



#SOCIALWEEK

October 8-10, 2019







AGENDA

Tuesday, October 8th:
HOW TO CREATE A WINNING PAID
SOCIAL STRATEGY

Wednesday, October 9th:
UNLOCK SMARTER PAID SOCIAL WITH
SMARTLY.IO AND SMARTFLUENCE

Thursday, October 10th:
INSPIRED HOLIDAY SHOPPING ON
PINTEREST





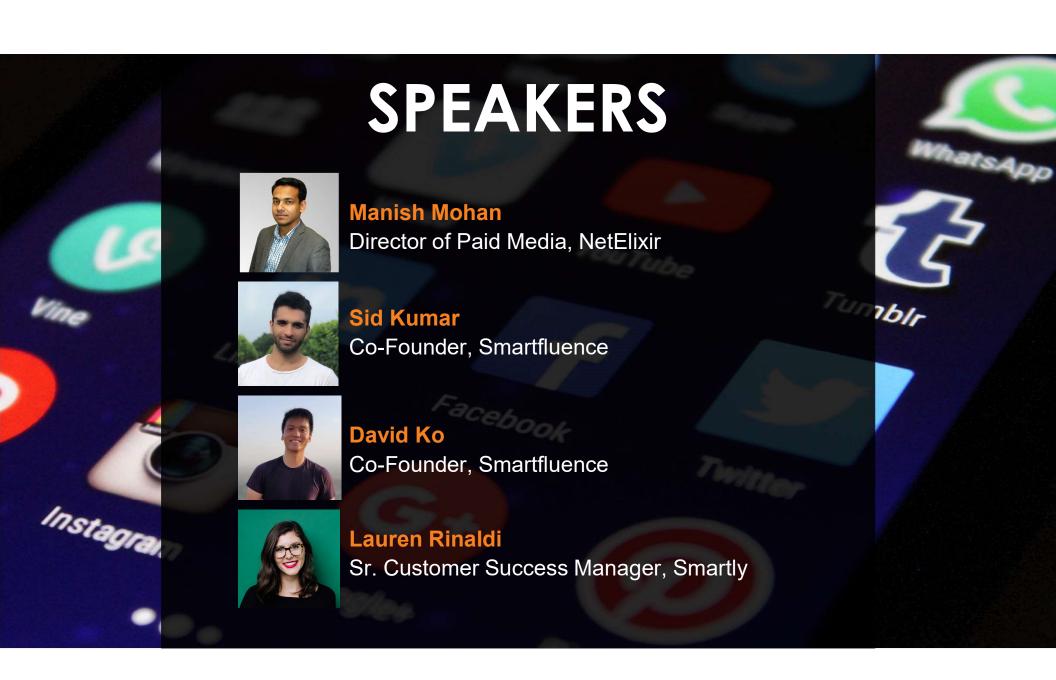














3
GLOBAL OFFICES











FEATURED PARTNERSHIPS



































WE HELP ECOMMERCE BRANDS FIND & ACQUIRE NEW CUSTOMERS ONLINE

NetElixir

OUR SOLUTIONS

PAID SEARCH

ORGANIC SEARCH

PAID SOCIAL

WEB ANALYTICS **CONSULTING & CRO**

AMAZON ADS

ECOMMERCE TECH DEVELOPMENT SERVICES



Our integrated digital marketing approach helps brands own the search bar



OWN THE SEARCH BAR, EVERYWHERE

















WHY INFLUENCER MARKETING IS A WINNING STRATEGY

FIRST, A CASE STUDY

THE DANIEL WELLINGTON STORY

In 2011, Filip Tysander started a watch company with \$15,000 after meeting a stranger wearing a Rolex on a simple nylon band. Four years later, the company reported revenues in excess of \$220 million. In the next couple of years, they became Europe's fastest growing company, reaching one million timepieces in annual sales by 2014!

How exactly was Daniel Wellington able to accomplish this?

A 3 SIDED APPROACH

- Initially using a mass of influencers without out of pocket expense
 - Targeting influencers who accept product in lieu of cash
- Understanding the importance of user generated content
 - At its peak, nearly 80% of DW's content on their page was user generated
- Scaling a branded hashtag
 - #danielwellington has over 2.2 million posts on Instagram



