

INFLUENCER
MARKETING

MISTAKES TO AVOID

04/20

// IN BRIEF

Influencer Marketing
Mistakes to Avoid

As the chatter from the global event that is the COV-19 spread takes over our social feeds, it's become all the more apparent that influence matters. On March 11th, there were nearly 22 million mentions of coronavirus on social media, [according to Sprinklr](#).

And as the world plans its next moves, your brand may still be looking to influencers to help you stand out from all that noise. And indeed you should be! Influencer marketing has proven to be effective – with one of our recent influencer activations reaching over three million people. That's more than the entire population of Chicago!

But, in this sensitive time, it's all the more important to use an experienced agency to vet your influencers for you. When we are working with you to plan your next influencer collaborations, there's a few key mistakes that can and should be easily avoided.

No 1 DON'T PERPETUATE MYTHS

Influencers in the midst of this crisis are all searching for ways to stay relevant to their unique verticals. But some influencers are definitely reaching more than others. And in the process of trying to achieve relevance, it can be a slippery slope into the territory of peddling misinformation. BuzzFeed News reported in its [recent newsletter](#) on March 13th 2020 that influencers, like [@coachkrystal](#), were sharing bad wellness tips for how to combat the crisis.

While posts like this may get engagement in the short-term because they are topical, savvy users will immediately point out their inaccuracies and your brand could take a huge reputation hit in the long-run.

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*@lukestonesuk
#IAMBOLD
Swatch*



@mformorena
#MyMillennium
Millennium Hotels

Nº2

DON'T FOCUS ON ONE TYPE OF INFLUENCER

When you are collaborating with an influencer, what you see on their feed is exactly what you'll get. Even if you brief the influencer to do something different, many influencers have a set style or filter preset that they use as their go-to. That's why the vetting process with an agency like ours is one of the most important aspects of the content production process.

We will give you options for influencers to work with who fully align with your brand – rather than trying to force someone who just doesn't suit. But before you approve the project, make sure you have a good look at the influencer's feed to get a feel for their imagery and tone of voice. This will help you avoid any buyer's remorse!

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@iansangala
#StayAllTogether
Chelsea Football Club



Nº3

DON'T JUST RELY ON 'ONE-SHOT' COLLABORATIONS

One thing that will be an inevitable outcome from the COVID-19 crisis is that the survival of most businesses will depend on their ability to think long-term. The same applies when brands are thinking about partnering with influencers. When the influencer's audience see that you are a brand that they really trust, it will add authenticity to the message.

In fact, according to one report by Social Media Today, emotional attachment to YouTubers is 7x greater than to other celebrities. And it's that emotional attachment to an influencer's message that often translates into a change in people's purchasing behaviour.

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Nº4

DON'T FOCUS JUST ON FOLLOWER COUNT

This one is very important because it's one of the biggest logical fallacies in the industry. Brands often equate follower count with impact, and the results simply do not show that. We know of at least one influencer with at least one million followers whose promo code recommendation didn't generate a single uptake for the brand! So the golden rule for influencer collaborations is really to focus on

engagement rates rather than reach as a standalone metric.

Both are important, depending on what your campaign goals are, but engagement will ultimately prompt more action on behalf of the influencer's audience.



@thevintagevision
#LoveMyMillennium
Millennium Hotels

*Those little touches
that make people feel
like they are getting a
personalised experience
really matter.*

Nº5

DON'T FORGET TO ADD SPECIAL TOUCHES

What really helps influencers create outstanding content is when brands are willing to go that extra mile to provide them with things worth talking about. Whether it's a special edition of your product or providing extra experiences for them to enjoy during their stay, influencers can only tell the stories that they are living.

As the hospitality industry in particular shifts strategy to hometown hideaways and secluded staycations, those little touches that make people feel like they are getting a personalised experience really matter.

Ultimately, we want these guidelines to inspire you to embrace the power of influencer marketing – rather than shying away from it, waiting for the time to be right. Influencers can provide a 'trusted voice' amidst all the din, and that is exactly what companies like yours really need to get through this challenging time with your brand identity unscathed.

do is important in this hyper-sensitive time for communicators like you. But there are aspects to this new style of living and social distancing that may make the time just right to invest in influencer marketing to get your message across.

Knowing what not to

THREE REASONS TO WORK WITH INFLUENCERS NOW

MORE EYES ON INFLUENCERS

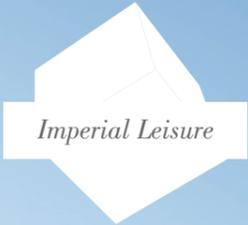
People are turning to social media as a means of escapism and information gathering. That means they will be seeing more influencer activity than ever before. One influencer agency found that there has been a 76% increase in Instagram likes on their influencer campaigns (posts #ad) since coronavirus has kicked off.

INFLUENCERS CAN BE AGILE

With the government's advice for social distancing in mind, many companies aren't risking putting any large-scale productions in place at the moment. Thankfully, many influencers are one-person content production teams that are able to work all from the comfort of their bedrooms.

INFLUENCERS CAN QUICKLY REACH TARGET AUDIENCES

Speed of communication is one of the most important factors at play here. Because influencers have a more specialised audience, they can cut through more quickly to the heart of your target group. And because influencers know their audience well, they can suss out what kind of content their followers really want to see.



Now, we realise that this situation is constantly evolving, day by day. So it may be that, even by the time you've finished reading this, a new update will have emerged. And that's OK. Because our trained team is ready to respond to anything that gets thrown at us with grace and style.

It's a new world out there, but we can find a way to navigate it together. So when you're ready, feel free to reach out to set up a collaboration. And in the meantime, we encourage you to keep calm and wash your hands!

GET IN TOUCH

(WITHOUT TOUCHING)

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#IAMBOLD
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