

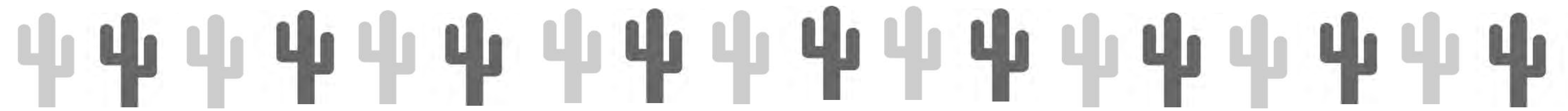
THE RISE OF INFLUENCER MARKETING



AUGUST
UNITED



TYLER FARNSWORTH



GENERAL MANAGER, AUGUST UNITED



@TYLERFARNSWORTH



#DOWNTOWNTEMPE



TYLER FARNSWORTH
General Manager



TAYLER SMITH
Influencer Strategist



ELIZABETH SMITH
Events Manager



KIEL SILER
Operations Coordinator



MELISSA BRANDLE
PushpinTV Coordinator



JORDAN HAUGAN
Business Development



**AUGUST
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GOLF

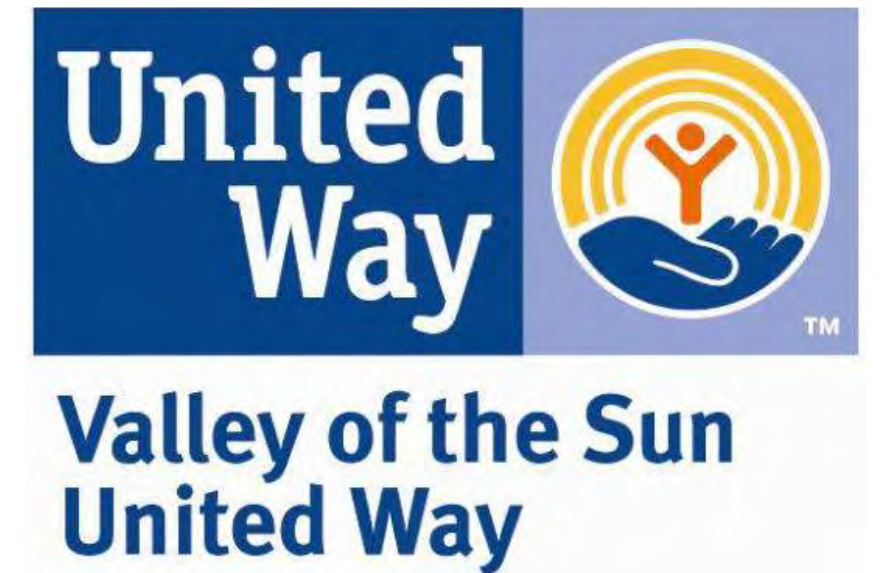


Sears



**personal
creations.com**

POCKY
Glico



Ralphs





by=chelseafarnsworth



MAJOR

KEY





**YEAH
INFLUENCER
MARKETING!**

Influencer marketing

Topic

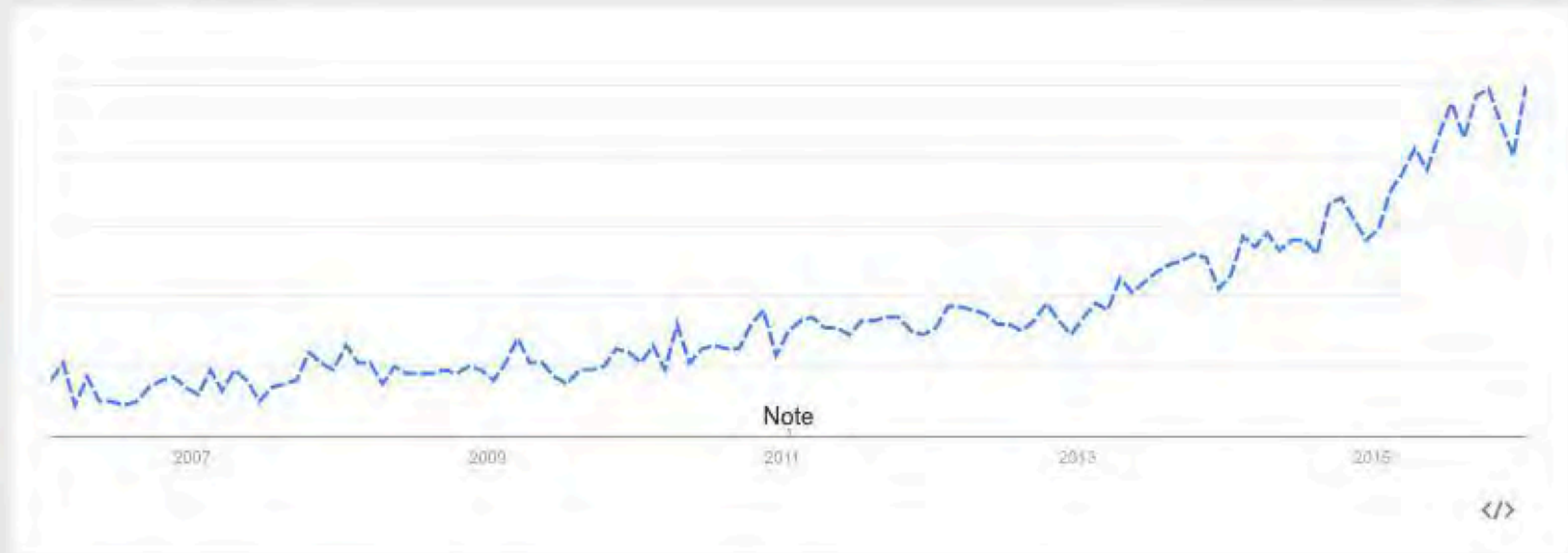
+ Add term

Beta: Measuring search interest in *topics* is a beta feature which quickly provides accurate measurements of overall search interest. To measure search interest for a specific *query*, select the "search term" option. ?

