



Performance **Influencer Marketing** Guide

Influencer Marketing That
Goes Beyond Awareness
and Vanity Metrics



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Introduction: The Rise of Influencer Marketing as a Performance-Driving Investment for Advertisers

Influencer marketing is a powerful tool used to change perception, build trust, and lock in conversions – but it hasn't always been seen in this light. In previous years, brands often partnered with creators solely to increase brand awareness or engagement for a product or service. Nowadays, businesses far and wide are seeing the all-encompassing value of influencer marketing on their bottom lines and how influencers can be true full-funnel drivers.

61%

of consumers trust influencer recommendations¹

88%

of consumers have been inspired to purchase based on what they saw from an influencer²

Influencers have the power to reach consumers throughout the purchasing journey, from promoting awareness during the discovery stage to securing the final sale. In our world today, people can sniff out a sales pitch in seconds; however, influencers have the ability to connect with their followers in an authentic way. In fact, [90% of marketers](#) say their influencer marketing ROI is equal to or better than the ROI of their other marketing initiatives, and influencers account for **more than half** of the [marketing budget for 17% of companies](#).

Source: [1](#) [2](#)

More and more marketers are seeing the performance value of influencer marketing that goes beyond awareness and vanity metrics to bottom-funnel performance. That trend is poised to continue. The growing industry is on track to be worth up to **\$15 billion by 2022**, up from as much as **\$8 billion in 2019**.*

Influencer marketing is transforming the way companies do business. Are you ready to embrace all that influencer marketing can offer your brand?

In this guide, we'll highlight the influencer trends we're seeing today, provide tips on maximizing your investment, show how to measure influencer marketing ROI and performance, share predictions for the future of the industry, and so much more.

"The role of influencer marketing has changed drastically since its initial inception. When it started, the whole point of influencer marketing was to work with influencers who had the highest reach and to use them as a distribution channel. That has changed over the past few years to working with content creators who are conversion drivers and giving brands the opportunity to repurpose content onto additional channels – saving time and money."



Crystal Duncan

SVP of Influencer Marketing at Tinuiti

To start, let's dive into the **four major influencer marketing advertising trends** we saw in 2021 and what they taught us.

*Open Influence 2021 Trends Report

Top Influencer Marketing **Advertising** **Trends** To Watch

Top Influencer Marketing Advertising Trends To Watch

1. A greater focus on diversity and inclusion

Representation is a critical part of any marketing strategy, and influencer marketing is no different. In recent years, we've seen an increasing number of brands working with influencers who come from a wide variety of backgrounds, cultures, and communities. Putting a focus on diversity, equity, and inclusion shouldn't just be a trend, it needs to be a foundational piece of your brand and marketing campaigns from the start.

Consumers care about diversity, especially when we look at younger demographics. In fact, "76% of Gen Zers feel diversity and inclusion are important topics for brands to address, compared with 72% of millennials, 63% of Gen Xers, and 46% of boomers" ([Source](#)). We're excited to see a larger, much-needed, focus on diversity and inclusion in the influencer space, and we expect more brands to embrace authentic representation in their marketing activations in 2022 and beyond.

2. Live shopping environments and social commerce on the rise

As many retailers closed their brick-and-mortar stores at the start of the COVID-19 pandemic, brands leaned on digital-marketing tactics, like the use of influencers, more than ever before. We've seen many

brands work with influencers to tap into new, quickly emerging live-shopping environments. [Live shopping](#) on its own is a great tactic, but when you add a well-known influencer into the mix, you have the opportunity to reach an even larger, more engaged audience. Remember, live shopping is a win for both your brand (driving sales, awareness, etc.) **and** the influencer (connecting with/entertaining their audience in a more authentic, relatable way).

"Live-stream shopping will take off and TikTok will pioneer this capability in the U.S. in 2022. They've been testing into this already, but as this becomes more prevalent, I expect advertisers to become interested, especially retailers. There's already a lot of increasing momentum in the area of live shopping in China, and I think this will make its way stateside soon."



