REFRAMING INFLUENCER MARKETING

JASON FALLS | AMERICAN HORSE PUBLICATIONS | MAY 13, 2022

CORNETT

Photo by Julián Gentilezza on Unsplash

Photo by Bruna Figueiredo on Unsplash

Photo by Alexandre Lecocq on Unsplash

- 74% DON'T LOOK AT ADS
- 63% TRUST INFLUENCERS FOR PRODUCT INFO
- 58% HAVE BOUGHT BASED ON INFLUENCER RECOMMENDATIONS
- 75% OF ESTEE LAUDER'S TOTAL MARKETING BUDGET GOES TO INFLUENCERS

INFLUENTIAL PEOPLE = WORD OF MOUTH

Photo by Senai Aksoy

WORD OF MOUTH

DRIVES

5

TIMES MORE SALES THAN PAID ADVERTISING IMPRESSIONS

DRIVES

200

TIMES MORE CONSIDERATION THAN PAID ADVERTISING IMPRESSIONS

19%

OF A BRAND'S SALES DIRECTLY IMPACTED BY WORD-OF-MOUTH

UP TO

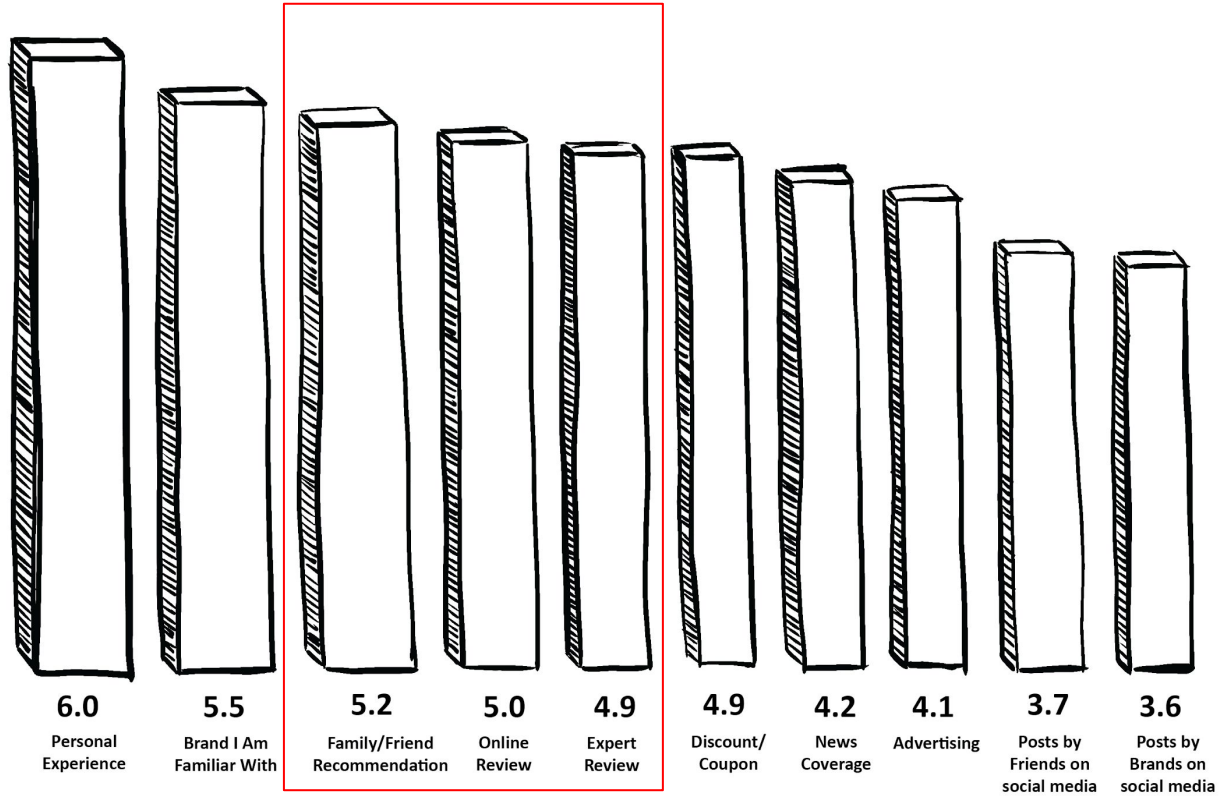
40%

OF SALES IS INFLUENCED BY WORD-OF-MOUTH

CORNETT

Andy Sernovitz - Word of Mouth Marketing Book; Engagement Labs Study (2017)

TRUST FOR SIGNIFICANT PURCHASE



HBO ORIGINAL

Fake Famous

AN UNREAL SOCIAL EXPERIMENT

WINFLUENCE

THE INFLUENCE MARKETING PODCAST

"I think that the best practices
of the worst offenders
are the majority of the people
that are quote unquote, influencers."

