

A group of people at a festival, likely a 'Color Run' or similar event. They have colorful paint (pink, blue, yellow) splattered on their faces and clothes. One person in the foreground is taking a selfie with a pink smartphone. The background shows a crowd of people and trees.

REFRAMING INFLUENCER MARKETING

JASON FALLS | AMERICAN HORSE PUBLICATIONS | MAY 13, 2022

CORNETT





- **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



WORD OF MOUTH

DRIVES

5

TIMES MORE SALES THAN PAID
ADVERTISING IMPRESSIONS

DRIVES

200

TIMES MORE CONSIDERATION THAN PAID
ADVERTISING IMPRESSIONS

19%

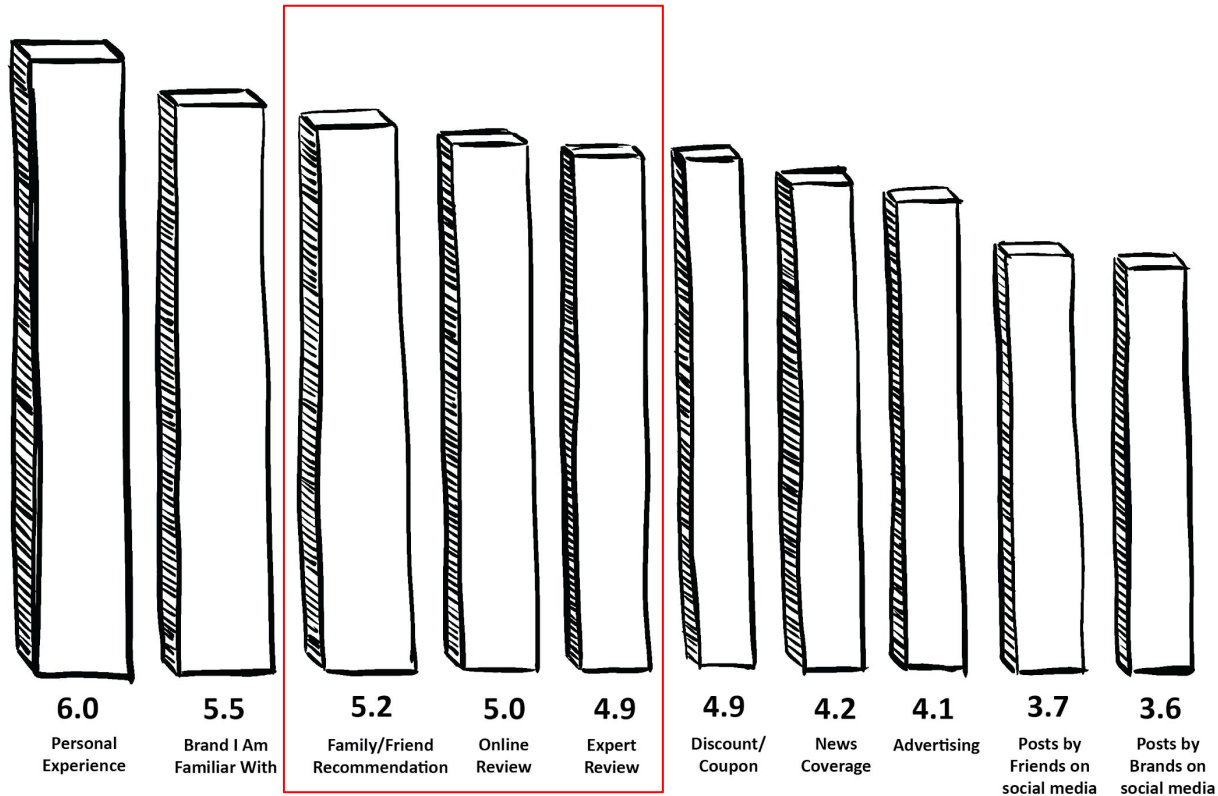
OF A BRAND'S SALES DIRECTLY
IMPACTED BY WORD-OF-MOUTH

UP TO

40%

OF SALES IS INFLUENCED BY
WORD-OF-MOUTH

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.”



