Influencer Tactics to Boost Your Virtual Marketing Results

with Amy DeLouise

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Session Agenda

Influencer Strategies
Mistakes to Avoid
BTS: Your Secret Weapon
Think Like a Network
Make Your Virtual Marketing Plan

Slide deck available at
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Influencers

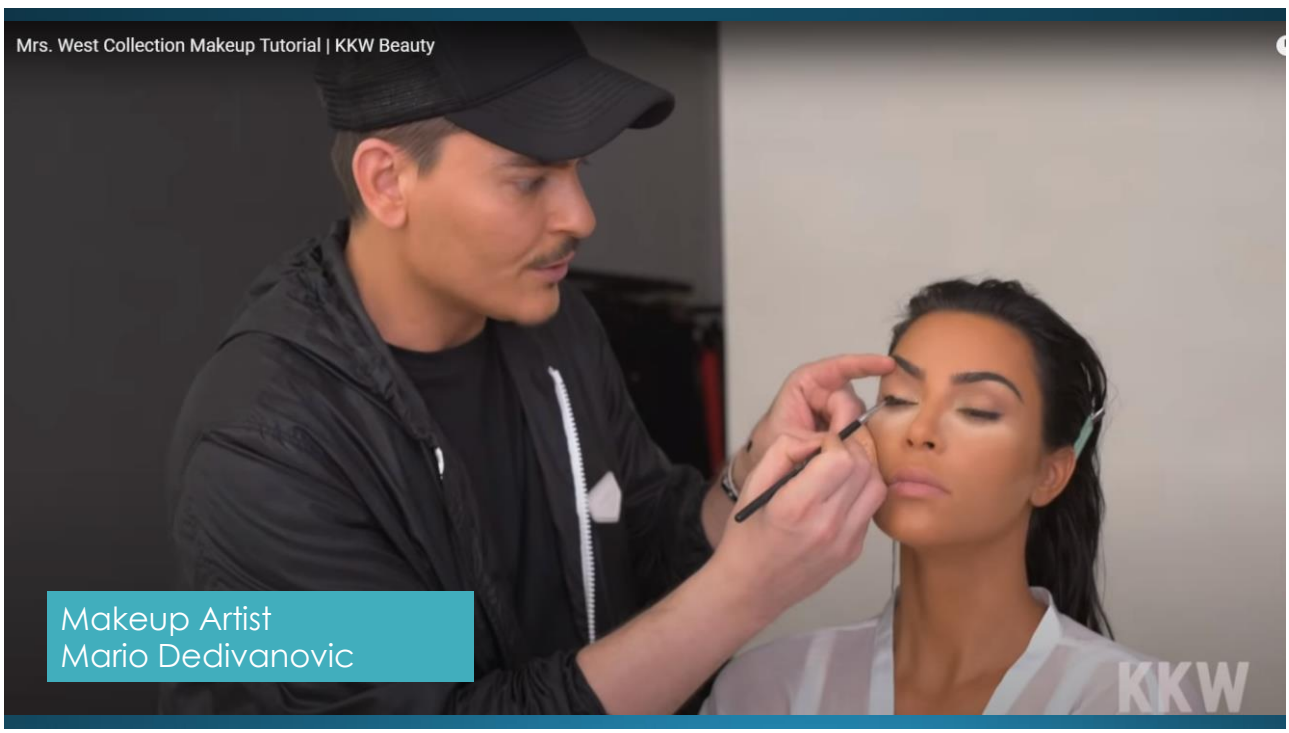
- A social media with **credibility** in a specific industry
- Access to a **large audience**
- Able to **persuade others** by virtue of their **authenticity** and **reach**

Good Mythical Morning

Strategies

- A new genre of "Intertainers" – internet entertainers
  - **Rhett** McLaughlin and Charles Lincoln "**Link**"
  - Comedy with a quirky twist
  - Casual conversation between friends
- Unusual Spots/ Brand Partnerships
  - 600 Pillows Backwards
  - Forwards version on Sleep Better website

➢GMM has 6.6 billion views and 16.6 million subscribers



Makeup Artist
Mario Dedivanovic

Mario Dedivanovic

Strategies:

- Affiliated with an influencer
  - Became famous for applying Kim Kardashian West's makeup
  - Unassuming style on camera
- Showed BTS of his work
  - He began to narrate a few tips as he worked on her
  - Then launched his Masterclass series

➢8M followers on Instagram; launched a new product line; deal with Sephora

Michelle Obama

- Authentic
- Sense of fun – *Carpool Karaoke* w/ James Corden
- Passionate sense of purpose
- Amplifies causes through her own engagement
- Wrote a book
- Role model/Leader

