

**social (creates) *impact***

PRESENTS

# how brands are evolving in 2021

A really  
informative Zoom  
Chat Event



## 🔍 today's chat

- 1 Introduction(s)
- 2 2020 Red Flags & The Longterm Brew
- 3 Influencer vs. Content Creator
- 4 Charting Influencer on the Marketing Funnel
- 5 New Content Approaches
- 6 Fair Pay



Q socialcreatesimpact

# Introduction

**10+ year OG, award-winning Influencer Marketing Campaign Designer.**

My goal is to teach the "marketing" in "influencer marketing" to help bridge understanding gaps between brands & creators, increase transparency, foster cooperation in partnership, create responsibility in Influencer Marketing, tackle industry challenges and create sustainable industry growth.



Stephanie



to be b  
point o  
**Fraud**  
to dec  
cheat

**MISALIGNED EXPECTATIONS**



**LACK OF TRANSPARENCY**

**MASS TUNE  
OUT**

**what's been  
brewing**



DEMAND FOR BETTER DIVERSITY

ETHICS OF "HUMAN" MARKETING

YES

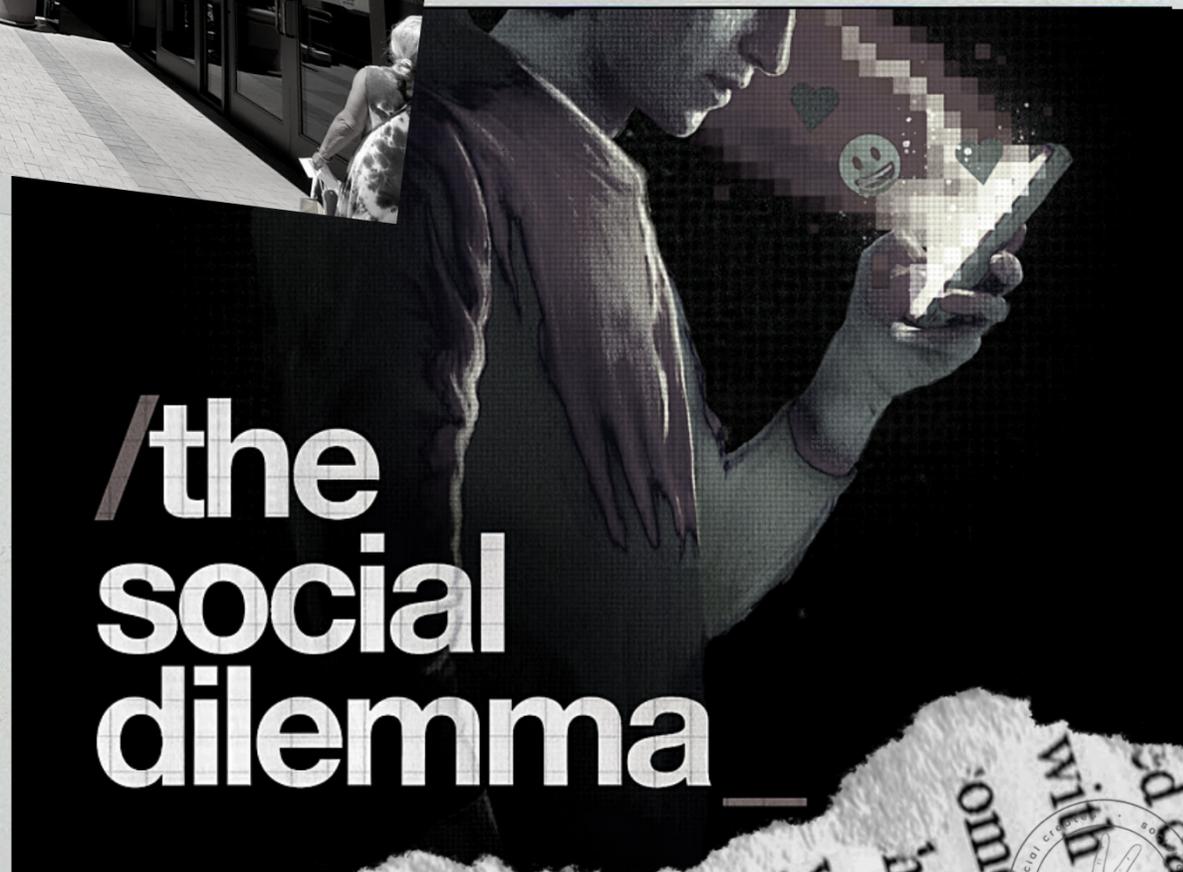
buzzing with life in



UNEQUAL PAY



SOCIALLY DISTANT CONTENT +/-



/the social dilemma

2020





entitled

2020  
always selling  
me stuff

brand  
billboards 2020

2020  
always  
doing  
something

self-  
centered 2020

lots of followers

"#ad"