SOME EXAMPLES

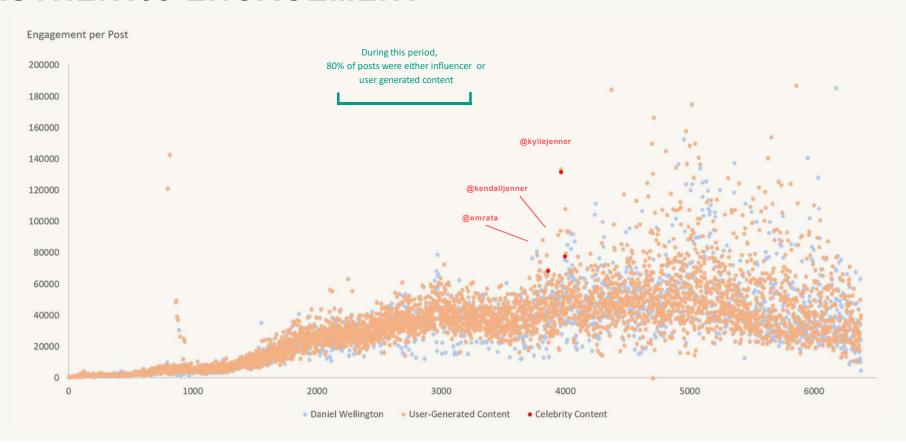






DANIEL WELLINGTON'S JOURNEY

AUTHENTIC ENGAGEMENT



WHY BRANDS SHOULD PAY ATTENTION TO INFLUENCER MARKETING

Some Quick Numbers

MARKET ADOPTION

75% of marketers are investing in influencer marketing

AUTHENTICITY IS KEY

92% of people trust influencers over other forms of advertising

MARKET OPPORTUNITY

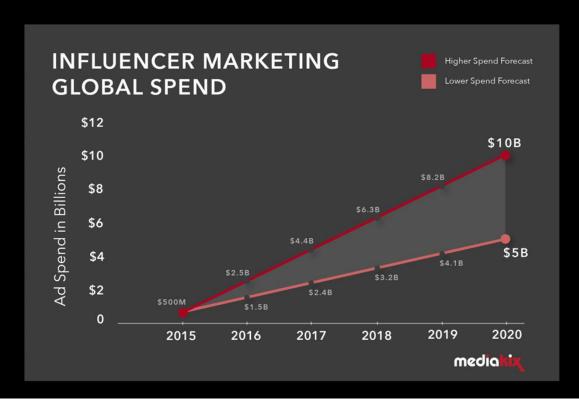
74% of people use social media to help them make purchases

UNPARALLELED ROI

An average of \$6.85 returned for every \$1 spent on influencer marketing campaigns



GROWTH SPEAKS FOR ITSELF



WHAT COUNTS AS AN INFLUENCER?



MICROINFLUENCERS

Our focus is on the microinfluencer segment - individuals with between 10,000 and 500,000 followers on any social media platform.

- Their audience is passionate about one key area (very targeted interest)
- They tend to have the highest ROI of any segment
- Most don't work through agents, and are highly negotiable regarding their fees.

HOW CAN YOU USEINFLUENCERS FOR YOUR BRAND?

DEFINE YOUR GOALS

INCREASE YOUR SOCIAL MEDIA PRESENCE

Focus on impressions, reach, mentions, followers

DRIVE SALES TO YOUR SITE

Focus on revenue, cost per click, cost per impression, cost per download

INCREASE ENGAGEMENT

Focus on likes, comments, views, shares, website traffic

Some Examples

Engagement and Awareness



Sales



Awareness and Sales



IDENTIFY YOUR IDEAL AUDIENCE

INDUSTRY

Get as niche as you can with your industry selection. Influencers often have very focused audiences, so subcategories are key.

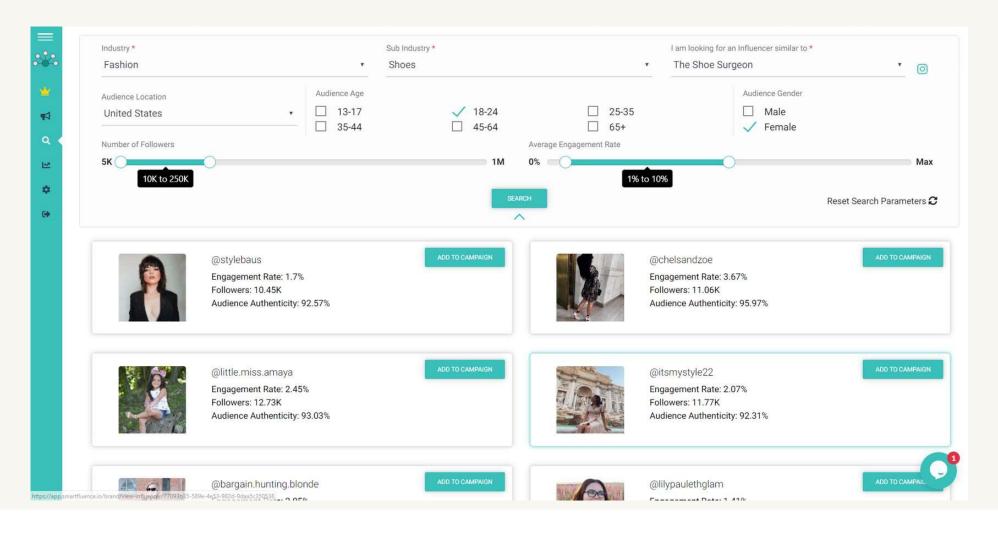
DEMOGRAPHICS

Basic age, gender, location parameters must be set

AFFINITY

What other brands and influencers are your audience interacting with?

