tapinfluence

The Guide to Influencer Marketing Automation

Here's an unfortunate fact: Consumers trust Congress more than brand advertising[1].

Sad but true, though hardly surprising.

Consumers know that marketers monitor their online behavior, dropping tracking cookies left and right in their quest for a pot of golden data that's intended to deliver exactly the right message to exactly the right person at exactly the right time.

Consumers also know about, and despise, increasingly aggressive and intrusive digital ad practices: Auto-play videos, content-blocking popover ads, and even pre-roll ads that force consumers to listen, read, or watch before they can get at the content they want.

Their frustration created an entire adblocking industry designed to thwart those digital efforts while improving

the browsing experience and protecting their online presence. Yet a recent Google report admitted that consumers never see more than half the ads served on the Internet[2]. Combine those facts with bot fraud and banner blindness, and advertisers are facing a staggering loss of at least $29.6 billion in 2015[3].

Consumer migration to social media complicated matters further. Social platforms represent the top Internet destinations and account for 50+ percent of all time spent online[4]. Initially used to connect with old friends, social media is now how individuals get ALL the information they could ever need or want.

1 Ipsos OTX and 4As
2 Google
3 Strategy Analytics & Google
4 BI Intelligence

75 percent of consumers rely on social media to inform purchasing decisions[5]

90 percent trust peer recommendations[6]

84 percent will take action based on the opinion of others[7]

Marketers have tried to keep pace by shifting to social and content marketing, but quickly discovered a different set of rules. Social platforms aren't sales platforms. They're conversation platforms, where consumers shun product-based messaging and crave useful, engaging, relevant content shared by people who look, act, and buy as they do.

From a marketing standpoint, creating meaningful content isn't easy. First, let's face it: consumers don't trust brands. They take everything marketers say and do with a truck-load of salt. Second, creating engaging content takes skills, time, and resources that are beyond what most companies can handle internally.

Enter influencers, social gurus with millions of faithful followers who look like consumers because they are consumers. These influencers give brands more reach, a more authentic voice, and a real-world presence they could never achieve or deliver otherwise.

5 ODM
6 Nielsen
7 Nielsen

The Power
of Influence

Influencers are established, independent voices that design and create authentic, meaningful messages on behalf of brands. The practice of using influencers in this way is influencer marketing.

Influencer Marketing:

- Is the fastest growing acquisition channel

- Will command a greater budget next year for 2/3 of marketers

- Generates twice the number of sales as traditional digital ad efforts

- Offers a 37 percent higher retention rate

- Delivers higher quality consumers for more than half of companies using it

- Is considered the most cost-effective marketing channel

Influence - By the People For the People

Web-savvy consumers now require greater engagement and information before making a purchase. Consumers desire meaningful content and relevant information to help them make purchase decisions and they want opinions from people they trust. Consumers are having conversations with their peers online before they make a purchase and to be effective, brands need to be part of that dialogue. Influencer marketing helps brands and agencies form relationships with key influencers online and partner with them to create relevant, quality content that is trusted by their consumers.