# the "unhealthy" influencer buzzwords

Culturally Defined "Conceptions"

I can't  
even say  
"mis-"

spoiled &  
greedy

2020

make me feel  
like I am not enough

2020

pushing  
consumerism

2020

have "the"  
life"

2020

look  
at me!

posing with  
brands



# this isn't sustainable.

*"Television programs portraying ordinary people in unexpected situations are almost as old as the medium of television itself." - Business Insider on the concept of Reality TV.*

**It's attracts. But it doesn't necessary create trust. Consumer trust in an "influencers" word is declining as whole, although many studies still find influencers word more valuable than other outlets. Certain "types" of Influencers are more effective than others.**

1

Too much of a good thing, is never a good thing. The very use of influencers in uncreative ways has led to shifting consumer views of "so called influencers". **Brands who perpetuate the tactic, allow the legend to live. This Is why brands are and MUST evolve.**

2

As the amount of content grows, curiosity is not enough. Consumers are beginning to seek more value from the people they follow. **Value Is the new social currency, not followers.**

3

Mental health is at the forefront of our modern world, drawing more self-awareness to interactions on social media. Comparison, lack of transparency, the "highlight reel" influencer we came to know, became an achilles heel of mental health.

4

Consumerism (obtaining material things) is not sustainable. It will ebb and flow especially as it relates to mental and financial health. It's not sustainable to continually create need for product. Especially with humans.

5

There is a lot of assumption and "sex appeal" to be being an influencer, based on wrong premise.



# influencers actually...

## 6 COMMON WAYS OF INFLUENCING

1. Inspire
2. Educate
3. Invent
4. Collaborate
5. Connect
6. Entertain

- They share.
- They are experts.
- They are passionate.
- They are creators.
- They advocate.
- They pioneer new things.
- They are idealists.
- They design.
- They make new pathways possible.
- They can create change.
- They can be philanthropists.

Brand partnerships that do more of this, do more than just sell. They communicate that their brand is about more - brands will start to seek partners who can do these things, to provide more value.



**CLICK HERE FOR THE  
BREAKDOWN POST**



# influencer v. content creator

Q WHO are they?

INFLUENCER

- Has the power to MOVE people toward the idea of something
- Can have beautiful content, but doesn't *need it* to be influential
- Generally have authority - people trust this certain person on a certain subject
- Rooted in trust
- Give context, tells stories, often vulnerable and transparent
- Skilled at human connection
- They do more than create beautiful content featuring themselves. They tell stories through content. They tell life through content.

People "dislike" using this word.

*This is a continuum. You may fall anywhere on it. These are the extremes.*

- Create stunningly beautiful content for themselves and others
- *May not necessarily be influential of have the power to move people outside of their expertise*
- Generally have authority in capturing & creating content
- Rooted In aesthetic design
- More about people, places and things
- Skilled at photography and media, can include videography as well
- Highly creative
- Often "the highlight reel"

So instead they use this word. Hence, synonymity.

CONTENT CREATOR



# influencer v. content creator

Q HOW they help brands?

