

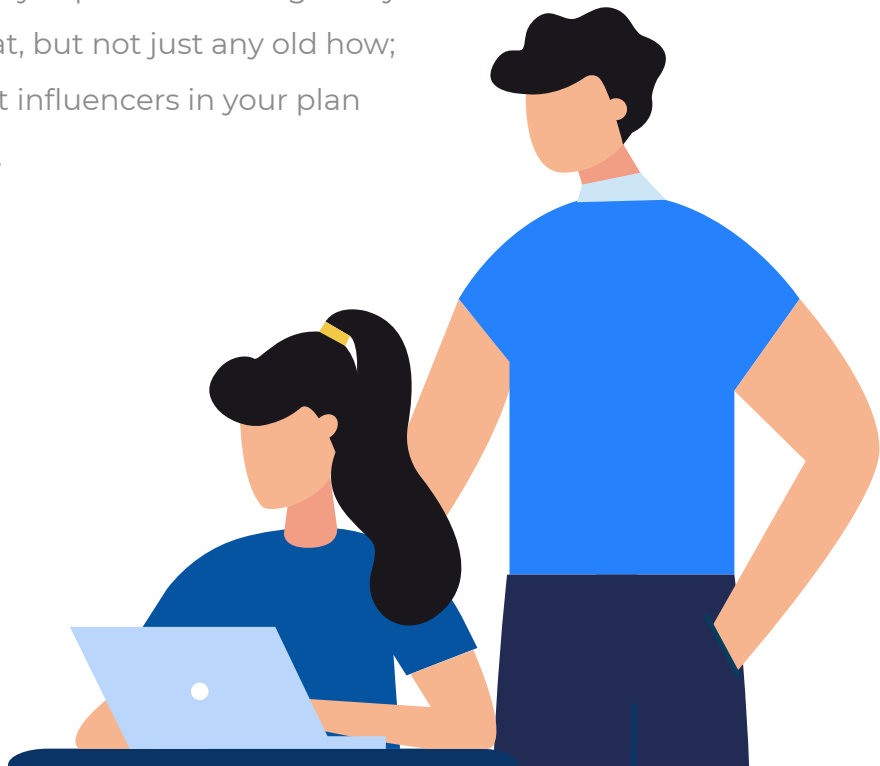
HIGH-TECH & GAMING

How to use
influencers to
launch a product?



Who better to launch your product or great new game than influencers?

Are you part of the Gaming and High Tech industry? Do you want to highlight your brand and make yourself stand out when launching a product? Bad news: old recipes don't work anymore, for two reasons: 15-35 year olds don't watch media in the same way as their elders (they no longer watch TV, listen to the radio or read newspapers)... and they are no longer persuaded by a brands sales pitch (they want authenticity and a real dialogue not force-fed a formatted message). Good news though: we have the solution for you (you guessed it): working with gaming and high-tech influencers (there are plenty to choose from, including youTubers who can really explain the strength of your product / game!)... Great, but not just any old how; just because you've put influencers in your plan doesn't mean it'll work.



Why is influence marketing essential in gaming and high-tech?

Before we begin, let's ask ourselves why working with influencers is (very) interesting for a gaming or high-tech brand.

Influencers:

- > have very powerful communities
- > are where 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 TV radio or the press as opposed to 4 hours for the average French)
- > get through adblocks (over 50% of 15-35 year olds have adblocks)
- > are "mobile native"
- > like to present novelties (like your product innovations)
- > have a strong ability to persuade
- > are trend setters (very useful for gaming or high-tech)
- > can make your product / service "cool"
- > are (usually) not expensive at all (receiving your product for free is enough for some)

- > will talk passionately about your product and in a language understood by their community
- > may help you discover other ways to present your product or other uses that you hadn't thought of.

And even better:

- > gaming and high-tech influencers are pioneers in the field (the word YouTuber pretty much appeared thanks to young people who were filming gameplay on YouTube in the twenty-tens) and good news: they are still as engaging
- > we can choose the influencers (for example on influence4you, we have an average of 10 influencer applications for every 1 chosen)
- > you can even easily launch international campaigns
- > and if you're a distributor, you can choose to track visits and sales generated by an influencer.