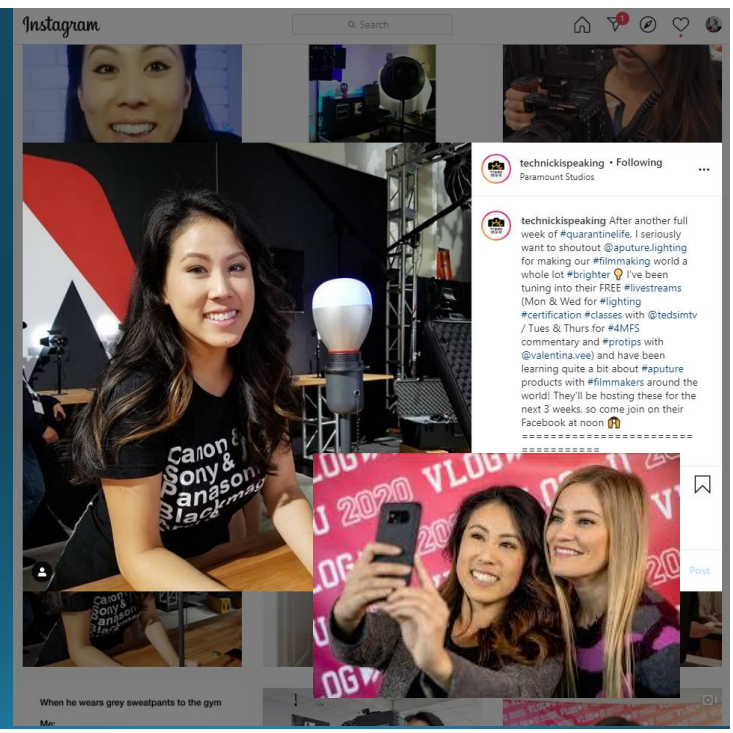
How Does this Relate to **Me**?

Strategies

- Be Authentic
- Innovate/Create
- Provide A New POV or Insights
- Share your Passion
- BTS – Show How
- Connect with established brands/influencers
- Vlog, blog, write a book, speak, engage!

Nicki Sun

- Tips for tech
- Authentic voice
- Amplifies others
- Shares her Asian culture
- Uses trending hashtags
- Cross-channel promotion
- Shouts out brands she uses
- Connects with influencers



Not Being Brand-Ready

- Have your "elevator pitch" prepped and ready
  - 60 seconds, 2 minutes
- Always have a good headshot and bio ready to go
  - Be sure the file includes first and last name and date or version #
- Able to speak directly to camera
  - Good audio and lighting
- Your email signature is free branding—use it!
  - Upcoming engagements, blog posts, etc.

Not Being Audience-Facing

- Social profiles and headers are up to date
  - Your LinkedIn profile should include SEO keywords in your industry
  - Do you need more than one profile on some channels?
- Websites and portfolios
  - Who IS your target audience?
  - What kind of work are you trying to get?
  - Do demo reels work any more?

Not Showing Your WHY & HOW

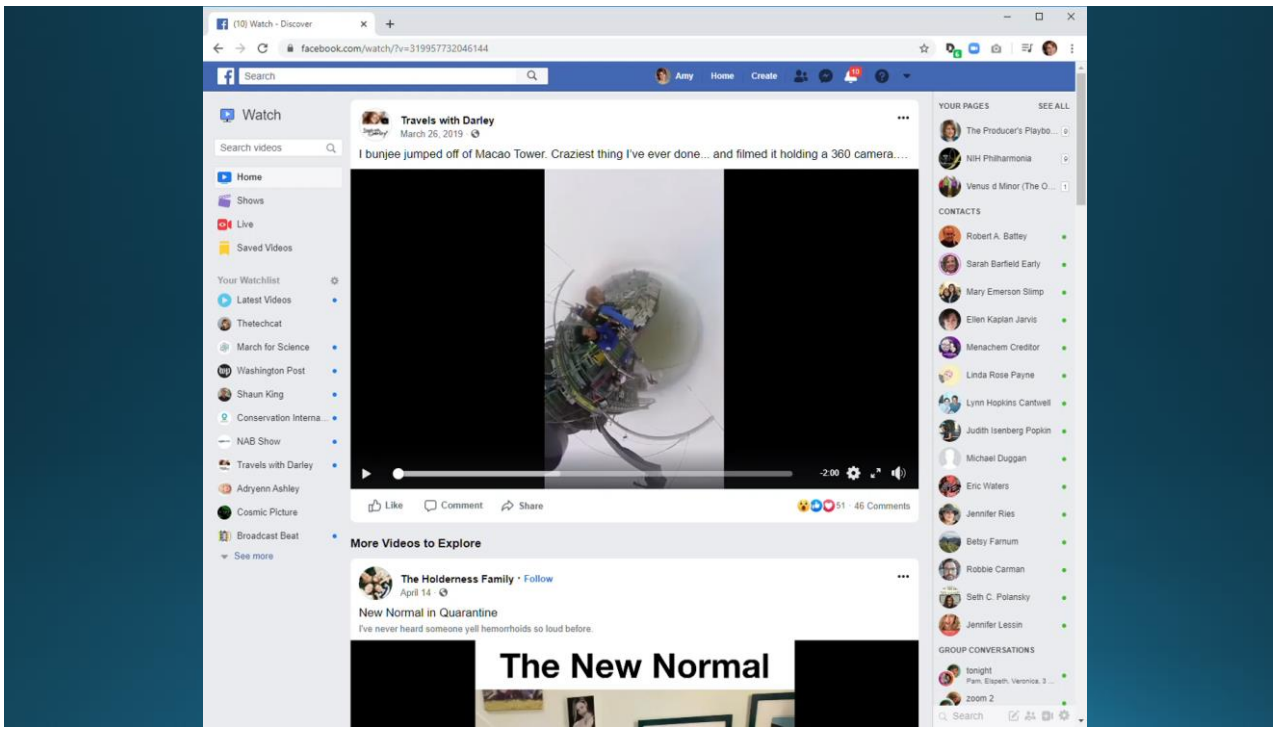
When blogging, speaking, or posting to social channels,
focus on your Why and How
not just **What** you do.