The divide between digital advertising and consumer decision-making continues to grow. Influencer marketing has emerged as a go-to marketing discipline to help marketers truly connect with consumers.
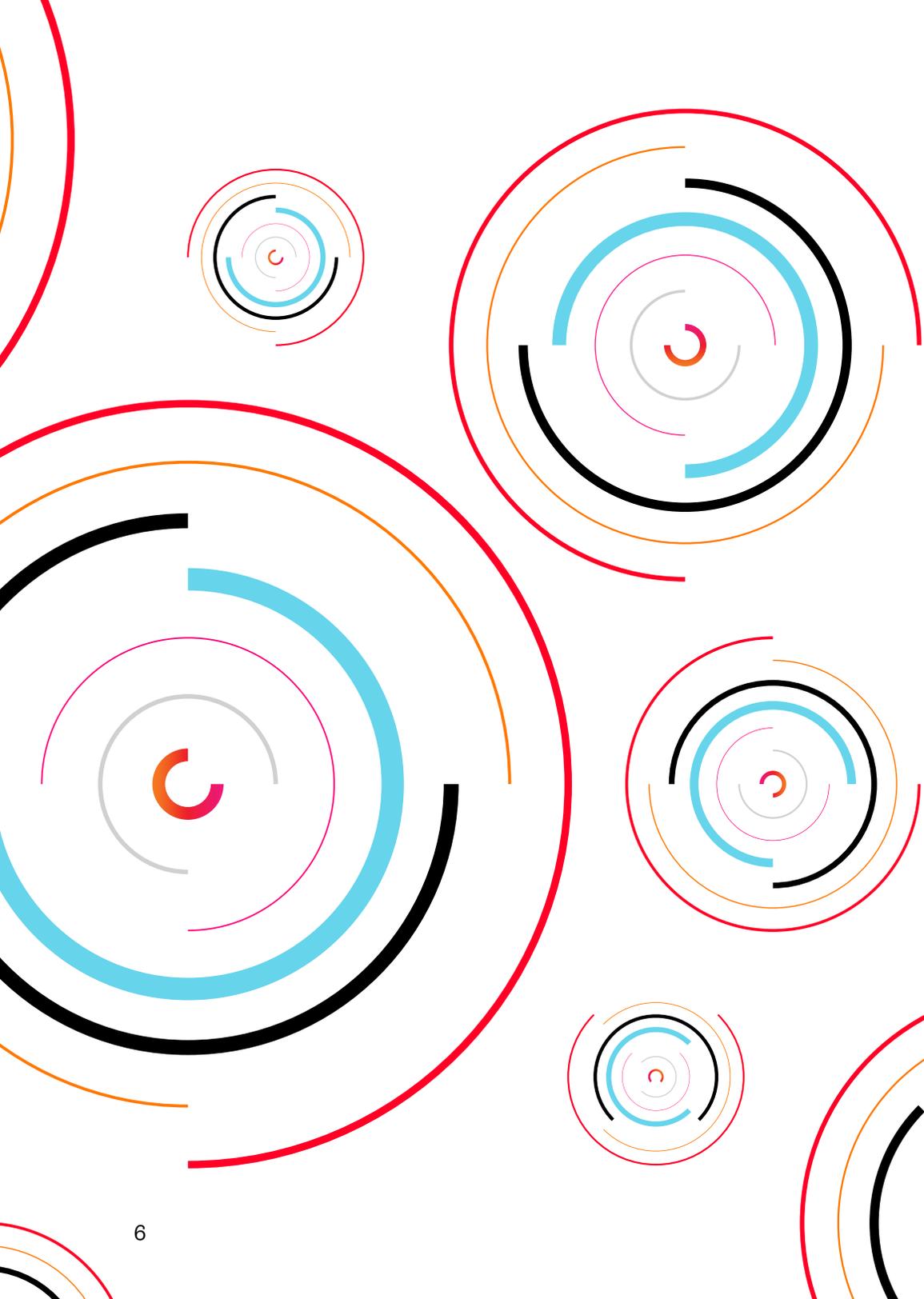
Sixty-five percent of companies now practice influencer marketing[5]. Considering that influencer marketing delivers up to a 14x return on each dollar spent[6], it's no longer a question of if influencer marketing should be part of your marketing mix, but when.

The time is now. The question then becomes how?

5 Technorati
6 Rhythm One

Influencer
Marketing
Automation –

Powering
the Influence
Economy

Influencer Marketing Automation eliminates the cost, risk, and time associated with traditional influencer marketing options by freeing marketers from the need to practice one off "random acts of influence," which do nothing but tally up higher program costs and result in a lack of consumer engagement and poor ROI.

Until now, influencer marketing has been achieved through a discombobulated and disconnected array of tools, programs and point solutions, each designed to support one component of a complete influencer marketing program. These are tools typically categorized as social media broadcast tools, influencer databases, content management workflow tools, and influencer program-management tools. What brands, and the agencies that serve them, need is a comprehensive solution - an effective, scalable and predictable way to execute influencer marketing programs.

