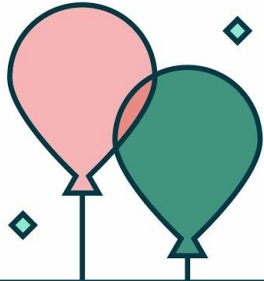


THE SHELF'S STEP-BY-STEP SOCIAL MEDIA STRATEGY

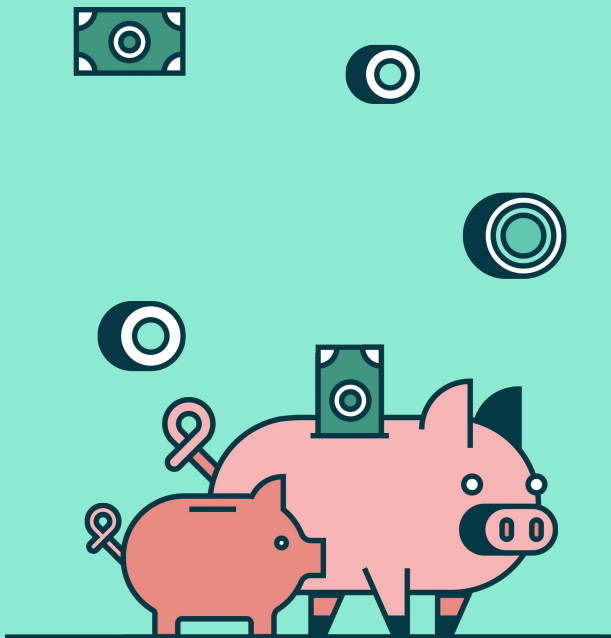


To Roll Out a Boss Holiday
Influencer Marketing Campaign



THE SHELF





This guide will provide you with key insights on holiday spending and emerging trends. Best of all, this guide will walk you step-by-step through a super-effective strategy for rolling out an influencer marketing campaign that gets results this holiday season.

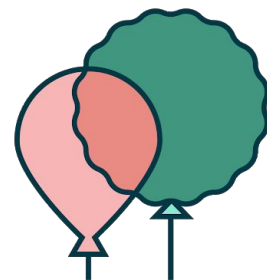
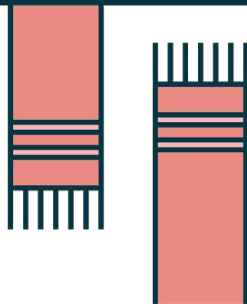
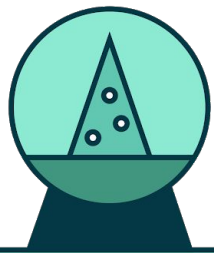
IN THIS GUIDE...

- **Where Things Stand Right Now in Influencer Marketing**
- **The 5 Biggest Social Channels for Influencer Marketing**
- **What Makes People Buy**
- **Holiday Trends Worth Mentioning**
- **11-Step Influencer Marketing Strategy**



Influencer Marketing

Here's Where Things Stand
Heading Into the Holiday
Season

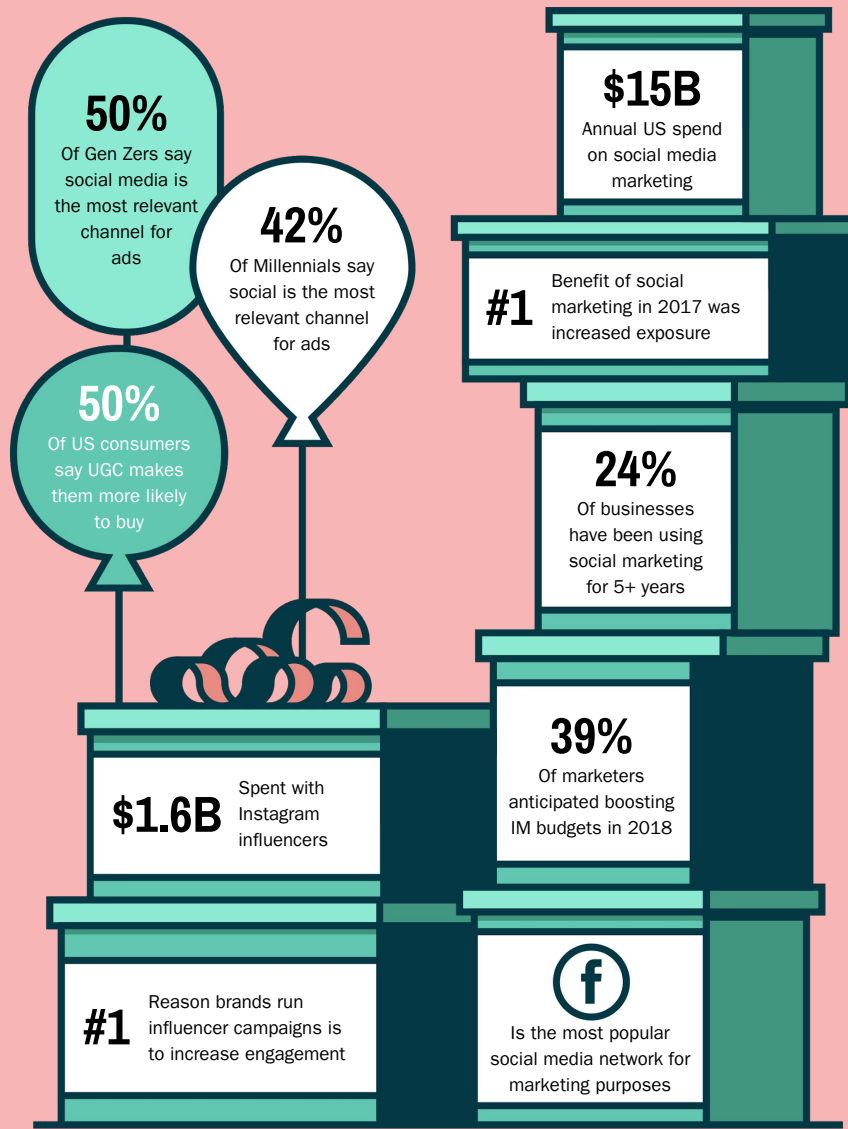


Social media marketing is one of THE MOST EFFECTIVE ways to reach buyers during the holiday shopping season.

Influencer marketing has officially made the transition from being a trendy digital marketing hack to being at the core of an effective, converting digital marketing strategy. It allows brands to use social media channels to get in front of niched-down segments of their target audience by forming alliances with the most influential people in those segments.

Partnering with creators across different verticals who have sway with their followers is one of the fastest ways to increase exposure for your brand, get people talking about your product, and drive traffic (virtual and foot) that converts.

Influencer marketing is the perfect way to get your brand in front of, say... green Millennial moms who are also vegan (#veganmom, #veganmoms, #veganmommy), or Millennials from the Bluegrass State who support local businesses (#shoplocalky). The task is to find the *right* influencers in those spaces and let them lead you to your audience.



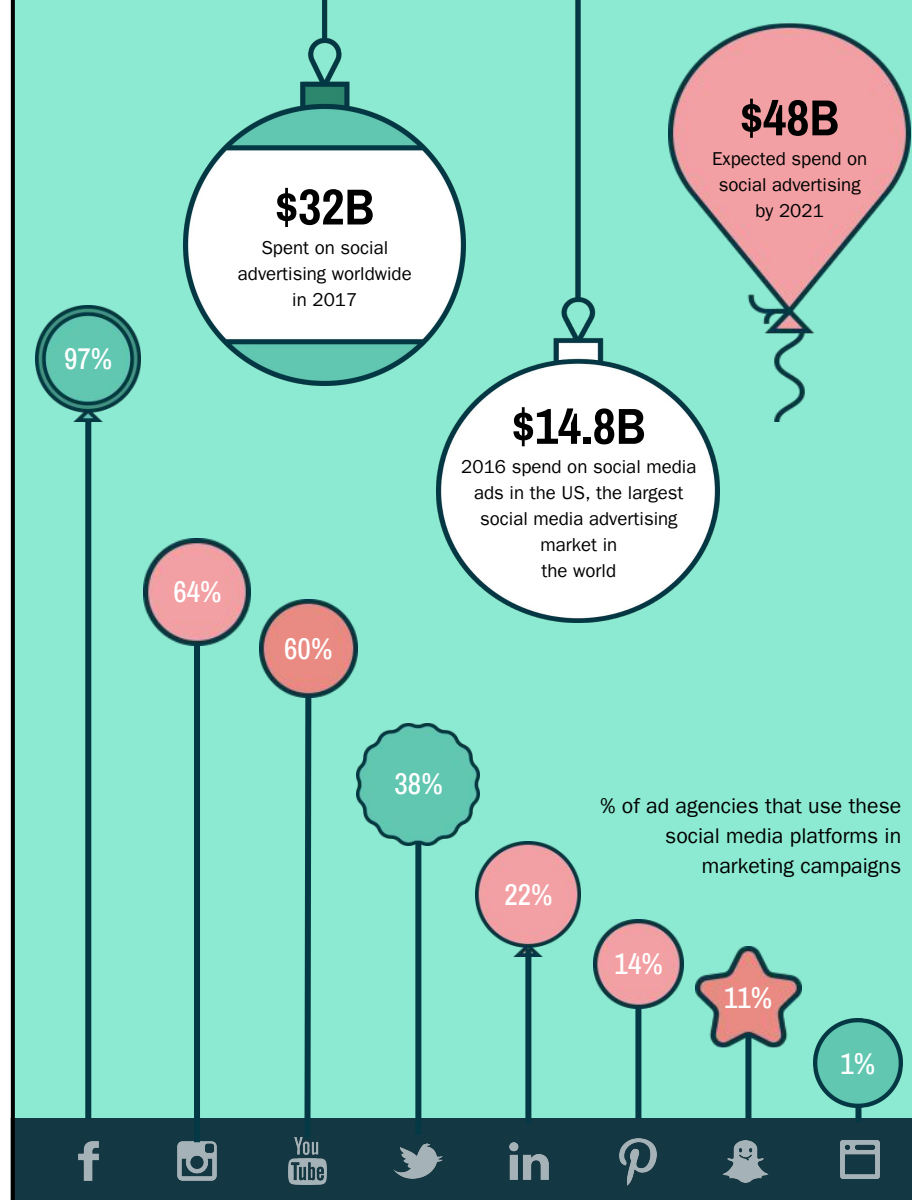
Influencer marketing is still growing like crazy... and it doesn't seem to be slowing down, even a little.