AUDIENCE TARGETING



INFLUENCER VALIDATION

SIZE

Different sizes of influencers yield different compensation structures, engagement rates, and conversions.

AUTHENTICITY

Influencer fraud cost companies \$1.3B last year. Make sure an influencer has a genuine audience.

CONTENT

If an influencer's image doesn't match your brand, the predicted stats won't pan out.

INFLUENCER ANALYTICS



BUDGETING AND APPORTIONING

TYPES OF POSTS

Stories are the cheapest way to test the waters (1/2 the price of a permanent post). For feed posts, ROI drops after 2 days.

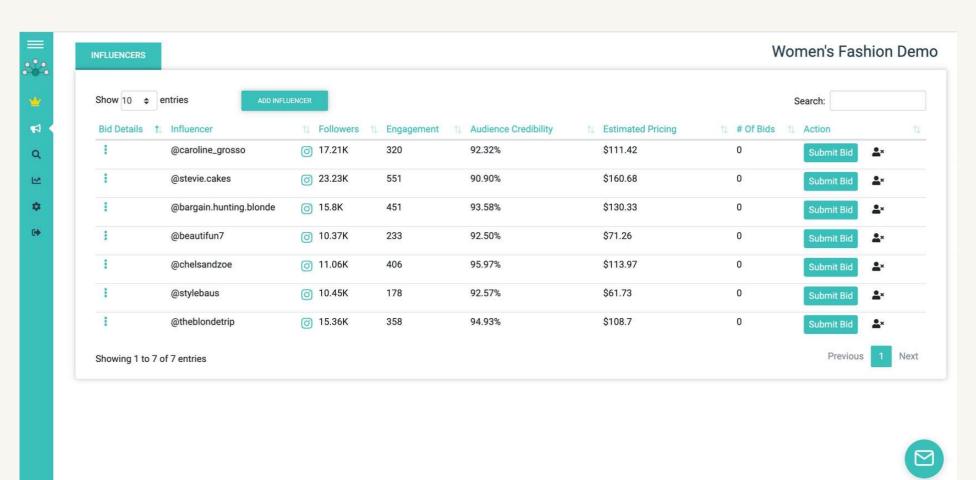
RESOURCE ALLOCATION

Allocating budget between influencers is key. The goal is to maximize reach at the lowest cost.

POST TIMING + FREQUENCY

Post around holidays product launches for sales, or consistently for engagement and awareness.

CAMPAIGN MANAGEMENT



CONTENT GENERATION

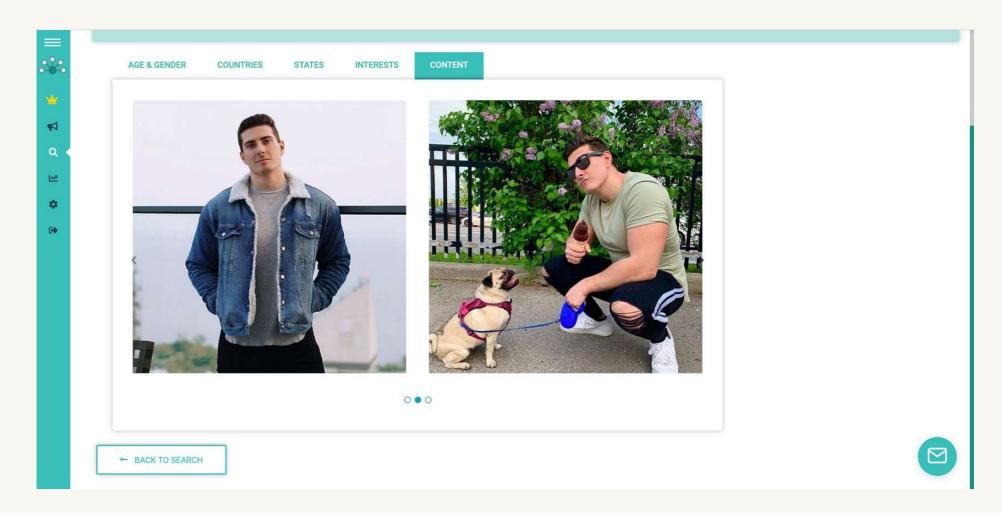
BRAND CREATED

Service companies tend to create their own content and have brands promote it for them. Video content works best for these types of brands by far. This method also works if the influencer is an aggregator account (i.e. a meme page)

INFLUENCER CREATED

Product companies have influencers create content that speak best to their audiences, ideally with the influencers visible in the posts.