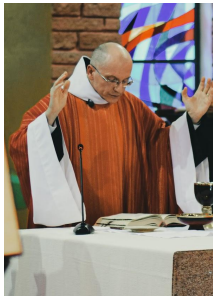
NICK BILTON

DIRECTOR, *FAKE FAMOUS*

WHAT ARE INFLUENCERS?

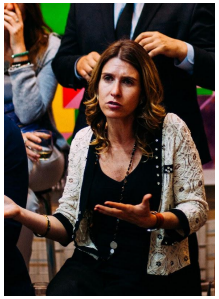
Photo by Hanson Lu on Unsplash

PUBLIC SPEAKER



MINISTER/PRIEST

SHAMAN/GURU



VOCAL PARENT

BARTENDER

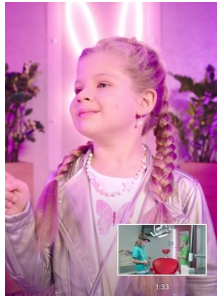
An influencer is anyone who can motivate an audience to take action

POLITICAL LEADER

LOBBYIST

POLITICAL ACTIVIST

INSTAGRAMMER



YOUTUBER

CORNETT

Photos by Antenna, Priscilla Du Preez, Clay Banks, Reimond de Zuñiga, Lewis J Goetz, Louis Velazquez, Mateus Campos Felipe, and kyryll ushakov on Unsplash