In 2015, brands spent \$500 million working with social media influencers. In 2017, that number exceeded \$2 billion, with campaigns in the fashion and beauty verticals accounting for 40% of that total spend.

The US is the largest social media advertising market in the world. Brands spent more than \$14.8 billion on social media ads in the US in 2016. In a survey of 600 fashion industry professionals, 78% reported running an influencer campaign at some point during 2017.

Investments in social advertising worldwide are forecast to grow from about \$32 billion in 2017 to approximately \$48 billion by 2021. Across the board, brands boosted their budgets for influencer campaigns by as much as 6% last year. Why? Because the word-of-mouth endorsements embedded in user-generated content still work.

But things are shifting a bit in the influencer marketing space. Bigger brands are starting to bring influencer marketing in-house by building teams to manage campaigns directly, or hiring an intermediary company or agency like The Shelf (that's us!) to deliver analytics tools. Intermediaries work with these in-house teams to hammer out strategies, roll out campaigns and coordinate with the influencers. Influencer marketing has become a staple of the digital marketing space.



Influencer campaigns work.

Along with email marketing and content marketing, this type of social media marketing is one of the most effective digital marketing channels for customer retention.

ROI for brands

Influencer marketing directly impacts sales through redemptions of promotional offers.



When measured with foot traffic data, influencer marketing increases engagement.

80%

of marketers who have used influencer marketing campaigns found them effective for driving engagement and awareness.

\$1.00

For every \$1 spent...

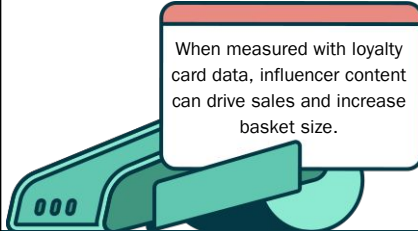


\$6.85

Is delivered in ROI.



When measured with loyalty card data, influencer content can drive sales and increase basket size.



74%

of C-Level and executive buyers also use social media to make purchasing decisions.



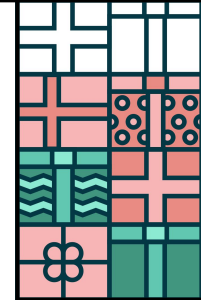
37%

of consumers use social media as their go-to before making a purchase.



81%

of buyers say their purchases are influenced by social.



92%

More than 92% of consumers trust word-of-mouth recommendations...



24%

while only 24% trust online ads.

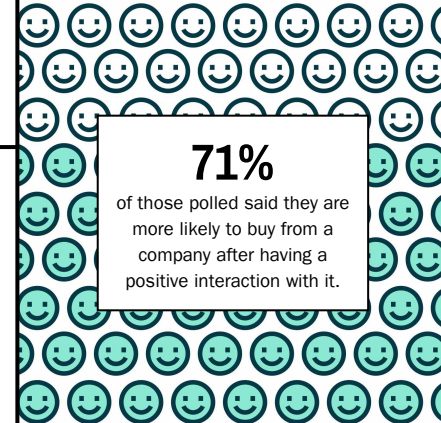
50x

A recommendation from a trusted friend is 50x more likely to convert than other recommendations.



71%

of those polled said they are more likely to buy from a company after having a positive interaction with it.



48%

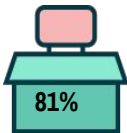
of US consumers have purchased a product after learning about it from an influencer.



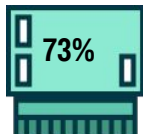
Global marketers list among the benefits of using social media marketing: Providing marketplace insights, improving search ranking and improving sales.



81%



73%



81% of small firms and 73% of large firms say earned media is as effective or more effective than paid media.

The 5 Biggest Social Channels for Influencer Marketing

Instagram

70% of users look up brands;
80% follow at least one brand.

60% of users discover products
on Instagram.

Posts with UGC have a 4.5%
higher conversion rate than
those without.

Images on Instagram get an
average of 23% more
engagement than the same
image on Facebook.

31% of those earning \$75k+
annually are on Instagram.

60% of Stories video ads were
viewed with the sound on in
2017, compared with 7% of
Facebook video ads.

Facebook

People spend an average of 35
minutes on Facebook everyday.

Messenger has over 1.2 billion
monthly active users.

85% of FB users watch video with
the sound off.

Videos account for up to 95% of FB
Advertising Performance.

62% of users use FB to learn about
live events (72% for Millennial
users).

45% use FB to get their news.

52% use FB for product discovery.

YouTube

96% of online US teens use
YouTube.

70% of YouTube content is viewed
via mobile.

Viewers who watch 30 seconds of
a video are 23x more likely to visit
or subscribe to a brand's channel.

Only 9% of small businesses are
on YouTube, but the Top 100
Brands average more than 2
YouTube channels each.

37% of users ages 18 - 34 binge
watch on the platform.

70% of the time users spend on
YouTube is spent watching videos
recommended by the site's AI
algorithms.

Twitter

Hashtags are crucial: The
platform serves 2+ billion
searches and 500+ million posts
daily.

93% of users who follow
small/mid-sized businesses
(SMEs) on Twitter plan to
purchase something from them.

85% of users think SMEs should
use the platform to improve
customer service.

1 in 3 users who follow a
business Retweet business
tweets.

67% of users aren't bothered at
all by video ads on the platform.

36% of Americans 18 to 29 years
old use Twitter.

Pinterest

29% of US adults use Pinterest.
daily.

40% of pinners have household
incomes over \$100K.

93% of active pinners use
Pinterest to plan purchases.

50% made a purchase after
seeing a promoted pin.

78% say they welcome branded
content on the platform.

Pinterest delivers \$2 in profit per
\$1 spent on ads.

75% of travel pinners say
travel-related pins from brands
are actually helpful.

Influencer marketing has officially reached the point where lawmakers, industry heavies and even national governments are stepping in to formalize it. So yeah... it's totally an industry.

This year, your holiday campaign is going to be influenced by things like new legislation, fortified FTC endorsement guidelines, and more standardization in what we consider "best practices".

In the last year...

The FTC reworked its Endorsement Guidelines which outline how brands and influencers are to work together to present sponsored content.



September 2017

German Courts ruled after multiple cases that #ad or #sponsored is not sufficient disclosure, and all sponsored influencer posts must now have #werbung or #anzeige (translated #advertisement) as the very first element of any post.



December 2017

The UAE's National Media Council announced a new law requiring all social media influencers to be licensed as content publishers, or to join licensed influencer marketing agencies in the UAE, by June 30, 2018.



March 2018

Facebook CEO Mark Zuckerberg spent a significant portion of the month on Capitol Hill answering questions about the company's data privacy violations, including those that occurred during the 2016 presidential election.



April 2018

The EU implemented the General Data Protection Regulation to ensure brands and marketers aren't hoarding and misusing the personal data of EU citizens collected from social media, websites, and marketing funnels.



May 2018

Unilever CEO Keith Weed announces that the company will no longer work with influencers who buy followers. Other large brands follow suit.



June 2018

Twitter purged 70 million fake, cloned or abandoned accounts from the platform. The sweep dropped follower numbers for everybody from Joe Blow across the street to Heads of State.

























Jul 2018

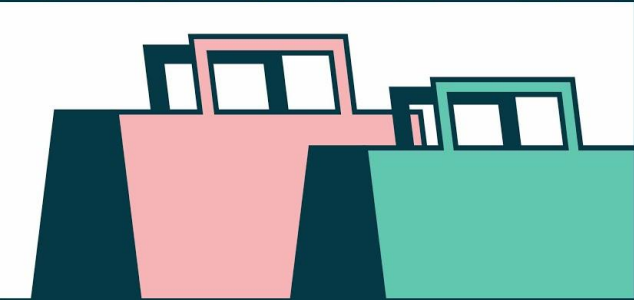
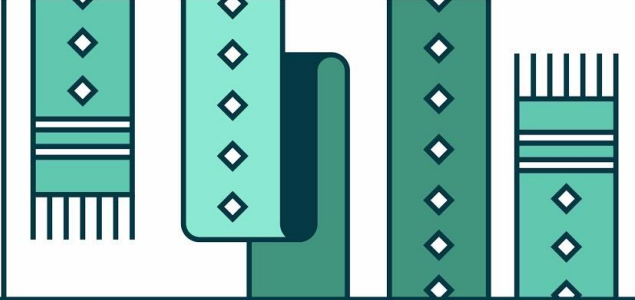
German courts began arguing whether every post from a social media user with a large following should be required to use the #werbung or #anzeige disclosure hashtags.