CONTENT GENERATION



PERFORMANC E TRACKING

BENCHMARKING

Establish benchmarks by forecasting reach, engagement, CPM, CPE, CPC

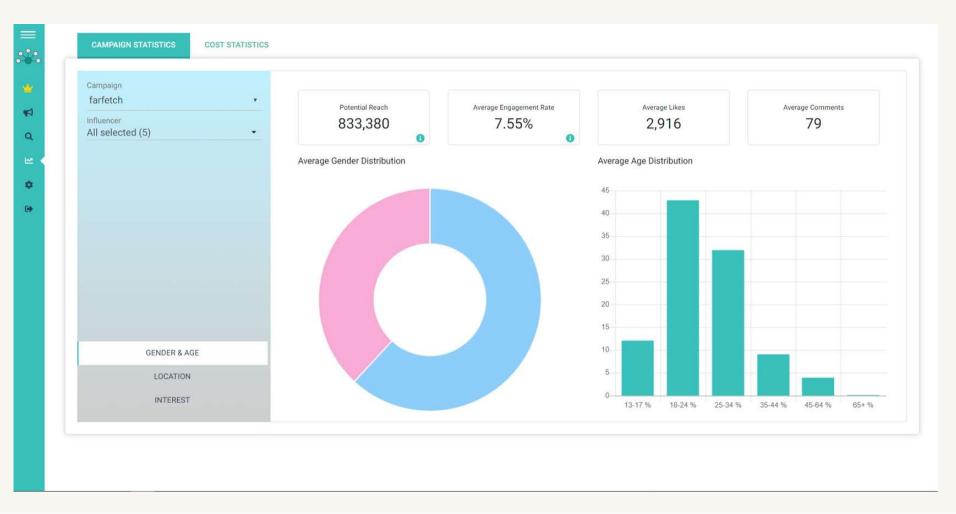
TRACKING

Track your KPIs of choice based on your goals.

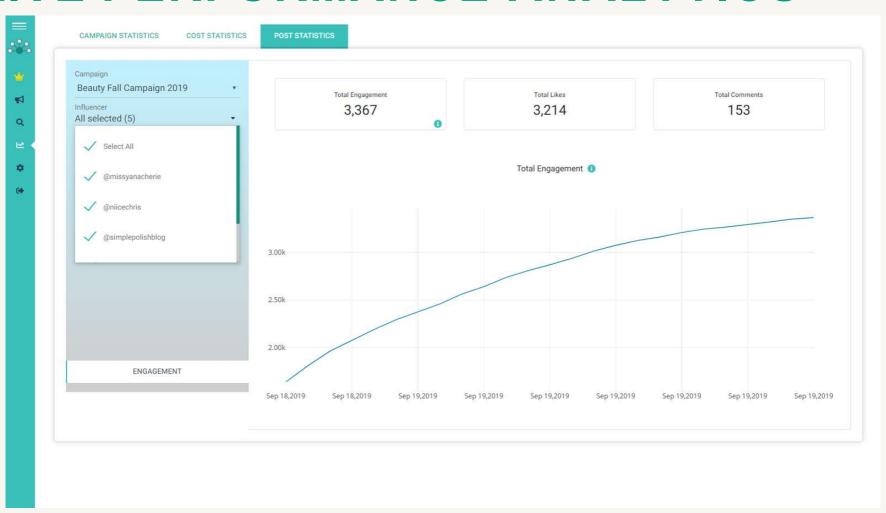
OPTIMIZING

Strike retainer deals with influencers that exceed your benchmarks in order to receive favorable terms.

PREDICTIVE ANALYTICS



LIVE PERFORMANCE ANALYTICS



TYING IT ALL TOGETHER

A HOLIDAY SEASON CASE

POTTERY BARN (ENGAGEMENT AND AWARENESS) Last year, Pottery Barn used 9 influencers to create a campaign around their Christmas season catalog. They launched a coordinated campaign with each influencer posting on November 19th, giving their followers enough time to get excited for the upcoming season.

Byrunning a loop style campaign, they were able to get audiences to spend more time viewing their products on multiple accounts.

Some Examples



friends in the "Loveliest Looks Of Christmas" tour

sponsored by @potterybarn. So fun!! @ A Head to

kristywicks.com for the entire tour and make sure to

stop by all the other incredible accounts taking part.