Unfortunately, there's a small downside: influencers don't tend to reach the over 40 year olds...so if your product is mainstream, you will have to use a media mix and not place all bets on influence.

To sum things up: integrating influence marketing campaigns for a gaming or high-tech brand is essential

in a media mix, it's the absolute 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 high-tech or gaming players to use influence marketing effectively.



Key influence figures for gaming or high-tech players

ROI

Influencers aren't generally directly ROI based media (besides, an influencer doesn't generally accept to be commissioned on sales). They participate in the development of the image and the explanation of the product, but unlike adwords or affiliation, they don't usually intervene at

the end of the chain during purchase. Despite this, chances are your sales will soar thanks to influencers.

In summary, influencers can generate direct sales, but it's crucial to already have some notoriety and therefore privilege

influence marketing as a channel of notoriety, buzz and explanation of your product / your 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/views



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***** (especi-
ally 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 it would be interesting to mix
top influencers who are sure to make

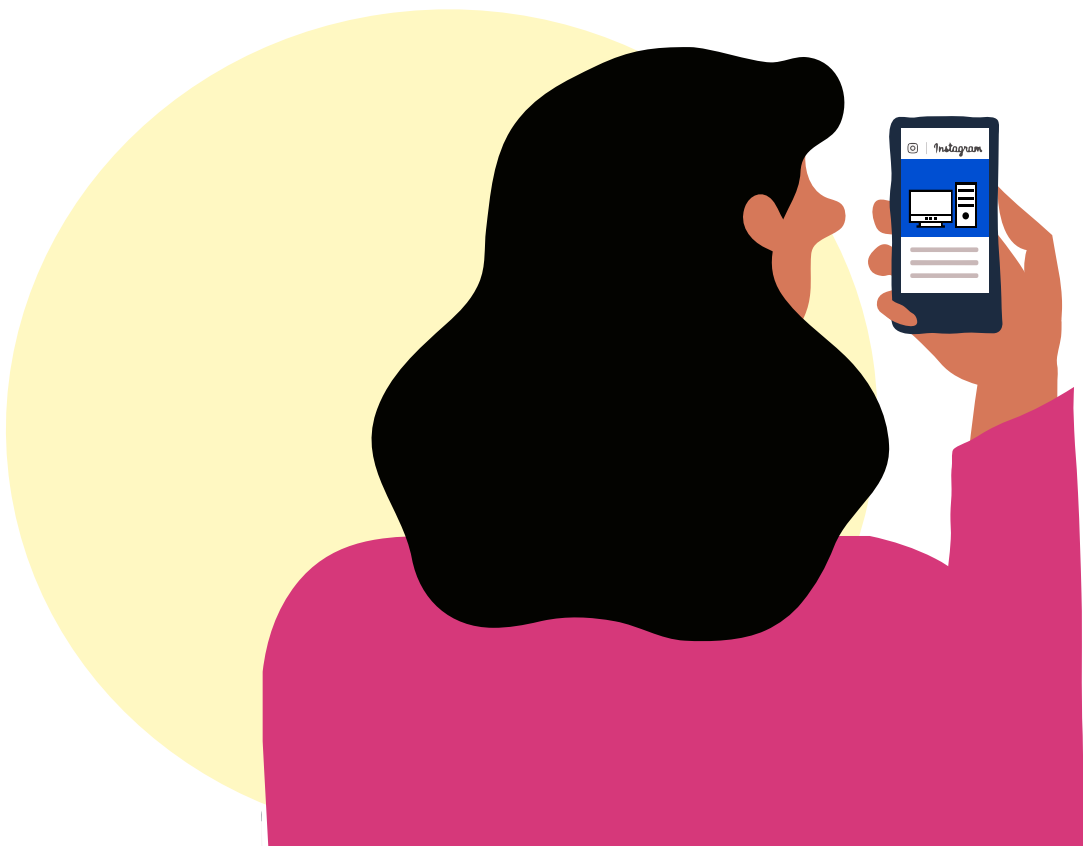
an impact from the get go for your campaigns
and why not include micro influencers that
will allow you to develop closer proximity with
the consumer.