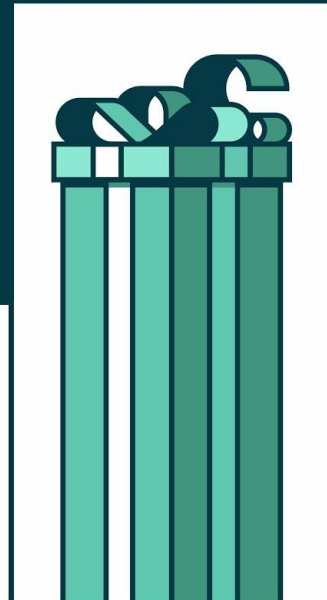
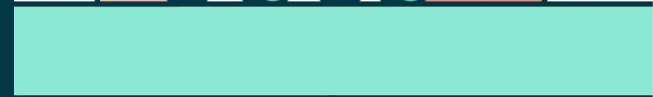
Aug 2018

What Makes People Buy

 Gen Z Teens Ages 14 to 21 86 million in the US	 Millennials Ages 22 - 38 71 million the US	 Gen X Ages 39 - 53 65 million in the US	 Boomers Ages 54 - 72 73 million in the US
<p>PREFERRED PLATFORMS:    </p> <p>PREFERRED BY BRAND:  </p>	<p>PREFERRED PLATFORMS:   </p> <p>PREFERRED BY BRAND: </p>	<p>PREFERRED PLATFORMS:   </p> <p>PREFERRED BY BRAND:  </p>	<p>PREFERRED PLATFORMS:   </p> <p>PREFERRED BY BRAND: </p>
<p>Defer to Instagram for product discovery</p> <p>Defer to YouTube for product recommendations and final purchasing decisions</p> <p>Rely on Snapchat to document in-store experiences</p> <p>3 in 4 say it's OK for branded content to come from influencers or celebrities</p> <p>Most likely to give feedback after engaging with a brand</p>	<p>62% are more loyal to brands that engage with customers on social</p> <p>34% have a written financial plan, and are less likely than previous generations to pay with credit cards</p> <p>1% are moved by ads from brands; instead they make buying decisions based on research, reviews, and UGC</p> <p>46% rely on recommendations from their social networks before making purchasing decisions</p>	<p>70% will buy something from a brand they follow on social</p> <p>Spend more time on social networks per week than Millennials</p> <p>Mostly likely generation to follow brands on social to keep up with contests (41%), deals and promotions (58%)</p> <p>Will follow a brand's social media activity before buying</p> <p>More brand loyal than any other generation</p> <p>Most active on social in the after-work hours of 8pm to midnight</p>	<p>60% who engage with brands on social are looking for promotions</p> <p>Boomers average 4.6 social media accounts per person</p> <p>19% more likely to share content than other generations</p> <p>54% watch videos online, usually on YouTube; are most likely to watch a video in its entirety and share it</p> <p>Most likely to follow links online or visit a company website after seeing content on social</p> <p>Prefer facts and data to opinions in sponsored content</p> <p>Prefer to make in-store purchases, meet the staff and get a feel for a company</p>



2018
Holiday Trends Worth
Mentioning



Trend #01

Toy Retailers Are Going Social

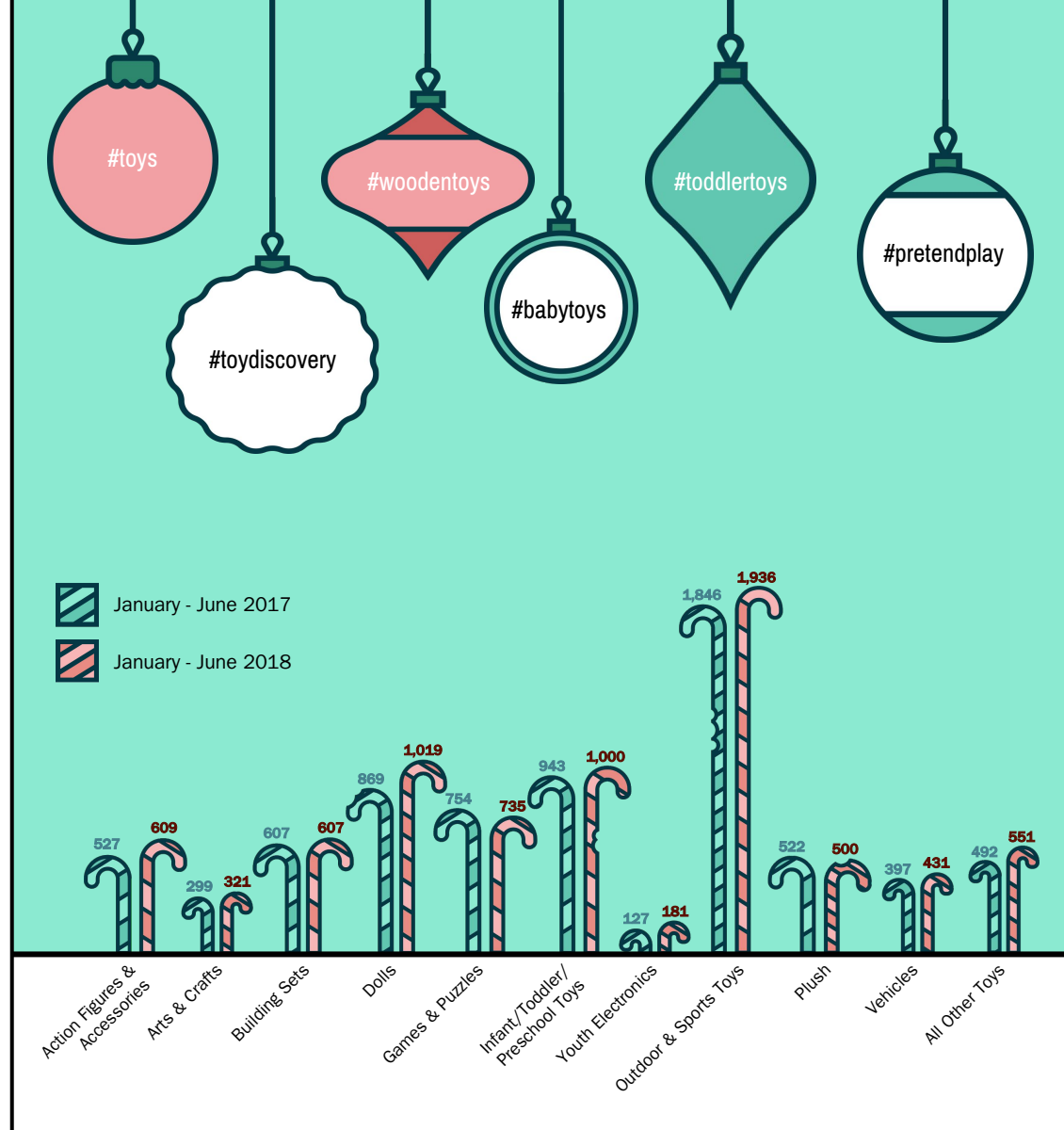
With Toys "R" Us absent from the toy market this holiday season, toy makers and toy retailers are relying a lot more on social media to get eyes (little kid eyes and big, parental eyes) on toys and games.

The most popular toy-related hashtags on Instagram have been used in more than 20 million posts on the platform. On YouTube, the general term "toy reviews" is searched by viewers more than 8,000 times every single month. These days, social is the place parents go to make buying decisions on toys... but it's also the place where kids go to learn about them.

In 2016, mobile screen time overtook television as the go-to medium for kids 5 to 15 years old. That stat shouldn't be so earth-shattering, right? The average child accesses the Internet at the age of 3... by the age of 9, more than 40% of kids already have their own tablets.

The digital media market is seeing 25% year-over-year growth in the under-13 demographic.

So, yeah - screen time.



Trend #02

Giving Experiences as Gifts

Not surprisingly, the rise of social media is fueling another trend - giving gifts as experiences. People who use social media want to be able to tell awesome stories about their cool experiences, not just post a picture of a neat gift, which is why...

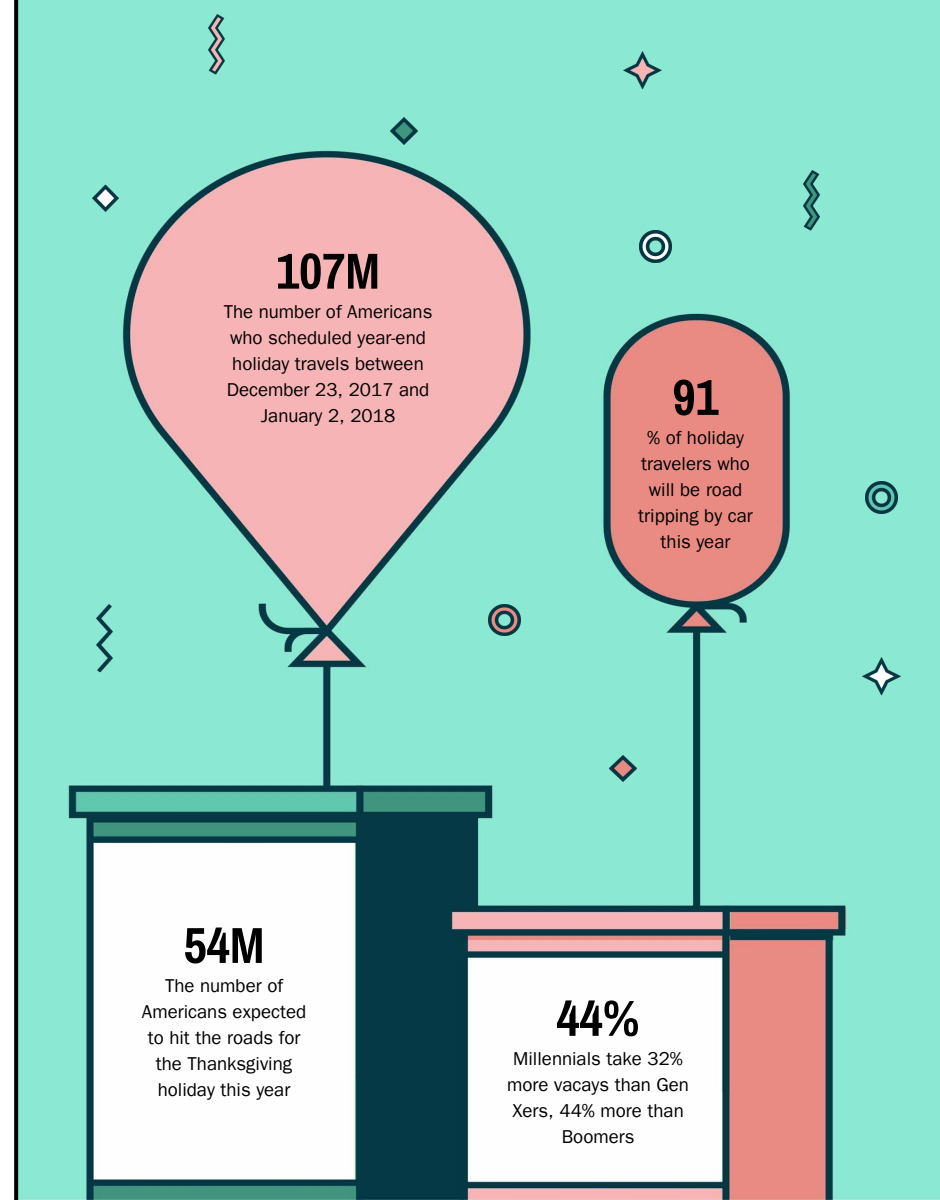
Brands are using influencers to sell travel experiences during the holiday season.

