

HARNESSING THE POWER OF INFLUENCERS

eight&four.
Talk less. Say more.



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HARNESSING THE POWER OF INFLUENCERS FOR CHARITIES



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MARKETING
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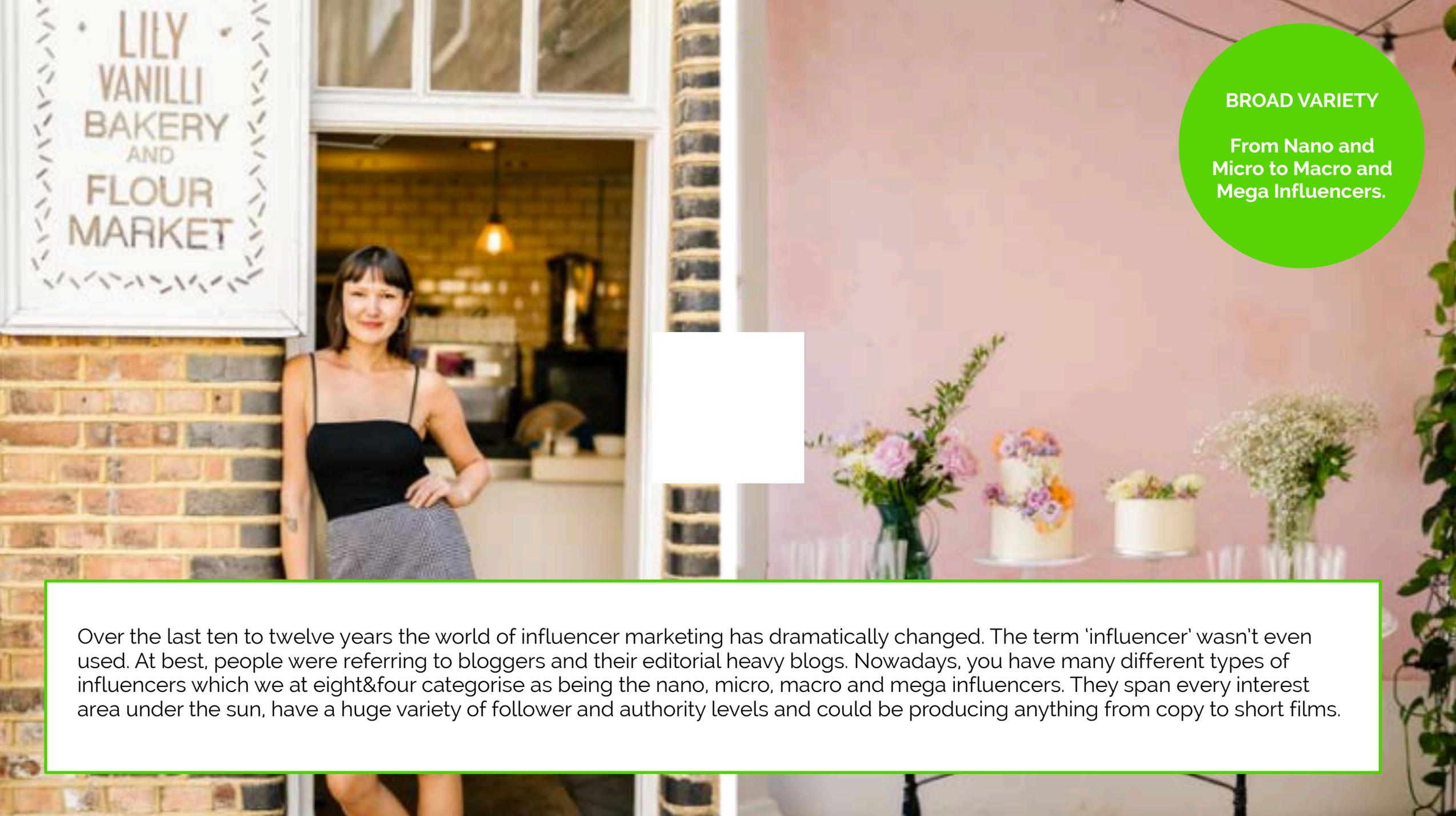
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FOR SUCCESS**



THE INFLUENCER MARKETING LANDSCAPE



BROAD VARIETY

From Nano and Micro to Macro and Mega Influencers.

Over the last ten to twelve years the world of influencer marketing has dramatically changed. The term 'influencer' wasn't even used. At best, people were referring to bloggers and their editorial heavy blogs. Nowadays, you have many different types of influencers which we at eight&four categorise as being the nano, micro, macro and mega influencers. They span every interest area under the sun, have a huge variety of follower and authority levels and could be producing anything from copy to short films.



MASSIVE REACH

DanTDM has 21m
YouTube subscribers.
UNICEF has 183k.