WE MUST REFRAME INFLUENCER MARKETING

Photo by Angèle Kamp on Unsplash

SUBJECT

Influencer

ACTION

Influence

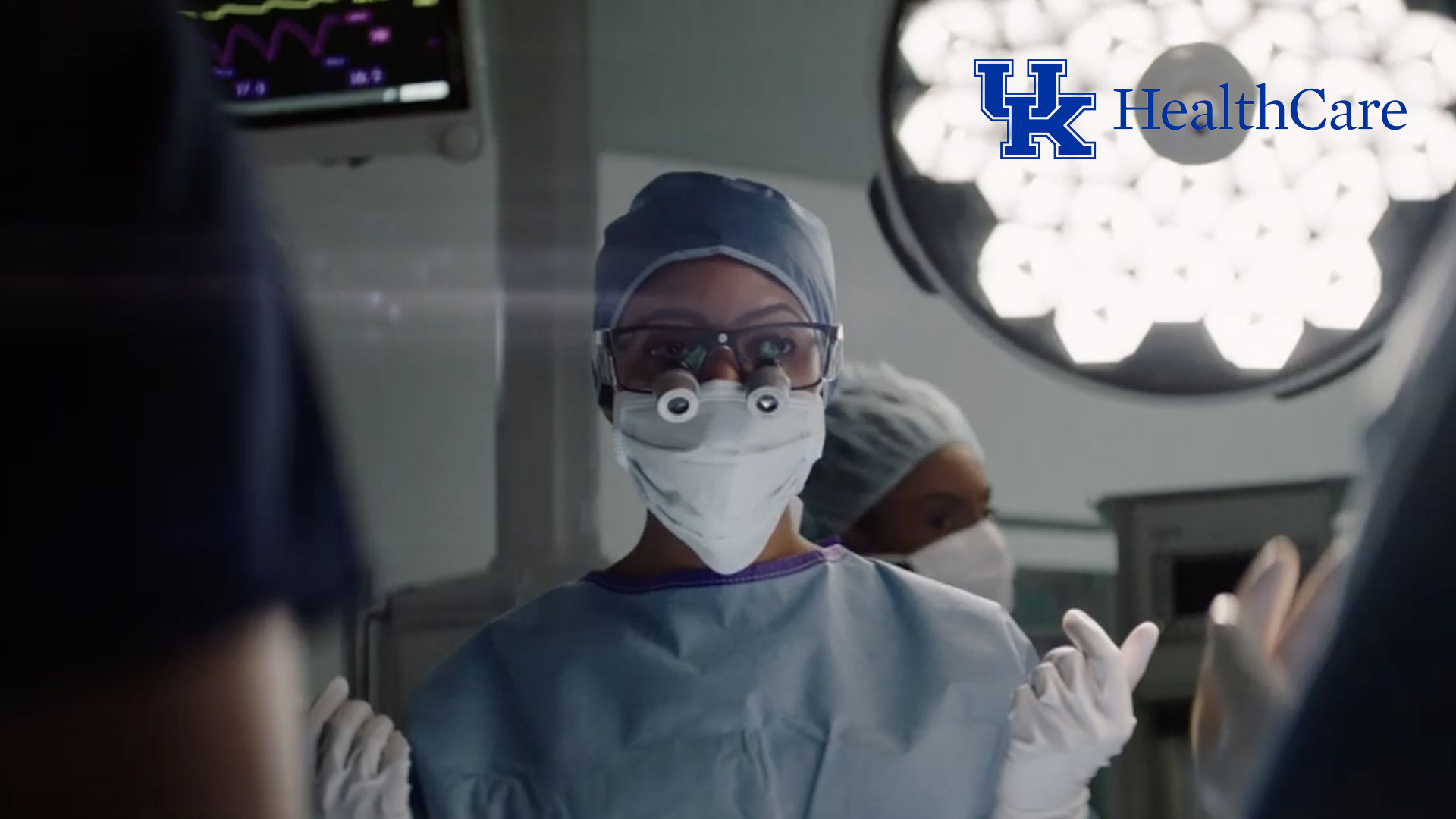
CORNETT

Photos by Mateus Campos Felipe and Joseph d'Mello on Unsplash

WHAT'S MORE IMPORTANT?

