

INDUSTRY AND SERVICES

How to work with
influencers when
you're a non-sexy
B2C brand?



Working with influencers when you're a non-sexy B2C brand

Are you a brand from the technology or service industry? Do you want to get into influence marketing but don't know how to highlight your services or products? Or are you afraid that influence may not be for you as you're not Apple or L'Oreal?

We have good news for you: no matter your industry, you can create influence campaigns! Influence marketing will allow you to reach a wider audience which is actually likely to buy your products! Influencers are your best allies for presenting and developing your business. And it's within everyone's reach!

2 essential tips for this: get creative and choose the right influencers. That's what we'll be looking at in this document through figures and case studies.



Why is influence marketing essential in communication?

Before we start let's ask ourselves why working with influencers is (very) interesting for non-sexy B2C brands (finance, industry, services...) but that are B2C. 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 only spend an hour a day in front of the TV, the radio or the news, compared to 4 hours for the average adult)
- > get through adblocks (over 50% of 15-35 year olds have an adblock)
- > are "native mobile"
- > like to present novelties (and this is where they need to be creative to be able to speak about/sell your product)
- > have strong power of persuasion (particularly the ability to persuade people that your website is "trendy")!
- > are trendsetters
- > can highlight promotional codes or exclusive benefits
- > are (usually) not expensive (for some receiving free products or vouchers is enough, it's the advantage of having

products to send)

- > will talk about your product or service in a language understood by their community
- > may show you other ways to present your website that you wouldn't have thought of
- > can add tracking links (except on Instagram)... useful for measuring your ROI.

And even better:

- > you can choose which ones (on influence4you for example, we have on average 10 influencer applications for only one selected) and in publishing campaigns, we often have over 200 applications for one campaign
- > you can easily launch international campaigns
- > and if you're a distributor and you have google analytics, you can ask for visits and sales generated by each influencer to be tracked (by putting the name of the influencer in your variable UTM source) - which our platform does for you.

Unfortunately, one small downside: influencers don't tend to reach 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 got it: influence campaigns for the industry market are essential to integrate into a media mix in the same way as SEO, SEM, e-mailing / retargeting or the

work around basket conversion. This channel comes a bit before the "last click", but is very useful for branding which prompts purchases. We're going to give you some key figures below to show you why it works... and more importantly some methods for using influence effectively.



Key influence figures for industries and services

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.

To sum it up, influencers can generate direct sales, but it's crucial to already have some notoriety and therefore privilege influence as a channel of notoriety, buzz and explanation of your product / innovation. Following a well-chosen campaign

with a decent promo code, a good deal should have an impact on your sales or give a nudge to your other marketing channels (SEO, SEM...).

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? Now, in order to measure the campaigns impact, 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/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