Avi Ben-Zvi

VP of Social at Tinuiti

The adoption of social commerce, coupled with influencer marketing, has also increased over the past year as consumers' shopping habits have evolved. While many brands were already embracing social commerce prior to the pandemic, the need to have a well-rounded digital-retail strategy became more critical than ever. The pairing of social commerce and influencer marketing activations will undoubtedly carry into the post-pandemic world. In fact, we're already seeing a rise in U.S. [retail social commerce sales](#) that is expected to reach **\$79.64 billion by 2025**.

3. Measurement matters

According to [eMarketer forecasts](#), influencer marketing spend in the U.S. is expected to surpass \$4 billion in 2022. This industry is clearly growing at a rapid pace, and measuring the impact of influencer campaigns is becoming not only important, but also necessary. The view of influencer marketing is shifting from awareness and engagement plays to a performance-driving, measurable investment for brands. Thanks to advances in the technical capabilities of click-through commerce, along with shoppers' increasing adoption of digital purchasing, today we are able to more accurately measure influencer marketing's impact not only on awareness, but also across all stages of the funnel, top to bottom.

"The industry is changing – we are seeing that more marketers and brands expect to understand how their investment in influencers impacts their bottom line. No longer can we rely on vanity metrics to tell the story of success in influencer marketing; we need to hold ourselves accountable and have the infrastructure in place to track through to more impactful metrics like conversions."



Crystal Duncan

SVP of Influencer Marketing at Tinuiti

For a deeper understanding of influencer measurement, check out, **"Ongoing Optimization and Measurement to Build Your Influencer Army,"** featured later in this guide.

4. Long-term partnerships > One-time deals

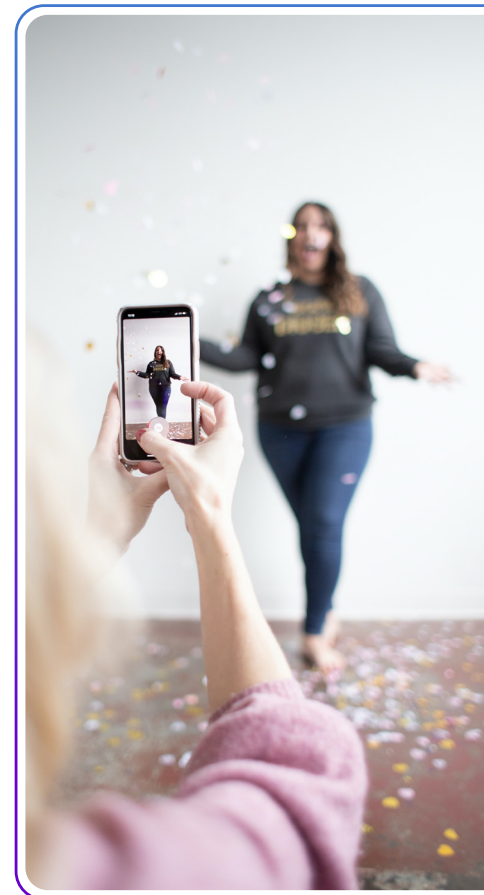
One-and-done influencer relationships are a thing of the past. We're seeing that audiences are more likely to build trust and rapport with brands when they see them more often over time. We've seen a recent trend wherein brands are building long-term relationships with influencers, who in turn become true ambassadors for their products or services.

"There are so many benefits when you work with an influencer on an ongoing basis; first, you are building more trust with both the influencer and their audience, and we know trust leads to brand loyalty. Second, we see improved performance and more efficient execution. This is because the influencer knows what is resonating with their audience over time, and they understand what the brand is looking for, so their content is quicker and easier to review. Finally, you're building a long-term relationship with this influencer, which should translate into a brand fan for life."