- Bonus Tip: Watch Simon Sinek's "How Great Leaders Inspire Action" TED Talk

Behind the Scenes (BTS)

- Top-shared content online
- Video moves up in all algorithms
- Narrate it yourself so followers hear your authentic voice
- Gives people a sense of who you are/how you work
- Focus on HOW and WHY you do what you do

LIVE
HACKETT
MACAU TOWER
Courtesy: Travels with Darley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Watch
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Home
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Washington Post
Shaun King
Conservation Interna...
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March 26, 2019
I bunjee jumped off of Macao Tower. Craziest thing I've ever done... and filmed it holding a 360 camera....
-2:00
Like
Comment
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51 · 46 Comments
More Videos to Explore
The Holderness Family · Follow
April 14
New Normal in Quarantine
I've never heard someone yell hemorrhoids so loud before.
The New Normal
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GROUP CONVERSATIONS
tonight
zoom 2
Search

Think Like a Network

- "Making of" should be part of every project
- Cinema verité syle
- Phone photos and video are fine

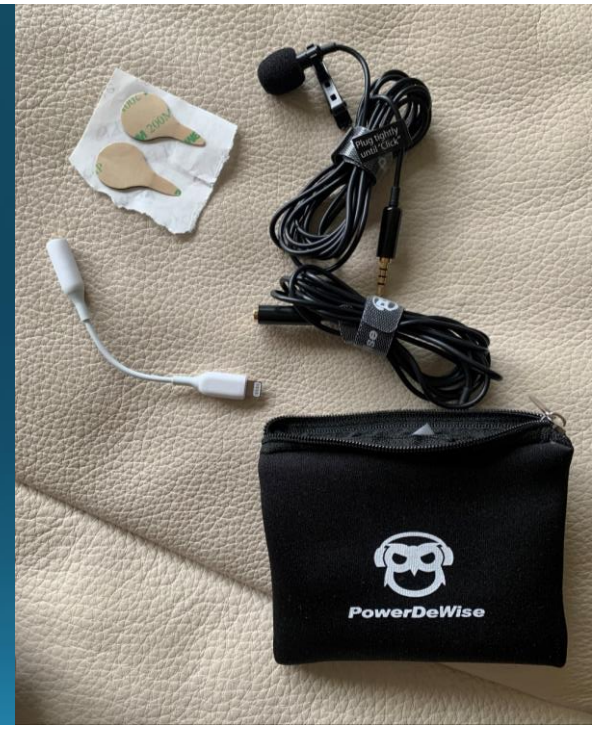
Photo courtesy: Nicki SunMedia

Amp Up the Look

- DJI Osmo 3 Mobile gimble
- Osmo pocket camera
- Mavic Mini drone
- Gorilla pod remote kit
- Insta360 Go pocket cam

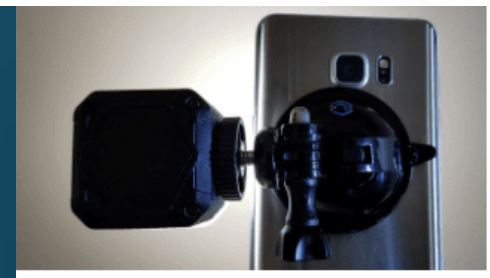
Audio Matters

- MPOW Headset
  - $32
- Power DeWise wired lav mic
  - $40; i-phone needs adapter
- Rode Smart Lav/Condenser $79
- Podcast Mics
  - Rode NT-USB $250
  - Blue Snowball $69