11:50

The Results

TARGETING

The influencers had a combined 1million followers at the time, all based in the US, with primarily female followers.

LIKES AND COMMENTS

The average
engagement rate was
around 2% (2,300
likes and 100
comments). The
highest performer
had a 5%
engagement rate.

FOLLOW UP

Pottery Barn began posting holiday themed posts around the same time as it launched its campaign, with a mix of Thanksgiving and Christmas posts.

SALES

Upon completion of the campaign, Pottery Barn listed offers with large discounts on its Instagram page, encouraging its followers to use promo codes to make purchases online off Instagram.

HOW TO ESTABLISH SOCIAL AUTHORITY

Social Authority







Active Audience



Audience Interaction

Social Authority is a brand's ability to create and maintain a long-term, competitive, and sustainable vision for their audience

A CASE STUDY

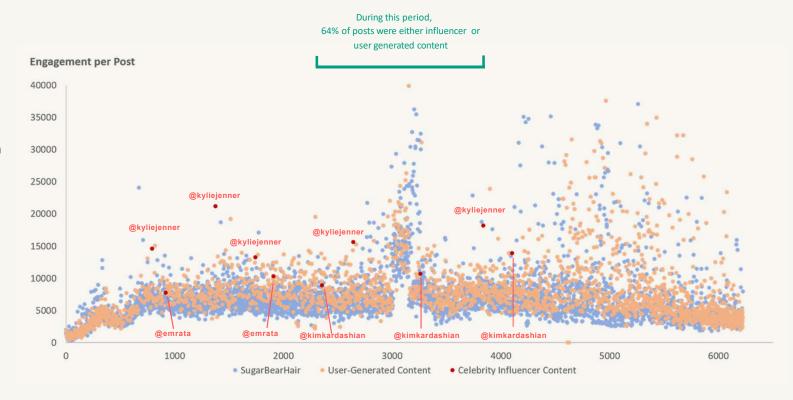
IDENTIFYING CAUSES OF HIGH PERFORMANCE

@SUGARBEARHAIR

- brought to the market the world's first gummy vegetarian hair multivitamin
- quickly rose as a leading hair supplement and gained sharp international attention in the span of 1 year
- has an extremely active audience
- posts user-generated content
- #sugarbearhair has over 120k
 posts on IG

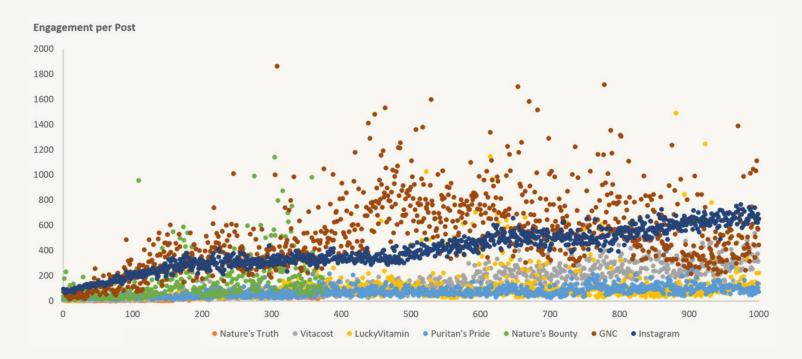
34%

of ALL@sugarbearhair posts are usergenerated content



BENCHMARKING

BUILDING INDUSTRY MAPS



Only a few brands in the industry outperformed the SFIG Engagement Benchmark (Instagram)...

Our Four Pillar Approach



STRATEGIZE CREATIVE CAM PAIGN S IDENTIFY IN FLUENCERS

TRACK
PERFORM AN CE

- Hashtag optimization
- Impression / Engagement optimization
- Follower generation
- User-generated contentfriendly
- Coordinated influencer campaigns
- Influencer-amplified product giveaways
- User-generated content contests

- Target audiences based on brand & campaign goals
- · Efficient influencer pricing
- Track your brand's audience transformation as you use influencers to reach new people
- Compare your social authority versus competitor brands
- Track the ROI of influencer campaigns
- Use predictive analytics to forecast what your campaigns may look like

WHAT IF I'M A SMALLER BRAND?

THE WHAT

MEMORIAL DAY GIVEAWAY

Barton Watch Bands, a leading brand in the watch strap industry, ran a Memorial Day campaign to promote their quick-release watch straps and raise awareness of their brand through influencers. The main objective of the campaign was to generate followers, engagement and sales for their total product offering.



THE HOW

MEMORIAL DAY GIVEAWAY

Barton Watch Bands used the Smartfluence platform to find and engage several influencers who created content for feed posts and stories on Instagram. Each content piece featured Barton Watch Band's wide selection of products and contained a call-to-action that highlighted the original Memorial Day Giveaway post by Barton Watch Bands.









