

Social Media: The Power of Influence



Presented by: Leah Williams

Perception



Perception

Perception molds reality for your audience

The story you share online becomes the perceived reality for your audience.



What is influence?



What is influence?

Textbook definition:

The act or power of producing an effect without apparent exertion of force or direct exercise of command.



What is influence?

Simply:

Influence is when you talk people listen,
they act, and they buy.



What is influence?

Captivating content fuels influence by enforcing elements of perception.



Types of influencers



Types of influencers

Nano

1K - 10K followers

Reach super-niche audience(s)

Humanize your brand

Small business budget

Small, yet mighty

Average pay per post: \$10-\$100

Micro

10K to 100K followers

Established as credible sources of recommendations in targeted areas

Strong rapport and credibility in their niche

Tight-knit communities that are highly engaged

Average pay per post: \$100-\$500

Macro

100K to 1M

Work well when you have a large budget

Experts on using social platforms creatively and creating quality user-generated content that will help build brand recognition and visibility

Experience with being an ambassador for a brand

Average pay per post: \$5,000-\$10,000

Celebrity

1M+

Followers span every group you can imagine

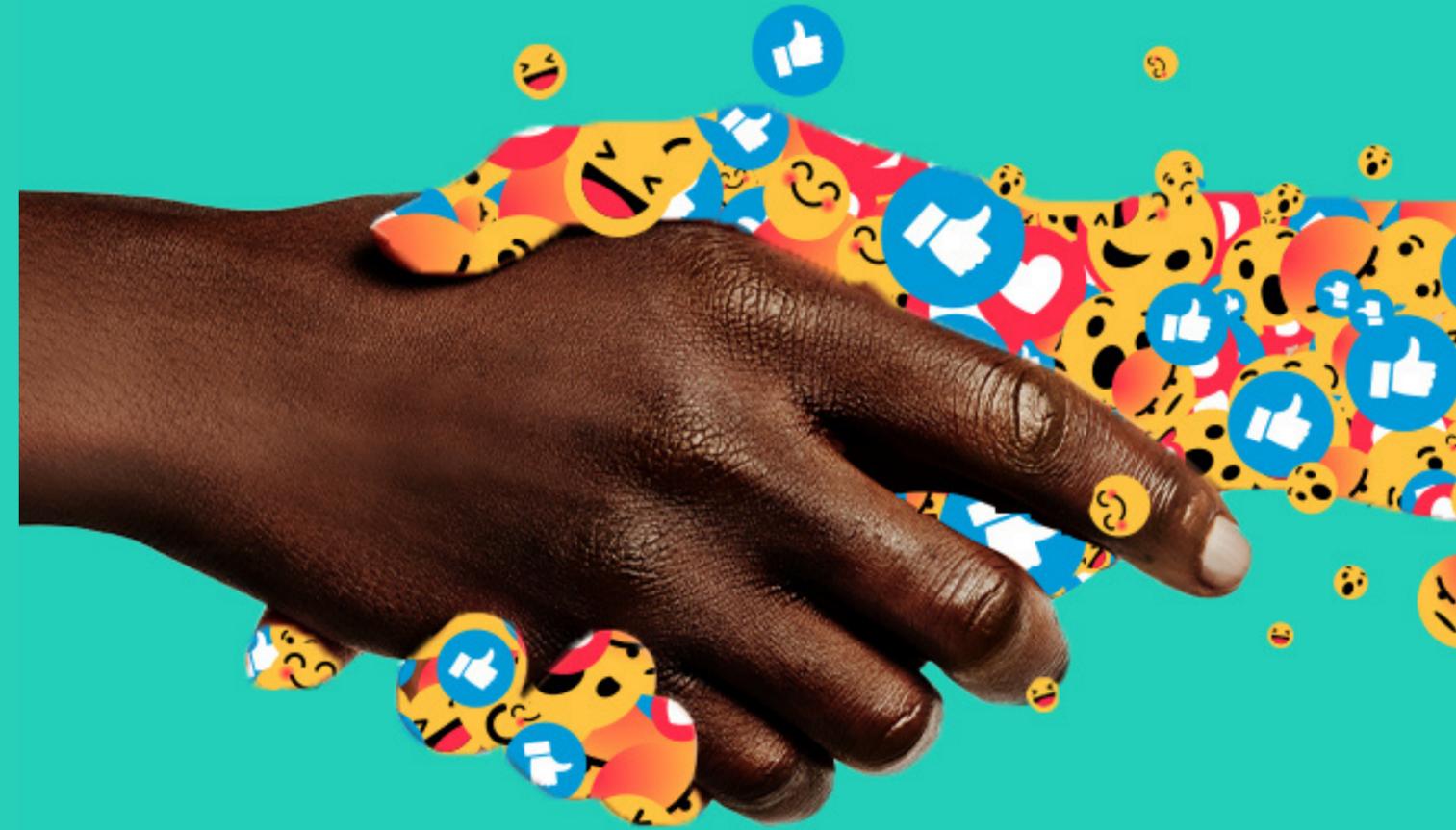
Only use this influencer type if you have a massive budget and you need a high-visibility campaign

