

INTERNATIONAL DEVELOPMENT

How to work
effectively on an
international level



How to work effectively on an international level?

Are you a brand that wants to expand or communicate internationally? Influence marketing will allow you to reach a wider audience without necessarily relocating, but you need to know how to work effectively at an international level? We have great news for you, influencers are the best way to get your products known amongst their communities and it's within everyone's reach, regardless of your budget or language skills. To best succeed, we have two essential tips: choose the right influencers and precisely plan the international campaign. This is what we'll be focusing on in this hand out via case studies and figures.



Why is influence marketing essential in international brand communication?

Before we begin, ask yourself why working with influencers is (very) interesting for international 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 international brands)!
- > 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) especially by adapting local cultural codes

- > may show you other ways to present your product or other uses that you may not have thought of.

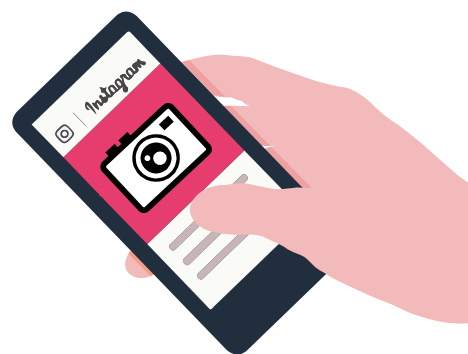
And even better:

- > 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 luxury 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.

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.

In short, you've probably understood: for a brand that wants to launch internationally, influence campaigns are an essential tool

to integrate into a 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 worldwide players for using influence effectively.



Key influence figures for international 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 explode 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 beauteprimee 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

- > Some influencers exceed **10 million views per video, that's more than some primetime TV shows**
- > PuddiePie has 80M subscribers on YouTube!!!
- > 18-24 year olds spend only 1 hour a day in front of the TV (versus 4 hours for the average French person) but **4 hours a day in front of their smartphone***** (especially on social networks), that's a huge audience of TV-like 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 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 international communication





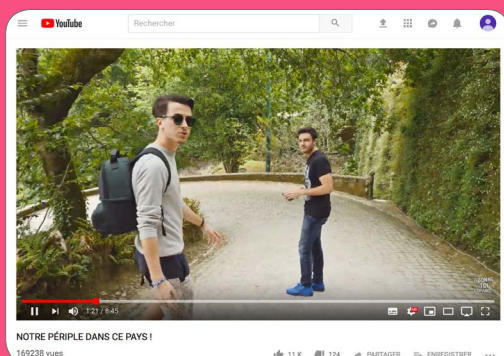
CONTEXT: Alcatel wanted to create an impact for the release of its A5 Led phone. A phone with a light-up phone case. We guided them through this large-scale campaign in 8 countries (France, Italy, Russia, Romania, Portugal, Holland, Germany, UK) and carried it out via several key moments.

TERMS: We selected influencers who were generating a lot of engagement and views for this international campaign and whose profiles were young and dynamic. Several phases allowed the new product to be in the spotlight prior to its release (teasers), at the time of the release and also afterwards, for a lasting impression.

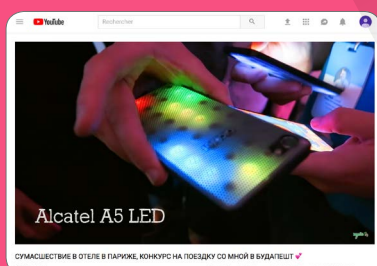
- > Phase 1, taking part in the launch party held in Paris and content creation
- > Phase 2, engagement creation via a quiz
- > Phase 3, participation in a festival held in Hungary with Alcatel

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

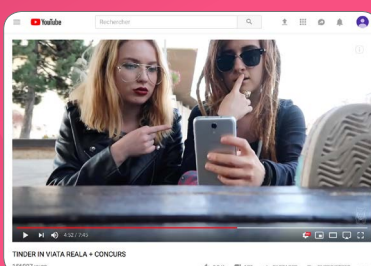
Valentin's post (TartinEx)
the selected French
influencer



Phase 1



Phase 2



Phase 3





COMME des GARÇONS*

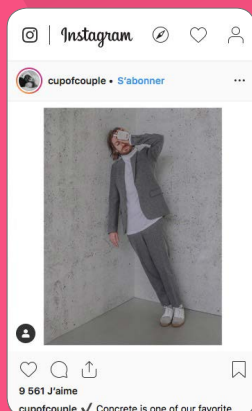
CONTEXT: For the release of its new perfume Concrete, the fashion label Comme des Garçons set up an artistic and innovative influence marketing campaign.