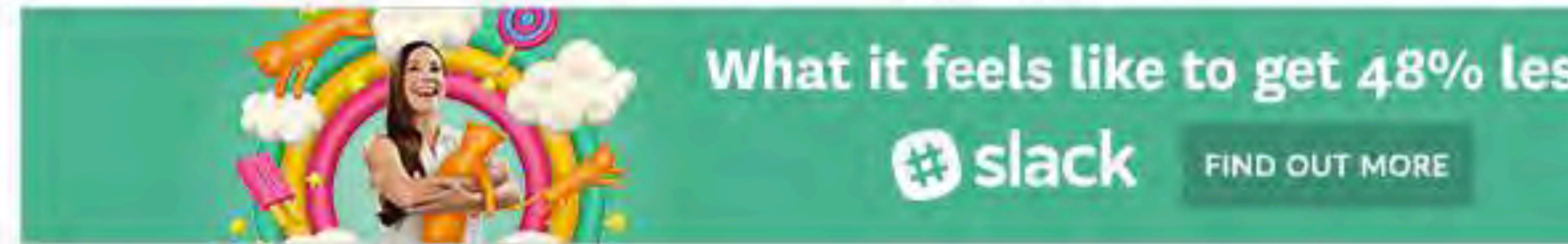
Interest over time ?

View historical ?

Forecast ?



Advertisement



ADVERTISING/MARKETING | SOCIAL MEDIA

10 Reasons Why Influencer Marketing is the Next Big Thing



By Guest on Jul. 14, 2015 - 2:00 PM 9 Comments

As the world has shifted to social media, consumers look at fellow consumers to inform their purchasing decisions. Instead of looking at companies, as they did in the past, they now look at each other and at their favorite personalities, who are consolidating massive followings on [YouTube](#), [Instagram](#), [Snapchat](#), [Pinterest](#), and other platforms.



SEP 10, 2014 @ 12:03 PM 71,688 VIEWS

The Explosive Growth Of Influencer Marketing And What It Means For You



Kyle Wong

USO CONTRIBUTOR

Lever digital media and

TWEET THIS

- social media has fundamentally changed the balance of power between customers and brands
- Leveraging your brand's influencers begins with building relationships with your customer.

The voice of the customer has always been one of the most powerful concepts in marketing, and today's social media

Learn How
20 Leading
CMOs Are
**Transforming
Marketing**

ORACLE
MARKETING

JUN 23, 2015 @ 09:38 AM 9,809 VIEWS

Love It Or Hate It: Influencer Marketing Works



Daniel Newman
CONTRIBUTOR

I write about digital influence and the science of marketing ROI

In a world where content production is in overdrive, it's getting difficult, and, I daresay, nearly impossible for brands to cut through the noise and stand out among the crowd. That's why turning people into brand advocates who can move the needle on consumer decisions makes a lot of sense for today's brands. By orientating their marketing activity around these individuals, brands can attract and retain customers on a long-term basis. For the uninitiated, I'm talking about influencer marketing. What's influencer

Learn How
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BUILDING A



What's your marketing confidence quotient?

TAKE THE TEST. GET YOUR SCORE >



Advertisement

BtoB →

Amplify your content strategy with influencer marketing

Published on July 10, 2013.

Reprints



Influencer marketing—marketing to a select group of individuals such as journalists, bloggers, consultants or industry analysts—can help build your credibility, says Kevin Cain on the Convince & Convert blog. It can also



A photograph of a barbershop with a blue tint. Two barbers are working on customers. The shop has framed posters on the wall, a window with 'BARBER' written on it, and various tools and equipment. Large white text is overlaid on the image.

**WHAT IS
INFLUENCER
MARKETING?**

A blue-tinted photograph of a barbershop. In the foreground, a barber is styling a customer's hair. In the background, another barber is working on a customer. The shop has large windows, one of which has the word 'BARBER' written on it. The walls are decorated with framed pictures and posters. The overall atmosphere is professional and clean.

INFLUENCER:

One that has an ability to affect the thoughts, opinions, and behaviors of others.



help where
it's needed

salesforce
GREEN MACHINE
INNOVATE FASTER
Build mobile and social apps

Amazon Gift Cards
There's still time to send the perfect present
ONE PRICE FITS ALL

platform
INNOVATE FASTER
Build mobile and social apps
Watch the Webinar to learn about cloud app platforms

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HOLIDAY BLOWOUT AUCTIONS
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Canon T4i \$42.16 (up to 96% off)
The New 32GB iPad \$34.17 (up to 94% off)
MacBook Pro \$87.13 (up to 93% off)
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Are you comfortable in your retirement?
If you have a \$500,000 portfolio, download the guide for retirees written by Forbes columnist and money manager Ken Fisher's firm. It's called "The 15-Minute Retirement Plan."
Even if you have something else in place right now, it still makes sense to request your guide!
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Get Your **FREE** Credit Score
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Average Amazon.com Customer Review ★★★★★ (169) 12/13/12
I have owned running watch Suunto and
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Learn more
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NOISE



NETFLIX



INFLUENCER MARKETING

The marketer's mantra has always been to reach the **right audience** with the **right message** at the **right time**.

In today's marketing landscape, we could also add that we need to use the **right device** and the **right distribution channel**.







OPEN
7AM
OR EARLIER

At participating locations. Hours may vary.





Ryan Kiley

@ryan_kiley



Follow

What have we here, @tacobell? This is THE coolest social media experiment ever #breakfastphone #wakeuplivemas pic.twitter.com/WECumHL8JJ

Reply Retweet Favorite More



Kaleb Nation

@KalebNation



Follow

Special delivery from @TacoBell!! #BreakfastPhone



RETWEETS 54

FAVORITES 309



12:30 PM - 19 Mar 2014



Jeff Barrett

@BarrettAll



Follow

This @TacoBell #BreakfastPhone is amazing. It makes/receives calls, comes with its own charger and slides to reveal a keyboard. #humblebrag

RETWEETS 22

FAVORITES 183



7:19 AM - 20 Mar 2014

Reply Retweet Favorite More





\$420 Million



SO...

WHO IS AN

INFLUENCER?