- > 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 per

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

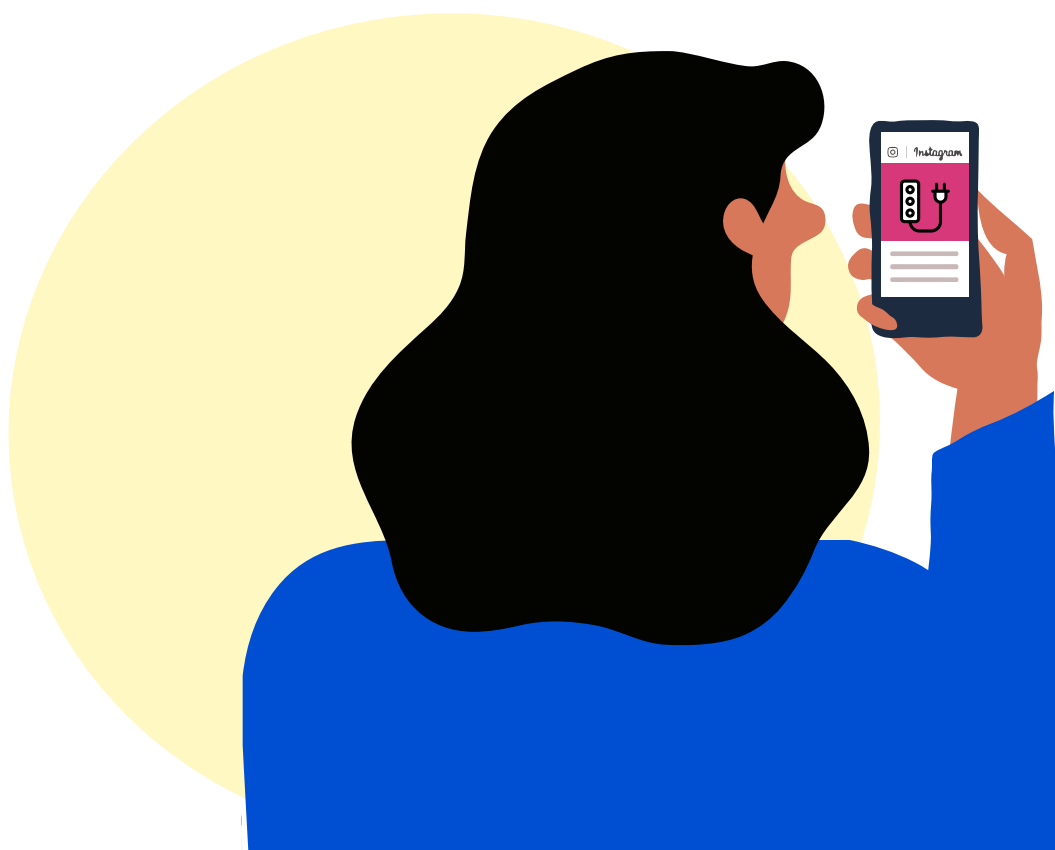
The number of influencers per campaign

Micro-influence campaigns on Influence4you allow advertisers 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 influences which will allow you to develop proximity with the consumer.

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

Examples of influence campaigns for industries and services



CONTEXT: GRDF wanted to highlight the choice of using natural gas for home heating. Emotion gas and GRDF wanted to use influencers.

TERMS: Influencers were invited to a #Afterworkcocooning in order to discover the products and interact directly with the relevant representatives to understand the benefits of natural gas and be able to talk about it to their community. The influencers shared their

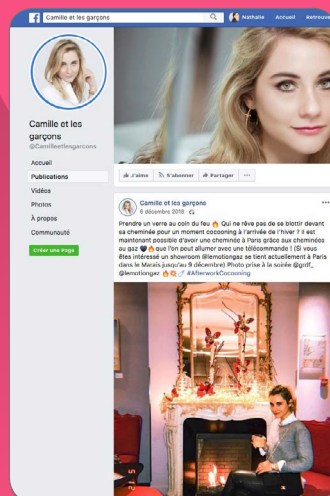
evening via Instagram stories. The pianist created a relaxed atmosphere and the fireplaces featured regularly amongst influencers posts.

RESULTS

Reach: **592K**

Total Story Views: **63K**

Comments: **391**





Le réseau de l'intelligence électrique

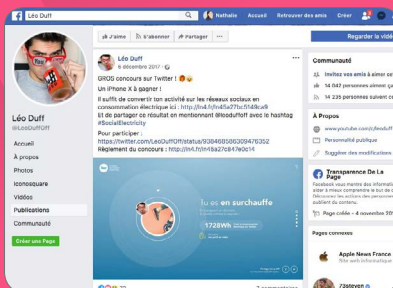
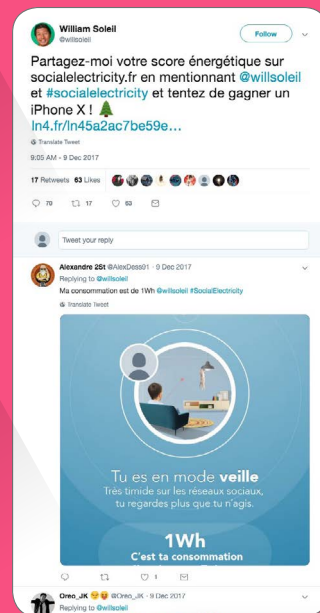
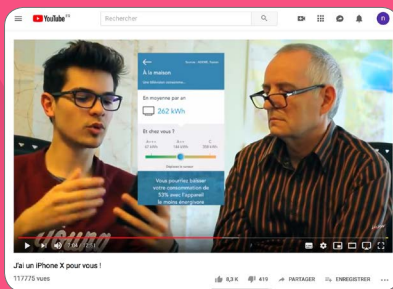
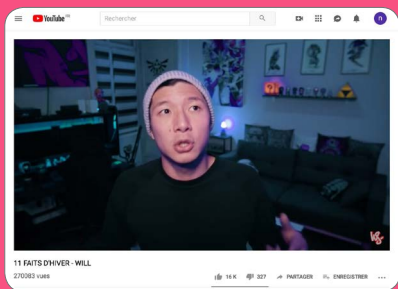
CONTEXT: To raise awareness that any and all action on social networks uses energy, RTE wanted to develop "Social Electricity", a website that calculates the consumption of users on Twitter or Facebook.

TERMS: In order to draw attention to the website in the spotlight, and educate a wide audience on their consumption on social networks, we reached out to influential Youtubers. To reach as wide a target as possible, we performed a varied casting call including a High-tech profile, a Lifestyle / Humour profile and a more Culture / Lifestyle profile.