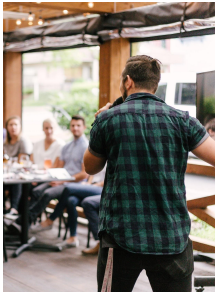
NICK BILTON
DIRECTOR, *FAKE FAMOUS*

WHAT ARE INFLUENCERS?









PUBLIC SPEAKER



MINISTER/PRIEST



SHAMAN/GURU



VOCAL PARENT



BARTENDER

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



POLITICAL LEADER

CORNETT



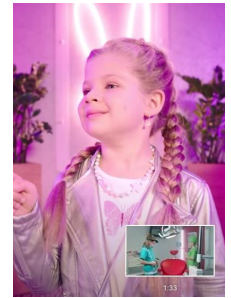
LOBBYIST



POLITICAL ACTIVIST



INSTAGRAMMER



YOUTUBER



**INFLUENCE
MARKETING**

**WE MUST
REFRAME
INFLUENCER
MARKETING**

SUBJECT



Influencer

CORNETT

ACTION



Influence

Photos by [Mateus Campos Felipe](#) and [Joseph d'Mello](#) on Unsplash

WHAT'S MORE IMPORTANT?



A photograph of a green fern frond and a silver picture frame on a wooden surface. The frame contains the text 'INFLUENCE MARKETING'.

**INFLUENCE
MARKETING**

A female surgeon in a blue surgical cap, glasses, and a white face mask with two circular cutouts for eyes. She is wearing blue scrubs and white gloves. In the background, there is a large, bright surgical light fixture and a monitor displaying a waveform and numbers. The scene is set in an operating room.

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

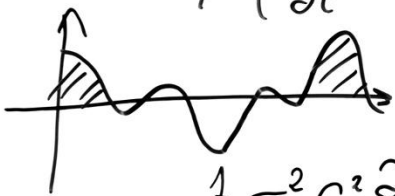
“Hack” the Facebook algorithm

$$f(\omega) = \int_{-\infty}^{\infty} f(x) e^{-2\pi i x \omega} dx \quad \frac{dt}{d\omega}$$

$$\begin{aligned} \nabla \cdot E &= 0 \\ \nabla \times E &= -\frac{1}{e} \frac{\partial H}{\partial t} \\ \nabla \cdot H &= 0 \\ \nabla \times H &= \frac{1}{e} \frac{\partial E}{\partial t} \end{aligned}$$

(iħ ∂/∂t Ψ = HΨ)

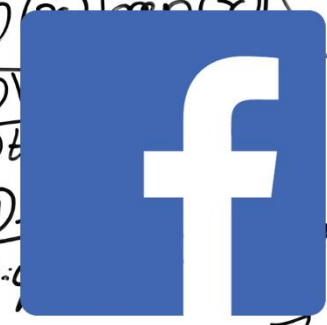
$$\rho \left(\frac{\partial v}{\partial t} + v \cdot \nabla v \right) = -\nabla p + \nabla \cdot T + f$$



$$H = -\sum \rho(x) \ln \rho(x)$$

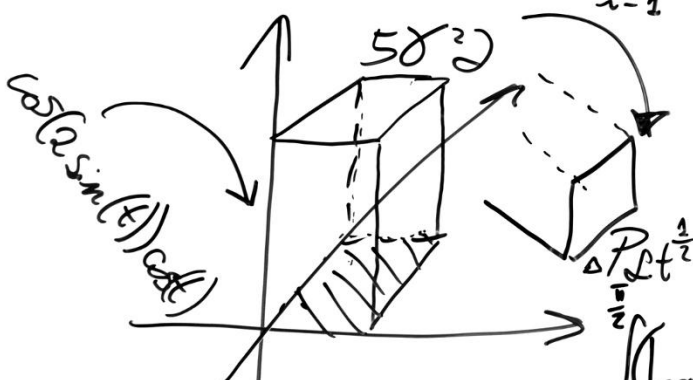
$$\frac{1}{2} G^2 S^2 \frac{\partial^2 V}{\partial S^2} + r S \frac{\partial V}{\partial S} + \frac{\partial V}{\partial t}$$

$$\begin{aligned} &+ \sum_{i=1}^n \frac{q_i}{2} M_i^M + c_s \frac{D}{Q} + c_o D + \\ &+ \frac{Q(p-D)}{2p} M^M + F_o N + \\ &+ F_o N + \sum_{i=1}^n D_i w_i d_i \left(\frac{1+Q}{F_x} \right) \end{aligned}$$



