

influencers

date

BA

Point of View by
Edelman Digital BA.

INTRODUCTION

Last Saturday, the official #InfluencersDate took place in Buenos Aires and both popular profiles and marketers attended to discuss the latest and upcoming trends of the industry. Talk's topics were wide, highlighting data's importance, measurement tools, trends, ethics, and the role of PR in this rising industry.

Among the discussed topics, all speakers seemed to emphasize in one common challenge: **achieving a perfect match between the brand and the influencer by choosing the correct profile for the right reason**. Also, being able to measure results according to the campaign's main objective.

More data, less intuition.

Making decisions based on data provided by mapping tools is key for choosing profiles that can make a perfect match with your client. Among the most common myths when selecting profiles, the following stood out:

- \ Amount of followers as the most important thing.
- \ Choosing an influencer for specific audience niche just because he/she shared a few posts related to that: if she shares a post running, that doesn't make her a running influencer.

On the other hand, the importance of data was also demonstrated when choosing an influencer based on the quality of the content they share. Following this topic, it was shown that sometimes profiles that don't have the best-looking content can work better than others that do, mostly due to the authenticity and empathy that content can get from the niche audience they want to talk to.

Interesting tip: Analyzing the word clouds of influencers' copies and comments, can be a key step to understand what the profile's followers are talking about, and where our client fits when thinking about a partnership.

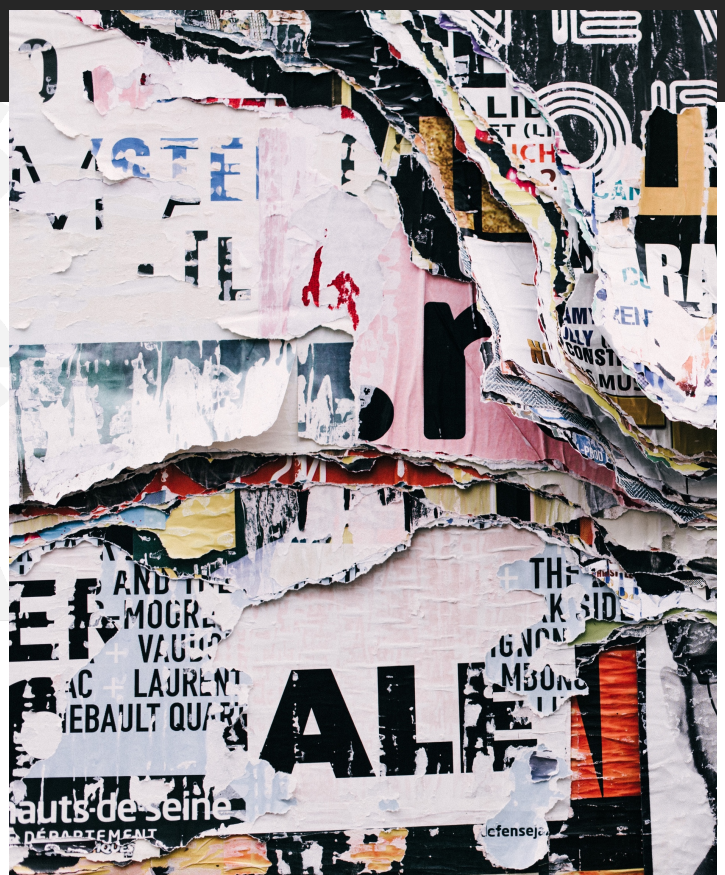


Influencers & Amplification

The importance of having a strategy is not new, but the importance of acting according to a medium-term plan was highlighted, emphasizing the fact that it must be very flexible. Why? First, it's key to keep in mind that the consumer's mindset and expectations change with increasing speed, but at the same time it's essential to manage a strategy that is maintained consistently during a considered period, in order to have a cohesive narrative.

In this context, it is very useful to keep in mind some Do's vs. Don'ts to achieve solid communication:

- \ Medium Term Strategy **vs.** One Shot Activations.
- \ Analyze an influencer's profile and mood according to a brand **vs.** Choose them because we know he/she works well based on previous experiences.
- \ Differentiate between social platforms **vs.** Doing the exact same thing in every social media network.
- \ Amplifying with ad hoc creativity **vs.** Doing what all brands do just to be trendy.
- \ Co-creating content with the influencer **vs.** Asking the influencer to do what I want.



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THANK YOU!