INFLUENCER

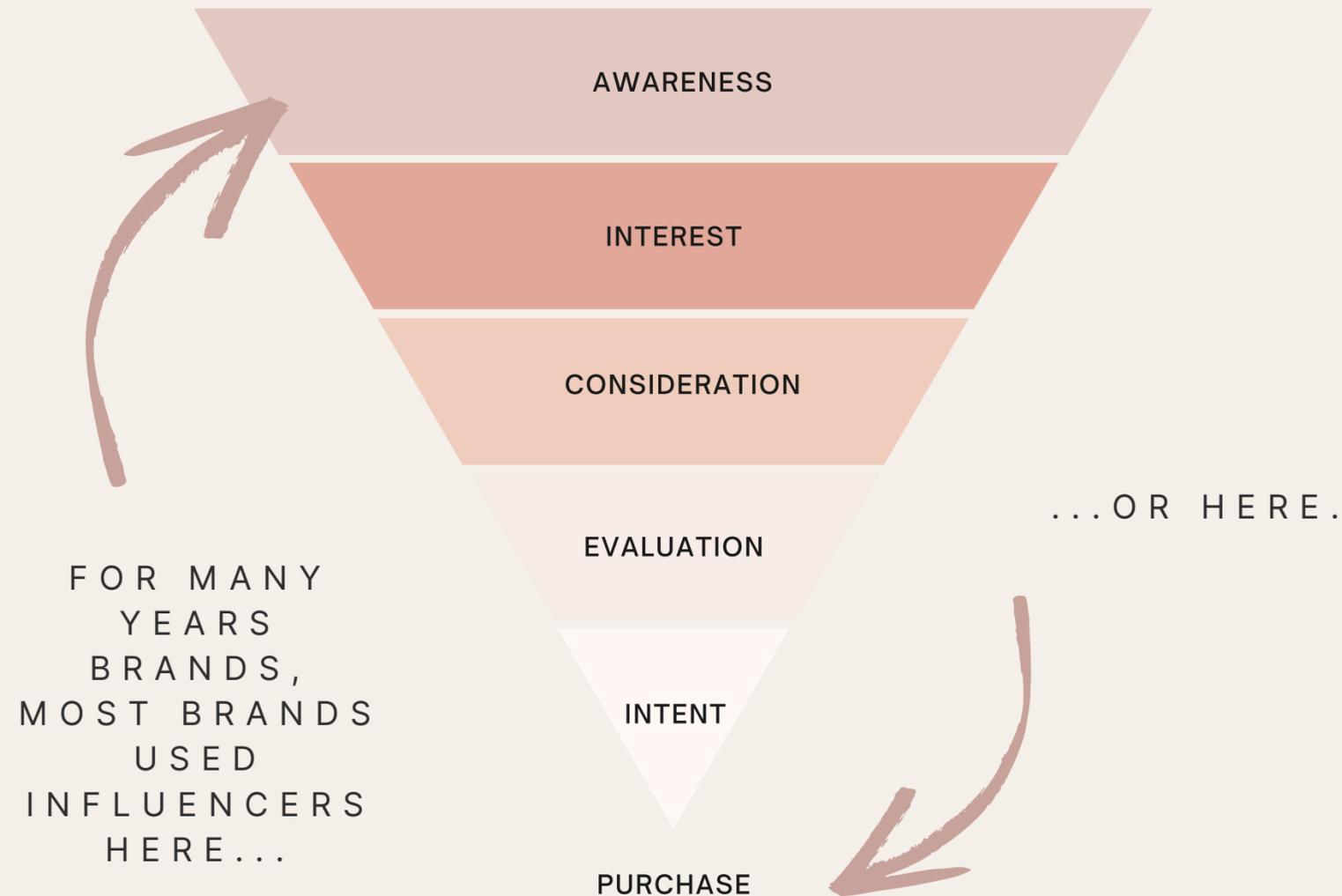
- Help drive interest and consideration of brands and often have the power to drive sales.
- Brands are typically seeking their referral because they have considerable power to their opinions in certain areas of authority
- Brands may also tap into their expertise and passions to "create" **ideas** together
- Brands want to be a part of their human connection
- Brands want to re-leverage their seal of approval in niche communities

*This is a continuum.  
Brands sometimes look  
for a mix of both -  
which means they need  
to MATCH with  
someone who can give  
both.*

CONTENT CREATOR

- Help brands to create stunning visual content as a resource (especially remote. Big WIN for the times of 'rona)
- Help to create awareness for brands and products
- Helps brands to get creative and think outside of their typical content
- Acts as User-Generated content on a brand's page [we use this to show brand interaction and popularity] - this typically performs better than brand content