When it comes to holiday travel, Baby Boomers and Gen Xers tend to have a more conservative approach than Millennials. They travel less, and place a heavier value on the destination of the trip, whereas Millennials prefer more frequent trips and place as high a value on their travel companions as they do on the destination.

Why Experiences Make Better Gifts Than Even the Most Futuristic Tech

Well, the science basically says experiences tend to have a more positive impact than receiving physical gifts because the positive emotions associated with new experiences arrive earlier and linger longer. Think about the joy of anticipation before an event happens and the pleasantness of the memory after.

PLUS, people are far less likely to measure the value of their experiences against the experiences of others; whereas, you can measure who has the better gadget just by taking an inventory of its features.



Trend #03

Kid Influencers

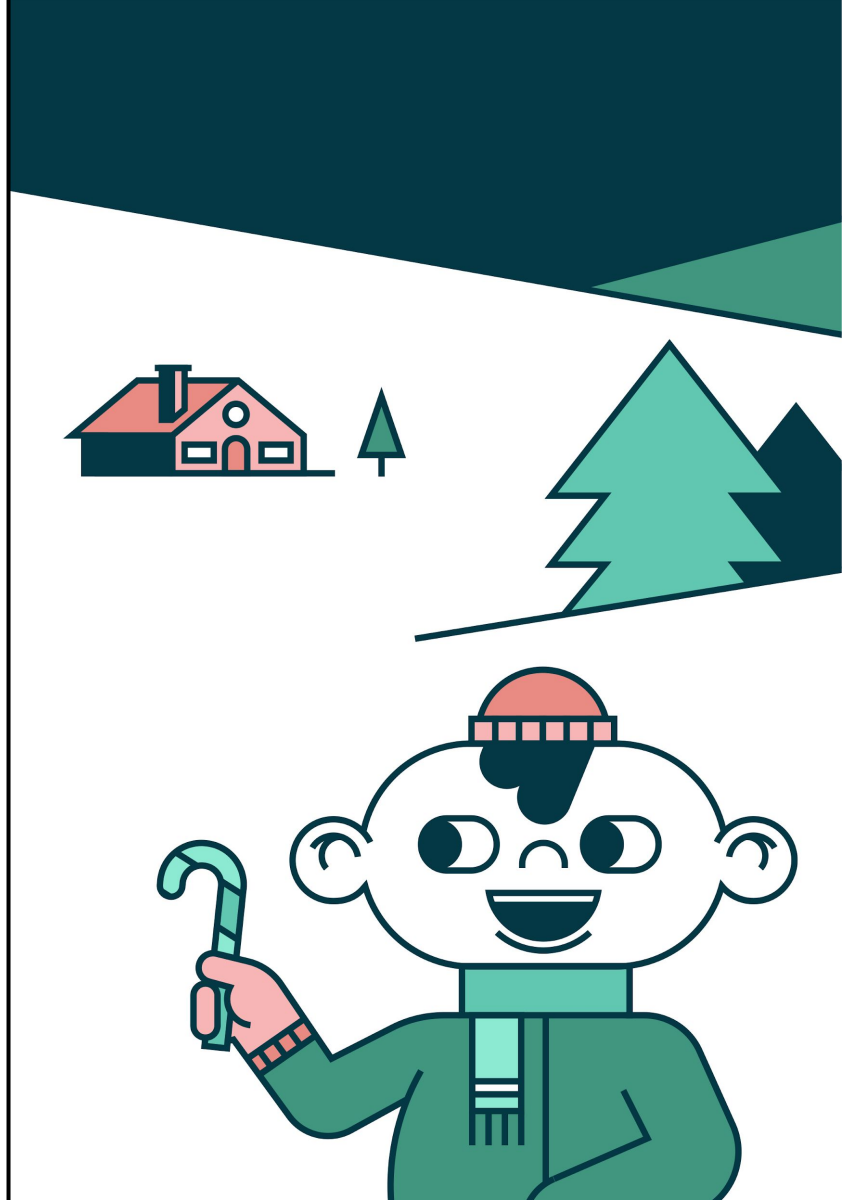
With kids spending less time in front of the tube and more time in front of a screen, toy makers and retailers have already begun positioning themselves to grab a greater share of the toy market left by Toys "R" Us.

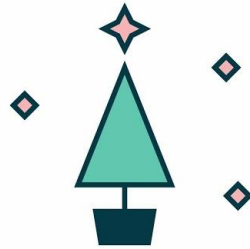
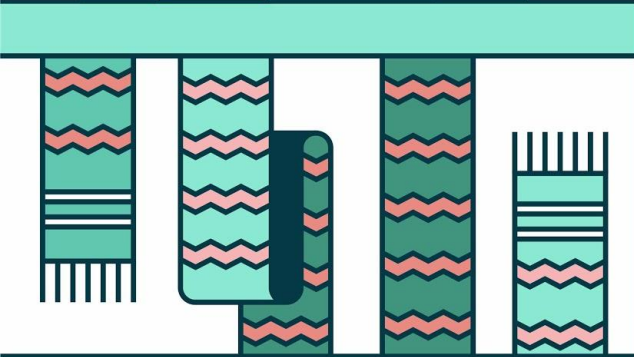
The big boys are already knee-deep into partnerships with kid bloggers. Walmart introduced Top-Rated by Kids, a section on its main website that showcases filmed reviews from Walmart's cast of kid influencers, all of whom were popular YouTubers in their own right before partnering with Walmart.

Similarly, Target launched a children's clothing line designed, modeled, and promoted by a class of kidfluencers. Ten kids worked together to design a collection for children aged 4-16 years old.

Kidfluencers may be the answer to breaking into new markets... and grabbing that 12% of the toy market vacated by Toys "R" Us.

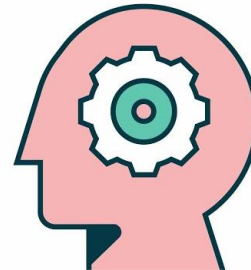
Influencer marketing provides a way for small toy companies to cut through the noise and insert their brand in front of potential customers just as this year's shopping season gets under way.





And Now...

the Super-Effective
Step-by-Step
Influencer Marketing
Strategy We Promised





Brand Awareness



Growth in Sales



Product Reviews



How-to Videos



Ambassador Program



Micro Influencers



Content Creation



Casting



Product Launches



Product Placement



Traffic + Clicks



App Downloads



Storytelling



Search Rankings



Distribution



Follower Growth



Events



Newsletter List Growth



Always-On Initiatives



Ad Content + Videos

#01

Set a Concrete Goal

First things first...

Influencer marketing campaigns have specific goals. The concepts and strategies used in every campaign are designed to produce at least 2 of the outcomes listed in that pretty little graphic on the left.

If you have run influencer campaigns in the past and found it hard to measure your return, um... how can we put this delicately... the problem may not be influencer marketing, or even your strategy. It may be that you missed an important step - clearly identifying your campaign goals. Your goals are what dictate how you align the influencers and creative. Your budget dictates to a great extent how we go about meeting these goals (and exactly how much "meeting" we can do.)

By identifying the goals you want to accomplish **BEFORE** you ever start building the campaign, you know which metrics matter most, and can gauge the actual effectiveness of your strategies for delivering the outcomes you actually want to see.

#02

Determine Your Timeline

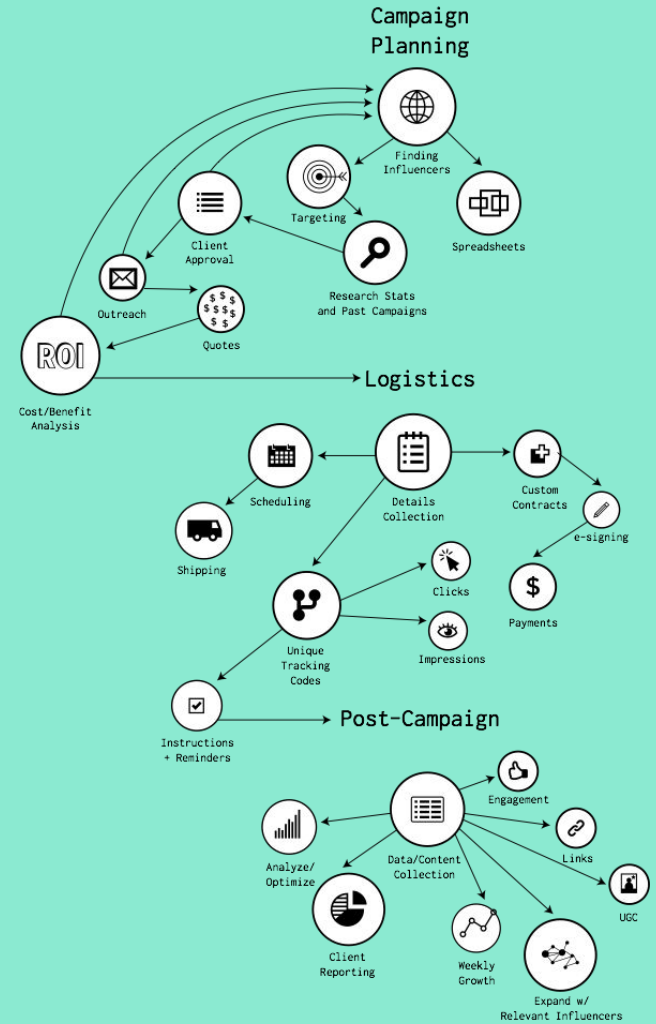
The holiday season is in full swing. **NOW** is the time to start planning your holiday campaigns... but you still need to pinpoint when is the best time for your campaign to run.