MICHIGAN STADIUM

MICHIGAN

M
MICHIGAN
MICHIGAN

10

16

15

Meet Ashley



Ashley Lemieux

The Shine Project

From: Phoenix, Arizona

Passion: Charity, Fashion and Fitness

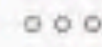
Fostered a community of over 120k followers through authentically sharing her life stories and passions on social media.





theshineproject

FOLLOWING

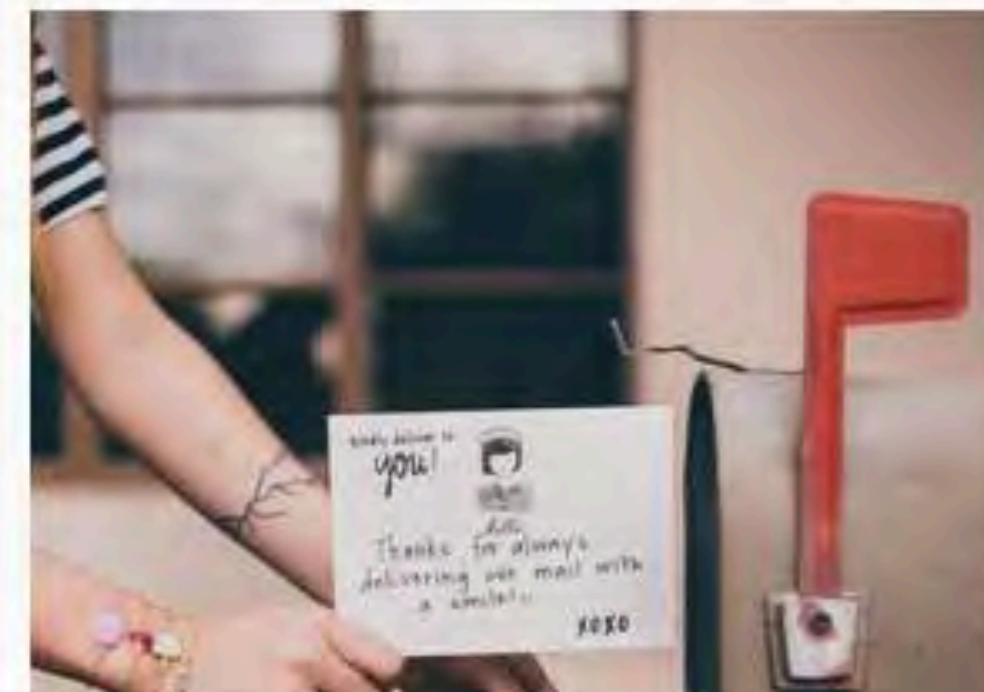
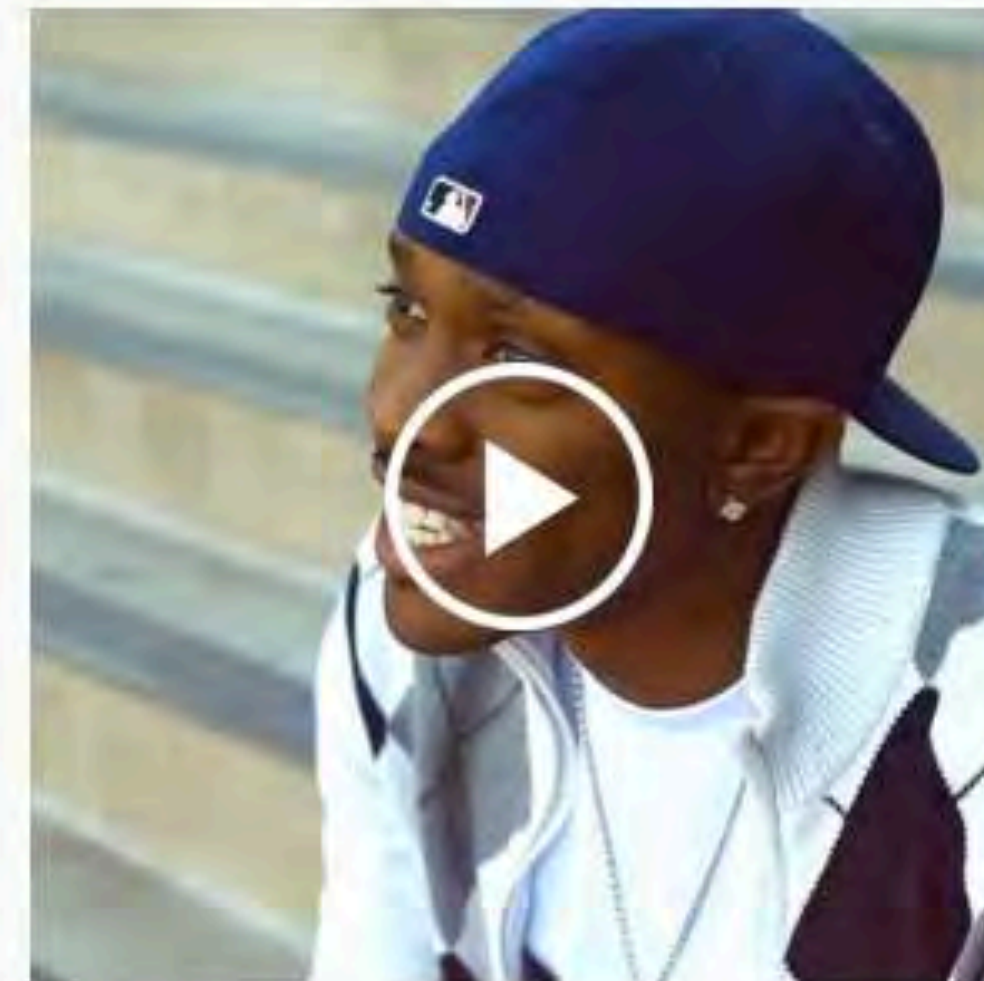


Ashley Lemieux We employ inner city youth to hand make jewelry. Peeks into my life and business. Snapchat: theshineproject ✉ashley@theshineproject.com www.theshineproject.com/ambassador/