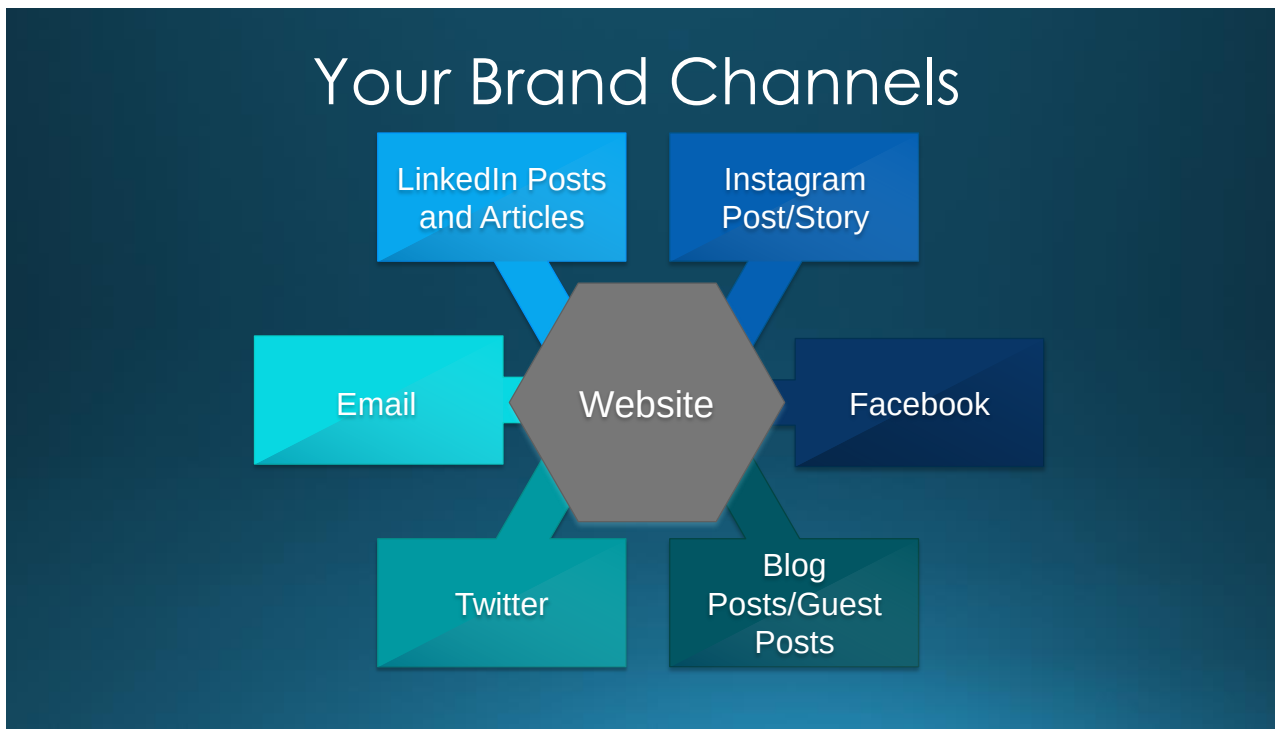


Lighting

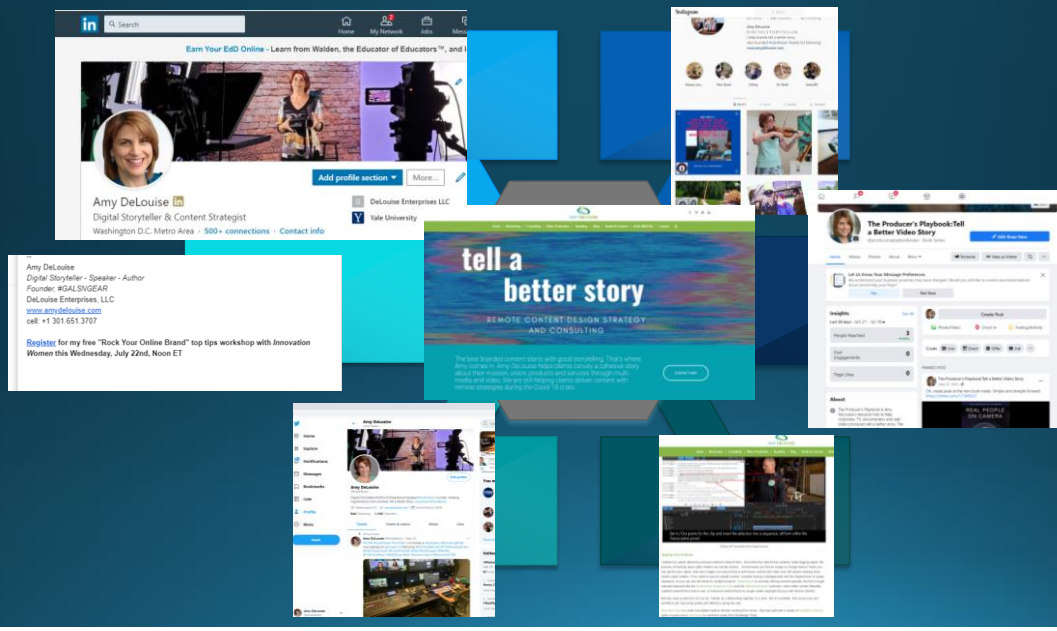
- Sunpak Ring light
- Aperture M9 LED
- Fox Fury RUGO
- Lume Cube Mini



