

WHOLESALE GOODS

How to take
advantage of influence
marketing to reach
15-35 year olds?



Are you a wholesale goods brand? Influence marketing is essential for you!

Do you have a wholesale distributor brand (or are you a wholesale distributor) and want to reach 15-35 year olds? Bad news: old recipes don't work anymore, for two reasons: 15-35 year olds don't watch media in the same way as the previous generation (they no longer watch TV, listen to the radio or read newspapers)... and they're no longer sensitive to a brand's sales pitch (they want authenticity and a real dialogue, not a force-fed formatted message). Good news though, we have the solution: working with influencers... But not just any old how; just because you've put influencers in your plan, it doesn't mean it'll work.



Why is influence marketing unavoidable in the communication of 15-35 year olds?

Before we begin, let's ask ourselves why working with influencers is (very) interesting for wholesale brands. Influencers:

- > have very powerful communities
- > are where the 15 - 35 year olds are (young people are no longer sat in front of the TV - they spend only one hour a day in front of the TV, radio or media, as opposed to 4 hours for the average French person)
- > get through adblocks (over 50% of 15-35 year olds have adblocks)
- > are "native mobile"
- > like to present new products (such as your innovations or your highlighted moments)
- > have a strong ability to persuade their community
- > are trendsetters
- > can make your product / service "cool"
- > are (usually) not expensive at all (receiving your product for free is enough for some)

- > will speak passionately about your product and in a language understood by their community
- > may show you other ways to present your product or other uses that you may not have thought of.

And even better:

- > you can choose which ones (on influence4you for example, for every 1 influencer chosen for a campaign we have on average 10 who have applied.)
- > you can even launch international campaigns easily
- > if you're a distributor, you have the ability to track site visits and sales generated by an influencer.

Unfortunately, one small downside: influencers don't tend to reach the over 40 year olds... so if your product is mainstream and targeted at all ages, you will have to use mix media and not count solely on influence marketing.

In short, as you're now aware: influence campaigns for wholesale brands are an essential method to add to a marketing

mix, it's a "must have" in communication. We're going to give you some key figures below to show you why it works... and more importantly some methods adapted to large wholesale players to use influencers effectively.



Key influence figures for large wholesale players

ROI

Influencers aren't generally directly ROI based media (besides, an influencer doesn't normally accept to be commissioned on sales). They are involved in developing the products image and explaining how it works, but unlike adwords or affiliation, they don't usually get involved at the

end of the chain during purchase. Despite this, chances are you'll see your sales soar thanks to influencers!

- > For example, we did a campaign for a BelAir down jacket that generated €50k in sales for €10k spent on influence marketing.

- > Or a PKJ novel that went from the 5000th to the 50th place on Amazon's book sales.
- > We generated €100k in sales on ASOS through micro-influence with a budget of less than €10k.
- > Finally, we generated over 100,000 new members for the beautéprivée website and a revenue of several million, thanks to influencers.

In short, influencers can generate direct sales, but it's crucial to have a little notoriety already and therefore opt for influence

as a channel of notoriety, buzz and explanation of your product / innovation.

The agency Tomoson calculated that if we include direct and indirect sales (not just direct sales), **€1 invested in an influence campaign generates €6.5 in turnover in most cases.**

Good to know, right? In terms of measuring the impact of influence marketing we prefer to refer to EMV (Earned Media Value) rather than ROI (Return on Investment), which is difficult to measure.

EMV

EMV is the media value of influencer posts (calculated based on Ayzenberg reference index).



**On our platform,
for €1 invested,
we generate
up to €11 in EMV**

**Calculate your EMV
for Free!**

The free tool to calculate the EMV of your social and influence campaigns:

<https://blogfr.influence4you.com/emv/>



The average engagement rate

On Instagram: it's between **2 and 3%** in likes/users according to sector.



Great news!

3,5%* for micro-influencers on the Influence4You platform

On Youtube : less than **4%** in likes/users



Great news!

4,7%* for micro-influencers on the Influence4You platform

The power of influencers

We spend **3 times more time on Enjoyphoenix' Youtube channel**** than on women's online magazines.