Hope Herline

Strategist, Influencer Marketing at Tinuiti





The Value of Having Sophisticated **Sales and Conversion Tools** to Track Performance

The Value of Having Sophisticated Sales and Conversion Tools to Track Performance of: Influencer Marketing | Digital Shelf | Social Media Ads



Larry Beaman

Chief Growth Officer at gen.video

Move to ecommerce

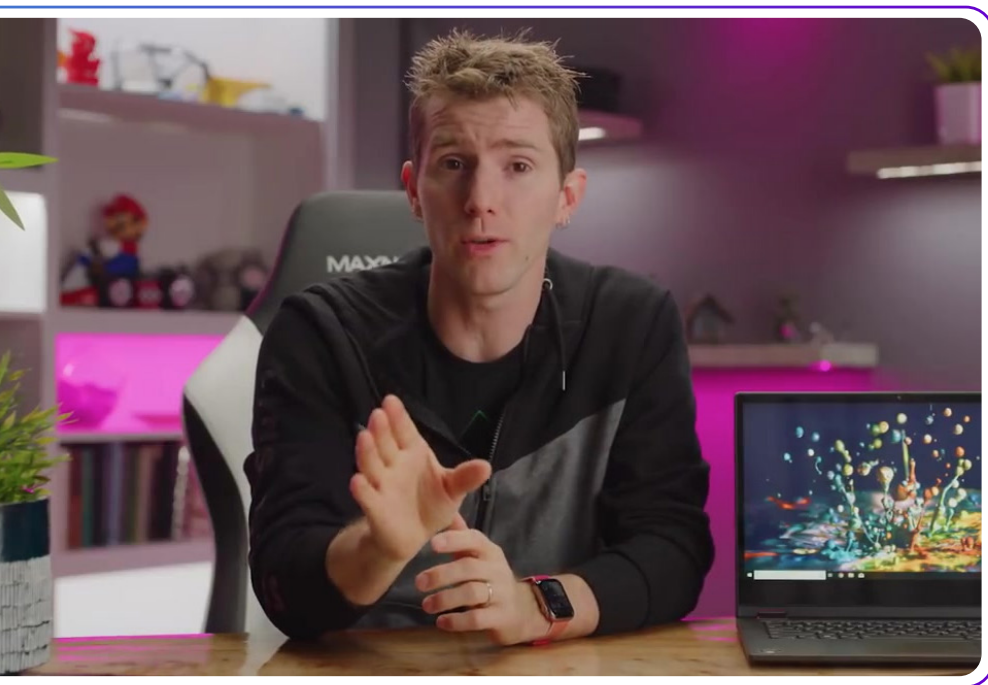
In 2022, retail ecommerce sales are expected to surpass \$1 trillion for the first time, growing 17.3% from 2021.

The short-term acceleration came largely from safety concerns due to the pandemic, which pushed consumers online who otherwise would have remained in-store. But an overall shift toward ecommerce has been growing for years as social commerce, digital wallets, and shipping logistics have become frictionless.

To add to that, the gig-economy and side-hustle culture has created millions of new businesses that sell exclusively online. There are currently over 6 million sellers on just Amazon and Etsy alone. In 2020, Etsy saw a 62% increase in new sellers. These small businesses do not have to fight for in-store shelf space and can more closely compete with large holding companies.

With this growth and competition comes an immense opportunity for businesses to leverage marketing technology to show what is working. For scalable success and actionable insights, businesses need to measure influencer marketing, social media, digital advertisements, and digital-shelf content on the same system.

Here's what we know already...



Video continues to be king

Data shows that visual content is paramount to success when selling online. According to research, 76% of consumers say they've purchased a product or service after watching a video. Several of the top and fastest growing social platforms, like YouTube, TikTok, and the metaverse, do not or will not offer content that is not video.

It makes sense. Video can carry so much more information than an image. It forces users to take at least a second or two longer to consider the content. While a picture is worth a thousand words, a video actually brings them to life.

