



# influencer

marketing: IS IT THE NEXT BIG THING?



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# WHAT IS influencer marketing?

Brands utilizing a relevant influencer to help promote and humanize the brand

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# We know it's popular

Influencer marketing is currently  
an \$8 billion industry, projected to hit  
**\$15 billion by 2022**



# But why?

Few have studied the impact of social media influencers from the consumer perspective—including what gives an influencer “influence.”

**So, we worked to find out**

# reviews. **visuals.** deals.

These three factors increase social impact on purchases



**reviews**  
REAL reviews + more details

**visuals**  
picture quality + demos

**deals**  
+ scarcity tactics



**Influencers** authentically magnify exactly those things that increase purchase impact: **reviews, visuals, and deals.**



# influencers have gained **trust**

Consumers impacted by social content from influencers often **trust influencer content more than brand content**

46%

influencer reviews  
are more compelling  
than company ads

50%

more likely to try  
based on influencer  
reviews

40%

make purchase decisions  
more quickly based on  
an influencer review



# and we know **trust builds brands**

We've seen forms of brand "influencers" throughout history

## pioneers



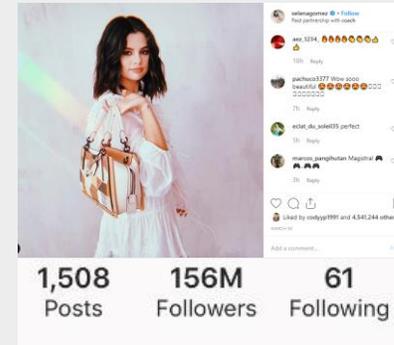
**Josiah Wedgwood** sought royal endorsements for his pottery in the 1760s

## characters



**Tony the Tiger** for Frosted Flakes, first introduced in 1952

## celebrities



**Selena Gomez**, the most-followed celebrity on Instagram

# influencers today are **even more powerful**

connecting with consumers in meaningful ways that the brand can't do on its own



**Influencers build trust  
through their reviews**



**They're real people  
who humanize the brand**



**They provide real-life  
product demonstration**



**They truly  
offer great deals**



# What's next for this trend?

Platforms are evolving so consumers can make purchases even easier, ensuring continued adoption.



Forget direct links that open up in a separate app or browser window. Instagram is already testing features that will allow users to buy products directly in the app



YouTube is testing shopping links under videos that will allow users to purchase products featured in the video or related to the content in the video

# authenticity becomes even more powerful

as influencer marketing grows



**“I like honesty.**

And I want to see a non-doctored ad for the product, not a slick marketing campaign. I’m skeptical of corporate ads and seasoned bloggers because they use influence whether the product is crap or not. I trust a few bloggers—who aren’t celebrities—with recommendations.”

does influencer  
marketing work  
for utilities?



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# utilities are uniquely positioned

to benefit from influencer partnerships

brand

The utilities industry lacks a tangible product and identity. **Influencer marketing gives the brand a face and some humanity.**