Influencer Marketing Automation (IMA) is a new industry category of content marketing that combines all five critical components of influencer marketing:

1. Influencer Recruitment
2. Influencer Selection
3. Workflow Automation
4. Analytics
5. Optimized Distribution

Pillar 1: Influencer Recruitment

Until now, influencer recruitment was the most time-consuming part of the entire influencer marketing process. Identifying the universe of relevant influencers meant lots of time on Google, building lists, reaching out individually or paying hefty monthly subscriptions to influencer directories that include unregistered, unqualified influencers with limited profile data and no performance history.

To efficiently find relevant influencers who represent their target audience, marketers need:

- A simple, efficient method to identify influencers who are qualified and open to partnering with marketers

- An option that simplifies identifying niche influencers that includes onboarding and training

- To eliminate the hassle and time allocated to handling individual influencer payments

- The ability to centralize and track all existing influencer initiatives along with new programs in a single platform

Pillar 2: Influencer Selection

Marketers have traditionally had little data on which to make informed influencer selection decisions. The process of choosing influencers was a manual, subjective, and time-consuming process based on reach and topic, not on actual performance.

To save time and vital resources, marketers need the ability to:

- Access a proprietary, algorithmic engine that automatically identifies relevant influencers based on intended audience, desired performance and cost parameters.

- Search individually for influencers using multiple criteria, such as demographics, reach, location, language, and audience profiles

- Invite/import existing influencers to the platform so all content and distribution can be tracked

- See transparent influencer rate information

- Create custom influencer lists based on program, product, season or target audience

- Vet influencers based on target audience and budget restrictions

Pillar 3: Workflow Automation

Influencer Marketing Automation allows marketers to build, execute, and report influencer programs of any size, shape, and complexity in hours, not weeks.
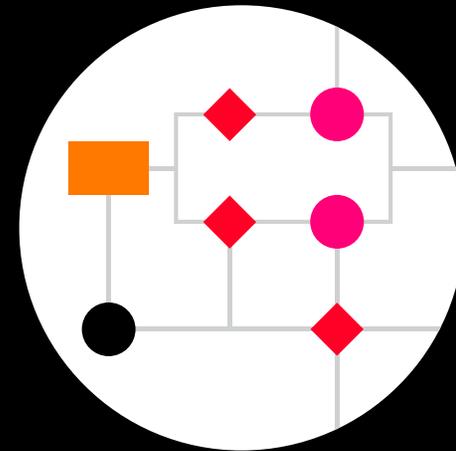
Marketers need the ability to:

- Invite influencers to assignments with the click of a button

- Use in-app messaging to communicate directly with influencers at any stage of a campaign

- Review draft stages of content before its published

- Create programs with multiple assignments (blogs or social) and track them all together

- Easily create, manage and instantly edit editorial calendars

- See assignment progress by influencer (i.e. invited, accepted, scheduled, published, paid)

- Produce effective influencer campaigns, regardless of experience or expertise level. Analyze and identify best performing content

Pillar 4: Analytics

Marketers need metrics way beyond standard content impressions and click-thru-rates to gauge the impact of their influencer marketing efforts. They need access to real-time, multi-channel tracking for content across blogs, Vine, Pinterest, Instagram, YouTube, Facebook, Twitter and other social channels. Marketers need an instant gauge of accountability around program investment and impact.

To truly be accountable for revenue impact, marketers need to:

- Track real-time performance including reach, views, and engagement across multiple channels

- Analyze engagement and Total Media Value

- View return on influencer investment based on program costs

- Evaluate how much each channel is worth

- Learn which influencers work best by filtering and sorting by reach, views, engagement, total media value, rate, and ROI

