

PROVEN PR STRATEGIES TO KICKSTART YOUR BRAND



STRATEGY 3: INFLUENCERS KEY POINTS + CASE STUDY

by
Agent99



2x Winner: Boutique PR Consultancy of the Year
National PRIA Golden Target Awards 2019
NSW PRIA Golden Target Awards 2019



Strategy 3: Influencers on a Budget

Media awareness has been really challenging to achieve during the pandemic. This is slowly starting to dissipate, but we have found that **influencers were (and are) becoming more important than ever** during the crisis: **If you can't achieve brand visibility through media avenues, then you want to be looking at the right influencers who are speaking to your audience.**

Through our extensive use and experience working with influencers, here are the key points you need to identify in order to initiate and nurture a strong and fruitful partnership with Influencer to promote your brand, product or service:

How to Harness the Power of Influencers to Amplify Your Brand :



1. Understanding social trends

During COVID the **usage of social media platforms increased by 61%** (statistic provided by Forbes), which was a huge jump, so the eyeballs are certainly there, and they will continue to be there. Based on the figures, **working with influencers and content creators to get that message across about your brand is more important than ever.** Instagram is the key social platform for influencers, however, Tiktok and Snapchat are also really efficient to achieve cut through, depending on the demographic you're targeting.



2. Determining the right platform based on your audience

One important question to ask is; **who you are trying to connect with?** If it's a younger audience, you can reach them through Tiktok and Snapchat. Instagram is a more mature platform, but Facebook is still really important, and LinkedIn is imperative in a business environment. It's about **having the right content, building the right (and well researched) relationships to get your message across via the right platforms.**



3. Influencers don't always cost money

A big **misconception about working with influencers is that they require a large budget to engage with.** That's not necessarily the case. Certainly, some of the larger content creators do need to have a budget attached to any project that they work on. However, we have worked with many micro Influencers, some with **over 200,000 followers through a collaboration via product sampling.**

Whether it's a product review, or to engage with your product, a partnership with a small budget of under a thousand dollars is possible.

How to Harness the Power of Influencers to Amplify Your Brand:



4. Identifying the best way to work with different Influencers

It's really important to do your research, understanding what each influencer/content creator specialises in, what they are really good at, and which other previous partnerships they may have engaged in. A lot of time goes into creating content, so some might not want to partner via a contra deal for product, and may seek a payment-based deal.

Be mindful of these points when you either direct message them or email them to initiate the relationship. Be clear with what is that you do and what you might have to offer that they would like to engage with. Being sensitive and understanding what can be achieved on a tight budget, will **create long term trusted relationships**.

Key Takeaways:



1. Understanding social trends

- Keep up to date with social trends, including usage, visitation and trending social media platforms



2. Determining the right social platform, based on your audience

- Understand who you're trying to connect with, and which social media platform(s) are appropriate
- Research the right content to be sharing, in order to understand the kind of influencer you want to work with and how they will engage with your target audience



3. Influencers don't always require a spend

- A misconception is that Influencers cost a lot of money to work with
- Many micro Influencers (with upwards of 200,000 followers) may partner with your brand for a smaller budget or through product sampling



4. Identifying the best way to work with Influencers

- Understand what they specialise in, previous partnerships, etc.
- Be mindful and sensitive when approaching influencers and discussing fees/methods of imbursement



Contact Sharon, Director & Founder, Agent99

Questions? Comments? If you would like to know more about Agent99 & how we can help you and your business, get in touch today!



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Case Study: Fjällräven

Fjällräven is another one of our clients. They are a global outdoor lifestyle brand that specialises in clothing & backpacks.

One of their products is the iconic Kanken backpack. It appeals to a **younger demographic** and is one of the highest sold backpacks in the world. In recent months, they have launched a new art series, so, they partnered with artists around the world to create beautiful backpacks that were quite artistic looking.

What we found in that cohort that loves these bags is that **they like to personalise**. They love their own backpacks looking and feeling really **unique**, so we launched this series with Australian embroidery artists.

We **selected ten Influencers and sent them a Kanken backpack**. We asked that they **personalise their own and then share that journey with their audience**. The results have been incredible so far. This is an ongoing campaign, but the **combined reach has already been over half a million Australians**. So, it's an incredible amount of people that are seeing these beautiful new bags being personalised.

Apart from that product itself, there was zero investment. We didn't exchange any money with any of the Influencers. They did that because they are **passionate about the brand and they wanted to personalise their own backpacks**. Clearly this has been driving visibility as well as traffic, which our client is being monitoring very closely and then **converting over to sales**.

From this example, you can see how you can certainly work with Influencers if you've got the right idea, the approach is correct, and you have got something that's really appealing for them. You can certainly achieve an amazing result on a very small budget.

Key takeaways:

- Understand your audience & partner with appropriate influencers
- Partner with Influencers that share the values/interests/passions of your brand and your audience
- The right partnership doesn't have to cost a fortune