Think Like a Network
Photo: Unsplash Mark Olivier Jodoin


Your Brand Channels
LinkedIn Posts and Articles
Instagram Post/Story
Email
Website
Facebook
Twitter
Blog Posts/Guest Posts

Useful, Authentic, Cross-Promoted



Build Your Multi-Platform Workflow

Master Stories
- Website
- YouTube
- Blog Posts

Sub-Channels
- Facebook
- Instagram
- Twitter
- LinkedIn
- Guest blog posts

Unified GFX
- Social channels
- Website

Use Tools

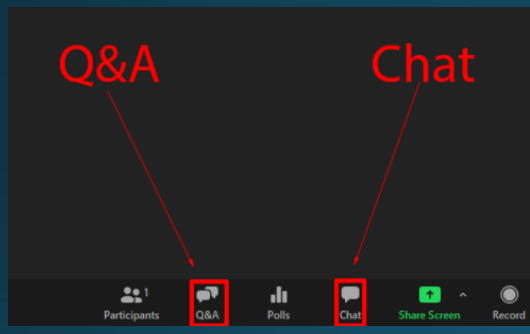
- Videos
  - Adobe RUSH
- Cropping and Graphics
  - Pic Monkey
  - Canva
- Trending
  - https://trends.google.com/
  - www.tweeplers.com
  - https://hashtagify.me/

Example @galsngear Instagram Campaign

#WOMENATWORK

#WOMENSWISDOM

ASK!