Photos by Laura Chouette and Nicholas Green on Unsplash

Photo by Angèle Kamp on Unsplash


UK HealthCare

OBJECTIVE

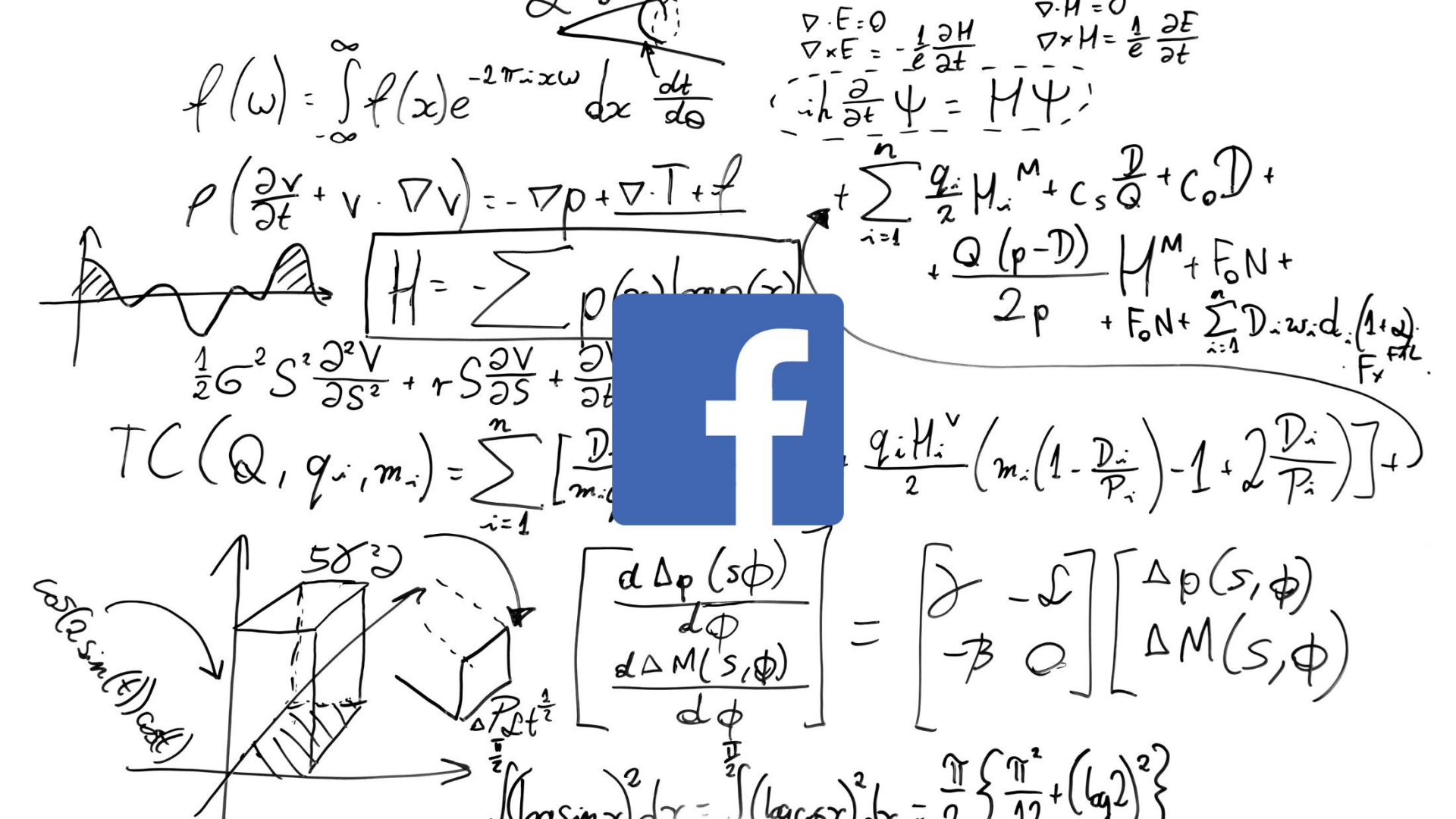
Drive social engagement for the brand

SOLUTION

Maximize reach within our targeted audience

Provide a platform for them to share their own story

“Hack” the Facebook algorithm



RECENT

RELEVANT

RESONANT

INFLUENCERS

Priyanka Patel

DeAnn Stephens

John Calipari

Meredith Lane Ferguson

Chioma Brown

Brigitte Nguyen

Marianne Eaves

Rynetta Davis

Driskell Quints

Mitch Cotthoff

- 43 Agreed to participate
- 1.2 million in reach
- Facebook, Instagram, YouTube

Kentucky Taste Buds

Gabby Male

CORNETT

INFLUENTIAL PEOPLE

Nada Shalash
University Human
Development Institute

Mayor Linda Gorton

Marlon Hurst
Music Director - Presbyterian Church

P.G. Peeples
CEO - Urban League

Sarah Warner Lister
Ronald McDonald House

Gretchen Kinchen
Dentist

State Representative
Cherlynn Stevenson

- 75 Agreed to participate
- Little, if any, online followers
- Massive impact in the community

CORNETT

CONTEXT

- Serves a city of 320,000
- 16,000 Facebook Fans (at launch)
- Influencer budget of $12,000

RESULTS

- 6 HOURS - 40,000 video views
- 24 HOURS - 150,000 video views
- 4 WEEKS - 800,000
- Video Views - 99,758% lift
- Average Post Reach - Exceeded by 1,026%
- Post Engagements - Up 973%

