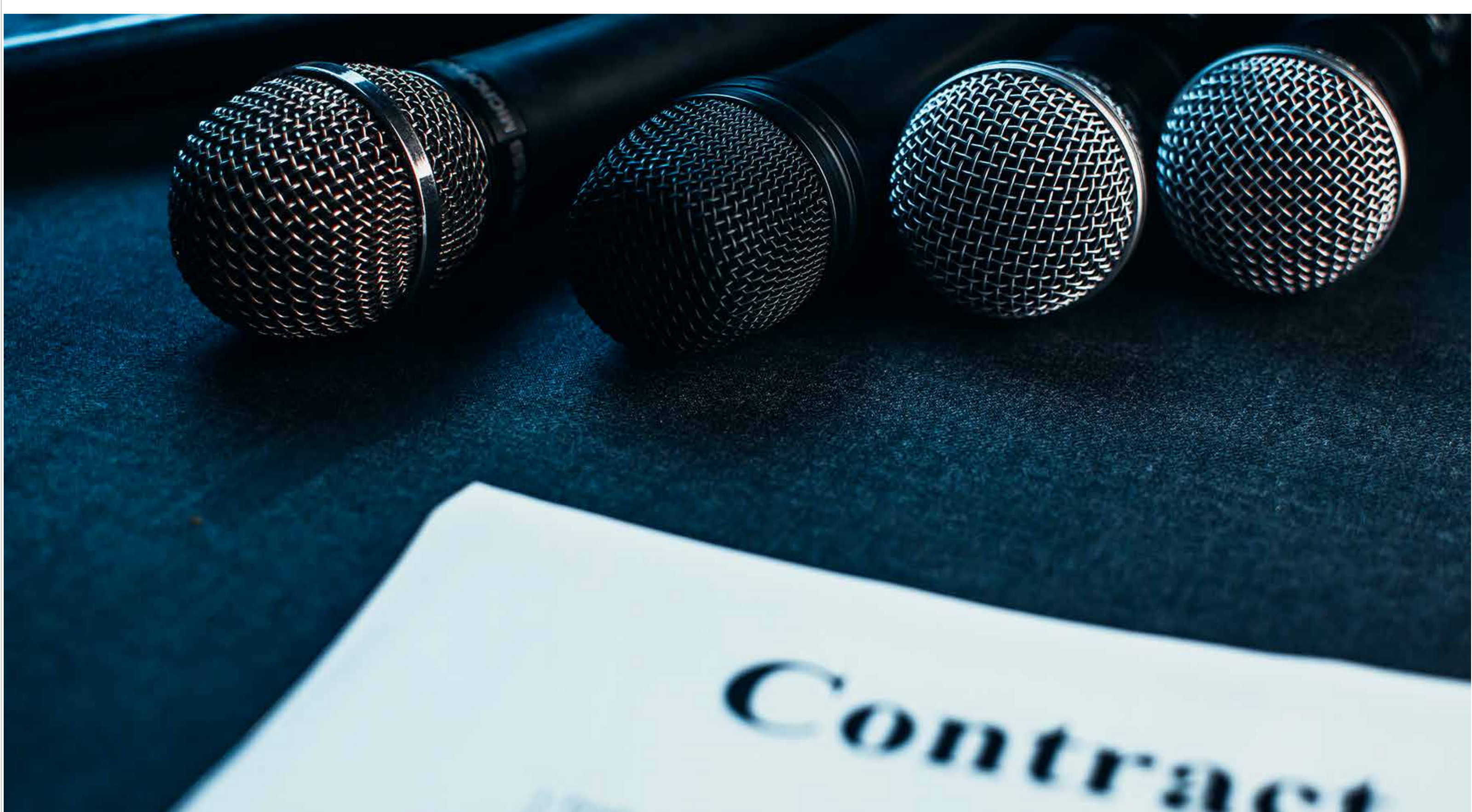
2 Cover all the technical bases. Make sure you clearly state all of the deadlines. Address the quality you expect of the production, such as the resolution of photos involved and other aspects. Include which methods to use, such as paid social, pre-roll commercials on YouTube, Point of Sale ads, third-party ads through firms like Nativio, and print materials.