THE RESULTS

MEMORIAL DAY GIVEAWAY



7 user-generated content pieces created

+1500 followers
1000+ customer leads

150k+ impressions 8¢ CPE

Key Audience Variables

INDUSTRY

We allow you to define both niche and subniche allowing you to specify your target

LOCATION

For local
businesses, finding
an influencer who
operates within
their service area is
key

AGE

We allow you to target multiple age segments so you can cover your entire range

GENDER

Our insights allow you to focus on audience gender, not influencer gender, vastly increasing success rates

THE PROCESS

HOW TO PREP FOR THE HOLIDAYS

OCT 9-14

Identify campaign goal, budget, and targeting.
Choose which products to promote.

OCT 15-31

Identify and bid on influencers based on your targeting

NOV 1-14

Send influencer products or invite them for photoshoots

NOV 15-28

Drum up attention around the upcoming campaign on your own feed

NOV 29-DEC 2

Launch your campaign with all influencers posting at the same time

DEC 3-7

Assess performance of each influencer based on initial KPIs

DEC 8-14

Re-engage with influencers who outperformed, while finding new talent DEC 15-22

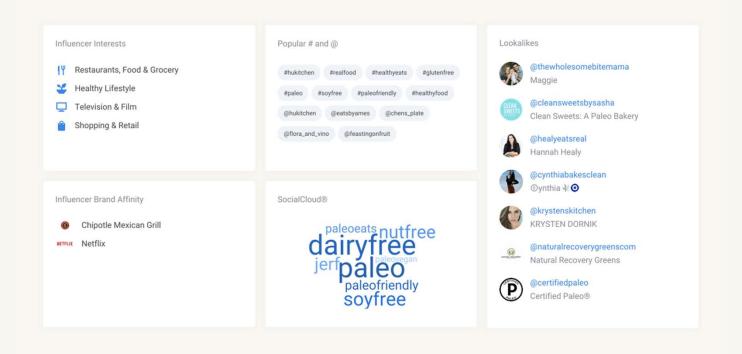
Repeat the process but with a different angle (goal, tactic, event). Launch campaign leading up to major holidays. DEC 23-25

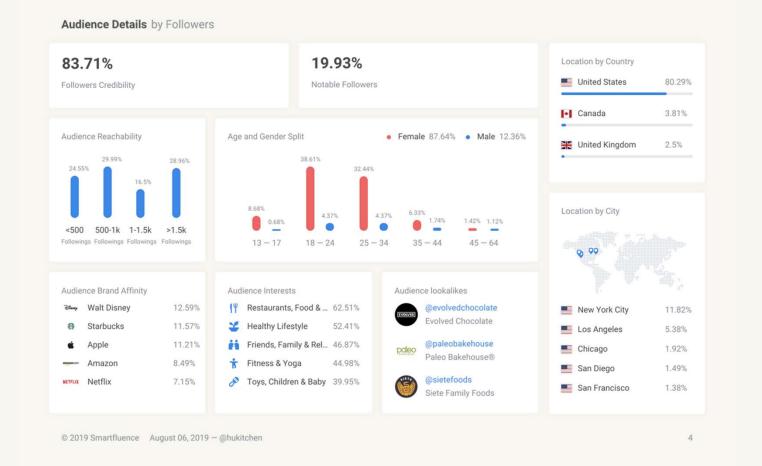
Launch a campaign to gather user-generated content around their holiday purchases **DEC 26-31**

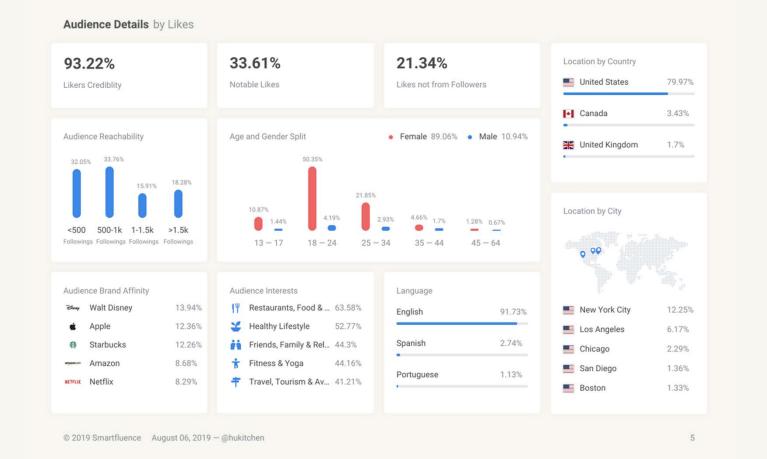
Retarget all participants in holiday campaigns through influencers.