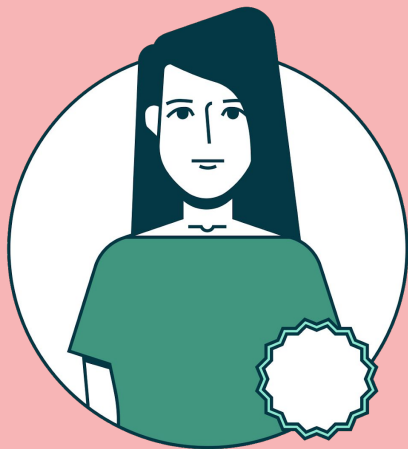
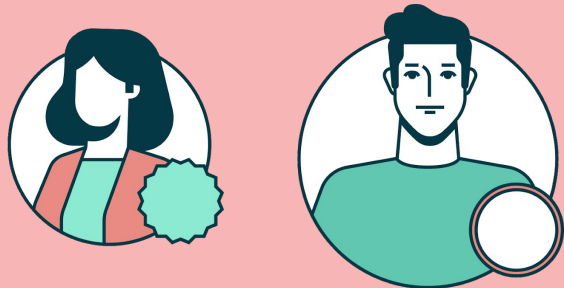
For instance, a campaign for a cool, last-minute gift idea that's available at all the big stores can bump against the Christmas deadline... but a great recipe needs to be seen by your audience weeks in advance because most people have already planned their Thanksgiving Day meals within 10 days of the holiday.

Next, you need to make sure to give your team enough time to put together a phenomenal campaign!

A well-planned influencer campaign generally takes anywhere from 10 to 16 weeks to roll out. Of course, The Shelf team has rolled out massively successful campaigns for global brands in as little as 2 weeks, but typically... you need several weeks to check the important stuff off your Campaign To-Do List.

FYI: This is the list for running your campaign in-house. If we ran the campaign for you, your To-Do list would shorten significantly... like, you could be binge watching Ted Talks (or Netflix - whatever floats your boat, man) through a lot of this and still have a BOSS campaign.





#03

Allocate a Solid Budget

Your goals, your timeline and your resources are the three key factors in determining which strategies will work best during your campaign. Obvious question: **What exactly is a “solid” budget?**

Here’s the deal: Your business goals determine the strategy you use, and your strategy dictates the type of content needed for the campaign. In the world of influencer marketing, different types of content can deliver very different results... and ring up at very different costs. Not only that, but the cost to create content for different platforms will also vary. For example... Instagram videos vs. Instagram photos vs. Instagram stories... all Instagram, right? Well, Stories are significantly cheaper to create than Instagram videos because Stories are off-the-cuff and less produced.

Many brands don’t realize that enlisting an influencer from YouTube isn’t cheap. Brands should expect to pay a few thousand dollars per influencer for YouTube content. If the influencer has a million or more followers, add a zero. Seriously. Some influencers charge upwards of \$100K+ for a single YouTube video! But there are tricks of the trade we can tell you about:

- **Don’t dilly-dally.** Rates skyrocket during the holidays, so the worst possible thing you can do for your budget is wait until the last minute to bring in influencers. You can expect to pay about double if you do. Also, start building relationships as early as you can. We all give our friends better rates than we give strangers, right?
- **Dedicated Video vs. Mentions.** You can scale back the cost of an influencer post if the content he or she creates isn’t fully dedicated to your brand or product. A quick mention of your product as part of a larger video can actually knock a zero off the price of your sponsored content while still getting you in front of a massive audience.

#04

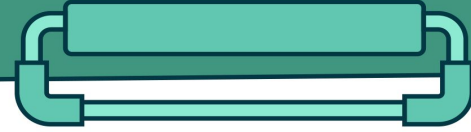
Develop Your Campaign Strategy

I know. You probably thought the strategy part happens AFTER you hire influencers. After all, isn't that what they're there for?

That's a negative, Hoss.

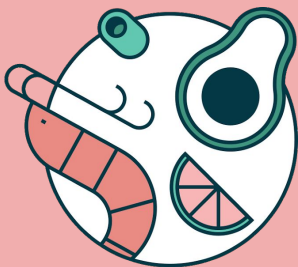
Influencers are experts at delivering messages by whatever vehicle will best get the message seen and heard. But you and your team still have to tell them what the message is and decide which platform would deliver the best results for your campaign.

After that's settled, that's when you start the influencer selection process. The selection process itself is based on your campaign goals. Those goals are what you use to determine the selection criteria for your influencers - whether you need influencers who have sway on Instagram, Pinterest, YouTube, Facebook, Twitter, Snapchat or their own blogs.



Campaign Strategy Checklist

- Determine your CTA for the influencer's audience.
- Decide on the themes in which to embed CTAs (because you want them to look natural, right?).
- Have multiple themes... it's good to AB test as well as appeal to a variety of demographics.
- Provide examples of how themes could play out. It's good to give the influencers a starting point in terms of ideas so they know what you want.
- Decide which platforms would deliver the desired results. Then...
- Figure out how the CTA & theme will vary depending on the platform.
- To boost or not to boost? Decide if you're boosting and which posts to boost.
- Come up with a game plan for targeting influencers for each theme.
- Lay out a strict schedule for the campaign so that you can incorporate run-time optimizations.
- Design your optimization framework.



#05

Discover Influencers

Once you know your selection criteria, you can start narrowing down which attributes are most important for influencers to have. For instance, you may only consider trendy lifestyle influencers whose content regularly mentions health and exercise topics. Did I mention that this health and exercise content needs to show up across **multiple** platforms?

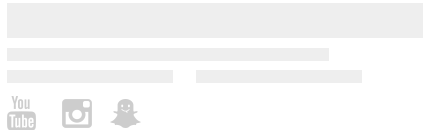
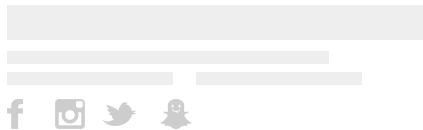
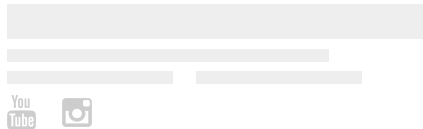
Also, the influencer's audience needs to dig this kind of content. We call this displaying positive sentiment. You need your influencers' audience to have positive reactions to health and exercise posts - specifically, about vegan foods, vegan recipes, and healthy snacks for a preschooler. With that in mind, you can begin the influencer selection process.

First, you need to find your influencers. Superficially, finding influencers seems like it shouldn't be a big deal. Influencers are all over the place. But it actually IS a pretty big deal... and tougher to do than most brands realize. Out of all of our clients who have run campaigns in-house in the past, THIS is the number one issue they mention.

Let's consider another scenario to drive the point home:

You need a US-based mom influencer who has two toddlers because you want her to feature your matching Santa PJs. Ideally, you want her to have 20k followers or more, and you would also like her to take pretty photos so that you can use the sponsored content she creates for the campaign in your own feed during and after the campaign. Here's the burning question, guys...

Influencer Options



#05 Influencer Discovery (continued...)

What in the world will you type into Instagram's search feature to find moms with this criteria? And how long will that take? We'll go ahead and just answer that for you - FOR.EV.ER. It'll take forever.

The next challenge you have is reconciling the fact that many of the influencers you shortlist won't even want to work with you. Whaaa? ☐ Sorry, that's just how things go. So, you need a longish shortlist - one that's long enough for you to be rejected over and over again and still have plenty of candidates from which to choose.

Go ahead and anticipate about 50% of your shortlisted candidates who aren't a definite "No!" will fall off because they are either: a) not super interested, b) slack with responding to emails, or c) managing a schedule that's already booked. (The holidays are a busy time for people with influence.)

Finally, influencer prices range from totally reasonable to bat-shit crazy. So DON'T just hire the first person who responds. You need to get A LOT of rates in so that you can figure out what's reasonable for your particular ask... then go with the more reasonable people. If some 20k-follower influencer quotes you \$1,000, move on. You'll get a lot of very high quotes. But you need to make sure the influencer you enlist will actually be worth what he or she is asking you to pay.

And that, my friend, is why discovery sorta sucks if you don't have the tech to pull it off efficiently.

#06

Research and Select Influencers

If there's any one step that brands seem to have the most trouble with, it's this one. Discovering and researching influencers to find the ones who can make your campaign a success is tough.

SELECTION SIGNALS

You're probably aware you need to verify more than just follower numbers, blog traffic, and engagement numbers. So, what are those other important traits - the minimum traits you need to assess - before partnering with an influencer?

We actually look at more than 30 signals during the research and selection stage of a campaign. We've listed some of the big ones on the right.