3,052 posts

121k followers

632 following







Ashley Lemieux
Instagram Reach: 121K



Lauren Bowyer
Instagram Reach: 12.5K



Becki Crosby
Instagram Reach: 52K



Erica Cardenas
Instagram Reach: 1K

NIKE FREE FLYKNIT
**REVOLUTIONARY
SECOND-SKIN FIT.**



Customer Reviews

★★★★★ (180)

4.8 out of 5 stars



[See all 180 customer reviews](#)

Nike Women's Free 4.0 Flyknit Running Sneaker

★★★★★ [180 customer reviews](#) | [3 answered questions](#)



Most Helpful Customer Reviews

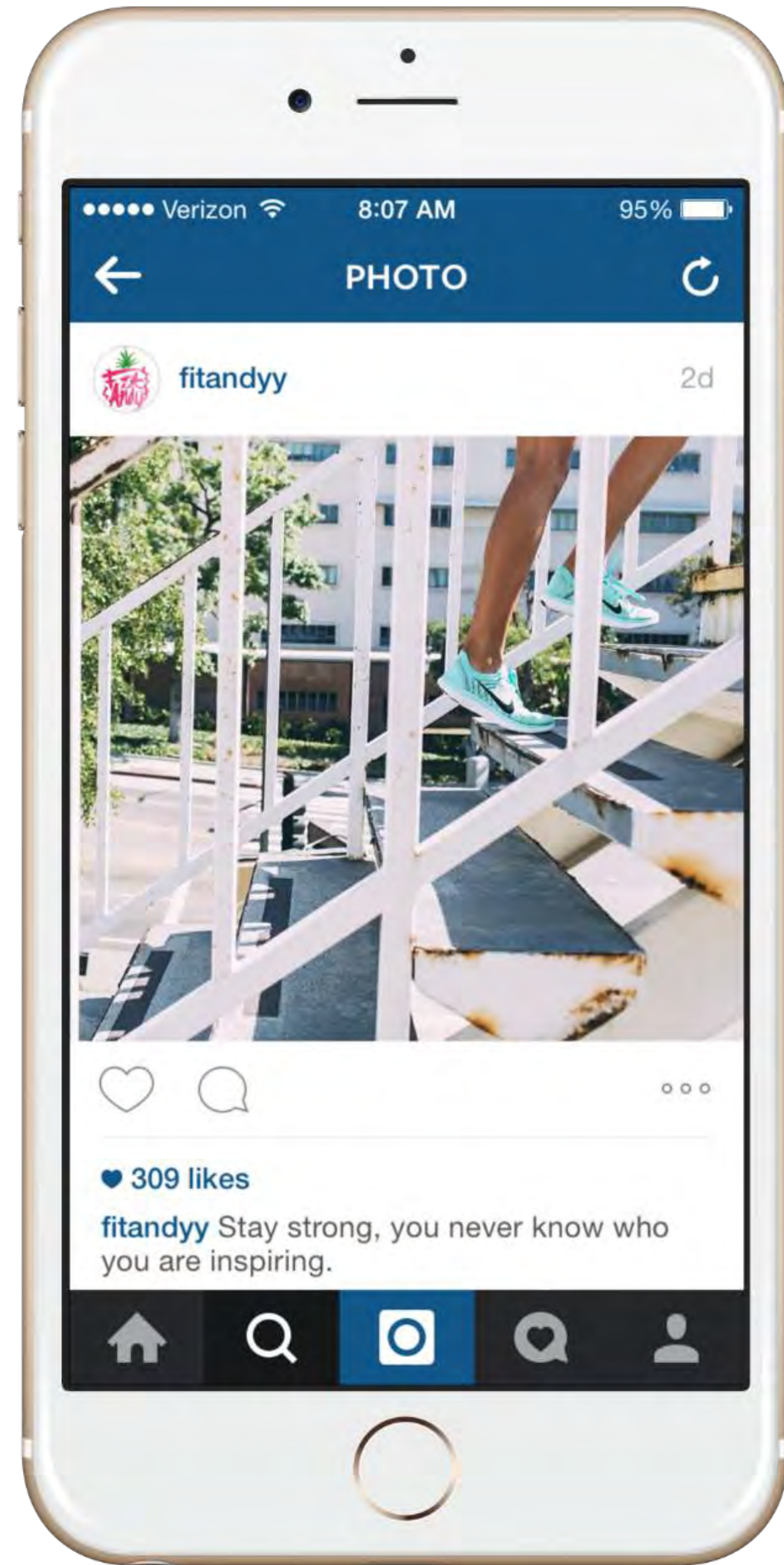
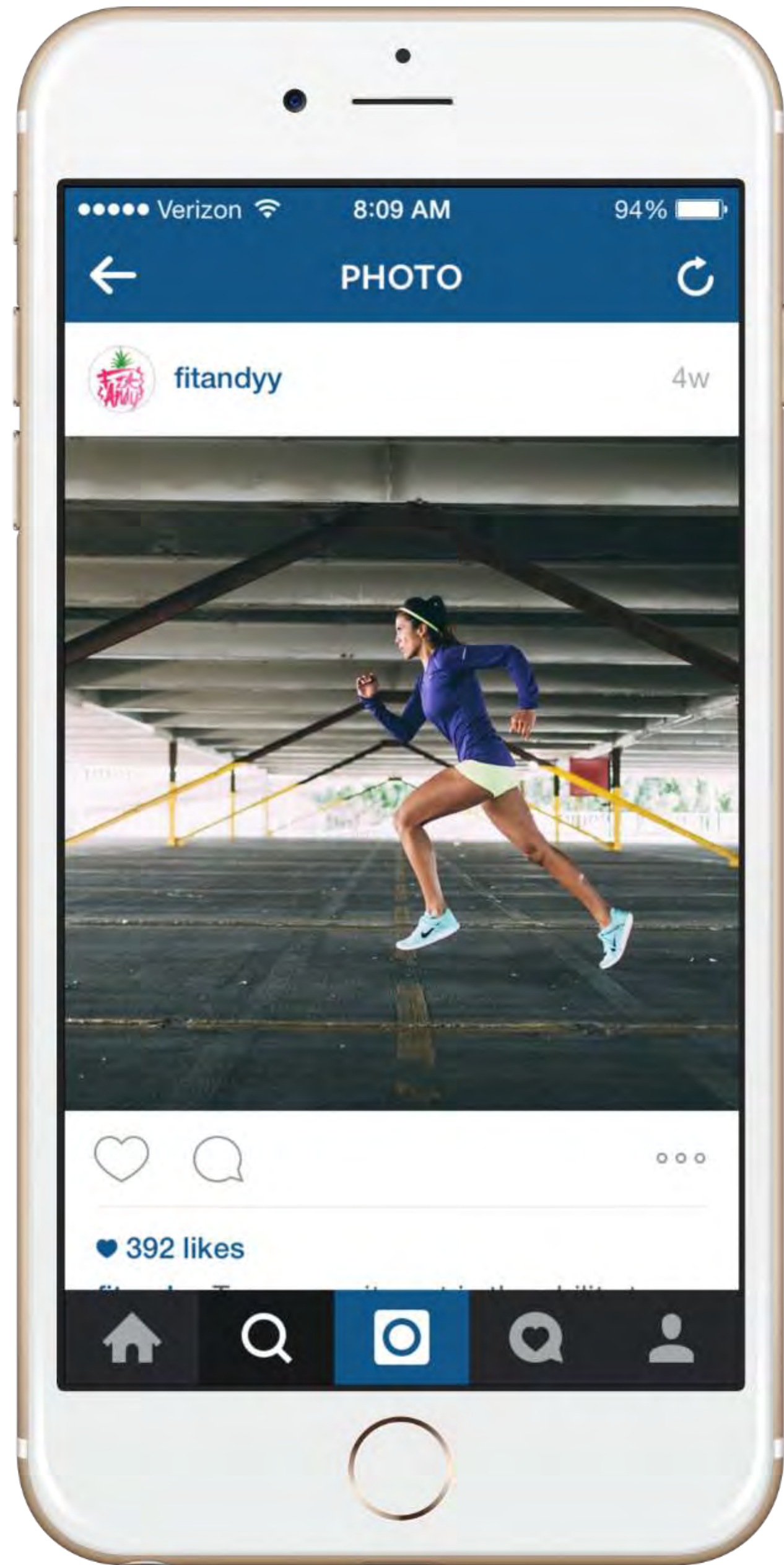
20 of 22 people found the following review helpful