Smartfluence Inc. | Influencer Discovery, Outreach, and Pricing

Influencer Details







Notable Followers

Influencer	Likes	Followers
Jessica Alba @jessicaalba	94k	16m
Josh Peck @shuapeck	521k	8.8m
Keegan Allen @keeoone	127k	6.5m
Romee Strijd @romeestrijd	260k	5.6m
Kristin Cavallari @kristincavallari	113k	3.8m
Sophia Esperanza @sophiaesperanza	65k	3.1m
(a) isabelledaza (a) isabelledaza	49k	2.9m
Megan Young @meganbata	44k	2.5m
Reebok @reebok	16k	2.4m
Meredith Foster @meredithfoster	57k	2.1m
🚇 Lyss Boss 💄 @lyss	54k	1.8m
Best Of Vegan @bestofvegan	11k	1.7m
Meadow Walker @meadowwalker	242k	1.6m
TONI GARRN @tonigarrn	16k	1.6m
Jade Pettyjohn @jadepettyjohn_official	42k	1.4m

Influencer	Likes	Followers
Regina Cassandra @reginaacassandraa	67k	1.4m
Joanna Jedrzejczyk @joannajedrzejczyk	23k	1.4m
Iza Calzado Wintle @missizacalzado	16k	1.3m
lindsey morgan @linzzmorgan	103k	1.3m
yitória @vitfalcao	98k	1.3m
DeniSe Maria Sanz Laurel @d_laurel	18k	1.3m
Estefania Borge @estefiborge	9.7k	1.3m
VOVANA MENDOZA @yovana	23k	1.2m
Debra Messing @therealdebramessing	12k	1.2m
Maria Teresa Guerrero @flacaguerrerog	12k	1.2m
ANN-KATHRIN GÖTZE @annkathringotze	32k	1.1m
Floppy Tesouro @floppytesouro	9k	1.1m
targetdoesitagain @targetdoesitagain	5.2k	1.1m
WILLAM @willam	15k	982k
Grace Elizabeth ♥ @lovegrace_e	34k	963k

Audience Lookalikes

Influencer	Likes	Followers
Evolved Chocolate @evolvedchocolate	4.6k	211k
Paleo Bakehouse® @paleobakehouse	179	71k
Siete Family Foods @sietefoods	2.5k	264k
Ancient Nutrition @ancientnutrition	1.1k	129k
DAILY HARVEST @dailyharvest	1.9k	411k
Primal Kitchen @primalkitchenfoods	1.9k	474k
Simple Mills @simplemills	1.3k	149k
Thrive Market @thrivemarket	742	527k
Van Leeuwen Ice Cream @vanleeuwenicecr	1.1k	89k
KNOW Foods @knowfoods	194	146k
Michele Rosen @paleorunningmomma	4k	251k
eatpastry @eatpastry	3.6k	111k
Athletic Avocado 💇 💇 @athleticavocado	3k	75k
Max Lugavere @maxlugavere	7k	327k
Four Sigmatic @foursigmatic	2.7k	226k

Influencer		Likes	Followers
CHO-COM	No Cow @nocow	408	80k
	PaleoHacks Paleo Recipes @paleohacks	741	154k
ĕ	EverlyWell @everlywell	249	83k
1	Kaylie @kaylieshealthyrecipes	2.4k	135k
1	Health-Ade Kombucha @healthade	946	139k
Mo	DESSERTS WORTH SHARING @delightedbydess	264	51k
-	GoMacro @gomacro	867	85k
	Rumble Boxing @rumble_boxing	754	149k
Children	Enlightened @eatenlightened	1.3k	228k
	MatchaBar @matchabar	627	66k
Manhantan	Matchæologist® 👺 @matchaeologist	4.1k	140k
July 1	Bulletproof® @bulletproof	1.1k	308k
1	Mark Hyman, M.D. @drmarkhyman	6.6k	568k
	JUICE PRESS @juicepress	365	101k
	rachel @rachlmansfield	6.2k	318k

REACH OUT TO RECEIVE YOUR FREE IN-DEPTH INSTAGRAM AUDIENCE ANALYSIS!