- 33 influencers
- 3 Youtube videos
- 3 contests broadcasted on Instagram and Twitter
- 3 Twitter posts and 3 Facebook posts

RESULTS

- YouTube views: **360K**
- Comments: **2K**
- Likes: **22K**
- Facebook reach: **31K**
- Twitter reach: **78K**
- Clicks on contest links: **39K**
- Contest participants: **5K**





CONTEXT: For Europe Day organized on May 12th at the Paris City Hall square, the European Commission wanted to set up a system with influencers to promote European Union programs for young people (including a series of short films by European directors).

TERMS: Three influencers went to Europe Day to attend the screening of several short films. During the event, they posted stories on Instagram. Beforehand, the influencers posted a teaser on Facebook or Twitter announcing that they would be

present at the event and encouraging their community to join them. The European Union contest was then broadcasted on the Instagram account of a star influencer in the film sector.

RESULTS

Reach: **5M**

Instagram Story Views: **257K**

Facebook reach: **56K**

Titter reach: **144K**





CONTEXT: The objective was to highlight cleaning professions (housekeepers, janitorial services...) through photo shoots at the CFA (Centre de formation d'apprentis "apprentice training centre) and during an exhibition in train stations for the first national cleaning profession day on October 18th 2018.

TERMS: 8 Instagram famous photographers with a community on Instagram were selected to go to the CFA to carry out a portrait-oriented photo shoot of people in training. These portraits were

exhibited at the train station on October 18th. To promote the exhibition and get people talking about these cleaning professions on Instagram, influencers had to share an Instagram post that day.

RESULTS

Reach: **530K**

Impressions : **109K**

Instagram Story Views: **42K**

Likes : **5K**

Comments: **109**





CONTEXT: La Poste Mobile (French mobile telephone provider) wanted to promote its win-win contest during summer 2018 by using Youtube influencers. The objective was to encourage as many 20-35 years as possible to participate, ideally on Friday 13th July to play on the idea of 'luck' associated with this date.

TERMS: Two top influencers were selected to create YouTube videos about luck. They then broadcasted the contest

through Twitter and Instagram Stories.

RESULTS

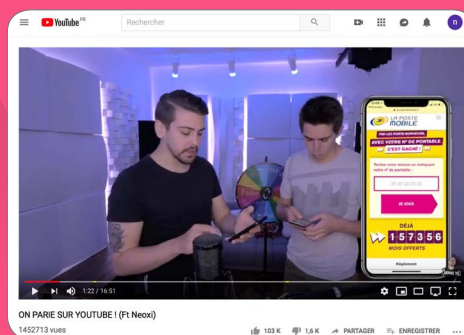
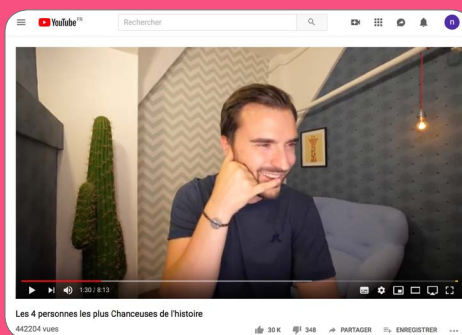
YouTube Views: **1M**

YouTube Likes: **104**

Retweets : **433**

Instagram Story Views: **122K**

Click Rate: **10%**



Mistakes to avoid

- > Do not focus solely on the net sales conversion rate, the power of influencers also contributes to the image of the brand.
- > Only wanting to work with top influencers, because micro-influencers have more engagement on their posts and also get very good results!
- > Thinking that you need a big budget to start influence marketing is wrong
- > Giving away products or services may be enough to work with influencers but paying them can attract influencers who have a greater impact.

To sum up

Any brand wanting to reach under 40 year olds (even the least "sexy") can get involved in influence marketing! Although it may seem more complicated for some to create the content at first, it shouldn't be an obstacle. The key is to be creative in attracting content creators to generate true added value and engaging content for their community. Influencers can provide real confidence for consumers, and this is the case even more for sectors that are less inclined to engage in influence. But E-reputation takes time to build and influencers are true facilitators and accelerators. On top of that, you will gain long-term visibility. Influencers are storytellers so they're the ideal people to make you want

to discover new stories and brands. In addition, choosing the right influencer can attract enthusiasts who also love your products. All in all, working with an agency, 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. After that, as you've seen with the examples above, the choice between micro and macro influencers depends on your goals and your budget (from 1000 to 100 000 €, influence marketing is available to all publishers). Feel free to contact us to set up your influence campaign!

Influence marketing 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!

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