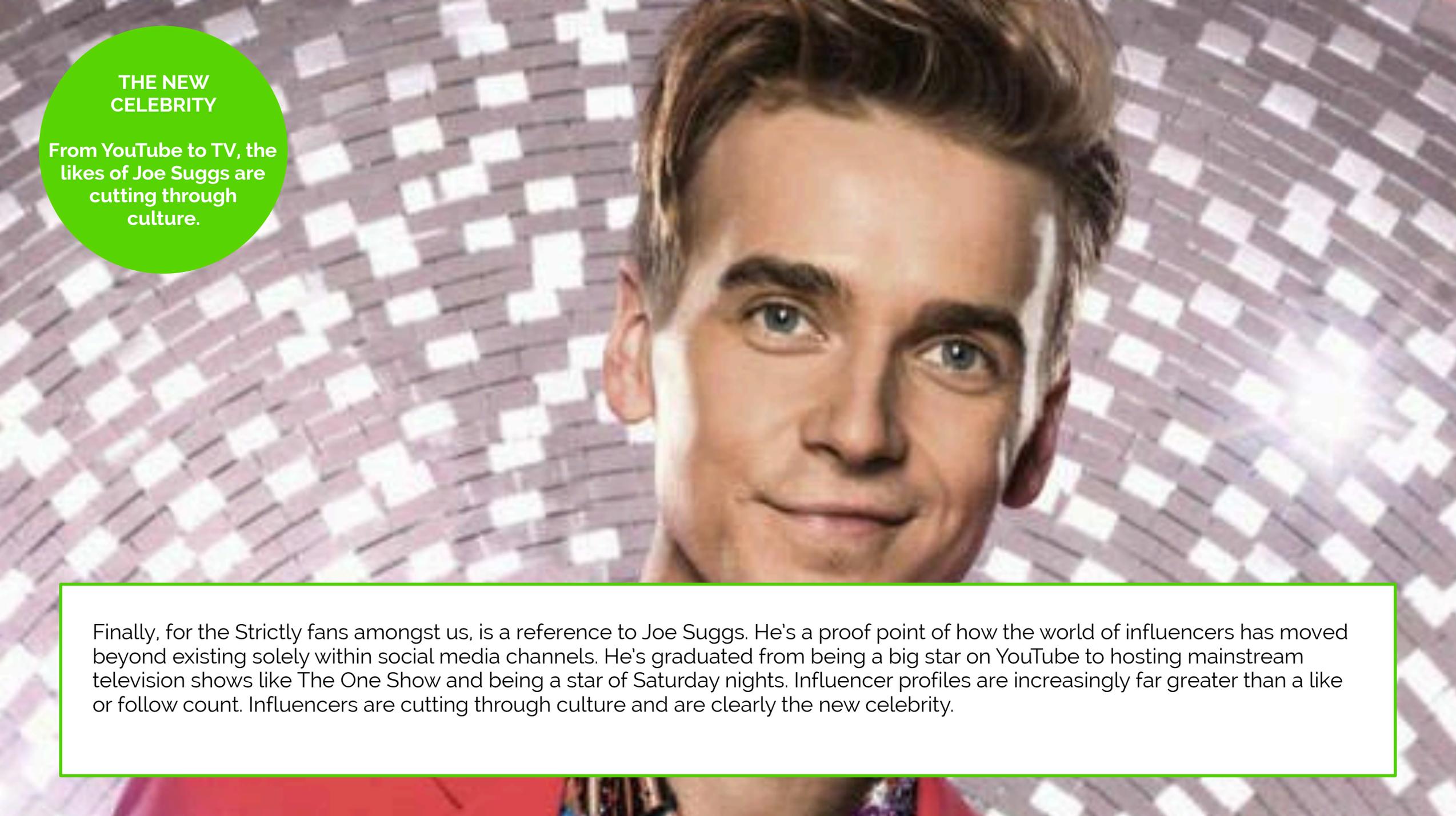
As the number and variety of influencers has grown, so has the reach of these individuals. Whilst you still get influencers with small, niche but just as powerful followings, you're also now looking at individuals with tens of millions of subscribers. This one example of UK video games blogger, Dan TDM, gives you some extent of the potential scale. He has over 21 million YouTube followers, compared to Unicef's 183k. As charities need to continuously find ways of reaching new audiences, influencers provide a real opportunity to deliver on this.



HUGE INFLUENCE

Leading social media stars have the power to make, break and even launch products.

With all this variety and reach comes huge influence. By now, most people are familiar with one of the original UK YouTube stars, Zoella. She's an example of how influencers can not only make or break products and brands that they endorse and talk about, but they're even launching their own personal product ranges. That's when they're not busy getting their debut novels ghost-written for themselves. Influencers nowadays, have the power to make a real impact on a business or organisation's bottom line.



THE NEW
CELEBRITY

From YouTube to TV, the likes of Joe Suggs are cutting through culture.

Finally, for the Strictly fans amongst us, is a reference to Joe Suggs. He's a proof point of how the world of influencers has moved beyond existing solely within social media channels. He's graduated from being a big star on YouTube to hosting mainstream television shows like The One Show and being a star of Saturday nights. Influencer profiles are increasingly far greater than a like or follow count. Influencers are cutting through culture and are clearly the new celebrity.



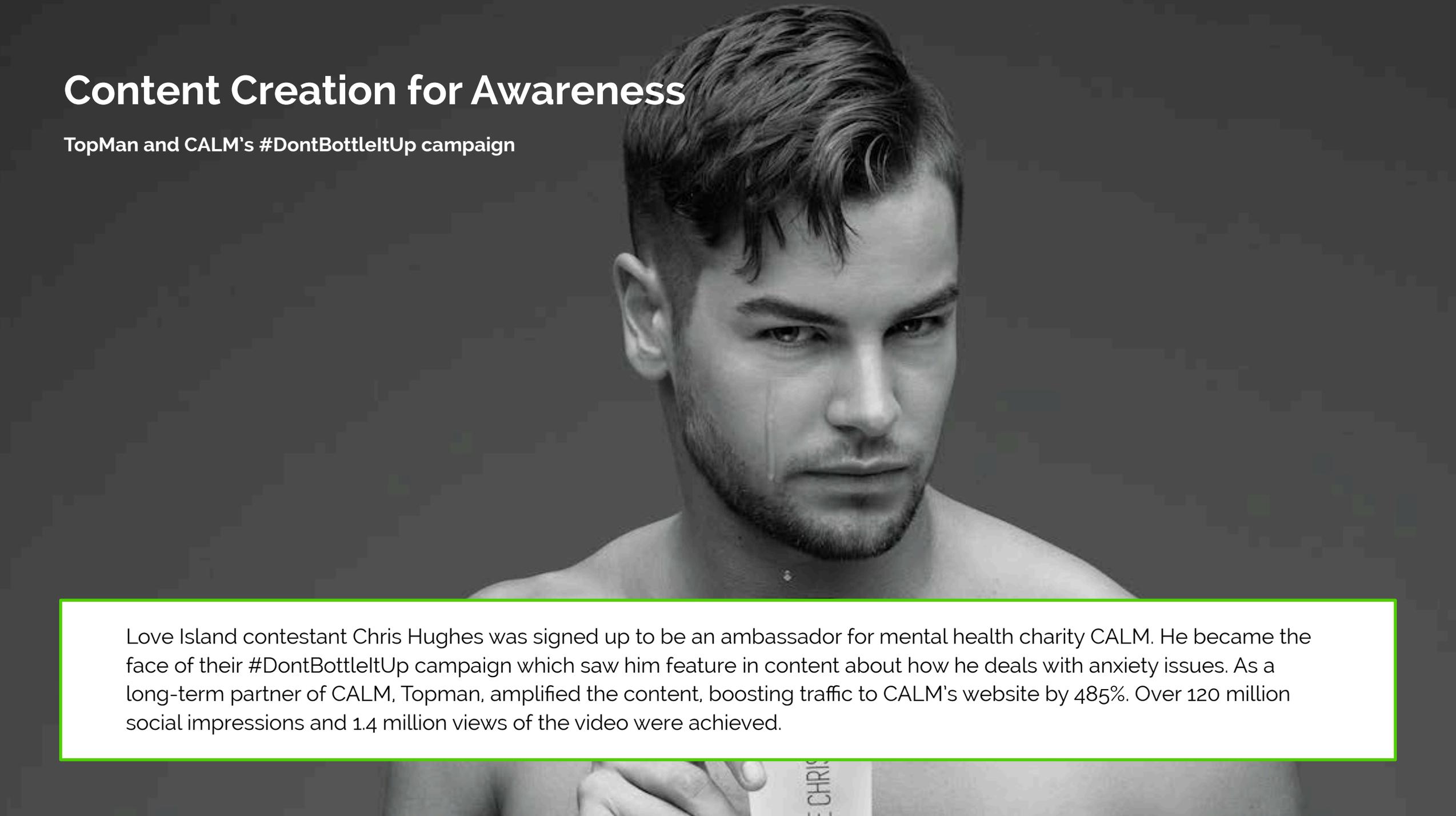
**A HUGE OPPORTUNITY
FOR THE CHARITY SECTOR**