# the marketing funnel

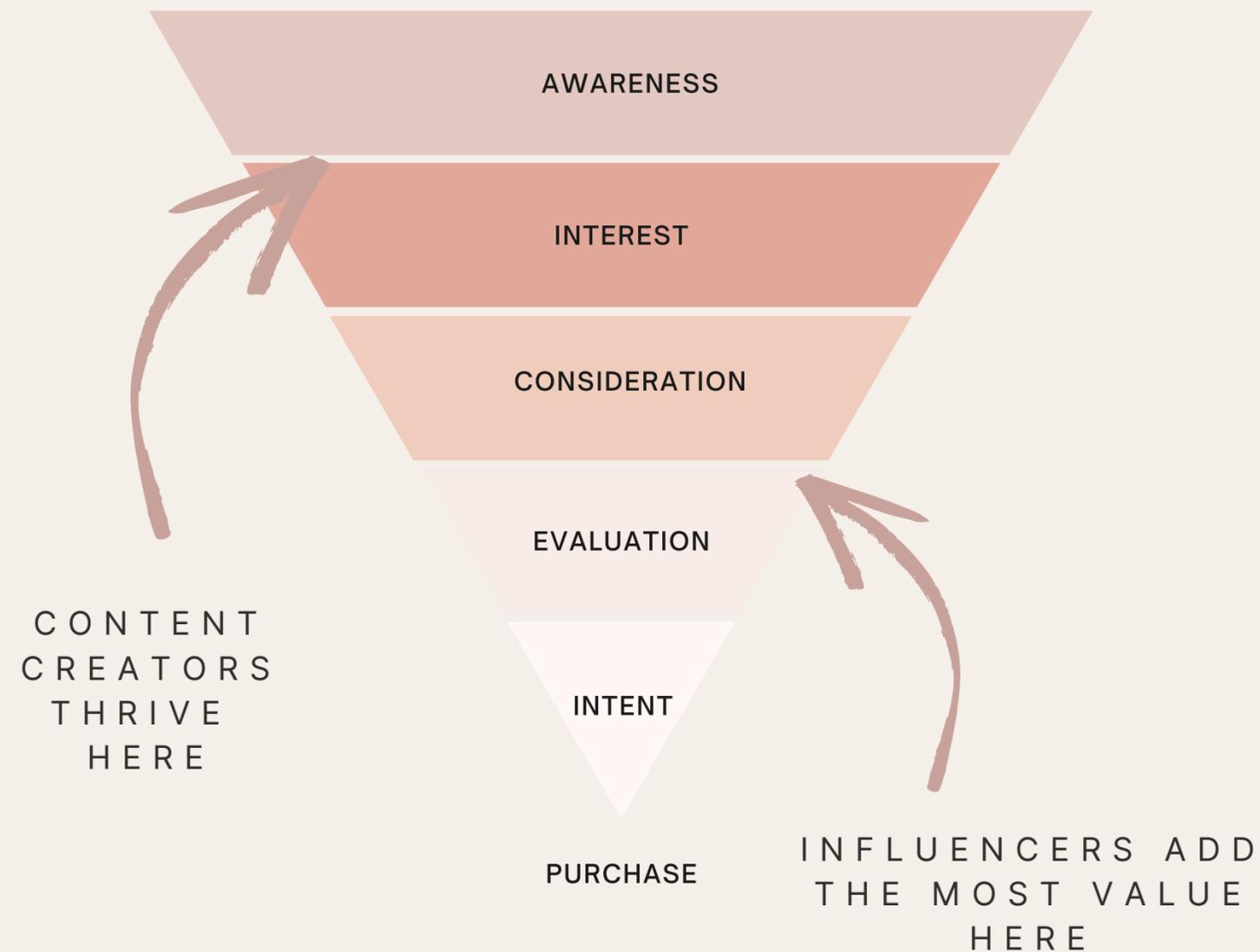


- Marketing lingo for "customer journey". These are the mental stages that customers go through when purchasing a product or service
- Different marketing "tactics" fit in different places on the funnel, based on what those tactics can achieve
- Historically, brands used influencers at the very TOP or very BOTTOM of the funnel. AKA, they expected very little or EVERYTHING. Rarely in-between. **(NEED I SAY MORE?)**
- This meant the four middle values were being 100% neglected by most brands in the way they set up their strategy through the way they were measuring it's success.

THIS IS CHANGING!



# influencers on the funnel



- Fully "integrating" Influencers into the **full** funnel means that brands can extract more value from Influencers.
- This increases an influencer's worth a brand. This both helps JUSTIFY already increasing rates or helps drive up costs for influencer-creators who are underpricing.
- The lower the value is on the funnel, the higher the worth to brands. [ROI wise]
- Content creators typically thrive at the top of the funnel, creating awareness and general brand interest.
- Influencers typically thrive from the mid to the bottom of the funnel because they have the power to move people more deeply.
- Yes, this means your power to influence is worth more than your content aesthetic.
- **Increase your worth by Increasing your Influence.**



# new content strategies

TO CREATE THIS MARKETING FUNNEL VALUE....

**INTEREST** .....

**CONSIDERATION** .....

DO THIS.

- Explain why this brand is of interest to YOU.
- Avoid overselling. When the objective is Interest, it's interest, not a sale. **Overselling bypasses interest.**
- Create a visual context in your photo that gives the product a real-life context.
- Always create a CTA to follow the brand to learn more.
  
- Explain why *you* said yes via caption and visuals. Influencers thrive here because this is often KNOWN without the influencer having to connect the dots.
- Give audiences a reason to potentially **need**.
- Give uses, scenarios, focus on the impact.
- Recipe creators often sit here. How can you create a "recipe"?



TO CREATE THIS MARKETING  
FUNNEL VALUE....

## EVALUATION .....▶

## INTENT .....▶

DO THIS.

