

FASHION & BEAUTY

How to stand out
in influence
marketing



Fashion and beauty brands: So want to use influence marketing, but how do you stand out?

Are you a fashion or beauty product brand? You probably know all the ins and outs of influence marketing, but how do you stand out when so many brands within the sector are already present on social networks? We have great news for you and it involves influencers! Influencers are the best way to get your product known amongst their communities! However, many fashion and beauty brands are already aware of the importance of this new method. As standing out should be your main focus, you should make sure that you choose the right influencers and be clear (and creative) about the required action. This is what we'll be focusing on in this hand out via case studies and figures.



Why is influence marketing essential in fashion and beauty brand communication?

Before we begin, ask yourself why working with influencers is (very) interesting for cosmetic and fashion brands. 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 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 promote new products (like yours)
- > have strong ability to persuade their community (which is key for fashion or beauty)!
- > are trendsetters
- > can make your product "cool"
- > are (usually) not expensive (for some, receiving your product for free is enough)
- > will talk passionately about your product in a language understood by their community (some Youtuber Lookbooks are extremely skilfully made)
- > 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 influencer chosen for a campaign, we have on average 10 that have applied) and for fashion/ beauty campaigns, we often have more than 400 applications for a campaign
- > you can even launch international campaigns easily
- > and if you're a distributor, you can ask for the visits and sales generated by an influencer to be tracked.

Unfortunately, one 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 marketing.

In short, you've probably understood: influence campaigns for a fashion or cosmetics brand are an essential tool to add to your

media 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 fashion and beauty brands to use influence marketing effectively.



Key influence figures for fashion and beauty brands

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 you'll get sales that sky rocket with influencers.

- > For example, we campaigned for a BelAir down jacket that generated €50k in sales for €10k of influence marketing.
- > Or even a PKJ novel that went from the 5000th to the 50th place on Amazon's book sales.
- > We generated €100k in sales on ASOS with micro-influence with less than a €10k budget.
- > Finally we generated over 100,000 new members and several million in revenue by using influencers for the beauteprivee website.

In short, influencers can generate direct

sales, but it's crucial to already have some notoriety 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 benchmarks).



**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 / subscribers
according to sectors.



Good news!

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

Please note: engagement on Instagram is very different between Fashion and Beauty. **Beauty is at 2.99% while fashion is at 4.36% ****. Why? Because Instagram beauty product posts often show the products and not the faces or silhouettes of

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



Good news!

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

the influencers... and this generates less engagement. If you're a beauty brand, feel free to ask for a layout (carousel, video...) where the influencer is featured WITH the product. This will generate more engagement.

The power of influencers

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

18-24 year olds spend only 1 hour per day in

front of the 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 TV-worthy influencers!