★★★★★ **fantastic so far, helped relieve foot pain**

By [Annabelle](#) on May 15, 2014

Size: 8.5 B(M) US | Color: Black/White/Dark Grey | **Verified Purchase**

I use these shoes for walking. I am a sixty-two year old woman who walks 5-7 miles daily, sometimes a little more and occasionally a little less (if my feet are aching). I tend to get a few more aches and pains than when I was younger and sometimes I get aches and pains in my feet, probably because I walk so much. I have had a few broken bones in my feet and wrists, but no really severe broken bones, so I am not sure if that is a contributing factor, or just that I am getting older and walk so much. Some mornings I do wake up with stiffness in my hands, so I may have some minor arthritis due to having had broken bones in the past. I had been wearing the Merrell Moab shoes, which worked well for a while, though they were heavy. Then, I got a knot on the bottom of my foot in the arch area and also a pain on the top of my foot down the left





Real stories.
Real experiences.
Real recommendations.

What can influencers provide?

- ✓ Trust
- ✓ Authentic consumer experience
- ✓ More reach
- ✓ Better, faster, cheaper content
- ✓ Ability to share content with their targeted audience

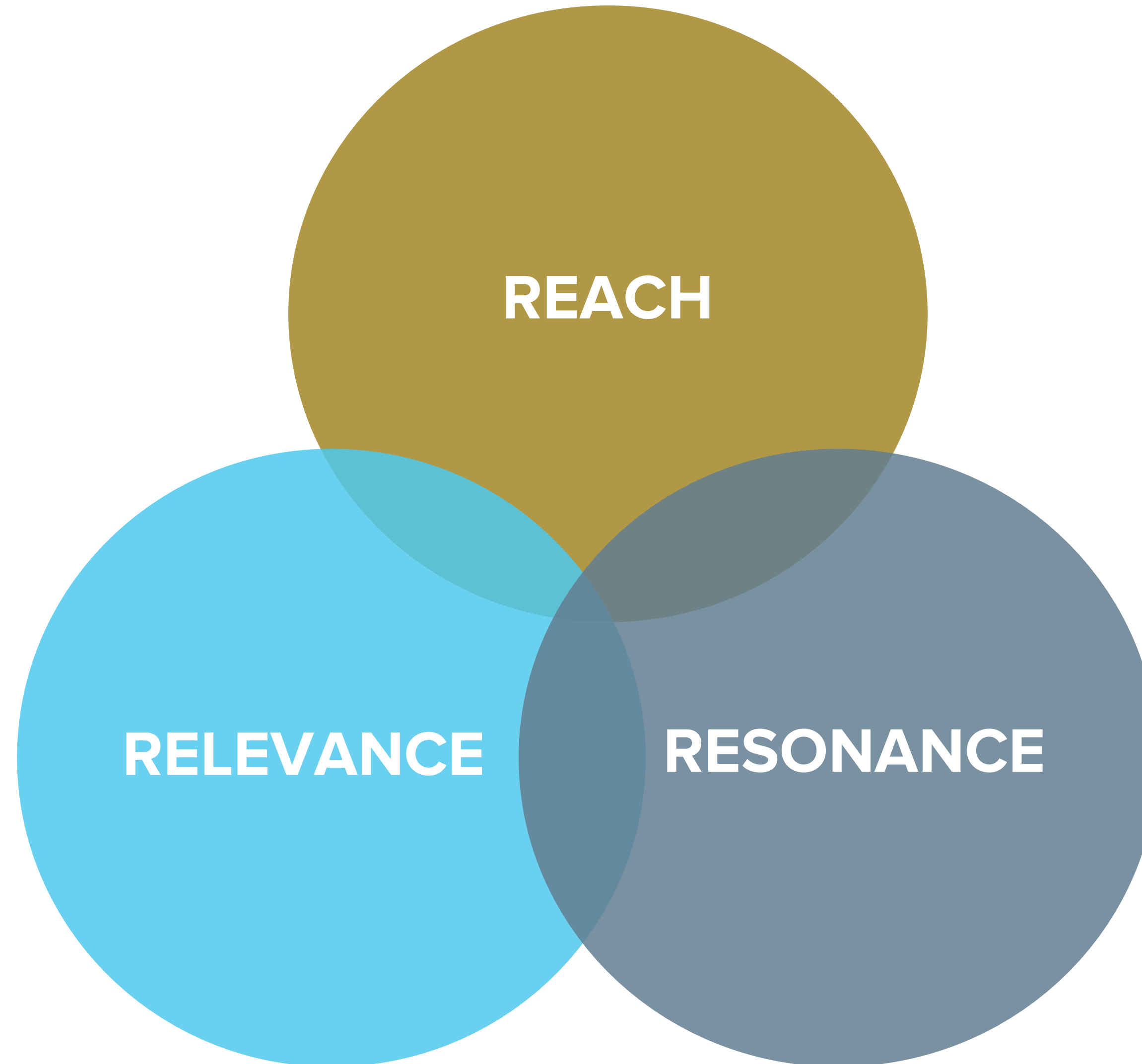
JAB, JAB, JAB,

RIGHT

HIT



It isn't *all* about reach.

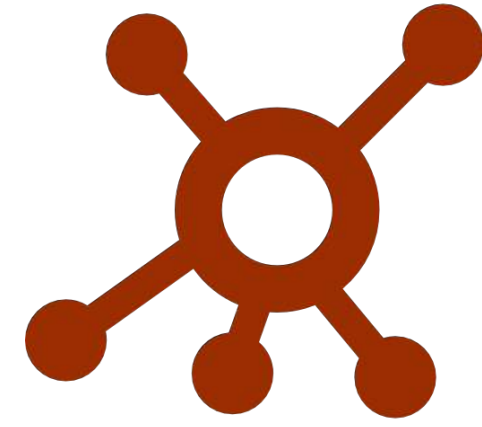


Spectrum of Influencers





Develop influencer marketing strategy



Begin to build relationship with influencers to build community



Influencers begin to partner with organization to produce content and reach new audiences



Activate influencers from community that align with larger campaigns



Continue relationship with community of influencers



NOT A
SILVER BULLET



AUGUST 31, 2020

Price

Product

Place

Promotion

Traditional
Media
Strategy

Digital
Media
Strategy

Content
Strategy

Email
Strategy

Social
Media
Strategy

Influencer
Strategy



LIVE UNITED



WE ARE UNITED

A luncheon featuring Leigh Anne Tuohy, inspirational mother from "The Blind Side"

Presented by **Valley of the Sun United Way** Women's Leadership Council

APRIL 7, 2016 * ARIZONA BILTMORE

-
- ✓ Access to new audiences
 - ✓ Increased awareness of event and cause
 - ✓ Increased attendance and donations



**15 Influencers
100,000+ Followers**



thelovedesignedlife

FOLLOW



paigerangel lover | mother | blogger | design obsessed | styling ☐ please do NOT use my pics without permission ☐ 📧: paige@thelovedesignedlife.com
bit.ly/1Skg1LO

841 posts

7,571 followers

565 following





thelovedesignedlife

FOLLOW

82 likes

3d