Influencer is our queen

Study after study shows that influencer content is the most effective way to introduce new products, share trusted recommendations, and affect purchase decisions.

41% of consumers say the primary reason they follow influencers is to discover new products

61% of consumers trust recommendations from influencers vs. **38%** who trust those coming directly from a brand

54% of people who follow influencers reported purchasing a product after hearing about it from an influencer

Image Source: Gen.Video

What is working?

Now that we know influencer video content is a top-performing strategy in many cases, how do we know what works within specific campaigns?

A platform like gen.video gives brands the ability to see which channels, mediums, and creators perform best. The live-time dashboard breaks down traffic, sales, conversion rates, carted value, and more, per influencer, post, social platform, and paid amplification.

What this means is a brand can optimize a campaign by expanding relationships with influencers who convert sales, and substitute influencers who do not. Brands can see which video types or content within a video helps consumers make buying decisions and syndicate those to the digital shelf. They can see which paid-programming audiences are best suited for their products and re-target potential customers using the Facebook pixel.

The important thing is to have the measurement tools and processes in place before a campaign begins. By setting campaign goals ahead of time and measuring returns, it becomes easy to identify which influencers are most effective and likely to drive repeated success over time.



Image Source: Gen.Video



Where are we going?

Looking beyond social and ecommerce opportunities as they are today, businesses need to keep their finger on the pulse of the industry to stay abreast of what is coming. They should start thinking about the metaverse and how to leverage this new platform as it grows in popularity. TikTok is a great example of the type of explosive disruptor we expect with the metaverse.

“The metaverse is coming, and individual creators are already building in this new digital world. With the growing popularity of NFTs, blockchain, and the long-awaited jump in augmented reality technology, the metaverse will be the next big social disruptor.”



Larry Beaman

Chief Growth Officer at gen.video

Iconic brands that have stood the test of time are most often early adopters and innovators that remain relevant with each new consumer generation. Staying aligned with the newest technology and its creators looks to be critical moving forward.

Maximizing Your Investment in Influencer Marketing Through Distribution

Maximizing Your Investment in Influencer Marketing Through Distribution

It's no secret that creating useful content takes a lot of time, resources, and money. That's why using influencers to create content is a no-brainer. Influencers have the power to authentically reach your target audience(s) while entertaining their own – sounds like a win-win, right? But the reality is, if you're just paying a one-time fee and using content for a single post, you aren't maximizing your investment.

For example, the average organic post on Facebook reaches around just [5.20% of followers](#). Sure, organic content can perform well, but the chances of your content being seen are significantly lower due to algorithms and the pay-for-play nature of social media channels. To put it simply, if you don't have a solid distribution plan in place for your influencer content, you could be missing out on reaching potential customers. Luckily, we're here to help. Here are our top tips for maximizing your investment in influencer marketing through distribution.

Ashley Keene with Owlet.
Paid Partnership · 🌐

3 weeks old ❤️
How does time go by so fast and so slow at the same time? 😊

This time around I am so happy to have the @owletcare smart sock 3 to put my mind at ease. I love that it tracks her oxygen level and heart rate while she sleeps and naps.

Shop Now

Shop Now

Image Source: [Tinuiti's Owlet Influencer Case Study](#)

1. Pick the right influencer(s)

[Finding the right influencer](#) to represent or promote your brand is key to building an authentic relationship with your customer base. If your product is promoted by an influencer who has already built the customer-relationship foundation for you, you'll be one step ahead of the game. Look for influencers that fit well within your brand's vertical, and scan their posts to see how their content may align with your messaging before starting a relationship.

At Tinuiti, we work across the full spectrum of influencers - from micro- and nano-influencers to top-tier celebrities, we can build a strategy to activate the proper group of influencers based on specific KPIs. Our experts review timelines and research backgrounds to vet influencers in accordance with brand safety guidelines, competitive separation, and brand fit.