Average pay per post: Varies, but starts at \$10,000+

Types of influencers

Influencers can also be categorical:

1. Niche Bloggers and Vloggers
2. Social Media Savvy Subject Matter Experts
3. Minor/Major Celebrities
4. Writers
5. Thought Leaders
6. Niche Photographer



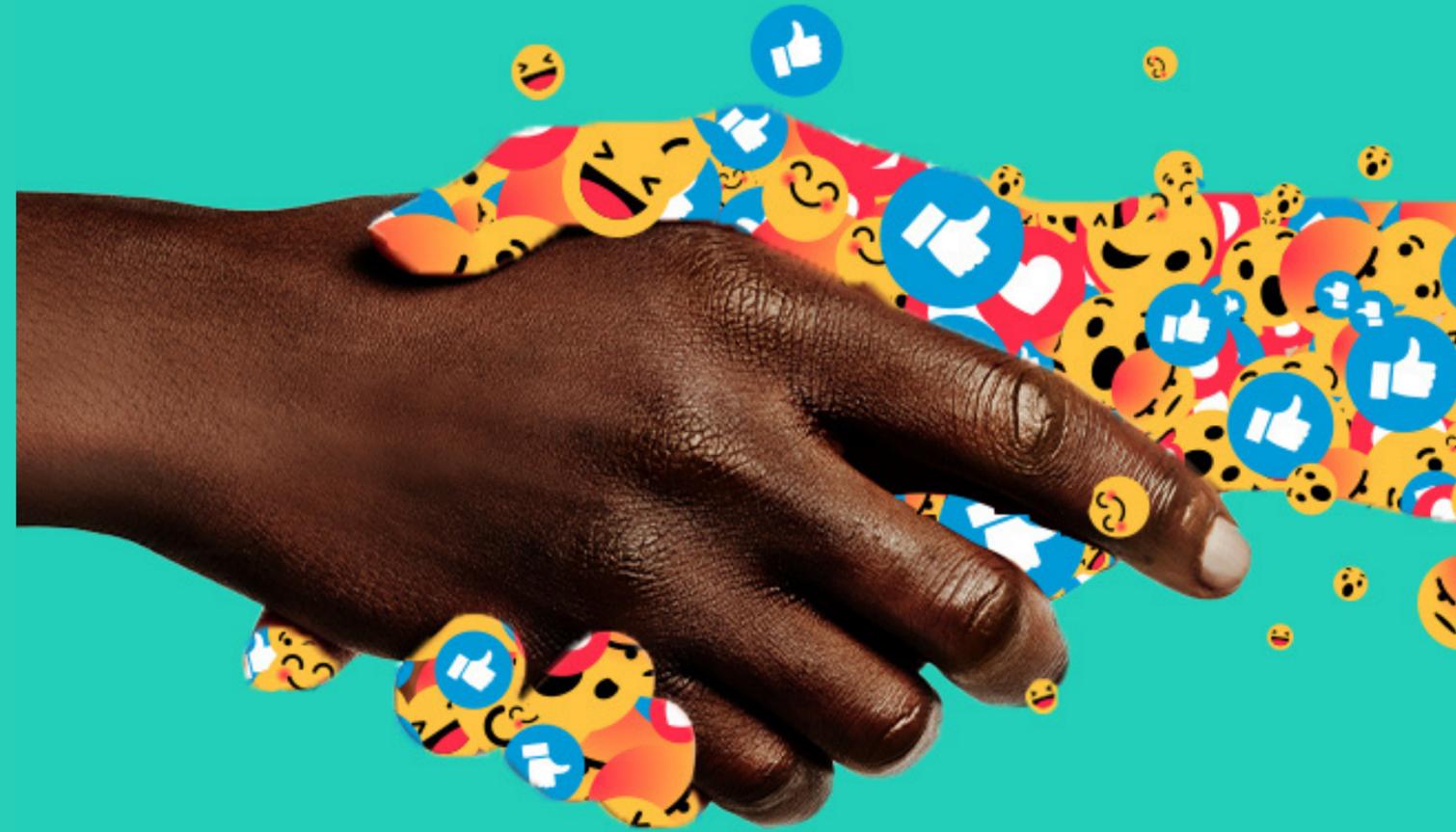
The business value



The business value

Influencer marketing builds partnership and brand advocacy through:

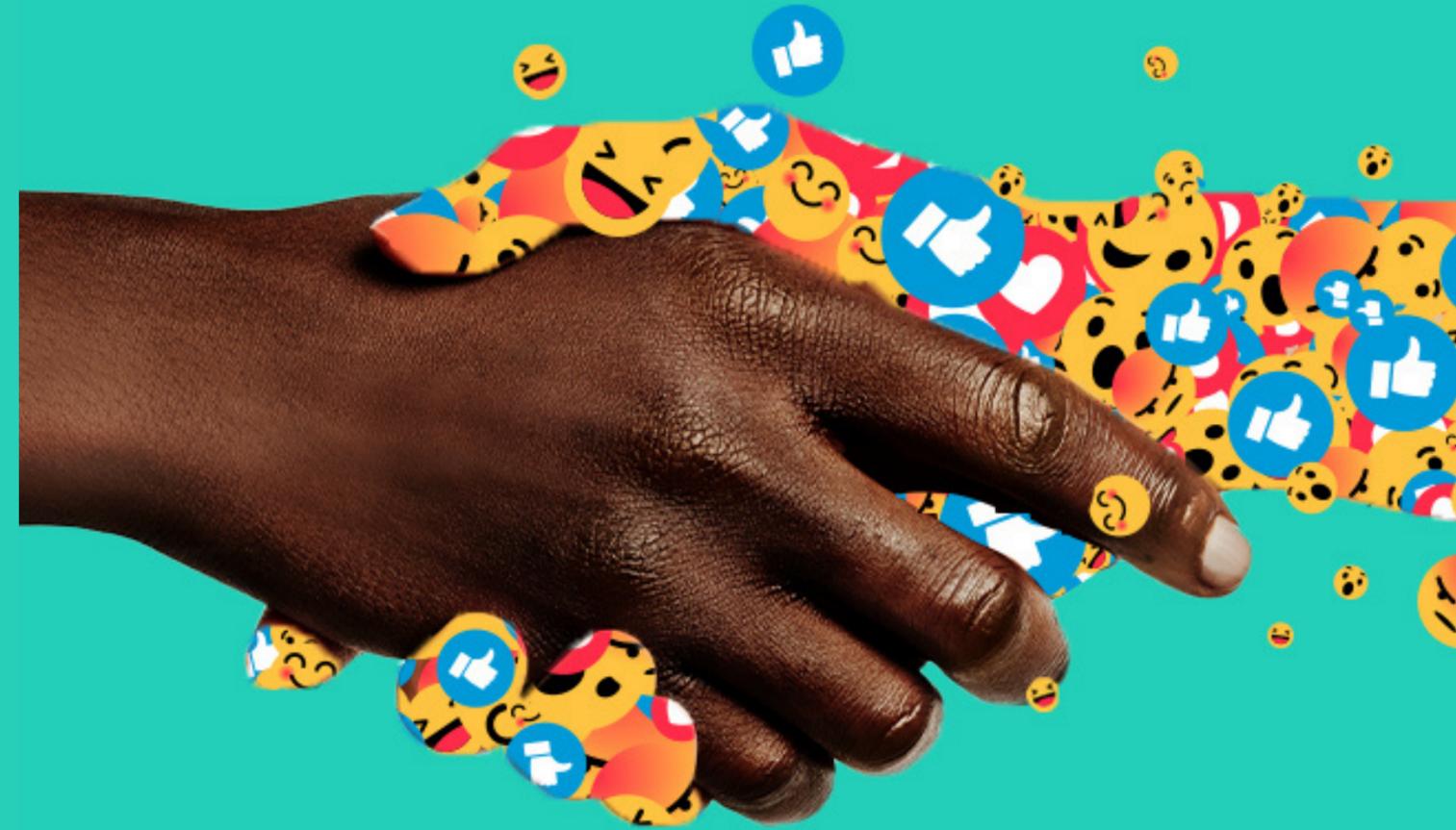
- Curated Content
- Authenticity
- Loyalty



The business value

Influential strategic touch-points can help solve 95% of content marketing challenges for businesses by:

- **Attracting** new audiences
- **Engaging** with current and potential customers
- **Converting** credibility in to action
- **Retaining** community participation
- **Advocating** shared experience



The business value

The reality is everyone is still figuring it out...