3 Be sure to mention any undesirable connections that may apply to your particular brand or product. For example, if you sell alcoholic beverages, you should stipulate that your products shouldn't appear alongside vehicles. You should also include a provision for what could happen if the person does something that could damage your reputation, such as being arrested and getting bad publicity.



## Here are the points your contract should include:

- » Who is involved in the partnership
- » How long the agreement will last
- » Which geographical territories are involved
- » The format, frequency and volume of the content
- » Your desired timeline and release dates
- » Other channels that may be used
- » Exclusivity, if applicable
- » Whether or not they'll need to get your approval prior before to posting, and how it will work
  - » The terms of disclosure, keeping in mind any applicable laws
- » The terms of payment





## Chapter 10

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### How to build a great briefing



Don't assume an influencer will know how to promote your brand. Although it is up to them to create the content in their style, you still need to outline your brand's values and fundamentals to ensure they get the message loud and clear so they can convey it accurately.

» Include as much about your brand and its audiences as you can, such as charts, graphs, visual aids, brand history, demographics, psychographics, and the topics that matter to your audience. If you share your company's culture with the person in question, you have a better chance of getting the kind of representation you want.

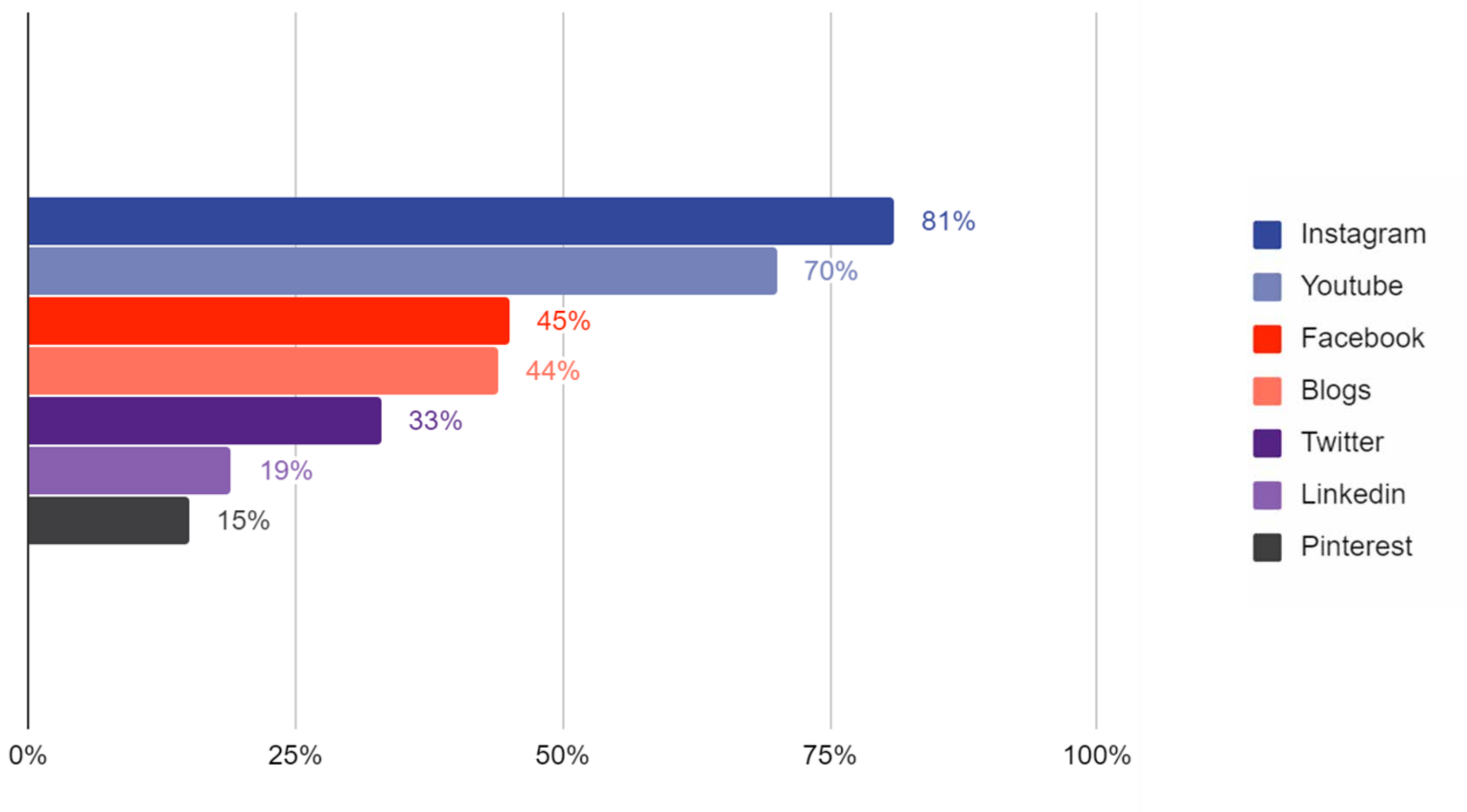


» However, if this particular campaign aims at bringing in a new audience sector or changing people’s perception of your brand in some way, be sure to let them know.

» It’s also worth spelling out what will happen if they don’t adhere to your directions. For example, you might refuse payment, or they may have to redo it on their dime. You might also want to set a time limit on this.

» It may be helpful to share a recent influencer campaign that you feel was well-done, whether it was for your brand or another one, to provide an idea of what you look.