* Source : influence4you

** Source : Etude influence4you - 2015

*** Médiametrie 2017

Examples of influence marketing campaigns for these two sectors





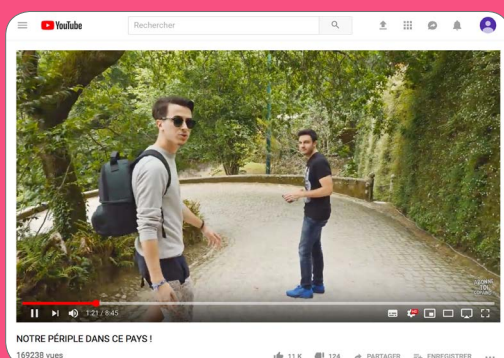
CONTEXT: Alcatel wanted to create a buzz around the release of its A5 Led phone. A phone with a light-up phone case which can be set up. We guided them through this large-scale campaign across 8 countries (France, Italy, Russia, Romania, Portugal, Holland, Germany, and UK) and achieved it in several key moments.

TERMS: We selected influencers who were generating a lot of engagement and views for this international campaign and whose profiles were young and dynamic.

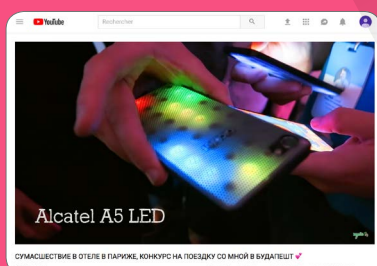
- > Phase 1, taking part in the launch party held in Paris and content creation
- > Phase 2, engagement creation via a quiz
- > Phase 3, participation in a festival held in Hungary with Alcatel

THE RESULTS: Millions of contacts reached (between **6 and 9 million** each time) made it possible to draw attention to the launch of the A5 Led and put it in the spotlight! Acting in several phases favours the support given for a little more product engagement at each step. The event to present the product, the contest to activate subscriber engagement, **the hashtag #EnjoyNow creates a real community around the product along with positive qualitative results.**

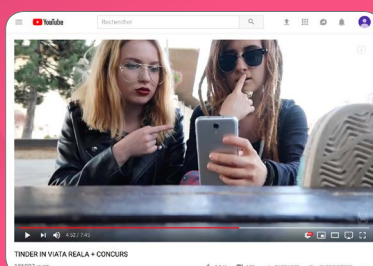
Valentin's post (TartinEx)
the selected French
influencer



Phase 1



Phase 2



Phase 3





CONTEXT: For the launch of a new Nacon controller, distributed by Bigben Interactive, the brand called on us for its promotion. So we gathered influencers specialising in the gaming industry in order to match the users of the controller.

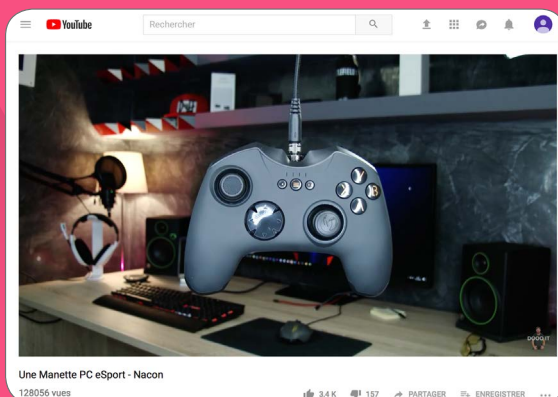
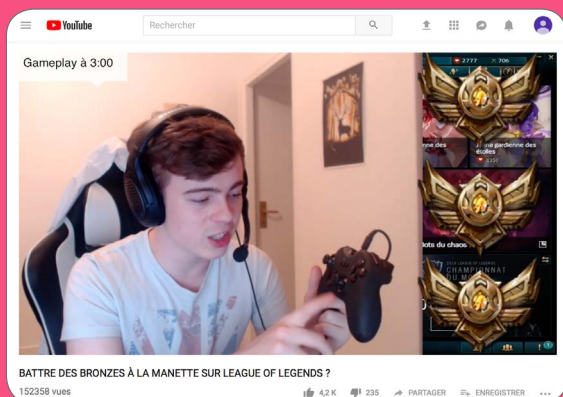
We selected 3 expert profiles to go to the Nacon offices to test the controller for the first time. They were able to ask all their questions directly to the brand and then took the time to test the product at home to create their videos.