- The one where there's almost always a "trial", a "test-drive" or lots of excel charts with comparisons.
- Skincare is a good example. How can you visually "test" it out and show results?
- Before and afters are GREAT here.
- Compare and contrast with what your audience would know.
- Be transparently skeptical with your audience. It's vulnerable.
  
- Intent is very hard, especially when audiences have seen something for the first time. So pretend like It's not the first time. Pretend like you and your community are a secret fan club for this brand. *"My fellow Siete chip lovers!..."*
- Make your content speak to your audience as if they already HAVE the product, or as if there is "intent" to get it.
- Show what you can do once you have the product. As opposed to "creating need", here we are creating **inspiration and ideation with audiences.**



TO CREATE THIS MARKETING  
FUNNEL VALUE....

## SALES



DO THIS.

- Sales can be HARD but the fact it, is happens.
- Sometimes it's because the audience has been "aware" already through other influencers or channels.
- Sometimes, It's because audience already had a need for this.
- Cheaper, impulse buys like food usually sell through better.
- Sometimes, this is repeated exposure to your audience (through ambassadorships or longterm partnerships) - with these, you want to show **VARIETY & VALUE** of the brand to your life In different scenarios and avoid doing an "Awareness" play over and over again.
- Perfect mix of the amount of TRUST between you and your audience, which Is built over time and in a non-sponsored capacity.
- Try creating "**duplicatable experiences**" - experiences your audiences can also have WITH you made possible by purchase of the brand you are working with.
- @xomisssdanielle "date nights" are a great example of duplicatable experience that could feature brands or share brands for the sake of making It EASIER on audiences to duplicate. Can you spinoff something similar?



# what is fair pay?

- Overpricing is actually a threat to the tactic of Influencer marketing.
- As both brands & influencer-content creators our goals should be to achieve the **maximum value in compensation**, while still returning effective results, as measured by the client's own goal of using influencers.
- Influencer results must be competitive & **justifiable** against other ways of doing marketing as well as with other similar influencers in your niche.
- Taking **metrics-based approaches** to pay helps cut away at pay gaps.
- The **VALUE** an influencer-creator brings to the table, increases as you move down the marketing funnel.

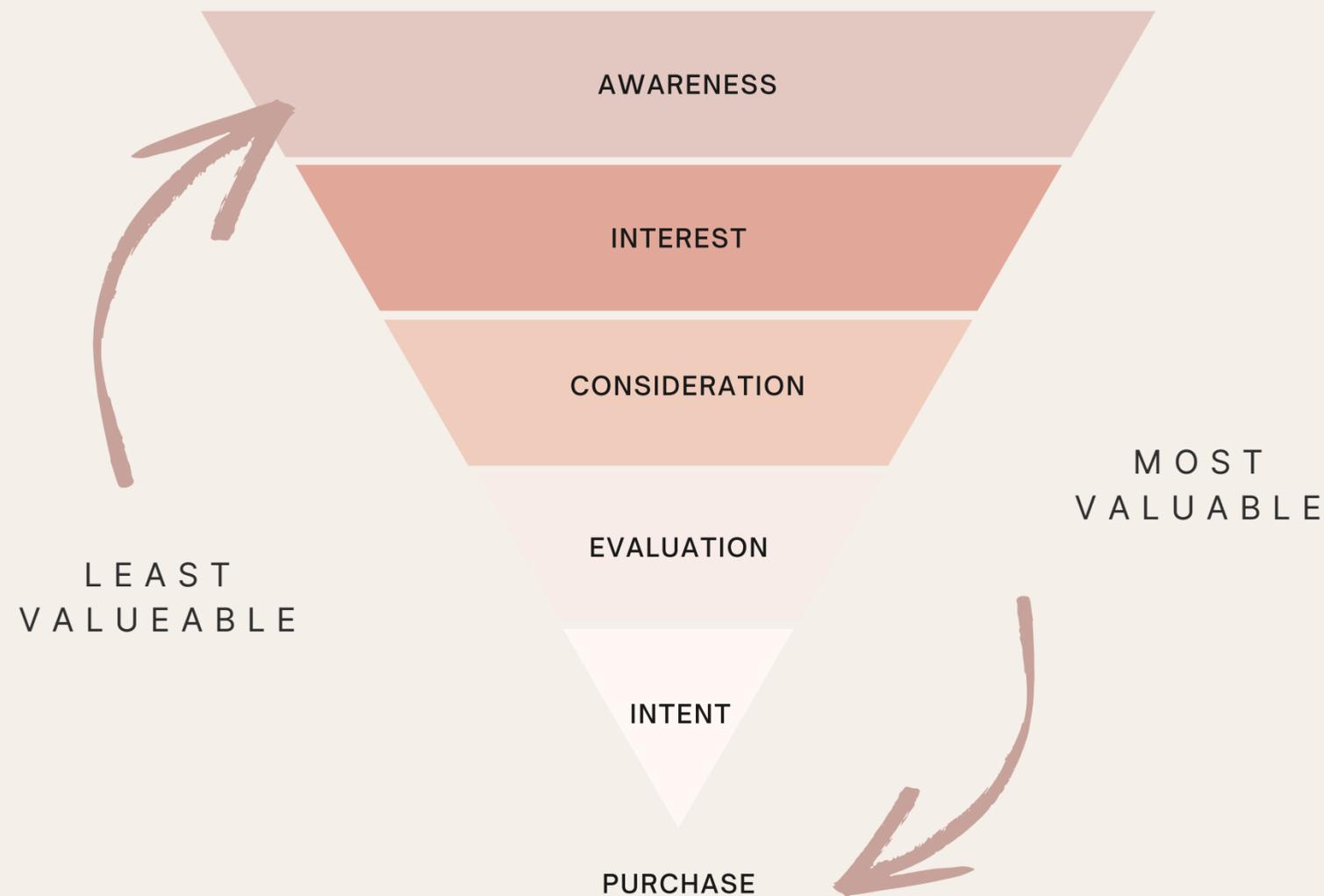
This is where most "influencer coaches" fall short.