24% of B2B brands are still experimenting

vs.

10% of B2C

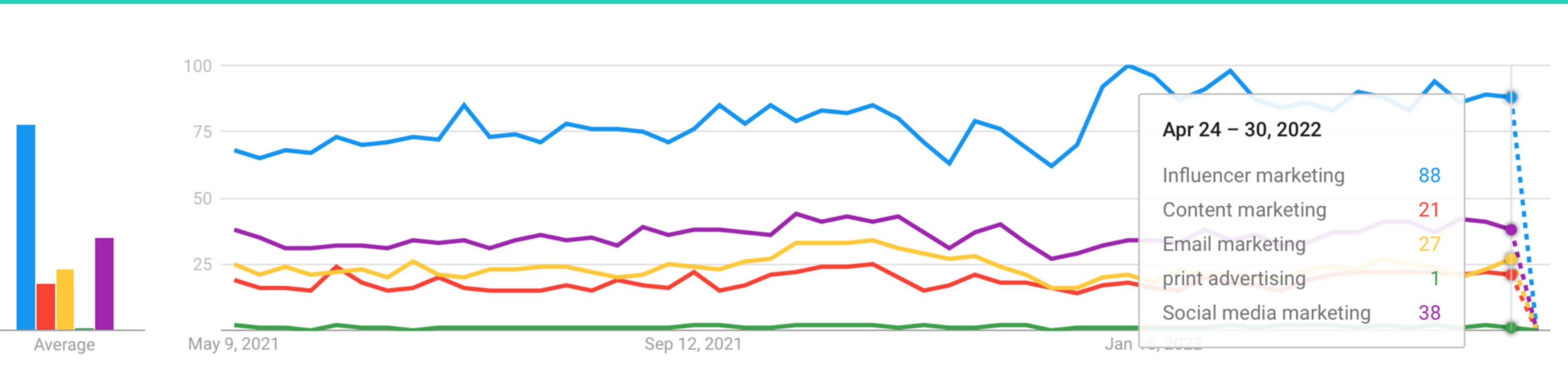
Nonetheless,

91% of brands say influencer marketing is effective.



The business value

Various digital initiatives show influencer marketing tactics are working:



The business value

Influencer Marketing ROI:

Brands earn an average of \$5.78 USD per \$1 spent on influencer marketing.

Highest ROI generated by:

- Affiliate links
- Percentage of sales



The business value

Why invest?

1. Real-time results
2. Builds brand awareness
3. Loyal brand ambassadors
4. Your customer(s) will be worth more
5. Reach new markets faster
6. More relevant and meaningful customer touch-points



The business value

Is Influencer marketing right for you?