A LOOK AT BEST-IN-CLASS

Content Creation for Awareness

TopMan and CALM's #DontBottleItUp campaign



Love Island contestant Chris Hughes was signed up to be an ambassador for mental health charity CALM. He became the face of their #DontBottleItUp campaign which saw him feature in content about how he deals with anxiety issues. As a long-term partner of CALM, Topman, amplified the content, boosting traffic to CALM's website by 485%. Over 120 million social impressions and 1.4 million views of the video were achieved.

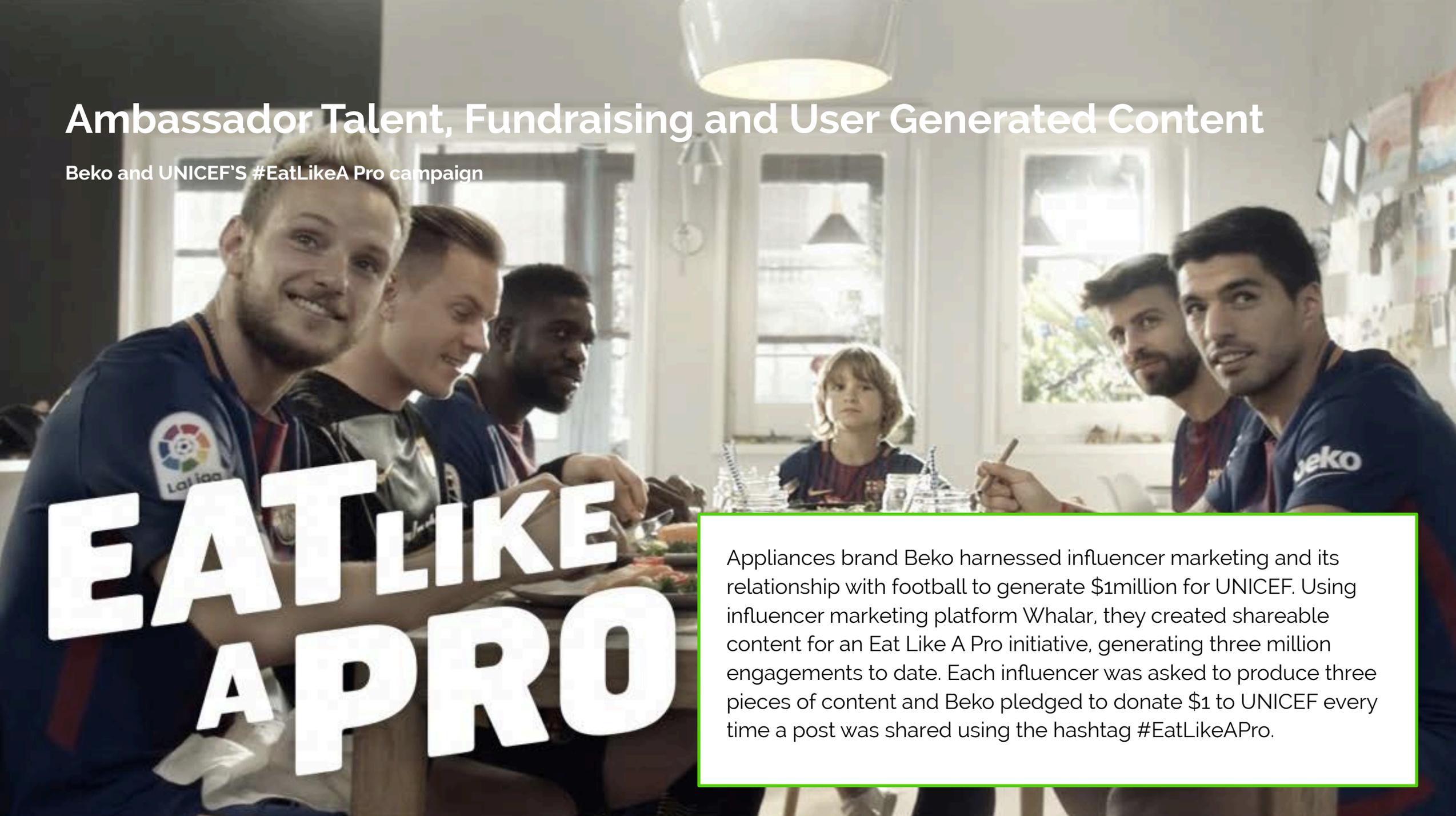
CALM X TOPMAN | #DONTBOTTLEITUP
A LOOK AT BEST-IN-CLASS

A MASS AWARENESS CAMPAIGN TO LAND AN ORGANISATION'S CAUSE.



Ambassador Talent, Fundraising and User Generated Content

Beko and UNICEF'S #EatLikeA Pro campaign



EAT LIKE A PRO

Appliances brand Beko harnessed influencer marketing and its relationship with football to generate \$1million for UNICEF. Using influencer marketing platform Whalar, they created shareable content for an Eat Like A Pro initiative, generating three million engagements to date. Each influencer was asked to produce three pieces of content and Beko pledged to donate \$1 to UNICEF every time a post was shared using the hashtag #EatLikeAPro.