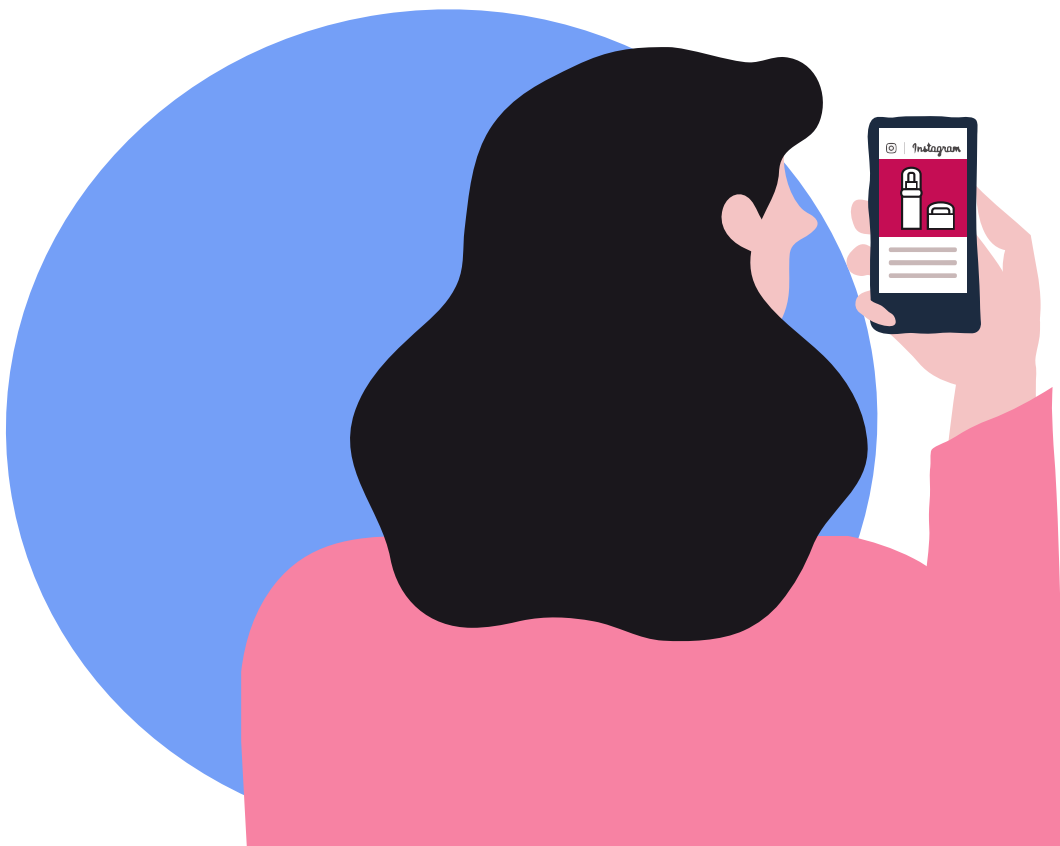
The number of influencers per campaign

Micro-influence campaigns on Influence4you allow start-ups to work with an average of 110 influencers * (and even more for fashion and beauty). So for your campaigns it's

interesting to mix top influencers who will make an impact straight away and micro influence which will allow you to develop more proximity with the consumer.

* influence4you - ** Study on 5000 influence4you posts - *** influence4you Study - 2015 - **** Médiametrie (French audience measurement company) 2017

Examples of influence campaigns for luxury brands





CONTEXT: As part of the comeback of its product range, Garnier Skin Active launched #BESkinActive with the support of 8 influencers - stars like Beauty Active, Lufy, Noholita and Safia Vendome.

OBJECTIVES:

- > Promote the new Skinactive range
- > Increase the brand's social media content
- > Bring organic traffic to the Garnier YouTube channel

TERMS: The campaign was based on an 8 part web-series that plunges us into the daily lives of these influencers. Over 8 months, a video was published per month by a leading influencer presenting the product adapted to them. Each month, a behind the scenes 'making

of' was also made on the influencer's YouTube channel, with a link to the brand's website. Each Youtuber offered products on one of their networks. A contest was also organized at the end of each episode on the Garnier channel.

RESULTS

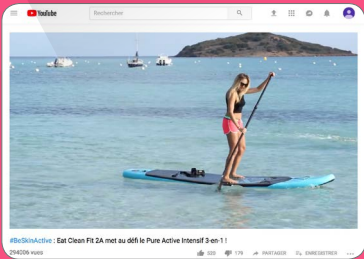
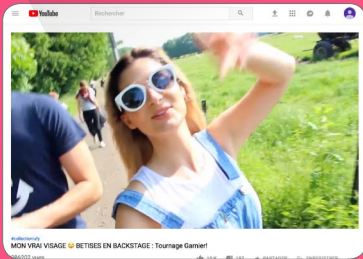
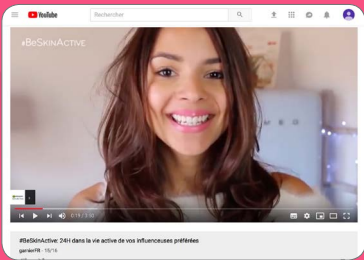
Total users reached: **7 M**

Total reach with media purchase: **20 M**

Total Likes: **310 K**

Number of comments: **5 K**

The procedure was conducted in collaboration with **SENSIOGREY** Garnier's agency in charge of digital communication - for more information: <http://www.sensioGREY.com/>



HOW DID GARNIER STAND OUT?