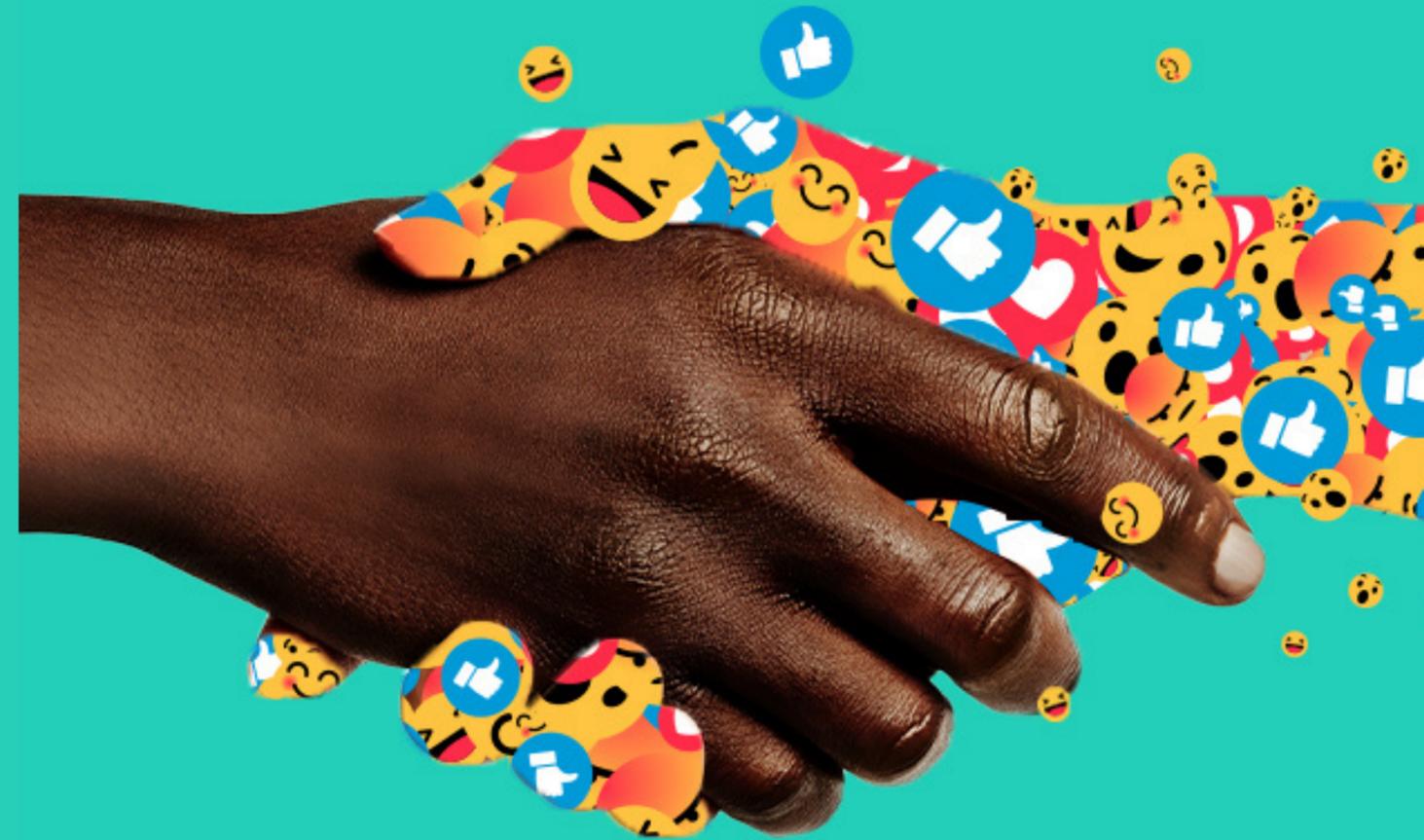
- Are you looking to speak to a diverse audience?
- Are you trying to captivate a target audience that isn't converting through other digital touch-points?
- Is there a thought leader captivating the market with messaging that aligns with your market goals?
- Is there an industry conversation you should be apart of that align with your marketing efforts or defined goals?