2. Consider your content and creative needs

Consider the different types of creative assets you'll need from an influencer at the start of your campaign. Will you need a variety of video options for paid ads? Do you have specific shots in mind that you'll want to repurpose? It's important to think through your creative needs before giving your partner full control.

Think about where the content is going to live from the start. That way, you can go into influencer conversations confident that you'll come out with the deliverables you need for distribution on

many different channels. Knowing this information from the get-go eliminates any back and forth or potential friction with your influencer-partner and saves you both time and effort.

Also, when it comes to content, consider when and how these creative assets are to be used. Is the content evergreen or season-specific? To get the most for your money, consider mixing up your content requests, so you can maximize the longevity of creative assets.

3. Select your channels of distribution

Distributing influencer content through a variety of channels is an ideal way to get the most out of your marketing dollars. Amplification drives more engagement and turns engagement into revenue. Paid social is the more natural place to boost or amplify influencer content, but it's not the only place. When working with an agency (like Tinuiti), you can uncover other places to promote influencer content. From programmatic to [OTT](#) or out-of-home ads, influencer content can travel anywhere your traditional branded content lives.

You can (and should) amplify your influencer content through paid channels, but that's not the only place it can live. You also can incorporate this content into your owned channels, like your website, social media pages, emails, in-store banners, blog, and more. Think outside the box when it comes to content distribution, and don't forget to consider the free, low-hanging fruit your brand has direct access to.

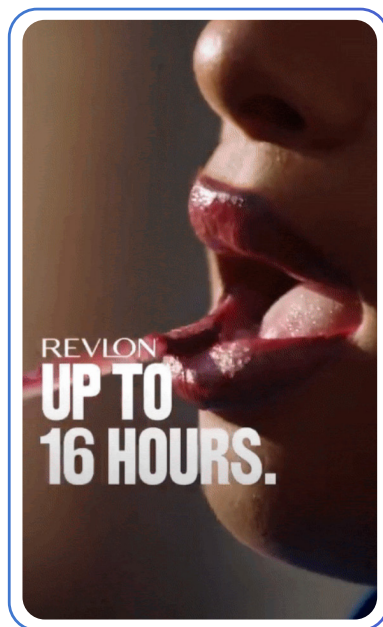
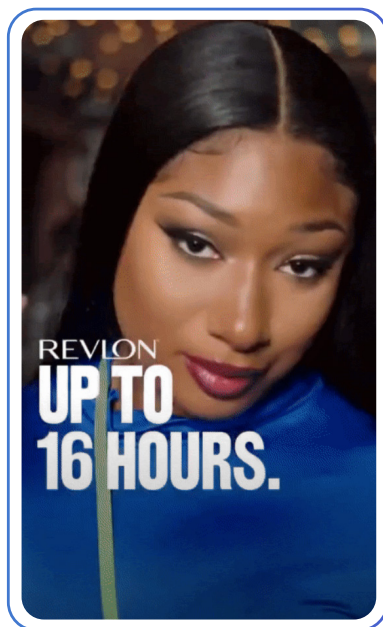
“At Tinuiti, we are incredibly fortunate to have a plethora of channel subject matter experts all under one roof. Having this broad knowledge base throughout the agency allows our influencer marketing team direct access to specialized resources during planning and execution phases, so we see better campaign performance and efficiencies across the board.”



Crystal Duncan

SVP of Influencer Marketing at Tinuiti

If you're still wondering if coupling paid activations with influencer marketing actually works, check out Tinuiti's [recent success story](#) featuring Revlon and celebrity influencer, Megan Thee Stallion.



4. Provide a detailed contract

During the contract negotiation phase, it's important to lay out exactly where, and for how long you'd like to use influencer content. This needs to be considered in the early stages of negotiations and contract-building, and before presenting to the influencer. Keep in mind, it's very rare that an influencer will let a brand own their content and use it in an unlimited fashion, so you need to be detailed in your contract before they sign on the dotted line.