- Export and share reports in multiple formats

Pillar 5: Optimized Distribution

Distributing social content through influencers without the ability to continually refine and optimize across channels leaves marketers without levers to improve results. Like SEO, influencer marketing requires ongoing optimization to improve engagement, drive even higher revenue impact, and lower programs costs.
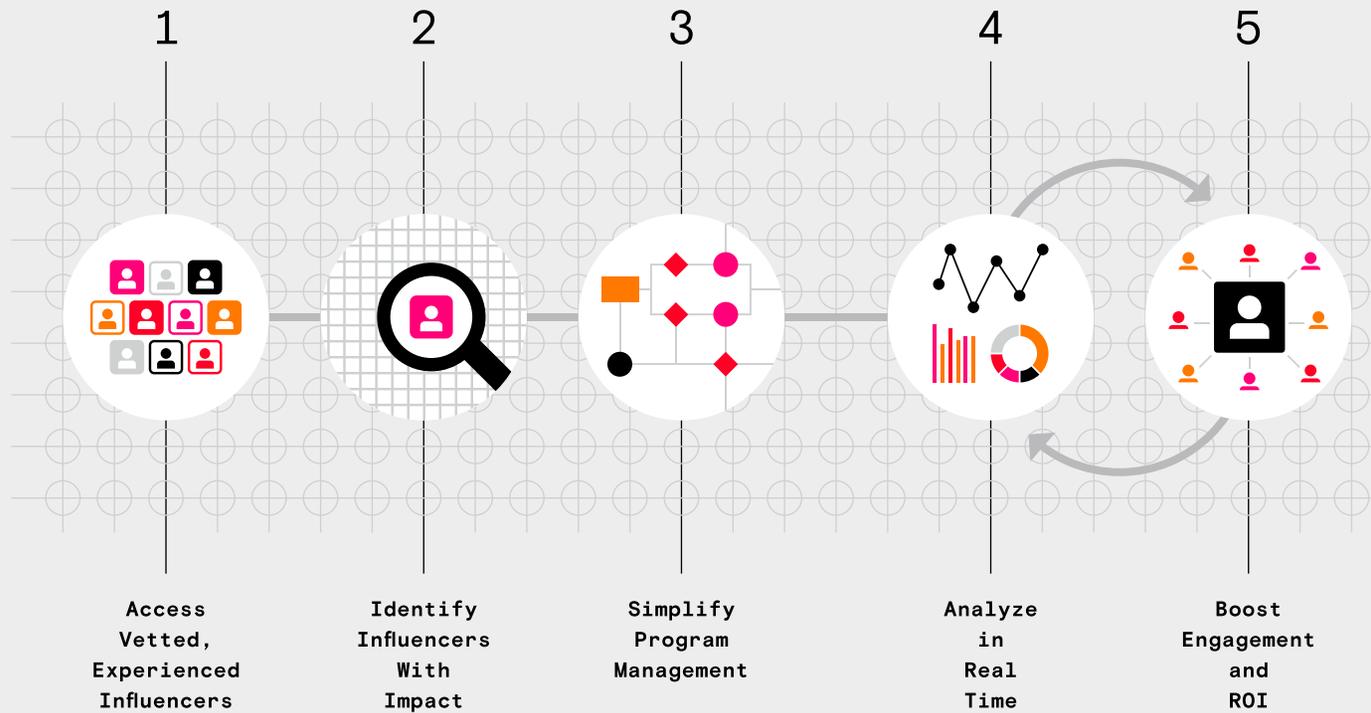
Optimized distribution includes the ability to identify and predict which content, social channels, and influencers will perform best before expanding distribution to a wider range of known and unknown audiences.

Marketers need to be able to:

- Distribute that content further through a network of top influencers

- Determine which influencers perform best with which content

- Improve the quality of influencer traffic that significantly lifts influencer ROI

- Optimized distribution is the pillar that elevates all others.

Influencer Marketing Automation

1	2	3	4	5
Access Vetted, Experienced Influencers	Identify Influencers With Impact	Simplify Program Management	Analyze in Real Time	Boost Engagement and ROI

Welcome to the Influence Economy

In today's digital era, success requires authentic, sustained consumer engagement. Marketers looking to connect in this way and drive revenue need a simple, unified solution. The five pillars in this guide are the industry's roadmap to success in the Influence Economy.

TapInfluence offers the leading Influencer Marketing Automation platform, providing brands and agencies with the technology to create, scale, and maintain better relationships with consumers by harnessing the reach and relevance of online influencers. For more information, please visit **tapinfluence.com.**

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