Organic follower growth

To ensure followers are real, engaged and offer the potential for you to generate future sales



Content on all social platforms

To determine the verticals in which an influencer actually wields influence



Audience demographics

To figure out where the influencer's audience overlaps with yours so you can market specifically to those people



Brand affinity

To understand the types of brands an influencer and his / her followers actually like and support



Product analysis

To get a better idea of how much influencers spend when they shop



Sentiment

To understand an influencer's attitude toward different things so you can align with an influencer who is excited about that which excites you



Audience sentiment

To understand how an influencer's audience feels about the content an influencer posts across different verticals



#07

Get a Signed Contract

Every partnership needs a clearly-defined list of expectations, whether that list is “love, honor and cherish” or “produce one 600-word blog post plus one 60-second video”. Your contract serves to protect your company and your influencers from the types of losses that can result from miscommunications (which are often the result of details not being in writing). That’s our official United Nations explanation.

The more pressing deal for brands and creators is **CONTENT RIGHTS!**

UGC

Most brands launch these campaigns to get results, yeah... but also to get **TONS OF UGC** that they can reuse on their own sites and across their own branded social channels. Without explicit rights outlined in a written contract, influencers can for sure come back to bite you in the butt.

(Tip: If you find an influencer who is repped by an agency, rights will typically be an issue. We recently approached an influencer only to discover her rate for 18 posts was \$250k. PLUS, the brand would have to pay an additional cost of \$2,000 PER WEEK for any image it wanted to reuse in ads.)

So, **rights are EXTREMELY important**. Influencers are well within their rights to ask a brand to take down a post that was part of a sponsored campaign the brand has already paid for if reuse is not clearly defined within the contract. In an absolute-all-out-worst-case-ever scenario, the influencer could actually sue for copyright infringement.

#07 Get a Signed Contract (continued...)

INFRINGEMENT

Something else about infringement... It's important for brands to get enlisted influencers to agree they won't infringe on any other person's rights, including copyright. Influencers should not incorporate the pictures, content, audio, or video of another creator's work into any campaign. That's uber-important.

DELIVERABLES

To ensure you get what you paid for, we always list a set of DOs and DON'Ts because influencers (bless their hearts) will inevitably do weird things. So, you need a record of the hashtags to be used, any people or things that need to be mentioned in sponsored posts and the length of time the post is to stay published to a creator's site or social channel.

OTHER CRITICAL ELEMENTS

Contracts also include things like confidentiality clauses that require influencers to keep your super duper top secret secrets a secret... and indemnification that keeps you out of court in the event a zombie apocalypse, Yeti appearance or freak accident happens during the creation of the sponsored content.

Contracts are crucial, and the details you include in your contracts can save you time, reputation, and tens of thousands of dollars in litigation. Our iron-clad contracts allow our clients to have stress-free campaigns...but trust us when we say every clause in our contract was the result of a hard-learned lesson.



#08

Ship Products

Do you ever feel a little put-off by the need to visit an actual, real-life post office (with lines) and physically mail something? Well, influencer campaigns can create a boatload of shipments that need to go out fast. But shipping products is just one piece in the proverbial thousand-piece wheat field puzzle. You also have to think about...

Which products the influencer wants, clothing sizes, dietary restrictions, and other details (what you would think of as the most important of minutiae) that can quickly make the difference between you having a successful campaign and a major headache.

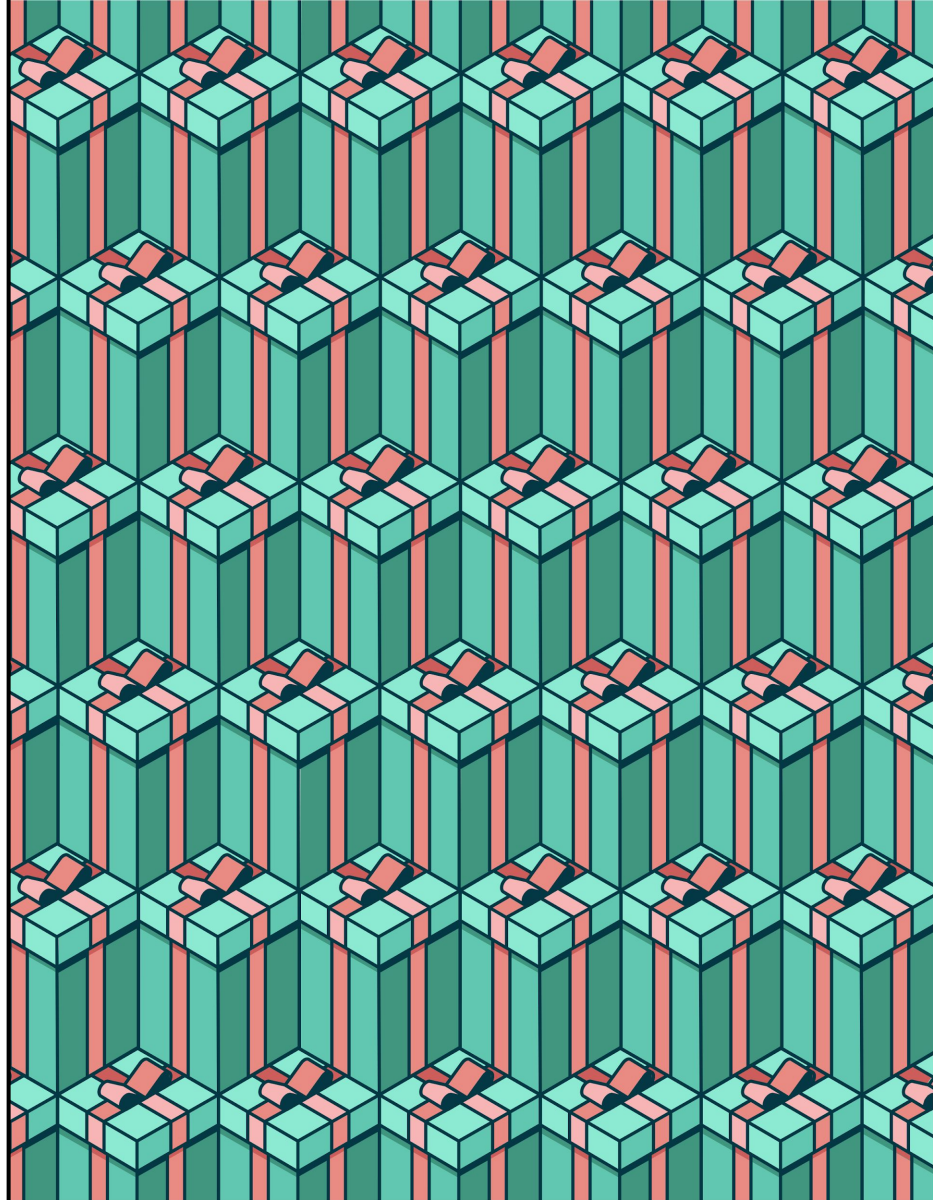
Then there are addresses, tracking numbers and emails from influencers who didn't receive their packages... (even though you for sure sent it and see that it's been delivered... wait is that the right tracking number?)

Then the follow-up... checking in with influencers who received their packages and staying on top of the content creation process.

All of this has to be done well ahead of when the posts should actually go live to give your influencers enough time to receive, test and rave about your products in whatever magical way they have agreed to do so.

It's a hassle for most brands, we know that.

But we have a dashboard that handles a lot of that for you (and us). All you have to do is enter tracking info into the dashboard, and it automatically sends that info to the influencers. The dashboard also updates automatically when packages are received.



A white hand with a green sleeve pointing upwards towards a white button with a dark blue shadow. The button has the word 'LAUNCH' written on it in dark blue, uppercase letters. The background is a solid light pink color.

LAUNCH

#09

Launch

There's one final step before you hit the Launch button on your campaign, and that's analytics.

The only way to measure the ROI of an influencer campaign (or any marketing campaign) is through analytics - being able to track clicks and monitor traffic.

With the exception of Instagram, every platform enables click tracking. Instagram is a little different because you can't embed links into the captions of your posts. The fix for that is usually just having influencers embed the links in their Instagram bios during the campaign. For blogs, it's a good idea to install pixel tracking to record impressions, but also to link tracking so you can distinguish purchases that come from an influencer's campaign from the other purchases processed by your payment gateway.

Tracking codes are a necessary evil. To accurately track the success of each influencer and the overall success of a campaign, each influencer needs a different set of tracking codes and tracking pixels that are specifically assigned to that influencer. If your influencers are talking about different products, each product will also need a different code that is specific to that product. Additionally, these codes need to be maintained somewhere and connected with tracking software. You also need to get these codes and links to your influencers and have them install and embed the codes in the right places on their sites, profiles and pages. Many of your influencers will have questions about how to do that.

As you can imagine, the tracking code thing turns into a big ordeal. But once it's done, you can roll out your campaign with the confidence that you've done everything you can to ensure your holiday influencer marketing campaign is properly structured, and tailor-made to help you reach your business goals.

That's the whole point of influencer marketing, after all.