thelovedesignedlife we are so fortunate to be able to put breakfast on the table everyday for our children. my husband and I try to make our kids aware of the privileges they have [in so many ways], including something as seemingly simple as breakfast. but not all families in our community can say the same. the valley of the sun united way @myvsuw saw that even with before school meal plans offered, many children were still coming to school hungry. breakfast in the classroom is an innovative program that takes the traditional school breakfast approach and improves it with one key ingredient: the classroom. breakfast is served after the opening bell to ensure it is available to all children. this little guy and I had the chance to visit a school with the breakfast in the classroom program this morning and talk to the teachers and students to see what a difference it made for everyone when the students start their day with happy



Add a comment...





thelovedesignedlife

FOLLOW

82 likes

3d

...
lisasherrillphotography Thank you so much for sharing about this and speaking up about hunger in our local communities! (My day job is with a food bank.)

thelovedesignedlife @lisasherrillphotography oh that is wonderful! thanks for all you do! 💕

smallmomal This is so important and so ignored by those of us with plenty. Thanks for sharing.

lisasherrillphotography Oh no thank you @thelovedesignedlife for using your platform to raise awareness!!

modernmoni That is seriously so awesome sis! Let me know if there's any way I can help. What a great cause!

thelovedesignedlife @modernmoni yay thanks! you should come to the event, if you can!



Add a comment...



THE SODA SHOP





BEVERAGES COOKIES CUSTARD
THE
SODA
SHOP

BEVERAGES COOKIES CUSTARD
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thesodashop_
The Soda Shop

FOLLOWING

719 likes

29w

thesodashop_ Thanks everyone for coming yesterday to support Arizonas first drive thru soda shop! It was so fun to finally meet all of you! Don't forget to do a yelp review to be entered to win a free drink. AND tag us in all your photos and use [#thesodashopaz](#) to be entered to win a month of free soda! Winners will be announced Tuesday morning!

[view all 50 comments](#)

anastacyaflores @leesh252

briscillaacardenas I'm obsessed & so



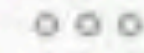
Add a comment...





thesodashop_

FOLLOWING



The Soda Shop & Chill Arizona locals bit.ly/TheSodaShopAZ

85 posts

8,929 followers

1,546 following





PUTTING IT IN PRACTICE



DEFINE YOUR STRATEGY

- ψ Goals
- ψ Budget
- ψ Set Measurement
- ψ Prep Brief

INCENTIVES



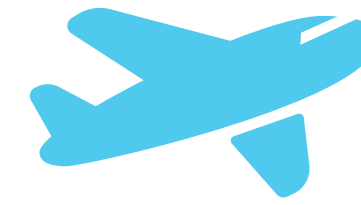
Branded Incentives

Branded incentives are a perfect match for your most loyal of supporters. Examples can include swag items, early access to new information, custom and exclusive branded items.



Cash Compensation

Influencers may require cash incentives. Cash incentives should be included in the budget for relevant activations. To give perspective, professional influencers can command from \$250 - \$25,000 for a brand partnership.