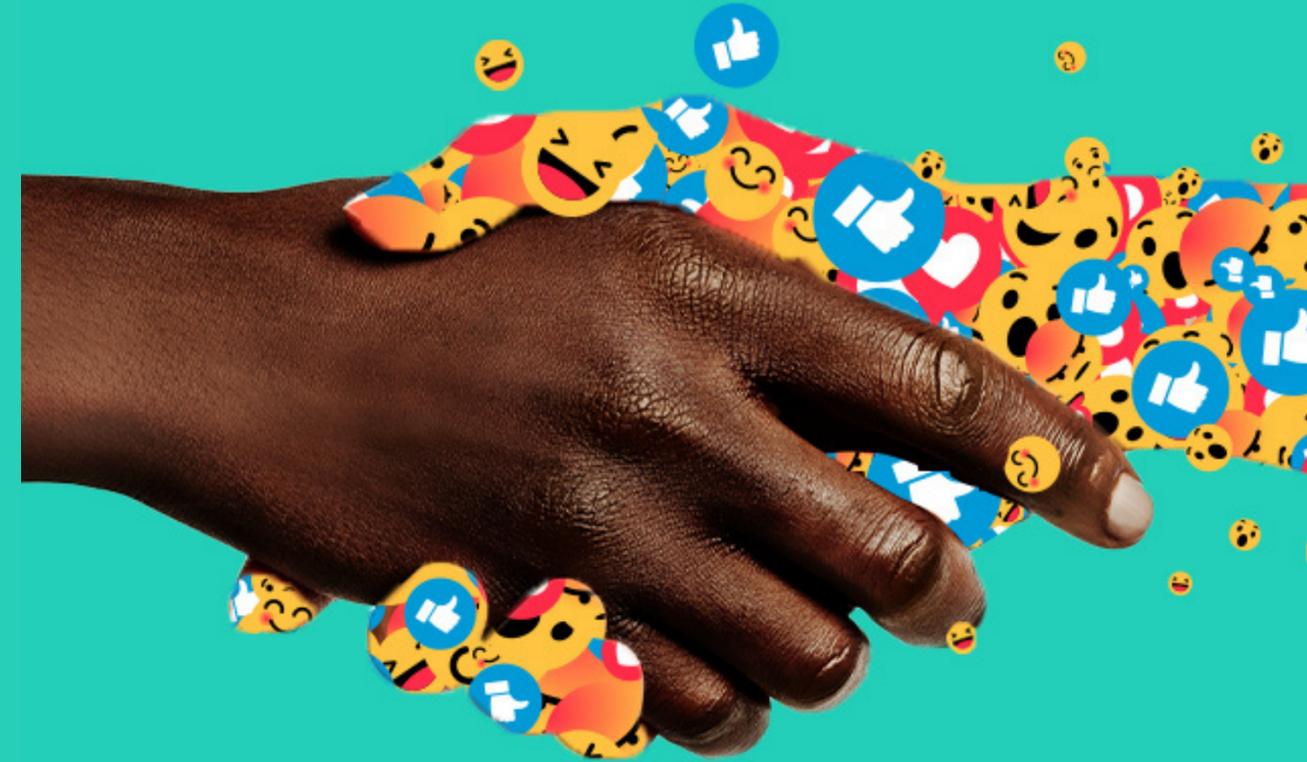
The business value

Influencers can help support your messaging

The ultimate goal is to ensure your efforts are achieved by partnering in a mutually beneficial way to obtain said goal



Build an influential
footprint for your
business



Build an influential footprint for your business

Your foundation is key

1. A well written bio goes a long way:

What's your story and what sets your brand a part?

2. You don't always have to have the best photos:

However, ensure there's thought and consideration in the presentation of the images or videos.

3. Your core values are your north star:

Your business mission, goals, and values need to align with your tactics and affiliates - everyone needs to be marching to the beat of the same drum.

4. Identify your brand voice:

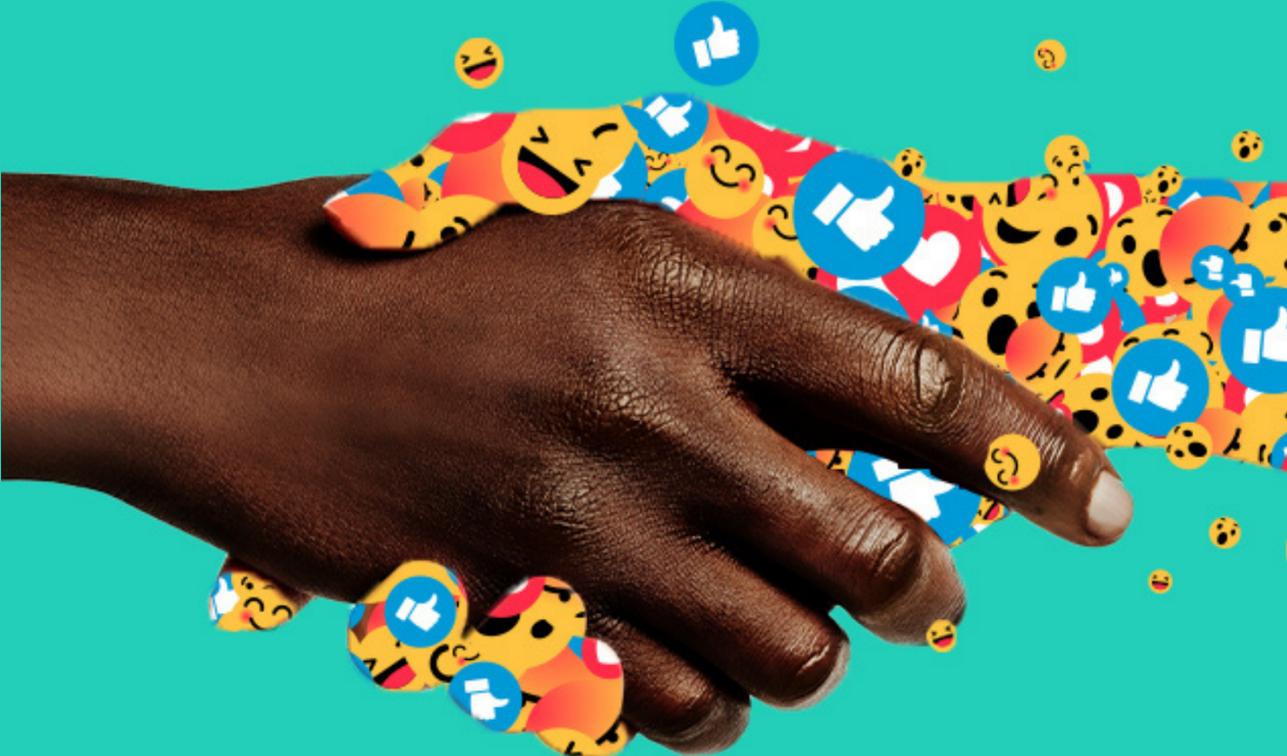
How you "speak" will attract or detract different audiences.