*Fair pay is a pay rate that matches the value the influencer or content creator brings to the table while still being **effective** and justifiable to the brand. Mutually effective partnerships lead to repeat business, additional business and positive results that keep the industry growing. Ineffective partnerships **threaten investment in influencers**.*



# pay on the funnel

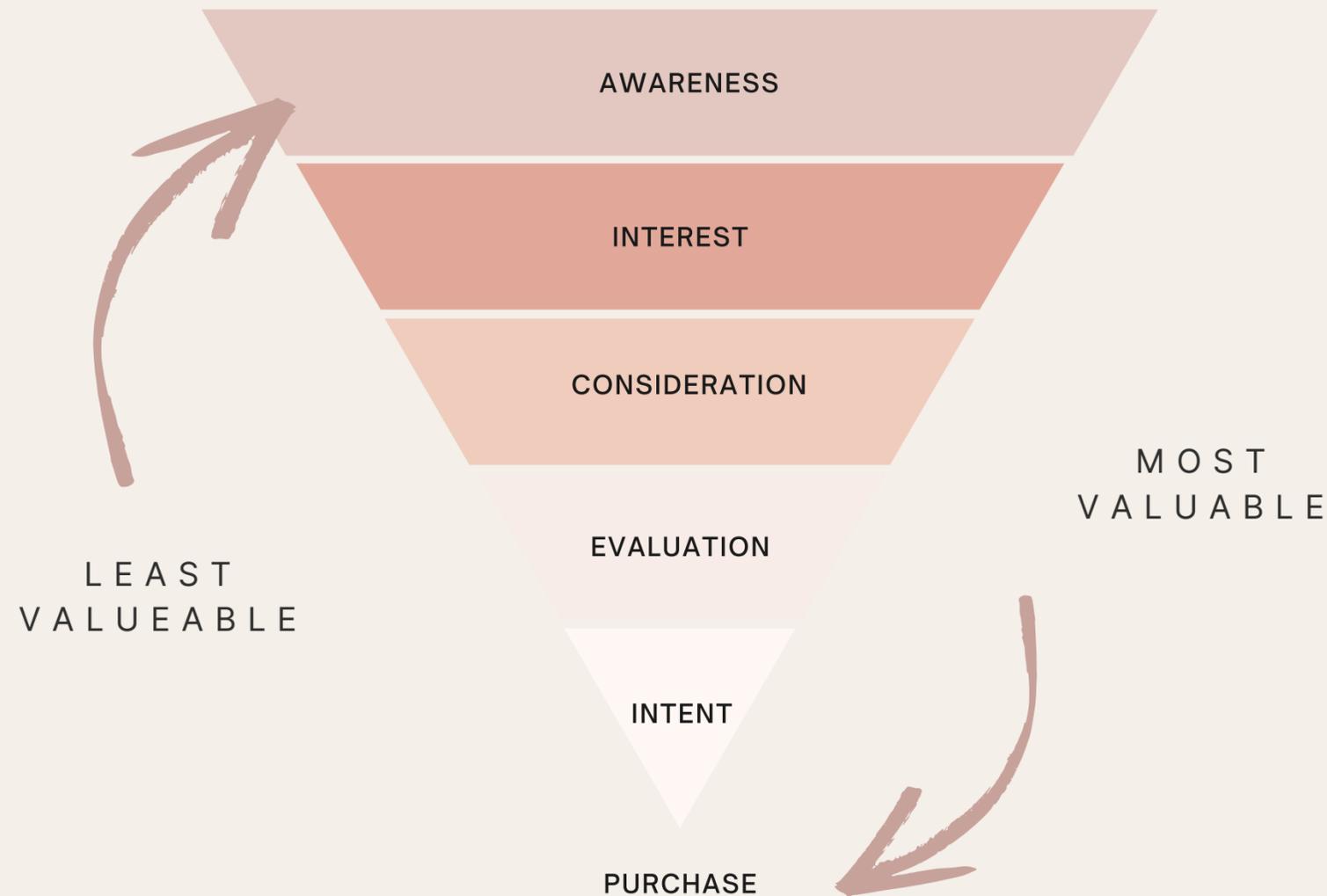


## AWARENESS

- **Least valuable**, most threatened and most volatile as "influencer marketing" evolves. Also most used.
  - Usually measured by **CPM/CPI**, it's the COST for the number of people you can reach ["impress"]
  - When awareness is the ONLY measured goal, it's usually compared reasonably with the CPMs of other marketing, like social media ads, to determine effectiveness
  - That means to be effective influencers will have to stay within a certain cost-for-reach range, at mercy of pricing for other media, and each other
  - Hard on micro and nano influencers without drastic changes in brand measurement. Micros and nanos should be compensated for time & effort, but because measurement of awareness is often reach based, it will drive the cost-per metrics of a nano/micro outside comfortable ranges for brands, thus leading to micro lowballing and undercompensation.



# pay on the funnel



## **INTEREST THROUGH PURCHASE**

- **More valuable**, less threatened and less volatile as "influencer marketing" evolves. Not as used, but we hope to see this be one of the bigger shifts in the upcoming years as it gives both sides more value.
  - Measured on everything from engagements & Interactions to **conversion** metrics (ie. how many new followers produced? How many website clicks? How many comments showed purchase intent? to the holy grail of, did you actually sell?)
  - Hard to put **standard** numbers on because the **VALUE** of a follow, a click, a purchase varies among brands, but it's often worth **MORE** than an impression or person reached. (LTV)
  - Based on your capacity to influence and individual worth more than it's based on other influencers so It gives you opportunity to grow without threatening effectiveness



## so, like... what's next?

*In the biggest nutshell I can nutshell, pricing is really complex and requires you knowing how to react to different scenarios coming at you from a potential partner - In protection of your own worth as an Influencer-creator and In consideration of the goals of the brand.*