@allthatisshe



@thecutlerychronicles

UNICEF X BEKO | #EATLIKEAPRO
A LOOK AT BEST-IN-CLASS

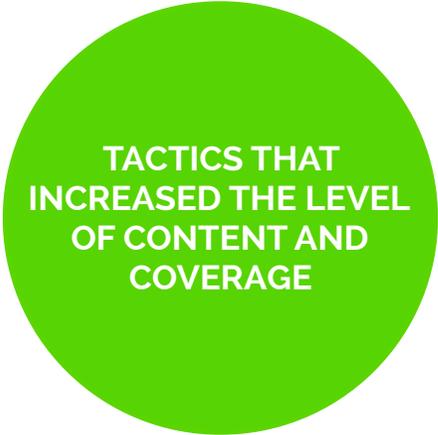
AN INFLUENCER EXTENSION TO A BROADER CAMPAIGN, PROVIDING REACH AND ENGAGEMENT



**USE OF HIGH PROFILE
CELEBRITY
INFLUENCERS**



**A MOVE AWAY FROM
BROADCAST TO
ENGAGEMENT AND
USER-GENERATED
CONTENT**



**TACTICS THAT
INCREASED THE LEVEL
OF CONTENT AND
COVERAGE**



**A CORPORATE
PARTNER PROVIDING
PLEDGES FOR EARNED
COVERAGE**

Content Creation for Awareness

Refuge and Lauren Luke - How to look your best the morning after



In 2012, Refuge partnered with YouTube make-up artist Lauren Luke for a powerful video campaign. Thousands of women experience domestic violence in the the UK every day, yet it remains a hidden crime. Research shows that 65% of women who experience domestic violence keep it hidden. Refuge wants women to break their silence, realise they aren't alone and reach out to get help and support. In her short, unsettling video, make-up artist and popular blogger Lauren Luke appears on screen with severe cuts and bruises to her face, that she then provides a tutorial on covering up. The video amassed 2.5 million views and the campaign received more than 550 pieces of coverage around the world, from Austria to Argentina.

REFUGE | HOW TO LOOK YOUR BEST THE MORNING AFTER
A LOOK AT BEST-IN-CLASS

INFLUENCER MARKETING FOR CONTENT CREATION AND CUT-THROUGH



**USE OF AN
ESTABLISHED
AUTHORITY WITHIN AN
INTEREST AREA**



**MIRRORING OF A
POPULAR YOUTUBE
CONTENT FORMAT;
MAKEUP TUTORIALS**



**FLIPPING A PLATFORM
NORM ON ITS HEAD
FOR MAXIMUM IMPACT**



**SHOCK VALUE
GENERATING HUGE
ONLINE SHARING,
WORD-OF-MOUTH
AND COVERAGE**

Influencer Campaign Extension Driving Awareness and Participation

Boxed Water #ReTree Campaign with National Forest Foundation



The goal of the campaign was to encourage environmentally conscious consumption and fight against deforestation globally. Teaming up with micro influencers and the National Forest Foundation to launch a 3 month social campaign, that meant for every Instagram Post promoted with #ReTree, they promised to plant two trees in national forests. The campaign involved 20 micro influencer posts - which is less than 1% of the final campaign size.

As a result Boxed Water has planted more than 790,000 trees in areas affected by deforestation and wildfires, with the hashtag used more than 12,000 times and continuing to be used. They have now evolved their hashtag to be #BetterPlanet.

BOXED WATER | #RETREE CAMPAIGN
A LOOK AT BEST-IN-CLASS

INFLUENCER CAMPAIGN EXTENTION, INCEASING AWARENESS AND PARTICIPATION

**COST EFFECTIVE
EXTENSION OF A
BROADER MARKETING
CAMPAIGN**

**A MOVE FROM
BROADCASTING TO
AUDIENCE
ENGAGEMENT AND
PARTICIPATION**

**A WAY TO GENERATE
EXTENSIVE USER
GENERATED CONTENT
AND EARNED REACH**

**REAL WORLD
IMPACT; 790,000
NEWLY PLANTED
TREES IN AREAS MOST
IN NEED**

Content Creation to Reach New Audiences

WWF Priority Places #TooLatergram campaign

WWF's campaign was designed to highlight disappearing landscapes across the globe. Playing off the popular #Latergram hashtag, WWF partnered with nine travel influencers to launch its own #TooLatergram campaign. The influencers posted beautiful images of WWF's Priority Places and received hundreds of comments from users saying they'd like to visit the location. As viewers swiped through the carousel feature they saw the current state of these landscapes which have been affected by pollution, clear cutting and climate change. The captions under the images read: "Unfortunately, you won't be able to visit this place anymore. #TooLatergram But there are still places that need our help to be saved."

Instagrammers all over the world participated in the conversation without any need for translation, sharing and liking the posts countless times and showcasing the power of the simple campaign format that reaches audiences where they already spend time. Although the effects of climate change and environmental destruction have already been covered in traditional media, using Instagram allowed WWF to share its message with a new audience on a platform they prefer. With 81% of Gen Z believing they can have an impact on social or environmental issues by using social media, brands should consider leveraging the platforms where this group of digital native consumers spends time to actively engage them around CSR efforts.

WWF | #LATERGRAM
A LOOK AT BEST-IN-CLASS

INFLUENCER MARKETING TO CREATE CONTENT AND REACH TO NEW AUDIENCES.



**USE OF
INFLUENCERS TO
REACH BEYOND
TRADITIONAL
AUDIENCES**



**SMART TACTICS THAT
GRAB USERS'
ATTENTION AND DRIVE
ENGAGEMENT**



**TAPPING INTO THE
HUGELY POPULAR
HASHTAG TREND AND
INTEREST AREA**



**A CREATIVE
CONCEPT OF
CONTRASTS TO LAND
AN IMPORTANT
MESSAGE**



GETTING THE OPPORTUNITY RIGHT



WHO HOLDS INFLUENCE FOR CHARITIES?