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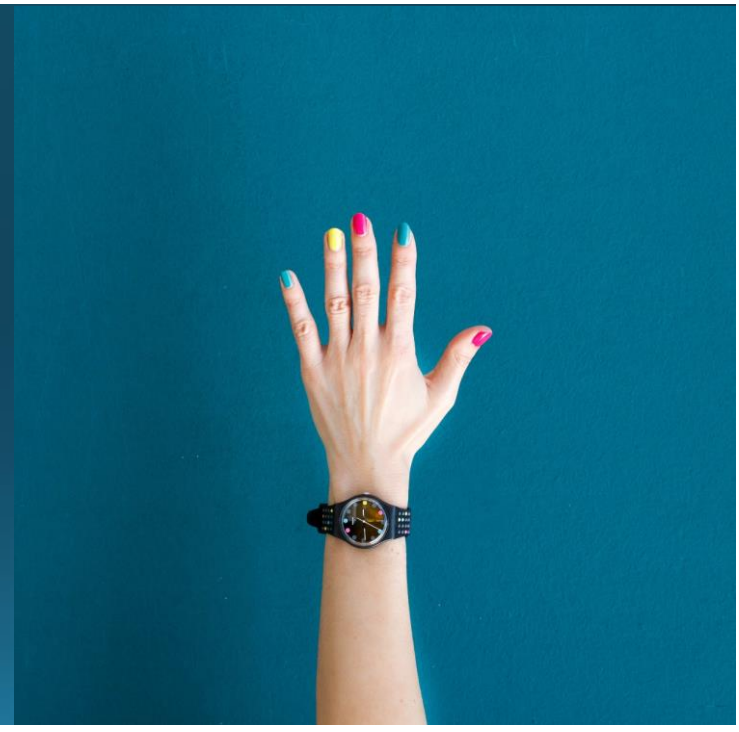