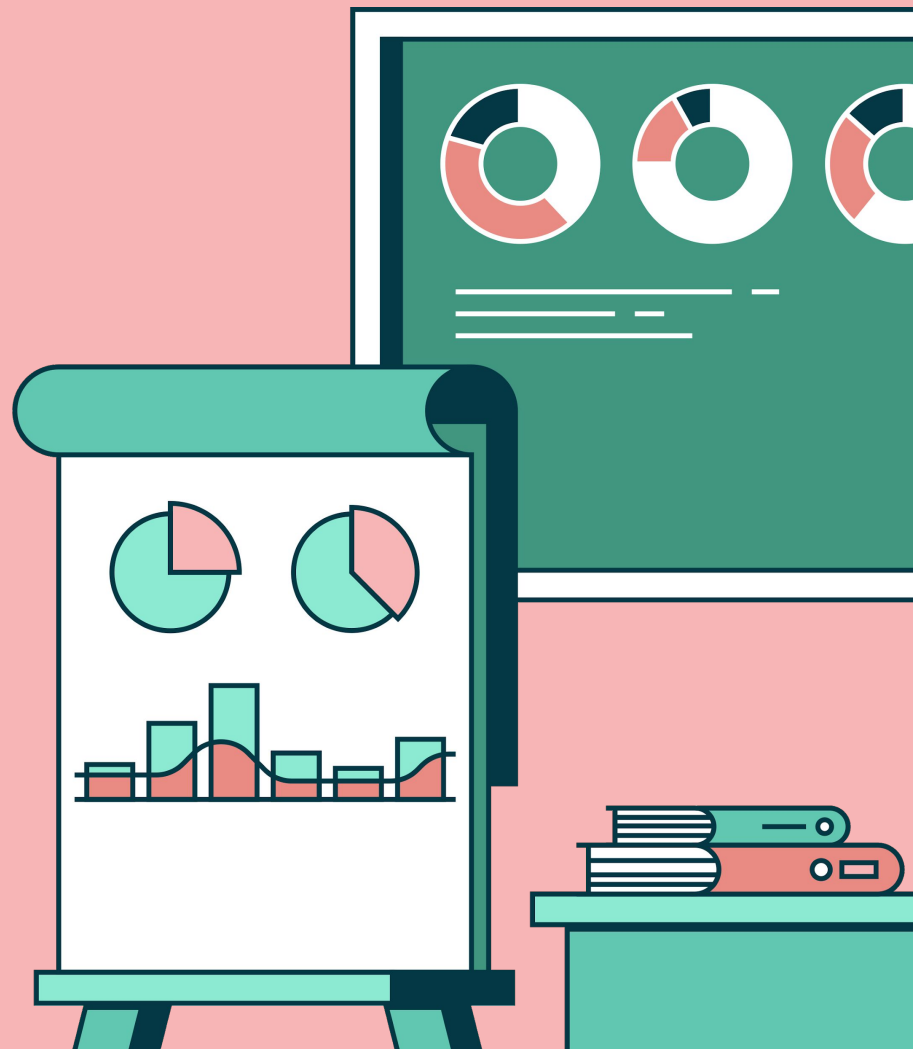
#10

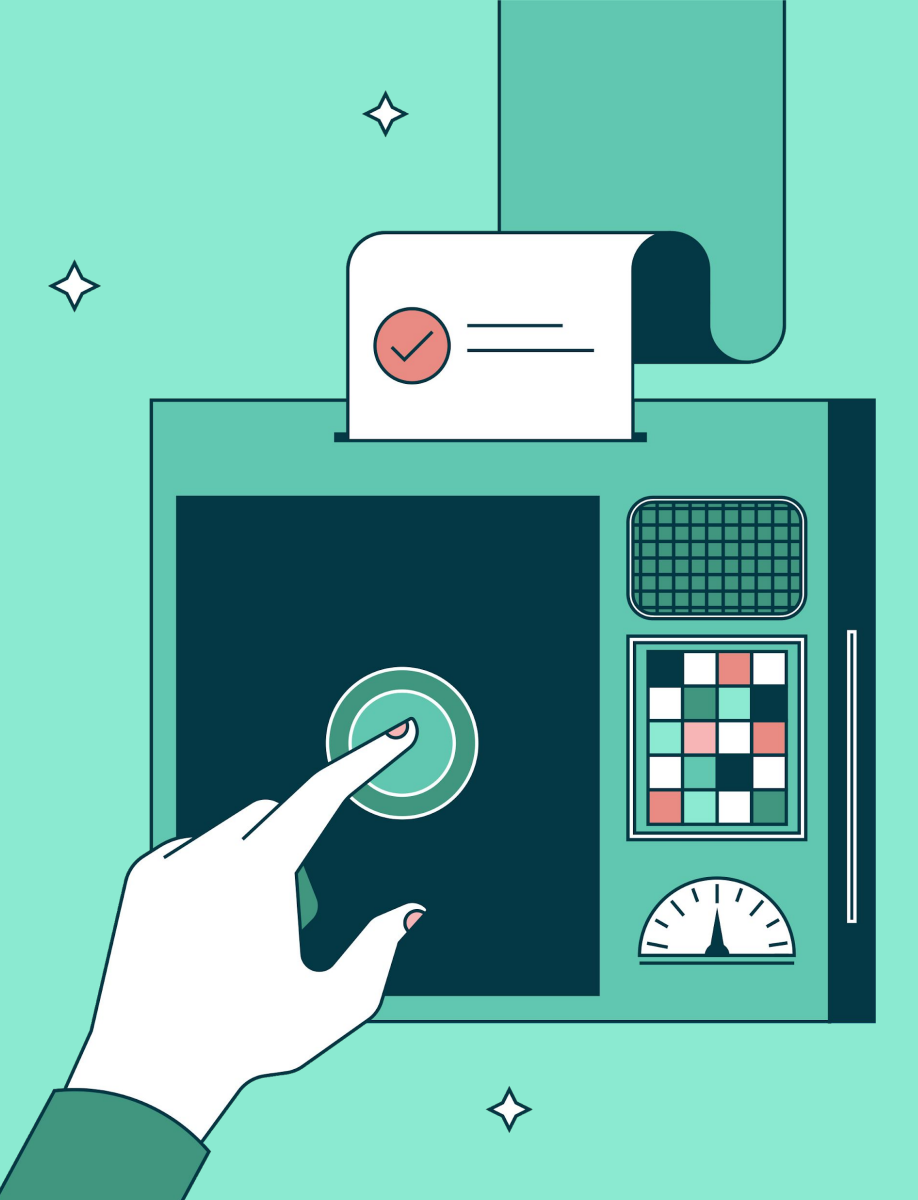
Continually Optimize

You can give your holiday marketing campaign the best chance of success by monitoring and tweaking the campaign while it's running. Effective marketing is not now, nor has it ever been, a set-it-and-forget-it type of thing. If we could set and forget marketing campaigns, fast food joints would have stopped making new ads decades ago. And fries. They wouldn't keep changing their fries.

At The Shelf, the optimization strategy is deeply-integrated into the overall strategy we map out with our clients at the onset of a campaign. Good influencer marketing strategies start with a year-long gameplan composed of large seasonal/product pushes, combined with always-on themes that generate a constant stream of awareness and re-usable UGC.

By closely monitoring your campaigns, you will begin to see which posts and themes people are responding to and how you can tweak your campaigns to get greater reach, more followers and better engagement.





#11

Scaling Framework

We design an optimization framework allowing us to test a variety of variables:

- Influencer targeting
 - Macro/micro
 - Verticals
 - Topics
 - Brand affinity
- Theme performance (variety of concepts)
- Which platforms perform the best
 - Youtube
 - Blogs
 - Instagram
 - Pinterest
 - Facebook
 - Twitter
- Which post type
 - Long-form
 - Photo
 - Stories
 - Videos
- Which boosting strategies lead to the best returns

The optimization framework is essentially a roadmap that allows us to continually improve your results and deliver data that can have profound effects across all of your marketing channels... not just influencer marketing.

Return on Investment

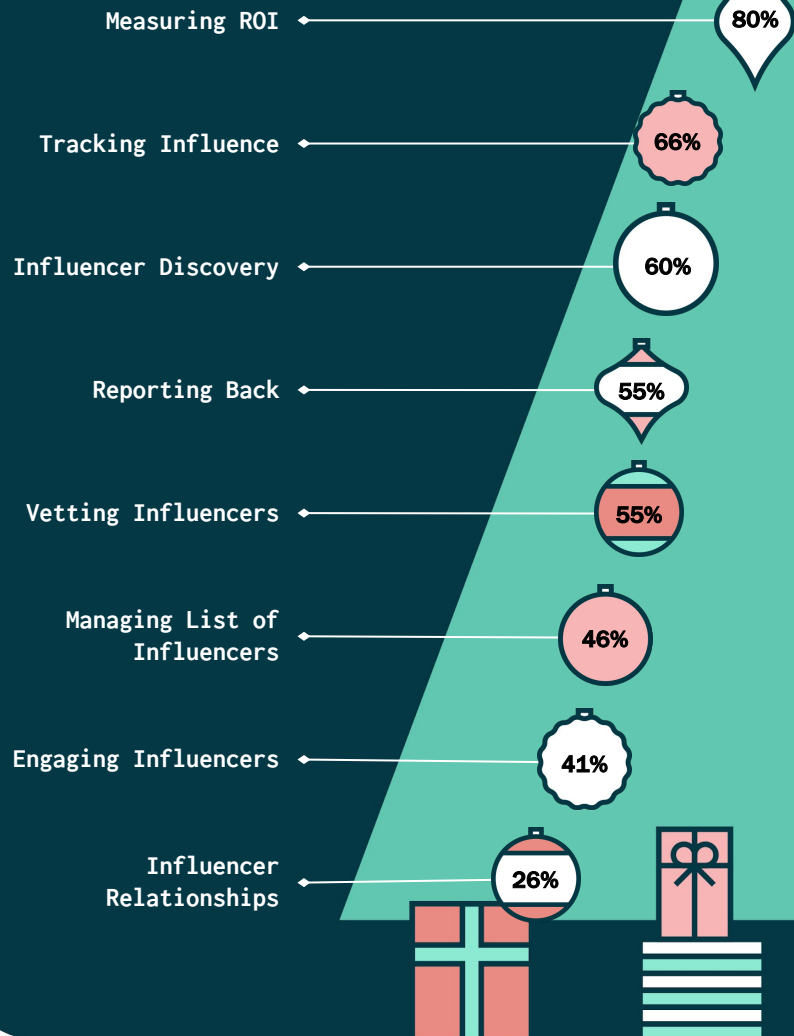
Okay, so let's address the elephant in the room... ROI.