WHO HOLDS INFLUENCE FOR CHARITIES?
HARNESSING THE POWER OF INFLUENCERS FOR CHARITIES

PATRONS

AMBASSADORS

DONORS

CAMPAIGNERS

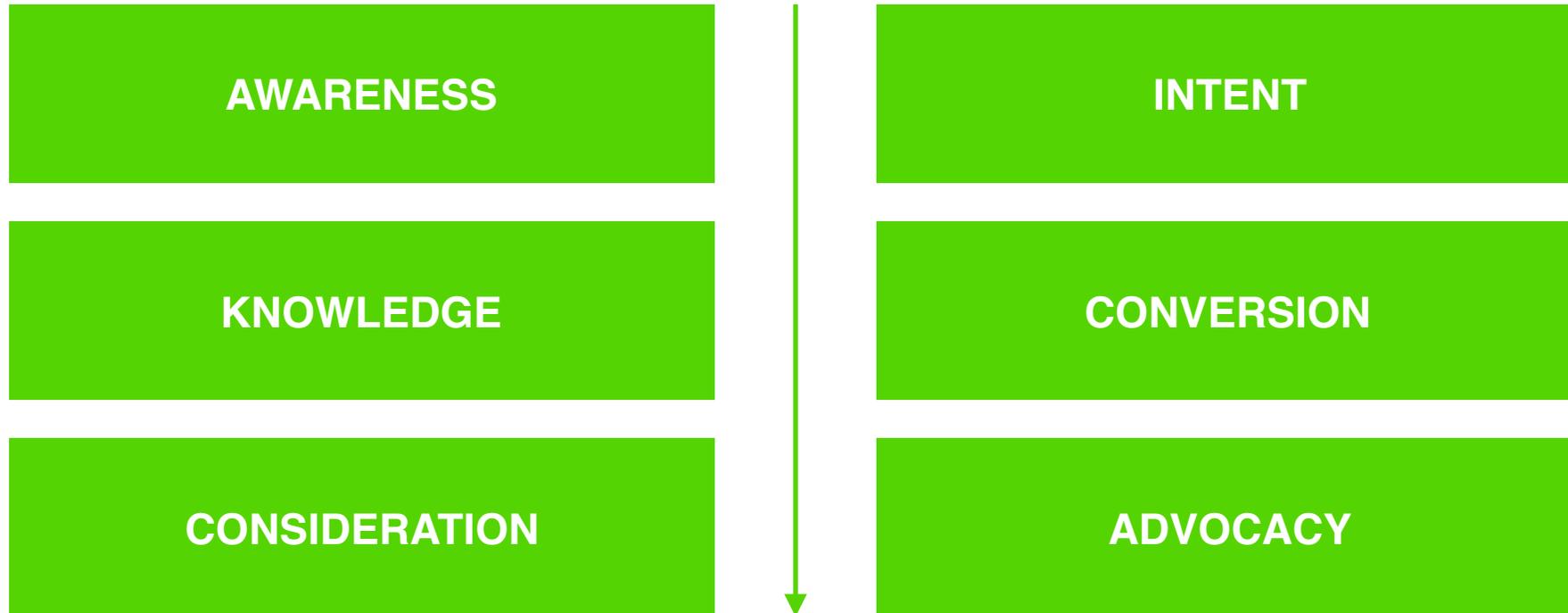
EMPLOYEES

**SERVICE
USERS**

A man with short, light-colored hair, wearing dark sunglasses and a white t-shirt, is holding a black camera on a tripod. He is looking directly at the camera. The background is a blurred city street with buildings and people. A white text box with a green border is overlaid on the image, containing the text "WHAT'S THE BEST ROLE INFLUENCERS CAN PLAY?".

**WHAT'S THE BEST ROLE
INFLUENCERS CAN PLAY?**

THE MARKETING FUNNEL
HARNESSING THE POWER OF INFLUENCERS FOR CHARITIES



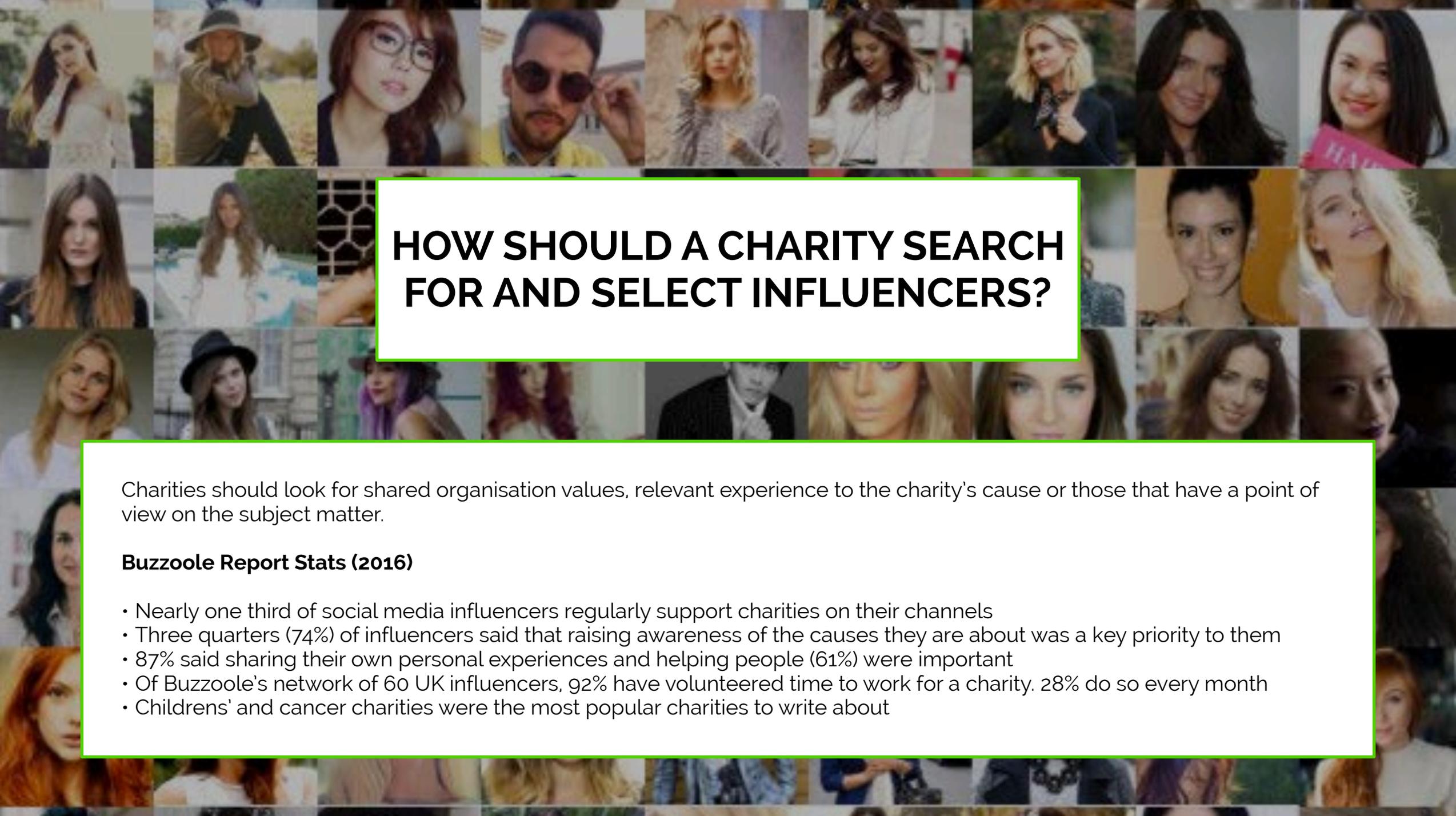


**WHAT ACTIVITIES SHOULD YOU
DO WITH INFLUENCERS?**

INFLUENCER ACTIVITIES

HARNESSING THE POWER OF INFLUENCERS FOR CHARITIES





HOW SHOULD A CHARITY SEARCH FOR AND SELECT INFLUENCERS?