5. Test and measure success

Last but not least, it's incredibly important to test different types of content you're distributing. Consider using different influencers for different parts of your campaign. For example, three influencers could highlight your brand's free shipping, another three could create a product review, and the last three could do a tutorial. Test which content is performing the best, and use this data to inform your future creative assets, as well as your future partnerships.

Image Source: [Tinuiti's Revlon Influencer Case Study](#)

Ongoing
**Optimization and
Measurement**
to Build Your
Influencer Army

Ongoing **Optimization and Measurement** to Build Your Influencer Army

[Influencer marketing](#) has become an increasingly cost-effective way for brands to send an organic message to their target audience(s) and is clearly a powerful tool. But measuring the success of influencer marketing remains one of the biggest challenges for marketers. Luckily, it doesn't have to be difficult and can be broken down into a few simple steps.

1. Align on your influencer marketing goals first

It might sound simple, but before you go live with your next influencer marketing campaign, you need to set your overall goals at the start. What are you looking to achieve? Awareness, impressions, engagement, conversions? There are a variety of metrics you can track that we'll cover below, but which one is the most important to your specific campaign? The more granular your goal, the better.

It's crucial to remember that aligning on your brand's goals and objectives from the beginning will help determine what KPIs you should measure in the future, as well as [what types of influencers you should be partnering with](#) to maximize ROI. For example, partnering with a celebrity influencer when you're trying to reach a localized, niche audience might not be the best use of your marketing dollars and likely will negatively impact your overall ROI.

2. Establish the necessary KPIs to track your success

Once you've set your campaign goals, it's time to set your KPIs. During this stage, your priority is to establish metrics for measuring campaign performance. This means identifying your metrics for tracking these objectives.

"Look at your campaign objective first. If your objective is awareness, then video views and impressions might be what we are focusing on. If we are looking for conversions, maybe we look at tapping into smaller influencers with a track record of sales success. At the end of the day, your goals will dictate what our KPIs are, who our influencers are, and what channels we are activating on."



Crystal Duncan

SVP of Influencer Marketing at Tinuiti

What KPIs can you track?

There are a variety of "deeper" KPIs that gauge influencer campaign success. These can include, but are not limited to, the following:

- **Engagement** (likes, comments, shares, reactions, etc.)
- **Conversion rates + sales** (custom links or promotional codes)
- **Reach/Impressions**
- **Purchase intent**
- **Clicks/Traffic**

While diving into the hard numbers is a crucial part of measuring ROI, looking at “softer” success metrics, like the working relationship with a specific influencer, also matters.

“At Tinuiti, when we are taking a look at metrics, we have the power to measure down to each individual piece of content. We can look at a few different things, like sales and clicks, as well as the influencer relationship as a whole; for example, we evaluate the influencer’s ability to create quality content that we can repurpose in other digital tactics, and the professional nature of the working relationship, like hitting deadlines, following instructions, etc. When we can take a more holistic look at the influencers we are working with, we can build out an army of people who we know can convert in many different ways for the brand.”



Crystal Duncan

SVP of Influencer Marketing at Tinuiti

3. Use both your goals and KPIs to measure your influencer marketing performance

Measuring both your initial goals and KPIs gives insight into your overall campaign performance. While tracking traffic to your website (Google Analytics) or sales from a campaign (tracking links/codes) is often easy, attributing a cost and value to engagement is a bit more tricky. That’s why some marketers use a cost-per-action formula for evaluating their return.

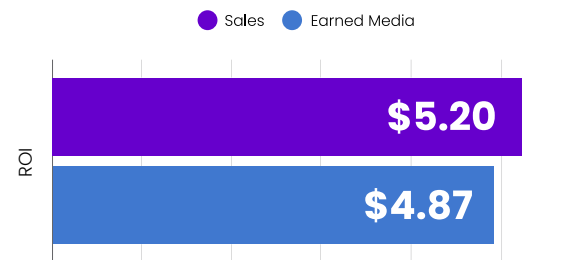
CPAs (cost-per-action) to determine the success of your campaign could include:

- **Cost per 1000 impressions (CPM)**
- **Cost per engagement (CPE)**
- **Conversion rate (CR)**
- **Average cost of sale (ACOS)**
- **Return on ad spend (ROAS)**
- **Cost of net new traffic to website**

To find the total value of your campaign’s engagement, you’ll need benchmarks to measure against.