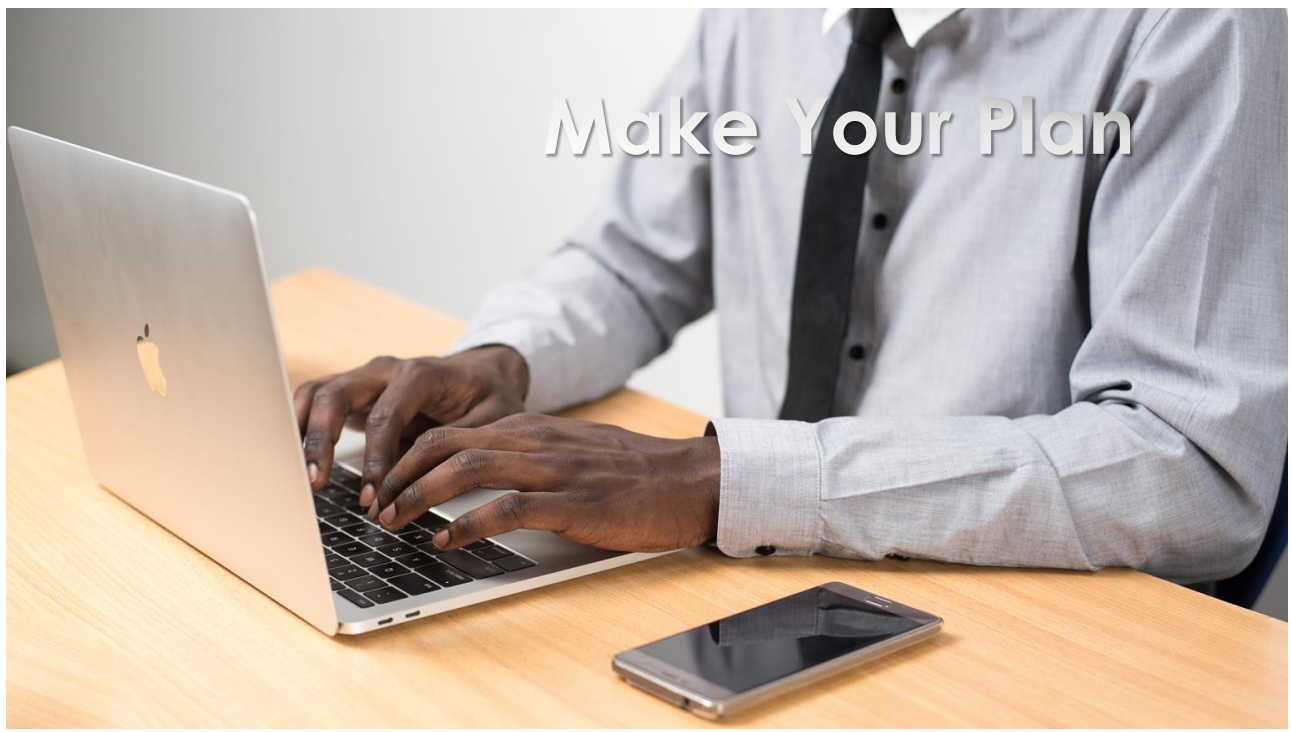
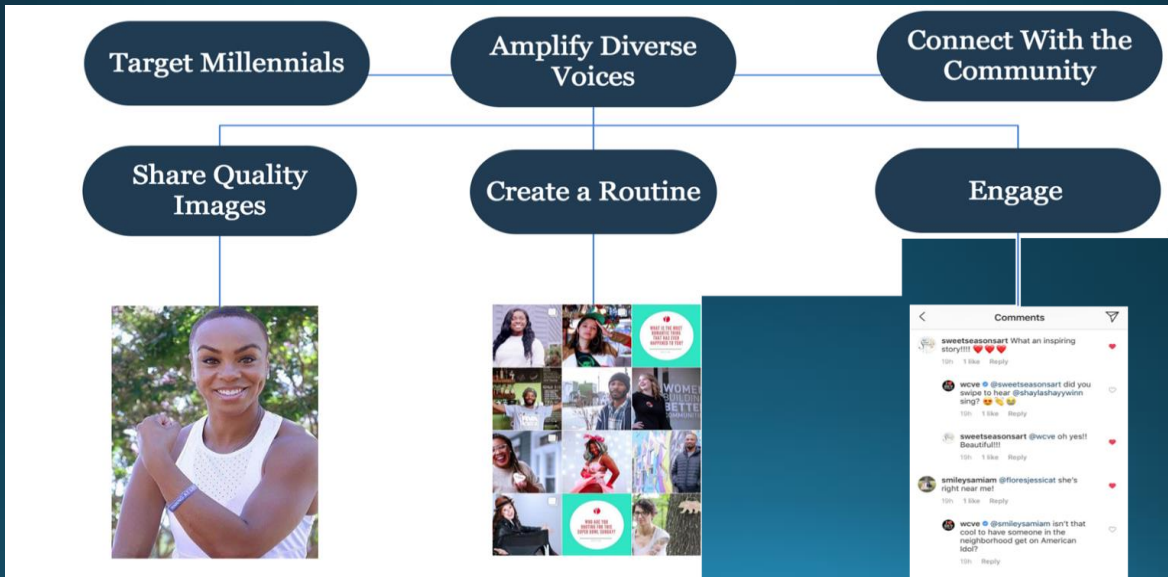
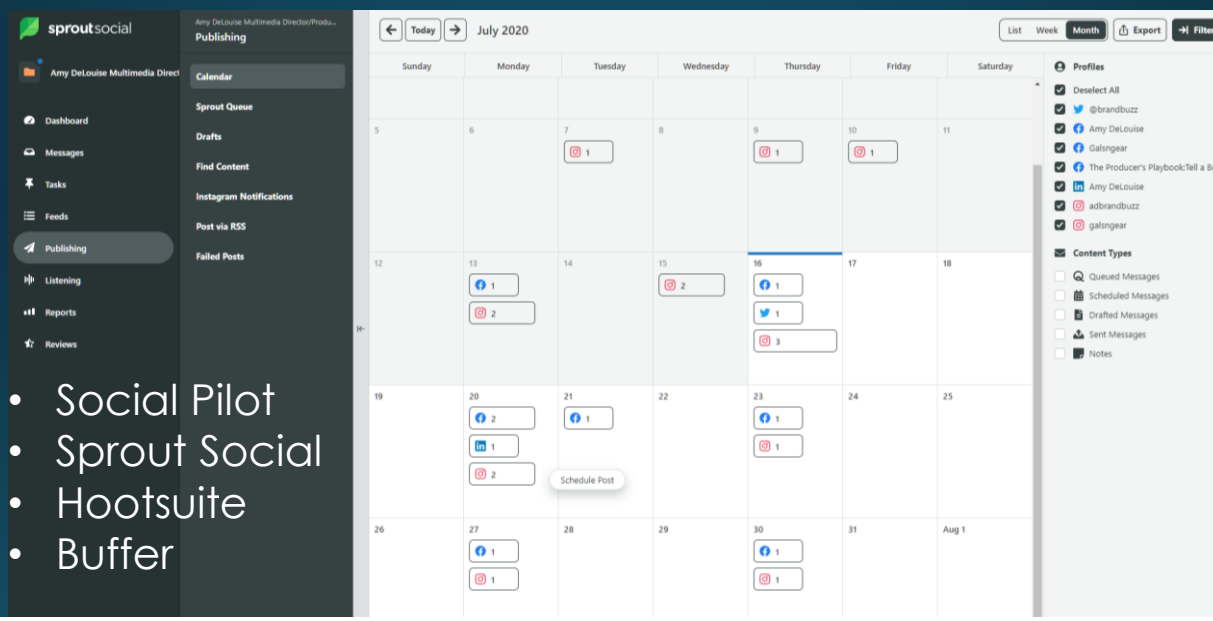