Charities should look for shared organisation values, relevant experience to the charity's cause or those that have a point of view on the subject matter.

Buzzoole Report Stats (2016)

- Nearly one third of social media influencers regularly support charities on their channels
- Three quarters (74%) of influencers said that raising awareness of the causes they are about was a key priority to them
- 87% said sharing their own personal experiences and helping people (61%) were important
- Of Buzzoole's network of 60 UK influencers, 92% have volunteered time to work for a charity. 28% do so every month
- Childrens' and cancer charities were the most popular charities to write about

INFLUENCER SELECTION

INFLUENCER MARKETING FOR CHARITIES

Influencer quality score

DEFINING INFLUENCER VALUE

BRAND AWARENESS & REACH → QUALITY ENGAGEMENT

INFLUENCER RECOMMENDATION | FINANCIAL INVESTMENT & BUY-IN

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Influencer quality score

SETTING INFLUENCER CRITERIA SCORES

BRAND AWARENESS & REACH → QUALITY ENGAGEMENT

How can we ensure... our goals on both

We combine... scores.

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Influencer quality score

ASSESSING INFLUENCER OPTIONS

	Point allocation	Relevance
Brand relevance	10 points	1 point
Audience relevance	10 points	1 point
Tactical Relevance	10 points	N/A
Scoring guide	30-17 points	<6 points

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The 'ask' & onboarding approach

DEVELOPING INFLUENCER ASKS AND BRIEFING

Task	Briefing
Great Day/Week Appeal	Get behind the camera...
National Nursing Day	On this day...
Blooming Great Tea Party	Every day...
Hospice Care Week	In our hospice...
Clocks Go Back	Who would you...
100th Anniversary of Marie Curie's Birth	To commemorate...
Christmas	To bring the holiday spirit...

N.B. Examples of asks for brand moments happening towards the end of the year are more elaborate as this gives us more time for planning and production.

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Our work with Marie Curie set clear objectives for influencer marketing. To go about influencer selection, we had a quality scoring system to ensure the right targets were approached. Our strategy went into a lot of detail about how we should go about approaching and working with individual influencers.

Find out more by contacting us on caroline@eightandfour.com.

INFLUENCER SELECTION

INFLUENCER MARKETING FOR CHARITIES

The screenshot shows a web-based interface for selecting influencers. At the top, there are three tabs: NETWORK, SKILL, and LOCATION. Below these are dropdown menus for 'Instagram', 'Yoga', and 'USA', followed by a 'SEARCH' button. On the left side, there are three sections of filters: NETWORK (Twitter, Instagram, YouTube, Blogs), INFLUENCE (All, Celebrities, Power Users, Casual, Novice), and SKILLS (Yoga, Instructors, Coaching). The main area displays three influencer profiles:

- Adriene Mishler**: actress, yogi, enthusiast. #findwhatfeelsgood. 88 YOGA mentions. Add To Campaign button. Brands mentioned: Adidas, Lululemon, Spotify.
- Kevin Hofer**: Yogi. Photographer. Retoucher. World traveler. 77 YOGA mentions. Add To Campaign button. Brands mentioned: Adidas, Lululemon, Nike.
- Summer Perez**: Visionary. Creator. #breatheandbelove. 79 YOGA mentions. Add To Campaign button. Brand mentioned: Wanderlust.

There are a world of methods and tools out there to help you identify and contact influencers, such as the Klear tool used at eight&four.

But before you rush in and select your targets, you need to be clear about the type of person you want to be working with.

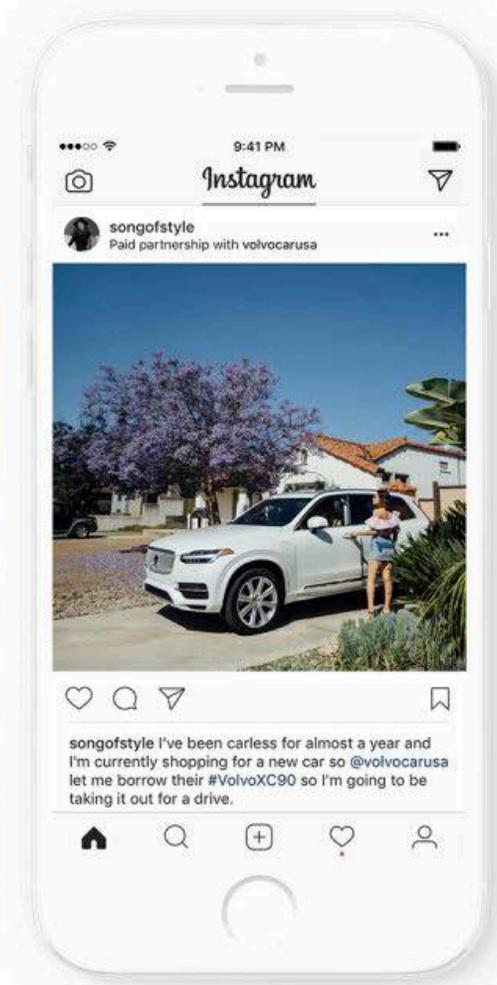
The background of the slide is a blurred image of a person's hands holding a smartphone. Overlaid on the right side of the image are several semi-transparent social media icons in shades of orange and red, including a thumbs-up icon with the number 40, a star icon with 32, a speech bubble with 5, a person icon with 18, an envelope icon with 11, and a heart icon with 25. The overall scene is brightly lit, suggesting an outdoor setting.