$$TC(Q, q_i, m_i) = \sum_{i=1}^n \left[\frac{D_i}{m_i} \dots \right]$$

$$\frac{q_i M_i^V}{2} \left(m_i \left(1 - \frac{D_i}{P_i} \right) - 1 + 2 \frac{D_i}{P_i} \right)] +$$



$$\begin{bmatrix} \frac{d \Delta p(s, \phi)}{d \phi} \\ \frac{d \Delta M(s, \phi)}{d \phi} \end{bmatrix} = \begin{bmatrix} \beta & -\beta \\ -\beta & \beta \end{bmatrix} \begin{bmatrix} \Delta p(s, \phi) \\ \Delta M(s, \phi) \end{bmatrix}$$

$$\int_0^{\pi} (\cos x)^2 dx = \int_0^{\pi} (\cos^2 x) dx = \frac{\pi}{2} \left\{ \frac{\pi}{12} + (\ln 2)^2 \right\}$$

RECENT

RELEVANT

RESONANT

CORNETT



INFLUENCERS



Priyanka Patel



DeAnn Stephens



John Calipari



Meredith Lane
Ferguson



Chioma Brown



Rynetta Davis



Brigitte Nguyen



Marianne Eaves



Driskell Quints



Mitch Cotthoff

CORNETT

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



Kentucky Taste Buds



Gabby Male

INFLUENTIAL PEOPLE



Nada Shalash
University Human
Development Institute



Marlon Hurst
Music Director - Presbyterian Church



Mayor Linda Gorton



Sarah Warner Lister
Ronald McDonald House



P.G. Peeples
CEO - Urban League



Gretchen Kinchen
Dentist



State Representative
Cherlynn Stevenson

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

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

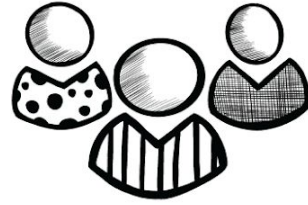


decide
goals



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

DEFINE
AUDIENCES



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

DELINEATE
INFLUENTIAL
PEOPLE



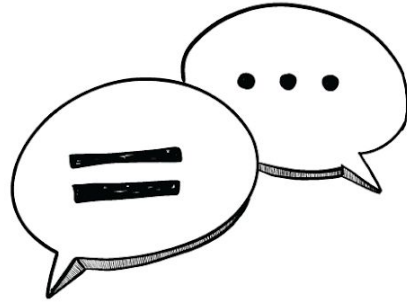
**FIND THOSE WHO INFLUENCE THROUGH THE EYES
OF YOUR PROSPECTIVE CUSTOMERS**

DEVELOP
ASSETS



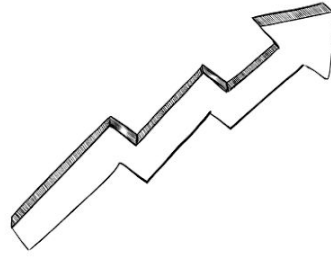
**BUILD CONTENT FOR YOUR INFLUENCERS TO MAKE IT EASY
FOR THEM TO SPREAD YOUR MESSAGE**