18-24 year olds typically spend only 1 hour a

day in front of TV (versus 4 hours for the average French person) but **4 hours a day on their smartphone***** (especially on social networks), so that's a huge audience of television worthy influencers!

The number of influencers per campaign

Micro-influence campaigns on Influence4you allow start-ups to work with an average of 110 influencers*. So, for your campaigns, it's interesting to mix top influencers who will

make an impact straight away and micro influencers, who will allow you to develop an even closer connection with consumers.

* Source : influence4you

** Source : Etude influence4you - 2015

*** Médiametrie 2017

Examples of influence campaigns for wholesale brands



TIMET SHINE

Receive, discover and taste Freedent and create a contest for your community!

METHOD: start a sponsored campaign post on Instagram and Facebook via the Influence4you platform to get influencers to create simple and effective quizzes asking users "when do you need to shine?". This technique makes for easy engagement and an active community discussion around a product.

CAMPAIGN OBJECTIVES: to associate the brand Freedent with moments where we feel good about ourselves (white teeth, fresh breath).

OPERATIONAL OUTCOME:
(in France only)

Number of posts: **33 posts** made

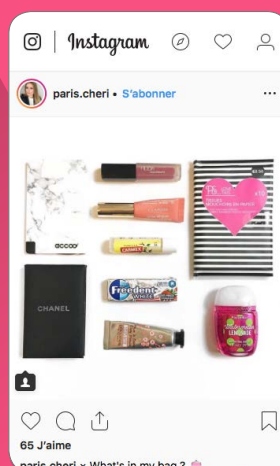
Brief compliance: **99%**

Reach: **600K people**

Engagement: **18 000 likes** and comments (3% engagement rate)

Cost: **4 000 €**

This operation was conducted in collaboration with the agency **SENSIOGREY** in charge of digital communication for Freedent - For more information: <http://www.sensiofrey.com/com/>



#PampersPapa

A new generation of nappies for a new generation of daddies.

METHOD: talk about Pampers with dads for Father's Day and get influencers to spread the video: https://www.youtube.com/watch?v=GGa_qkbhWEw In fact, taking advantage of calendar events to launch your influence campaigns generates an even greater impact through natural and fluid communication and is less aggressive than classic advertising.

CAMPAIGN OBJECTIVES: generate love brand with dads, resulting in posts on Facebook, instagram and blogs.

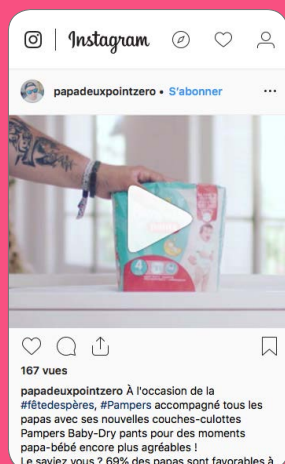
OPERATIONAL OUTCOME:

Number of posts: **50 posts** made

Brief compliance: **99%**

Reach: **0.6 M people**

Cost of influencers: **4 000 €**





PERIODS: things you definitely need to know!

METHOD: a video to highlight Nana Ultra GoodNight towel featuring a young female youtuber with teenage girl followers who have just had their first period.

CAMPAIGN OBJECTIVES: to reach young girls and get them to pass on the right messages... and increase the brands notoriety amongst first-time users.

OPERATION OUTCOME: the video that was supposed to get 150,000 views got **2.1M** on a rather "sensitive" subject and a very restricted target audience... in other words, a huge coverage rate!

The video was #1 with the keyword "periods" on YouTube for 3 months.