If you’re using social media as your main influencer distribution channel, keep in mind that every platform has an average cost per action (cost per like, share, retweet, follower, etc.). These benchmarks also vary by industry and size of influencer following, so use these average costs to find the total value of your campaign’s net completed actions.

Brands’ ROI for every dollar spent on influencer marketing



Source: HypeAuditor, 2020

I've concluded my campaign — now what?

Analyzing your campaign is incredibly important for future success and optimization. Your post-campaign analysis should include answers to the following questions:

- **Did I achieve my intended goal/objective?**
- **What worked — and what didn't?**
- **What can I adjust to improve future performance?**

Asking the right questions is a critical part of measuring your success, so you can avoid wasting valuable time, resources, and budget in the future. It's important to keep tabs on both your content and influencers during each phase of promotion, so you can adjust your strategy accordingly, if necessary.

At Tinuiti, we review influencer content performance at every stage — from content creation to posting live to end results. This allows for a strategy where relationships are maintained with top performers and replacements are made when influencers are less successful. This method encourages effective spends related to both influencers and paid media based on our ongoing review of metrics and campaign success indicators.

“Not all metrics are the same; our team considers different performance indicators for organic influencer content versus influencer content backed with paid amplification. This information also provides us direction when crafting future influencer content in both environments, because we know what was successful in the past. This ongoing measurement and analysis should allow brands to continue to understand what works (and execute on this information), completely backed by data.”



Hope Herline

Strategist, Influencer Marketing at Tinuiti

STEP 1

KPIs, CTA + Criteria

Define campaign goals, align on messaging, and establish influencer (and influencer audience) criteria

STEP 2

Selection + Briefing

Align on influencers based on criteria and brief them around key messages, CTA, and creative best practice