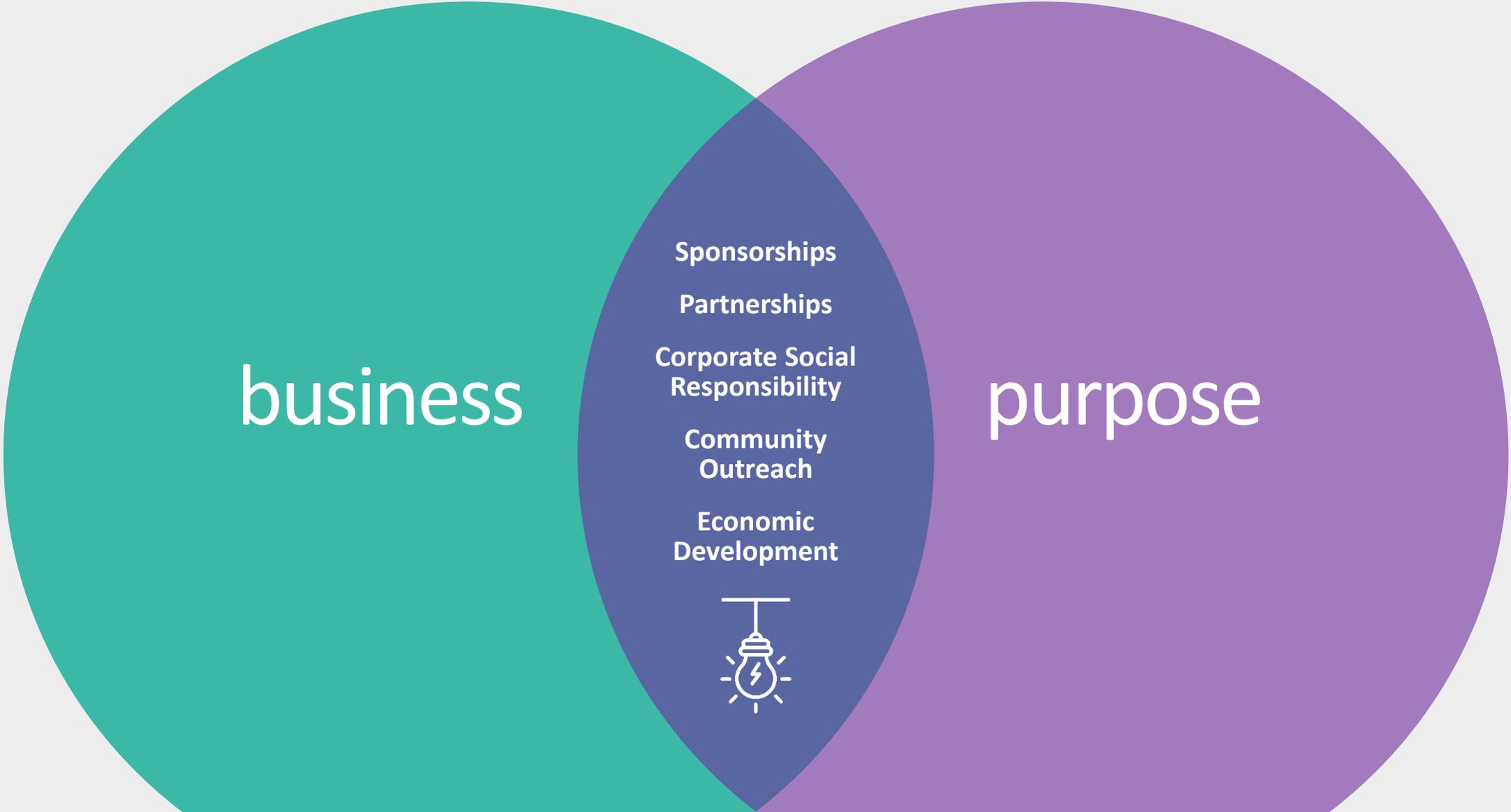
sales

Consumers often choose providers and fuel sources based on word of mouth. **Influencers are the ultimate word of mouth, and—in the case of utilities—may even be seen as more knowledgeable than friends and family.**

cost

A utility company needs to partner with an influencer focused on local content with a strong region-specific follower base. **Those are “nano” and “micro” influencers—and they’re the least expensive partners. 😊**

# the influencer marketing **sweet spot**



business

Sponsorships

Partnerships

Corporate Social  
Responsibility

Community  
Outreach

Economic  
Development



purpose

# what has this looked like for others?

charitable endeavors  
event sponsorships  
programs + products



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# building brand awareness

by highlighting charitable endeavors

## strategy:

A utility company wanted to build more positive community awareness by highlighting the forward-thinking steps being taken to conserve water and energy for future use

## execution:

The company partnered with local lifestyle and parent influencers to re-share news and blog posts detailing the company's pioneering water provisions



# deepening brand affinity

by utilizing influencers to help promote a community event



## strategy:

An insurance company was one of the main sponsors of The Boston Marathon. The company leveraged the event to create an association between the brand and the idea of “striving to achieve the best for yourself and those you love.”

## execution:

The company also partnered with a dozen running, fitness, and parent influencers who over-performed on content involving a loved one—child, sibling, significant other, etc.—and created content that spoke to having “others draw out the best in you.”