5. Have a point of view:

Being unique and strategic is key.



Diversity



Diversity

Diversity is not just race, but:

- Age
- Sex
- Sexual orientation
- Socioeconomic
- Geographic location



Diversity

There's opportunity to captivate a diverse market

A lack of representation decrease brand visibility and potential sales.

Solution:

Diversity and inclusion efforts through strategic digital touchpoints

Consistent Variable:

You don't have to alter key audience factors (i.e. annual income) – however, casting a wide net will help expand reach.



Diversity

Examples:

theyachtweek Croatia



Liked by deaharris2022 and 4,123 others

theyachtweek Croatia Week 30, you gorgeous humans, it's been a blast 🌟 You all have a place in our hearts foreverrr!

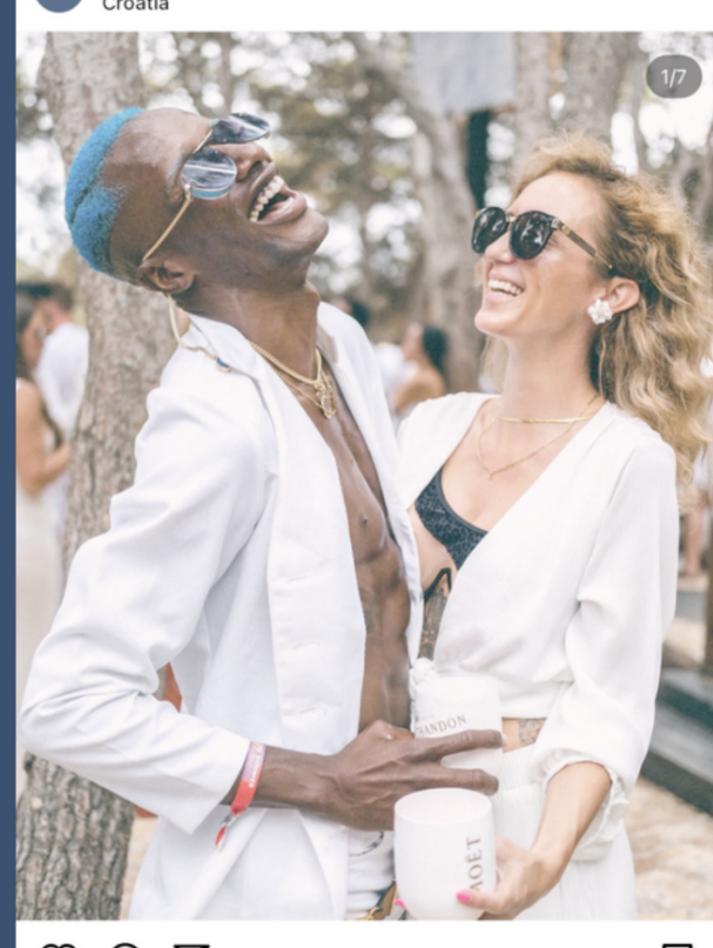
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theyachtweek Nothing but good vibes from our W28 tribes 🍷 It's truly been a week to remember Croatia, so here are your highlights..... more