RESULTS:

Total posts: **3 vidéos**
(300,000 total views on YouTube)

Reach: **700 000 followers**

Engagement: **10 000 likes**





Dragon Ball FighterZ Promotion

TERMS: The launch of a campaign on our Influence4you platform allowed the brand to select a diverse panel of gaming influencers. The campaign provided a game key to influencers who wanted to show a preview of the beta version to their community.

CAMPAIGN OBJECTIVES:

Presenting the gameplay of the Dragon Ball universe to attract new players. Support the launch of the game and promote it through user experience.

THE RESULTS:

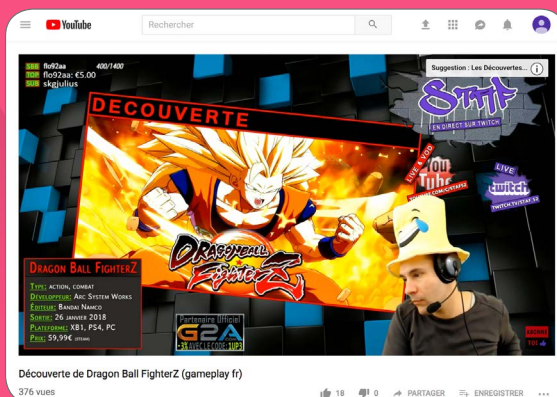
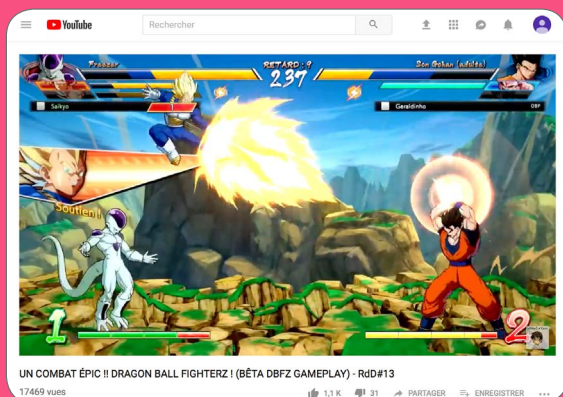
Number of posts: **15 YouTube** videos

Brief compliance: brief fulfilment of **100%**

Reach: **357 725**

Engagement: **6%**

Cost: **game key** + 2 months access to the Influence4you platform



Tips to remember and tricks to avoid

- > Choosing the right influencer as an ambassador is important to reach the desired target, as there are various types of gamers (pc, consoles, types of games) and different experts (sound, image, etc.).
- > The person must have a real connection with the product or the values of the brand in order to correctly convey the message.
- > These sectors often have influencers that are expert or enthusiasts in their field, you need to give them the freedom of presentation so as not to box them up.
- > Integrating products through innovative "positive" events is a good engagement idea but avoid making these events ridiculous, otherwise it can also be bad buzz.
- > It's harder to reach the over 40s with influence.

Conclusion for gaming and high tech sectors

Influencers are the best people to share their experience of a new product. Their communication power will reach the younger target audience of 15-35 year olds without problem. They are true leaders in promoting "must have" products and 'being in' with the current trends. Their expertise in this area will convince other experts or enthusiasts effortlessly who identify easily with them.

Entrust your products to influencers, they can bring some unsuspected added value! 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 together in line with your needs.

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 of hits!



Launch your influence campaign now,
contact us:

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