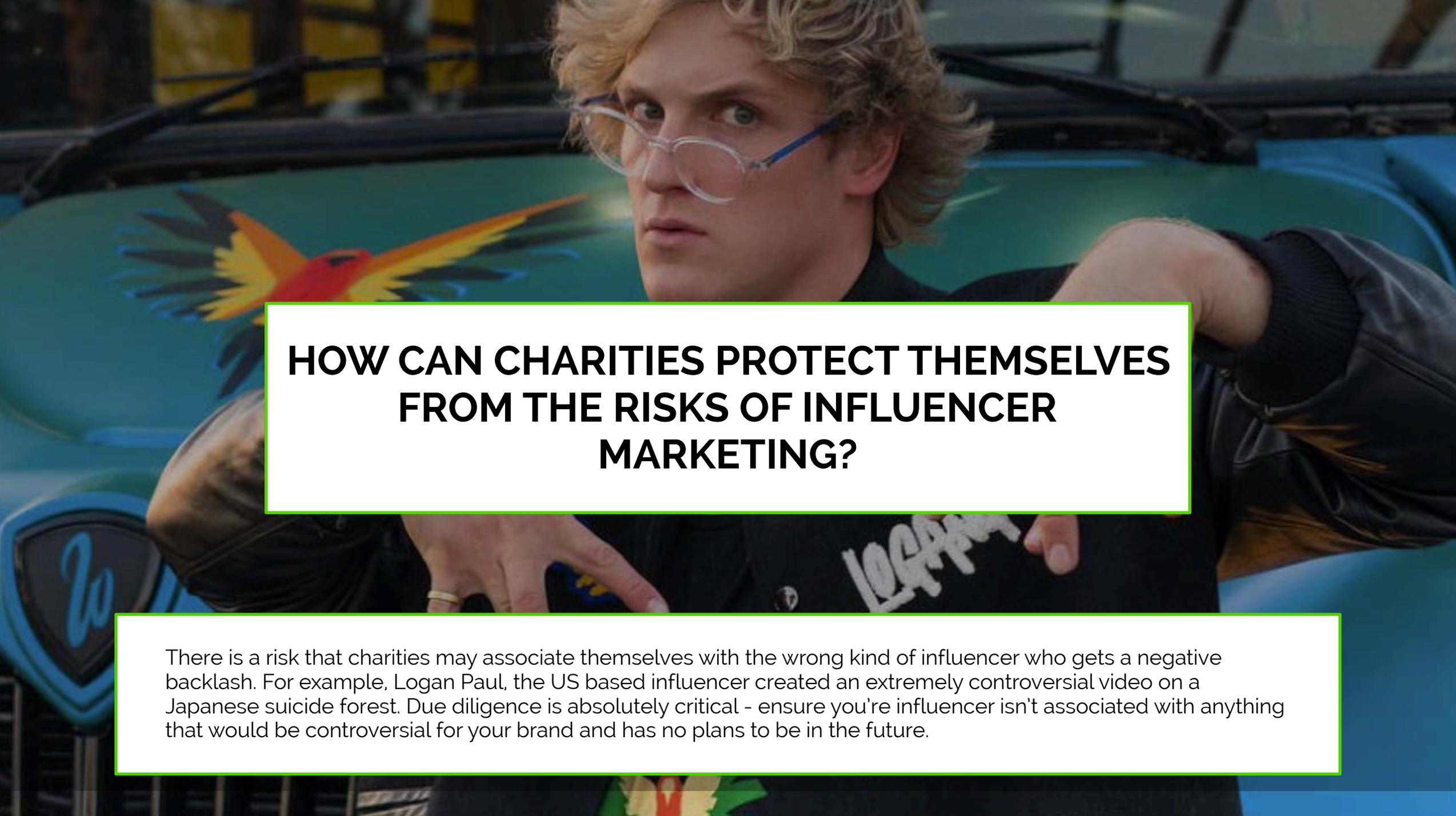
SHOULD A CHARITY PAY INFLUENCERS A FEE?

Usually charities wouldn't pay for influencers, instead trading on goodwill from the individual and the relationship that's built. Be wary of any paid for partnerships as there could be a lot of scepticism from the public.

INFLUENCER TRANSPARENCY

HARNESSING THE POWER OF INFLUENCERS FOR CHARITIES

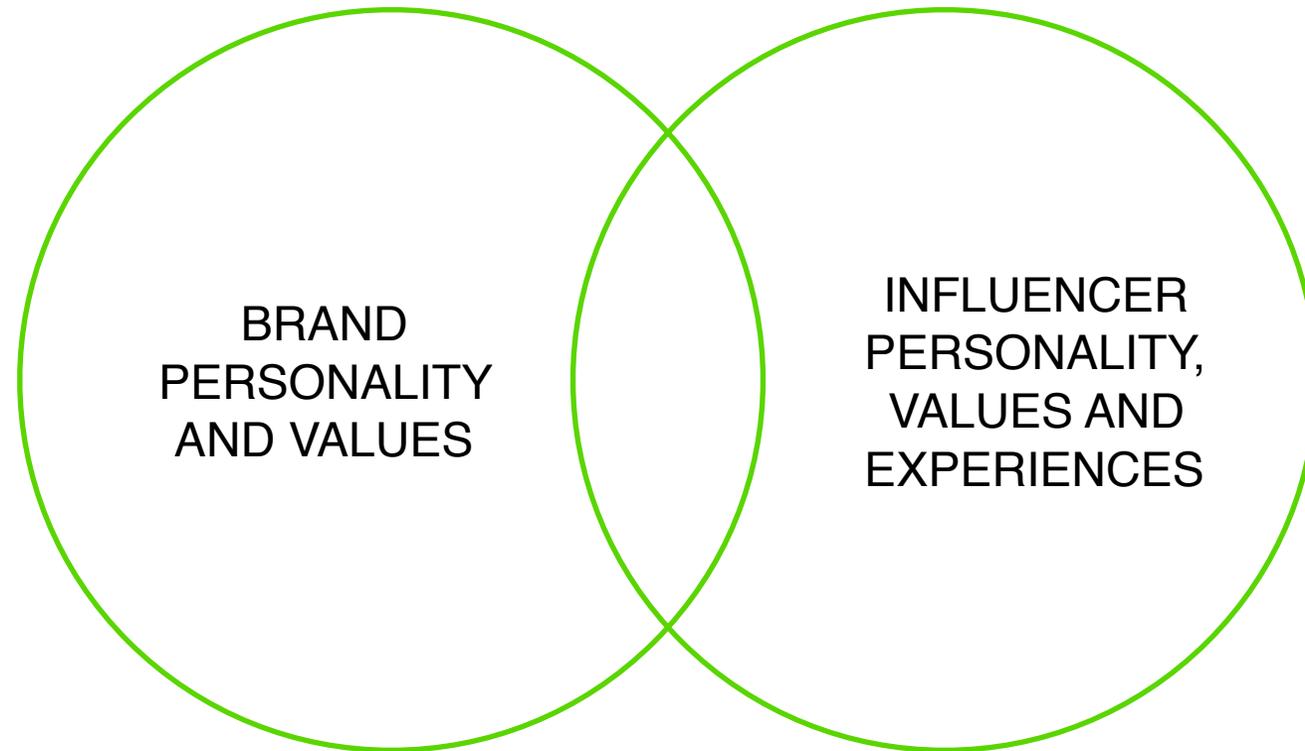


A young man with blonde, wavy hair and clear glasses is sitting in the driver's seat of a blue sports car. He is wearing a black t-shirt with 'LOGAN PAUL' printed on it. The car's interior is visible, including a steering wheel with a 'W' logo and a colorful parrot graphic on the dashboard. The background is slightly blurred, showing what appears to be a racetrack or outdoor setting.