## Top most important social Media Channels for Influencer Marketing



Source: MediaKix

## Chapter 11

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### Europe: Ethics and lifestyle

Where does social responsibility come into this story?

*You've likely seen or at least read about influencer posts that go all out with travel to far-flung locations and exotic settings, sometimes to show the same outfit or product. European audiences don't like displays of excess, especially when it's clear that lots of travel (read: carbon usage) and other environmental unfriendliness went into it.*

Despite some dubious aspects, we can point out one significant advantage in this business model: it contributes to sustainable economic growth. Heretofore, millionaires caches were paid for a single celebrity to promote a product worldwide. Now, the same amount can be distributed among influencers impacting their micro-communities in the most diverse places.





## You also need to consider some specific ethical measures:

**Disclosure:** You always have to disclose paid partnerships and promotions to ensure not misleading consumers. Always declare a paid message through influencer, and make sure the influencer has done the same. Include all this information in the contract.

**Honesty:** You can't allow an influencer to pass along false or misleading information about your products or brand. Take steps to ensure everything they say is accurate, and hold them to it contractually. Paid media is covered by advertising regulatory boards (GDPR).

**Monitoring:** It is crucial to monitor the influencer channels you're working with and train them on any legal concerns that are specific to your products and the importance of complying with them when they serve as an ambassador for your brand.

*One thing is clear: tapping into the value of influencer marketing can bring your business to the next level in a way few other approaches can.*



I hope you enjoyed this journey and that from now on you can use Influencer Marketing in your digital strategies for impactful results.



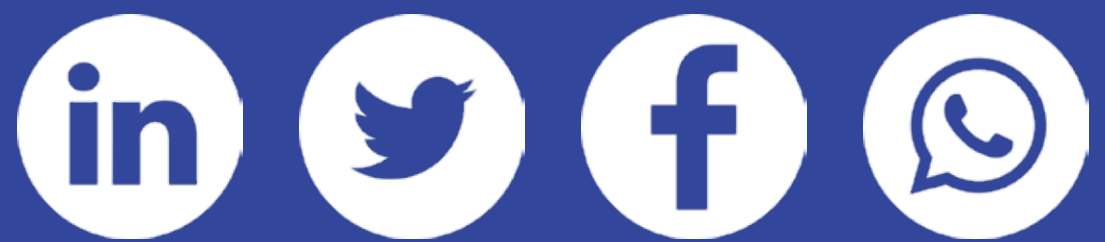
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