1. Define Goals

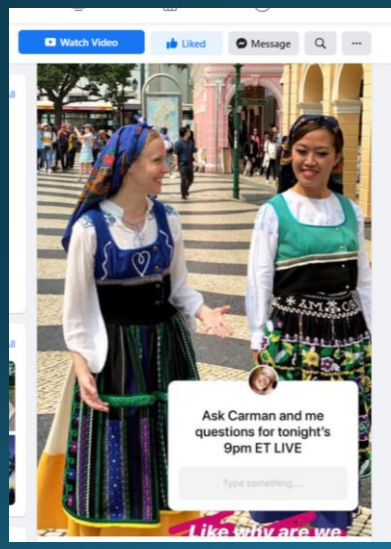


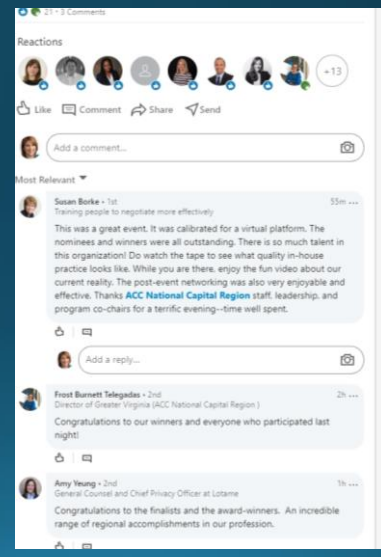
2. Build a Content Calendar



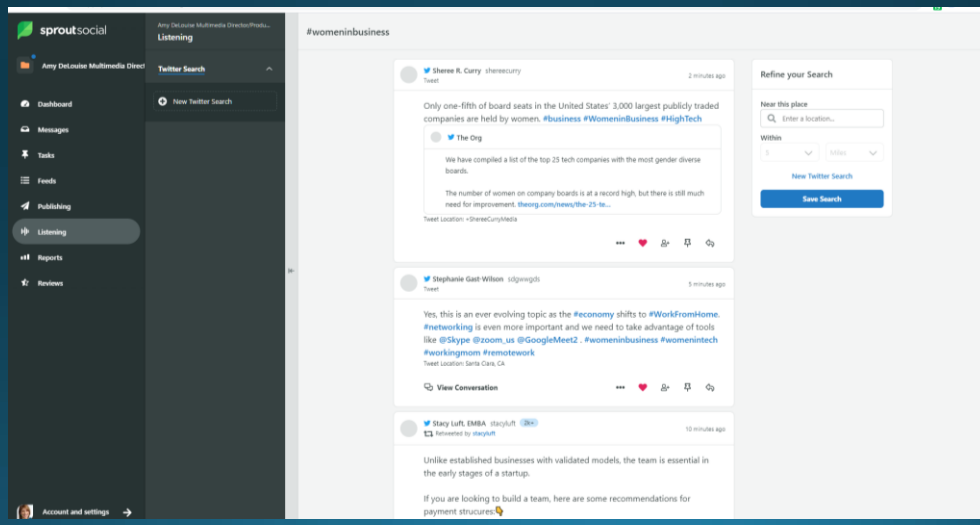
- Social Pilot
- Sprout Social
- Hootsuite
- Buffer

3. Engage Regularly in Your Channels





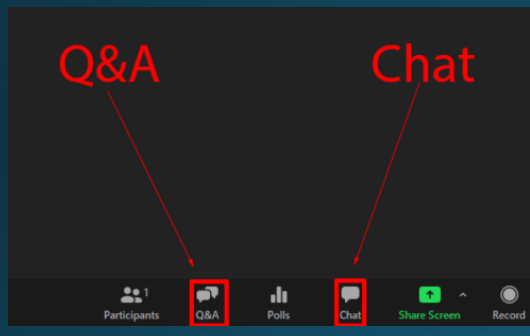
4. Follow Hashtags & Accounts



5. Make Targeted Follow-ups

- Connect via chat function
- Add contacts to your email address list
- Invite to any free online appearances
- Offer to provide feedback in your areas of expertise
- Make introductions on LinkedIn
- Amplify/repost others
- Use their hashtags along with yours

ASK!



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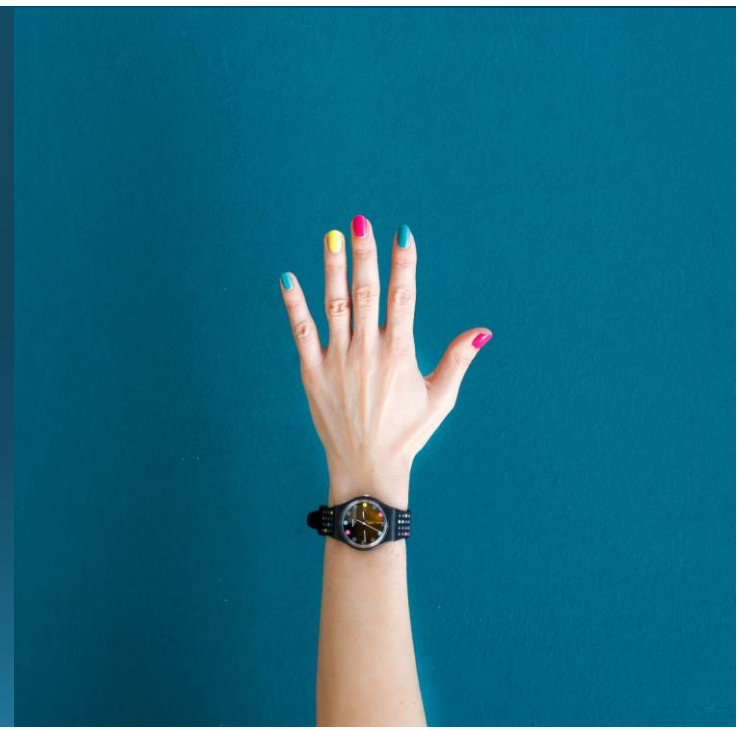

Wrapping Up

- Use key influencer strategies
- Share your How and Why w/ BTS
- Create a plan and a content calendar
- Have some fun!

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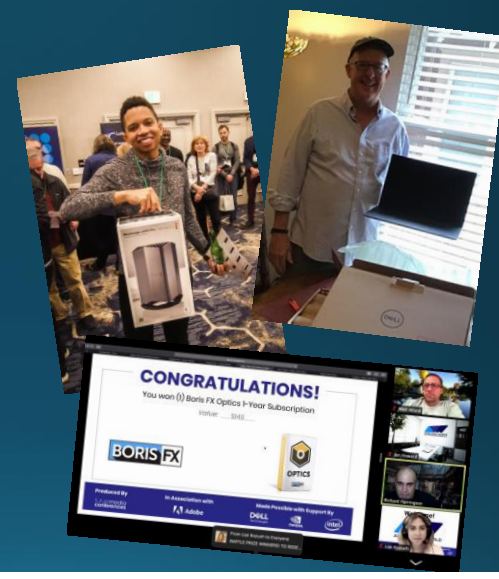

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