HOW CAN CHARITIES PROTECT THEMSELVES FROM THE RISKS OF INFLUENCER MARKETING?

There is a risk that charities may associate themselves with the wrong kind of influencer who gets a negative backlash. For example, Logan Paul, the US based influencer created an extremely controversial video on a Japanese suicide forest. Due diligence is absolutely critical - ensure you're influencer isn't associated with anything that would be controversial for your brand and has no plans to be in the future.

INFLUENCER AUTHENTICITY
HARNESSING THE POWER OF INFLUENCERS FOR CHARITIES



Ensure your brand personality and values are a match with your influencer's to create the most natural and authentic fit.

INFLUENCER AUTHENTICITY

HARNESSING THE POWER OF INFLUENCERS FOR CHARITIES

This shows the laziness that some influencers have in attention to detail! Ensure your influencer cares enough about getting the post right.



THE RISKS OF INFLUENCER MARKETING

HARNESSING THE POWER OF INFLUENCERS FOR CHARITIES



INFLUENCER TRANSPARENCY



Some key watch outs. Always work with influencers that are transparent about their promotional posts and have genuine rather than bought followers. At eight&four we use an influencer tool to help highlight this but you can usually spot this if engagement levels are low but follow numbers are high.



How brands can spot influencers with fake followers

While they can be difficult to spot, there are certain steps all brands using influencer marketing should be taking to help to detect fake followers.

By Sarah Penny 12 Nov 2018 3:11 pm



Conversations surrounding follower fraud have punctuated 2018's influencer marketing narrative, tarnishing the reputation of an industry built on trust and authenticity.

INFLUENCER FRAUD

COMPLETED +88.051 ↑
RECURRING -6.230 ↓
PENDING +23.432 ↑

ROI

THIS YEAR ▼ 32.8678
▲ 42.9841

+0.83%

First quarter
Jan-Mar

-1.5%

Second quarter
Apr-Jun

+0.12%

Third quarter
Jul-Sep

+10.3

+12.5

+83.0

HOW SHOULD WE EVALUATE INFLUENCER MARKETING?



JAN-DEC

JAN-DEC

JAN-DEC

JAN-DEC



MEASURING THE ROI OF INFLUENCER MARKETING

HARNESSING THE POWER OF INFLUENCERS FOR CHARITIES

Brands to increase spend on influencer marketing despite fraud concerns

Research indicates that brands are not put off by influencer fraud and fake followers, and will continue to up investment.

By James Lawley 20 Jul 2018 2:37 pm



Major brands are planning to increase spending on influencer marketing over the next 12 months despite concerns over lack of transparency and fake followers.

New research from the World Federation of Advertisers (WFA) indicates that the quality of followers ranks at the top of brands' selection lists when deciding who to work with, with 96% of respondents regarding this as "absolutely essential" or "very important".

What's the ROI of influencer marketing?

With over a third of marketers unable to calculate if their influencer activity is driving sales, brands need to clear up this murky sector of digital marketing in order to achieve real return on investment.

By Charlotte Rogers 30 Aug 2017 7:12 am



Influencer marketing is fast becoming brands' go-to option for speaking to consumers in an authentic way at scale. It is seen by many as the perfect way to boost reach and relevance, but in the highly measurable world of digital, it often fails to offer the directly attributable ROI of [programmatic](#) or paid social.

The answer here relates back to your original objectives and the marketing or supporter funnel. These stories show how much investment is increasing around influencer marketing, yet how there's often little understanding of its eventual impact. You need to have a clear strategy upfront, a means of measuring activities and you have to take a step back rather than blindly doing campaign after campaign.

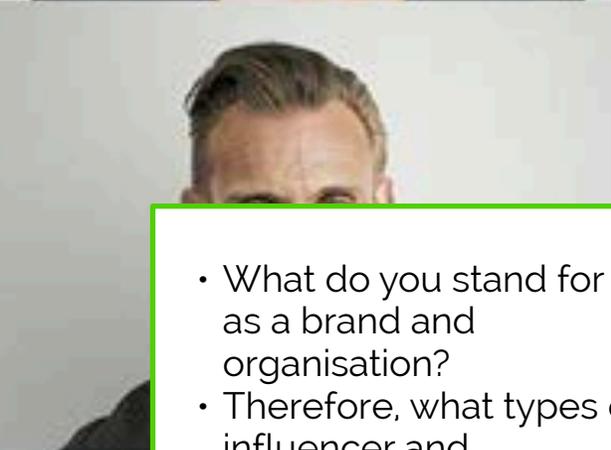


GUIDING PRINCIPLES FOR SUCCESS



- What is your marketing funnel?
- Where can influencer marketing make the most impact?
- What are your objectives and goals for influencer marketing, in the long-term from a brand perspective and in the short term with campaigns?

PURPOSEFUL PLANNING



- What do you stand for as a brand and organisation?
- Therefore, what types of influencer and personality would you be best to work with?
- What are the shared values you need to ensure between brand and influencer?

SENSIBLE SELECTION



AUTHENTIC RELATIONSHIPS

- Do your influencers truly understand and support your brand and organisation?
- Has the influencer got experience if the causes you focus on?
- How can you ensure each influencer is a strong advocate and communicator for you?



- How are you keeping track of your influencer marketing management?
- Are you building a real relationship that's complimentary and useful to both parties?
- Do you have direct access to each individual rather than having to go through platforms and intermediaries?

POSITIVE COLLABORATIONS



- Do you know what you're setting out to achieve?
- Have you got the tools in place to monitor, analyse and react to results in the short and long term?

RESULTS DRIVEN FOCUS

—

**TO DISCUSS ANY INFLUENCER
MARKETING CAMPAIGNS YOU'RE
PLANNING, GET IN TOUCH!**

tony@eightandfour.com