DELIVER
MESSAGES



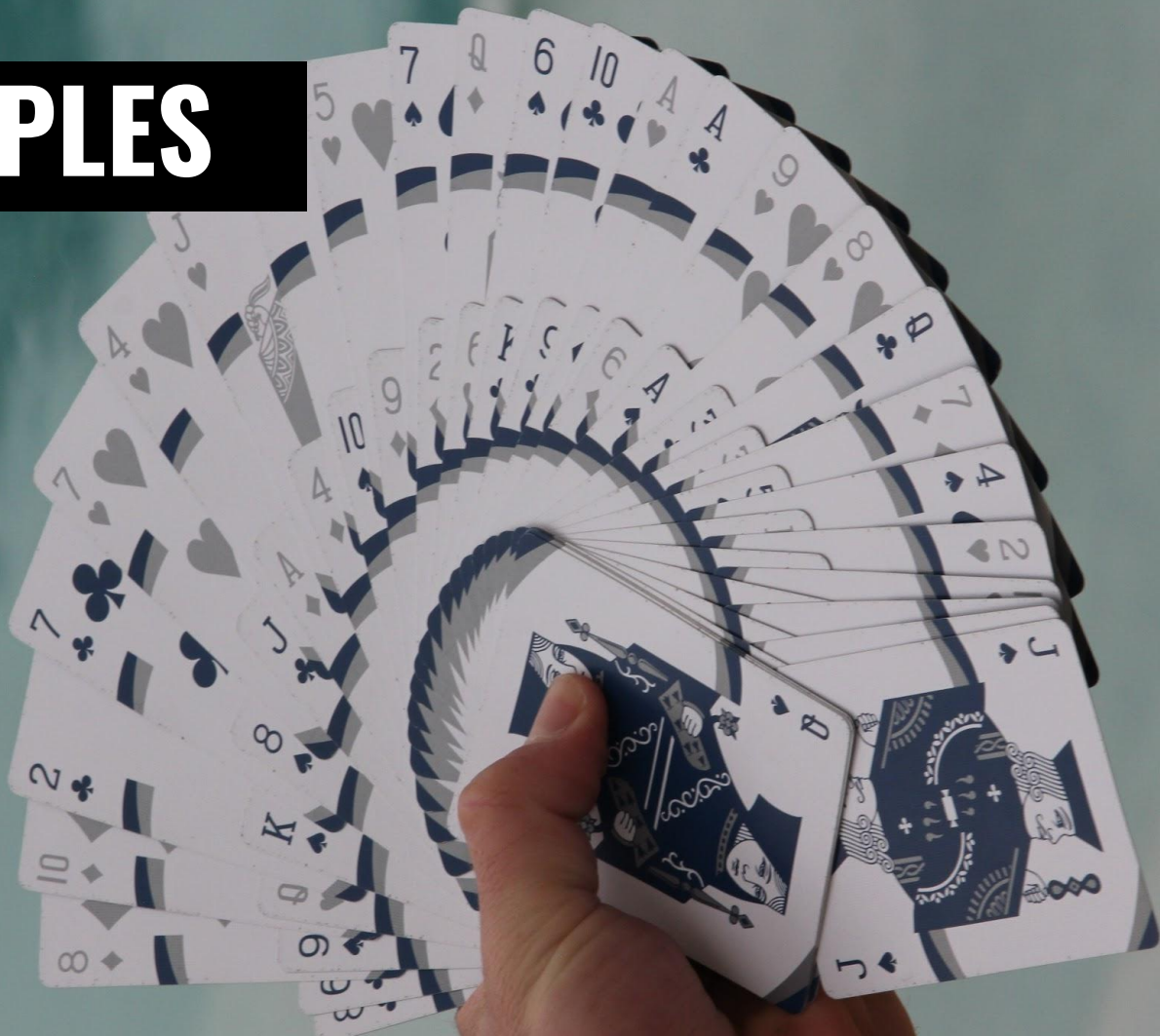
**MESSAGE TO RECRUIT YOUR INFLUENTIAL PEOPLE,
THEN HELP MESSAGE THEIR AUDIENCE WITH YOUR CONTENT**

DETERMINE
SUCCESSSES



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

EXAMPLES



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%

IDEAS FOR TODAY



SOURCE CONTENT FROM THEM



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

USE THEM IN YOUR CONTENT

IBM Social Business Overview Explore Engage Learn

Featured ebook

Four Futurists Give Insight into What It Means to Be a Social Business

This eBook explores what it means to be a social business, as four influencers explore themes of collaboration and social trends in today's technologically-pervasive world.