**Aka, this needs a workshop. Holla at me If you want to see this next!**

1

**Check your CPI.** Since brand awareness is most common, chances are that you worked with a brand in this capacity before. Generally, "good" CPI is 0.08-0.30. (Compared to a Facebook ad, which is usually 0.01-0.05, influencer CPIs account for major differences in "ad" types). Lower CPI - Instagram / Tik Tok in common niches, macro creators. Higher CPI = YouTube, less common niches and micro creators. Often acceptable "high-end" CPIs occur because a brand also sees additional value beyond simply brand awareness, even if it's not the primary goal.

2

**Measure your ability to convert / influence.** You can ask for this data from brand partners [ie. how many likes, clicks or sales did you receive attributed to me?] or you can run your own tests by simply asking your audience to do something measurable (such as click a link in your bio). This becomes a huge factor in pricing. On average, conversion is 0.05-1% of audience.



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3

**Start becoming a CRAY PERSON about expectations & matching.** Great brands will love to have these conversations with you, and will have the answers for you. **ALWAYS** ask about how they are measuring the success of the campaign and what their expectations are for results. This will give you an idea of where your value is on the funnel, help you price appropriately and help you CREATE more customized content to their goals. This will also give you an idea of whether you are setting yourself up for success or failure. Can you meet a crazy performance goal? If the answer is no, you may have to think deeper about the implications of working with this brand. It may be a one and done. Will this help or hurt your credibility and authenticity as a creator? Chances are while the money is nice, it may be harmful - and the more you are protecting your trust and credibility, the more valuable you stay.



## Q do this now

**1 What is your purpose for being an influencer?**  
Take a look at the slide about what influencers are. What do you embody? That should be the force behind what you create.

**2 Where do you lie on the spectrum of influencer vs. creator and where do you want to be?** Be honest with yourself as your ability to improve in one area or the other increases your worth and ability to better match different brands needs.