BUILD YOUR INFLUENCE STRATEGY

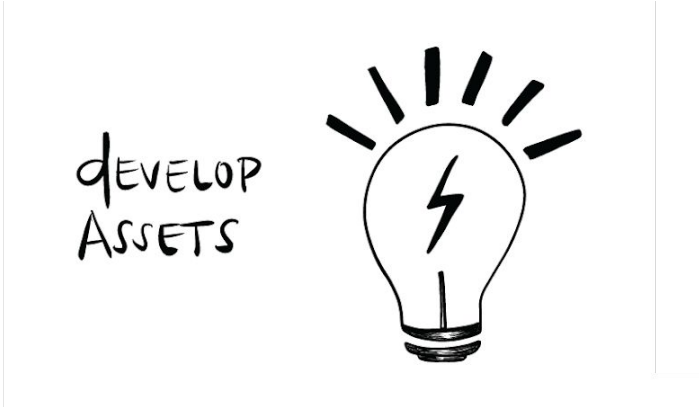
Photo by Patrick Perkins on Unsplash

INFLUENCE MARKETING GOALS SHOULD LADDER UP TO OVERALL MARKETING AND BUSINESS GOALS

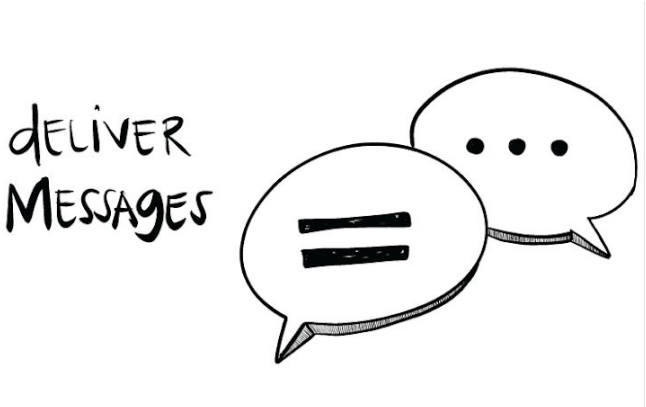
YOUR PROSPECTIVE CUSTOMERS AND AN INFLUENTIAL PERSON'S AUDIENCE MUST OVERLAP

DELINEATE
INFLUENTIAL
PEOPLE

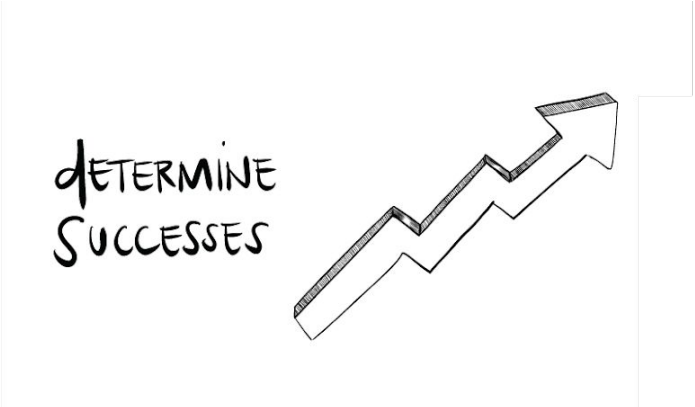
FIND THOSE WHO INFLUENCE THROUGH THE EYES OF YOUR PROSPECTIVE CUSTOMERS



BUILD CONTENT FOR YOUR INFLUENCERS TO MAKE IT EASY FOR THEM TO SPREAD YOUR MESSAGE