In terms of their choice of influencers, Garnier wanted top influencers to show their dynamic and healthy life style. Therefore, casting was key.

For the brief, the aim wasn't just to make a web series, but more specifically to involve communities. The 'Making-of' video was therefore key in the aim to open up the behind the scenes to the influencers



CONTEXT: Dr Pierre Ricaud wanted to highlight several of their products and product collections through Instagram accounts in three phases. This was in order to stand out from campaigns where users see vast posts of the same product appear on influencers social media accounts.

TERMS: We selected 6 relevant influencers whose profiles corresponded to the product collection and product in order to create content that is above all inspiring. Different influencers who post products of the same brand but from

different collections, can create true qualitative content that is naturally associated with their image.

RESULTS

Number of created content:
**32 photos, 6 videos,
7 Instagram posts**

Total of Likes: **310 K**

High engagement rate: **5,6%**



HOW DID DR PIERRE RICAUD STAND OUT?

Standing out essentially came from the choice of influencers (which was the most complicated: 30 year olds are the product target audience). Influencers didn't all present the same products on masse, which often happens in beauty or fashion influence campaigns. In addition, the different phases made it possible to create an impact over a longer time period. Content creation for D. Pierre Ricaud was the other fulfilled objective.



CONTEXT: In order to promote its Hemp range, The Body Shop invited 3 influencers to Troyes, France, for a press trip.

TERMS: The press trip allowed the influencers to discover the manufacturing secrets of The Body Shop's top products along with a hemp plantation in a rural setting. They stayed in comfortable trailers for an authentic experience in the heart of nature.

RESULTS

Number of posts: **11 posts** created

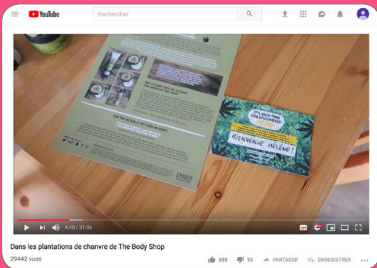
Average interaction rate: **26,61%**

Views of stories: **35 k**

Total of Likes: **24 K**

Reach: **441 K**

The video created by H  l  ne, Mon Blog de filles has doubled in views over time (14k views were counted in the report, but the current figure today is around 29k). The advantage of Youtube is that videos can reach a community over a longer period, allowing the brand to steadily boost its presence on networks.



HOW DID THE BODY SHOP STAND OUT?

Press trips allow influencers to live a unique experience they can share with their community. The trip also gives them different and exclusive content to offer which other non-attendees can't pass on and that itself is appealing.

The undeniable advantage of a trip is that influencers naturally tend to want to share their experience with their subscribers in stories or vlogs.

LANCÔME

PARIS

CONTEXT: For the release of the new Lancôme fragrance - La vie est belle - l'éclat de Lancôme, the brand wanted to make an impact with a 4 stage campaign: a teaser, a revelation, content creation, a contest.

TERMS: A sumptuous unboxing was organized in order to get audiences dreaming. The staging and setting really stood out from the classic content created by influencers or conventional advertising. This form of short film really engages the influencer and his community. After stir-

ring up emotions, the influencers created their content and started a contest on Instagram to continue the positive effect.

RESULTS

Number of posts: **51 posts** created

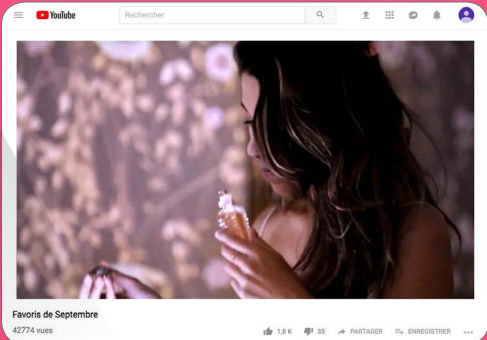
Reach obtained: more than **7 M**

Interactions: **28 K**

Teaser



Content Creation



Concours



Brand Evening contest



HOW DID LANCÔME STAND OUT?

The brand managed to recreate the luxurious and prestigious atmosphere linked to its image with influencers by offering them a unique moment that they could share with their subscribers. By investing in Lancôme's very own decor and inviting influencers, the content stands out and becomes more appealing.