**3 Test new content types.** Practice creating content for different areas on the funnel, even using your favorite brands as pilots. The more authentic this is to your audience when it's unpaid, the more authentic it will feel when it is paid. This is an undervalued reason to give your favorite brands exposure even when they don't pay for it.

**4 Complete the steps in So, like... what's next?**  
They are bulleted in the past slides, we don't need to repeat 😊

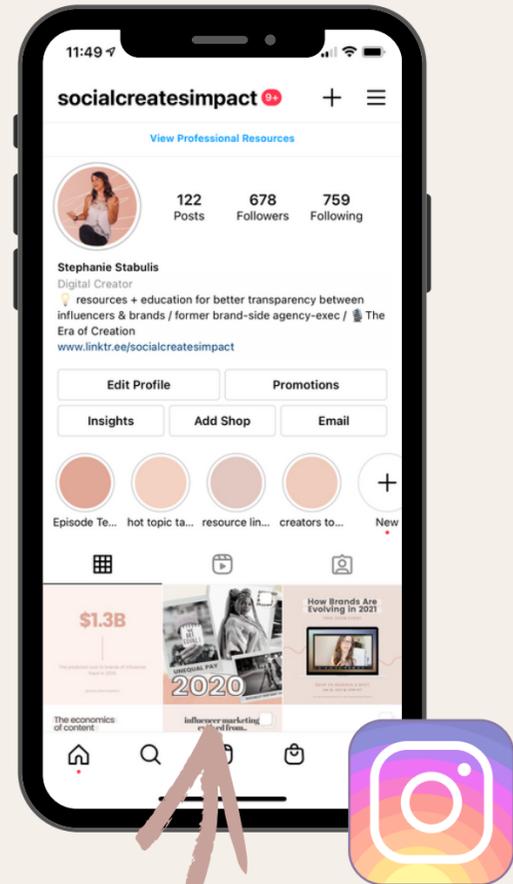


# Q & A

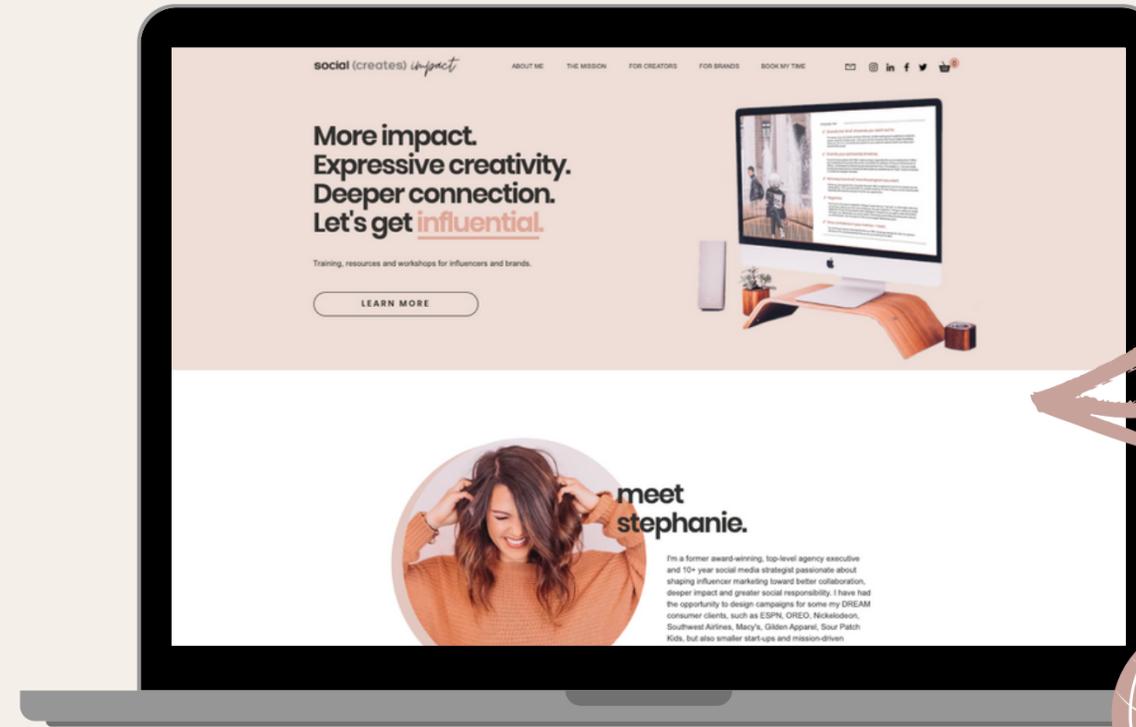
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DAILY  
KNOWLEDGE  
DROPS



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