[PDF](#) [Download the ebook \(PDF, 1.2 MB\)](#)



Contact IBM

					
Marsha Collier on the Future of Work Talent	Denise Holt on the Future of Work Talent	Joel Comm on the Future of Work Talent	Warren Whitlock on the Future of Work Talent	Janine Truitt on the Future of Work Talent	Jay Kuhns on the Future of Work Talent

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

LIVE STREAM

Logan D. Freeman • 2nd
I Will Help You Invest In Commercial Real Estate | Host of the LiveFree Inv...
4d • 🗨️

NEW Episode of the [#LiveFree](#) [#Investor](#) [#Podcast](#) with economist, data scientist and real estate investor [Eng Taing](#) ...see more

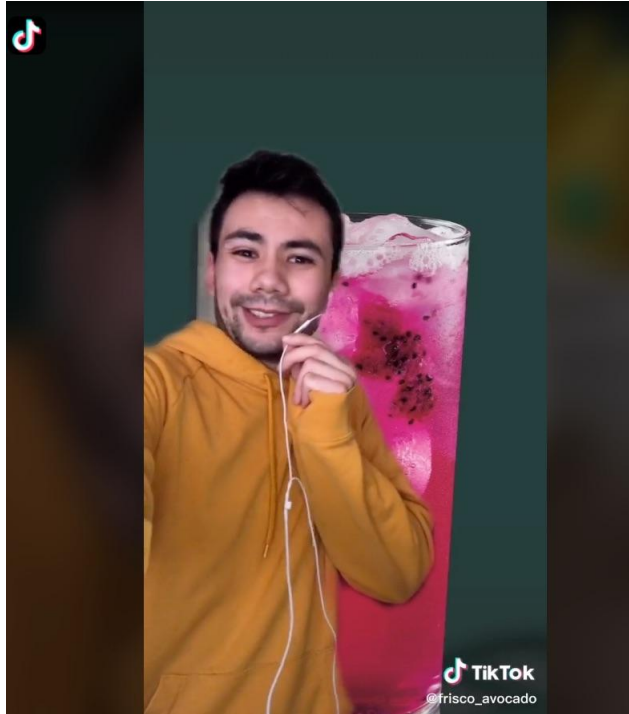
ENG TAING

LOGAN FREEMAN

I mean such an awesome robust background and experience if you bring

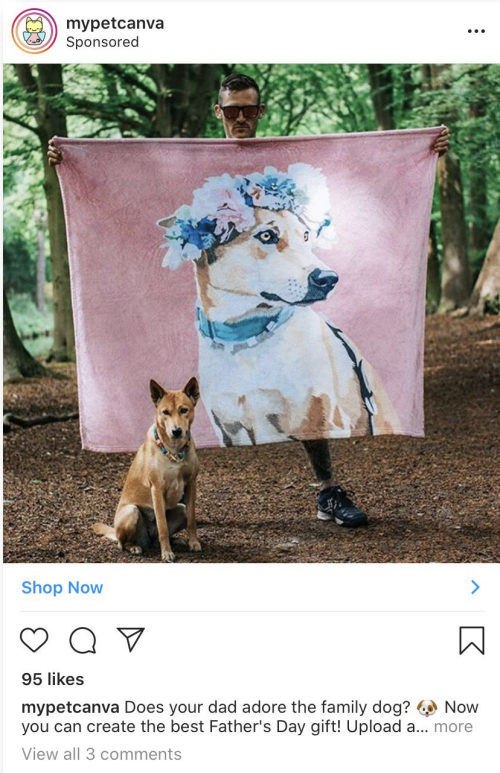
- YOUR CHANNELS
- THEIR CHANNELS
- TAP INTO THEIR AUDIENCE
- TAP INTO THEIR EXPERTISE
- BRING YOUR EXPERTISE TO THEM

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

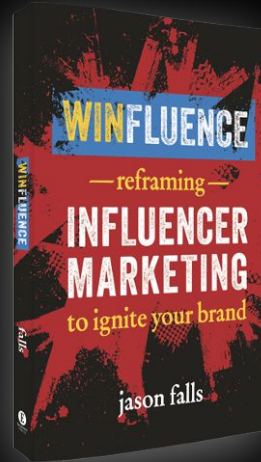


- PROMOTE YOUR POSTS USING INFLUENCER
- PAY INFLUENCER TO PROMOTE THEIR OWN POSTS
- TARGET MORE GRANULARLY THE AUDIENCE YOU WISH TO REACH

A field of yellow tulips with one red tulip in the center. The red tulip is the focal point, standing out against the sea of yellow. The background is a soft-focus field of more yellow tulips.

**FOLLOWER COUNT IS IRRELEVANT. AMPLIFY THE
BEST CONTENT TO CREATE THE REACH YOU WANT.**

**LET'S HEAR MORE
FROM YOU.**



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