STEP 3

Create Content

Influencers build content based on briefs and submit for review prior to posting

STEP 4

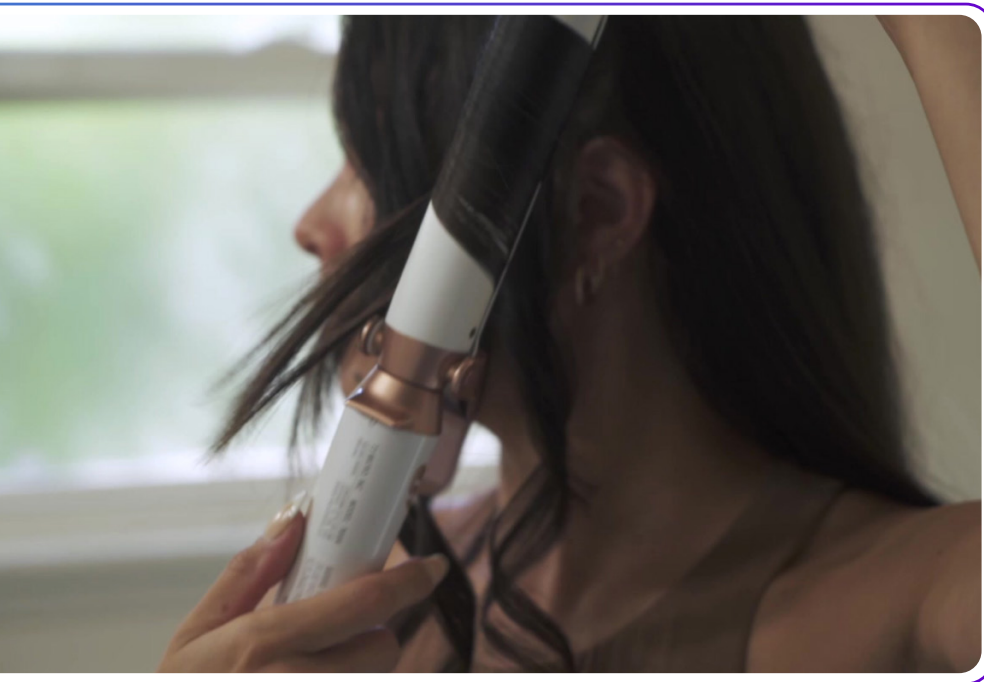
Go Live + Distribute

Influencer content goes live on their page(s), selected assets receive paid media support and content is available to be re-purposed via owned tactics

STEP 5

Measure + Optimize

Review performance, re-engage with successful influencers, and part ways with those not driving results (If needed: start from Step 2 and bring on new influencers to the program)



Why Measuring ROI of Influencer Marketing Is Difficult For Many Brands

[Influencer performance](#) can be more difficult to define because marketers need to have a clear idea of intended metrics.

“Many brands don’t approach influencer marketing with a broad view of value. There’s the value of reaching a new audience, traffic from the influencer’s content, the creative, and the transactions you receive as a result of the campaign. The value is multi-dimensional, which can complicate a brand’s ability to measure ROI.”



Nii Ahene

Chief Strategy Officer at Tinuiti

Many marketers fail to see this multidimensional value, instead solely focusing on the immediate sales after a campaign has concluded.

This is wrong for several reasons:

- **Sales aren’t the only indicator of success**
- **Consumers that see your product may not purchase within your campaign timeframe**
- **Brand awareness and brand sentiment build over time – not overnight**
- **The value you receive from influencers in terms of quality content saves time and money on traditional (expensive) photo and video shoots**

Image Source: Gen.Video

What is the **Future** **of Influencer** **Marketing?**

Predictions from
the Experts

What is the **Future of Influencer Marketing?** Predictions from the Experts

It's no secret that the influencer marketing landscape is ever-evolving, and while we can't be exactly sure what to expect in the coming months and years, we asked our leading industry experts what trends they predict will shape the influencer marketing space in the near future. Take a look at their predictions for 2022 and beyond to see if they can help you prepare your upcoming marketing strategies.



"We know Influencers can help drive sales and conversions, and the industry is finally starting to believe influencer marketing can be a lower-funnel tactic in their larger marketing mix. This will only continue as more and more marketers look past vanity metrics and start showcasing the effectiveness influencers can have on the bottom line." – **Crystal Duncan** (SVP of Influencer Marketing at Tinuiti)

"The power of influencers comes from their ability to generate authentic content quickly. More and more brands will partner with influencers to produce relevant material that will resonate with their core audiences at scale. These timely assets then can be amplified across social platforms or translated into display/videos. They then can be distributed on websites for greater exposure, extending the utility of the original content beyond the influencer's direct followers." – **Kolin Kleveno** (SVP of Addressable Media at Tinuiti)



"We will continue to see a convergence between influencer and affiliate marketing as brands continue to strive for performance outcomes on historically upper-funnel tactics."

"Brands will continue to demand measurable performance – so much so that we will continue to see talent partners look toward performance-media levers to better define integrated products that provide ROI in lieu of historically soft metrics." – **Obele Brown-West** (Chief Solutions Officer at Tinuiti)

"Authentic partnerships continue to be the best predictor of successful influencer campaigns. Leveraging trusted voices to create meaningful content about a brand is the secret sauce. When the right influencer is working with a brand relevant to their audience and creating genuine content, we can see performance that greatly impacts a brand's bottom line." – **Hope Herline** (Strategist, Influencer Marketing at Tinuiti)



WHAT'S NEXT?



Take the next step to influencer marketing success.

To learn more about Tinuiti's Influencer Marketing Services or to accelerate your brand's future influencer plans, contact us today.

tinuiti.com/contact-us