Exclusive Experiences

Invitations to special events or experiences are very powerful incentives and may be leveraged for high profile celebrity and professional digital influencers.



Brand Recognition

When appropriate publically recognize influencers through owned channels. Brand recognition is one of the most cost effective yet impactful forms of incentive.



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Rhode Iceland?

Ocean State's marketing campaign under fire for using foreign footage



Dad Gets Fairy Makeover

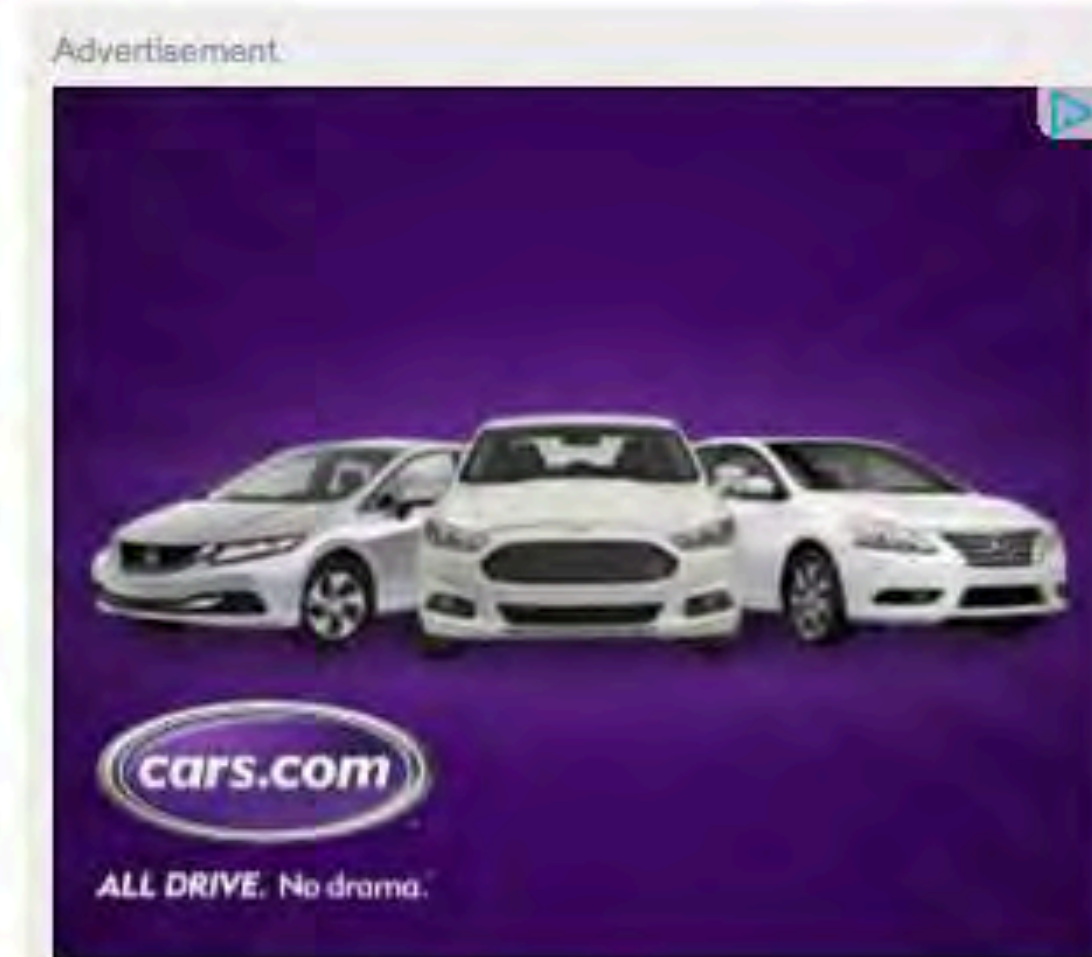
Chase campaign will make you laugh, and maybe cry

Headlines: [Press: Deadspin and Jezebel Staff Mem...](#) [TV: FX CEO Says 'Human Curation' I...](#) [Tech: Drake's iTunes Sales Shot Up...](#) [Ads & Brands: Unraveling the Mystery of the ...](#)

Lord & Taylor Got 50 Instagrammers to Wear the Same Dress, Which Promptly Sold Out

Flooding fashion feeds pays off By David Griner

March 31, 2015, 5:44 PM EDT Advertising & Branding





News & Events » Press Releases » Lord & Taylor Settles FTC Charges It Deceived Consumers Through Paid Article in an Online Fashion Magazine and Paid Instagram Posts by 50 "Fashion Influencers"

Lord & Taylor Settles FTC Charges It Deceived Consumers Through Paid Article in an Online Fashion Magazine and Paid Instagram Posts by 50 "Fashion Influencers"

Promotions Were Part of the Company's March 2015 Design Lab Collection Launch

FOR RELEASE

March 15, 2016

TAGS: Retail | Merchandise & Clothing | Bureau of Consumer Protection | Consumer Protection | Advertising and Marketing | Online Advertising and Marketing

National retailer Lord & Taylor has agreed to settle Federal Trade Commission charges that it deceived consumers by paying for native advertisements, including a seemingly objective article in the online publication *Nylon* and a *Nylon* Instagram post, without disclosing that the posts actually were paid promotions for the company's 2015 Design Lab clothing collection.

The Commission's complaint also charges that as part of the Design Lab rollout, Lord & Taylor paid 50 online fashion "influencers" to post Instagram pictures of themselves wearing the same paisley dress from the new collection, but failed to disclose they had given each influencer the dress, as well as thousands of dollars, in exchange for their endorsement.