MESSAGE TO RECRUIT YOUR INFLUENTIAL PEOPLE,
THEN HELP MESSAGE THEIR AUDIENCE WITH YOUR CONTENT



CONSTANTLY MONITOR AND OPTIMIZE CONTENT, MESSAGE AND DISTRIBUTION TO MANIPULATE SUCCESS, NOT JUST WAIT TO MEASURE IT

EXAMPLES

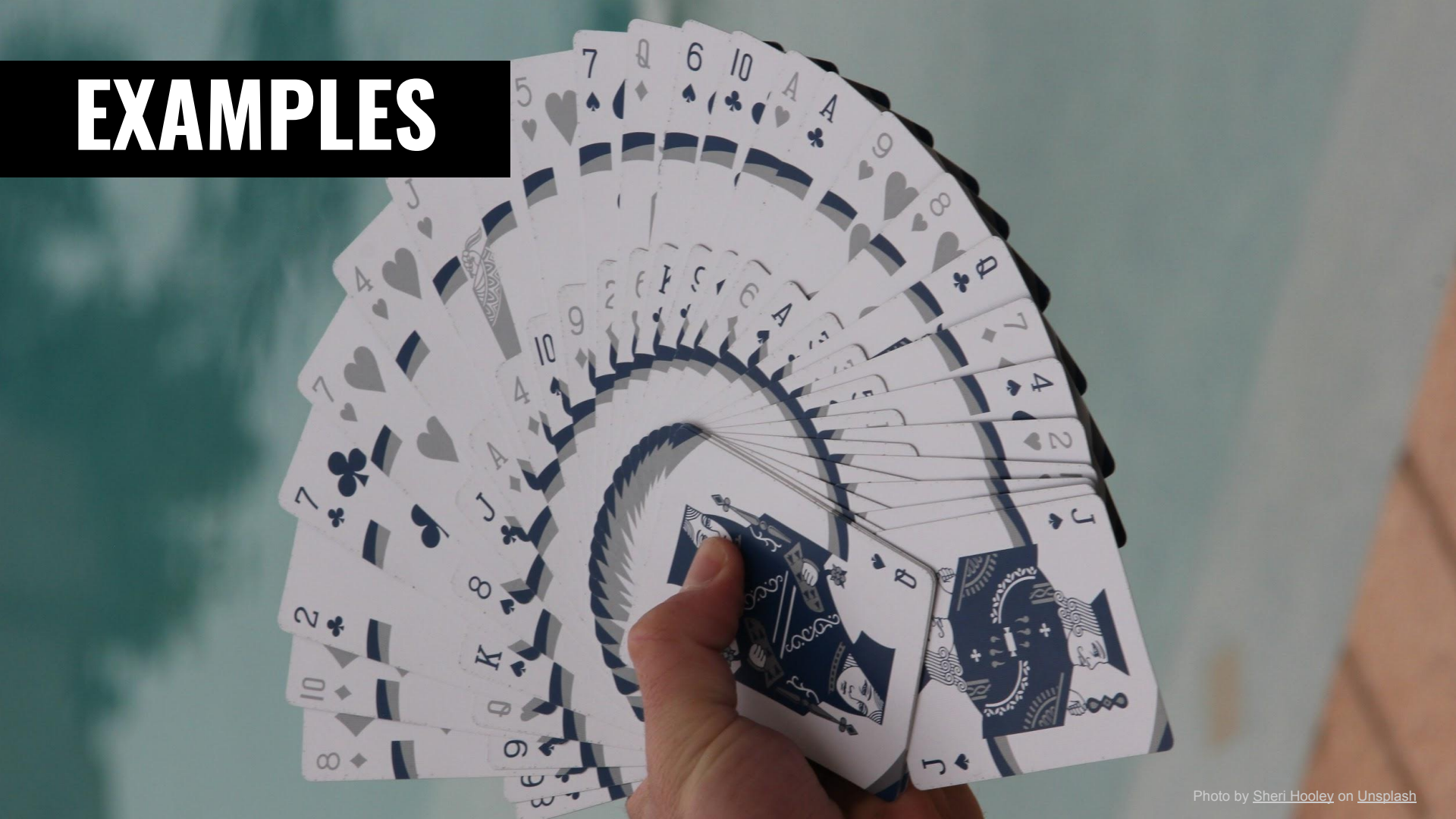


Photo by Sheri Hooley on Unsplash

MITIE

#mpb2b

GOAL: Repositioning

Overcome “Mop & Bucket” Reputation

STRATEGY: Integrate Top 500 Facilities Management Influencers (Quotes in Report, Relationship Building); Engage 15 for Content