Dior

CONTEXT: For its campaign "What would you do for love?" The Christian Dior perfume brand wanted to set up a plan with influencers to broadcast the operation and raise funds for the "WE" CHARITY ORGANIZATION for which Natalie Portman is the ambassador. The organization aims to help develop the education of girls & young women in more than 45 countries around the world.

TERMS: For every photo or video post on Instagram with the hashtag #Diorlovechain, Christian Dior Perfume donates \$1 to the organization. We

selected 7 influencers to highlight the idea "What would you do for love?" by creating a video about love.

RESULTS

Number of posts: **46 posts** in total

Reach: more than **4 M** views (including over 3M on Instagram).

Influencers very committed to the cause and the campaign made it a success!

Post Instagram



Article



HOW DID DIOR STAND OUT?

Campaigning in partnership with an association allowed the brand to steal the spotlight while supporting a cause.

Influencers are very invested when they create for associations, which enables a higher rate of engagement. Creating solidarity is a mission that influencers take very much to heart, and they excel in this area through their engaged community.



CONTEXT: Aiming to gain visibility while setting up auditions to find new faces to represent the brand in its future advertising, Jules entrusted the management of its influence campaigns to the Influence4You platform.

DOUBLE OBJECTIVE: Getting as many participants as possible in the Jules audition and gaining visibility on Instagram.

TERMS: The selected influencers could choose their favourite pieces to create their own look and share their style. They all put the link to the audition in their

biography for a week as well. Three of them even made several posts to highlight the different looks and the audition.

RESULTS

- Total Likes: 13 K
- Comments: 1 K
- Number of Views: 1 K



HOW DID JULES STAND OUT IN THIS CAMPAIGN?

Selecting the right influencers was decisive and led to a high percentage of subscribers. The quality of the content produced with micro-influencers put the brand in the spotlight with added enthusiasm. Setting up an audition helped the Jules website attract and reach more visits because the influencers all put the audition link in their Instagram bio for at least a week.



CONTEXT: The brand wanted to highlight its wedding range by presenting various looks using pieces sold on their website.

TERMS: We selected YouTube star Safia Vendôme to make an inspirational video. She not only made a video presenting several looks for wedding guests but also a staging of her ideal dress and her wedding ceremony.

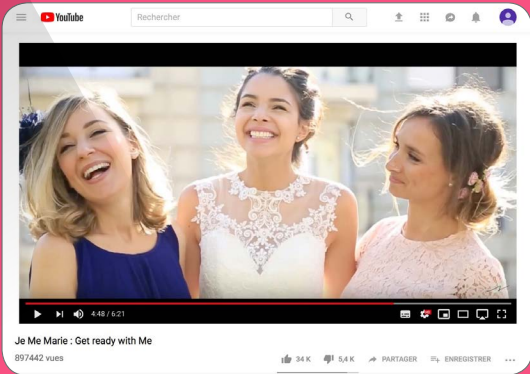
RESULTS

Number of Views: **1 M**

Total Likes: **34 K**

Number of Comments: **1 K**

"this campaign was renewed the following year with 3 other influencers."



HOW DID THE BRAND STAND OUT?

By creating a modern day scenario that could stir up wedding emotions, Asos asserts itself as an ally for major events in life. A professional one clip shot video had an impact on a large community.

Mistakes to avoid

- > For optimal creativity, influencers should be trusted to choose how they want to communicate a product.
- > Their distinct universe creates innovative content.
- > Don't go too fast! In order to stand out, multi-phase strategies can create a relationship between the brand and the influencer and really develop its presence over time.
- > Don't produce a mere high budget ad with influencers, even if it's tempting, it won't work with influence and tends to have negative feedback.
- > You really have to get the influencer hooked!.

To sum up

Fashion and beauty product campaigns using influencers are great, but how do you stand out from others? Creativity is key. Passionate and devoted influencers could surprise you and bring you exactly what you need to obtain your goals! Now you have an idea of the choice between micro and macro influencers, the rest depends on you, your goals and your budget.

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 of hits!



Launch your influence campaign now,
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