In settling the charges, Lord & Taylor is prohibited from misrepresenting that paid ads are from an independent source, and is required to ensure that its influencers clearly disclose when they have been compensated in



In English

En Español

Related Cases

Lord & Taylor, LLC, In the Matter of

Related Actions

Lord & Taylor, LLC; Analysis of Proposed Consent Order to Aid Public Comment

For Consumers

Blog: Lord & Taylor's fashion faux posts

Video: Online Reviews and

MEASUREMENT

- ψ Quantity of Influencer Placements
- ψ Quantity of Original Content Created
- ψ Estimated Impressions
- ψ User Engagement & Brand Mentions
- ψ Growth of Owned Properties
- ψ Conversions

2

IDENTIFY INFLUENCERS

⚡ Google / Social Search – Hashtags, Location tags

⚡ Partner/Agency networks:

AUGUST UNITED

 **tapinfluence**

 **GroupHigh**

FOHR *Jr* CARD

⚡ Current fans, followers, email subscribers, loyal customers

⚡ **Consider:** Niche, Platform, Audience, Engagement Rate, Quantity of Sponsored Posts, Audience Reception to sponsored posts, Content Quality



CONDUCT OUTREACH

- ψ Intro email – Make it personal
- ψ Phone calls / Video calls
- ψ Warm referrals
- ψ Send the brief



PREP AND LAUNCH

- ψ Influencer Agreements
- ψ Disclosure Reminder
- ψ Set Measurement Benchmarks
- ψ Integration with supporting marketing



MANAGE, MEASURE, REPEAT

- ♣ Support
- ♣ Review — Check for accuracy, fulfillment of requirements, disclosures
- ♣ Keep the momentum going

RUNNING AN INFLUENCER CAMPAIGN



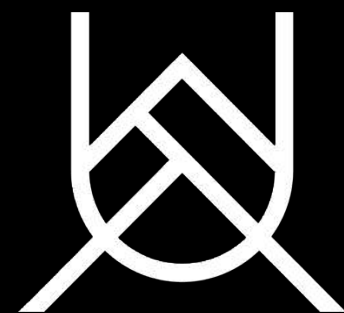
- 1 Define your strategy
- 2 Identify influencers
- 3 Conduct outreach
- 4 Prep and launch
- 5 Manage, measure, repeat

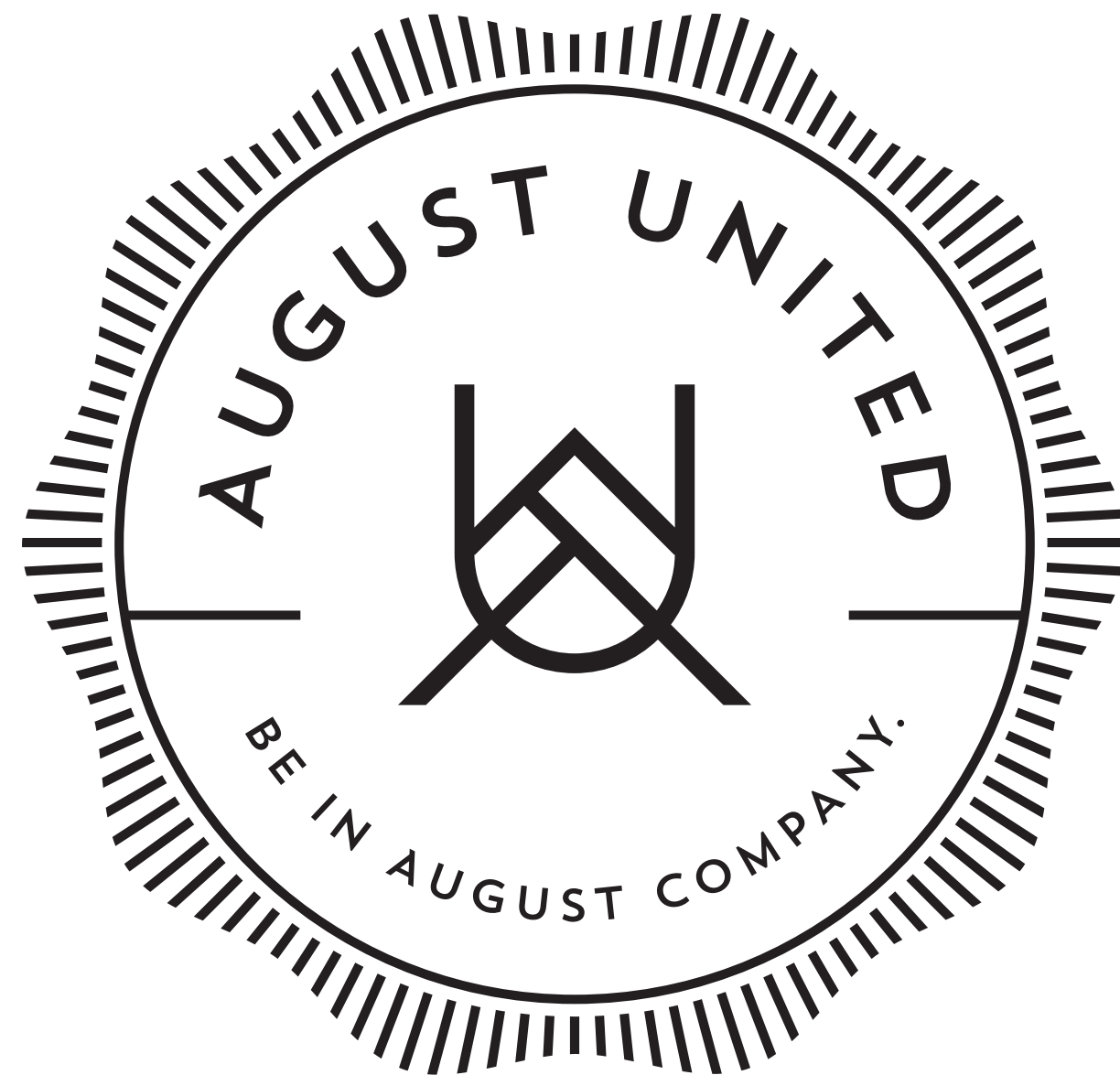


A large crowd of people at a concert, with many hands raised in the air. The image is overlaid with a blue tint. The text "QUESTIONS?" is written in large, white, bold, sans-serif capital letters across the center of the image.

QUESTIONS?

ONWARD





August United

741 S Mill Avenue

Suite 120

Tempe, AZ 85281



www.augustunited.com



Tyler Farnsworth, General Manager

tfarnsworth@augustunited.com

480. 255.3198