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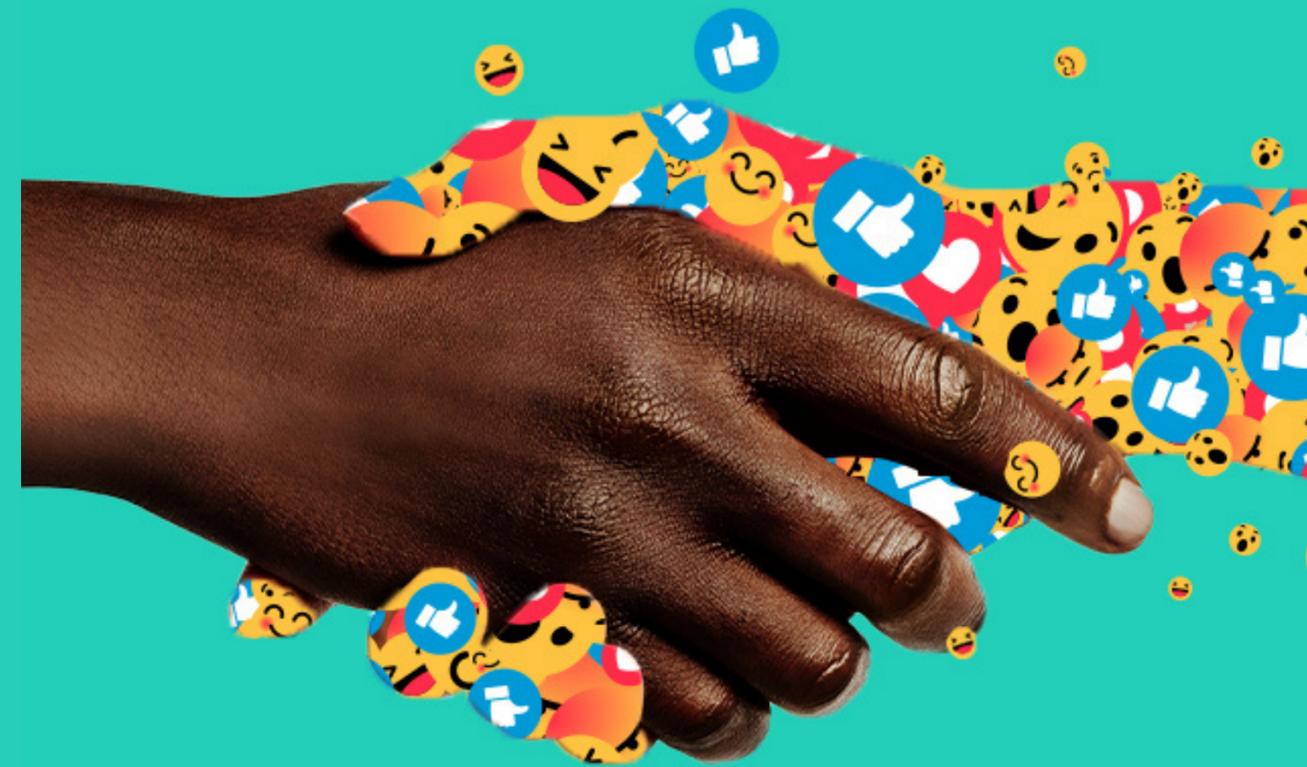
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In closing



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Define how you want influence to help your business efforts:

- We each have the ability to influence our respective audience(s)
- Identify your core values and authentically share them through thoughtful touch-points and strategic tactics through your digital content
- Influencers are partners that can help you share your business goals
- Perception becomes your consumers reality - what story are you sharing?
- Consistency is key - influencers can help maintain consistency and support diversification efforts
- Diversifying your audience can help increase brand visibility, your digital footprint, and sales



In closing

I'm happy to help

My agency can help support you and your business with:

- Identifying influencers that can support your initiatives
- Strategic online and offline campaigns
- Diversity and inclusion strategies and market implementation
- Brand experiences to reach a wider audience
- Already have an agency partner? We can serve as your diversity partner in ensuring authenticity and impactful inclusion tactics



In closing

Stay connected:

Leah Williams, *Founder + Lead storyteller*

leah@1929social.com

770-905-2748