TERMS: An exclusive audio device was created in only ten copies for the campaign so that the connected device and the perfume would be highlighted through an Instagram and Instastory post.

RESULTS

Reach: **4,4 K**

Number of posts: **22 posts** made



HOW DID COMME LES GARÇONS SUCCEED IN ITS CAMPAIGN:

Influencers really played the game by highlighting the perfume in the Instagram post and spoke about it in a story as it was easier to show the product in action via a video.

Various communities were open to the campaign because the chosen influencers had an editorial line consistent with the image of the brand. The choice of influencer is therefore paramount in luxury. Besides, the artistic aspects of the perfume and the speaker fit better into an influence marketing campaign.

LALALAB.

CONTEXT: Lalalab wanted to promote its photo-box globally through YouTube videos featuring a moment shared with a loved one. For France, the brand wanted to communicate ephemeral products through "Summer hits" with YouTube videos as well. Influencers had a coupon code to share with their community to encourage them to visit the website.

TERMS: We selected profiles that could create original content through photos with German, English and French influencers. Each video was created in line with their editorial policy and was quality content. "Do-it yourself" creations appeal to influencers who can pass on their own tips and highlight the product in an original and qualitative way.

RÉSULTATS

Reach: **1M**

Number of views: **183 K**

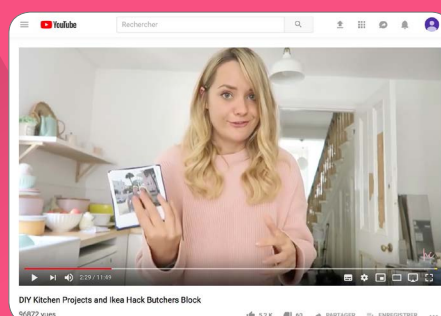
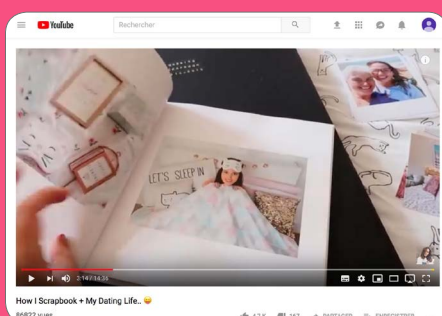
Total Likes: **18 K**

Number of interactions: **30 K**

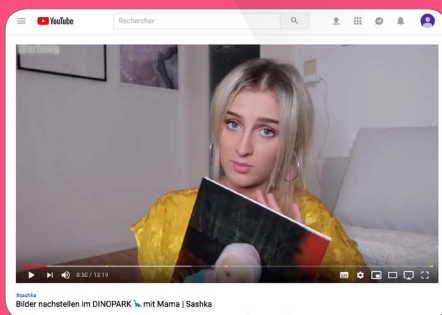
Engagement rate: **3,15%**

Their community thanked them for sharing the Lalalab promo code. They were able to order the product with a discount.

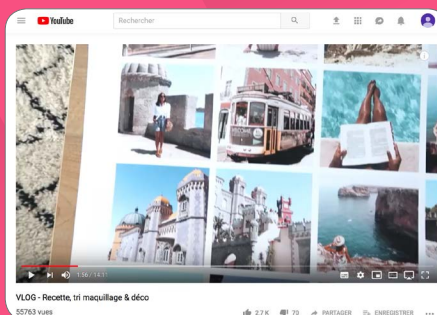
English influencers



German influencer



French influencer



Mistakes to avoid

- > International influence campaigns can be an opportunity for you to build a reputation but must respect the influence standards of each country and culture.
- > Working internationally does not necessarily require a higher budget, but rather a solid expertise in the field.
- > Becoming international is appealing but knowing which country to target and the reason for choosing this market is necessary.
- > Managing an international campaign requires coordination and organization to fulfil the desired objectives.
- > For optimal creativity, influencers should be trusted to choose how they want to communicate a product.
- > Their distinct universe creates innovative content.
- > Investing in influence marketing not only boosts sales but also enhances brand prestige and increases value for future consumers.

To sum up

Working effectively on an international level is within everyone's reach, as long as you select the right influencers to create qualitative content that respects the influencers editorial line as well as the brand. The impact and benefits of these larger campaigns can be a great success if original and creative content is created with the influencers. In addition, working with us, you'll be able to create your influence campaigns easily and have access to thousands of influencers all over

the world for true time saving and effective communication. In the end, as you've seen above, the choice between micro and macro influencers depends on 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,
contact us:

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