CONTACT US

FOR INQUIRIES

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EMAIL ADDRESS

siddharth@martfluence.io david@smartfluence.io

WEBSITE

www.smartfluence.io



















Lauren Rinaldi

Senior Customer Success Manager

17 Smartly.io **Events**



2x SAN FRANCISCO

2x NEW YORK

3x LONDON

AMSTERDAM

SINGAPORE

STOCKHOLM

DUBAI

LOS ANGELES

BERLIN

SYDNEY

PARIS

SÃO PAULO

BARCELONA

1049 Attendees

60 Talks

\$2 000 000 000 AD SPEND

16 Offices **37** Nationalities



+600 Customers

330 Employees

300

170

100

38% of can code / are technical

Employee Net Promoter score

Engagement score

Glassdoor score

• • • • • •

Content

- The Lowdown of Holiday Advertising
- Planning for Your Target Audience
- Winning with Mobile-First Creative
- Optimize and Automate Everything You Can
- 5 Test and Learn
- 6 Tips & Tricks
- 7 Case Studies



Top 3 Holiday Season Shopping Days in 2018

- Thanksgiving Day generated \$3.7 billion in e-commerce sales
- 30% of US holiday shoppers spent more than they intended
- 95% of consumers said price discounts 95% appealed to them the most
- 75% of shoppers wanted free shipping
- According to estimates, Cyber Monday e-commerce sales will reach \$10B in 2019

The lowdown on Holiday Advertising

• • • •

The key to a successful holiday season:







Understand the new rules and novelties of mobile-first creative



Build efficient and automated workflows to save time and resources



Optimize your campaigns
To the highest ROI



Test and learn to see what performance levers to amplify

Audiences

Test what works in advance

Simple is often better

Facebook algorithms are powerful

Ideas for new audiences





Mobile First Creative

According to Instagram's internal data*, 500+ million accounts use Instagram Stories every day

Tell a Story with your creative

Try instagram stories

Modular video

Smartly Image Templates



Choose the right optimization goals

What are the actual metrics you will use to evaluate performance?

How to Get the Most out of Your Campaign Bids and Budgets?

Algorithmic, automated optimization is the way to go.

- Facebook's Campaign Budget Optimization
- Smartly.io budget pools
- Bid Multipliers





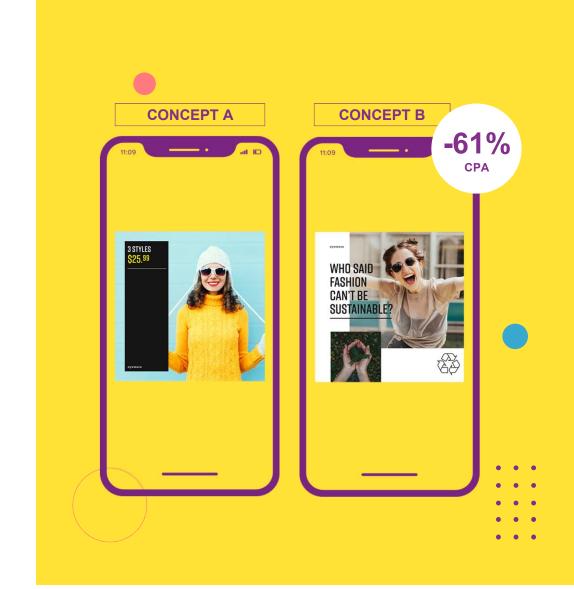
Test and Learn

Test multiple creative concepts

Iterate winning concepts

11x more creative assets drive 23% lower cost per incremental buyer

- Invest in understanding your audience
- Use previous learnings
- Get inspired by Competitors
- Identify industry trends
- Use the facebook ad library



Examples of Elements to Test

Color palette

Seasonality and/or localization

Call-To-Action

Showing or not showing your brand logo

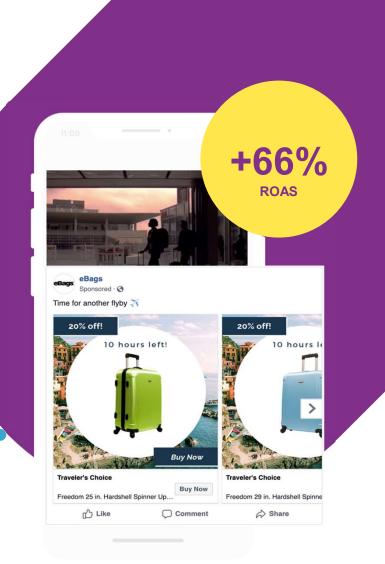
Video duration

The opening frame of a video



eBags

eBags reduced internal expenses and increased ROAS of their retargeting campaigns by optimizing automatically towards 3rd party metrics and customized their creatives.





Hopper achieved greater results with Stories ads by automatically creating and optimizing hundreds of ads showing real-time offers from Smartly.io Stories templates.



Tips & Tricks

Bid Higher During the Holidays

Create extra-relevant seed audience for your lookalike Audiences

Save time & Personalize with Creative Automation:

Mix video and static ads for a positive impact on performance

Always optimize towards your end goal.







Contact me Lauren@smartly.io