Engagement : 18000 likes and 7k comments

This operation was conducted in collaboration with the agency **SENSIOGREY** in charge of digital communication for Nana - For more information: <http://www.sensiogrey.com/com/>

"The campaign worked so well that Nana asked us to do new macro and micro influence campaigns"





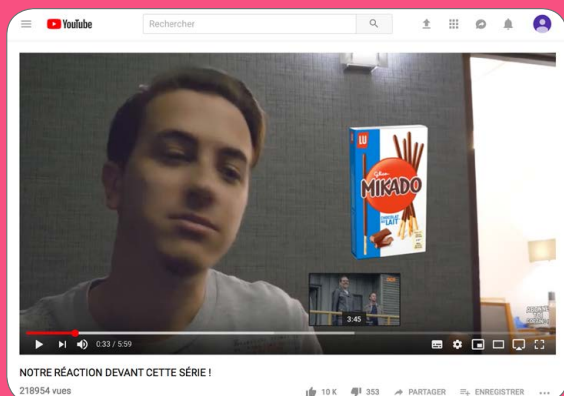
The TV show biscuit

METHOD: campaign with 3 big name influencers to show their reactions to the new episode of The Walking Dead... with Mikado biscuits to make it more fun.

CAMPAIGN OBJECTIVES: create a link between Mikado and the TV show via a partnership with OCS (French group of dedicated channels) and speak a language that 18-35 year olds can relate to.

OPERATION OUTCOME: 3 videos made and dozens of posts on other networks. Creation of streamable content by the brand through media purchase.

Reach : 0.5 M views





Delivering sushi that will make your mouth water!

METHOD: Instagram posts showing sushi staged in everyday situations, but with photos that literally make your mouth water.

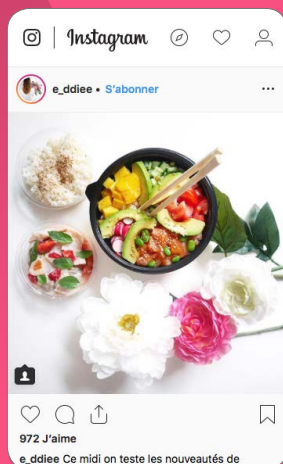
CAMPAIGN OBJECTIVES: associate Planet Sushi with influencers, reveal the new summer menu and make it clear that sushi from Planet Sushi is incredibly delicious.

OPERATIONAL OUTCOME:

Number of posts: **13 posts** ultra-yummy posts.

Reach : **1.5 M people**

Cost: **€8k**



Tips to remember and tricks to avoid

- > Paying influencers isn't a necessity (for those who have less than 80,000 or 100,000 followers, sending a product for free could be enough).
- > On the other hand, don't expect big influencers (>100k subscribers) to pounce on your product and talk about it for free. At this level, they've made a profitable activity and therefore will ask you for money... and rightly so. But don't just pay anything. The Influence4you platform will advise you on the correct pricing.
- > Make your brief clear: the brief is 80% of the success of an influence campaign.
- > Analyse your campaign results and take an interest in your EMV. If it's higher than the full cost of your operation, then the operation is a success.
- > Hand the creative concept over to the influencers (it's up to them to find it and you to challenge it). Define the products and key messages you want to put across and let them find the most effective ways to present them to their community.

A conclusion for you, the wholesale brand

As you can see, influence marketing is an essential way to promote your consumer products to 15-35 year olds given that influencers are where this target age group is, and that's not in front of TV. It will probably wreak havoc in your habits - you who's used to using «traditional" media, but if you don't give it a try, you run the risk of gradually cutting off a large part of your consumers and ageing your target market. Therefore, it's crucial to add influencers

into your media mix and start trying out campaigns, creative ideas, social activations and start a "test & learn" approach.

It's your chance to launch your effective influence campaigns on www.influence4you.com

Feel free to contact us at 01 80 88 41 21 to come up with a creative strategy in line with your needs together.

Marketing influence platforms simplify time-consuming tasks and give you easy access to the best influencers for your brand. It's up to you to define your brief effectively for a maximum number of hits!

Notes (to prepare your campaign)

Describe your product or service as if you were explaining it to your friend:

Describe your objectives for this influence campaign (xx visits, improve image...):

Describe what you expect from the influencer exactly (logistics):

Once these ideas are clear, launch your influence campaign!

Launch your influence campaign now,
contact us:

www.influence4you.com
+33 1 80 88 41 21