RESULTS: Brand Perception Metrics +200%

Brand Reach +15%; Site Traffic + 10%

#mpb2b

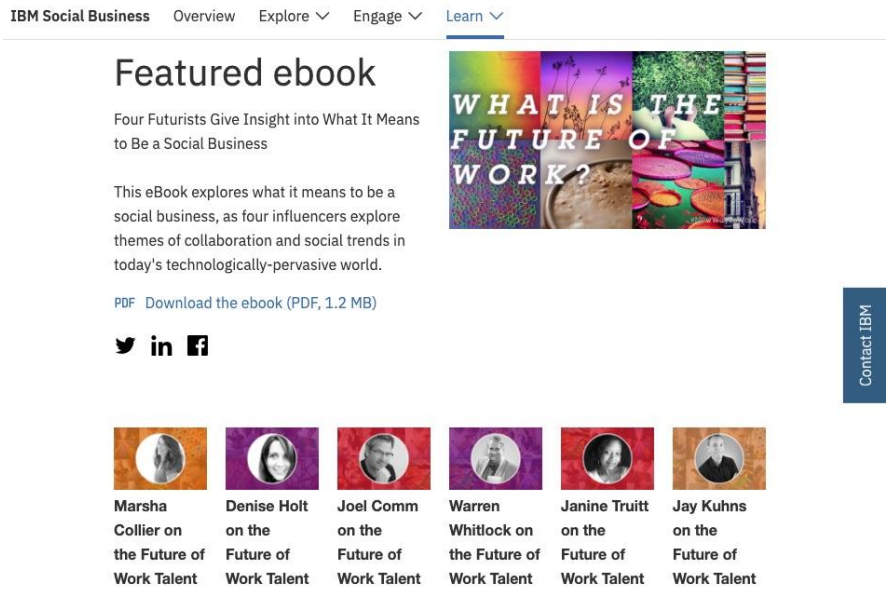
IDEAS FOR TODAY

Photo by Patrick Tomasso on Unsplash

SOURCE CONTENT FROM THEM

- REPORTING YOUR EVENTS
- REVIEWING YOUR PRODUCTS
- HIGHLIGHTING YOUR TALENT
- PROMOTING YOUR CONTENT / SHOWS
- CREATIVE CONCEPTING

USE THEM IN YOUR CONTENT

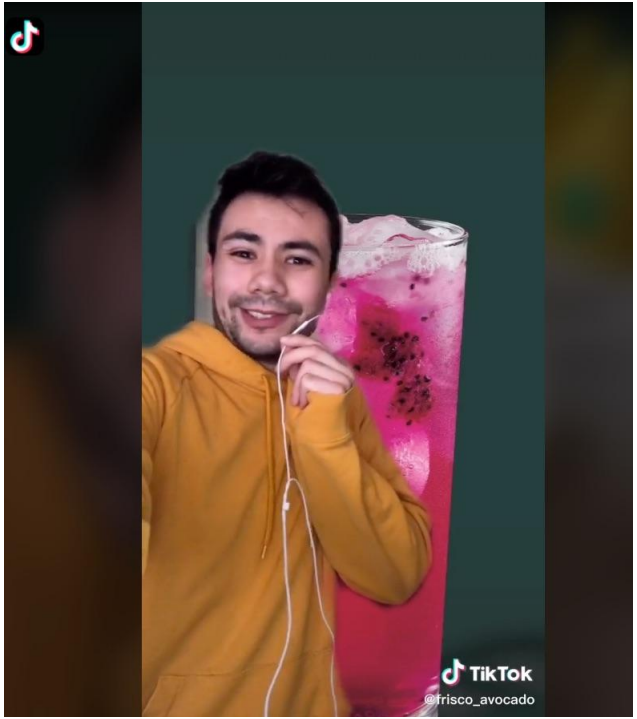


- GUEST ARTICLES/QUOTES
- CORRESPONDENTS/REPORTS
- LONG-FORM REPORTS
- CREATIVE CONTENT
- SOCIAL CONTENT

LIVE STREAM

- YOUR CHANNELS
- THEIR CHANNELS
- TAP INTO THEIR AUDIENCE
- TAP INTO THEIR EXPERTISE
- BRING YOUR EXPERTISE TO THEM

EXPAND YOUR PLATFORMS



- PARTNER ON NETWORKS YOU DON'T HAVE PRESENCE
- LEVERAGE THEIR AUDIENCE
- LEARN THE PLATFORM
- ENGAGE THROUGH THEM
- BUILD YOUR PRESENCE THERE

AMPLIFY WITH PAID SPEND

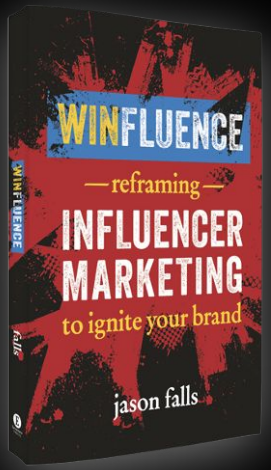
- PROMOTE YOUR POSTS USING INFLUENCER
- PAY INFLUENCER TO PROMOTE THEIR OWN POSTS
- TARGET MORE GRANULARLY THE AUDIENCE YOU WISH TO REACH

Photo by Rupert Britton on Unsplash
FOLLOWER COUNT IS IRRELEVANT. AMPLIFY THE BEST CONTENT TO CREATE THE REACH YOU WANT.

LET'S HEAR MORE FROM YOU.

JASON FALLS

JASONFALLS.COM
TEAMCORNETT.COM
JASON@TEAMCORNETT.COM
@JASONFALLS



THE BOOK

JASON.ONLINE/BUYWINFLUENCE
FALLS20 (20% OFF)

THE PODCAST

JASON.ONLINE/LISTEN