## results:

The campaign achieved a 5.7% engagement rate with a positive sentiment rating of 98%

+98%

# creating attachment to your brand

through a related product or program partnership



**Kat Fox | The Foxy Kat #lifestyleblogger**  
@TheFoxyKat1

Welcome to Our New SRP ENERGY STAR® Home  
[bloglovin.com/blogs/foxy-kat...](http://bloglovin.com/blogs/foxy-kat...) on @bloglovin



Welcome to Our New SRP ENERGY STAR® Home (The Foxy Kat)  
It's almost been an entire eight months that Aaron, Simon, Murray and I moved into our SRP ENERGY STAR® home in Tempe, Arizona. The craziest thing is that i...  
[bloglovin.com](http://bloglovin.com)

3:41 AM · Apr 22, 2019 · Bloglovin

## strategy:

A utility company partnered to create an ENERGY STAR Home product and leveraged the product partnership to demonstrate the investment in efficient cost-saving technologies

## execution:

The company then partnered with lifestyle and home influencers to grow awareness of the product, educate followers on what makes a home uniquely energy and water efficient, and direct audiences to visit the company website to learn more

## results:

The campaign saw 740k+ impressions and a 3.28% organic engagement rate



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740k

# gathering compelling visuals + creating buzz

AGA's own #cookingwithgas campaign was powered by influencer partnerships



afitandfabulousmichele  
**10.8K** followers  
*Fashion, Food, Home, & Quotes after Anorexia*



joliemodel  
**315K** followers  
*Family | Lifestyle | Fashion*



Foodxteater  
**17K** followers  
*Livia's Food Diary  
Where to eat? Just keep scrolling*



realrawandradiant  
**15.1K** followers  
*Real life, raw content, still radiant*



jcaroundlife  
**2,200** followers  
*Cooking & Tasting Videos  
Chef Consultant & Optimizer*

**103** pieces of unique content created  
**46K** engagements  
**1.3M** potential reach

# influencer campaign **KPIs**

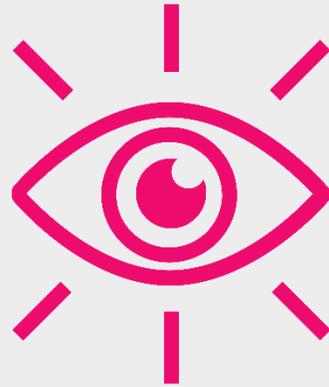
are unique to each initiative but metrics we commonly consider are:



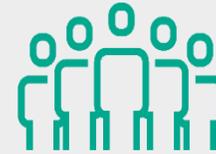
traffic driven  
to designated  
pages



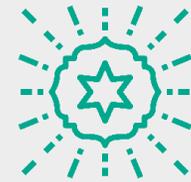
impressions  
+ engagement



influencer placements  
+ original content  
created



growth of owned  
properties



rise in brand  
perception and/or  
specific brand  
attributes

33%

advise you to  
partner with  
an influencer  
if you want their  
business



# jump on the **influencer bandwagon**

Our multi-phased, strategic approach to influencer campaigns will authentically grow awareness of your brand, values, and offerings—and result in increased affinity and sales

1

planning +  
background

2

matching  
+ prep

3

activation  
+ promotion

4

performance  
reporting



**bellomy**  
MARKET INTELLIGENCE

**Bellomy is a market intelligence firm  
dedicated to helping our clients make  
better business decisions**

PASSION LED US HERE

We share ownership of  
our clients' business problems  
and have a service mentality  
and culture.

**We only succeed  
by making our clients  
more successful.**



## social research

A “must-have” input to understand today’s consumers



## shopper insights

Understand shopper motivations and how purchase decisions are made



## brand renovation + innovation

Core brand improvement for today—breakthrough improvement for tomorrow



## customer experience

Put greater agility and precision into your CX solution



## strategic research

Custom solutions to support and inform growth strategies

cross-solution methodologies

qualitative research

quantitative research

advanced analytics

digital strategy



# bellomy ENERGY CLIENTS

25 trackers + 22 panels



# Please reach out!

We are happy to help you get your feet wet

[bellomy.com/AGA-2019](https://bellomy.com/AGA-2019)

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**bellomy**

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your best  
thinking™**