Brands see real results from influencer campaigns. In fact, we have dozens of case studies chronicling the results we've gotten for our roster of clients, based on the KPIs our clients identify at the start of every campaign.

If you haven't yet mastered the process of mapping out your campaign goals, strategy and metrics, it can be tough to measure the success of an influencer campaign.

In 2018, authenticity and transparency in influencer marketing became a HUGE issue. Tracking influence is a challenge for 2 in 3 marketers, and vetting influencers is problematic for 1 in 2 marketers. You MUST be able to distinguish the real influencers from the fake ones! Without the tools to detect influencer fraud, brands can end up losing a lot of time and a lot of money paying someone with fake followers to wield influence he or she doesn't really have.

Remember: The value of influencer marketing is that you are able to run highly-targeted campaigns with the help of someone your target customer already likes and follows. So, part of setting a goal for your campaign is deciding which actions you want the audience to take and measuring how influencers are deploying those strategies to get people to take certain actions.



Aspects of influencer marketing that marketers would like to see improved



Strategy

We design unique campaigns targeted for your audience to help you reach specific goals. This includes identifying the right social platform, right type of influencers and right CTAs.



Concepts

We craft concepts and stories which position your products in a way that will inspire action from your target audience.



Guaranteed ROI

We guarantee the number of influencers, reach, engagements, and UGC you'll get in your campaign. We always over-deliver by healthy margins.



Targeting

Our large database of influencers, combined with our deep targeting interface, allows us to find those "needle-in-the-haystack" influencers who are perfect for your brand.



Vetting

This is a fraud-free zone. We'll vet your influencers AND provide you with ALL relevant information for Influencer Approval. That way, you can be sure you're getting the best influencers for YOUR campaign.



Streamlining

No more spreadsheets! We provide you with a Client Dashboard that is both a window into your campaign and a communication tool. Use the dashboard to share your input, choose influencers and approve posts.



Transparency

Access all campaign data and post schedules on your Client Dashboard. You see what we see. Share it with your team so they see what we see.



Reporting & UGC Rights

Access data (impressions, engagements, clicks) all in one place. We work hard to get the rights to every piece of content that goes live. Access/download UGC easily through your Dashboard.

How We're Different

Did you take a sec to look at the list of challenges that marketers say make it tough to run an influencer campaign? If you did, you will notice some of them have to do with transparency, while others have to do with measuring the performance of an influencer campaign.

The thing is, these are only challenges if you don't have the right tools to measure this stuff. And that's where we come in... The Shelf platform (that's us) turns that daunting list of challenges into selection criteria that you can use to choose the best, most effective influencers for your campaign.

So, forget about that laundry list of challenges. Erase them from your mind, and instead turn your attention to our list of value propositions on the left.

We Can Help You Get it Done

I know what you're thinking: "But there are only a few weeks until Christmas!! Is there enough time to launch a scroll-stopping, make-that-purchase-now campaign?" Yes, grasshopper, there is.

Running a successful influencer campaign is about gathering data and creating a plan for the best ways to leverage the data you have to get in front of your target audience.

That's crucial because...

Positive online interactions with brands drive sales. This is true across demographics and across verticals.

The 11-step strategy we laid out for you in this guide is just an outline you can use, a framework you can customize to deliver THE BEST results for your campaigns.

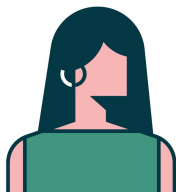
We are The Shelf. We do influencer marketing better than anyone else. If you need help rolling out an EPIC holiday campaign, we've got you covered.



We're amazing. Our results prove it.

We know, every company probably says that. Well... we'll actually back it up with data. (We really like data!)

Hey, we're total ninjas at rolling out **last-minute campaigns** (and it's almost the last minute). It's always good to get a little lead time, but last year, we did a number of holiday-focused campaigns within a two-week frame of time! So, get in touch now to get a proposal.

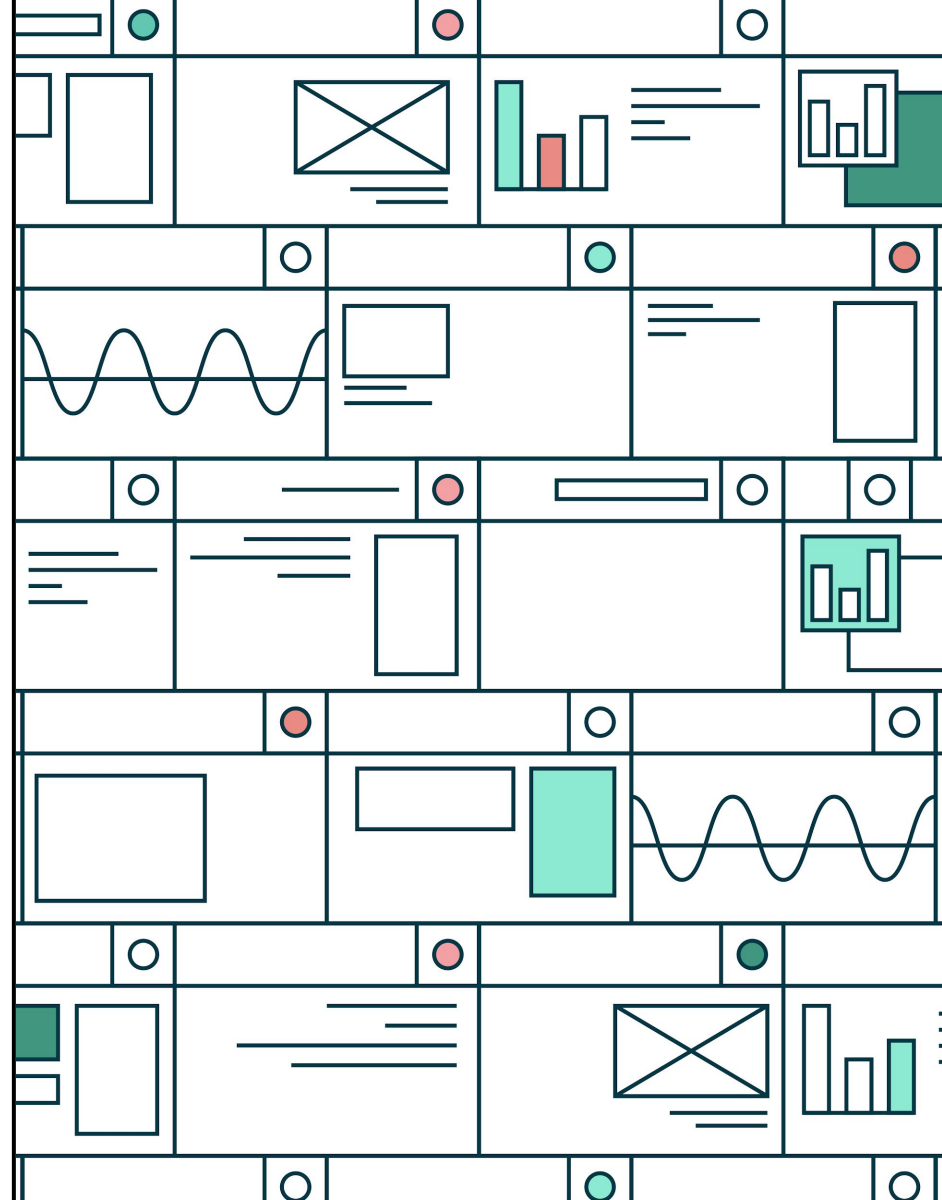



Send us over the date range for one of your recent campaigns with any relevant hashtags and we'll send you back a **free campaign report** that includes your current benchmarks as well as **improvements that we can help you make**. Worst case scenario... you spend a few minutes on the phone with a great conversationalist and walk away with an actionable strategy to crush it this holiday season. And this way, we both come out looking like heroes.

Call us at **212 655 9879**, or shoot us an email at sales@theshelf.com.

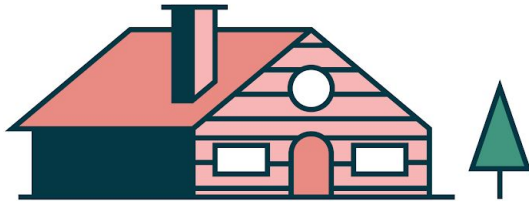
A Few Extra Resources

STATISTA.	http://bit.ly/2RXS1TI
STATISTA.	http://bit.ly/2PZ5JIj
STATISTA.	http://bit.ly/2PY0EjD
STATISTA.	http://bit.ly/2q04bTB
STATISTA.	http://bit.ly/20JmQJC
STATISTA.	http://bit.ly/2K7EW7f
FORBES.	http://bit.ly/2DnjwSq
THE SHELF.	http://bit.ly/2DK4FCy
THE SHELF.	http://bit.ly/2RY9Amw
THE SHELF.	http://bit.ly/2PsKzTu
THE SHELF.	http://bit.ly/2B8ArXh
THE SHELF.	http://bit.ly/2DGpuPm
HOOTSUITE.	http://bit.ly/2TgjHo7
HOOTSUITE.	http://bit.ly/2Q5v0Ru
HOOTSUITE.	http://bit.ly/2B8xCp8
HOOTSUITE.	http://bit.ly/2PrXNjv
WE ARE SOCIAL.	http://bit.ly/2Do5Nuw
ADESPRESSO.	http://bit.ly/2Tf0wLr
SPROUT SOCIAL.	http://bit.ly/2z6Zvfw
SPROUT SOCIAL.	http://bit.ly/2zaNrdE
BRANDWATCH.	http://bit.ly/2FmHJej
LODGING MAGAZINE.	http://bit.ly/2RYaQpK





Thank you!
Wishing You a Happy, Healthy
Holiday Season!



Contact us to set up
a free consultation session:
sales@theshelf.com

Visit us at:
theshelf.com

Call us:
212 655 9879

